

The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

• MARCH 15, 1947 •



From boogie-ing Rimsky-Korsakoff's Bumble Bee and making a love night out of Tchaikovsky's B Flat Concerto thru One-zy, Two-zy and clear to Maraguc, Nicaragua is really running the gamut. And here, listening to a platter playback, is the guy who did it . . . one of the greatest gamut runners of them all . . . maestro Freddy Martin. He does the same type of gamut sprinting in the scope of his other music making activities, being clear up to the reed on his sax with personal appearance dates, radio shows, films, and in his spare time running a music publishing firm and a music store in L. A. Bespectacled, mustachioed gent with the maestro is Walt Heebner, RCA Victor's West Coast recording director.

Here's how they rate
8 to 8-

NETWORK STATION "A" . . 4.5

WNEW.....3.7

NETWORK STATION "B" . . 3.6

NETWORK STATION "C" . . 3.4

NETWORK STATION "D" . . 3.2

8 A.M.-8 P.M. Mon.—Sat. February PULSE

More than ever... New York's No. 1 Buy

Represented by John Blair Co.

WNEW

24 HOURS A DAY

**1130
ON YOUR
DIAL**

CONCLAVES SWELL BIZ POKES

PA's Back Fields' Doubling From B'way to Circus

NEW YORK, March 8.—The New York press agents' chapter of the Association of Theatrical Press Agents and Managers petitioned the governing board of the parent body Thursday (6) to permit Bill Fields, Broadway flack, to work with the Ringling Bros. and Barnum & Bailey press staff while continuing to handle publicity for the legit shows, *Joan of Lorraine* and *Street Scene*. A ruling may be forthcoming after the next meeting of the eight-man board Thursday (13).

Action stems from the following resolution passed by the board in (See N. Y. PA'S BACK on page 47)

'Brigadoon' Advance A Socko \$500,000

NEW YORK, March 8.—Cheryl Crawford's production of *Brigadoon* will preem on the Stem next Thursday with close to \$500,000 in its sock from advance tax sales, something of a record take for a show opening without a name. *Seven Lively Arts* hit the street with a larger advance, but had the benefit of Beatrice Lillie, Bert Lahr, Benny Goodman and other creators of b.o. magic in the cast, as well as a \$6 top.

Brigadoon comes in at a \$4.80 top with 175G from 31 theater parties already banked. Show, boasting a cast of 66, cost \$175,000 to produce, a low for this type of musical this season. Since Miss Crawford has kept the nut on the show very low—about 23G in the Ziegfeld Theater, a house which can gross \$40,000, she stands to pay off the production cost in about 11 weeks.

Excise Tax To Continue; Local Tax Bills Bust All Over

WASHINGTON, March 8.—Die is now finally cast for indefinite extension of entertainment excises, with the bill having gone to the White House Friday (7) following quick Senate concurrence in the House-passed legislation. The high war-time rates on admissions and other entertainment taxes are expected to continue at least another year and maybe longer despite rumblings of protest among some congressmen.

It is seen likely that an effort to effect a roll back in entertainment excises will be revived late in the year when foes of the record-high excise rates will call upon Congress to at least specify a date for the tapering off. Under the existing law, the high war rates will continue as long as Congress does nothing to amend or repeal the act. Truman is expected to apply his signature within a few days.

Dewey Asks State Tax

NEW YORK, March 8.—Howls from the Stem greeted proposals this week by Gov. Thomas E. Dewey in Albany that further taxes be slapped on showbiz to cover educational expenses thruout the State and bolster municipal coffers. Proposal seeks to milk Stem showbiz of almost \$15,000,000 in admission taxes by imposition of a 5 per cent tax on all theater ducats. Tax does not apply to sporting events. A further bite, which would amount to nearly \$4,000,000, is sought by Dewey from levies on retail liquor licenses and meals costing over \$1. This would hit niteries, too.

These gouges apply to New York City. In smaller communities thruout the State, Dewey seeks to impose

the liquor license and meal taxes, admission taxes and a \$10 bite per machine on vending machines. In addition, in cities of 100,000-1,000,000, hotels would charge 5 per cent more on rooms renting at \$2 and up. Out-State taxes, Dewey estimates (See EXCISE TAX on page 34)

Laurel and Hardy London Booking Advance Sellout

LONDON, March 8.—Stan Laurel and Oliver Hardy date at the Palladium is a sellout even before the film comics open Monday (10). Within 48 hours of their announced coming, the Palladium received 120,000 ticket orders, enough to fill house to the rafters for two weeks. Team has agreed to extend date to three weeks.

Moss Empires, Ltd., owners of the theater, are said to have netted about \$402,000 (100,000 pounds) from booking so far. Comics already have played Moss houses in Newcastle and Liverpool. Other vaude shops in main cities would be willing to ditch prior commitments if they could get pair, but team has pic skeds lined up and so will not troupe after London date.

Bill in which comics headline is backed up by another sock Yank act, Bunny and Marilyn Hightower, the top dance act here today. Billy Cotton's band may be added. Moss Empires is understood to be wooing other big Yank show names in the hopes of keeping to b.-o. bubbling.

Trade's Take From Confab Boys -- 20 Mil

4 Spots Sked 1,837

NEW YORK, March 8.—Somewhere between \$14,500,000 and \$20,500,000 is due to be picked up by all phases of showbiz during 1947 from the spending of approximately 1,500,000 delegates to 1,837 conventions in the country's four leading conclave centers: Chicago, New York, Atlantic City and Los Angeles. Most convention bureaus gauge each delegate's spending potential at between \$100 and \$150 during a confab, so 1947's over-all spending should range from \$150,000,000 to \$225,000,000.

Of this amount, 7½ or 8 per cent falls into the tills of theaters, movies, niteries, bars, fairs, parks and other extra-convention entertainment. This year's figures for such a take should be from \$11,750,000 to \$18,000,000. In addition, there is another possible \$2,500,000 due to be picked up by showbiz for talent costs for acts and music used to entertain delegates during luncheons, banquets, etc. Add all the takes together and they total between \$14,500,000 and \$20,500,000 for the year.

About 70 Per Cent Use Talent

Since talent bookers, such as the Abner Greshler office here, estimate that about 70 per cent of conventions use talent, there should be work for about 8,000 acts. The average convention uses six acts a show, with or without production numbers and scenery, and confabbers divvy up between \$1,000 and \$40,000 for entertainment costs.

Dough paid out does not depend on the size of the convention; often the small conclaves pay out more than the large ones. It is difficult to estimate the cost per convention, since some confabs use entertainment for as long as three days, a different show each day.

This comes high. Others may use only one show. But, in general, 10 (See Conventions Fatten on page 4)

TOP AD AGENCY SCOREBOARD

High Scorers And How They Get That Way

Blow by Blow by CPS-Hoop

By Joe Csida

NEW YORK, March 8.—Dancer-Fitzgerald-Sample's 28 (count 'em) programs piled up enough Hooperating points to win for the agency first place in the daytime line-up, fifth in the evening scoring and top position in the full week (all day and nighttime segs) of the first radio-advertising agency tabulation of its kind ever published.

Tab creates a charmed circle of the air-ad business, showing the 10 (See HIGH SCORERS on page 9)

Miss Truman May Follow Air Debut With Some Disks

NEW YORK, March 8.—Coloratura Margaret Truman's pro debut as soloist with Detroit Symphony over ABC next Sunday (16) may lead to a career on wax as well as ether. Henry R. Reichhold, whose *Musical Digest* mag is sponsoring the bow, is Vox Record Company biggie, and Stem is half expecting that he'll croon a siren song to lure President's daughter to cut platters.

Miss Truman's intro to the public is getting fanfare accorded few. When Detroit date (originally scheduled March 9 but deferred the last minute) was announced, it wasn't the sponsor, the symphony or even the web that flashed the news. Bulletin came straight from the White House. And it's from Pennsylvania (See MISS TRUMAN on page 33)

Copyright Pact With Latin Nations Runs On Reef for a Year

CHICAGO, March 8.—Efforts to sign a copyright treaty between the U. S. and South American countries were delayed here last week when the American Bar Association's house of delegates decided to withhold a vote for another year on whether to accept the treaty. A stalemate has been reached between the ABA's international section which consists of legal experts who favor acceptance of the paper, and the copyrights section, which turned thumbs down on the pact, the ABA's central board decided to hold the matter in abeyance for another year while both sections attempt to work out an agreement.

The treaty has already been okayed by reps of the S. A. countries and U. S. State Department, but awaits passage by the Senate before it becomes legal. Senate normally (See Latin Copyright on page 33)

Bites Sponsor

CHICAGO, March 8.—KFNF, indie station in Shenandoah, Ia., set a radio precedent last week when it sued in superior court here to recover \$8,000 it says it paid to listeners who complained they were duped by a station client's false advertising.

Defendant, the Sherzan Company, unavailable for comment this week, plugged sale of nylons over KFNF last July, suit says. Charles Wendt, station attorney, charges listeners reported flooding company with orders but received no nylons. Frank Stubbs, KFNF prexy, paid off to keep listeners' good will, suit says.

Conventions Fatten Showbiz Pokes From 14 to 20 Mil; 70% of Conclaves Use Talent

Four Cities Schedule 1,837 Confabs

(Continued from page 3)

percenters predict a top year for 1947, the best since pre-war days. However, since price of acts has gone up as much as 100 per cent since 1941, cost of shows is greater and so this year's take may not be as high as in past years. But it will be a good year they say.

Chi bookers, while looking for a boom season, are a little chary of predicting anything very definite, and would even be inclined to look for a drop this year from 1946 figures (822 conventions and 522,000 delegates), which, they say, bids a record year. But even if the totals drop, 1947 will be a better than good year for talent.

N. Y. Figures on 550 Confabs

A breakdown of the picture by cities reveals that New York, second most pop conclave mecca (Chi still remains the nation's No. 1 spot) is figuring on about 550 confabs this year, with an attendance of some 300,000 delegates who are certain to divvy up between \$30,000,000 and \$52,500,000. N. Y.'s bureau figures individual spending this year hovers between \$150 and \$175 per person, rather than the other cities' figure which runs between \$50 and \$150. Showbiz bite of this juicy melon should yield anywhere from \$2,500,000, plus talent costs of around \$500,000.

This is the first really good year New York has had since 1940. The last peacetime year, 1941, was poor, with only 450 meetings held here. Both 1945 and 1946 were difficult years because of wartime travel bans and the housing shortage. The war years saw convention biz dwindle to nothing. This year's figure ap-

proaches 1940's 600 confabs, which, however, did not meet 1939's record of 700 meetings. That year, it will be recalled, New York had a World's Fair as a lure to conventioners.

Peak convention months here are September and October, the January, 1947, did okay with 60 conclaves. Bureau looks for 1948 to beat 1947's figures.

Atlantic City Faces Lush Season

Atlantic City, convention favorite, is facing a good year in 1947, with some 230 meetings set, a dozen of them having between 12,000 and 15,000 delegates each. In all, bureau figures between 200,000-250,000 visitors and showbiz looks good for at least \$1,500,000 or more from these meetings. However, unlike New York, this is not a top year, compared with pre-war years. Last year the city was host to 25 gatherings, and considered it the biggest year in almost a decade. Both 1939 and 1940 were off years and the war put the clamps on any conventioning at all when all hotels were commandeered to house trainees, patients and vets. In 1939 only 150 conventions were inked, while 1940's figure lay between 150 and 200.

Altho the top convention spot, Chi, will play host to 1,000 conventions this year—an all-time high for any one year—attendance at the conventions will be lower than in previous years when there were less gatherings. Only about 800,000 delegates are expected, but they will fling an estimated \$6,000,000 into showbiz coffers, to say nothing of an approximate \$500,000 to \$1,000,000 in talent costs for confab shows. Figuring on \$100 per delegate, spending potential this year is \$80,000,000.

Figures for Chi's pre-war convention years show that 1939 had 721 meetings attended by 1,200,000; 1940 hit 830 confabs, with 1,000,800 attending, and 1941, despite war threats, pulled in 803 conventions and 906,100 delegates.

Lush Spending Potential

Los Angeles, which has mushroomed as a big industrial center during the war, is expected to swing into a convention boom this year. To date some 87 confabs, 48 of which are major national conventions, are racked up, with many more expected before the year's end. Last year, area had only 26 conventions. These figures are for L. A. proper, while Hollywood, Long Beach, Santa Monica and other communities in this far-flung metropolis, should add considerably to the final total. Delegates figured around 135,125 have a spending potential this year of \$13,500,000, of which showbiz should get more than \$1,000,000.

An idea of the growing importance of L. A. as a convention center can be seen from figures in pre-war years. In 1939, L. A. proper attracted 54,501 delegates, who spent approximately \$2,180,000. Next year, 74,930 conventioners foregathered and shelled out an estimated \$3,000,000. In 1941, the figure jumped to 79,000, and the spending to \$3,300,000.

Room Scarcity a Problem

In each city there is one complaint—inadequate hotel accommodation for large delegations. Were the housing situation nearer to normal pre-war standards, each city would be boasting of a far greater number of delegates, and possibly

Let 'Em Howl!

NEW ORLEANS, March 8.—The newly erected Joy Theater here believes it has licked the problem of yowling infants in theaters. House has erected a glass-enclosed, sound-proof room with 15 seats, where the fond mamma can watch the show, while junior exercises his lungs without upsetting the rest of the house. Sound from screen is piped into compartment, which is situated in the rear of the house.

St. Joe Box Office At Pre-War Levels

ST. JOSEPH, Mo., March 8.—Box office on live talent attractions in St. Joseph is running at just about the pre-war level, according to Bernard Witt Jr., partner in Lance-Witt Presentations here. Witt said, however, that his impresario firm has trimmed guarantees for all types of productions.

Witt, who has been promoting shows and dances here for eight years, formed the firm of Lance-Witt January 1 with Max E. Lance. It is Lance's first venture into promotion.

For this season firm booked six musical and legit productions, four hillbilly outfits (from WIBW, Topeka, Kan.; KFAB, Lincoln, Neb.; KMA, Shenandoah, Ia., and KMBC, Kansas City, Mo.) and six specials, including Blackstone, Hollywood Skating Revels and Water Folksies of 1947.

Carmen Jones did the best business this season; Life With Father drew the best legit gross. Still upcoming are Harlem Hit Parade, March 15; Johnny Catron orchestra (dance), April 1; Blossom Time, April 7; Therese, April 16; Student Prince, May 6; Chapel Choir, June 21. Shows are staged in the city auditorium.

N. Y. Confab Seeks To Aid Negro in Show Business

NEW YORK, March 8.—Designed to help the Negro artist in showbiz, a special conference sponsored by top show names has been called for 2 p.m. Sunday (16) at the Murray Hill Hotel here. Confab will seek to launch formation of a cultural division of the National Negro Congress, under whose auspices the meeting will be held.

Among session's sponsors are Clarence Derwent, Actors' Equity prexy; Cheryl Crawford, Margaret Webster, Fredric March; William Schuman, Juilliard School of Music prexy; Bosley Crowther, pic critic, The New York Times; Carl Van Doren and Paul Robeson.

Discussion will center on the problem of the Negro performer and his chances in showbiz. Reports on an NNC survey of all branches of the trade will be submitted.

even more conventions. Chi blames lack of hotel space for the drop in figures as compared with the rise in gatherings. New York says ditto, and Atlantic City and L. A. concur. In all centers the accommodation problem is being tackled seriously, and, barring unforeseen happenings, 1948 and the years that follow should bring even more and more biz to these convention meccas.

Figures here give a pretty good cross-section of conclave biz and the take showbiz can expect for 1947. There are, of course, other main centers where groups foregather for annual get-togethers, and with these unknown figures added in mind, showbiz looks like it will do handsomely in 1947.

Chicago, L. A. Draw Up Plans For Civic Auds

CHICAGO, March 8.—Formation of Chicago's first theatrical civic center was one step closer to reality this week as a result of the purchase of a 52-foot section of the famed Auditorium Theater and Hotel by Roosevelt College. Property was the center of a controversy for the past several months after Roosevelt College bought all but the 52-foot wide section of the 10-story building on Michigan Boulevard. With the sale of this section to the college by attorney Abraham Teitelbaum for \$400,000 plans for expansion of the college and the theatrical civic center it intends to house in the auditorium theater can go ahead.

Representatives of the Shuberts, in an attempt to maintain control of the legit theater picture here (they own or control six of Chi's eight), tried to get the school to lease the theater to them. But school execs turned them down.

HOLLYWOOD, March 8.—Los Angeles is a step nearer to realizing its plans for a huge war memorial auditorium (30,000 seats) and opera house. Construction plans and selection of building sites for Los Angeles' huge war memorial auditorium (30,000 seats) and opera house have been completed. Sponsored by Greater Los Angeles Plans, Inc. (GLAP), a non-profit civic group, project will cost more than \$3,000,000.

The auditorium will be constructed on a 23-acre plot, located between Third and Fifth streets, Fremont and Flower streets in downtown Los Angeles. Opera house will overlook Lafayette Park, with a 746-foot frontage on Sixth Street between Benton Way and Occidental Boulevard.

Most of the property in the above-named tract has either been already purchased for the project or is covered by option. GLAP's initial goal of \$3,000,000 is being raised by private subscription.

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Roger S. Littleford Jr.

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Joseph G. Csida Vice-Pres.

Lawrence W. Gatto Secy.

Editors

Joseph C. Csida Editor in Chief

Pat Purcell Outdoor Editor

C. R. Schreiber Coin Machine Editor

George Berkowitz Executive News Editors

(New York)

William J. Sachs

(Cincinnati)

Managers and Divisions:

W. D. Littleford, General Manager Eastern Division

1564 Broadway, New York 19, N. Y.

Phone: MEdallion 3-1615

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 St. Louis Office

390 Arcade Bldg., St. Louis 1, Mo.

Phone: CHEstnut 0443

C. J. Latscha, Advertising Manager

B. A. Bruns, Circulation Manager

Cincinnati, Ohio Phone: MAIn 9391

Printing Plant and Circulation Office

25 Opera Place, Cincinnati 1, Ohio

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NEW SLANT FOR SPOT BIZ

BBDO 'Orbit' System Cuts Power Buys

Slashes "Waste" Circulation

By Sam Chase

NEW YORK, March 8.—A new technique in buying time in spot radio which is regarded as revolutionary in that field is being adopted by Batten, Barton, Durstine & Osborn. System, being put into effect after months of experimentation, has been labeled the "orbit" system. Particular significance is attached to the switch in spot procedure in view of the fact that BBDO has been the top spot placing agency for some years. Its 1946 spot billings of \$10,000,000 run to almost twice those of its nearest competitors.

Basic tenet of "orbit" revolves around market purchasing power and buying habits, rather than the heretofore standard station coverage analysis.

Usual spot purchasing methods, which BBDO officials now claim are outdated, involve buying spots in areas where a sponsor is most anxious to build sales and distribution and are based largely on offering maximum circulation or consumer impressions. This generally means buying time on powerhouse stations in areas of maximum population centers with highest number of radio homes.

Would Cut "Waste"

"Orbit" plan involves intensive research to eliminate a large percentage of this circulation labeled as "waste." BBDO believes its system is the most economical and effective because it is built on a knowledge of where its selected markets are, what their purchasing power is, and which stations and times give the most effective results in relation to sales indices in those areas.

Frequently, this means that a small station on the fringe of a territory, with commensurately lower rates, can do a more effective sales job (See BBDO's 'ORBIT' on page 13)

'Aces' E.T. Mark Nears \$500,000

NEW YORK, March 8.—Transcription sales of Goodman Ace's *Easy Aces*, five-a-week 15-minute program, are nearing the \$500,000 mark, one of the top figures in that field. Actually, 100 sponsors already are using the Aces pancakes for a total of \$453,000, with Ace himself in for a third, according to report. Disks went on sale less than two years ago.

Aces is being sold by Frederick W. Ziv Company. There are 1,300 episodes available, having been cut when Goodman and Jane Ace were sponsored by American Home Products. Not all the 1,300 flips can be used, however, since a limited number dealt with topical events, such as the war, etc.

Chances are that with Ziv still giving the show plenty of promotion and sales push, total sales will reach a much higher figure. Property is highly regarded in the industry.

Marshall Field Outlet Starts Air's First All-Negro Serial

CHICAGO, March 8. — The first Negro dramatic serial ever heard on the air will have its initial airing on WJJD, local Marshall Field indie station, March 17. Show, to be titled *Here Comes Tomorrow*, will be aired Monday thru Friday from 3:15 to 3:30 p.m., and will use an all-Negro cast of top local AFRA and stage actors. Drama will have a plot concerning the life of a typical Chicago Negro family. Davis, Young & Powell Advertising Agency, program producer, has already lined up some national advertisers as tentative sponsors. One of these is expected to be inked to a contract before the program hits the air.

Tomorrow was created and will be written by Richard Durham, prominent Chi Negro writer, who is a leader in the Radio Writers' Guild here as well as writer on *Democracy U. S. A.*, WBBM anti-intolerance program which last week won an award presented by President Truman. Its cast will feature such well-known thespians as Janice Kingslow, who had the title role in the Chicago production of *Anna Lucasta*; Harris Gaines, Leo Branton, Jack Gibson, Oscar Brown and Wezlynn Tildon. The last five named, according to Woodrow Hodge, who will direct the series, are AFRA members. Entire staff, he said, will be paid AFRA scales.

Program will have a definite anti-intolerance flavor and will be

written to appeal to white and Negro audiences. By giving it a writing and acting quality that will make it top listening, those promoting the show hope to bring the message of racial equality to more than would be expected to hear it if it had appeal for only the Negro audience.

According to those behind the program, WJJD was picked because it is the Marshall Field station. Feeling that the liberal policy of Field, as demonstrated by his paper, *The Chicago Sun*, makes WJJD the obvious choice as the station to air the series.

Pulitzer Awards Set for Air by Famous Artists

HOLLYWOOD, March 8.—Famous Artists last week gained air rights to Pulitzer prize winners in a deal between FA's radio veepee, Tom McAvity and Dean Carl Ackerman, of Columbia University's Graduate School of Journalism. Terms of the agreement allow McAvity to sell for sponsorship radio series tagged *The Pulitzer Prize Program*, which will be based upon the wealth of prize winning material of the past 30 years. Pulitzer tie has long been sought by McAvity, but was granted by Ackerman and the trustees of Columbia at this time to mark the 30th anniversary of the Pulitzer prizes and the 100th anniversary of Joseph Pulitzer's birth.

Series probably will be launched in fall. Plays, novels and biogs will be dramatized on the air, while news story winners will be given a *March of Time* treatment.

According to McAvity, numerous deals are now on the fire for bank-rolling series, but so far nothing has jelled. Asked if the Pulitzer Foundation will derive revenue from sale of show, McAvity was vague, stating it all depended on type of sponsor and deal reached. He indicated Columbia and the Pulitzer Foundation were more interested in publicizing the Pulitzer prizes and in commemorating the great journalist's centennial.

Barry Gray, WOR Drop All-Night Sesh

NEW YORK, March 8.—Barry Gray's all-night show on WOR is slated to fold after its March 28 broadcast. Station plans to discontinue 24-hour operation coincidental with the departure of Gray's bake. He will continue to do his Monday night and Saturday afternoon shows for the station and may get an additional daytime show.

Altho slated to fold earlier this year, WOR decided to continue the wee-hour program when several commercial possibilities hove into view. However, the station hasn't been able to get better than a \$1,200-a-week offer, which it claims doesn't pay for the operation.

WGN Airs Commie; Think It's Easy?

CHICAGO, March 8.—Despite the strong anti-communism policy of *The Chicago Tribune*, its local radio station, WGN, will air two political speeches this month by Gil Green, Communist candidate for mayor of Chicago. The speeches will be aired March 23 and March 30. Both will be paid political broadcasts.

William A. McGuineas, commercial manager for the station, said WGN had to sell political time to all candidates, regardless of party. He said FCC rules required this. The station also is selling time to the Republican candidate, Russell Root, who is backed by *The Tribune*, and the Democratic candidate, Martin Kennelly, so therefore, is obliged to sell time to the Communist, Green.

Predict Boom In Shorties During 1947

Cued to Sales Problems

NEW YORK, March 8.—Business situation generally which has been clipping network commercials off the air at a brisk rate lately is expected to account for a boom in another branch of radio this year—spot broadcasting. Increased competition among manufacturers, plus the need to plug up low sales gaps in specific markets, is contributing to the healthy spot biz.

Reports generally indicate that national advertisers have been increasing their spot activities lately. Camel cigarettes began a nationwide spot campaign late last fall, augmenting its network programs. Another cigarette account, Philip Morris, is planning similar spot placements, hitting New England first. This account, too, is a heavy web spender.

Another account that is becoming increasingly active spotwise is Chrysler Motors, which is concentrating on specific markets via individual station buys. This tactic, according to ad agency execs, will be used generally by virtually all motor makers, on an increasing scale as cars become available, and should account for a sizeable hunk of spot coin.

Attitude of advertising men is that spot will be needed for a host of advertisers who in many cases were content to go along with network and/or institutional shows during the war, since there was such a terrific product shortage. Now, however, the standard sales problem of normal times, which requires campaigns cued to the highs and lows in definite territories, is back again, and the drift toward greater spot activity is resulting.

WOR Ends Taboo Mentioning Rivals

NEW YORK, March 8.—Radio's ancient and almost ironclad taboo against mentioning call letters of rival stations or networks was dropped this week by WOR as the result of an edict issued by Ted Streibert, station's prexy. Streibert's ruling provides that when news or intelligent programing require such mentions, they may be made. WOR staffers, however, aren't expected to go all-out in plugging other outlets.

First instance of the new rule was the occasion of Margaret Truman's appearance over ABC Sunday (9) with the Detroit symph, which WOR mentioned on several newscasts. Heretofore, radio practice would have been to either ignore the entire item or use it without identifying the competish. WOR will apply a like principle to guest star interviews with radio names from other webs.

Streibert stated the taboo struck WOR as "artificial and arbitrary," and should be dropped accordingly.

"Queen" to NBC As Bob Burns' Sub

NEW YORK, March 8.—National Broadcasting Company this week decided to take American Home Products' *Adventures of Ellery Queen* in the Sunday 6:30 p.m. slot—but only as a summer show in place of Bob Burns. Show now airs Wednesday night on CBS for Anacin, but CBS has not received a definite cancellation.

Whether the show will remain on NBC as a permanent fall program is contingent upon reopening of negotiations between sponsor and web when the 13-week summer cycle is up.

NBC's hesitancy to take *Queen* was based upon the fact that the time slot follows the *Catholic Hour*. Also some of the web brass ques-

tioned the wisdom of another who-dunit on the web's log, especially on a Sunday at this hour.

WMCA Drops Top Pubserv Airers in Economy Wave

NEW YORK, March 8.—Cuts to be placed in effect shortly by WMCA, New York indie, will lop a half dozen people off the pay roll and cut short, temporarily, the careers of several of its pubserv shows. Trims, which will save the station around \$3,000 weekly, are in keeping with other industry retrenchment moves, notably those made by NBC, ABC, Mutual and WOR. Programs being cut off the air sooner than was planned include *New World A-Comin'*, which has copped numerous laurels as a public service stanza, *Adventures Into the Mind*, adult educational series, and *Halls of Congress*, a dramatization of the weekly activities of the nation's Legislature. They'll fold at the end of this month, about two months earlier than scheduled. They were to have run until June or the end of May. Programs have a weekly nut of about \$600 each, including talent, writing, etc.

Additionally, WMCA next month will drop its atomic energy series, *One World—Or None*, at the end of 13 weeks. Series was booked only for the 13-week run. Opus costs around \$700 weekly.

Personnel trims will be made in the continuity, engineering and music library departments. One of those affected is Mike Sklar, well-rated as a writer, who had been handling several of the dropped shows.

Reasons for Move

There are several reasons behind the economy moves. One is that the station has had its annual nut boosted by \$100,000 or more as a result of wage and talent cost increases and other hikes in operating costs. Another is that the station is carrying all the home and away games of the New York Giants and with the season starting soon, number of night games to be aired would have bumped the shows off the air, breaking the continuity anyway. Departing stanzas, when there are no night games, will be replaced by recorded shows.

Billing between \$800,000 and a million last year, WMCA came close to operating in the red. By saving approximately \$25,000, thru the trims being made, station is said to be insuring itself against loss for the rest of this year.

Webs Eye Phone Strike Peril; Feel They Can Carry On

NEW YORK, March 8.—Major networks expressed confidence this week that they can continue operations even if the threatened telephone strike materializes. Menace rises out of a stalemate in negotiations between the long lines division of the American Telephone & Telegraph Company and the American Union of Telegraph Workers and could affect the wires which feed shows to web affiliates.

Should the walkout occur, telephone company supervisors would handle network operations. However, the big problem facing the networks is whether their union engineers would handle "hot" lines. AUTW officials have declared their intention to make fraternal contact with the National Association of Broadcast Engineers and Technicians (NABET) to win support for the strike.

AUTW is now taking a strike vote of its membership. Results should be known by March 21, when emergency extension of the contract that ran out March 6 expires. Union's general executive board is authorized by the National Federation of Telephone Workers, AUTW parent body, to set a strike date any time after April 7. Union's 90 demands include wage hikes which AT&T says would increase operating expenses \$32,000,000 annually.

Webster Named To FCC Post; Wakefield Set

WASHINGTON, March 8.—With Edward Mount Webster appointed by President Truman Friday (7) to fill the vacancy left on Federal Communications Commission by withdrawal of Paul A. Porter, still another appointment by Truman to FCC will be forthcoming within next few months. The next one will be less problematical, according to White House word. The President will reappoint Commissioner Ray C. Wakefield, whose term expires June 30.

Truman's nomination of Webster is expected to get early and unchallenged confirmation from the Senate. Webster's assumption of office will give FCC its first full membership since Porter quit as FCC chairman on February 26, 1946, to become head of the OPA, a post he left some months ago to head a government mission to Greece. Webster will fill out Porter's unexpired term, which runs to July 1, 1949.

Webster is an old hand at the Commish, having once served as assistant chief engineer of FCC. More recently he has been director of telecommunications for the National Federation of American Shipping. His nomination by Truman had been generally anticipated in recent days. The appointment is considered popular both in Commish circles and in most areas of Capitol Hill.

Commissioner Wakefield's reappointment is seen definitely in the cards and the nomination is expected to get unanimous approval from the Senate. Wakefield, a Republican, is well liked in the FCC, and GOP leaders in the Senate reportedly have indicated to the White House that they would not like to see a change in the office. Wakefield is known to favor remaining.

Joe Ream Elected CBS Exec Veepee

NEW YORK, March 8.—Joseph H. Ream, vice-president and secretary of Columbia Broadcasting System, was elected executive vice-president at a meeting of the board of directors Wednesday (5). Julius F. Brauner, CBS general attorney, was named secretary.

Last exec vice-president at CBS was Paul Kesten, who held the reins during the war years while William S. Paley, then CBS president, was an officer in the U. S. army. Kesten left the web shortly after the war.

Ream joined CBS in 1934 and headed legal department for eight years. Four years later he became secretary and in October, 1942, was elected a veepee. In June, 1945, he was elected a member of the board. Prior to coming to the web, Ream was with the law firm of Cravath, DeGersdorff, Swain & Woods, in New York.

4 Rookie Comics Limber Up Whips For Go at Mike

NEW YORK, March 8.—Search for new radio comics, probably biggest manhunt since Dillinger, reached crescendo last week as four young gagsters prepared to hit the airwaves.

Jack Gilford, former straight man for Milton Berle, who made his own reputation in the musical *Meet the People* and later in night club stints, signed to appear regularly on his old boss's new radio series debuting Tuesday (11) on NBC. In a switch, Berle will stooge for his ex-stooge.

William Morris office also signed radio authorizations with Jules Munshin, of *Call Me Mister*, and Al Bernie, who played the Martinique nitery recently. Agency is offering Bernie a summer replacement.

Fourth comic is disk jockey Robert Q. Lewis, who leaves WHN at the end of the month. He hopes to become a full-time radio comic, and this week cut an audition disk for CBS.

New program, called *The Little Show*, was written and produced by Goodman Ace. A 15-minute show, program is a satire on radio and if taken by CBS will air Saturday nights. Stanza is regarded as a "hot" property.

Henschell Files To Buy WOV

NEW YORK, March 8.—Harry Henschell, brother-in-law of Arde Bulova, majority owner of WOV, foreign language outlet here, is slated to apply to the FCC today (Monday) for purchase of Bulova's interest in the station. WOV has been on the block ever since the FCC's duopoly regulations were issued some years ago. Price is \$500,000.

Bulova also is majority owner of the profitable WNEW, New York, and hence is required to sell one or the other. WOV, while not in WNEW's class as a money maker, netted some \$70,000 in 1946, it is said. The Mester brothers, Brooklyn business men, sought to buy WOV, but the FCC rejected their bid and the case is now in litigation.

Henschell, who is now president of WOV, owns 20 per cent of the station now; Bulova owns 60 per cent, and Richard O'Dea, who has 10 per cent of WNEW, owns the remaining 20 per cent. Rumor was that O'Dea might oppose the sale to Henschell. O'Dea opposed the transfer of wave lengths between the two stations some time back when WOV went to 1280, WNEW's old location, and WNEW took WOV's 1130 spot. O'Dea's interests are understood to carry guarantees of between \$15,000 and \$17,500 as annual minimums.

Ralph Weil is general manager of WOV and a condition of the sale is said to be his retention in that spot, grosses having been built to a great extent under him. Proposed sale would include, it is reported, transfer of \$100,000 cash WOV has on hand, plus continuance of time announcements contracts between Bulova's watch company and WOV.

Y&R Revamp May Save Ginny Simms

NEW YORK, March 8.—Ginny Simms's show for Bordens (CBS), which has been wobbling for some time, underwent a face-lifting this week. Move was made by Young & Rubicam, agency on the show, in an attempt to keep the show going and

Canada Gets Own Version Of Blue Book

Parallels FCC Demands

VANCOUVER, B. C., March 8.—New regulations, tantamount to the public service requirements applied to U. S. radio by the FCC's Blue Book last March, were imposed on Canadian radio this month by the governors of the CBC. In line with these regulations, licensees now are required to submit a "promise of performance" statement, including detailed information regarding station's programming.

Governors will consider this information before making recommendations on renewals for fiscal year of 1947-'48. In addition licensees during the year will be required to send in data on actual performance. U. S. Blue Book has similar requirements.

License "A Trust"

Imposition of these regulations stems from the report of the 1948 parliamentary committee, on broadcasting, which stated in part that a license to broadcast was in the nature of a trust—here again paralleling the FCC's stand. Report went on:

"... We suggest that as a condition of the issuance or renewal of any licence a station should be required to submit... That it would faithfully perform its duties as a trustee of a radio frequency, and would indicate the amount of time and what proportion of its revenue it is prepared to devote to (1) local community events, (2) the discussion of matters of local interest and (3) the development of local talent and other public-service broadcasts... FCC made exactly the same points.

In line with this sentiment, stations have been asked to fill out questionnaires asking, among other things, whether they undertake "to perform faithfully all the duties of a trustee of a radio frequency."

Other Questions

Other items in questionnaire ask station to note how many hours of local live programming will be devoted to the following: (1) Paid talent (non-staff); (2) unpaid talent (non-staff); (3) talent (staff); (4) community activities; (5) talks and discussion on public affairs; (6) other talks; (7) church services; (8) devotional periods; (9) broadcasts in co-operation with universities, secondary and elementary schools; (10) agricultural broadcasts; (11) sports broadcasts; (12) news, and (13) local live broadcasts other than above.

Additionally, questionnaire asks what percentage of total revenue station intends to pay for local live talent performances and what percentage of total revenue station intends to devote to all costs chargeable directly to local live sustaining programs.

In a communication to Canadian stations, George Young, director of station relations for CBC, advised that a report on actual operations would be required later in the year.

avoid losing the account, which has been reported moving over to Kenyon & Eckhardt.

Simms revamp calls for the use of guest stars, first being Toscha Seidel, violinist, who teed off last night. In addition, Miss Simms will revert to a straight emcee type of job, eliminating her comedy routines with Donald O'Connor.

BAC AS AIR POLICE FORCE

Webs, AFM Resume Pay Discussions

NEW YORK, March 8.—Negotiations between Local 802, American Federation of Musicians, and the four networks will be resumed Tuesday (11) at NBC. Action came after the local wired the webs this week demanding that talks, which were ended after a stalemate two weeks ago, begin again.

Agreement so far has been reached only on increases for single date scales. New schedule, for half, three-quarter and hour shows goes from \$14, \$18 and \$21, respectively, to \$17, \$21 and \$24. Rehearsal pay, half hourly, goes from \$6 to \$8.

Demands Listed

Full set of demands, and web counter proposals, heretofore not published, now is available. For sustaining house men only, five out of eight hour swing, 802 wants \$161.28 instead of \$126.50. Best web offer so far has been \$147.35.

For commercial and sustaining work, four out of eight hours, union wants \$168.52, against the old scale of \$132.25. Web offer is \$151.08.

For commercial and sustaining, five out of eight hours, union wants \$210.37, up from \$165. Counter bid: \$189.75.

Vacations a Sore Point

A bitterly contested point centers around Local 802's demand that house men get two weeks annual vacation with pay, as granted to Chicago musicians. Webs have refused, saying that musicians, even though they are house staffers, are not exclusive full-time employees and therefore do not rate vacations. Union argues that if its members do not get the vacations, they'll want additional pay hikes, to give them the equivalent to two more weeks pay thru the year.

Writers Mull Strike; Dislike Net Replies On Free-Lance Pact

NEW YORK, March 8.—Radio Writers' Guild has received what it considers unsatisfactory replies from the four networks in answer to its demand for contract negotiations covering free-lance scripters. Guild is now considering stronger action, striking if necessary.

Guild execs will explain their position to its parent body, the Authors' League, Tuesday (11), and then will meet once more with the webs in an attempt to break the impasse. If unsuccessful, RWG strategy committee will bring its strongest guns into play, having been empowered to call a strike of 1,500 members in New York, Chicago and Los Angeles.

RWG is asking for (1) Guild shop; (2) elimination of outright sale of scripts; (3) revision of present release form, and (4) adequate arbitration machinery.

2 Seek Lowell Thomas Spot

NEW YORK, March 8.—Sun Oil is auditioning John MacVane and Elmer Peterson, NBC newsmen, for the Lowell Thomas spot when Thomas exits next fall. Thomas is currently heard 6:45-7 p.m. on NBC, Monday thru Friday. Thomas is slated to move to CBS in October for Procter & Gamble.

CBS "Eagle's Brood" Flies High in Public Service

NEW YORK, March 8.—Newest program—singularly impressive effort—in CBS's series of documentary shows was offered Wednesday night (5) (10 to 11 p.m.) in *The Eagle's Brood*, written and directed by Robert Lewis Shayon. *Brood* cannot be measured in terms of program quality alone; it must be regarded at the same time as a public service effort. In that respect it was a worthy achievement, for it showed that when radio puts its mind and talent to it, it can discuss and dramatize major social problems in a mature and intelligent fashion. CBS spared nothing on this one. It sent Shayon on a cross-country tour to study conditions first hand; it canceled out a commercial (*Information, Please*, Parker Pens) to make way for it, and it gave the script a production marked by loving care.

Even tho the program had a few rather obvious shortcomings, it probably achieved an important two-fold purpose, first to acquaint listeners with a rather well-rounded picture of the nation's most pressing social problem, and second, to arouse them sufficiently to take action. What was especially good about *Brood* was that it showed one specific, constructive step that can be taken, and already, in some locations, has been taken with breath-taking effective results.

Flies in the Ointment

Those aforementioned shortcomings were an overabundance of narration, with the result that the program sagged badly midway thru; a rather unhappy choice of narrator in Joseph Cotten, who lacked the voice, personality and stature for a job that required a truly commanding figure; some degree of repetition in presenting somewhat too similar individual cases—for the pattern of juvenile delinquency is, unhappily, in itself repetitious—and a musical accompaniment that was pedestrian rather than stirring.

Yet, because it opened and closed with real dramatic sock, *Brood* gave an over-all picture of a good radio job well done. Shayon's script frequently was a hard-hitting, incisive piece of writing. It made clear that much responsibility lies with lazy, ignorant, disinterested parents; slothful governments and even more slothful taxpayers; sadistic and incompetent juvenile officials; lack of proper recreational facilities, and presence of State and city executives more concerned with catch-penny politics than with welfare of America's youth. Criticism of those States which have ignored teachers' problems, for instance, was implicit in the script. And each point Shayon made, he made with a documented case.

Brood really soared when it presented Luther Adler, in the last third of the program, as the organizer of a neighborhood council, the actual case in hand being the successful Chicago movement. With a delivery that crackled and made its points with whiplash sting, Adler provided a graphic picture of what a community effort to fight delinquency and intolerance can accomplish, and the problems it faces. Adler's job, provided a memorable picture. Admittedly, such councils aren't the whole solution, but they are a big step in the right direction, and by showing what can be done and has been done,

CBS performed true public service, providing listeners with a council blueprint.

There were some sock performances, Adler's topping the list. But Karl Swenson, as a trusty; Juano Hernandez, as a teacher; Lesley Woods, as the poverty-stricken mother of a neurotic delinquent; Jackson Beck, as the opening narrator, and Ted Yaryan (new to radio), as a sadistic jailer, were superb on their own, others were uniformly good. Shayon's direction was taut, except for the sags and some overly abrupt transitions.

The "Eagle's Brood," written and directed by Robert Lewis Shayon. Sustaining over CBS Wednesday (5) 10-11 p.m. Starred Joseph Cotten, featured Luther Adler, with Gwen Davies, Jack Grimes, Joe Boland, Julian Nea, Rod Hendrickson, Michael O'Day, Dwight Weist, Jackson Beck, Walter Greaza, Amanda Randolph, Lesley Woods, Richard Widmark, Juano Hernandez, Karl Swenson, Eric Dressler, Lucille Wall, Hester Sondegard, John Sylvester, Patsy Campbell, William Harrigan, Dan Whitaker, Ted Yaryan and Edwin Bruce. Music composed and conducted by Alexander Semmler; technician, Vernon Gamble; announcer, Dan MacDonnell; sound, Walter Otto and Hamilton O'Hara; associate director, Rocco Tito.

Schwimmer & Scott? No!

—Scott & Schwimmer

CHICAGO, March 8.—New show over WGN (7) had to change its name at the last minute due to certain difficulties. Original title of the half-hour seg was *Boy Meets Girl*. However, copyright owners of the legit show by the same name informed the agency, Schwimmer & Scott, it was no go. Hurriedly execs huddled over the change of name. Result? Simple. New name is *Girl Meets Boy*.

Hail New Org As Healthy Forward Step

Industry To Regulate Self

NEW YORK, March 8.—Launching this week of the Broadcasters' Advisory Council (BAC) by agencies, advertisers and broadcasters, is being hailed thruout the industry as a notable forward move, certainly one of the healthiest in radio history in years. At the same time, belief was expressed in many quarters that eventually BAC will have a function in radio very much akin to that of the Johnston (formerly Hays) office in pictures—policing the airwaves as the producers' organization polices Hollywood productions.

An exec on one of the three committees appointed this week to shape BAC stated it will probably be six months to a year before BAC will be in a position to take concrete steps. Time will be necessary not only for financing and completing the organizational set-up, but for studies of all phases of industry relations. The most important, overall point is, however, that a tripartite effort to improve radio standards and practices, to improve radio's relations with the listeners and to answer public complaints, warranted and unwarranted, is under way.

While the film industry's police organization is primarily concerned with morals, radio's burgeoning counterpart will concern itself with abuses, i. e., a claimed lack of pubeserv and commercials which so many feel are too long and too numerous. (See Hail BAC Org on page 11)

WE'VE COME A LONG WAY TOGETHER

THIS MONTH MARKS THE

25th Anniversary of

WSB

THE VOICE OF THE SOUTH — ATLANTA

The oldest radio station in Dixie, WSB was licensed March 15, 1922, and is now in its 26th year of operation under the same call letters.

750 KC • 50,000 WATTS
NBC Affiliate
EDWARD PETRY & CO., INC.
National Representatives

THE ATLANTA JOURNAL STATION



Part I



Nighttime Talent Cost Index

This feature was developed by The Billboard in co-operation with C. E. Hooper, Inc. Figures projected from telephone homes to total population.



Based on "First 15" Evening Hooperatings and "First 3" Sunday Afternoon Ratings

Program Sponsor, Agency, Net. & Stat.	Hooperating	Previous Rating and Rank	Opposition	Talent Cost	Cost Per Point	Cost Per 1,000 Urban Listeners
BOB HOPE Peppodent Div.-Lever Bros. Various Products F.C.&B. NBC 127	31.0	32.9-2	NSP-ABC NSP-CBS NSP-MBS	\$20,000	\$ 645.16	\$.73
FIBBER MCGEE AND MOLLY S. C. Johnson Floor Wax N.L.&B. NBC 143	29.8	33.4-1	NSP-ABC NSP-CBS NSP-MBS	\$10,500	\$ 352.35	\$.38
JACK BENNY** American Tobacco Lucky Strike Cigarettes F.C.&B. NBC 154	29.0	27.8-4	NSP-ABC Gene Autry Show-CBS NSP-MBS	\$22,500	\$ 775.86	\$.75
AMOS 'N' ANDY Lever Bros. Rinso R.&R. NBC 149	26.8	30.9-3	Boston Symphony-ABC Vox Pop-CBS Gabriel Heatter-MBS Real Stories-Real Life-MBS	\$15,000	\$ 559.70	\$.61
FRED ALLEN Standard Brands Tenderleaf Tea and Shefford Cheese J.W.T. NBC 143	25.8	25.9-7	Sunday Evening Hour-ABC Crime Doctor-CBS Parker Pen News-CBS Special Investigator-MBS	\$18,500	\$ 717.05	\$.75
RED SKELTON -CH B. & W. Tobacco Raleighs R.M.S. NBC 146	24.6	27.6-5	NSP-ABC NSP-CBS NSP-MBS	\$ 9,500	\$ 386.18	\$.44
EDGAR BERGEN Standard Brands Chase & Sanborn Coffee J.W.T. NBC 144	24.6	26.7-6	Sunday Evening Hour-ABC Adv. of Sam Spade-CBS NSP-MBS	\$20,000	\$ 813.01	\$.82
RADIO THEATER Lever Bros. Lux Soap and Flakes J.W.T. CBS 152	23.0	22.5-9	NSP-ABC Gabriel Heatter-MBS Real Stories-Real Life-MBS Telephone Hour-NBC Borge-Goodman Show-NBC	\$16,000	\$ 695.65	\$.74
DUFFY'S TAVERN Bristol-Myers Bana. Trusthay, Minit-Rub Y.&R. NBC 132	20.8	22.0-10	NSP-ABC Songs by Sinatra-CBS Gabriel Heatter-MBS Real Stories-Real Life-MBS	\$10,000	\$ 480.77	\$.56
SCREEN GUILD PLAYERS Lady Esther Blow CBS 152	20.5	21.2-12	Doctors Talk It Over-ABC Fishing & Hunting Club, MA, LN-MBS Contented Program-NBC	\$10,000	\$ 487.80	\$.59
BANDWAGON F. W. Fitch Various Products L.W.R. NBC 154	20.4	21.7-11	NSP-ABC Blondie-CBS NSP-MBS	\$12,500	\$ 612.75	\$.63
MR. DISTRICT ATTORNEY Bristol-Myers Vitalis and Sal Hepatica D.C.&S. NBC 132	20.0	21.1-13	Pot o' Gold-ABC Dinah Shore-CBS NSP-MBS	\$ 6,800	\$ 340.00	\$.39
WALTER WINCHELL** Andrew Jergens Jergens Lotion Robert Orr ABC 215	19.3	22.6-8	Hildegard-CBS Exploring the Unknown-MBS Man. Merry-Go-Round NBC	\$ 7,500	\$ 388.60	\$.42
GEO. BURNS AND GRACIE ALLEN General Foods Maxwell House Coffee B.&B. NBC 140	19.0	*	Town Meeting, LN-ABC NSP-MBS FBI in Peace and War-CBS	\$12,500	\$ 657.89	\$.74
TAKE IT OR LEAVE IT Eversharp Blow CBS 162	17.3	*	Theater Guild-ABC Gabriel Heatter-MBS Don Amecho-NBC	\$ 4,500	\$ 252.81	\$.28

TOP THREE SUNDAY AFTERNOON PROGRAMS

THE SHADOW Carey Salt Co., McJunkin, Del. Lack. & West., R.&R. Geo. Barr Co., Meyerhoff MBS 218	11.3	12.5-1	Darts for Dough-ABC Family Hour-CBS NSP-NBC	\$ 2,500	\$ 221.24	\$.22
HARVEST OF STARS International Harvester Co. McC-E. NBC 155	9.9	*	NSP-ABC Here's To Ya-CBS NSP-MBS	\$10,000	\$1,010.10	\$1.12
ONE MAN'S FAMILY Standard Brands Fleischmann's Yeast, Royal Desserts J.W.T. NBC 144	9.4	10.8-2	Samuel Pettengill-ABC N.Y. Philharmonic-CBS Crimes of Carelessness-MBS	\$ 4,500	\$ 478.72	\$.56

* Not given.

** Includes second broadcast on Pacific Coast.

M. A.—Moving Average.
L. N.—Limited Network.
CH—Computed Hooperating.

Burns & Allen, 'Take It' Make Hooper Top 15

Latter Low Cost-Per-Tuner

NEW YORK, March 8.—The February 28 Hooper report reveals that two programs, heretofore out of front runners for most of the season, made the select top 15 Hooperated shows. They are Burns and Allen, for General Foods (Maxwell House Coffee), who are 14th with a 19.0 and *Take It or Leave It* (Eversharp) 15th with 17.8. Perhaps more important is the fact that *Take It* ranks first in the all-important cost-per-listener ratings. Show's figure is 28 cents per 1,000 urban listeners, an unusually low audience-getting cost.

By the same token two shows dropped out of the top 15: *FBI in Peace and War* (Lava Soap) and *Great Gildersleeve* (Kraft), 14th and 15th in the last report. As far as the other shows in the leading 15 are concerned, the usual standbys hold forth, tho there has been some jockeying in positions. Programs, with their ratings both in the February 28 and February 15 reports and the changes in rank, are shown in the adjacent column.

The Billboard's Talent Cost Index, prepared in co-operation with the C. E. Hooper, Inc., organization, shows for this report that following *Take It or Leave It*, Fibber McGee and Molly (Johnson's Wax), Mr. D. A. (Bristol-Myers) and Walter Winchell (Jergens) are the cheapest per-urban listener buys in the field. Their per-1,000-urban listener figures are, respectively, 38, 39 and 42 cents. Thus, even tho we went from eighth to 13th in this report, Winchell holds his own in cost of audience delivering.

There are some surprising contrasts between the costs of some of the top comedy programs and their effectiveness in getting to listeners cheaply. Thus, Edgar Bergen, Fred Allen and Amos 'n' Andy, budgeted from \$15,000 to \$20,000, have rather high cost per 1,000. Bergen is the highest in the lot, both from the budget and per cost figure, his \$20,000 weekly talent cost meaning a per 1,000 price of 82 cents. Allen (\$18,500) comes to 75 cents per listener and Freeman Gosden and Charles Correl (A 'n' A) to 61 cents. Bob Hope, back in the No. 1 Hooperated spot with a 31, delivers 1,000 urban listeners for 73 cents.

Ratings of the top shows have fallen off since the February 15 re-

Strike Vote at 7 Coast Indies

SAN FRANCISCO, March 8.—AFRA has voted to strike seven independent radio stations here and in the East Bay area as a result of a breakdown in contract negotiations. Membership vote Thursday night (6) was 448 to 2, according to Billy Ely, AFRA representative. Members gave the executive board the power to call the strike whenever it wished.

Union is demanding \$90 a week for announcers, pay parity between stations, and extra fees for commercial broadcasts to be paid for by the sponsors, in line with the network pattern. The stations have offered \$67.50 to announcers, who now get \$55 a week.

Stations involved are KSFO, KYA, KSAN, KROW, KJBS, KLX and KRE.

WNEW Readies 2d 'Keep Faith' Series

NEW YORK, March 8.—Second series of *Keep Faith With America* tolerance spots will go into production at WNEW here next week. Preem series, with Jay Jostyn, copped an award from the National Conference of Christians and Jews for the station and Ted Cott, program director, last month.

New one-minute spots will feature Irving Caesar's songs of friendship and will use top singing names. First to record, most likely, will be Maxine Sullivan, currently doing a WNEW Sunday series.

Ben Kaplan Quits Syndicated Column

NEW YORK, March 8.—Off Mike, radio column written by Ben Kaplan, former columnist for *The Providence Journal* and which Bell had been syndicating, wound up as of March 1. Kaplan now is confining himself to his advertising agency business in Providence and to several programs he does over stations in that city.

Column ran in about 14 newspapers. Its demise leaves John Crosby the only syndicated columnist in the field other than those maintained by AP, UP and INS.

Individual differences are shown in the adjoining chart, but the average audience rating is 10.8 against 11.3, a difference of half a point. Sets in use likewise are down, from 34.3 to 32.8.

Line-up of the top three Sunday afternoon shows reveals one change, with Carmen Cavallaro (Sheaffer Pen) second last report, falling out of the select three. *Harvest of Stars* (International Harvester) has replaced Cavallaro, with a 9.9 rating and a lofty \$1.12 per-1,000-urban listener cost. As for some time *The Shadow* is the top Sunday afternoon program (11.3), 22 cents (a real buy), and *One Man's Family* (Standard Brands), the hardy perennial, is third (2.4 and 56 cents).

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

Average audience rating is 10.8, as against 11.3 last report, 10.5 a year ago. Average evening sets-in-use reported are 32.8, as against 34.3 last report, 32.3 a year ago. Average available homes is 80.6, as against 81.4 last report, 80.6 a year ago. Number of sponsored hours is 73 as against 71½ last report, 77¼ a year ago.

Part II

The Billboard



AGENCY STANDINGS
By Total Hooper Points

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



High Scorers
And How They
Get That Way

Blow by Blow by CPS-Hoop

(Continued from page 3)
agencies whose shows score the greatest number of Hooperating points for daytime periods, for nighttime periods and for the full week (including all day and night segs). Just 16 agencies grab off the honors, since, obviously, high scorers in day and/or (especially) evening count also win positions in the over-all picture.

Second Step in CPS 2

"Ten Top Agency Standings by Total Hooper Points," official tag of the tabulation, constitutes the second of a regular weekly series, making up Part 2 of The Billboard's Continuing Program Studies. Full charts, including positions of the agencies in all three categories, together with lists of the shows which won 'em their places, appear in CPS in the Radio Department this week. Agency standings feature was developed in co-operation with the C. E. Hooper, Inc., organization.

Dancer-Fitzgerald-Sample clean up in the standings mainly by prodigious development of a string of soapers, plus choice middlebrow, low-budgeted musical stanzas. Of the top 15 daytime shows in the Hooperreport, February 15, on which tab is based, D-F-S has seven: Young Widder Brown and Ma Perkins (on the CBS net), tied for first with 8.3; Romance of Helen Trent, sixth, 7.8; Backstage Wife, seventh, 7.7; Lorenzo Jones, ninth, 7.3; Just Plain Bill, 14th, 6.9, and Ma Perkins via NBC, 15th, 6.8.

In addition to these, the Jack Smith show, The American Album of Familiar Music and The American Melody stanza all win for D-F-S better than 10-point ratings. Among the other 18 programs the agency has on the air are many solid audience getters.

JWT's Big Four

With just a little more than half the shows Dancer guys put on—15, to name the number—J. Walter Thompson cops second place in the full-week standings, as well as in the evening scoring. JWT also walks off with fifth slot in the daytime ranks. Most substantially responsible for the Thompson total is the showing the agency's productions make in the top 15 evening listings. Three nighttimers, plus one Sunday afternooner, garner a solid 85.9 (Edgar Bergen, 26.7; Fred Allen, 25.9; Lux Radio Theater, 22.5, and One Man's Family, 10.8). With other entries, including a double Breakfast Club shot, the Dinah Shore show and Information Please, JWT finishes strong right across the board.

Third in the full-week picture is Young & Rubicam, which ranks in first place in the evening standings, but only seventh in the daytime. (See Top Ad Agency on page 13)

Top Ten Agency Standings by Total Hooper Points

(Total rated points in all cases accumulated by 15-minute periods, February 1-7, 1947, the February 15 Hooper report.)

STANDINGS FOR FULL WEEK
(Includes Sunday thru Saturday evening, Monday thru Friday daytime, Sunday afternoon and Saturday daytime.)

Position	Agency	Total No. Evening and Daytime	No. Eve. Shows	Total No. Daytime Shows
1.	DANCER-FITZGERALD-SAMPLE	28	9	19
2.	J. WALTER THOMPSON	15	8	7
3.	YOUNG & RUBICAM	16	13	3
4.	FOOTE, CONE & BELDING	9	8	1
5.	BIOW COMPANY	9	8	1
6.	BATTEN, BARTON, DURSTINE & OSBORN, INC.	10	6	4
7.	RUTHRAUFF & RYAN, INC.	9	6	3
8.	COMPTON ADVERTISING, INC.	11	9	2
9.	ROCHE, WILLIAMS & CLEARY	4	3	1
10.	TED BATES, INC.	6	5	1

Discrepancies between agencies' total number of shows, and sum of evening and daytime shows is accounted for by the fact that full-week standings (above) include Sunday afternoon and Saturday daytime shows, but evening and daytime standing (below) do NOT include Sunday afternoon and Saturday daytime shows.

STANDINGS FOR EVENINGS
(TOP TEN)
SUNDAY THRU SATURDAY

Position	Agency	No. of Programs
1.	Young & Rubicam, Inc.	13
2.	J. Walter Thompson Co.	8
3.	Biow Company	9
4.	Dancer-Fitzgerald-Sample	9
5.	Ruthrauff & Ryan, Inc.	6
6.	Batten, Barton, Durstine & Osborn, Inc.	6
7.	William Esty & Co., Inc.	5
8.	Ted Bates, Inc.	5
10.	Roche, Williams & Cleary	3

STANDINGS FOR DAYTIME
(TOP TEN)
(MONDAY THRU FRIDAY)

Position	Agency	No. of Programs
1.	Dancer-Fitzgerald-Sample	19
2.	Compton Advertising, Inc.	3
3.	Benton & Bowles, Inc.	7
4.	Knox Reeves Advertising, Inc.	5
5.	J. Walter Thompson Co.	4
6.	Kenyon & Eckhardt, Inc.	5
7.	Young & Rubicam, Inc.	3
8.	Duane Jones Co.	4
9.	Ruthrauff & Ryan, Inc.	3
10.	McCann-Erickson, Inc.	2

SHOWS WHICH EARNED THE POINTS

In each case following the name of the agency are listed that agency's position in the full week standings (indicated by lone number), in the evening standings (indicated by number followed by E), and in the daytime standings (indicated by number followed by D).

DANCER-FITZGERALD-SAMPLE—1-5E-1D

American Album; American Melody Hours; Backstage Wife; Bride and Groom; Front Page Farrell; Hollywood Jackpot; Hymns of All Churches; Jack Smith Show; Joyce Jordan, M.D.; Just Plain Bill; Life Can Be Beautiful; Life of Riley; Light of the World; Lone Ranger; Lorenzo Jones; Manhattan Merry-Go-Round; Ma Perkins (CBS); Ma Perkins (NBC); Mr. Keen; Our Gal, Sunday; Pepper Young's Family; Perry Mason; Real Stories; Helen Trent; Stella Dallas; Waltz Time; Young Dr. Malone; Young Widder Brown.

J. WALTER THOMPSON CO.—2-2E-5D

Breakfast Club (9:15); Breakfast Club (9:30); Charlie McCarthy Show; Dinah Shore; Fred Allen; Information Please; Johns-Manville News; Music Hall; My True Story; One Man's Family; Parker Pen News; Radio Theater; RCA Victor Show; Tennessee Jed; William L. Shirer.

YOUNG & RUBICAM, INC.—3-1E-7D

Ozzie and Harriet; Thin Man; Alan Young Show; Aldrich Family; Gregory Hood; Duffy's Tavern; Fannie Brice; Ginny Simms; Joan Davis; Mystery Theater; Portia Faces Life; Second Mrs. Burton; Vox Pop; We, the People; McGarry and His Mouse; When a Girl Marries.

FOOTE, CONE & BELDING—4-3E

Bob Hope; Frank Morgan; Give and Take; Highways in Melody; Hollywood Star Time; Jack Benny; Kate Smith; Reader's Digest; Hit Parade.

THE BIOW COMPANY—5-4E

Crime Doctor; FBI in Peace and War; Henry Morgan; It Pays To Be Ignorant; Malaie; Rudy Vallee Show; Screen Guild Players; Suspense; Take It or Leave It.

BATTEN, BARTON, DURSTINE & OSBORN, INC.—6-7E

Sam Spade; Boston Symphony; Cavalcade of America; Hollywood Players; Inner Sanctum; King Cole Trio; Let's Pretend; Theater Guild; Theater of Today; Listening Post.

RUTHRAUFF & RYAN, INC.—7-6E-9D

Amos 'n' Andy; Aunt Jenny; Bob and Victoria; Gene Autry Show; Hop Harrigan; The Shadow (D. L. & W.); Those Websters; Dick Haymes; Double or Nothing.

COMPTON ADVERTISING, INC.—8-2D

Big Sister; Breakfast in Hollywood (P. & G.); Kenny Baker Show; Life Can Be Beautiful; Mystery of the Week; Right to Happiness; Road of Life (NBC); Road of Life (CBS); Victor Borge-Benny Goodman; Young Dr. Malone.

ROCHE, WILLIAMS & CLEARY—9-10E

Date With Judy; Lowell Thomas; Pot o' Gold; Sammy Kaye.

TED BATES, INC.—10-9E

Dennis Day; Can You Top This?; Grand Slam; Judy Canova; Kay Kyser; Policewoman.

WILLIAM ESTY & COMPANY—8E

Abbott and Costello; Blondie; Bob Hawk; Grand Ole Opry; Vaughn Monroe.

BENTON & BOWLES, INC.—3D

Buck Rogers; Jack Berch; Kate Smith Speaks; Kenny Baker; Portia Faces Life; Rosemary; When a Girl Marries.

KNOX REEVES ADVERTISING, INC.—4D

Betty Crocker; Jack Armstrong; Masquerade; Today's Children; Woman in White.

KENYON & ECKHARDT, INC.—6D

Breakfast in Hollywood (Kellogg); Edwin C. Hill; Superman; Galen Drake; Hollywood Story.

DUANE JONES CO.—3D

David Harum; Lora Lawton; Rose of My Dreams; Evelyn Winters.

MCCANN & ERICKSON, INC.—10D

Breakfast Club (Thurs., Swift); Ted Malone.

Minnesota Joins
Anti-Horror Drive

MINNEAPOLIS, March 8.—Some of Minnesota's top officials have been enrolled in the campaign of the Minneapolis Parent-Teachers Association to fight the horror emphasis in radio, movies and comic books. Endorsements of the drive have come from Gov. Luther Youngdahl, Hennepin County Attorney Michael J. Dillon of Minneapolis, Mayor Hubert Humphrey of Minneapolis; Willard Goslin, Minneapolis superintendent of schools, and Dmitri Mitropoulos.

Hugh E. Flynn, PTA chairman of the committee conducting campaign, states he also has received endorsements and offers of aid from numerous groups in city and State.

Governor Youngdahl, in giving his okay, said: "We dare not underestimate influences that radio, movies and comic books have upon youthful minds."

Juve Shows on WJR

DETROIT, March 8.—Accent On Youth, half-hour program, debuts today in the 4 p.m. slot on WJR, with emphasis on solution to juvenile delinquency problems. Show originally started as a choral clinic, with the idea of developing new voices. Plan now is to use the choral clinic only as background, with Sheila Nolan as featured vocalist and musical direction by Don Large and John McKenzie. Script will also pay weekly tribute to outstanding teen-ager. Eric Howlett produces.

Audience Checker Expands

NEW YORK, March 8.—The Pulse, audience measurement research organization, is preparing to move into its fourth city. Organization, which recently expanded to Philadelphia and Boston, is arranging to bring its survey to Chicago. The Pulse hopes to reach an agreement with sufficient Windy City stations by April 1 to set up its operating plan for that city.

There are 6,468,256 consumers in Worcester's 75 mile radius — 4,974,868 in Boston's — 4,681,726 in Springfield's.

TELE TALENT UNION UP AGAIN

AFRA, SAG And Equity Renew Talks

Merger Seen as Solution

NEW YORK, March 8.—A move to renew discussions on the question of jurisdiction over talent in television—other than musicians—will be forthcoming shortly, when the three principal unions involved, American Federation of Radio Artists, Screen Actors' Guild and Equity, get together. Although no meeting has been called officially yet, it will be soon. Move most likely will come from Equity. Talent unions involved are all affiliates of the Associated Actors and Artistes of America, theatrical talent international of the American Federation of Labor.

Three unions have tangled over the question of ultimate tele jurisdiction for some time, each staking its own claim. AFRA now has a deal tantamount to a trustee arrangement whereby it has tele say-so until the final determination. Some time ago the three unions set up a tele committee to study the situash, but little action has been forthcoming.

At its 1946 convention, AFRA passed a resolution calling for a free interchange of members of the three unions for TV employment. This proposal would allow legit, pic or radio actors to work in tele, provided acts are paid up in their dues. This would eliminate much red tape and hoopla.

Long standing intra-union tele dispute has been one of the main reasons for the oft-proposed talent union merger. Under the proposed vertical set-up, tele jurisdiction problems would be eliminated. Many believe that it is the only sound solution, and that a movement in this direction will be reviewed as tele heads down the home stretch.

Equity recently concluded a survey of tele talent fees.

WWDT's Test Debut Scores in Detroit

DETROIT, March 8.—Detroit's first television station, WWDT, made its test debut Tuesday, using 500-watt power. No regular sked yet, but experimental operation is slated to continue for some time. Campaign of 24 sheets promising television "this winter" is now on the billboards.

Opening broadcast presented the *Coffee Club* show, regularly fed to NBC by WWJ, the new station's parent station. Critics found reception "good."

Video Workmen—No. 1 in a Series

Top Acts From Other Showbiz Fields Flop in TV When Not Tuned To "Mood of the Home"

By Worthington C. Miner
Director of CBS Television

Editor's Note: Tony Miner has written the first in the new series of articles, wherein people who've worked in video will pass on to others in the field some of the things they've learned. For those who don't know him, here's Miner's background in TV and showbiz:

Has been associated with CBS since August, 1939, when he became program director of CBS television. In June, 1942, he was named manager and in March, 1946, director of CBS television.

Prior to entering video he worked as actor-director-producer and co-author in the theater, motion pictures and radio, from 1925 to 1939. Produced over 27 shows on Broadway (with 18 successes), including the Pulitzer prize play, *Both Your Houses*; *Five Star Final*, *Reunion in Vienna* and *Father Malachy's Miracle*. Appeared as an actor in several Broadway productions: *Green Hat*, *Fallen Angels* and *On to Fortune*. Became director for RKO in 1933-'34. Directed first technicolor test in 1933. Collaborated on two pictures with the late Robert Benchley. Organized Actors' Repertory Company, 1936-'37. Produced and directed a Columbia Workshop radio program, using the repertory group. Member of the Society of Motion Picture Engineers. Member of the Theater Guild board, 1938-'39. Major contributor to the book, *Producing the Play*, by John Gassner.

ONE of the major hurdles that has consistently impeded the development of television is the obvious fact that television is a composite medium. It combines within its very nature elements of the theater, elements of the screen and elements of radio. As a result, too many persons approaching television for the first time become overly conscious of how much it is like, or unlike, one of the related arts, and spend too little time attempting to discover the unique characteristics of television itself.

Let's take, for example, the simple question of the dramatic program. With pathetically few exceptions, television to date has fallen into the same trap that pictures fell into after the advent of sound. Recognizing at once that sound established a kinship to the theater, the early producers and directors turned to Broadway for inspiration. They hired a great mass of Broadway writers, Broadway directors and Broadway actors. They began to produce nothing but cut versions of theatrical successes. It was not until Hollywood woke up to the fact that a Broadway play had to be fully adapted to the motion picture medium that it produced a good picture.

Top-Heavy on Legit-Air

Television should have profited from this lesson; unfortunately it has not. Because pictures had already had more than 20 years of silence in which to develop a style of their own, they readjusted perspective comparatively quickly. Television has been

less flexible. It continues to produce a top-heavy percentage of cut versions of theatrical and radio successes and seems curiously bewildered, almost hurt, to find that even comparatively lavish productions fail to produce results. There is actually nothing very surprising about it. Until a producer or director is fully aware of both capacities and the limitations of the medium in which he is working, it is highly unlikely that he will produce good television. If he happens sporadically to hit the gong, that is more luck than good management.

There are two things so obvious about television that they are almost universally forgotten:

1. It is primarily a reportorial medium.
2. It is designed for reception in the home.

Only with these two facts in mind is it possible intelligently to attack the problem of producing a television program. They become the yardstick governing not alone the selection of what to put on the air, but the selection of how to put it on. It is altogether logical therefore that up till now television should have made its greatest contribution, should have attracted widest attention, when it has clearly and unequivocally acted as a reporter. Mobile coverage of sports events—the showmanship of which is the result of years of experience—has quite naturally produced the best television, for the very simple reason that it takes maximum advantage of television's primary and outstanding capacities. It has only remained for the producers to smooth out the details of production in order to develop programs of a reasonably high professional standard.

Studio Shows Toughest

It is in the studio that the major difficulties arise, and it is not, as a result, unnatural that it is against studio productions that a major share of the criticism of television programming has been leveled. The constant problem in studio production is, first, to determine what to do; second, to find out how to do it. When Columbia, for example, decided that dancing might well represent for television what music has represented for radio, it began by bringing before the television cameras dance teams and dance groups whose routines had initially developed either for the night club or for the stage. If any of these earlier efforts were successful, it could only stem from the fact that the choice of material was basically sound. Dancing is good television.

But, by the same token, it was also apparent from the start that the relative effectiveness of these dancers was almost completely unpredictable. It was no end disturbing to discover that smash performers, top-drawer night club and ballet talent were frequently less effective on the end of a television tube than second-rate talent of obviously inferior caliber. Why? The answer is simple; (See *TOP SHOW ACTS*, opp. page)

WBKB To Feed Top Sports in Chicago Area

CHICAGO, March 8.—As a result of recent telephone surveys and other contacts with its audience, WBKB, local Paramount television station, is planning to air more sports programs. Contacts with the audience revealed that sports shows are among the most preferred and, consequently, the station is going all-out to air not only many hours of sports programming but also a wide variety of events. In line with the trend, a check this week revealed that during March the station will air about 60 hours of sports shows.

Types of sport shows covered will run the gamut. There will be telecasts of college and pro basketball games, Golden Gloves (amateur) and pro boxing, pro wrestling, hockey, water polo, billiard matches, table tennis, sports and travel show, water ballet and swimming races, and *The Chicago Daily News* track meet. These programs will be picked up from about every large stadium in the city. Pick-ups will be made from the Chicago Stadium, International Amphitheater, Rainbo Arena, Midway Arena, Illinois Athletic Club, Chicago Arena and the Lake Shore Athletic Club.

According to Reinald Werrenrath, director of special events for WBKB, sports programming is not planned with any intention of saving money. According to him, sports pick-ups often cost more than studio stuff. In some cases, he explained, one-time pick-ups cost as much as \$600 and seldom cost less than \$300 for initial airings. On a series basis, of course, the average price goes down after initial costs of installing equipment, building camera locations, etc., have been met.

Werrenrath stated that the station would continue its policy of heavy sports programming as long as the public wanted it. He intimated that he expects this to continue until studio shows are of over-all better quality than they have been.

T-Day To Mark Bow Of KFI Into Coast Television Picture

HOLLYWOOD, March 8. — KFI, local NBC affiliate, will break into the Hollywood video picture coincidental with tele's T-Day promotion beginning March 10. Outlet will devote a week to public exploitation, with free closed-circuit demonstrations of tele in operation originating from Earl C. Anthony downtown showrooms.

Using two image orth cameras recently acquired, KFI will hold afternoon and evening sessions, with special off-the-air shows to be produced by the station's Ron Oxford. Added gimmick will offer visitors a chance to be televised, a la New York's Radio City tour device.

Stars lined up for the week include Jane Harvey (named local tele queen for T-Day stunts), Broadwayite Donald Buka, Faith Domergue, Marin Miller, Arthur Q. Bryan, Art Baker and Don Wilson. Sales pitch will be in the form of five new RCA receivers on display.

Promotional stunt has been preceded by a week-long radio plug campaign, including station breaks and special spots on KFI's newscasts.

U. S. A.'s LARGEST REPRODUCTION HOUSE

GENUINE GLOSSY PHOTOS 5 1/2" EA.

Unsurpassed in Quality at any Price

NO NEGATIVE CHARGE—NO EXTRAS OF ANY KIND

100, 8"x10", \$6.73	MOUNTED ENLARGEMENTS
1000, 8"x10", \$55.00	30" x 40" \$3.85 EA.
Fan Mail Photos	20" x 30" \$2.50 EA.
1000, 5"x7", \$34.00	
1000 Postcards, \$22.00	

Made By J. J. Kriegsmann, The Man Whose Photographs Grace Billboard's Covers

COPYART 165 West 46th St. N.Y. 18
Photographers Bryant 9-1723 N.Y.

"WE DELIVER WHAT WE ADVERTISE"

Hail BAC Org As Police Force

(Continued from page 7)

Much of BAC's ammunition will come from research to be undertaken on an unprecedented scale concerning public attitudes toward radio. This will enable the industry to defend itself against articulate minorities and their frequently unfounded criticisms. Self-policing also may fend off further government regulation.

There was considerable speculation within the trade as to how BAC would jibe with NAB, which is participating in BAC activities. Feeling is that much of BAC's activities could have been handled by NAB, most notably the answering of criticism and in public relations. BAC plans an active public relations drive, while NAB already has launched one. However, one BAC rep stated this week: "We're going to be careful not to overlap any existing organizations, but to cut across the activities of them all, and work with them all."

Outline Objectives

Specific functions outlined by BAC include: "To inform broadcasters about public attitudes and their obligations. . . ." For better public service; development of standards for commercial broadcasting, and continuing research into public acceptance of radio.

Preliminary BAC work was handled by Frank Stanton, CBS prez; F. B. Ryan Jr., president of Ruthrauff & Ryan, and Charles G. Mortimer, General Foods v.-p. Group is to be non-profit, non-political and co-operative in structure. After a luncheon meeting Thursday (6) in New York, BAC named three tripartite committees, as follows:

Organization and finance: Ed Kobak, MBS, chairman; Clair McCullough, WGAL, Lancaster, Pa.; Ike Lounsbury, WGR, Buffalo; Tom Brophy, Kenyon & Eckardt; Sigurd Larmon, Young & Rubicam; Robert F. Elder, Lever Bros., and Don Stetler, Standard Brands.

Association and industry relations: Fred Gamble, American Association of Advertising Agencies; Justin Miller, NAB; Paul B. West, Association of National Advertisers.

Advisory committee (legal): Isaac Digges, ANA; George Link, Four A's; Don Petty, NAB; A. L. Ashby, NBC; Julius F. Brauner, CBS; Joseph A. MacDonald, ABC.

Pryor To Co-Ord for WCAU

PHILADELPHIA, March 8. — Robert N. Pryor has been named chief of a newly co-ordinated department at WCAU including advertising, promotion, education and publicity. Mrs. Ruth Weir Miller will assist Pryor in the education field. Patricia Curry, staffer, moves up to handle publicity chores under Pryor's supervision.

Evelyn Knight Due On Texaco Show

HOLLYWOOD, March 8.—Deal to team MGM starlet Jane Powell with Tony Martin on the latter's new ailer fell thru this week when the thrush's studio and agents decided to stick with Frank Sinatra and his Old Gold show. (*The Billboard*, March 8.) Altho not committed by a long-term contract, singer's pilots chose the Sinatra seg for remainder of season, with indications that both would be together for next fall's airings.

Meanwhile, Kudner Agency's Myron Kirk and producer Ed Cashman were reported ready to pact thrush Evelyn Knight for the coveted spot on the Martin ailer. Final papers were to be inked before the week's end.

Top Showbiz Acts TV Flops When Not Attuned to 'Mood'

(Continued from opposite page)

choreography and routines, designed specifically to achieve results under theater and night club conditions, are more often than not totally unsuited to reception in the home. It was only, therefore, when Columbia tore up the book, hired its own choreographers and built a series of dance programs specifically designed for television that it achieved either notable or predictable results.

There is nothing more disheartening to those who work in television than the problem of comedy. Again and again comedians of proven ability have appeared in the television studio and have fallen flat on their faces. Again and again the staff, working on the program in the studio, under the excitement of a studio atmosphere, has assumed that good results were being achieved; whereas others viewing in the home have found the routine completely meaningless. One of the major difficulties here is the difference between the kind of comedy which belongs in the home and the kind of comedy which belongs in the night club. Even the most expert comedian sitting around a living room does not use the same bag of tricks he will employ to stop the show at the Music Hall. He is sensitive enough to his surroundings to realize that many stage tricks appear hollow, or tasteless, or both, in the intimacy of a small group.

Until, therefore, we can develop a style of humor and a technique of acting, tuned to the mood of the home, we will probably find that, like comedy, the great mass of production will continue to be a headache and a heartache. I do not pretend to be able to envisage a complete television schedule 20 years from now. I do not know how a day of programing will be divided, what percentage of sports, or drama, or instruction, of singing and dancing there will be. I am convinced, however, that television will be by that time unmistakably television. There will be a high degree of spontaneous immediacy in the treatment that will be completely in tune with home conditions. The pace will almost certainly be gentler, less hysterical, than a bicycle act at the Roxy. Elements of the theater, of pictures and of radio will, I am sure, be used. But it will be none of these. It will be television. If it is not, we will all be broke.

Milwaukee Journal Buys WSAU, Wausau

CHICAGO, March 8.—*Milwaukee Journal*, owner of WTMJ and WTMJ-FM, this week bought WSAU, Wausau, Wis., Price was \$200,000, subject to FCC approval. Company has already secured a permit to build an FM station in the Wausau area.

If FCC approves the sale, WSAU will continue to be operated as a local indie station using the same call letters, according to WTMJ General Manager Walter Damm. Programs will be retained in general and no material changes in staff are contemplated.

WILMINGTON, Del., March 8.—Francis X. Gallagher has been appointed program director of WILM, succeeding Donald R. Graham, who has departed to become associated with KVOA, Tucson, Ariz. Gallagher formerly was assistant to Dr. C. Robert Kase, head of the dramatic department of University of Delaware.

L. A.'s All-Out T-Day Opens Push To Sell TV on Coast

HOLLYWOOD, March 10.—Fact that tele has finally rounded the corner and receiving sets are now available for home installation is to be pounded home to potential buyers in one of the most intensive promotion campaigns yet to be staged on behalf of the air-pic medium. Entire industry, including manufacturers, distributors, retailers, video stations now on the air (Paramount's KTLA and Don Lee's W6XAO) and future telecasters holding FCC permits, will team forces this week to give Coast's "T-Day" a highly ballyhooed kick-off in an effort to take tele out of the Sunday rotogravure section and put it in the home.

Coast AFM, Nets Still Entangled

HOLLYWOOD, March 8.—Tangled AFM-network negotiations were no nearer solution by the week's end, altho the union tempered demands a bit further in a meeting with web men Thursday (6). Local 47 agreed to accept a \$9 increase in basic commercial rates, upping the half-hour scale to \$39 as compared to the most recent demand for a 33 1/3 per cent hike (\$40). Nets remained firm with an offer of a hike to \$37.50, plus a 25 per cent hike in overtime and doubling rates.

Union agreed to accept the webs' offer of a 15 per cent raise for staffers without vacation pay (AFM had previously demanded vacation clause) if nets would go along with the demand for a \$9 basic hike. Station men were noncommittal on the compromise and indicated that nets had reached the top offer.

Local 47 execs were to hold another board meeting to weigh the latest net proposals. Should the union decide that further haggling is fruitless, negotiations will be turned over to the national office.

Borden Video Picks Comedy for Opener

NEW YORK, March 8.—Opener of the Borden television series over WNBT will be *The Florist Shop*, a comedy, to be presented Sunday (16) in the 8:30-9 p.m. slot. This will be a one-shot, the first of at least 13 shows of all kinds scheduled to be tried by Kenyon & Eckhardt, agency on the account.

Commercials on *Florist Shop* will be on behalf of Lady Borden ice cream, a new product. Garth Montgomery, creator of *Chiquita Banana* while he was at BBDO, says the Borden commercials will be "an experiment in integration."

Producer of *Florist Shop* will be NBC's Fred Coe. Actor for lead role not yet chosen. Supporting roles: Bruno Wick and Nydia Westman.

At That Price, Why Be Smart?

NEW YORK, March 8. — Philip Morris cigarettes this week put the wheels in work to renew *It Pays To Be Ignorant* for another 26 weeks, taking the show into the fall. It airs on CBS, ad agency being the Blow Company. Price is around \$4,000.

At the turn of the year, ciggie account planned to drop the Tom Howard cornfest, but the rating suddenly picked up and a short-term renewal was effected. Prior to that, the program had been on a week-to-week basis, with a folding imminent. In the meantime, the account revamped its web schedule by dropping Rudy Vallee for Milton Berle, starting Tuesday (11) and retaining *Crime Doctor*.

Campaign is estimated to cost over \$100,000, at least half of which will go into ads.

Victor Dealers' Splurge

RCA Victor's 90 top dealers out of its 200 will have ads in the local dailies reaching full-page proportions. Every major store will devote its ad copy to the event. RCA Victor alone is running 3,000-line ads in downtown dailies, plus considerable space in the important community sheets. Dailies have promised big play editorially, while *The Times* (recently getting its video c. p.) is expected to go overboard on coverage. It will also start listing all local telecasts on the radio log page.

Earl C. Anthony's KFI (another licensee) is giving "T-Day" air plugs and will stage demonstration of telecast at Anthony's Packard automobile showrooms. Event will also receive plugs from ABC and Thacker's KLAC (both c. p. holders) while NBC (also a licensee) is skedded to cover the "T-Day" kick-off luncheon today at Biltmore Hotel as news beat.

Stations Expanding

Both local stations now on the air will add afternoon airtime to their evening skeds. Starting this week, Paramount, already on the air on a six-night-a-week basis, will expand its broadcasting sked to two hours each afternoon Monday thru Saturday. Don Lee, heretofore broadcasting Monday nights only, is adding Monday and Friday afternoons. In addition, Don Lee's Monday night show will be a live show every week, instead of an entire night of canned fare every other week. Both stations will fill afternoon airtime with live and film material.

Screen feeding load for "T-Day" will be shouldered mostly by Paramount, which will pour out a full eight-hour sked today starting at 1 p.m.

Various manufacturers, RCA Victor, General Electric and Stewart Warner, will display their post-war models at the kick-off luncheon.

WOR Air Auditions Discover a Regular

NEW YORK, March 8.—*For Your Approval*, WOR's on-the-air audition series, which presents one-shot programs to check whether they are worthy of series status, paid off this week. A show called *On the Swing Side* recently aired on approval has been signed by the station to start on a regular basis March 15 at 2 p.m.

Swing, which is owned by Dave Niles, WEVD, New York, announcer, is a combination live and recorded show gaited to a kid audience and using dramatized interviews. Latter are handled by two moppets, Roger Sullivan and Susan Thorne. First guester will be Johnny Long; Niles is producing.

Program also has a tie-up with *Varsity*, new magazine published by Parents Institute for Teen-Age Boys. Mag will plug the program, using a column written by the two kids, who in turn will be presented on the air as reporters for the juve mag.

WEBS TIGHTEN SHOW CONTROL

CBS and NBC Aim at Better Programing

No Conflict With Agencies

By Paul Ackerman

NEW YORK, March 8.—Statements by major web programing chiefs this week indicated that networks are using every resource to increase their control over web programs. Reasons behind the determination are various and range from a sense of public service and responsibility to a belief that network control means better programing and better economics. In tote, it can be said that the webs feel their stake in programing is much too vast to allow network production activity, or control of shows, to lapse or remain lapsed.

In line with this, Dave Taylor, CBS veepee in charge of programs, yesterday affirmed that CBS in its program-building ventures hereafter will stick to a hard and fast policy of "exclusivity"—that is, CBS packages are purchasable only for performance over CBS. Taylor pointed out that Columbia had some sad experiences in the past with house-built shows, and that because the web lacked contracts with talent the shows landed upon rival networks, *Duffy's Tavern* is the outstanding example. CBS is determined not to let this happen in the future. Tying in with this policy, it is interesting to note that the web has contracts with both Frank Sinatra and Perry Como, the latter now singing on NBC.

Net Program Control

Clarence Menser, Taylor's opposite number at NBC, late this week pointed up what he considered the necessity of network program control as inherent in the network's responsibility to the public. Menser, taking the public service viewpoint, also stressed that webs are in a better position to assume programing responsibility.

Both Taylor and Menser disclaimed that there existed any essential conflict between webs and agencies on the matter of control. Taylor, for instance, claimed that many agencies were welcoming experimental efforts of networks as a means of testing and sampling public likes and dislikes. Menser pointed out that both webs and agencies should cease bawling each other out and recognize the fundamental fact that it is the business of webs to expose the public to new entertainers and programs.

Taylor, too, touched the public service angle when he stated that

Anyway, Chi Air's Alive for This Guy

CHICAGO, March 8. — Anyone thinking Chi is dead so far as radio thesping is concerned should take a peek at the impressive number of radio segs Myron Wallace has piled up in the one year he has been out of the army. Thesp is heard in 22 shows a week, which is believed to be the record here and probably elsewhere.

Wallace is heard daily as an announcer, interviewer, newscaster, narrator and actor. For instance, he announces ABC's *Sky King*, is the interviewer on WGN's *Famous Names*, the detective in WGN's *Crime Files of Flamond*, the narrator on ABC's *Fact or Fiction*, story teller on CBS's *Shaeffer Parade*, newscaster on WMAQ, actor on CBS's *The Adventurers*, and WBBN's *The Echo*.

he considered the web's extensive programing efforts "our responsibility to both our public and advertisers." He added that "it seems to CBS that networks have both the opportunity and the ability to contribute fresh shows and talent," and that there existed an undoubted demand for new shows. Explaining that the web had a stake in its programing, Taylor went on to add that there is, of course, also the pleasant possibility of making money out of these production efforts.

Pointing out that CBS sold Arthur Godfrey's *Talent Scouts* to Young & Rubicam for Lipton's on the basis of its vitality and freshness, Taylor indicated that the CBS pending production schedule entails vast activity. "We are averaging," he said, "one audition per week." Some of the CBS experiments, Taylor continued, took a long time to develop into commercial properties, the Philharmonic, for instance, and *Let's Pretend*, which was far beyond the experimental stage when it became a sponsored show.

In addition to new program activity involving *My Friend Irma*, *Harold Arlen* and other shows mentioned recently in *The Billboard*, CBS is contemplating a revival of *Theater of Romance* and also is preparing an opus called *Columbia Was Here*. Latter, under supervision of Ed Murrow, CBS chief of public affairs, will be based on historical incidents, acted as tho they were happening today.

Webs Tighten Control

Importance of networks' stake in programing is shared by ABC and MBS, as well as the senior webs—and both American and Mutual are putting a lot of money and effort behind house built shows. Current ABC log now contains such house built items as *Fat Man*, *I Deal in Crime*, *Willie Piper*, *Beulah*, *Counter-Spy*, *Ladies*, *Be Seated* and *The Clock*.

Mutual estimates it now has 26 MBS built programs on the web. Newer of these items include *Steven Graham—Family Doctor*, *Merv Griffin show*, *Vic Damone show*, *Did Justice Triumph?*, *Date Night* and *The Mighty Casey*. Older ones: *Married for Life*, *Juvenile Jury*, *Nick Carter*, *Easy Does It*, *Harlem Hospitality Club*, *Scotland Yard*, *Crime Club*, *Chicago Theater of the Air*, *I Was a Convict and American Forum of the Air*.

Station-Web Salaries Up 52% Since '39, FCC Survey Shows

WASHINGTON, March 8.—Federal Communications Commission's annual economic study of broadcast stations and webs will reveal that the average weekly salary in stations and networks has jumped well over 52 per cent since 1939, it is reliably learned.

The report being released sometime in May will reveal that average weekly pay is now running at about \$70, compared with the 1939 average of \$45.94.

Latest FCC economic survey is based on reports from stations and webs for the week ending February 8. Last previous report, compiled for 1945, covered a typical week in October, as did all forerunners. Final tabulations have not yet been completed in the latest economic survey, but sufficient information has been compiled to show that the salary rise this year will be at least 8 per cent greater than in the last previous report, and there is a possibility that the increase may amount to as much as 10 per cent in the year's interval.

Salaries paid by webs to various classes of full-time workers are continuing to run far ahead of those paid to similar classes of workers in the stations. The report will reveal average weekly salary for staff musicians in stations in 1939, for example, was \$47.53, rising to \$64.24 in 1945. Average salary for staff musicians in networks, however, was \$125.90 in 1939, reaching \$139.69 in 1945. The forthcoming study is expected to show

that the average salary of staff musicians in stations is running close to \$70, while the average weekly pay for staff musicians in networks is expected to be shown at about \$143.

Somewhat less disparity will be revealed, however, in the weekly average pay of announcers in stations and webs. Staff announcers on individual stations have improved their financial lot steadily, with their average weekly pay jumping from a low of \$32.52 in 1939 to \$56.20 in 1945. The newest report is expected to show the average weekly figure at around \$60. Staff announcers in networks have not had as sharp an increase. Their average weekly salary in 1939, according to the FCC report of that year, was \$64.54. The latest study is expected to show the figure at around \$78.

The survey will reveal continuation of a trend among stations and webs to pay outside commercial salesmen more than double the amount given to talent boys such as writers and announcers, a trend long under attack by Commissioner Clifford J. Durr. The latest study, it is learned, will show average weekly compensation for outside salesman is more than \$110, while staff writers receive a weekly average of about \$50.

Jitters Hit MBS in Chi

CHICAGO, March 8.—Altho the local office of Mutual Broadcasting Company was in a state of jitters as a result of information originating in New York to the effect that firings would be forthcoming here, nothing concrete, as far as execs of the web profess to know, is planned in the nature of a staff reduction. Coincidental with the breaking of news in New York last week that a shake-up of personnel was in order, came news that Ed Kobak, web prexy, was slated to confab here next week. Kobak's visit added fuel to the shake-up rumor and was responsible for much of the concern.

After much conversation among employees and web execs, several conclusions were forthcoming: (1) It appears unlikely that there will be staff reductions, because MBS is operating here on a minimum staff and budget. (2) Definitely, it was said, there is no attempt under way to unionize the Chi MBS staff, so that such a move could not be responsible for any discharging. (3) If there are any discharges they will be minor.

It all seemed to add up to a case of jitters for no sound reason.

Hageman Quits NBC; Says He Plans Buy

CHICAGO, March 8.—C. T. (Swanee) Hageman, for the past eight months general manager of the central division of the American Broadcasting Company and No. 2 man under Ed Borroff, v.-p. in charge of the division, this week resigned. Hageman, reached in Minneapolis, would not reveal details about his plans except to say he expects to become part owner and general manager of a network station in the "Northwest."

Hageman notified Borroff of his resignation by wire Thursday (6). His wire merely said he would be unable to return to Chicago. Contrary to talk that went on in the trade following leak of news of the resignation, both Hageman and Borroff stated there were no hard feelings. Personal matters were to a great extent responsible for Hageman's decision.

WAKR Signs New Dealer as Spieler

AKRON, O., March 8.—Dr. Charles F. West, former Ohio congressman and one-time New Dealer and aid to President Roosevelt, has become a news commentator on WAKR, local ABC outlet.

Dr. West recently joined the University of Akron faculty as an associate professor of political science. He has been signed for commentaries each night at 6 o'clock, following the regular news summaries.

West also will take over the job of moderating the *Junior Town Meeting* on the same station each Monday night.

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UNSQUARE SOCIAL SQUARES

BBDO's "Orbit" System Slashes Power Buys

(Continued from page 5)

than a powerhouse in the middle of the area. In view of the "orbit" approach, BBDO already has thrown off its schedules many major stations nearly always included on skeds of spot buyers. This disregard of powerhouses is virtually unprecedented.

Door-to-Door Tests

Agency's research department conducted extensive tests before system finally was adopted. Tests included street and door-to-door interviews and involved panels and tests on sales effectiveness and memory impressions. Research also touched on relative values of singing, dramatic and straight commercials for individual clients for various products. Result showed that in most cases, different products call for different techniques, which in turn may be indigenous to specific markets.

Currently, BBDO is testing a new technique which would permit agency to plug two products successfully on a single one-minute spot. Client involved is believed to be General Electric. Other experiments involve the use of open-end spots for national products, permitting localization for special sales, dealer ties, etc.

Odd angle is that "orbit" growth is due at least in part to an accident in housing. BBDO was forced, by space problems, to throw its spot sales and its commercial and spot programing divisions together on the same floor. Proximity led to informal discussions, out of which came the present idea.

Importance BBDO places on spots is shown by cost of those cut last week for Cresta Blanca, which ran an estimated total of \$13,000. Yet this is only about 1 per cent of what the sponsor is going to shell out for time to air this series. Wine company recently dropped its CBS *Hollywood Players* show, to go into spot.

Agency's billings of about \$10,000,000 in spot radio alone last year are estimated to be better than twice those of nearest rivals (Ruthrauff & Ryan, J. Walter Thompson). With 43 accounts now deep in spot campaigns and new ones entering all the time, BBDO expects 1947 to dwarf last year's record take.

National Accounts

Some of the larger spot campaigns now being conducted by BBDO for national accounts are Kool cigarettes, Royal Crown Cola, *Saturday Evening Post* and *Holiday*, *Reader's Digest* and Bromo-Seltzer. Wildroot Cream Oil hair tonic, introduced to the mar-

Top Ad Agency Scoreboard; Blow by Blow by CPS-Hoop

(Continued from page 9)

Duffy's Tavern (Bristol-Myers) with 22.0, is the agency's pacemaker, but *The Aldrich Family* (General Foods-Grapenuts) with a 15.5, Fannie Brice (General Foods-Jello) with 13.7, *Adventures of Ozzie and Harriet* (International Silver) with 12.3, *The Thin Man* (General Foods-Sanka) with a fat 11.5 and several other of the agency's 16 programs contribute in no small measure to its high total score.

FCB's Comic

With nine shows each, Foote, Cone & Belding; the Biow Company, and Ruthrauff & Ryan cop fourth, fifth and seventh positions, respectively. In the over-all standings, Batten, Barton, Durstine & Osborn's 10 shows win it the sixth slot. FC&B, which also wins third place in the evening scoring, but doesn't hit the daytime top 10, does it with a couple of comics familiar to a few radio listeners: Bob Hope (Lever Bros.-Pepsodent) with a wham 32.9 and Jack Benny (American Tobacco-Lucky Strike) with an only slightly less wham 27.9. Other items, like *Your Hit Parade* (American Tobacco-Luckies), *Reader's Digest* (Hallmark Greeting Cards) and *Kate Smith Sings* (General Foods-Postum) don't hurt the FC&B score at all.

Biow's No. 5 over-all position is due to its No. 4 evening standing (no show in daytime top 10). Its *Screen Guild Players* (Lady Esther) hits a 21.2 to lead the way. *FBI in Peace and War* (P & G, Lava Soap) contributes a healthy 18.8, and such items as Eversharp's *Take It or Leave It*, *It Pays To Be Ignorant*; *Henry Morgan*, *Crime Doctor*, and *Suspense* all kick in to build the total.

BBDO's Crime Team

Full-week sixth-placer BBDO, holder of the No. 7 crown in the evening totals, but no daytime place, scores heavily with its chiller-diller entries. *Inner Sanctum* (Emerson Drug-Bromo-Seltzer) and *Sam Spade* (Wildroot) team up to steal a neat 26.5 total between them. DuPont's *Cavalcade of America*, with a solid 11.9, boosts the pointage, too.

Ruthrauff & Ryan, No. 7 over-all winner, derives its strength from a nice blending of day and night stuff, copping sixth among evening entries and ninth in the daytime standings. *Amos 'n' Andy* (Lever Bros.-Rinso) lays a solid 30.9 foundation. On the day side, *Aunt Jenny's* (Lever-Spry) 8.0 assists neatly, while Dick Haymes (Auto-Lite)

ket in 1941, has become one of the industry's biggest sellers following a concerted spot campaign, since backed up by two current network shows (King Cole Trio and *Sam Spade*). Agency also is readying a new *Chiquita Banana* series for United Fruit, the first having been one of the most successful spot campaigns in radio.

Among new BBDO sponsors jumping on the spot band wagon is DeSoto, which is spending a big chunk of its \$200,000 March appropriation on spots. Others are General Electric, and General Baking for Bond homogenized bread. Tremendous volume of spot which BBDO handles permits it to get choice positions on many stations.

sings a sound 13.3 into the lyric total.

Compton captures the eighth slot on the strength of its No. 2 standing among daytime top tenners, with 11 programs on the air. A double walk down *Road of Life* (NBC and CBS strolls) adds up to a nice 12.0, while *Big Sister*, *Breakfast in Hollywood*, *Young Dr. Malone* and *Life Can Be Beautiful* all go to pile up the daytime points. In the full-week consideration, however, Compton gets no small lift from Procter & Gamble's-Duz *Truth or Consequences*, which turns in a neat 14.7.

Esty in Evening List

The No. 9 winner (10th in evening rank, no show daytime) is Roche, Williams & Cleary, with just four shows contributing to the score. Tenth in the over-all topper picture is Ted Bates Agency, which also gets into the ninth nighttime slot but doesn't hit too heavy on the day side. Six shows build Bates's total.

Only one ranking evening agency, William Esty, which lands eighth in the evening scoring, fails to get into the full-week top 10. With five shows—R. J. Reynold's *Abbott and Costello*, Bob Hawk, *Grand Ole Opry* and Vaughn Monroe—all hitting above 10 points, and with Colgate-Palmolive-Peet's *Blondie* scoring 13.1, agency shows solid total strength on its offerings.

Other daytime honor rollers are Benton & Bowles; Knox, Reeves & Eckhardt; Duane Jones, and McCann & Erickson in third, fourth, sixth, eighth and 10th sunshine spots, respectively. All except K&E and McC&E win points on strength of one or more soapers, which simply goes to reaffirm the long established fact that the sudsagas build and hold audiences.

Beauty Spots for Colleges

NEW YORK, March 8.—Intercollegiate Broadcasting System this week sold a weekly one-hour recorded program of classical music to John H. Breck, Inc., of Springfield, Mass. Show will plug Breck hair products and beauty preparations beginning March 13 on WRAD, Radcliffe College, Cambridge, Mass.; WBS, Wellesley College, Wellesley, Mass., and WMWC, Mary Washington College, Fredericksburg, Va. Account was placed thru Charles Sheldon Agency, of Boston.

CBS's Crandall in Hospital

NEW YORK, March 8.—George Crandall, head of the CBS press department, entered Methodist Hospital, Brooklyn, Thursday (6), to have an old leg injury corrected. Crandall will be attended by two old friends, prominent surgeons, Drs. Douglas Sawyer and Henry Lange. He expects to be hospitalized three weeks.

NYU, WNEW To Help Org's Air Approach

Urge Commercial Techniques

NEW YORK, March 8.—Steps to improve the radio approach of various prominent public service, charitable and social groups will be taken within a short time by New York University and Station WNEW, New York indie. School will run a course specially geared for radio directors of such groups, while WNEW will run a seminar on radio directors of such groups. Course will get under way this summer; WNEW's seminar will be held in April.

Reason for the moves, which were undertaken separately but which now may be dovetailed, is the fact that many social organizations, with a justifiable claim to radio time for worthy causes, are completely unhep on radio techniques. All they ask for is "time" rather than a program or a specific technique for handling the problem at hand. Few of them realize that a straight 15-minute speech, which is what virtually all seek, will just about drive away the listening audience, injuring not only the organization itself, but the station.

Sound Approach Needed

Therefore, WNEW and NYA will try to show these groups that a sound commercial approach, using techniques which have proved effective in selling merchandise and gathering audiences, can also sell a drive, regardless of its nature. This tack will be taken both by Charles Siepmann, who wrote *Radio's Second Chance*, in his lectures at NYU, and by Ted Cott, WNEW's program director, who will handle the station's seminar. Siepmann may also speak at one of the station's sessions.

WNEW seminar will include a demonstration, presenting a speaker on a given subject for 15 minutes, and then hitting the same objective via a series of spot announcements or dramatizations. Typical examples to be offered include the *Mother Goose Safety Rhymes*, built by WNEW for the National Safety Council, and a drama, *Unseen Enemy*, built for a tuberculosis campaign.

Jingles Click

Safety jingles, one-minute musical spots, clicked well, in contrast to straight, flat spiels that, it is felt, would have got nowhere. Rhymes not only drew excellent audience reaction via mail, but have clicked on some 30 other stations and are being distributed nationally. Same thing applies, also, to the TB drama, which used a *Gangbusters*' slant, with the tubercle bacillus the "heavy" of the sketch.

Major point is, it is set forth, that public service should be sold in the same manner as regular radio campaigns. Dull speeches, heard by no audience, do no one any good.

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		(Continued from page 9)	

DISK JOCK PAYOLA BUGABOO

Platter Spinners as Next Breeding Ground for Payoff?

Platter execs worried over many wax pilots going "on the take"—both pubs and diskers blamed for spawning "monster"—curbs urged before evil spreads

By Joe Carlton

NEW YORK, March 8.—Are disk jockeys becoming the next great breeding ground for payola? The biggest disk firm execs are worried about it. Responsible leaders in radio and music biz join in this concern and reports drifting back from talkative flacks and wax promoters indicate that a still-small segment of platter pilots thruout the land—usually not including any name jocks who don't need the moolah—are going dangerously "on the take." Industry chiefs express their fear that platter payola trend is capable of outdoing anything ever before seen in the music biz if not curtailed in time.

The naming of names is impossible the source and frequency of reports about certain jocks make it clear that situation is more serious than routine backstabbing. One major wax firm states it has proof that a rival major is "paying off" a chain of 25 disk jocks thruout the country. A few jocks swear that a given independent label has offered to lay it on the line if new releases were aired. At least three independent labels

claim that a number of jocks have written to them, or appeared in person, conveying strong hints that, if the palm is crossed, given disks will get that coveted early air push.

Of the growing number of disk-promotion specialists working out of wax company offices or thru independent headquarters, more than one has added out and out schmiere to his expense account. And wax distributors point fingers in local territories at suspicious favoring of certain (See *Platter Jockey* on page 30)

New Edwards Ork Into NY Commodore

NEW YORK, March 8.—New Jack Edwards ork has been signed to follow Eddy Howard into the Century Room of the Hotel Commodore March 13. Edwards, a virtual unknown who has been working under the Willard Alexander aegis, is skedded to play the spot for six weeks. Leader, said to be a Jack Marshard protege, sings and plays the trumpet. He played 20 weeks at the Marshard-Vaughn Monroe spot, The Meadows, outside Boston, and is currently completing a 10-week run at the Syracuse Hotel, Syracuse.

Signing of Edwards dispels talk that the Century Room would close down after the Howard engagement.

Royalty-Dodging Coast Waxeries Get Carpet Call

HOLLYWOOD, March 8.—Harry Fox, music pubs' agent and trustee, rounded out his latest visit to the Coast by clamping down on more than two dozen independent waxeries for non-payment of pub royalties on disk sales. Of 38 independents currently licensed by music pubs, more than 25 were put on a month-to-month payment basis. Of the batch of slow-paying outfits, accounts of 23 were turned over to legal eagles, as Fox seeks to collect more than \$10,000 due pubs.

According to Fox, contracts with the waxers have been amended from a quarterly royalty payment to a monthly basis in order to protect publisher interests. Move was dictated by the shaky position of West Coast independents at a time when mounting operating costs are cutting already meager profits. Result is that recorders have been using royalty dough to operate from day to day, Fox said.

Fox estimated that more than \$50,000 in bad debts has been collected during the past year from Hollywood platteries and that more is in the offing. In doubtful cases the publishers' rep will seek an audit of plattery books in search for back royalties. Debts collected to date have come mostly from larger independents, altho many of the wee waxers are also in hock to pubs. In most cases the dribble of dough collected from smaller firms is hardly worth the effort expended.

New Gag-Ditty

NEW YORK, March 8.—It had to happen! Sammy Stept and Johnny Green have authorized a song titled *Bo-i-ng!* If all goes well the ditty will positively not be introduced by Bo-i-ng Crosby.

WM, FB Settle Herbeck Haggles

HOLLYWOOD, March 8.—Haggling over booking rights for Ray Herbeck ork, which had William Morris and Frederick agencies both claiming ownership (*The Billboard*, December 21, 1946) was finally settled recently in a confab with AFM reps and agency execs. Frederick Bros. Agency agreed to pay William Morris full commissions for Herbeck's 5-week stint at Hollywood's Meadowbrook Ballroom plus commissh from ork's current engagement at Salt Lake City's Rainbow Rendezvous. Having collected 10 weeks' commissh, Morris office released Herbeck to Frederick agency. Fronter, pacted to a seven-year deal by Frederick, opens at Las Vegas' Last Frontier Hotel April 5.

Squabble arose when Herbeck signed with Frederick Bros. in Chicago last December, despite having inked an earlier pact with Morris office. Herbeck attempted to justify double inking with claim that his Morris contract went into effect last October 28 and that agency had failed to deliver jobs up to time of Frederick pacting. Morris agency held that contract began December 3 (at expiration of Herbeck's existing MCA pact) and that six-week period during which agency had to find work for musikers didn't end till mid-January.

Primer for Personal Mgrs. Compliments of Billy Burton

NEW YORK, March 8.—In between shopping for a film story he can peddle back in Hollywood and setting the stage for coming Roxy Theater appearance of thrush Margaret Whiting, Billy Burton (personal manager for Whiting gal, Dick Haymes, Helen Forrest, songwriter Jow Jyrow and such screen comers as Margo Woode (Fox); Noreen Nash (Eagle-Lion), and Joanell James (Fox), took time out this week for a lunch-time powpow about the personal management game that reads like a p.m.'s primer.

Trouble with some p.m.'s today—Burton talking—is that the A.B.C.'s of their racket frequently are overlooked. Simple things such as knowing seating capacities in theaters and locations, seasonal and geographical box-office trends, technical phases including stage lighting, recording control, and others!

Burton recalled some years ago, when he was handling Jimmy Dorsey band, the trade thought he was out of his mind for booking JD into the Chicago Theater for a summer guarantee plus percentage. Should have taken a straight \$10,000 and no split, they screamed! But Dorsey took out \$17,500 from the Chi date, Burton said, and then the allecks

made with hosannahs. What they didn't know—Burton still talking—was that Chi is the "greatest summer resort" in the country. After figuring the time of year, the theater's size, he held out for percentage cut. Dorsey prospered, Burton prospered and currently he still swears by Chi summer—"I've got Haymes booked there for August 28. He'll make big money."

There are other p.m. fundamentals, says Burton. One thing, the agency boys will attest to, no p.m. worth his commission will try to handle 30 to 40 attractions. Take a few good properties, build 'em and try to keep 'em there. . . . That's the ticket. . . . Too many clients can't get your personal attention. Without it, who needs a "personal" manager.

And the p.m. has to know the booking game. . . . One of his main jobs is to run liaison between talent and the agent. Good test of a good p.m. is one who the top agents recommend.

But personal management is a job you gotta work at just as with any trade. Take a thing like stage lighting. Using his own experience over the years with spotlight problems, Burton said, he got in there with the electrician, stage manager and hands (See *P. M. PRIMER* on page 18)

Mich. Indies Poise a New Slap at ASCAP

Indiana Bill Hits Snag

DETROIT, March 8.—New attack on ASCAP is slated by the Michigan Independent Theater Owners, according to Sam Carver, president of the organization, now manager of the Grand Theater in Highland Park. Carver, an old-time vaudeville man, is hitting at the 10 cents-per-seat charge assessed by ASCAP on motion picture theaters, and is seeking legislation in Michigan to have the fee outlawed.

He is now studying recent Indiana legislation, with the object of preparing a bill for introduction in Michigan, whose Legislature is now in session.

Indiana Bill Shaky

INDIANAPOLIS, March 8.—The anti-ASCAP bill passed by the House last week after earlier okay by the Senate appeared possibly to be headed for demise this week when the Senate refused to accept House amendments. The amendments would have exempted radio stations from provisions of the "outlaw ASCAP" measure and would have slapped responsibility for liabilities arising out of use of ASCAP music in theaters on pix producers and exhibitors rather than on theater owners. After considerable haggling, Senate held firm on its amendment turn-down and bill has been referred to conference committee, where observers predict it will either remain pigeonholed or will emerge so emasculated that it would hardly "outlaw" the Society.

MGM Philly Wax Debut at the Zoo

PHILADELPHIA, March 8.—New MGM disk label made its bow here February 25, local distributing firm of Trilling & Montague being the first in the country to receive initial releases. For the auspicious debut, Wagnerian tenor, Lauritz Melchior, came to Philadelphia. But the coming out party was at—of all places—the Philadelphia Zoo.

Melchior, who is also diskng for the new label, brought the first records here, taking them to the zoo to spin them for Pharaoh, the lion, who is a close buddy of MGM's Leo in Hollywood. WIP re-broadcast the ceremonies that evening, the program also being heard as part of the meeting of the Philadelphia Record Dealers' Association. To top off the spinning, Melchior interspersed a stanza of *Open the Door, Pharaoh*.

Randy Brooks to Cafe Rouge

NEW YORK, March 8.—Randy Brooks's ork will follow Frankie Carle into the Hotel Pennsylvania's Cafe Rouge April 7. Brooks was booked into the spot for a four-week stay, with a two-week option clause attached, according to General Artists Corporation agents. Orkster currently is concluding a four-week stanza at the Arcadia Ballroom here.

Capitol Makes Foreign Mart Invasion Move

Porges Heads Int'l Division

HOLLYWOOD, March 8.—Capitol will soon invade the foreign wax market and for its initial wedge last week hired Sandor A. Porges (for 28 years with Columbia's foreign department) to head Cap's international division. Porges, whose bow from Columbia became effective March 1, will arrive here in April for huddles with the diskery's top brass in laying groundwork for the department.

Porges's division will be set up as a wing of the present company rather than a separate corporation. Headquartering in New York, the division will work with the already established departments of the company (talent and repertoire, distribution, promotion, etc.), which will be expanded to handle the additional load. To date, Cap's product had been aimed at and distributed exclusively in Continental U. S. Cap will not only distribute its present wares overseas but will also record foreign talent and music for distribution abroad.

Until now, Capitol has been the only one of the four majors sans a foreign department. As to what foreign market will be the first on Cap's plans, diskery execs did not reveal, stating that will be one of the matters to be discussed when Porges arrives here. Cap feels that in Porges the firm is acquiring one of the industry's toppers on the international side of the fence. Once foreign operation gets under way, the diskery will lean heavily on its recently acquired plants in Indiana and the San Fernando Valley for a starter, but foresees the time when it will set up its presseries in foreign lands.

Second L.A. Dancery Pares to Week-Ends

HOLLYWOOD, March 8.—Casino Gardens next Sunday (16) becomes the second ballroom in this area in two weeks to drop its all-week policy in favor of week-end only operations. Casino was preceded by Avodon (*The Billboard*, March 1), which also tightened the belt to Friday-Saturday-Sunday sked. Tommy Dorsey's Ocean Park dancery had clung to meager weekday biz to retain its local KECA airshots between midnight and 1 a.m., but KECA this week started closing down its transmitter at midnight.

Palladium, in Hollywood, and Aragon, in Santa Monica, will be the only two remaining terpseries open all week. Trianon, South Gate, and Meadowbrook, Culver City, are operating on a Friday-Saturday only sked.

Frank Hennigs Quits Marks

NEW YORK, March 8.—Frank Hennigs, professional manager at E. B. Marks music pub, bows out of the firm next week. With his three-year contract expiring at the end of this month, he will take the last two weeks as paid vacation and then return to another music biz post. Hennigs' departure marked the second professional changeover for the Marks firm, with Fred Dempsey, coast staffer, separated last week and replaced by Lucky Wilbur. Herb Marks, pub owner, says no replacement has been found as yet for Hennigs, altho three or four lads are being considered.

For Being a Pincus

NEW YORK, March 8.—Music men were talking this week about the *Bless You* (*For Being An Angel*) plug George Pincus got on the Kate Smith show last week. La Smith not only did the tune, but she and Manager Ted Collins prefaced it with an intro in which Pincus's name was mentioned three times. There is no truth to the rumor that the Shapiro-Bernstein general manager called Peatman after the plug to inquire whether the personal mention rated the pluggero any extra points on the sheet.

Break Ground For Columbia's Coast Waxery

HOLLYWOOD, March 8.—Columbia Records' Prexy Ted Wallerstein and Veepee Manie Sacks, along with a raft of showbiz celebs, broke ground for the waxery's new \$2,000,000 Hollywood production center Thursday (6). Plant, which is expected to be in operation by the year's end, will contain more than 80,000 square feet of floor space and a maximum production capacity of 2,000,000 platters monthly. With nearly 80 presses planned, the addition of an ultra-modern West Coast set-up will boost the firm's total production capacity to well over 10,000,000 disks per month, Wallerstein stated.

When completed the plant will employ nearly 400 workers, with all processing and pressing facilities centralized under one roof. Plant will feed shipments to 12 Western States and Mexico.

Coincidental with Wallerstein's ground-breaking trek, the plattery prexy announced that Columbia would shortly complete a new distributorship set-up in the Hawaiian Islands. Sales Veepee Paul E. Southard leaves for the islands March 19 to complete the deal. Firm has heretofore handled Hawaiian sales from the West Coast.

Wallerstein views the general disk market with optimism, pointing to still unfilled consumer demand which will unquestionably swell as more radio-phono combos reach the retail market. Wallerstein furthermore predicted an ever-growing market for dramatic albums. Waxing of these classics have been limited to date and more or less on an experimental basis, but counter sales have proved that platter purchasers want more of the same. When the dramatic field reaches full bloom, Wallerstein said, Hollywood will be the focal recording center because of the natural concentration of top dramatic talent in the film city.

Wm. Morris' Stoller Shifting to Coast

NEW YORK, March 8.—Morris Stoller is about set to move out of the New York office of the William Morris Agency into WM's West Coast operation. Stoller has been acting as comptroller under Nat Lefkowitz in New York, and his Hollywood job will make him Lefkowitz's West Coast counterpart.

Replacing him in New York will be Sidney Feinberg. Lefkowitz, of course, will still be over-all supervisor of comptroller activities of the agency, which includes supervision of contracts, legal aspects of bookings, etc. Stoller plans to depart for Hollywood March 26.

Gold in Them Thar Old Wax Sends Diskeries Stampeding To Re-Cuts, Even for Albums

Weems' "Heartaches" Sets Pace for Fast-Selling Revival

NEW YORK, March 8.—Looks like old wax is gold wax. Flock of re-issued disks hitting the market recently paced by the Decca-Victor etchings of Ted Weems' *Heartaches* has been pouring plenty extra shekels into diskery coffers. Reborn wax, cashing in on renewed interest in older recording artists, reached the ultimate lately with Tony Martin. Martin's old Decca platters were re-pressed coincidentally with the signing of a Victor pact. When first Victor releases break (probably in April), Martin will be featured on no fewer than three labels—Victor, Decca and Mercury. Last

named agreed some weeks ago to re-release cuttings made before singer's shift to Victor provided he would take half royalty.

Heavy focus on re-issue wax, some diskers claim, while primarily due to re-birth of talent, also can be charged to simple fact that frequently a wax firm stands to make more dough on old tallow that sells than on new. Firms engaged in hectic re-pressing of old masters are well aware that they by-pass initial costs incurred in mechanical recording of the matrix, cost of recording studio, engineers, payment to artists for the date.

Higher artist royalties today than in earlier recording days, all figure as factors behind the old wax rush. In many cases, eight and 10 years ago, waxing artists were paid a flat rate for their efforts, without benefit of royalty arrangements.

Leader in the upsurge of re-issues is Decca. Firm some months ago created what it calls a "collector's series" and soon afterward instituted a policy designed to cut down the number of mechanical waxing dates on current faves and pops.

Decca kicked off its current group of re-pressed diskings with a series of albums featuring past hit records by the firm's top selling artists—Andrews Sisters, Louis Jordan, Dick Haymes and enough of Der Bingle's older tallow to make up at least a couple of new Crosby packages. Diskery followed album packages with 75-cent singles featuring Tony Martin, Count Basie, Glen Gray, etc.

Most re-pressed singles have been marketed coincidentally with major shifts on part of the artists who cut original sides. Count Basie moved from Columbia to Victor, received (*See OLD WAX GOLD on page 31*)

Local 802's Execs Put 'Red' Purging Up to Membership

NEW YORK, March 8.—Coincidental with proposed national legislation to curb Communist influence, leaders of Local 802, AFM, are taking steps to weed party members from its ranks. Secretary Charley Iucci this week read a resolution to his executive board calling for the passage of an ironbound law to purge the local of all communist elements.

After some modification, which did not take the teeth out of the proposal, the execs okayed it for presentation to the membership. Iucci will read the paper to the rank and filers Monday (10) at the org's monthly meeting. Officials appear confident that the measure will pass, altho a number of card holders have indicated hostility.

If the membership approves of the resolution, the executive board will formulate a law in resolution form for action at the union's next annual by-law meeting in September.

is planning to work Mooney cross-country by filling in with several theater dates.

Chandler To Plug Enterprise Disk?

HOLLYWOOD, March 8.—Enterprise Records claimed this week to have set a verbal deal with Baseball Commissioner Happy Chandler to plug the diskery's forthcoming Abbott and Costello *Whose on First* sides in all major league ball parks at season's openers. (*The Billboard*, March 8.) Chandler will request ball clubs to play sides over park p.-a. systems.

Special cuts of platters with a 30-second sales pitch by Costello are being pressed for ball park use, explaining that A. & C. royalties will be turned over to the Lou Costello Jr. Youth Foundation in Los Angeles.

McConkey Sets Up in Chi, Adds N. Y. Link

CHICAGO, March 8.—The McConkey booking operation was incorporated this week under the name, McConkey Music Corporation, and a Gotham office was added to the national booking set-up, with plans for a southern outlet in Atlanta set for next month.

Manhattan outlet will be headed by Irv Brabec, ex-Frederick Bros., and Central Booking, who brought singer Mildred Bailey, the Bert Messingale 12-piece commercial ork currently at Donahue's, Mountain View, N. J., and three cocktail combos, the Leonard Ware trio, the Estrellitos quartet, and the Red Saunders' sextet, which will join MMC when its pact with CBO expires May 15.

MMC has concluded an exclusive booking deal with I. R. Belveal, Boise, Idaho, independent percenter, who has 17 MMC properties working in his Northwest territory.

The MMC Hollywood outlet has been reorganized since the exodus of Jack Kurtze to FB and is now booking 38 units on the West Coast. Jack Hampton, ex-fronter, and Lop Jarman, once a name sideman with Paul Whiteman, are assisting Clyde Baldschun, now heading the Hollywood MMC branch. Baldschun has inked Jess Stacy and singer Lee Wiley, with Stacy fronting a seven-piecer, and Wingie Mannoné, who is heading a six-piecer.

Joe Mooney Four Booked For Coast's Troc in July

NEW YORK, March 8.—Joe Mooney Quartet has been booked by William Morris's Joe Wolfson into Monte Proser's Trocadero, Hollywood, for a six-week engagement with options beginning the first week of July. Mooney, currently at Dixon's Steak House, New York, will vacate after at least a six-month run, with closing date not yet set. WM

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RMA Picks Temporary Slate, Maps Membership Campaign

NEW YORK, March 8.—Committee appointed by newly formed Record Manufacturers' Association (*The Billboard*, March 8) labored thru heavy side-issue chatter at Hotel Astor Wednesday (5), but finally produced a roster of temporary officers, committees and goals which include lining up West Coast labels such as Black & White, Exclusive, Enterprise, Superior and Hucksters, in addition to extending re-invites to Eastern firms whose reps so far have not shown up at earlier membership meeting or committee confab.

RMA officers appointed temporarily included Jack Pearl (Hub), chairman; Al Middleman (Sterling-Juke Box), vice-chairman; Joe Kupitsky (Diamond-Seva), treasurer, and Ivan Ballen (20th Century), secretary. To draw up by-laws which would be presented to membership meeting at future date, a constitutional committee was named consisting of Pearl, Eric Bernay (Keynote), Hy Siegel (Apollo), Al Green (National), Joe Davis (Davis) and Sam Goode (Gotham). Public relations committee was also named and included Siegel, Davis, Ballen and Harry Bank (Cardinal).

Absent Labels

Pearl, in teeing off meeting, said that other label reps, including Irving Berman (Manor) and Jules Braun (De Luxe), had indicated their interest in attending but were committed to show at New Jersey juke box operators banquet held same night. No comment was made as to absence of Majestic, Musicraft, Signature, Sonora and others altho Kupitsky, Bernay, Goode and Sol Abrams (Alert) were named to a membership committee which presumably would go after missing label reps. Temporary financial arrangements were also set with each member pledging \$50 to be applied against initiation fees and dues which might be instituted later.

Courtney Role

Big hunk of evening's discussion centered about report delivered by one of the members on the Alan Courtney - Sidney Goetz meeting called for Monday (3). Disk spinner Courtney's role in association scheme started recently when lawyer Goetz lettered the trade with the jockey's plan for a manufacturer pool which platter pilots could support, but RMA got off its own confab before Courtney. RMA reps at

first declared that while they felt Courtney's intentions to be the best, they wanted to work out idea for such an org without outside aid. Also claimed they had idea long before Courtney.

Courtney, however, declared this week before returning to Denver, where he is platter spinning on local station, that RMA had used questionable ethics in hustling to call their own meeting after they had heard about his own plan and scheduled confab.

Informant's report on the Courtney huddle delivered to RMA committee stated that of the few people present only two disk makers were in attendance and declared that part of the Courtney meet had been taken over by a publication owner who claimed that RMA members "didn't pay their bills." Committee lads rankled audibly at unpaid bills crack.

Loss of Pianist Burns Martin

NEW YORK, March 8.—Freddy Martin is blowing fire at Lyle Thayer, West Coast wingman for the newly formed Mus-Art Management Corporation, since learning that his pianist, Murray Arnold, has been signed by Thayer to front his own ork:

Orkster told *The Billboard* he doesn't mind seeing one of his boys get ahead in the music biz—pointed to support he gave to Jack Fina before latter formed his own music crew—but alleges that Thayer snared Arnold behind his back. Hence, the ire.

Thayer countered Martin's "unfair" cry by stating that Arnold felt he should be the one to break news of his departure, and there was no intention to pull any underhanded deal. Thayer said that when Arnold, who will remain with the band for another two weeks, told Martin of his plans to front his own band, the Coconut Grove maestro flipped his lid.

Art Mooney Ork Signed by MGM

NEW YORK, March 8.—Art Mooney and his ork have been signed to a term paper with the new MGM diskery. Deal was set this week by Joe Glaser and Charlie Yates, of Associated Booking, according to Mooney, who says he will probably work out a booking deal with ABC as a result of the agency's efforts on his behalf.

Orkster was formerly a General Artists Corporation property and made a few sides for Vogue Records some months ago. Ork is current at Rustic Cabins, Englewood, N. J.

Victor Resumes Dealer Training After 6 Years

NEW YORK, March 8.—RCA Victor is resuming its dealer training programs after a six-year lapse. Initial session will be held in New York at the Park Central Hotel, March 10-12, to be followed by regional meetings in Atlanta, Cleveland, Chicago, Dallas and San Francisco. Meetings will be under the direction of Jack Hallstrom, general merchandise manager of the diskery; Jack Williams, advertising manager, and Herbert Allen, field sales manager.

Davis, Weiss Form Exploitation Combo

HOLLYWOOD, March 8.—Offices will be opened Monday (10) by ex-Musicraft execs, M. I. (Buddy) Davis and Bobby Weiss, who have teamed to enter music artist exploitation and biz management. Davis-Weiss, Inc., will headquarter at 626 North Robertson Boulevard, Beverly Hills, with Joel Preston and Dan Edelman reping the firm in New York and a man in Chicago to be hired. D-W will offer services on a national basis.

Set-up calls for Weiss to head the exploitation phase of the biz while Davis will handle artists' biz management. Davis, a Harvard biz school grad, has worked a tie with his father's c.p.a. firm, Homes & Davis, for the latter's L. A. and New York offices to aid in servicing D-W clients. (Biz management doesn't necessarily have to be linked with a client's promotion deals.) Already in the D and W fold are Margaret Whiting, Dick Haymes, Helen Forrest, Piep Pipers, Page Cavanaugh Trio and Miguélita Valdez.

Musicraft Reorg Meeting Is Postponed to March 19

NEW YORK, March 8.—Meeting of Musicraft stockholders scheduled for Monday (10) has been put off to March 19, diskery being anxious that all proxy votes get in on time. Letter sent to shareholders last week by Irving Felt, prexy, stated meeting's purpose is to consider proposal for recapitalization of the company (*The Billboard*, March 1).

Letter, announcing the meeting, accompanied by details of the plan and balance sheet as of December 31, 1946, was jam-packed with financial data. Holders were told the meeting was for the purpose of considering a plan to change authorized capital of the corporation to 470,518 shares of common stock at par value of \$1 each. Directors of firm also seek authority to pledge or mortgage assets to secure any bank loans or indebtedness in connection with the plan.

Letter and accompanying financial statement indicated the company had a net working capital deficit of nearly \$450,000 as of December 31, 1946, not including loans made by officers in the amount of \$251,650.

Improve Capital?

Diskery's claim for the plan is that it would improve the corporation's net working capital position by \$1,082,884, of which \$838,147 would be cash. Also stated that holders of three-year secured notes in the amount of \$250,000 had indicated

willingness to accept 100,000 shares of common stock in exchange.

Preferred stockholders would get 67,490 shares of new common stock, while common stock owners would receive 47,769 shares of new common. Officers, it was stated, had indicated willingness to exchange their loans (\$251,650) for 20,000 shares of new common stock. Not less than \$244,737 of other obligations would be deferred for two years.

Letter also states, "indications are that if present stockholders and lenders approve the plan, \$300,000 of cash capital would be obtained by private sale for investment of 120,000 shares of new common stock at \$2.50 a share, and that a term loan in the form of bank credit and/or mortgage on the plants in amount of \$250,000 could be arranged."

Diamond-Apollo

Also reiterated was claim that Milton Diamond, ex-Decca exec had consented to become associated with the corporation subject to the establishment of a corporate structure and financial plan which would place the company in strong financial position. "Interests associated with ownership of Apollo Records, it was further stated, have indicated a possible interest in acquiring some of the stock to be issued under the plan."

Company's financial condition, according to Prexy Irving Felt, is so critical that "the only alternative to the plan would be a court reorganization . . . a liquidation might be inevitable and this probably would not provide sufficient funds to more than cover government obligations and secured creditors."

Consolidated balance sheet of the diskery as of December 31, 1946, showed assets as follows: Cash in bank, \$6,441.56; other current assets, partly pledged, \$477,116.30; fixed assets (net of reserves), \$713,612.70. Other assets, prepaid expenses, \$131,595.56; intangible assets, including masters, catalogs, engineering and development expenses, franchises, etc., \$511,017.47, and total assets, \$1,839,783.59. For the seven months ended December 31, 1946, company showed a net loss of \$1,952,833.61, including a \$420,300 loss on the Jefferson-Travis radio division sold in October and a \$268,593.32 loss on sale of Union Aircrafts Products Corporation.

High Nut Forces Elman Ork To Quit

NEW YORK, March 8.—Twenty-piece Ziggy Elman ork, finding its \$2,500-\$3,000 nut too hard to hurdle, will fold up after first of April until present biz conditions improve. Leader, who is handled by Arthur Michaud office, has decided to take the lay-off rather than reduce size of band and is not accepting any more bookings after a week of one-nighters which follow his skedded Monday recording date for MGM.

Michaud office has been trying to talk him into trimming ork, but Elman reportedly figures that rather than change style or arrangements he'll stay off the road and hole up until a break in booking prices appears which would allow him to keep ahead of big-sized band expenses.

Mellin in or Out?

NEW YORK, March 8. — The Lindy's was live with rumors that Bobby Mellin was leaving his pro manager post at BMI this week, insiders foresaw a last-minute switcheroo in plans which may ground all the rumors soon after BB goes to press.

Local 802 Tosses Musician-Caterers Issue to Members

NEW YORK, March 8. — After juggling the musician-catering situation for two months, execs of Local 802, AFM, will toss the hot potato to the membership Monday (10). Union's meeting will hear a report on findings of the dance committee, composed of elected officials.

Execs will call for the appointment of a rank and file committee to study the situation further and bring in recommendations to the executive board. Members, however, are prepared to reject this proposal and counter with a resolution instructing the board to finish the job. Motion reads in part: "It shall be considered an unfair practice against the union for a caterer, banquet manager or hall keeper to recommend or suggest any musician for a catering job . . . conspiracy on the part of any member to aid or abet a caterer, etc., in such jobs will be in violation." Penalty for conviction would be expulsion.

Newark's Local 16 Names Catering Inquiry Committee

NEWARK, N. J., March 8.—Following closely upon action taken by the New York AFM, Local 16 met here today to investigate conditions in the catering dance biz. In a continuing session suggested at the org's last quartly meeting two weeks ago, catering matters were taken up as the first order of business and resulted in the appointment of a committee to dig up facts.

Whether charges of collusion between managers of catering establishments and card holders will evolve from the investigation is a moot question, but it is understood member pressure is partially responsible for the move to have a look into the single date field. New York local's interest in its own band backyard also is a factor.

Committee appointed today will report at another continuation session March 22.

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BLUES IT'S
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LATEST IN
JAZZ

GEORGE WASHINGTON
GETTIN' MY BOOTS
(CLANCY HAYES)
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ON PACIFIC-631

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AND BOOGIE IT'S
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★★★
LATEST IN
JAZZ

AND FOR THOSE WESTERN HITS, TOO!

My Memories You Never
Take Away
The Cattle Call
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Sonora Record No. H7034

"I'll Meet You in the Morning"

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Formerly vocalist with Xavier Cugat and soloist on such famous radio shows as "Oscar Hammerstein Theatre of the Air" and "National Farm and Home Hour", versatile Alice Cornett brings your customers the something new they're looking for. Her sweet, gentle style offers the peak in listening pleasure as she presents these sacred songs.

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Carroll, Musikers In Tiff Over Coast House Ork Tootlers

HOLLYWOOD, March 8.—Earl Carroll faces a possible musicians' strike next week as the result of his refusal to increase his theater-restaurant house ork from 13 to 16 sidemen. Strike was narrowly averted Tuesday night (4) when three sidemen employed to round out the band for shows were ordered to sit in on dance sessions. Carroll immediately advised the threesome that their extra labors would be for free. While a walkout could have begun then and there, orksters were apparently advised to sit tight and stand by for a possible strike later.

Union attempt to increase the ork came after Carroll had agreed to a 20 per cent hike in scale but refused to hire the threesome in question. Subsequently, the producer protested to Local 47 Prexy Spike Wallace, declaring that he would not be dictated to regarding the number of musicians the spot should employ and that biz does not warrant additional overhead.

Carroll, meanwhile, has been in q. t. sessions with his lawyers, hinting at possible action from the D. A.'s office. Three additional sidemen have been reporting nightly for both dancing and show stints. Big blow-up is expected to come after Sunday night (pay day) when the trio's pay checks are sans extra time.

A check of local AGVA offices to determine if talent would support orkmen in possible strike action revealed little indication of a sympathy walkout from acts employed by Carroll. It was obvious, however, that Carroll could not produce a lavish girlie show without music.

Small Error

NEW YORK, March 8.—In a story two weeks ago in *The Billboard* it was reported that theatrical agent Paul Small held an interest in Apollo Records. This was in error. Small has no connection with Apollo. Regrets are extended to all parties misled.

P. M. PRIMER

(Continued from page 14)

before he'd let his artists go into a theater. Recalled that with all his previous savvy, before an important Capitol Theater booking for Helen O'Connell, he spent hours in the public library reading up on theatrical lighting.

Same familiarity with technicians' work goes for recordings and radio, Billy continued. "It's a sorry p.m. who doesn't show at recording dates, who doesn't try to work out his client's problems with the musical director, engineer and other control room lads."

Finally drifting away from Burton's rules for p.m.'s, Billy capped off his sermon with a crack at the band theater circuit today. "The bands are just so many stock companies with supporting acts. Why don't they go out and find new talent? If the band can't provide a decent show, let the customers see some new faces on the bill at least, not have the same flesh playing the same stage every quarter."

By this time lunch plates were chilling and Burton drifted off the subject with parting info for music trade that he had withdrawn his stock interest in Dick Haymes pubbery, Beverly, but turned over 10 shares to his sister, Ada, and gave the remainder to Haymes.



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Chi Pub Schools Up Market for Kidisk Concerns

CHICAGO, March 8.—Kidisks are in for a record high in attention as far as Chicago public schools are concerned, George Jennings, director of radio for the system, told *The Billboard* last week. Jennings, who said that 60 moppet albums have already been okayed for use in schools, added that school council of 18 members is readying to give educational disks in the classroom more attention.

With more attention being centered on kid albums by schools here, this facet of the record biz will get a hefty promotion. Jennings said that those albums which are approved are placed on a recommended list which is sent to principals of the 60 schools which house kindergartens and the 330 schools which have elementary grades. Jennings said that he's found in talks with school chiefs that they are stocking up on nursery type albums for the under-six-years group and that they're using the albums, with the more involved historical-type stories for children up to the fifth grade.

Miss Promotions Bet

Record manufacturers are missing a big promotion bet, for Jennings said that as yet he has not received any mailings of albums for review, while all book publishers send him copies of their latest releases for possible insertion in school libraries, for they've found that kids who read the book in a school library will buy it for their own libraries. Jennings said that approximately 20,000 Chi youngsters are prospective listeners to disks which are submitted to the

Candy Plugs Cut In Wax for Mason

NEW YORK, March 8.—A new disk tie-in that may start a trend in the commercial use of wax was clinched this week when Mason Candy Products, Brooklyn, signed a contract with Preview Records for the diskery to cut a series of kidisks that feature a recorded plug for the sweetery. Disks are to be album packages and will be distributed in areas where Mason products are sold.

Bourne Inactivates ABC's Pro Staff

HOLLYWOOD, March 8.—Bourne Music will inactivate the professional staff of its subsid, ABC Music, in a retrenchment move, dropping pluggers in Hollywood, Chicago and New York offices. Economy move is prompted by the paucity of hit tunes and will be in effect indefinitely.

At the same time, the pubery announced a reshuffling of top West Coast personnel. Former manager of Coast operations, Ben Kanter, has resigned to return to Chicago, with that berth being filled by Mike Gould, Mutual music plugger. Gould will handle both Bourne and remnants of ABC out of Hollywood. ABC Coast plugger Milt Stein, dropped in the curtailment, is expected to join another pubery in a similar berth.

council for possible insertion into public school record libraries.

Jennings reported that public school leaders in other Midwest cities have informed him that they, too, are placing more emphasis on recorded kid material to assist in educational programs.

HEY, RED!
HERE'S A
WINNING PAIR!

I'm Going
Back in
There' (PARTS
1 & 2)
NATIONAL 4014

it's even greater than
'OPEN THE DOOR, RICHARD'
NATIONAL 4012

Dusty Fletcher

JUST A MINUTE
'DUSTY' I'VE
GOT AN—

'Ace in the
Hole'
in Peg O' My Heart
NATIONAL 9027

Red McKenzie

NATIONAL
Records

All
Records
75c

ORDER FROM YOUR NEAREST DISTRIBUTOR

It's sweeping
the country!

"MY ADOBE
HACIENDA"

COAST RECORD 8001

COUPLED WITH
"WALKIN' WITH
MY SHADOW"
BY THAT SWEET
BAND THAT EVERY-
ONE'S RAVING ABOUT
JACK McLEAN
AND HIS ORCHESTRA

Peerless Discos

2534 WEST PICO BOULEVARD
LOS ANGELES 6, CALIFORNIA

THE JUKE BOX
SENSATION
OF 1947

Coast
RECORDS

GUILTY!



"I'LL CLOSE MY EYES"

JOHNNY DESMOND

RCA VICTOR 20-2109

PERSONAL MGT.: DON W. HAYNES

DIRECTION: GENERAL ARTISTS CORPORATION

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
March 7

Billboard
TRADE
SERVICE
FEATURE

HONOR ROLL OF HITS

(TRADEMARK)

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

Position This Week Position Last Week

- 1. ANNIVERSARY SONG** By Al Jolson and Saul Chaplin
Published by Mood (ASCAP) **1**
From the Columbia film "The Jolson Story," sung by Al Jolson. Records available: Tex Beneke-Miller Ork, Victor 20-2126; Russ David, De Luxe 1057; Larry Douglas, Signature 15075; Anita Ellis, Mercury 3036; Al Jolson, Decca 23714; Guy Lombardo, Decca 23799; Don Pablo Ork, Latin-American 10; Louis Prima, Majestic 1107; Andy Russell, Capitol 368; Artie Shaw, Musicraft 428; Dinah Shore, Columbia 37234; Kate Smith, M-G-M 10003; George Towne Ork, Sonora 2004.
Electrical transcription libraries: Barclay Allen, MacGregor; Hal Derwin, Capitol; Freddy Martin, Standard; The Novatime Trio, NBC Thesaurus; Russ Morgan, World; Silver Strings, MacGregor; George Towne, Associated.
- 2. MANAGUA, NICARAGUA** By Albert Gamse and Irving Fields
Published by Encore (BMI) **3**
Records available: Jose Curbelo Ork, Victor 26-9015; Julie Conway, Signature 15086; The Gordon Trio, Sonora 3032; Kay Kyser, Columbia 37214; Guy Lombardo, Decca 23782; Freddy Martin, Victor 20-2026; Two-Ton Baker and His Merry Music Makers, Mercury 5016; Bill McCune, DC 8014; Dick Peterson and the Vocal Yokels, Enterprise 251.
Electrical transcription libraries: Patti Dugan-The Jumpin' Jacks, NBC Thesaurus; Chuck Foster, Lang-Worth; Jan Garber, Capitol; Elliot Lawrence, Associated; Freddy Martin, Standard; Dick Peterson and The Vibra-Tones, MacGregor; Arthur Smith, World; Jerry Sears Ork, Muzak.
- 3. OPEN THE DOOR, RICHARD** By John Mason, Jack McVea, Dan Howell
and Dusty Fletcher
Published by Duchess (BMI) **2**
Records available: Dusty Fletcher, National 4012; Bill Samuels and the Cats 'n' Jammer Three, Mercury 8029; Jack McVea Ork, Black & White BW-792; Count Basie, Victor 20-2127; Toshi (One-String Willer) and His Jivesters, Empey 103; The Three Flames, Columbia 37268; The Charioteers, Columbia 37240; Walter Brown-Tiny Grimes, Signature 1006; The Merry Macs, Majestic 1112; The Pied Pipers, Capitol 369; Big Sid Catlett Ork, Mano 1058; Lips Page Ork, Apollo 1041; Hank Penny, King 606; Louis Jordan, Decca 23841; Dick Peterson and the Vocal Yokels, Enterprise 253.
Electrical transcription libraries: Barclay Allen, MacGregor; Jan Garber, Capitol; Freddy Martin, Standard.
- 4. (I LOVE YOU) FOR SENTIMENTAL REASONS** By Deek Watson and
William Best
Published by Duchess (BMI) **4**
Records available: The Brown Dots, Manor 1041; King Cole Trio, Capitol 304; Ella Fitzgerald-Delta Rhythm Boys, Decca 23670; Eddy Howard Ork, Majestic 1071; Art Kassel, Vogue R-781; Dinah Shore, Columbia 37188; Charlie Spivak, Victor 20-1981; Skip Strahl Ork, Emerald 106; Fran Warren, Cosmo 514.
Electrical transcription libraries: Buzz Adlam Ork, Standard; Barclay Allen, MacGregor; Bob Crosby Ork, Standard; Vic Damone, Associated; The 4 Knights, Lang-Worth; Eddie Le Mar Ork, Capitol; The Music of Manhattan Ork, NBC Thesaurus; Charlie Spivak, World; Don Swan, MacGregor.
- 5. HEARTACHES** By Al Hoffman and Al Klenner
Published by Leeds (ASCAP) **7**
Records available: Joe Alexander, Capitol 372; Richard Cannon, Diamond 2057; Cowboy Copas, King 598; Jimmy Dorsey, MGM 10001; Monica Lewis, Signature 15065; Red McKenzie, National 9026; Don Pablo Ork, Latin-American 10; Cedric Wallace Trio, Diamond 2057; Ted Weems Ork, Victor 20-2175 and Decca 25017; Ray Smith-The Pinetoppers, Continental C-8021; Ted Straeter Ork, Sonora 2005; Bobby True Trio, Mercury 3057.
Electrical transcription libraries: Eddy Howard, World; Eddie Skrivanek, MacGregor.
- 6. HOW ARE THINGS IN GLOCCA MORRA?** By E. Y. Harburg and Burton Lane
Published by Crawford (ASCAP) **6**
From the legit musical "Finian's Rainbow." Records available: Harry Babbitt, Mercury 3056; Buddy Clark, Columbia 37223; Tommy Dorsey, Victor 20-2121; Georgia Gibbs, Majestic 12009; Dick Haymes-Gorden Jenkins Ork, Decca 23830; Bob Houston, Sonora 3043; Johnny Long, Signature 15064; Martha Tilton, Capitol 345.
Electrical transcription libraries: Louise Carlyle-The Music of Manhattan Ork, NBC Thesaurus; The Sweetwood Serenaders, NBC Thesaurus; John Gart Trio-Bob Eberly, World; George Towne, Associated; Eddie LeMar, Capitol; Skitch Henderson, Capitol; Mel Torme, MacGregor.
- 7. GUILTY** By Gus Cahn, Harry Akst and Richard A. Whiting
Published by Feist (ASCAP) **5**
Records available: Nick De Lano, Black & White BW-821; Del Courtney Ork, Enterprise 247; Johnny Desmond-Page Cavanaugh Trio, Victor 20-2109; Ella Fitzgerald-Eddie Heywood Ork, Decca 23844; Monica Lewis, Signature 15079; Tony Martin, Mercury 3042; Tony Mottola Four, Majestic 1106; Artie Shaw-Mel Torme and the Mel-Tones, Musicraft 428; Margaret Whiting, Capitol 324.
Electrical transcription libraries: The Music of Manhattan Ork, NBC Thesaurus; Russ Morgan, World; Freddy Martin, Standard; Silver Strings, MacGregor.
- 8. OH, BUT I DO** By Leo Robin and Arthur Schwartz
Published by Witmark (ASCAP) **8**
From the Warner Bros. film "The Time, the Place and the Girl." Records available: Tex Beneke-Miller Ork, Victor 20-1991; Bing Crosby-John Scott Trotter Ork, Decca 23739; Morton Downey, Majestic 1085; Skinnay Ennis, Signature 15056; Harry James, Columbia 37156; Frances Langford, Mercury 3041; Gordon MacRae, Musicraft 15094; Margaret Whiting, Capitol 324.
Electrical transcription libraries: Les Brown, World; Louise Carlyle, NBC Thesaurus; Vic Damone, Associated; Hal Derwin, Capitol; Mahlon Merrick Ork, MacGregor; Joe Reichman Ork, Standard.
- 9. LINDA** By Jack Lawrence
Published by E. H. Morris (ASCAP) **9**
Records available: Ray Noble Ork-Buddy Clark, Columbia 37215; Charlie Spivak, Victor 20-2047; Paul Weston Ork, Capitol 362.
Electrical transcription libraries: Jack Lawrence, Lang-Worth; The Sweetwood Serenaders, NBC Thesaurus.
- 10. A GAL IN CALICO** By Leo Robin and Arthur Schwartz
Published by Remick (ASCAP) **9**
From the Warner Bros. film "The Time, the Place and the Girl." Records available: Tex Beneke-Miller Ork, Victor 20-1991; Bing Crosby-The Calico Kids-John Scott Trotter Ork, Decca 23739; Larry Douglas, Signature 15074; Benny Goodman, Columbia 37187; Tony Martin, Mercury 3035; Hal McIntyre, Cosmo 517; Johnny Mercer-The Pied Pipers, Capitol 316; Louis Prima, Majestic 1087.
Electrical transcription libraries: Bob Crosby Ork, Standard; Vic Damone, Associated; Jan Garber, Capitol; Music of Manhattan Ork, NBC Thesaurus; Dick Peterson and The Vibra-Tones, MacGregor; The Pied Pipers, Standard; Joe Reichman Ork, Standard; Charlie Spivak, World.



ALSO IN THIS WEEK'S
RCA VICTOR RELEASE:

RCA VICTOR'S
CHARLIE SPIVAK!

Why Did It Have to End So Soon?
A much-plugged new swoon song that's loaded with box appeal. Starring Charlie's new vocalist, Tommy Mercer.
AND You Can Take My Word for It, Baby!
This is hit parade stuff! Hot scat singing by "Rusty" Nichols and neat work by The Stardreamers.
RCA Victor 20-2166

RCA VICTOR'S
FREDDY MARTIN!

Freddy and his Orchestra do a smooth job on the 2 top ballads from "Street Scene."
What Good Would the Moon Be?
Catchy phrasing by Stuart Wade.
AND Moon-Faced, Starry-Eyed
A show-stopping song packed with rhythm. Murrey Arnold, vocals.
RCA Victor 20-2176

RCA VICTOR'S
ROSALIE ALLEN!

Here's a gal who's moving up fast. Rosalie and the Black River Riders give out with a lilting pair of cow-punchin' money-makin' melodies.
Po' Folks (All the Time)
AND Cowpuncher's Waltz
RCA Victor 20-2154

TED WEEMS and his Orchestra
Heartaches
Whistling by Elmo Tanner
AND Piccolo Pete
Vocals by Parker Gibbs and Chorus
RCA Victor 20-2175
(Re-issued by popular demand)

THE GINGER SNAPS with Orchestra
There's a Big Rock in the Road
AND Turnpike Turn
RCA Victor 20-2170

AL GOODMAN and his Orchestra
Selections from "EILEEN," featuring Earl Wrightson, Jimmy Carroll, Frances Greer, and The Guild Choristers (Album K-2).
Overture to Eileen AND Finale
RCA Victor 45-0204
Free Trade and a Misty Moon AND The Irish Have a Great Day Tonight
RCA Victor 45-0205
My Little Irish Rose AND Thine Alone
RCA Victor 45-0206
When Love Awakes AND Eileen, Alanna Asthore
RCA Victor 45-0207

CECIL CAMPBELL'S Tennessee Ramblers
Vocals by Cecil, Mickey Newell, and Banner Shelton
Last Night I Cried AND Little Hula Shack in Hawaii
RCA Victor 20-2155

WALTER DAVIS
My Friends Don't Know Me AND When You Need My Help
RCA Victor 20-2156

DEEP RIVER BOYS
Jealous AND Charge It to Daddy
RCA Victor 20-2157

JEAN SABLON Baritone with Orchestra
J'Attendrai AND Le Fiacre
(I'm Expecting You) AND (Coachman Song)
RCA Victor 26-7002

PATRICIO TEIXEIRA
with RCA Victor Orchestra
I Have No Tears - Samba
(Nao Tenho Lagrimas)
AND Orange Juice - Samba
(Sabia Larangeira)
RCA Victor 26-9013

JOSÉ CURBELO
and his Orchestra—Bobby Ramos vocals
Managua Nicaragua AND The Breeze and I - Slow Rumba
RCA Victor 26-9013

ORLANDO GUERRA
(Cascarita) y La Orquesta Casino de la Playa
Ten Jabón AND Ronco
Guaracha AND Guaracha
RCA Victor 23-0479

TRÍO CALAVERAS
La Vieja Chismosa - Corrido
AND Corazón Mexicano - Corrido
RCA Victor 70-7327

WALTER DOMBKOWSKI
and his Orchestra
Wesole Chlopy AND Wesole Czasy
(Jolly Fellows Polka) AND (Happy Times Polka)
RCA Victor 25-9173

THE STARS WHO MAKE THE HITS ARE ON



RCA VICTOR RECORDS



America's No. 1 Song Hit

From the Columbia Picture "THE JOLSON STORY"

ANNIVERSARY SONG

by
AL JOLSON
and
SAUL CHAPLIN

THE BILLBOARD HONOR ROLL OF HITS

Position
This Week

1. ANNIVERSARY SONG

From the Columbia film "The Jolson Story," sung by Al Jolson. Records available: Tex Beneke-Miller Ork. Victor 20-2126; Russ David, De Luxe 1057; Larry Douglas, Signature 15075; Anita Ellis, Mercury 3036; Al Jolson, Decca 23714; Guy Lombardo, Decca 23799; Don Pablo Ork. Latin-American 10; Louis Prima, Majestic 1107; Andy Russell, Capitol 368; Artie Shaw, Musicraft 428; Dinah Shore, Columbia 37234; Kate Smith, M-G-M 10003; George Towne Ork. Sonora 2004.
Electrical transcription libraries: Freddy Martin, Standard; The Novatone Trio, NBC Thesaurus; Russ Morgan, World; George Towne, Associated.

By Al Jolson and Saul Chaplin
Published by Mood (ASCAP)
Records by Al Jolson, De Luxe 1057

Position
Last Week

4

MOOD MUSIC COMPANY, INC.

1270 Sixth Avenue, New York

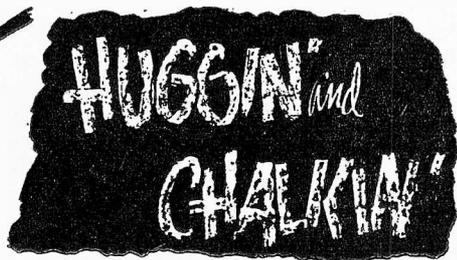
Richard Volter, Pres.

N.B. We do not handle phonograph records.

Dear Disk Jockeys:

You've been doing a grand job in spinning our platters and we're taking this means of saying THANKS! Now that the major nets have okayed our song—practically making it a new song—we feel that with your continued support during the next six weeks we can chalk up an even greater hit on your popularity charts. We know we can count on you in giving our records the play they deserve.

Sincerely,



HUDSON MUSIC CORP.

KERMIT GOELL, PRES.

SOILY COHN, PROF. MGR.

1650 BROADWAY, NEW YORK, N. Y. * 1510 FOREST KNOLL DRIVE, HOLLYWOOD, CALIF.

The Billboard

MUSIC POPULARITY CHARTS

PART II

Sheet Music

Week Ending
March 7

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
8	1	1	ANNIVERSARY SONG (F) (R)	Mood
8	2	2	MANAGUA, NICARAGUA (R)	Encore
6	5	3	GUILTY (R)	Feist
4	8	4	HOW ARE THINGS IN GLOCCA MORRA? (M) (R)	Crawford
19	4	5	THE OLD LAMPLIGHTER (R)	Shapiro-Bernstein
16	3	6	(I Love You) FOR SENTIMENTAL REASONS (R)	Duchess
13	6	7	A GAL IN CALICO (F) (R)	Remick
10	11	8	OH, BUT I DO (F) (R)	Witmark
11	9	9	I'LL CLOSE MY EYES (R)	Peter Maurice
15	10	10	ZIP-A-DEE DOO-DAH (F) (R)	Santly-Joy
6	7	11	SONATA (R)	Oxford
2	13	12	HEARTACHES (R)	Leeds
1	—	13	LINDA (R)	E. H. Morris
6	12	14	OPEN THE DOOR, RICHARD (R)	Duchess
4	14	15	YOU'LL ALWAYS BE THE ONE I LOVE (R)	Sinatra Songs

ENGLAND'S TOP TWENTY

Weeks to date	POSITION Last Week	POSITION This Week	Song	Publisher
11	1	1	THE OLD LAMPLIGHTER	Irwin Dash, Shapiro-Bernstein
8	2	2	ANNIVERSARY SONG	Campbell-Connelly, Mood
6	5	3	APRIL SHOWERS	Chappell, Harms, Inc.
12	19	4	THE STARS WILL REMEMBER	Feldman
7	11	5	(I Love You) FOR SENTIMENTAL REASONS	Peter Maurice, Duchess
24	3	6	TO EACH HIS OWN	Victoria, Paramount
10	7	7	GO HOME (Your Mother Wants You)	Yale
16	4	8	FIVE MINUTES MORE	Edwin Morris, Melrose
5	8	9	THE THINGS WE DID LAST SUMMER	Edwin Morris, E. H. Morris
6	—	10	THE WORLD BELONGS TO YOU, LITTLE MAN	Strauss-Miller
1	—	11	HOW LUCKY ARE YOU	Kassner
6	9	12	MAY I CALL YOU SWEETHEART	Irwin Dash
4	20	13	THE ACCORDION	Lawrence Wright
1	—	14	DON'T FALL IN LOVE	Chappell
18	10	14	TILL THEN	Chappell, Sun
3	19	15	THE RICKETY RICK-SHAW MAN	Southern, Peer
11	6	16	DREAM AGAIN	Box and Cox
33	20	17	DOWN IN THE VALLEY	Leeds, Leeds
22	—	17	YOU KEEP COMING BACK LIKE A SONG	Chappell, Berlin
21	18	17	PRETENDING	Bradbury Wood, Criterion
4	12	18	THE WHOLE WORLD IS SINGING MY SONG	Francis Day, Robbins
1	—	19	I'M GONNA LASSO A DREAM	Noel Gay, Shapiro-Bernstein
16	16	19	THE GREEN COCKATOO	Cinephonic
5	15	19	ZIP-A-DEE DOO-DAH	Sun, Santly-Joy
1	—	20	END OF JOURNEY	Cinephonic

*Publisher not available as The Billboard goes to press.

PLAY STATUS OF FILMS WITH LEADING SONGS

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

A GAL IN CALICO (Remick), in Warner Brothers' "The Time, the Place, and the Girl." National release date—December 23, 1946.

A RAINY NIGHT IN RIO (Witmark), in Warner Brothers' "The Time, the Place, and the Girl." National release date—December 23, 1946.

AMONG MY SOUVENIRS (T. B. Harms), sung by Hoagy Carmichael in Sam Goldwyn's "The Best Years of Our Lives." National release date—November 20, 1946.

ANNIVERSARY SONG (Mood), sung by Al Jolson in Columbia's "The Jolson Story." National release date—January, 1947.

FOR YOU, FOR ME, FOREVERMORE (Chappell), sung by Dick Haymes in 20th Century-Fox's "The Shocking Miss Pilgrim." National release date—December, 1946.

OH, BUT I DO (Witmark), in Warner Brothers' "The Time, the Place and the Girl." National release date—December 28, 1946.

SO WOULD I (Burke-Van Heusen), in Wesley Ruggles' production, "My Heart Goes Crazy." National release date not set.

SOONER OR LATER (Santly-Joy), in Walt Disney's "Song of the South." National release date—November 20, 1946.

TO ME (Dorsey), sung by Janet Blair in United Artist's "The Fabulous Dorseys." National release date not set.

UNCLE REMUS SAID (Santly-Joy), in Walt Disney's "Song of the South." National release date—November 20, 1946.

WHAT AM I GONNA DO ABOUT YOU? (Paramount), sung by Eddie Bracken and Virginia Wells in Paramount's "Ladies' Man." National release date—February 7, 1947.

WHO CARES WHAT PEOPLE SAY? (Harms, Inc.), sung by Ann Sheridan in Warner Bros.' "Nora Prentiss." National release date—February 22, 1947.

ZIP-A-DEE DOO-DAH (Santly-Joy), in Walt Disney's "Song of the South." National release date—November 20, 1946.

The Billboard MUSIC POPULARITY CHARTS

PART III



Radio Popularity

Week Ending March 7

SONGS WITH GREATEST RADIO AUDIENCES

Beginning Friday, February 28, 8 a.m., and ending Friday, 8 a.m., March 7)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in

the case of ties) tunes alphabetically. The music checked is preponderately (over 60 per cent) alive.

(F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.

Wks. to date	Rank	Title	Artist	Copyright
16	1	A Gal in Calico (F) (R)	Remick—ASCAP	L.I.C.
10	2	A Rainy Night in Rio (F) (R)	Witmark—ASCAP	
9	3	Among My Souvenirs (F) (R)	T. B. Harms—ASCAP	
9	4	Anniversary Song (F) (R)	Mood—ASCAP	
1	5	At Sundown (R)	Feist—ASCAP	
6	6	Bless You (For Being an Angel) (R)	Shapiro-Bernstein—ASCAP	
16	7	(I Love You) For Sentimental Reasons (R)	Duchess—BMI	
19	8	For You, For Me, Forevermore (F) (R)	Chappell—ASCAP	
9	9	Guilty (R)	Feist—ASCAP	
1	10	Heartaches (R)	Leeds—ASCAP	
6	11	How Are Things in Glocca Morra? (M) (R)	Crawford—ASCAP	
2	12	Huggin' and Chalkin' (R)	Hudson—ASCAP	
3	13	I Tipped My Hat and Slowly Rode Away (R)	Miller—ASCAP	
2	14	If This Isn't Love (M) (R)	Crawford—ASCAP	
11	15	I'll Close My Eyes (R)	Peter Maurice—ASCAP	
9	16	It's a Good Day (R)	Capitol Songs—ASCAP	
10	17	It's All Over Now (R)	BMI—BMI	
8	18	Managua, Nicaragua (R)	Encore—BMI	
14	19	Oh, But I Do (F) (R)	Witmark—ASCAP	
7	20	Oh Why, Oh Why, Did I Ever Leave Wyoming? (R)	Feist—ASCAP	
4	21	So Would I (F) (R)	Burke-Van Heusen—ASCAP	
8	22	Sonata (R)	Oxford—ASCAP	
14	23	Sooner or Later (F) (R)	Santly-Joy—ASCAP	
3	24	This Is the Night (R)	Jefferson—ASCAP	
2	25	To Me (F) (R)	Dorsey—ASCAP	
3	26	Too Many Times (R)	Advanced—ASCAP	
11	27	Uncle Remus Said (F) (R)	Santly-Joy—ASCAP	
3	28	What Am I Gonna Do About You? (F) (R)	Paramount—ASCAP	
1	29	Who Cares What People Say? (F) (R)	Harms, Inc.—ASCAP	
17	30	Zip-a-Dee Doo-Dah (F) (R)	Santly-Joy—ASCAP	

RECORDS MOST-PLAYED ON THE AIR

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

POSITION	Weeks Last	This Week	Title	Artist	Copyright
3	1	1	ANNIVERSARY SONG (F)	Dinah Shore (Morris Stoloff Ork)	Columbia 37234—ASCAP
3	2	2	HEARTACHES	Ted Weems (Elmo Tanner)	Decca 25017—ASCAP
2	4	3	ANNIVERSARY SONG (F)	Tex Beneke-Miller Ork (Garry Stevens-The Mello Larks)	Victor 20-2175—ASCAP
9	12	3	MANAGUA, NICARAGUA	Freddy Martin (Stuart Wade-Ensemble)	Victor 20-2126—ASCAP
7	13	4	OPEN THE DOOR, RICHARD LINDA	Jack McVea	Black & White BW-792—BMI
5	7	5	LINDA	Ray Noble (Buddy Clark)	Columbia 37215—ASCAP
17	7	6	(I LOVE YOU) FOR SENTIMENTAL REASONS	Eddy Howard	Majestic 7204—BMI
6	12	6	GUILTY	Margaret Whiting (Jerry Gray Ork)	Capitol 324—ASCAP
3	11	6	HOW ARE THINGS IN GLOCCA MORRA? (M)	Buddy Clark	Columbia 37223—ASCAP
7	14	7	MANAGUA, NICARAGUA	Guy Lombardo (Don Rodney-The Lombardo Trio)	Decca 23782—BMI
6	10	8	OPEN THE DOOR, RICHARD	Count Basie	Victor 20-2127—BMI
4	14	9	ANNIVERSARY SONG	Guy Lombardo (Kenny Gardner)	Decca 23799—ASCAP
9	10	10	MANAGUA, NICARAGUA	Kay Kyser (The Campus Kids)	Columbia 37214—BMI
6	2	11	OPEN THE DOOR, RICHARD	Three Flames	Columbia 37268—BMI
10	3	12	(I LOVE YOU) FOR SENTIMENTAL REASONS	Dinah Shore	Columbia 37188—BMI
18	8	13	(I LOVE YOU) FOR SENTIMENTAL REASONS	King Cole Trio	Capitol 304—BMI
2	9	14	OPEN THE DOOR, RICHARD	Pied Pipers	Capitol 369—BMI
2	5	15	ANNIVERSARY SONG	Andy Russell (Paul Weston Ork)	Capitol 368—ASCAP
11	15	15	(I LOVE YOU) FOR SENTIMENTAL REASONS	Charlie Spivak (Jimmy Saunders)	Victor 20-1981—BMI

Coming Up

HOW ARE THINGS IN GLOCCA MORRA? (M)—Martha Tilton.....Capitol 345—ASCAP



LOUIS PRIMA

AND HIS ORCHESTRA DOES

"BACIAGALOO"
(Makes Love on da Stoop!)



EDDY HOWARD

AND HIS ORCHESTRA PLAYS

"MY ADOBE HACIENDA"

Louis does a lot of things superbly, but when he goes into dialect, he's untopped: Remember his "Angelina" and "Please Don't Squeeze da Banana"? Here's a masterly rendition of a tune that's heading for the same acceptance among the disk-o-maniacs as "Angelina" enjoyed. Here's a disk that'll put bushels of coins in the boxes.

"BACIAGALOO"
(Makes Love on Da Stoop)

and

"JUST A GIGOLO"
Majestic No. 1116

When the band that bosses the boxes records a tune that's headed hit-wards—Mister, you've got something! On a platter! Howard goes Latin with "My Adobe Hacienda", which is Latin for "a whale of a tune." "My Adobe Hacienda" is going to be a household phrase. Coin a phrase—by getting this platter into your machine.

"MY ADOBE HACIENDA"

and

"MIDNIGHT MASQUERADE"
Majestic No. 1117

Majestic RECORDS

Studio: NEW YORK CITY • Sales: St. CHARLES, ILLINOIS
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It's a Natural!

"IF I HAD MY LIFE TO LIVE OVER"

By Moe Jaffe, Larry Vincent, Henry Tobias

- | | |
|------------------------------------|---------------------------------------|
| RECORDS | RECORDS NATIONAL —Red McKenzie |
| APOLLO—Gordon MacRae | SIGNATURE —Floyd Sherman |
| CAPITOL—Dinning Sisters | SONORA—Dick Todd |
| COLUMBIA—Buddy Clark | 20TH CENTURY—Larry Vincent |
| CONTINENTAL—Golden Arrow Quartet | VICTOR—Three Suns |
| DE LUXE—Air Lane Trio & Ted Martin | TRANSCRIPTIONS |
| DECCA—Bob Eberle | WORLD LANGWORTH ASSOCIATED |
| MGM—Kate Smith | NBC THESAURUS |
| MAJESTIC—Bob Johnston | |

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The **Billboard** MUSIC POPULARITY CHARTS

PART IV
 TRADE SERVICE FEATURE

Retail Record Sales

Week Ending March 7

BEST-SELLING POPULAR RETAIL RECORDS

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

Weeks to date	POSITION		Record	Artist	Label
	Last Week	This Week			
2	6	1.	HEARTACHES	Ted Weems (Elmo Tanner)	Decca 25017
			<i>Oh Monah</i>	Ted Weems (Elmo Tanner)	Decca 25017
			<i>Piccolo Pete</i>	Ted Weems (Elmo Tanner)	Decca 25017
5	2	2.	ANNIVERSARY SONG (F)	Al Jolson (Morris Stoloff Ork)	Victor 20-2175
			<i>Avalon</i>	Al Jolson (Morris Stoloff Ork)	Decca 23714
6	1	3.	MANAGUA, NICARAGUA	Freddy Martin (Stuart Wade-Heaven Knows When Ensemble)	Victor 20-2026
4	5	4.	ANNIVERSARY SONG (F)	Guy Lombardo (Kenny Gardner)	Decca 23799
2	7	5.	ANNIVERSARY SONG (F)	Dinah Shore (Morris Stoloff)	Columbia 37234
			<i>Heartaches, Sadness and Tears</i>	Dinah Shore (Morris Stoloff)	Columbia 37234
3	3	6.	ANNIVERSARY SONG (F)	Tex Beneke-Miller Ork (Garry Stevens-The Mello Larks)	Victor 20-2126
			<i>Hoodle Addle</i>	Tex Beneke-Miller Ork (Garry Stevens-The Mello Larks)	Victor 20-2126
1	—	7.	OPEN THE DOOR, RICHARD	Louis Jordan	Decca 23841
			<i>It's So Easy</i>	Louis Jordan	Decca 23841
4	10	8.	MANAGUA, NICARAGUA	Guy Lombardo (Don Rodney-The Lombardo Trio)	Decca 23782
			<i>For More Can I Ask For?</i>	Guy Lombardo (Don Rodney-The Lombardo Trio)	Decca 23782
4	—	9.	MANAGUA, NICARAGUA	Kay Kyser (The Campus Kids)	Columbia 37214
			<i>That's the Beginning of the End</i>	Kay Kyser (The Campus Kids)	Columbia 37214
2	—	10.	GUILTY	Margaret Whiting (Jerry Gray Ork)	Capitol 324

BEST-SELLING POPULAR RECORD ALBUMS

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

Weeks to date	POSITION		Album	Artist	Label
	Last Week	This Week			
9	1	1.	Al Jolson Album	Al Jolson	Decca 469
4	2	2.	All-Time Hits Album	Tommy Dorsey	Victor P-163
5	5	3.	Guy Lombardo Album (Featuring the Twin Pianos)	Guy Lombardo	Decca A-512
66	3	4.	Glenn Miller	Glenn Miller and Orchestra	Victor P-148
2	4	5.	St. Patrick's Day Album	Bing Crosby	Decca A-495

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION		Record	Artist	Label
	Last Week	This Week			
48	2	1.	Jalousie	Boston Pops	Victor 12160
75	3	2.	Clair de Lune	Jose Iturbi	Victor 11-8851
90	1	3.	Chopin's Polonaise	Jose Iturbi	Victor 11-8848
64	4	4.	Warsaw Concerto	Arthur Fiedler, conductor; Leo Litwin, pianist; Boston Pops	Victor 11-8863
3	—	5.	Rhapsody in Blue	Paul Whiteman	Victor 35822

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION		Album	Artist	Label
	Last Week	This Week			
26	1	1.	Rachmaninoff Concerto No. 2 in C Minor	Artur Schnabel, pianist; NBC Ork; Valdimir Golschmann, conductor	Victor 1075
81	2	2.	Rhapsody in Blue	Oscar Levant, Philadelphia Ork, Eugene Ormandy, conductor	Columbia X-251
1	—	3.	Khatchaturian Concerto for Piano and Orchestra Album	William Kapell, Boston Symphony Ork; Serge Koussevitzky, dir.	Victor DM-1084
31	3	4.	Tchaikowsky Nutcracker Suite	Eugene Ormandy, conductor; Philadelphia Ork	Victor DM-1020
47	—	5.	Rachmaninoff Concerto No. 2 in C Minor	Rachmaninoff, Philadelphia Ork	Victor DM-58
1	—	5.	Tchaikowsky Concerto No. 1 in B Flat Minor	Arturo Toscanini, conductor; Valdimir Horwitz and the NBC Symphony Ork	Victor DM-800

15c Billboard
MUSIC POPULARITY CHARTS

Juke Box Record Plays

PART V

Week Ending
 March 7



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 3,538 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I.

Weeks to date	POSITION		Record
	Last Week	This Week	
8	5	1.	MANAGUA, NICARAGUA—Guy Lombardo (Don Rodney-The Lombardo Trio).....Decca 23782
2	3	2.	HEARTACHES—Ted Weems (Elmo Tanner).....Decca 25017
9	1	3.	MANAGUA, NICARAGUA—Freddy Martin (Stuart Wade-Ensemble).....Victor 20-2026
3	2	4.	ANNIVERSARY SONG (F)—Guy Lombardo (Kenny Gardner).....Decca 23799
3	4	5.	ANNIVERSARY SONG (F)—Tex Beneke-Miller Ork (Garry Stevens-The Mello Larks).....Victor 20-2126
2	7	6.	OPEN THE DOOR, RICHARD—Louis Jordan.....Decca 23841
6	4	7.	OPEN THE DOOR, RICHARD—"Dusty" Fletcher (Jimmy Jones Ork).....National 4012
1	—	8.	ANNIVERSARY SONG (F)—Dinah Shore (Morris Stoloff Ork).....Columbia 37234
4	10	9.	OPEN THE DOOR, RICHARD—Jack McVea.....Black & White BW-792
5	2	10.	OPEN THE DOOR, RICHARD—Count Basie.....Victor 20-2127
11	6	11.	(I LOVE YOU) FOR SENTIMENTAL REASONS—Eddy Howard.....Majestic 7204
4	12	12.	MANAGUA, NICARAGUA—Kay Kyser (The Campus Kids).....Columbia 37214
13	11	13.	(I LOVE YOU) FOR SENTIMENTAL REASONS—Ella Fitzgerald-Delta Rhythm Boys.....Decca 23670
2	14	13.	LINDA—Ray Noble (Buddy Clark).....Columbia 37215
2	13	14.	GUILTY—Margaret Whiting (Jerry Gray Ork).....Capitol 324
16	8	15.	(I LOVE YOU) FOR SENTIMENTAL REASONS—King Cole Trio.....Capitol 304

Coming Up

ANNIVERSARY SONG (F)—Andy Russell (Paul Weston Ork).....Capitol 368
 HOW ARE THINGS IN GLOCCA MORRA? (M)—Tommy Dorsey (Stuart Foster).....Victor 20-2121

MOST-PLAYED JUKE BOX FOLK RECORDS

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

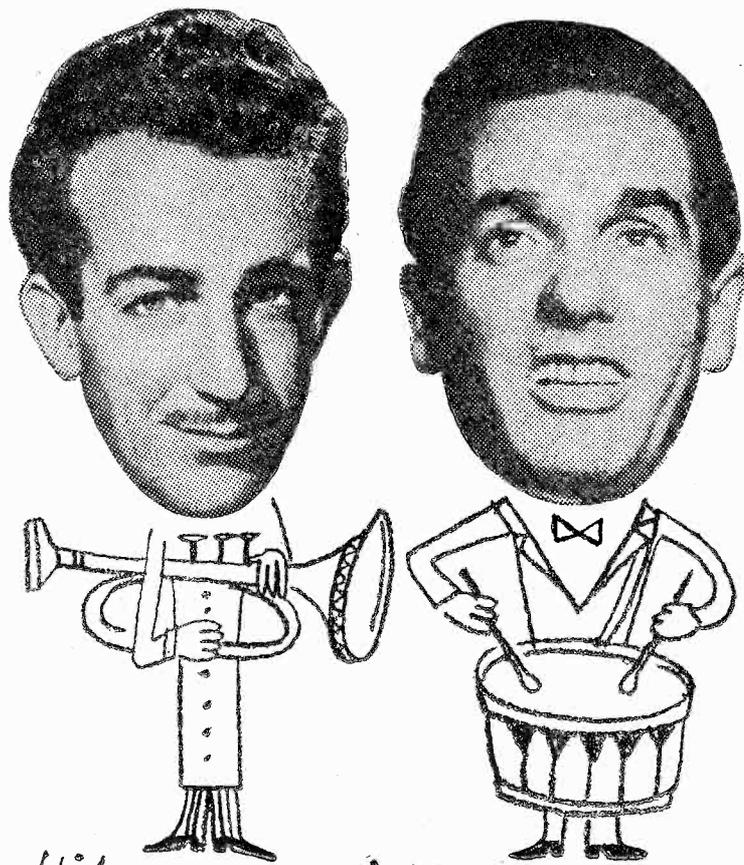
Weeks to date	POSITION		Record
	Last Week	This Week	
8	1	1.	SO ROUND, SO FIRM, SO FULLY PACKED.....Merle Travis.....Capitol 349
2	2	2.	WHAT IS LIFE WITHOUT LOVE?.....Eddy Arnold.....Victor 20-2058
5	2	3.	NEW PRETTY BLONDE (JOLE BLON).....Moon Mullican and the Show-boys.....King 578
17	4	4.	RAINBOW AT MIDNIGHT.....Ernest Tubb.....Decca 46018
2	—	4.	THAT'S HOW MUCH I LOVE YOU.....Red Foley-The Cumberland Valley Boys.....Decca 46028
2	3	4.	YOU'RE NOT MY DARLING ANYMORE.....Gene Autry.....Columbia 37201
3	—	4.	FREIGHT TRAIN BOOGIE.....Delmore Brothers.....King 570
12	—	4.	FILIPINO BABY.....Ernest Tubb.....Decca 46019
1	—	4.	MY CHICKASHAY GAL.....Roy Rogers (Country Washburne Ork).....Victor 20-2124
1	—	4.	SILVER STARS, PURPLE SAGE, EYES OF BLUE.....Cliffie Stone Ork (Cliffie Stone).....Capitol 354
1	—	4.	(WHY, OH WHY, DID I EVER LEAVE) WYOMING.....Dick Jurgens (Jimmy Castle-Al Galante).....Columbia 37210
3	3	4.	OAKIE BOOGIE.....Jack Guthrie and His Oklahomans (Jack Guthrie).....Capitol 341

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	
13	1	1.	AIN'T NOBODY HERE BUT US CHICKENS.....Louis Jordan.....Decca 23741
6	4	2.	OPEN THE DOOR, RICHARD—"Dusty" Fletcher (Jimmy Jones Ork).....National 4012
2	4	2.	OPEN THE DOOR, RICHARD.....Louis Jordan.....Decca 23841
3	5	3.	TEXAS AND PACIFIC.....Louis Jordan (Louis Jordan).....Decca 23810
6	5	3.	OPEN THE DOOR, RICHARD—Jack McVea.....Black & White BW-792
13	5	4.	LET THE GOOD TIMES ROLL.....Louis Jordan.....Decca 23741
1	—	4.	OLE MAID BOOGIE.....Eddie Vinson Ork (Eddie Vinson).....Mercury 8028
5	2	5.	OPEN THE DOOR, RICHARD.....Count Basie.....Victor 20-2127

Here they come with
Trumpet and Drum



Hits by
Harry James

Hits by
Gene Krupa

YOU'LL NEVER KNOW

OLD DEVIL MOON
 from "Finian's Rainbow"

KEB-LAH

SAME OLD BLUES
 Vocals by Carolyn Grey

COLUMBIA 37264

COLUMBIA 37270

Columbia Records

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





SONGS FOR HOMEFOLK

NEW RECORD RELEASES

on Songs
Published by

Acuff - Rose
PUBLICATIONS

220 CAPITOL BLVD.
NASHVILLE 3, TENNESSEE

ONE LITTLE TEAR DROP TOO LATE

Tex Ritter.....Capitol
Bob Atcher.....Columbia
Jimmy Wakley.....Decca

LOOK IN THE LOOKING GLASS (At You)

Claude Casey.....Victor
Louie Innis.....Sterling

I LOVE HER MORE (Now Mother's Old)

The Blue Sky Boys.....Victor

WHY DID IT HAVE TO BE?

Cliff Carlisle.....Victor

I JUST CAN'T FORGIVE YOU ANYMORE

Jimmie Lawson.....Columbia

DUST ON THE BIBLE

The Blue Sky Boys.....Victor
The Bailes Bros.....Columbia
Wade Mainer.....King

WAITING FOR MY CALL TO GLORY

Roy Acuff.....Columbia

TELL ME NOW (Or Tell Me Never)

Roy Acuff.....Columbia

DISSATISFIED

Short Brothers.....Decca

(I've Got My) ONE WAY TICKET TO THE SKY

The Bailes Brothers.....Columbia

ALL THE WORLD IS LONELY NOW

Cliff Carlisle.....Victor
Roy Acuff.....Columbia

I WISH I HAD KISSED YOU GOODBYE

Claude Casey.....Victor
Roy Acuff.....Columbia

SOUTHLAND POLKA

Pee Wee King.....Victor

THE WRECK ON THE HIGHWAY (Re-Release)

Roy Acuff.....Columbia

SEARCHING FOR A SOLDIER'S GRAVE

Wade Mainer.....King
The Bailes Brothers.....Columbia

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The
Billboard

MUSIC POPULARITY CHARTS

PART
VI

Record Reviews and Possibilities

Week Ending
March 7



RECORD POSSIBILITIES

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

DON'T CRY, LITTLE GIRL, DON'T CRY. Jack Lawrence, with musical accompaniment.....Rainbow 10001

As soon as the singers latch on to this song, it'll be a heyday for this sentimental ballad such as Maceo Pinkard never dared dream about when he originally wrote it some 24 years ago. Jack Lawrence, the hit song creator, makes his bow as a singer with the label's preem platter. And what he lacks in vocal quality, he more than makes up for in sincerity and in impeccable phrasing. Brings out all of the sentimental attraction of the song, even when he adds a speaking sequence to the song. Small combo of fiddle, guitar, piano and bass provides ample and able support. And while he has the jump in bringing this one-time favorite back again, it's the song that will make the singer and his singing style. Flipover brings back "It's a Sin To Tell a Lie."

HEY, DADDY-O.....Sy Oliver Ork with vocal by Oliver and Dickie Wells.....MGM 10004

This is strongest side of the first batch of MGM disks. Catchy lyric, half-sung, half-spoken by Sy Oliver and Dickie Wells, is set above a light jump tempo driven by a top-notch rhythm section. Lyric modulates into full ork chant while Dickie Wells picks up his tram for a sizzling but humorous solo. Disk should pull plenty of coin for a first wax effort, both by the diskery and the new Oliver ork. Flip is a Billy Moore instrumental, "Slow Burn," featuring a string of solos by clary, muted horn, tenor sax and topped by Wells' tram and Billy Kyle's pianistics, but is strictly for the hot fans. "Daddy-O" should be plenty hot in race locations but is novel enough to hit big elsewhere.

THE KEY'S IN THE MAILBOX.....Jack McVea Ork.....Black & White 828

The ork and the label that gave Richard his start on the road to his current infamous position in public favor are back with a cleverly conceived sequel to "Open the Door." This time McVea and crew get the door open, make a bee-line for the ice box, but Richard's put a lock on the ice box door and disk ends with threat that there may be a part three. Funny dialog, same infectious rhythm singing as was on its predecessor and solid rhythm backing might find this disk pulling in another flood of coins in Richard's behalf. Flip is another Richard ditty, this time "Richard Gets Hitched" with no particular distinction. Topside should cash in, but only while Richard's still alive and ops should be aware that his kick has weakened considerably.

RECORD REVIEWS

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

DEEP RIVER BOYS (Victor 20-2157)

Jealous—FT; V.
Charge It to Daddy—FT; V.

The blend of the deep voices of the Deep River Boys spins to best advantage for the "Jealous" standard, the solo singing banked by the sustained hums and the tinkling of a celeste making for a smooth and highly attractive spinner. At a faster clip, the foursome score with their rhythm harmonies for a breezy rhythm ditty in "Charge It to Daddy." Rhythm instruments give able support.
For the home boxes.

FRANKIE CARLE (Columbia 37252)

Roses in the Rain—FT; VC.
You Are There—FT; VC.

It's a fragrant melody fashioned for the "Roses in the Rain" ballad. And dished up in the piano sparkle of the maestro, makes for a highly tuneful lullaby. The lyrical blend is in sympathy with the buoyant melody, and Marjorie Hughes' lyrical projection banked by a smooth and colorful band background, makes it a thoroly contagious cutting. Also in the ballad frame, and fashioned melodically by Frankie Carle's keyboard creations, is the "You Are There" ballad. A mood melody, Gregg Lawrence brings out all of the romantic aura of the song story. Here again, the Carle band provides a rich harmonic setting, and ever rich in danceability.
Both sides stack up as song winners.

MARSHALL YOUNG (Rainbow 10002 and 10003)

My Darling Clementine—W; V.
Stardust—FT; V.
I Wonder Who's Kissing Her Now—W; V.
Moonglow—FT; V.

The label devoted to the everlasting standard songs, Marshall Young makes his disk bow with some all-time faves. Backed by a full band, lad pipes it pleasantly and relaxed in the bary range but without any real romantic or dramatic force. It's a straight-forward exposition of the standards, taking "Clementine" and "Kissing Her Now" in the three-quarter tempo, with the other two familiar in the slow ballad frame.

"Wonder Who's Kissing Her Now" brought back as a movie title, this old-timer will be getting a whirl in the music boxes, for which service Marshall Young satisfies.

STEPIN FETCHIT (Apollo 1042)

Richard's Answer—Parts I and II—FT; V.

Here is the inevitable sequel, Stepin Fetchit, in his inimitable drowsy drawing telling in no uncertain words that "I Ain't Gonna Open That Door." It's Fetchit's own creation and the lazy characterization makes the most of it as he speaks his piece against a bright rhythm and riff background fashioned by Jerry Jerome. Packs a lot of goodly humor in the first part, but drags it out for a second side with a riding alto saxer filling in some of the grooves.

With "Richard" still a major concern, the Part I side as a sequel should grab off a healthy hunk of the phono play. Name value of Fetchit an added incentive for the attraction.

VAUGHN MONROE (Victor 20-2178)

We Knew It All the Time—FT; VC.
As You Desire Me—FT; VC.

It's a mill run run-down by Vaughn Monroe and The Moon Maids blending their voices for stilted rhythm singing to the tune of "We Knew It All the Time," which holds neither musical nor lyrical attraction. Far more attractive is the maestro's solo bringing back a ballad fave of yesteryear in Allie Wrubel's "As You Desire Me." The strings and muted trombone add instrumental color to the cutting, and the maestro's piping is packed with persuasion.

If the ballad takes on a new lease, "As You Desire Me" will rate a spot on the selectors.

FRANK SIGNORELLI QUINTET (Davis 9002)

Sorrento in the Evening—FT.
Save It, Pretty Mama—FT.

It's a light but lift—and clean—cutting of jammastics indulged in this quintet of jazz greats of an earlier decade. And there's still rhythmic power in the pianology of Frank Signorelli with Sal Franzella's clarinet improvisings showing full command of the licorice stick. Phil Napoleon on trumpet, Felix Giobbe on bass and Neil Marshall at the drums round out the unit. Boys get in their best groovings for Don Redman's rhythm blues, "Save It, Pretty Mama." But they never get off for "Sorrento in the Evening," better remembered as "Carry Me Back To Sorrento."

For the jazz collectors.

(Continued on opposite page)

(Continued from opposite page)

HARRY JAMES (Columbia 37264)

You'll Never Know—FT.
Keb-Lah—FT.

With only the sax and rhythm sections, Harry James phrases it hot and dirty for an easy swinging of "You'll Never Know," ballad favorite of an earlier day. It's entirely relaxed and rhythmic, with Corky Corcoran adding a bit of his tenor sax improvisings of the ballad melody. The full band, at a lively tempo, takes on Juan Tizol's Oriental melody, "Keb-Lah," his valve trombone singing out the exotic melody while the James trumpet and Willie Smith's alto sax ride out on it as the band lays down a solid and rock foundation.

For the hot jazz clambakes, with "You'll Never Know" keyed for coinage.

LARRY DOUGLAS (Signature 15075)

Anniversary Song—W; V.
The Girl That I Marry—W; V.

The sweet baritone of Larry Douglas, last heard on the spinning sides with the name bands, provides a rich lyrical interpretation of these two waltz favorites. It's his simplicity and sincerity in song that makes for the selling, particularly for the easy-flowing "Anniversary Song" melody. The Roland Dupont Quintet, of trumpet, clarinet and rhythm instruments, gives the sweet singer ample and able support.

"Anniversary Song" is the winning waxer.

CLAUDE THORNHILL (Columbia 37265)

Far Away Island—FT; VC.
Why Did I Have To Fall in Love With You—FT; VC.

The lush and colorful musical creations of Claude Thornhill, sparked by the maestro's moonlight pianistics, makes for a persuasive plattering of "Why Did I Have to Fall in Love With You?" an attractive sentimental ballad. Buddy Hughes sings it with romantic richness while the band sustains a rhythmic flow thruout. Slightly slower is the dreamy "Far Away Island," which gets the same musical and lyrical application.

Phono fans will favor "Why Did I Have to Fall in Love With You?"

MONICA LEWIS

(Signature 15068 and 15072)
I'm Gonna Be a Bad Girl—FT; V.
I'm in the Mood for Love—FT; V.
We Could Make Such Beautiful Music—FT; V.
Why Do I Love You?—FT; V.

While her ballad singing, framed in a richly colorful musical setting created by Ray Bloch's music, falls easy on the ears, it's the single rhythm side that rings the bell with a resounding smack for Monica Lewis. It's saucy lyrics for an ear-catching "I'm Gonna Be a Bad Girl," and la belle Monica sings it in pert and saucy style. The other three sides spin out familiar ballad melodies, and the songbird's honeyed phrasings make for fine lyrical projection.

Too spicy for the radio, "Bad Girl" spins for the juke boxes.

FRANK SINATRA (Columbia 37251)

I Want To Thank Your Folks—FT; V.
Why Shouldn't It Happen To Us?—FT; V.

Frank Sinatra takes both of these new songs in fine stride. Banked by the muted Strads and celeste figures fashioned by Axel Stordahl, he gives a rich romantic reading for "Thank Your Folks." And at a faster clip, introduces an engaging rhythm novelty in "Why Shouldn't It Happen to Us?" a lyrical twister that rhymes all of nature's wonders much in the manner of the earlier "Let's Do It." Sinatra sings it with an easy-going air of familiarity, bringing out the wry humor of the wordage.

The brighter "Why Shouldn't It Happen to Us?" will bring the Sinatra fans to the phonos.

JOHNNY BOTHWELL (Signature 15071)

Get a Pin-Up Girl—FT; VC.
Dog-Patch Boogie—FT; VC.

While there is little of interest in the song content of this cutting, both novelty rhythm ditties fashioned from overworked patterns, Johnny Bothwell's band provides for each a nice solid and rhythmic setting. In the least, the spinning falls easy on the hoof, and there's a bit of the maestro's alto sax sorcery without blowing up any real steam. "Get a Pin-Up Girl" has Pete Carlisle chanting rhythmically with Claire Hogan cutting in with a cute talking patter. Miss Hogan handles "Dog-Patch Boogie," a Lil' Abner novelty of lesser import with the eight-beat rhythm intended but not executed.

"Pin-Up Girl" might pick up some pin money—at best, slim pickings.

DICK JURGENS (Columbia 37253)

Frasquita Serenade—FT.
I Miss That Feeling—FT; VC.

It's a danceable and rhythmic setting, the band power subdued, for Franz Lehar's tuneful "Frasquita Serenade." But it's

the melodic content of the whimsical melody rather than the band's interpreting that makes for the attraction. Also, along smooth syncopated lines and at a bright tempo is Dick Jurgen's musical expression of "I Miss That Feeling," a nostalgic ballad of sentiment from the "Smash-Up" movie, with the lyrical expression presented pleasantly by Jimmy Castle.

The movie ballad for dancers if the ditty attracts.

MEL TORME (Musicraft 15104)

Who Cares What People Say—FT; V.
I'm Yours—FT; V.

The expressive lyrical phrasings of Mel Torme again makes for persuasive plattering with these two slow ballads. His intimate style of warbling woos 'em best for "I'm Yours," ballad fave of yesterday, giving the same styling for "Who Cares What People Say" from the "Nora Prentiss" movie. Sonny Burke's music provides the proper setting for the piper.

The "I'm Yours" familiar where Mel's moonbeam balladeering has caught on.

THE MODERNAIRES (Columbia 37266)

Hoodle Addle—FT; V.
It's Loving Time—FT; V.

It's when blending their voices in dreamy dittying fashion that The Modernaires show off their harmonies to best advantage here. And in that frame, the stage set by Chris Griffin's trumpet out of Mitch Ayres' studio band, The Modernaires, with Paula Kelly's solo segues, spin it smoothly for an attractive "It's Lovin' Time" ballad. It's a fine rhythmic pace set for "Hoodle Addle," but the styling or scoring sets off no special spark.

For smooth singing contrasts at the more reserved spots, "Lovin' Time" may take.

BOB HOUSTON (Sonora 3042 and 3043)

The Man Who Paints the Rainbow in the Sky—FT; V.
How Are Things in Glocca Morra?—FT; V.
You Call It Madness—FT; V.
Dream, Dream, Dream—FT; V.

Taking a solo stand on the label's 39-centers, Bob Houston displays the usual masculine qualities for the baritone chanting. But without any real romantic or dramatic styling or phrasing that might set him off from the many already in the woods. Gets a full musical background, his singing banked by soft strings and woodwinds, and is easy to take without creating any undue enthusiasm, even with his whistling interpolations. Selections are all top rank, altho the "Dream" ditty doesn't spin as smoothly in the slow ballad frame. "Madness" is the Russ Columbo classic, with the other two sides of current vintage.

The "Glocca Morra" favorite on the strength of the show tune's popularity fits for the phonos.

TONY MOTTOLA FOUR

(Majestic 1106)

Guilty—FT.
Trigger Fantasy—FT.

The electric guitar-box plukings of Tony Mottola are framed in fine fashion in this plattering. Phrasing his pickings with a feel for the jazz nuances, his single string work for "Guilty" at a slow tempo is needle-worthy. And for a companion piece, interweaves his guitar strings with the riff phrasings of Johnny Guarnieri at the piano for a bright spinning "Trigger Fantasy." Trigger Alpert on bass and Morey Feld at the drums round out the foursome. A fine session of chamber jazz.

JACK LAWRENCE (Rainbow 10001)

Don't Cry, Little Girl, Don't Cry—FT; V.
It's a Sin To Tell a Lie—FT; V.

This label's first issue attracts much more than casual interest. For one thing, it shows off songwriter Jack Lawrence as a most able song demonstrator. A prolific hit-maker and an old hand at demonstrating his own songs for the music pubs, Lawrence makes up for meager vocal qualities with impeccable phrasing and diction that makes for strong ballad selling. For his disk bow, Lawrence passes up his own compos in favor of the evergreens. And he comes up with a real winner in Maceo Pinkard's "Don't Cry, Little Girl, Don't Cry." A sentimental song fave almost 25 years ago, the plaintive ballad is a natural to bloom all over again. It gushes with the kind of lyrical sentiment that sells strong, and with a lovely melody to match, stacks up as a rare ballad gem. Lawrence colors his interpretation, singing at a slow tempo, by talking out part of the wordage to start a second stanza. Not nearly as effective is his revival of "Sin To Tell a Lie" oldie, contrasting his chant with an unearthly slow stanza and another in a more moderate rhythm tempo. Combination of fiddle, piano, guitar and bass provides adequate support.

Taps and tave'ns will gobble up the "Don't Cry, Little Girl, Don't Cry" grooving.

(Continued on page 104)



SONGS FOR HOMEFOLK

RECORDS JUST RELEASED

on New Songs
Published by



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Red Foley	Decca
Jimmie Lawson	Columbia
Jane Harvey	Victor
Rex Allen	Mercury

(Our Own)

JOLE BLON

Roy Acuff	Columbia
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TENNESSEE CENTRAL (Number 9)

Pee Wee King	Victor
Roy Acuff	Columbia
Louie Innis	Sterling

THERE'S A BIG ROCK IN THE ROAD

Bob Wills	Columbia
The Ginger Snaps	Victor

BLUE EYES CRYING IN THE RAIN

Elton Britt	Victor
-------------	--------

I NEVER HAD A CHANCE

Roy Rogers	Victor
------------	--------

NO ONE WILL EVER KNOW

Texas Jim Lewis	Decca
Roy Acuff	Columbia
Jimmy Walker	Coast

PO' FOLKS (All the Time)

Rosalie Allen	Victor
---------------	--------

I CAN'T GO ON THIS WAY

Bob Wills	Columbia
Roy Rogers	Victor
Oklahoma Wranglers	Sterling

OKLAHOMA CITY

Paul Howard	Columbia
Louie Innis	Sterling

SOMEBODY ELSE'S TROUBLE

Paul Howard	Columbia
-------------	----------

TEXAS TONI LEE

Pee Wee King	Victor
--------------	--------

I'LL REAP MY HARVEST IN HEAVEN

Johnson Family	Columbia
Roy Acuff	Columbia

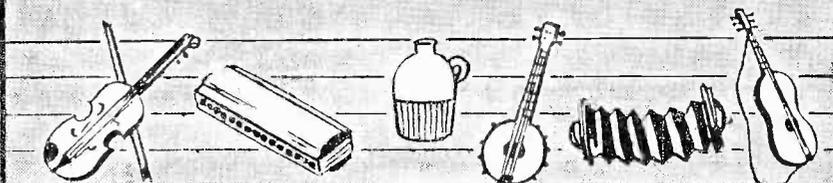
GONE, GONE, GONE (But Not Forgotten)

Roy Acuff	Columbia
-----------	----------

LET ME BE THE FIRST TO SAY I'M SORRY

Roy Acuff	Columbia
-----------	----------

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RADIO ARTISTS: Send for Professional copies NOW.



(Continued from opposite page)

- PIANO PORTRAIT Freddy Martin (I CAN'T)...Victor 20-2165
 PLEASE, MAMA Ziggy Elman Ork (BESIDE YOU).....
 SENTIMENTAL JOURNEY Ella Fitzgerald-Eddie Heywood Ork
 (GUILTY) Decca 23844
 STAR DUST Marshall Young (The Rainbow Ork)
 (MOONGLOW)Rainbow 10003
- MAXINE SULLIVAN ANNIVERSARY ALBUM**
 I Can't Get Started With You.....Maxine Sullivan.....International 29
 I Must Have That Man.....International D-213
 If I Had a Ribbon Bow.....International D-210
 Jackie BoyInternational D-214
 Loch LomondInternational D-211
 Mad About the BoyInternational D-209
- SWING ORGAN ALBUM** Don BakerContinental 46
 Danny Boy (Londonderry Air).....Continental C-5093
 Songs My Mother Taught Me.....Continental C-5092
 Stormy Weather.....Continental C-5094
 Stumbling.....Continental C-5093
 Temptation.....Continental C-5094
 The Old Refrain.....Continental C-5092
- THE LIGHT TURNED GREEN**The Korn Kobbler (DON'T SHOOT)...
MGM 10008
- THE MAN PAINTS THE RAINBOW
 IN THE SKY**Hal McIntyre (I CAN'T).....MGM 10007
- THE 'POSSUM SONG** (Six, Tall, Slim, Kay Kyser (The Campus Kids) (AS
 Slick, Sycamore Saplings) LONG)Columbia 37292
- THE TRAIN WHEELS SANG A
 SONG**George Olsen Ork (LET ME).....Majestic 7215
- THIS IS THE NIGHT**Kenny Baker-Russ Morgan (MY ADOBE)
Decca 23846
- TOMORROW**Richard Cannon (IT'S A).....Diamond 2058
- WALTZES ALBUM**Guy LombardoDecca A-509
 Beautiful LoveDecca 23764
 Carolina MoonDecca 23761
 CharmaineDecca 23763
 Russian LullabyDecca 23762
 Shadow WaltzDecca 23764
 The Merry WidowDecca 23762
 The Sweetheart of Sigma ChiDecca 23761
 When I Grow Too Old to Dream.....Decca 23763
- WE COULD MAKE SUCH BEAUTI-
 FUL MUSIC**Blue Barron Ork (I TIPPED)...MGM 10005
- WE KNEW IT ALL THE TIME**.....Raymond Scott Ork (MANHATTAN
 SERENADE)MGM 10006
- WHAT AM I GONNA DO ABOUT
 YOU?**Monica Lewis (Ray Block Ork) HEART-
 ACHES)Signature 15065
- WHEN AM I GONNA KISS YOU
 GOOD MORNING?**Dinah Shore (Sonny Burke Ork) (MAMA,
 DO)Columbia 37291
- WHY DID I HAVE TO FALL IN
 LOVE WITH YOU?**Claude Thornhill (Buddy Hughes) (FAR
 AWAY)Columbia 37265
- FOLK**
- A HOME OF MY OWN**Texas Jim Robertson (The Panhandle
 Punchers) (IDA-IDAHO)...Victor 20-2203
- BABY, YOU CAN'T GET ME DOWN**.....Ted Daffan and His Texans (George
 Strange) (YOU BETTER)
Columbia 37267
- BLUEBERRY LANE**The Moore Sisters (MISSOURI).....
Sonora H7031
- COWBOY DANCES ALBUM**Duel in the Sun Square Dance Ork...
Decca A-524
 Dacey, Doe Hoedown (Lloyd Shaw).....Decca 75001
 Practice Side 1Decca 75001
 Practice Sides 2 and 3Decca 75002
 Practice Sides 4 and 5Decca 75003
 Split Ring Hash (Lloyd Shaw).....Decca 75000
 Star by the Right (Lloyd Shaw).....Decca 75000
- CROSSROADS**Stu Davis (WHAT A).....Sonora H7029
- EDDIE'S STEEL GUITAR BOOGIE**.....Eddie McMullen's Sleepy Valley Five
 (WABASH CANNONBALL)
Rainbow 50001
- FIESTA IN SAN ANTONIO**Red River Dave (I CAN'T).....
Continental C-5077
- I CAN'T TELL THAT LIE TO MY
 HEART**Red River Dave (FIESTA IN)
Continental C-5077
- IDA-IDAHO**Texas Jim Robertson (The Panhandle
 Punchers) (A HOME)...Victor 20-2203
- IT TAKES A LONG, TALL, BROWN-
 SKIN GAL**The Carolina Playboys (I'VE GOT).....
Sonora H7039
- I'VE GOT A FEELING**The Carolina Playboys (IT TAKES)
Sonora H7039
- MANSIONS FOR ME**Bill Monroe and His Blue Grass Boys
 (Bill Monroe-Lester Flatt) (MOTH-
 ER'S ONLY)Columbia 37294
- MISSOURI**The Moore Sisters (BLUEBERRY LANE)
Sonora H7031
- MOTHER'S ONLY SLEEPING**Bill Monroe and His Blue Grass Boys
 (Bill Monroe-Lester Flatt) (MANSIONS
 FOR)Columbia 37294
- MY MOTHER'S SMILE**Billy & Jake (YOU BETTER)
Continental C-8011
- RUBBERNECK BLUES**Charlie Monroe and His Kentucky Partners
 (RUBBERNECK BLUES)...Victor 20-2204
- WABASH CANNONBALL**Eddie McMullen's Sleepy Valley Five
 (Eddie McMullen) (EDDIE'S STEEL)
Rainbow 50001
- WHAT A FOOL I WAS**Stu Davis (CROSSROADS)...Sonora H7029
- YE OLD TIME DANCE NIGHT,
 VOLUME I ALBUM**Byron Wolfe Ork.....Decca A-525
 DuchessDecca 25058
 Military Schottische or Barn DanceDecca 25062
 Moon WinkDecca 25061
 Oxford MinuetDecca 25059
 Rye WaltzDecca 25058
 Spanish WaltzDecca 25061
 TrilbyDecca 25062
 TuxedoDecca 25059
 VarsovianaDecca 25060
 VeletaDecca 25060
- YOU BETTER CHANGE YOUR
 WAYS**Ted Daffan and His Texans (Ted Daffan)
 (BABY, YOU)Columbia 37267
- YOU BETTER GET DOWN ON YOUR
 KNEES AND PRAY**Billy & Jake (MY MOTHER'S).....
Continental C-8011
- CLASSICAL AND SEMI-CLASSICAL**
- ARIETTA**Edmund Kurtz-Artur Balsam (ELEGIE)
Victor 11-9414
- AUBER: FRA DIAVOLO—Overture** The London Symphony Ork—Anatole Fis-
 (12") toulari, Dir.....Decca London K-1489
- BEETHOVEN: SONATA NO. 8, IN
 C MINOR, OP. 13 (Pathétique)
 ALBUM (2-12")**Artur RubinsteinVictor DM-1102
- BEETHOVEN: SYMPHONY NO. 3,
 IN E MAJOR, OP. 55 (Eroica)** The London Philharmonic Ork—Victor
 De Sabata, Dir.....Decca London EDA-19
- BERLIOZ: BEATRICE AND BENE-
 DICT—Overture (12")** The National Symphony Ork—Dr. Mal-
 colm Sargent, Dir.....Decca London K-1416
- ELEGIE**Edmund Kurtz-Artur Balsam (ARIETTA)
Victor 11-9414

(Continued on page 106)



Monica Lewis

I'M IN THE MOOD FOR LOVE
 WHY DO I LOVE YOU
 Sig. 15072

and the Hipsters...

Johnny Bothwell



& His Swingtet
 CHELSEA BRIDGE
 DEAR MAX

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and still going strong
 Mary Osborne
 Trio



HOODLE ADDLE
 WHAT TO DO
 Vocals by Mary Osborne

Sig. 15076



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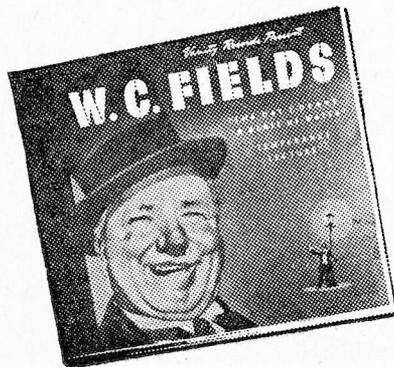


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(Continued from page 14)

labels ("whose products can't all be good") on non-commercial recorded program.

All of which adds up to worry for the disk trade which carefully makes the point that greatest bulk of record steerers have no share in payola culpability. But it's the relatively few who spawn the disease now, goes the argument, who may create an epidemic later that will be impossible to curb. Associations of jockeys (Chicago and Los Angeles orgs recently have been formed) are hopefully regarded as possible means for quick remedy with ethics and integrity of the spinners figured to be best maintained thru their own organized supervision. Appeals to radio station directors which would point out the unlawful aspects of disk-jock payola in addition to the jeopardy in which it places "good programming" also are being weighed.

Seriousness of platter payola, according to disk execs, has increased along with the ever-growing power of the spinner to build a hit record. Recorded shows have grown in audience strength and number at the same time the juke boxes have slimmed down due to high cost of manufacturing and resultantly high list prices on new machines. Power of the jocks to pioneer a hit has been long recognized by all diskers, few of whom forget to cuff the jocks with "advance releases" of their new wax. "Reviewing records" in small degree has brought on still other aspect of payola. Some jocks are known to have deals with local retailers whereby latter takes all wax jock doesn't want as library items. Dealer pays either wholesale price for hot tallow or somewhat less, depending on demand for the sides. Most recording companies accept this when practiced as fair return for the exploitation aid rendered by jocks, but instances have arisen—such as one jock who commands four sets of every single disk and album before label gets an airing—where the small monies to be made out of such side-line activities can become worrisome to manufacturers when copied by too many spinner colleagues.

Pub-Disk "Monster"

Extent of jockey sub-jobbing is admittedly trivial, diskers say, with most spinners not only above such tactics but a good many radio stations forbidding acceptance of free disks and insisting that all new disk releases be purchased from stores or distributors. Here, however, music pubs and disk companies both have been guilty of spawning a "monster" since on pet songs or pressings both frequently have mailed out from 500 to 1,500 cuffo disks to various platter pilots. Sometimes pubs have co-operated with diskers on these mailings—more than once the recording of a plug has been cemented by the promise that pub would underwrite distributing of free platters to jocks with diskery supplying pub all he wants for this purpose at 40 to 50 per cent off.

But the free platter gimmick, common today among music trade, while it helps to gain attention from jocks, is no guarantee for airing. Result has been a growing tendency on diskeries to set up radio promotion offices which seek to boost legitimately the plugging of their companies' wax on the airwaves. Competitive strain has brought with it the early signs of payola, contributed to not only by over-zealous flacks who resort to a bribe when all else fails, but by that small group of unthinking jocks who risk program reputation and job by accepting bucks.

That payola among jocks would be

Music—As Written

NEW YORK:

Hal McIntyre missed four one-nighters in the vicinity of Chicago during first part of week because he came down with a severe cold. . . . William Morris exec Abe Lastfogel off for the West Coast. . . . Ditto Peter Maurice's Happy Godday. . . . Mary Osborne Trio signed to a General Artists Corporation pact. . . . Tommy Shields now doing Johnny Bothwell's personal managing. . . . Former USO chirp Toby Deane going with Ray Eberle's ork when it opens at Philadelphia's Click Club, March 17.

Boyd Raeburn's ork, closing at the Vanity Fair March 12, will be replaced at the spot by a Local 802 ork batoned by house leader, Dave Dennis. . . . Eddie Jaffe now doing publicity for Claude Thornhill. . . . Singer Frankie Laine soon coming East for an appearance at the Blue Angel. . . . Guy Lombardo will receive a citation for having "promoted better understanding among the Inter-American nations" from Consul General of Nicaragua.

Victor Lombardo will open at the Hotel New Yorker May 15 for a 10-week stanza, following on the heels of Chuck Foster, who will have done slightly more than 20 weeks when he closes. Gardner Benedict, originally skedded to replace Foster has been canceled out. . . . Robert Frazer, with Decca Records since firm's inception, was named head of distribution and merchandising of Decca London Records and Parlophone Records, both handled by Decca in the U. S.

Miguelito Valdes opening at Blue Mirror nitery, Newark, N. J., coming from his current date at Hotel Statler, Detroit. . . . BMI is reported to have bought 1,000 copies of Jan August's new waxing of Malaguena for distribution to radio stations. . . . MGM diskery has appointed Hollander & Co., Inc., as distrib in Mid-Western territory, including parts of Missouri, Illinois, Arkansas, Oklahoma and Kansas. . . . Ladies Be Seated,

their own worst enemy is borne out by contentions of radio toppers watching developments in field of recorded music programs. These execs see the growing competitiveness among independent stations depending upon platter previews for audience attention as sure indication that a closer unanimity of song performances will be brought about soon. As the stations strive to match their competitiveness, say these execs, it can be expected that disk-selecting standards will be importantly re-examined with emphasis on those platter shows that drag in greatest mass of listeners.

Expectedly, then trend will be toward more airing of top pops, presumed to win greatest public fancy, with jockey pioneer role figured to cut back a good deal in accordance with station director wishes. On that basis, the jock who lets his natural taste or song selection habits be swayed by the lure of the buck figures will be outclassed by colleagues who hew to the line and keep the public interest in mind at all times. The routine is corny but ever true, radio elite declare: Bad programming will out!

Whether or not the record trade over exaggerates the platter payola (they concede that spinners deserve tremendous respect and credit for their powerful role in song exploitation and admit that it is patently ridiculous to excoriate all jocks for the habits of a few weakies), the feeling is that unless the issues are exposed now the evil that may develop later will be to the great detriment of all broadcast record programs in America. Thus, the audible whispers.

theme song of Johnny Olsen's ABC air show of the same name, will be pubbed by Luckinbar Music this week.

Rumor has Ted Weems's ork, currently riding high on the strength of the Heartaches reissues, going to the National diskery with a new waxing pact. . . . Gale Agency is prepping a theater package with Illinois Jacquet's small combo, Ella Fitzgerald and Cootie Williams's ork featured. Tour will kick off at Chicago's Regal Theater May 2. . . . Walter Gross has been signed by the Buffalo Philharmonic Orchestra as soloist in an all-Gershwin concert skedded for March 21.

Henry Busse is being brought east by the William Morris Agency for a tour beginning in July. . . . William Morris Agency band bookers, Cress Courtney and Phil Brown, on Midwestern trips to set up ork skeds. . . . Claude Thornhill's ork slated for a return to the Strand Theater early next year.

CHICAGO:

Art Frew has inked Allan Reed's 10-piece all-male ork to a booking pact. Reed formerly fronted an all-girl crew. . . . Don Reid has reorganized his band and starts working April 1 under the Frederick Bros. banner. . . . Irwin Timberg, son of Herman Timberg, is advance man for Elliot Lawrence's ork. . . . Don Byas, Negro tenor man, who went to Paris with Don Redman's ork, reportedly is remaining in Europe and taking out French citizenship papers. . . . Hank Markbreit, Chappell plugger in Chi, vacationing in Florida. . . . Paul Flynn has joined Crawford as Midwest rep. . . . Decca had two expensive fires locally within the last fortnight, at their pressing plant and their South Side distributing point. . . . Jack Searle, once with Boyd Raeburn's ork, is now staff singer at WBBM, CBS outlet. . . . Sears-Roebuck satisfied with response to their record-of-the-month club and will continue to release their own platters. . . . Mercury has just cut another kidisk album with Dick Baker. . . . Hudson-Ross, major record store chain locally, using spot announcements on Ernie Simon show (WJJD) and half-hour on Dave Garroway show (WMAQ) nightly. . . . Dave Kutner heading Zenith radio division of MGM Records, with Nat Hale, once with Decca, as his assistant.

HOLLYWOOD:

Columbia Records toppers Ted Wallerstein and Manie Sacks returned to New York over the weekend, following ground breaking ceremonies for new Hollywood plant. . . . Standard Transcriptions moved to 140 North La Brea, Hollywood, consolidating offices and shipping plant under one roof. . . . Benny Goodman pacted songstress Jeannie McKeon to regular berth on his air show, footing salary from his own pocket. . . . Eileen Wilson joins Les Brown ork as thrush when musickers open at Hollywood's Palladium March 18. . . . Avadon Ballroom has inked Charlie Barnett to four week-ends beginning April 11. . . . Jack McVea's one-nighter tour ends March 25 in Waco, Tex.

KANSAS CITY:

Raymond Scott's ork, featuring Dorothy Collins as thrush, opened March 8 at Mary's Club for a week. . . . Alvin Rey brings his band into the Pla-Mor for a one-nighter March 15. . . . Gene Moore took over at the Hotel Continental's Omar Room succeeding Virgil Bingham, who died last week. . . . Julia Lee beginning her 13th year at Milton's.

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Old Wax Gold Sends Diskeries Into Recuttings

(Continued from page 15)

reams of publicity as a consequence, had a hit, *Open the Door*, Richard, on his first dinking for Victor, which was followed up by Decca with a re-pressing of Basie's trade-mark, *One o'Clock Jump*. Glen Gray moved from Decca to Mercury and coincidentally with his first release for the indie firm, Decca dug out the Gray *No Name Jive* for re-release. Firm also put out its Jimmie Lunceford master of *Margie* at about the same time Majestic, Lunceford's current diskery, issued a fresh version by the orkster.

Early Perry Como

Reports last week had Decca planning to put out some Ted Weems masters to follow *Heartaches*, and among these the diskery holds some two score which feature vocals by Weems' one-time singer, Perry Como. Pay-off is that the diskery even will be able to re-issue a Como on an old tune that is due for a revival via the movie route, *I Wonder Who's Kissing Her Now*. This is title song of soon-to-be-released 20th Century epic. And since Como was Weems' vocalist, the diskery saves on royalty payment.

Another biggie, Columbia, has re-pressed a number of items in recent weeks. Firm issued a Harry James all-time favorites album and is due to release an album featuring the now defunct Will Bradley-Ray McKinley ork. McKinley is currently waxing for Majestic and is leading his own ork, gleaning plenty publicity from engagements at top locations and theaters. Columbia also re-issued a couple of Frankie Carle sides this week, *Carle Boogie* and *Sunrise Serenade*, concurrently with Carle's rise to the top ranks of disk-selling orksters. And firm, on the same release sheet, listed a couple of Claude Thornhill oldies, *Autumn Nocturne* and *Snowfall*, while that maestro is in the throes of being built up for top dough by the William Morris agency and the diskery.

Feverish Hunt

Columbia has George Avakian on its pay roll to search thru its Bridgeport master files for potential re-issues, particularly for stuff in the hot jazz vein. It has been said that firm is planning to market a second Duke Ellington album, altho that maestro has old masters well distributed among other diskeries. Ellington meanwhile has been cutting sides for Musicraft Records.

Victor firm has a great backlog of old masters, but hasn't been as active with re-issues as other diskers. Diskery bucked Decca *Heartaches* with its own master of the same tune by the same artist, but beyond that has been issuing mostly new stuff. Most of Victor's plans for re-issues have been for its classic catalog, with firm already out with an album featuring some of its past recorded opera singers, including Enrico Caruso.

Smaller waxery, making its way via the re-issue route, is the Joe Davis firm. Davis holds and has issued masters by Harry James' ork, with vocals by Dick Haymes; Sammy Kaye's ork and a number of hot jazz platters with Coleman Hawkins. He also has done well with an album of songs by Jan Peerce, made prior to the singer's entry into Metropolitan Opera and an RCA Victor waxing pact.

Musicraft currently is trying to cash in on Boyd Raeburn ork by re-issuing some of that orkster's earlier recordings for the extinct Guild label. Firm also is re-pressing some of the Guild masters made by jazzster Dizzy Gillespie.

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Xavier Cugat

(Reviewed at *Ciro's*, Hollywood, February 26. Road manager, Ray Gonzales. Booked thru Music Corporation of America.)

TRUMPETS: Alex Castro and Ted Sandow.
TROMBONE: Jim Curry.
SAXES: Candido Dimanfig, Max Nadell, Billy Hobbs, Ruby Moss and Robert Romeo.
VIOLINS: Joe Aladdin, Larry Maddi and Joe Serpico.

RHYTHM: Felin Angulo, piano; Jose Ortiz, bass; Al Calderon, drums; Fred Salvatti and Ray Gonzales, marimbas; Nico Lopez, bongo, and Chino Santos, maracas.

VOCALIST: Jose Monero.

ARRANGERS: Don Swan, Charles Powell and Fabien Andre.

Thanks to the same old formula that has kept Cugie on the top rung of the Latin ladder all these years, the king of the rumba is as firmly seated on his throne as ever. There is hardly any secret behind either Xavier Cugat's hold on the Latin throne or on the cash register that accompanies it. Here's the recipe: Take three parts showmanship, add two parts imaginative arrangements and one part good (but still second stature) instrumentalists, shake well to a rumba beat and you get one of the (if not the) top money-making aggregations in the biz today.

As always, Cugat stresses fresh and colorful arrangements, fully exploiting the flash and fire that comes with a Latin beat. While ork's instrumentation may appear unusual, if not totally radical, when compared to regular terp crews, it's tailor-made to south-of-the-border demands. Latin music's strongest appeal is in the beat, hence the seven-man rhythm wing is the largest section in the band. There's little demand here for musical frills, therefore arrangements faithfully adhere to the melody line. To achieve this aim, strings blend with the saxes for the tuning chores, with brass injecting the toned down embellishments. This is then placed against an intricately woven backdrop of rhythms and cross rhythms to emerge as a well-rounded, but fully spiced musical dish.

Latin addicts jam packing this swankery get their fill of rumbas and tangos, as the ork's terp-tempting rhythms fill the floor with each set. Warbler Jose Monero, in the slot once held by Miguelito Valdes, possesses a healthy set of pipes and can easily sling the rapid fire wordage.

Ork, flanked by a colorfully garbed bongo-maracas thumping pair, makes an impressive sight, which in itself helps to sell the Cugat wares. Since the Harry James ork has almost completely forsaken the road for its flicker work, the Cugat crew, more than any other traveling unit today, can lay claim to the greatest number of pix appearances. This, coupled with p. a.'s and his Columbia diskings, should continue to keep him up there in the top b.-o. bracket.

Lee Zhitto.

FB Chi Corps Inks Rinella Spot; Pearl for Blackhawk

CHICAGO, March 8.—Frederick Bros.' Chi band booking corps, Herb Pauley, Milo Stelt and Joe Callan, racked up solid bookings last week, with Callan packing the entire summer season, from May 25 to Labor Day, at Tony Rinella's Dutch Mill, Lake Delevan, Wis. FB slate set for the resort terpy include: Wilson Humber, George Winslow, Billy Bishop and Phil Levant. Spot operates on six-day week.

Office planted another band in an important Loop outlet, when Ray Pearl's ork was inked to open April 9 at the Blackhawk. Spot has been using its band for three months and outlet means plenty of Mutual airtime.

Randy Brooks

(Reviewed at the *Arcadia Ballroom*, New York, February 26. Personal manager, Dick Simpson. Booked by General Artists' Corporation.)

TRUMPETS: Ernie England, John Sanford, Paul Montgomery.

TROMBONES: Don Jones, Dave Pitman.
SAXES: Danny Barteluce, Art Lopez, Buddy Balbo, Eddie Shomer.

RHYTHM: Wayne (Buzz) Bridgeford, drums; Paul Lajoie, bass; Joe Cribbarri, piano.

VOCALS: Harry Prime.

TRUMPET AND LEADER: Randy Brooks.

Randy Brooks's ork has been around for almost two years and still hasn't found a niche for itself in the select circle of name bands. On performance basis, it is difficult to figure out why. Ork is musically clean, danceable, offering a couple of highlights in the leader's virile trumpet and Harry Prime's choice pipes. Leader Brooks fronts well and the Arcadia mob took well to his ork's work.

Current Brooks outfit is smaller than his last New York ork by five men, but maestro wisely has had most of his book rewritten to suit the band's present layout. His crew is a young, relaxed bunch of talented tootlers. Outstanding is the lead altoing of Danny Barteluce, whose fluid tone and drive at times gives the four-man reed section a quality that was the best thing in the Artie Shaw *Begin the Beguine* ork. Five-man brass team is precise, and despite its small size, can blast with the best of them, but Brooks would be wise in keeping the blast to a minimum. When Brooks kicked off a John Benson Brooks screamer, *Johnson Story*, the Arcadia floor emptied and the crowd became a group of disinterested patrons. Otherwise, Brooks dished out a diet of mostly new tunes, with an occasional standard tossed in to mix it up.

Brunt of the success in making these ballads and new songs palatable falls to the strong bary pipes of Harry Prime, who carries off his assignments extremely well. Prime, despite a slight build, possesses a voice of resonant vitality, phrases well and is equally adept at doing a rhythmic *Ole Buttermilk Sky* as he is at a ballad such as *How Are Things in Glocca Morra?* In short, Prime has all the earmarks of a real comer.

Other commercial highlight is the Brooks trumpetooting. Guy has wonderful tone and wide range and gets a chance to blow in a majority of the band's numbers. Brooks is an amiable leader. He broke up the Arcadia mob with a corn-fed Dixieland rendition of *Jazz Me Blues* that had them calling for encores.

Brooks's future is dependent on the amount of work put into his platters by Decca, as well as on the work General Artists' Corporation lines up for the ork. With any reasonable amount of buildup, Brooks, with a heavy nod in Prime's direction, may soon be leading a winner.

Hal Webman.

Chi Remote Pic Brighter

CHICAGO, March 8.—Local radio remote pic has improved with WGN, Mutual outlet, adding seven hours to its schedule this week, taking over midnight to 1 a.m., with band airers. Starting next week, MBS outlet will add the Pump Room of the Ambassador East, where Dave LeWinter's ork is working, and the Martinique, South Side Cafe, where Sherman Hayes's ork is appearing, from CBS. CBS will probably fill the remote vacancy with a shot by Fletcher Henderson's ork from the Club DeLisa, South Side Negro cafe.

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Wax Distrib Buys Majestic Air Spot

PHILADELPHIA, March 8.—While local record dealers have been generous buyers of radio time to bally their own stores, J. J. Pocock, Inc., becomes the first local distributing firm to turn to the aid to promote its tallow. Pocock firm distributes the Majestic label, and has taken the midnight hour, six nights a week, on WPEN, to stage a disk show entirely of Majestic platters. Called, *Let's Make Music With Majestic*, seg is jockeyed by Jess Scott, and placed by Frank Trevor Kessler Ad Agency handling the Pocock account.

Disk jockey doesn't take air requests, selecting choice items (classical and pop) from the Majestic catalog. In his patter he plugs the artist as well as the label. William Cooper, of the Pocock firm, says that the program has received the acceptance of the retail dealers, and that mail pull, in spite of the "no request" policy, indicates strong listener interest. Other disk distributors queried here say they have no intention of following suit, but concede it's a good idea.

BRIDGEPORT, Conn., March 8.—Chris Cross, in for a one-nighter at the Ritz Ballroom Sunday (2), ran into a snowstorm. Only 810 persons showed up for a weak \$1,053, with admish at \$1.30.

K. C.'s Concert Business Still A Ripe Melon

KANSAS CITY, Mo., March 8.—Longhair concert and lecture trade in Kansas City is still lush, altho tapered some from the record 1945-'46 season.

Gross business for the trade probably is up substantially, since the schedule this season totals 27 events compared with 20 last year. Increase this year was the result of formation of a new booking agency by Ruth Seufert, former business manager of the Kansas City Philharmonic Association. Formation of the Seufert firm is further testimony to the continuing lucrativeness of the field.

Estimates of the concert and lecture managers are that the trade is down approximately 5 per cent over all from last year, but all report they have been able to hold their blocks of regular subscribers at peak. Total of K. C. subscription concert-goers is around 4,000, according to figures from the city's three concert booking firms.

Oldest firm is Fritschy concert series, headed by W. A. Fritschy, operating 40 years. Fritschy books seven straight concerts, reports sale of 1,100 seats at \$5 to \$11 for the series.

Largest probably is the Kansas City Town Hall Forum, headed by E. H. Newcomb. Newcomb's firm goes in for a wide variety of musicians, entertainers and lecturers. It books 10 regular events on its season tabs, plus three specials, which are offered to series buyers at discount. Specials this year were Don Cossack Chorus, Mental Man Dunninger, Paul Draper and Larry Adler.

Newcomb reports subscriptions for his series were sold to 1,800. Attendance at the Kansas City Philharmonic regular concerts dropped 4 or 5 per cent this season, it was reported, but the Sunday afternoon "pop" concerts were in the up-swing in popularity. "Pop" concert season closed February 23.

Ralston's Helping Uni in Radio Test Of First Platters

CHICAGO, March 8. — Universal Recordings, local label recently set up by Bill Putnam, chief of UR studios, e.t. and record cutters, are utilizing radio in testing the feasibility of their future operations as a diskery. Putnam released two sides a fortnight ago, concluded a deal with the Gardner agency, St. Louis, firm which handles the *Tom Mix* ailer for Ralston's, to co-plug a six-sider album of Western songs by Curly Bradley, who does Tom Mix radio characterizations.

The album, to sell for \$3.16, will be released within the next month in 10 markets which have been selected on the basis of audience interest in the cowboy ailer from among the 380 outlets across the country which use the Ralston show. Station managers and program directors of these 10 outlets have been contacted by Charley Claggett, of the Gardner agency, to select what they consider the best record retailers in their area to handle the album sales. Ralston's, whose well-known Check-board package idea is being used on the record label, has okayed the album to receive heavy plugging on the e.t. Mix show, which airs 15 minutes five times weekly in these 10 market areas.

If and when the Bradley album proves itself a seller, the six-sider will be submitted to distributors throuth the country, and it's planned to hypo sales by having Curly Bradley do the recording of the songs as part of the script of the show.

Joan Whitney and Kramer Turn Pubs

NEW YORK, March 8.—Songwriters Joan Whitney and Alex Kramer are newest cleffers to take a crack at the publishing biz. Two-some has formed an ASCAP firm tabbed Beaux Arts Music, Inc. Writers penned *Candy*, *The Way That the Wind Blows Tonight*, *My Dearest Uncle Sam*, have skedded one of their own tunes for first plug, a novelty tabbed *Two Weeks With Pay*.

Miss Truman May Wax After Radio

(Continued from page 3)
Avenue, meanwhile, that word has leaked of Margaret's ambition for an air career. Gal's had offers.

Nobody's giving with an official confirmation, of course, but insiders insist that Miss Truman has had some juicy radio bids under consideration for months. Sources say her aspirations have leaned toward opera and concert stage, but she's becoming intrigued with web possibilities. Papa is reported scarcely naive enough to believe public would really judge her solely on her voice and musicianship, and overlook her parenthood, but intimates doubt he'd stand in way if she decided on a career.

Miss Truman received an undisclosed fee for Detroit bow after AFRA granted clearance to guest spot. Money may not be too critical a problem for the chirp who laughed off a Hollywood bid of 5G a week not long ago.

LATIN COPYRIGHT PACT

(Continued from page 3)
doesn't ratify treaties of this type before their approval by ABA, altho there have been exceptions.

Big bone of contention between the two groups is fact that international section looks at the treaty from the viewpoint that it will encourage better inter-country relations and that the individual creator or artist will receive a break, while the copyright section feels that industrial users (radio, motion pix, publishers) stand to lose if the treaty is ratified.

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Excise Tax To Continue; Local Tax Bills Bust All Over

(Continued from page 3)

mates, would bring in \$10,100,000 in ducat chews and vending machine taxes, plus about \$600,000 from hotel levies and a sizable percentage of almost \$4,000,000 in liquor permits and taxes on meals over \$1.

Howls From Legit

Loudest protests came from pilots of Stem legit, which is the hardest hit of all Broadway showbiz. Most vociferous was Brock Pemberton (*Harvey*), League of New York Theaters prexy, who said: "For my part, I would advocate closing the theaters if admission taxes are raised. If the theater is a luxury, so is every other business but that of providing food and shelter. It seems high time to decide once and for all whether the theater is a necessity or a luxury. If we close the theaters, perhaps it would be a decisive way to determine this."

"I share Brock Pemberton's violent views," said Herman Shumlin. "It is a terrible imposition on the theater. It is hitting below the belt and will have a very bad effect on the box office."

"The theater is hit hard enough as it is," said Cheryl Crawford, American Repertory Theater, "without adding another tax and making it worse. I think we should have had admission taxes reduced rather than increased. I doubt whether the theaters will close, but it will be tough going if this new tax is passed. I would prefer to pay the school teachers' increases out of my own income tax than have it slapped on the theater."

"It's outrageous," said Lawrence Langner, Theater Guild, "that race tracks should be free of this tax while theaters are levied. One wonders whether our legislators in Albany consider a horse race or the production of Shakespeare the more important. I have just returned from a meeting of theater managers and they are all up in arms. They are unanimous in condemning the tax. After all, during the war, race horses didn't go about entertaining soldiers here and overseas, visiting hospitals or bringing crowds to New York. But the theater, whose members did, now gets taxes one-quarter of its box office income."

"Shortsighted and definitely harmful to the theater" was the comment of Arthur Hopkins, *Burlesque*.

"It's just crazy, in view of the current 20 per cent federal tax on tickets," said Oliver Seyler, of the ATAM, legit union. "While no concerted action has been decided upon in this union, if an organized official protest is made, this outfit will go along with it."

Equity Wires Albany

Spearhead of showbiz union protest is the League of New York Theaters which is behind telegrams sent by Actors' Equity to D. Mallory Stevens, chairman of the State assembly ways and means committee; Arthur B. Wicks, chairman of the

Senate Finance Committee; Oswald Hecht, assembly speaker, and Senators Benjamin Feinberg and Elmer Quinn. Telegram, which denounces Dewey proposal (introduced to State Legislature as a bill by Sen. Chauncey B. Hammond, February 20), asks a hearing in order to oppose legislation of any additional legit ducat taxes.

Other unions contesting tax include IATSE 10th District, and possibly AFM Local 802, which has been approached by LNYT. League also is co-operating with pic people and has met with them this week seeking an official protest. It is believed that the Central Trades Council, AFL, will line up against the bill since two of its affiliates—Equity and IATSE—already have squawked. The IATSE 10th District includes stagehands and treasurers legit locals.

New tax, making a total levy of 25 per cent on admissions, would hike pew prices. A \$4 seat, today costing \$4.80, would jump to \$5 under the new code.

Pix Houses Also Hit

Not only legit but motion picture houses will be badly hit by the new levy. The pic industry's Allied Theaters' Association termed the tax "unfair and discriminatory . . . imposing an indirect tax on the public which for political reasons the State hesitated to burden with an additional direct tax." New bite, according to association's exec director, would hit houses in smaller communities hardest and would lead inevitably to a high mortality among such pic shops.

While restaurants and retail liquor stores will feel the main impact of the 3 per cent tax on meals over \$1 and the 25 per cent gouge on retail liquor licenses, niteries, which serve both food and drink will feel the effect considerably. Already there is a 2 cent city tax in bistros on meals over \$1. New tax would raise this to 5 cents. In New York the retail liquor store permits cost \$800, while license to sell liquor for consumption in bars and restaurants costs \$1,200.

Niteries Squawk

New bite was denounced by Paul Henkel, Society of Restaurateurs prexy, as one bound to cause public resentment, since it would be passed on to the public who would have to pay it. Liquor spokesmen were concertedly opposed to the tax, claiming that with the already rising tide of public resistance to present tariffs, a further gouge would only aggravate the situation.

"This whole tax proposal is ridiculous and bad," said Barney Josephson, Cafe Society. "It's a soak-the-little-guy proposition. Naturally it will hit the night club business. Present retail liquor selling license costs \$1,200. Under Dewey's plan it would cost \$1,500. And the cabaret license of \$125 would be upped by almost \$32. These new proposals won't wreck anyone in the night club business, but they will hit the public visiting the clubs. Public pays 22 per cent taxes now, and with the 3 per cent hike on food cost his tax would jump to 25 per cent. That's a lot for the little guy to pay. Pity the man going in to buy a beer in a place that has a vending machine. He'll have to absorb that tax too. It would be much fairer to tax the night club owners who are making profits than to tax the public. But that's the Old Deal."

"If the proposed law is passed," said Carl Erbe (Zanzibar, Singapore and Vanity Fair), "It will be the death sentence of the big night clubs. I can say with safety that once it is passed, at least 25 per cent of the big

IN SHORT

New York:

Mario and Floria into Loew's State for 10th time March 24, then to Detroit's Statler Hotel March 31 for three weeks. . . . Buck and Bubbles and Coke and Poke signed for Paramount April 23. . . . Toppers current at Flying Tigers, Jackson Heights, L. I. . . . Stump and Stumpy move to the Apollo March 14. . . . Irving Grossman and Dinah Goldberg started at Bucharest Club, Montreal, March 8. . . . Nocturnes debut at

spots will turn the key in the door. It's a shame that such a tax should be put on show business. Acts from clubs when they went overseas during the war weren't considered luxuries. Why are they classed so now? There are enough of them out of work as it is."

Max Gordon (Village Vanguard, Blue Angel) considered tax from angle of the public. "Today the public is price conscious anyway," he said. "Imposition of such taxes will raise prices and keep even more people out of clubs. That is an obvious reaction to high taxation, and 25 per cent is high taxing."

Thus the howls from New York. Out-State, showbiz gets hit badly, going and coming. Besides the food and liquor levies, the 5 per cent tax on hotel rooms costing \$2 and up will slap showfolk tramping by hiking bed and board rates.

Consensus in New York is that, despite wails and wires, bill has a pretty good chance of going thru because of Republican combo behind Dewey and because in N. Y., Democrats and O'Dwyer are willing to string along, just for the cash.

Penn. Boroughs Seek Bite

HARRISBURG, Pa., March 8.—A bill is currently before the legislative committee on municipal corporations seeking to give cities and municipalities not only the right to fix amount of taxes on all forms of showbiz, but also the power to establish and enforce penalties for violations.

Pennsylvania State Association of Boroughs in its 36th annual convention here this week asked enactment of laws giving boroughs the right to tax any source of revenue not taxed by the commonwealth. Specifically boroughs discussed possibility of local taxes on all types of showbiz admissions as well as annual showbiz license levies. Today boroughs tax pic house ops up to \$1,000 a year. Levies on coin machines was also discussed as a source of revenue.

Wilmington Tax Authorized

WILMINGTON, March 8.—State Legislature recently gave city council here power to levy and collect taxes on admissions to any place. This includes season tickets and subscriptions. Second section of act includes luxury articles including alcohol.

New Jersey Bill

ATLANTIC CITY, March 8.—Monday (10) Assemblyman Richard Mischlich, of Atlantic County, aided by Speaker of the House Leon Leonard and State Senator Frank Farley, will offer a bill to the State Legislature to authorize municipalities to levy and collect taxes for revenue and permitting fixing of penalties for violations. Ordinance, however, is to be submitted to municipal voters before going into effect.

Bill would allow municipalities to slap levies on hotels, rooming houses, liquors and all types of showbiz, even to hire of rolling chairs. The initial maximum bite was 5 per cent, but has now been reduced to 3 per cent. Taxes must all be paid by purchasers (i.e. the public). Taxes must not be assumed or absorbed by showbiz.

Rogers Corner March 17. . . . Alan McPaige Trio held over indef at Villa Esposito, Paramus, N. J.

Candy Stevens sails for Australia March 20 for 10 weeks on the Tivoli circuit. . . . Belltones into Mardi Gras March 18. . . . Harmonettes bowed into the Copacabana, Philadelphia, March 10. . . . Sid (John) Willis has joined Bill Peterson and Charlie Busch in small combo department of CRA. . . . Harbers and Dale at the Edgewater Beach Hotel, Chicago, for four weeks starting March 14.

Mack Triplets held over at the

Minnesota Terrace of the Nicolette Hotel, Minneapolis. . . . Aunt Jemima new at Lu Marba, Pittsburgh. . . . Archie Robbins held over at the Latin Quarter. . . . Bob Hopkins starts with new spring revue of Glass Hat, Hotel Belmont-Plaza, opening March 13. . . . Hal Raywin held over thru March 22 at Latin Quarter.

Chicago:

Johnny Knapp, vocalist, into the Jefferson Hotel, St. Louis, March 7. . . . Johnny Amedio closed a 23-week stand at the Hotel Abraham Lincoln March 9. . . . Bob Evans, ventriloquist, married Chi model Virginia Smith February 15. . . . Al Turner, vet bistro flack, has formed a radio and television package firm with Larry Wadhams, ice show flack. . . . Heywood Jones, formerly of Marshall, Ford and Jones, has joined Mantan Moreland in a new act. . . . Lillian Cornell, singer, married Ace Fessenden, Chi manufacturer, in Miami Beach last week.

Sam Honigsberg, ex-Billboard staffer now operating his own publicity office here, was recently gifted with a new Pontiac by the Barry terp team.

Miami:

Joe E. Lewis and Mirian La Velle, of the Colonial Inn, open at Slapsie Maxie's, on the Coast, soon after March 15. . . . B. S. Pully into the Famous Door. . . . Carroll and Gorman current at the Alabama Club. . . . Miami Beach freeholders will vote on a proposed city auditorium April 18.

The De Castro Sisters at the Glover Club. . . . The Barbary Coast Boys are drawing well at the Bali. . . . Kitty Davis gave a celebrity party for Willie Howard and Al Kelly Monday (3) at the Airliner. . . . Fire that destroyed the Miami Beach boat docks on Bay Road did damage estimated roughly at \$250,000. . . . The cold wave has put the freeze on local robberies. Almost a week has passed and not a single night club has been looted.

San Francisco:

Hal Pruden's ork stays on at the St. Francis Hotel until June 3, with Harry Owens to follow. . . . Dorothy Shea opens April 22 in Mark Hopkins's Peacock Court. . . . Bobby True Trio into Bozo's, Oakland. . . . Lena Horne opens March 19 at T & D Theater in Oakland. Report Kona Club offered her \$6,000, thru MCA, for one week prior to the T & D date, but theater nixed deal. . . . Ada Lynne held over at the 365 Club. . . . Pancho Pistolas being sought for the Sinaloa top Mex spot here. . . . Picante's rumba band signed for another three months in Persian Room of Sir Francis Drake. Picante also producing rumba show for Kubla Kahn, Chinese nitery.

Here and There:

Charlie Walters's Four Moods move into Ray's Place, Washington Heights, March 17. . . . Burns Twins and Evelyn closed at Belvedere Club, Hot Springs, March. . . . Russ Dalby ork held over at Rainbow Room, La Conch Hotel, Key West, Fla., thru May 1.

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Jones Asks 4-A's To Settle Philly Squabble; Chi's Conlin To Revive Issue at Convention

Judge Denies Plea for Injunction Against Local 6

PHILADELPHIA, March 8.—Feuding between the national and local AGVA over autonomy has been dumped into the laps of the 4-A's following the legal victory scored by the local union over the national body. Dick Jones, who heads up Local No. 6 here, has written to the 4 A's asking the parent body to settle the dispute. (It is reported that the AFL is sending in a regional director to act as conciliator.)

Jones isn't too hopeful that the 4-A's will even take heed to his suggestion. Nonetheless, he emphasizes the fact that the local union is still very much AGVA and is continuing to function as such under its charter, now that the courts have ruled that the national can't revoke the charter without a hearing.

Judge Nixes Injunction Plea

Judge Joseph L. Kun, in Common Pleas Court here last Monday (3), ruled that while a national body may change policy, it cannot change the

CHICAGO, March 8.—The fight by the Chi AGVA executive board to maintain local autonomy was deflated temporarily this week by news that Jack Irving, local AGVA secretary, had threatened to throw in the towel as the local union chief unless the local capitulated to Shelvey's demands (*The Billboard*, March 8).

Ray Conlin, prexy of the local's executive board, told *The Billboard* Friday (7) that while he had wired Matt Shelvey, AGVA national topper, that the local would agree to a branch status, they are making an effort to present the case to the national convention of AGVA, slated for early April.

Conlin said he and the executive board have found the campaign an expensive one and would withhold further action until the debate over branch vs. local status can reach the convention floor. Conlin said it is the belief of the Chi executive board that a matter of such importance should be put to the entire membership.

Feud Flares Over Jane Russell Date In Miami Beach LQ

NEW YORK, March 8.—A feud is developing in the booking of Jane Russell at the Miami Beach Latin Quarter. When the busy flickerite was negotiated for, a letter and confirming wire were exchanged between MCA, who represented her, and Arthur Fisher, LQ booker.

Shortly before she was to open, E. M. Lowe wanted to pull out of the deal, but AGVA insisted the deal had been made, despite the fact that no AGVA-form contract had been signed. Dave Fox, AGVA New York local topper, ruled that letters and wire were sufficient.

Reason for not signing a contract was Fisher's clause that he get 2½ per cent of Russell's \$15,000. Both MCA and Russell refused to pay, claiming figure was a \$15,000 net.

A few days before the gal opened, Fisher called New York AGVA and charged Russell with breach of agreement, claiming the gal had pictures taken at Miami Beach Hotel with the Ritz Brothers and that constituted a prior appearance. Fox told Fisher and Lowe to present the matter formally.

N. Y. Latin Quarter To Air 'Luncheon at Times Square'

NEW YORK, March 8.—Lou Walter's Latin Quarter will do a switcheroo on the *Breakfast at Tom Brennan's* gimmick, starting Monday (17), and will call it *Luncheon at Latin Quarter*. Stunt calls for daily luncheons at \$1.50 with Maggi McNellis emceeding from the stage over a national hook-up. Spot will get time on WNBC. Idea is to have guest stars come up for chit-chat while the fems come in to eat and marvel. Luncheons will run daily, Monday to Friday. Cost of program will be about \$1,000 weekly.

Bush Beaters Busy

NEW YORK, March 8.—Agents from major booking offices, as well as independents, are renewing their pre-war vigor in trying to sell their wares to suburban niteries. The topper, so far, was at George DeFeis's Holiday Inn, Flushing, L. I., Tuesday night (4) when 23 agents—23, count 'em—dropped in. The band currently in—Sonny Kippe (6)—is on notice. Which may be a reason.

Miami Splurge Lasting Right Down to Wire

MIAMI, March 8.—As the lush nitery season draws to a close, operators continue to pay fabulous salaries and feature big names. Competition is still keen along the rhinestone circuit. The Beachcomber is pinning its hopes on Sophie Tucker, Harry Richman and Jackie Miles. The Copacabana is countering with Mickey Rooney (\$33,000 for 14 days). Jane Russell carries the colors for the Latin Quarter (\$15,000 a week), and Joe E. Lewis and Carmen Miranda, at the Colonial Inn, aren't laboring for peanuts.

Further to lure winter visitors, the Beachcomber, Latin Quarter and Club Bali have dropped cover and minimum charges. Others may follow suit in an effort to wind up the season with full tables.

The Copa, Beachcomber, Latin Quarter and Colonial Inn have announced closing for March 12, but there may be a change or two by the end of next week.

Wanger Sets Up Chorus Girl Agency

NEW YORK, March 8.—Wally Wanger, who recently separated from Lou Walters, has opened his own agency. Line producer will have what he claims is "the only chorus girl agency in the world." Plans call for setting up a list of about 5,000 names as a registry. This list will be used to build and produce lines for clubs, units, fairs, circuses, "in fact," said Wanger, "I will be able to furnish lines completely costumed and routined for any purpose anywhere in the world."

Lines will not be limited to girls. Chorus boys will also be furnished. There will be no registry fee. Service fee will be paid by the buyers.

Outfit, already set up, will be called Wally Wanger Enterprises. Harry Harris, Walters' ex-secretary, is associated with Wanger.

Providence Met Drops Flesh For First-Run Pix Policy

PROVIDENCE, March 8.—Metropolitan Theater here, which has been using week-end band and vaude bills for several years, shortly will go into a straight film policy, playing first-run double-feature pictures on an 11-to-11, seven-day grind.

Dropping of stagershow at the Met leaves Fay's as the only Providence theater playing vaude. Met also has played touring legit shows. New policy will leave the city without any theater for such attractions.

Dinner Biz Pays Freight; Suppers Off

Acts Face Shorter Dates

NEW YORK, March 8.—That inflation has affected the nitery biz isn't exactly a secret. The cost of everything has doubled and tripled, and that goes for the customer's resistance, too. What the boys who run the glitter spots will do about it, nobody knows, including themselves. All they know is that the dinner biz, which was strictly a sluff-off in the war years, is now the mainstay of many a club.

The supper biz, the old money maker, is off and no one knows why. All they know is that the customers don't come in. One time the reason is Lent, then it's pre-Christmas buying, next it's tax time, then it's a lot of other things. But at best these are excuses for something to which the ops don't have any answer. Considering the fact that the supper biz is the one which brings out the liquor buyers, and with that off, the food biz must carry the load, the situation is far from promising.

Act Price Rise Indication

An example of how far costs have risen can be seen from the prices paid many acts in 1940 or so and what these same acts get today. Back in 1940 Leon and Eddie's bought Lee Sullivan for \$60; he now gets \$750. Luba Malina, another L. and E. act, got \$125 in 1941. She now gets \$1,750. Dance teams were getting about \$100. Now even a fair team can't be bought under \$500. The Delta Rhythm Boys were getting \$325 in 1942; their price today is about \$2,000.

That same pattern is followed all the way down the line. Names like Tucker were working for \$1,500. Today they're getting \$5,000 to \$10,000. La Martinique had no lines back in 1940-'41. They had the Condos Brothers for \$225, a good girl singer for \$125 and a comic came in for \$200. Today one act would cost as much as a whole bill did seven years or so ago.

Ops Mull Briefer Booking

Many a nitery op is seriously considering buying his act and his attractions for shorter periods in the hope they'll hold up better. Here and there ops say that an attraction does business for the first week. But unless it is a solid attraction, well-known and well-liked, the business for the succeeding weeks drops to (See *NATION'S NITERIES*, page 39)

Alpert Quits

NEW YORK, March 8.—Mickey Alpert pulled out of the Philly AGVA local picture when he resigned from the local's executive board. There were two reasons for his move. The first was his plans to reform his band and go back to fronting. The second was to get out of the AGVA national vs. the AGVA local tangle.

policy of a local affiliate without the consent of the membership of that local affiliate. On that score, Judge Kun denied national AGVA its request for a preliminary injunction which would have enabled Matt Shelvey to take over Local 6 and set up a branch. Judge emphasized that (See *Jones Asks 4-A's on page 37*)

Show Policy Stays At Empire Room of Chi's Palmer House

CHICAGO, March 8.—The future entertainment policy of the Empire Room of the Palmer House, key Chi outlet in the Hilton Hotel chain, will continue without any major change, following several months of deliberation by the hostelry's execs. Spot was first reported to be dropping its big production numbers and variety bill for a single headliner and name band formula, and Merriel Abbott, vet producer at the hostelry, was rumored out.

Miss Abbott will continue as producer, with Jean Devlyn, San Francisco producer, assisting her on dance production numbers. Next Abbott production, teeing off April 17, will feature Herb Shriner and Susan Reed, with Jack Fina's ork and the Abbott line.

Miss Abbott leaves for a nine-week tour of Europe show centers June 17 to scout talent for the hotel.

Good as a Mile

NEW YORK, March 8.—At Leon and Eddie's celebrity party for Monica Lewis Sunday night (2), emcee Stan Fisher got himself mildly twisted in introing the guest of honor. After a big build-up, Fisher said "... great honor to present Monica Boyar." After Miss Lewis came on and Fisher realized his error, he apologized: "Oh, I'm sorry—I mean Miss Monic Boyar!"

La Martinique, New York

(Thursday, March 6)

Talent Policy: Floorshows at 8:30, 12:30 and 2:15. Operators, Dario and Jim Vernon. Prices: \$3.50-\$4.50.

Spot's return to full show with productions obviously didn't mean anything to the cash register, judging from the blank tables. Opening night or no opening night, customers stayed away in droves.

Show itself had good to excellent moments, plus a couple of bad ones. Alan Gale, headliner, came in with a flock of new material, some of it seemingly strange for the little guy. Gale is a top performer, there's no mistake about that. He is ingratiating, exuberant and has a lot of charm. On the floor he's the boss. What his material lacks in yock-building qualities he more than makes up with a top selling job. Where he falls down is in not having enough sock material to pace with his delivery.

Joan Barton, brought in because of a flicker tie-up, is a pretty, clean looking brunette. Unfortunately, she can't sing. Tried with novelties and a ballad, each one laying an egg. In fact, her inadequacies were so apparent that the few customers turned away and kept talking thruout her spot.

Bret Morrison showed a fair bary, but phrasing was wooden. In better hands, the score might mean something. Lee Lindsey, small boy dancer, did okay. Lack of height and poor staging, however, made him almost impossible to see, and ringsiders were apathetic. Chris Kerrigan, gal production singer, an attractive blonde, has the looks but not the voice, and as an actress she left much to be desired. Gal worked a lot with Morrison in the productions, and even though these were imaginative and showed more originality than most nitery productions, the execution was strictly sluff off.

Productions were actually the high spot of the show. Littlefield, who did them, had vision and instead of making the line (8) go thru the usual tired strolls, he had the kids act out roles as Morrison did the vocals. Costumes were gorgeous, the only two or three of the girls were attractive. Lyrics and music by Irvin Graham, particularly numbers like *Women, Women and Saint or Sinner*, were catchy and the lyrics intelligent.

Ernie Stewart ork cut show skillfully. Marcelino Guerra played the rumba sessions.

Bill Smith.

NIGHT CLUB REVIEWS

Rio Cabana, New York

(Thursday, March 6)

Talent Policy: Floorshows at 8, 12 and 2. Operator, Jack Green; manager, Jack Dawson; publicity, Fred White. Price: \$3.50 minimum.

Old room with a new face-lifting job (it's now yellow and white tent-striped and the name La Conga has gone with the Latin decor) has quite a potential show. It has a mob of girls (12) and some effective production numbers. N. T. G. works thru the show, and Billy Vine turns in one of his best jobs. On night caught, show was crude. Music was way off and the kids didn't seem to know what it was all about. But it has the potentials. Customers will get a bellyfull of laughs and plenty of entertainment for their \$3.50 minimum once the kinks are ironed out.

N. T. G. started uphill with a dead house. His audience and line heckling gradually broke the ice and from then on he was in. First on was Iris Karyl, a pretty brunet hooper who did nicely. Next came Gaye Dixon with a fairish *Showbiz* opener. Her No. 2 number was *Molly Malone*, which was much too slow. Finished strong with her standard *Old Man Mose*, walking off to good hand.

Billy Vine, covered with flop sweat, started so-so, but in a few minutes he had them. And from then on held them. His oldies, *Old Gang of Mine* and *Rain*, latter with his wife, Carol Vance, got plenty of yocks. His Miami Beach routine hit them right where they lived. It was yock on top of yock. Kewpie-faced fat boy also trotted out a new routine based on *The Jolson Story*. It started with a Richman take-off and segued into take-offs of Miles, Lester Brothers, Thomas, Jan Murray, Joe E. Lewis and wound up with Jolson. Routine has good possibilities but needs a better finish. As caught, it had too many lulls and the clincher wasn't too strong. What it needs a lot is better musical background for a flash walk-off.

Show finished with N. T. G. and his flock of dames putting on an audience-participation gimmick. The fact that kids are all lookers and wear just enough to be within the law ought to make that finale a sockeroo.

Machito cut the show.

Bill Smith.

Embassy, New York

(Tuesday, March 4)

Talent Policy: Floorshows at 8, 12:30 and 2:15. Owners, Mr. and Mrs. M. Schwartz; publicity, Seiden and Richman. Prices: \$3.50-\$4.50 minimum.

If business holds up like it did opening night, Lenny Kent, in on a percentage, will walk out with plenty of loot. By show time, there wasn't a seat in the house, and turnaways were plentiful.

Kent opened strong. He showed some new material, of which *So, What's New* was a sockeroo. Unruly customers, however, began yelling for oldies, and from then on the comic was behind the eight ball. In an effort to please, Kent dug down for his nance *Honeysuckle Rose*, and his *Gin Rummy* bit. Both were okay, but hurt his all-around job considerably. That the lad was eager to satisfy was apparent, but pleasing a select group hurts his work and he'd be better off to concentrate on his routine and let the house manage the customers.

The fact that the management did not try to curb the yockety boys is to its discredit. Kent is a clever lad. When let alone, he punched effectively and hit sharp lines on the nose. Timing also was excellent. With a little help from the owners of the club, he'll do a fine job.

Larry Marvin is strictly a Jolson-type singer with none of his fire. Husky kid seems more concerned with his curly hair, toothy smile, and straight tie than in selling a song. He needs lots of training before he's ready for big things.

The Paysees, dance team, mixed their stuff up capably between air and floor work. Fem partner, Beverly Paysee, seemed to be under a lot of tension, and her partner's lifts, tho handled in okay fashion, put him under a severe strain. Best bit was a straight overhead lift-spin which was for a good exit mitt. Paysee's emceeing of the show was crude. Lad's voice isn't pleasant and his walking into announcements, all out of breath, made this glaringly apparent.

Jose Melis band cut the show well.

Bill Smith.

Latin Quarter, Miami

(Sunday, March 2)

Talent Policy: Floorshows at 8:30 and 12:30. Owner, E. M. Lowe. Productions by Lou Walters. Publicity by Noel Francis. Prices: No cover or minimum.

Jane Russell, opened tonight and handed a surprise to customers who came to look instead of listen. She wore a modest black satin gown with a high neck, much more concealing than revealing. Taller than she appears on the screen, she is definitely an attractive woman with plenty of personal charm. Small voice has a slightly husky, intriguing quality which is easy on the ears. Crowd received her opener, *Pennies From Heaven* with a coolness that matched the present cold wave here. She thawed them with *The Wrong Kind of Love* and *Papa, Don't Preach To Me*. Encored with *That's the Beginning of the End* and *Everything's Moving Too Fast*.

She has the ability to lend intimate room charm to a large spot and her easy, casual manner would do credit to a more seasoned performer. This was Miss Russell's first night club appearance, and she clicked.

Her accompanist, Barclay Allen, got a top hand for his 88-ing of *Cumana*, his own composition, with Chito Morales and his band joining in with mucho color.

Opening with Russell was Hal Fisher, who was received heartily. A better sight act than the comedians who have preceded him at the Quarter, and with fresher material, Fisher

Leon and Eddie's, New York

(Tuesday, March 4)

Talent Policy: Floorshows at 8, 10, 12 and 2:30. Owners-operators, Leon Enken-Eddie Davis; publicity, Dorothy Gulman. Prices: \$2.50 minimum.

Leon Enken is giving the customers a sock variety bill unusual in that it offers eight varied acts of the kind that can be seen at Loew's State every week. Only thing it lacks is a comic to tie fast-paced show together. Another drawback is length, show running an hour and 35 minutes when caught.

Headliner Gus Van still retains much of the old vaude flavor from the Van and Schenck days. Delivered parodies on *McNamara's Band* and *There's No Business Like Show Business* to big hands and *Josephine, Please No Leana on the Bell* for good returns. Worked too closely to mike in several bits, blasting. Encored with a medley of pre-World War I show tunes for biggest mitts.

Also standing out were the Amory Brothers, a quartet of handsome boys, with top-drawer spirituals. Boys have worked here before and showed a fine rhythm style, backed by sock harmony with baritone taking the leads. *Swing Low, Sweet Chariot*, with brother Joe doing the bass, was good but overlong. Version of *Ezekiel in the Valley* was particularly outstanding.

Two cute gals, the Graham Sisters, also scored with their simultaneous violin and ballet work. The blonde of the team, worked with fire but both kids were good. They also clicked with a sparkling vocal arrangement of *Blue Moon*.

Show preemed Al Siegel's new singing discovery, Phyllis Arnold, whose voice and delivery are essentially similar to Ethel Merman's. She also has the same style of following thru with a fast bouncy second chorus. Ought to tone down her style a bit or improve her mike technique as the mike carries her too loudly.

Joe Cook Jr. proved a disappointment. Lad's turn fell flat. He can certainly use some material. Made entrance aboard a unicycle, went into a card trick spiel and then digested the lyrics of *The Girl That I Marry* for weak hands. Showed some promise with his Indian club bit while tap dancing.

Holdover Sonny King showed a strong set of tenor pipes and an exceptional delivery. Worked his familiar *Donkey Serenade* in jive for good results. Surprised with *Vesti la Giubba* for recall. Handled the emcee chores in a fair manner.

Dove dancer, Narda, scored with two routines. Did a black light number which effectively showed her five birds. Terping was on the fair side but showmanship was good. Gal was assisted by Nadja on the bongos.

Fem acro team, the Wills Wonders, who opened bill, worked hard but showed no flash. Pace was slow.

Frank Shepherd line (10) worked two routines but revealed a lack of precision during their *Waltz Time* routine.

Show cut by Art Waner's ork in capable fashion. Ork was conducted by Julie Stein.

Don Marshall.

was a hit. Best hand and most laughs came for his drunk routine.

Consola and Melba's versatile dance presentations got plenty of attention and palm thunder, with customers especially liking their comedy stepping.

Gloria LeRoy, whose clowning and acrobatics have made her a favorite here since the club opened, got her usual resounding reception, as did Pirofska in his solos and whirling dervish dance numbers with the line. The Latin Quarter line displays plenty of charm and talent to match its brilliant costumes.

Charles Duerkes.

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Hattie Althoff Joins FB

NEW YORK, March 8.—Hattie Althoff has left CRA to join Frederick Bros. Miss Althoff will assist Tom Kettering, vice-president in charge of the night club-theater department.

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The Feelin's Mutual

College Inn, Hotel Sherman, Chicago
(Friday, February 28)

Talent Policy: Dancing and floorshows at 8:30 and 11:30. Owner, Ernest Byfield; publicity, Howard Mayer. Prices: \$2-\$3.50 minimums.

After months of slipshod revues here, the room has come up with an MCA double-header package, with Ted Weems' ork doing the first half and Dorothy Lewis's *Dansations on Ice* taking care of final half. A short intermission at the half makes for an almost continuous entertainment policy, a factor which keeps payees in the room for long spending spells.

Weems has corralled a group of musikers who can, in addition to playing good dance music, step out and do sock jobs in a floor show. Chirp Shirley Richards, back with the band after a stint as solo nitery singer, has improved loads and sold two animated novelties. Bassist Billy Blair, another returnee from a stint in the cocktail field as fronter, grabbed chuckles with his comedy selling of zany novelties. Sidemen Paul Steele and Glenn Martin also contributed better-than-average warbling to complete the Weems vocal contingent. Only instrumental was a hum-drum take-off on *Big Noise From Winnetka*, spotting guitar and drum. Ork could use one original specialty.

Working on a small portable tank, the Dorothy Lewis troupe presented a 40-minute show that had everything needed to make for top-notch entertainment. Costuming, good pacing, smart lighting despite shortage of spots here, and not one spill sold the revue 100 per cent. Miss Lewis spearheaded the revue, with her gracious smile and graceful blading seeming to encourage the eight others (four boys and four girls) to knock themselves out in like manner. Routines are intricate and eye-teasing, considering the cramped space this rink affords. Strobe-lit Spanish cape closer, especially, was notable for the speed of execution of a difficult routine. Outside of la Lewis, the biggest mitt went to Hayes Carlin Jr., whose tanked waiter bit grabbed guffaws as he raced around the rink. *Johnny Sippel.*

Weinman's, Trenton, N. J.
(Sunday, February 23)

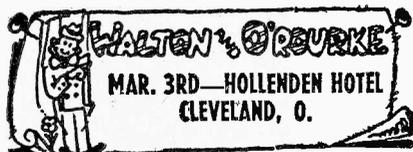
Talent Policy: Floorshows at 10:15 and 12:30. Operators, Jack and Lou Rogerson; manager, Herb Hooley; publicity, Vera Shorr. Prices: No cover or minimum.

Current show is Eddie (Nuts) Kaplan's *Screwballs of 1947*. Unit has Kaplan as principal fun maker and features Allene Dale and Flash Lane. Judging from laughs and applause, customers go for it in a big way.

Kaplan is really funny. In his own words, he's "simply nuts." Has a way of putting his nuttiness over that has the audience eating out of his hand, begging for more.

Flash Lane, with a lot of real hokum, is an excellent foil for Kaplan's gags, which panicked the payees. Allene Dale, a stunning, well-stacked strawberry blonde, lends the glamour that helps to make a solid-gold show. Lane scored with his Jimmy Durante, Joe E. Brown, Ted Lewis take-offs. "Cashie" Costello and Johnny Copes were solid with their Gay '90s songs, and "Dutchie" Miller went over big with his old-time minstrel ballads. Kaplan used a local stooge, "Shamokin," who caught on with the crowd and won sock mitting.

Harry Duke and his band worked hard and cut the show in good style. *Wendell Goodwin.*



Jones Asks 4 A's To Settle Philly Autonomy Feud

(Continued from page 35)

the national body's suit lacked legal foundation because Jones had been dismissed without being charged with any irregularity or without a hearing. Moreover, arbiter refused to set a date for the final hearing on the bill in Equity in which the national body seeks to have the local evicted from its headquarters in the Shubert Building here.

In the meantime the national body is trying to sign up the cafe owners, threatening to place the club on the unfair list. When one cafe man sought to bar one of the local union's men from the premises, Jones promptly threatened to throw a picket line around the place and the nitery op changed his mind.

Ops in Middle

Still in the middle of the intra-union feud, however, are the city's nitery ops. Jones and Sam Cariola, head of waiters and waitresses' union, have asked them to play no favorites. Harry Steinman, cafe association prexy, said the group had decided to remain neutral as long as possible and a joint board meeting of affiliated unions, waiters, bartenders, etc., decided likewise.

Both the national and local AGVA offices claim the exclusive right to sanction contracts between performers and clubs. Agents and bookers, however, are not in a tough spot because, according to Jones, only two local agents hold AGVA franchises. He claimed that he had sent in the names of 29 other agents for AGVA franchises several weeks ago, but that the national office had disregarded his letters.

Miami Copa Yielding Field to "Comber" For Share in Swag

NEW YORK, March 8.—A new high in eliminating competition has been contrived by the Beachcomber and the Copacabana, Miami Beach niteries.

Ordinarily both spots, across the street from each other, end the season about the first week of March. Mickey Rooney came into the Copa February 28 and closes March 12. The Beachcomber has Sophie Tucker, Harry Richman and Jackie Miles. Ops got together and agreed there wasn't enough business left in town for both to stay open. So they agreed that the Copa will shutter with Rooney and the Beachcomber will continue for a while longer.

Cut In on Profits

The Copa, however, will get a cut of the Beachcomber's profits for pulling out of the picture. Split was not disclosed, but according to Ben Slutsky, one of the Copa partners, the Beachcomber will take out its nut plus a reasonable profit (term "reasonable" not defined) and the rest of the loot will be split between the Copa and the Beachcomber.

If gimmick works okay, and the Copa will have its own checkers at the Beachcomber, the stunt will be followed next year just before the season starts.

After present bill at Beachcomber, Ben Blue comes in. Spot expects to run until end of the month.

Kent's N. Y. Embassy Deal

NEW YORK, March 8. — Lenny Kent, who opened at the Embassy this week (4), will get a guaranty of \$750 against 50 per cent of anything above \$14,000. Club's average weekly take is about \$16,000.

FOLLOW-UP REVIEWS

COPACABANA, NEW YORK: It was a welcome relief to see an attraction come to town with something more than a puffed-up rep. Tony Martin, now headlining the Copa cellar show, demonstrated early and often that he was more than just another name. He had something to go with it. Something that made the Copa mob slap their palms calloused, made them yell for more.

For one thing, Martin came in with a sharp routine tailored for a smart Stem crowd. With it he showed a competent voice and delightful phrasing and added some effective chatter that paid off quite nicely. The presence of the pilot and co-pilot of the *Betty Jo*, the non-stop Hawaiian-U. S. plane, didn't hurt either, a fact that Martin announced in semi-stumbling fashion.

Well built, curly-haired singer opened with a fine arrangement of *Melody of Broadway*, getting a swell assist from Mike Dorso and his band. In this one Martin did a couple of quickie take-offs of Cohan, Jolson, etc. Next came the *September Song* and the *Anniversary Song*, both with delicate phrasing and well nigh perfect salesmanship. A change of pacer followed, *There's No Business Like Show Business*, and the lad was in. The fact that *Showbiz* tune was done in slow tempo with a touch of nostalgia made it that more effective.

Martin has improved a lot since he was last in New York seven years ago. But one thing he hasn't learned is that bows to ringsiders are annoying to plain customers, particularly when they don't know the people he's talking about. And, incidentally, continual reference to Toots Shor, a practice followed by too many performers, is becoming boring.

The rest of the show, including the productions, is basically the same as ever. The only change is one which brought Julie Wilson back as production singer. She has apparently had a number of voice lessons. Her phrasing is better and mugging has been cut down. Voice, however, is still just one of those things. *Bill Smith.*

BLUE ANGEL, NEW YORK: Two new acts do a competent job, with one, Florence Desmond, probably meaning something at the cash register. Miss Desmond, here on a return date, is still one of the best take-off performers around. Teeing off, with her *Hollywood Party* routine, she slides easily into some rapier-like impressions of such names like Bankhead, Colbert, Dietrich and Hildegard. Just a twist of the lip, a quick lift of the hand and the gal resembles the original. But what is more important is that her material is sharp, funny and definitely adult. The resultant package draws everything from giggles to healthy yocks and this pays off with sock hands.

Phil Gordon, piano and voice, and good in both departments, is new to these parts. A short, clean cut lad on the Mickey Rooney order, he was impressive tho some distance from meaning anything to anybody's box office. Gordon is definitely an intimate room singer, going heavily for novelties and bounce pops. Kid would be a good record bet.

John Buckmaster, Josephine Premice, Ellis Larkin Trio, and Stuart Ross are holdovers. Emsee Harold Cook adequate. *Bill Smith.*

VILLAGE VANGUARD, NEW YORK: Folksinger Pete Seeger, playing a return engagement here, has replaced Richard Dyer-Bennet in the line-up and seems to fit the bill better. He's more at ease than D-B was following the hectic Three Flames.

One of the better folksongsters, Seeger has a more varied and lighter

repertoire than D-B and the audience takes to him faster. Tall, slim and boyish-looking, he strums a mean banjo and captured the listeners with his first song, *Early In the Morning*. Sang three numbers, each winning good hands, then clicked with an encore, *Newspapermen Meet Such Interesting People*.

Seeger should make an effort to acquire more polish and smoothness. In addition, he should either wear make-up or the Vanguard should spot him with a diffused light instead of one that does not flatter him.

Maxine Sullivan and the Three Flames are holdovers. Miss Sullivan, who seemed to have slipped a bit the last time caught, is back in her lilt-ing, top stride again. The Three Flames are not doing as well as when they opened because their material is weaker and stretched out and has fewer ad libs. *George Berkowitz*

CAFE SOCIETY DOWNTOWN, New York: Altho Connie Sawyer's current engagement is her first in a New York club, she has had considerable nitery experience out-of-town and has the savvy and showmanship of an old-timer. In addition, she has good material and is funny. She should do okay here.

Blond comedienne's chatter is reminiscent of Shirley Booth's Miss Duffy routine, and her parodies follow that line. They are amusing and varied, good for a load of yocks. *You Too Can Be Beautiful* and *Oklahoma* were clever. According to the *Bureau of Statistics* was done a little stiffly, but has fine possibilities, and *Love For Sale*, an encore, was good for a beg-off.

Miss Sawyer works smoothly and with good pace. She times her stuff right on the button, getting the most out of her lines. In fact, she's a thoroly enjoyable act, except for the fact that her blue slip shows occasionally. *George Berkowitz.*



AL MORGAN

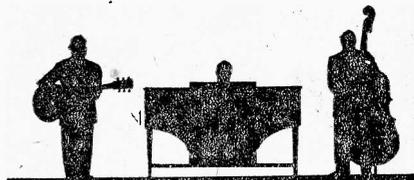
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THANK—PAT ROBKIN
HARRY POWELL

Strand, New York

(Friday, March 7)

Joint's jumping this show with Louis Prima and his band aboard. Kids come in with their lunches, stay all day and drive the management crazy. The gravel-voiced Prima is the same old showman. His "play pretty for the people" and Italian ad libs raised screeches from the youngsters.

Flesher opened fast with Prima sounding off with *Chinatown*. Pace was sustained practically all the way. Even when the band singers were on, Prima mugged behind them or worked with them. End result was a flock of yocks, even the singers coming off well in what is a show full of speed.

Prima's novelties this time around were *He Like It, She Like It* and his oldie, *Baciagalooop*. Both pulled juicy mitting. Also had a musical number, *Sing, Sing, Sing*, with Jimmy Vincent, drummer, beating it out in hep style for an infectious solo. Effect was heightened by putting the skin beater in silhouette lights.

First act on was Jane Wynn, pert brunette hooper. Kid showed a pleasant routine, winding up each bit with a flash spin tap for appreciative hands.

Frank Marlowe came on with a slide into the pit. From then on it was straight physical comedy, one bit after another. Tall, lanky guy did prattfalls, belly slides, chair back

splits, some more pit topples and just about raised the roof. There's nothing subtle about Marlowe's work. But with the kind of house he had, it went with a bang. His band heckling routine got jammed up at times, but even the loused-up parts (which broke up the band) got big laughs.

Jack Powers, band singer, still stands badly, tho there is nothing wrong with his pipes. His strong bary plus good phrasing were handled well in his *Linda* and *Sorrento*, bringing him a top reception. Prima's new girl singer, Cathy Allen, has plenty of what it takes. A short, well-stacked package, she revealed a pair of caressing pipes that show plenty of training. Her opener, *Managua, Nicaragua*, hit the bell. Her next, *I Don't Want To Be Loved*, was charming. It had lovely phrasing and a polished delivery. In second chorus of this number Prima joined in with his "me, too" stuff. Boy singer Powers then came in, freezing Prima out. The routine pulled by Prima to show his jealousy, his overturning the bandstand, throwing sheets of music around, and other bits of biz, were showmanlike pieces of yock-pulling comedy. Bill wound up with Prima and the boys giving out with *Robin Hood*.

Pic, *Pursued*.

Bill Smith.

VAUDEVILLE REVIEWS

Loew's State, New York

(Thursday, March 6)

Despite futile attempts by Molly Picon to liven up the show, the bill falls short. Comedienne is breaking in a new act here and it might have sold better if the house had been less cold. New bits include a sparkling satire on radio jingles and a French bit based on Rue Pigalle, famed Parisian street. Also new is her version of the *Parisian Hymn of the European Underground*. Altho all were delivered in Miss Picon's usual style, they only drew a few chuckles. Closed with her standard hands bit. Before walk-off, she asked for a hand for Lou Basil's house ork and neglected a bow for her accompanist, Eva Franklin.

Nimble fingerwork on the banjo by Eddie Peabody sold to good hands, but he spoiled things by milking for recalls. Lad worked himself into a sweat on *Some of These Days* with some rapid tremolo work. Peabody can still score with his smooth fret caressing.

Bill opened with the Herzogs, four gal aerialists, who after their first bit, got a fifth partner to come up from the audience to clik as a clumsy gal stooge who really stole the act. The quintet worked hard with a number of breath-taking stunts.

Mimic Johnny Woods showed nothing with his impressions of radio personalities and programs. One or two bits showed possibilities and might have registered better if material were heftier.

Good on the novelty side was Alphonse Berge and his standard flash dress-designing turn. Worked with six gals.

Show closed with the Martells and Mignon, three lads in tails and their gal partner. Altho not essentially an adagio turn, the boys scored with some effective air work and tosses. Standout stunt, in which two of the men whirled the gal around and tossed her across the stage for a one-arm catch, was just about the best spot on the whole bill.

Pic, *Secret Marriage*.

Don Marshall.

Roxy, New York

(Wednesday, March 5)

Present show is loaded with individuals who never seem to jell into a complete production. There were some moments, here and there, but these were wide apart and made for too many lulls.

Ed Sullivan's first date here (usually works Loew's State) wasn't too auspicious. He's still arrogant and tends to be condescending, tho there were moments when he unbent enough to look like an actor, not like a columnist. Key-pounder emceed the entire show and did a fair job. His opening consisted of his commentating bit about some old flickers. The best that can be said about it was that the flickers were funny and Sullivan didn't get too much in the way. In the finale, Sullivan joined Phil Regan for the community singing bit. Lads seemed to be enjoying themselves, playing to different parts of the house. Routine lifted the finale so it got good hands.

Ernesto Lecuona, introed as the "Irving Berlin of Latin America," has a number of Latin hits to his credit. He's no doubt quite a composer, but he's no showman and neither is he a pianist. His three numbers meant little despite Sullivan's heavy pitch work.

Katherine Dunham group's first number to barrel house beat lacked fire. It was slow and for house policy purposes obviously was trimmed too much. It was in the second dance, a Mexican rumba, that Dunham and

RKO Albee, Cincinnati

(Friday, March 7)

Typical band show, with Vivian Blaine, Hollywood songstress, and Sonny Dunham ork (14) sharing the featured slots, adds up to a pleasing hour's entertainment. Moves slowly in spots but packs variety, novelty and laughs, with Ray English capably handling the laugh department and strongly pressing for top mitt honors.

Dunham, whose ork cuts a good show, proves a capable emcee. Band sports a plethora of brass which is excellently suppressed. Comes up with a number of lushly-treated and interestingly arranged offerings to score solidly. Best are the *Desert Fantasy* opener, with Dunham giving out with succulent trumpet and trombone tooting, and a concert arrangement of *Always*, which gets an effective instrumental going over. Chirp Louise Douglas earns fair palmings with torchy treatment to *Buz Me* and *Is You Is or Is You Ain't My Baby?* Better song selection would help, as she has pipes and knows how to sell. Pete Hanley, youthful tonsil, does an adequate job on *How Are Things in Glocca Morra?*, *A Gal in Calico* and *For Sentimental Reasons*.

The Del Rios, two lads and comely gal, combine neat attire with smartly synchronized dance and balancing turns to *A Cigarette Is Burning* to generate hefty mitts. Give a distinct and refreshing touch to the standard spins and lifts and work with outstanding ability and smoothness on the newies. Their best is a three-high stand, with the gal doing a backbend to lend balance for a male partner's handstand. Elicits a walloping hand and provides a thriller bow-off.

Ray English literally knocks himself silly, pleasing with a hilarious series of pratt falls, headers and slides, winding up with a dive into the ork pit, which stopped the show. His acrobatic gymnastics on various Hollywood and every-day character types are good for howls. Supports the works with a socko running monolog.

The lovely Miss Blaine excites plenty of hands at her entrance. Personable gal displays good vocal range and knows her way around a song. Brought payees to their feet with full-throated canarying of *On The Boardwalk at Atlantic City*, and her deeply sentimental *Somewhere in the Night* culled catcalls and whistles for more. Wowed 'em with *Doin' What Comes Natur'ly* and a velvety-smooth *Anniversary Song*. Quieted the palm whacking din long enough to offer *A Rainy Night in Rio* before cutely begging off.

Pic, *The Magnificent Rogue*. Biz, good. Bob Doepker.

Face-Lifted Chateau Reopens

NEW YORK, March 8.—Chateau relighted Wednesday (5) after being shuttered 10 days for a \$5,000 re-decorating job. Partners Sol Tropp and Herman Maron, using a low-budget show, reopened with Thelma Nevins, Johnny Raymond Trio and Julius Monk.

her gang managed to capture attention.

Sid, Caesar did his airplane and Moscow Art Theater routines. His Russian double-talk just about tied the show into knots. Tall comic was forced into two beg offs. Boy looked just as good in his stage preem as he did in his recent Copa job.

Phil Regan was too weak to follow Caesar. His opener, *I Feel a Song Coming On*, ordinarily a good opener, fell flat. His second, *They'll Never Believe Me*, was equally ineffective. A couple of Irish numbers lifted him somewhat, but never to sock proportions. Regan used to be a fine singer. He now wanders off key and his pitch was almost amateurish to hear.

Pic, *Boomerang*. Bill Smith.

MOLLY PICON

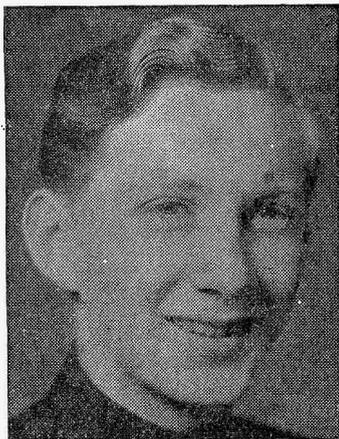
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NEW YORK, March 8. — Last week's grosses at the six Stem pic-vaude houses kept pace with the previous week's poor take, all houses racking up \$386,500 for second week of Lenten season, as matched against previous frame's \$386,300. Paramount's cutting of early show admish, plus a new bill, undoubtedly helped carry that theater's load as the first week of the reduced tab brought in a good \$85,000, its best take since New Year's week. Para (3,654 seats; average \$75,000) has Johnny Long's ork, Joan Edwards, Buddy Lester and *Suddenly It's Spring*.

Radio City Music Hall (6,200 seats; average \$110,000) collected \$128,000 for first week with Harold Barnes, Pansy the Horse, the Los Panchos Trio and *Sea of Grass*.

Roxy Slumps to \$57,000

Roxy (6,000 seats; average \$85,000) closed third and final week with Peter Lorre, Gil Lamb, Evelyn Knight and *The Shocking Miss Pilgrim*, with \$57,000. First week was \$105,300; second, \$69,300. New bill, reviewed this issue, has Ed Sullivan, Katherine Dunham, Ernesto Lecuona and *Boomerang*.

Capitol (4,627 seats; average \$72,000) collected \$61,500 for second stanza with Kathryn Grayson, Johnnie Johnston, Paul Regan, Pat Brandwynne's ork and *The Beginning or the End*, as against opener's \$84,000.

Loew's State (3,500 seats; average \$25,000) took in \$27,000 with Maxie Rosenbloom and Maxie Baer, Ca-

pella and Patricia, Dorothy Claire and *Mr. District Attorney*, as against previous week's \$27,400 with Richard Himber's ork, the Gaudsmiths, the Amory Brothers and second week of *Till the Clouds Roll By*. New bill, reviewed this issue, has Molly Picon, Eddie Peabody, the Herzogs, Alphonse Berge and *Perfect Marriage*.

Strand Also Drops

Strand (2,700 seats; average \$40,000) got \$28,000 for third and final week with Claude Thornhill's ork, Martha Vickers, Alan Hale and *That Way With Women*, compared with second frame's \$33,000. Preemed with \$53,000. New bill, reviewed this issue, has Louis Prima's ork, Jane Wynn, Frank Marlowe and *Pursued*.

Boston:

Beneke Okay 36G Boston, in Storm

BOSTON, March 8. — The big week-end storm failed to dent biz at the Boston Theater. House drew a tidy \$36,000 for the week ending Wednesday (5) for a neat \$5,000 above the newly-adjusted average of \$31,000. Tex Beneke and the Glenn Miller ork headed the stage show. Pic, *Beat the Band*.

Current show is headed up by Jimmy Dorsey and band. Pic, *That Brennan Girl*.

5C for Tirza

In a yarn based on an unintentional bum steer last week, *The Billboard* nicked \$300 per week off the salary of Tirza, wine bath dancer. *The Billboard* story reported the lady getting \$200 per. Actually her salary is \$500 weekly, and in recent weeks she has turned down \$450 offers from Detroit and Toledo clubs. . . . Sorry, Tirza.

Nation's Niteries On a Cost Jag

(Continued from page 35)

just a break-even point. A few of the lads are offering semi-names two weeks, plus two-week options, and in some cases only a week's option. So far there have been few takers for the simple reason that any act with any kind of a name can find work at almost his own terms.

Detroit LQ's Liquor License Lifted, Ballroom Use Muled

DETROIT, March 8.—The Latin Quarter got the ax Friday (7) when its liquor license was revoked. Spot had been in difficulty ever since it changed hands about a year or so ago. State liquor control commission had charged that when shift in ownership took place there were undisclosed interests involved, and claimed this was sufficient reason to remove club's liquor permit.

Legal proceedings were started and became further complicated when the State unemployment compensation commission entered the picture claiming unpaid taxes.

In the case of attractions, the two-week and four and eight-week options are also becoming scarce. It isn't that the op wouldn't like to hold onto an attraction as long as it makes money; it is the doubt that if a long-term option is picked up the club may find itself stuck with no business.

Here and there a semi-name tries to gamble by going in on a percentage. The agent gets what he believes is a breakdown of the spot's usual take, and makes a deal on a guaranty plus a split. Lenny Kent, for example, is in the Embassy for \$750 against a fifty-fifty cut over \$14,000. N. T. G. is in the Rio Cabana on a salary plus a percentage, but few performers rate such deals.

How the clubs will settle their problems is a moot question. If they try cutting their actor's salaries, they find they can't buy them. If they don't go after attractions they play to empty tables. It's all a Merry-Go-Round with everybody looking for the brass ring, and everybody scared that maybe the other guy will come up with it first.

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Specs in Philly Mop Up at \$25 Pair, Defy Law

PHILADELPHIA, March 8.—Ticket specs are still active in defiance of an anti-scalping ordinance adopted by city council, according to angry complaints from scores of theatergoers. For the hit musical, *Brigadoon*, at the Forrest Theater, scalpers allegedly have been extorting up to \$25 a pair. They've also reportedly obtained tickets for the James Mason show, *Bathsheba*, which follows in Monday (10) at the Forrest, and are demanding equally exorbitant prices.

Such prices are in direct violation of the ordinance limiting the mark-up on tickets to \$1 plus tax. A scalper, if caught, is subject to a fine of \$100 or 30 days in jail for each offense. Evasion of the law involves the purchase of tickets from legitimate brokers. Temporarily blocked by licensing provisions, scalpers employ runners to buy up the tickets at legit agencies, paying the legal mark-up price of \$1 plus tax. From there on, the sky is the limit.

Shubert in Control

Sore spot in the legit ticket situation is the fact that the Shuberts, who control the four legit houses here, have designated only two agencies to get tickets for their shows. Other legitimate brokers say this has encouraged greater activity by the scalpers.

"The only way we can get tickets to serve our regular customers," one broker said, "is to buy them from one of the two agencies, pay the marked-up price and resell them at cost. This is a losing business in which the majority of legitimate ticket brokers cannot continue to engage." For the scalpers, however, the ticket resale offers no problem. He asks and gets as much as the traffic will bear.

Broker May Sue

Agency situation has grown so tense that one of the legitimate ticket brokers left out in the cold by the Shuberts is said to be planning to go to the courts. Broker would contend he is licensed, bona fide and entitled to a pro rata share. If the legit ticket situation here ever reaches the courts, observers say the stench will be unbearable—in spite of the fact that everything involved is an open secret.

State Law Sought

HARRISBURG, Pa., March 8.—Legislation to corral ticket scalpers in Pennsylvania and start them down the straight-and-narrow has been introduced in the House of Representatives by Republican Assemblymen Charles C. Smith, Philadelphia, and T. Jay Sproul, Delaware County.

Aimed particularly at Philly, where a local ordinance prohibiting scalping has not been effective, the legislation (H. 532) would require all ticket dealers to be licensed by the commonwealth at an annual fee of \$50.

For the boys who don't take State licenses, the bill provides a penalty of \$100 for first and second offenders, and on subsequent offenses the scalper could be fined up to \$500 or slapped into the brig for up to one year.

Since the Philly anti-scalping regulation went into effect, some of the operators there have reportedly moved outside of city limits and continued their malpractices. This bill would pick up such strays, too.

Under the bill, ticket agents could not take more than one buck profit on each ticket, or one-half of the ticket price—less taxes—"whichever shall be less."

The proposal was referred to the House Committee on Law and Order.

Out-of-Town Opening

BAREFOOT BOY WITH CHEEK

(Opened Wednesday, March 5, 1947)

SHUBERT, NEW HAVEN, CONN.

A musical comedy. Book, Max Shulman. Music, Sidney Lippman. Lyrics, Sylvia Dee. Scenery and lighting, Jo Mielziner. Choreography, Richard Barstow. Costumes, Alvin Colt. Vocal arrangements, Hugh Martin. Orchestrations, Phillip Lang. Musical director, Milton Rosenstock. General manager, Charles Harris. Press representatives, Richard Maney and Ned Armstrong. General stage manager, Robert Griffith. Presented and staged by George Abbott.

Shyster Fiscal Red Buttons
Roger Hailfellow Jack Williams
Van Varsity Ben Murphy
Charlie Convertible Loren Welch
Freshman Patrick Kingdon
Asa Hearthrug Billy Redfield
Eino Pihlikkinnenn Benjamin Miller
Noblesse Oblige Billie Lou Watt
Clothilde Pfefferkorn Ellen Hanley
Yetta Samovar Nancy Walker
Professor Schultz Phillip Coolidge
Peggy Hepp Shirley Van
Kermit McDermott Jerry Austen
Boris Fiveyearplan Solen Burry
Playwright Martin Sameth
Bartender James Lane
Muske Pike Tommy Farrell
First Band Member Harris Gondell
Second Band Member Nathaniel Frey

DANCERS: Jean Marie Caples, June Graham, Mary Bly Harwood, Louisa Lewis, Marcia Maier, Audrey Eters, Doris York, Leonard Claret, Douglas Deane, Ray Kirschner, John Laverly, David Neuman, Tony Randal.

SINGERS: Betty Abbott, Adrienne Aye, Mary Lee Carrell, Carol Coleman, Beverly Fite, Nell Foster, Marion Kohler, Gay Laurence, Abbe Marshall, Ellen Martin, Jean Sincere, Pamela Ward, James Bowie, Harvey Braun, Dean Campbell, Robert Edwin, Nathaniel Frey, Harris Gondell, John Leslie, Ray Morrisson, Robert Paul Neukum, Alfred Porter, Walter Rinner, Martin Sameth.

Another notch on the George Abbott hit parade was added at the Shubert this week when his latest musical comedy, *Barefoot Boy With Cheek*, frolicked and accelerated its way right into the smash class, a zippy, tuneful and altogether delightful show that follows the Abbott formula right down to the last bow. Abbott has again surrounded himself with a huge cast of young people and, continuing the collegiate theme of *Best Foot Forward*, and with addition of a tuneful score by Sidney Lippman and some intriguing stepping by the youthful ensemble, has succeeded in packaging an opus that contains all essentials of a whopping good show.

Only fault appears to stem from Max Shulman's treatment of the book in converting his novel into a libretto, the author has lost some of its original zippiness and current format tends to retard the show rather than help it. Abbott has eliminated all the ribaldry of the novel, which points to good taste, but in the shape it was presented on opening night, Shulman will have to get busy with scissors and braces. At least 15 minutes must be shaved off running time, and it can readily be spared. At least two scenes can be cut entirely without harming production.

Outstanding is the lovely and bright score, which features at least three, if not four, numbers that will become national favorites as soon as they are released. Likely number on the *Barefoot Boy* parade will be the catchy, collegiate tune, *Star of the North Star State*.

The entire cast has been ably chosen, and while offering no outstanding voices, does very well by the musical numbers. Billy Redfield as the juvenile, Red Buttons as his conniving frat brother and Ellen Hanley as the romantic interest handle both thesping and singing chores competently. Outstanding in bit parts are Tommy Farrell and Benjamin Miller. Billie Lou Watts as a lass who is after a lad and Jerry Austen as the conceited campus hero contrib pleasantly to the proceedings.

Jo Mielziner has done his usual fine job with lighting and sets. Alvin

Rio Theaters See Winter Upswing

RIO DE JANEIRO, March 8.—With the carnival celebration past and the city back into its stride, producers and theater managements have plunged into the winter season which got under way early in March. Following a dull summer, in which but three of Rio's 10 legit houses weathered the heat, producers have taken an optimistic slant on the coming season.

Walter Pinto is preparing a new musical for immediate opening in his Teatro Recreio. Chianco De Garcia, who produced the extravagant musicals for the Casino Urca before the gambling ban shut the place, is readying a revue for the Carlos Gomes. Vicente Celestino's new revue in the Joao Caetano will feature Mr. George, British illusionist, and Silvino Neto, Brazilian comic.

In the Serrador, Eva and her company have reopened with a new comedy, *Mocinha*, by Joracy Camargo. Henriette Morineau continues in the Regina with *Mademoiselle* and is readying a new piece for a late March opening. Dea and Cazarre Company returned to the Rival early in the month. Jayme Costa Company has relighted the Gloria. Maria Sampaio, heading her own company, gets under way in the Fenix late in the month.

The Municipal, home of the opera, ballet and concert artists, will usher in its season in mid-April.

Scenic Artists Seek Higher Design Fees

NEW YORK, March 8.—Committee of designers from the scenic artists' union placed a recommendation before the membership Monday (3) asking that designing fees be hiked to \$1,000 for the first set and \$250 for each one thereafter. Present fees are \$500 for the first set and \$250 for each additional.

Designers feel they have to put in a minimum of seven weeks working on a show, three to designing and four while the set is being built, before the scenery is complete. In addition, they must attend the out-of-town try-out and stem opening of the play, which may add another few weeks to their work. At that rate, they contend they get less than the journeymen painters in the union who make \$131 for a 35-hour week.

On the other hand, many in the trade believe the hike in fees may result in still more work for the top scene designers, since they are now getting about \$500 more than the new proposed minimum for the first set. This would defeat the purpose of the increase, it obviously being meant to build the income of the lesser-known designers.

ANTA To Hold May Benefit

NEW YORK, March 8.—American National Theater and Academy will present its Madison Square Garden rally between May 13 and 26. Altho ticket prices haven't been set, ANTA expects to gross above 100G on the sale of ducats and souvenir programs. Program for the evening isn't definite, but Richard Rodgers and Oscar Hammerstein may script the framework of the show. Customers probably will see finales from hit musicals and some scenes from the top dramatic shows. Committees have been named to handle details of the benefit rally.

Colt's costuming is colorful and modern.

There isn't much doubt that *Barefoot Boy With Cheek* will be a welcome addition to the Broadway scene, as soon as the book can get a tightening and pruning. *Sidney Golly.*

BROADWAY SHOWLOG		
Performances Thru March 8, 1947		
New Dramas		
	Opened	Perfs.
All My Sons..... (Coronet)	1-29, '47	45
Another Part of the Forest..... (Fulton)	11-20, '46	125
Born Yesterday..... (Lyceum)	2- 4, '46	465
Happy Birthday..... (Broadhurst)	10-31, '46	148
Harvey..... (48th Street)	11- 1, '44	998
Iceman Cometh, The..... (Martin Beck)	10- 9, '46	147
Joan of Lorraine..... (Alvin)	11-18, '46	128
John Loves Mary..... (Booth)	2- 4, '47	39
Life With Father..... (Bijou)	11- 8, '39	3,073
O' Mistress Mine..... (Empire)	1-23, '46	366
Present Laughter..... (Plymouth)	10-28, '46	151
State of the Union..... (Hudson)	11-15, '45	551
Voice of the Turtle, The..... (Morosco)	12- 3, '43	1,212
Years Ago..... (Mansfield)	12- 3, '46	111
REVIVALS		
Burlesque..... (Belasco)	12-25, '46	86
Craig's Wife..... (Playhouse)	2-12, '47	29
Cyrano De Bergerac..... (Barrymore)	10- 8, '46	175
Lady Windermere's Fan..... (Cort)	10-14, '46	168
Yellow Jack..... (International)	2-27, '47	13
Musicals		
Annie, Get Your Gun..... (Imperial)	5-16, '46	330
Beggar's Holiday..... (Broadway)	12-26, '46	84
Call Me Mister..... (National)	4-18, '46	375
Carousel..... (Majestic)	4-19, '45	791
Finian's Rainbow..... (46th St. Theater)	1-10, '47	67
Oklahoma!..... (St. James)	3-31, '43	1,692
Street Scene..... (Adelphi)	1- 9, '47	68
REVIVALS		
Sweethearts..... (Shubert)	1-21, '47	55
ICE SHOW		
Icetime..... (Center)	6-20, '46	362
OPENED		
Importance of Being Earnest, The..... (Royale)	3- 3, '47	8
Hat-tossing and cheers from all erix. Yes: Louis Kronenberger (PM), Robert Coleman (Mirror), William Hawkins (World-Telegram), Howard Barnes (Herald-Tribune), Brooks Atkinson (Times), Ward Morehouse (Sun), Richard Watts Jr. (Post), Robert Garland (Journal-American), John Chapman (News).		
Parlor Story..... (Biltmore)	3- 4, '47	7
Took a complete thumb-down from the critics. No: Howard Barnes (Herald-Tribune), Brooks Atkinson (Times), Ward Morehouse (Sun), Richard Watts Jr. (Post), John Chapman (News), Robert Coleman (Mirror), Robert Garland (Journal-American), William Hawkins (World-Telegram), John Wilson (PM).		
CLOSED		
As You Like It..... (Century)	2-20, '47	4
Christopher Blake..... (Music Box)	11-30, '46	112
Hamlet..... (Century)	2-26, '47	2
Saturday (8).		
King Lear..... (Century)	2-28, '47	3
Saturday (8).		
Merchant of Venice..... (Century)	2-22, '47	6
Saturday (8).		
Volpone..... (Century)	2-24, '47	3
Saturday (8).		
COMING UP		
(Week of March 10, 1947)		
Chocolate Soldier, The..... (Century)	3-12, '47	
Brigadoon..... (Ziegfeld)	3-13, '47	

ATW Preps 12 Fems For Show Sked on Vet Mental Circuit

NEW YORK, March 8.—A new post-war project, national in scope and involving the use of a dozen fem thespians from legit and radio to develop local recreational programs in the Veterans' Administration neuropsychopathic hospitals thruout the country, are soon to be put into effect by the American Theater Wing Hospital Committee under the direction of Esther Hawley.

ATW will be actively aided in its new work by the National Theater Conference, National Educational Theater Association, the National Organization of Community Theaters and individual legit managers and staffs of local radio stations which come under the Wing organization.

After four years of intensive work devising model entertainment programs for vet hospitals, ATW will use that knowledge to organize local recreational activities in the hospitals.

Training Starts

Training of the thespians has begun and many are arranging leaves or are withdrawing from air, assignments to work with ATW. They are to be grouped into units of three. Each unit will train for 10 days, during which members will live in four selected Eastern hospitals, at Northport, L. I.; Lyons, N. J.; Perry Point, Md., and Northampton, Mass. The 10-day training period is divided into two five-day skeds, the first five devoted to study with Special Services officers and psychiatrists; the second five spent in practical application of ATW methods to work done directly with local volunteers.

Units will then return to New York for final preparation, and the four groups will start on a cross-country trek March 31, ending about the second week in June. They will work simultaneously in four large areas: North and East, Midwest, South, Far West and West. Each unit will serve eight hospitals in its area.

One feature of ATW entertainment devised for vet patients is tabloid versions of carefully selected legit (See ATW PREPS on page 42)

Sardi's Turns 20

NEW YORK, March 8.—Sardi's Restaurant, top Stem mecca for legit showfolks, celebrated its 20th anniversary Wednesday (5). Date also was the birthday of Renee Carroll, hat check concessionaire, who bowed into the kelly and benny biz on the spot's opening night (in 1927). La Carroll celebrated by tipping customers the usual quarter, instead of taking it. Actually, the legit eatery is six years older than recorded, since Sardi pere opened for biz farther west on 44th Street (spot now occupied by St. James Theater) in 1921, and continued at that stand thru 1926.

Second oldest employee is Orestes, likely legit's best-known bartender, who joined the staff on the second night of repeal, back in 1932. Orestes recalls he was hired on an hour's notice when Sardi pere found personal drink mixing too hectic on the night when the Volstead law went into the discard.

In recent months restaurant has been under active management of the son, Vincent, since his discharge as a lieutenant of marines. Sardi pere and mere, currently vacationing in Hollywood, officially retired from the management with issuance of the new license as of March 1.

BROADWAY OPENINGS

THE IMPORTANCE OF BEING EARNEST

(Opened Monday, March 3, 1947)

ROYALE THEATER

A comedy by Oscar Wilde. Staged by John Gielgud. Settings and decor, Motley. Lighting, William Conway. Company manager, Chandos Sweet. Stage manager, William Conway. Press representatives, Willard Keefe and David Tebet. Presented by the Theater Guild and John C. Wilson in association with H. M. Tennent, Ltd., of London.

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

After two weeks' reporting on the somewhat doubtful thespian attainments of one visiting troupe of Britishers, it is doubly a pleasure to do a bit of hat-tossing for another. John Gielgud's troupers are as sharply and cannily in the groove as Donald Wolfitt's are, for the most part, aimlessly meandering. The Gielguders show up the difference between slick West End players and a competent, but strictly provincial traveling company. It can be summed up in three words: Ability, polish, imagination. The Gielgud visitors and the star put all this and more into their revival of Oscar Wilde's *The Importance of Being Earnest*. The result is delightful adult entertainment.

Just what the play would be without them is something else again. It took two revivals and the first 15 years of its 52-year-old life to make the critics take *Earnest* seriously, and never in any subsequent unveiling did it achieve a Stem run in the success bracket. Top run was only 61 performances. However, its farce-comedy nonsense isn't meant to be taken seriously, with a plot which smacks of something out of Gilbert and Sullivan. It is an obviously- (See *THE IMPORTANCE*, page 42)

ON THE SEVENTH DAY

(Opened Thursday, March 6, 1947)

BLACKFRIARS' THEATER

Morality play by Urban Nagel. Staged by author. Sets, Leo Herbert. Lighting, Rebecca Jennings. Stage manager, Edward Gibbons. Production supervised by Dennis Gurney. Presented by the Blackfriars'.

Sergeant Theodore Gordon Hunter
Lieutenant Oriel Doug Randall
Lieutenant Raphael Joseph Lane
Colonel Advocatus Robert Hayward
Lieutenant Lillo Allen Stapleton
Colonel Asmodeus Robert Cordell
John Smith Paul Melville
Mary Anne Follmann
Jack Mel York
Jill Jo Delle Rundquist
Mike Mike Garrett
Cam Pauline O'Hare
Mr. Press Jack Demonte

The season has come 'round again for the little Blackfriars' Theater to present its annual Lenten play. This year it is by Father Urban Nagle and it is called *On the Seventh Day*.

A review of Blackfriars' experimental offerings usually hinges on the possibility of a subsequent Broadway sale, but since a Lenten play is not presented with commercial futures in mind and is aimed solely at a church audience, such mundane considerations are out.

Father Nagle is a man of ready wit, as a reporter who has heard him speak extemporaneously can testify. Why, when he sets himself to write a play, he tosses wit in the discard in favor of unadulterated dogma, is a question. Maybe that's the Lenten approach. In any event, *Day* is an advance sell-out for a limited run until April 1, so whatever a reviewer may say about it is so much wind in the eaves.

For the record, Father Nagle has scripted a modern morality play with (See *On the Seventh Day* on page 42)

PARLOR STORY

(Opened Tuesday, March 4, 1947)

BILTMORE THEATER

A comedy by William McCleery. Staged by Bretaigne Windust. Costumes, Bianca Stroock. Company manager, Edgar Runkle. Stage manager, Maury Tuckerman. Press representatives, Willard Keefe and James P. Davis. Presented by Paul Sireger.

Marian Burnett Edith Atwater
Katy Joan Vohs
Charles Burnett Walter Abel
Christine Carol Wheeler
Eddie West Richard Noyes
Mike Frank Wilcox
Lainson Dennis King Jr.
Mrs. Bright Dorothy Eaton
Governor Sam Bright Paul Huber
Mel Granite Royal Beal

Two years ago on the stage at the Fulton, William McCleery had a piece about a gossip columnist who wanted to be a Washington correspondent. Being a newspaperman, McCleery naturally is trade-conscious. His latest effort, unveiled at the Biltmore, concerns an ex-editor turned college professor with aspirations to become campus prexy. It is called *Parlor Story* and is aptly titled, since it unfolds as an innocuous little domestic fable with no implications to offend anybody or anything. Alas, it is also not very amusing.

McCleery's general premise is pleasant enough—the notion about a nice gent with a sense of humor who believes that the country's future depends on the mental development of its youth and who puts his ideals ahead of personal coin considerations. And McCleery has scripted a likable, lively ex-editor-professor for Walter Abel to play. There are more than faint reminiscences of *The Male Animal* in the professorial battle against political control, a hint of the adolescent didoes of *Dear Ruth*, a touch of *Front Page* printers' ink and a tinge of *Born Yesterday* and *State of the Union* political chicanery. The (See *PARLOR STORY* on page 43)

PA's and Dramatists Join Tolerance Drive

NEW YORK, March 8.—The p.-a. chapter of ATAM voted Thursday (6) to throw its support behind the Actor's Equity campaign to end discrimination in Washington's National Theater. Other segments of the union—company and house managers—have not yet gone on record.

In addition, the Dramatists' Guild voted at a luncheon in the St. Regis on Tuesday (4) to do the same thing. This does not preclude the org's members from presenting their scripts in Washington if they wish. However, 36 of them have taken a pledge not to do so. On the other hand, the League of New York Theaters has taken a stand against Equity's campaign.

Equity Forms Committee To Fight Anti-Union Bills

NEW YORK, March 8.—At the behest of four thespians—Victor Jory, Sam Wanamaker, Alfred Drake and Lois Wheeler—who appeared before the Equity council Tuesday (4) to ask the union to oppose what they consider anti-labor legislation, the org has formed a labor committee. Actors were disturbed about bills in Congress to bar the closed shop and prohibit industry-wide bargaining. Thesps asked that Equity call mass meetings, take newspaper ads and send delegations of performers to Washington to oppose the legislation. Committee will recommend action to Equity council next Tuesday (11).

In Squeeze Play, Lab May Continue In Quonset House

HOLLYWOOD, March 8.—Ordered to vacate the Las Palmas Theater by May 15, Hollywood's Actors' Lab may be forced to suspend all major productions indefinitely. Lab finds itself caught in the middle, with no theater for current work and plans for a permanent site not yet at the ground-breaking stage. Lab's board has been scouting the town for a temporary site, but to date has been unable to uncover suitable property. Board is anxious to avoid dark periods, lest legit interest built by past offerings is destroyed.

In an effort to solve its housing problem, Lab is toying with the idea of building a Quonset hut theater which would be adequate until a permanent home is built. The Quonset theater would cost an estimated \$15,000, and would be a 700-seat T-shaped structure, with specially designed dressing rooms, wing space and stage. Board is also looking into pre-fab theater possibilities, altho it is understood that the pre-fabs now available are designed for movie houses with no ready-made stage facilities.

It's understood that Lab attempted to purchase the Las Palmas, offering Owner Peter Hines \$60,000. Hines subsequently sold the house to movie exhibitors Sidney Pink and Paul Schreiber for a reported \$65,000 (*The Billboard*, February 15). Lab's lease with Hines was considered unique in legit circles, as the group paid \$500 a week rental when plays were running and nothing when the house was dark. Lab guaranteed to play 14 weeks in every six-month cycle under terms of the lease.

ROUTES

Dramatic and Musical

Accidentally Yours (Junior College Aud.) Sacramento, Calif., 15.
Anna Lucasta (Biltmore) Los Angeles.
Anna Lucasta (Locust St.) Philadelphia.
Barefoot Boy with Cheek (Colonial) Boston.
Blackstone (Memorial Aud.) Oklahoma City 12; (Auditorium) Wichita Falls, Tex., 13.
Blossom Time (American) St. Louis.
Blooming Girl (Royal Alexandra) Toronto.
Born Yesterday (Erlanger) Chicago.
Call Me Mister (Shubert) Boston.
Dear Ruth (Auditorium) St. Paul, 13-15.
Eagle Rampant, with Tallulah Bankhead (Shubert-Lafayette) Detroit.
Fatal Weakness, with Ina Claire (National) Washington.
Glass Menagerie (Plymouth) Boston.
Greatest of These (Selwyn) Chicago.
Hamlet, with Maurice Evans (Ryman Aud.) Nashville, Tenn., 12; (Coliseum) Evansville, Ind., 13; (Auditorium) Memphis, Tenn., 14-15.
Harvey, with Joe E. Brown (Harris) Chicago.
Heart Song (Wilbur) Boston.
Heyday (Shubert) New Haven, Conn., 13-15.
Lupe Song (Studebaker) Chicago.
Magnificent Yankee (Omaha) Omaha, 12; (Music Hall) Kansas City, Mo., 13-15.
Moon for the Misbegotten (Cass) Detroit.
Oklahoma (Music Hall) Houston, Tex.
Red Mill (Shubert) Philadelphia.
Song of Norway (Shubert) Chicago.
State of the Union (Nixon) Pittsburgh.
State of the Union (Hanna) Cleveland.
Student Prince (Curran) San Francisco.
Three to Make Ready (Blackstone) Chicago.
Up in Central Park (Bushnell Aud.) Hartford, Conn.

SEEKING MISSING HEIR!

• All persons who played in or were otherwise associated with the play *Humpty Dumpty* (opened at New Amsterdam Theatre, New York, on November 14, 1904) please write to F. W., Box 168, The Billboard, 1564 Broadway, New York. Information desired to locate missing heir.

Burlesque

By UNO

SHERRY EVERETTE, after 21 weeks on the Hirst Circuit, opened March 3 in stock at Jacques, Waterbury, Conn., thru Dave Cohn. . . Hank Henry left a Hirst unit March 1 at the Hudson, Union City, N. J., replaced by Harry Conley in St. Louis. Continuing with the same unit are Harry Bentley, Connie Ryan and Jo Ann Malone. . . Rita Cortes, new-to-burly featured strip, exited from the Hirst wheel to return to Lynne Crum, Pa., where her 24-room home recently burned down. . . Eddie Kaplan and his *Screwballs* of 1947 unit, now in their 42d straight week, shifted from Trenton to Sciolle's nitery in Philadelphia, where they were joined by Grace O'Hara. . . Emmet Callahan, former burly, and legit show manager, has been appointed general manager for the producing firm of Lew & Young on the West Coast. . . Lucille Monroe, tapster, moved from the Hudson, Union City, to the Kavokas Club, Washington. . . Larry Robarge quit Babe Lawe's ork at the Empress, Milwaukee, to return to his home town, Rochester, Minn. Dick Roberts replaced as pianist. . . Billy (Bumps) Mack, comic, is at the Colony Club, Los Angeles. . . Phil Wagner is now operating the National Melody Shop in Brooklyn.

EDDIE ROWLAND and Ralph Singer, former burly execs, left Manhattan as company manager and stage manager, respectively, for Sigmund Romberg and his 70-piece symphony ork on a tour to the Coast and return. Back Decoration Day. . . Dick Zeisler, manager of the Grand, St. Louis, is mourning the death of his friend, Lou Reals, of the Minne-vitch Rascals. Both managed shows on the old burly wheels. . . Charley Troy and Barbara Lynn, dancers, opened in Washington for the Loew office after seven months in the West. Paul Williams replaced Bobby Goodman as house singer at the Empress, Milwaukee. . . Paul West and Johnny D'Arco held over a second week at the Grand, St. Louis, where, making a first appearance, is Harry Taylor's *Kewpie Doll Beef Trust Revue*. . . Recent evacuations from the burly field are Marlene, retired in San Antonio; Thea Cockrell, now boss of her own eatery in Beloit, Wis., and Bob Carney, to a Philadelphia nitery. . . The Gerards, Barney and Gertrude (Hayes) celebrated a 25th wedding anniversary at their Hollywood home last week.

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EVELYN ROWE
P. O. Box 233, Station G, New York 19, N. Y.

ATW Preps Fems For Mental Circuit

(Continued from page 41)

shows. During the trial period in which ATW has been studying types of entertainment, 166 pared plays have been shown in infirmaries in the New York area. In the field of tabloid shows, NTC and NETA casts and productions will be featured heavily. Other try-out teams have worked in New England with the Red Cross and with VA in Minnesota, upper New York State and Virginia.

Separate Activity

The new units will be under supervision of the New York headquarters committee as a separate activity from the regular hospital service which will be carried on by Wing in Manhattan, Boston and Washington.

In New York area alone during 1946, ATW gave 494 auditorium shows and 166 plays, and sent in 2,016 ward units. All in all, there were 13,448 performances by show-biz folk. Including demonstration groups and extra services to naval hospitals, the New York area has served 49 hospitals. Regular entertainment is carried to 20, plus seven in the Washington area and nine in the Boston region. In all, 65 hospitals have been serviced by ATW during the war and since.

Under new policy, ATW units will play a different hospital each week and by the end of six months will have shown the play thru the whole circuit.

THE IMPORTANCE

(Continued from page 41)

contrived skeleton dressed up with wit to dance a flippant satire on Victorian manners.

Like most plays which are strictly period, this one needs superlative playing to give it a vintage bouquet, which is exactly what it gets from Gielgud, his troupe and his direction. It is paced thoroly in the mode of the '90s. All the asides have been left in along with the pompous elegance of Mayfair, a posing and strutting that sometimes run close to burlesque but which is absolutely right in treatment for the brittle situations and flashy lines. *Earnest*, in less skillful, less imaginative hands could be just another creaking revival. The current revivalists make it a brilliant, fast-playing showpiece.

This is the first the Stem has seen of Gielgud in other than a serious role, and it is pleasant to report that he shows a light touch and a splendid sense of timing, for comedy. Robert Flemyng, as the pal who adopts the silly masquerade of his non-existent brother, gives Gielgud top-drawer support. Plenty of the Wildean bon mots fall to Flemyng's share and he tosses them audienceward like fire-crackers. The pair mesh like clock-work in their scenes together.

It is hard to pick any of the supporting cast for special mention. Each is good in an individual chore. Margaret Rutherford is tartly amusing as the ridiculously dragonish dowager and Pamela Brown gives her daughter just the right Wilde jibe at Victorian stiltedness. Jane Baxter gets across a portrait of a mid-'90s ingenue with the same deft touch. Jean Cadell plays the romantic governess, Miss Prism, as if born to the part, and John Kidd contrives a bright spot as the rector.

Again let it be recorded that it is a pleasure to see and hear players who thoroly know their jobs and who play together unselfishly for the overall result. Motley has given them sets and decor that are models of Victorian monstrosities to background their efforts. Gielgud skeds *Earnest* for a seven-week limit. It's a good bet to do solid business for the run.

Bob Francis.

Magic

By Bill Sachs

PLATO AND JEWELL, back in show business after a brief lay-off in Corpus Christi, Tex., are current at Larry Potter's Supper Club, formerly Grace Hayes's Lodge, El Monte, Calif. They plan to head east soon. . . Gloria Jerome, that slick magic trick from down Dallas way, was a magic-desk visitor last Wednesday (5). Winding up a two-weeker at Glenn Rendezvous, Newport, Ky., Thursday (13), Miss Jerome heads for Boston for a fortnight's stand before moving into New York for a run at one of the town's smartest hotel chambers. . . Incidentally, what's become of our good friend, Paul Rosini? A lot of the magic boys and gals have been asking. . . Contrary to rumors, Richard Himer has not given up his ambitious idea of launching his magic-musical extravaganza on Broadway. He's still hard at work on the project, smoothing up the book, ogling talent and the like, and you can bet your case ace that he'll carry it thru, and maybe sooner than you expect. . . Julius Friedman has opened at the Piccadilly Club, Baltimore, for an indefinite stay with his new comedy-studded magic turn. . . The McDonald Birches are telling friends that they plan to retire to their farm near Malta, O., after a three-month tour next season. Awful young to be quittin'—and we doubt it. . . Whitestone the Magician will present his magic, rag pictures and lecture on Charles Zerm's Side Show with Mills Bros.' Circus this season. . . Mysterious Collins writes from Durham, N. C.: "Magic in these parts is nothing to write home about, as the 10-cent magicians have ruined the territory for those of us who can't make it on peanuts. Wallace the Magician has about quit the boards to devote more time to his magic shop, which is doing quite well. Shepherd is in the hospital for a check-up for an ailment sustained when his ship was blown from under him in the South Pacific. I am signed with Cash Miller's Side Show on Prell's Broadway Shows, opening at Charleston, S. C., March 17."

THE JOHNSTONES, en route to their March 4 opening at the Tower Theater, Kansas City, Mo., stopped off in Milwaukee to catch the Blackstone show, but 15 minutes before curtain time Tex Wately, of the Blackstone troupe, was rushed to the hospital with chest pains, and George Johnstone was immediately drafted to fill in for the night. After being off the show five years, George reports that he had a heck of a job trying to remember all the cues. The Johnstones laid over in Kansas City an extra day after their Tower closing and caught the Blackstone show from the front on its Thursday (6) opening at the K. C.'s Music Hall. . . Al and Ernestine Page are playing clubs around Philly until their next television show there pops up. . . Rossman (George Rudd) writes from Tampa: "This town has had many magicians recently. Saw The Baffling Mr. Bailles and his charming assistant, Lucille, at the Broadway Theater. Also saw Charley Lee Roy just outside of town. Birch is getting good publicity thru Florida. Recently saw a good publicity stunt by Professor Pabst, of Tampa, at the Annie Laurie Theater, Winter Park, Fla. He gave 5 per cent to the polio fund and used the old Bill Larsen newspaper prediction test for bally and it went well. Also caught Gene Rosson recently. He is working with five assistants. I am using dainty magic for close-up work at the Brass Rail here. Things are difficult on booking in Florida but many possibilities are still to be uncovered."

Sugar Chile in "Md." Gets 38G in Detroit

DETROIT, March 8. — It was eight-year-old Frankie (Sugar Chile) Robinson, rather than the operetta, *My Maryland*, that pulled 'em in to the estimated tune of 38G here in the fifth week of the Detroit Civic Light Opera season at Masonic Temple Auditorium. Show headliners were Evelyn Wyckoff and John Shafer.

Sugar Chile got near raves from local critx, not for his familiar 88-ing, but for his thesping ability. He steals one scene with a show-stopping speech on racial tolerance, neatly sewed into the script. Special exploitation angled to Negro papers and similar media played up the kid and Annabelle Hill, who joins him in a third-act oleo specialty. Show was piloted by Barrie O'Daniels.

Last week's *The Desert Song*, with Walter Cassel and Andira Kuzak, grossed \$55,082, the season's second highest gross. *The Firefly* was first.

O'Daniels is angling for Fiorella H. LaGuardia as conductor for the final production, *The Wizard of Oz*, April 7.

ON THE SEVENTH DAY

(Continued from page 41)

heavenly protagonists, archangels Oriel and Raphael, in uniform. Thesis calls for the latter to transfer activities from the celestial engineering department to the bureau of human relations. As a break-in for new incumbent, the pair inspect episodes in the lives of a typical American family stretching from Pearl Harbor to Hiroshima. A discharged veteran, his young wife and father and mother are the human guinea pigs. All of which affords Father Nagel a chance to discuss the spiritual sickness of the human race in general and the hope for redemption which lies in the individual. Author's conclusion seems to be that in spite of our muddling, the solution may stem eventually from these United States.

Father Nagel has plenty to say; unfortunately, perhaps too much to be successfully spanned in a play. The effect frequently has the beholder quite as confused as his young, bewildered vet.

Productionwise, *Day* comes off the Blackfriars' experimental top shelf. Leo Herbert's sets have imagination, and lighting by Rebecca Jennings is professionally slick for a difficult job on a small stage. Acting honors in this one go to the returned G.I. of Mel York. Paul Melville and Ann Follman contrib effectively as his parents. In the celestial department, Doug Randall's Oriel registers best of the angels.

Bob Francis.

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THE FINAL CURTAIN

BLAIR—Jack, formerly of the team of Blair and Phillips, in New Orleans February 25. Burial in that city. His widow, Dorothy, survives.

In Memory of My Husband
L. H. (GIGGS) BOWE
 Who departed this life March 6, 1946.
Wife—MABEL

FROPHY—Mrs. Loire, 49, employment counselor, author and lecturer, in New York March 4. In private life she was the wife of John H. McNeil, until recently manager of WJZ, New York.

GARR—Victoria, sister-in-law of Don (Dada) Simmons, carnival bazaar promoter, March 6 in Tamaqua, Pa.

GRIMES—John, in Bridgeport, Conn., recently after a lengthy illness. A retired musician, he was an honorary member of the Coast Artillery Band of Bridgeport, Conn. Three daughters survive.

HALE—Albert W., 62, former dance and early-day film director, at his home in Hollywood February 27. A native of New York, he was once

an associate of George M. Cohan, Ed Wynn and others. He directed vehicles of Mary Pickford and Robert Z. Leonard, now a director.

HEIN—Lionel, 73, retired theatrical agent and vaudeville manager, in Brooklyn March 3. He was a brother of Silvio Hein, musical comedy composer.

JENKINS—Felix A., 57, secretary of 20th Century-Fox Film Corporation and a member of its board of directors, in Montclair, N. J., March 4.

MRS. J. ESTELLE WRY HUTCHENS
 Passed Away Jan. 22, 1947.
 We would like to take this means of thanking our many friends in the show world for the beautiful flowers and lovely cards of sympathy that we received from all parts of the U. S. A. for our dear wife and mother.
JOHN T. HUTCHENS, Husband
MRS. J. H. EVANS, Daughter
RALPH O. HUTCHENS, Son

JUTKOVITZ—Alexander, 55, who with his brother, Isadore, operated theaters and bathhouses at Rockaway Beach, N. Y., March 4 in Cleveland.

LAMBERT—John L., well known in vaude and circus fields as the Great Lamberto, February 26 in Philadelphia. He toured the Keith Circuit with his slack wire and juggling act and for many years was treasurer of Sun Bros. and the Mighty Haag circuses. In later years and until his death he was a carnival concessionaire operating in and around Philadelphia. His widow, the former Edna Earle; a daughter and two sons survive. Burial in Philadelphia.

LINDEMANN—Mrs. Albert, 50, wife of the former secretary-treasurer of the Lindemann Bros.' Seils-Sterling circus, in her home in Sheboygan, Wis., March 1. In addition to her husband, two brothers and a sister survive. Burial in the family lot in Wildwood Cemetery, Sheboygan.

McCARTY—Morris E., 52, superintendent of La Fayette (Ind.) public schools and widely known as a friend of circus folk, in St. Elizabeth Hospital, La Fayette, March 5 of a heart attack. His widow, one son and brother survive.

MOLLAN—Malcolm, 81, Eastern newspaperman, in Waterford, Conn., March 2 after a short illness. As a New London, Conn., cub reporter, Eugene O'Neill, playwright, trained under Mollan when the latter was editor of *The New London Telegraph*. His widow survives.

NASS—Mrs. E., aunt of Jack Lichter, chairman of the Veterans' Fund of National Showmen's Association, March 3 in Brooklyn. Pioneer in supplying food products to the Chinese cabarets and restaurants of New York.

NEGIN—Kolia, 61, concert singer and motion picture actor, in San Fernando, Calif., March 4. Born in Kiev, Russia, he was a colonel in the Russian Army during World War I, later starting a concert career in Europe. Coming to America a few years ago, he became a motion picture actor. Survived by a brother. Burial in Glendale, Calif., March 8.

RALSTON—Mrs. C. B., wife of C. B. Ralston, secretary of the Virginia State Fair, March 4 in Staunton, Va. Services at residence, March 6. Burial in Harrisonburg, Va.

REISNER—Mrs. Miriam, 49, wife of Charles F. Reisner, film director, at Laguna Beach, Calif., March 2, following a heart attack. She danced professionally under the name of Miriam Hope before her marriage in 1916. Her husband; a son, Dean, and a sister, all of Laguna Beach, survive. Burial in Glendale, Calif., March 4.

SEGER—Edward C., 67, composer, teacher and orchestra leader, in New York March 5. He was founder and dean of the Seger Conservatory of Music, New York, and conducted the

orchestra at the Prince George Hotel, New York, from 1914 to 1928. Among his compositions were *Japanese Lullaby*, *Amaryllis* and *Florillo Valse*.

SIMMONS—Joe H., 42, dwarf clown with the John Robinson, Gentry-Patterson, Sells-Floto, Christy Bros. and Bob Morton circuses, in Houston February 23 of a heart attack. Interment in that city. Besides a brother, G. C., with whom he worked circuses, he is survived by his parents, a daughter, three sisters and another brother.

THANKS
 We wish to express our deep appreciation to all those who remembered
LES SCOTT
 Les and Mary Philmer—Elane Scott.

THOMASON—Ralph H., 64, mentalist, February 22 in London, O. Survived by two brothers, Joe and Charles, of Trenton, Mo., and two sisters, Mrs. Mattie Filson, Liberty, Mo., and Mrs. Lutie Repp, of Greeley, Colo.

TOOMER—Henry B., 67, retired actor, at Lake Charles, La., recently. He played in stock and headed his own vaude unit, which played the Keith and Orpheum circuits for many years.

WEINKLE—Rosa, mother of Rip Weinkle, veteran showman and concessionaire who will be with the Cole Bros.' Circus this season, February 27 in Miami. Funeral services and burial in Miami February 28. Surviving are her husband, Louie, eight sons and a daughter.

WESTON—Charlotte St. Felix, 90, recently in Port Huron, Mich., after a lengthy illness. With her sisters, Henrietta and Clementia, both deceased, she formed the St. Felix Sisters, musical comedy team, which made its debut in 1871 in *The Black Crook* at Niblo Garden Theater, New York. They toured this country and in Europe until about the turn of the century, and were with a Tony Pastor roadshow for five years in the '80's. No immediate survivors.

WILSON—Charles A., former president of the National Association of Amusement Parks, Pools and Beaches, in Louisville March 2. (Details in Park Section.)

Marriages

AMERSON-LANIER—Charlie B. Amerson and Elizabeth Rocca Lanier, of Royal Amusement Company, while shows played Wrightsville, Ga., recently.

BEEMER - REINKE—Walter Beemer and Irene (Betty) Reinke, professional jugglers, in Los Angeles February 28.

BRADY-PAGE—Robert Brady and Helen Page, vocalist with Bert Payne's Trio, in Philadelphia March 2.

BROWN-NELLIS—William Brown, general manager of the Pickwick Theater and Greenwich Playhouse, Greenwich, Conn., and Virginia Nellis, of Jacksonville, Fla., at Greenwich, Conn., February 28.

COCHRAN-McKENZIE—Fay McKenzie, film actress and singer, to Steve Cochran, actor, in Las Vegas, Nev., February 19.

Births

Twin sons, Ronald Herbert and Donald William, to Mr. and Mrs. Raymond Corbin February 12 in Westminster, Md. Parents are well known in rep circles.

A daughter, Christine Emily, to Mr. and Mrs. Frank Johnson February 26 in Augustana Hospital, Chicago. Father is a clarinet and sax man, formerly with Roland Drayer ork.

'Ice Capades' Gross \$115,000 For 11 St. Paul Shows

ST. PAUL, March 8.—*Ice Capades'* gross for 11 performances in St. Paul Auditorium (February 24 to March 4) was \$115,000, compared with a 1946 eight-show gross of \$92,000. Manager Ed Furni disclosed this week. Furni said 1947 total attendance, not yet completely tallied, was virtually on a par with '46 figure of 70,500.

Ice Capades is sponsored here by St. Paulites, Inc., as part of the annual winter carnival program.

PARLOR STORY

(Continued from page 41)

sum, while McCleery has manufactured some amusing scenes and not a few chuckle lines, is a yarn which grows more obviously contrived as it progresses and his characters, with one or two exceptions, are no more than talking dolls going thru the motions.

For the record, *Story* concerns the nice guy, his wife and two daughters, also a student who is in love with the elder of the youngsters. Pop expects a gubernatorial appointment to the prexyship of the State university. But the governor is a venal lad, under the thumb of a skulduggerous publisher. The s.p. wants the nice guy back to put his rag on its feet, so he takes the prexy job. Mama takes a hand and practically has the appointment cinched, when Papa busts things wide open by being too honest. From there the yarn angles toward an editorial in the college paper written by the student and whether Papa will have to expel the boy or forget about becoming prexy. Of course, McCleery has provided an adequate solution, even if it is neither particularly startling nor brilliant. The skulduggerous publisher gets properly told off. The governor is going to win his re-election, by God, on his own initiative. And all ends in a series of happy clinches.

Honors go, naturally, to Walter Abel, who has all the best of what the play has to offer in the way of character drawing. He makes the editor-professor a likable and humorous fellow. Young Richard Noyes makes an auspicious stem debut as the student, in what is the next-best rounded part. Noyes looks like a comer for juve spots. Such experienced players as Edith Atwater, Paul Huber and Royal Beal do what they can with sketchily-written roles. Dennis King Jr. contrives a good bit as a dumb State trooper and Carol Wheeler and John Vohs fill out the adolescent department.

Paul Steger has given *Story* a first-rate production with a fine set by Raymond Sovey and brought in Bretnag Windust to put action into it. Windust does his best and achieves an amazing smoothness out of skimpy material, but at best *Story* remains harmlessly pleasant, too fragile a laugh-fount to stand up long against stiff competition.

Bob Francis.

Mother is the former Mona Mignon, dancer.

A son, Paul Jr., to Mr. and Mrs. Paul Roberts March 1 in Cumberland Memorial Hospital, Bridgeton, Me. Parents are known as Paul and Ann Roberts, radio team.

A daughter to Mr. and Mrs. Nick Bozinas in Elmira (N. Y.) Hospital February 27. Father is treasurer of James E. Strates Shows.

A son, Larry, to Mr. and Mrs. Herbie Collins, February 26 in Philadelphia. Father is an orchestra leader.

Divorces

Linda Fruchey, chorine at the Grand Theater, St. Louis, recently from Wilbern Fruchey, non-pro.



In Memory
 of our Dear Husband
 and Father
J. J. PAGE
 who passed away March 5, 1946.
 MRS. J. J. PAGE AND DOROTHY LEE

In Memory
 Of a good friend
J. J. PAGE
 Who passed away March 5th, 1946.
 R. E. AND LARKIE SAVAGE

In Memory
 Of our friend
J. J. PAGE
 Who passed away March 5th, 1946.
 FRANK AND DOT EARLE

To a Good Friend
J. J. PAGE
 Who Passed Away March 5, 1946
Eddie Brenner

Denver To Vote On New Stadium

16,000-seat structure to be part of huge municipal building program

DENVER, March 8.—Denver citizens will vote on a new 16,000-seat municipal stadium in May. Proposed building will be part of a \$13,350,000 municipal building program.

Tentative plans call for a 500 by 300-foot bowl-like structure arranged to accommodate circuses, auto shows, rodeos, conventions and practically all sports. Promoters here claim the stadium can be used for more than 35 weeks each year.

A recent poll made by *The Denver Post* indicated that 71 per cent of people here are in favor of the stadium against 21 per cent expressing no opinion and 5 per cent not in favor.

The present stadium, owned by the National Western Stock and Horse Show Corporation, is valued at \$300,000. The annual Stock Show in January set a new sales record of over \$5,000,000 with the 5,000-seat stadium sold out before the show started. The Stock Show Corporation has been assessing 1½ per cent of sales on a voluntary basis for a building fund and has more than \$25,000. The new plant will cost about \$2,500,000 with the city paying \$1,500,000. Wilson McCarthy, Stock Show president, has said there are more than 100 ranchers who would contribute \$1,000 each and the remainder could be raised by a fund-raising campaign. The Stock Show group would donate the present stadium and adjacent ground which it owns.

Plan Midget Auto Race Track at Reedsville, Pa.

REEDSVILLE, Pa., March 8.—Plans for the construction of a one-fifth mile midget auto racing track here, four miles from Lewistown on U. S. Route 322 (Lakes-to-Sea Highway), was announced by officials of the Mifflin County Riders' and Drivers' Association.

First race is scheduled Memorial Day, with regular Wednesday night programs thereafter thru the summer. Portable lighting equipment and stadium-type seats will be installed on racing nights. A speedway will have sanction of the Central States Racing Association.

Directors of the speedway are Earl Beal, Chester Yoder, Dyson Kline, Richard Meyers and Robert Derr, all of Lewistown. William M. Parks, Mechanicsburg, has been named racing director.

Purcell Dons Disguise To Snatch Gold Prize

TAMPA, March 8.—Hiding behind a pair of colored goggles with a baseball cap copped from the Newark Bears of the International League covering his red thatch, Pat Purcell, *The Billboard's* outdoor editor, crashed the baseball writer's golf tournament at Palma Ceia Country Club here last Monday and grabbed the prize for the low net score.

Purcell's handicap of 30 saved the day for him, as he used 97 strokes (by actual count) in touring the 18-hole layout. Lou Smith, of *The Cincinnati Enquirer*, was medalist with a snappy 75.

How To Avoid Damage Suits

(Continued from last issue)

The Western Company, which had registered its trade-mark "Stag" in 1935, sued the Peoples Company which began using the identical trade-mark "Stag" on exactly the same kind of merchandise in 1938.

The higher court refused to hold the Peoples Company liable to the Western Company for infringement of the latter's trade-mark. This court said:

"Plaintiff's trade-marks have doubtless come to indicate the origin or ownership of its product to which they are affixed in the territory where its product has been advertised and sold. . . . The right to the exclusive use of a trade-mark or trade name is limited to the territory or market wherein it has become established by use in such territory. . . ."

Thus, without further explanations, it is quite apparent two sellers may use identically the same trade-mark on exactly the same kind of merchandise in different territories, altho one manufacturer has registered its trade-mark in the United States Patent Office.

And it has been consistently held that two corporations in the same territory may sell merchandise, service or amusement in different classifications under exactly the same trade-mark, and both may register the same or identical trade-mark. This is so because, for example, the originator of a trade-mark on a vending machine would not suffer financial losses and neither would the buying public be deceived, by use of the trade-mark on merchandise in different classifications as for illustration bread, milk, beverages, pianos, etc.

And, so readers may be well prepared with knowledge that any trade name or trade-mark likely to deceive the public is infringement, otherwise not.

If trade names, used in the same territory, are non-analogous infringement does not exist because where two corporations are not competitors "unfair competition," upon which all suits of this kind are based, cannot be sustained.

For instance, in a leading case, Na-

CPA Nixes Permit For Toledo Arena

TOLEDO, March 8.—Virgil A. Gladioux, president of the Sports Arena, Inc., whose application for the construction of an 8,000 capacity arena here was refused March 4 by the CPA, said he has made application for a new hearing to permit installation of footings for the structure. CPA rejected his first application on the grounds that the project now would impede the housing program.

The arena, expected to cost \$375,000, would be built at Bancroft and Cherry streets. It would house indoor circuses, ice shows, basketball, boxing and wrestling matches.

New Castle, Pa., Billers Elect Lewis President

NEWCASTLE, Pa., March 8.—Robert Lewis was elected president of the Billposters and Billers' Union, Local 118. Other officers elected were Frank Hudy, vice-president; Robert Lowery, secretary-treasurer; James Rapple, business agent; Mark A. Must, assistant business agent, and Sam Reed, sergeant at arms.

tional v. National, 297 Fed. 351, a Federal Court held the word "National" in the trade name of an amusement corporation did not infringe the word "National" used as the name of another corporation in an entirely different classification of business. This court said since the business of the two corporations are not similar in any respect no deception or confusion to the public would result.

Thus the higher courts consistently have held such words as "New," "National," "American," "Metropolitan" (See HOW TO AVOID on page 66)

Mich. Twin Cities To Co-Operate on Celes July 3 to 6

ESCANABA, Mich., March 8.—Escanaba and Gladstone, twin cities in the upper peninsula of Michigan, will co-operate in the staging of their celebrations July 3-6.

Gladstone again will offer its Lumberjack Roleo, with the Upper Peninsula Firemen's Tournament as an added attraction.

Escanaba is putting on its first annual Hiawathaland Festival offering a galaxy of water and land sports, including boat races, swimming and diving exhibitions, Venetian nights, archery, boxing, baseball, tennis and golf. The Hiawathaland Festival will include a daily historical pageant, depicting the early Indian days, the coming of the C. & N. W. Railroad and settlers and the lumbering era.

While the two towns are staging their celebrations independently, they are co-ordinating their daily programs so there will be no conflict in major attractions.

Midget Race Group Brings Suit Against City of Burbank

BURBANK, Calif., March 8.—City Attorney Archie Walters has been empowered by city council to retain a private legal firm to assist in defending the city against a suit designed to force Burbank to permit midget auto racing.

The suit, to be heard in Superior Court Wednesday (19), was brought by San Fernando Valley Sports Center and three local veterans' groups seeking mandamus action to compel Burbank to allow midget auto racing at a new track which the sports center has constructed at Vanowen Street and Hollywood Way.

Sports center charges that \$45,000 was spent to build the track after which the council took action forbidding midget racing.

International Air Races Set

LONG BEACH, Calif., March 8.—First annual international air races ever to be held in America will be staged at the Municipal Airport here early in July with races ending at Long Beach from Hawaii, Mexico City, Canada and various U. S. cities.

Oregon Limits Fireworks

SALEM, Ore., March 8.—Legislature passed a law to prohibit sale or use of fireworks in Oregon except for exhibitions given permits by the State fire marshal.

300,000 Attend National Sport Show in Gotham

NEW YORK, March 8.—The 10th annual National Sportsmen's Show, which wound up its nine-day run at the Grand Central Palace February 23, hit an all-time attendance record of 300,000. Show was promoted and operated by Campbell-Fairbanks Expositions, Inc., of Boston, with Jim Hurley, outdoor editor of *The New York Daily Mirror* handling the press.

On opening day, February 15, the doors were opened an hour in advance because the crowd was so great that it was necessary to clear the walks. On Sunday, (16) estimated attendance was 35,000 and the daily average for the run of the show was slightly over the 30,000 mark.

Occupies Four Floors

Show for the first time occupied all four exhibit floors of Grand Central Palace. Since 1942 the annual has been forced to make use of the basement exhibition hall of Madison Square Garden which was much too small for the exhibits and entirely unsuited for the presentation of the entertainment features.

While there was ample space at this year's show for all exhibits, Grand Central Palace is not much better suited to the presentation of the entertainment program and special events than the Garden basement. In both spots only a small percentage of those in the halls are able to view the platforms or tanks where the performances take place.

Entertainment features were presented on platforms and in a tank on the main floor—visible to only a limited number of people on that floor and from vantage points of the mezzanine and third floor. Acts working at the show were Huling's trained seal, Sharkey, Beebe's Hollywood Bears and the Shooting Mansfields, rifle experts. Jack Montez and Chief Needabeh acted as emcees. Special features also included Orin Benson's retrieving dogs; Enid Decker, archery, and Jack Redmond, trick golfer—plus log-rolling, canoe-tipping, casting and other contests. On the fourth floor a series of special events, such as dog obedience tests, casting and Indian sports, were presented daily.

Eskimo Village Exhibited

Exhibits of general appeal included Dave Irwin's Eskimo Village, Joe La Flamme and His Trained Moose, and a dude ranch, sponsored by the Eastern Dude Ranch Association. State exhibits were among the most spectacular, with Maine topping the list with realistic lake shore panorama, closely followed by Vermont, New Hampshire and New York, also with outdoor settings and displays of deer, bears, moose and other animals, fish and birds. Canada, too, had an elaborate display with panoramic background and color photos. Extremely novel display of the New York Zoological Society (Bronx Zoo) included a well-mounted display of tropical fish, live snakes, small wild animals and birds.

Commercial exhibits covered all fields of outdoor sport and included several displays of trailers and other means of transportation. As usual, there were several pitchmen, sketch and silhouette artists, numerous refreshment stands and souvenir booths operating, as well as two rifle galleries and a small group of coin-operated arcade machines.

SPARKS OPENING PLEASING

Mpls. Shrine Record Seen

Attendance count may hit 106,000—gross expected to nudge \$130,000 mark

MINNEAPOLIS, March 8.—The nation's oldest indoor Shrine circus, 29th annual sponsored here by Zuhrah Temple, today winds up what is expected to be its biggest in history. By the time the curtain rings down tonight on the final act, attendance is expected to pass the 106,000 mark, better by about 1,000 than the 1946 mark. Estimated gross for the 13 performances was expected to nudge \$130,000, also an all-time high.

The Minneapolis Auditorium, where the circus was staged under the direction of Noel Van Tilburg, found every seat sold thru Wednesday matinee (5) with all reserved seats for entire run sold out 10 days in advance of opening.

Seating capacity is 8,300 seats, of which 2,900 are reserved. During matinees, Shrine managed to squeeze in 9,000 moppets, with 900 seats reserved. Attendance thru Wednesday matinee was nearly 44,000, slightly ahead of the 1946 mark on the same day.

Opening night show was timed at 2 hours and 40 minutes with Van Tilburg working on slicing off 10 minutes of show time. Opening matinee ran 2 hours and 7 minutes on the nose. The extra seven minutes had been sheared off by Wednesday.

The Inexperienced Grips

Van Tilburg said opening performances were somewhat slow because of inexperienced grips hired due to scarcity of lift men who know how. It took newcomers a couple of performances to catch on, resulting in slow down.

Assisting Van Tilburg, producer and director, were Edna Dee Curtiss, director of personnel and equestrian director; Leo Hamilton, assistant director and announcer; Frank Cervone, band maestro; Orville Wilbur, prop superintendent.

With Potentate Al Dretchko in charge, general circus management committee included Joseph C. Ste. Marie and L. F. (Bud) Johnson, general co-chairmen; R. G. Butts and C. S. Lagerquist, vice-chairmen; A. Jaspersen, secretary. H. A. Dahlquist was concessions chief, with A. C. Holm co-chairman. Harold Foster and Dwight Thomson handled news.—(See SEE NEW RECORD, page 48)

Eagles To Resume At Gary March 14

SPRINGFIELD, O., March 8.—Eagles' Circus, Don McCullough, manager-producer, closed here March 2 for a two-week period in order to reorganize the program. Org reopens March 14-18 at Gary, Ind., followed by Galesburg and Moline, Ill.

Next date will be for the Grotto in Columbus, O., at the State Fair Coliseum, April 7-12. It will be McCullough's second year there. Among acts contracted are Terrell Jacobs, Rudy Rudynoff, Johnny Gibson's high-ladder offering; Harry Froboess, sway pole; George and Freddy Valentine's flying acts, and the Billetti high-wire troupe.



LOYAL PARTY—When Polack Bros.' Circus played Cincinnati the Loyal-Repensky Tent of circus fans gave a party for Giustino Loyal. Walter Fleck, Polack press agent, was on hand with his camera and snapped this picture. First row, left to right, Irving J. Polack; Charlie Wirth, of The Billboard; Loyal and Jack Klein. Second row, Art Becker, Mrs. Irving Polack, Father Berning, Clara Delbosq, Dr. W. C. Huebener, Glen Tracy, Adolph Delbosq and Cecil (Red) Scott.

Org Shines in Snappy Dress

Adequate program presents new features—equipment new from stem to stern

By Pat Purcell

FORT MYERS, Fla., March 8.—Sparks Circus, a grand old name in Eastern and Southern territory leased from the Ringling Bros. and Barnum & Bailey Circus a year ago by James Edgar, auspiciously made its season debut and the second of its revival here Tuesday (4).

A bright sun made the brand-new railroad show sparkle; matinee was well filled with kids spilling over onto the track; program was adequate with several new features; all departments were well stocked with workmen, and there was a feeling of esprit de corps about the entire layout.

All New Thruout

Edgar has built a new circus from the ground up. His train includes six flats, three coaches and a stock car, and railroad officials pronounced the rolling stock as "great" without solicitation. All wagons are of steel construction, built to specifications, and it loads as snug as a bug in a rug. In addition to his stake driver, Edgar has two trucks, holdover from his truck show last year, that double as stake pullers, and he has a new mechanical piece known as a scoopmobile that also pulls stakes and is effective in loading poles and seat planks.

All canvas is new, fireproofed green with red trim, with the exception of the marquee, which is white.

Big top is a 120 with three 40s. The menagerie is a 60 with three 20s, while the Side Show has a 60 with two 20s. This combined with the cookhouse, horse top, dressing top, (See SPARKS SHINES on page 49)

Storm Fails To Halt H-M Draw

KANSAS CITY, Mo., March 8.—Playing its seventh season under the banner of the Kansas City Police Benefit Association, the Hamid-Morton Circus ran into the biggest snowstorm of the season here.

Bob Morton and his troupe, however, still were shooting at the record \$80,000 gross they ran up for the association last year. A slack opening night (4), which drew 4,000, was offset by the crowd of 6,000 who drove and plodded to the Municipal Auditorium thru a steady fall of snow that snarled downtown traffic Wednesday night (5). Fall of six inches was recorded in a few hours. Thursday (6), attendance was reported at 8,000, with the Friday (7) matinee drawing 2,500.

Attendance Wednesday, however, was only a shade under the 6,200 who turned out on the corresponding night of the 1946 show. Circus closes Sunday (9). Matinees have been drawing better than 2,500.

Clyde M. Baker, Auditorium treasurer, reported advance sales ran ahead of the 1946 record.

Org moves to Wichita, Kan., where it opens Monday (10).

Warm Reception in London Big Help, Emmett Kelly Says

NEW YORK, March 8.—Emmett L. Kelly, hobo clown and pantomimic who recently returned from London and a winter engagement with the Bertram Mills Olympia Circus, luxuriated in hotel comfort here for a week before thawing out sufficiently to visit *The Billboard* offices and recount his overseas experiences.

Kelly, caught in frigid weather during a fuel shortage with its resultant rationed heat and hot water, said the reception given him and other troupers was warming enough to offset the chill atmosphere of the Olympia.

England's amusement business is

booming due in part to its unrationed status, Kelly said. Reserved seats for the entire engagement of the Mills circus were sold prior to opening and patrons lacking these prized ducats queued up for several hours in advance of each performance to make a bid for a relatively small number of rush seats.

Attitude of the English following years of war-caused privation amazed Kelly, who anticipated a cool, if not difficult audience. He reported the circus as being a solid presentation and loaded with talent. This was his third winter engagement with Mills.

Transportation here from Europe is hard to secure because of 28,000 applicants awaiting passage on the only two ships plying the route, but Kelly, luckily, was booked for return passage before he left here.

Kelly left here Wednesday (5) for Ringling Bros. and Barnum & Bailey Sarasota, Fla., winter quarters where he will ready new routines for this year's show.

Kortes' Sparks Line-Up Strong

FORT MYERS, Fla., March 8.—Pete Kortes offered a fine array of talent in Sparks Circus Side Show at the official opening here last Tuesday, and public response was gratifying, according to owner-manager Roy B. Jones.

Org is fronted with a new 150-foot double banner line which actually depicts the attractions on the inside. Three ticket boxes are split by two bally platforms. Top is a 60 with two 20's, and inside there are seven platforms and two pits.

In additions to Kortes, who will leave soon to open a unit on the Clyde Beatty Circus, and Jones, staff includes Buster Castle, talker; Nick Delos, second openings and tickets; Al Galloway and Andy Moran, tickets; Whitey Summers, boss canvasman; Eddie Fisher, electrician, and Jimmy Harris, indoor tickets. Mrs. Jones worked as front door greeter.

Talent includes Christine Doto, alligator girl; Eko and Iko, sheep-headed men; Ralph Ward, tattoo; Johnny Perry, anatomical; Athelia, monkey girl; Barney Nelson, armless wonder; Alexander's London flea circus; Sweet Marie, fat girl; Jo Rittley, mentalist; Red Friend, magician and inside lecturer, and Carl Cartright, vent and inside lecturer.

Harvey Names Dailey's Staff

CHICAGO, March 8.—R. M. Harvey, general agent of Dailey Bros.' Circus, announced here today the staff for the 1947 season. It includes Tom Heney and Pete Lindermann, contracting agents; William Oliver, manager of the No. 1 car with 14 men; Harry Doran, in charge of the opposition brigade; Glenn Booth, banner crew; Bily Rose, press and radio.

Harvey said the show will not have a railroad advance car, the management preferring to transport the advance with 10 station wagons and semi-trailers for supplies.

Org will have 22 elephants, an increase of 12 over last year, a six-pole top and a performance in three rings and on two stages. Show opens at Gonzales, Tex., April 12.

BULLS AND BUCKS FOR POLACK

WANTED FOR 1947

Assistant Mechanic, Ushers, Prop Man. "Bad Eye", write. Big Top Workers, come on. Calliope Player. Skinny Goe, write. Colored Musicians for Minstrel.

BAILEY BROS.' CIRCUS

Newberry, S. C.

AGENTS WANTED

Candy Butcher and Novelty Agents for Rodeo at

Hunt's Armory, Pittsburgh, Pa., March 22.
Shrine Circus, Syracuse, N. Y., April 7.
Shrine Circus, Altoona, Pa., April 17.
Shrine Circus, Lewiston, Maine, April 21.
Shrine Circus, Newark, N. J., to follow.

A. HYMES

P. O. BOX 262 BROOKLYN, N. Y.

KING BROS.' CIRCUS

WANTS

Cornet Player for big show band. Address: Lee Hinckley, Bandmaster, Boss Property Man, Ushers, Pushers and Riggers for big top. Lion Trainer to work untamable act. Would like to hear from Frank Phillips. This is the largest and by far the finest motorized circus. Season opens April 7. Address: State Fair Grounds, Jackson, Miss.

BUCK OWENS' LAST CALL

Show will be in Dothan, Ala., till March 16th. Need 2 more Combination Billers, union scale. Wire show at once. No drunks. W. E. Vandergrift, L. C. Langhart and Al Bernard, contact show. Ray Thomason and Bob, come on; have place for you. Also other Workmen needed in all departments.

BUCK OWENS' LAST CALL

SPANGLES TIGHTS

WETTSTEIN CO.

440-442 W. 42 St.

N. Y. C.

Paste This in Your Address Book.



LOUIS STONE

Wire me your address.

J. E. HILL

831 Florida Ave. TAMPA, FLA.

LEWIS BROS.' CIRCUS UNIT WANTS

People to present Domestic Animal Acts, married couple or men or women. Also Grooms that drive trucks, Mechanic with tools. Year around work, open early in April. Acts consist of Horses, Mules, Ponies, Dogs, Mountain Goats, all well trained. Fine living quarters here in winter quarters. Address PAUL M. LEWIS, 1895 Fox Road, Jackson, Mich.

WANTED

Experienced Aerial Performer for Rotating Aerial Act. Male or female. Starting salary \$100.00 a week.

BOX 172, The Billboard
1564 Broadway New York City 19

HUNT BROS.' CIRCUS WANTS FOR 54TH ANNUAL TOUR

2 Aerial Teams doing 2 or more acts each. Ground Acts, Clowns with walk-arounds and bits, Horse and Pony Trainer to start at once. Big Show Band, Trumpets, Trombones, Baritone, Hammond Organist and Trap Drummer; best accommodations, union. Can place legitimate Banner Solicitor. For advance. Combination Billers that can and will get up paper; truck drivers given preference. Sober, reliable Cook and Waiters. Assistant Boss Canvasman, Seat Men, Ring Stock Grooms and Workmen in all departments; drivers extra. Fine proposition for Man and Wife take full charge of Midway Lunch Stand; must be experienced. State full particulars and salary. Show opens April 28th.
CHAS. T. HUNT, R. D. #1, BORDENTOWN, N. J.

Leases MGM's Elephant Trio

Chi gross soars due to new ducat deal, should top '46 — Eastern unit line-up set

By Hank Hurley

CHICAGO, March 8.—Irving J. Polack was beaming all over today for three very good reasons.

(1)—He announced he had leased the three famous Metro-Goldwyn-Mayer Studio elephants for a year.

(2)—Business at his Chicago Shrine Circus was booming.

(3)—The line-up for Polack Bros.' Circus Eastern unit is practically complete.

The MGM elephant deal really tickled Polack the most and he couldn't help that big broad smile as he told about it.

Madison To Work Act

"Frank Whitbeck, head of MGM's advertising and trailer departments, purchased the three bulls, Sally, Queenie and Happy, and named Louis Goebel, owner of Goebel's Lion Farm at Thousand Oaks, Calif., to book them. Goebel called me long distance and asked if I was interested.

"Naturally, I told him I was, and we worked out a deal whereby I would lease them for a year. Slivers Madison will work the act for me. He left Hollywood Friday for Lansing, Mich., and will open there March 13 with our Eastern unit," Polack said.

While no official title for the elephants has been decided on, Polack suggested they be called Frank Whitbeck's Hollywood Movie Elephants. "Don't you think that's a good way to bill 'em?" Polack asked with a twinkle in his eye.

The three bulls were imported from Siam six years ago and were trained for exhibition as an act by George Emerson, superintendent of the MGM Zoo at the Culver City Studios. Latest movie in which the elephants appeared was *Till the Clouds Roll By*. They also appeared in *High Barbee*, the *Tarzan* films and innumerable screen musicals and jungle flickers.

Because the show still has a long time to play here, Polack says attendance, which apparently isn't up to last year at this same time, probably will spurt over this week-end and next. He is insistent, tho, that the gross this year will beat last.

"This has always been a spotty town from the attendance standpoint," Polack pointed out. "We've played here before when business during the week was only fair, then the week-ends would come and the jump would be terrific. Attendance figures don't mean a great deal; it's the gross that counts and I'll bet we'll beat last year's tally," Polack went on. He outlined the change in the ticket deal this year and said that it would account for the improved gross mark.

The show, which has practically

Hot Copy!

AKRON, March 8.—Sam Ward says it isn't true his promotion for the Polack Bros.' Shrine Circus date here was so hot it caused a fire in the old Buchtel Hotel.

Ward's crew used a small room in the semi-basement floor where a fire broke out. Some quick thinking by Jerome Kissel, advance agent, saved the premiums used in the advance promotion.

Firemen said the fire was caused by a chimney leading from the roof, which was too close to a wooden partition.

the same cast as that which played Cincinnati, was caught Thursday (8). There were plenty of empty seats on the main floor, but the first and second balconies were packed. Show received a great reception. Acts which drew most applause were Capt. Emil Pallenberg Jr., and His Bears; the Five Willys, three women and two men jugglers; Roland Tiebor's trained seals; Miss Malikova, high-wire; Anita and Pepi, juvenile brother and sister acro duo; the Black Brothers, pantomime, and the Erikson Brothers, gymnasts.

All the acts were well received, but the above received more than a normal share of applause. The clowns, who worked hard thruout, were enthusiastically received.

Show is well balanced and builds up with each act. Program was fast moving and there was little or no delay between acts.

Polack announced he had signed the Great Antaleks, five people doing perch, as one of the featured acts for his Eastern unit, with the Antalek girls also doing web, along with the Coleman Duo, high aerial unit. These two acts will be with the Eastern circuit for only the Lansing and Akron dates, Polack said.

Other acts billed include Helen Reynolds' Skating Girls; the Flying Harolds, Harold Voise's flying act and aerial bar; the Three Sidneys, unicycle; the Great Arturo and Hedy, high-wire, using a motorcycle finish; Massimiliano Truzzi, Russian juggler with the Ringling-Barnum show last year; the Sensational Orton, high-pole balance; Ray Wilbert, hoop manipulator; Maree and Her Pals, dog and pony revue and the unrideable mule; Capt. W. M. Heyer and his horse, Starless Night; Donahue and LaSalle, table rock and comedy barrel jumping act.

Clown alley will include Roy Barrett, Jack Klippel, Kenneth Waite, Lawrence Lacelle and Roy (Mickey) McDonald, the last named to be with the show only for the first two engagements. Hubert Castle will be with the show in Akron and Madison, Wis.

Sam Polack will manage the Eastern unit, Nate Lewis will announce, Charles Post, en route from Hollywood, will be bandmaster, and Mrs. Opal Page will be the org's official auditor.

Mills Bros.' Agent Inks Two-Day Cleveland Date

CLEVELAND, March 8.—Jack Mills, owner of Mills Bros.' Circus, announced here that his general agent, Ted Edlin, has signed contracts for the Mills org to show here May 9-10, sponsored by the Cuyahoga County Lions' Club Sight Council.

The council represents the 11 Lions' clubs in the Greater Cleveland area.

Hunt Opening Set April 28

Burlington, N. J., Kiwanis Club takes over all seats for org's opening show

NEW YORK, March 8.—Hunt Bros.' Circus is set to open at Burlington, N. J., April 28. All seats have been taken over by the Kiwanis Club.

Owner Charles Hunt has purchased all new canvas thru Arthur Campfield and also will have much new equipment including new house trailers, new lunch stand and a big new elephant truck. Other new equipment, including trucks, is on order.

Show will be presented in three rings and on an elevated platform. As usual, the Hunt elephants (three), Liberty and high school horses will be featured, with Charles Hunt Jr. acting as equestrian director and ringmaster. Zoppe-Zavatta Troupe, which headed the circus acts last season, again will hold the feature spots with their bareback riding, unsupported ladder act and tumbling.

Ben Austin, Former G. A. For Barnes, Seriously Ill

LOS ANGELES, March 8.—Ben Austin, general agent for the Al G. Barnes Circus for many years and who with Mrs. Austin has been making his home with Mrs. J. D. Newman, is seriously ill here in the Newman home.

Called here by the illness of their father were a daughter, Mrs. Clyde Parlette, and Jack and Dick Austin. The Newman home is at 1226 South Clark Drive, Los Angeles.

James M. Cole's Truck Damaged in Freak Mishap

PALMYRA, N. Y., March 8.—James M. Cole, owner of the circus bearing his name, lost a truck and one of his trailers was badly damaged in a freak accident here.

Lew Barton, driver of the truck which transported six Liberty horses and a pair of Shetland ponies to the Phelps Central School here, left the truck and trailer parked near the top of an incline after removing the animals. It is believed the heavy weight of the vehicle, plus a strong wind, started the vehicle downhill. The truck crashed into a tree.

Maxwell Rodeo April 12

MAXWELL, Calif., March 8.—Maxwell's 16th annual rodeo is set April 12. Date, originally April 19, was changed because of a conflict with the Red Bluff Round-Up, scheduled April 19-20.

WANTED

24-Hour Man, also Contractor; each must have car.

VAUGEN RICHARDSON

Wallenda Circus
476 Arlington Ave. SARASOTA, FLA.

ADVANCE AGENT

Wanted with car for Donkey Ball Game. Want Man and Wife for Concessions. Also Tent Help and Man to care for Donkeys. Write, don't wire. Will buy good Calliope and Sidewall.

I. W. BODEN, Springville, Tenn.

Sello Bros.

We find ourselves going up one mountain, down another and around another. But we have all new trucks and we—or the trucks—take them as they come.

We have been having wonderful crowds and have been unable to give spec due to straw houses. General Agent P. Camp was back on the show. He was jumping on one foot and then on the other and hollering, "I told you this would be a red one." Owner Roy Bible won some sort of a bet from Camp and it involved a Stetson hat.

They are calling ticket seller Candy John Parsons, Jesse James Jr. now, Charles LaBird is back on the show, fully recovered from his recent illness. He was confined to Riverside, Calif., hospital.

The writer was guest of honor at a surprise birthday party.

We have had many visitors since the opening, including the Mills brothers and their wives when they were on the West Coast; Mr. and Mrs. Buster Cronin, Bertha Conners, Glen and Clifford Henry and their wives, Mr. and Mrs. Max Draig, Paul Eagles, Mr. and Mrs. Jimmie Conners, Joe Ryan, Luke Anderson, Jack Wright, Lou Kish, Pearl Harrios, Arlo Walk and family, Frank Chicarella, Fred and Cecelia Bowery, George Perkins, Mr. and Mrs. Bullman; George Emerson and his assistant, Frenchie; Mr. and Mrs. George Sky Eagle and daughters, Dorothy and Smoky, who visited the White Eagle family; Gladys Forest and family; Mr. and Mrs. Del Graham; Mr. and Mrs. Rudy Jacoby and parents, and Mr. and Mrs. Billie Todd.—KAY BARNEY.

Polack Bros.

We all made the trip from Cincinnati okay and had a few days' vacation before the Chicago Shrine Circus got under way. Most folks went to Milwaukee to see the Hamid-Morton Shrine Circus.

Irving J. Polack was presented with flowers by the Showmen's League of America at intermission time one night and all the performers were present on the stage in full wardrobe.

Thea Borza flew to Sarasota, Fla., Sunday (2), to visit her son, Americo, and her father-in-law. Both are on the sick list. Conchita is back with us doing iron-jaw and web. Jack Klein and yours truly were guests of Walter O'Keefe on the *Breakfast Club* Monday (3). The same day members of the show gave a performance at the Crippled Children's Hospital.

The Five Willys were visited by their parents. Harry May's sister visited from Milwaukee. Other visitors included Bangunty, Gabby Dekoe, Joe and Coleman Antalek and their wives, Ruth Flannigan, the Cristianis, Janet Gibson, Earl Shipley, Walter Hart, Otto Greatons and son, Dick Lewis, Hedy and Elsa and Mr. Sionzy, Bernie Parzarzk, Charles Setady, Toby Wells, Sam Levy, Fred Kressmann, Ernie Young, Terrell Jacobs, Dave Malcolm, the Billetti Troupe and Mr. and Mrs. Johnny Gibson.

Everyone enjoyed the party given in the Showmen's League clubrooms. Peppi Borza miss a performance due to a cold. Gene Randow Jr. was elated with the way his artist gag went over. Mr. and Mrs. Nate Lewis drove all the way from Los Angeles to join here. Giustino Loyal is on the sick list. One of Roland Tiebor's trained seals suffered a broken shoulder in a fall. Emil Pallenberg Jr. won a wrist watch on a radio quiz program.—ELMER SANTANA.

Dressing Room Gossip

Yankee-Patterson

Aided by weeks of sunshine, work at winter quarters in Venice, Calif., is progressing on schedule. Thirty-four men are at work.

The elaborate pictorial designs on the trucks, featuring circus animals and acts, is attracting plenty of attention from the many visitors. Five of the trucks have been completed.

Owner Jimmie Wood commutes daily from Venice to the 20th Century-Fox Studios where he is furnishing the paraphernalia for the movie *Nightmare Alley*, being produced by George Jessel and Lloyd Baker. Scenes call for an entire carnival with circus features.

General Agent Harvey Walter arrived from San Diego, Calif., where he has been associated this winter with the San Diego Speedway. Joseph Sullivan has been signed as 24-hour man and advertising agent. His wife, Bunny, will be the ticket seller.

With the closing of the Riverside County Fair at Indio, Calif., the equipment furnished by Jimmie Wood is back in quarters and is being repainted.

Cecelia Bowery has recovered from her illness and is again rehearsing several new acts with her husband, Fred.

Joe and Anna Metcalf returned from a week's engagement with the Imperial Exposition Shows, owned by Martin E. Arthur, which opened in Bell, Calif., February 17. Manager Wood loaned Shirley Temple, the elephant, to Martin when his elephant, Babe, failed to arrive on time from Honolulu. Blackie Kohler arrived from San Francisco with Babe at the end of the week.

The Milo Theater, operated by Mr. and Mrs. Milo Hartman, is working overtime with exhibitions nightly. Mr. and Mrs. William DeBarrie returned from a two-month trip to Illinois sporting a new Packard. Frank Chicarella has remodeled his truck and it will be used as the red wagon while the office will be used as the white wagon.

John and Grace Fairburn entertain friends daily in their trailer. Leo Truman, who supervised the painting of the Anderson trucks and trailers, reports his work is finished. Norman Anderson sold his old house trailer. The new banner line, 150 feet long and consisting of double banners, for the Side Show, is being painted by a staff of artists.

A new range with four burners and two ovens, has been installed in the cookhouse wagon. Jimmy and Ruby Wood are entertaining relatives from Iowa at their home on Stafford Avenue. Harry Mellon reports progress with his booking from Central California. Robert Galbraith, master mechanic, completed remodeling the fire and water wagon.

Visitors have included Dale Petross, Norman Carroll, Claude Barrie, Evelyn Flannigan, Paul Eagles, Sylvester Cronin, Jockey Moore, Mr. and Mrs. John Johns, Rhea Jack, Al Kennan, Martin E. Arthur, Slim Wells, Johnnie Cardwell, Harry Quillen, Doris and Lloyd Carlson, Erma and Cliff Clifford, Mr. and Mrs. Rudy Jacoby, Thomas Hughes, Ed. J. Kennedy, Ray and Daisey Marrion, Harold Smith, Mark Smith, Smokey and Dorothy Chism, Ethel and Glenn Henry, Tod and Peggy Henry, Pat Paterson, Manfred Stewart, Leo Goebels, Mr. and Mrs. Herb Wilson, and Mr. and Mrs. Charles Perkins.—WALTON DE PELLATON.

Eagles

Everyone slipped, skidded and slid into Springfield, O., from Akron. It was our worst jump in eight weeks, with icy highways, bitter cold and a blinding snowstorm. Yours truly made the ditch, as usual, but escaped uninjured.

Newly formed trampoline act, with Peggy Henderson, Don Morris and Dick Heerdink, is going over with a bang. Lew Stone has been drawing arrows. Ditto, Raymond Duke, who put up the first D. J. Bros.' arrows. Helen Billetti can de-arrow under stress, too.

John Barber has been away on business. Lew and Rusty Rader, of Merle Evans's band, augmented Skinny Goe's band all week in Springfield. They leave soon for Sarasota, Fla.

Coy Lee can be considered a lip-stick connoisseur since celebrating his birthday. Robert Sullivan is a new member of the Morris Troupe.

Visitors in Akron were Walter L. Main, Hubert Castle, Lucio Cristiani, Ray Goody, Sam Ward, Otto Griebing, Harold Voise, Mr. and Mrs. Archie Scott, Charlie Forrest, Mr. and Mrs. Bob Benson, Frances Peasley, Jack Mills; Viola and Harry Rooks and son, Ronny; Dick Cavanaugh, Mr. and Mrs. Willard Wright, Mr. and Mrs. Wilson and Mrs. E. Don McCullough.

Visitors in Springfield were Ed Hillhouse; Cecil Scott and son, Robert; the La Blondes, Mrs. Henderson and Jasper; Glen Tracy, the circus artist; Mr. and Mrs. Conover, David Harp, Tommy Walters; Mr. and Mrs. James Barton, and Jackie Lee, of Marion, Ind.; Mrs. C. A. Marsh, of Peru, Ind., and a party including Mr. and Mrs. Stark, Mr. and Mrs. Evans and Mr. Perry, who motored from Centerville, Ia., to catch the show and visit with Lillian and Josh Kitchens.

Empress, Modoc and Judy are relaxing and contentedly munching hay in the John Robinson elephant barn on the Robinson estate at Terrace Park, near Cincinnati. Thanks to Cecil Scott, CFA, who made the arrangements.

The eagle won't fly for the two weeks, at which time you'll be hearing from us in Gary, Ind.—DOLLY JACOBS.

Dailey Bros.

We are expecting to hear the roar of the lions any minute. Red Freifogle is on the last leg of his journey with the new beasts. Joe Horwath has had an exasperating time with a huge lion student which would rather play possum than defy him. Johnnie Hoffman has set up a bear school in a far corner of quarters. Bertha Drane and Eve Davenport are successfully raising a baby monkey and a baby leopard together. We can't guarantee the friendship will last into adulthood.

Paul and Gladys Folmer and Rose Sweltz, scenic artists, are painting the show and let it be said the girls swing a mean paint brush. They formerly were with the Zacchinis, owners and producers of the Hawaiian show *Paradise Isle*.

Blackie Martin came in with an armload of leather goods, including a miniature saddle for the writer. Mac McCall entertained with his dog act before leaving quarters to resume his route of school shows. Jean Allen may be seen daily exercising Hip-Stick, the Palomino stallion. Freddie Fredericks and the writer are busy on some new specialties for the menage act. Johnnie Grady arrived to paint the show but was called away by illness in his family. Recent arrivals were Paul and Mil-

N. Y. PA's Back Fields's Doubling

(Continued from page 3)

January: "That all circuses are to be classed as road shows and no member of this union may work in any capacity for a circus at any time while holding a position under the jurisdiction of this union."

Fields, when queried, said he intended working for the Big Show, since he is already contracted. If necessary, he said, he will relinquish his Broadway jobs.

Milton Weintraub, ATAM secretary-treasurer, denied that the resolution was aimed at Fields. At least part of the membership, however, voiced contrary opinions, since Fields is the only agent to come directly under the ruling. Fields has worked for the Big Show for the past two seasons, and before that as early as 1932, during which time he has continued to front for Broadway shows. He often holds multiple flacking jobs on Broadway while some of his union colleagues are at liberty.

Circus will open in Madison Square Garden April 9. The publicity campaign will get under way in about a week. Meanwhile, there is at least one vacancy, possibly two, in the circus press staff, which will again be headed by F. Beverly Kelley. Openings will probably be filled by ATAM men if the show abides by terms of a union contract signed several years ago by Robert Ringling.

dred Pyle and daughter, Donna; Jesse Dawson and daughter, Ruby; Mr. and Mrs. Bob Jordan; Eddie Murrelo from Mexico City; Henry Rohfling and Vernon Thomas.

Recent visitors included Carl and Nora Couzins, Jim Stutz Sr., and Jim Stutz Jr., who will rejoin the Duttons; Charley and Virginia Smith, on their way to Dothan, Ala.; Mr. and Mrs. Kelly Miller and daughter; Nellie Dutton, recently returned from Hawaii; Irvin Sloan, of the Duttons; Bob and Caroline Gordon and Ted Hodgini.—HAZEL KING.

Romig & Rooney

Outdoor work is at a standstill, due to the snow and cold weather. There is plenty of action in the ring barn, however. Fay Romig purchased a spotted stallion to add to her other horse acts. Some of the show's stock was used at the Detroit Civic Light Opera Company's production of the *Desert Song*. Little Moses, the trained mule, was the favorite.

Irvin Romig is expected home after the St. Paul date of Orrin Davenport's show before joining the James M. Cole show as producing clown.

Montana (Slim) Girard is expected in quarters any day now to start whipping his acts into shape. A number of our acts will play the De Luxe Theater in nearby Detroit.

Show received a nice plug Monday (3) when *The Detroit Times* used a piece of art showing Elizabeth Romig with one of the high-school horses.—MARIJO COULS.

The Billboard

ON SALE DATE

The Billboard is shipped direct to thousands of newsdealers. Shipping direct speeds delivery to newsstands.

If The Billboard is consistently on sale LATE at your newsdealers, please write

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THE BILLBOARD

Cincinnati 1, Ohio

PHONEMEN

For sponsorship and banners. (Mostly long distance work—so you must be able to cut it.) Phone, Write or Wire **ROBERT BEAUDRY** 1709 So. 6th Street Milwaukee 4, Wis. Fred Nafsey, phone me at once.

Eagles Do Okay At Akron Stand

AKRON, March 8.—Eagles Circus officials moved out of here February 25, pleased with their six-day date in the armory.

The armory seated approximately 3,500 and each one of the matinees was capacity. While there was a good sale of underprivileged children's tickets set before the show came in, the box office with a 35-cent kid ticket did a terrific business.

First night, Eagles' Night, was a sellout, while Saturday and Sunday nights also were good. Other nights ranged from a third to a half, the show running into some bad weather.

Show's success a month ahead of the Polack Shrine show revived speculation on how Akron will support two large indoor shows.

Akron Beacon Journal, city's only paper, announced both shows, then gave the Eagles show first support, refusing to get caught in the middle between the two organizations. Polack opens the last week in March.

After the Springfield date, the Eagles will lay off for two weeks and reorganize for another series of dates, opening in Gary, Ind., March 14, E. Don McCullough, the promoter, announced. Plans also were being made, he said, to play ball parks and stadiums this summer.

It was reported here the Henderson Trio will be with Dailey Bros., while Prof. George J. Keller will take his animal act to Garden Bros. for the Canadian tour.

Billie Henderson suffered the only casualty here when a small chimp grabbed her leg while she was rehearsing. She swatted the little fellow and one of the larger chimps, aroused at what he thought was an attack, went after Miss Henderson, belted her across the back and bit her finger. She dropped out of the aerial routine for remaining performances here.

The Following Property in Sweden of **CARL HAGENBECK** of Hamburg-Stellingen Is For Sale.

- 5 Elephants
- 8 Bengal Tigers
- 4 Camels
- 1 Dromedary
- 6 Zebras
- 8 Arab Stallions (4 chestnut, 4 gray).
- 4 Menage Horses
- 13 Monkeys (Chakma-Babians)
- 7 Sea Lions
- 2 Shetland Ponies
- 1 Isabel Colored Pony

ALL ANIMALS ARE TRAINED

For sale are also Wagons, large Tents, Uniforms and other Miscellaneous Circus Equipment.

For further information, write airmail or cable Swedish Government Foreign Capital Control Office, Hovslagaregatan 2, Stockholm, Sweden. WRITTEN TENDERS SHOULD REACH THE ABOVE OFFICE BEFORE APRIL 1, 1947.

WANTED for **KELLY & MORRIS CIRCUS**

Clowns, wire immediately. Acts, Concert, People, Side Show, Boss Carvasman, Working Men. Will buy or lease an Elephant.
P. O. BOX 40, Havana, Ill.

RHINESTONE SETTERS

Will set 20 or 30 size stones, \$5.00. 20 and 30 size stones and settings in stock. Elastic net tights, \$7.50. Elastic opera hose, \$4.95. Metal spangles, fringes and other accessories. Folder. C. GUYETTE, 346 W. 45th St., New York 19, N. Y. Phone CR 6-4137.

UNDER THE MARQUEE

Dolly Jacobs advises she will be with Garden Bros.' Circus this season.

Involved in a minor weekly accident were two old-timers who tried to sledge a stake at the same time.

Lew Behrend, known as the Baron to former circus associates when he was a billposter, is now a motion picture projectionist in Milwaukee.

Jim Stutz and family visited the Riskes, Pierces and Powells at the King Bros.' winter quarters in Jackson, Miss., en route to Gonzales, Tex.

Benedict Gimbel Jr., president and general manager of WIP and WIP-FM, Philadelphia, is visiting in Sarasota, Fla., the guest of Henry Ringling North.

This is a great year for losing. Ousted managers, leaders and superintendents can blame it on politics.

Felix Adler, well known clown, was in New York Wednesday (5) en route to Ringling Bros. and Barnum & Bailey Circus Sarasota, Fla., winter quarters for rehearsals.

Otto A. Zange reports he attended the Grotto Circus in Cleveland and while there visited with Tom Gregory, CFA, and discussed organizing a CFA Tent in Pittsburgh.

Thru an ad, a townier bought a used Side Show complete, but claims it came with no directions to run it.

Ray Riley, Fred Merkle and Bob Stapleton, concessionaires at the Hamid-Morton Circus, Milwaukee, February 24-March 2, reported they will be with Dailey Bros.' Circus at Gonzales, Tex., April 12.

Frank J. Tarantino, formerly with the cookhouse on the Ringling-Barnum circus before entering the armed forces, has joined the staff of the White Tower Restaurant chain in Milwaukee.

Billing war is like one of those extra-inning, scoreless ties. Everything happens but nobody keeps any paper up.

A. Hymes, well-known concessionaire, will have the novelties at Larry Sunbrock's Pittsburgh rodeo and the Shrine circuses at Syracuse, N. Y.; Altoona, Pa.; Lewiston, Me., and Newark, N. J.

Paul M. Conaway, recently returned from a 9,000-mile tour of Mexico and Central America, plans to leave his home in Macon, Ga., next week to spend several days visiting James Edgar and friends with the Sparks Circus in Florida.

Proof that this is a do-as-you-like business; nobody has to take up high-wire walking unless he wants to.

Clifford Burmek, Burmek Theatrical Productions, Milwaukee, who books outdoor acts on circuses and carnivals, stepped into a new role recently when he acted as commentator at a style show in the Hotel Schroeder.

Jimmy Albanese, who will be in the office wagon of the Clyde Beatty Circus, and his wife, Nellie, spent several days visiting friends in Macon, Ga., last week en route from Fort Lauderdale, Fla., to quarters in Nacogdoches, Tex.

It was better after World War I when showmen at least pretended to believe that there would be good times everlasting.

Romig & Rooney Circus, being readied for its first season as a

completely independent unit, was the subject of a detailed illustrated story in The Detroit Times Monday (3). Winter quarters are at Birmingham, near Detroit.

Mr. and Mrs. Slivers Johnson and son visited the Hamid-Morton Shrine Circus during its Milwaukee engagement. This marked the first time in 10 years the Johnsons have been away from the H-M dates. Slivers says he will be at home until April and then will hit the road.

Charles Sparks, retired circus owner, appears completely recovered from an operation he underwent last October in Johns Hopkins Hospital, Baltimore, and is taking life easy at the Hotel Dempsey, Macon, Ga. He has not announced any plans for this season.

Mabel Stark writes she is back in Los Angeles from Honolulu, making the trip by Clipper, where she and her husband, Eddie Trees, worked with the E. K. Fernandez Circus. Mabel says they plan to return to Honolulu in the fall and may go to China and Japan if conditions permit.

So that the audience can distinguish the un-uniformed propertymen from the un-uniformed handsmen on the Chariot & Tableau Circus, propertymen will not carry instruments.

Mrs. H. E. Vonderheid and son, Henry, returned to their home in Wapwallopen, Pa., after visiting friends and relatives in Little Rock and Hot Springs, Lake Charles, La., and attending the Mardi Gras in New Orleans.

Paul Van Pool, circus enthusiast at Joplin, Mo., infoes that he has a new camera and plenty of film ready for the opening of the season, and it won't be long before he'll be making pictures in the backyards of Clyde Beatty, Dailey Bros., C. R. Montgomery, King Bros., Al G. Kelley-Miller Bros., and Stevens Bros.' circuses.

Dick Miller, R-B ticket taker, had his ever-ready camera in action at the Sarasota, Fla., Sara De Sota pageant and parade, and picked up some extra winter bucks with his flash shots. R-B personnel, officials, spec wardrobe, horses, elephants and spec floats played an important part in the procession.

Dr. H. F. Troutman, Logan, W. Va., reports Will Wallett, rider and acrobat, is drawing well in Havre De Grace, Md., and he enclosed a full page Wallett ad from *The Havre De Grace Record*. Troutman adds, "I nominate *The Gentleman From Indiana*, by Booth Tarkington, as giving the best description of a circus parade ever written."

George Hanlon has been signed as legal adjuster with the Buck Owens Circus. . . . Joyce Rellim, 10-year-old daughter of Mr. and Mrs. L. Blondin Rellim, made her first public appearance on the lofty rigging in Laredo, Tex., during the George Washington Birthday celebration. She worked with her father at a kiddie matinee.

"How far is the lot from the coaches?" Not being good judges of distance, 24-hour men should have stayed in their native villages and directed tourists.

A recent visitor at the John Wixom Wild Animal Show winter quarters in Black River Falls, Wis., was R. Neil Altenburg, Milwaukee animal dealer. Wixom recently purchased 12 bucking horses and 4 steers from Altenburg. Wixom announces that Ed Rutowski, former carnival agent, will

See New Record For Mpls. Shrine

(Continued from page 45)

paper and radio publicity while Ivan H. Graves and Earle DuMonte was in charge of advertising and program.

Traditional tie-in with schools for matinee attendance of kids again worked out well, with streetcar company co-operating well to get trains available for entry and departure of youngsters. Publicity committee outdid itself in garnering added space and radio segs both in advance and during show.

The Program

Display No. 1—Zuhrah Temple Shrine Band concert directed by Al Ruud; 2—Zuhrah Temple marching units exhibition and grand parade; 3—A Trip to Candyland, colorful fantasy devised and staged by Marian MacDonald to set kids off in wild whoop of applause; 4—Donahue Duo, comics, rocking tables and the Stanleys, acro-antics; 5—Terrell Jacobs' wild animals, received with strong mitt by all; 6—Jinks, football mule, and clowns; 7—Ethel D'Arcy, high act; 8—Art and Marie Henry's rolling globe, the Lowells, balance act; Martell Duo, rolly bolly; 9—Clara Hoaglan & Company, menage horses; 10—Mickey King, aerial gymnast, featuring one-arm swings; 11—Clowns; 12—Three Harolds, aerial bar comics; 13—Johnny Laddie & Company, dogs, Art Henry's Liberty ponies, Maurine's dogs; 14—Laddie's hindleg dogs; 15—Hubert Castle, wire act; 16—George Hanneford Family, bareback riders, featuring Kay Francis and comedian George Sr.; 17—Sensational Orton; 18—Coopers' Liberty horses directed by William Bushbom; 19—Ernie Wiswell and His funny Ford; 20—Three Pages, trampoline, Irwin Lange Troupe, testerboard; the Bounders, bounding bed; 21—Al G. Kelly-Miller Bros., elephants which got heavy applause for fast routines directed by Ilsa Miller and Virginia Noel; 22—Clowns at the firehouse; 23—Three American Eagles, high-wire; 24—Jinks Hoaglan's jumping horses; 25—Clowns; 26—Ward-Bell Troupe, flying return act which brought down the house with perfect presentation.

In clown alley are Happy Kellems, Van Wells, Whity Harris, Joy Coyle, Lawrence Cross, Yo-Yo Alcott, Donahue Duo, Albert White, Hopp Green, Horace Laird, Bozo Carey, Jack Kennedy, Lew Hershey, the Stanleys.

In charge of concessions and that a new sidewall and two new trucks have been ordered.

Kenny Hull, formerly of the Big One, who now operates a liquor store at Third and Main, Los Angeles, reports many showfolks drop around to visit. Recent visitors have been Carl Knudson, 24-hour man of the Cole show; Walt Matthie, contracting and press ahead of the Clyde Beatty Circus; Dick Lewis, Cole Bros.; Joe Willis, musician formerly with Gentry Bros., Al G. Barnes and Russell Bros., and Hugh McGill, circus fan.

Arthur W. Cooksey (Cooksey the Clown) writes from San Diego, Calif., that he will report to the Ringling-Barnum winter quarters at Sarasota, Fla., Monday (10) to begin rehearsals. Cooksey reports playing a benefit performance for the San Diego Crippled Kiddies' Foundation Saturday afternoon (1) and the same evening the group gave a show for servicemen at the Army and Navy YMCA. Program included Phil and Lalo Escalante, Bill Temple, Manuel Valarde and Frank Boyle, horizontal ground bars; Art Cooksey, Al Hubbard, Jack Lueken and Gene Crossenberger, clowns; Katherine Hubbard and Shirley Phelps, tumbling; Al Holtman, Stu Scranton and Robert Gibbs, judo; the Temples, trampoline; Evanda Spore, acrobatic dancing; Frank Boyle, trapeze; Gene Perkins, hand balancing, and Phil Escalante, tight wire.

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NOTICE

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E. DON McCULLOUGH
Manager-Producer, Eagles' Circus
23 S. CENTER ST. SPRINGFIELD, OHIO

Sparks Shines in Fla. Bow; Has Flash, Adequate Program

(Continued from page 45)

band top and other incidental pieces gives the org plenty of sight appeal on the lot.

A new 150-foot banner line for the Side Show, owned by Pete Kortess and managed by Roy B. Jones, combined with Bush-Laube's custard, juice, grab, novelty and popcorn stands makes an inviting midway.

Aluminum Cage Wagons

Six small cage wagons, built of sheet aluminum and steel, bulwark the menagerie, which includes five elephants, leased from R-B; a lion, leopard, black panther, two chimps, two alligators, a cage of monkeys, two pelicans, a pair of raccoons and the show's lead stock arrayed around a candy and a novelty stand.

Menagerie cage wagons are built to load two abreast or as cross-wagons and are enhanced by four-foot panels which serve as masking when not used to close in the cages for travel. Cage wagons are too low for hauling over lot humps and may cause trouble on muddy lots, and Edgar plans to remedy this soon by the use of larger wheels.

Has More Capacity

Big top capacity has been increased by use of 11-high chairs for the grandstand and 11-high starbacks for the back grandstand. Blues are 15 high, pitched a trifle low. Big top has four exits, each outlined with white canvas and well marked, in addition to the back door and the connection entrance.

Two wagons are utilized for the cookhouse, which is modern in the cooking department. One wagon is equipped with a regulation hotel range which burns bottled gas, and has a refrigerator with a capacity for 500 pounds of ice.

Program caught the opening matinee ran smoothly despite only one dress rehearsal. The preview performance scheduled for Venice, Fla., the winter-quarters town, last Sunday was canceled because of rain, and Monday was utilized in making a leisurely move to Fort Myers to acquaint new hands with their duties. The program ran one hour and 55 minutes despite two cuts, and it can be tightened up another 15 minutes with ease when the prop boys handle their chores with more alacrity.

Domestic Animals Score

New features on the program which packed the most appeal were two acts framed and presented by John White, Edgar's father-in-law. They were a troupe of leaping greyhounds and a troupe of trained pigs. The greyhounds produced real thrills with their amazing leaps, and the porcine pageant gave the oldsters many a chuckle and drew screams of delight from the youngsters.

Entire show was well costumed, with a credit going to Diane, but it was executed by Mrs. James (Ann) Edgar, and to her goes the hefty nod. The tournament, which filled the entire track, was well framed and put the spectators in a happy frame of mind despite a 20-minute delay in starting caused by the unexpected rush of customers.

Pony drills in the end rings worked by John White and Thomas Cropper flanked a menage horse worked with reins by Tex Marshall. James Troy entertained with clowning on a high trapeze while the Great Francisco balanced on a high trap.

The Hodgini Troupe followed with its trampoline, and single elephant acts were presented in the end rings by Margery Canter and Sue Staley. Dorothy Lee Brown was scheduled for the center ring, but she was ab-

sent due to the death of her aunt in Wisconsin.

White then presented his leaping greyhounds, which gave those who came to gasp something to gasp about, followed by a clown stop.

Acevedo Troupe Okay

Caudillo Sisters and Billy Barton on webs and flying trap was cut and Tommy and Joe Hodgini Jr. followed with the principal riding acts. Acevedo Troupe's juggling novelty amply served as a featured attraction, and then the clowns stopped it.

White's porkers featured the next display, flanked by Captain Mackey's educated chimp and a troupe of angora goats worked by Viola Jackson. White also trained this act.

The first concert announcement, introducing Stanley Gerber, split the performance amidships, and the slack was then taken up by Jimmy Troy and Alex Acevedo on slack wires. Caudillo Sisters' wire act, as listed on the printed program, was eliminated, their rigging still being in winter quarters.

Mabel McGrath did an iron-jaw solo, followed by Billy Pape and Renee, high perch. The Four Cadillo Sisters offered their strong acro routine, but the "unridable mules" were left in the stock top. Revolving swinging ladders, with three girls in each set, were worked over the end rings, De Baronet's cloud swing having been eliminated.

Hodginis Fill Bill

Joe Hodgini's family was strong enough in their bareback feature, and the clowns took over again. Hodgini featured his two sons, Joe Jr. and Tommy, but the old gent proved he still can hop on and off a horse.

Tex Marshall and Tommy Cropper worked menage horses in the end rings while White presented a novel feature in the center with Viola Jackson on a menage horse, two ponies that posed and made excellent jumps and climaxed it with two greyhounds leaping over Miss Jackson while the latter was seated on her horse.

After the second concert announcement the Acevedos, a man and three girls, did their feature wire number, and the clowns walked around while the props were being struck. Francisco and Ramona Reynosa, an unusually personable couple, presented an iron-jaw novelty that was solid, and the program closed with Gene Haven working the elephants, four doing the ring routine and a track lay-down, and a fifth being added for a track long mount.

Cropper, as equestrian director, kept the program running smoothly and announcements were well handled by Dave Murphy. Henry Kyes and five with a calliope cut it in true circus fashion.

Burch Heads Clowns

Clown alley, headed by Ernie Burch, listed Elmer (Mee Too) Lindquist, Hambone Jackson, Alva Evans, Bill Nippo, Percy and Harold Smith, Scotty Davis, Frank Cromwell and Johnny Bosler.

Staff includes: James Edgar, general manager; Marshall L. Green, general agent; Verne A. Williams, traffic manager; Arnold Maley, secretary-treasurer; Dennie Helms, general superintendent; Walter D. Nealand, Charles Underwood and Dan Pyne, press and radio; Benny Fowler, contracting agent; Henry Kyes, bandmaster; Ernie Burch, producing clown; Mrs. Louise Nath, office secretary; Raymond Sheetz, front door; Harry Brown, tax box; Howard Ahrhardt, national advertising; Bush-Laube concessions, with Thomas F.

Big One Cashes in When Prez Scoffs At Artist's "Girl"

SARASOTA, Fla., March 8.—Ringling Bros. and Barnum & Bailey Circus cashed in on a nifty nationwide publicity break when the girls of the show wired President Harry S. Truman their thanks for coming to their defense with his criticism of a painting of a fat, semi-nude circus girl by Artist Yasou Kuniyoshi, which the State Department planned to send on a world tour to acquaint other nations with American life.

Polly Morrissey, comely rider of circus gaited horses, was spokeswoman for the show girls, and she said her piece. She is the wife of Frank Morrissey, of the press department.

Kennedy, manager; John White, director of personnel; Thomas Cropper, equestrian director; P. A. McGrath, master of transportation; Charles Webb, superintendent of canvas; Ward Nath, chief electrician; Harry Hammond, superintendent of tickets; Howard Mentz, boss props; Gene Haven, menagerie superintendent; John Staley, chief steward; Thomas Bryden, manager of advertising car; Mrs. Lillian Compton, wardrobe mistress.

Summing it up, it was a flock of circus to be crammed into a 10-car show, and is framed to have a great chance if the elements give it an even break on its lengthy tour.

New Circus and Animal Prints

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Two more good Clowns, Dog and Pony Act, Man to take charge of Side Show on percentage. Geo. Foreman, contact me. All Concessions for sale. Useful Circus People all lines. McClung the Snake Man, write, also Bill Nippo.

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CALL—SEASON OPENS APRIL 9TH AT LEBANON, TENN.

— KAY BURNS CIRCUS —

Performers, People Contracted, acknowledge this call. Rehearsals April 7th. Show opens Lebanon, Tenn. Can use Cardy Butchers, Working Men, one good Side Show Act. We have Magic, Illusions, Sight, etc.; must be good Sensational Act. No Juggling; Blades and Spikes O.K. All write

LARRY R. BURNS—KAY BURNS CIRCUS, Lebanon, Tenn.

WANTED WANTED WANTED

Cowboy and Cowgirl Trick Riders and Trick Ropers, Man or Woman to work on Trampoline, Man to train and work Seals and Clowns. Write or wire

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THEY'LL SEAT 'EM AT CNE

Stand Though Won't Be Up

Toronto to use temporary set-up—permanent structure not ready until '48

TORONTO, March 8.—The Canadian National Exhibition, returning this year after a wartime suspension, will be without its new grandstand, but temporary stands will be up, and an elaborate stagemore will be presented, Elwood Hughes, manager, told *The Billboard*.

Contract to erect a 20,274 capacity grandstand to replace the one destroyed by fire during the army's wartime occupancy has been approved by the board of control, but the contractors give no assurance the work will be completed until May 1, 1948, and even then it will be roofless.

To Cost \$2,500,000

Hughes said the CNE will erect its own temporary seating pending the completion of the permanent stand. Such temporary seating, he added, will be so built it could be utilized elsewhere on the grounds for some other event or events of the CNE.

Contract for the construction of the new permanent grandstand has been awarded to the Pigott Construction Company, which bid \$1,983,000. However, the Pigott bid does not call for the erection of a roof, roughly estimated to cost \$300,000; electrical work, estimated at \$50,000; field, track and dressing rooms to cost about \$50,000 and the expense of sewers, water mains, roads, walks, fences and gates.

Bid of the Pigott Construction Company contains no "escalator clause" covering costs of labor or materials.

Total cost of the grandstand when completed will be in the neighborhood of \$2,500,000.

378G From Insurance

The CNE has received \$378,000 from fire underwriters for damage by fire to the old grandstand. Approximately two-thirds of the structure had been destroyed.

The permanent replacement, as planned, will be 804 feet long and 154 feet wide. Seats will be of the individual type with arm rests. Roof planned is of a type with no beams or supporting steelwork underneath. It will have two restaurants with a capacity of 1,000 each and exhibition space of 14,500 square feet beneath the stand.

Report Due April 15 On Proposed World's Fair in St. Louis

ST. LOUIS, March 8.—Stratford Lee Morton, president of the St. Louis Academy of Science, which is pushing for a world's fair here in 1953 to commemorate for Louisiana Purchase, said his recently appointed advisory committee of 106 civic leaders will make its report April 15.

The advisory committee's report will be made at a meeting of the 200 members of the liaison committee on the fair in the offices of the Academy.

Morton took the action of naming the advisory committee after the Academy had authorized its execu-

Dirty Work at the X-Roads?

CHICAGO, March 8.—Evidently competition is getting so tough in the automobile thrill business that it will take a combination of the Thin Man, Ellery Queen and The Shadow to keep the boys in line.

Recently B. Ward Beam, the daddy among all thrill producers now in action, yelped because Lucky Lee Crosby and his partner, Buddy Wagner, used "unethical tactics" in attempting to sell their wares. The Crosby-Wagner front has been silent, but taking up the cudgels is Lee Lott, of Lucky Lott's Hell Drivers. Here is Lott's complaint, captioned *Grinding Axes*:

"As I prepared to leave Harrisburg recently (my car was parked as close to the main entrance as the law would allow during the Pennsylvania convention) I noticed a smudge of soot on an otherwise shiny gas cap. Aware that we are a thorn in the sides of the ops out East, I figured anything can happen and generally does. Rather than move the car or turn the motor over, I had the gas tank dropped at a cost of \$9 and found the petrol content upped somewhat in volume by the addition of no less than four ounces of powdered graphite. Now to make a short story shorter, we all know this is very ungood for a new motor and I do want to thank the person or persons who unwittingly left their fingerprints, of which I have photostatic copies, so that I might detect the presence of graphite before starting the motor. There is no reward for the culprit.

"What the hell—\$9 off the bank roll isn't going to break me and is just another item to add to the income tax deductions."

Memphis Jumps Stock Premiums

Mid-South Fair to offer more than 25G — Dyersburg revival proposed

MEMPHIS, March 8.—Mid-South Fair, a wartime casualty, will come back this year with interest fanned by substantial increases in premiums.

Livestock premiums will run between \$25,000 and \$30,000, W. H. Dilatash, president, announced. Of that sum, \$22,126 will be provided by the fair, with the remainder to come from the breed associations.

Other fair execs pointed out that the increased premiums put the annual here on a par with the Missouri State Fair.

Martin Zook, chairman of the livestock committee, is encouraging the development of regional and local fairs during the year to stimulate interest in the Mid-South Fair in September.

"It's like big league basketball," Zook commented, "if you can stimulate interest in the season's games, you will have a big attendance at the play-offs. If we have a quantity of regular fairs in this area, it will stimulate interest in the Memphis event."

Revival Urged

DYERSBURG, Tenn., March 8.—The trade relations division of the Dyersburg Chamber of Commerce has voted to re-establish the annual fair here.

Pointing out that Dyer County has more registered cattle than any neighboring county, John Barrett, county agent, said at a recent meeting, "We need a general exhibit of agricultural products to obtain the competition needed."

Proposal to revive the fair will be taken to the chamber's agricultural committee.

tive council to "call together other civic groups to consider the project." Those interested in the project are said to represent a cross-section of the city's industrial, scientific and social life as well as the labor movement, both AFL and CIO.

Sask. Ups Premes, Grandstand Fee

SASKATOON, Sask., March 8.—Prize money for horse races, livestock and some other classifications will be boosted considerably at the Saskatoon exhibition this year. To offset these increased costs, grandstand admissions will be upped 25 cents and free admission for women to the afternoon racing programs will be eliminated. Greater provision for reserved seat accommodations will be made in the grandstand.

Livestock prize money will go up \$3,813 and racing purses will be increased from \$19,900 last year to \$21,600. About \$13,000 will be offered for livestock.

Much work will be done on the grounds, according to Steve MacEachern, with possibly \$5,000 alone to be spent on the race track.

Harry Kahn Speaks Before Bi-State Circuit Meeting

OTTAWA, O., March 8.—Harry Kahn, secretary of the Auglaize County Fair, Wapakoneta, O., was the principal speaker at the annual meeting of the Bi-State Circuit here Thursday (6). Kahn discussed methods of making county fair operations profitable.

N. E. Stuckey, Van Wert County Fair secretary, and Barr Lockhart, Williams County Fair secretary, discussed improvements necessary for 1947 fairs. Bryan P. Sandles, Columbus, presided at the banquet.

County fair boards represented were Lucas, Williams, Fulton, Henry, Paulding, Defiance, Van Wert and Putnam, all in Ohio, and Monroe, Lenawee and Hillside, of Michigan.

Canora, Sask., Seeks Fair

CANORA, Sask., March 8.—Application for a Class "C" fair for the town of Canora this year will be made by the Canora Agricultural Society. The University of Saskatchewan will be asked for grandstand plans and government authorities will be asked for a permit to buy government lumber for use in building the stand and other fair buildings.

Detroit Dates Are Scheduled

Mich. State revival slated for Aug. 29-Sept. 7—no attractions yet signed

DETROIT, March 8.—The waridled Michigan State Fair will resume here August 29-September 7.

Definite dates were set by Hazen Funk, newly named manager, and the board of managers at a meeting here Thursday (6). In setting the dates, the group followed past tradition of having the fair operate during Labor Day week.

Funk, who formally assumes his new post Monday (10), said no attraction contracts have been made, nor does he propose to be stampeded into decisions on them, even tho time is short. All shows interested will be given sufficient time to make presentations, he said.

No major improvements to the fairgrounds will be made in time for the '47 revival. However, substantial repairs and reconstruction are necessary, as the fairgrounds were used by the army for five years. Major alterations in some instances are required. One of the structures suffering the most damage was the livestock building, from which the army removed all stanchions. The State received \$420,000 in payment for damages.

Recommendations for premiums are expected to be made shortly to the Legislature. It is assumed the State fair exhibits, which have been widely scattered among the county fairs, will be returned to the State fair here. Strong resistance to the 4-H Club show return may be encountered. That event already has been skedded for East Lansing, where it was held during the war years.

Mich. Annuals Renew Drive To Eliminate Conflicts by Races

LANSING, Mich., March 8.—The Michigan Association of Fairs, at a special meeting here Tuesday (4), renewed its drive to bring about elimination of conflicts in dates by pari-mutuel harness race meetings with county fairs, when it voted a resolution, urging the refusal of permits to race meets while county fairs were in progress.

The association also went on record strongly in favor of the return of the 4-H Club annual competition to the State fair. As a wartime measure the 4-H event was held at East Lansing, and it has been scheduled for the same place August 26-29, a week earlier than hereto. The State association moved the dates be moved back a week to avoid date conflicts with five or more county fairs and also, that the show be returned to the State fair.

Discussion of the horse racing conflict and of possible remedial action took so long at the meeting that little time was left for working out details of the Short Course on Fair Management planned by the State association for April 21-22 here. Officers and members of the association will meet here again Monday (10) to plan for the short course.

438G TO READY SACRAMENTO

Leipzig Expected To Attract 300,000 In 757th Running

LEIPZIG, Germany, March 8.—Attendance in excess of 300,000, double that of last year, is predicted for the 757th Leipzig Fair, which opened here Tuesday (4). Visitors came in special trains from all over Europe for the opening.

There are 4,800 exhibits this year but goods are not for sale or promised for future delivery. Last year there were 2,741 exhibits.

Seven large halls were filled with technical products to form the largest group exhibit. On display, but not for sale, were all kinds of machinery, automobile and electric parts, building implements and farm equipment and tools.

Fair, located in the Russian zone, is entirely lacking in fun features and is drab in comparison to former annuals.

Hoof and Mouth Disease Cancels Mexican Event

SONORA, Mexico, March 8.—Proposed State Fair here in November has been called off due to the hoof and mouth disease which has struck cattle in surrounding States.

Cancellation was by order of Gov. Abelardo Rodriguez and other State officials.

Crise Inked To Run Norfolk's Agricade Midget Auto Races

NORFOLK, March 8.—Sherman (Red) Crise, midget auto race promoter, has closed contracts with Agricade, Inc., owners-operators of the new 22-acre amusement center being built here, to stage midget races one night a week for 28 weeks this season.

New plant will have a quarter-mile track for midget races. Capacity of the grandstand is planned, at 10,000. A. J. Grey is president and general manager of Agricade. Other officers are Mahlon C. Mohr, first vice-president; Harry J. Burke, second vice-president, and R. Grey, secretary-treasurer.

Amusement center will open Sunday, April 13, when the Paramount Shows open a week's stand and a thrill show will be presented on the race track. Plant also will be the scene of the Norfolk and Princess County Fair, September 22-27. Besides midget auto races and thrill shows, other events will be staged in the off-fair season.

Home-Made Devices Exhibit Skedded for Sask. Event

ASSINIBOIA, Sask., March 8.—Something new for the Assiniboia fair this summer will be classes for home-made farm machinery and home-made labor-saving devices.

Prizes have not yet been arranged, but will be worth while.

Oddity in Deed!

MILES CITY, Mont., March 8.—Fair officials here wish a certain correspondent had signed his name to the letter because they feel he might qualify as a top-flight attraction at their fair.

When a Chamber of Commerce clerk opened the mail the other day two \$1 bills dropped out of an envelope. With it was a note which read: "Enclosed you will find \$2 in payment for admission to the rodeo held during the Miles City Fair several years ago. The view obtained by climbing over the fence was very satisfactory." It was signed "The Voice of Conscience."

Fair men here would like to bill him as the "World's Most Honest Man."

Work Starts At State Site

No major buildings to be erected for '47 revival—other Calif. fairs active

SACRAMENTO, March 8.—Ned Green, secretary-manager of the California State Fair, announced plans to spend \$438,625 to put the buildings and grounds in shape for the 1947 fair, August 28-September 7.

Altho no major buildings will be erected, Green said more than 40 repairing, painting and minor construction projects, ranging in cost from \$500 to \$40,000, are contemplated. Some of the work has been started and contracts will be let soon for the rest of the program.

Green also announced premiums for the flower show will total \$25,000 and the county premiums will be increased from \$22,000 to \$30,000. It was previously announced the total running and harness horse race purses would be boosted from \$60,000 to \$75,000.

Some of the jobs listed in the rehabilitation program follow:

Grandstand building and repairing, \$40,000; county building rehabilitation, \$30,000; race horse barns (180 (See Sacramento Starts on page 53)

Kingston (R. I.) Revival Planned by New Owner

KINGSTON, R. I., March 8.—Kingston Fairgrounds, formerly owned by the Rhode Island Fair Association, has been bought by James C. Muldowney, former member of the Narragansett Town Council and a sports promoter active in the South County section of the State.

Muldowney announced plans for resumption of Kingston State Fair this year.

UTAH 1947 Centennial

OPENING MAY 30 FOR 135 DAYS

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BINGO — PHOTOS — ARCADIA — JEWELRY — SCALES — HEAD LINES — LONG AND SHORT SHOOTING GALLERY — KIDDIE BOAT RIDE — HIGH STRIKER — WHEEL OF FORTUNE — PONY RIDE — DIGGERS — DERBY RACE — HAM AND BACON — SKI BALL — SHOWS. OTHER CONCESSIONS AVAILABLE. NO FLAT OR ROLL DOWN

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N. H. Sanitation Facilities Rapped by Two-Year Survey; Remedies Apply Elsewhere

Health Official Makes Detailed Recommendations

CONCORD, N. H., March 8.—Conditions at New Hampshire's fairs violate the "basic fundamentals of sanitation" in many instances, according to a two-year study just released by Gilman K. Crowell, director of food and chemistry in the State department of health. An adequate supply of good drinking water, sanitary toilet facilities, and proper sewage disposal "are not available at the present time at most of our fairgrounds," Crowell reports. He charged that toilets are "of the privy type consisting of a shallow trench with seats located only a short distance over the trench. The seats are not equipped with self-closing covers and thus the flies are as thick as smoke. Toilet paper was found to be at a premium and not a drop of water was available for one to wash his hands."

One improved aspect of the situation, he pointed out, was that six of the fairs now have attendants in charge of toilets.—With materials easier to obtain, Crowell predicted that new facilities would replace outmoded equipment at many fairs.

Five of the New Hampshire orgs have drinking water which originates

from a public supply, while wells and springs account for three. The Sandwich fair was reported to have no water supply whatsoever.

In making his report, Crowell outlined specifications which would be applicable to fairs in other States.

When water supply is from a well, he said, the latter should be treated annually just prior to the opening of the fair. "Special attention should be given to the construction of the wells so as to assure proper protection from contamination. In those cases where sources of water originate from springs, the faucets piping this water should be conspicuously marked so as to inform all patrons that this water should not be drunk, inasmuch as it originates from a questionable source," he declared.

Ratio of Toilets

"The mere tagging of faucets is not satisfactory, as a thirsty individual will drink regardless of the origin of the supply. Thus, potable water should be available at all times and so piped as to be accessible to all patrons," he suggested.

"Water under pressure should be available on all fairgrounds so as to offer some protection in case of fire," advised Crowell. "The old-time bucket brigade is outdated and should not be relied upon. The logical recourse is the installation of a stand-pipe or to have a fire engine available near the grounds during the period in which the fair is in operation."

While stating that providing an adequate and convenient supply of clean drinking water should be the first objective of a betterment committee, Crowell declared that toilet facilities come a close second in demanding attention. "For every 10,000 in attendance," he said, "50 toilet seats should be provided for women and 15 toilets for men, with seventy feet of additional urinal space. These are minimum figures and should be increased when possible."

Location of Privies

The health official urged that toilets be located away from food stands and be so constructed "as to be fly-tight and in such a manner as to offer easy access to removal of wastes." He advised placing toilets strategically about the grounds and not have them grouped in one specific place. "Faucets or, better still, lavatory facilities in some form should be provided, with soap and paper towels available so that persons can wash their hands after visits to the toilet," he stated. Crowell said he felt sure patrons would be willing to absorb the cost of these necessities.

He continued: "Some form of fly control at toilet rooms should be practiced. This, we believe, could easily and economically be accomplished by the spraying of walls, ceilings and floors of all toilet rooms prior to fair time with aqueous suspension of DDT. Accumulated sewerage and urinal pits should also be sprayed prior to and during operating periods. All human excreta accumulating at the privy-type toilets should



HAZEN FUNK, newly named manager of the Michigan State Fair, Detroit, formally assumed the post Monday (10).

N. H. State Aid Not in Danger

Amend pari-mutuel bill to kill possible cut—nine annuals divide 141G

CONCORD, N. H., March 8.—Belief that a pending bill to jump the State's take from Rockingham Park pari-mutuels would jeopardize aid to New Hampshire's agricultural fairs has been quickly dispelled.

Richard C. Venne, 23-year-old representative in the 399-member General Court, told fellow legislators he was amending his bill so that the subsidy would not be touched. This year the fairs will receive \$141,459.13 as their share of the race track revenue.

Would Boost Tax

The measure, introduced by Venne, would boost the State tax on Rockingham operations by an estimated \$1,200,000 a year. All of the new sum would be taken from winning payments rather than from the Salem, N. H., corporation. Much of the opposition to the bill, it was agreed, was eliminated by announcement that the fairs would continue to receive their percentage of gambling funds. Many legislators serve as directors of the State's nine fairs.

Two of the fairs themselves operate pari-mutuel plants. Pittsfield bettors paid in to the public pool a total of \$47,375 in five days, while Rochester's six days accounted for \$309,325. The State collected \$2,841.40 in taxes from Pittsfield and \$18,591.37 from Rochester.

New Entrant Expected

A new entrant for track money is expected to be Granite State Park in Somersworth, where Clarence A. McConney contemplates night harness racing this summer. He has 80 stalls ready and open stands seating 3,500. McConney estimates that between 600 and 700 standard-breds are stabled on farms in Maine and New Hampshire awaiting the opening of the fair season. The track owner has not yet applied to the State racing commission for a pari-mutuel license.

Knox County Signs Geren's; WLW Units for Grandstand

BICKNELL, Ind., March 8.—Officials of Knox County Fair Association this week awarded annual's mid-way contract to Bill Geren's United Shows, marking org's second consecutive year at the event, which will be held August 12-16. T. Perry Wesley, secretary, said that shows' methods of operations last year prompted their retention this year.

Wesley said that WLW's Circle Arrow and Midwestern Hayride shows, heard over the Cincinnati station, would make matinee and night grandstand appearances, with the Hayride doing its regular Saturday broadcast from the fair. Dr. J. E. Carrico was re-elected president; R. C. Hill, vice-president, and Wesley, secretary, at the annual board meeting. Erwin D. Scott was elected treasurer and Lloyd Allen re-signed as fair manager.

Lethbridge (Alta.) Names Perry Secretary of Exhibition

LETHBRIDGE, Alta., March 8.—Charles Perry has been named secretary-treasurer of the Lethbridge and District Exhibition and Rodeo for a one-year term. President is A. W. Shackelford.

The exhibition was reorganized recently as a non-profit organization with a capitalization of 25,000 shares of \$10 value.

Harness Races Get Local Okay at Topsfield, Mass.

TOPSFIELD, Mass., March 8.—The North Shore Corporation has obtained the approval of the Board of Selectmen for a track for night harness-horse racing at the Essex County Fairgrounds here.

The corporation has an application pending with the State Racing Commission for a 30 of 45-day meet to be held next summer.

Williams Lake, B. C., Event Will Be Revived in June

WILLIAMS LAKE, B. C., March 8.—Williams Lake Stampede, out of action seven years, will return June 25-27.

Business men at a recent meeting formed a stampede association and pledged the necessary money for the rehabilitation of the stampede corals, race track and other entertainment buildings.

Improvements for Lethbridge

LETHBRIDGE, Alta., March 8.—Lethbridge will spend \$12,000 this year on repairs and improvements to the fair plant. Sum of \$1,200 will be spent for maintenance of grounds and buildings. During '46 the city spent \$26,000 on plant repairs. The city recently leased the plant for five years to the Lethbridge and District Exhibition and Rodeo. With the provision that the latter conduct either an agricultural exhibition or a combined exhibition and rodeo, each year.

One-Nighters for Thrillers

LOS ANGELES, March 8.—The Crash Drivers Thrill Show, featuring Dusty Rhodes and Fred Lamont, plans to play one-night stands in this vicinity until the fair season opens, Lee Sobel, manager, said. Booked thru the Frank Foster Agency, show has 18 cars, 4 trucks and 2 motorcycles.

be continually covered with lime and the surrounding grounds frequently sprayed with DDT."

Garbage disposal is another health problem facing fairs, the State chemist reported. Arrangements should be made, he said, to have some local farmer collect all garbage daily for his hogs. An alternate plan would be to dispose of the garbage in some remote section of the grounds, covering it daily with some form of sanitary fill and spraying repeatedly with DDT. "In either case," he added, "metal-covered, barrels should be available at all vending stands,"

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Sacramento Starts 438G-Job; Other Calif. Annuals Active

(Continued from page 51)
new stalls), \$25,000, and livestock barns, \$15,000.

Remodeling front gate, \$1,000; industrial building repairs \$5,000; machinery building, \$2,000; governor's hall, \$3,500; draft horse barns, \$6,000; painting and repairing junior division buildings, \$15,000; woman's building, \$4,000; hall of flowers, \$15,000; press-radio building, \$1,500; new first-aid station, \$3,000 Sunset Garden, \$3,000; tower concessions, \$7,500; State Building, \$5,000, and restaurant, \$9,000.

Bleachers, \$5,500; race track improvements, \$35,000; four new entrance gates, \$2,000; paddocks, \$4,000; lavatories, \$12,000; concessions, \$15,000; new drinking fountains, \$5,000; roads and paths, resurfacing and building, \$25,000; planting and landscaping, \$20,000, and parking lots, \$2,000.

Date Event Sets Mark

INDIO, Calif., March 8.—An attendance record more than three times the previous high for the event was set by the Riverside County Fair and Date Festival which closed here February 23, according to fair officials.

Gate check showed the four-day attendance was 32,000 compared with the previous record of 8,600 for the festival. Each of the last two days of this year's event exceeded the previous record for the fair and festival. Closing two days' attendance totaled 24,000.

Feature on closing day was a horse show. Innovation this year was a daily camel race held in the outdoor arena.

Fair was directed by R. M. C. Fullenwider, secretary of the Riverside County Chamber of Commerce.

Asks Cut of Racing

LOS ANGELES, March 8. — Los Angeles County has asked the State of California to return to the county \$5,000,000 of the \$15,000,000 collected by the State annually from race tracks here. California taxes on race tracks are used for operation of fairgrounds thruout the State.

In voting on a motion by Supervisor Roger Jessup, the Board of Supervisors halved its original demand for \$10,000,000 out of race track taxes. Supervisor William A. Smith declared that "in order to get anything at all we will have to buy the small counties' vote by reducing the amount demanded."

Cancel 247 Event

ALAMEDA, Calif., March 8.—Alameda County's supervisors have bowed to grand jury criticism and canceled the county fair for this year in order to build toward a better exhibit in 1948, according to an announcement by the board.

During the interim, fair officials said, State funds allocated to the fair will be used to construct new buildings, improve the grounds and provide for large county agricultural exhibits.

Administration of the fair became a grand jury target after District Attorney Ralph Hoyt investigated its racing activities last year and held that a \$30,000 contract with the racing promoters was illegal. Payment of the money was rescinded.

In its critical report, the grand jury said the fair association should not enter into contracts until they have been approved by the supervisors and that the fair directors had placed too much emphasis on racing and not enough on agriculture.

Changes Name

BELLFLOWER, Calif., March 8.—"Los Angeles County Spring Fair,"

is now the official name of the former Bellflower Fair and Horse Show, it has been revealed following recording of amendments to the fair incorporation papers. Name change was voted recently by fair association members and the petition for the change was filed with State offices at Sacramento. The association, which started four years ago as the Bellflower Horse Show Association, also will carry the new name.

The change was desired to give the Bellflower event a new identity as a county-wide affair, said Lon Hill, association president. Agricultural exhibits attracted entries from all areas of Southern California last year, as did equestrian events. Even mercantile exhibits are expected to reach far beyond local bounds this year, stated Hill. The 1947 fair is scheduled for June 13-15 on fairgrounds north of Bellflower.

Set Show Theme

SAN BERNARDINO, Calif., March 8.—Theme of the 32d National Orange Show, to be held here March 13-23, will be "Melody on Parade," directors of the event have announced.

Hundreds of thousands of oranges and blossoms will be interwoven artistically with modern industrial products in 20 featured exhibits that will be housed in the enlarged and metal-lined Exposition Building said to be the longest structure of its kind west of the Mississippi River.

Governor Earl Warren will push an electric button officially opening the \$1,000,000 show, which was canceled during the five war years when the exhibit building served as an army depot.

More than a million citrus fruits will be used in the fairyland fantasy expected to draw 500,000 visitors. The Orange Show, founded in 1911, is the show window of California's \$100,000,000-a-year industry.

Charlottetown Fair

Undergoes Reorganization

CHARLOTTETOWN, P. E. I., March 8.—Reorganization of the Charlottetown fair here is under way following the retirement of D. A. MacKinnon as president, a position he held many years. His retirement follows the sale of the fair plant, which includes a race track, by MacKinnon and J. W. Boulter, secretary-manager of long service. Latter is expected to resign his dual post.

Plant was bought by a group of 12 Prince Edward Island residents, who now are working on reorganization. It is believed that the introduction of a new ferry connecting the island and the mainland will prove a boon to the event.

Bill Would Enable N. H.

Fairs To Have Fireworks

CONCORD, N. H., March 8.—New Hampshire's agricultural fairs will be permitted to use fireworks displays again if a bill introduced in the State Legislature is enacted.

Measure, backed by the town of Newport, seeks to repeal the wartime ban.

Kamloops, B. C., Elects

KAMLOOPS, B. C., March 8.—George C. Hay has been elected president of the Kamloops Exhibition Association. T. A. Bulman is first vice-president; T. P. Wilson, second vice-president; R. T. Burns, third vice-president; W. Jordan, secretary, and M. E. Winters, treasurer. Plan is to revive the annual this fall, possibly in conjunction with a horse race meeting.

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Strates Opener Set for April 3

Org to unveil in Washington—2 elephants added to McCracken's unit

JACKSONVILLE, Fla., March 8.—James E. Strates Shows will open April 3 in Washington, it was announced at org's winter quarters here.

Another announcement carried the information from Dick O'Brien, shows' assistant manager, that two elephants will be added to Walter McCracken's Monkey Circus.

Preparations have been stepped up with the announcement of opening date. Attractions for Claude Bentley's Side Show are arriving daily. Bentley says he intends to have 18 acts.

Al Mercy issued a call for his *Charm Hour Revue* and plans to start rehearsals within a few days. New front for *Girl Revue* is practically finished. It is built entirely of steel and aluminum.

G. W. Murray has completed rebuilding of the Motordrome. He plans to have six riders. New Funhouse also has been built.

Front for Nate Eagles' *Hollywood Midget Revue* has been done entirely in stainless steel. Ticket boxes also will be finished with stainless steel.

Rides are all ready to go. Plan this year is to set off a special section on the lots for the org's seven kiddie rides.

Dobson's United To Open May 12

CHICAGO, March 8.—W. C. Dobson, co-owner and manager of Dobson's United Shows, purchased 10 light towers for his org here this week while on a buying expedition.

Dobson also reported a Roll-o-Plane was recently purchased. The Dobson org will be "a 12-ride show," he said in a visit to *The Billboard* office. He added it will carry 4 shows and about 30 concessions.

Season's opening has been set for May 12 in St. Paul. Already 22 fairs and celebrations in Minnesota and Wisconsin have been booked.

Preparations for the opening are well under way at winter quarters in Willernie, Minn., where Dobson makes his home. Co-owner R. E. Patterson is at his home in Webster City, Ia.

Pete Jensen and Bill Schamowski now are readying equipment in quarters. Recent visitors to winter quarters, Dobson said, included Curley Walters, Walter Woodward, Mack Matthews and William T. Collins.

Canadian Orgs Buy Miniature Trains

ADDISON, Ill., March 8.—Canadian carnival operators are going strong for miniature train business, according to L. G. Heiden, sales promotion manager of the Miniature Train and Railroad Company here. Four Canadian orgs have ordered portable units. They are J. W. (Pat) Conklin, Wallace Bros.' Shows, Model Shows of Canada and Frank L. Kirsch. A permanent installation has also been contracted for by Crystal Beach, Ont., Heiden said. Delivery of all units will be made this season.

Orders also have been received from Honolulu and Mexico City. Most orders from those points are repeat orders, Heiden said.

Omaha Gives Light

OMAHA, March 8.—Omaha's city council Tuesday (4) turned down a proposal to ban carnivals in the city this year.

As a result, 11 organizations which held carnivals in 1946 will be permitted to auspice shows again this year. No other organizations will be permitted to sponsor carnivals. Stands will be limited to one week.

Four Omaha organizations were granted permission Tuesday to hold carnivals. The council will act soon on an ordinance boosting carnival fees.

Lorow Bros. Set Unit on Hennies

TAMPA, March 8.—Lorow Bros., long-time side show operators on the Royal American Shows, announced here today that they have contracted with Hennies Bros.' Shows to present a side show unit on that midway the coming season.

Skeeter Lorow will be in charge of the Hennies unit, while Cortez and Snookie will remain with Royal American.

In announcing the move, both Cortez and Skeeter declared that both units will be of equal entertainment value and will have the latest type of fronts.

"We intend to make our Royal American unit stronger than ever, and the unit Skeeter will have with Hennies will be of equal value," Cortez declared.

The brothers pointed out that the move is in line with their post-war expansion plans. During the war, they declared, they were happy to work on the one unit to help overcome the manpower shortage, but now that help is more plentiful they feel they would be wasting their talents by confining it to a single show.

Ward Quarters Hum With Activity; Six Light Towers Added

BATON ROUGE, La., March 8.—Jeffie Jean Ward, daughter of the owner of John R. Ward's World's Fair Shows will have a *Girl Show* on the org's midway this year, Tom Finch designed the front.

Ralph Clawson continues to push winter quarters preparations. He has a crew numbering close to 50 men at work. Already built are a *Midget Show* front, a *Funhouse*, *Girl Show* stage and seats, *Posing Show* front and about 25 wagons. Work was begun here in November and a brisk pace has been maintained almost constantly.

Org has received delivery of six neon light towers. Eight light plants from the Lewis Diesel Engineering Company and five new tops from the Campbell Tent and Awning Company are expected soon. Shows will throw out plenty of illumination. Four army searchlights will be used. A neon plant, obtained in the East, is now in operation. New front entrance built here is modernistic in design and will add plenty to org's flash.

W. E. (Bill) Snyder has reframed about 20 stands, and has built a new bingo game. A new feature will be a *Kiddie Land*, owner Ward points out. Casting an idea upon all the improvements made, Sam Gluskin, general agent, smiles a big one of confidence.

Heart of Texas Opens Season

BROWNSWOOD, Tex., March 8.—Harry Craig's Heart of Texas Shows had its 1947 unveiling here Saturday (1). It being the home stand of the org, staffers were busy greeting friends during the opening week.

Harry George (Bucky) Craig, son of Mr. and Mrs. Craig and a student at Craig High School here, joined in welcoming the home-towners. Front gate was free all week to school-agers and one of the major rides went at 5 cents for the youngsters.

Staff Line-Up

Staff, besides Mr. and Mrs. Craig, includes B. C. McDonald, secretary-treasurer; Johnnie J. Cannon, general representative; Eddie J. Lynch, business manager; D. A. Dale, electric superintendent; J. C. (Cortez) Henderson, concession superintendent; C. D. Roberts, master mechanic; Carl Ratliff and Milton Grothe.

Cashiers, headed by Lillian Johnson on gate No. 1 include Marie Baker, Elsie Watkins, Hilda Russell, Lorena Humphries, Virginia Ruyle, Maxine Waldere, Estelle Ricco, Tiny Gorea, Maude Thrasher, Madeline Le Fleure and Eleanor Patton.

Personnel of shows follows: *Bronze Revue*—Jimmie Savage, manager-emcee; Leonard Murray, Harold Claypool, Frank Davis, Robert Taylor, Leo Fields, Ruth March, Margaret Scott, Helen Sanders, Marie Cavitt and Weldon Enoch; *Devil's Daughter*—Doc and Maxine Wardewell; *Oddies on View*—C. W. Eyster, manager, featuring Lou-Louetta Davis, inside and on the annex; Walter Gibson, Wanda Fae, Johnny Brasier, Maxine Weil and S. A. and Mary Gibson; *Zombie Castle*—D. C. Willis and Cleo Eiberta; *Athletic*—Frank Tibbets and Cyclone Marks; *Miss America*—Alva Lee, featuring Fae Smith; *Hawaiian Paradise*—Kay Barbee, Dolly Andrews and Kittie Floy; *Sexology*—Hedy-Jo-Star and Company.

Ride Personnel

Ride personnel includes: *Twin Wheels*—S. E. Ruyle and Jimmy Pitland; *Tilt*—E. W. Baker and E. Lockhart; *Spitfire*—M. F. Moore and Willie Hillstead; *Merry-Go-Round*—E. E. Watkins and Elmo Hollingsworth; *Autos*—W. Phinney; *Aeroplanes*—Si Powers; *Ponies*—Wild Bill Terpen; *Chairplane*—Earl Jones and Pinkey. *Rolloplane* and *Octopus* have been contracted for April 1 delivery.

George Harson, pupil of Ben Moulton, has the free act, working in the air. Mac Patton is handling the sound car and p.a. sets. Chuck Holt is managing the new *Arcade*, while Tillie works their fishpond. L. B. Schrimpshear, with his wife, Mildred; his brother, Frank, and Zetta, with Bob Allen operate the midway cafe. Oscar (Big Game) Schuette again is calling the bingo. Imogene Lynch has a new trailer grab joint. Blackie Golstein and wife have popcorn mounted in a trailer. Bill and Jay Gooch have the privilege car.

Morris Stokes Signs With Baker United

INDIANAPOLIS, March 8.—Morris G. Stokes, out of outdoor showbiz the last five years, during which time he was connected with governmental agencies on war work, has been signed as general agent and publicity director for Baker United Shows, Manager Tom L. Baker announced. Stokes will have charge of radio and press exploitation, as well as the planning and handling of special events, Baker said.

When last on the road, Stokes was agent for the Art Lewis Shows and prior to that was with James E. Strates Shows.

'Tis Possible Life On Farm Might Do This to All of Us

CHICAGO, March 8.—Charles G. Driver, who recently retired from the O. Henry Tent & Awning Company to lead the life of a gentleman farmer near Rennselaer, Ind., writes as follows:

"I have taken note in your March 1 issue, *Midway Confab*, of the big catch Ned Torti made in Florida.

"There is always a question mark about the big ones caught off the Southern Coast by some showmen during the winter, but here in Indiana where I am spending my leave of absence from business we really get them.

"The first one I caught I wanted it mentioned in our local newspaper, but the editor said it was no news as the people here had heard it so often. Our fish here are of fair size. We hollow out the heads and use them for rain barrels and we paint the tails and use them for fans on our windmills. The fins we use in our combines to fan the chaff from the grain.

"This time of the year the water in the river is only five or six feet deep and the fish keep it in motion enough so it will not freeze. I caught an average one the other day and when I had cleaned it I called the trucker who picks up the dead horses for the glue factory and he picked up the entrails and came back for the carcass, which he took to the freezer locker plant.

"I had them fill my locker and sent the rest to the club where we served 120, and we sent the left-over to the orphanage so the kids could have a feast.

"Until they catch them bigger or better than that in the Southern waters I shall spend my winters here."

Happy Holiday, New Michigan Org, To Bow This Spring

DETROIT, March 8.—Another new carnival is slated to bow in the Detroit area this spring under the name of *Happy Holiday Shows*. Owner is Mrs. C. De Moss, widow of the late George De Moss, who died four years ago after many years as an independent ride operator with Midwest shows.

Herbie Simpkins, who has handled the rides since De Moss' death, will be general manager. He has been in the ride business for 31 years.

Winter quarters have been established at Bellevue, Mich. Using the De Moss rides as a nucleus, org will carry 6 rides, 2 shows and about 30 concessions. An early April opening in a Central Michigan location is planned. Rides were set up for 10 days last fall at Bellevue, giving the org a test run to fair home-town biz.

Principal staffers will include Harvey (Doc) Arlington, office man, and William Johnson, ride superintendent. Concessions booked include Charles Bellick, bingo and popcorn; Leila Nelson, 5 games; Happy Adams, 3; Tom Stanley, 2, and Jimmy Freitas, 3.

Keyman Bows in Dierks, Ark.

DIERKS, Ark., March 8.—Keyman Shows will bow for the season here Monday (10). Org will open with Jinny, kiddie autos, *Tilt-a-Whirl* and *Chairplane*, according to Henry Keyman. Route will take it thru Arkansas, Missouri, Iowa, Minnesota and South Dakota.

Smuckler Builds St. Pete Midway

ST. PETERSBURG, Fla., March 8.—Bernie Smuckler, veteran general agent for the Florida Amusement Company, has contracted to handle the independent midway for the first annual St. Petersburg Fair which opens a 10-day run here March 18. Florida Amusement will furnish regular midway attractions while an independent midway will be operated by the fair under Smuckler's direction.

A heavy amusement program has been announced for each afternoon and night. The regular thrill acts offered weekly by Florida Amusement will be combined with special features booked by the fair. Florida Amusement attractions include the Sensational Kays, high wire; the Par-offs, unsupported ladders on a high perch, and Paul Schafer, swaying high pole.

Bubbles Becker orchestra has been contracted to play for all acts, and will present Toni Young, girl chirper; Marvin Roberts, boy soloist, and two comedy band features. Other acts include the Three Milos, high act; Great Gregoresko, man who hangs himself; Skylarks, breakaway high pole; Selden, the Stratosphere Man; Capt. William Heyer and Starless Night, and Skeeter Hall's auto thrill show.

Mike Rockwell Preps Own Show in Kansas

KINSLEY, Kan., March 8.—V. H. (Mike) Rockwell, who has had a corn game and also two rides on the Brogbeck Shows for the past six years, part of which time he was in the armed service, is now whipping into shape his own show which he will bring out this season under the title of the Rockwell Shows.

Org, according to Rockwell, will be a seven-ride unit. Latest ride purchase was a new Tilt-a-Whirl. He says he expects to carry about 30 concessions and three or four shows.

New outfit will bow April 13 in Clinton, Okla., playing the Pioneer Celebration there for six days. Seven straight celebrations, covering as many weeks, will follow, he says.

Rockwell spent three years in the armed services, one year of it overseas as a lieutenant in the armored command. He was wounded twice.

Sioux City, Ia., Nixes Permit; Outlook Is Dark

SIOUX CITY, Ia., March 8.—Carnivals will have a hard time getting into Sioux City this summer, judging by action of the city council in refusing a permit to the Veteran of Foreign Wars post.

The post commander insisted on obtaining a reason from the council for its refusal and the mayor replied that there was "too much gambling." The police commissioner said, "Too many clip joints," and a member of the council retorted, "Too many bad shows."

The mayor agreed there probably would be nothing wrong with the rides, but claimed "a carnival would not come in just with its rides."

Scholibo Manages Elks

HOUSTON, March 8.—Joe Scholibo, veteran carnival agent who started this season as general agent for John R. Ward's World's Fair Shows, has been named manager of the Elks' club here. Scholibo retired from the road because of the ill health of his wife. He has been a member of Houston Lodge, B.P.O.E. No. 151 for 30 years.

NSA Committees

NEW YORK, March 8.—President David B. Endy, of the National Showmen's Association, announced the appointment of the following committees for 1947.

Banquet: Ralph Endy, chairman; O. C. Buck and Ross Manning.

Bingos: H. William Jones, chairman; Ben Weiss, vice-chairman; Ralph P. Flannagan, Harry Agne and Jack Gilbert.

By-Laws: Max Hoffman, chairman; Arthur Campfield, Joseph Hughes, Fred C. Murray, Sam Rothstein and Clemens Schmitz.

Cemetery: Fred C. Murray, chairman; Ralph Decker, Johnny J. Kline, Jack Lichter, Joseph McKee and Sam Rothstein.

Eligibility: Jack Lichter, chairman; Arthur Campfield, Ralph Endy, John McCormick, Fred C. Murray and Justin Van Vliet.

Entertainment: D. D. Simmons, chairman; Dave Brown, co-chairman; Bucky Allen, Thomas Brady, Morris Batalsky, Edward Cohen, Frank Capell, Charles Davenport, Orest Devany, Jeff Harris, Harry Kaplan, Fred C. Murray, Sam Rothstein, George Rector, Sam Walker and Lulu Wagner.

Executive: All officers plus Ralph Endy and Clemens Schmitz.

Finance: Clemens Schmitz, chairman; Thomas Brady, Arthur Campfield, Jerry Gottlieb, Ross Manning and Fred C. Murray.

House: Harry Kaplan, chairman; D. D. Simmons, vice-chairman; Dave Brown, Jack Capria, Louis G. King, Fred C. Murray, Bibs Malang, Sam Rothstein, Jack Siegal and Jack Stern.

Hospitalization and Sick: Dr. Jacob Cohen, chairman; Morris Levi, Joseph McKee, Fred C. Murray, Sam Rothstein and Ike Weinberg.

Jamboree: George A. Hamid, chairman; Frank Bergen and Joseph Hughes, vice-chairmen.

Membership Drive: Ralph Decker, chairman; Joseph Prell, James E. Strates, Joseph Hughes and Jeff Harris.

Memorial Day: Fred C. Murray, chairman; J. Kirkwood Decker, Jack Lichter, Joseph McKee, Sam Rothstein and D. D. Simmons.

Monument Erecting Committee: James E. Strates, chairman.

Publicity: Leonard Traube, chairman; Johnny J. Kline, vice-chairman; Joseph Csida, Jim McHugh, Pat Purcell, Lon Ramsdell and Ted Wolfram.

Veterans' Fund: Jack Lichter, chairman; J. Kirkwood Decker, Al Janpoh, Sam Rothstein and Leonard Traube.

Year Book: Fred C. Murray, chairman; Johnny J. Kline, Jim McHugh, Harry Rosen, Gerald Snellens and Leonard Traube.

Mid-Western Expo Off to Good Start

DE QUINCY, La., March 8.—Mid-Western Exposition pried off the season's lid with a week's stand beginning Monday (17) in Lake Charles, La., to good crowds, favorable weather, and better than satisfactory business, then made a 32-mile jump for a stand here this week. Business was termed "better than expected" by Owner-Manager Ted Woodward.

Lake Charles teeoff was marked by good weather. Opening was well-plugged, with press and radio giving strong support. Local dignitaries were on hand for the ribbon-cutting.

Org packs plenty of eye-catching appeal, all the rides and shows being done in pastel shades. Show has plenty of wattage. Tops in ride grosses opening week went to the new Octopus and the Dodgem, with the Animal Show and the Life on the Farm leading the shows. New streamlined train also got plenty of riders, chalking up a good week.

C. P. Henry, who several weeks ago replaced Al Herman as general agent, has a strong route in the making.

Young Gets '48 Fla., Expo

DAYTONA BEACH, Fla., March 8.—Eddie Young, general manager of Royal Crown Shows, said here this week that his org has been contracted to again provide the midway at next year's Florida Citrus Exposition at Winter Haven.

Kaus Gets Red Lion Week

RED LION, Pa., March 8.—W. C. Kaus Shows have been signed for the Red Lion Gala Week Fair here, July 21-26.

Inclement Weather Hurts Royal Expo At Florida Stands

PLANT CITY, Fla., March 8.—Following a fair season's inaugural in Punta Gorda, Fla., February 17-22, Royal Exposition Shows moved in here, bowing February 27 to light crowds and cold and rainy weather, shows' officials said this week. Elements have hampered operations and business has continued light thru most of the stand, which ends tonight. Shows were sponsored here by the Veterans of Foreign Wars Post, whose giveaways included an Aeronoca Chief airplane and a refrigerator.

Cold and rain also hit shows at Punta Gorda and attendance there was small with the exception of Children's Day, when all shows, rides and concessions chalked up good business. Well-flashed midway includes 8 rides, 7 shows and 35 concessions. Billy Siegrist's Flying Act is the free attraction.

Two army searchlights were added recently and during the winter org took delivery on a twin Diesel light plant mounted on an all-aluminum and stainless steel Dodge truck. Org also has acquired a new light plant to provide lights for all living trailers. Owner-Manager Bolt, this week, took delivery on two new tractors and trailers.

Among visitors here were Red Schultz, John H. Marks Shows; Fred Wright, W. C. Kaus Shows, and Ken Williams of Fort Meyers.

Staff includes J. P. Bolt, owner-manager; Hazel B. Royal, secretary; Mrs. J. P. Bolt, treasurer; Earl Miller, general agent; W. H. (Splinter) Royal, concession manager; Jack White, Diesel superintendent; S. M. Sink, ride superintendent and electrician, assisted by Mac Finessey; Bill Spence, lot superintendent, carpenter and front gate.

Rides are Ferris Wheel, Blackie Cox; Merry-Go-Round, J. R. Butler; Chairplane, Willie Terrell; Lindy Loop, B. V. Davis; Roll-o-Plane, Tommy Riddle; Octopus, Jimmie Winslow; Kiddie Train, Tony Bonk; Loop-o-Plane, M. C. Parsons.

Shows and operators are Joe Hilton, Side Show; Jean Shepardson, Girl Revue; Jimmy Winslow, Fun-house; Lucky Shepardson, geek; Dick Hyland, Cavalcade and Gali Gali, and Dolly, two-headed cow.

Kuntz Bros. Build New Org To Play N. J.

LEONIA, N. J., March 8.—The Kuntz brothers, Albert and William, both army veterans, announced they have organized a carnival and will bring it out this season under the name of the New Jersey Carnival & Supply Company. The brothers report the purchase of three new rides and a new tractor-trailer unit.

Plans call for 20 weeks of celebrations, all in New Jersey. Eddie Davis will handle the concessions.

In bringing out the show, the brothers are following the footsteps of their father, who was on the road until he retired when his sons entered the service.

Golden West To Bow March 15 in San Jose

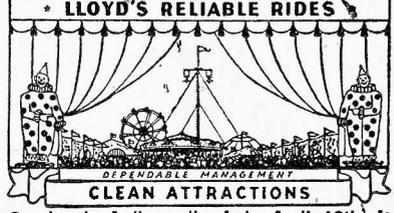
PALO ALTO, Calif., March 8.—Golden West Shows will open Saturday (15) in San Jose, Calif., for a nine-day stand, according to Harry (Polish) Fisher, owner-manager.

Besides Fisher staff includes Harold H. Shapiro, secretary-treasurer; Nathan Fisher Cohn, administrative manager; Homer Rees, assistant to Fisher, and Rose Fisher, assistant to Shapiro.

Aransas Pass Notes

ARANSAS PASS, Tex., March 8.—Cliff Knox went to Laredo, Tex., with his train to join J. George Loos. . . . Mr. and Mrs. Al Warrenken left for Louisiana to join the Burk Shows. Walter Warrenken, retired shooting gallery operator, has his equipment stored and is enjoying some fishing. . . . Del Norton, of Norton Midway, was a visitor. . . . Harry Hunter is seriously ill here. . . . Joe L. and Mary King are readying their long-range shooting gallery and other concessions preparatory to joining the J. R. Leeright Shows. . . . Jack Moore, of Modern Midways, left for winter quarters. . . . Joe Paouloukie & Company went to San Antonio to open with Jack Ruback.

*** LLOYD'S RELIABLE RIDES ***



DEPENDABLE MANAGEMENT
CLEAN ATTRACTIONS

Opening in Indianapolis, Ind., April 12th, in the colored district at 25th and Schofield St.

Want legitimate Concessions. Want Wheel Foreman, must drive tractor. All Ride Men contact Jack Yokley, Ride Superintendent, at 407 West Ohio St., Indianapolis. For Sale—26 ft. Kingham Van Type Trailer, \$800.00; ready to go. No spycies. Committees, get in touch with us for open time.

Address: 317 South 11th St., Goshen, Ind.

WANT

Skillo Agents, Count Store Agents; capable and reliable. We work Monday to Saturday. Larry Woods Jr., H. Kennedy, wire Jimmy Morgan. Drunks and Junkers, stay away, you won't last. Will book Swinger, G Wheel, Buckets, Six-Cat, Peek Store. Wire

CHARLIE GRIGGS

Western Union, Alexandria, La.

P.S.—Hermany Dvorsky, wire.

RIDES WANTED

Will lease or book for complete season Ferris Wheel, also will book Chair-o-Plane, Beletoni, Reithoffen, Blackman, Dick Gilsdorf or anybody that has Rides open for complete season working for Church and Fire Co. in Philadelphia. Write or phone

HARRY YEAGER

1114 South 47th St. Philadelphia

GIRLS WANTED

Oriental, Hula, Rumba Dancers. Experience not necessary. Long, pleasant engagement. Top salaries. Wire

CHAS. JOY GRAMLICH

KIRKWOOD SHOWS

This week, Richmond Hotel, Raleigh, N. C.; next week, Fayetteville, N. C.

DYER'S GREATER SHOWS

Opening date changed to April 7th.

Want Shows with own outfits, Mechanical, Silo Drome, Bughouse. What have you? Foremen on Rides, write at once. For Sale—Universal Light Plant, single phase, 5-horse motor; 2-ton Dodge Tractor, Missouri license; 2-ton Diamond T, long W. B., Missouri license. Above can be inspected—Phillips County Fair Grounds, West Helena, Ark.

Address: BOX 128.

GOLDEN GATE SHOWS

Will open April 12, Pembroke, Ky.

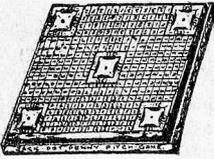
Want Ball Games, Penny Pitch, Pitch 'til U Win, Hoop-La, Cook House, Bingo, Mitt Camp, Snow Ball, Fish Pond, Bumper, Ten-Cent Stocks. Shows with your own outfits. Want Jig Show. Ride Help. Office wants Agents for Concessions and P. C. For sale, in good shape, 15 Kw. Light Plant. **FRANK OWENS, Mgr.**, Golden Gate Shows, Post Box 653, Pembroke, Ky.

WANT RIDES

Ferris Wheel, Merry-Go-Round, Swings, etc., for July 4, 1947.

THE GREENSBURG POST NO. 124

Greensburg, Ky.



PENNY PITCH GAMES
 Size 46x46", Price \$35.00.
 Size 48x48", With 1 Jack Pot, \$42.50.
 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\$5.00
 100-Player Complete 7.00

1/8 Deposit on All Orders.
SLACK MFG. CO.
 124-126 W. Lake St. CHICAGO, ILL.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1947
 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
 Analysis, 8-p., with White Cover. Each 15¢
 Forecast and Analysis, 10-p., Fancy Covers. Ea. 6¢
 Samples of the 4 Readings, Four for 25¢.
 No. 1, 85 Pages, Assorted Color Covers 85¢

NEW DREAM BOOK

120 Pages, 2 Sets Numbers; Clearing and Polity.
 1200 Dreams. Bound in Heavy Gold Paper
 Covers, Good Quality Paper. Sample, 15¢.

HOW TO WIN AT ANY KIND OF SPECULATION, 24-p., Well Bound 25¢

PACK OF 75 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. 50¢

Signa Cards, Illustrated, Pack of 36 15¢

Graphology Charts, 9x17, Sam. Ea. Per 1000 \$6.00

MENTAL TELEPATHY, Booklet, 21 P. 25¢

"WHAT IS WRITTEN IN THE STARS", Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; Sample 10¢.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25 Deposit. Our name or ads do not appear in any merchandise. Samples prepaid prices. Orders are P.P. Extra.

SIMMONS & CO.

19 West Jackson Blvd. CHICAGO 4, ILL.
 Send for Wholesale Prices.

POPCORN MACHINES

(BRAND NEW)

Build Your Own

A Complete Setup as Follows:

One large aluminum kettle with stainless steel shell. Removable elements, 2350 watt, 110 volts, 60 cycles, A. C. Includes a complete lid with motor, gears, switches, latest type hangers and all necessary wiring. Simple all you have to do is hook up your wires!

Complete for only \$150.00

Will pop 30 pounds of popcorn per hour. Kettle can be removed in One Second! Will start to pop in Three Seconds after first popping. This Kettle can be installed in all makes of machines.

Dealer Inquiry Invited

CONSOLIDATED CONFECTIONS

1314 S. Wabash Ave. Chicago 5, Ill.

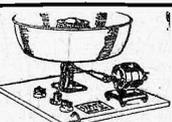
TOP LOCATION WANTED FOR BOOMERANG

Repeater, thriller, unlimited capacity, 10 cars, direct from Feltman's Coney Island.

Communicate

LOU KLEIN

1644 President Street
 Brooklyn, N. Y.



Candy Floss Machines

Our AC Model #100 is now ready—complete with 8-step heater rheostat. Single spinnerhead, \$197.50. Double Spinnerhead, \$212.50.

Heater Rheostats, \$22.50; Single Bands of Ribbons, \$5.00 Ea.; Double Bands, \$14.00 Ea. Orders shipped on 25% deposit, balance on delivery. CONCESSION SUPPLY CO., Box 133, Sta. B. Toledo 6, Ohio.

WANT CARNIVAL

AMVETS, Post No. 14, Clarksburg, W. Va., desires to contact Carnival for any week in July or August. Write: AMVETS, Post No. 14 or J. L. BEALL, 234 Vermont Ave., Clarksburg, W. Va.

MIDWAY CONFAB

Dave Stevens is confined to his home, 2349 East Houston Street, San Antonio, with pneumonia.

When fighting for a fair, it is understood that the word "ragbag" is to applied only to the opposition.

Johnnie Riddick will have his minstrel show on the Excelsior Amusement Company this season.

J. E. (Jimmie) Tiernan has been signed as legal adjuster for Wallace & Murray Shows.

James Thompson and daughter, Edith, are now playing night clubs in and around Syracuse, N. Y., with their magic and mind-reading act.

Now that the 60-cent-per-gross wedding bands are again available to slum spindle operators, midway public weddings may come back.

Roy J. Bernier, well known among circus and carnival folks, has been named public relations director of the Miller Brewery, Milwaukee.

Walter Morrow, human cannonball with the Fearless Greggs cannon act on the Crescent Amusement Shows last year, is visiting his parents in San Bernardino, Calif.

C. H. Krug returned to Pascagoula, Miss., after three weeks in Los Angeles at the bedside of his father, who was stricken with paralysis. The Krugs will have concessions on Wallace Bros.' Shows this season.

Old Lush can't understand why a manager hasn't enough money to advance everybody, because he knows the manager doesn't buy liquor.

Mildred and Frank Welbes and daughter, Beverly, will have their monkey circus and jungle with Crystal Exposition Shows this season. Billy (Sheets) Ghenhardt will handle the front, openings and tickets. The monkey circus is now playing Alabama schools, with Ghenhardt handling the booking.

Kid Stopper, concessionaire with the Johnny J. Jones Exposition, is resting at his Huntsville, Ala., home until the season opens. He's been passing out cigars as the result of a reunion with his daughter, whom he had not seen for seven years. The reunion, he writes, was brought about thru the Letter List in *The Billboard*.

E. Greer, scale operator, who has been wintering in Dallas, has hopped to Long Beach, Calif., where he plans to take a six-week vacation before opening his season in April in Oklahoma. . . Charlie and Rubie Perkins, side show performers, have retired from the road and are making their home in Venice, Calif.

Remember the manager who told his boss builder to build everything heavy, because he and his builder didn't have to lift it?

Bill Powell, of World of Mirth Shows, recently spent some time in Tampa visiting J. C. (Tommy) Thomas and R. L. (Bob) Lohmar. . . Rita Raye, annex attraction with Sid Crane's Side Show, has signed her sound truck with Blue Ribbon Shows for the season under management of C. M. Frye.

Eric Scheurer, thru the Cincinnati chapter of the American Red Cross, is attempting to locate his uncle, Karl Stephan, a midget, who is believed to be associated with a carnival. Anyone knowing his whereabouts is asked to have him contact his nephew thru the Red Cross Chapter, 321 East Sixth Street, Cincinnati.

Four women formerly with the Johnny J. Jones Exposition have taken over concessions in the Hotel Schroeder, Milwaukee. Oniss De Nornie has the cigarette counter, Helen Hasse manages the lobby cigar stand, Lynn Julien has the check room concession, and Marlys Jordan the flower concession.

Ed Deibert, bingo op, last season with the Barkoot Bros.' Shows, was a visitor at the Cincinnati office of *The Billboard* last Wednesday (5) en

SNOWBALL SUPPLIES COMPOUNDS

Rich in flavor and color, use only 2 ounces to 1 gallon syrup.

ECHOLS SNOW MACHINES

FRUIT ADE CONCENTRATES

All flavors for making still drinks, good fruity flavor.

DRINK DISPENSERS

AMICO TIN SPOONS

VORTEX CUPS

STRAWS

VEE CUPS

PAPER PLATES

DIXIE CUPS

NAPKINS

POWDER OR LIQUID

FRUIT ACID

COLORS

SOLUTIONS

SNOW CONE CARRIERS

Shipment made same day order received. Send for price list.

DERR BROS.

711 S. FIFTH ST. PHONE 12
 BOONVILLE, INDIANA

SKILLOS

Jumbo Slum Skillos.
 Streamliner, Laydown Skillos.
 Baker Four Ball Buckets.
 Hucky-Buck Kegs, in sets 6.
 Roll Downs and Brazilian Boards.
 Tracks, 12, 15 and 24 Horses.
 Milk Bottles, steel and aluminum.
 Pea Pool End Table outfits.
 Ball Chuck Wheels, 30 and 36 inch.
 Mide. Wheels, all sizes and combinations.
 Wheel Counter Posts, Chuck Legs.
 48 inch Glass Covered, Big Sixes.
 48 inch Strong P.C. Horse Wheels.
 Baker Water Fall Blowers.
 101 Other Games and Devices all ready to ship.

Brand New Counter Model Blower

Baker's Game Shop

2907 W. WARREN Phone: TYLER 5-0334 DETROIT

New catalog if you are in the business

WANT

READERS, also FRONT MAN, for Midway Camp

Starting

Grand and LaCleda, St. Louis, Mo. Best still dates, then Canadian "A" Circuit of Fairs, followed by best fair route in United States for Camp. Those who have worked for me before contact me. Very good proposition for Front Man.

PAULINE MEYERS
 Royal American Shows
 Tampa, Florida

THE APE BOY



Very curious attraction. One of the best for Sideshows and Window Attractions. Length about 18 inches. Prepaid only \$15.00. Many others. Shrunken Heads, Shrunken Bodies, Devil's Child, Missing Link, Fish Girl, Gorilla Boy, Wolf Boy, Mummified Bodies. Many others. We also make up your ideas. Write for Circulars and Descriptions. **TATE'S CURIOSITY SHOP**, 5234 E. Van Buren St., Phoenix, Arizona.

WANT—SIDE SHOW PEOPLE—WANT

Account disappointment, Half-Half for flashiest annex on road; sober, worth-while Acts of any description: Fire, Mental Act or Mentalist, Pin Cushion, one more Freak, etc. You work on stage here, not in a pit. One more Ticket Seller, Wife for Working Acts. This Side Show, operates 52 weeks a year. Five more weeks bona fide Florida Fairs and Celebrations, then to industrial centers of the East, with Fairs starting in July. Drinking cause of this ad. Sig Anderson, Rau Dall, wire.
Joe E. Hillon's Combined Circus Sideshows c/o Royal Expo Shows, Kissimmee, Fla., this week; Great Eustis Fair next.

Betty Zane OHIO SUPER YELLOW POPCORN

NEW High Expansion—Excellent Quality

Now packed in 50 lb. moisture-proof bags. A new convenience for theaters and popcorn stands. Guaranteed to pop—crisp and fluffy.

Test sample free on request. Phone, wire or write for prices on popcorn, seasoning, cartons, bags and popcorn salt.

BETTY ZANE CORN PRODUCTS, INC.
 638 BELLEFONTAINE AVE. MARION, OHIO

50 Lb. Bag (No Extra Cost)

Growers and Processors of Selected Hybrid Popping Corn

OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

EVERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

BOOMERANG

Unlimited Capacity — Repeater — Thriller

Write for Catalogue

U. S. RIDING DEVICES CORP.
 298 Junius Street Brooklyn 12, New York

WHEELS OF ALL KINDS
 Tickets—Paddles—Laydowns
 Complete BINGO Outfits
CARNIVAL SUPPLIES AND EQUIPMENT GAMES, ETC.

ALUMINUM MILK BOTTLES
 Now Available . . . Write

Write for Catalog
H. C. EVANS & CO.
 1520-28 W. Adams St., Chicago 7

route from Tampa, where he has been vacationing, to Detroit, where he will dicker for a new connection for the forthcoming season. Deibert, driving a new Studebaker, was accompanied by his bride whom he married recently in Tampa.

Fair meetings are tough places for salutations. It is almost impossible for general agents to shake hands while keeping their fingers crossed.

Bill Powell recently visited Frank Bergen, owner of the World of Mirth Shows, in Richmond, Va., and Buddy and Bootsie Paddock in Augusta, Ga. . . . Millard Gamble, with the K. C. Barkoot Shows for 30 years, had dinner with Joe Dunkin and cut up jackpots with folks on the Royal Amusement Shows when the latter org played Barton, Ga. . . . Jimmy Campbell is now vacationing in Lake Placid, N. Y.

Mr. and Mrs. Harvey Wilson returned to the Johnny J. Jones Exposition winter quarters at De Land, Fla., from Owensboro, Ky., where they attended funeral services for Mrs. Wilson's father, J. S. Patterson. . . . K. Max Smith has returned to Russels Point, O., following a business and pleasure trip thru Florida. He visited several shows and says he found them doing fair business despite inclement weather.

Busy with plans for its annual carnival, the Hayville Marching and Cheering Club adjourned without passing a resolution on the conduct of their last-year's midway.

Mr. and Mrs. Rudy Rivers recently entertained at a dinner in their Sarasota, Fla., home. Guests included Mr. and Mrs. Harry Crane, Mr. and Mrs. Bill Rice, Mr. and Mrs. Ernie Murray, Mr. and Mrs. Bill Thompson, Mr. and Mrs. Bob Thomas and Mr. and Mrs. Sam (Curly) Rivers, Walter Rowan and his niece, E. C. May, Roy Duffey and Lena Gamble. Mr. and Mrs. Rivers will have their concessions on the Wallace Bros.' Shows this season.

PHILADELPHIA NOTES: Princess Zeldā, Camden, N. J., left for the Goldsboro, N. C., opening of the Mor- (See Midway Confab on page 58)

POPCORN with the **POP GUARANTEED**

Our Hybrid Popcorn Is Backed By A Money Back Guarantee If You Are Not Completely Satisfied In Every Respect. Write For Special Contract Price Through June '47.

Finest Quality Roasted Peanuts—Attractive Circus Bags
 5 Sizes Boxes—Cones—Bags—Snow Cones—Floss Papers
 Napkins—Spoons—Flavor Concentrates—Colors—Sticks

Immediate Delivery Star Poppers. Used Popcorn and Peanut Equipment Bought & Sold

CHUNK-E-NUT PRODUCTS CO.
 Serving You From Coast To Coast

MATTY MILLER Philadelphia 6, Pa. HANK THEODOR Pittsburgh 1, Pa. JOE MOSS Los Angeles 21, Calif.

ALL ALUMINUM

12 QT. POPPER
 Equipped with Precision Heat. Treated Gears. Lifetime Micro Only \$16.00

8 Qt. Popper, All Aluminum Gearless. \$10.00

NEW ATOM POPPERS
 ALL ELECTRIC. FOR IMMEDIATE DELIVERY.
 PORTABLE GASOLINE UNITS. USED EQUIPMENT OF ALL KINDS. POPCORN SUPPLIES.

B & B SALES CO.
 1017 WOODLAND Cleveland, Ohio
 MA 4838

NEW FUN HOUSES

Just the thing to brighten up your Midway. Dark walk-thru type built on semi-trailers. Beautiful 46-ft. panel front, new lighting effects, air compressor, ticket booth, etc. Thirty units sold last year. Actual returns prove it a top money winner. Requires only one operator, goes up and down in an hour's time. Very easy terms to established showmen.

KING AMUSEMENT CO.
 82 ORCHARD ST. MT. CLEMENS, MICH.

BOOMERANG

Excellent Condition
 10 Cars Sacrifice
 Write or call
SAM SHAW
 399 Flatbush Avenue Extension
 Brooklyn, N. Y.
 St. 3-9170

NEW IMPROVED SPITFIRE RIDES

NOW SCHEDULING 1947 PRODUCTION
FRANK HRUBETZ & CO.
 Front and Shipping Sts. Salem, Oregon

MAKE \$50.00 A DAY ON CANDY FLOSS

If you are looking for the best money maker of all times, this is IT, and now is the time to send us your order. Be among the FIRST with the FASTEST machine.

ELECTRIC CANDY FLOSS MACHINE CO.
 202 Twelfth Ave. S., NASHVILLE, TENN.

WANTED RIDE HELP AND CONCESSIONS

Foremen and Second Men for Tilt-a-Whirl, Chair-o-Plane, Merry-Go-Round, Double Loop-o-Plane and Caterpillar. Will pay top salaries and bonus to reliable Help only. No drunkards. Men who misrepresent will not last with me. Men must know their Rides and drive Semi Trailers. All our Rides in best of shape. Will furnish all Foremen with experienced extra Help on moving day. Show opens Philadelphia April 4. Play on city lots all season, fairs to follow until November. Concessions—Long Range Gallery, String Game, Fish Pond, Bowling Alley, Blower or any other legitimate Grind Store working for stock. Can use Agents for Ball Games, Candy Floss, Popcorn, Candy Apples and Grab. Can offer the proper people a good proposition. Concessions, get a lot of money around Philadelphia lots.

MAX GRUBERG, WORLD FAMOUS SHOWS
 P.O. BOX 101 PHILADELPHIA 5, PA.

ANDERSON'S GREATER SHOWS
LAST CALL
 Opening Saturday, March 15, Ragland, Ala.

Concessions—All open except Bingo, Popcorn, P. C., Photos and Floss. Can use Novelties, Custard, Lead Gallery, Coke Bottles, Mitt Camp, String Game, Scales and other legitimate Concessions. Will book two Grind Stores to reliable party. Rides—Will book Fly-o-Plane and Roll-o-Plane or any Ride not conflicting. Good opening for A-1 Tilt Foreman and Big Eli #3 Foreman, also Second Men. We pay highest salary. Come on. No time to write. Shows—Ruby and Francis want Side Show People for 10-in-1. Good opening for Girl Show. All address:

ANDERSON'S GREATER SHOWS, RAGLAND, ALA.
 Norman Anderson, Owner H. Kermat Sumner, Mgr. Fred Almany, Gen. Agent

THE GREAT ST. PETERSBURG, FLA., FAIR
Opening Tuesday, March 18, thru March 29

WANTS legitimate Concessions, no exclusive. Place Scales, Grabs, Cookhouse, Custard, Ball Games, Hoop-La, Lead Gallery, etc. Can place Rides—Roll-o-Plane, Fly-o-Plane, Tilt-a-Whirl, any Flat Ride. For space and locations see

BERNEY SMUCKLER
 St. Petersburg Fair Grounds, or write P. O. Box 1170, St. Petersburg, Fla.

WANTED

Penny Arcade and Shows, particularly interested in Fat Family; other good Pit Attractions, Dog and Pony, Midgets. All Shows must have complete equipment and transportation. Address inquiries to

GOODING AMUSEMENT CO.
 1300 Norton Avenue Columbus, Ohio

CARL FERRIS RIDES AND SHOWS
 of MEDINA, N. Y.

5 Major Rides, including new Moon Rocket and featuring an Individually Exclusive Midway. Want for long season of bona fide Celebrations: Cork or Lead Gallery, Photos, Waffles or Custard, Darts, Striker, Hoop-La, Fish or Duck Pond, Stum Stores, any legitimate Grind Store. Every Concession buys an "X"! No duplicates! No gate! No heat! No gypsies! No drunks! Get with an outfit that is interested only in booking ALL the legitimate Games. We want YOU to make money also!

FOR SALE—My 14 Van Type 1936 Ford Truck, large stock storage over cab, 2 Possums, Side Doors in front, trailer hitch, Seal Beam Lights, new Battery, new Motor; 3 new Tires, others O.K.; Booster Brakes, all in A-1 condition, ready for the road now. An ideal Carnival Outfit, too small for my present operation. First \$750.00 takes it. Body cannot be duplicated for \$400.00.

DICK NEUGENT, 128 Huron St., Syracuse, N. Y. Phone 48255.

FOR SALE ALL IN GOOD CONDITION

SPILLMAN LITTLE BEAUTY MERRY-GO-ROUND, #5 ELI FERRIS WHEEL, 1 ROLL-O-PLANE, 1 ELI SEMI, 1 TRUCK AND SEMI, 1 50 KW. TRANSFORMER, 20x30 COOK HOUSE (FRAME AND TOP). Can be seen at Fair Park, Little Rock. WILL BUY KIDDIE AUTO RIDE. Must be in good condition.

T. A. FUZZELL
 5300 EDGEWOOD ROAD (Phone 37280) LITTLE ROCK, ARK.

LAST CALL LAST CALL
EDDIE L. WHEELER SHOWS
 ROME, GA., MARCH 14, DOWNTOWN LOCATION.

Concessions—Legitimate Concessions of all kinds except Popcorn, Photos, Bingo, Cookhouse, Palmistry. Good opening for Diggers and Arcade. Want Agents for Bucket Store and Ball Game. Shows—Any Show not conflicting with own transportation. Rides—Octopus, Roll-o-Plane, Kiddie Train. Ride Help—Sober, reliable Second Men for Eli Wheel and Merry-Go-Round. All those contracted please acknowledge and be on lot by March 13th. All replies to

EDDIE L. WHEELER, Rte. 2, Rome, Ga. Wires to Rome, Ga.

FRANK'S PLAYLAND
 ROCHELLE, GA.
 March 22nd thru 29th.

CONCESSIONS OPEN—Grind Stores, Frozen Custard, Pitch Tilt Win, Ball Game, Penny Pitch, Bowling Alley, Bumper, Cook House, Corn Game, Mitt Camp sold exclusive.

2 SATURDAYS ON MAIN STREETS. ALL WIRES TO REBECCA, GA.

BILL FRANKS **Box 55, Route 2, Pitts, Ga.**

CARNIVAL WANTED

To play Veterans' Reunion and Fourth of July Celebration at Mt. Vernon, Illinois, City Park, June 30-July 5. Wire or Write

VETERANS' REUNION COMMISSION, INC.
 HOTEL COLONIAL MT. VERNON, ILL.

BARNIE TASSIELL

UNIT SHOWS

WANT

FOR SAVANNAH, GA., STARTING MARCH 17

Major Rides not conflicting. Shows of merit and Concessions of all kinds. Can place Rides and other Help in all departments. Those driving semi-trailers preferably.

Wire or write, this week, Sanford, Florida

BRIGHT LIGHTS EXPOSITION

SHOWS

World's Brightest Midway

11 RIDES—"World's Brightest Midway"—10 SHOWS
FEATURING GANGLER BROS.' 3-RING CIRCUS

Will book Hillbilly, Fat Show, Fun House, Mechanical World or any Show or Ride not conflicting. Can place Penny Arcade, Devil's Alley, Photo, High Striker or String Game. Wanted—Combination Manager-Talker for outstanding Freak, Side Show Acts, Ride Help, Two Ticket Sellers and first-class opener for strongest single show on the road. Those answering previous ads, write again. Shows open in Virginia April 10. Write or wire

JOHN GECOMA, Gen. Mgr., or L. C. HECK, Asst. Mgr., Box 851, Lynchburg, Virginia.

WANTED FREE ACT

Also Custard, Penny Arcade, Diggers, Snow Ball, Candy Floss, Country Store. Want Roll-o-Plane, Spitfire. Want Tilt-a-Whirl Foreman. Want Special Agent with car. Want Motordrome, Snake Show or any Show not conflicting. Wire or come on, don't write. Join Laurel, Miss., for downtown location, week March 17.

BILL PAGE
MIGHTY PAGE SHOWS

LAST CALL—COASTAL PLAIN SHOWS—LAST CALL

Opening March 24, Tarboro, N. C. Featuring Jerry D. Martin's Three Fearless Stars as free attractions. On account of disappointment, want to book Cookhouse that will cater to show people. Ball Games, Shooting Galleries (Lead), Six Cats, Hit and Miss, Darts, Country Store, Pitch-Til-You-Win, Water Games, Novelty Jewelry, French Fries, Apples, Candy Floss, Custard, Juice, Snow Ball. Can book one more Ride that does not conflict with two Ferris Wheels, Merry-Go-Round, Chair-o-Plane. Good Ride Help in all departments. Will book any kind of Show that will get money and furnish equipment for same. Can place Diggers; Jack Brodie, wire. Everybody holding contracts, please acknowledge this ad. Everybody address:

C. V. (BILL) COX

222 W. ST. JAMES STREET

TARBORO, N. C.

J. J. PAGE SHOWS

Can place Man with working acts for 10-in-1. Have first-class outfit with new banners.

BILL BETTERLY, call Mrs. Savage

Have opening for money-getting Grind Shows with or without own outfits. Want Foremen for Octopus and Ferris Wheel. Also general Ride Help. Want Musicians and Performers for Colored Minstrel Show. Salary and percentage. Can place all kinds of legitimate Concessions except Cook House, Grab, Diggers, Bingo, Popcorn and Fish Pond.

Everybody address—J. J. PAGE SHOWS

BOX 705, JOHNSON CITY, TENN.

RIDE HELP WANTED

Foremen for Seven-Car Tilt, new Three-Abreast Merry-Go-Round; salary \$75 week plus mileage if you drive semi. Must be capable and reliable. Reply.

WRIGHTSMAN AMUSEMENT CO.

Rineon Avenue

Mountain View, Calif.

MIGHTY MONARCH SHOW

OPENING ABOUT MARCH 17 IN FLORIDA

Wants Concessions of all kind. Place one Flat Ride, good Act, also several shows. Address

N. P. ROLAND

822 N. E. 32d St., Miami 38, Fla.

WANT — WANT — WANT — WANT — WANT

FREAR'S UNITED SHOWS

We carry 10 Rides, 8 Shows, 4 Concessions, Free Acts. RIDES—Will book Octopus, Roll-o-Plane or Twin Loop Plane. SHOWS—Monkey, Illusion or any money-getting Show. Manager for Athletic Show. CONCESSIONS—Hoop-La, Dart, Lead Gallery, Jewelry, Candy Apples, Jingle Board or any Stock Concession. Want Agents for Bingo, Pan Game, Ball Games, Cat Gallery, Pitch Til U Win.

ROY FREAR

685 W. 13 STREET

BOX 1277

WICHITA, KANSAS

Midway Confab

(Continued from page 57)

ris Hannum Shows, with which she will have the Side Show. . . . Edward K. Johnson, contracting agent, Cetlin & Wilson Shows, will leave for org's Petersburg, Va., winter quarters on March 15. It will be his 11th year with Izzy and Jack. . . . Edward Crane, who sustained a broken neck in an automobile accident last year, continues to wear a brace. He headquarters at the Senator Hotel.

We still have lecturers who, while describing the capture of a pygmy or animal, has the expedition in the "deep-dank" and other unknown places, because known places don't count.

Harry (Take One) Boyce infos about folks in and around Philadelphia before heading for California to handle special events. Boyce writes that Ed Burrows is readying his concessions at his Germantown Avenue home; Harry Davis flew back from Florida, tanned and ready to open April 15; Tom Wilcox, ex-sheet writer, in for a few days, has been working with a phone crew in New York State; Tod Haines will have the midget race book in Philly; Babe Case is prepping her Girl Show for an early opening and Sol Davis took delivery on a '47 Pontiac.

Alice Johnson, daughter of Mr. and Mrs. Johnnie L. Johnson, concessionaires, celebrated her' fifth birthday at a party tendered her February 28 in Hattie Brook's cookhouse during the Florida Exposition at Orlando. All guests, with the exception of Margo and Larry Moffett, were adults. They included Mr. and Mrs. Hal Fiske, Mr. and Mrs. Fred Diles, Mr. and Mrs. Harry Langford, Mr. and Mrs. Sam Millman, Leo Reichgott, Mrs. Helen Marcus, Claude Oliver, Rose and Earl Hale, George Goff, Bert Nimerick, Dan Jenkins, Frenchy Intrieri, Mr. and Mrs. Eddie Hunter, Hattie Brooks and Stella Kerns.

Playland Prepared For March 22 Bow

MACON, Ga., March 8.—W. E. Franks, who will operate Playland, traveling org. of four rides and about 30 concessions on the road this year, announces everything in readiness for opening here Saturday (22) at the Troy Raines lot on Montpelier Avenue.

Franks has booked the Pettit Rides, consisting of Ferris Wheel, Mix-Up, Tilt-a-Whirl and Kiddie Mix-Up. The rides are being overhauled at Franks' farm in Wilcox County. He announced construction completed on a new neon front, made principally from cypress timber cut on the farm.

Concession bookings by Franks include C. A. Lindley, cookhouse and 3 more; N. C. Pettit, corn game; John Wilson, 4; George Metlow with palmistry and 3 others; Albert Lamont, rat game and 1 other; Roy Carey, 4; M. H. May, with 4; E. N. (Doc) Myers, 3; Mrs. Peggy Franks, 4, and Charles Amerson and Ace Turner.

Jim McCall To Bring Out Show Under His Own Name

MACON, Ga., March 8.—Jim McCall, who has operated under the title Gay Way Shows, will use his own name in show billing this season, he announced.

The equipment, which underwent repairs at winter quarters here, has been moved to Camilla, Ga., for the opening.

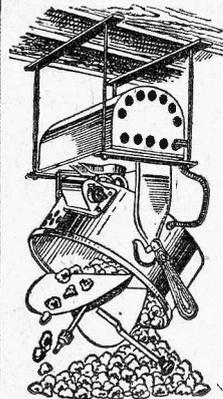
Staff will remain practically as last season. Jim McCall Jr. has been promoted to lot superintendent.

POPCORN HQ

and CONCESSION HQ

- Jumbo South American \$7.50
- BEE HIVE, the superior hybrid popcorn that popped out more than \$200 per 100-lb. bag (in regular 10¢ carnival boxes) before thousands at the N.A.A.P.P.B. convention. 100 Lbs. 10.95

POPCORN MACHINES



- Jumbo Giant wholesale popper (like cut), \$248.
- Super Star postwar model, \$589.
- Silver Star, \$485.
- Super Star Counter Model, \$519.
- Silver Star Counter Model, \$398.
- Corn Crib, all steel, holds 500 lbs. raw corn, \$65.

POPCORN SEASONING

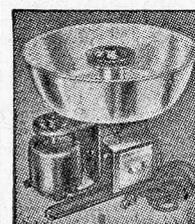
We Have the Kind You Want—whether it's coconut, liquid or solid. Sign agreement with Blevins for your season's requirements and save 10 per cent! SAVOROL, the powdered seasoning that helps save expensive oils, 75 lbs. for \$10.00.

COLEMAN EQUIPMENT

- 457G (5") Handy Gas Plant . . \$18.95
- 460G (7") Handy Gas Plant . . 20.95
- 502 (5") Coleman Burner. 8.95
- 558 (7") Coleman Burner. 10.95
- 3-Gal. Coleman Fuel Tanks . 10.95
- Complete line of Tubing, Taps, Generators and Air Gauges. SPECIAL DISCOUNTS ON \$25.00 COLEMAN EQUIPMENT ORDERS. Priced competitively.



FOR THE CONCESSION



Super Wizard Candy Floss Machine, used exclusively at New York and San Francisco Fairs. The standard for half a century. \$295.00.

Our complete line of concession supplies and equipment includes the ECHOLS ICE BALL MACHINE now in stock for immediate shipment. With or without motor and stand.



- Bags • Boxes • Popcorn Color and Flavor
- Kettle Kleaning Kits • Scoops • Paper
- Cups • Candy Floss Paper • Certified Food
- Colors • Duvan Orange Syrup • Candy
- Apples Paper • Salt.

KING CONCESSION TRAILERS Now in Stock

A Season's Contract With Blevins Will Save You 10 Per Cent on All Popcorn, Seasoning and Supplies. Write Today for Contract.

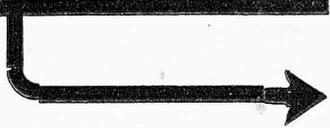
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BLEVINS

POPCORN CO.

31ST. & CHARLOTTE
 NASHVILLE

LAST CALL



**FOR
ADVERTISING COPY
TO APPEAR IN**

**THE BIG ANNUAL
SPRING
SPECIAL**

AND

OUTDOOR EQUIPMENT REVIEW

(To Be Dated March 29)

The Spring Special, together with the Outdoor Equipment Review, will contain complete lists of parks and fairs, many special feature articles as well as the regular weekly features of The Billboard.

THERE WILL BE NO INCREASE IN ADVERTISING RATES. Advertisers, Secure the Benefits of Greater Reader Interest and Larger Circulation at Regular Rates.

Remember, too, this is the regular BUYER'S GUIDE AND REFERENCE NUMBER USED BY SHOW-PEOPLE THRUOUT THE OUTDOOR SEASON!

The EQUIPMENT REVIEW

Goes to Press

MONDAY, MARCH 17

The SPRING SPECIAL

Goes to Press

WEDNESDAY, MARCH 19

BOTH SECTIONS WILL BE DISTRIBUTED TOGETHER ON MONDAY, MARCH 24

TO INSURE OUR BEING ABLE TO HANDLE YOUR AD

WIRE YOUR RESERVATION TODAY! MAIL COPY INSTRUCTIONS EARLY!

**The
Billboard**

The World's Foremost Amusement Weekly

25 OPERA PLACE — PHONE: MAIN 9390

CINCINNATI 1, OHIO

Majestic Greater Opens in Durham

GREENSBORO, N. C., March 8.—Majestic Greater Shows opens its season in Durham, N. C., Monday (10). Org wintered here.

Rides have operated here since February 28 and despite inclement weather have had a fairly good play. The equipment meanwhile, was painted by W. P. Gawle, whose wife will have concessions.

Light towers have been raised to a height of 52 feet, up 10 feet. Leonard Gould has rebuilt his bingo. Mr. Pauli, electrician and lot man, is putting the finishing touches to a new ball game.

Owner-manager Sam Goldstein reports that four new tractors will arrive early in April. W. A. Hallock, general agent, is away on a business trip. Maxwell Kane, business manager, is expected back next week. Bob Thomas, Arcade, arrived here this week.

Art Converse, side show operator, will join late in March. Shorty Madden and Porky are expected to be on hand for the opening. Roy Rosier also is expected soon with his two shows.

Phillip Jones will be in charge of the new Merry-Go-Round. Harry E. Wilson is planning a new type children's matinee.

Karolis Duo Visits Mrs. Rose, Midgets in Altoona Hospital

NEW YORK, March 8.—Latest reports from Altoona, Pa., reveal that Mrs. Ike Rose and 10 members of her troupe of midgets were more seriously injured in the wreck of the Pennsylvania's Red Arrow train February 18, than first reports indicated. Mrs. Rose sustained a broken shoulder, broken ribs and internal injuries. She and eight of her midgets are still confined to the Altoona Hospital. Two other midgets, gravely ill, are at Mercy Hospital.

Anne and Otto Karolis, acrobatic team, playing a week in Altoona for the Frohsinn Singing Society, visited the troupe and presented them with fruits and other delicacies.

Noell Southern Valley G. A.

MONROE, La., March 8.—Charles S. Noell, veteran general agent, has signed in that capacity with Eddie Moran's Southern Valley Shows, he announced here this week. He added that the org has been contracted to provide the midways at DeRidder, La., Fat Stock Show, and Delhi, La., Stock Show and Strawberry Festival. Noell had been with C. A. (Curly) Vernon as general agent prior to his new connection.

Omaha Music Festival Set

OMAHA, March 8.—The World-Herald Good Fellows Charities, Inc., will sponsor a summer music festival here June 12, in Creighton University Stadium. About 1,200 singers and musicians will participate.

DICKERSON SHOWS

Can place for 5 big weeks in Georgia and South Carolina, Bingo, few more Stock Concessions, Sound Car, Shows, Rides. All kind that do not conflict. Will give route to interested parties. All address: FRANK DICKERSON, Gen. Mgr., Darlen, Georgia.

FROM THE LOTS

Crafts 20 Big

CALEXICO, Calif., March 8.—Line-up of the Crafts 20 Big Shows, which open February 14 here on a small lot next to the Mexican border, includes Side Show, operated by A. J. Budd; front handled by Laurence Le Lond, Carl Martin, Dale Woods; bally, Dottie Holt and Helen Wells; ticket taker, Carl Smith; inside lecturer and magic, Robert Emerico; fat girl, Delores Coronado; fire-eater, Russell Holt; one-half boy, Zanderv; alligator girl, Joyce Sams; sword box, Helen Wells; sword swallower, Vivian Lacky, and added attraction, Mary Morris, assisted by Ruth Weneck.

Moulin Rouge Review: Producer, Bobbie Lee Lloyd; talker, Romeo Nickels. Girls are Mary Proctor, Jean Lee, Sunny Holland and Connie. Temptation (posing): Posing, Darline Granman; talker, Bobbie Doeken. Flame Show (dancing): Dancer, Jerry Philips; talker, John Terry. Jeff Griffin has these three shows.

Wild Cargo Reptile Show and Mickey Mouse Show are owned and operated by Mr. and Mrs. Bob Mathews, assisted by Bob McDaniel. Motordrome: Owned by Clyde and Gloria Rawlings. Riders are Clyde Rawlings, Frank Lickel, Whitey and Joyce Greene.

Athletic Stadium: Operated by Prof. Dick Kanthe. Tickets, Mary (Ragan) Kanthe; wrestlers, Cowboy DeLaney, Rabbitt Snowflake and Punchy Hogan.

Motordream Home: Owned by Mrs. J. G. Watts; hostesses, Bonnie Mills and Maxine Lurcotte.

Matrimonial note: Bobbie Moore, of the Girl Show, and Lee Lloyd, from one of the rides; Tony DeCeresio and Mildred Hartline, both from rides, were married in Yuma, Ariz., February 21.

Don Franklin

ROSENBERG, Tex., March 8.—Everything was set for the opening Saturday (1) but the opening was postponed until more favorable weather. Cold weather set in early Saturday, dropping the temperatures to near freezing.

Show has been enlarged, with much new equipment, including search lights, light towers, new custom-built Diesel van trailer, another new plant and a new sound truck, already delivered. New Tilt-a-Whirl arrived. A. J. Wheeler booked his pony ride and Freak Animal Show. Other shows include the Mole Boy, Little Farm and Fun House.

Frank Harrison has booked his cookhouse under the management of Art Raines and several concessions. Other concessionaires include Jimmie and Onie Valentine, arcade; Mr. and Mrs. Jay Barton, popcorn and custard; Lee Haywood and Cecil Mosley, 11; Bever Thomas, 2; Mrs. Thad Roedecker, 2; D. R. Fry, 1; Mrs. Jack Maxwell, 1; Mrs. Arnold Dove, 1, and James Rose, 1.

Ride men include Norman Dillman, Spittfire foreman, with Louis Maxwell second man; Tex Lee, Wheel foreman; Walker Smith, Merry-Go-Round foreman, and Joe Loomie, Tilt foreman, with Paul Allen as second man.

Staff includes Don Franklin, owner-manager; Katherine Franklin, secretary-treasurer; Billie J. Collins, general agent; Bever Thomas, special agent; Johnnie Clay, advertising; Arnold S. Dove, general superintendent, and Jack Maxwell, Diesel electrician. Free act is the Flying Valentines.

Five Texas annual fairs, Wharton, LaGrange, Richmond-Rosenberg, Boerne, and Fredericksburg, have been contracted.

Circus Carl Hagenbeck Stages Great Comeback After Bombings

NEW YORK, March 8.—The Circus Carl Hagenbeck and the famous Hagenbeck Zoo in Hamburg, Germany, have staged a remarkable comeback after being almost wiped out by air raids during the war. The circus, with a few salvaged animals, played to good takes last season and the big zoo, partially restored, drew nearly 1,000,000 visitors during 1946.

Prior to the war the Circus Carl Hagenbeck and the Tierpark (Hagenbeck Zoo) at Stellingen-Hamburg were operated by the two Hagenbeck brothers, Heinrich and Lorenz. Stanley Wathon, former booking agent in Europe but currently residing in New York, recently received a letter from Lorenz revealing terrific losses suffered by the Hagenbecks during the war. While immediate members of the Hagenbeck family escaped death from air raids and bombardments, two members succumbed to illness brought on by privation and exposure. Heinrich, older of the two circus proprietors, died February 4, 1945, while Herbert, son of Lorenz, succumbed September 29, 1941.

On July 24-25, 1945, all buildings in Hagenbeck's Tierpark were de-

stroyed by air raids, as was the home of Lorenz. Three groups of performing animals were saved from the park, only to be killed after being transferred to railway cars.

Winter quarters of the Circus Hagenbeck, at Stellingen-Hamburg, also were destroyed during the July raid, with 80 house trailers and other equipment among the losses. Thirteen employees were killed in the raid, as were most of the horses and ponies.

Hagenbeck's Circus Building in Vienna was destroyed November 4, 1944, but a group of fine horses was saved and sent, with the late Carl Petoletti, to the Circus Sarrasani, in Dresden. This group, however, was lost in the spring of 1945.

Eight Horses Saved

Only animals saved by the Hagenbecks were a group of eight thoroughbred Arabian horses, five elephants, Mathis's tigers, a performing sea lion and a few other animals, which were sent to Sweden during 1944 under the supervision of Carlo Hagenbeck, son of Lorenz. These animals are still in Sweden and recently were ordered sold by the Swedish government.

The Hagenbecks, after considerable difficulty, were able to open their circus, in association with the circus of Harry Williams, English showman, during 1946, and played for six months in Hamburg. Show played to full houses twice daily. Assisting Lorenz in the circus and zoo are his sons, Carlo and Erich, and the son of the late Heinrich Hagenbeck, Heinrich Jr.

New N. Y. "Garden" Put Off for Year

ALBANY, March 8.—Plans for a \$20,000,000 Broadway sports arena and exhibition hall were delayed this week for at least a year when the ways and means committee of the Assembly killed the bill that would have authorized the Triborough Bridge and Tunnel Authority to erect the super center at Columbus Circle. Unit was to have been leased to Madison Square Garden Corporation, with a free and clear title going to the city upon amortization.

Republicans based their opposition on the contentions that the Triborough Bridge and Tunnel Authority, headed by Robert Moses, city park commissioner, is already loaded with work, and that rehousing of tenants occupying dwellings now on the site would be difficult. Bill earned additional disfavor by providing for limited tax exemption for the arena.

Legislature leaders indicated that a similar bill giving a different agency the right to erect and supervise the building, planned to be four times as large as the present Garden, might receive more favorable consideration next year.

Vancouver Show Grounds To Be Bus Terminal Site

VANCOUVER, B. C., March 8.—With the old Cambie Street grounds the site for a new bus terminal, carnivals and circuses will have to break in a new lot, if one is to be found, in downtown Vancouver.

Crescent Shows have been granted permission by the park board to set up in the area opposite Seaforth Armories, on the south approach to Burrard Bridge, for a week. Shows will set up in two other spots, Oppenheimer Park and Memorial Park South, for a week at a time.

Vancouver, B. C., Closed Two Weeks Before Expo

VANCOUVER, B. C., March 8.—A special civic committee ruled February 21 that no circus licenses would be issued for a period of two weeks before the Pacific National Exhibition. Exhibition had asked that the period be set at 60 days, but in the opinion of one alderman, "there are certain attractions of a circus that an exhibition can't offer."

This year, the Pacific National, the first since 1941, will be held August 25-September 2.

Klamath Rodeo Association Sets Expansion Plans

KLAMATH FALLS, Ore., March 8.—Klamath Rodeo Association announces plans for expansion into a basin-wide organization and has set July 4-6 for the annual Wild West show.

Elmer Balsiger, president, says association's new by-laws will be patterned after those of the Pendleton Round-Up. Efforts will be made to sell 500 memberships.

The American Legion here doesn't plan to sponsor a rodeo this year.

Pendleton Round-Up To Have Sunday Show

PENDLETON, Ore., March 8.—Pendleton Round-Up this year will stage its first Sunday show in history, changing from a Wednesday with a view of obtaining a better performance and insuring larger attendance. Thus, dates for 36th annual event are September 11-14 instead of September 10 opening.

Construction of \$50,000 addition to grandstand begins about April 1.

SIDE SHOW or ANIMAL CIRCUS

Will furnish complete new outfit if you can furnish inside for Side Show or Animal Circus.

MOTORDROME

Opening for Motor Drome in best Motordrome territory in United States.

ARCADE and FUNHOUSE

Want flashy Arcade. Also opening for Fun House.

BAKER UNIT SHOWS

2156 UNION STREET

INDIANAPOLIS, IND.

JOHNNY J. DENTON SHOWS

LAST CALL

LAST CALL

Want for 33 Weeks of Bona Fide Fairs and Still Dates

RIDE HELP—Foremen and Second Men for Twin Wheels, Octopus, Merry-Go-Round, Chair-o-Plane, Caterpillar, Kiddie Auto Ride, Kiddie Swings and Roll-o-Plane.

SHOWS—Will book any Show with own equipment, 25% to office.

CONCESSIONS—A few more legitimate Concessions. Johnny Green wants Grind Store Agents. Mr. and Mrs. Fisk, write C. C. Leasure. People closed with the show last year, come on.

All Replies to

JOHNNY DENTON Birmingham, Alabama

Personnel: Johnny J. Denton, Owner; Major Billie Breese, Gen. Agent; Bob Robertson, Business Mgr.; Irene Denton, Treasurer; Clay Meyers, Sec.; Sam Housner, Legal Adviser; Herb Prater, in Charge of Transportation; Glen Coakle, Lights and Towers; Lew Bolman, Head Billposter; C. C. Leasure, Special Agent.

ROYAL EXPOSITION SHOWS

WANT

FOR LAKE COUNTY FAIR, EUSTIS, FLA., MARCH 17 TO 22; ST. AUGUSTINE, FLA. (HEART OF TOWN), MARCH 24 TO 29; THEN BRUNSWICK, GA., AT ALBANY AND K STREETS.

No Rides wanted. Can use a couple of clean-cut Pit Shows and any legitimate Stock or Eating Concessions, Demonstrators, Jewelry, or what have you, except Photos, Bingo, Grab and Popcorn and Apples. Positively no Flats or P. C. Splinter Royal wants Ball Game, Fish Pond and Watch-La Agents. Eustis opens at noon Monday, March 17, so if you want space apply in time.

This week, Kissimmee, Florida.

FLORIDA AMUSEMENT CO.

ST. PETERSBURG FAIR, MARCH 18 THRU 29

Place any Flat Ride not conflicting this date. Legitimate Concessions, no exclusive; Mitt Camp, Scales, Jewelry, etc. No racket, grabs, etc. For space see

BERNIE SMUCKLE
at Fair Grounds now. All others contact

HOWARD INGRAM
BRADENTON, FLA., THIS WEEK.

Dan Riley wants Ticket Seller who can grind.

SHAN BROS.' SHOWS

Opening postponed until March 22, Mason and Turner Streets, Atlanta, Ga.

Want Drome Riders.

SHAN WILCOX, Mgr.

Box 1572, Atlanta, Ga.

NOTICE

S. J. WESTERN and TONY POMPORENI Presenting
MAGNOLIA STATE SHOWS

Final Opening—Mendenhall, Miss., March 15, Uptown.

Can place Concessions of all kind that do not conflict. Concessions that booked with Rogers & Powell prior to change, get in touch at once; given preference. Shows—Will book 5-in-1, Snake Show, Illusion, Girl Show, War Show, any Show that doesn't conflict. Rides that do not conflict with Ferris Wheel, Spit Fire, Merry-Go-Round, Chair-o-Plane, Kiddie Auto, Kiddie Swings, come on. Bill Pike, Jessie Jr. Mintz, Steamer Krug, Helen Lowell, Jellie Griffen, Fish Pond Smitty, Charlie Riley, Sound Truck Dillon, Lou Carpenter, get in touch with us at once. Get with the show that has the choice spots already booked—Prentiss, Jackson, Carthage and, proud to announce, Macon, Miss., uptown; Tupelo, Miss., uptown, and more to follow. Fairs we have 5 already contracted, including Waynesboro, Miss. All replies to **MENDENHALL, MISS.**
P.S.: Buster Gordon, what Rides have you to sell or book?

WANT BILLPOSTER

Snyder, wire and come on.

Can place Ride Help.

MORRIS HANNUM SHOWS

CIRCUS LOT, RALEIGH, N. C.

LAST CALL LAST CALL LAST CALL WALLACE & MURRAY SHOWS

10 RIDES — 8 SHOWS — 35 CONCESSIONS

FEATURING THE FAMOUS "ARBOUGH TROUPE" ON THE FLYING TRAPEZE
OPENING — AIKEN, S. C., MARCH 15 — 8 BIG DAYS —
2 SATURDAYS

First in. Strong Auspices. Plenty of People. Plenty of Money Here.
TO BE FOLLOWED BY SPARTANBURG, S. CAR., WEEK OF MARCH 24TH,
Strong Auspices. Benefit of Crippled Children's Fund-Raising Campaign.
The Whole City Is Behind This Engagement.

CAN PLACE SHOWS OF ALL KINDS

Especially want organized Minstrel Show, Girl Show, Wild Life, Illusion and Monkey Show. Good percentage to any nicely framed Grind Show.

CAN PLACE FOLLOWING RIDES

CATERPILLAR, RIDEE-O, ROLL-O-PLANE.

WANT CONCESSIONS OF ALL KINDS

Can place all Stock Concessions, Ball Games, Penny Pitch, Cigarette Gallery, Coca-Cola, Darts, Cotton Candy, Scales, Hoop-La, Pitch-Till-You-Win and any Concessions working for Stock.

AL WALLACE WANTS AGENTS FOR OFFICE-OWNED CONCESSIONS AND P.C. AGENTS.

CAN PLACE HELP

Need Working Men in all departments. Especially want Merry-Go-Round Foreman, Man to handle Kiddie Planes and Autos and other capable Ride Help. Fred Burns, contact.

Address All Replies to

JACK MURRAY, Mgr., Aiken, S. C.

Our Staff Includes

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FOLLOW THE CROWDS

TO
3 BIG WEEKS 3
IN SAVANNAH, GA.

WITH
EXPOSITION AT HOME SHOWS

Now playing location end of Central Georgia Viaduct. 2 more "in the city" lots to follow.

Can use Hanky Panks of all kinds, \$25.00 per week. Special opportunity for Photos, Mitt Camp, French Fries, String Game, Slum Bumper, Candy Floss, Custard. Will book Side Show with or without outfit, also Jig Show and all types of Grind Shows. Ride Help in all departments, semi drivers preferred. Top salary—long season. All reply:

ROX GATTO, Gen. Mgr., SAVANNAH HOTEL

4TH OF JULY CELEBRATION COMMITTEES

If you are interested in having a show at your celebration consisting of 12 rides, 4 shows, 25 concessions wire us. Prefer Wisconsin or Upper Michigan.

E. A. BODART SHOWS.

Shawano, Wisconsin

DOUGLAS GREATER SHOWS

FIRST AND LAST CALL

Help wanted in all departments, semi drivers given preference. Electrician, two Electrician Helpers, Assistant Mechanic, Front Door Man. Want Concessions—String Game, Slum, Clothes Pins, Hit and Miss Cat Rack. Also any other Stock Stores. Write and let us know what you have. Have for Sale—Twenty-four-seat Chairplane, price \$1,000.00; also sixty-inch Army Search Light with power unit for same, new. Has never been used. Price \$1,200.00.

E. O. DOUGLAS

Rt. 5, Box 870, Kent, Wash.

CAVALCADE OF AMUSEMENTS

WANT—NEON MAN—WANT

Must be capable and understand all forms of Glass Blowing. We own our own Neon Plant, modern and up to date. Salary, \$75.00 per week until show opens. Join immediately.

AL WAGNER, BOX 66, MOBILE, ALA. (PHONE 29546.)

LAST
CALL

A. M. P. SHOWS

"JUGGY"

SWAINSBORO, GA.

MARCH 14

Opening for Milk Bottle Ball Games, String Game, Dart Stores, Lead Gallery, Devil's Bowling Alley, Duck Pond, Fish Pond and a few others not conflicting. Want Scenic Artist, Working Men in all departments, Cook and Griddle Men. Salaries out of office. Shows—Have Top, Banners and Truck for Jig Show. Interested in Shows of merit not conflicting. "Big Six" wants Agents.

A. M. PODSOBINSKI, SWAINSBORO, GEORGIA.

NEW TENTS
For IMMEDIATE DELIVERY!
50-Ft. Round Top, 3 40-Ft. Middles,
30x60, 20x40 and 20x30 Hip Roof Tents.

FLASHY FLAMEPROOFED CANVAS

NOW AVAILABLE IN THESE COLORS:
● FOREST GREEN ● ROYAL BLUE
● KHAKI ● ORANGE
BERNIE MENDELSON—CHARLES DODD

O. Henry Tent & Awning Co.
4862 N. CLARK ST. CHICAGO 40

KENTUCKY DERBY FOR SALE

One used Kentucky Derby 12-Unit Horse Racing Game, complete. World's finest group game life-like horses, capacity \$1.20 a minute.

Price \$500.00 Cash
or will trade for Kiddie Ride or apply on major Ride.

M. C. SCHNEIDER
Crystal Lake Park, R.D. 1, Canal Fulton, O.,
or Phone Massillon 9578.

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THE SUN SHINE CHOO CHOO

Howard Ingram wires as follows: "The Sun Shine Choo Choo has proven satisfactory and everything you claimed. It is among our WINNERS on the season and we proudly recommend it. Many thanks."

SUNSHINE MFG. CO.
1307 Grand Central Ave., TAMPA, FLA.
Sunshine Mfg. Co. makes delivery like the Sun On Time. Order Now.
We are still able to make Spring Delivery.
(Send \$1.00 for large photo and complete description.)

NO HAND Developing

Yet our Machines cost no more than old types. Portable. Fast shipment. Fill in below for details.

BURBRIDGE CO., Dept. 19, Burbridge Bldg.,
2415 San Jacinto, Houston 4, Texas.

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ADDRESS

FOR SALE

1 SUPER ROLL-O-PLANE
1 20 CAR KIDDIE RIDE

Large assortment of Athletic and Side Show Banners. Address:
JOHN R. WARD
BOX 148 BATON ROUGE, LA.

FOR SALE

20 Kw. LIGHT PLANT, A.C. & D.C.
PENNY PITCH, 14x14, Complete. New Canvas and Frame. 8x8 Board.
1 CAT RACK, New Gats, New Hood.
1 BUMPER, 10x12, New Canvas and Frame.
1 POPCORN OUTFIT. New Canvas and Frame.
Two Poppers.
1 WURLITZER ORGAN. Perfect Condition. Will Sell All or Part.
J. C. WRIGLEY
1130 CORDOVA ST. DALLAS, TEX.

WANT

Good Outside Talker.
PRINCESS ZELDA
c/o Hannum Shows, Western Union,
Raleigh, N. C., March 10-15.

GRIMM'S GAYLAND SHOWS
Opening April 1.

Will book Stock Concessions, one of a kind. Want Agents for office Concessions. Want Kid Ride Operator. No gift.

H. L. GRIMM, Mgr., Box 696, Covington, Tenn.

CLUB ACTIVITIES

Showmen's League of America
400 So. State St., Chicago

CHICAGO, March 8.—G. L. (Mike) Wright presided Thursday (6) in the absence of President Irving J. Polack. Also on the rostrum were Treasurer Walter F. Driver, Secretary Joe Streibich and Bill Carsky. A special committee, consisting of J. C. McCaffery, Fred H. Kressmann and Al Sweeney, was named to attend the Midwest Fair Circuit meeting in Kansas City, Mo., April 4.

Elected to membership were Fred Herring Jr., Giustino Loyal, Edward B. Longsdorf, George J. Mrofczak and Adolph Delbosq.

Oliver Barnes reports Mrs. Barnes is in the hospital for an operation. Sick list still includes Dave Tennyson, George Terry, Harry Westbrook, Maxie Herman, Marshal Green, August Jansley and Tom Vollmer. Harry Hennies is a patient in a Hot Springs hospital.

Vice-President Lou Keller writes he is enjoying the Florida weather despite its chilliness. Clyde Carlton stopped over en route east to join the Ringling circus. Rube Liebman is due in for the open house today.

Michigan Showmen's Association
3153 Cass Avenue, Detroit

DETROIT, March 8.—Board of directors meeting, held before the regular meeting March 6, was called to order by Jack Dickstein, club's vice-president. Others attending were Harry Stahl, Charles Schimmel, Sam Maltin, William Zakoor, E. P. Womack, Arthur Grzann, Frank Hamilton, Irving Borke, Marvin Keys, Eddie Gold, Charles Westerman and Robert Templeton.

In the absence of President Al Wagner, Dickstein presided at the regular meeting. Assisting officers were Roscoe Wade, second vice-president; Louis Rosenthal, treasurer, and Bernhard Robbins, secretary.

Membership drive, now under way, is clicking, it was reported by Roscoe Wade. St. Patrick's Day party, under the planning of Mrs. Lewiston and Arthur J. Frayne, looms as a success.

Recent visitors include Morris Meskin and Solly Thorne. Charles Schimmel left for Pensacola, Fla., to take over concessions at an amusement park there. John Cargan, Tommy (Paddles) Reisner, James Markey and Ralph (Fat) Lewis returned from New Orleans.

Lone Star Show Women's Club
1928 1/2 Elm, Dallas, Tex.

DALLAS, March 8. — President Sally Murphy presided. Secretary Margaret S. Sandell and Treasurer Mary Hudspeth also were at the table. Mrs. Madeline Chambers was hostess for the evening.

Frances Phillips attended after an extended absence caused by illness. Bette Harris was reported confined to her trailer.

Mrs. Edith Rosenberg and Bee McMillan are visiting their mother, Mrs. Myrtle Potter. Margaret Pugh and Ketta Lindsey are on a trip to Kansas City, Mo. Mr. and Mrs. E. P. James are spending a few days here.

Mrs. Phil Little, chairman of the cemetery committee, reported the purchase of a burial plot in Grove Hill Cemetery. It will be known as Showmen's Rest. A monument will be erected later.

Club has moved into its new permanent quarters at 1720 Bryan Street.

National Showmen's Association
1564 Broadway, New York

NEW YORK, March 8.—Members Sam Rothstein, Shrimpy Rappaport, Sam Prell and Oscar Buck are back from Florida. Buck, a prospective pappy, has bought a home in Troy, N. Y. Curley Lane and Harry Kaye are recent dads.

Visitors: Ben Rosen, still a member of the merchant marine, and Frank Capell, convalescing after an operation. Also Sammy Walker and Steve Libitz, who announced forming a partnership to operate concessions. Jack Stern is en route to Raleigh, N. C., to join the Joseph J. Kirkwood Shows. Irving and Sam Berk will be with an F. E. Gooding unit. Harry Frankel dropped in after a long absence. Danny Taylor and Larry Benn are nightly visitors. Bucky Allen stopped off en route to Richmond, Va., World of Mirth Shows' winter quarters. Mike Tisser, business associate of the late Joe End, announced that Hyman Yesser is now a member of his firm. Yesser also became a member of the association.

Others visiting: Martin Byrnes, Sam Cohen, Harry Krasnow, Issy Trebish, Sam Bibring, Dick Norton, Joe Weisman, Whitey Merrill, Joe Prell, Louis Rosshandler, Israel and Milton Nathan, Gerald Snellens, William Dieckmann.

On the sick list: Jack Carr, Earl Feek, True Perkins, Sam Lager, Irving Udowitz, Jimmy Cox.

International Showmen's Association
415A Chestnut St., St. Louis

ST. LOUIS, March 8.—In the absence of President E. Lawrence Phillips, Past President John K. Maher presided at the February 27 meeting, with Treasurer Leo Lang and Acting Secretary Cy Horwitz on the rostrum.

Memorial plaque, donated by President E. Lawrence Phillips to the memory of Rex Howe, was unveiled. Maher delivered a brief eulogy. The plaque was unveiled by George W. Ragan while members of the men's club and the Missouri Show Women's Club stood with bowed heads and Leo Lang recited the Lord's Prayer. On motion of the entire membership it was voted to dedicate the main meeting room as the Rex Howe Room in memory of the late showman.

Euby Cobb and C. D. Todd were reported on the sick list. Correspondence from Meyer Katz, now vacationing in Arizona, and Ed C. Lehrman, of Los Angeles, was read. Elected to membership were Robert Fischer, Albert Babitt, Henry Weiblin, Adolph Siskin, Harry (Dutch) Miller, Jack Bracken and Harry J. Evers.

George W. Regan returned from a business trip to New Orleans. Ray Herbers is at the Salem, Mo., farm. Earl H. Bunting was here arranging to move his rides this season. Work in winter quarters of the John Francis, Mound City, John K. Maher's Mighty Midway, Sam Fidler's United and Harold Barlow's Big City shows is either finished or nearing completion, and the orgs expect an early start on the city's lots.

Charles Chaney, John Delaney, Orville Williams and Frank Grimm report their concessions are ready to open. Recent visitors were Isaac (Silent O'Brien) Malitz, of Chicago, and George L. Lee.

HERE IT IS—NOW READY—HANKY PANKS

Add-A-Ball Counter Game	\$ 30.00
Popem-In Baseball Addem Up Game	75.00
Addem Up Dart Boards—Beaver Boards	5.00
Sponge Rubber on Plywood	25.00
Three-Legged Bottle Stands	15.00
Bottles, Wood & Alum. Best there are	1.75
Meyers Drop Cases—Three ways	75.00
Knock the Dollar Off & It's Yours. Pin and Stand	18.00
Medium Swinger, Ball & Pin	15.00
Shoot-A-Crown, 2-way Shooting Gallery, Per Hundred	55.00
Huckley-Buck Kegs, 3 a Case, Per Set	25.00
Hoop-La Boxes, the Superior Grind Store, 3 Sizes, 10 Each	50.00
Continuous action Penny Board #1, 9 Jackpots	60.00
Nickel Pitch Board, 5 Jackpots with cutouts	65.00
Crown Head for Dart Games Back-grounds, Per Hundred	50.00
Pitch-Till-You-Win Block	3.00
Watch-La	3.50
Heart Shape Pitch, Per set of 3	4.50
Daisy Cork Guns, Corks, Per M.	3.00
Hoops, all sizes, Per Doz.	1.20
Darts, both loaded, Per Gross	20.00
Non-Loaded, Per Gross	18.00
Points will not come out.	
Fish for Pond, wood with metal Slides, A 2-way View, Per Hundred	75.00
Bingo Blowers on hand at all times.	175.00

RAY OAKES & SONS
Box 106 BROOKFIELD, ILL.
WRITE FOR NEW CATALOGUE.
Home of the World's Finest Zoo.

AGENTS WANTED

For Slum Skillo, one Roll-Down Agent. Following people contact me now: Bob and Jackie Coleman, Pete Ross, Dealer Kelly. Show opens first week in April in North Carolina. All replies to 757 N. E. 126th St., N. Miami, Fla.

CURLEY GRAHAM
Business Manager
Lawrence Greater Shows.

WANTED for HEART OF TEXAS SHOWS

Second Men on all Rides, drivers preferred. Wires on Tickets or Concessions. Want Man to handle new Zombie Castle. James Yellow Savage wants to hear from Leadora Williams. Have job for Slim, Jack Bates, James Eberhart, James Powell and good Trombone. Salary out of office. Billie Peppiro and Teddie Wells, wire him at once. Ed Wardwell wants young Man or Woman in Snake Pit Show. Marge Adams, come on. Useful Carnival People, contact.

HARRY CRAIG
Ablene, Texas, week March 10th.

STEBLAR GREATER SHOW
WANTS--WANTS--WANTS

Opening Saluda, S. C., March 20th.

Concessions—Bowling Alley, Custard, High Striker, Guess Your Age. Shows—Any Grind Shows. Have Top for Five-in-One. Rides—On account of disappointment will book, lease or buy Merry-Go-Round. Have for Sale—Leaping Lena, in A-1 condition, flat ride, \$2,000. Address all mail to
J. G. STEBLAR, Gen. Mgr.
Bamberg, S. C.

WANT TALKER

Must be sober. Ticket Sellers that grind. Bill Futch, come on. Girls for Bally.

A. J. BUDD
West Coast Shows, Stockton, Calif.

CHAIROPLANE FOR SALE

Late model Smith & Smith 18-ft. Chair-o-Plane, complete, perfect order, newly reconditioned and painted, motor perfect. Crates, Catwalk and Fence. Cash price, \$2,500.00.

KING REID SHOWS
MANCHESTER CENTER, VT.

COASTAL PLAINS SHOWS

are moving on lot on the streets of Tarboro. New Rides, new Shows, new paint. Several old concessions have joined him. Also several agents, H. G. Coffey and the Country Gentleman. Agents on many Shows have joined Cox for the season. Margaret, P. C. Dealer on Belton Shows, write.
BOX D-463, c/o Billboard, Cincinnati 1, Ohio.

WANT SHOWS OF ALL KINDS

Legitimate Concessions. Good opening for Bingo, Mug Joint, Swinging Ball, White, P. C. Reynolds, come on. Al Adams, contact Grady Ford at once. Seguin, Texas, till March 15th; then Yoakum, Texas, week March 16th.

Smith Amusement Co.

Roland Smith, Gen. Manager.
E. Red McFarlin, Manager & Legal Adjuster.

Fuller Greater Shows

Want for the longest season of any show playing this territory. All sponsored events, opening May 1st. CONCESSIONS—Want Bingo, String Game, Darts, Slum Spindle, Burper, Coke Bottles, Cork Gallery, Basket Ball, Penny and Cigaret Pitches, Cane Rack, High Striker, Age and Weight, Lead Gallery, Hoop-La, Pitch Till You Win, Jewelry, Novelties. No racket. Will carry only one of a kind. Percentage, Ball Games, Popcorn-Apples, Ponds, Palmistry, Grab, Photos sold. RIDES—Will book, buy or lease any Rides not conflicting with those we have. Good opportunity for Kiddie Rides. SHOWS—Want Monkey, Snake, Wild Life or any other Show with or without outfits. Real proposition to Showmen. Thirty weeks, six bona fide fairs. PAUL E. FULLER, 514 Main St., Meyersdale, Pa.

White Rose Amusements

WANT

One or two Rides with or without transportation. NO KIDDIE RIDES. Shows—Will book Side Show, Monkey Show or any clean Show with own outfits, liberal percentage. Concessions—Cat Rack, Cigarette Gallery, Candy Apples, Frozen Custard, Fish Pond, High Striker, Novelties, Snowballs, Scales, Mug or any Stock Store. We open latter part of April in Pennsylvania, playing proven spots. Address:

WHITE ROSE AMUSEMENTS
L. C. Bridgen, Mgr.

1269 W. Market St. York, Pa.

WANT TO BUY

No. 5 Eli Wheel, small Merry-Go-Round, Chairplane, Kiddie Ride, Electrical Equipment, also Show Tops with Banner Lines. Write, wire or call.

TED CLOUTIER

1642 Sanquinet
Montreal, Prov. Quebec, Canada
Phone L. A. 3768

WANT TWO FOREMEN

For new Fly-o-Plane and new Looper; top salary and percentage to right men. Must be sober and capable. Best route of fairs with Royal American Shows. Elmer Christensen, write me.

J. LEE CUDDY

470 N. E. 52 St. MIAMI, FLA.

Blue & White Shows

WANT one Major Ride, any kind; one or two Shows. Concessions—Bingo, Grab, Penny Pitch, Dart or any kind of Stock Stores. Ball Games, low nut. P. C. and Popcorn sold. Agents for Concessions. For sale at a big loss—One Trailer with 9 cages built on it. Trailer alone cost over \$250.00. 11 ft. long, new tires. One big Baboon, one Giant Rhesus, one Badger, one large Arouiti, one Coon, one Bobcat. All here in Corpus Christi. Come and get them. \$300.00 takes all. Show opens March 22. All contracted please answer.

L. M. NELSON, 2001 N. Water.

Crandell's Midway Deluxe

Uptown Lumpkin, Ga., this week; Ellaville, Ga., next.

All Concessions open except Bingo, Cookhouse, Percentage. Will place one more major Ride not conflicting. Will buy Kiddie Rides for cash. Shows with own transportation, contact. Long season North and back South again.

L. C. CRANDELL, Mgr.

C. B. MOORE

WANT AGENTS for Six Cats, Grind Stores, Beat the Dealer and Slum Stores. ALSO BINGO HELP. Open March 22 at Poplar Bluff. Address:

c/o JOHN McKEE SHOWS, Poplar Bluff, Mo.

WANTED

Slum Store Agents. Agents that can put up and down, no others. Opening Atlanta lots March 15. Good Agents will make money with this Show. Good opening for one that can drive truck.

H. E. RODY

c/o Shan Bros. Shows, Fairgrounds, Atlanta, Ga.

Show Folks of America
San Francisco

SAN FRANCISCO, March 8.—President Harry Seber presided at the February 24 meeting. Mike Krekos, co-chairman of the board of directors, also was on the rostrum. Introduced by Seber, Sam Abbott, of *The Billboard*, was seated on the rostrum.

Letters were read from Past Presidents Mary Ragan Kanthe, Red Kearns, John F. Severson, P. Charles Camp and R. C. Lewis.

Jack and Rose Compton, Alfred T. (Tex) Jones and William Allen Wozencraft were elected to membership.

Following guests and members, absent for an extended period, were introduced: Jennie Christenson, Rely Castle Berglun, Helen and Al Miller, Harry Coleman, Mr. and Mrs. Chuck Haegler, Mr. and Mrs. Jones, Hilda Lange, Mr. and Mrs. Johnny Salsted, Rose Fisher, George Dunne, Earl J. Leonard, Mirosa Herman and Edgie Harris.

Chairman Fred Weidmann reported that 13 members and 7 officers were present at the board meeting.

Sick and relief committee report: Billy Hodges visited Anna Davis and Nellie Baker. Latter also was visited by Fred Ramsey and Mrs. Boehn. Mrs. Boehn reported that Eddie Gluck was released from the hospital. Joe Sherro visited Mr. McCarron in the San Francisco Hospital. Fred Weidmann reported Joe Alterman had recovered sufficiently to visit his store. Mary Texeira reported visiting Margaret Alterman in Sacramento and that she is "getting along fine." Mickey Hogan reported Ralph Clinton is recovering from a recent operation at his home in Stockton.

Miami Showmen's Association
236 W. Flagler St., Miami

MIAMI, March 8.—Regular meeting was held Tuesday (4). On the rostrum were President Robert K. Parker; Carl Sedlmayr, first vice-president; George A. Golden, second vice-president; Jack C. Gilbert, third vice-president; Ralph Endy, treasurer, and Milton Paer, secretary.

Ed Kornrumps and Whitey Adams made their first appearance at the club this year.

Royal American Shows, thru Sedlmayr, donated \$800 to the club, proceeds from the Jamboree at the Tampa fair.

Floyd Gooding wrote informing club members of the illness of K. G. Barkoot in Toledo.

Committee chairmen named for 1948 were Whitey Tara, house; Milton Morris, membership; Sam Gordon, ways and means; Cliff Wilson, relief; Oscar Buck, finance; Bill Starr, grievance, and David Endy, entertainment and program.

Missouri Show Women's Club

415A Chestnut Street, St. Louis
ST. LOUIS, March 8.—Meeting February 27 was turned into a social affair, with prizes donated by President Lee Belmont, Mrs. John Maher and Estella Ragan.

Members entered the clubroom of the International Showmen's Club for the unveiling of a memorial plaque, donated by President E. Lawrence Phillips, to the memory of Rex Howe.

Elected to membership were Dorothea Bell, Mrs. Fred Reed, Mrs. Lotis Hansen and Mrs. Darlene Brophy.

Reported on the sick list were Chaplain Daisy Davis, seriously ill in her Maryland Hotel apartment; Tillie Kahl, Elizabeth Madison and Mrs. Viola Fairly.

Correspondence from Mrs. Nell Allen and Madaline Ragan was read. Mrs. John Maher returned from an extended business trip with her husband.

A card party will be held in the clubrooms March 15, with prizes donated by members.

LAFF-LAND FUN HOUSE

PORTABLE FOR CARNIVALS

MOVABLE SECTIONS FOR PARKS

NOW MADE IN THREE SIZES

Small outfit to fit into van-type semi-trailer. All our best puzzling and laff-provoking feature stunts in movable sections. A real big show in a small space. On Saturday night you merely close up and drive away. Actually a one-man show. Priced as low as \$4000 for complete insides. You furnish your own semi. A riot of fun. Cheap to install and operate.

Larger outfit to fit into a tent next to a semi-trailer Walk-Thru that you already own. 25 extra feature stunts. Makes a fine big attraction out of a very ordinary Walk-Thru built into a semi. Moderate cost.

Big theater type Laff-Land with stage, seated audience, 42 splendid stunts, air compressor, electric shocks. At least 55 laff-provoking features in a big tent. Goes on three wagons. This show will top any Midway.

LAFF IN THE DARK RIDE

PORTABLE

STATIONARY

The famous dark ride for Carnivals or Parks with all those big, splendid feature stunts that send them all out laffing. Over 200 now operating all over the world. Easily erected. The portable packs on one 30-foot semi. In a park it goes in any old building. Receipts were often \$32,000 up to \$60,000 in a season.

NEW LAFF IN THE DARK STUNTS

We can furnish some mighty good new feature stunts to replace those old ones now out of date or out of order. A few operators expect their patrons to laugh at some stunts that are ten years old. A funny joke can get pretty stale in ten years.

DELIVERY

We can deliver a few more orders this spring if placed at once. Write or wire

TRAVER ENTERPRISES, INC.

3 Tuxedo Place, Cranford, N. J.

GATE CITY SHOWS

J. E. BAXTER, Manager; GARRETT SCOTT, Business Manager; STANLEY REED, General Agent; BEN CHEEK, Supt. Rides; GEORGE (SHORTY) WARD, Supt. Transportation and Mechanic; FRANK HEARN, Supt. Construction and Electrician

Want for long season top Still Dates, Celebrations and Fairs: Legitimate Concessions all kinds except Photos, Popcorn, Bingo, Cookhouse and Diggers. Want Grind Shows with own equipment and transportation. Fat People, Mechanical City, Fun House. Want Musicians for office-owned Minstrel, also Chorus Girls, Dancer. Especially want Trumpet, Sax, Trombone, Bass Drums; top salary, long season, good treatment.

Want Motordrome with transportation; positively have best territory in country for Drome. Want Lot Man that can get show on and off lot. Want Billposter that can and will post with car. Want capable Ride Help that have worked with Ben Cheek and George (Shorty) Ward before. Need Help on all Rides including Whip, 8 cars; semi drivers preferred. Want Talker for Monkey Show. Want A-1 Secretary that understands taxation, all forms. Top salary to right man. Louis Bright, Bobby Sickels. Wire.

All address

J. E. BAXTER, Manager

Brunswick, Ga., this week; Statesboro, Ga., next.

VICTORY EXPOSITION SHOWS

WANT CONCESSION PEOPLE

GIRLS FOR BALL GAMES AND AGENTS FOR 10c STOCK CONCESSIONS

All address

DON BRASHEAR, Concession Manager

Waco, Texas, this week; Corsicana, Texas, March 17-22

ROAD ARCADE FOR SALE
BARGAIN

1 Mutoscope Sky Fighter, 1 Chicago Coin Hockey, 1 Evans Tommy Gun, 1 Scientific Ski Jump, 3 Keeney Anti-Aircraft Guns, 1 Mills Wizard Fortune Teller, 1 Caille Gripper, 6 Pih Ball Machines (mostly 5¢ machines), good 12-oz. Green 16x24 Tent, Counters, Bally Curtain, Wiring, Flags, Banner. Price, \$875.00. Pays for itself first week. Moved easily on 1 1/2-ton truck, so bring truck and get it; no crating at this price.

DE VAULS AMUSEMENTS; NEDROW, N. Y.

PARAMOUNT SHOWS EXPOSITION Inc.

"TRULY A GOOD SHOW ALL WAYS"

OPENING APRIL 2, NORFOLK, VA.

WANT SLUM CONCESSIONS OF ALL KINDS—SHOWS WITH OR WITHOUT EQUIPMENT.

Due to disappointment—Want Life Show, Wild Life and any other Grind Show not conflicting.

Ride Help and Working Men, come to Norfolk—will place all

Walter Dwack-Blackie Edwards wants his old second man for new caterpillar

FOR SALE—One 50 KVA Transformer, with or without truck

People holding contracts answer

FOR SALE—ROLLOPLANE, TRACTOR AND TRAILER, CHEAP. SEVERAL USED TOPS. WILL SELL ANY OF USED EQUIPMENT.

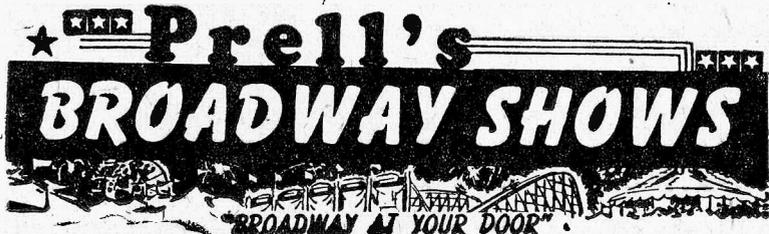
ALL ANSWER

RALPH P. FLANNIGAN, Gen. Mgr.

341 KEMP LANE NORFOLK 6, VIRGINIA

THIS IS IT

POSITIVELY FIRST SHOW IN CHARLESTON, S. C.
MARTIN PARK, CENTER OF CITY, MARCH 21 TO 29
8—BIG NITES—8 CITY-WIDE CELEBRATION



35—SURE WINNING WEEKS—35

ALL PEOPLE HOLDING CONTRACTS REPORT

WANTED—FOREMAN FOR TWIN #12 ELI FERRIS WHEELS. FOREMAN FOR ROLL-O-PLANE (NEW). ALL TYPE COOKHOUSE HELP. MAN TO TAKE CARE MARQUEE. EXPERIENCED CANVAS MAN. WORKMEN IN ALL DEPARTMENTS.

RIIDE HELP ABLE TO DRIVE SEMIS. HIGHEST SALARIES.

CAN PLACE PENNY ARCADE—GRIND STORES—MUG OUTFIT—SPOT—PONY RIDE.

JOHNNY MILLER WANTS GENERAL CONCESSION HELP. DOTTIE MILLER WANTS LADY BALL GAME AGENTS.

WIRE WRITE PHONE

SAM E. PRELL, Hotel Charleston, Charleston, S. C.

JOHNNY P. CIABURRI and HAL ROBERTS

WANT CAPABLE AGENTS
TRIANGLE SHOWS

For the Best Territory in the East.

For the following Concessions: Duck Pond, Ball Games, Balloon Darts, Devil's Bowling Alley. Also experienced P. C. Dealers for Pill Pool, Under and Over, Beat the Dealer. Address: MIAMI SHOWMEN'S ASSOCIATION, 236 West Flagler St., Miami, Florida.

WONDER CITY SHOWS OPEN MONTICELLO, ARK., MARCH 15

Notice—All Shows, Rides and Concessions contracted report at once. Can use two Second Men on Twin Wheels. Top salary. Have for Sale—20x40 Top, Sidewall, \$75.00; 30x50 Top, Sidewall, \$100.00; both good condition. Evans Big 6 Wheel and Post, \$100.00.

SIDE SHOW OPERATORS

Have brand-new Side Show Frame-Up, 20x80 top; 100 ft. of Banners. Complete set-up with transportation. WANT OPERATOR WITH SHOW FOR INSIDE. WANT TO BOOK Fun House, Minstrel, Hillbilly, Monkey Show, Girl Revue or any Shows not conflicting. CONCESSIONS: Have some open. Write what you have.

Want to hear from L. C. Williams, Side Show Man, or anyone knowing his whereabouts.

GREATER RAINBOW SHOWS

FT. SMITH, ARK., THIS WEEK; BOONEVILLE, ARK., MARCH 17-22.

Caravans, Inc. Box 1902, Chicago

CHICAGO, March 8.—Bi-monthly meeting Tuesday (4) had Edna O'Shea Stenson in the chair. Also on the rostrum were Lucille Hirsch, first vice-president; Pearl McGlynn, second vice-president, and Bessie Mossman, third vice-president. Illness prevented both Pat Seery, treasurer, and Hattie Hoyt, secretary, from attending.

Others on the sick list include Clara Polich, Billie Lou Bunyard, Agnes Barnes and Maude Green. Ann Prager is home from the hospital. A plant will be sent Dave Tenyson, seriously ill in Alexian Bros. Hospital.

Letter was received from Ann Dolan, of Altadena, Calif., who enclosed a donation for the March 29 party. Other donations came from Harry Ross, of Miami, and Marge Fréis. Dorothy Bates, attending her first meeting in many weeks, reported she is making a rug and some hand-painted handkerchiefs which she will donate. Rose Fitzgerald, Los Angeles, is sending a large box of articles for the rummage sale.

Ann Sleyster received a letter from Edna Stinson, known professionally as Mutt Bernet, who has been an invalid 12 years. Her address is R. R. 4, Jackson County Home, Independence, Mo.

Present after an absence was Dorothy Golz. Bessie Mossman won the nylons donated by Ann Doolan. The sequin bracelet and earring set, made by Josephine Glickman, went to Lillian Lawrence.

Pacific Coast Showmen's Association

623 1/2 S. Grand Ave., Los Angeles

LOS ANGELES, March 8.—Business meeting Monday (3) was conducted by President Bill Hobday. Vice-president Harry Suker and Secretary Ed. Mann also were on the rostrum.

Past President O. N. Crafts, of Crafts 20 Big Shows, has set aside March 18 as PCSA Day at the National Orange Show in San Bernardino. Vice-President Harry Suker was named chairman of a committee. A caravan of cars will assemble at Lincoln Park at 10 a.m. Tuesday (18) and then will proceed in convoy to the Orange Show at San Bernardino, 75 miles east of Los Angeles.

Committee in charge of the recent going-away party February 24, announced the affair was a big success.

New member inducted was Herbert J. Waters. Members present after absences included Leon Blondel, C. A. White and Bill Allman.

Visitors were W. E. Baldwin, Michigan Showmen's Club; Richard Arcand and W. E. Gay, Santa Barbara.

Vic Johnson is ill in his home. Drawing was won by Bill Allman.

Show Folks of America

1839 W. Monroe St., Chicago

CHICAGO, March 8.—Regular meeting of the board of directors Thursday (6) was devoted to revision of the by-laws, excepting for some routine business. Herbert Cooper, Bergie Bergman, Violet Lamey and Meyer Cherkas were elected to fill vacancies on the board.

Next important event is the annual corned beef and cabbage dinner, usually held on St. Patrick's Day, but scheduled this year Sunday (16). All theatrical folks in the Chicago area are invited to the open house that day. Dinner cost is 75 cents. Advance reservations must be made by phoning Canal 6636.

Next regular meeting will be held Tuesday (18), and the next social Saturday (22), both in the home. Social will be sponsored by Helen Wong, Etta Coulthard and Rose Page.

Regular Associated Troupers 106 E. Washington, Los Angeles

LOS ANGELES, March 8.—Nell Robideaux, first vice-president, presided over the first half of the meeting, with the gavel then passing to Monroe Eisenmen, second vice-president.

Cards were received from Peggy Bailey and Toots and Sam Epple. President Jimmy Lynch wrote from Calexico. Greetings were sent from Gladys Patrick, Mal Allman and Lil Sheppard.

"Going away" party is skedded March 27. Lucille Dolman is chairman, assisted by Monroe and Lil Eisenmen.

Following donations acknowledged: \$20 from Pete Kortez, half of which will go to the bazaar fund; \$5 from Doris and Lloyd Carlson for the same fund, and a trunk from June Gilligan. June, released from the hospital, was given a welcome. Door prize was contributed by Rose Fitzgerald.

Guests introduced were Mr. and Mrs. Freeland, Eddie Barnett and Mrs. Pepple. Called on for remarks were T. Dwight Pepple, of Chicago, and Mr. and Mrs. Perper, new members; Frank Babcock, Estelle and Elmer Hanscom, Carl Anderson, Cal Enfield and Bill and Nancy Meyers. Prize winners were John Lorman, Joe Horwitz and June Gilligan.

BREWER'S UNITED SHOWS

Will book Fish Pond, Clothes Pins, Coke Bottles, Darts, Scales, Huckley Buck, Glass Pitch, Hoop-La, Lead Gallery, Diggers, Cotton Candy, Candy Apples, Photos, Basket Ball. Agents for office Roll Downs and Swingers and Seta Shows, such as Wild Life, Pit Show, Monkey Show, Freaks, Fun House or any neatly framed show of merit, come on, will place you. Want Merry-Go-Round Foreman for Little Beauty. We show in the heart of town every week, not out in the country. Center, Tex., this week; then as per Route. Fair Secretaries and Committees, contact us as we still have a few open dates.

Rupe's Midway for Fun Wants—Wants—Wants

For Route thru East Texas, Oklahoma, Kansas, Nebraska and Dakotas. Will book any legitimate Concessions that do not conflict. What have you? Will book or buy Eli Wheel. You pay your wire, I'll pay mine. Riley, contact me.

W. A. RUPE, Mgr.
Rockdale, Texas, March 10-15.

BINGO HELP WANTED

Counter Men, also Geek for Snake Show. All Replies:

Robert S. Buffington
c/o LAWRENCE GREATER SHOWS
Chester, S. C.

P.S.: Write—No Wires.

VIVONA BROS.' SHOWS

WANT FREE ACT

Must be High. Show opens early in April.

Morris & John Vivona
103 So. 21st St. Irvington, N. J.

ALLEN (DUDE) BREWER WANTS

Help for Popcorn and Grab. Agents for Hit and Miss, Darts, Cork Gallery.

Open McAlester, Okla., March 22, with Cappell Bros.

FOR SALE—CASH

NEW POPCORN TRAILER
14"x7" new large Jumbo Popper, safety glass enclosed front, 20-inch Counter both sides, Blue Awning all around. Must be seen to be appreciated. Very flashy. New Tires, plenty room for Candy Apples, Floss, Snow Balls, etc. Have some stock, lots of other extras. Complete, ready to go. First reasonable offer accepted. Going into other business. Address POPCORN TRAILER, Crandel's Midway DeLuxe, Lumpkin, Ga., week March 10th.

GREAT SUTTON SHOWS

"Positively America's Most Beautiful Motorized Show"

11-RIDES-11 10-SHOWS-10 45-CONCESSIONS-45
OPENING THE 1947 SEASON ON MARCH 29TH

CAN PLACE Diggers or any legitimate Concessions.
 WILL BOOK or FRAME any good Show for responsible party.
 WANT First and Second Men on Merry-Go-Round, Tilt-a-Whirl, Spitfire, Roll-o-Plane and Octopus.
 All Rides brand new—never been up before.

HAVE FOR SALE THE FOLLOWING CONCESSIONS
 Beat-the-Dealer, Pan Joint, Candy Floss and Apples and 16-Ft. Van-Type Stock Trailer.
 All equipment in first-class condition. Will sell cheap.

All address

FRANK M. SUTTON, JR.
 (FAIRGROUNDS) CARUTHERSVILLE, MO.

L. J. HETH SHOWS

LAST CALL—LAST CALL—LAST CALL

**OPENING SATURDAY, MARCH 15TH,
 NORTH BIRMINGHAM, ALA.**

SHOWS—Account disappointment want organized Girl Show (have complete outfit), Fun House, Wild Life, Snake Show, Animal Show or any Grind Show not conflicting.
 HELP—Billposter, Man to handle Front Gate, Ride Help that are truck drivers, Tiny Cowan, wants Freaks, Side Show Acts, Magician. Fred Lamb, Bill Wingert, Mickey Domino, answer.
 CONCESSIONS—Custard, Snow, String Game, Basket Ball, other legitimate Concessions open.

ALL PEOPLE CONTRACTED REPORT NOW

HAVE DE LUXE PLASTER FOR SALE

All Replies: NORTH BIRMINGHAM, ALA. PHONE 7-3121.

CAPITAL CITY SHOWS

Opening March 29 (Haymarket Lot Downtown) First Show on This Lot in 10 Years

WANT

Few more Stock Concessions. Good opening for Custard.
 Second Men for Octopus, Wheel, Merry-Go-Round and Chairplane.
 Will book, buy or lease Tilt, Flyoplane or Caterpillar for cash.
 Shows with own equipment.
 Bill Levy, contact.

All replies

J. L. KEEF

525 3d Avenue, No. Nashville, Tenn.
 P.S.—Want to buy Merry-Go-Round Organ.

LAST CALL WOLFE AMUSEMENT LAST CALL

2 SATURDAYS—OPENING SATURDAY, MARCH 22, ROYSTON, GA.—2 SATURDAYS
 Good opening for few more Concessions, Fish Pond, Bowling Alley, Pitch-Till-You-Win, Ball Games, Penny Arcade and any legitimate Concessions.
 Can place sober Ride Help.

Side Shows—Can place Snake or any Walk-Thru Show.

We play all up-town locations. No gate, and you can't help making money.
 All mails and wires

BEN WOLFE Royston, Ga.

P.S.—Have good opening for Cook House or Grab. Can also use Bingo Help and Concession Agents. Get in touch with us immediately. Don't wire, come on.

MAJESTIC GREATER SHOWS

CAN PLACE FOR LONG SEASON

CONCESSIONS: Photos, Novelties and Concessions of all kinds.
 SHOWS (with own equipment): Glass House, Mechanical City, Jig Show, Fat Show, Monkey Show and Wild Life. All address:

SAM GOLDSTEIN

Durham, N. C., this week; Asheboro, N. C., week March 17.

WANTED FOR

HARRY CRAIG'S HEART OF TEXAS SHOWS

Capable Man take full charge new Bingo. Want Store Agents, Help for Cook House. Place 2 Mitt Camps, \$100.00 week each. Book Lead Gallery, Age and Scales, Athletic Show Talent and Side Show Acts. Contact

HARRY CRAIG, ABILENE, TEX., WEEK MARCH 10.

TRIANGLE SHOWS

"America's Midway Masterpiece"

WANT AT ONCE

BINGO COUNTER MEN

PREFER THOSE WHO DRIVE SEMI TRAILERS

All Address

LOUIS WEINSTEIN

Care Triangle Shows, P. O. Box 145, Wilson, North Carolina

Elmer Reed—Contact A. C. Bradley, same address.

SPECIAL!

SPECIAL!

"LOU-ANA" COCOANUT OIL

In Returnable Drums **31 3/4¢** Per Lb. In 38 1/2 Lb. Tins **33 1/4¢** Per Lb.

IMMEDIATE DELIVERY

Top Quality	Peanut Oil Bags and Boxes Paper Cones Salt Seasoning	High-Grade POPCORN	F. O. B. Chicago
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Distributors for CRETORS Popcorn Machines.

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THOMAS JOYLAND AMUSEMENTS

CAN PLACE AT ONCE FOR 1947 SEASON OF 30 WEEKS

SEASON OPENS SATURDAY, MARCH 29TH, AT LEXINGTON, KY.

RIDE FOREMAN AND SECOND MEN, ALSO OTHER RIDE HELP ON ALL RIDES. Want Foreman for Merry-Go-Round. All Ride Help report to Lexington, Ky., and start to work at once. HELP FOR OFFICE-OWNED CONCESSIONS. Married Couples, Single Men and Women wanted for Fish Pond, Duck Ponds, Milk Bottles, Guess-Your-Age, Huckly Buck, Dart Game, Bumper; Clerks for Bingo. Good salary, long season, good treatment. SHOWS—WILD LIFE SHOW, MOTORDROME, SNAKE SHOW, ARCADE, MONKEY SHOW OR ANY SHOWS NOT CONFLICTING. All Address: L. I. THOMAS, 821 WEST PINE ST., LEXINGTON, KY.

BISTANY GREATER SHOWS, INC.

WANTS FOR BEST STILL DATES AND CELEBRATIONS IN THE NORTH ON THE EASTERN SEABOARD WITH ALL WINTER IN FLORIDA WITH FAIRS ALREADY BOOKED

Want Octopus, Spitfire, Fly-o-Plane. Reasonable percentage. Will book Girl Show, Posing Show or any other Grind Show of merit. Good proposition. Will furnish outfit to showman who can produce. Will book any kind of a legitimate Concession, such as Pitch Till You Win, Ball Game, Penny Pitch, Frozen Custard, Hoop-La, String Game, American Palmistry, Long and Short Range Shooting Gallery, etc. Want to hear from a Lot Superintendent who can take it off and on the lot. Want Ride Help who can drive Semis and stay sober. A. P. Stickele wants to hear from Man and Wife who can handle Stock Concessions and do carpenter work. Good proposition. Absolutely no drinking.

LEO M. BISTANY, Manager

P. O. BOX 4981

JACKSONVILLE, FLORIDA

NOW BOOKING

For Permanent Location in East Los Angeles, California. Open the Year Round.
**MERRY-GO-ROUND—FERRIS WHEEL—KIDDIE RIDES—
 POPCORN—CANDY FLOSS—NOVELTIES—CANDIED
 APPLES.**

WHAT HAVE YOU? Contact:

MRS. J. A. MORRIS

Mail and Home Address: 501 WEST SEVENTH ST., DOWNEY, CALIF.
 Phone: TOpaZ 22674 or TOpaZ 22143

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold
By Starr De Belle

Time Out, Ga.,
March 8, 1947.

Dear Pat:

We can't figure out whether this circus is ahead or behind schedule. Everything done on this show is done thru precise timing. You know what I mean, the kind a big show announcer describes when announcing a flying act. The clock, located on the side of our red ticket wagon, has balled up the whole season. It's a striking clock that is hooked up to a loud speaker. Every move is timed by that clock. The doors to the main show open when it strikes two, our equestrian director stops the show when it strikes four, etc. Its a great system if the clock is right.

Today, Manager Upp learned that the clock had been losing 30 minutes each day. When you figure up 30 minutes for 336 days it makes a loss of 168 hours, or seven days. We were slated to close February 15. That was a week ago. Now we don't know whether we are ready to close or have already closed and opened again. All we know is that thru the clock we lost seven days, which eats up one week of our actors', musicians' and workmen's holdbacks. The bosses are debating whether to stay out another week and let them catch up with their holdbacks, or close and let them deduct the amounts from their income taxes. Co-Owner Charley Horse suggested that we let things stand as they are, but to have a clock repairman set it to run a half-hour fast and let them make up the lost time next season.

As you know, Pat, there are good and bad people in every profession. We found a bad one in our midst. The bosses have always favored female impersonators in clown alley, on swinging ladders and in the ballet. The bosses say that they bring the show good luck. Well, here is our complaint. Last week a flaming red-headed impersonator came on the lot and was placed working the come-in. He was really good. So good, in fact, that all of the clowns, who are

not allowed in the big top during program hours, sneaked in under the seats to see him work. That's what they were doing when not scratching in the candy pitch's offal for dimes that might have been dropped. Anyhow, we have admitted that the guy was good, but being a good actor and falling down on his chores are two different things. Yesterday it was his turn to wash the propertymen's uniforms.

Being out of soap, he added more lye. That night the boys were seen scratching around their necks. We then learned that the body sweat had brought the dried-in lye to life and was eating them up. By night the uniforms were rags—eaten up like a lye-paste billposter's brush. When informed that the uniforms were charged to him, he took it on the duffy without notice, taking a show-owned brassiere with him. We aren't asking him to return and work out the price of the uniforms, nor do we need him in the show. We want to locate him to help a brother and sister trouser who is in distress. Our Side Show's half and half, Violet-Ray, borrowed it from the boss's wife, and if it isn't returned by next Saturday, Mrs. Upp will issue two bits and a road map. The other circus managers to be on the lookout for it. Identification: White silk crepe embroidered lavishly with beads and sequins.

My how time flies. The red wagon clock just struck midnight. I don't

Meadow Lake Stampede Prize Money Up \$1,500

MEADOW LAKE, Sask., March 8.—Meadow Lake Stampede will run three days this year and prize money will be \$10,000, a boost of \$1,500 over last year.

Over \$15,000 has been spent on the grounds in the last three years. It planned to build a large grandstand with a seating capacity of 3,000 alongside the present one.

Officers are president, H. Alger; vice-presidents, B. A. Campbell and J. Stupka; stampede manager, A. Weber; secretary-treasurer, J. Denny Smith.

Patterson Bros. Opens Under Auspices on May 1

HOLLY, Mich., March 8.—Patterson Bros.' Circus will open the season at Grand Blanc, Mich., May 1 under auspices. Show recently purchased a 60-foot big top with three 30's and 50-foot side show top with two 20's.

Work is going on at top speed in quarters here under supervision of Capt. Jerome Smith. The trucks are being repaired and the cookhouse is getting a thoro overhauling.

Fireworks Bill Nixed

HARTFORD, Conn., March 8.—The Connecticut Legislative Judiciary Committee reported unfavorably on Senate Bill No. 251, which would forbid the sale and explosion of fireworks in Connecticut.

know whether its 12 o'clock this week, next week or last week.

How To Avoid Damage Suits

(Continued from page 44)
tan," "Model," etc., are not distinctive and may be owned exclusively by the original user in a particular locality. The original user in this locality has the exclusive right to use of the name for amusements and may prevent other persons from applying it to an amusement in the same locality.

In Genesee Circus v. Genesee Shows, (Fed.) the higher court granted an injunction against the Genesee Circus holding that this trade name infringed "Genesee Shows." Both of these amusements had advertised in the same area.

Court's Discretion

Of course, the courts have discretion to decide whether businesses are so similar that trade names confuse the public.

For illustration, in Churchill, 90 S. W. (2d) 1041, the higher court held that the trade name "Churchill Downs" of a distilling company infringed the trade name "Churchill Downs, Incorporated" used to identify a race track, altho the latter corporation had not objected to use of this trade name by other firms in distinctively different classifications of businesses. Also, see Willis, 135 N. Y. S. 706, where the higher court held the first user of the words "New York" in its trade name in any city could prevent use of the words "New York" in the trade name of a competitor in the same city.

Also, see Zweck v. Aberdeen, 183 N. W. 118. In this case it was disclosed that for many years in the city

of Aberdeen a corporation conducted an amusement under a trade name "Aberdeen." Later another corporation opened an amusement and used a trade name having therein the word "Aberdeen."

The owner of the original amusement company filed suit asking the court for an injunction to restrain use by the new company of the word "Aberdeen" in its trade name.

The court promptly granted an injunction, and said:

"The first in a particular business to adopt and use and give value to a trade name consisting of geographical, generic, or descriptive terms, will nevertheless be entitled to have the business which he has built up under such name protected against unfair competition. . . ."

So, therefore, it is very apparent that if the original user of a trade name has established priority and has given it publicity in either a large or small area, he is entitled to protection against a competitor who uses the same or similar trade name in this same area, which may be the whole United States or only one small town.

But, as above explained, the owner of an amusement cannot prevent a competitor from adopting and using the identical trade name in another territory in which the original user of the name is not known and has not advertised his business. This is so because under these circumstances, the public will not be deceived.

Misc. Routes

Send to 25 Opera Place, Cincinnati 1, O.

Claxton's, Leon, Harlem in Havana (Lincoln) Tampa, Fla., 13-14.
Gosh, Byron, Hit Parade Tent Show: Ocean Springs, Miss., 15.
Ice Follies of 1947: Pittsburgh, Pa., 11-17.
Miller's, Irvin C., Brown-Skin Models (Frolie) Birmingham, Ala., 13-14; (Carver) Gadsden 16.
Plunkett's Stage Show: Hebronville, Tex., 10-12; Bruni 13-15.

Carnival Routes

Send to 25 Opera Place, Cincinnati 1, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

A-E Shows: Willacoochee, Ga.
Alamo Expo.: Austin, Tex., 15-22.
A. M. P.: Swainsboro, Ga., 14-22.
Bedford's United: Edcouch, Tex.
B. & H. Am. Co.: Sumter, S. C.
Bistany Greater: Jacksonville, Fla.
Blue Ribbon: Waycross, Ga.
Brady & Leedy: Tifton, Ga.
Brewer's United: Center, Tex.
Burdick Greater: Lampasas, Tex., 17-22.
Coastal Plain: Tarboro, N. C.
Crafts 20 Big: (Orange Show) San Bernardino, Calif., 13-23.
Crandall's Midway: Lumpkin, Ga.
Crystal Expo.: Crystal River, Fla., 15-22.
Exposition at Home: Savannah, Ga.
Pay's Silver Derby: Valdosta, Ga.
Ferris Greater: Montebello, Calif.
Florida Am. Co.: Bradenton, Fla.; (Fair) St. Petersburg 18-29.
Franklin, Don: Alvin, Tex.; Angleton 17-22.
Gate City: Brunswick, Ga.; Statesboro 17-22.
Gem City: El Dorado, Ark.
Gentsch, J. A.: Forest, Miss.; Port Gibson 17-22.
Golden Rule: Charleston, S. C.
Greater Rainbow: Fort Smith, Ark.; Booneville 17-22.
Greater United: Victoria, Tex.
Groves Greater: Lake Charles, La.
Hames, Bill: Fort Worth, Tex.
Hannum, Morris: Raleigh, N. C.
Harrison Greater: Columbia, S. C.
Heart of Texas: Abilene, Tex.
Heth, L. J.: Birmingham, Ala., 15-22.
Hill's Greater: Aransas Pass, Tex.
Johnny's United: Baxley, Ga.
Keyman's: Dierks, Ark.
Keystone Expo.: Darlington, S. C., 10-22.
Kirkwood, Joseph J.: Raleigh, N. C.; Fayetteville 17-22.
Lamb, L. B.: Sheffield, Ala.
Leeright, J. R.: Walters, Okla.
Long's United: Bakersfield, Calif.
Madison Bros.: Prescott, Ark.
Magnolia State: Collins, Miss., 15-22.
Majestic Greater: Durham, N. C.; Asheboro 17-22.
McColl, Jim: Camilla, Ga.; Dawson 17-22.
Mighty Page: Gulfport, Miss.
Moore's Big State: Kingsville, Tex.
Midwest: Barstow, Calif.
Mid-Western Expo.: Alexandria, La.; Natchitoches 17-22.
Night Owl: Rector, Ark., 15-22.
Omar's Greater Am.: Texarkana, Ark.
Pastime: Stockton, Ga.
Peerless Celebration Am.: Greenwood, S. C., 15-22.
Pine State: Starkville, Miss., 15-22.
Pryor's Am.: De Funiak Springs, Fla.
Regent: Eastman, Ga., 15-22.
Rogers Greater: Jackson, Tenn., 17-22.
Rogers & Powell: Jackson, Miss., 17-22.
Rosen, H. B., Am.: Calera, Ala.
Royal Amusement: Stapleton, Ga.; Camak 17-22.
Royal Crown: Thomasville, Ga.
Royal Expo.: Kissimmee, Fla.; (Fair) Eustis 17-22.
Rupe's Midway of Fun: Rockdale, Tex.
Shan Bros.: (Mason & Turner Sts.) Atlanta, Ga., 15-22.
Siebrand Bros.: Phoenix, Ariz.
Silver States: Douglas, Ariz.
Smith's Am.: Seguin, Tex.
Southern Am. Co.: Port Lavaca, Tex.
Southern Valley: Mansfield, La.; Delhi 17-22.
Stephens, C. A.: Quitman, Ga.
Sunflower State: New Braunfels, Tex.
Tassell, Barney: Sanford, Fla.; Savannah, Ga., 17-22.
Tidwell, T. J.: Monahans, Tex.; Odessa 17-22.
Tinsley, Johnny T.: Greenville, S. C., 15-22.
Utah Expo.: Las Vegas, Nev.
Victory Expo.: Waco, Tex.; Corsicana 17-22.
Virginia Rose Attrs.: Louisville, Ky.
Wallace Bros.: Jackson, Miss., 15-22.
Wallace & Murray: Aiken, S. C.
West Coast: Stockton, Calif., 12-23.
Wheeler, Eddie L.: Rome, Ga., 14-22.
White Star Attrs.: Vienna, Ga.
Wonder City: Monticello, Ark., 15-22.
Zacchini Bros.: Carthage, Tex.
Zeiger, C. F., United: Casa Grande, Ariz., 15-22.

Circus Routes

Send to 25 Opera Place, Cincinnati 1, O.

Beatty, Clyde: Nacogdoches, Tex., 13; Victoria 14; San Antonio 15-16; Del Rio 17; Marfa 18; El Paso 19; Deming, N. M., 20; Tucson, Ariz., 21; Phoenix 22-23; Yuma 24.
Clyde Bros.: Carthage, Mo., 9-11; Ponca City, Okla., 12-15; Newton, Kan., 16-18; Hutchinson 19-22.
Davenport, Orrin: St. Paul, Minn., 10-17.
Eagles: Gary, Ind., 14-18; Galesburg, Ill., 21-23.
Hamid-Morton: Wichita, Kan., 10-16; Tulsa, Okla., 17-23.
Owens, Buck: Dothan, Ala., 12.
Polack Bros. (Eastern Co.): (School Field-house) Lansing, Mich., 13-19.
Polack Bros. (Western Co.): (Medinah Temple Aud.) Chicago, Ill., 10-16; (Coliseum) Dayton, O., 20-29.
Sparks: Clearwater, Fla., 11; Bartow 12; Winter Haven 13; Lakeland 14; Orlando 15; De Land 17; Daytona Beach 18; St. Augustine 19; Palatka 20; Sanford 21; Ocala 22.

Beers-Barnes Circus

WANT GENERAL AGENT

With car for small Show, contracting possible, some lithographing.
State salary. Address
591 N. W. 63d St., Miami, Fla.

AT LIBERTY

General Agent and Legal Adjuster. Have number of Fairs and Celebrations contracted. Wire

GENERAL AGENT

3rd Ave. Hotel ROME, GA.

TAKE NOTICE

Circuses and Carnivals—have wonderful location. Show lot three-quarters of a mile from city limit. Bus service every twenty minutes. Lights and water on lot. Get in touch with me for your show dates.

A. C. KENNEDY

Box 203, R. F. D. No. 5 Charlotte, N. C.

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SMALL, COMPLETE MOTORIZED CIRCUS

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Cincinnati 1, O.

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FRANK A. ROBBINS

One-Ring Circus and Wild West. Traveling with Bill Lynch Shows in Canada. Any Act suitable for One-Ring Circus. Cowboys, Cowgirls, Trick Riders, Ropers (with or without stock), Cowboy or Hillbilly Singers, Musicians, Seat Man, Boss Canvasman. Week stands. Address:

FRANK A. ROBBINS

224 JARVIS STREET

TORONTO, CANADA

WINTER QUARTERS

Paramount Exposition

NORFOLK, March 8.—Finishing touches are being applied under the direction of General Manager Ralph Flannigan. Most of the painting on the fronts and rides is under supervision of Harry Sturges. Rocket has been overhauled, and new seats and new wood walks installed. Crew here now numbers 25 men.

A new Trailmobile tractor has been delivered for the cookhouse. Five new trailers are ready to be picked up. Delivery of five new Ford tractors to pull them was made. New canvas will be received here. It will be green, tying in with the green and yellow paper the show will use.

Robert (Red) Marcus will have the Posing Show, the *Latin Quarter Revue* and *Harlem in Havana*. He is due soon with the personnel of these shows.

Bill Hall, electrician, is off to Memphis for 10 days to assist in the installation of new light plants which will be mounted on a new trailer built by the Lewis Diesel Supply Company.

The *Virginia Pilot* here recently broke with a big story and spread on winter quarters activity. Station WLOW aired a 30-minute story on the show. It was written by Warren Twyford, of the *Pilot*.

Org's opening has been set for April 2 here. A new Looper has been ordered by Flannigan and delivery has been skedded for before the first fair date. The writer returned from a booking trip and is assisting in the purchasing of new equipment.—**BEN BRAUNSTEIN.**

Ohio Valley

FINDLAY, O., March 8.—Work has been slowed by bad weather and the death of Mrs. Amanda Harris, mother of Owner-Manager Roxie Harris.

Org's opening has been set for April 26, according to General Agent Bill Harris. Preparations are nearly complete. All trucks and rides are now in the last stages of being overhauled and repainted. All office-owned concessions are newly built and ready to roll. Work on a new front has been started.—**PAT BRADY.**

Pine State

GRENADA, Miss., March 8.—Org opened here Saturday (1). Manager Johnny Caruso said shows' route will take it into eight States—Mississippi, Tennessee, Virginia, Georgia, Florida, Maryland, and North and South Carolina.

Johnny and Jean Caruso's bulldog, Rickie, was killed by a train.—**ETHEL BOLIS.**

William T. Collins

ALEXANDRIA, MINN., March 8.—Two golden jubilees, Finley and Pekin, both in North Dakota, were contracted recently. Manager Collins spent much time lobbying in the Minnesota Legislature in behalf of bingo. Also working for bingo is Rep. Alfred Otta, a recent visitor at winter quarters. Collins recently received his new Chrysler and plans a trip thru Texas to the West Coast with Mrs. Collins.

Jim Baldwin, Frenchy Pepin and Ray Keehn are remodeling the front entry arch. All rides are repainted and overhauled. Negotiations are under way for the purchase of two navy searchlights.

Two new 1947 GMC trucks were delivered, which gives the org 12, 8 more than the show had by May 1 last year. New miniature train, purchased last fall in Chicago, is skedded for delivery before May 1.

Concessionaires booked are Bob Robinson, Blackie Hyson, Sig Signor, Emily Wilson, Ben Blikas, Ted Pappas, Henderson, Walter Duffy, Phil Little, Henry Hingst, Slim Donaldson, W. Sitki and Emil Dallman. Shows booked are Joe Lemke, Monkey and Snake; J. Shumway, War Trophy and Posing; Jack Korie, Side Show, and Norman Smith, Funhouse.

Recent visitors were Bill Dobson, of Dobson's United Shows; Blackie Hyson, Walter Duffy, Harris Johnson and Henry Hingst.

Harrison Greater

COLUMBIA, S. C., March 8.—Show's opening here Friday (7) was preceded by heavy flacking in the local gazettes. Newspaper yarns, planted by org's press agent, Tommy Rice, plugged the fact Frank Harrison, president-general manager, is "Hometown boy who made good." Publicity also emphasized that org's rolling stock carries the slogan of the "Palmetto State, where industry is welcome." Chamber of commerce has taken pictures of the wagons in its drive to publicize the State.

Blackie Rogers and Jake Hogan turned in an excellent job of spotting the show on the circus lot.

Org flashes four new major rides and two kiddie rides. Super Roll-o-Plane, streamliner Whip, Octopus, and a new Ferris Wheel from the Eli Bridge Company, which is a replacement for the one which went over the mountain on the run from Reading, Pa., to Baltimore last season, are the new big rides.

Frank Harrison, back in from WAA Storage Depot at Staten Island, N. Y., where he inspected surplus sleeper cars, said he plans a railroad show in '48.—**TOMMY RICE.**

Wolfe Amusement

ROYSTON, Ga., March 8.—Wolfe Amusement Company opens here March 22. Trucks have been overhauled and painted, also rides and other equipment, under supervision of Pincky Edgar. Ben Wolfe has signed contracts for the Greensville and Anderson, S. C., colored fairs.

Mr. and Mrs. Bill Read, Sarah Fuller, Mr. and Mrs. Harold Leberman and Mrs. and Mrs. Ben Holliday have arrived at quarters. Mr. and Mrs. Bill Warren and Mr. and Mrs. S. Maxwell are expected any day. Edgar presented his wife with a new 1947 Shults trailer. Secretary Gertrude Roberts has returned from Pennsylvania after spending the winter with her mother, who gave her a new Ford. Ben Wolfe has a new 1947 Buick. He is the father of girl, born January 26.—**GERTRUDE ROBERTS.**

20th Century

GIRARD, Kan., March 8.—With the opening set for April 5, activity has been stepped up. Bad weather slowed up outside painting and repairing, but various department heads say they will have everything in top condition for the opening.

Streamlined ticket boxes and neon lights for all rides and shows have been completed. Rides and shows are now being put thru the paint shop. The new all-aluminum office trailer is nearing completion. A new front, streamlined with special lighting effects, will be started within a few days.

Miniature Train purchased by Carl Harlan has been delivered. Harry Bauers is putting the finishing touches to his arcade trailer.

Calvin Miller, Spitfire foreman, and his wife, Leona, are here.

Recent visitors included Mrs. Albert Martin and son, and Mrs. Anderson and son, Bob; Oliver Van Sleet; Blackie, Wanda and Jack Miller.—**DON FOLTZ.**

Victory United

SIOUX CITY, Ia., March 8.—Quarters were opened March 1 with a crew of five men. Percy M. Jones returned from a booking tour thru North and South Dakota, Wyoming and Nebraska. Org will play two, sometimes three spots a week, he says. Opening will be the first week in May.

Mrs. Percy M. Jones is still in St. Luke's Sanitarium, Phoenix, Ariz. On a trip to Phoenix, Jones closed for the season with Fitzgerald and Towers, who will have their newly framed cookhouse and candy floss. Mr. and Mrs. Louis Lundeen, with three concessions, again will be with the show.

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House Trailers at Wholesale Prices.

Standard models on hand for immediate delivery. Write for latest catalog and new low price list.

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82 ORCHARD ST. MT. CLEMENS, MICH.

MAD CODY FLEMING SHOWS WANT

Show Painter and Decorator. Johnson, who had the Cabin Cruiser at Ruskin, come on. Use good Builder. Buy good Fun House. Manufacturers, have money waiting for new Rides. Would hire Agent if he could get spots instead of excuses.

MAD CODY FLEMING
HICKOX, GA. WIRES AND PHONES TO NAHUNTA, GA.

FOR SALE KIDDIE STREET CARS

Factory built and engineered. Light and portable. 14 passengers. Top money maker on any location. Sensibly priced. Proven design and construction. Immediate delivery.

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SRADER SHOWS OPEN IN APRIL

Want to book Train, Roll-o-Plane, Pony Ride. Do not carry Spit Fire. Can place Foremen on No. 5 Eli Wheel and new Octopus. Will book Shows with own outfit. Concessions open: Coke Bottle, Pitch Till You Win, Fish Pond, Bowling Alley.

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NEW SARATOGA KETTLE POPPER

All Aluminum Meets all State health requirements. 12-Qt. capacity. \$20.00 Each. Terms: 25% with order, balance on delivery, F.O.B. Toledo.

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TICKETS PRINTED TO YOUR ORDER 100,000-\$21.20

ROLL—FOLDED—CASH WITH ORDER—SAVE

Minimum Order Each Wording, Price or Color, 10,000 Tickets.	10,000	\$7.25
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	Same Order	1.55
	Price Change	2.50
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DALY TICKET CO. COLLINSVILLE, ILL.

LAWRENCE GREATER SHOWS

AMUSEMENTS OF TODAY PLUS A BIT OF TOMORROW

Opening March 31—All persons engaged please answer this notice

SHOWS—Want organized Minstrel Show—Fat Head Johnson, George Harris and Willie Too Sweet—write Herb Shive. Billie Cornell, Frank and Marian Jones—write Bob Buffington. Floyd Holmes, come on. Drome Riders, men and women. Can place Monkey Show and one more Grind Show. Have beautiful Front, Tank and Top for Alligator or Marine Show. Have few Panel Fronts for sale.

CONCESSIONS—Can place Concessions of all kinds excepting Bingo, Cookhouse, Custard and Popcorn. Will place now, Photos, Floss, Shooting Gallery, Arcade, Guess Your Age and Weight and Ball Games. Mrs. Lawrence Levy wants Agents for Ball Game. 10c Grind Concessions, contact now.

HELP—Man to take care of Front Gate and Marquee—Help on all Rides. **WILL BOOK OR BUY**—Tilt-a-Whirl and Kiddie Auto.

FAIR SECRETARIES—Have some open dates. Contact H. B. SHIVE for terms.

REPLIES TO

LAWRENCE GREATER SHOWS

P. O. BOX 51, CHESTER, S. C.

Winter Quarters

Meeker

TACOMA, Wash., March 8.—Ten men are at work in quarters, which are located in the heart of the city. All equipment is being repainted orange and black with white trim. Opening is April 15.

Ralph Meeker, owner-manager, and George French, general agent, returned from a trip thru Oregon, Washington, Idaho and Montana, during which they booked 24 weeks, of which half are fairs.

Joe Wallace, chief electrician, is putting finishing touches to the light tower and lighting on the front gate. Org will carry two free acts.

Show will have an Octopus, Jeep, Sea Plane, Roll-o-Plane, Chair-o-Plane, Eli Wheel and Merry-Go-Round. Shows will be Bartley's Animal Show, a Girl Show, two-headed baby, athletic, unborn, Funhouse, hillbilly and 10-in-1. Charles Henderk expects to have 30 new concessions.

Everything on the lot will be flame-proof, according to present plans. A new line of paper, ranging from one sheet to 28's will be used.

Show's staff follows: Ralph Meeker, owner-general manager; Mrs. Ralph Meeker, secretary-treasurer; B. F. McCormick, auditor; George French, general agent; H. E. Krutz, advertising manager; Edwin Bartly, lot superintendent; Bill McCalamahan, chief machinist; Joe Wallace, chief electrician; Red Corey, rides; Charles Henderk, concessions; Al Hague, cookhouse; Victor Clark, front gate, and Morris Gusoin, watchman.—H. E. KRUTZ.

Lankford's Overland

MOULTRIE, Ga., March 8.—Org, which has been playing split weeks during the winter, was forced to quit the road and go into quarters because of bad weather.

Roy Joiner and crew are placing a new motor in the advance truck. All tractor motors are being overhauled. A semi-trailer will be built in Newton, Ga., for the wild animals. It will be framed as a walk-around show. Animal circus and Reptile Show will be added with new banners. The 22-foot cookhouse trailer is being overhauled.

Lucille Anderson, of Biloxi, Miss., will have the peanut and popcorn privilege; Mr. and Mrs. Frank Butler, now here, will have their concessions on for the second season. Mr. and Mrs. Jack Hughes arrived recently from Florida.

Slick Weaver, of Pelham, Ga., advises the new kiddie rides will soon be out of the shop and ready for delivery. R. Glen Johnson, in charge of the advance, will soon start contracting new dates in Northern Georgia. Org will repeat most of last season's stands.

Mr. and Mrs. Speedy Babbs left with their Motordrome to join Bill Hames for a few early dates in Texas. Mrs. Babbs is the daughter of Mrs. Betty Lankford. The Zabbs left their airplane here at Spence Field. Mrs. Lankford's son, Melvin Bennet, now here, will leave soon to furnish the free acts on the James E. Strates Shows.—WALTER LANKFORD.

Save BY BUYING BETTER

POPCORN

S. A. HYBRID CORN—YELLOW PEARL CORN

BOXES, BAGS, CONES AND SALT

- Cottonseed and Peanut Oils in 5-Gallon Containers and Drums
- Popcorn Plus in One-Gallon Containers, 6 to 3 Case.
- Coconut Oil in 50 and 400-Lb. Drums (Colored and Natural)

Distributors for Star Popcorn Machines.

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FOR SALE

1 16x16 Ball Game, complete with top and pin hinge frame, with 70 Hit and Miss Punks; also 36 No. 2 Ark. Kids; also two sets of Duck Pins, 10' to each set, and 9 sets of Dummies. Hinge heads, size 5" high. Price, \$300.00, or sell separately any of above. 1 Penny Pitch Board with glass jack pot, \$25.00. 1 10x14 Dart Board Concession, complete with 8 boards, top and pin hinge frame, \$100.00. 2 sets of Pickaninny Tipover Heads, both sets, \$35.00. 2 Roll Down Tables, \$15.00 each. 1 Evans Automatic Bowling Alley, complete, used two months, with 10x14 top and pin hinge frame, \$325.00. All replies to TAYLOR BROS., #927 N. High St., Martinsburg, W. Va.

TAYLOR BROS. WANT

For 16 neatly framed Concessions. Booked with Penn Premier Shows. Opening early in April. Agents for following Concessions: Ball Games, Bowling Alley, Penny Pitch, Electric Bumper, Blower, Hoop-La, Dart Balloons. Few Stock Wheel Agents, Pitch Till U Win; also Agents for P. C., Over and Under, Beat Dealer, Pea Pool, Big Six, Pan Game and Diggers. Harry Drees, Frank Binkley, Victor Zara and Agents that worked for us before, please contact us. All reply to TAYLOR BROS.; #927 N. High St., Martinsburg, W. Va.

FOR SALE!

Rebuilt Tangley Hand-Play Calliope
A-1 condition, guaranteed, fine appearance. Ready to ship, you say where. Without power, \$425.00 for this outstanding bargain.
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Serving the Showmen of the Southwest
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PERFECT GAMES COMPANY
PERFECT GAMES BUILDING
2894-6 W. 8th St. Brooklyn 24, N. Y.
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TIVOLI EXPOSITION SHOWS

OPENING IN APRIL
Want Shows with or without equipment. Want Penny Arcade and a few more Merchandise Concessions. Address: H. V. PETERSEN, Mgr. Box 742, Joplin, Mo.

LONGHORN AMUSEMENTS

Booking for 1947
Concessions—Corn Game, Popcorn, Snow Cone, Ball Game. Shows—Mitt Camp, any legitimate Concessions. "EX" on your booking. Rides that do not conflict. Ride Help wanted. Underwood get in touch with me; also Bill and Boots. Write E. H. PIERCE, Tipton, Okla.

CONCESSIONS WANTED

BROWNSTOWN, IND., ANNUAL HOMECOMING

July 21-22-23-24-25-26 — MAIN STREETS

ALWAYS AN OUTSTANDING EVENT

FRANKFORT, INDIANA, FAIR

AUGUST 17-18-19-20-21-22

FREE ADMISSION TO GROUNDS AFTER 6 P.M. EACH DAY. NEW MANAGEMENT. ENTIRE COMMUNITY CO-OPERATING TO MAKE THIS A GREAT FAIR.

Address inquiries

Gooding Amusement Co.

1300 NORTON AVE.

COLUMBUS, O.

Blue Ribbon SHOWS

A. R. WHITESIDE
General Manager

FITZIE BROWN
Business Manager

WANT

WANT

WANT

Account of illness—General Agent, Press Agent, Billposter; must be sober and reliable. Top salary. SHOWS—Motordrome, Fun House, Snake Show, Fat Show, Animal Show, Wild Life, anything that doesn't conflict with what we have, with or without transportation. Sid Crane can use one outstanding Act for Side Show or any other Breaks. Salary no object if you can deliver. Honey Lee Walker and Frank Tezzano can place Girls for Girl Show and Posing Show. RIDES—Ride-o-Foreman. Can always place sober Ride Help; Semi Drivers preferred. CONCESSIONS—Can place Cotton Candy, Photo Gallery, Slum Pitch, Slum Hoop-La, Coca-Cola Bottles, any ten-cent Grind Store; also Lady Ball Game Workers. Want Coupon Agents. Joe Lewis wants one Slum Skillo Agent. BILL BREEZE, WIRE IMMEDIATELY.

FOR SALE

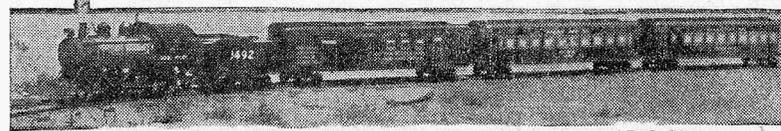
Dodge Transformer Truck With Two 75 Kw. Transformers Installed.

Address: Waycross, Ga., This Week.

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BUILT TO LAST
A LIFETIME

A more fascinating Ride that puts more money in the Ticket Box.



OTTAWAY AMUSEMENT 2514 Aloma WICHITA, KAN.
WRITE FOR FOLDER, PRICES AND DELIVERY DATE.

ACTS WANTED!

L. Lucas wants Acts; Freaks and worthwhile Side Show People for his Big Circus Side Show, contracted to appear with

THE GREAT SUTTON SHOWS

For 1947. All people who have worked for me before, come on. Address correspondence

L. LUCAS, Great Sutton Shows, Caruthersville, Mo.

ACTS WANTED!



Insist on OAK-HYTEX. See your jobber now. Ask him for your Oak Change Apron, free with your first purchase of OAK-HYTEX Balloons. Get your free Memo Book, too. If your jobber doesn't have them, use the coupon and we'll see that he's supplied.

THE OAK RUBBER CO., RAVENNA, OHIO

Gentlemen:

Here is the name and address of the jobber who supplies me with OAK-HYTEX balloons. I want to secure the Oak Change Apron and Memo Book from him.

My Name _____
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FOR IMMEDIATE DELIVERY

.22 SHORTS
\$49.50 PER CASE

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 Phone: Tr. 4-6900

WANTED

COLMAN BROS.' SHOW

Side Show Attractions, Annex Feature, Ticket Sellers, Bally Girls, Talkers for Side Show and Girl Show, Oriental and Hula Dancers. Address:

S. H. Singer or H. Spector
 49 Browning Ave. Dorchester, Mass.
 Tel.: Columbia 9038

OPENING MARCH 17, 1947

JACKSON, TENNESSEE

Want Ride Help that drive Trucks, especially for Kiddie Rides. Want Shows with own outfits and transportation. Want Girl or Posing Show; will furnish outfit. Want Concessions — Frozen Custard, Jewelry, Hoop-La, Ball Games and others.

ROGERS GREATER SHOWS
 P. O. BOX 647 JACKSON, TENN.

WANTED

MERRY-GO-ROUND, FERRIS WHEEL

and one other Major Ride for Big Three-Day Celebration, July 4th, 5th and 6th, at Hartford, Wisconsin. Sponsored by Legion and V. F. W. Write or wire

GEO. SELL, Chairman
 Hartford, Wis.

SHOOTING GALLERY

LOCATION WANTED

Prefer East Coast Beach Resort.

VERNON A. STEWART
 104-106½ High Street
 Portsmouth, Va.

Lawrence Greater

CHESTER, S. C., March 8.—Work has been in high gear since February 20 when Jack Arnott and his carpenters and painters arrived from New Orleans. Excessive cold hampered activities for a few days.

Stella Young, with three assistants, now feeds 32 persons in the dining tent. Bill Woodall and Charles MacDonner are getting their respective shows in shape. Bob Buffington brought his bingo in from Harrisburg.

Joe Kaus booked his frozen custard and six other concessions. Harold Spencer is revamping his cookhouse. Curley Graham, who will be in charge of the midway, wires he will leave Miami as soon as the weather warrants. Bennie Herman, who has been commuting between York, Pa., and Philadelphia since the fair meetings, will close his New York home soon, and with Mrs. Herman will head for winter quarters.

Sam and Shirley Levy make almost daily buying trips to either Columbia or Charlotte, N. C., taking occasional time out for a movie.

Season's opening is March 29. Little will remain in the way of repairs, painting and building when the org hits the road. Equipment, stored in Kutztown, Pa., will not be taken out of storage until around the middle of May.—HERB SHIVE.

Page Bros.

SPRINGFIELD, Tenn., March 8.—W. E. Page, manager, and Don Myers, ride superintendent, returned from a booking and buying trip in Georgia. Org will open here April 12.

Ten men are working here preparing for the opening. Mr. and Mrs. Shay Pemptkins are readying three joints. Frank Hunter, in from Owensboro, Ky., is getting the Chairplane ready. Tom Blanford has his new pan joint set to go. He and Mrs. Blanford are sporting a new trailer and car.

Kate, the five-legged cow, purchased from the Davi brothers, Chattanooga, arrived and will be featured in the Animal Show. Mr. and Mrs. L. Montgomery, who will have charge of the new Funhouse, are expected soon. Abe and Edna Frank are due in from their Pasca-goula, Miss., home with their bingo. Ted Allen and Kitty Kettleman will again furnish the free act.

John H. Marks

RICHMOND, Va., March 8.—Owner John H. Marks is back after a trip which included the Tampa fair. He is directing all work here. Fronts for the Girl and Minstrel shows have been completed. Carpentry work is in charge of Frenchie Williams, who has Whitie Gilbert as assistant. Painting of all equipment is directed by Whitie Usher.

Recent snow did not hamper the show, as all trucks had been moved into heated buildings. Walter Rowan has been here checking the electrical department with Tommy Heath. Ola Pinchbeck has replaced Mrs. Pearl Wiggins, who is ill, in the cookhouse. Others who were on the sick list included Mrs. Francis Gilbert and Rene Morgan.

Recent visitors included Mr. and Mrs. Earl Purtle; Ban Eddington, Richmond correspondent for *The Billboard*; Joe Quinn, Walter Kirsch, Ruby Miller and Mr. and Mrs. Art Spencer.—ART HIRSCHBERG.

Fuller Greater

MEYERSDALE, Pa., March 8.—Work is going ahead at full speed. Paul Fuller is in charge while Unk Fuller is on the sick list.

A new sound truck system has been purchased. Mrs. and Mrs. Ted Reded will manage one of the shows besides their concessions. Recent visitors were Mr. and Mrs. Al Zellers and Fred Weight.—PAUL MENTZEL.

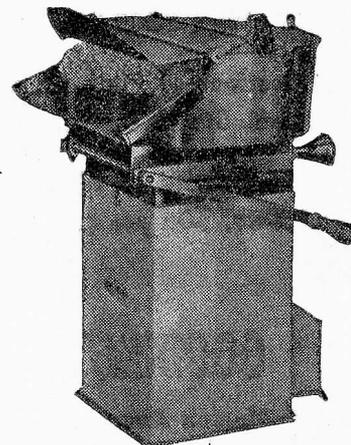
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MODEL 41 POPCORN MACHINE

- Insures Large Production
- Weight Equilizing Device—Makes Pan Easy To Dump



A fast, efficient, trouble-free popper that pops corn direct in the seasoning and salt. Pan easily dumped . . . enclosed transmission . . . gears run in oil . . . keeps heat where needed . . . no pressure from popping corn insures maximum popping volume. Dump handle interchangeable—right or left hand operation. Machines operated by bottle gas or natural gas. Motor driven by electricity. Gasoline extra.

Capacity

Pops two pounds of raw corn each popping. With good grade corn, pops approximately 50 lbs. raw corn per hour, giving about 13 bushels of popped corn per hour.

Specifications

Inside pan diameter, 16 inches. Over-all height to top of pan, 26 inches. Base dimensions, 11¼"x17½".

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Creascent AMUSEMENT COMPANY

Dependable Attractions Since 1912

Above 'Em All

L. C. McHENRY, Owner. JACK PERRY, Mgr. HARRY LOTTRIDGE, Gen. Supt. Opening Camden, S. C., March 31st, auspices Police Benefit Fund. Rock Hill, S. C., April 7th, Merchants' and Manufacturers' Exposition, Albemarle, N. C., to follow.

Presenting the 5 Flying Fishers Free Act nightly. Can place reliable Help in all departments. Concession Agents for Slum Stores. Ball Game Workers for two 24-ft. Ball Games, exclusive. Bingo Counter Men. Checker for deluxe streamlined Bingo. Cook House Help, Waiters and Dishwasher. Harry Lottridge can place Agents for five Slum Stores. Two P.C. Dealers, also American Reader. Only capable, sober people wanted.

Doc. Anderson wants Colored Musicians, Trombone, Sax, Trumpet. Salary \$35.00 per week paid by office. Bus transportation. Long season, good treatment.

James Chavanne wants Side Show Acts, Canvasman, Ticket Sellers, Freak to feature, Girl for Blade Box and Electric Chair. Salaries paid by office. Geo. D. Silva, we are depending on you.

Want to buy—Life Show Specimens or Complete Show. No junk wanted.

Will book—Fun House, Glass House, Mechanical City or any outstanding Shows that do not conflict. Will book up-to-date Penny Arcade.

Ride Men, Second Men on all Rides that can drive Semi Trailers. If married, can place Wife in Ticket Box. If you drink, stay away.

For Sale—8 Octopus Seat Covers, 12 Eli Seat Covers, 4 Roll-o-Plane Seat Covers, all new last July. Reason for selling, changing to Royal Blue Canvas. Price, \$5.00 per cover. Can be seen at Winter-quarters, Camden, S. C. All Address

L. C. McHENRY **Box 373, Gastonia, N. C.**
 P.S. Have for sale two 60-inch U. S. Army Searchlights, complete, ready to operate.

JOHN McKEE SHOWS

OPENING IN POPLAR BLUFF, MO., MARCH 22

WANT

WANT

Shows that do not conflict, also Concessions. Ride Help that drive semis. This show will play Illinois, Indiana, Michigan, Missouri and Arkansas Fairs and Celebrations till the 11th of November. WILL BOOK TWO OR MORE KIDDIE RIDES. ADDRESS:

JOHN McKEE

Poplar Bluff, Mo.

QUEEN OF THE FLYING RIDES

FLYING SCOOTERS

BISCH-ROCCO AMUSEMENT CO.

5441 COTTAGE GROVE

CHICAGO, ILL.

FOR SALE

35 Kw. Generator 110 Volts D. C., E. B. Kelley make equipped with Chrysler Engine, all in splendid condition. Price, \$500.00.

Four-Wheel Clark Trailer, solid tires, enclosed body, 14 feet long. Price \$200.00.

10 Sections of Plain Glass, 36x78, 1/2" thick. 6 Sections of Mirrors, 36x78 by 1/2". Price \$300.00.

Have quantity of Firechief Flameproofing Compound, khaki and blue, 50c per gallon.

Address Inquiries

GOODING AMUSEMENT CO., INC.

1300 Norton Avenue

Columbus, Ohio

Winter Quarters

Heller's Acme

CAMPGAW, N. J., March 8.—Manager Harry Heller returned to his West Orange, N. J., home following attendance at fair meetings in Columbia, S. C.; Raleigh, N. C.; Harrisburg, Pa., and Richmond, Va., and now is engaged in directing winter quarters activities here.

Unit No. 1 will open April 11 at East Paterson, N. J., for a 10-day stand. Unit No. 2 will open three or four weeks later. Plan is to merge the two units for big dates.

Frederick De Coursey has been signed as general agent and assistant manager of both units. De Coursey already has booked 15 weeks of the season. De Coursey is no newcomer to the organization, having previously been on the executive staff for several years. He started in the amusement business in 1910 and for seven years was general agent of the A. F. Crouse United Shows, of Binghamton, N. Y.

Six-acre tract, with its many buildings, shops and well-equipped apartments, makes ideal quarters. Several concessionaires are here building new concessions. By the middle of the month, all those contracted for the season are expected.

Already signed are Henry Sordelet, turtles, bumpers, cigarette gallery and pan game; Lillian Zara, four ball games, penny pitch, punchboards and balloons; Jimmy Connors, cookhouse and grab; Rocco F. Semina, custard; Mr. and Mrs. Quentin Anderson, popcorn, peanuts, candy and apples; Mrs. R. Walter Rich, palmist; Mr. and Mrs. Lamerston, hoop-la and pistol target shot; Mrs. Thurman Marshall, penny pitch, and Mrs. Mildred Zarra, duck pond.

Staff besides Heller and De Coursey consists of Thurman Marshall, electrician; Mrs. Bessie Heller, office; Charles White, mechanic; Joe Williams, lot man, and Harry E. Shaw, billposter.

Wonder City

MONTICELLO, Ark., March 8.—Org is back in quarters after some of the personnel played a 10-day winter show and is awaiting the season's opening.

Those on hand include Mike Wiltse, bingo; Nig O'neil, skillo; Art Price, 3; Steve Scoster, 1; Walter Steinfeldt, 2; Dennis Goodwin, 3; Sailor Evans, lot man, and Lee Walters, 2. Cecil Allen, who played the winter show date, is expected for the opening with two joints.

John Laughlin, scenic artist, turned in an excellent job. Org's color scheme is cream and red. Bob Smallwood is in charge of carpentry and lighting effects. Hoppie Chapman also will be on the show.

Mr. and Mrs. Reilly joined with a wheel, which gives the show two. Mr. Wilbur is expected to come on with his Spitfire. Doc Ward is due from Laredo, Tex., with a Tilt-a-Whirl. Walter B. Fox is in Kentucky on a booking tour.

Org now boasts an outstanding kitchen. Equipment includes butane gas water heater, meat grinders and slicers, dishwasher, steam tables and an automatic freezer. Joe Karr, who says he has it copyrighted and patented, claims the kitchen is the best to go out this season.

Jo Ann and Honey Mae Karr will have charge of the front ticket box. Evelyn Karr will be in charge of the boxes on the twin wheels. Jackie and Connie Karr will continue as hostesses of the midway. Mrs. Dimples Karr is expecting a good season with her bingo and cookhouse. The writer is mailman and agent for *The Billboard*.—HONEY MAE KARR.

MIRRORS



... that Reflect Waves of LAUGH-T-E-R

A selection of 8 different contours that distort figures into freakish reflections.

Two Sizes — 30" x 70"
or
40" x 70"

FOR ARCADE • FUN HOUSE

or a
COMPLETE SHOW ITSELF

Shipment 60 to 90 Days
Also Coaster Cars — Century Flyer
Train — Park Benches

NATIONAL
AMUSEMENT DEVICE CO.
Box 488, VAF, Dayton 7, Ohio

W. C. KAUS SHOWS

Pride of the Piedmont Country

OPENING ABOUT FIRST WEEK IN APRIL

WANT Penny Arcade, Photos or any other Stock Concessions except Popcorn, Bingo, Cookhouse or Grab, Scales, Custard; also P. C.'s which are booked.

CAN USE Ride Help who can drive Semis, Ferris Wheel Men, Chairplane, Octopus or others; also Mechanic. Good proposition for reliable Man to work Short Range Gallery—write Roger Fingar.

WANT Ten-in-One or Five-in-One, Monkey Show or any other Show. Glass House or any Fun House or Walk-In Show. Write of wire

M. KAUS, Owner

RUSS OWENS, Manager

NEW BERN, N. C.

24
WEEKS

MEEKER'S SHOW

Opening April 19

BOOKING—FAIRS AND CELEBRATIONS—BOOKING
WASHINGTON, OREGON, IDAHO AND MONTANA
ALL NEW FLAME PROOF CANVAS

Attention — Concessions all sold.

FRANK FOREST

After five years' permanent location in San Francisco, now with this show. No act too big or too good. Must be outstanding. Side Show Attractions, write FRANK FOREST, 529 39 Ave., San Francisco, California, or this Show. WANTED—Girl Show Operator—all equipment furnished. RIDE HELP—Foreman for Wheel, 16-Car Octopus, Roll-o-Plane and Mix-Up. Married men and semi drivers given preference. Drunks and chasers not needed.

RALPH MEEKER

830 RUST BUILDING

TACOMA 2, WASH.

24
WEEKS

WANTED FOR HESPELER OLD BOYS' REUNION

HESPELER, ONTARIO—SPONSORED BY THE CITY OF HESPELER.
SHOWS — RIDES — CONCESSIONS

PARTICULARLY A LARGE COOKHOUSE.

A real Celebration with Bang-Up Attendance. Hespeler is situated in a densely populated area in Ontario.

JUNE 30TH TO JULY 1ST, 1947

Conklin's are always associated with the Best Dates in Canada—and this will not be an exception!!
Get in on one of the Best Dates in 1947. Address

CONKLIN SHOWS — Brantford, Canada

JOHN K. MAHER SHOWS

WANTS

SHOWS AND CONCESSIONS
CAPABLE RIDE MEN FOR ALL RIDES

Organizations — If You Want a Good Clean Show — Contact Us.

ADDRESS: 1339 S. Broadway, St. Louis, Mo. (Phone: Garfield 4576)

FOR SALE

Eli M 16 Ferris Wheel, perfect condition. Portable, electric-driven Merry-Go-Round, 3-abreast, 36 horses.

AMUSEMENT PROMOTIONS, INC.

1325 N. DuPont Street

Wilmington, Del.

RIDES AND FREE ACTS

WANTED

for

Annual 5 Day Carnival

Marysville Lions' Club

MARYSVILLE, PA.

K. M. STOVER, Chr.

.22 SHORTS AND RIFLES

9 Cases Remington Kleenbore
and 1 Western Xpert at ... \$60.00 Per Case
5 Cases Western Super Gallery
Kant Splash at ... 75.00 Per Case
6 Brand New, Never Unrated,
No. 61 Winchester Rifles ... 39.00 Each
Address:

L. C. McHENRY

BOX 373

GASTONIA, N. C.

WANTED

Side Show Acts, Freaks, Ticket Sellers, Canvas Man, Bally Girls (3). Open April in New Jersey with Ross Manning Shows. Wire or write at once. People who worked for me last season, answer.

EARL F. MEYER

2501 N. W. 58 St.

Miami 38, Fla.

FOR SALE

Shooting Gallery, short range lead. A beauty on 2-wheel trailer. '40 Packard 6 Coupe, in good condition. First \$2500.00 takes both or will sell separately. See at Mansfield, La.; Delhi and as per route.

JIM ELLER

c/o Southern Valley Shows

AT LIBERTY NOW FOR 1947 SEASON

First Time in 20 Years

SECRETARY

Can take care of complete office, including all taxes and payrolls.

BOX 171, c/o Billboard, 1564 Broadway,
New York 19, N. Y.

WILL PAY CASH FOR

USED RIDES ALL OR PART

Also Park and Carnival Equipment.
Wanted—7 1/2 H.P. Double Loop Motor.

D. VAN BILLIARD, North Wales, Pa. Phone 589

TENTS

CIRCUS, CARNIVAL CONCESSION

BRIGHT FLAMEPROOF CANVAS

Royal Blue—Tangerine—Forest
Green—Khaki—Olive Green
White

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**Flameproof your tents with Hoopers
Liquid Flameproofing Compound.**

**UNITED STATES
TENT & AWNING CO.**

2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

SHOW
CIRCUS
CONCESSION
MERRY-GO-ROUND

TENTS

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Canvas Company

HARRY SOMMERVILLE—FOREST GILL
121 West 8th Street Kansas City 6, Mo.

TENTS

Concession, Khaki, Immediate Delivery.
8x10, 8x12, 10x12, 10x14, Also Four-Way
Joints, 8x8, 10x10, 10x12, Roped Tents,
20x30 to 40x70. Orange, Green or Blue to
order. Change Aprons and Sidewall. Order Now.

D. M. KERR MANUFACTURING CO.
1954 W. GRAND AVE. CHICAGO 22

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NOW BOOKING

Shows — Rides — Concessions — Free Acts
for 1947 Season.
3633 Seyburn, Detroit 14, Mich.
Phone: PLaza 7924

FLY-O-PLANE AVAILABLE

For Fairs and Celebrations. Can use Ride Men.
Have 1942 BEO 1 1/2-2 ton Tractor.

J. A. BLASH
P. O. 389 PICO, CALIF.
or FERRIS GREATER SHOW.

WORLD OF PLEASURE SHOWS

Now Booking for 1947
SHOWS—RIDES—CONCESSIONS
Opening in April, Vicinity of Detroit.
JOHN QUINN, Mgr.
100 Davenport St., Detroit 1, Mich.

WANTED TO BUY

Merry-Go-Horses, must be jumpers and in good
condition. Want Show Builder who can repair
Merry-Go-Round Horses; must have own tools.

GRIFFEN AMUSEMENT COMPANY
Jacksonville Beach, Florida

WOLF GREATER SHOWS

Opening May 2nd. Have 22 street celebrations and
fairs—two a week starting in June, fairs com-
mencing in August. All Concessions open with the
exception of Bingo, Popcorn, Photo, Ice Cream
and Ball Games. Book few Shows. Address:
P. O. BOX 2725, Bloomington Sta., Minneapolis,
Minn. Ph.: Midway 7647. P.S.: Buy Roll-o-Plane
or Double Loop. Want Ride Foremen and other Help.

WANT TENT SHOW

Bussey, Iowa, Week of July 4th.
Small event for sixty years. Real spot for good
Free Acts and clean Concessions.

E. C. McCLURE, Mgr.

FIREWORKS

Special displays at all prices for all events and fairs.
Big Free Catalogue. Ask for same—and details.

ELMER BROWN
390 Arcade Bldg. ST. LOUIS, MO.

W. G. Wade

DETROIT, March 8.—Everything is almost ready to go. Opening is set for Pontiac, Mich., April 29. Owner-Manager W. C. Wade, back from a visit with his brother, Ernie, in Miami, ran into a blizzard here. D. Wade, general representative, returned from a tour of Florida fairs.

Mrs. Mildred Miller returned from Tampa. Mrs. Schaun, accompanied by Irene and Buster Crossland, returned from New Orleans.

Cameron Murray, manager of the No. 2 Unit, reports the booking of the Rotary Club Fair, Carrollton, Mich., July 31-August 3. The stork has been busy with Wade showfolk. A son, Frank, has been born to Mr. and Mrs. Milo Rupp and a daughter, Shirley Conrad, to Mr. and Mrs. Fred Miller. Fred, incidentally, has added another show for the season.

Hazel Crane sold her bingo to Harry Mannas, who has booked it along with his string of stores. Sam Hazen was a week-end visitor at Uncle Elmer's farm. Recent arrivals were F. Pickard and George and Nellie Miller. Jean Avery reports his new home ready for house-warming and his rides ready to roll.

George Kubat commutes daily from Garden City. Frank Stroud gave the three repainted Ferris Wheels the once over and wishes the sun would shine. Findlay Clark reports light biz with his concessions in the South. Al Vorhooes has built a plastic and chrome model of the entrance, and construction will start on the lots.

Leala Nelson reports the snow is plenty high up-State, but adds it won't be long now. William (Blackie) Wilson has the three 60-inch searchlights mounted on an underslung semi along with three power units.—W. A. SHAFFER.

World of Pleasure

ECORSE, Mich., March 8.—Crew is busy preparing for the opening early in April in a Detroit suburb. Exact date will be set upon the return of Owner John Quinn, who, with Mrs. Quinn, is vacationing in Havana and Florida.

In the absence of the owner, Al Kelly Dear is a weekly visitor here, handling purchases of all supplies. Prior to his departure, Quinn bought two tractors with delivery promised before April 1.

Frank Lentini will have the Side Show this season. He is due here the latter part of March from his Miami home, where he has built a new show.

Cold weather hampered work here somewhat, yet a substantial amount of work has been accomplished. Two new show fronts are practically completed. All rides have been repaired and have been given a coat of paint. All trucks have been overhauled, and a new shop truck was built under the supervision of Obie Bauer.—EDGAR C. MAY.

Pioneer

WAVERLY, N. Y., March 8.—Much has been done here, but much remains to be done before the org takes to the road. A new body is being built on one of the recently purchased trailers which will haul the new eight-car Whip. Another special body will be framed for the new streamlined train.

Popeye Meadows is repairing the rolling stock. Harry Shapiro is building a new front for his Pennyland. George Ronson has placed his monkey circus; Rochester Sholes, concessions: Pete Percell, stands, and George Artery, a Baby Octopus. Paul Merrick, who recently purchased a wholesale florist business, expects to have his show equipment in readiness for the opening, skedded for April 25 here.



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POPCORN
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COCONUT OIL

FRESH—from the refinery of the nation's seasoning specialists—THE colored Coconut Oil popcorn seasoning—SEAZO. DRESS UP your popcorn and PUSH UP those profits—with SEAZO.

Warehouse stocks available at—Boston, Pittsburgh, Cincinnati, Cleveland, Indianapolis, Detroit, Chicago, Des Moines, Kansas City, Omaha, Denver, Portland, Seattle.

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Refiners
ESTABLISHED 1870

3450 N. Belgrade St. Philadelphia 34, Pa.

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ALL STYLES — ALL SIZES
Forest Green — Khaki — Green — Blue
Flashy Trimmings — Quick Delivery



CAMEL Manufacturing Company

SERVING THE SHOWMEN OF THE SOUTHEAST
329 South Central St.
KNOXVILLE 60, TENNESSEE

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.

ERNE CAMPBELL, Owner JIMMY MORRISSEY, Salesman
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TENTS

TENTS—Concession, Gypsy, Camping. Flashy trimmings. Tents of all sizes.
Merry-Go-Round and Caterpillar Tops, Big Tops.

ANYTHING IN CANVAS
14x14 Wall Tents with fly. New. Complete with poles and stakes\$70.00 Ea.
TENTCO CANVAS, INC.
130 GREENE STREET Phone: Walker 5-1299 NEW YORK 12, N. Y.

SWEENEY'S UNITED SHOWS

OPENS APRIL 19TH, CHARLESTON, W. VA.

WANT

Shows and Concessions—Everything open except Bingo, Pop Corn, Percentage and Eats.
Wonderful proposition for Penny Arcade, Shows with own transportation. Have 5 Rides.
No Gate. 20 weeks in West Virginia and Pennsylvania. First Show in all spots. Write or wire
FRANK J. SWEENEY
PHONE MOUNDSVILLE 1076J
P.S. Tom Nieswander, contact me at once. GLENDALE, W. VA.

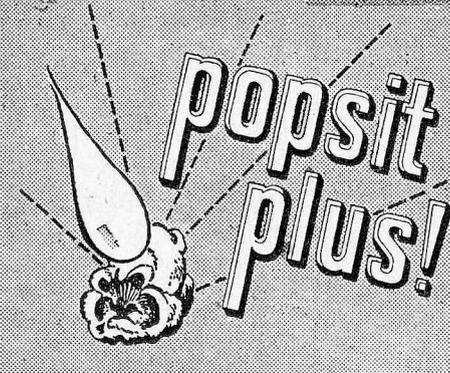
SNOW CONE CONCESSIONAIRES

Our new Spring Catalogue will be ready for mailing about March 15th. To be sure that you are on our mailing list, please send us your present address.
Watch for our full page ad in the Spring Special of The Billboard.

GOLD MEDAL PRODUCTS CO.

318 E. THIRD ST. CINCINNATI 2, OHIO

The
LIQUID
popcorn
seasoning
with that
BETTER
flavor



POPSIT PLUS is acclaimed nationally as the leader! It will pop more corn because every drop is used.

The fact that it pours readily, measures accurately, eliminates all inconvenience at the popping machine and permits uninterrupted operations has won it preeminence in the seasoning field.

For better flavored, quick selling popcorn all the time, use the liquid peanut oil seasoning with the "nose and eye appeal"—POPSIT PLUS!

Warehouse Stocks available at Boston, Pittsburgh, Cincinnati, Cleveland, Indianapolis, Detroit, Chicago, Des Moines, Kansas City, Omaha, Denver, Portland, Seattle.

C. F. Simonin's Sons, Inc.
Refiners
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3450 N. BELGRADE ST. PHILADELPHIA 34, PA.

SEASONING SPECIALISTS TO THE NATION

American Carnivals Association, Inc.

—By Max Cohen—

ROCHESTER, N. Y., March 8.—The association is giving serious consideration to a nationwide public relations program for its membership and the industry generally. A detailed set-up has been submitted by the Earl Ferris Company thru its vice-president, Leonard Traube, and copies of the proposal have been submitted to the board of directors, the officers and the past presidents of the association for consideration.

A letter from President Oscar C. Buck to the membership on the public relations fund was sent out this week.

An interesting chart, showing the rise and fall of business conditions in the U. S. from 1775 to date, has been received by the association. The chart would seem to predict that business conditions for the next eight years will be relatively good.

U. S. Commerce Department advises it anticipates the '47 lumber situation will show considerable improvement, as three billion additional feet of lumber are expected to be produced and one billion more feet imported than in 1946. Plywood production also is expected to be up.

Same department released figures showing the combined amusement industries yielded about \$400,000,000 in admission taxes, and that of this amount 10 per cent was realized thru carnivals and circuses, 85 per cent from theaters and the rest from miscellaneous amusements.

A release by the same department indicates the next issue of the department's monthly report will carry news on the activities of trade associations and their contributions to the war effort.

Office of Temporary Controls has furnished this office with a list of all civilian production orders in effect February 1. Association's attention has been called to the national fire prevention conference May 6-8 in Washington, and the association has been asked to interest members in this activity. Such information as develops will be presented.

The association also has been contacted by the Hospital Service Plan Commission with reference to hospital insurance for individuals engaged in the carnival industry.

The War Assets Administration advises it has available for sale various metals, including iron and steel, and has furnished the association's office with a list of items of interest to the industry.

Possibility of a rate reduction of admission taxes this year appears to be fading.

Ralph Flannigan and Ben Braunstein, of Paramount Exposition Shows, were recent visitors at the association's office.

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2,700 cards, \$5 per 100 for cards only—markers or tally omitted. No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card, 6¢.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS
White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.
Ping-Pong Balls, printed 2 sides \$30.00
Replacements, Numbered Balls, Ea.50
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25
M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 2.00
3000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4x5, M 1.50
3000 Featherweight Bingo Sheets, large size, 5 1/2 x8; 5 colors; loose, no pads, M . . . 1.75
Adv. Display Posters, Size 24x36, Each10
Cardboard Strip Markers, 10 M for75
Nickel Wire Cage, with Chute, Wood Ball Markers, Master board; 3 piece layout for 15.00
Thin Transp. Plastic Markers, Bwn., 3/4 M . . . 1.00
Red or Green Plastic Markers, scalloped edges, transparent, size 3/4 inch, M . . . 2.50

All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. JACKSON Blvd., Chicago 4, Illinois

WANTED TO BUY

NO. 5 ELI FERRIS WHEEL and LITTLE BEAUTY MERRY-GO-ROUND

Also booking all types of Concessions at Candlewood Amusement Park. Beginning operation May 3, 1947, at Danbury, Conn.

Prop. C. J. ROSS

Tele.: Bus.—Danbury 3635

Res.—Danbury 80437-J

Add.: 5 Thorpe St., Danbury, Conn.

FOR SALE CHEVROLET TRUCK

With 16-ft. House built on it. 2 Clothes Closets, Broom Closet, Marine Toilet, Cupboards, 2-burner Butane Stove. Sleeps four. Insulated. Restaurant on wheels, fully equipped, ready for business. Must be seen to be appreciated. Sacrifice at \$4,500.00 for quick sale. Write

FRANK M. LAMPMAN
Star Route Box 94B Lucerne Valley, Calif.
Can be seen at Lucerne Valley (S. B. County), Calif.

BINGO TOP

Awning on all 4 sides, 1 each end, 2 on 40 sides, all separate and all interchangeable. Bally goes all around, top made in 2 pieces. 2 chafing bags. Top 10 oz. 29 double fill khaki awning and bally 8 oz. 29 D.F. khaki, all flame proofed, khaki color with Q.R.S. Compound No. 24, California approved, inside bally curtain. Above is new, never been in the air. Top size is 20x40. Cost \$665.00. No reasonable price refused. Write, wire, call

R. D. SMITH

Pocket Hotel MT. VERNON, IND.
Top is at Downey Bros., Los Angeles, Calif.

WANTED EXPERIENCED CARNIVAL BILLPOSTER

Address:
DUMONT SHOWS
SOUTH HILL, VA.

JOHN LEMPART CO. SHOWMEN'S SUPPLIES

1329 No. Artesian Ave.
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Phone: HUMBOLDT 2979

L. J. HETH SHOWS

NOW BOOKING SEASON 1947
Shows, Concessions, Ride Help.
North Birmingham, Ala.
Phone 7-3121

Last Call—Opening Saturday, March 22—Last Call

NO GRIFF NO SHOW HERE IN TEN YEARS NO GATE

EDMOND, OKLA., BALL PARK

Two Saturdays. Strong auspices F. Collins Post #111, American Legion. Ex. sold on P.C., Cookhouse, Mitt, Sno, Popcorn and Photos.

WANT

CONCESSIONS—Striker, Candy Floss. Good opening for Bingo, Bumper, Darts, Hoop-La, Age and Weight, Cigarette and Lead Gallery, Basket Ball, Novelties, Custard, Root Beer, Bowling Alley, Fish and Duck Pond, Jewelry, Clothes Pin, Slum Spindle, Ball Games, etc.

SHOWS—Funhouse, Monkey, Wild Life, Snake, Posing, Midget, Iron Lung, organized Minstrel or any other with own outfit.

RIDES—Eli Wheel and Kiddie Rides, 20% for the season. Especially want nice flashy Pony Ride.

PEOPLE—Need Second Men on all Rides. Office needs Agents for 10 Hanky Panks and Ball Games. Duke Mitchell wants Agents for P.C. Games and Stock Concessions.

ADDRESS RT. #1, BOX 322X, VICTORIA, TEXAS.

Will play Eastern Oklahoma and Arkansas—Will be in the Cotton Country till the snow balls fly. Plan to open with 5 Rides, 4 Shows and 30 Concessions. Not a panic—This is a high class, completely Motorized Show.

Winter Quarters now open—Two miles East on Route #66 and two miles North of Edmond.

A. & P. AMUSEMENT CO. EDMOND, OKLA.

WILSON FAMOUS SHOWS

OPENING MAY 1ST, EAST PEORIA, ILL.

WANT

RIDE HELP—Foremen and Second Men on new 1947 Caterpillar, No. 5 Eli Wheel, Octopus, Roll-o-Plane and Kid Rides, Electrician capable of handling Diesel Plant and Transformer.

SHOWS—Side Show, Snake, Monkey, Fat, Midget, Fun House, Glass or any with own equipment capable of getting money. Will book Flying Scooter, Kiddie Auto and Second Wheel.

CONCESSIONS—Hoop-La, Candy Floss, Candy Apples, Country Store or any legitimate Concession not conflicting. No racket or Gymps wanted.

Want Help in quarters now. Can use good painter, have Merry-Go-Round to paint.

FOR SALE—Eli Power Unit on Wheel, in operating condition, \$150.00.
For our Still Dates we have nothing but large Industrial cities in Central and Northern Illinois and parts of Iowa. Address ASTORIA, ILL.

SILVER SLIPPER SHOWS

WANT

Diesel Electrician, Lot Man, Side Show Manager, Truck Mechanic, Ticket Sellers.
Want A-1 Diesel Electrician for brand new GM 60kw. Diesel Plant, top salary and all cut-ins. Reference required. Want Manager and Lecturer for Wild Animal Circus. Want A-1 Lot Man and Ticket Sellers. Want a sober and reliable Truck Mechanic, with tools, that can keep up 16 Trucks. All replies and wires to

WILLIAM O. HAMMONTREE

2709 ROSSVILLE BLVD.

CHATTANOOGA, TENN.

FOR SALE

Little Beauty Merry-Go-Round, complete with Side Wall and Organ; #5 Eli Ferris Wheel; 9-car Tilt-a-Whirl; all equipped with gas engines; 2-'36, 1-'38 Chevrolet Tractors; 1-'34 Eli Trailer; 1-'34 Sawyer Trailer; 1-'36 Freuhauf Closed Body Trailer; 1-'33 home made Trailer; 1-'36 Trasco Trailer; 2-14-ft. Tops with 9-ft. Side Walls, complete with Frames; 1 new 14-ft. Top; 1 Big Six Wheel; 1 Red and Black; 1 Horse Wheel; 2 Ball Games; miscellaneous Inside Games; Steel Cable, Rubber Electric Cable, Tools, etc. Tilt-a-Whirl easy to move or a natural for park. For information, call, write or wire

MORRIS A. HAFT

134 N. LA SALLE ST.

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CHICAGO, ILL.

OHIO VALLEY SHOWS

Opens April 26

NOTICE: We can give you a good route with NO GATE. Concessions open: Soles, Guess Your Age, Cork Gallery, Darts, Knife Rack, String Game, Clothes Pin, Devil Bowling Alley, or what have you? WANT any good Show with own equipment. Will book Fun House or Motor Drome.
ROXIE HARRIS, 305 Walnut St., Findlay, O.

SHOOTING GALLERIES

And Supplies for Eastern and Western Type Galleries.

WRITE FOR CIRCULAR.

H. W. TERPENING

137-139 Marine St. OCEAN PARK, CALIF.

CARNIVAL WANTED

1947 Jamestown Homecoming, July 31-Aug. 1-2. Three or four Rides, Concessions, etc. Clean, legitimate only. Terms and correspondence to

ARTHUR SHELTON, Secy.
Jamestown Lions' Club Jamestown, Ind.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Pause-awhile, Ga.,
March 8, 1947.

Dear Pat:

Work in quarters is at fever-heat. We are going all out (leaving none of it behind) to make this 50-car railroad carnival equal to a 30-truck motorized show. The much-publicized Joe, manager of our annex attraction, hasn't come home. General Agent Lem Trucklow returned from a Northern booking trip with a pocket full of fat contracts, which the boss immediately rendered and then returned the lard to the fair secretaries. That will change our route somewhat this season. Help situation here in quarters has improved to such an extent that we now have one man doing five men's job instead of five men doing one's.

Berth car No. 18 has been turned into a swimming pool for our workmen. Have installed a beauty parlor and Turkish bath in car No.

14 for the benefit of our Posing Show girls. Everyone's salary will be doubled this season in order to give the office larger two-week holdbacks.

Don't speak too well of this show or its people. Not that we want to be different, but it doesn't pay. For the last five years Manager Pete Ballyhoo tried to book Dayspring Daisy and her Dawn Girls. Daisy's production is semi-Oriental and semi-revue with a little dash of old-time hoochy-coochy blow-off to add to its glamour and profit.

New York and Hollywood producers would hardly understand the meaning of semi-Oriental and semi-revue. That's because they have never had the opportunity to come in actual contact with the hop-Scotching, bass-drumming, blow-offing congress of tent show twitchees. Semi-Oriental and semi-revue means the tent, poles, stakes, seats, stage, settings, ticket-boxes, front, loud-speaker sets, wardrobe and three girls all arrived in a 12-foot semi-trailer. The show's accomplished musical director, Seatjack Slim, leads the troupe's one-piece band, having studied long-hair music in Europe before the war, and being lucky enough to secure the job as bass drummer, Far East fashion, on his return.

Now we'll get back to why we don't want you, to speak well of the boss or his show. During the five years that the boss was trying to contract her, everyone Dayspring Daisy asked about the show and Pete Ballyhoo, spoke well of both. They insisted that he was a square shooter and that she would make a lot of dough on the show's route. That's why she hesitated. It was too uncanny and the more she heard troupers say it the more wary she became. During the Chi convention she heard a concessionaire say that Pete was a louse and his show a rag-bag so, she came on.

Run the following ad: Ballyhoo Bros. have several open weeks during March, April, May, June, July, August, September, October and November. Fairmen get in touch with us. Have several more open weeks pending. Can place man with eight light towers. Will give him exclusive on same. Joe come home. All is forgiven. Wire if you need money. MAJOR PRIVILEGE.

Yes!

...there IS a home for show people on the road...



IT'S THE NEW 1947

Shoreland Tandem

TRAILER COACH

Here's a "residence" you'll be proud of. Here's the solid comfort of home that you can happily return to every night, wherever you happen to be. Skillfully planned, ingeniously laid out, beautifully furnished in the most modern manner, the new Shoreland Tandem is a marvelous acquisition for show folks... and as every owner will tell you—America's No. 1 buy in Trailer Coaches.

Write for Full-Color
8-Page Illustrated Folder

Orders for custom interiors made to your exact requirements will be accepted in the near future. Now available, the popular priced PRINCETON Trailer Coach.



CHICAGO STREAMLITE CORPORATION
DEPT. B. N. W. CORNER 37TH STREET AT PRINCETON • CHICAGO 9, ILL.

LIGHTING CABLE

FOR MIDWAY USE

- Stands Traffic Wear
- Extra Heavy Duty
- Rubber Covered
- Water Proof

2—#16 Stranded Copper Conductor
2—#16 Stranded Steel Reinforcement

ONLY \$6.00 PER 100 FEET

Large Quantity Available for Immediate Shipment

WE BUY—SELL—EXCHANGE

NEW AND USED
NEON TRANSFORMERS
ALL MAKES AND SIZES

ALADDIN SIGN SUPPLY

40 Court St., Mt. Clemens, Mich.

WANTED

Capable Agents for newly framed Count Store; also Outside Man for Line-Up Store. Wire

DICK HAVINS
HILL'S GREATER SHOWS

Aransas Pass, Tex., March 8 to 15.

CAN PLACE

Agents for Fish Pond, Cigarette Gallery, Pan Game and Beat the Dealer, Buck Carland, Photo Gallery Red, get in touch. The best of equipment, long season.

FLOYD SHEAKS
CARY, N. C.

WANTED

Experienced Custard Dippers.
State salary expected. No drunks.

TOM THORNTON

ROUTE 1 EAST PEPPERELL, MASS.

WANT — KEYMAN'S SHOWS — WANT

Rides, except Jinny, Autos, Tilt and Chairplane. Especially a Wheel. Shows, except Mechanical and Girl. Legitimate Concessions. We have Ball Games, Corks, Bumper, Country Store and P.C. No gypsies. Going North. Dierks, Ark., March 10 to 15. P.S. Ole, wire.

ATTENTION! ANTHONY J. ELLERY

A final decree of divorce has been obtained by Eleanor Perry Ellery from Anthony J. Ellery at Miami, Fla., Jan. 15, 1947. Papers may be obtained by writing to Clerk of Circuit Court, Miami, Fla.

ELEANOR P. ELLERY

FOR SALE

ROLLO FUN HOUSE

65 Foot Front

Write BOX 382, Biloxi, Miss.

FOR SALE

A Varied Assortment of
Used Trailers

Lengths from 20 feet to 34 feet.
Open and closed types. Also
special units as required.

Call on

CARLEY TRAILER
& EQUIPMENT CO.

College Park, Ga.

C. D. CARLEY or W. P. MATTHIAS
Phone Ca. 2181

NOW CONTRACTING FOR 1947 SEASON

RIDES—SHOWS—CONCESSIONS

W. G. WADE SHOWS

C. P. O. Box 1488 Detroit 31, Mich.

25
WEEKS

ROSS MANNING SHOWS

OPENING APRIL 17 IN NEW JERSEY

25
WEEKS

RIDES—Can place Merry-Go-Round Foreman, also Help for Ferris Wheel, Spitfire, Octopus, Chairplane. No drunks. Top salaries and bonus.

ACTS for finest Side Show on the road. Fire Eaters, Pin Cushion, all Working Acts or Freaks. Sure pay. Wire or write immediately to Earl Myers, 2501 N. W. 58th Street, Miami, Fla.

Kirby McGary wants Girls for Posing Show, also Dancing Girls. Top salaries.

CONCESSIONS—Photo, Custard, Coca-Cola, Cig Pitch.

SHOWS—Wild Life, Iron Lung, Monkey Show.

Can place Billposter. Top salary.

This show plays New Jersey, New York, Connecticut, Vermont, New Hampshire and 16 weeks in Maine.

All address

ROSS MANNING

109 W. 49TH STREET

CIRCLE 6-5880

NEW YORK CITY

CRAFTS 20 BIG SHOWS

WANT

ASSISTANT MANAGER

Want capable, experienced Man who can lay out Lot, spot Trucks, see Show up and down and assist Manager in all phases of organization. Salary, \$100.00 per week. Long season in sunny California. Write, wire, call (no collect wires or calls, please)

O. N. CRAFTS

7283 BELLAIRE, NORTH HOLLYWOOD, CALIF.

Phone SunSet 2-3131

FOR SALE

3 ONLY—STOCK OR FREIGHT CARS

72 FT. LONG — ALL STEEL
Manufactured by Warren Tank Car
Excellent Condition. Address

CONKLIN SHOWS
BRANTFORD, CANADA

HERMAN S. LIST

WANTS TO ANNOUNCE

the opening of his Concessions with the Jones Greater Shows at Ashland, Ky., April 19. All people already contracted try to be there by the 17th of April. I also wish to state the fact that I pay unemployment compensation on all employees.

Have for Sale—One 16x30 Bingo Top and Frame. Anchor top used one season. Top, frame and inside flash all in good condition. Come and get it. \$500.00.

Address Pines Camp, Valdosta, Ga.

L. W. ELLIOTT AMUSEMENT CO.

WANTS

For Twelve Weeks on Indianapolis City Lots Under VFW and Civic League Auspices.

SHOWS—Want two or three Shows with own outfit and transportation; Mechanical Show, Crime, Unborn, Snake or other clean legitimate Show.

RIDES—Account disappointment will book Ferris Wheel until June 22 or for entire season. Could also use Flat Ride, Tilt, Octopus, Spitfire or other.

CONCESSIONS—Can use following: Coke Bottle, Balloon Dart, Clothes Pin, String Game, American Palmistry, Bagatelle, Long Range Jewelry, Ribbons, Devil's Bowling Alley, Huckley Buck, Bumper, Country Store, others not conflicting. Write what you have, will try to place you.

WANT Man to take charge of new portable day toilets and act as night watchman. This job will pay well.

HAVE FOR SALE—One Cookhouse Top, 20x24, good condition, no frame, or will trade for 20x30 Push Pole Top, in good condition; one small 3 K.V.A. A.C. 110 V. Light Plant, A-1 condition; few hundred feet 3-Conductor Rubber-Covered Ground Cable, brand new, size #1, at 75¢ foot.

SHOWMEN—We believe this is best money territory in the Middle West. Just the booking you want until your county fair dates. Hurry, no time to write, wire. Show opens March 29th.

NO GRIFT—NO GATE—NO GYPSIES.

Address—Shows, Rides and General Help:

L. W. ELLIOTT

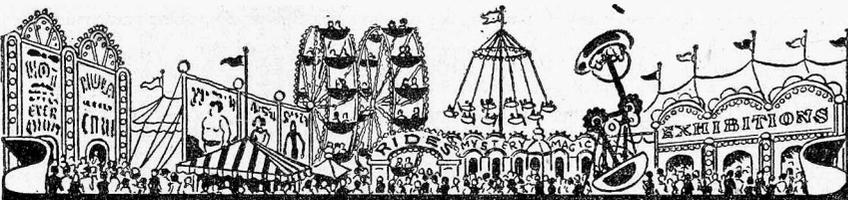
R. R. 1, Fruitport, Mich.

Concessions, Tent, Light Plant, Night Watchman:

D. FLEMING, Concession Mgr.

43 N. Jefferson St.

Indianapolis, Ind.



DUMONT SHOWS

Opening Smithfield, Va., March 24; South Norfolk and Richmond to follow

WANT Cat Ball Games, Custard, Cotton Candy, Hoop-La, Grocery, Lead Gallery, American Palmistry, NO GYPSIES.

WANT Second Men on all Rides that can drive.

MANAGER for Girl Show with Girls; I furnish all equipment.

WANT Side Show. We have complete outfit, including banners. All new.

FOR SALE—Le Roi Motors and ALLIS-CHALMERS Motor for Rides. All address:

LOU RILEY SOUTH HILL, VA., UNTIL MARCH 20TH; THEN SMITHFIELD, VA.

2ND ANNUAL AMERICAN LEGION CELEBRATION

July 1 TO 6 INCLUSIVE

CARL E. STITT POST #232, DETROIT 27, MICH.

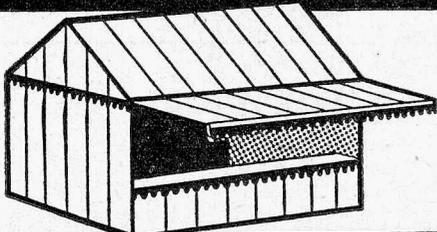
Need 10 good clean Tent Shows and 5 Rides. No grifters or flats. 12x12 space. \$150.00.

For Exhibitors, Paper, Juicers, Can Openers, etc.

Write or wire LARRY WEBSTER, Gen. Mgr.

Legion Convention here same date.

ANCHOR TENTS



CONCESSION—TRAVELERS—BINGO—CIRCUS—BALL GAME—MERRY-GO-ROUND—GREEN—BLUE—KHAKI—FLAMEPROOF GREEN—BRIGHT CONTRASTING TRIM.

ORDER NOW TO ASSURE PROMPT DELIVERY

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Whitehorse Carnival Sets New Attendance Record

WHITEHORSE, Yukon Territory, March 8.—The Whitehorse Winter Carnival, a three-day event, broke all attendance records this year. Done in the tradition of the days of '98, with the fem population in hobble skirts and the men bearded, it wound up February 24. The Doc Derby, mushed over a 10-mile course each day for three days, was won by Andy Smith, of Teslin, Y. T. Babe Dickson, of Whitehorse, the only woman entry, was second.

B. & V. Shows Signed For Dickson, Pa., Cele

DICKSON CITY, Pa., March 8.—B. & V. Shows have been contracted to play the Welcome Home Week here June 16-22. Celebration is sponsored by the Dickson City Post, American Legion, Post 665. J. Van Vleet signed for the shows, then returned to the org's winter quarters in Lodi, N. J.

Features planned for the seven-day celebration include parades, drum corps competition and a baby parade.

Jaycee Show Revived

COLORADO SPRINGS, Colo., March 8.—Harold Heyse, general chairman of the Jaycee Show of Progress, announced the annual event, discontinued in 1942, will again be held April 17-19. Plans call for stagershow and booth awards and will be staged in the city auditorium.

Mobile Event Postponed

MOBILE, Ala., March 8.—Post No. 49, VFW, here has postponed its Merchants and Manufacturers Exposition until April 10-13. Decision to move dates back will enable it to come in the middle of Mobile's internationally known Azalia Trail Tours, and to give commercial exhibitors more time to make ready.

Trumbull Carnival Set

TRUMBULL, Conn., March 8.—The annual Trumbull Volunteer Fire Department Carnival is set for July 9-12. Frank Verrilli is chairman.

Carnival for Norwalk

NORWALK, Conn., March 8.—The First District Volunteer Fire Department will hold its annual carnival July 3-12, President Ernest J. Layden announced.

★ ★ RIDES ★ ★

At liberty for Celebrations. Have a few open dates. Write

THOMPSON BROS.

2906 4th Ave. ALTOONA, PA.

WANTED

RIDES and/or ATTRACTIONS

For Veterans of Foreign Wars Jamboree

June 23 to 28, inclusive. Write or contact: R. H. BUCHMAN, Esq. V. F. W. Jamboree Chairman, Blairsville, Pa.

WANTED

RIDE SUPERINTENDENT

For six Rides in Parks. No Ups or Downs. No drinkers wanted.

VIC HORWITZ HOTEL DETROITER DETROIT 1, MICH.

Monett, Mo., Legion Cards Two Celebrations

MONETT, Mo., March 8.—The American Legion will sponsor a July 4 Celebration here and a carnival in September. Plans for the July 4 celebration call for an airshow, with Bill Mitchell as chairman; a night baseball game, Roger Milikan, chairman, and a fireworks display, Arthur Jackman, chairman. John Enke is chairman of the carnival committee for September.

DUMONT SHOWS

WANT

COOK HOUSE OR SET-DOWN GRAB, ALSO BINGO. ON ACCOUNT OF DISAPPOINTMENT. ADDRESS:

LOU RILEY SOUTH HILL, VA.

AGENTS

For several office-owned Concessions. Concessions, write. What have you? No percentage. Shows that cater to family trade. Can place Wheel or Merry-Go-Round, with or without transportation. The very best of proposition to all. Committees, Eastern Pennsylvania—If you want a good clean little Show, contact us. Write Lock Box 146, Palmerton, Pa. P.S. OPEN IN APRIL.

WANTED

For Lions' Club Carnival, week of June 30-July 5, inclusive: Merry-Go-Round, Ferris Wheel, Rodeo. Best terms. Also interested in purchasing Merry-Go-Round.

R. H. BOGGS, Mgr. FRANKLIN, W. VA.

FOR SALE

Complete stock of FLAG CLOTH DECORATIONS, enough to do two cities at one time. Fan Flats and Pull Downs. Some new, some used. Will invoice at cost about \$4000. \$2000 net will get them. Hurry.

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CARNIVAL WANTED

Aug. 30-31-Sept. 1

For Rodeo, 4-H Stock Show and Achievement Days in conjunction. Must have at least 4 adult Rides, plus Children's Rides and Concessions. Located 20 miles from Great U. S. Garrison Dam project. Write

DR. ARNOLD LERAAS, Sec. Beulah Rodeo Assn. Beulah, N. Dak.

WANTED

Free Acts for Second Annual Horse Show and Diamond Jubilee, June 4 and 5, Larned, Kansas. State kind of act, time and price first letter. January Mule Act and The Henrys, write. Address:

DON BURNETT Larned, Kansas

RIDES WANTED

FOR VOLUNTEER FIRE DEPT. CARNIVAL

Grafton, Ohio — July 3-4-5-6

PIONEER SHOWS

24 WEEKS BONA FIDE CELEBRATIONS

Buy, Book or Lease Rides—Shows—Concessions. Want Useful Help.

MICKEY PERCELL, Waverly, N. Y.

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NOW BOOKING

SHOWS AND CONCESSIONS FOR 1947.

Opening May 3rd, Southern Iowa. Address

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WANTED BINGO CALLER

Excellent proposition. Must be sober and reliable.

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WANTED

For the week of July 14 to 19, 1947, 1 Ferris Wheel, 1 Merry-Go-Round and 3 other small Rides. For the

ANNUAL MOOSE LAWN PARTY

WAYNESBORO, VA. A. L. BYRD, Chairman

Box 18 WAYNESBORO, VA.

WANT WAX FIGURES

Also any Props or Displays that can be used in Exhibit and Crime Show. Banners and Bally. No junk considered.

RAYMOND J. FINK

P. O. Box 263, Station A Boston 18, Mass.

Jeff. Beach To Again Use Family Rate

Many Changes at Detroit Spot

DETROIT, March 8.—A year ago, the Lake Shore Amusement Company took over operation of Jefferson Beach Park and one of the new innovations was the family-type ticket, given at a considerable price reduction, to encourage entire families to patronize the park.

So successful was the venture, according to Harry Stahl, general manager, the policy will be used this year on a major scale.

Indications the park is going in for much flack and plenty of new ideas is shown by the fact that Earl Equhart, in the office last year, has been named public relations director.

Stahl reports the construction program is well under way and many improvements have been completed. The new depot, with a capacity of 150 persons and a tunnel 100 feet long for the Century Flyer, is ready.

The beach operation, Stahl says, will be given extra attention this year, with a sandsucker recently purchased and installed on a scow to allow constant control of sand deposits in the currents created by Lake St. Clair, making it possible to keep the beach in top-notch condition all season.

General park improvements, most of them finished, include the purchase of two beacon type searchlights with independent power plant and a complete new drainage system costing \$7,000 and requiring a 27-foot excavation.

The new Flying Scooter has been completed. It is designed to be elevated three feet above the ground, instead of being placed on the familiar flat location, which adds flash to its appearance. New cars, using four-wheel drive, have been built for the Laugh in the Dark. A new kiddie ride has been installed in a new building.

New Law Gives Isle of Palms Sunday Break

CHARLESTON, S. C., March 8.—As a result of a recently passed law, sponsored by Sen. O. T. Wallace, which legalizes the operation of Sunday movies, sports and amusements, Isle of Palms Park and Beach will now be in operation on Sundays, Tom Terrill, manager, said.

Terrill is looking for big business at his establishment during the week of April 21, date for the Charleston, Azalea Festival, to be resumed after a wartime lapse. Because shows, rides and concessions will not be a part of the festival, Terrill predicts opening week at his park will be the biggest in years.

"The full complement of rides has been secured for the park, as well as several park shows and concessions," Terrill said. "Pavillions, ballrooms, and bathing houses are ready for opening and a new surf deck will be finished in time to greet the first customers," Terrill added.

Heading the list of city, State and national celebrities participating in the Azalea Festival will be Gen. Carl Spaatz, of the U. S. Army Air Forces. Spaatz will arrive in Charleston April 19, opening day at the park.



WHEN THE ANNUAL press photographers' ball was held in Miami Beach, Fla., Anna Halpin, manager of Palisades (N. J.) Park, and Jack Rosenthal, co-owner of the Jersey amusement center, were on hand and a photog snapped this picture.

Euclid Beach Not To Close Officials Say

Plan Opening Despite Law

AKRON, O., March 8.—Spokesmen for Cleveland's Euclid Beach Park have denied the park will be closed because the city council approved a licensing ordinance with an anti-discrimination provision.

"We'll be doing business at the same old stand," the spokesman, a member of the Humphrey family, which operates the park, said. He added, however, that details as to plans for operation had not been decided. This was presumed to refer to plans for the dance hall, bathing beach and skating rink, from which the company had been accused of banning Negroes.

The legislation to make racial or other discrimination a cause for revocation of park licenses was approved by the council 23 to 8. Action followed several months of hot council committee meetings.

Sponsors of a move to knock the anti-discrimination clause out of the park ordinance and introduce new legislation forbidding discrimination by any business licensed by the city withdrew their attempt after Mayor Thomas A. Burke took the floor to oppose their move and to advocate passage of the original ordinance.

Councilman Charles V. Carr, author of the original ordinance, said the amendment would "totally emasculate" his legislation.

Carr and other proponents of the licensing legislation have asserted many times that it was designed to stop alleged racial discrimination at Euclid Beach Park. They maintained the State's civil rights statute had not been effective.

Mayor Burke, addressing council, said the Carr ordinance was "a most vexing piece of legislation," but he was in favor of its passage and opposed to the new amendment and new legislation offered by five other councilmen.

"I don't like legislation of this type," the mayor said. "It tends to disturb passions in men that shouldn't be disturbed. Extremists on both (See *Euclid Stays Open* on page 80)

Two New Rides Set For Portland Spot

PORTLAND, Ore., March 8.—Oaks Park will open early in May with at least two new rides and possibly four, says General Manager Robert Bollinger.

Kiddie Whip has been bought from W. F. Mangels, Coney Island, N. Y., and a new Scooter, using 20 cars to replace a 15-car deal, from Lusse Bros., Philadelphia. Park may buy also a baby Rocket to replace the Seaplane and a baby auto.

Most of other rides are ready for installation, having been repainted and overhauled under direction of W. W. LeRoy, superintendent.

Oregon Will Participate In Miss America Contest

SEASIDE, Ore., March 8.—Oregon will participate in the Atlantic City Miss America Pageant, a charter having been granted to the Seaside City Commission to conduct a beauty contest for selection of the Oregon entry in the Atlantic City event. Dates for the Oregon finals are July 25-27.

Lenora Slaughter, executive director of the Atlantic City pageant, recently conferred here with city and chamber of commerce officials.

Sitting 'Round the Table

(Editor's Note—The pros and cons of the current question, "Are fireworks and/or free acts necessary in parks?" continue. Have you voiced your opinion on the subject? If not, send in your views to the Outdoor Editor, *The Billboard*, 155 North Clark Street, Chicago 1, and they will be printed in this column.)

Still Seeking Answer

We have given this much thought and are still not able to give a definite answer because of a great confliction of ideas pro and con.

We have a great many inquiries concerning fireworks and free acts. They are well attended when we do have them, but we have not been able to definitely trace additional revenue to these free shows.

We mailed out a questionnaire to all of our concessionaires last year asking if they were in favor of fireworks, and if not, what would they like to see substituted. On the returns, 90 per cent favored no fireworks and asked for band concerts of short duration and free acts. Consensus was the fireworks attraction tended to draw people away from the midway too far in advance of the scheduled time.

Hundreds of inquiries by phone, however, point to a great interest by people who would drive to the park to see fireworks. Question is whether or not these people would come only for the display or would they leave some money in the hands of the park people. The management takes the stand that they would be profitable customers. Yet we want to please our concessionaires so the policy for 1947 will be fireworks on Decoration Day, July 4 and Labor Day. Free acts every other week thru the entire season.

Maybe 1947 will give the answer to

that question, at least in our district.—H. W. JOHNSON, Conneaut Lake Park, Conneaut Lake, Pa.

Anent Free Acts

I'd like to break this question into two parts. First, pertaining to fireworks, I have nothing to state because being in the city limits of Denver we are not permitted to have fireworks.

Secondly, pertaining to free acts in a park, we at Elitch's never have gone into them extensively, principally because the great distance from the East to the West would make such augmented attractions financially unsound. In the past we have had a few free-act attractions, but not to any great extent. However, I'm of the opinion they can be a great asset and advantage to our parks and we in Denver would be—and are—very interested in such free acts.

As I stated at the convention last year, we had an elaborate kiddies' (See *'Round the Table* on page 80)

Gish and Jennings Are Now Operating Oregon Trail Park

WEISER, Idaho, March 8.—Oregon Trail Park, located on an island in the Snake River, one block from the Weiser business section, will reopen within the next 10 days under new management, with a new daily and community-wide program of recreational activities.

Claude Gish and Hugh Jennings took over the park February 1 and expect to have it in operation soon. Spot has a roller rink, trapshooting, bowling and dances. The new operators plan to build six new bowling alleys.

In addition to its regular amusement activities, spot is used for special events, such as the American Legion's three-day carnival, Lions' Club activities and various other civic and community services.

Gish and Jennings plan to stage boxing exhibitions once a month this season.

Bldg. Material May Hold Up Opening Of Pueblo Funspot

PUEBLO, Colo., March 8.—Stockholders of the Pueblo Amusement and Recreation Corporation, owners of the new amusement park on the shore of Lake Minnequa here, have set some time between April 15 and May 1 as the tentative date park will open, depending on availability of building material.

Re-elected directors were John Faricy, Clarence Bellinger, Floyd Crews, Arthur Allen, Curtis Ritchie, Thomas Lloyd and Thomas A. Adiego, the last named president of the corporation.

FIELDSTON ON THE ATLANTIC

Recreation Center of the South Shore, with its latest addition, Crestview Hotel on the Ocean Front.

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FOR SALE

Nite Club, \$1,700 per week;
seating 500.

Roller Rink, \$2,000 per month.
Large Swimming Pool, 10 acres,
3 cottages. Price \$65,000.

C. E. LOWTHER

533 Fifth Avenue, Pittsburgh, Pa.

White City Set For Going Over

WORCESTER, Mass., March 8.—White City Park here is set for a pre-opening face-lifting which will modernize buildings and the general layout, it was announced by George A. Hamid, president. Plans have been drawn by John C. Ray, Toronto architect, but the streamlining will depend upon the availability of materials.

Park will open for week-ends commencing Easter Saturday, April 5, and on a full-time basis May 17. By that time it is hoped to have the mid-way surface repaved, trees and flowers planted and a new picnic grove ready.

Hamid said new units slated for early delivery are 12 gasoline-powered motorboats purchased from J.

Sure Giveaway

PHILADELPHIA, March 8.—Philadelphia Zoo officials weren't stumped once they fed a rare animal received from Warren Buck, Camden, N. J., who imported it. Buck sent the animal along with a note which read, "Here's a new one on me. Maybe you know what it is."

Zoo officials found out quickly it was a dinomys branickii. They just offered it some food and the animal sat erect on its hind legs while eating.

"Somewhat like a human being," zoo officials said.

W. (Jack) Shillan, of the British Motorboat Manufacturing Company, which will be used in the pool; and 24 pontoon boats, purchased from James Patterson, Columbus, O., which will be operated on the lake in conjunction with speedboats. The cruiser, Miss White City, also will be in operation.

New rides, Hamid said, will include a Flying Scooter, now being installed by Bisch-Rocco Amusement Company, and a Bubble Bounce from Custer Specialty Company.

Winter operations, including bowling alleys and game rooms, have remained on a par with last year.

Operating staff will be headed by Sam Hamid, resident manager. Others are Oscar Silverman, publicity; Rita Cohen, head cashier; Arthur Johnson, superintendent; Gladys Patterson, secretary, and Walter Johnson, ride superintendent.

New Corporation Buys New Castle, Del., Spot

WILMINGTON, Del., March 8.—Amusement Promotion, Inc., a newly formed local corporation, has purchased Oak Park, near Deemer Beach, New Castle, for an estimated \$30,000.

Officers are William T. Pyle, president; Harry B. Reindollar, vice-president and treasurer, and Samuel Fisher, secretary. Former owners are Joseph and Annie Formus.

New owners announced that cost of improvement plans will run far into the thousands. Spot will be open the year round, with the present banquet and dance hall being utilized for events during the winter. The \$50,000 swimming pool will be one of the chief attractions.

Charles Wilson, Former NAAPB President, Dies

LOUISVILLE, March 8.—Charles A. Wilson, for many years managing director of Fontaine Ferry Park here and a former president of the National Association of Amusement Parks, Pools and Beaches, died at the home of his daughter, Mrs. Roscoe L. Heaton, here Sunday (2). Services and burial were in Louisville Monday (3).

Born June 28, 1857, Wilson was 89 at the time of his death. He was a charter member of the NAAPB and served during 1923-24. In 1942 he was awarded an honorary life membership.

Polar bears at the Lincoln Park Zoo, Chicago, are on a veritable strike for peanuts these days. R. Marlin Perkins, zoo director, says the bears won't even come out of their dens and Perkins blames it on the peanut shortage. "While manufacturers are supplying plenty of peanuts, people just aren't buying them. Or, at least, if they're buying them, they're not feeding them to the polar bears," Perkins said. "Polar bears aren't proud," he said. "They're willing to work for peanuts, but no peanuts, no polar bears."

Oregon Bill Would Put Beaches Under Highway Com'sion

SALEM, Ore., March 8.—Oregon beaches, now declared to be public highways and open to the public, would come under control of the State Highway Commission under terms of a bill before the State Legislature. The measure declares ownership of the beaches vested in the State and that not a portion of them could be alienated by any agencies of the State.

The highway commission, at the request of any county, court or city council, would be authorized to designate sections of beaches on which no motor vehicle travel or airplane landings would be permitted.

Another bill before the Legislature would take from county courts the power of setting speed limits on beaches contiguous to counties and would give the highway commission power to set speed.

Hendricks Planning Track For Their Lookout Spot

JACKSONVILLE, Tex., March 8.—Mr. and Mrs. E. L. Hendrick, owners of Lookout amusement park five miles north of here on Highway 69, are planning construction of a half-mile flat track for motorcycle and jalopy races this year. Other improvements are planned, but definite announcement, they said, will be forthcoming later.

Spot is open from May 15 to September 15, has a swimming pool, sandwich shop, dance hall, shooting gallery, miniature golf, archery, doll rack, Ferris Wheel, bottle rack and penny pitch. The Hendricks have equipped their car with a p. a. system for advertising purposes.

Spring broke out all over at Brookfield Zoo, Chicago, the other day, thanks to Robert Bean, zoo director. Last autumn the zoo gathered cocoons, which were kept under refrigeration thru the winter. A few days ago Bean placed the cocoons in a special incubator with the temperature around 90 degrees. Recently 15 hatched. The display is expected to reach its climax with 50 butterflies and moths out of their winter "undies," Bean said.

ATTENTION RIDE OWNERS

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VICHY SPRINGS AMUSEMENT PARK

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(Phone 1386-W)

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SPACE AVAILABLE

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(Not conflicting).
Also, a few CONCESSION STANDS
Sizes 15 ft. x 16 ft. deep—\$1,200.00.
Sizes 20 ft. x 16 ft. deep—\$1,500.00.

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insure yours with a GREYHOUND RACE

ASK THE OPERATORS WHO OWN ONE

THEY ALL REPORT HUGE
GROSS, LOW MAINTENANCE

BEST OF ALL

The Public Likes To Play It

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OAK RIDGE, TENNESSEE, THE ATOMIC CITY

WANTS

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WANT CONCESSIONS—Taffy Candy, Coffee and Doughnuts, French Fries, Tropical Fruit Juices, Novelties, Novelty Jewelry.
WANT SKILL GAMES—High Striker, Walking Charlie, Penny Arcade, Donkey Ball Game, Shooting Gallery, Archery Range.
Concessionaires, come prepared to stay. You must be prepared to comply with area requirements as to Booth and Health regulations. Address all communications to:

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OPERATING OAK RIDGE AMUSEMENT PARK—GROVE CENTER.

Concession Space at Summer Resort for Lease

20-FOOT ENTRANCE ON BOARDWALK WITH 1,200 SQUARE FEET near city of 200,000 and drawing from all Southeastern States. Good for PENNY ARCADE.

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Increased prices of Cigarettes and Merchandise are making the profitable operations of Poker Games prohibitive. Our tested idea will not cut the play, but will cut the cost of operation and thus increase your profits. The Poker Game and the payout scores remain the same. Installation on game possible in ten minutes. Complete directions and parts, \$3.00 per game. Large orders filled first. Send 1/3 deposit to

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SKOOTER BUMPERS

Vulcanized and Repaired so they are like new. Steel bands will not slip off. Not an experiment. Hundreds done in past two years. Avoid delay in opening by having this work done during closed period.

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FOR SALE

Walk Through Fun House Building coming down account of fire to Virginia Reel at Savin Rock, Conn. Must be moved in 30 days. 11 mechanical pieces, rolling barrel, rocking bridge, motors, tilted room, mirrors, compressor, lots of extras. All built in panels. Easily moved. For quick sale, \$1,500.00 for key. Will take large trailer truck to haul.

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20 DODGEM SPEEDSTER CARS

A-1 running condition.

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Savin Rock Ride Location

For large, new, modern, safe, spectacular Rides. Percentage basis. Reliable Operators only.

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Wanted To Buy or Lease

Merry-Go-Round, 14' Wheel and other Rides for Park.

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BALLOON RACER

Late model Chester Pollard, 16 units, chromium wheels, beautiful Counters. This entire unit overhauled and practically new. Cost over \$3,000.00. Due to illness, will sell for \$1,500.00.

BILL CORBETT

P. O. BOX 1633 TAMPA, FLA.

WANT ARCADE LOCATION

Prefer location in Ohio, Western Pennsylvania or Michigan amusement park. Have complete Arcade ready to operate. 23 years in one location.

PETER P. DAMEY

811 Parkview Ave. YOUNGSTOWN, OHIO

Audubon Keeps Fingers Crossed On Polio Scare

NEW ORLEANS, March 8.—This city's Audubon Park has some improvements and innovations planned for the coming season, but mainly is keeping its fingers crossed against the possibility of another polio scare which knocked the props out of business last summer. Fair crowds are already turning out on good days.

George Douglass, superintendent of the Audubon Park Commission, said the Whooping Crane, which is one of two in captivity, should be a major attraction this year at the zoo. Some public interest may be developed, since Douglass said he plans to write to Nebraska where the other crane is quartered, to see if the sexes can be predetermined and breeding accomplished to perpetuate the dwindling species. They are the largest of the cranes and only 65 are said to remain in existence.

A new kiddie ride will be added at the park, which now has a Merry-Go-Round, Whip and miniature train. Polio hurt both the rides and the swimming pool, one of the major attractions, last year. The pool is the dual type and one of the largest in the country. Admission is 30 and 18 cents gross. Prices for the pool, rides, etc., will not be increased.

The pool and rides are operated by the park, but the food, bikes, pony ride, and Audubon riding stables are leased outright. There are about eight concessions leased out.

The Audubon Park Commission also sponsors one or two horse shows a year, and other shows are sometimes held on the park grounds. Douglass is considering splitting the take from one show this year with a well-publicized charity run by one of the newspapers here.

Regular Features To Be Retained at Pier During Expo

ATLANTIC CITY, N. J., March 8.—Regular amusement features will be retained on Hamid's Million-Dollar Pier, probably behind a pay gate, while the front part of the pier is occupied by exhibits of the International Industrial Exposition, it was announced by George A. Hamid, pier owner, and a director of the exposition.

Hamid predicted a near sellout of exhibit space before the scheduled June 28 opening of the exposition. Except for a late start all exhibit space probably would have been contracted for by now, he said.

Dr. H. W. Waters, exhibition general manager, recently reorganized the sales staff. Charles F. Paterno is sales manager. Salesmen are C. G. Strang, Harold J. Norminton, Allen C. Neuroth, Jean Goldkette, Thomas P. Hannan and Joseph Feretti.

Entertainment units will include the Hippodrome, Funhouse, net hauls, motion pictures and circus.

Two carloads of lumber and one-carload of paint have been delivered for use in a refurbishing program.

Vandals Damage Number Of Steeplechase Concesses

ATLANTIC CITY, March 8.—Vandals broke into Steeplechase Pier Monday (17), damaged a number of concessions and took an undetermined amount of merchandise. A large quantity of the loot was found, however; neatly stacked under the amusement pier.

The robbery was discovered by a night watchman when he reported for work.

PARKS AND CARNIVALS

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NEW 1947 TYPE LAUGHING FIGURES

Laffing Luke

Giggling Gertie

ANIMATED HEADS

HUMOROUS AND GROTESQUE

THE SKIPPER

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THE WITCH

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THE BEARDED GIANT

STUNTS FOR DARK RIDES OR FUN HOUSES

THE GORILLA

THE FALLING GHOST

THE GIANT AND DWARFS

LAFFING LUKE and GIGGLING GERTIE are life size figures in a sitting position, real action and lots of fun. They are complete with amplifier, record changer, speaker and 20 records. Both figures could be used in front of any ride or device, and are the best ballyhoo ever used. They earn their cost in a few weeks' time by increased receipts.

ANIMATED HEADS may be used alongside of Laffing Luke or Giggling Gertie as a background, or a group of these heads with bodies painted to suit heads will dress up and liven up most any front on any ride or device. The heads may also be used as stunts inside a ride or fun house.

The size of heads averages about 32 inches high, 32 inches wide and 7 inches deep, with motor mounted inside of head. They are complete ready to plug in. Our photos show suggestions for painting bodies and background if required.

THE GORILLA and FALLING GHOST are compressed air activated stunts for Fun Houses or Dark Rides. They are scary and can be installed in a reasonable sized space. A small compressor will operate both if air is not already available.

THE GIANT AND DWARFS STUNT is really an outstanding animation continuously in operation, with motor included, for installation in Fun Houses, Dark Rides, and especially for scene sheds in Old Mill or Water Rides. Size—10 feet long, 7 feet high, 3 feet deep.

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STOCK TICKETS	"One's Prejudices Are Always an Enemy to His Own Good."	SPECIAL PRINTED
One Roll \$ 1.00		Cash With Order. Prices:
Five Rolls 4.00		2,000 . . . \$ 6.00
Ten Rolls 6.00		4,000 . . . 7.45
Fifty Rolls 20.00		6,000 . . . 8.30
100 Rolls 38.00		8,000 . . . 9.15
		10,000 . . . 10.00
ROLLS 2,000 EACH.	WE MANUFACTURE	30,000 . . . 14.00
Double Coupons,	TICKETS	50,000 . . . 18.00
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Publicity Spotlight Thrown On Denver Spots, Skating

DENVER, March 8.—Local roller rinks received an excellent publicity break and the roller rink business in general was given a swell boost in the March 2 edition of Denver's *Rocky Mountain News* in which a feature article on the sport appeared. Capping the article was a large two-column cut of a pair of skaters doing the 14-step at Irving Jacob's Mammoth Gardens Roller Rink. Pointing up the advancement of roller skating in recent years, the article read:

"Teen-age roller skating addicts on rinks all over the city are adopting techniques of the classical ballet along with standard steps of the square dance, tango, waltz and fox trot.

"You can see them any night, boys on black skates, girls on white skates, leaping, kicking, pirouetting, and above all, having a good time. Only don't go on a night when the ballet comes to town. They'll all have gone to see it.

Spread the Gospel

"The gospel of Denver rink dancing has spread all over the world. Enthusiasts from Lowry Field and other military establishments in the region learned their lessons well during the war. Then they shipped out and, like good apostles, taught the natives in Australia, New Zealand, India and Canada and any other place big enough to support a skating rink. They found skating a universal pastime with virtually the same steps followed in all nations.

"There is something about a roller skating rink that seems to nourish romance. Some 85 couples in the last three years have met at Mammoth Gardens and later married. There was a wedding, too, not long ago, when Betty Richhoff and Henry Eisenhand took their vows on roller skates to the tune of a wedding waltz.

"But for the most part the skaters subordinate their romantic interest to their art. One may escort his soul-mate to the rink and then leave her to pair off with his regular dancing partner. The skaters are extremely professional in their approach to the art of roller skating.

"They are not left to learn the fine

points for themselves. At Mammoth Gardens instructors conduct classes every night of the week before the regular skating sessions. The instructors maintain they can teach anyone to skate with assurance within four weeks. The classes are open to anyone who joins the skating club.

"When the students have graduated from the elementary classes they are ready for the figure groups. There they elaborate on the fundamentals they have learned, and are taught the most intricate of ballet steps.

"Some infantile paralysis victims have taken up roller skating successfully. Their instructors maintain that in addition to the therapeutic value in skating they learn poise, confidence and co-ordination.

"Friday night is teen-age night. All the teen-agers assemble, the novices on the fringes of the rink, the tricksters in the middle. Then they begin the dancing, the organist setting a metronome to guarantee an accurate beat.

"It may be *Stars and Stripes Forever* or a Mohawk waltz, but round and round they go, with time out for hot dogs and soft drinks as the skaters please.

"The girls like it because it isn't like dancing; they say they know what their partners are going to do next."

Martinez Skaters Trying for Trophy

MARTINEZ, Calif., March 8.—Members of Martinez Figure Skating Club of Mrs. Hazel G. Barker's Skateland here are going all-out in their effort to win permanent possession of the challenge trophy offered by California members of the United Rink Operators in connection with the championships of the California Amateur Roller Skating Association, to be held May 4 in Ralph Perkins's Moonlight Rollerway, Pasadena, reports Paul J. Gilbert, Skateland manager and pro. Having already won two legs on the trophy, one more win will cinch the award for Martinez.

Thirty Martinez skaters are entered in the contests, and Mrs. Gilbert has opened Skateland 16 hours a day in which the competitors may practice under the supervision of Gilbert.

Washington Meet to Ferndale

FERNDALE, Wash., March 8.—Washington State championships conducted by the United States Federation of Amateur Roller Skaters and sanctioned by the Roller Skating Rink Operators' Association of the United States were held in Ted Bruland's Ferndale Roller Arena with entries in 75 per cent of all divisions, reported W. J. Betts, manager of Redondo (Wash.) Roller Rink. Originally scheduled for Cook's Rink, Spokane, the contests had to be transferred here owing to the sudden illness of Owner Silas W. Cook. Entries in the novice dance division totaled 27. Meet was held March 3-4.

Hefty Promotion By Montanans To Sell Roller Sport

—By William J. Medcalf—

Pro at Frank's Roller Rink, Great Falls, Mont.

ALTHO Montana does not have Perry B. Rawson's 10 per cent of the population on roller skates—the goal we are striving to reach in making roller skating the No. 1 participant sport of the nation—Montanans are slowly but surely learning the art of roller skating in its various degrees of advancement.

Last year at Frank's Roller Rink the William J. Medcalf Figure and Dance Club, under the direction of the writer and Julia Medcalf, staged *Swing Into Spring*, a two-and-one-half-hour presentation in which singles, doubles and production numbers totaled 22—the biggest roller show ever seen there. The crowd of 639 that it drew is evidence of its success in promoting skating in this area. This season, however, the club is presenting two shows, plus the usual RSROA night, and believes that figure will be easily eclipsed.

The most important roller skating event of the year in Montana will be the first State competitions, to be held at Frank's Rink, and it's success is practically assured, thanks to the co-operation being received from George F. and George H. Moses and H. N. McConnehey, operators of Parkview Roller Rink, Billings, at which Bill Redson is teaching with much success. Supplementing the Parkview aid is the co-operation being received by Herb Sidler and W. Spruce, operators of Missoula Rollerway, where Zeph Space instructs. With these rinks 100 per cent in the spirit of the event, we expect our first State meet to be successful in bringing national recognition to Montana skaters and rinks.

According to one source, 70,000,000 people skated an average of five times per month in 1946, which places roller skating in the No. 2 position among participant sports. Since the inception of organized skating, it has been our aim to place the sport in the No. 1 position. Now the time has come when we can see that goal. There are two courses open to secure the No. 1 place—get the 70,000,000 people doubled to 140,000,000, or get the 70,000,000 to skate an average of 10 times a month. It is the ambition of Montana operators to do their part in spreading the skating gospel to make this campaign a success.

80G Stollery Spot Bows in San Mateo

SAN MATEO, Calif., March 8.—Rolladium, new \$80,000 roller rink on the Bayshore Highway here, opened February 20.

E. W. (Ted) Stollery, who operated the old Peninsula Rink for 12 years prior to entering the service, has erected a modern building with 17,000 square feet of floor space, including a beginners' floor.

Parkview Draws With Acts

CARROLL, Ia., March 8.—Business continues good at Charles C. Ludwig's Parkview Roller Palace here, excellent crowds turning out recently to see three pro acts, each of which played on separate dates. Acts included Woodyard and Heue, fancy skating; Tony Wiedemeyer, high jumps and speed skating, and Lyle Bernholtz and Tiny Davis, spinning. Owner Ludwig expects business in this area to continue its upward spiral, basing his opinion on record prosperity for farm people who form the backbone of his patronage.

Hockey in Mich. Gets Promotion; Program Set Up

DETROIT, March 8.—Roller hockey was given impetus Tuesday (4) when a meeting of commissioners of the Michigan Amateur Roller Hockey League was held at Lelli's Restaurant here to work out a schedule of 21 games between teams from rinks in Southeastern Michigan and the Detroit metropolitan area. Schedule, as announced by Fred A. Martin, secretary of the RSROA, is:

March 10, Arcadia vs. River Rouge at Arcadia and Edgewater vs. Grandale at Edgewater; March 11, Arena Gardens vs. Eastwood at Eastwood; March 17, Grandale vs. Mount Clemens at Mount Clemens, Arcadia vs. Eastwood at Arcadia, and Arena Gardens vs. Edgewater at Edgewater; March 24, Arcadia vs. Grandale at Riverside and Edgewater vs. River Rouge at Edgewater; March 25, Eastwood vs. Mount Clemens at Mount Clemens; March 31, Arena Gardens vs. Arcadia at Arcadia and Edgewater vs. Mount Clemens at Edgewater; April 1, River Rouge vs. Eastwood at Eastwood; April 7, Arena Gardens vs. Grandale at Riverside and Arcadia vs. Mount Clemens at Arcadia; April 8, Eastwood vs. Edgewater at Eastwood; April 14, Grandale vs. River Rouge at Riverside, Arena Gardens vs. Mount Clemens at Mount Clemens and Arcadia vs. Edgewater at Edgewater; April 21, River Rouge vs. Arena Gardens at Arcadia and Grandale vs. Eastwood at Riverside, and April 24, Mount Clemens vs. River Rouge at Mount Clemens.

Ore. SRST Members Organize Meetings

PORTLAND, Ore., March 8.—Meetings held once a month by Oregon members of the Society of Roller Skating Teachers of America are doing much to establish friendly relations among the State's pros and to solve mutual problems, according to those who have attended meetings.

Three meetings have been held to date, attended by Dan McNeice, Imperial Roller Rink, Portland; Evelyn and Hank Zanotti, of the Rollerdrome here; Freddy Flesher, Newport Skating Palace; Ray Hadley, Paramount Skating Rink, Eugene, and Skateway, Albany; Doc Goodnough, Fun Center, Gresham; Marlin Swartz, Holcomb's Recreation Hall, Vancouver; Irene Arnoldy, Oaks Park Rink here, and Dean Songer, also of Oaks, who served as chairman of the meetings.

RSROA Membership Continues Increase

DETROIT, March 8.—Operators and rinks new to the membership roll of the Roller Skating Rink Operators' Association of the United States include C. L. Duniven Jr., Roller Palace, Amarillo, Tex., and Wallace McKitten and Emil Maleski, Castle Roller Rink, Butler, Pa., it was announced at association headquarters here.

Three other members new to the association are Edward J. Carroll, operator of Riverside Park, Agawam, Mass., who took over operation of Riverside Rollerway there from Herbert A. Briggs Sr. and Harold F. Jennison, now inactive members; J. M. Holiday, West Farnam Roller Palace, Omaha, from William O. Christianson, inactive, and Garry Lerner, Wal-Cliffe Rollerdrome, Elmont, N. Y., from M. H. and W. B. Hinchcliffe, inactive.

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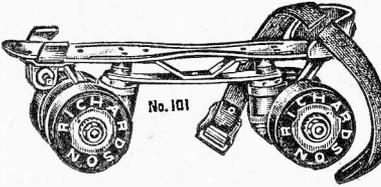
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CARSA's Contests Set for May 4; 20 Clubs Are Entered

PASADENA, Calif., March 8.—Twenty clubs will send skaters to the championships of the California Amateur Roller Skating Association, to be held May 4 in Ralph Perkins's Moonlight Rollerway here, it was announced by Blanche Collins, CARSA secretary-treasurer.

Among clubs participating will be Casino Roller Club, of Casino Roller Rink, Vallejo, which recently became a member of the United States Amateur Roller Skating Association. Several of the club's novice dance teams will be seen. Contests will be judged by the United States Figure Skating Association.

The Casino club recently staged a March of Dimes show in which Barbara Ziem, Margaret Ridge and LaMar Williams, of Martinez Figure Skating Club, were featured. Show was sanctioned by the USARSA.

"Park Circle Follies" Draws Heavy Turnout; 110 in Cast

BROOKLYN, March 8.—Many national, regional and State RSROA champions appeared in the anti-polio benefit show, *Park Circle Roller Follies of 1947*, staged March 5 at Park Circle Roller Rink here before an excellent crowd. Cast of 110 took part in the hour and 45-minute presentation.

Group numbers included a ballet, drill, waltz and junior presentations, and the finale, *Carnival of Venice*, in which the entire cast took part. Lillian Pong, sister of Mimi Pong, Chinese ice skater, was vocalist.

Cast included Norman Latin, Margaret Wallace, Paul Bauman, Evelyn Bidermann, Bob Cawley, Violet Farina, Dorothy Glintenkamp, Rudy Goldman, Peter Gullo, Earl King, Dick Lynch, Gloria McCarthy, Barbara Trayer, Mike Paznick, Carol Smola and Helen Sokol.

Chicago Roller Club Active

CHICAGO, March 8.—Hockey team of the Roller Skating Club of Chicago played the fourth game of a tournament March 1 at Skateland, Aurora, Ill., reports Gwen Ray, recently elected club president. Races will be featured at the club's eighth anniversary party, to be held March 24 in Armory Roller Rink here. Members also plan to make a chartered bus trip to the RSROA contests in Oakland, Calif., this summer. Other club officers are Russell Sheffer, vice-president; Florence Werner, corresponding secretary; Dave Ray, treasurer; Doris Aldrich, recording secretary, and Henry Hermle, sergeant at arms.

Oaks Continues Face-Lift

PORTLAND, Ore., March 8.—Remodeling work continues at the Bolinger Oaks Park Rink here, redecoration of the women's lounge recently having been completed. Entrance is to be remodeled and the corridor re-lined as soon as materials become available. The glass cloth ceiling recently installed to improve sound system performance and appearance, also has fire-resistant qualities and aids in heating the rink.

Monterey Kids Stage Show

MONTEREY, Calif., March 8.—Roller club members of Del Monte Rollerdom here recently held a show in which Faith Benedict, Joy Marlar and James Hutchins, of Martinez Figure Skating Club, appeared, reports Paul J. Gilbert, western division publicity director of the United Rink Operators. Show was sanctioned by the United States Amateur Roller Skating Association.

Roller Rumbblings

Joyce Dangerfield Allen has joined the professional staff of Earl Van Horn's Mineola (L. I.) Roller Rink.

Passaic (N. J.) Roller Rink reopened February 20 with a plastic floor.

Cypress Hills Roller Rink, Brooklyn, has installed a post-war vibrato-type organ.

Mack and Mitzie, roller skaters, are playing club dates in the Philadelphia area until start of the fair season. They recently visited Skateland, Camden, N. J.

Friendly Roller Rink, Hartford, Conn., closed for a few days recently to install a plastic floor.

RSROA Night, a wartime casualty at Fred Freeman's Bal-a-Roue Rollerway, Medford, Mass., will be resumed this year with a show staged on two nights.

Sigmond Ross has left Eastwood Park Rink, Detroit, where he was organist for nine years, to acquire his own organ and move into the traveling attraction field.

Eldora and Bill Best, pros at Twin City Arena, Elizabeth, N. J., recently passed their seventh and eighth figure tests, respectively, to secure the coveted gold medal.

Recent skating party at Jack-O-Lantern Roller Rink, Nashua, N. H., netted \$88.50 for the polio drive. Mrs. Ray F. Stillins was in charge.

Mineola's Ticket Sale Big

MINEOLA, N. Y., March 8.—Earl Van Horn Dance and Figure Skating Club of Earl Van Horn's Roller Rink here, under the direction of Gladys and George Werner, pros, will stage its annual show, *Winter Carnival*, March 17 and 18. More than 100 skaters will be in the cast, which includes 1946 national dance and figure champions of the United States Amateur Roller Skating Association. Recent demand for tickets, selling at \$1.25, \$1.80 and \$2.40, indicate a capacity crowd.

Printz Emphasizes Classes

HOLLY OAK, Del., March 8.—Philip Vaccarini's Printz Rollerway here, closed on Mondays and Thursdays, is conducting Tuesday, Wednesday and Friday classes on the "graduation basis" under the direction of Phyllis Mixon, pro. Skaters are now preparing for the rink's annual RSROA night. Owner Vaccarini recently installed a Solovox for the Hammond organ.

Skateland's \$10,500 Gross

SAN FRANCISCO, March 8.—Skateland, new rink which opened the last week of January in Playland-at-the-Beach here, grossed a reported \$10,500 during its first two weeks of operation. Park is owned and managed by George K. Whitney.

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Mich. Exhibs Plan Natl. Org

DETROIT, March 8. — Organization of a new national association of 16mm. exhibitors is being launched, with Southern Michigan as the nucleus of organization. Fred Joseph Campau, of Pinconning, is acting temporary secretary. Objective is to start with one territory well organized by early summer, serving as basis on which group can spread nationally.

Objectives of association would be to deal with legal entanglements of exhibitors, unfair practices by film exchanges and supply houses, as well as unfair practices by exhibitors injuring either exhibitors or reputable exchanges, Campau said.

Ultimate achievement of a nationwide organization co-ordinating all phases of 16mm. industry is envisioned but present plans are confined to the exhibition side only.

Abbott Moves Under Canvas After Current Theater Dates

BRISTOL, Va., March 8.—Ace Abbott and His Texas Cowhands, nine members, are playing theaters thru Virginia, West Virginia and Tennessee. In addition they present two programs daily over WFGH, Bristol. Booking is done by Ed Hiler.

Trucks and tent equipment have been moved here from Lexington, Ky., and work is under way getting ready for the summer season.

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Rep Ripples

JIM STUTZ recently sold his picture unit and equipment to A. B. Rushmore, of Valdosta, Ga., but still retains the title of "Jim Brown Presents, *The Circus Is Coming to Town*." Stutz says that his unit was in Central Georgia seven consecutive weeks. He is entering the concession business. . . . Crawford's Show, after a two-month layoff in Toronto, has started on its regular Western Canada trek. Org has a new pic outfit and will play short-cast bills featuring the ghost show, *The Miser's Party*, by E. F. Hannan. . . . Pearl Entertainers, on the road again, are headed for their established territory in Washington. . . . Tolland's Show, pic unit, recently has been around Norristown, Pa. . . . Hale's Old South Minstrels have been playing auspicious dates around Tallahassee, Fla., prior to carnival opening. . . . Chris Tate Show will add films as specialties to the flesh trick. Unit will play its Canadian territory, opening near Hamilton, Ont. . . . Bailey's Show is in West Texas.

E. W. GREEN, who recently finished three months of religious films in Connecticut and Western Massachusetts, has a pic unit in Worcester County, Massachusetts, under auspices. . . . Foster Gray's tent pic show will open near Baltimore soon. . . . Carol Players have been making three-day stands in Central Louisiana to reported fair biz. . . . From Carlton's Show, Bonham, Tex.: "Have been playing to fair business in halls and schools and will soon move to Frederick, Okla., to open under canvas. . . . Abe Marshall Players are in Northern New York, playing under auspices to fair biz. . . . Roy Caton has a film show in the Newport (R. I.) sector. . . . Bird's Show, having added more film, is playing two-week stands in West Texas. . . . Leon Long pens that Leon Claxton's *Harlem in Havana* will play theaters until May 1, then open under canvas in St. Louis May 4. . . . Visitors to the Byron Gosh *Hit Parade* at Dothan, Ala., were the Gunnels brothers, the Filberts, John Dusch, H. J. Lane and many members of the Buck Owens Circus. Gosh was guest of Si Rubens at a chicken dinner at a trailer jackpot session at the Owens winter quarters.

CHARLES FRAWLEY will have a touring flesh and film show opening soon in Indiana County, Pennsylvania. . . . M. M. Archer writes from Harrisville, N. Y.: "I have finished three months of film dates and am moving to Lynchburg, Va., where I will ready my tent outfit." . . . Record Players have been around Dover (Del.) area lately. . . . Nye Show, which recently bought a 16mm. outfit, is in Southwestern Kansas. . . . Giles Show is playing schools around Logan, Utah. . . . Cartwright Players have been around Portland, Ore., recently. . . . Lanier Players have been in Alabama the past three weeks. . . . Northampton Players are around New London, Conn. . . . George Dow will have a flesh-pic unit in New Hampshire, starting about April 1.

Williams Prepping For April 1 Opening

STANTONSBURG, N. C., March 8. —Rusty Williams Show, wintering here, is preparing to hit the road about April 1 with new canvas.

Org will tour its established territory in this State with vaude and pix. Show closed its 1946 season in December.

Rusty and Dot Williams recently renewed acquaintances with Att and Warren Candler when they played Wilson, N. C. They had been with the Williams troupe.

Collier To Start Tour in Arkansas

OCONEE, Ill., March 8.—Jack Collier Players, who have been rebuilding here this winter, are slated to open in Arkansas April 7 and plan to operate up to Thanksgiving Day. Another truck and light plant have been added. Show will move on two trucks, a car and three trailers.

Since the Colliers have been operating a family show, with the family doing all the vaude and ork, they have followed the policy of not playing the same towns oftener than once every two years. Plans are to show Arkansas and Missouri exclusively this year.

Novelty Shows

By E. F. Hannan

THERE IS NO question that small tricks do best by tying in as much as possible with novelty. Experience shows that the very biggest had their start with one bear or an elephant. I know a small-town showman who has always made a good living with a show consisting mostly of small animals. When it came to a selection for a holiday show and it was up to a department store to decide between flesh acts and small animals, the management went for my friend's small animal show. He did the job nicely by working his little trick in clown make-up. In the eyes of a small kid, the acme of fun and excitement is a squealing pig in the arms of a clown.

A few years ago a dramatic critic writing a revue show that cost 18¢ to get going, said this: "The only thing worth sitting thru was the bird act. This woman does wonders with these little feathered creatures." It was the lowest paid act on the bill.

'ROUND THE TABLE

(Continued from page 75)

day program which included free entertainment. As far as any high-wire and spectacular circus acts, such as George Hamid produces, are concerned, all we could do in Denver was read about them in *The Billboard*. We took our local talent and built our ideas around it.

You can see we feel such entertainment is of great importance to us. Along with this question I would like to ask how we in Denver are going to get and use the free acts talked about at our convention. After all, we have civilized the Indian and fenced in the buffalo. It is my opinion that a free-act unit should be organized to play a circle which would include us out here in the West. While at the convention I talked at great length with H. M. Brown in regard to such a possibility. At the same time we spoke of interchanging all promotional ideas among the members of the association for, as I stated, what I do in Denver is certainly not going to affect the receipts of Kennywood Park, Pittsburgh, or Eddie Schott's Coney Island in Cincinnati. All in all, we are very enthusiastic and interested in free acts and definitely feel they are necessary and a great stimulant to business.

Some time later on in your series of questions, I suggest that possibly some good answers might come from a question in regard to free-act units making various areas and then passing on all promotional ideas among us park men. I think this would be a good question. I may be a little selfish in my want because, as you can see, it would benefit me very much.

I have enjoyed reading all the various opinions presented in the round-table column and sincerely hope it carries on.—JOHN M. GURTNER, Elitch Gardens, Denver.

Do You Remember?

By Ralph E. Nichol

When J. Earl Barrington married Orpha Crow and operated the Crow Sisters' Stock Company for years.

J. B. Rotnour, of Flora DeVoss fame, was considered one of the best business piano players in the repertoire business, as well as doing a great job managing the Flora DeVoss Show.

Jack Bessy and Guy Hickman had one of the best repertoire shows in the business.

George D. Sweet did a great job rounding out his yearly route with *The Messenger Boy*.

George Bubb made three fortunes with *The Royal Slave*.

J. Doug Morgan was a property man with Flora DeVoss.

Sara Bernhardt showed under Dr. H. D. Rucker's tent in Dallas.

Charles K. Rosskam had the Chicago Stock Company, his pet and featured bill being *The Clay Baker*.

Otto H. Krause featured his wife, Jennie Holman, in repertoire, later acquiring the ownership and the managerial reins of the Woods Sisters Company.

When the Thebus Brothers were tops as a specialty team.

Billy Lister and Glenn Chase were among the first to introduce a thousand seats for a dime under the title of Chase-Lister.

J. N. (Governor) Rentfrow, of Rentfrow's Jolly Pathfinders, featured himself in *Lord Baltimore*.

(Very few of the above are still among us, but to those who have passed, we can but say thru acquaintances they were showmen, gentlemen and troupers, and as we close these brief remembrances we silently say to ourselves, "God rest their souls." Some day there is going to be a great repertoire show in Heaven.)

EUCLID STAYS OPEN

(Continued from page 75)

sides have made our decision most difficult."

What decided him more than anything else to recommend approval of the Carr ordinance, the mayor added, was the fact "at no time during the months this legislation has been pending has the management of this amusement park denied practicing discrimination.

"If tonight," he continued, "the management of this park would stand up and say it had not discriminated in the past or would not in the future, I would be opposed to this legislation. Since it does not, gentlemen, we have been left no choice."

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GIANT JUNGLE RATS, MONKEYS, SQUIRRELS, Woodchucks, Raccoons, Agouties, Pacas, Coati-Mundies, Kinkajous, Skunks, Wildcats, Pumas, Sika and Fallow Deer, Angora Goats, Snake Dens, Boas, Pythons, Owls, Hawks, White Swans, Pheasants, Pigeons, Hamsters, White and Colored Mice and Rats. John Thiele, 106-18 86th St., Ozone Park 17, N. Y.

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MONKEYS—WHITE FACE RINGTAILS, RED and Gray Spiders, young and semi-tame, from 1 to 100. Also birds and other animals from Central America received regularly. Write for prices. Bower's Natural History Supply Co., 512 Santa Monica Blvd., Santa Monica, Calif. mh22

MONKEYS—YOUNG RINGTAILS AND SPIDERS, Farrakeets, Lovebirds, Doves, Canaries, Parrots, birds of all kinds. Write for list. Southern California Bird & Pet Exchange, Box 7, Bell, Calif. mh22

MONKEY—WHITE FACED RHESUS. MALE. 6 years. Tame. \$75.00. 1120 E. 21st St., Winston-Salem, N. C.

NOW BOOKING ORDERS FOR EARLY SPRING delivery: Black Bear Cubs, Prairie Dogs, Kangaroo Rats, Mother Monkeys with Babies, Lion, Leopard and Tiger Cubs. John Thiele, 106-18 86th St., Ozone Park 17, N. Y.

ONE PAIR 3-YEAR-OLD BUFFALO—VERY best quality, \$325.00. White Buck Deer, \$47.50. Small type Zebu Cattle, \$225.00 pair. S. T. Miller, 101 Ranch, Ponca City, Okla.

SNAKE DENS — THE BIGGEST MONEY'S worth in show business. Contracts now made for weekly delivery of fresh stock throughout entire season. Poisonous snakes "unmilked." Harmless all over four feet. Live delivery guaranteed. No shipment too large or small. Order now, specifying exact delivery date and location. "Brad" Bradford, Davisboro, Ga.

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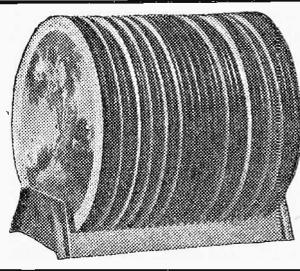
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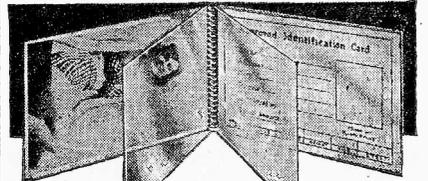


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When assembled holds 30 records of any size. Comes knocked down in envelope, 12"x3"x1/2". Easily assembled. Can be carried in purse or pocket. 24 holders to carton the size of shoe box, with easel that sells itself. Can be used in home, cottage, recreation room, at parties and picnics. Keep the children's records separate. A real profit maker. Retails \$1.00. \$7.50 per dozen. 1/3 deposit with order.

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PLASTIC WALLET INSERTS
\$3.50 assortment (dozen) of 4, 5 and 6 envelope books—easily sold for \$7.50 . . . ONLY \$1.50 (Discounts on Gross Lots)

IMMEDIATE DELIVERY! Take my advice, mister! If you want to make some real money—dollars, not pennies—you'll go after this tremendous plastic wallet insert market right now! It's big—it's easy to sell—and it sure offers swell profits! Just to prove what I say, I'm making this special introductory deal: I'll send you a dozen handsome plastic wallet inserts with 4, 5 and 6 envelopes, all with heavy plastic covers. Sell these for 50¢ to \$1 each and get at least \$7.50 on the whole lot. Think! All for \$1.50 investment! My inserts are the finest on the market—strong wire spiral binding; clear, heavy plastic envelopes, and I put an identification card in each insert. [Remember, to sell wallet inserts today you must show an assortment of attractive designs in different price ranges. That's just what I give you here.] Rush me \$1.50 for your trial shipment and start making these big profits at once. No personal checks, please.

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Write for \$5 sample order with price list. Deposit, \$2, bal. C. O. D.

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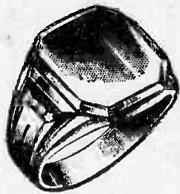
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Fast Selling Styles



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Polish Yellow Finish
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\$16.00 Per Dozen
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Bird measures 4 inches long, has bright yellow head and black body, set on copper-color wire stand.

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MARION COMPANY

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Dealer's Sample ... 12.00
3 to 12 11.00
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Cash in Full, 2% Discount.
Jobber's Price in Quantity Lots.
Used on Salesboard Deal.
Wichita, Kansas

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE—Only advertisements of used machines accepted for publication in this column.

A-1 STAMP MACHINES FOR SALE. WE BUY and sell. Multiply Folders. Write U. S. P., 100 Grand, Waterbury 5, Conn. ap5

A-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mac Postel, 6750 N. Ashland, Chicago. my17

ADVANCE SHOCKERS, \$12.50. 1c NORTH-western Standard Vendors, \$7.00. Columbus Model ZM, \$6.50. Columbus Model A, \$5.50. M. B. McKenzie, Jr., 922 Bridge St., Fayetteville, N. C.

BALL GUM! BALL GUM! ALSO NEW AND used Machines. Write for prices. Eastern Carolina Candy Co., Morehead City, N. C. mh15

BALL GUM—60c PER 100 BALLS. NO orders accepted less than 70,000 balls. Special consideration to big buyers. Box C-150, Cincinnati 1, O. mh22

BALL GUM WILL MAKE MORE MONEY than anything you sell through the vending machine. One good-as-new reconditioned machine and 500 Balls Gum, \$10.50. 1/3 cash with order. Thomas Novelty Co., Paducah, Ky.

BALL BUBBLE GUM, 1/2" SIZE—LIMITED supply available. Write for prices. Box C-152, Cincinnati 1, O. mh22

BALL GUM MACHINES—14 GRANDBOIS AT \$2.00 each. 10 Blue Bird Drop Penny Ball Gum Targets, \$3.00 each. 4 A.B.T. late Model A Targets, \$25.00 each. 1 Model F old style Target, \$17.50 each. 1 Big Game Hunter, old, \$15.00. 3 Holly Grippers, \$4.00 each. 1/2 cash with order. L. Mardick, Iola, Kan.

BALL GUM, 1/2"—17,500 BALLS WITH 1 OLD Gum Machine for \$100.00. 14 deals available. Selling out 1500 lbs. Ball Gum, all or part at 72c per lb. in combination deal with factory reconditioned Popmatic Popcorn Machine at \$110.00. G. Hemm, Box 702, Rt. 1, Sylvania, O. mh22

BARGAIN—1 SCIENTIFIC X-RAY POKER, like new, never used, \$75.00. 1/3 deposit. Willie Bak, 2262 Falls St., Niagara Falls, N. Y.

BIG MONEY IN VENDING MACHINES—Smallest capital start brings immediate profits that build permanent profitable business. Starting instructions free. Becker Vendors, 105-W Dewey, Brillion, Wis. mh29

CHARMS! CHARMS! CHARMS! BUY DIRECT and save money. These charms are made on brand new molds. Completely different. Write for free samples and prices. Adams-Fairfax Corp., 5721 W. Jefferson Blvd., Los Angeles 16, Calif. mh29

"CHARMS" DOUBLE, TREBLE PROFITS FOR peanut vendors! Write quickly for details, samples, and start getting more "take" from cashable commotion "Charms" create for your machines. Becker Vending Service, Brillion, Wis. ap19

FOR SALE—FIVE CHICAGO COIN GOALEES. These machines as good as new at \$200.00 each, crated. 1/3 deposit, balance C.O.D. Crandon Sales Co., Crandon, Wis.

GET SET FOR THE SPRING DEMAND FOR Marbles. 7,000 Agate Marbles, retail values \$70.00, one Advance Machine, \$19.95. Profit, \$50.00. Send 1/2 money order or certified check, balance C.O.D. F.O.B. Karant Sales, 3514 W. Grenshaw, Chicago 24, Ill.

GLOBES TO FIT COLUMBUS VENDORS. BUY direct from manufacturer. \$10.00 per dozen. Adams-Fairfax Corp., 5721 W. Jefferson Blvd., Los Angeles 16, Calif. mh29

LOCKS FOR NV 39, NW 40 AND NW BALL Gum Machines. 85c each, \$10.00 per dozen. Adams-Fairfax Corporation, 5721 W. Jefferson Blvd., Los Angeles 16, Calif. mh29

MUTOSCOPE MACHINES—VOICE-O-GRAPH used 2 months, \$1,000.00. Also 600 Disks, 5c each. Photomatic, late model, inside lights, only \$600.00. 1/2 down, balance C.O.D. Playland, 13 N. Lake Ave., Duluth, Minn.

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PANORAMS—2 PANORAMS, FIRST CLASS shape, \$150.00 each. C. Dobbs, Box 281, Hazlehurst, Miss.

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SEVEN BANGTAILS; THIRTY MILLS, PACE, Keeneys, Jennings 5-10-25c Consoles, priced right. Forty No. 332, six Buckley Wall-Bar Boxes, \$5.00 each. Coleman Novelty, Rockford, Ill.

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WANT—CONVERTED PANORAMS. WILL trade 4 Goalees, 1 Sky Fighter, 1 Air Raider, 4 Victory (Genco Pin). McLarty Music Co., 402 15th, Lubbock, Tex. mh29

WANTED—USED PEANUT AND BALL GUM Machines. State make, model and quantity. Thomas Novelty Co., Paducah, Ky. mh29

WANTED—N.W. 33 VENDORS AND BALL Gum Machines, Brackets, any quantity and condition. State price and quantity. L. Mardick, Iola, Kan.

WANTED—ERIE DIGGERS, HAND OPERATED, any quantity, any condition. No packing, we pick up. National, 4243 Sanson St., Philadelphia, Pa.

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3 ART CHALLENGERS, \$35.00 EACH. ALL, \$100.00. 3 ART Model F Blues, \$27.00 each; all, \$150.00. 4 Pike Peaks, \$21.00 each; all, \$80.00. 7 Kicker-Catchers, \$30.00 each; all, \$200.00. Edford, 541 S. Dearborn, Chicago 9, Ill.

4 PIKES PEAKS, ONE DROP PICTURE MACHINE, \$12.50 each. One Penny Pool Table Gum, \$20.00. Mark Serbin, 2322 Eldridge, Pittsburgh, Pa.

15 VICTORY STAMP MACHINES—LIKE NEW, with about 40,000 folders, brackets, glue, etc. First \$175.00 takes it all. Devices Novelty, 467 Milwaukee Ave., Chicago 10, Ill. mh22

25 POPCORN VENDORS—5c OR 10c PLAY. Real bargain. Owner has other connections. Live wire can make decent income from a route of these. P. K. Sales Co., 507-509 Wheeling Ave., Cambridge, O.

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ALL-BRAIDED CELLOPHANE WAISTBAND Hula Skirts with Leis, \$7.50. New Oriental and Strip Costumes, \$10.00. Rhinestone G-Strings, \$7.50. Brms, \$2.50. C. Guyette, 346 W. 45th St., New York 19. Tel. Circle 6-4137.

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CLOWNS' AND BURLESK COMICS' PROPS and Accessories. Free lists. (Assortment, \$5.00.) "Happy" Morgan's Clown Headquarters, 2404-N Fifteenth, Philadelphia. mh29

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ABOUT ALL DIFFERENT MAKES POPPERS available. Fifty air-electric or gas-heated machines cheap. Burch, Advance, Cretors, Dunbar, others. Candy Corn Equipment, 120 S. Halsted St., Chicago. Ap26

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with Push
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\$1.50 each,
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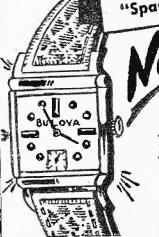
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PHONOGRAPH RECORDS—CHEAP. Catalogue free. Paramount Service, BC-313 E. Market St., Wilkes-Barre, Pa.

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SILVER STAR FLOOR MODEL AND ALSO Counter Model Popcorn Machine. Brand new, never uncrated, one each. Wire. P.O. Box 330, Cambridge, O. mh29

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TARPAULINS, WATERPROOFED AND FLAME-proofed, made of 12-ounce twill or duck, 10x12', \$9.60; 12x15', \$14.40; 15x20', \$24.00. Other sizes at 8c per square foot. Sidewall any length or width. Canvas and Leatherette by yard. Deposit of 25% required with order. Satisfaction guaranteed. Michigan Salvage, 417 W. Jefferson, Detroit 26, Mich. mh29

WANTED—1c MASTER VENDERS IN GOOD condition with keys and no broken parts. Can also use other 1c Venders in good condition. State price asked and quantity in first letter. Precision Novelty House, Box 432, Prescott, Ariz. mh22

5-QUART TAYLOR FREEZEMATIC CUSTARD Machine, Manley 5-compartment Popcorn Machine. All good. Turley's Court, 2020 E. Van Buren, Phoenix, Ariz.

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A BIG NEW SELECTION OF 35MM. SOUND Films now available. Send stamp for list. Standard. Film Service, Box 782, Charleston, W. Va. mh29

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FIVE ELECTRICAL PENNY PITCH TABLES—Good condition, copper, slate backs, bells, light-up backboard, stand, 10'x14' concession tent. William Leonard, 46 Huntington Rd., Bridgeport 8, Conn. mh22

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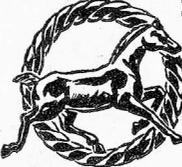
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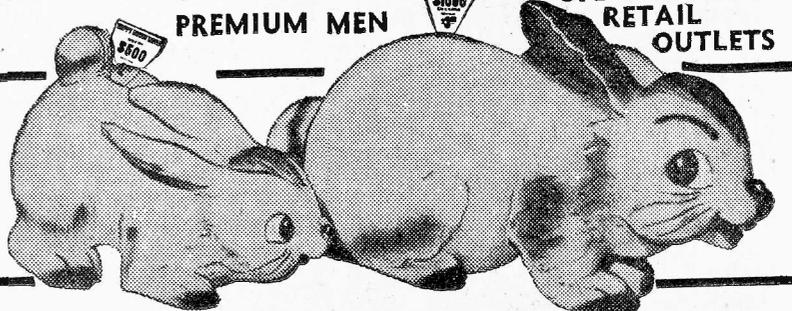
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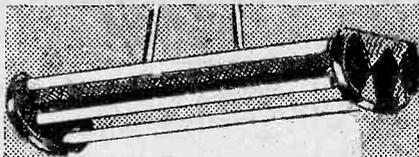
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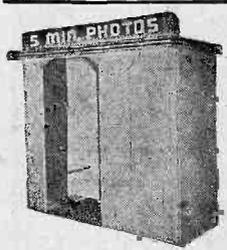


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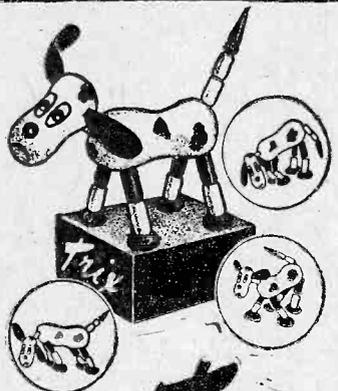
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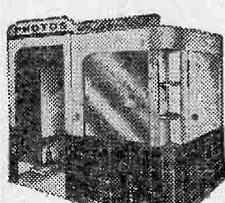


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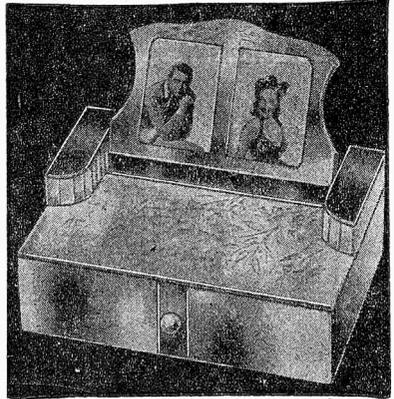
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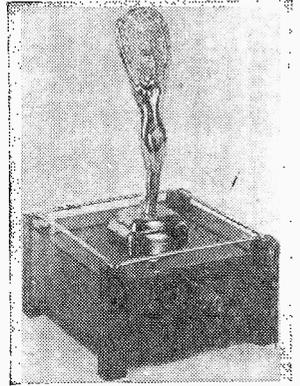
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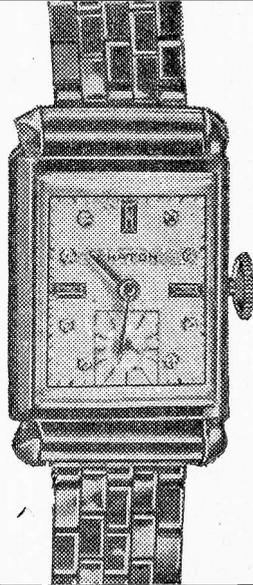
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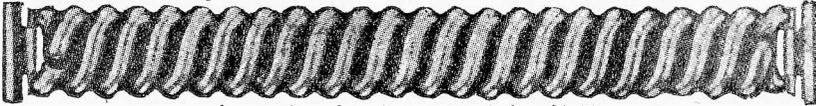
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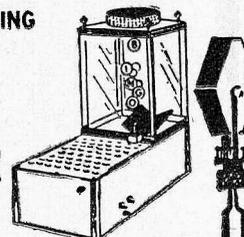
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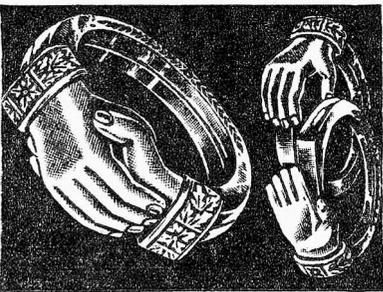
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Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

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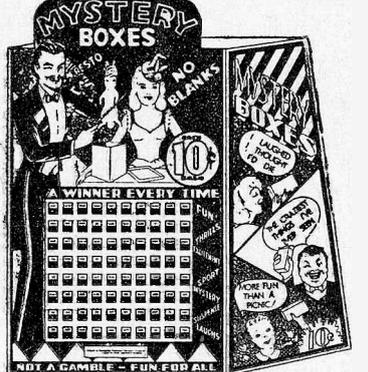
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Clemmons, Mr. & Mrs. Arthur
Clemmons, Mrs. Richard
Cothren, Blackie
Crowell, Adolph K.
Cummings, Tex
Dailey, Mrs. K.
Darpel, Joe
Deal, Miss Donna
DeLaney, Mrs. John Edna
Dailey, Miss Joan
Dailey, Miss Juanita R.
Davenport, Carl
Douglas, Miss Carolyn
Ford, Doc L. B.
Fulton, Gale E.
Frenzel, M. C.
Good, Charley
Goldstein, Alvin
Gordon, Sam
Goza, Chas.
Gray, Fred
Gruberg, Max
Hall, Edward L.
Hastings, Carleton L.
Hermon, Al H.
Hunt, H. T.
Hutzler, Margie
Jackson, Wilma B.
Jahe, Karl
Kannegeter, Art
Kelly, Lewis A.
Kios, Marvin O.
Krazer, Walter H.
LaMunyon, Kenneth
Lane, George
Lankford, Harvey
Levine, J. B.
Littler, Jimmie
McAully, Henry
Margo, Madam
Meyer, Big Dutch
Mooney, Tommy
Moore, Rox
Morris, Milton M.
Morehouse, Clinton
Morrison, Babe
O. K. Shows
Powell, Florence
Powell, Henry
Proctors Log Camp
Rhodes, Lowell A.
Robertson, Queenebeth
Rohter, L.
Santo & Conger
Sells, Capt. Billy
Shufelt, Fred
Simon, Chief
Smith, James G.
Smith, Rex P.
Smith, Stephen
Smith, Wm. D.
Stillwell, Norman R.
Struber, H. G.
Sullivan, Wm. H.
Swinson, Gilbert A.
Weist, Bing
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With Movable Eyes
\$20 Doz.
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Most fascinating novelties. These are the original Penquins. A glass with each bird.
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Frisky MAGNETIC DOGS
Order now for immediate delivery. Loads of fun. They attract and repel each other.
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FRESH STOCK—NOT SECONDS

Okay, fellows, it's your next move and we will move with you. We will not be undersold.

No. 4 .. \$1.70	No. 9 ... \$5.40	1 Tone Squawker . \$5.00
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SMASH HIT AT MIAMI
31" HIGH
New Fur Skins Only—Cotton Stuffed—Massive
\$7.00 each
\$78.00 Dozen in Gross Lots
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OUTSTANDING VALUES! SWISS WRIST WATCHES
Unbreakable Crystal, Stainless Steel Back, Fancy Radium Dial, Sweep Second Hand, Leather Strap. **\$3.93 Each**
SWISS POCKET WATCHES . \$3.50 EA.
4 JEWEL SWISS WRIST WATCHES
With STAINLESS STEEL OR PLASTIC BANDS
• Sweep Second Hand • Unbreakable Crystal • Luminous Dial • Stainless Steel Back
\$6.86 EA.
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POLY PIG BANKS
BUNNIE BANKS **EASTER SPECIAL**
Something new—a beautiful quality item, in Pastel Pink, Blue and White. Felt base. Concealed hole in base for removing money, allowing bank to be reused. 7 1/4" high. It will delight any child.
\$9.00 doz.; \$100.00 gross. Sample \$1.25 ea.
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Plaster — Slum — Glassware — Ball Game — Bingo
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5c ROLLS CANDY BALLS

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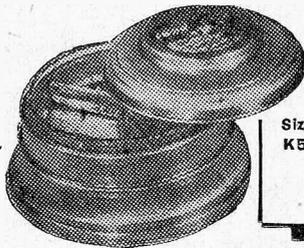
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Popular Priced to the Premium Gift and Concession Trade.



Musical "Sweetheart" Mirrored Vanity Chest, with sachets and cologne. Size 4"x10 1/2"x7". Style V2. Sample, \$6.00.

\$5.50 EA. In doz. lots.



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REAL FUR TOYS—GO LIKE HOT CAKES!

SPECIAL CLOSE OUT!
SCOTTY Brown Woolle Cloth, Size 12x10 \$9.00 Doz.

No. 208—SCOTTY Extra large, long-haired Dog Skin. Assd. colors and black. \$42.00 Doz.

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No. 252—GRIZZLY BEAR Asst. colors. Long-haired Goat Skin. 28" tall. \$60.00 Doz.



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Send for illustrated 16 page catalogue. 25% deposit with order, balance C. O. D. If Not Rated.

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ACE TOY MANUFACTURING CO.

Manufacturers of Fur Stuffed Toys
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Here's the Money Maker you've been waiting for—the new MIDGET

★ STRATOTONE RADIO ★

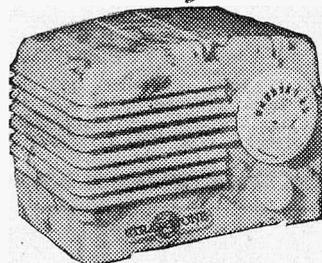
YOU PAY Including Tax \$14.50

Minimum Order, 1 dozen lots. If you pay in full in advance, we'll prepay freight. Samples \$16.00 each

Look at All These Features:

- 5-TUBE SUPERHET, advanced circuit
- Standard make tubes
- A.C.-D.C.
- Powerful new type Alnico #5 Speaker
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PROMPT DELIVERY 25% with order, balance C. O. D., F.O.B. N. Y. RETAIL PRICE, \$24.95



I. GELLER

147 W. 42d St. NEW YORK 18 BR. 9-6880
Manufacturer & Distributor of Radios, Novelties, Premiums, Fountain Pens, etc.

Pipes For Pitchmen

—By Bill Baker—

ROY W. WILSON... was sighted in Birmingham recently working intensifiers. He headed South to escape the cold weather around Philadelphia only to encounter the same weather conditions down Alabama way. Wilson was headed for New Orleans.

CARL (RED) BAILEY... blew into New Orleans recently and remarked that things have changed there since he last made the town. He says spots are hard to find and that those available are not in the money.

THE LEON SPAHRS... recently closed their jewelry demonstration at the Newberry store, Peoria, Ill., after chalking up good business.

C. W. (PAPPY) ALEXANDER... mentalist and mitt reader, is working rural communities thru the South. Pappy has taken Willie X, (the Mooch) Meyer under his wing and is teaching him the business.

GENE KIGHT... Elliston the Magician, who is working Southern Missouri to fair takes, recently pitched med in Piedmont, Mo., to good returns. Kight is carrying a hillbilly band, headed by Eddie Dortch. Gene plans to return to the road this summer with his own med show which will tour the Midwest.

L. E. (ROBA) COLLINS... is wintering in Patterson, Mo., waiting for the blue birds to sing.

STANLEY NALDRETT... who has been working Birmingham for the last four weeks to good results, plans to remain there thru March. He says he'd like to read pipes here from Al (Pop) Adams.

SPEEDY WILSON... following a successful stand with coils in Birmingham, has moved farther South.

VICTOR J. BLAKE... is at home in Solsberry, Ind., framing a magic-trick layout, which he plans to take on the road soon.

I. W. HIGHTOWER... comes thru with the following from Atlanta: "Just returned from Tampa, where I made the Florida State Fair. On Gasparilla Day there were a half-million people watching Gasper cap-

Now! Blow them Up with HY-BLO

ONE-STROKE BALLOON INFLATOR



INFLATE YOUR OAK-HYTEX BALLOONS EASIER—FASTER

HY-BLO's smooth action inflates No. 8 balloons with one stroke. Light weight, compact, easy to carry. Nozzle fits all sizes from 4 to 16 P. Ask your jobber to show you HY-BLO.

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Distributors for Oak-Hytex Balloons
6th & Ohio Sts. TERRE HAUTE, IND.

GET YOUR SUPPLY OF OAK HYTEX BALLOONS AND FREE CHANGE APRON FROM KIPP BROS.

Wholesale Distributors
117-119 S. Meridian St. Indianapolis, Ind.

MEDICINE MEN!
THERE IS NO SUBSTITUTE FOR QUALITY
WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried). We are MANUFACTURING PHARMACISTS established 1934.
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Good deals, all States, RFD only. Usual rates, especially Kentucky, Indiana and all States east, Pacific, Atlantic Coast and Rocky Mountain States. Write or wire, references.

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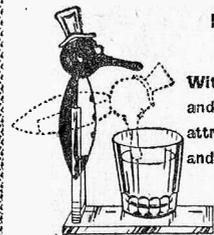
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SENSATIONALLY NEW

DRINKING BIRD

Billikin Bobby

With a Colored High Hat and Bulging Eyes and attractive Lucite Stand and Glass.



Here's a brand-new number for concessions, novelty and gift shops, bars, taverns. Attracts big crowds wherever displayed.

\$20.00 Per Doz.

\$18.00 Per Doz.

In 6 Doz. Lots.

25% With Order, Balance C. O. D.

BERNARD FINE & CO.
501 6th Ave. NEW YORK 11, N. Y.

BREAKING SALES RECORDS FROM COAST TO COAST NEW LOW PRICE BIG PROFIT JOKE ASSORTMENT



America's Fastest Selling Novelty Assortment!

Now contains 53 quick moving 10¢ sellers. 10 different items, such as: Trick Matches, Sparkle Matches, Snake Matches, Explosive Matches, Charrette Loads, Snow Storm Tablets, Stink, Bitter Cig, Hot Ciggy. 18 cards in case.

\$1.25 PER CARD

(18 Cards to Case) SAMPLE CARD—\$1.50. 25% Deposit, Balance C. O. D. Orders filled immediately.

SEND FOR OUR LATEST CATALOG Containing many new Novelties.
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JOBBER ONLY

Write for Factory Prices
ROLL CAPS
DRINKING BIRDS
 (Tomic Tommy and Mystery Drinking Bird)
EXPLODING BOOK MATCHES
CIGARETTE LOADS
AUTO BOMBS
WHISTLING TORPEDOS
GUARANTEED BEST QUALITY
ERNIE'S ENTERPRISES
 725 Pine Street ST. LOUIS, MO.

AVAILABLE NOW!

New Improved "WHISTLER"
 Flying Bird @ \$12.00 gr.
 Pinwheels, Aluminum Foil @ 7.00 gr.
ORDER YOUR STOCK TODAY!!
 1/3 Deposit, Balance C. O. D.
 F. O. B. Newark, N. J.
DAN CAR NOVELTY CO.
 492 Broad St. NEWARK 2, N. J.



WHITESTONE RINGS
 (as shown)
 Sterling Silver, \$5.00 per dozen.
 Rolled Gold Plate, \$6.00 per dozen.
 Man's massive Sterling Silver Whitestone Ring, sizes 8 to 12, \$9.00 doz.
 Send 10% Deposit with Order, Balance C. O. D. Sample Ring Assortment for \$5.00.

Write for information on our "Size" plan.
CLARK RING CO.
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FIRECRACKERS

IMMEDIATE DELIVERY
 80/20's, 1600 to a bundle.
 1 1/2 Inches long—Silver Flash Powder
\$7.00
 Special prices to Jobbers, Agents and Brokers.
M. M. JOHNSON
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40,000 ROLLS—WHOLESALE
 Camera Films, Standard Makes, Ideal McCoy, Fresh Stock, Not War Surplus, 25% Off.
 Examples: 127—19¢; 120—25¢; 116—28¢.
DODGE STUDIOS ALBANY 32, WIS.

AIRSHIPS

Airship Envelopes, complete with fins and cabins \$ 5.00 Gr.
 #524 Airship Balloon 5.00 Gr.
 New #830 Airship Balloon, inflates to 40 in., can be used for workers ... 11.50 Gr.
 Above sample complete with balloon, 25¢ Each.
 Original Large Airship Workers, 35¢ Each.
H. S. NETTLES
 575 Winton Terrace ATLANTA, GA.

ABALONE BLISTER PEARL SEA SHELL LADIES' RINGS

Sterling Silver, \$6.75 doz., \$9.00 doz., \$12.00 doz.
 Eight styles, assorted sizes.
 We also have Abalone Earrings and Necklaces.
JOS. FLEISCHMAN
 1535 E. BROADWAY TAMPA, FLA.
 ★ ROLLED GOLD PLATE WIRE ★
MOTHER PINS
 Mounted on freshwater pearl—LEAF SHAPED!
\$21 Per Gross MOTHER, OR ANY NAMES
 MADE TO YOUR ORDER—
 \$2 per Doz.
 Individually carded. Money back if not satisfied.
WILLIAM KELLERMAN
 2082 Davidson Ave. New York 53, N. Y.

WHOLESALE AND DISTRIBUTORS, DON'T MISS THIS!

Handmade miniature Felt Dolls—6-7 inches tall, with hand-painted composition faces. Gay individual characters such as Chiquita Banana—the Cisco Kid—Little Red Riding Hood—Masha, the Village Gossip—and other storybook types. **SENSATIONAL** value at \$5.50 per dozen. Send for sample assortment of four—\$2.00. **CHIQUEITA TRINKETS**, 1431 Washington Ave., Miami Beach, Florida.

LARGE—PLASTER—SMALL

Beautiful new models, high quality. Three tone colors. Assorted. Also new large super size 24" Cats, Indians, Pigs, Spitz Dogs, etc. Large 29" Teddy Bears, \$2.00 each.
GLASS—all kinds; Whiskey Handles, Gross, \$3.25. Bingo Glass, large assortment.
SLUM—All kinds, Comic Buitons, Leis, Hat Bands, Metal Good Luck Charms, Balloons, Darts, Corks, Hats—Mexican, Cowboy, others; Boudoir Dolls, large Mama Dolls, Fur Bears, Svaggers, Whips, Canes, Bingo Supplies.
 Samples on request. We deliver in quantity lots. Orders shipped same day.
CHARLES H. STAPLETON, 3509 14TH ST., DETROIT 8, MICH.
 Phones: TEmple 1-0397 and TEmple 1-8285.

ture the town. Just before the parade was held, the Weil Maas department store caught fire and upset the parade for half an hour. Fair was good, but the weather was terrible. Miami and Tampa are jammed with the biggest crowds in their history this year. Atlanta is still the best town in the country. There are plenty of buyers the year around."

"MARCH 1... saw the beginning of some good court days for Pat Malone and me," pencils Jack (Bottles) Stover from Harrisonburg, Va. "We are keeping within an hour's travel of the home front and fireside, and couldn't even be rated 40-milers at the present time. Col. C. A. Maitland says we can share the marks with him until the blue birds give us the office."

"BOB MEYERS... of gensing note, who passed away recently in Los Angeles," letters Chic Denton from Dallas, "was buried in Showmen's Rest, Pacific Coast Showmen's Association's plot in Los Angeles. We worked the same spot, 14th and Douglas streets, 30 years ago and lived at the old Millard Hotel, 13th and Douglas streets, Omaha."

How It Started

By Thomas J. Kennedy

COUNT SELDOM SKOFF and Doc Lushwell recently worked Cripple Creek, Ia. Cripple Creek got its name years ago, when it was only a small settlement. Now they call it a hamlet. It was first settled by a dozen or more crips, trailing Ballyhoo Bros.' Show, doing a ding with post-cards from Paris—Paris, Ky., that is—and the old fashioned Lookback.

The Lookback was introduced years ago, by a gent who spent his leisure hours with the boys at the corner saloon. By having a Lookback in his pocket, he could take a squint thru it, and thus looking back, could see if his better half was trailing him.

And so, pitchman of the old school like to recall the good old days when the Lookback was worked as extensively as foot aids, knife-sharpeners and peelers today.

On the heels of this fast-selling item came the wooden tongue blades, used by doctors, but now used almost exclusively by sidewalk magicians, better known as paddle workers. Just how the paddle originated, I have been unable to determine. However, rumor has it that years ago, a jam man and a doctor, the latter a fugitive from a med show, were sitting on a park bench in Pratt Falls, Va., bemoaning their lot during a two-week siege of rain, which made it impossible for either of them to work. In fact, their lot was submerged in two feet of water.

Doc Lushwell tells me the jam man started whittling on one of the Doc's tongue blades, forming it into a miniature paddle, and by so doing, gave birth to a new idea, which deft fingered pitchmen soon capitalized upon. Today, they are called paddle workers.

MILK WHITE

Auto and Furniture Polish. Make it at home for only 10¢ to 15¢ per gallon. Sells for top prices. Materials obtainable anywhere. We tell you where you can get empty bottles without charge. Complete formula and plans cost only \$5.00. Information about bottle source is worth that much in itself. Send money order to

INDUSTRIAL PROCESSING

1531 MERRIMAC CINCINNATI, OHIO

NEW! **AMAZING!** **DIFFERENT!**

DOTY'S EXPLODING PENCIL
 SAFE TO USE CAN BE USED OVER AND OVER
 SAFE TO CARRY

GET YOUR ORDER IN TODAY!
DEALERS' COST \$11.50 PER DOZ.
 Jobbers write for quantity prices.

LOADS OF FUN!
 Looks like an ordinary automatic pencil. Uses any type cap, roll, disc or single shot. Carry it safely in your pocket, cock it when handing to the sucker. Watch the fun. Everyone is a potential victim.

A MILLION DOLLARS' WORTH OF LAUGHS... \$1.50
 DISTRIBUTED EXCLUSIVELY BY DAYTON NOVELTY & MDSE. CO.
 RETAIL 419 WAYNE AVE., DAYTON 2, OHIO

#4943K an entirely new and beautiful set of DEMITASSES

Fine porcelain, six different hand-painted designs in delicate, refined colors.

\$15.00 Per Doz. SETS. (Cups and Saucers)
 Packed 1 Doz. Sets in Carton.

\$19.80 Per Doz. SETS.
 #4944K Sugar & Creamer to match
 Packed 1/6 Doz. Sets in Carton.

Agents wanted to sell these fast selling demitasses to storekeepers. Liberal discount on orders and reorders, and every storekeeper you sell them to keeps on reordering continually. Sample of cup and saucer sent on receipt of \$2.00 which will be refunded as soon as you have sent in 12 orders.

LEO KAUL IMPORTING AGENCY, Inc. 333-335 K South Market St. Chicago 6, Ill.

LOWEST PRICES IN THE COUNTRY—COMPARE!
THE DRINKING BIRD MYSTERY WITH MOVABLE EYES
 NO STRINGS—NO SPRINGS—NO WIRES—NO ELECTRICITY

"DIPPY JOE" Complete with Glass and Stand. Ind. Boxed.
\$13.50 Per Doz. (In 3 Doz. Lots)
\$15.00 Per Doz.
 Sample \$1.50

"PENGUIN PETE" With Movable Eyes Complete with Glass and Stand. Ind. Boxed.
\$20.00 Per Doz. (In 3 Doz. Lots)
\$22.00 Per Doz. Sample, \$2.25.

ORDERS FILLED IMMEDIATELY. 25% Deposit with Order, Balance C. O. D. Send for our latest Catalog, containing many new Novelties.
National Industries, Granite Bldg., St. Louis 2, Mo.

Presenting the Latest Novelty **HOLLYWOOD GLAMOR KIT**

5-IN-1 LIGHT-UP COMPACT.
 1. Compact with Puff, Mirror and Sifter.
 2. Lipstick Brush.
 3. Cigarette Case.
 4. Cigarette Lighter.
 5. Built-in "Flash Light" for make-up or all purpose.

- Permanent Snap-Catch.
- Colorful Two-Tone Plastic Case.
- Light Weight.
- Individually Packaged.
- Assorted Colors.

DOZ. \$36.00 C.O.D.
IMMEDIATE DELIVERY.
 Send \$3.50 for Sample.

TOY CRAFT
 640 S. BROADWAY ROOM 705
 LOS ANGELES 14, CALIF.

BEAUTIFUL PLAQUES
 Assorted Colors, 8 3/4"x6" Each.

Concessionaires, Bingos, Parks, Gift Shops, Salesboard Operators, etc. Pr. packed in well-made box.

\$9.50 Per Doz. Pair

M. L. CALVERY
 McKown Grove, Albany, New York

COIN LEGISLATION COOLING

State Action
Boils Down

Montana seen well on way to amendment of existing bell laws—other actions

CHICAGO, March 8.—Legislative activity affecting coin machines has simmered down to action in measures in a few States. Montana, which so far has produced the largest number of bills involving coin machine operation, seems well on the way toward passage of an amendment (Senate 75) to the 1945 legislation. This will not mean as much as the House Bill 251, which would have broadened the licensing of bell machines, but will at least allow the operation of bells in clubs.

Amendment S. 75, which was passed previously by the Senate and then passed by the House on March 3, sets up the State Board of Equalization as the body empowered and directed to administer bell machine licenses.

One important line in the amendment to the 1945 law regards the expiration of licenses. On this point the amendment says: "All licenses issued under this act shall expire on the first day of January following the issuance of said licenses, and a full year's license fee shall be charged regardless of when said license is issued."

Cites Tax Trend

House Bill 251, which was killed last week, was intended to provide revenue for counties, towns and cities as well as the State. There has been a marked tendency in legislation this year to introduce bills which would authorize cities and towns to license bell machines and to administer the licenses. In Idaho, House Bill 43, which would empower Idaho's cities and towns to license bells and pin games, has passed the house and passed the Senate February 28. This measure seems certain of becoming a law.

In St. Paul on Thursday (6) the largest crowd ever assembled for a daytime public hearing listened to arguments against the Minnesota bill which would prohibit the operation of many types of coin-operated machines. For a full report of that hearing, see the story elsewhere in this section.

This year, with States and cities searching for new sources of revenue, the largest number of bills dealt with income taxes, sales taxes and levies on various commodities such as cigarettes, and in some instances, soft drinks.

One of the biggest problems confronting the lawmakers is the municipal officials' demand for a share in the revenue receipts from State licenses. Hard pressed for funds, city officials have been insistent in their appeal for participation in these receipts.

Recent Action Summary

Here is a summary of legislative activity reported since publication (See Coin Legislation on page 96)

Calendar for Coinmen

March 14.—National Automatic Merchandising Association, Region 5, Statler Hotel, Detroit.
 March 17-18.—American Bottlers of Carbonated Beverages, Arkansas State Convention, LaFayette Hotel, Little Rock.
 March 18.—National Automatic Merchandising Association, Region 1, Copley Plaza, Boston.
 March 18-20.—Packaging Conference and Exhibition, Auditorium, Atlantic City.
 March 19-21.—Frozen Food Industry Convention and Exposition, Civic Auditorium, San Francisco.
 March 21-22.—National Automatic Merchandising Association, Regions A and 3, Hershey Hotel, Hershey, Pennsylvania.
 March 31-April 4.—Frozen Food Institute, Convention and Educational Congress, Horticultural Hall, Boston.
 April 14-18.—National Association Tobacco Distributors, Inc., Convention, Palmer House, Chicago.
 April 25-26.—National Automatic Merchandising Association, Region 4, Gulfport, Mississippi.
 April 29-May 1.—Industrial Packaging and Materials Handling Exposition, Hotel Sherman, Chicago.
 May 25-29.—National Confectioners' Association, Annual Convention, Stevens Hotel, Chicago.
 May 25-29.—Confectionery Industries Exposition, Stevens Hotel, Chicago.

News Digest

LEGISLATION—Few new bills, and little action on previous bills, summed up the legislative situation this week. As in past weeks, most coinmen were watching the outcome of measures in Montana. A bill which would have broadened the licensing of bell machines met defeat in the Senate, but an amendment to the 1945 legislation permitting bells in clubs was passed by both the House and the Senate. The amendment merely sets up the State Board of Equalization as the body empowered to administer license for bells. Complete summary of legislative work during the past week appears in the story headed "Coin Legislation Cooling" elsewhere on this page.

MORE SUGAR?—Newspapers this week were full of reports predicting the end of OPA for June 30, and candy and drink vending operators wondered what this might mean to the sugar supply. Most candy and soft drink manufacturers are in favor of retaining some kind of controls on sugar, and so are the vending operators. Most observers expect that price control of sugar will be placed in some other hands in the event of OPA's suspension.

SHOWING—The Wisconsin Phonograph Operators' Association will have a showing of new equipment during its all day meeting at the Pfister Hotel, Milwaukee, April 14. In addition to the exhibit, the music men will hold business sessions and be entertained at a banquet. Some 20 manufacturers, including juke boxes, records and allied businesses, will show their wares. This marks the first time the Wisconsin association has had a showing of new equipment.

SERVICE PLAN—The armed services will be first on the list of locations to be contacted in a new national operating plan announced this week. Company will operate

candy, soft drink, cigarette and bulk vending machines. It is headed by a retired army colonel who was formerly commanding officer of the Food and Container Institute of the Armed Forces. Operations have already begun at the Great Lakes Naval Training Station. Following installations at armed service locations, the firm expects to enter the industrial location picture.

EXPORTS—Great Britain's coin machine manufacturers have every intention of offering top competition for the European export market. Faced with the prospect of exporting the bulk of their machines (because of a law which states every manufacturer must sell abroad a certain percentage of his output), the English manufacturers have already begun shipments to foreign countries. At a recent convention of the amusement trades, held in London, many new amusement machines were given their first showing.

CIG TAXES—State Legislatures are becoming aware of the problem created by firms which ship in cigarettes from out-of-State as a mail order business. In Chicago this week a referee for the State director of revenue recommended confiscation of 109 cartons of cigarettes imported tax free from Indiana. Popular brands are now selling for a minimum average of \$1.70 in Chicago as compared with \$1.38 in Indiana. Several Eastern States are also faced with this problem.

PLAY TRENDS—From Lincoln, Neb., come reports that operators there are finding business improved. Tho it is still under last year's highs, play is running at good average when compared with pre-war. Operators of pin games report play in some instances is even higher than it was last year, and this is regarded as a good sign for the whole Middle West.

D. C. License
Fee Seen as
Great Threat

Coinmen Protest Levy

WASHINGTON, March 8. — The District of Columbia Regulations Committee, which is considering a proposal for a \$12 annual license fee on coin machines operated here, heard a warning this week that imposition of such a levy would provide a serious fiscal threat to the juke box industry. Warning came from leading industry spokesmen at a committee hearing on the proposed license.

Civic and parent-teacher associations have given their support to the license, largely because of a section of the proposed regulation which would forbid the use of coin machines during school hours, except juke boxes, by children under 17 years of age.

Ira Byram, general manager of the Silent Sales System, told committee members that increased operating costs are already causing heavy losses, and he said that efforts are being made to rescue the industry without boosting the cost of juke box plays to 10 cents a play. He said that it is mechanically impossible to require penny-fraction boosts between a nickel and a dime.

E. B. McManus, spokesman for the West Automatic Music Company, voiced agreement with Byram and strongly urged the committee to exempt juke boxes from the proposed regulation.

Says Fees Cover Costs

A spokesman for the Federation of Citizens' Association said he felt juke boxes should be included in the licensing provision on the grounds that such fees are assessed to cover the cost of inspection. He said the regulation would help the D. C. government control. Chief issue in the discussions, tho, was the proposed section to prohibit school children's use of coin-operated amusement games during school hours—from 8 a.m. to 4 p.m.—in place of the current regulation schedule from 9 a.m. to 3 p.m. The citizens group is being supported in this contention by school authorities.

Counsel for the Washington Coin Machine Association, however, argued against extending the hours beyond 3 p.m. He said that a major reason advanced for limiting the use of coin machines by school children was supposedly to prevent the youngsters from spending their lunch money. But by 3 p.m. they would have finished lunch and if they had saved money to play the games they would play them as easily at 4 p.m. as at 3.

D. C. assistant corporation counsel said inclusion of juke boxes in the licensing provision had been on advice of electrical inspectors. The corporation counsel said that the purpose of the proposed rules was to implement the compulsory school attendance law for children up to 16 years of age.

Atlantic Plans Expansion Move For New Lines

NEW YORK, March 8.—Construction has been started on the new headquarters of Atlantic New York Corporation and Seaboard New York Corporation at 540 W. 58th Street. Entire Sixth floor of the building, 15,000 square feet, has been taken over to supplement the firms' two 10th Avenue locations. Bert Lane, Harry Rosen and Myer Parkoff are the partners.

Opening of the quarters, scheduled for mid-April, will be the biggest affair of its kind ever held, according to firm officials. Largest number of first-time showings of new equipment ever assembled at one time under a distributor's roof is the aim.

Stage, radio and recording stars will be on hand at the opening.

This is the first time any distributor in the East has tried to establish headquarters on the sixth floor of a building, without having a main floor office in the same building.

Every facility for sales and service phonographs, games and vending machines has been included in the plans. Atlantic is the distributor for Seeburg juke and Seaboard is distributor for such game and vending machine manufacturers as Genco, Keeney, Viking Tool & Machine (Minit-Pop), and Allite.

Tax Collections In Ark. Continue To Set New Records

LITTLE ROCK, March 8.—Tax collections continued to break records during February with the total for the month amounting to over \$1,000,000 more than in February, 1946, according to a State Revenue Department report.

Total collections last month were \$5,581,977, as compared with \$4,400,711 last year. This brought the total for the first eight months of the fiscal year to over \$7,000,000 more than was collected during the same period last year.

February collections included an additional \$1,388 brought in by the 1-cent-a-pack cigarette tax increase and \$399,773 under the 1947 law increasing the per-gallon tax on liquor. Both figures apply to stock inventory tax payments.

Other collection comparisons of interest to the coin machine trade follow:

	February 1947	February 1946
Cigarette tax	\$ 391,288	\$ 378,998
Cigarette permits	2,441	2,498
Sales tax	1,366,610	1,059,482
Vending machine tax	684	397

CMI Movie Is Made Available to Trade For Special Events

CHICAGO, March 8.—CMI Public Relations Bureau, according to James T. Mangan, director, is making the sound movie, *The Coin Machine Industry*, available without charge to all association members for showings during special events and meetings.

Film, shown at recent coin machine show in Chicago, is recorded on 16mm. film which can be projected and played on any 16mm. sound projector. It is approximately 12 minutes long, depicting the coin machine industry and its effect upon American economy.

Mangan said requests for the film should be addressed to CMI Public Relations Bureau, Chicago.

Scale Works

KARLSRUHE, Germany, March 8.—Only coin-operated machine in working order here, according to a member of the U. S. Field Intelligence Agency, is a scale. Mechanism of this scale, he reports, is enclosed in glass so that it can be viewed in operation.

First American Typer Distrib

CHICAGO, March 8.—First American Sales, Inc., of Chicago, was appointed distributor last week of the Groetchen metal typing machine now manufactured by Standard Scale Company, St. Louis.

Machine, including dies, tools and parts, was taken over by Standard Scale Company three years ago, which now builds it for distribution all over the country.

Lee S. Jones, of First American, and J. B. Rhodes, of Standard Scale, formerly were partners in a number of business enterprises including the old Lee-Jay Music Company, which was national distributor of the Gabel phonograph a number of years ago.

J. R. Bacon Becomes Associate of Berea College in Kentucky

CHICAGO, March 8.—J. Raymond Bacon, vice-president and general manager of O. D. Jennings & Company here, has been named associate of Berea College, Berea, Ky. Honor was conferred by Dr. Francis S. Hutchins, dean.

Bacon has financially aided the institution, which is dedicated to the education of youth from the mountain country.

Entering the amusement and vending machine business in 1941, Bacon continued to carry on his civic and educational activities. Summer week ends he devotes to Tumber Trail Camp, Lake Geneva, Wis., a project intended as a vacation spot of the future for underprivileged youngsters. Bacon is also active in Red Cross work.

H. & S. Distributing Co. Is Renamed

PHILADELPHIA, March 8.—H. & S. Distributing Company here has changed its name to Spector Distributing Company, firm's head, Michael Spector, announced this week. Attorney for the corporation, John Swartz, filed application with Pennsylvania Department of State on March 6, reporting that an amendment to the articles of incorporation provided for the change of name. Place of business will remain at 812 North Broad Street.

Pa. Boros May Tax More Fund Sources

HARRISBURG, Pa., March 8.—Enactment of legislation to give Pennsylvania boros the right to tax any source of income not taxed by the commonwealth was asked by the Pennsylvania State Association of Boros at its 36th annual convention here.

Boros discussed the possibility of local taxes on all kinds of amusement admissions and annual license levies on amusements as well.

Rail Car Shortage Causes Concern Thruout Country

CHICAGO, March 8.—Shortages of steel and freight cars appeared to be running in a vicious circle this week as the shipping bottleneck continued to grow more critical, seriously threatening the coin machine industry as well as general national production.

Altho no shutdowns in the coin machine industry had been reported because of the car shortage, pyramiding stocks in the hands of manufacturers because of inability to move them was causing cuts in production in most industries.

Trade magazine, *Steel*, said the shortage of cars was creating havoc in steel shipments and the fulfilling of huge accumulations of orders. On the other hand, S. M. Felton, president of the American Railway Car Institute, blamed the shortage of cars on the lack of adequate steel supplies.

Deliveries Down

Deliveries of new freight cars in February fell under the previous month's total of 2,982 by 689 cars, Felton reported. Backlog of unfilled orders on March 1 totaled 86,029 freight cars, against 40,918 a year ago.

"The bottleneck continues to be material shortages, primarily steel," Felton declared. "Lack of this essential material has caused declining production during the past six months."

"Recently, however, at meetings in Washington, the steel industry has agreed to provide steel for 10,000 freight cars monthly which should reflect itself in an increased rate of car building late this spring."

Car manufacturers in the Chicago area declared this week they will be able to provide a substantial number of the 120,000 cars estimated as the need of the nation's railroads this year.

Pullman-Standard Car Manufacturing Company cited the fact that only a few cars were produced by the firm in January and February, altho the company has a yearly capacity of 45,000 to 50,000.

Feel Steel Licked

All optimistic views of the car situation were based on sufficient quantities of steel becoming available. Most manufacturers felt that once the steel shortage is licked, no difficulty will be experienced with other materials.

"Shipments into and out of steel and metal working plants have been slowed to a walk by the lack of freight cars and heavy snowfall," the magazine *Steel* reported.

There has been a tremendous upsurge in freight car ordering due to the junking of over-age cars by the railroads, and according to *Steel*, in-

Mills Sales Holds Op Service School

OAKLAND, Calif., March 8.—Mills Sales Company's main office here recently completed a one-week maintenance course for operators on handling of Voice-O-Graph and Photomatic machines, A. H. Bouterious, firm's general manager, announced. Alex Lissiansky, International Mutoscope Corporation, conducted the classes.

Back from a brief business trip to Las Vegas, Nev., Bouterious reported that the company's sales representatives are pressing field work. In this connection, Dick Eggleston, of the Oakland sales department, has left on a sales trip covering northern Nevada. Warren Taylor, general sales manager, will shortly proceed to Arizona and Southern Nevada on a similar mission.

creasing allocations to car builders will have to be made at the expense of other consumers.

A poll of shippers who account for 85 per cent of freight movement in and out of the Chicago area revealed this week that daily car shortages range from 10 to 60 per cent of requirements. At the same time it was revealed that delay in transit is causing hauling times to be double what they were prior to the war.

Typical Delay

Concerning transit delays, one company reported a five-car shipment requiring two weeks to move from Chicago to an East Coast port. Another firm reported shipments from the West Coast now require 16 days as compared with the pre-war schedule of six days.

Interstate Commerce Commission has acted to expedite loading and unloading in port cities by raising demurrage charges railroads can levy against shippers who hold cars longer than necessary for normal loading and unloading operations. New rates range from \$2.20 per day for the first two days beyond the normal period to as high as \$16.50 for the fifth day and each day thereafter.

ICC raised the rates generally last December to keep cars on the move, but exempted from the increase were cars in import, export, coastwise and intercoastal traffic. New order takes care of that exception.

Mo. Music Men Fight Off-Color Disk Use

KANSAS CITY, Mo., March 8.—Both operators and distributors here are viewing with alarm the practice of a few music operators to put off-color records on their machines. As one operator puts it, "It's giving us all a black eye."

"Some mother is going to walk into a location and see her Johnny boy putting in nickels for that type tune and start a stink that's going to hurt the whole business," a distributor said.

Reportedly there are only a few operators putting the off-color records on location. Several operators report they have been asked by location owners to place the tunes on their boxes, but have refused to do so.

"The few nickels those records take in won't pay for the damage they do to the business," another operator stated.

Parking Meters In Miss. Town Take World Coin

HATTIESBURG, Miss., March 8.—Since parking meters were installed here last December more than 250,000 coins have been collected, including a wide assortment of foreign coinage, supervisor Archy Fairly said last week. For every 1,000 coins placed in the meters, he said, an average of one slug, or foreign coin and three bent coins are found.

Among the odd coins Fairly is accumulating are rupees, pfennigs, centavos, francs and centimes. Coins from China, Czechoslovakia, Turkey, Cuba, Mexico, Brazil, and India have also made their appearance, as have Canadian nickels, Canadian and Newfoundland pennies, and English farthings and sixpence.

Reports on file in the commissioner-clerk's office indicate that the parking meters take in about \$3,000 a month.

MINN. LEGISLATION SCORED

Hearing Gets Record Crowd

Administration gaming bill considered more stringent than 1945 Wisconsin laws

By a Staff Correspondent

ST. PAUL, March 8.—The State administration's proposed anti-gaming legislation (House Bill 698), considered by most observers as even more stringent than the much-discussed Wisconsin legislation in 1945, was attacked here Thursday (6) as opponents of the measure presented their case before the House of Representatives' General Legislation Committee.

An overflow crowd of nearly 600 persons—the largest ever to attend a daytime hearing at the capitol in St. Paul—was on hand. Originally the hearing was scheduled for discussion in the committee room, but had to be adjourned to the State Office Building auditorium where spectators still overflowed into corridors.

As the hearing began, representatives of the Minnesota Amusement Games Association presented a petition bearing 700 signatures protesting enactment of the bill which would make illegal bells, roulette wheels, salesboards, number jars, and all types of coin-operated gaming devices.

Principal argument advanced by opponents was that the measure is in violation of the Federal Constitution and of Home Rule Charters of Minnesota's political sub-divisions. The week before, proponents of the bill, which the State administration has made the cornerstone of its legislative effort, had their day in committee. At that time, opponents were assured they would be given as much time to voice their arguments. Thursday's session continued for two hours.

As a result of the hearing this week, there was sentiment thru legislative halls that the bill might not even come out of committee, or that it might be killed in the House during debate. All of this, naturally, was conjecture.

American Legion Protests

Roy T. Anderson, American Legion National Committeeman for Minnesota, was the first spokesman to protest the bill at the hearing. He declared that the measure sought to by-pass local autonomy and placed undue powers in the hands of appointive State officials. Contending that the measure violated the Fifth Amendment of the Federal Constitution, Anderson said, "If this bill is passed, judge and jury would be the license issuing agency. Trial would not be before duly constituted authority but by an appointive of someone. Is that democratic? One individual could administer justice as he sees fit, and that is not the American way of doing things. Under this appointed judge-and-jury system I presume we might get along all right now. But you can conceive what might happen under another governor. It could open gates and invite corruption of State governments in future administrations."

In his opening statement, the American Legion spokesman took issue with proponents of the measure who last week stated, "No good citizen could oppose the bill." He

Pinball Revenue

TOLEDO, March 8.—Pinball machines here brought in \$139,600 in revenue in 1946, Paul Cromley, of the city license bureau, said this week. He added that approximately 60 per cent of Toledo's nearly 1,400 pinballs are in taverns. Pinball machines are assessed a \$100 annual license fee.

said that he had served two former State administrations on special committees, including the State Educational Aids Committee. For more than six years, he added, he was chairman of his draft board and for eight years has been vice-chairman of Mowrer County Republican Club.

MAGA Counsel Speaks

Legal counsel representing the Minnesota Amusement Games Association opened by declaring, "No self-respecting lawyer can approve this bill because it is such a departure from fundamental State law as we have had it in Minnesota for nearly 100 years.

"This proposal," he said, "is vicious. It proposes to set up an administrative system of trial where any State employee could run up and down the State and be a 'super-snooper.' Anyone in business could be hailed from a far corner of the State to St. Paul and he would be brought before the Liquor Commissioner, or some other license issuing authority, and have to defend himself against having his license revoked. I could conceive of a man doing business out of his truck and having his driver's license and motor vehicle permit taken away from him under this measure.

"It is now proposed," he continued, "we oust jurisdiction of our courts—by-pass them—tap a citizen on the shoulder and bring him into St. Paul before the Liquor Commissioner." The legal counsel told the committee that the issue should be decided by the people. He urged the committee to approve as an alternative measure House Bill 319 which would legalize gaming devices, claiming that such action would be a "sensible approach to the problem, giving us a chance of conscientious study, control and check-up in the next two years and at the same time yielding two or three million dollars to the State in revenue."

Wants Proof

Answering those proponents of the measure who claimed that they saw "thousands of children playing" bell machines in grocery stores, the amusement association's counsel said, "If any such case is called to my attention of children playing such machines, I would sign such complaint without hesitation."

(The counsel was referring to a complaint signed by a minister, who is also a member of the legislative committee, declaring he had witnessed children playing bell machines.)

The association's counsel closed his argument by telling the committee that the bill would "oust hundreds of persons from jobs, close down industry running into hundreds of thousands of dollars" and "make our vacation land in Northern Minnesota little more empty." He concluded that he "never believed you could legislate morality," and that "you cannot substitute laws for honest home religious training of boys and girls."

Two former county attorneys also spoke against the measure. One de-

Coin Legislation Cooling; States' Action Boils Down

(Continued from page 94)
of the legislative review on page 94 of *The Billboard* for March 8

ALABAMA—The 1947 regular session is scheduled to convene May 6. Preliminary sessions and a first special session, calling a constitutional convention and confirming the administration's appointments, have been convened. First special session, convened March 3, received a proposal for earmarking the collections from the State's income tax.

ARKANSAS—Reports here indicate trend to increase license fees, but no definite action has been taken as this is written. State has a bill giving cities and towns the privilege of licensing coin machines.

IDAHO—House Bill 238 would place a tax on the manufacturers and distributors of soft drinks. Fee would be one-fourth cent per bottle up to 12 ounces, and one cent per bottle above 12 ounces. Bill was introduced February 28. House Bill 43, which would give cities and towns the power to license coin machines, including bells, within their corporate limits, has passed the Senate as of February 28 and seems well on its way to become a law. House Bill 209, proposing a tax on cigarettes, was passed by the House March 1 and has been referred to the Senate.

Anti Slug Bill

IOWA—Senate Judiciary Committee is studying Senate Bill 359 which would place stiff fines and prison sentences on the manufacture, sale or use of slugs. The House has a similar bill (No. 419). Bill was proposed, according to its official text, to give vending machines and telephone pay boxes some protection and recourse in case of slugs.

KANSAS—Committee of both the Senate and the House has received Senate Bill 255 which relates to cigarette taxing. No action reported on the \$7.50 general State license on amusement and music machines (Senate Bill 221, introduced February 24).

MAINE—House Bill 23, an act relating to taxation of imported cigarettes, was passed by the House on March 4 and is being sent to the Senate. On March 5 House Bill 1590, proposing a tax on soft drinks,

clared that in one degree or another gaming is part of the American way of life, while the other said "you can't legislate anything the American people don't want to do." They suggested licensing of gaming devices, argued that the bill under consideration "would empower politicians to take away your livelihood and your business" and "would affect everything from blanket sales to church bazaars."

Two proposals have been introduced in the Minnesota Legislature. One would legalize lotteries in the State, and the other would set up a State lottery monopoly. Bells are now illegal under the State Constitution's lottery provision, and observers said it was conceivable that if a monopoly bill passed the State itself could operate bells and other coin machine devices.

After all witnesses had spoken, the committee chairman said that the group would take action at its next regular meeting, scheduled for Thursday, March 13.

was introduced and referred to the committee on taxation.

MARYLAND—House Bill 548 has been introduced (March 4), is similar to Senate Bill 276 which would license amusement machines and pinballs in St. Mary's county. Meantime, S. 276 has been reported favorably.

MONTANA—Senate Bill 75, an amendment to the 1945 legislation licensing bells in clubs, has been passed by both the House and Senate, seems destined to become law. House Bill 251, which would have greatly broadened the licensing of bell machines, was indefinitely postponed in the Senate on March 1 and then killed March 3. 251 would have required the bells to pay back 90 per cent return to the player. House Bill 403, a general amusement machine tax, has been returned to the Senate calendar as of March 3.

NEBRASKA—Legislative Bill 220, making slugs, tokens and false coins illegal, received its second reading February 26. No further action reported.

Local Gambling Options

NEW MEXICO—Senate Bill 198, which would authorize counties to adopt local option gambling, has been referred to the whole Senate committee, with no action reported as this is written.

NEW YORK—Final day for introduction of new bills was February 26. On that day, as reported here last week, a confiscatory bill proposing a tax of \$250 annually on juke boxes was introduced. No further action reported. The bill has been referred to the ways and means committee.

OHIO—House Bill 242, relating to the cigarette tax, has been turned over to the Senate committee on taxation.

PENNSYLVANIA—March 3 saw introduction of House Bill 504, proposing a \$25 yearly State license fee on cigarette vending machines. On March 4 the bill was sent to the House ways and means committee, but no report has been made.

General Levy

SOUTH CAROLINA—House Bill 274 got its second reading February 27. This measure proposes a general license for music, games and vending machines. Jukes and games would pay \$15 annually under the proposed measure, with vending machines paying a \$10 tax. The measure exempts those vending machines which sell products for less than a nickel.

TENNESSEE—House Bill 581, which would reduce the license fee for vending machines in industrial plants, seems assured of passage. It has been reported favorably and passed by the House (February 27). Fee set by the bill is \$3 annually on all such machines which dispense merchandise sold for more than a penny.

WASHINGTON—House Bill 421, relating to the licensing of bell machines in clubs, passed in the House March 3. Tax would be equal to the gross operating income of the bells multiplied by 40 per cent. House Bill 499, also pertaining to the licensing of gaming devices, has been referred to the committee on revenue and taxation.

SET VENDERS FOR MILITARY

Sugar Rationing Outlook Blurs as Congress Votes To End OPA, Clips Funds

Vending Suppliers Split on Continuation of Controls

WASHINGTON, March 8.—Disagreement among leaders in soft drink, confection and other vending machine supply industries over merits of retaining sugar rationing was further complicated this week by congressional action.

Question became more immediate when a congressional vote set a deadline of June 30 for the life of the Office of Price Administration—which is responsible for sugar control enforcement.

Altho there was strong sentiment for continuing sugar controls beyond that date, some official statements expressed doubt that effective legislation could be processed before the agency is crippled for lack of funds. Congressional action hinged on a stipulation in a deficiency appropriation bill which limited funds available to OPA to \$17,000,000—presumably enough to wind up its affairs June 30. Proposals advanced thus far have envisaged giving responsibility for sugar control enforcement to some permanent administrative department.

Just before the Senate vote which appeared to clinch OPA's end, Maj. Gen. Philip Fleming declared that rent and sugar controls would be crippled after April if such action was taken. This, some observers believed, might leave a serious gap in control enforcement since it would give little time for new legislation.

In the vending machine supplier industries, statements of several leaders conflicted. Walter Mack, president of Pepsi-Cola, urged decontrol of sugar. Leaders in the National Confectioners' Association asked that controls be continued.

Meanwhile, the Moberly Milk Case—which has aroused doubt as to the legality of the whole system of rationing now in use—was still in process of litigation. This week the Office of Temporary Controls filed its petition for review of the United States Court of Appeals decision which would—if upheld throw out the historical rationing method.

As the status of rationing now

stands, however, it appears that this case is not likely to effect new sugar legislation. Historical rationing was supposedly based on war powers legislation, and the War Mobilization and Reconversion Act expires March 31.

Hearings before the Senate Banking and Currency Committee indicate that the vote will favor continuation of rationing and will allow the historical use basis, according to a bulletin from the National Conference of Ice Cream Industries, Inc.

New 12-Column Electro Cig Vender Planned

NEWARK, N. J., March 8.—Mario Caruso, president of C-Eight Laboratories, Newark, N. J., announced this week that a new 12-column model of the Electro, electrically operated cigarette vending machine, will be in production soon.

Caruso said the decision to distribute the new model came as a result of a survey conducted in dance halls, community centers, skating rinks, theaters and other places in cities along the Atlantic Seaboard. Check was made by the C-Eight product research staff to determine the most effective method of distributing Electro venders.

New 12-column machine, Caruso declared, will be sold thru the company's new agency set-up, which operates similarly to automotive sales and service organizations.

Vender Gross Goes To March of Dimes

CHICAGO, March 8.—Albert Cole, president of Automatic Dispensers, Inc., Minneapolis, presented a check last week for \$125.80 to Raymond Duchesneau, representative of Cook County Chapter, National Foundation for Infantile Paralysis. Presentation was made at the CMI Public Relations Bureau offices here.

Check was firm's contribution to March of Dimes fund and represented gross proceeds from nickel sales from their soft drink vender during the CMI trade show held here recently.

Cole was in Chicago en route to visit his plant and had flown here from his home in Miami.

New General Offices For Seaboard Corp.

NEW YORK, March 8.—Seaboard Vending Corporation, distributors of candy vending machines and coin-counting equipment, has moved into its new general offices at 15 Park Row. All of the firm's business will now be transacted from this address, company officials said.

In addition to the general offices, Seaboard maintains a warehouse at 38 Pike Street, where all shipments destined for the firm will be received. Firm is distributing for the Vendit Corporation and for Ace Coin Counter.

Dewey Sees Venders As N. Y. Tax Source

ALBANY, N. Y., March 8.—In a special message to the Legislature Wednesday (5), Governor Dewey, setting forth a local option tax program for cities and counties, saw vending machines as a source of \$1,200,000 annually in county taxes. "A license tax on vending machines at not more than \$10 per machine per year," is his idea.

Florida Citrus Industry Scans Possibilities of Juice Vender.

WINTER HAVEN, Fla., March 8.—Florida citrus men are studying a cup vender for citrus juice, which was displayed at the Florida Citrus Exposition here, as part solution to the over-production problem.

Machine, invented by Bob Johnson and produced by the American Machinery Corporation of Orlando, is part of the exhibit of the Polk Packing Company.

John A. Snively Jr., vice-president of the Polk firm, said the machine features simplicity of operation, economy and a higher degree of sanitation than had been achieved in earlier machines.

Machine vends six ounces of juice in a paper cup from 46-ounce cans which are kept at a temperature of about 40 degrees. Cans are automatically placed and opened and juice is agitated and aerated as it is vended. Machine will hold 24 cans. It is six and a half feet tall and

occupies about four square feet of floor space.

"We believe this is the answer to the problem of disposing of at least a part of our surplus production of citrus fruits and, with the machines economical to build and operate, it is entirely possible to establish huge chains of them in bus terminals, train stations—in fact wherever people congregate," Snively declared.

"The Florida citrus industry has been concerned for some time with the problem not only of disposing of surplus production but of getting into the beverage field. A lot of research, time and money has been spent on this machine. There are a few bugs that have to be ironed out but we know we have what we want. Now we must decide as to the size of the machine, the locations and the number we will manufacture."

Machine will be tried out on location in various places to get customer reaction, he added.

New Chi Firm Planning Net

Supplies for candy, soft drink, cigarette machines come via military agencies

CHICAGO, March 8.—Col. Rohland K. Isker has announced formation of Vending Service, Inc., a new company which will operate candy bar, soft drink, cigarette, bulk and other types of vending machines on a national scale. With headquarters at 22 West Adams Street here, firm will service naval and military installations thruout the country. Plans call also for servicing industrial and other standard locations in the Chicago area.

Isker, who recently was retired from the army and was commanding officer of the Food and Container Institute of the Armed Forces in Chicago, said that his organization still is in the formative stage, but that important developments could be expected within the next few weeks.

As the only active principal in the corporation, Isker will direct all of its activities.

Operations Already Started

Operation already has begun at Great Lakes Naval Training Station, he said, with installation of candy bar vending machines. Installations at other navy bases and army posts, as well as addition of other types of venders, will begin as quickly as pending arrangements are completed.

Isker explained that operations in military locations at this time would present a simplified problem in obtaining supplies of candy bars, soft drinks and other items in which sugar is an important ingredient. Thru arrangements already completed, the firm will obtain all supplies sold thru the venders from the army and navy thru regular PX or ship store channels.

In effect, it will be an agency for the services, performing part of the service which manual merchandising has performed to date. Advantage to the services is that they are relieved (See Set Venders on page 101)

New Hot Nut Vender Revealed This Week By White Mach. Co.

NEWARK, N. J., March 8.—A new nickel hot nut vending machine was announced this week by Morton Weiss Jr., secretary of the White Machine Company, 104-106 Livingston Street. The firm has been manufacturing dry cleaning equipment for five years, and this is its debut in the coin machine field.

New vender has a square upper half instead of the accepted globe top of hot nut vending machines. This, Weiss explains, allows an operator to remove the four glass plates for cleaning each time the machine is empty.

Steven Steekhart is president of the firm. He formerly did development work for several large coin machine manufacturers. Morton Weiss Sr., is treasurer. Distributors are now being appointed.

Wrigley's Earnings During 1946 Reveal Near-Million Hike

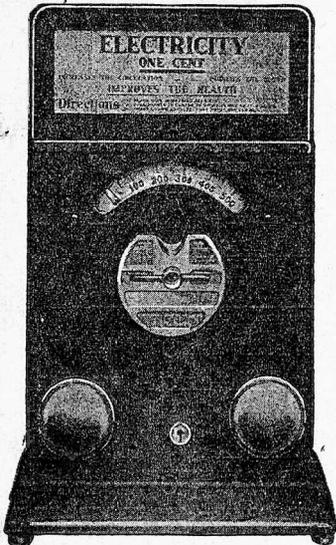
CHICAGO, March 8.—Consolidated net earnings of William Wrigley Jr. amounted to \$6,503,432 in 1946, as compared with \$5,892,852 a year ago, according to a report to shareholders by President J. C. Cox this week.

Statement by Cox said "demand for our product far exceeds that which we are able to supply.

"We are hopeful of receiving a larger sugar quota in 1947 and the indications are that we are now on the upgrade to healthy, competitive business conditions again."

Cox said low sugar quotas during 1946 brought a decline in operating profits but that this was offset by a gain of \$1,336,411 (before tax) from sales of securities and other properties.

THE ACME ELECTRIC SHOCK



Price of Machine\$25.00
 2 to 11 Machines 18.75
 Bracket (if desired)50
 Floorstand (if desired) 4.00

MERCHANDISE

Red Skin Peanuts 25¢ lb.
 Salted Spanish Peanuts 22¢ lb.
 Whole Peanuts 27¢ lb.
 Salted Squash Seeds 25¢ lb.
 Sunflower Seeds 20¢ lb.
 Pistachio Nuts 65¢ lb.
 Boston Baked Beans 33¢ lb.
 Salted Filberts 70¢ lb.
 Small Salted Almonds 90¢ lb.
 Salted Cashews 85¢ lb.
 Ass'd. Colors M & M's 50¢ lb.

Min. Order 30 Lbs. of an Item.

CHARMS

Synthetic, Per M\$3.00
 Plastic, Per M 4.00
 Sassy Buttons, Per M 5.50
 Alphabet Letters, Per M 5.50

Floor Stands\$4.00 ea.
 Suction Cups05 ea.

ORDER TODAY

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

J. SCHOENBACH

Distributor of
 Advance Vending Machines
 1647 Bedford Ave. Brooklyn 25, N. Y.

Offer Ounce Nestle's Bar For Venders

Restricted to Machines

NEW YORK, March 8.—Lamont, Corliss & Company, New York candy and sugar brokers, is making an active campaign to place one-ounce Nestle candy bars in the vending machines of this area, operators report.

Operators throught the country have received letters from H. K. Phillips, manager of the firm's chocolate bar sales department, offering them special contracts on what is described as "Vending Bar No. 2652." Sale of the bar, which is packed 200 to the carton, is limited to venders, according to the letters.

"We are most anxious for Nestle's chocolate bars to be available at a reasonable profit margin to operators of vending machines," Phillips wrote. "For this reason we have prepared a one-ounce milk chocolate Nestle bar in the mold which will fit in almost every type vending machine."

Stressing that the bars are limited to sale by vender, Phillips added: "To insure that these bars are sold in vending machines only, we have prepared a contract in the form of a letter from you to us. Copy of this contract, in duplicate, is attached. Will you please sign both copies and mail them to us. We will return one signed in the space marked 'Accepted.' You will note that under the terms of this contract you authorize us to discontinue selling you these bars if they are sold in any way other than thru vending machines."

Company is located at 60 Hudson Street, New York.

Cameo, N.Y. Vending Company, Purchases Maryland Operation

NEW YORK, March 8.—Cameo Vending Service, 432 West 42d Street, New York, has purchased the entire vending operation of Maryland Vendors, of Cumerland, Md., according to an announcement this week by Edward W. Barnett, Cameo president.

Barnett said the purchase consisted of approximately 500 units, both on and off location, and was an all-cash transaction. Purchase price was not announced.

Cameo is New York and Connecticut distributor for Columbus Venders and New York and New Jersey distributor for the Silver King Corporation. It also is jobber for new and used coin-operated machines of all kinds.

Candy Association Credit Men Meet in N. Y. Mar. 11

NEW YORK, March 8.—The Interchange Credit Bureau of the Association of Manufacturers of Confectionery and Chocolate, will meet March 11, and will have its annual election of officers and directors March 25, at the Hotel Pennsylvania, Harry Lustig, AMCC secretary, announced this week.

Activities of the Interchange Credit Bureau, curtailed during the war, are being stepped up.

James H. Marshall, chief of the sugar branch of the U. S. Department of Agriculture, is slated to speak at the election meeting. He will analyze the current sugar situation, and answer questions.

Only 38% of Cigar Production in '47 Retails Under 8c

WASHINGTON, March 8.—Increasing use of cigar venders spotlights interest on a recent report of cigar sales in United States from the Federal Bureau of Agricultural Economics which showed that only 38 per cent of cigars consumed in the last quarter of 1946 were 8 cents or cheaper, while in pre-war years about 90 per cent were sold for 5 cents or less.

Popular brands of cigars selling two for 15 cents previously were upped last year to 9 cents each and those priced above 15 cents were raised also. Increases came mostly after price ceilings were removed.

Cigar consumption, Bureau states, rose in 1946 and exceeded that of any year since 1942.

Larger Profits Predicted for '47 Cig Trade

NEW YORK, March 8.—Harris, Upham & Company, members of the New York Stock Exchange, reporting results of a survey of the cigarette industry, this week predicted larger dividends for shareholders during 1947.

Painting a brighter picture of the industry for the coming year, the brokerage firm cited the fact that increased earnings in 1946 only partly were due to higher wholesale prices, while 1947 earnings will include a full year of sales at the increased price.

Survey report stated: "Of course, higher costs, more advertising outlay and income taxes will take slices out of these revenues before the common stockholder receives his share."

Survey also revealed that cigarette consumption in the United States during 1946 hit a record high of more than 320 billion units. Five leading brands constitute 84 per cent of all cigarettes smoked in the country: Lucky Strike, Camels, Chesterfield, Philip Morris and Old Gold.

Reorganization of Vending Firm Seen

PHILADELPHIA, March 8.—Reorganization of the vending machine operation of the Rake family was indicated here in applications filed by Walter G. Horowitz, attorney, for certificates for the conduct of their business.

Emanuel Rake, Nathan Rake and Joseph Rakosky were listed as the persons owning the Rake Coin Machine Exchange at 609 Spring Garden Street here, while Nathan Rake was listed as the sole owner of the Frank Distributing Company with its principal place of business at 535 North 8th Street. Applications for the certificates for the conduct of the business, as required by the State's fictitious name act, were filed by Horowitz on February 28.

New Plastic Containers For Hot and Cold Foods

NEW YORK, March 8.—A new type container for hot liquids and frozen foods was announced this week as ready for the market by Willard Y. Stocking, partner in Stocking Project Company, Made of plastic, the container will allow dielectric cooking of the contents while in the package. Stocking says it is leakproof, completely resistant to boiling liquids and unbreakable.

GROETCHEN'S

1¢ or 5¢ IMPS

Fruit or Cigarette Reels.

Brand New. Immediate Delivery.

\$13.75

Lots of 6. Single—\$14.75

RUSH ORDER



SHIPMAN

Triplex Stamp Machine. Brand new! Vends 1¢, 3¢ and new 5¢ airmail postage stamps. Sluggproof, compact, foolproof. Immediate delivery.

Operator's Price

\$39.50

Jobbers interested in selling our Shipman Stamp Machine, write for details.



STAMP FOLDERS

For Shipman, Victory, Schermack, Advance.

10,000 \$ 5.75

25,000 13.75

VICTORY

Duplex Stamp Machine. Brand new! Vends 1¢ and 3¢ postage stamps. Can be used inside or outside. Guaranteed weather proof. Returns slugs and foolproof. Immediate delivery.

\$24.75 Lots of Ten

Single, \$29.50.

Write for Catalog on Bulk Vendors, Games, Etc.

1/3 Deposit on All Orders.

PARKWAY MACHINE CORP.

623X W. North Ave. Baltimore 17, Md.



The best on today's market for the money.

ARISTO SCALES

Without Mirror ... \$115.00

With Mirror 125.00

(Write for quantity prices). Immediate Delivery.

RUSS THOMAS

Vending Machines and Supplies
 3285 OVERLAND PL. TEL. 4-7187
 MEMPHIS 11, TENN.



Now is the time to get those larger profits with a route of famous, nationally known, profit making

"SILVER KING" VENDORS NOW \$13.95 EA.

1¢ or 5¢ Model.

LOWER PRICE IN QUANTITY!

NEW VENDING MACHINES

Advance #11, Either 1¢ or 5¢\$13.75
 Columbus Mod. 46, 1¢ 11.50
 Columbus Mod. 46G, 1¢ 12.50
 Columbus Mod. 46Z, 1¢ 11.95
 Columbus Mod. 46ZB, 5¢ 12.95
 Master Novelty, 1¢ 14.00
 Master #2, 1¢ & 5¢ 15.00
 Master #6, 5¢ 15.00
 Victor Model V Cab. Type, 1¢ Mod. 13.75
 Victor Model V Cab. Type, 5¢ Mod. 14.75
 Victor Model V Globe Type, 1¢ Mod. 11.75
 ASCO HOT NUT VENDORS 39.50
 5 OR MORE 37.50

Plastic Charms: New Assortment.

Per M\$4.00
 A to Z Alphabet Charms, Per M 5.00
 Sassy Picture Buttons, Per M 6.00
 New Big Charms, Per M 4.50
 Spanish Peanuts, 30-Lb. Ctns. Per Lb. 24
 Virginia Peanuts, 30-Lb. Ctns. Per Lb. 28
 Mixed Nuts, 30-Lb. Ctns. Per Lb. 49
 Send for Descriptive Literature and Quantity Prices.

1/3 Deposit Required With Order.

FRANK DIST. CO. 535 N. 8th St. Phila. 23, Pa.

VENDIT

Sells More Candy • Pays More Profits

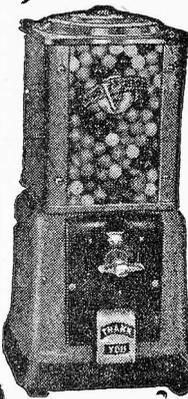
The VENDIT Corporation

2946 W. Grand Ave., Chicago 22, Ill.

SALESMAN WANTED

Minimum commission \$183 on initial order plus steady repeats. Sell exclusive franchise (vending machine and nationally known food product). Protected territory. Car essential. Write, stating age, recent business experience and references.
 BOX 167, c/o The Billboard
 1564 Broadway New York 19, N. Y.

Just Arrived! "Sun Brand" Standard (Count about 45 per oz.) PISTACHIOS
 A real moneymaker in Vending Machines.
 AMERICAN PISTACHIO CORP.
 Importers, Roasters, Packers at this address for over 15 Years.
 111 Reade St. Dept. 15 New York 13, N. Y.

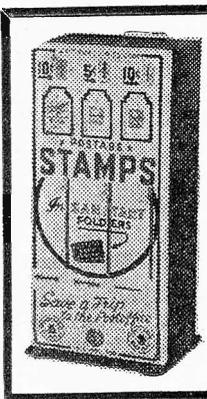


VICTOR MODEL V
FAMOUS PRE-WAR VENDOR
 De Luxe Cabinet Type. Model V capacity: 6 1/2 to 8 lbs. of bulk merchandise or 1250 to 1600 balls of gum. Vends 1/2", 5/8" and 3/4" ballgum.
 Model V Globe Type, \$11.75 Ea. Model V Wall Bracket, 65¢ Ea. Combination 1¢ and 5¢ Coin Counter, Plus Postage, \$1.25 Ea. Orders filled in rotation. 1/3 Dep., Cert. Check or M. O., Balance C. O. D.

We are now taking orders for the 5c De Luxe Cab. Type Model V. **\$1475**

M & M Candy Coated Chocolates, in Any Quantity . . . 50¢ Lb. Pistachio Nuts, 60-Lb. Ctn. 65¢ Lb. Salted Almonds, 25-Lb. Ctn. 85¢ Lb. Virginia Peanuts, 30-Lb. Ctns. 20¢ Lb.

PIONEER VENDING SERVICE
 Exclusive Victor Distributor in N. Y.
 461 SACKMAN ST. • BROOKLYN 12, N. Y.



BRAND NEW
 LATEST factory model Shipman Triplex Stamp Vendors. Vends 1¢, 3¢ and New 5¢ Air Mail. Compact size! Fool-proof! Sold ONLY to operators.
 Price, \$39.50 each. **IMMEDIATE DELIVERY!**
 1/3 Dep., Bal. C.O.D. ★Send for free leaflet★
R. H. Adair Company
 6924-26 Roosevelt Rd. Oak Park, Ill.
 Folders—New, time saving multiple type only \$16.75 for 25,000 which return gross profit of \$250.00 when sold thru the machines!

VENDING MACHINE OPERATORS
 We are State distributors for Samuel Eppy's Plastic Charms and have them in stock at the following prices:
 Assorted Charms. Per M \$4.00
 Alphabet Letters. Per M 5.00
 Wise Crack Buttons. Per M 6.00
 We Pay Postage—Immediate Delivery.
 1/3 With Order, Balance C. O. D.
GEORGIA AUTOMATIC CO.
 P. O. BOX 223 DECATUR, GEORGIA

BALL GUM
 5/8" BEST Grade, 3500-3700 to Case.
 Single \$22.75
 5 or More 21.00
 Approx. 220 Lb. Barrel (140-148 Count). Per Lb.80
 Individually Wrapped BUBBLE GUM, 120 Count, 36 Boxes to Case.
 Single \$33.50
 5 or More 32.25
 Full remittance with order.
 Sample Box of 100 5/8" or 120 Bubble—\$1.00 Post Paid.
 Ask for operators' quantity prices on **ADVANCE, COLUMBUS, MASTER, VICTOR** Gum Machines; **ARISTO** Weighing Scales.
RUSS THOMAS
 Vending Machines and Supplies
 3285 Overland Pl. Tel. 4-7187
 MEMPHIS 11, TENN.

NORTHWESTERN VENDORS
 De Luxe Merchandisers . . . \$25.00
 Model "33" 10.95
 Model "40" Write
 Model "33" Ball Gum . . . 9.65
 1/3 Deposit, Balance C. O. D. Subject to change without notice.
IDEAL NOVELTY CO.
 "Authorized Northwestern Distributor"
 2823 LOCUST ST. ST. LOUIS 3, MO.

Tax-Free Cigs Seizure Urged

CHICAGO, March 8.—Action which might have effect in other States with cigarette tax problems was taken here this week when a hearing referee recommended that the State Department of Revenue confiscate 109 cartons of cigarettes imported tax-free from Indiana.
 Harry Stark, the referee whose recommendation now goes to Paul C. Rosenquist, State director of revenue, for final action, commented that the importation of cigarettes into Illinois from Indiana has become more and more prevalent since the pack tax was upped 1 cent in Illinois. Popular brands now sell for about \$1.70 a carton in Illinois as compared with \$1.38 in Indiana.
 Illinois revenue agents seized 91 cartons of the cigarettes in question from a railroad timekeeper and charged he was acting as distributor for other railroad employees. The other 18 cartons were taken from a man and his wife as they crossed the State line at Indianapolis Boulevard.

Dixie Cup Has Record Earnings During '46

CHICAGO, March 8.—Dixie Cup Company's net income for 1946 reached an all-time high, but prospect of reduced sales volume and earnings is seen for at least first half of 1947. J. E. McGiffert, president, reported to stockholders last week.
 Income for 1946 amounted to \$1,286,016, after \$250,000 were put in a general reserve fund. Net income for 1945 was \$1,019,566, after \$100,000 were put aside for deferred development expenses.

Prospect of lowered returns early part of 1947 was pinned on inability of company to obtain adequate supplies of paper, caused by world shortage of bleached pulp. Rising sales opportunities cannot be taken advantage of for this reason, the president stated.
 Dixie is building a new plant at Fort Smith, Ark., and putting additions on factories at Easton, Pa., and Darlington, S. C., McGiffert revealed in his report.

Large Number of Vender Ops Attend Tobacco Meet

NEW YORK, March 8.—Vending machine operators turned out in force for the 11th annual dinner of the Wholesale Tobacco Distributors of New York March 1 at the Hotel Pennsylvania.
 Six acts were arranged by Sid Hall Theatrical Enterprises, together with Harry Lefcourt and his orchestra. Herman A. Oriol, Harry Blatt and Samuel A. Silverman, association executive secretary, were in charge of arrangements.

McMillan Addresses Club

COLUMBUS, O., March 8.—Buckeye Candy Club here was addressed March 3 by C. M. McMillan, executive secretary of the National Candy Wholesalers' Association. He discussed relations between the two organizations. McMillan also spoke before the jobbers of Steubenville, O., on March 4 and the jobbers of Pittsburgh and McKeesport, Pa., March 5. On March 15 he will address the Southern Salesmen's Candy Club, Atlanta, Ga.

Sunshine Biscuit Expands

KANSAS CITY, Kan., March 8.—Sunshine Biscuit, Inc., was given CPA approval last week to construct a new building in the Fairfax district here.

Nickel Drink Stays

ATLANTA, March 8.—Georgia House Ways and Means Committee has killed a proposed 1-cent tax on soft drinks. Action keeps bottle drinks at the nickel price level.

Frisco Frozen Food Confab March 19-21

SAN FRANCISCO, March 8.—Coin-operated frozen food venders in the offing have created wide interest among coinmen in the Frozen Food Industry Convention and Exposition to be held at the Civic Auditorium here March 19-21.
 Nearly 100 exhibitors have signed up for space in the exposition, which will be open to delegates from 10 a. m. to 5 p. m. daily. Interested laymen may attend from 5 to 10 p. m., March 20.

During the meet, three national associations, National Association of Frozen Food Packers, National Wholesale Frozen Food Distributors, Inc., and National Food Brokers' Association, will hold sessions.
 Convention features include a welcoming address by Mayor Roger Lapham; broadcast and address by Fulton Lewis Jr., titled *The Washington Outlook*; crowning of Miss Frozen Foods of 1947, and a closing banquet, emceed by George Jessel, at the Palace Hotel. In addition, general and technical sessions will be held each day and will cover all phases of the frozen food industry. E. A. Meyer, U. S. Department of Agriculture, will be among the featured speakers.

American Tobacco's 1946 Net Profit Up

CHICAGO, March 8.—Consolidated sales and net profit of the American Tobacco Company expanded to such a degree in 1946 that directors of the firm have decided to propose an increase in capital.
 Volume topped the previous year by \$206,610,085 and net profit amounted to \$29,886,557, or \$5.96 a share as compared with \$19,697,066, or \$3.69 a share in 1945.
 In a letter to stockholders, Vincent Riggio, president, declared: "This greatly expanded sales volume makes advisable an increase in the company's capital, and they (directors) are therefore submitting to the annual meeting proposals contemplating the issuance and sale of additional shares of common stock B, and the offering of such shares for subscription pro rata to the holders of common stock and common stock B."

Bottle Vender Patent Issued

WASHINGTON, March 8.—U. S. Patent Office has issued a patent to Gilmon F. Albrecht, Madison, Wis., for a bottled beverage vending machine.
 Chamber of the machine has a vertical partition with shelves on each side spaced one above the other and slanting toward the sides and ending in passageways extending downward. During vending operations, bottles roll by gravity from top shelves down outside columns which curve at the bottom toward the center, ending at a dispensing cylinder.
 Dispensing cylinders contain a number of grooves in which the lowermost bottles lie so that they may be vended one at a time.

HERE'S THE WAY TO BIG CASH PROFITS

ALL ELECTRIC—COMPLETELY AUTOMATIC. 10¢ COIN OPERATION. ELIMINATES ATTENDANT. BEAUTIFUL DESIGN. Designed to harmonize with the finest of fixtures. Brilliantly illuminated. Passersby and customers stop, marvel and BUY.
AUTOMATIC OPERATION: Fully automatic, it feeds the corn, pops it, seasons it and delivers it to your customers hot and fresh. Continuous operation for 10-hour period costs less than 10¢ for power.
DIMENSIONS: 60" height, 15" width, 15" depth. Shipping weight, 150 lbs.
CAPACITY: Size of Bag of Popcorn vended can vary from 6 to 12 oz. size.

\$169.50
 Lots of 10, \$150.00 Each. Specify 5¢ or 10¢ Play. F. O. B. Cambridge, O.
 5% for full remittance with order. Immediate delivery.
SUPPLIES FOR POPMATIC
 Extra Heating Elements. Ea. \$5.00
 Popcorn. Per Lb.14 1/2
 Glassine Bags. Per 1,000 2.50
 Popping Oil (Packed 6 Gal. Per Case). Per Gal. 4.00
P. K. SALES CO.
 507-509 Wheeling Cambridge, Ohio

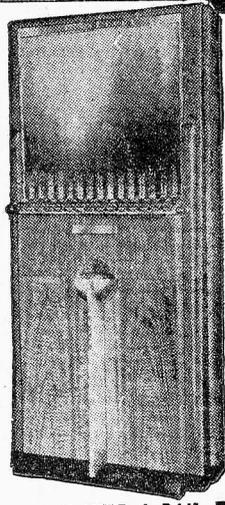
CANDIES
 300 Boxes—5¢ Delicia Boxes, slightly damaged, 70¢ box of 24—F. O. B. Chicago. Other Candies available in quantities.
Merrill Candy Sales
 3925 W. 16th St. CHICAGO 23, ILL.

SPECIAL SALE!

CANDY MACHINES	CIGARETTE MACHINES
Rowe, 120 Bar Cap. . . . \$ 89.50	Uneeda 500, 15 col. \$115.00
" Deluxe Model with Lights, 120 Bar Cap. 110.00	" E, 8 col. . . . 57.50
Uneedas, 102 Bar Cap. . . 70.00	Rowe Royals, 8 col. 85.00
Advance, 64 Bar Cap. . . 37.50	" 150 Pack Capacity, 6 col. . . . 32.50
National 9-18 Standard, 162 Bar Cap. 105.00	DuGrenier Champion, 9 col. . . . 89.50
	" W.D., 9 col. 65.00
	" W, 9 col. 60.00
	" S, 7 col. 42.50
	National, 6 col. . . . 32.50

Penny Inserting Machines . . \$35.00 and up

TOP EQUIPMENT UNCONDITIONALLY GUARANTEED
 One-Third Deposit With Orders—Balance C. O. D. PARTS AND MIRRORS AVAILABLE FOR ALL MODELS!
UNEEDA VENDING SERVICE
 "THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
 166 CLYMER STREET BROOKLYN 11, NEW YORK



Mo. Solons Get Price Bill for 'Name' Brands

JEFFERSON CITY, Mo., March 8.—A bill titled a "fair trades act" which apparently would permit wholesalers to fix minimum retail prices for candy bars and other items bearing a trade-marked name has been introduced in the lower house of the Missouri Legislature.

The bill would prohibit the resale of any trade-mark commodity at less than the minimum price set by the wholesaler. It also would outlaw the so-called "tie-in" sale and special combination offers by banning the giving or offering of any article of value in connection with sales or the sale of any trade-marked commodity in combination with other items.

Fla. Charters Vending Firm

TALLAHASSEE, Fla., March 8.—Secretary of State here was issued a charter to M. & B. Vending Company, Miami, vending machines, 50 shares no par value. Morris S. Salomon, Ely R. Katz and Virginia W. Gibson were listed as firm officials.

Dime Bar Survey

WASHINGTON, March 8.—A survey by the National Candy Wholesalers' Association finds 10-cent bars holding their own in the nation, gaining in the Midwest and Southeast, falling off in New York, New Jersey and the Middle Atlantic States.

Sun Oil Program To Widen Vender Field

NEW YORK, March 8.—Annual report of Sun Oil Company indicates an opportunity for increased vending machine locations in new service stations to be constructed when supply of building materials and CPA regulations permit. Firm's 1946 expansion program called for expenditure of \$20,000,000 in marketing improvement and construction of 400 stations. This had to be shelved until supply and regulations picture cleared up.

Sun Oil managed to build 25 service stations and begin another 90 before the program was curbed, but is hopeful of making greater progress with the project during 1947, the report said.

Fla. Citrus Man For 50% Orange In Soft Drinks

TAMPA, March 8.—Niles A. Foster, manufacturer of concentrated citrus juices here, last week requested the Florida Citrus Exchange to contact the food and drug division of the U. S. Department of Agriculture and try to enforce soft drink bottlers to use at least 50 per cent orange in their beverages before they can use the word "orange" with their product.

Foster decried the fact that most bottled drinks labeled orange are flavored with pine tar derivatives and contain as little as 2 per cent real orange. He said that test campaigns on concentrated juices conducted in nationally-known chain food stores in Detroit showed that housewives prefer true orange flavors in home beverages and only buy substitutes because they have to have something "to keep the kiddies quiet." Foster also proposed the exchange to finance a widespread advertising campaign on concentrated citrus juices.

Minit-Pop Vender In Philly Showing

PHILADELPHIA, March 8.—Minit-Pop, coin-operated popcorn vender, was exhibited Wednesday (5) in the Variety Club at the Bellevue Stratford Hotel here by Y & Y Popcorn Supply Company. David W. Yaffe, firm president, and Ned Yaffe, treasurer, were hosts at the catered affair.

Firm is distributor of the popcorn vender in Eastern Pennsylvania, Southern New Jersey and Delaware. This distributorship marks the entry of the firm into the coin machine field. Concern has been handling popcorn equipment (non-coin) and supplies for three years. It also operates two popcorn shops in the city.

NCA '47 Convention Promises Ladies of Industry Good Time

CHICAGO, March 8.—National Confectioners' Association, at its 1947 convention May 25-29 at the Stevens Hotel here, promises the ladies of the candy industry, both those actively engaged in the business and wives of candy men, a wonderful time when they attend. Herbert Ziegler, George Ziegler Company, Milwaukee, chairman; V. H. Gies, Mars, Inc., Chicago, co-chairman, and the ladies' entertainment committee voiced this prediction.

Ladies attending the convention will receive a special invitation to attend the opening entertainment hour, cocktail party and buffet supper on Sunday afternoon; a special luncheon and program for ladies only on Monday (while the men play golf); first general luncheon meeting of the convention Tuesday, during which the new RKO-Pathé movie of candy will be shown for the first time, and the dinner dance Wednesday night.

Members of the ladies' entertainment committee appointed hostess for the day for the four days of the convention are Mrs. Philip P. Gott (Sunday), Mrs. William Fette Jr. (Monday), Mrs. H. S. Graffund (Tuesday) and Mrs. George Payne (Wednesday). In addition the following committee chairmen were named: Mrs. E. M. Kerwin (attendance), Mrs. W. Melville Cribbs (information), Mrs. Jack G. Kimbell (program), Miss Beth McCurdy (publicity), and Mrs. Elmer G. Voight (transportation).

Mrs. O. W. Johnson will be special hostess to wives of suppliers who will attend, and Miss L. M. Fischer, of George Ziegler Company, will be co-ordinator of committee activities. Miss Stella Beck, of NCA, will assist Miss Fischer.

Herbert Ziegler said details of the program and other features will be announced soon.

Universal Appoints A. Nack to New Post

ST. LOUIS, March 8.—Arthur E. Nack, sales promotion manager for Universal Match Company, has been appointed assistant district manager of the firm and has been transferred to the Philadelphia office. During the illness of District Manager Joseph Baker he will be in charge of business in Eastern Pennsylvania, Southern New Jersey and Northern Delaware.

Nack has been sales promotion manager of Universal since March 1, 1945, during which time he has become well known thruout the trade. His new headquarters will be at 1027 Lafayette Building, Philadelphia.

Canada Orders New Sugar Corporation.

OTTAWA, March 8.—A new agency has been set up by the Canadian government, by means of an order-in-council, for the control of sugar and sugar products. A Crown company to be known as the Canadian Sugar Stabilization Corporation, it will take over the functions of the Wartime Prices and Trade Board, sugar administrator.

Order, effective February 28, authorizes organization of the new company by means of a change in the name and powers of the Wartime Food Corporation, Ltd., to enable it to deal generally in sugars, sugar sirups, liquid sugar, molasses and other sugar products.

When required to do so, all sugar refiners in Canada will sell to the corporation at prices established by it. Imports and exports may be made only under permits to be issued by the corporation.

Ex-Cell-O Company Makes Good Showing

DETROIT, March 8.—Ex-Cell-O Corporation, developer of a carton milk vender, reported to stockholders this week that rents and royalties on the company's Pur-Pak machines for packaging milk amounted to \$996,103 during the fiscal year ended November 30, 1946.

Phil Huber, firm president, stated a large backlog of orders for the bottling machines was built up during the war. As of the end of the fiscal year, rental machines under lease and in construction were carried on the balance sheet at \$6,671,173, as compared with \$911,114 on November 30, 1945.

Charter of Incorporation Issued to Soo Music Firm

SIoux CITY, Ia., March 8.—Soo Music Service, Inc., of Sioux City, Ia., has filed articles of incorporation, including \$25,000 authorized capital stock, with the secretary of state. Firm will distribute coin-operated machines and amusement devices.

Company officers are Harold Birney, president and treasurer; Wiley E. Mayne, vice-president, and Bernard B. Marks, secretary, all of this city.

VENDING--GAME--PHONOGRAPH--ARCADE OPERATORS
EARN EXTRA CASH FROM PRESENT LOCATIONS.
ALL PROFIT--NO MERCHANDISE TO BUY
IMMEDIATE DELIVERY

ABT CHALLENGER \$65.00 Challenger Stands \$7.50 Ea.	MARVEL'S POP-UP \$49.50
AMERICAN BAT-A-BALL JR. \$64.50	AMUSEMENT WHIRL-A-BALL \$47.50
GOTTLIEB GRIP SCALE \$39.50	BAKER KICKER and CATCHER \$49.75
MILLS VEST POCKET BELL \$74.50	CHAMPION'S BASKETBALL \$59.50

Reconditioned Blue & Gold \$54.50
 Reconditioned Green 44.50

SALESBOARDS

Holes	Name	Profit	Price
506	10¢ Hang It All	\$24.69	\$2.75
600	5¢ Disconnected	16.90	3.13
720	5¢ Good Catch	19.45	2.96
840	5¢ Got a Big Up	18.50	3.86
945	5¢ Sock-Em	25.05	3.73
1000	5¢ Raft of Sugar (Def.)	24.00	3.74
1040	5¢ Hand Out	25.55	3.07
1020	5¢ Miracle Money (Def.)	34.75	2.49
1500	5¢ Ready Money (Def.)	37.00	2.80

Send for Complete Price List #11.

NEW BELLS

Columbia Twin J. P.	\$145.00
Columbia De Luxe Club Bell	209.50
Pace De Luxe Chrome Bells, 5¢	245.00
Pace De Luxe Chrome Bells, 10¢	255.00
Pace De Luxe Chrome Bells, 25¢	265.00
Mills Black Cherry Bells	Write
Mills Golden Falls	Write

WORLD'S SMALLEST 3 REEL COUNTER GAME

NEW IMPS
 6"x6"x6"
 Cigarette or Fruit
 Either 1¢ or 5¢
\$13.75 EA.
 LOTS OF 6, SAMPLE, \$14.75.

BAVAL MARVELS, LIKE NEW (4 FOR \$100) \$29.50

NEW Northwestern VENDORS

MODEL 39 All Purpose Vender Less than 25, \$12.75. Less than 100, \$12.30. 100 or more, \$11.90.	MODEL 33 Peanut Vender Less than 25, \$10.95. Less than 100, \$10.75. 100 or more, \$10.60.	DELUXE 1¢ and 5¢ with PLASTIC GLOBE, \$28.20 Less Than 100, \$27.95. 100 or More, \$27.45.
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ALL ORDERS MUST BE ACCOMPANIED BY 1/3 DEPOSIT.
 Send for Complete List of Coin Operated Equipment We Accept Trade-Ins.

RAKE COIN MACHINE EXCHANGE
 609 SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

GOLDEN STATE VENDOR

ASSURES "GOLDEN FLOOD" OF PROFIT



An all-purpose, all-product Vendor of unsurpassed beauty. Ruggedly constructed to give years of service.

Hammerloid Enamel Finish. Trimmed in Stainless Steel. Aluminum Mechanism.

1c or 5c Sample \$12.95 Quantity Price... Write.

Distributors, Contact Us

Some Territories Still Open.

BADGER SALES CO., INC.

2251 W. Pico Blvd. Los Angeles 6, Calif.

Viking Appoints Five Distributors For Its Minit-Pop

NEW YORK, March 8. — Viking Tool & Machine Corporation, manufacturers of the Minit-Pop coin-operated popcorn vending machine, announced the appointment of five distributors this week. They are:

Seaboard New York Corporation, New York City, to handle New York, Connecticut and New England.

Tri State Distributors, Asheville, N. C., for North and South Carolina.

Y & Y Popcorn Supply Company, Philadelphia, for Eastern Pennsylvania, Southern New Jersey and Delaware.

American Distributing Company, Miami, for Florida and Georgia.

Silent Sales System, Washington, for Maryland, Virginia, Southeastern part of West Virginia and Washington, D. C.

Set Venders For Military

(Continued from page 97)

of all responsibility for the mechanics of getting merchandise into the hands of personnel. Company owns the equipment, takes responsibility for its proper maintenance and servicing and assumes all risks of damage or theft to merchandise.

Servicemen, trained to keep machines stocked and in good working order, will be employed at the various camps.

Service Locations Available

A number of locations within the limits of the average army or navy post are available for vending services, it is pointed out. In addition to the PX or ship store network which covers a military installation, are offices, company day rooms, officers' and enlisted men's clubs and, in some cases, barracks.

Because of the simplified supply problem, Isker intimated that the military vending service would be developed first, leaving operation in standard locations to the time when greater quantities both of vending machines and items to stock them become available. He said, however, that industrial locations appeared to hold favorable possibilities, and that other types of locations would be canvassed.

Candy machines operated by the firm will be manufactured by J. W. Coan Manufacturing Company, of Madison, Wis. Isker said that decision on equipment for cigarettes, soft drink and other types of machines has not yet been made, but that various models are now being considered.

NATD Urges Defeat Of Upping Cig Tax

NEW YORK, March 8.—An appeal to members of the New York Legislature has been made by the National Association of Tobacco Distributors urging the defeat of any proposed increase in cigarette taxes. Message said an increase would cause a drop in volume and the State would not benefit proportionately in revenue.

Present 2-cent State tax on each pack has caused a considerable loss of business to many jobbers, retailers and vending machine operators thru the purchase of cigarettes from nearby States which have no such taxes, according to NATD executives.

Container Corporation of America To Issue Stocks

CHICAGO, March 8.—Container Corporation of America this week announced plans for greatly expanded capitalization, giving as the reason the fact that sales volume has increased fourfold within the past decade without a corresponding increase in working capital.

Report to stockholders, signed by Walter P. Paepcke, chairman of the board, and Wesley M. Dixon, president, stated a \$10,000,000 preferred stock issue will be sold and common stock will be increased from 1,000,000 to 1,500,000 shares. Common stock will be issued at the discretion of the directors.

Corporation's 1946 earnings set a record high of three times the previous year's total, with a net income of \$7,165,361, the equivalent of \$7.23 per common share. Sales also reached a record high of \$91,090,286, a rise of more than 20 per cent over the total in 1945.

Van Schaick Elected V.P., Sales Head by Dixie Cup

EASTON, Pa., March 8.—Dixie Cup Company announced that C. L. Van Schaick was elected vice-president in charge of sales at a meeting of the firm held here last week.

Van Schaick, who has held the position of sales director since 1945, has been affiliated with the company for 18 years. New post to which he was elected has been vacant since J. E. McGiffert relinquished it to become firm president.

Joining Dixie after graduating from Syracuse University, Van Schaick was first employed by the firm as a paper technologist. Since that time he has handled a varied number of assignments and worked in all but two of the firm's departments.

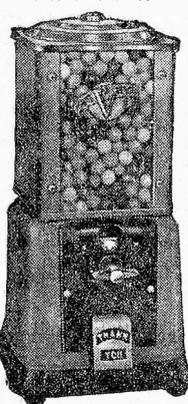
Merged Biscuit Companies Net 270% Income Increase

CHICAGO, March 8.—Net combined earnings of the J. B. Carr Biscuit Company and the Consolidated Biscuit Company showed an increase of 270 per cent during 1946 over the preceding year. Companies merged December 31, 1945, to form the Carr-Consolidated Biscuit Company with J. B. Carr as president.

Combined net income for the year was \$2,850,397, as compared with joint earnings of only \$768,328 in 1945. Based on the 726,009 outstanding common shares, of which 400,785 were issued in exchange for Carr Biscuit's outstanding capitalization, 1946 combined income was equal to \$3.93 a share.

DON'T SNUB THE LOWLY NUT MACHINE

Nickel pistachio machines are paying for themselves in an average of seven months, according to actual records. Do you have any vending machines which will do this with present high cost of machines?

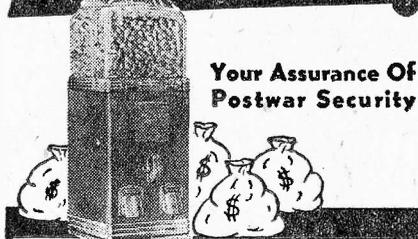


Only three nickel sales a day per machine insures you a profit of \$225 per month on every \$1700 invested. You can make average earnings of \$1125 per month on 500 machines, a total investment of only \$8800 for merchandise and machines. Merchandise costs of 30%, commission of 20%, insures you a profit of 50% of gross sales.

And what a sweet business! No location worries. One man can place 25-40 machines per day—keep a total of 400-500 machines serviced. Once in, your machine "stays put." No money spent in holding locations. No service calls. No taxes, license or permits necessary. No supply problems—nuts and machines available in any quantity. Send a trial order for five or ten machines. Find out for yourself what a wonderful opportunity you have overlooked. Brand-new Victor 5¢ Cabinet Vendors pictured are \$14.75 each. Red pistachio nuts (love nuts) cost you 67¢ per pound, sell at \$2.20 per pound. Packed in five-pound containers, each machine holds about five pounds of nuts. 1/3 deposit required with order.

L. M. BECKER VENDING SERVICE
105 DEWEY ST. BRILLION, WISCONSIN

Northwestern



Your Assurance Of Postwar Security

Time and time again Northwestern bulk vendors have proved their worth as steady, dependable money-makers under any and all conditions. That's why so many operators, and others interested in a permanent income, are looking forward to the time when these machines will again be available. To make sure of your postwar success, plan now to invest in Northwesterns—vendors built for operating. In the meantime, keep in touch with activities through our free monthly paper The Northwesterner.

THE NORTHWESTERN CORPORATION
5 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

CIGARETTE MACHINES REAL BARGAINS

READY FOR LOCATION

- National 7-50 or 9-50 \$60.00
- National 9-30 52.50
- DuGrenier W's, 9 Col. 47.50
- DuGrenier 7 Col. Mod. S. Ea. 27.50
- DuGrenier Champs, 9 & 11 Col. 75.00
- U-Need-a-Pak A. 9 Col. 55.00
- U-Need-a-Pak E. 8 Col. 40.00
- 2 Col. Postage Mach., like new, Cost \$35.00 each. My price 13.50
- Apple or Orange Mach., 6¢ A.B.T. Slot 12.50

SAVE THIS AD FOR LOW PRICES.

What have you to sell?

Half Deposit. Phone: BA 9-0606

HARRIS VENDING

2717 N. Park Ave. Philadelphia, Pa.

ATTENTION CANDY MACHINE OPERATORS

IMMEDIATE DELIVERY OF

5c BAGS, 1 1/4 Oz.

RAINBOW CANDY COATED PEANUTS SUGAR TOASTED PEANUTS SALTED PEANUTS

\$2.85 Per Box of 100

6 Boxes to Shipping Case—Minimum Order, 1 Case.

50% With Order, Balance C. O. D., F. O. B. Newark.

ASCO PACKING COMPANY

55 BRANFORD ST., NEWARK 5, N. J. Phone: Bigelow 3-7744

SALESMEN

With Vending Machine experience. Brand new, 3-unit Hot Nut Machine. Liberal Commissions. A great "deal" for steady men who can finance themselves! Write for details, stating territory covered.

TROPICAL TRADING CO.

831 S. Wabash Ave., 6th Fl., Chicago, Ill.

NOW IT CAN BE TOLD—SOLD

The New Sensational Candy-Coated Chocolate

M & M's—Candy-coated pure Hershey Chocolate in 7 assorted colors. Average about 375 to the pound. Operators are setting their machines to vend 3 or 4 pieces for 1¢. This brings in about \$1.25 per lb. Pay location 20% or 25¢, leaving you 44¢ per lb. net.

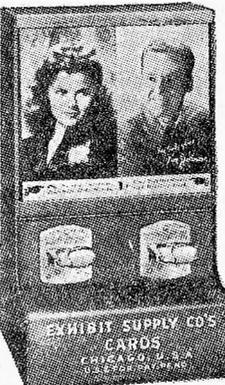
M & M's—200 Pounds, \$112.00. Full cash with order.

THIS IS FREIGHT PREPAID TO YOU. Shipments made at once.

SPECIAL—BOSTON BAKED BEANS—SPECIAL

192 lbs. \$60.00 FULL CASH WITH ORDER. F. O. B. FACTORY.

ROY TORR Lansdowne, Penna.



EXHIBIT'S CARD VENDER

- All Steel Cabinet
 - ABT Coin Chute
 - Separate Cash Box Key
 - No Federal Tax
- \$29.50
With 1000 Cards

COLUMBUS VENDERS

Immediate Delivery—4 Models

ARIST-O-SCALES \$115.00

MIR-O-SCALES 125.00

CASH-TRAYS . . . THE 5c Almond

Vending Machine

\$9.85 Ea. in Lots of 100

(\$10.35 Ea. in Lots Less Than 100)

WRITE FOR CIRCULARS

TERMS: 1/3 DEPOSIT—BALANCE C. O. D.

MARKEPP SALES CO.

4310 CARNEGIE AVE. CLEVELAND, O.

WISCONSIN OPS HOLD SHOW!

All-Day Meet In Milwaukee

Show on April 14 will be first one held by ops in Wisconsin—plan biz meet

MILWAUKEE, March 8.—Wisconsin Phonograph Operators' Association will hold its first equipment show during an all-day meeting at the Pfister Hotel here April 14.

Scheduled during the day-long meeting, in addition to the exhibit, is a luncheon, an afternoon business meeting and a banquet and floorshow in the evening, according to George Gessert, of Packard Distributing Company. Gessert is a member of a three-man committee making arrangements for the meeting. Other members of the committee are Sam Hastings, of Sam Hastings Distributing Company, and Doug Opitz, of Hilltop Coin Machine Company.

Gessert said some 20 manufacturers are expected to have exhibits at the show, including juke box and record manufacturers and allied business.

Clinton Pierce, association president, will preside at the luncheon and the business session which will be held immediately afterward. A speaker well known in the industry will be chosen for the luncheon meeting, Gessert said. Problems of the industry will be discussed during the business meeting.

Toastmaster for the banquet hasn't been selected yet, Gessert said, but the floorshow following will include a number of artists associated with record companies that will have exhibits in the show.

Meeting will be for operators all over the State and some 400 are expected to attend.

Music Guild's Newark Funfest Attracts 600

NEWARK, N. J., March 8.—First annual banquet of the Music Guild of America in the Terrace Ballroom of the Mosque Theater Building Wednesday evening (5) drew almost 600 coin machine manufacturers, record manufacturers, distributors and juke box operators. Leroy Stein, MGA executive director, served as emcee for the first part of the evening. Sam Waldor, MGA president, gave the welcome address.

Tommy Dorsey led off the guest talent program. Songs or acts by the Mills-Brothers, Phil Brito, the Velvetones, Billy Williams, Harold Tunis, Jules Lawrence, Larry Douglas and other recording artists followed. Clyde Dennell and his ork played for dancing.

Ernest Krauter and Jules Rusoff were in charge of the banquet committee. Sam Waldor headed the arrangements committee, Harry Pearl was in charge of entertainment. Richard Steinberg, tickets and seating; Edward Levey, reception; Barney Sugarman, year book.

Lobby Juke Plugs Spivak Appearance

OMAHA, Neb., March 8.—A juke box was used very effectively to promote the personal appearance of Charlie Spivak and his orchestra at the Orpheum Theater here this week. Set-up also incidentally plugged 10-cent play.

Juke was placed in the theater lobby playing Spivak recordings continuously and, at the time caught, nearly every ticket buyer stopped to scan the juke's lists of selections as he went into the theater auditorium.

Hurley Replaced by Jack Bryson on AMI Sales Dept. Staff

CHICAGO, March 8.—Sales department staff of AMI, Inc., has been augmented by the addition of Jack Bryson, who will act as assistant to Lindy Force, assistant sales manager, according to an announcement by DeWitt Eaton, vice-president and general sales manager.

Robert Hurley, former assistant to Force, has transferred his activities to the West Coast because of his wife's health. He is now affiliated with AMI's California distributor, M. S. Wolf Distributing Company, in Los Angeles.

Former executive officer on a navy LST in the Pacific, Bryson served four years in the navy. Altho a native of West Virginia, he calls Greenbay and Milwaukee, Wis., his hometowns. He is a graduate of Beloit College, Beloit, Wis., and is married.

Detroit Ops Willing To Accept New Regulations

DETROIT, March 8.—Local music box operations seem to have settled down to normal following a threatened upheaval over new modifications of city regulations, considered by public authorities to be necessary to the good name of the industry as well as protection for the public.

Underlying cause of the threat to business peace was a challenge to the juke industry by city authorities to the effect that "underworld characters" were getting into the business. However, after weeks of investigation, Inspector Joseph Krug, head of the special investigation division of the police department, announced this week that only one man connected with the industry had been found with a police record.

In view of the large number of individuals engaged in the juke business here, this record is considered by observers to be a tribute to the generally sound operation of the industry.

License renewal situation, which has been confusing to operators within past weeks, has been resolved in the requirement that operators, or persons financially interested in juke box ownership, must be fingerprinted before licenses will be renewed. This is being required under the character clause of the basic ordinance—which stipulates that operators must be law-abiding citizens of good character.

Numbers of operators have willingly complied with the new require-

Program Service Company To Resume Manufacture of Coin Boxes in Near Future

New Box Scheduled To Go on General Market Eventually

LINCOLN, Neb., March 8.—Program Service Company, which has operated coin-box music and radio systems in hotels here since 1933, will resume manufacture of its coin boxes some time this year, Royal S. Brewster, president, announced.

George Sharpnack, who designed the original box for Program, is designing the new one, which Brewster said will be offered eventually to the general market. Sharpnack, who operated a plant in New Jersey pro-

ducing machined goods for the navy during the war, recently returned here and began work on the new designs, Brewster reported.

Feature of the new Program music-radio system will be a device by which hotel managers or their assistants may sound fire alarms in every room thru the music speakers, it was said. Brewster indicated that the new box, when completed, probably will be offered first to holders of Muzak franchises, then to the coin trade generally. Program Service holds the Muzak franchise in Lincoln and Omaha.

Started in 1926

Company, which was started here in 1926 by a group of officials of the Lincoln Telephone & Telegraph Company, largest U. S. phone company outside the Bell System, was recently (See Program Service on page 110)

Cincinnati APOA To Hear New Majestics

CINCINNATI, March 8.—Regular board meeting of the Cincinnati Automatic Phonograph Owners' Association will be held March 11 at 2 p.m. in the association offices. Monthly association meeting will be at 9 p.m. the same day in the Hotel Gibson.

Mr. Kelley and Mr. Souther, of the Majestic Record Company, will be guests at the association meeting and will introduce one of Eddie Howard's new albums as well as some other first releases of hit tunes.

New Coin Radio To Be Made by Telecoin Corp

NEW YORK, March 8.—A coin-operated radio was announced this week as the first in a new series of products for coin machine operators by the Telecoin Corporation, distributors of coin-operated Bendix Automatic Home Laundries. Delivery of the new device by the firm's offices in Chicago, Los Angeles, San Francisco and New York will be started immediately, according to Howard E. Richardson, newly appointed sales director of Telecoin's Radio Division.

Radio is especially designed and engineered to protect operators from vandalism and theft. Pillbox in shape, cabinet is made of 16-gauge steel with a rubber-cushioned chassis, is hammer tone blue in color and weighs 20 pounds. Baked enamel finish will resist 180-proof alcohol and cigarette burns.

Quarters or Dimes

Set will accept quarters or dimes (not both), at the option of the operator. The timer can be set for 30 minutes, one hour or two hours, at the operator's convenience. Slug rejector is removable by hand without screw driver. A separate screw-type lock, similar to the one on the radio cabinet, secures the interior coin box. Friction dial-drive reduces maintenance problems.

"Operators thruout the country were unanimous in stating their requirements in a firm survey," Richardson states, "Primary concern was for an extremely strong case and chassis to prevent vandalism. Equally vital was adequate protection from coin-box pilfering and 'free play' tinkering. Ready accessibility of the set for service and maintenance was another consideration."

Besides the coin radio, a full-scale program of coin machine products will be introduced this year by the (See Telecoin's New One on page 126)

Bezazian Gen. Mgr. Of Aero Needle Co.

CHICAGO, March 8.—Paul D. Bezazian, treasurer of Aero Needle Company since its organization some years ago, has been elected general manager of the firm.

In taking over his new duties, Bezazian will retain his post as treasurer, the firm announced.



Your easy road



TO A PROFITABLE MUSIC ROUTE

Now! More than ever, Personal Music gives you, Mr. Operator, the chance to build up a real money-making route.

1.

The low prices on our equipment make your investment on each location an attractive business proposition.

2.

The Personal Music Box, always outstanding in beauty and tone, is further enhanced by the new nickel and dime coin chute, producing more plays and more revenue per box.

3.

High quality of Personal Music equipment means few service calls. Many locations can be served from a central studio, and our studio equipment is simple and completely automatic.

4.

Personal Music is easy to sell to locations. Each box is a money-maker. Attractive, small and easy to keep clean. Eliminates loud blaring music and helps to build up patronage for the restaurant.



Get the details—write us for the name of your nearest distributor.

PERSONAL MUSIC CORPORATION

PO BOX 720 HIGHWAY NO. 1 NEWARK NEW JERSEY

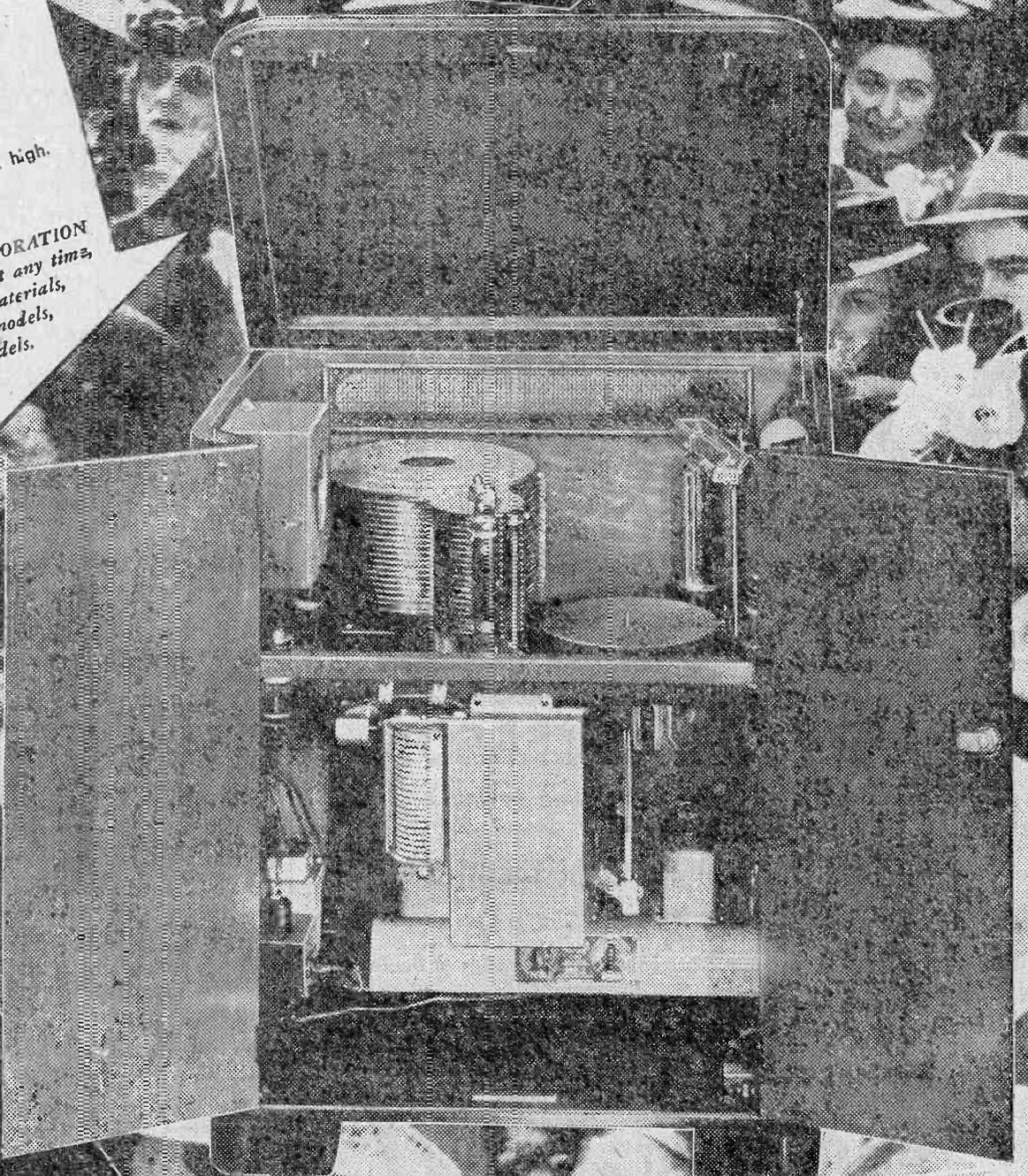
TELEPHONE BIGELOW 8-2204

By Popular Demand

ROCK-OLA famous PLAYMASTER is available again!

- Famous Rock-Ola 20 record mechanism.
- All steel one-piece chassis plate.
- Mechanism chrome plated.
- True tone amplifier.
- Automatic Monitor Speaker.
- Play Register.
- 2 service lights with automatic switch.
- Heavy constructed-reinforced-beautiful wood cabinet.
- Mechanism Chassis anchors.
- Mechanism equipped with Play Selector.
- Compact Electrical Distribution Panel.
- Terminal strip for direct wire remote control installation.
- 29½ in. wide, 22½ in. deep, 37 in. high.
- 295 lbs. crated.

ROCK-OLA MANUFACTURING CORPORATION reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.



MODEL 1424

Rock-Ola pioneered "factory built" remote control mechanisms in 1941 with the famous Model 1420 Playmaster — scolded and enthusiastically owned by these 1420's demanded a new production run of the "old reliable" remote control mechanism — the Rock-Ola Playmaster — available NOW with many new features. See your Rock-Ola Distributor today!

ROCK-OLA Manufacturing Corp.
800 N. KEDZIE AVE., CHICAGO 51, ILL.

**It's Monotonous!
Rob Juke 6th Time**

KANSAS CITY, Mo., March 8.—A juke box in a tavern owned by a former policeman has been robbed by burglars here for the third time in two weeks—the sixth time since the ex-cop took over the spot last November.

Last time the tavern was entered by means of the same window used on previous occasions. Bars had been installed on the lower half of the window but the thief ignored them and climbed thru the top half.

**Managers Named
For Ideal Pictures**

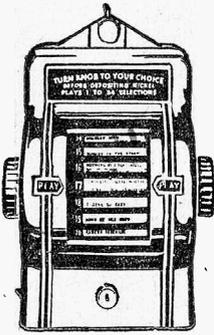
ST. LOUIS, March 8.—Several personnel additions for Ideal Pictures Corporation, producers of 16mm. films for coin movies, was announced this week by Bertram Willoughby, firm president.

Miss Evelyn Baker, formerly with Educational Screen, has been placed in charge of Ideal's Indianapolis office, scheduled to open soon.

Scott B. Hillam, formerly with Ross Federal, was appointed to head the company's Salt Lake City office, which was opened March 1.

Paul Foght, formerly regional director of Young America Films, Inc., has been appointed national educational director for Ideal. His appointment was effective March 1.

MARCH SPECIALS



WURLITZERS

3 600K, Walnut .. \$200.00	2 600R, Walnut .. \$175.00
2 500K, Walnut .. 225.00	3 24A, Walnut ... 145.00
1 61 Counter 85.00	2 850, Walnut ... 375.00
3 24 Hideaways, Complete 175.00	1 780M Colonial .. 300.00

ROCK-OLAS

5 Like New'.....\$575.00	2 '39 De Luxe, Walnut\$185.00
1 Commando 225.00	

SEEBURGS

2 1946 M's\$620.00	2 Commanders, ESRC, Ref.\$250.00
2 Majors, ESRC ... 250.00	1 Vogue 200.00
2 Classics 180.00	4 Colonels 250.00

ANGOTT SALES CO., Inc.

MICHIGAN DISTRIBUTORS FOR PACKARD
2616 PURITAN Phone: UNiversity 4-0773 DETROIT 21, MICH.

**USED RECORDS
Wanted at Once**

Must be clean. Not more than 5% race. Ship at once. Any amount. Pack only 25 to carton. 4 cartons to a box. Will not pay for broken records. Reference: Dun & Bradstreet.

JACKSON AUTOMATIC MUSIC CORP.
A. M. I. Distributors for Michigan
636-640 East Michigan Ave., Jackson, Mich.
Phone 7898

EVERETT MASTERSON

Announces that he is conducting business as sole owner of

EAST COAST PHONOGRAPH DISTRIBUTORS

ELIZABETH, NEW JERSEY

Having no connection with any other company and wishes to thank all his friends for their past kind consideration.

**MAKE HIGHER JUKE BOX PROFITS
WITH "MIRACLE POINT" NEEDLES**

Longer record life—more records played between needle changes—clearer and truer tones—lower over-all needle costs... These are benefits you enjoy with "MIRACLE-POINT," the needle with the famous precious metal alloy round tip. Choose MIRACLE POINT for your finest machines... Price, 1 to 12, 30c each at your record jobber.



M. A. GERETT CORP.
722-724 W. Winnebago St., Milwaukee 5, Wis.

ADVANCE RECORD RELEASES

(Continued from page 29)

INTERNATIONAL

- A BRIVELE DIE MAMMENSara Gingold (HULYAT, HULYAT)Sun 1046
- A RUMANISH LIED'L (A Rumanian Song)Max Kletter (Sun Recording Ork) (ICH VILL)Sun 1042
- ALEINMaxim Brodyn (PARTIZANEN)International D-219
- BEI GOYIM HUT MEN MAZELPeisachke Burstein (SHYKA FIFER)Sun 1043
- CZERWONE MAKI NA MONTE CASSINO (Red Poppy Seeds on Monte Cassino)Pawel Prokopieni (Polish Bell Ork) (POLONAISE OGINSKI)Victor 25-9174
- DANCE OF THE BULGARSGeorge Touller (Sun Ensemble) (RUMANIAN LAMENT)Sun 940
- DER DISHWASHER (The Dish-Washer)Herman Yablokoff (GIT MIR)Sun 1049
- DVOIRELA (My Dora)Max Kletter (Sun Recording Ork) (VEN ICH)Sun 1041
- EN JUNI AFTONRobert Lindholm Scandinavians Dragspels Ork (SUOMI POLKA)Continental C-902
- GIT MIR OP MEIN HARTZ (Give Me Back My Heart)Herman Yablokoff (DER DISHWASHER)Sun 1049
- HIT THE SPOT POLKASula Musette Ork (SUGAR DADDY)Continental C-1197
- HULYAT, HULYAT, KINDERLACHSara Gingold (A BRIVELE)Sun 1046
- ICH VELL KUMEN TSU DIR (I Will Come to You)Max Kletter (Sun Recording Ork) (A HUMANISH)Sun 1042
- ISRULIK KOOM AHAIMVelvella Rothstein (OIF'N PREEPET-SHOK)Sun 1051
- L'AREVO E L'HO PERDUTASandrino Giglio (PASCALE O')Continental C-604
- LOMMIR ZICH IBERBETENSara Gingold (VUS GEVEN)Sun 1045
- MAMAHenri Rene Musette Ork (SIAMESE PATROL)Victor 25-1077
- MEIN WEISSE BLUM (My White Flower)Herman Yablokoff (PAPIROSEN)Sun 1050
- OIF'N PREEPETSHOKVelvella Rothstein (ISRULIK KOOM)Sun 1051
- PAPIROSEN (Cigarettes)Herman Yablokoff (MEIN WEISSE)Sun 1050
- PARTIZANENMaxim Brodyn (ALEIN)International D-218
- PASCALE O' MBRIACONESandrino Giglio (L'AREVO E)Continental C-604
- POLONAISE OGINSKIPawel Prokopieni (Polish Bell Ork) (CZERWONE MAKI)Victor 25-9174
- RANO RANICKO POLKARomy Gosz Ork (THE PRUNE)Mercury 6033
- RED SKIRT (Sykyinka)Radiovy Ork Franty Linhart (SOUTH-ERN SUN)Continental C-18
- RUMANIAN LAMENTGeorge Touller (Sun Ensemble) (DANCE OF)Sun 940
- SHYKA FIFER (Whistling Genius)Peisachke Burstein (BEI GOYIM)Sun 1043
- SIAMESE PATROLHenri Rene Musette Ork (MAMA)Victor 25-1077
- SIZ SHOIN ON ALTE MEISE (An Oft Told Tale)Peisachke Burstein (ZETS A)Sun 1044
- SOMETIMES ONLYEdward Krolkowski Ork (BRIDGEPORT POLKA)Columbia 12317-F
- SOUTHERN SUN (Jizni Slunce)Radiovy Ork Franty Linhart (RED SKIRT)Continental C-18
- SUGAR DADDY POLKASula Musette Ork (HIT THE)Continental C-1197
- SUOMI POLKARobert Lindholm Scandinavians Dragspels Ork (EN JUNI)Continental C-902
- THE PRUNE SONGRomy Gosz Ork (RANO RANICKO)Mercury 6033
- THE STAR OF DONEGALNora Walsh (CASEY'S FAVORITE)Tara 427
- VEN ICH ZULL DICH FARLIREN (If I Should Ever Lose You)Max Kletter (Sun Recording Ork) (DVOIRELA)Sun 1041
- VUS GEVEN IS GEVENSara Gingold (LOMMIR ZICH)Sun 1045
- ZETS A MATZOH (Zets Biff Bang)Peisachke Burstein (SIZ SHOIN)Sun 1044

RELIGIOUS

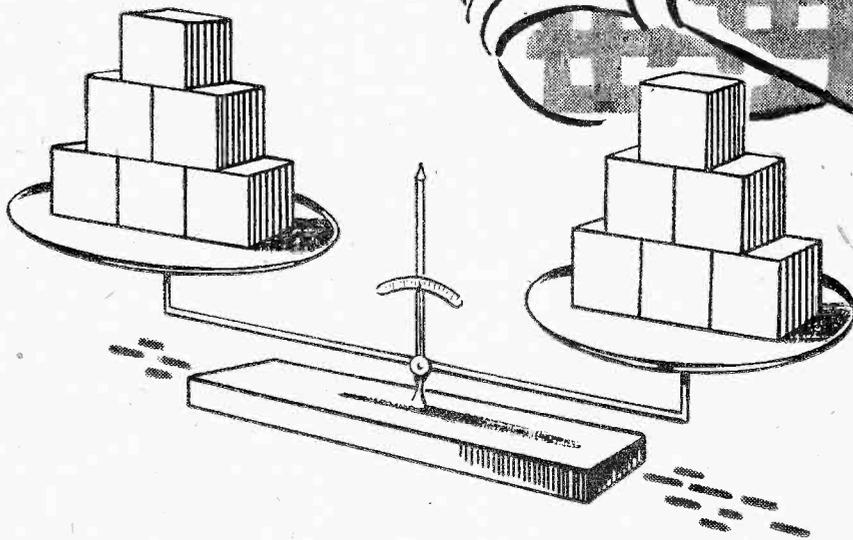
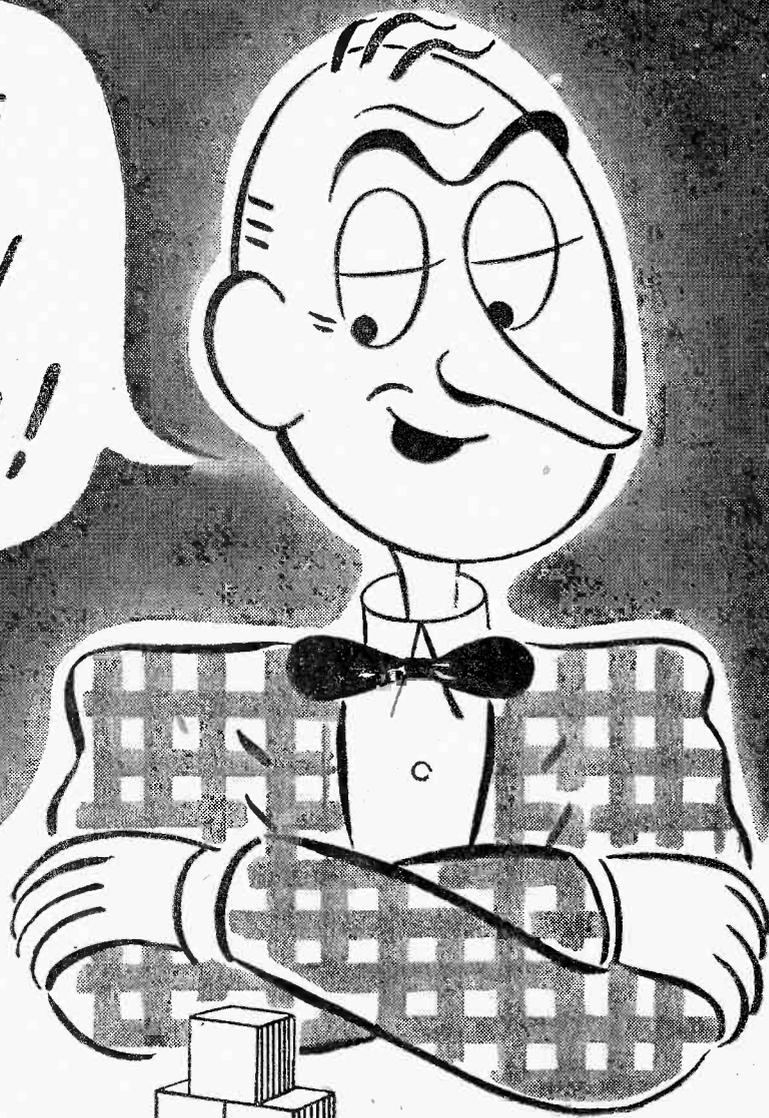
- HOLD IN THE FRAMESilver Echo Quartet (LORD HELP)Manor 1054
- I AIN'T GONNA STUDY WARThe Thomas Family (YOU BETTER)Majestic 1109
- NO MOREAlice Cornett (Glory Road Travelers) (IN THE)Sonora H7034
- IN THE GARDENAlice Cornett (Glory Road Travelers) (I'LL MEET)Sonora H7034
- JEZEBELFour Bluejackets (WEEP NO)Mercury 8031
- LET US PRAY ALBUM (2-10")Pat O'BrienVariety V-102
- LORD HELP MESilver Echo Quartet (HOLD IN)Manor 1054
- NEW WHAT A TIMEColeman Brothers (WHEN THE)Manor 1055

- SONGS OF DEVOTION, Vol. I, ALBUMFred WaringDecca A-489
- Ave Maria (Bach-Gounod) (Jane Wilson)Decca 23708
- Battle Hymn of the Republic (Gordon Berger)Decca 23711
- Holy, Holy, Holy (Jane Wilson)Decca 23709
- Nobody Knows the Trouble I've Seen (Gordon Goodman)Decca 23710
- Now the Day Is Over (Jane Wilson)Decca 23708
- Onward, Christian Soldiers (Gordon Berger)Decca 23711
- Sometimes I Feel Like a Motherless Child (Walter Scheff)Decca 23710
- This Is My Father's World (Jane Wilson)Decca 23709
- WEEP NO MORE MY CHILDRENFour Bluejackets (JEZEBEL)Mercury 8031
- WHEN THE SAINTS GO MARCHINGColeman Brothers (NEW WHAT)Manor 1055
- INThe Thomas Family (I AIN'T)Majestic 1109
- YOUR KNEES AND PRAY

RACE

- ALL BY MYSELFBig Bill (DOUBLE TROUBLE)Columbia 37242
- CRUDUP'S AFTER HOURSArthur (Big Boy) Crudup (THAT'S ALL)Victor 20-2205
- DOUBLE TROUBLEBig Bill (ALL BY)Columbia 37242
- FOOLISHLY YOURSFour Notes-Cedric Wallace Trio (ST. LOUIS)International D-216
- GOOD WOMAN BLUESClyde Bernhardt (IF ITS)Sonora 109
- HAMP'S BOOGIE WOOGIE ALBUMDecca A-523
- Beulah's BoogieLionel Hampton OrkDecca 23838
- Flying HomeLionel Hampton OrkDecca 23837
- Hamp's Boogie WoogieLionel Hampton OrkDecca 23836
- Hamp's Walkin' BoogieLionel Hampton OrkDecca 23839
- Hey! Ba-Ba-Re-BopLionel Hampton OrkDecca 23837
- Ridin' on the L and NLionel Hampton QuartetDecca 23839
- Tempo's BoogieLionel Hampton OrkDecca 23836
- Two Finger BoogieLionel Hampton SeptetDecca 23838
- I AIN'T GONNA OPEN THAT DOORCedric Wallace Trio (I LOVE)International D-219
- I HATE MYSELF EVERY MORNINGLeslie Scott (Billy Moore Jr. Ork) (UNTIL THE)Victor 20-2206

IT'S 6 OF ONE
AND 1/2 DOZEN
OF THE OTHER!



SOME operators say the way to greater profits is more play per phonograph. Others say it's more pay per play.

To us it's "6 of one and a half-dozen of the other."

Either plan will produce extra income if somebody gets behind it—and Wurlitzer is backing them both in a BIG WAY.

By what better means could more play be stimulated than by Wurlitzer's powerful national consumer advertising program?

By what method could more pay per play

be stimulated than by Wurlitzer's extensive and intensive promotion behind quarter-dime play?

The big point we want to put over is this. Both plans for boosting operator profits have merit. Each needs more than lip service to make it work. Wurlitzer is actively and aggressively promoting BOTH out of its own pocket to put more money in YOURS. The Rudolph Wurlitzer Company, North Tonawanda, New York.

FOR PROFITS TODAY



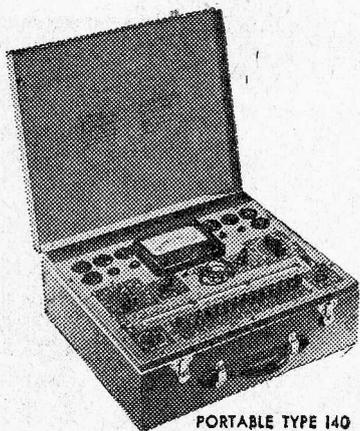
Quarter



Dime play

YOU NEED THIS *New* TUBE TESTER

Quick test for JUKE-BOX TUBES...



PORTABLE TYPE 140

FEATURES

1. **SHORTS TEST** at voltage low enough to prevent tube damage or faulty indications—high enough for full brilliancy on Shorts Indicator.
2. **DYNAMIC CONDITIONS.** All tube elements tested under dynamic conditions.
3. **FINGERTIP CONTROLS** make settings easy.
4. **TESTS STANDARD, LOCK-IN, ACORN TUBES:** Extra sockets and switches allow easy adaptation when new tube types appear.
5. **LEGIBLE DIAL MARKINGS**—lines and numerals in white against green panel.
6. **NOISE TEST PROVISION.**
7. **LARGE METER** 4½" size for legibility. Sensitive but rugged.
8. **8-FT. LINE CORD**—extra long for extra convenience.
9. **SIZE:** 5¼" x 13" x 15". Net weight 19¼ lbs. Steel carrying case. Sturdy leather handle.

AT SYLVANIA DISTRIBUTORS



SYLVANIA ELECTRIC

EMPORIUM, PA.

MAKERS OF RADIO TUBES; CATHODE RAY TUBES;
ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIX-
TURES, WIRING DEVICES; ELECTRIC LIGHT BULBS

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

Ray and Mae

Texas Ray and Mae, the original Saddle Pals, having finished a circuit of 55 theaters, are now playing p.a.'s in the Shehango Valley. The Saddle Pals act consists of Curly Long, blues singer and hot guitar player; Jack Ketzler, bass fiddle, guitar and mandolin; Pete Chiefo, steel guitar, and Little Mae, who sings harmony with Texas Ray.

Dick Thomas, cowboy singing artist on National Records, who composed and made famous via his recording on National Records the No. 1 hit Western song of 1946, *Sioux City Sue*, just returned from Hollywood, where he made personal appearances with Spade Cooley, Wesley Tuttle, Merle Travis, Cliffie Stone, Lou Marcelle and others, and gained hundreds of new fans on the West Coast. He learned from Gene Autry (who is currently being starred in the Republic picture *Sioux City Sue*), that Gene has become an honorary member of Dick's fan club which is headed by Mae Foltz, of Reinholds, Pa. Dick went to Hollywood after his four-week engagement to the Hotel Last Frontier, Las Vegas, Nev., where his salary of \$1,050 per week reportedly makes him the highest paid cowboy singer to appear in any night club in the country.

International Harvester Company has booked Slim Bryant and the Wildcats, featured on KDKA's farm broadcasts, for 30 promotional shows thruout the Pennsylvania, West Virginia and Ohio area from February 25 until April 9.

Record Crowds

Bill Monroe, Jamup and Honey, Grandpa Jones and the York Brothers have returned from a trip thru Ohio. At Dayton more than 4,000 saw them in two performances, for what local residents said was the biggest crowd in history. At Akron, the SRO sign was again out, as for the first time since the building of the Armory, a folk music act packed in more than 3,000 a show with still others left outside the door.

Almost everybody in the Prince Albert *Grand Ole Opry* cast gets a going over in Red Foley's new recording of *New Pretty Blonde*.

Pee Wee King was literally locked out of the Opry at the Ryman Auditorium in Nashville recently. Between songs Pee Wee walked out the stage entrance to sign some autographs, only to find the door had closed and locked behind him when he tried to re-enter. When his banging failed to arouse an answer, Pee Wee simply strolled down front, vaulted up on the stage and joined his Golden West Cowboys in the number they were doing. Most of the 5,000 fans thought it was all a part of the show.

Marty Licklider's Missouri Fox Hunters have recorded the Chester Rice novelty, *Choppin' Wood*, for Blue Ribbon Records. Number is published by Joe McDaniel Music Company. The company has accepted another of Rice's songs, *Down the Happy Road to Home*.

Banjo Murphy and His Radio Jamboree is now heard daily over radio station WADC, Akron. Murphy has an act of entertainers, including Cliff Ress; Harry Smith, guitar; Eddie Wayne, singer; Pat Finegan, fiddle; Cowboy Jack Morris, guitar; Johnny Bond, accordion, and Banjo Murphy, banjo and emcee.

West Coast

Three Western ditties were pre-recorded at Columbia pix this week by Ralph Byrd and Ramsay Ames for the *Vigilante*, 15-part serial being produced by Sam Katzman for Columbia release. Tunes are *Quorida, Somewhere Along the Trail* and *Saturday Night in San Antonio*.

Tex Ritter was signed for the

Louisiana State University Stock Show and Rodeo at Baton Rouge week of March 22-28.

Under management of Foreman Phillips, Roy Acuff is rounding out 58 one-nighters in 60 days thruout the California, Oregon and Washington area. Acuff started with eight shows in Southern California and then reportedly played to turnaway crowds in Fresno, Oakland, Merced, Tulare, Visalia, Porterville and Sacramento. Tour, which ends March 29 at Los Angeles' Shrine Auditorium, will have taken the Acuff troupe thru Marysville, Oroville, Redding and Auburn, Calif., and thru Oregon and Washington to Vancouver, British Columbia.

Smiley Burnette, pic-disk sagebrush singer, is reported breaking theater records during his five-week personal tour thru Texas. Burnette, who returned to Hollywood Saturday (1), is said to have topped all previous grosses at the Palace, Fredericksburg; Princess, Luling; Uptown, Houston; Union, North Houston; Tower, Bastrop; Mustang, Madisonville; Miller's Navasota; Texas, Cleveland; Long's Pasadena, and the Rio at Dayton. Burnette, accompanied by Harmonica Bill Russell, is traveling from town to town in a new trailer.

Returning this week from his Texas rodeo tour, Gene Autry reports to the Columbia pix lot to start laying groundwork for his new independent producing company and its first film offering, *The Strawberry Roan*. A Western musical, pic goes before the cameras May 1, as first of eight celluloid products Autry will personally produce for the Columbia studio.

Just released by Bourne, Inc., New York music pub, is the *Claude Casey Folio* (Caravan of Songs), according to firm's Nat Tannen. Featured are such songs as *Days Are Long, Nights Are Lonely, Journey's End* and *I'll Be Satisfied*. Many of the Casey tunes already have been recorded by major diskeries. Tannen also pens that Leon McAuliffe's *Steel Guitar Rag*, standard instrumental number, has had a lyric set to it and has been recorded by the major labels.

Tannen is currently making a swing thru the South and Midwest in the interests of the Bourne hillbilly and country catalogs, and at the same time keeping an eye open for any new songs.

Pipe Music to Fort Worth Biz Concerns

FORT WORTH, March 8. — The Worth Music Company has started a service of telephone music to Fort Worth business concerns, Harry Hooser, firm head, announced.

First to install the service was the Union Bank and Trust Company. Installations will include a loud-speaker system, if desired. The music company is negotiating for installations at many places including waiting rooms at dentists' and physicians' offices.

Jiggs Hamilton, sales manager, said the company has a collection of about 10,000 recordings.

First Remote Juke Boxes Installed in Maine Hotel

EASTPORT, Me., March 8.—First remote control juke boxes have been installed in Washington County by Hal Beckett, Eastport coin machine distributor, who went to Boston recently to arrange for a shipment of jukeboxes to Eastport, Me.

Remote jukeboxes have been installed in the New Quoddy Hotel owned by C. A. Coleman.

SEEBURG

Telephone Music System

- 8 Double Line Seeburg Maestros, E.S., complete with mechanism. (Slightly used.)
- 7 Single Line Seeburg Maestros, E.S., complete with mechanism. (Slightly used.)
- 1 Single Line Amplifier and Microphone installed in Rock-Ola Spectro Box.
- 1 10 Turntable Double Line Board.
- 1 10 Turntable Single Line Board.
- 2 Record Racks, 3,000 record capacity.

COMPLETE—READY FOR OPERATION

\$4,950.00 Complete

MITCHELL NOVELTY CO.

3506 W. National, Milwaukee, Wis.

MUSIC OPERATORS!

MAKE YOUR TRIP IN TO CHICAGO PAY FOR ITSELF! LOAD YOUR CAR WITH ALL YOUR

USED RECORDS

WE PAY CASH FOR ANY QUANTITY

Just Call Us When You Get in and We Will Pick Them Up! Out-of-Town Operators, Call, Write or Wire Collect.

Seymour Schwartz & Co.

2117 S. Loomis St. Chicago, Illinois
Phone: MONroe 3064

RECORD TRAYS

For 61, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old trays the same dimensions as when new and guarantee them to give satisfaction. Price \$7.50 for set of 12, or \$6.00 a set in lots of 5.

HUGO JOERIS

3208 Jackson St., Amarillo, Texas

**WE BUY
USED
PHONO RECORDS**

**MERVIS TRUCKING
COMPANY**
7026 LEXINGTON AVENUE
CLEVELAND 3, OHIO

FOR SALE

30-Watt, Type 6L1L Amplifiers without tubes—\$22.50 each.
Quantity Price upon request.

THE JOHN GABEL MFG. CO.
1200 W. LAKE ST. CHICAGO 7, ILL.

USED RECORDS WANTED

ANY QUANTITY

Older Records Accepted. State Price and Condition.

Lewin Record Outlet
45-53 45th Street Woodside, L. I., N. Y.
Telephone: Ironsides 6-8681

MUSIC OF THE RICHEST TONAL COLOR
VIBRANT... REAL... AND...

Thrilling

**PACKARD
PLA-MOR'S**

NEW

Phonograph

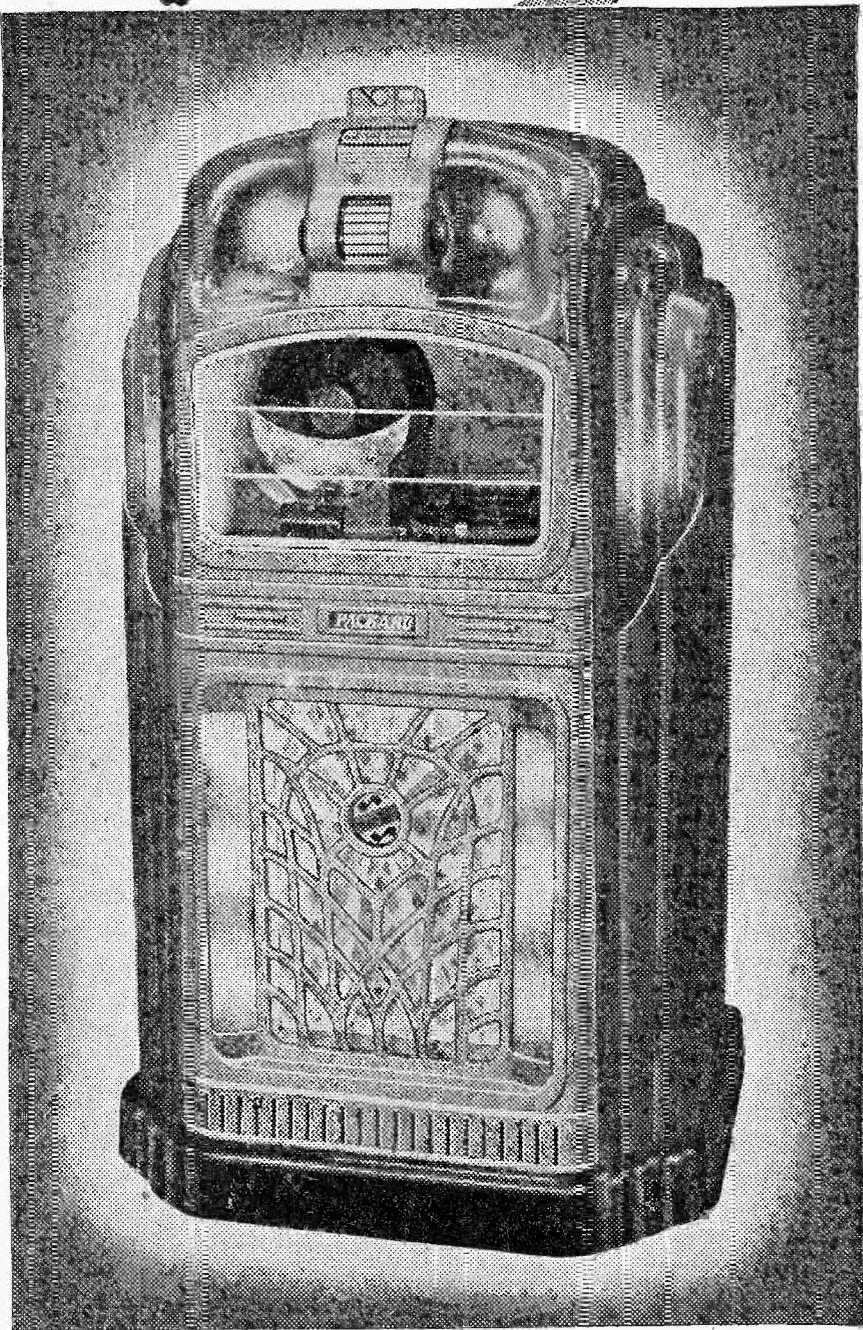
MODEL 7

PACKARD'S new acoustical chamber brings you music as you have never heard it before! It reproduces every recording in rich, natural tones of a "personal performance"—like listening to the band itself!

Again and again, **PACKARD'S** magnificent performance thrills your patrons... and earns real appreciation from all your location owners. **PACKARD'S** glorious tone, the eye-arresting beauty of its softly lighted cabinet, the magic appeal of its famous selector—all combine to win you greater play... and make you bigger profits!

Operators everywhere are enthusiastic about **PACKARD'S** new beauty and proved mechanical design! See it... visit your Packard distributor!

PACKARD MANUFACTURING CORP. • INDIANAPOLIS 7, INDIANA



BEAUTIFULLY DESIGNED! Softly glowing lights play against a background of rich walnut. Cabinet has distinctive front and grille finished in gold and brown. Famous Packard selector and changer plays 24 records.

PIONEER OF THE INSTRUMENTS

**PACKARD
(PLA-MOR)**

POLICY-MAKERS OF THE INDUSTRY

SELECTIVE REMOTE CONTROL WALL BOXES
• ADAPTERS • BAR BRACKETS •

AUTOMATIC PHONOGRAPHS

CEILING AND WALL AUXILIARY SPEAKERS
• ACCESSORIES • 30-WIRE CABLE •

**USED PHONOGRAPHS
FOR SALE**

Wurlitzer:
716 \$ 75.00
24 Cellar Job (Buckley) 175.00
42-24 195.00
Rock-Ola:
12 Record \$ 75.00
16 Record 90.00
Seeburg:
Remote Console \$150.00
1/3 Deposit, Balance C. O. D.
Will Ship Anywhere.

SNYDER AUTOMATIC MUSIC CO.

851 Atlantic Ave. Brooklyn 17, N. Y.
Nevis 8-5210

"THE HIGHEST BIDDER"

TURN YOUR USED RECORDS
\$\$ INTO CASH \$\$

WRITE, CALL OR JUST SHIP TO

NATHAN MUCHNICK

1251 N. 52nd St., Philadelphia, Pa.

Phone: GRE 3153

WILL PICK UP WITHIN 100 MILE RADIUS.

HERE'S A SCOOP!

Music Machine Amplifiers rebuilt for \$28.95; all burnt or worn out parts replaced. 10 days' service. Satisfaction guaranteed. Speaker reconing service available.

ELKINS RADIO
ELKINS, W. VA.

**Program Service To Resume
Manufacture of Coin Boxes**

(Continued from page 102)

purchased by Brewster, who is a former general superintendent for L. T. & T. Original owners included Thomas Woods, John Agee, M. T. Caster and W. E. Bell, all reportedly large stockholders in L. T. & T. Brewster said he and his family purchased the entire capital stock of the company two years ago. His wife is secretary, and his 25-year-old son, Boyd L., who just returned from the army, is vice-president. H. H. Catliff is engineer.

Firm is one of the most diversified music operations in the Midwest. In addition to operating Muzak and its own hotel music systems, the company also is distributor here for Musicale phone music systems of Telotone Corporation, Chicago, and operator of Automatic Hostess systems in Lincoln and Omaha. All operations are handled out of the same studios, Lincoln studios are at 1220 N Street, and the Omaha ones in the Woodmen of the World Building, 14th and Farnam streets.

Program Service's music system was launched on an experimental basis in 1926 to bring radio to Lincoln homes at a time when cost of radio sets was beyond reach of the average citizen. After giving the service free to 20 selected customers for a year, the telephone company officials who first had the idea decided it would be profitable. Brewster, who had done the experimental

work, was authorized to form a company in 1927. By the end of the first year, the service was going to 1,500 business houses and residences here at a subscription rate of \$3.50 per month.

Originally Had One Program

At first, only one radio program at a time was available on the system, which operated over the telephone wires. Later this was increased to a choice of two channels, and still later to five channels. Brewster reports that his company still has 150 customers, mostly residential, for the service.

In 1932, under supervision of Sharpnack, the company built its first coin boxes and entered the hotel field. On these circuits which give one hour's play for a dime, two channels were offered, one of popular recordings and the other of selected radio programs. Speaker is placed near the ceiling of the room, and coin box is placed at about eye level. System also was installed in Lincoln General Hospital for a number of years, but it was taken out during the war because of service and collection problems, according to Brewster. Hospital system used headphones in place of speakers.

System still is operated in one Lincoln hotel (the Lincoln) and four in Omaha. According to Brewster, one routeman can easily handle service and collections for the 1,000 rooms served in the Omaha hotels.

New systems planned probably will be constructed to offer five channels of music and radio, Brewster said. Firm now has five channels operating, one of Muzak, one of popular disks and three of radio.

In two Omaha hotels (Hill and Fontenelle), Brewster's firm has its music system wired into the elevators to operate continuously as the elevators go up and down between floors. He reports that this has proved an excellent come-on for the room music.

Has Console Service

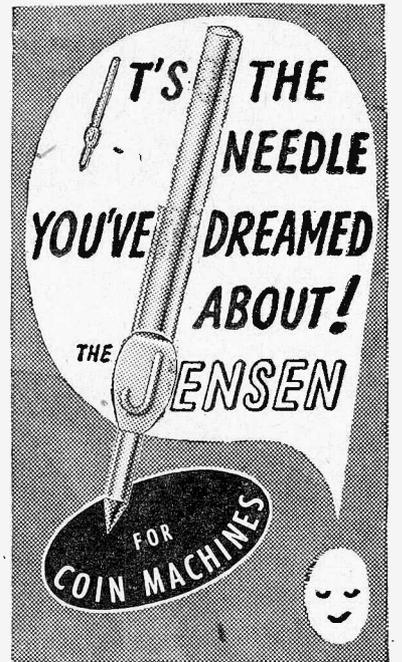
A novelty of Program Service's operation is its "console service." To subscribers, it offers a push-button console speaker in walnut finish on which either recordings or radio programs are available. Program can be changed by repeated pushing of a single button. Most of these installations offer five channels. Consoles also have volume control and on-off switch.

Young Brewster, who was an undergraduate at the University of Nebraska before he entered the army, reports that all but two fraternity and sorority houses on the campuses of N. U. and Nebraska Wesleyan now have the service. It also is installed in the Student Union at Nebraska.

The elder Brewster says that his firm's own music system is doing considerably better on the profit side of the ledger now than during the war. In the war years, service costs on the hotel circuits cut deeply into revenue, mainly as a result of the heavy, continuous turn-over in service personnel, he said. Hotel play, he reports, is holding up well and, in some instances, improving apparently because many travelers now are staying in their rooms rather than taking in the night spots.

On its Muzak system, Program Service now has 25 clients each in Lincoln and Omaha. It has just started its musicale operation in Omaha with a couple of hotel dining rooms. On its Automatic Hostess system in Lincoln, launched in mid-February, it has three customers, all taverns, but the company has a number of boxes ready to go out on location soon.

Rolla Hamer now is acting man-



It's DURABLE and LONGER LASTING than any needle yet designed for coin machine phonographs. It's the straight-line, Jensen Coin Machine Needle with the brand new locked-in precious metal tip. Operators tell us it is a profit-builder . . . because it assures fewer changes, greater economy. Get a supply of the new Jensens from your jobber today.

JENSEN INDUSTRIES, INC.
329 S. Wood St., Chicago 12, Ill.

National Distribution
Jobber's Name on Request

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

1736 N. Keeler CHICAGO 39, ILL.
Telephone: CAPitol 7852
Will Pick Up Within 100 Mile Radius

IN WISCONSIN



WANTED

Man thoroughly experienced, factory trained Seeburg mechanisms and Sound Systems. Must be capable of calling on trade as field service manager. State full experience, previous and present connection and salary expected.

FRANCO DISTRIBUTING COMPANY
24 N. PERRY ST. MONTGOMERY, ALA.
Phone: 7475 or 3-9164.

ager of the firm's Omaha operation, but one of the Brewsters expects to move there in the next few months to head up the network there.

HERE'S A REAL OPPORTUNITY

MUSIC FOR SALE

- | | |
|--|---|
| 2 WURLITZER 850. Each \$375.00 | 1 SEEBURG 8800. E. S. \$250.00 |
| 1 WURLITZER 750 375.00 | 4 SEEBURG 9800. E. S. Each . . . 250.00 |
| 1 WURLITZER 780E 375.00 | 3 SEEBURG REX. Each 100.00 |
| 13 WURLITZER 800. Each 350.00 | 2 SEEBURG COMMANDER. Each . . 185.00 |
| 3 WURLITZER 700. Each 350.00 | 6 SEEBURG CLASSIC. Each 175.00 |
| 9 WURLITZER 600. Each 185.00 | 1 SEEBURG MAJOR 225.00 |
| 9 WURLITZER 500. Each 185.00 | 4 SEEBURG REGAL. Each 100.00 |
| 1 ROCK-OLA STANDARD \$149.50 | 1 SEEBURG GEM 75.00 |
| 1 ROCK-OLA PLAZA 75.00 | 1 SEEBURG ENVOY 150.00 |

1/3 Deposit, Balance C. O. D.

KERTMAN SALES CORP.

575 CLINTON AVE. NORTH

ROCHESTER 5, N. Y.

PHONE: MAIN 2507

★ MAKE US AN OFFER ★

ALL EQUIPMENT IN EXCELLENT CONDITION
GOOD PORTION NEVER USED AND IN ORIGINAL CARTONS

- | | |
|---|---------|
| 100 TELOTONE (MUSICALE) BOXES, Chrome Finish, Ea.. \$ | COST |
| 9 #B.J. 1260 LOCATION AMPLIFIERS, Each | 170.00 |
| 1 #B. J. 2560 LOCATION AMPLIFIERS, Each | 207.00 |
| 1 B.J. 20 CONTROL CABINET (Studio Unit), and | |
| 2 B.J.I. CONSOLE TURNTABLES, for all three. | 2500.00 |
| 50 BAR BRACKETS, Each | 3.00 |
| 3 TWIN-12 COMPLETE WITH ALLIED TIMERS, Each | 275.00 |
| 10 ALLIED COMPLETE HIDEAWAY UNITS, Consisting of | |
| Amplifier—Power Pack and Timer, Built for Musical | |
| Boxes, for all ten | 2500.00 |
| 2 ALLIED SALESMEN'S DEMONSTRATORS, Leather | |
| Carrying Cases, Amplifier Mikes and Turntables, | |
| for both | 176.00 |

WRITE—WIRE—PHONE

MUSICALE OF NEW YORK, INC.

1154 FIRST AVENUE

NEW YORK 21, NEW YORK

Phone: REGENT 4-3337

Six hits for two bits

6/25¢

6/25¢

6/25¢

6/25¢

6/25¢

6/25¢



The Constellation's Automatic Hit Tune Selector—giving six pre-selected plays for 25c—is the biggest boost to quarter play in the history of automatic music. The player deposits 25c, pushes one button, and hears the six most popular numbers on the Constellation's 40 selection table. It saves time...it means faster play...it has the intriguing element of suspense—and it encourages the quarter play which is so important to greater profits! Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois.

The Standard, featuring the Mills Wide Range Tone Cabinet Speaker

the **MILLS**
Constellation

New York:

Joe Kockhansky, Premier Coin Machine Manufacturers' prexy, is celebrating his 25th year in the industry this week. . . . Dave Lowy, of David Lowy Company, was one of the most popular guys at the Music Guild Association banquet Wednesday (5). Seems Dave passed out decks of cards to all that asked, and many hot poker games resulted. By the way, "Generous" Dave had his name on each card. Dave Stern, of Seacoast Distributing, did himself proud by ordering champagne for his and nearby tables. H. F. Dennison, Personal Music Corporation, was emcee at the Personal Music table.

Item about Jim Noonon, of Noonon Amusement Company, and Al Blendow, International Mutoscope Corporation sales manager, in this column last week should have read: Jim Noonon plans to stay in Florida for a while longer, and Max Shaffer, Times Amusement Company, returned late in the week from Florida and joined Al Blendow.

Harry Pearl, MGA entertainment chairman, was slated to emcee at the org's annual banquet-entertainment-dance, but did not attend because of illness, and Leroy Stein, MGA executive director, did the honors. Jack Mitnick, Runyon Sales Company, was the needle that kept the sideline happy at the gathering.

Harold Heins, Heins Vending, and Morton Sacks, Uptown Cigarette Service, were the sparkplugs at the 11th annual dinner of the Wholesale Tobacco Distributors of New York last Saturday (1) eve. . . . Matty Forbes, Cigarette Merchandisers' Association manager, has been spending plenty of time out-of-town of late. . . . Lawrence Reiss, Statler Distributors, has expanded his Biscuit Vending Machine route. . . . Al Levy, Baltimore op, has just purchased a small New York mixed route. . . . Bob Scher, Skill Games Corporation, is on an Eastern Seaboard biz trip.

German Yites, just in town for a few days from the Panama Canal Zone, reports need great in CZ for juke and game machines—but current prices too high for average investor. . . . Tenth Avenue visitors this week are mostly lookers, according to reports. . . . Arcade and poker table owners, as well as some amusement game and salesboard ops, are starting to arrive for the annual Toy Fair, March 10-22, in the Hotel McAlpin. Affair is reported to be largest in history and again overflowing into nearby hotels and other buildings.

Lane, Harry Rosen and Myer Park-off, Atlantic and Seaboard New York Corporations, will open their new sixth-floor headquarters in April with a "coin machine exhibition." . . . Harry Fink, Charlie Rosenfield and Hymie Seigel, all New England ops, are house guests of Robert Orlick, Bronx op. . . . Barney Schlang, AMOA manager, is in Miami Beach. . . . Paul Rolland, Rolland Music, has returned from Florida. . . . Science Illustrated's next issue has a vending machine story.

Cleveland:

Cleveland Phonograph Merchants Association appointed three temporary members to the executive board for the months of March, April and May. They are Joe Valenti, Ace Phonograph; Coleman Stutz, of Advance Music, and Hank Ilg, Active Music Service. . . . Lester Bieber, Victory Music Company, is out of the hospital following a three-week illness.

Friends and associates of Julius Kame, former CPMA member, were saddened by the news of his death in Florida, February 25. . . . Mr. and Mrs. Jerome Malevan are the proud parents of a girl. Malevan is affiliated with V. and J. Music Company. . . . Nate Pearlman, L. and N. Music, Inc., and Joseph Miklovic are spending several weeks in Florida.

COINMEN YOU KNOW**Milwaukee:**

Invitations for the April 14 rally of Wisconsin coinmen were being sent out this week by George Gessert, of Packard Distributing Company, chairman of the event. On George Washington's birthday Gessert celebrated his own with a small family party.

Denny Holland has installed a coin machine in his Town House. . . . Doug Opitz, of Hilltop Amusement Company, is starting a new company to be known as the Wisconsin Vogue Distributing Company at 521 North 16th Street. Company will distribute Vogue records in Wisconsin.

Dick McDermott has been added to Morry Zenoff's staff and George Heintz will resume his managerial duties, replacing John Voss, who is returning to full-time schooling. . . . Jerome Jacomet, Red's Novelty Service, is readying a display for the April 14 showing at the Pfister Hotel. . . . Walter Harloff, Love Amusements, has returned from a trip up North. . . . Jack Pope, RCA Midwest representative, was a recent visitor to local record firms.

Tom Fleming and John B. Quiery will switch to a new phase of the record business when they join the new United Broadcasting Service with John Reddy, Joseph O'Shea and Robert Connell. New firm will feature pressings of original 15-minute shows.

Herb Geiger, one of the largest candy and tobacco dealers here, predicts that the candy market will open up in about 60 days. Geiger has just returned from a trip to Florida, during which he stopped off to talk with other vending men in Baltimore, Detroit, Louisville, Pittsburgh and Washington.

E. W. Rakow, Canteen Corporation, seconds Herb's statement but adds that release of sugar from controls may cause candy prices to skyrocket. Rakow and his wife are planning a surprise party for their small daughter, Sandra, on her birthday March 29. Their Great Dane, Dondwood Commanche Warrior, walked off with first prize at the dog show recently in Milwaukee Auditorium.

Plans for April 14 coinmen rally at the Pfister Hotel are going along so fast that an extra floor has had to be rented for the many displays scheduled by Wisconsin coin firms. . . . Bill Schwartz, son of the late Sam Schwartz, former operator in (See MILWAUKEE on page 115)

Philadelphia:

Ed Loeb, head of the Berlo Vending Company, largest vending operation in the area, has announced the engagement of his daughter, Sally Jane, to George Mattis, of Riverton, N. J. . . . Colbert Kelly and Dick Seeney, both familiar figures around town, have joined forces for a new music machine and pinball operation. . . . Helen Tindall, district supervisor for Berlo Vending Company in Wilmington, Del., has set up a larger candy operation for the company at the Arcadia Theater there. . . . Berlo firm has also installed a large candy operation at the Lyric Theater, Camden, N. J.

Bill Rothstein, president of the Amusement Machine Operators' Association and operator of the 15th and Market Street Arcade, has purchased the historic house at 204 South Eighth Street once owned by William Penn. . . . Don Fairbairn, new chatter columnist of The Evening Bulletin, observed that the Jefferson Hospital internes, in their white suits and stethoscopes dangling from pockets, rush to a luncheonette across the street for their late morning cup of java and then "play the pinball games with an intense, professional, operating-room gaze."

New Orleans:

Emil Willie has expanded his operations in Algiers on the west side of the Mississippi with purchase of Algiers Music Company from Nancy Fradilla. John Charbonnet went along with Willie in the mechanical department. Play is now fair on the west bank, they say. . . . Acme Phonograph Rental Company, owned by J. T. Rando, has been having trouble with folks who cut their names in machines rented out for parties, sometimes an entire group carves their initials, according to Sal Rando, manager, and some have even cut into plastics. Party rental business is slow, he said.

Frank Albano, Joy Amusement Company, is about the hardest man in town to catch in the office, what with his route, insurance business and other interests. . . . Frank Mancuso, of J. & M. Music Shop, is expected back from England in a week with his war bride and new baby. Julius Chevez, who has been handling the record department for Frank, says the local Paul Gayten Trio has cut another original at the J. & M. studio for DeLuxe Records. On one side is True, backed by Your Hands Ain't Clean, written by Gayten.

Arcadian Amusement Company, operating numerous iron claw machines here, moved to larger quarters at 1208 Carondelet Street from 1644 Clio. Owners are J. E. Stephens and St. Denis J. DeBlanc Jr. F. J. Abadie is office manager. All veterans got their old jobs back at Arcadian. They include R. M. Caro, J. W. Worley, Frank Knight, J. Lombardo Jr., A. W. Keith and A. H. Lentz. Abadie says the company is now able to get merchandise desired (See NEW ORLEANS on page 114)

Kansas City:

Wedding bells rang out recently for Jerry Ward, disk girl at the Brown Music Company, located on the Kansas side of the river. She's now Mrs. Daniel Ackers. Mildred Wade, who keeps the record department stocked with new platters, leaves for Minneapolis this weekend on business. Formal opening of the new appliance department at Brown's took place March 1. . . . Nick Evola, commenting on the heavy snow fall last week, said that all of them at Paramount Music Company had a "sliding good time" servicing routes.

William Betz, of St. Louis, president of W. B. Music Company, was in for a few days' conference with his partner, Harry Silverberg. Their two new mechanics are Robert Miller and Sam Allen. W. B.'s in again, out again salesman, Ed Lyons, was off to Junction City and Salina, Kan., last week. . . . Delbert Veach, of the V. P. Distributing Company, St. Louis, was in town visiting coin men. . . . Joe Schiltz, of Clay Center, Kan., long-time operator, was in with a newcomer to the industry, Robert Mercer, who will handle pin-tables and music boxes.

Irvin Weiler reports that Clark & McKay, new music and pins operation at Columbus, Kan., is starting out in a big way. . . . Tommy Graham, formerly with Weiler at Waynesville, Mo., will service machines for them. . . . The big news for those at Consolidated Distributing Company was that they will get delivery on their floor model Telequiz machine. . . . Kansans in on buying trips included Lewis J. O., Lewis F., and Hugo Prell, all of Prell Sales Company at Freeman; William Ehart, of American Amusement Company, Leavenworth; Lewis Pappas, music operator at Parsons, and William Turner and son, Charles, who operate (See KANSAS CITY on page 115)

Chicago:

Joe Kline, just back from a road trip thru Illinois for the Atlas Novelty Company, reports operators in that territory optimistic about business. He said that it was quite noticeable that conditions have changed for the better since his last trip two months ago. Nate Feinstein is flying down to Miami for a week's visit with his wife and baby. Firm visitors included Si Kase, Kankakee; Harold Miller, of McHenry; A. R. McDonald, Ottawa, and Des Fortner, Pontiac, Ill.

Marvel Manufacturing Company welcomed a visitor last week Fred Berke, Cookville, Tenn. Firm's Bill Perry says Chester Biehard, well-known Chicago engineer, has joined the staff, and Art Myers, salesman covering Indiana and Kentucky, came in and reported business fine. Front of Marvel Building is being modernized with glass blocks.

Telequiz Sales, in expanding their sales force, appointed Pat O'Neil, California, and Bob Abel, Mississippi, as representatives recently. . . . Max Glass, head of Max Glass Distributing, has been on a trip thru Florida and will return middle of this week. . . . Jimmy Martin, head of James H. Martin & Company, still thinks the disk biz is tops; he has good reason to, he says, for if it were brisker it would be a night and day affair. Jimmy has 30,000 platters of new Diamond artist, Dick Cannon, coming in. He said his shop for reconditioning cigarette machines is kept going these days.

Pat Wilson, Kelner Vendors, informs us that firm's new location at 3728 W. Division Street is ready to start humming. Pat says they moved in last week and are now breaking in the new surroundings. . . . Automatic Distributing Company received as visitors Jess Trump, Rantoul, Ill. and Boyd Lukins, Indiana Harbor, Ind. Frank Garnett, president, contemplates a vacation in Hot Springs, come early April. . . . Ray Cunliffe, of Brown Music Company, intends leaving for a two-week vacation in Florida about the middle of this month.

Ed Ravreby, of Associated Amusement in Boston, and Marvin Bland of Terre Haute, Ind., were among the business callers at Mills Industries, Inc., this week. Evelyn Jacobson, secretary to the firm's Dick Law, was away from the office nursing one of those winter colds.

Nate Gottlieb, of Dave Gottlieb & Company, cut his stay in Hot Springs short. Ed Shaffer, Shaffer Music Com. (See CHICAGO on page 114)

Los Angeles:

Phil Robinson, of Chicago Coin, reported that he is having headaches trying to keep up with deliveries of Kilroy. Evidently, Kilroy isn't here. . . . Jerry Cooper, of Riverside, was in the city looking around. . . . Johnny Nelson, of Inglewood, making the usual trip to West Pico. . . . Jack Gutshall, of Jack Gutshall Distributing Company, is back from San Diego. . . . John R. Miller, of Encanto, a buyer.

Ronny Malandra, in charge of the arcade equipment department for Bill Leuenhage, is good at guessing needles in a jar. With 600 people guessing the number of Aeropoint phonograph needles in a jar at the coin machine show, Malandra came within 65 of the correct number. His estimate was 13,952 when there were only 13,888 in the bottle. Guesses ran from 100 to 3,000,000. . . . H. Rosenberg, of New York, escaping the blizzard by basking in sunny California. . . . Sam Yaras, Dallas, making coin row rounds. . . . Juan C. Jimenez, of Mexico City, a visitor.

Jose Miguel and Hernando Laserna, of Columbia, S. A., at Badger Sales Company. They were representing J. M. Laserna Company and on a business trip and plan to visit manufacturers and distributors in San Francisco, Chicago and New York before returning to S. A.

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With Chrome End Rail and Instant Action **\$349.50**

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Model	Name	Profit	Price
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1000	5¢ Diamond Dust	11.00	.67
1000	1¢ Cigarette (Girlie), 26 Pk.		.79
500	25¢ Charley Board, X Tk. Def.	26.00	.69
1000	25¢ Charley	50.00	.89
1000	5¢ Nickel Charley	17.00	.96
600	5¢ Jumbo Hole Lulu, X Th.	13.50	1.42
1800	5¢ Lulu, Extra Thick	18.00	1.60
1000	25¢ J.P. Charley, Thin	\$52.04	\$1.15
1000	25¢ J.P. Charley, Thick	52.08	1.25
1000	25¢ J.P. Charley, X Th. Avr.	52.08	1.35
1000	10¢ J.P. Ready Money	50.70	1.79
1000	5¢ J.P. Win a Pin, Jumbo	24.80	1.79
1200	25¢ J.P. Texas Charley, Seal	102.28	1.89
1000	5¢ J.P. Girlie	Avr. \$28.00	\$2.55
1800	5¢ J.P. Lulu, X Thick	31.75	2.69
2400	5¢ J.P. Barrel	Avr. 46.32	2.98
2400	10¢ J.P. Barrel	Avg. 92.65	2.98
1664	5¢ J.P. Slot Symbols	46.55	3.35
1184	5¢ Jumbo Tens, Thick	Avr. 33.00	2.49
2160	10¢ Rd., Wh., Bl. Sgls. Tickets	\$72.00	\$1.49
2172	5¢ Rd., Wh., Bl. Sgls. Tickets	36.00	1.59
120	Tip Ticket Books, \$21.00 Gr. Doz.	1.95	
2520	5¢ J.P. Ticket Deal.	Avg. 48.00	2.75

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5 PANORAMS

(1 Viewing Machine)
A-1 Condition
\$225.00 each
\$1000.00 for All 5

MITCHELL NOVELTY COMPANY
3506 W. National MIWAUKEE, WIS.

Detroit:

Two new companies are being established here. They are the A. B. C. Music Company, 11 Moss Avenue, Highland Park, formed by Franklin Westgate, and United Venders' Company, 15691 Manning Avenue, organized by Martin Thomas and Anthony Abate.

Al Kremsky, of Jake's Amusement, in Flint, was severely burned when an oil stove exploded in his store, resulting in a fire that did damage estimated at \$5,000 to his stock. . . . Max Marston, of Marston Distributing Company, reports difficulty in getting delivery on enough new AMI phonographs to satisfy demand in his territory.

Stan's Amusement, of Flint, is buying new merchandise for its route. . . . Dick Griffith's Midwest Vendall is expanding into the amusement game business. . . . Jack Flanigan, Macomb specialty, has sold his music route and is enlarging his amusement game operation. . . . Joe Herman is managing the route for Arthur P. Sauve, pioneer operator, while Art is vacationing in Florida.

Joe Stewart has returned from California, where he is opening a new coin machine business, manufacturing a new roll-operated game, and may dispose of his interests here. . . . Another former Detroit, Max Moore, has returned to Westwood, Calif., after a visit here to dispose of his remaining Detroit interests. . . . Harry Stanton, Robinson Sales Company, reports he is scurrying to fill orders received at the Chicago show.

J. R. Pieters, of the King Pin Equipment Company, has returned to his home in Kalamazoo, Mich., after a trip South and a cruise thru the West Indies. . . . Samuel J. Rose, also of King Pin, is back at his office after a vacation in New Orleans.

Vancouver:

Joe McAllister, mechanic with Island Amusement Company, Victoria, B. C., still talks about the great time he had at the Chicago coin machine show. . . . Norma Brent has joined the record department of Taylor Pearson, Ltd. Firm has a new warehouse and store building at Richards and Nelson streets. New edifice will have a modern record section, according to E. G. Chown, manager.

Vic Little has sold out his music route in New Westminster. . . . During her holiday trip in Arizona Edith Smith was hit by a ball while playing golf and had to undergo an operation. . . . Hugh Smith's Arizona sojourn has much improved his health. He will return soon. . . . Harvey Walker, J. Holman and Sid Hole purchased the music route operated by A. H. Pease under the name Bastion Amusement Company, located at Nanaimo, Vancouver Island.

Stewart Pringle and J. Kennedy, operators of a pinball route on Vancouver Island, are considering adding jukeboxes and have been calling on distributors here. . . . George Horkan and Stan Thomas recently established a music route here and are adding machines to their route weekly. . . . Johnnie Hamilton, manager of Siegel Distributing Corporation, has purchased a new residence. Firm has a new member of its mechanical staff in person of Jack Cole.

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SPECIAL!! GLASSES AND PARTS FOR ALL CONSOLES.

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FOR BIGGER EARNING POWER!
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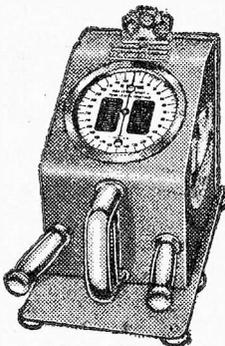
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FIVE-BALL FREE PLAY

MISS AMERICA has all the tested features of the famous Stage Door Canteen . . . plus additional play incentives, including the new BALL BACK feature! Exclusive in Maryland, D. C., and Virginia.



"DAILY RACES"
The Pick of the One-Balls
It's first in features that promote profitable play . . . features that assure and protect your earnings.



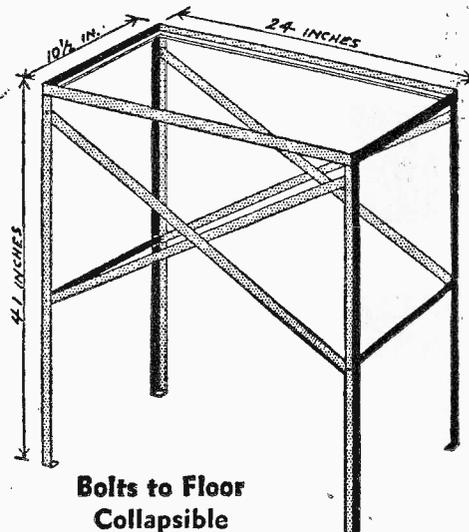
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Improved 3-Way Strength Tester
Consistent performance . . . consistent earnings . . . its universal appeal is a matter of record!

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These stands are brand new, all metal and painted black. They are collapsible and can easily be set up. Stands have feet that can be bolted to the floor. Price, \$12.50 each. Distributors, write for quantity prices. Satisfaction guaranteed or your money refunded.

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Equipped with Film Cleaners, New Screen, Inside and Outside Controls, All Lamps, Loose Film Attachment Which Avoids Film Breaks.

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COINMEN YOU KNOW

Chicago:

(Continued from page 112)

pany, Columbus, O., paid a business call to the firm's headquarters. Dave Gottlieb has a dinner party scheduled for his son, Marvin, at the Stevens Hotel March 11.

Over at Automatic Coin Machines & Supplies the news is that roadmen Morrie Ovis and Arthur Schwartz report their present trip is proving productive. Executives Irving Ovitz and Joe Simon are holding down the fort in their absence. . . . Dave Miller, New York, and Ed Heath, Macon, Ga., made business calls at the Empire Coin Machine Exchange during the past week. Gil Kitt flew in from his combination business and pleasure trip to Baltimore. The latest on Ralph Sheffield's English thoroughbred bulldog is that the pup already weighs 17 pounds.

John Neise, of O. D. Jennings, flew in from the West Coast to visit his wife who is on the sick list. He plans to leave immediately for the West to complete the business trip he has been making for the firm. W. G. Forther was a caller at the plant. . . . Clayton Nemeroff, Monarch Coin Machine Company, just returned from a short out-of-State buying trip.

Ben Coven, Coven Distributing Company, is back from a 6,000-mile pleasure jaunt thru the South. Mrs. Coven accompanied him on the trip. Ben says it's a good thing business is holding up well because prices down South were all rigged to help trim the tourist's pocketbook. . . . Jimmy Johnson, Globe Distributing Company, reports things looking up, says the firm is now able for the first time in over a year to promise immediate delivery on coin counters.

New Orleans:

(Continued from page 112)

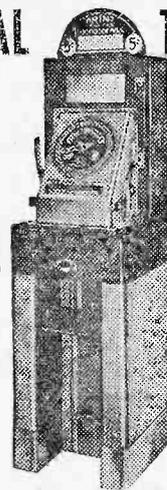
for the machines and that play is about normal in the city.

FAB Distributing Company is already beginning to think about the grand opening scheduled when they occupy their new building in about 90 days, firm's F. A. Blalock says. He has been traveling thru his Florida, South Carolina and Georgia territory. . . . Bob Dupuy says Wurlitzer business is good in the county even if slow in town. Number of out-of-town operators he named as recent callers backs this up. They include Ralph Sims, Alexandria; Ralph Smith, Brewton, Ala.; Lane Cawlishaw and Pop McRaney, Mobile, Ala.; Whitney Mouton, Kaplan; Oscar Marcello, Deridder; Donnaud N. Babin, Luling; Anthony Mele and Joe Saik, Hammond; Emile Kalil, McComb, Miss.; Leslie Wade and Dave Levins, Hattisburg, Miss.; Smokey Weaver, Jackson, and Buster Williams, of Newellton and Monroe.

Papa Pace and Louis Boasberg were out to the races recently. . . . Frank Lauer, of Delta Amusement Company, is still traveling in a big way. . . . Frank O'Brien, Dallas Distributor, was calling on Jules Peres and O. C. Marshall at New Orleans Coin Machine Exchange.

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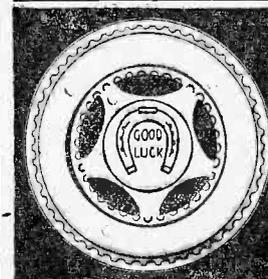
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FINEST QUALITY METAL TYPER DISCS

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NEW COLORED DISCS NOW AVAILABLE

Guaranteed to increase your receipts. WRITE FOR SAMPLES AND PRICES.

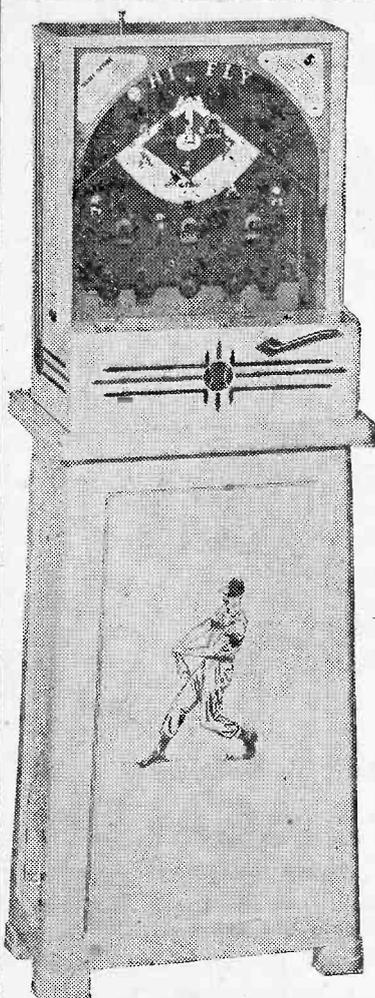


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IMMEDIATE DELIVERY

Fast Action!

Fast Profits!

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A Brand New Vertical Pin Game!

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- High luster chrome finish—all metal construction.
- Automatically dispenses EITHER 5 or 10 NICKELS in the palm of your hand.
- Capacity—thirteen dollars in nickels.
- Floating-mount solid die cast coin slides cannot warp, stick or jam.
- Well balanced design—13" high, 7 1/4" wide, 5" deep.
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OPERATORS AND JOBBERS OF TICKET DEALS

A few of our leading PROVEN Player-Appeal TICKET DEALS. Machine folded and banded. IN LOTS OF 100 OR MORE.

1000's on Spindle, Each \$.75	1380 R.W.B. Jar Deal, Gross \$150.00
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NO TWO DEALS ALIKE.

WIN-A-FIN 1000 Tickets. 5 in Bdl. 25¢ Play. Average Net Profit, \$24.00. \$2.25 EACH.	LUCKY FIVE 1200 Tickets. 5 in Bdl. 25¢ Play. Average Net Profit, \$30.00. \$3.00 EACH.	LUCKY TEN 1000 Tickets. 4 in Bdl. 50¢ Play. Average Net Profit, \$55.00. \$3.00 EACH.	TEN FIVES 1200 Tickets. 5 in Bdl. 25¢ Play. Average Net Profit, \$34.00. \$3.00 EACH.	TWELVE TENS 1200 Tickets. 5 in Bdl. 50¢ Play. Average Net Profit, \$50.00. \$3.00 EACH.
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Any size Spindle, Jar or Combination Deals, Tip Books, Payout Cards and Stands. 1/3 Deposit, Balance C. O. D. WIRE, WRITE OR PHONE EITHER

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1 Mangels Shooting Gallery, five Guns and 1) Cases of Ammunition. Also 25 Arcade Machines, including Guns; a Grandmother, and Atlantic Machines. 1 small Safe and 1 National Cash Register.

Complete Lot \$2,500, f.o.b. N. Y.

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NEW YORK CITY

X-RAY POKER and POKERINO operators

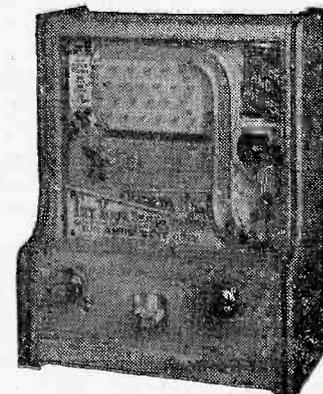
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PENNYLAND

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KICKER and CATCHER



1¢ Play \$49.50
100% Skill! Takes in more money per dollar invested than any Game made!
5¢ Play Add \$3.75

TERMS: 1/3 Deposit, Balance C. O. D.

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IT'S
BRANSON
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ELECTRONIC PHONOGRAPHS AND ACCESSORIES

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Kansas City:

(Continued from page 112)
erate the Turner Amusement Company at Topeka.

Rudy Greenbaum, vice-president of the Aireon Corporation, spent a week in St. Louis on business. . . Clarence Owens, new service man at Automatic Coin Machine Company; Earl Hess, regional manager for Packard Manufacturing Company, and William Jordan, service man from the Packard factory, made a good will trip thru Western Missouri and Kansas. . . George Wormington and Jack Kennedy, of Melody Lane Music Company, were elected recently to membership in the Heart of America Showmen's Club.

K. D. Smith, of Coin-O-Amusement Company, St. Joseph, Mo., was in on a buying trip. Another St. Joseph operator putting in an appearance was Chester Troyer. . . Other Missouri coinmen in were L. W. Bronson, juke operator at Butler, and Lloyd E. Bowers and wife, from Sedalia.

Milwaukee:

(Continued from page 112)
Green Bay, Wis., who passed away recently, has opened a musical talent agency here in partnership with August Morin, also of Green Bay. . . Michael Cudahy is another young man going into the recording angle of the juke box business here; he has already pressed sides of Skip Berg, pianist; Jan Jarvis, organist, and the Eddie Getz Quintet.

Tony Stahl threw a party for 30 friends of his daughter, Mary Ann, for the celebration of her birthday and graduation from St. Mary's Academy. . . Mary Ann starts at Marquette University now for a medical career. . . Tony is completely recovered from his recent major operation. . . Society honors run in the Cortese family; Felix himself was just elected treasurer of the Society of Mutuo Socorro Circolo Calabrese, and his wife, Beatrice, was elected chaplain of the Ladies Auxiliary of the Solomn Juneau Post of the American Legion here. Felix recently returned from a health check-up at the Mayo clinic in Rochester.

Matt Schaefer has recovered from his recent illness and attended the March 3 meeting of the Wisconsin Phonograph Operators Association on his first day out of bed. Those present at the meeting included Ed Brede, Doug Opitz, Clyde Nelson, Len and Donald Casper and Stanley Beck. . . Recent slippery sidewalks left in wake of Milwaukee's snow and cold wave took their toll of local coinmen. Stanley Beck Sr. fell and broke his nose; Nick Novasic took a spill but luckily landed in a snow-bank.

Ben Lewandowski is the newest veteran to join the ranks of coin machine demonstrators for a local firm; Ben is looking for a Ford convertible to replace his '47 Packard as better for display carrying of machines. . . Erwin Beck is going to University of Wisconsin School of Dentistry while he has charge of the stockroom for Mitchell Novelty. Mitchell's collector, Ed Tobalski, is going around beaming at the prospects of becoming a dad soon. . . Oldest daughter of John Gregg, shop foreman at Mitchell, has just been graduated from high school and has gone to work in a local hospital.

Wisconsin Phonograph Operators Association has voted to change its meeting schedule from once a month to once every three months after the April meeting. Luncheon will be included with this tri-monthly meeting for members and potential members. . . Association recently donated a juke box to Milwaukee Youth Center. . . Joe Beck is in town every week-end from Chicago. Emily Beck celebrated her birthday recently with a family gathering. . . Matt Schaefer is mighty happy over arrival of five new AMI's.

Tony Zore, of Sheboygan, Wis., has taken his new son-in-law into his firm. (See MILWAUKEE on page 117)

FOR IMMEDIATE DELIVERY!
BAT-A-BALL, Sr.
\$249.50 F. O. B. Chicago

Junior League BAT-A-BALL
\$79.50 F.O.B. CHICAGO

Contact us for your nearest distributor or order from your distributor direct.

DISTRIBUTORS:
Write for Quantity Prices.

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104 EAST GRAND AVE., CHICAGO 11, ILLINOIS. ALL PHONES: WHITENALL 4376
BUY "AMERICAN" AND YOU BUY THE "FINEST"

WHILE THEY LAST
Sample Dozen \$11.52
A Trial Order With Full Information Will Convince You.

NO MORE CHEATING
WRITE FOR FULL INFORMATION
SALESMEN WANTED

THE NEW DEAL MFG. CO., INC.
411 North Bishop Dallas 8, Texas

MAKE US AN OFFER
First reasonable offer takes these 7 consoles

- 2 Mills Stanco Bells, P.O.
- 3 Saratogas, P.O.
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- 1 Ray's Track, P.O.

These machines are all clean and ready for location

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FOR IMMEDIATE DELIVERY!

ABC Bowler	\$39.50	Show Boat
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Capt. Kidd		Star Attraction
Defense Eagle Squadron		School Days
Four Roses		Seven Up
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		Venus
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Clover \$29.50 | Wild Fire \$29.50
Speed Demon \$29.50

\$59.50
Big Parade Five-Ten-Twenty | Knockout | Marvel Baseball Yanks

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UNITED INDUSTRIES
525 PARKER ST • CHESTER • PENNA.

VICTORY CONVERSION VALUES

ON DECK	for Snappy	HERE IS WHAT YOU GET . . .
GIRLS AHOY	for Seahawk	
GLAMOR GIRLS	for Sport Parade	NEW! Flashy 14-Color Score Glass
FOLLIES OF '46	for Hi-Hat	NEW! Large Size Bumper Caps
TWIN SIX	for Gold Star	NEW! Score Cards
BASEBALL	for Seven-Up	NO MECHANICAL CHANGES

Costs you only \$12.50 Ea. F. O. B. CHGO.

WRITE FOR COMPLETE LIST

VICTORY GAMES
2140-44 Southport Ave. CHICAGO 14, ILLINOIS
"America's Pin Game Conversion Headquarters"

RUSH YOUR ORDER TODAY!

NOTHING ELSE TO BUY!

TUBES and NEW ACCESSORIES

Complete Line of Phonographs and Parts

AN OPEN LETTER TO "JUKE BOX" OPERATORS

This letter is written by the founder of "ALBENA SALES CO."—not by a "Ghost" or "Ad" writer. Every word comes straight from the heart. Ours is a business with a conscience. We have always endeavored to see to it that the operator got the most out of his equipment—with proper management—low cost operation. Originally we were in the used parts business (JUKE BOXES EXCLUSIVELY) and we knew then as we know now—that the Seeburg, Wurlitzer and Rock-Ola machines were built to stand up and give good service permanently. We like the JUKE BOX BUSINESS and it hurts us to see really good used equipment selling for so little. WHY?

Today we rebuild these music boxes (that were so sturdily built) to give years and years of good music and good service. We honor the manufacturers and engineers who originally built these wonderful Wurlitzer, Seeburg and Rock-Ola machines by modernizing the cabinets—that they may look beautiful (AS THOUGH THEY JUST CAME FROM THE FOUNTAIN OF YOUTH). We thoroughly overhaul the mechanisms and we know that they will stand up and help bring in good collections long after the price tags are forgotten.

The writer has had ideas buzzing in his head that there are many successful operators who are not too proud to buy real honest-to-goodness bargains.

Here are some of our offerings (we have many more):
WURLITZER 616 COMPLETE LITE UPS \$165.00, WURLITZER 24s \$210.00, SEEBURG VOGUES \$255.00, SEEBURG GEMS \$235.00, etc.

All of these machines are good investments that will prove profitable indefinitely.

Think it over—"GOOD Values"—"Bargains." "Why"—because these machines can be placed anywhere and on any location. They have that modernistic eye appeal that will bring in real profits. (Signed)

Ben Horowitz

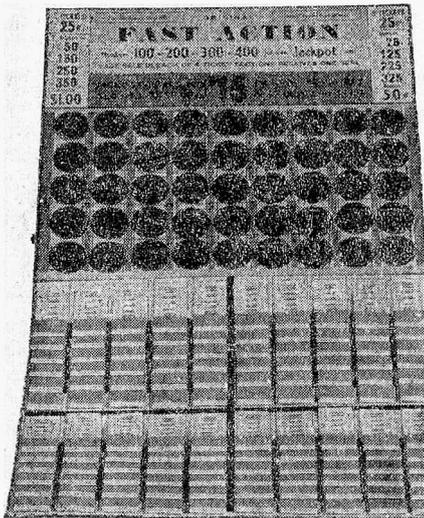
P.S.—We have a complete line of new and used parts for all makes and models of "Juke Boxes." Send for list.

Deposit Required With All Orders.

ALBENA SALES CO.

587 10th AVE., NEW YORK 18, N. Y. • LOngacre 5-8334

The Home of ORIGINAL FAST ACTION



Presents Another
**GREAT PAD DEAL
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FAST ACTION

A small, fast moving, fast profit Deal. If you want fast action—here it is.
 Takes in\$30.00
 Pays out (Avg.) 17.44
 Profit (Avg.)\$12.56
 Best possible profit\$16.00
 600 Tickets (Five in a bundle), 45-seal Card, Seals carton. 1 @ \$15.00; 1 @ \$5.00; 1 @ \$2.00, and 42 @ \$1.00.
 8 seals go 4 on open numbers, 4 on sections. Consolations, 4 @ \$1.00; 4 @ 50¢.

**Sample Deal, \$2.40 ea.
 Dozen \$19.20**

Write for quantity price on this and other Fast Action Pads, Jar Tickets, Tip Books, Baseball Tickets, etc.

WILNER SALES COMPANY, Inc.

715 NORTH ELM ST.

MUNCIE, IND.

"HARD TO GET" COIN MACHINE

PARTS

LIVE BUMPER RINGS, PIN GAME GLASS, COIN CHUTES, TIME CLOCKS, BACKBOARD GLASSES — ANYTHING YOU CAN THINK OF FOR YOUR COIN MACHINES!

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COIN MACHINE
PARTS LIST

COIN MACHINE SERVICE CO.

PARTS FOR EVERY OPERATOR'S NEED
 2307 N. WESTERN AVE. Phone HUMBoldt 3476 CHICAGO 47

LATE SERIAL INTERNATIONAL MUTOSCOPE PHOTOMATICS

With Inside Lights — Absolute Perfect Condition — \$300.00

NEW ORLEANS NOVELTY CO.

115 Magazine Street

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New Orleans, Louisiana

Great Britain Preparing To Challenge Leadership Of U. S. in Coin Exports

Trade Fair in London Attracts Continental Attention

LONDON, March 8.—Great Britain, which imported 95 per cent of its coin machines from abroad prior to the war, is getting ready to challenge the United States as the leading supplier of automatic equipment to most of Europe.

This statement was made to a correspondent of *The Billboard* at the recent three-day Amusement Trades Fair in London by one of the leading coin machine manufacturers in the British Isles.

Manufacture of coin machines is one of Britain's youngest industries and since the war a number of previously unknown firms have expanded considerably. Reason for the increase is generous government support, particularly in the form of priorities for materials and de-requisitioned factory space. Condition for this assistance is that two-thirds of all manufactured products must be exported.

Attracts Foreign Buyers

Chance of British success in supplanting the United States in the European coin machine market is uncertain, but the fair attracted several buying parties from France, Belgium and Holland, all of whom placed orders. In addition, complete "fun fairs" are to be equipped in Persia and Burma.

Fair lasted only three days and was badly handicapped by present electricity cuts in England, but it was attended by visitors from a score of foreign countries.

New designs were to be found in the coin machine section of the fair. There was a constant crowd around the Love Meter display of the Yorkshire firm of Oliver Whales. Machine is an elaborate affair in two sections, one for men and one for women. Each section has some 40 ratings ranging from "passionate" to "meek."

Pilot Test, another machine exhibited, is a new adaptation of the steering wheel principle and resembled a development from the arcade type wall machine. It is equipped with a different background for Oriental markets.

Another new machine was a mechanical sparring partner which for five minutes gives a strong man all the bounce he wants. In fact, the manufacturers say the machine is not for children.

Many for Export Only

Many of the coin-operated machines bore notices "For Export Only." This applied especially to mechanical dart boards which are wanted by many people in England where darts are played in every amusement spot, regardless of size.

Biggest overseas orders were placed for the Butovue of the Crane Company in London. Machine shows a series of color pictures in three parts, lasting from 12 to 15 minutes in all. A special film-chain system keeps down wear and makes interchange a matter of seconds. A large library of subjects is provided for each machine.

Another machine which attracted much attention at the fair and which already is in use in England is the Jump a Copper for Football Pools. Object is to score by rolling balls along a table provided with holes making for play similar to the coupon pools played by practically everybody here. Score is indicated on electrically lighted backboard. It can be

operated by one or more persons at a time.

At the close of the fair one of the organizers stated:

"We have done considerably better than we expected, judging by order books. Not only the required two-thirds but three-fourths of the orders are on foreign accounts."

PACE

The BIGGEST NAME in BELLS

Deluxe Chrome Bells
 5¢ - 10¢ - 25¢ - 50¢ - \$1.00

PACE

MFG. CO. INC.

2900 INDIANA AVE. CHICAGO, ILL.

BARGAINS

VICTORY DERBYS (New).....	\$395.00
VICTORY DERBYS (Used).....	295.00
VICTORY SPECIALS (Used).....	325.00
MILLS 4 BELLS (Late Head).....	365.00
JUMBO PARADES, P. O.....	54.50
COLUMBIAS (Cigarette and Bell).....	37.50

Also other games.
 1/3 Deposit.

WRITE, WIRE, PHONE

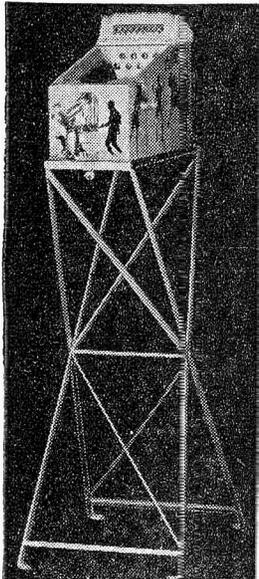
C & N SALES CO.

405 No. Front St.
 Mankato, Minnesota

3 Superliners	@ \$189.50
2 Spellbound	@ 179.50
Both Like New	
3 8800 Seeburg, RCES	@ \$300.00
2 8200 Seeburg, RCES	@ 350.00
1/3 Deposit, F. O. B. Orlando, Florida, Balance C. O. D.	
CENTRAL CIGAR & TOBACCO CO.	
830 W. Central Ave. ORLANDO, FLA.	

GET MORE LOCATIONS

FOLDING STEEL STANDS
BRIGHT ALUMINUM FINISH.
Built and designed by an Operator
for an Operator.



Set up in less than one minute. Only ONE nut to tighten, and your MACHINE and STAND are set up. Machine is firmly held in stand, no screws or holes in your machine. Stand sets firmly on floor. Holes provided in feet if you wish to screw down. You can carry over a dozen in the back of your car, folded. Weight, 16 lbs. **ORDER TODAY. SUPPLY IS LIMITED.** SEE YOUR DISTRIBUTOR, or order direct.
Sample \$9.50
2 to 10 8.50
10 or more 7.50
F. O. B. SAN ANTONIO,
1/2 Cash, Balance C. O. D.

UNITED AMUSEMENT CO.
310 S. ALAMO ST. SAN ANTONIO, TEX.

Coin Machine Trade Outlook Bright in Maine Port Cities

EASTPORT, Me., March 8.—Sardine cannery workers, male and female of all ages, have become consistent coin machine devotees here. Outlook for canning, basic industry of the county, is bright with reopening of the season in mid-April.

Wages for cannery workers have been the highest in history and the same is true for rates paid fishermen for sardines. In addition, fishermen have been getting paid for the fish scales, which are processed into paste and essence for conversion into imitation pearls.

A complication is the fact that about 40 per cent of the money in circulation in towns along the coast is Canadian currency, which lately has been subject to a discount fluctuating between 4 and 10 per cent.

Some coin machine ops have been displaying cards asking patrons to have their money changed into United States silver before playing the machines. Others have been accepting the Canadian money at face value.

Families from nearby Grand Manan, Deer and Campobello Islands, all in Canada, and from the Canadian mainland, do practically all their buying and selling on the United States side.

Shorter Panama City Route Being Plugged

DOTHAN, Ala., March 8.—Rerouting of highway traffic, a factor in coin machine play in the immediate vicinity, may take place if plans of Florida civic club members to begin an advertising campaign to help attract traffic from Alabama to Panama City beaches via a new short-cut highway are successful. Club delegation met recently with the Dothan Chamber of Commerce to discuss the campaign.

A. D. Carmichael, chairman, stated that visitors from Alabama and other States would save approximately eight miles on the new road to Panama City and Long Beach.

Milwaukee:

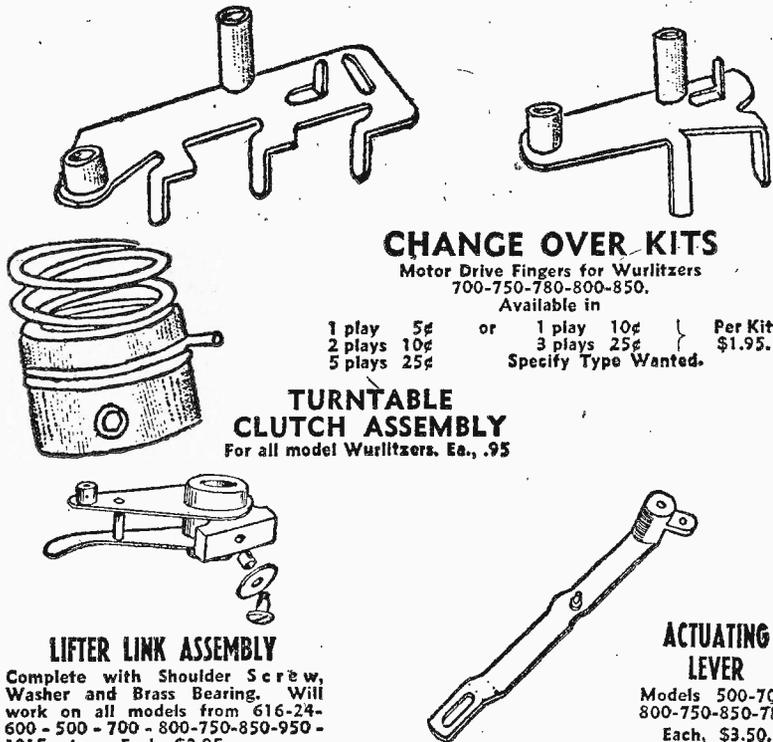
(Continued from page 115)

... Recent visitors to see George and Ed Gessert at Packard Distributing were Little Eddie, the Mercury wax works midget trade-mark, and William C. Mossbarger. Latter will make Milwaukee his headquarters while he works the State. ... Doug Opitz's new firm, Vogue Distributors, will share office space with Walter Tetting, of General Novelty. Walter was visited by Earl Tompkins, of Manitowoc, Wis., recently; Walter's secretary, Lucille Grabbe, has been seriously ill at St. Joseph's Hospital. ... Frank Kowatch marked his sixth year with General last week. ... Coinman Fred Pease narrowly escaped serious injury a few weeks back when his car was in a smashup in Clintonville, Wis.

Marie Pierce, wife of C. S. Pierce, of Brodhead, Wis., is in St. Claire's Hospital in Monroe, Wis., recovering from an operation. ... Ed Tarman and Otto Hadrian have just installed their juke box and wallbox system in Fisher's Restaurant. ... Larry Evert's orchestra is preparing for their juke box recording sessions by practicing twice weekly. ... Among many coin people present at Bea Moreley's anniversary party in her Palm Garden night club were Ben Lewandowski, Lew Behrend, Gene Fields and Esther and Phil Itzkowitz. ... Sam London is still basking in the sunshine in Florida.

HEATH'S PARTS SPECIALS NOW AVAILABLE IN LIMITED QUANTITIES

Rush your orders today for these hard-to-get parts. This merchandise is precision built of best material. We guarantee 100% satisfaction on every purchase. Your money will be cheerfully refunded if you are not satisfied.



CHANGE OVER KITS

Motor Drive Fingers for Wurlitzers
700-750-780-800-850.
Available in

1 play 5¢ or 1 play 10¢ Per Kit
2 plays 10¢ 3 plays 25¢ \$1.95.
5 plays 25¢ Specify Type Wanted.

TURNTABLE CLUTCH ASSEMBLY
For all model Wurlitzers, Ea., .95

LIFTER LINK ASSEMBLY

Complete with Shoulder Screw, Washer and Brass Bearing. Will work on all models from 616-24-600-500-700-800-750-850-950-1015, etc. Each, \$2.95.

ACTUATING LEVER

Models 500-700-800-750-850-780. Each, \$3.50.

Write today for parts circulars. We have the most diversified line of parts in America for music and other coin operated machines.

HEATH DISTRIBUTING CO.

217 THIRD STREET

MACON, GEORGIA

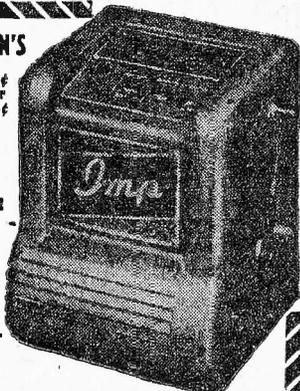
GROETCHEN'S

IMPS

1¢ or 5¢
Fruit or Cigarette Reels.
Brand New! Immediate Delivery!

\$13.75

Lots of 6. Single—\$14.75.



RUSH ORDER HARD TO GET STANDS

for Merchandise Vendors

Solid Steel Base Total Weight 40 Lbs.

PRICE \$4.00

Will Support Any Type Vendor.

VEEDCO
2113 Market St., Phila., Pa.



DON'T LAUGH

It isn't funny the way some arcades look today. The public isn't throwing its money away any more. Look at your place with their eyes! See how many of your games are shabby, dingy. So, prime the pump, boys. If you want to make money—spend a little. If you can't afford new games, GET SOME OF OUR RECONDITIONED EQUIPMENT THAT LOOKS, PLAYS AND LASTS LIKE NEW.

See Us. We've got the Most Complete Line of Arcade Equipment in the Nation.

FREE—ILLUSTRATED PRICE LIST OF MACHINES, PARTS AND SUPPLIES

New or Rebuilt Amusement Machines—Any Make or Model—Munves Has Them All.

MIKE MUNVES
510-514 W. 34th St.
N.Y., 1, N.Y. (Bryant 9-6677)

Marvel's
POP-UP
THE COUNTER GAME THAT IS LEGAL EVERYWHERE!

POP-UP will 'score' every time in ANY location EVERYWHERE! POP-UP will out-earn any game of its kind.

ACCURATE, COMPETITIVE, SKILL SCORING

POP-UP WILL TRIPLE YOUR PROFIT!
FULLY METERED—NO COIN COUNTING NECESSARY

PRICE \$49.50
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MARVEL MANUFACTURING CO.
2847 FULLERTON AVE. EVERGLADE 0230 CHICAGO, 47

ORDER FROM YOUR NEAREST DISTRIBUTOR

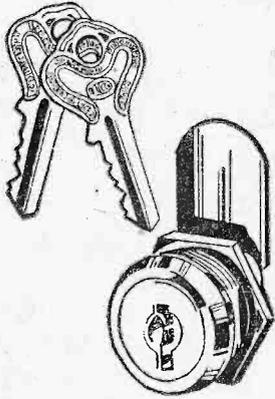
SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$.25
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	65.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	65.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.00
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

WRITE FOR OUR LATEST PRICE LIST
Large Steel Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢ stating your requirements. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

Let ILCO Locks secure your Profits



No. 4010B Coin Machine and Cabinet Lock. Disc tumbler type. Die cast cylinder. 90 degree cam movement. A strong, secure lock for vending machines.

This popular number is in big demand for "penny" machines where a simple disc tumbler lock can be used. Sturdy and shock resisting, it affords adequate protection. Can be keyed alike for collection convenience.

ILCO Coin Machine Locks on all your vending machines are an investment that will pay you dividends in increased collections and reduced maintenance costs.



INDEPENDENT LOCK COMPANY
Fitchburg • Massachusetts

Better Public Relations In Coin Field Discussed

LOS ANGELES, March 8.—Plans for increased work in public relations in the coin machine field were discussed at a luncheon-meeting of the Associated Operators' of Los Angeles County, Inc., here by James A. Gilmore, secretary-manager, Coin Machine Industries, Inc. Gilmore was on the Coast to confer with Curley Robinson, AOLAC managing director.

Gilmore displayed laudatory letters and copies of general features in newspapers and magazines on phases of the coin machine field prior to the luncheon. Speaking briefly, Gilmore said that CMI plans to launch an all-out public relations campaign in the near future. While no pitch was made for associate memberships in the association at this time, Gilmore declared that a drive would be made in this area "at the proper time" to secure them. At present there are some 700 associate memberships. The campaign will be conducted to secure as large a membership as possible for "if you have a stake in this organization, you will work for it," the secretary-manager stated.

In addition to the discussion of the campaign for memberships, Gilmore said that future CMI plans also include the setting up of a tax commission and a division for vending machines. "Vending machines will be big business in this field and we want to include them in our association," he told the gathering. Need for a national legislative committee to delve into every town, city, county and State for pending bills was voiced. CMI hopes in the near future to be able to supply information of this type to any group or association needing it.

Tom Wall, local operator and former director of AOLAC, took the floor to thank Gilmore and CMI for the public relations job that has been done. "I think it is fine that your organization is doing this work," Wall said. "I believe that had the program been launched earlier that many operators would not be facing problems they are today."

Robinson spoke of the outstanding public relations jobs done in other fields, citing an example of a cosmetic firm that advised that when they sold a firm they saw to it their product was sold. He declared that it was possible for the coin machine industry to do the same kind of job and that he was glad to see the industry moving in this direction.

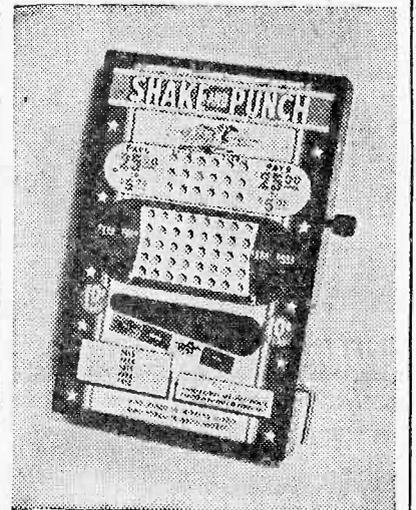
Robinson will receive his Cadillac

award for exceptional work in public relations soon. Gilmore presented him with a purchase order directed to any Cadillac dealer in the area.

Robinson thanked the CMI representative for the award. As a token of appreciation for the work done in connection with the local organization, Gilmore was presented with a portable radio.

Gilmore, with Mrs. Gilmore, left here Wednesday for San Francisco and Portland, Ore., before returning to Chicago.

Shake and Punch



The permanent race horse sales board that can be used over and over without additional cost. Shake and Punch has nine beautiful colors, which makes it very attractive and affords all the fascinating features of a race track. Pays out on win, place, show and daily double!

Average Gross Take \$57.60
Average Payout 29.00

Average Profit \$28.60

A proven winner with a fast turnover. Try Shake and Punch at once—Only \$6.75 Each. Lots of 2 Only \$12.00. Lots of 12 Only \$60.00.

IMMEDIATE DELIVERY
Terms: 1/3 Cash With Order, Balance C.O.D., or Send Full Amount and Save C.O.D. Cost.

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VICTOR VENDING CORP.
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For All 16MM. Coin Operated Machines, SOUND AND SILENT

Approved in the States of Michigan, Ohio, Indiana, Illinois, Wisconsin, West Virginia, Kentucky, Virginia and many other States.

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COOPER ENTERPRISES
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ONE BALL PIN GAMES

- 1 Bally Blue Grass, F.P. \$ 69.00
- 1 Bally Sports Special, F.P. 76.00
- 1 Bally Club Trophy, F.P. 88.00
- 1 Bally Dark Horse, F.P. 79.00
- 1 Bally Record Time, F.P. 99.00
- 2 Bally Grand Nationals 29.00
- 1 Bally Jockey Club 179.00
- 2 Bally Kentuckys 88.00

STEWART NOVELTY CO.
1361 S. Main St., Salt Lake City, Utah

NEW ABT CHALLENGERS
\$65.00

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SAMPLE, \$65.00
2 to 5, \$60.00
6 to 10, \$55.00
11 and Up, \$50.00

Immediate Shipments from Stock on Hand. Send Deposit With Orders.

Also have a good stock of new and used Slot Machines, Vest Pocket Bells, etc. **WIRE OR WRITE.**

A. L. KROPP
715 A St. Meridian, Miss.

<p>SPECIAL SEEBURG AMPLIFIERS RIFLES MOTORS REPAIRED PROMPT SERVICE</p> <p>WANTED SEEBURG CHICKEN SAM AND JAILBIRD RAY GUNS</p> <p>WILL PAY \$30.00 Each Must be Complete, with all parts.</p> <p>Write for Shipping Instructions.</p>	<p>SEEBURG RAY GUNS "SHOOT THE BEAR"</p> <p>SPECIAL \$149.50</p> <p>COMPLETELY RECONDITIONED REPAINTED AND CONVERTED FROM SEEBURG RAY GUNS</p> <p>IMMEDIATE DELIVERY SOLD ON COINEX MONEY BACK GUARANTEE</p>	<p>CLOSING OUT RECONDITIONED PIN GAMES</p> <p>BIG TOP \$115.00 FOUR ACES 89.50 KEEP 'EM FLYING. 97.50 YANKEE DOODLE . 97.50 VICTORY 79.50 MIAMI BEACH . . . 55.00</p> <p>These Games are completely reconditioned and look like new. Ready for immediate placing on location.</p>
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1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

COMPLETE STOCK OF SEEBURG RAY GUN PARTS



Telephone GRAceland 0317 • 1346 Roscoe St., Chicago 13, Ill.

<p>Rock-Ola Twin 12, Packard Adapter, in New Steel Cabs. \$295.00</p> <p>Rock-Ola Playmaster, Equipped for Packard Boxes 265.00</p> <p>With Spectravox 295.00</p> <p>Lite League 149.50</p> <p>Black Cherry, 25¢, Original 145.00</p> <p>Packard Boxes, Like New 31.50</p> <p>Seeburg General 24 Selection Receiver, Type GSR-1, With Three 24 Selection 5¢ Wireless Boxes 119.50</p>	<p>Bat-a-Ball \$ 97.50</p> <p>Mills Throne 215.00</p> <p>Mills Empress 245.00</p> <p>Rock-Ola 10 Pin 149.50</p> <p>Score-a-Barrel (Used) 269.50</p> <p>Wurlitzer 71, Illum. Stand 165.00</p> <p>Wurlitzer 24 Hideaway 225.00</p> <p>Wurlitzer 125 Boxes, 5¢, 10¢, 25¢ 29.50</p>
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All in Excellent Condition, Ready for Location.

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PACKARD DISTRIBUTING CO.
534 N. 9th St., Milwaukee 3 Wis.
Phone: DAILY 3991

We are now delivering

- Williams Show Girl
- Chi Coin Kilroy
- Bally Double Barrel
- Bally Entry
- Bally Comb. Draw Bell, 5-25c
- Bally Triple Bell
- United Rio
- Miss America
- Daily Races
- Exhibit Vanities
- Mills Blk. Cherry, 5, 10, 25, 50c
- Mills Vest Pocket
- Keeney Bonus Bells
- New Slot Stands
- A.B.T. Challenger
- Gottlieb Deluxe Grip Scales
- Columbus Peanut Machines
- Daval's Products

Terms: 1/2 Certified Deposit, Bal. C.O.D.



Sterling
NOVELTY CO.

669-671 S. Broadway
LEXINGTON 20, KY.

Hope St. Paul Man Avoided Beheading After Jap Capture

ST. PAUL, March 8.—Dim hope that Jake Henry Nilva, former St. Paul coinman, was not beheaded with other members of his navy bomber crew by the Japs in 1944 was being held this week by Nilva's relatives after receiving the first report in two years of what might have happened to him.

A brother, Allen Nilva, an executive of the Mayflower Novelty Company here, said he is trying to organize a mission with the approval of the U. S. Government to go to the Celebes Islands to search for his brother and three other crewmen of the aircraft. Supporting him in his efforts is Congressman Edward J. Devitt, of St. Paul.

First word of what might have happened to Nilva, who was credit manager of Mayflower Novelty until he entered the navy in 1942, came this week when a Jap naval captain was sentenced to the firing squad for beheading a group of American fliers.

Crashed in Celebes

Nilva, an aviation machinist's mate 2/c, was a member of an 11-man crew returning from a mission over North Borneo on October 2, 1944, when their plane crashed over Kendari in the Celebes. Two members of the crew died in the crash and nine survivors, according to Thomas J. O'Neill, chief prosecutor for the War Crimes Commission in Manila, were captured. Evidence collected by O'Neill in the Celebes indicated at least five were beheaded on the spot and the other four taken to an air field 40 miles away.

Nilva's body was never identified as one of the five beheaded and no trace of the other four ever has been found, leading O'Neill to believe, according to wire reports, they may have met a similar fate.

Nilva engaged in 115 missions in the South Pacific and was awarded two air medals and the Purple Heart. Unmarried, his family last heard from him in September, 1944.

His sister, Celia, is Mrs. Herman Paster, wife of the president of Paster Distributing Company, Wurlitzer distributors here. Sam Taran, former head of Mayflower and now a Wurlitzer distributor in Florida, is an uncle.

House Committee for Small Biz Retained

WASHINGTON, March 8.—Protecting interests of small business is the object of a special committee which has been re-established by the House on a 270 to 92 roll call vote last week. Committee will probably be headed by Rep. Leonard W. Hall (R., N. Y.). Its chairman in the last Congress was Representative Patman (D., Texas).

Altho no member spoke against establishment of a House group on small business with exception of Representative Monroney (D., Okla.), others voiced the opinion it should come within the framework of the regular House committee structure.

Fulcher Goes From Mills's Office in L. A. to Oakland

OAKLAND, Calif., March 8.—George Fulcher this week transferred from the Mills Sales Company's Los Angeles office to the main office here. He will handle Southern California and Arizona.

MAYFLOWER SPECIALS

ARCADE EQUIPMENT (Used)

GOALFE	\$250.00	SKY FIGHTER	\$125.00
NATIONAL HOCKEY	100.00	DRIVE MOBILE	125.00
UNDERSEA RAIDER	200.00	TORPEDO	75.00
TOKIO GUN	100.00	RAPID FIRE	75.00
AIR RAIDER	100.00	A. B. T. CHALLENGER (New)	65.00

ONE BALL GAMES

VICTORY DERBY, Used, Cash Model	\$325.00	FORTUNE, Chrome Rails	\$100.00
JOCKEY CLUB, Chrome Rails	200.00	GRANDSTAND, Repainted, Chrome Rails	50.00
LONG SHOT, Chrome Rails	150.00	PACE MAKER, Repainted, Chrome Rails	50.00
KENTUCKY, Chrome Rails	150.00		

COUNTER GAMES

VEST POCKET BILLS, B & G (Used)	\$40.00	COLUMBIA CIGARETTE, G. A. 10 Sym. (Used)	\$35.00
DAVAL BEST HAND, New	59.50	COLUMBIA J. P., 10 Sym., Used	40.00
DAVAL MEX. BASEBALL, New	59.50	AMERICAN EAGLES (Used)	12.50
DAVAL OOMPH, New	59.50	SPARKS, G. A., Used	15.00
GROETEMEN ZOOM, Used	15.00		

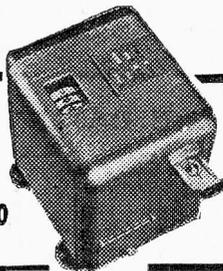
TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

MAYFLOWER DISTRIBUTING CO.

2218 UNIVERSITY AVE.

ST. PAUL 4, MINN.

MILLS VEST POCKET BELLS



5c PLAY

\$74.50

The Vest Pocket is a complete Bell, operating on 3/5 mystery payout system. Small payout cup in front is covered by drop flap. Reels also can be instantly covered, automatically removing the reward plate from sight.

Terms: 1/3 Dep., Bal. C. O. D.

SOUTHERN AUTOMATIC MUSIC COMPANY

634 S. 3rd St. LOUISVILLE 2, KY.

Rock-Ola Premier	Each \$250.00
Rock-Ola Commando	250.00
Bally Torpedo	75.00
Bally Sky Baffle	75.00
Bally Rapid Fire	75.00
Keeney Air Raider	85.00
Seeburg Chicken Sam	60.00
65 Late Model Buckley Chrome Wall Boxes (Light Up Sides), 24 Selection	10.00
20 Late Model Buckley Chrome Wall Boxes (Light Up Sides), 20 Selection	10.00
25 Keeney Wall Boxes	5.00
6 Rock-Ola Dial Tune Wall Boxes	5.00

Friedman Amusement Co.

441 Edgewood Ave., S. E.
Atlanta, Ga.

Exclusive Distributors for Gottlieb Products in Southern Illinois and Eastern Missouri.



NEW GAMES

Bally DOUBLE BARREL \$299.50	Keeney BONUS SUPER BELL, 5c	\$750.00
Gottlieb DAILY RACES. 650.00	United RIO	309.50
Gottlieb MISS AMERICA 310.00	Williams SHOW GIRL	289.50

NEW COUNTER GAMES

Gottlieb GRIP SCALE	\$39.50	A.B.T. CHALLENGER	\$65.00
---------------------------	---------	-------------------------	---------

USED FIVE BALL FREE PLAY

ARMY & NAVY (Knockout)	\$75.00	KEEP-'EM-FLYING	\$75.00
ARTIST & MODELS (Star Attractions)	50.00	KNOCKOUT	75.00
BASEBALL (Seven Up)	45.00	LAURA	85.00
BELLE HOP	45.00	LIBERTY (Gottlieb)	100.00
BIG LEAGUE (Genco)	27.50	MARINES	50.00
BIG PARADE	75.00	MARVEL BASEBALL	67.50
BOLAWAY	55.00	MIDGET RACER	185.00
BOMBARDIER (Victory)	65.00	MIDWAY	65.00
BUBBLES	60.00	SANTA FE	110.00
CANTEEN (Rebuilt)	125.00	SEA HAWK	37.50
CAPTAIN KIDD	55.00	SHANGRI LA (Gottlieb)	75.00
DIXIE	37.50	SKY CHIEF	75.00
FIVE-TEN-TWENTY	75.00	SKY RAIDER (Big Parade)	75.00
FOUR ACES	75.00	SUN VALLEY	75.00
G. I. JOE (Jungle)	55.00	SURF QUEENS	150.00
GLAMOUR GIRL (Sp. Parade)	37.50	TAIL GUNNER (Ten Spot)	40.00
H. H. HAY	50.00	TEN SPOT	40.00
HOME RUN '42	50.00	TOPIC	55.00
JEEP	60.00	WILD FIRE	37.50

USED ONE BALL FREE PLAY

DARK HORSE	\$115.00	ONE-TWO-THREE	\$75.00
DERBY '41	160.00	PIMLICO	200.00
DUST WHIRLS	150.00	SKYLARK	125.00
FOREIGN COLORS	75.00		

USED ARCADE EQUIPMENT

CHICKEN SAM GUN	\$90.00	SHOOT-THE-CHUTES	\$90.00
KEENEY SUBMARINE	75.00		

SLOT MACHINES

NEW MILLS BLACK CHERRY BELLS



OLIVE NOVELTY CO.

2625 LUCAS AVE., ST. LOUIS 3, MO.
(Phone: Franklin 3620)



CONSOLES AT BARGAIN PRICES

— ATTENTION, NEW ENGLAND OPERATORS —
MUST SELL AT ONCE—17 USED CONSOLES

SOME PRACTICALLY NEW—USED ONLY 2 OR 3 WEEKS.

Write for information.

TERMS: 1/3 Deposit, Balance C.O.D.

Write or Phone 4764 or 3041.

MELODY AMUSEMENT COMPANY

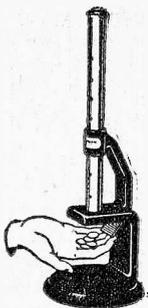
76 HERBERT ST.

FRAMINGHAM, MASS.

Even "thin coins"
can't slow up this

**Streamlined
COIN
CHANGER**

Can't miss, can't fail. It's the only patented dispenser which satisfactorily handles "thin coins." Pays for itself in time saved!



It's fast! A light touch of the handy lever delivers five nickels into your palm.

KWIK-NIKLES

- Sturdy — All Metal!
- Feather Touch Operation!
- Holds a Full 200 Nickles!
- Guaranteed Accurate!
- Wall or Counter Mount!
- Plated Solid Brass Tube!

JOBBER'S LIST PRICE

9.85

Distributors wanted. Individual penny, dime and quarter models available. Write for discount deal!

McPHERSON MFG. CO.
501 E. 34th STREET TACOMA 4, WASH.



**First Douglas
Shoeshiners To
Appear April 1**

OAKLAND, Calif., March 8.—The first 10 Douglas Automatic Shoeshiners are scheduled to move off the production lines here April 1, P. D. Douglas, inventor, said.

Douglas, who has had 30 years in the inventing field, said that four models had been made and that two of these were placed on location for eight months, during which there was not a single service call. He attributes this smooth working to the fact that the machine is simply constructed and uses a special kind of polish developed by a local firm.

The shine machines are being issued in separate units—one for black and one for brown. This is done so that operators may place units in either army camps or navy bases where there is a uniformity of color used.

When the machines are released they will include all the developments that have been made since the model was created. The name lettering will be baked into the enamel finish.

**Small Businesses
Formed at Unheard
Of Rate, Is Report**

WASHINGTON, March 8.—Department of Commerce statistics released recently show that an unprecedented number of new small business enterprises have been organized, with their profits generally good, while business mortality is far below the rate for pre-war and war years.

Department's report pointed out that current small business activity developed altho shortages, high prices and high taxes prevailed. In the first six months of 1946, 365,000 new business were started, most of them small. This rate declined somewhat in last half of 1946, resulting in an estimated 687,000 new businesses for the entire year. Figure is about double that of 1940 and nearly five times greater than in 1943.

Business failures for first half of 1946 totaled 85,900, according to the report. Entire 1946 business mortality is estimated at 178,000 firms. This rate was less than half the number of firms closing in 1940 and less than one-third of the 1942 figure.

Total number of businesses in operation in the United States at end of 1946 is estimated to be 3,733,000 or 509,000 more than at the close of 1945 and 10 per cent more than in 1940. Thus the closing of 500,000 businesses during first two years of the war has more than been made up.

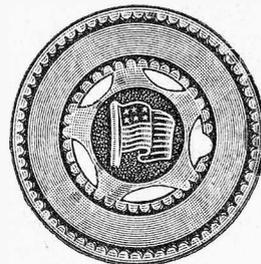
Commerce Department statisticians found that the small business boom has not been restricted to any one field, but has been felt in every kind of trade and venture.

ARCADE EQUIPMENT

AIR RAIDER	\$ 79.50
TOMMY GUN	89.50
BATTING PRACTICE	89.50
PERISCOPE	99.50
ROCKET BUSTER	99.50
ACE BOMBER	139.50
SKY FIGHTER	149.50
EVANS SUPER BOMBER	199.50
DRIVEMOBILE	199.50
UNDERSEA RAIDER	229.50

METAL TYPER DISCS

For Groetchen Typers



We Use Finest Aluminum
Standard Thickness • Satin Finish

PRECISION DIES

By America's Foremost Toolmakers

Money Back Guarantee. **\$8.50**
Samples on request. Per 1,000

1/3 Deposit With Order

**MAX GLASS
DISTRIBUTING COMPANY**

914 DIVERSEY • CHICAGO 14, ILL.

ONE BALLS

Bally Thorobred	\$189.50
Bally Longacre	189.50
Victory Special (like new)	345.00
'41 Derby	119.50
Club Trophy	119.50
Sport Special	69.50

CONSOLES

Jumbo Parade, 5¢, F.P.	\$ 39.50
Jumbo Parade, 5¢, P.O.	49.50
Jumbo Parade, 5¢, Comb.	69.50
Silver Moon, 5¢, F.P.	39.50
Silver Moon, 5¢, Comb.	69.50
Bobtail, 5¢, F.P.	39.50
Galloping Dominos (walnut)	59.50
Saratoga, with rails, 5¢, Comb.	69.50

MUSIC

Wurlitzer 600R	\$199.50
Wurlitzer 24	149.50
Wurlitzer 500	235.00
Wurlitzer 412	77.50
Wurlitzer 616	99.50
Wurlitzer 850	450.00

The above Machines are guaranteed clean and mechanically perfect and are ready for location.

Write for prices on new machines.

KAW SPECIALTY CO.

1137 Osage Ave. Kansas City, Kan.

NEW GAMES — WRITE NOW!!

Kilroy	Rio	Opportunity
Vanities	Frisco	Spellbound
Smarty	Big Hit	Surf Queen

**MARVELS
'POP-UP'. \$49.50**

Score-a-Barrel, Brand New	
"Shorty," 7 Ft. ...	\$369.50
10 Ft. 6 In.	399.50

**COUNTER GAMES
PRACTICALLY NEW**

Baby Puritan, F.R.	\$17.50
1c. Amer. Eagle, F. R.	19.50
5c Bally Reserve (Cig. Reel)	10.50

BELL MACHINES

Mills Brown Ham-merloid, 5-10-25¢ (Matched Set) ..	\$550.00
Mills Chrome, 5¢ .	175.00

CONSOLES

Keeney Super Bell, 5¢ Comb.	\$215.00
Keeney Super Bell, Twin 5¢-5¢, P.O.	275.00

ARCADE

Periscope	\$134.50
Hellicats	89.50

SPECIALS FOR THIS WEEK

EACH—\$44.50—EACH	Thoroughly cleaned and reconditioned Star Attraction, Ten Spot.
EACH—\$84.50—EACH	5-10-20 Marvel's Baseball, Torpedo Patrol.
EACH—\$99.50—EACH	Air Circus, Hollywood, Knockout, Yankee Doodle.

1/3 DEPOSIT WITH ORDER, P. O. B. CHICAGO

Mid-State Co. 2369 MILWAUKEE AVE., CHICAGO 47, ILL.
Phone: Everglade 2545

2 MECHANICS WANTED

One of the finest arcades in the country requires the services of two more experienced arcade mechanics. All 5c machines.

Write, stating age, machines experienced on, length of experience and salary desired. Apply by letter only.

One Room and Bath Furnished Apartment Free!

GAMELAND

1400 BOARDWALK ATLANTIC CITY, N. J.

UNITED REVAMPS

Trade Winds, Oklahoma, Arizona, Idaho, South Seas, Cover Girl.

\$125.00
EACH

Clean and Mechanically Perfect

SOUTHERN AMUSEMENT CO., 628 Madison, Memphis, Tenn.

IN WESTERN PENNSYLVANIA AND WEST VIRGINIA

**The New
AMI**

40 SELECTION PHONOGRAPH

Is distributed exclusively by

AMERICAN COIN-A-MATIC MACHINE CO.

1435 FIFTH AVE. PITTSBURGH 19, PA.

PHONE: ATLANTIC 0977



**UNITED NOVELTY
COMPANY**

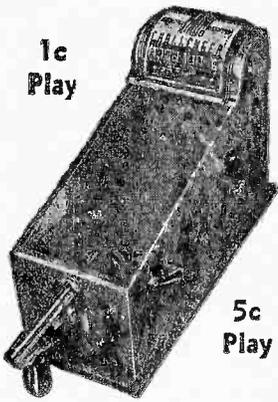
DELAUNEY & DIVISION STS., BILOXI, MISS.

MILLS COIN MACHINES

MISSISSIPPI AND GULF COUNTIES OF ALABAMA

CHALLENGER

The desire of one player to challenge another creates more interest . . . constant and enormous returns!



1c Play

5c Play

\$60.00 Each

TERMS: 1/3 Deposit, Balance C. O. D.

SOUTHERN AUTOMATIC MUSIC COMPANY

634 S. Third St. Louisville 2, Ky.

S. C. Revenues Up \$8 Million

COLUMBIA, S. C., March 8. — South Carolina tax collections for the first eight months of the current fiscal year showed an increase of more than \$8,000,000, according to a report of the State Tax Commission.

Collections for February alone showed an increase of more than \$1,000,000 over the same month last year. Total last month was \$5,268,654 as compared with \$4,451,156 collected in February, 1946.

Collections on coin-operated devices in February amounted to \$5,335, bringing the total for the eight months to \$66,665. This compares with \$2,245 collected in February of last year and an eight-month total of \$34,275.

Increase also was shown in collections on bottled drinks with a total of \$212,152 in February, compared with a total of \$209,039. Eight-month total this year came to \$2,265,271, as compared with \$2,047,217 last year.

January Production Of Lead Largest in Past Eleven Months

JOPLIN, Mo., March 8.—Output of refined domestic lead during January totaled 44,422 tons, an increase of 3,974 tons over the preceding month and the largest production recorded since January of last year, the American Bureau of Metal Statistics reported here in the heart of the tri-State lead and zinc mining area.

Of January production, 42,506 tons came from newly mined metal, while 1,916 tons were refined from scrap. Output of new metal represented a gain of 3,363 tons.

Most lead mines in this area are operating at near capacity, it was reported, and a number of shafts were said to be on a six-day week.

Stocks of refined lead in the hands of producers at the first of February totaled 48,164 tons.

Sylvania Earnings Gain in Late 1946

NEW YORK, March 8.—Sylvania Electric Products, Inc., for the first time since the end of the war, earned substantial profits in the last quarter of 1946 from the manufacture and sale of products.

According to indications, earnings in the last quarter were considerably better than the 65 cents a common share earned during the first nine months of the war, which means that earnings for the year should be substantially better than \$1.30 a common share. This compares with earnings of \$2.05 a common share during 1945.

Profits during the first three quarters of 1946 came principally from the use of reconversion reserves and the tax carry-back. Sales for the last quarter were about \$25,000,000, compared with \$45,000,000 in sales during the first nine months. Increase in business toward the end of the year was due to disappearance of shortages which had been a headache to the entire radio industry earlier in the year.

Sylvania has purchased from the War Assets Administration a number of federally-owned plants and equipment, operated by Sylvania during the war, at a price of some \$3,000,000.

Complete plants were bought at Williamsport and Brookville, Pa., and a building at Ipswich, Mass. Additions to existing plants were bought at Mill Hill, Altoona, Warren and Emporium, Pa.

FLORIDA'S MOST PROGRESSIVE DISTRIBUTOR

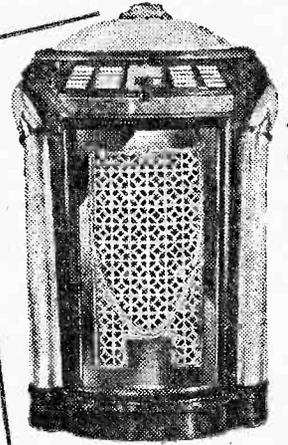
SEEBURG MUSIC SYSTEMS

ONLY SEEBURG OFFERS

• SCIENTIFIC SOUND DISTRIBUTION . . . Better reproduction anywhere . . . best listening everywhere.

• WIRELESS REMOTE CONTROL Easier selection—more plays! Easiest installation!

• A COMPLETE MUSIC SYSTEM For "tailored" installation in any kind and any size location!

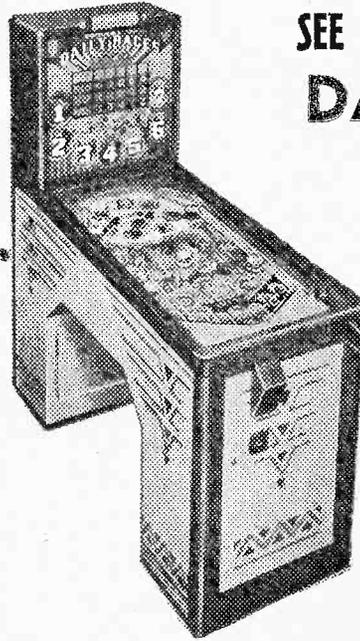


SYMPHONOLA "1-47"

SEE FLORIDA AUTOMATIC for DAILY RACES

GOTTLIEB'S ONE-BALL SENSATION! —

Changing Multiple Odds for appeal—Convertible to fast 5-Ball play for convenience — Pay-out or Replay Models for action everywhere!



DON'T MISS Miss AMERICA Gottlieb's newest 5-Ball Free Play Hit and DeLuxe GRIP SCALE Consistently Best Since 1927!

ORDER NOW! DAVAL BEST HAND

ALSO AVAILABLE IN MEXICAN BASEBALL AND OOMPH HIGH SCORE MODELS.

FLORIDA AUTOMATIC DELIVERS THE TOPS IN EQUIPMENT!



FLORIDA AUTOMATIC SALES CORP.

839 WEST FLAGLER ST.

MIAMI, FLORIDA

All Phones: 3-6221

JACKSONVILLE, 60 Riverside Ave. Phone 3-0611
TAMPA, 115 South Franklin St. Phone 3856
HAVANA, CUBA

SLOT SPECIALS

5c Mills Gold Chrome, 3/5	\$125.00
10c Mills Gold Chrome, 3/5	130.00
25c Mills Gold Chrome, 3/5	135.00
50c Mills Blue Fronts, 3/5	195.00
5c Mills Blue Fronts, 3/5	100.00
10c Mills Blue Fronts, 3/5	100.00
25c Mills Blue Fronts, 3/5	100.00
25c Mills Chromes, 3/5	135.00
25c Rollatons, 3/5	50.00
5c Jennings 4 Star, 3/5	50.00
10c Jennings Dixie Bells, 3/5	55.00
5c Rebuilt Black Cherries, Mills	135.00
10c Rebuilt Black Cherries, Mills	145.00
25c Rebuilt Black Cherries, Mills	155.00
15 Wurlitzer Twin Units, Each	125.00
200 Buckley Lift Lid Wall Boxes, Each	5.00

1/3 Deposit.

J. EDWIN THAMERT
1212 FORT ST. BOISE, IDAHO

FOR SALE
MILLS VEST POCKET CHROME BELLS
\$49.50 EACH

1/3 Deposit, Balance C. O. D.
WE BUY, SELL AND EXCHANGE
Phone: Jefferson 1644

3147 Locust St. St. Louis 3, Mo. **CALL NOVELTY CO.**

Look for this TAG!

Atlantic TRIPLE TEST TAG

- ✓ Good Appearance!
- ✓ Mechanically Perfect!
- ✓ Properly packed for shipment anywhere in the world!

IF THIS MACHINE DOES NOT MEET EVERY CLAIM WE MAKE RETURN IT AND WE WILL PAY FREIGHT BOTH WAYS!

Your assurance of perfection in reconditioned phonographs.
Send for List!

ATLANTIC

EXCLUSIVE

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DISTRIBUTORS

ATLANTIC NEW YORK CORP. 460 Tenth Ave., New York 18, N.Y.
ATLANTIC NEW JERSEY CORP. 27-29 Austin Ave., Newark 5, N. J.
ATLANTIC CONNECTICUT CORP. 1625 Main St., Hartford 5, Conn.

Eagle

REPLACEMENT PLASTICS

SOLID COLOR

TOUGH CONSTRUCTION

PERFECT FIT

TOP QUALITY

LOW COST

SHEET PLASTICS
 20"x50" — Pliable — Per Sheet **\$12.50**
 50 gauge, red, yellow, green or clear

PLASTIC WINDOWS
 New, clear, transparent . . . for your model 850 program holder.
 Per Set **\$5.00**

WURLITZER

800 Top Corners	Each	\$16.50
800 Lower Sides		16.00
800 Middle Sides		3.00
800 Top Centers (Right or Left, Red)		9.50
800 Back Sides (Green)		9.50
800 Top Centers (Onyx)		5.50
600, 500 Top Corners		5.50
700 Top Corners		8.50
700 Lower Sides		9.50
700 Back Sides		8.50
750 Top Corners		9.75
750 Lower Sides		9.75
750 Top Center		5.50
750 Middle Sides		2.00
850 Top Corners		12.50
850 Lower Sides		8.75
850 Top Center		12.50
850 Peacock Glasses		4.75
950 Lower Sides		12.50
24 Top Corners		1.25
24 Lower Sides		5.50
41, 61, 71 Top Corners		5.50

ROCK-OLA

Standard, Master, DeLux or Supers:	Each	
Top Corners (Solid Red, Yellow or Green)		\$12.75
Lower Sides (Red or Yellow)		12.75

SEEBURG

"Hi-Tone" Model 9800, 8800, 8200:
 Lower Sides (Solid Red, Yellow or Green) . . . \$14.50

"Hi-Tone" Grille Pillasters (Solid Red, Yellow, Green or Onyx) . . . 2.25

"Classic"—"Colonel":
 Top Corners (Solid Red, Yellow or Green) 6.00
 Lower Sides 9.50

*If you don't see what you want . . . ask for it!
 We may have it in stock!*

MONEY-BACK GUARANTEE

Eagle Coin Machine Co.

1514 NORTH FREMONT AVENUE • CHICAGO 22, ILLINOIS

PHONE MICHIGAN 1247

Atlanta's Lack of Tourist Facilities Seen Poor Business

ATLANTA, March 8.—Local leaders are commenting on lack of this city's tourist facilities and the fact that such indifference to tourist trade loses business men large profits annually. Coinmen are among the losers in the present set-up, as vacationists induced to stay for longer periods naturally increase play on all types of coin machines.

Lee Trimble, of the George Agricultural and Industrial Development Board, who recently conducted a tourist survey for the State, said Atlanta needed an information bureau to which tourists could go and get information about points of interest. His statement that the city was not tourist-conscious was echoed by other business men.

Altho 2,000,000 visitors spent \$50,-000,000 here last year, most of them were en route to Florida, officials said. Fact that tourist business is one of the greatest industries in the nation should be taken into serious consideration here, it was said. Vacationists annually spend a fourth of the national budget while on the road, according to figures, and spend 26 cents of each dollar in department stores, 17 cents on hotel bills, 12 cents on gas and oil, 9 cents on amusement, 17 cents on miscellaneous expenditures.

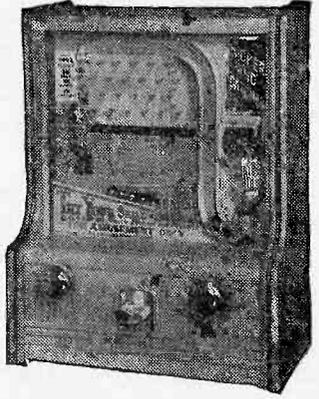
Another spokesman, Bill Hastings, an executive of Dinkler Hotels, also commented on the lack of adequate tourist facilities in Atlanta. He said, "The tourist trade is worth more in cash than all the small crops grown in the entire State. The tourist spends an average of \$25 a day while traveling, and if we could interest him* in spending two or three days here it would double or triple the amount of money he spends here."

Tourist trade in not the only opportunity for increased business activity slipping thru city's fingers, according to Steve Styron, secretary of the Atlanta Convention and Visitors' Bureau. He revealed that number of conventions has dropped greatly during last four years. In 1943, he said, 215 conventions of more than 50 people were held in Atlanta, while only 197 conventions were held last year. Lack of hotel accommodations and display room facilities were to blame, Styron said, adding that at least 500 additional hotel rooms were needed to obtain convention business on a larger scale.

Last large scale Atlanta promotion was in 1921 when a budget of about \$1,500,000 was appropriated to put the city "on the map" as a point of interest to tourists, it was said. Present nationwide tourist trade is not expected to subside for at least five years, and Atlanta should be able to take advantage of the situation, business leaders said.

KICKER and CATCHER

THE BIG HIT FOR PROFITS



100 PER CENT SKILL!
 TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!

PENNY PLAY \$49.75 F. O. B. CHICAGO
 ADD \$3.75 FOR NICKEL PLAY

ORDER TODAY. TRY IT FOR 10 DAYS. MONEY BACK IF NOT SATISFIED. YOU KEEP THE RECEIPTS!

BAKER
NOVELTY COMPANY
 1700 WASHINGTON BLVD.
 CHICAGO 12, ILLINOIS

NEW MACHINES FOR DELIVERY NOW!

GOTTLIEB DAILY RACES, One-Ball Free Play	\$650.00
GOTTLIEB MISS AMERICA	310.00
EXHIBIT VANITIES	299.50
MARVEL "POP-UP," New Legal Counter Game	49.50
UNITED RIO	309.50
CHICAGO COIN KILROY	279.50
DRAW BELL, 5c COMBINATION	477.50
DRAW BELL, 25c COMBINATION	497.50
DAVAL'S "FREE PLAY"	75.00
PINCH HITTER, Baseball Roll-Down Game	419.00
SILVER KING NUT VENDORS, 1c or 5c	13.95
BALLY TRIPLE BELL	895.00
GOTTLIEB Improved DeLux GRIP SCALE	39.50
A. B. T. CHALLENGER, Beautifully Designed	65.00
NEW SLOT STANDS	27.50
JENNINGS BRONZE or STANDARD CHIEF, 5c	299.50
10c, \$309.00. 25c	319.00
JENNINGS SUPER DELUXE LITE-UP	
CHIEF, 5c	324.00
10c, \$334.00. 25c	344.00

WANTED — 20 ROCK-OLA 1939 DELUXES

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIV R E B (Phone: BUCKingham 6466) CHICAGO

SACRIFICE SALE

ABT Challengers, 1c, New	\$49.50	Daval Marvel, 1c, Used	\$ 37.50
ABT Challengers, 1c, Used 3 Weeks	39.50	Daval American Eagle, 1c, Used	37.50
Baker Kicker & Catcher, 1c, New	39.50	Perry Pool Tables, 3 1/2 x 7, Coin-	
Baker Kicker & Catcher, 1c, Used		Operated, 5c, Used	199.50
3 Weeks	34.50		

1/3 Deposit—Balance C. O. D. Will Accept Music in Exchange.

G. F. PERRY
 Johnston, S. C.

ATTENTION!

COIN SCALE OPERATORS

All Hamilton Coin Scales carry unconditional parts guarantee and Free Service Warranty. Available through Factory Authorized Hamilton Distributors ONLY.

HAMILTON SCALE COMPANY
 714 S. St. Clair St. TOLEDO, OHIO

Write us for name of your nearest authorized dealer.

FOR SALE

DeLux Photomatics & Voice-o-Graphs Write
 1 Slightly used Victory Derby . . . \$350.00

IMMEDIATE DELIVERY.

ART'S VENDING MACHINES
 1203 HERTEL AVE. BUFFALO 16, N. Y.

REFINISHED! RECONDITIONED! LIKE NEW!

Jumbo Parade, 5c, P.O.—Walling	
Big Games, 5c, P.O.—Jenn.	
Silver Moons, 5c, P.O.	\$ 85.00
Four Bells, Over 2200	250.00
Keeney Super Bells, 5c-25c Comb., F.P. & P.O.	275.00

FIVE CENT, TEN CENT & QUARTER

Brown Fr., Blue Fr., Bonus Bells, Refinished, K.A., G.H., D.P.	\$135.00
5c-10c-25c-50c Black Cherries and Golden Falls	

WRITE FOR SPECIAL PRICES!

TWIN PORTS SALES CO.
 230 Lake Ave., So., Duluth, Minn.
 2027 Washington Ave., So., Minneapolis, Minn.

SPECIAL BUYS!

Stage Door		Star Attraction	\$ 35.00
Canteen \$125.00		Zombie	35.00
Bubble . . . 89.50		Seven Up	35.00
Brazil . . . 79.50		Keeney Super Bell	
Flat Top . . . 79.50		Conv.	99.00
Jeep . . . 69.50		Paces Reel	
Knockout . . . 50.00		W.R.	69.50
Big Parade 50.00		Rock-Ola	
Texas		Standard	249.50
Mustang 40.00			

1/3 Deposit with Order, Balance C. O. D.
ALL NEW PIN GAMES, CONSOLES AND SLOTS IN STOCK.

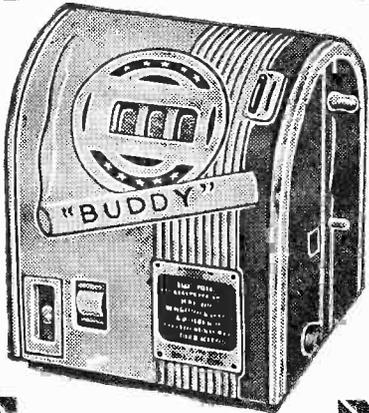
LEON TAKSEN COMPANY
 2035 Germantown Ave., Philadelphia 22, Pa.
 Phone Poplar 5-3638

The following Machines have all been thoroughly reconditioned and repainted and guaranteed to look and work like new:

WURLITZER		SEEBURG	
616 . . . \$ 74.50		Classic . . . \$165.00	
616, III. . . 94.50		Envoy, R.C.S. 225.00	
600R . . . 195.00		Major, R.C.S. 225.00	
Counter		Colonel	
Model 71 . . . 125.00		R.C.S. . . . 225.00	
ROCK-OLA		SUPREME	
Master '40 \$195.00		Bolacore . . \$125.00	
Super '40 . . 195.00		Skee Ball . . 125.00	

MELODY MUSIC CO.
 113 N. E. 9th St. MIAMI 36, FLA.

BUDDY CIGARETTE REELS
PENNY PLAY One of the greatest penny getters ever made!



\$33.00 Write for Quantity Price
 TERMS: 1/3 Deposit, Balance C. O. D.
SOUTHERN AUTOMATIC MUSIC COMPANY
 634 S. Third St. Louisville 2, Ky.

N. Y., Chi Game Mfrs. To Lend Instructors to Arcade School

NEW YORK, March 8.—Five coin machine game manufacturers in the East and at least an equal number in Chicago will contribute top mechanics as instructors in the first school for arcade and amusement machine operator mechanics, according to F. McKim Smith, president of the National Association of Amusement Machine Owners.

Eastern manufacturers that have already agreed to send instructors for the 20 war veterans in the school are Inter-National Mutoscope Corporation; Scientific Machine Corporation; Amusement Enterprises, Inc.; Firestone Enterprises, and Perfect Games Company. Period of instruction will be 12 weeks, but manufacturers will send instructors for only two days to two weeks apiece.

Background Required

As approved by the New York Board of Education, the Veterans Administration and members of a NAAMO committee, the plan calls for the vets to finish a 50-week course in radio maintenance and repair, including a certain amount of electrical knowledge—or equal background—and then a 12-week course in amusement game and arcade machines. The guest instructors provided by the manufacturers will lecture and teach

on their firm's machines in conjunction with a board of education instructor.

A workshop and a special room containing the leading types of arcade and amusement game machines will be set up in the school by NAAMO. Upon graduation from the school, the veteran will go thru a two-week on-the-job training program in a nearby arcade or amusement machine route—depending upon the vet's choice.

"Need for the vets as mechanics is so great thruout the country," Smith said, "that we have already received requests for some of the graduates. We know that before the school is under way more requests than there are students will be received."

Springfield, Ore., Receipts

SPRINGFIELD, Ore., March 8.—Receipts from this city's ordinance on pinball games and punchboards totaled over \$1,100 during the first week, according to a statement released by the city recorder's office. Operators' licenses accounted for \$400 of the total, with \$120 derived from a 10 per cent tax on gross receipts of the pinballs. A 3 per cent tax on the face value of salesboards brought \$582.

CLOSING OUT

BRAND NEW

SOLOTONE EQUIPMENT

BOXES\$ 25.00
 AMPLIFIERS 75.00
 STUDIO UNITS 150.00
 CABLE, Per Ft.07

Certified Deposit with Order.

TIMED MUSIC, INC.

SOLOTONE DISTRIBUTOR

4816 Euclid Ave. Cleveland 3, Ohio

FOR SALE

Evans Bangtail, Like New, P. O. Model\$475.00
 Bakers' Pacers (Gold Award).... 125.00
 Mills Owls, 1 Ball..... 29.50
 Club Trophys, With Base, in Good Shape 95.00
 Wurlitzer 600R Victory Cabinet.. 100.00
 Will Take Groetchen Metal Typer in Trade

BILL UTTZ

PHONE 511 COVINGTON, TENN.

CHALLENGER



1¢ Play
 IMMEDIATE DELIVERY
 1/3 Deposit With Order
 5¢ Play
\$65.00 EACH
 Write for quantity prices.

The VENDING MACHINE CO.
 FAYETTEVILLE, NORTH CAROLINA
 U. S. A.

CLEAN-UP SALE

- 2 5¢ Rol-o-Tops, Ea.\$75.00
- 1 10¢ Rol-a-Top 85.00
- 3 25¢ Rol-o-Tops 95.00
- 1 5¢ Calle, No Lemon 65.00
- 1 25¢ Calle 75.00
- 10% Off on Lot.
- 4 1¢ Mercurys, Token Payouts\$12.00
- 1 1¢ American Eagle, Token Payout 12.00
- 2 5¢ Champions, Token Payouts 17.50
- 2 Nearly New Gott. 3-Way Grips on Bases 35.00
- 1 Used Gott. 3-Way Grips on Base 12.00
- 3 Used Holly Grippers on Bases 12.50
- 4 A.B.T. Blue & White 20.00
- 1 A.B.T. Used Challenger 25.00
- 2 A.B.T. Nearly New Challengers 39.50
- 3 Pikes Peaks 22.50
- 2 Kickers & Catchers 27.50
- 1 Skill Jump on Base 39.50
- 6 Muto. W. F. Card Venders, Tops & Bases 25.00

PLAYLAND AMUSEMENT CO.
 340 Monroe Ave., N. W., Grand Rapids 2, Mich.

Coin Operated Machines
SALESBOARDS
 Cash, Merchandise and Ticket Deals.
PARTS and SUPPLIES
LOUISVILLE COIN MACHINE COMPANY
 330-34 East Breckenridge St.
 Louisville 3, Kentucky

A QUESTION! How Long Would Your Home Radio Last In A Hotel Room?
THE ANSWER! Not Very Long, Brother.

It takes ... TRADIO

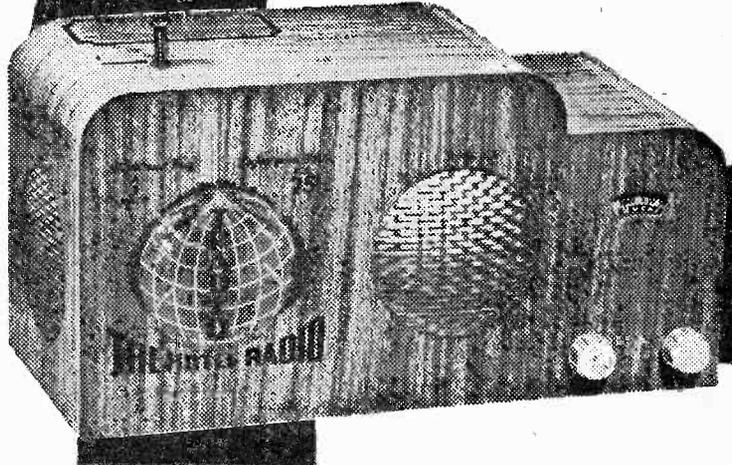
THE FUNCTIONALLY DESIGNED COIN-OPERATED RADIO
TRADIO—FAR AND AWAY THE BEST IN THE FIELD

TRADIO is the first radio specifically designed (not adapted) for coin-operation. It's more than just all metal cabinet and trouble-free coin chute. It's built to take the abuse of its job. You'd be proud to have TRADIO in your own home! Its many features include ... ultra sensitivity ... I. F. wave traps that prevent interference ... rich, natural tone quality. TRADIO is unconditionally guaranteed for one year—tubes guaranteed for 90 days. Approved by the National Board of Fire Underwriters.

NOW DELIVERING DAILY IN QUANTITIES!

Manufacturers of
TRADIO-ETTE—The first coin-operated intimate music restaurant radio.
TRADIOVISION—The first coin-operated television set.

T. F. R. P.! Operators find out about the new TRADIO price reduction—available to you on your present sets as a retroactive credit adjustment. This is our famous T. F. R. P. — "TRADIO FIRST" REDUCTION PLAN.



TRADIO, INC.

ASBURY PARK, NEW JERSEY

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TRADIO, INC., sells only to operators through qualified TRADIO distributors ... never direct to locations. Only by protecting its own integrity can TRADIO protect you!

The Penny Arcade

Important in the past and present history of the coin machine industry is the Penny Arcade. Its beginnings are the beginnings of the coin machine industry, and the developments in that field have been responsible for the growth of the trade as a whole.

THE FABULOUS fortunes that pyramided from the humble Penny Arcade have marked it as part of a Horatio Alger episode in the meteoric rise of motion picture magnates such as Marcus Loew, Adolph Zukor and William Fox. But the Penny Arcade of 40 years ago has also left its mark in coin machine history, a chapter in the rags-to-riches saga of American mass amusement.

The Penny Arcade stemmed from the now forgotten phonograph parlor of the 1890s, a coin location where the public sampled the wonders of Edison's new talking machine. The first nickel-in-the-slot phonographs had made their appearance in locations where crowds would gather, primarily saloons, cafes, and railroad and ferry terminals. But operators soon found that their machines were not only taking a physical beating from a thoughtless public, they were subjected to slugging as well. Coin boxes yielded more lead washers and buttons than nickels, and frequent calls for repair men added heavily to operating expenses. The single-cylinder records required frequent changing, and the machines were failing to reach that large potential audience of women and children who

would not patronize saloon and cafe locations.

Andem's Innovation

John L. Andem, president of the Ohio Phonograph Company, one of the pioneer concerns in the coin phonograph field conceived the idea of overcoming these obstacles by grouping a dozen machines in a store location, where they could be supervised and serviced. Here an attendant made change, and kept the machines and the location clean. Patrons could now listen to a series of the single-cylindered machines in succession, and the parlor nabbed nickels by featuring changes in program. Andem opened his first coin parlors in 1890 in Cincinnati and Cleveland, the former located in the Emery Arcade, and this led to other operators selecting similar sites which became known as "arcades."

Andem's success in attracting family trade to pleasant parlor surroundings to hear the latest hit from New York led to widespread adoption of this mode of coin operation, and by 1893 there were over a 100 similar phonograph parlors in operation. The coin phonographs were "highboy" models into which a patron dropped a nickel and listened by means of a pair of stethoscopic ear tubes as the cylinder ground out a selection like *The Ravings of John McCullough*. While the high cost of the machines (\$150) precluded any overnight growth, phonograph parlors were putting in their appearance in the larger American cities.

Edison Helps Out

Along with the rest of the entertainment world, the infant phonograph parlor was hard hit by the disastrous depression of 1893, and operators began to hunt for some novel attraction to stimulate business. Edison, who had given his talking machine eyesight with the Kinetoscope, a peep-show using 50 feet of film, was persuaded to develop this sight device for commercial exploitation. The new machine made its debut in 1894, when a group was displayed at a Kinetoscope Parlor in New York. The patron glued his eye to a lens and saw a series of jerky flashes of action. Slot devices were soon added to the machines, and coin operators had a new Edison wonder for the public. At first the Kinetoscope was exhibited by itself, but, as the phonograph parlors had control of the best locations, it was natural that the two coin devices were featured together where their joint efforts coaxed a flood of nickels from patrons. Kinetoscopes were, like coin-phonographs, an expensive investment, selling at \$200.

Parlor operators of this period traded on the publicity that Edison had garnered in the press as the "Wizard of Menlo Park," and no parlor was considered complete without a huge bust or picture of the famous inventor. Some of the operators, with a flare for showmanship, persuaded Edison to sell them a coin-operated X-Ray outfit, consisting of a five-inch induction coil and three tubes. This device, or a rival Cathoscope made by the Hammerschlag Company in New York, was used to add a scientific atmosphere to the offerings of the phonograph parlors which began to adopt names like "Wonderland." A few of these locations merged with or became part of Dime Museums, but the vast majority retained their "parlor" status.

Mutoscope Arrives

Edison's Kinetoscope soon had a superior in the Mutoscope, a drop

card device marketed in 1896 by the American Mutoscope Company, of New York. This concern fitted up parlors in New York, Washington, Philadelphia and Baltimore, with plans to sell the locations outright. However, their asking price found no takers, and the company was compelled to operate the parlors. However, the Mutoscope caught the public fancy and gross receipts during the first year of operation not only covered what the company had asked for the parlors but paid rental costs as well. Soon the Mutoscopes were invading phonograph parlors, and, in the face of this competition, the price of a Kinetoscope dropped to \$100.

In 1894, Mitchell H. Mark, who had been in the hat business in Buffalo, purchased a run-down phonograph parlor in that city. This location was suffering from both the depression and a lack of showmanship. Mark installed Kinetoscopes, rechristened the parlor "Edison Hall," and advertised his attractions. Soon he was earning a comfortable, tho by no means a conspicuous, livelihood. Both he and his brother, Moe Mark, branched out into varied theatrical ventures, but they always remained in the arcade field.

The Marks' first break came when the Pan-American Exposition of 1901 brought the crowds to Buffalo and their People's Arcade on Main Street earned some \$35,000. As a result of this flood of business, Mitchell Mark conceived the idea of getting volume patronage on coin machines by lower prices from a nickel to a cent, and by locating where throngs of passers-by would insure a continuous patronage. He called his new parlor a "Penny Arcade" and, after its initial success in Buffalo, decided to test the idea in a New York City uptown location. When this proved a hit, Mark moved into New York's Union Square, one of the city's busiest thoroughfares, where, in 1903, the penny arcade came into its own.

Machines From England

During the 1890's a number of coin entertainment devices found their way to the United States from England, traveling in the wake of the successful coin-operated scale. These were strength, grip and lung testers, electric shocking machines, and fortunetellers. The machines were crude affairs, depending on their initial novelty for drawing-power. Like the first coin-phonographs, occasional machines found their way into saloons and railroad stations, but their American production was slowed by the depression of 1893. Most of the devices were sold outright to location owners, who frequently junked the machines when they went out-of-order too often.

To these British importations were added two American innovations, an eau de cologne vender for perfuming handkerchiefs, and a die stamper which cut a patron's name on a strip of aluminum. Mark grouped all these penny-in-the-slot contrivances in one arcade, flanking them with batteries of phonographs and Mutoscopes, which remained the backbone of coin operation. In its first year, the Union Square arcade grossed a phenomenal \$101,000, returning a 20 per cent net profit on the original investment.

The old-time arcades, which followed the successful Mark pattern, consisted of rows of machines placed along the walls of an open-front store, and, if the location was large enough, a double row of machines would be placed back-to-back down

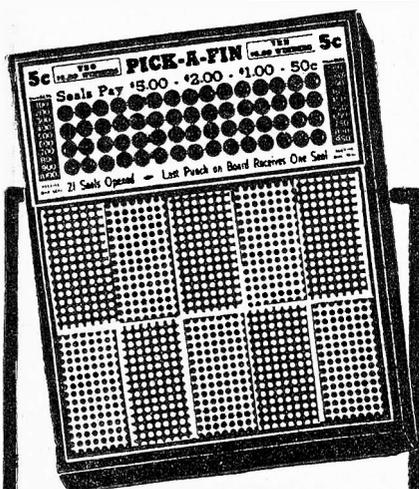
the center of the room. The athletic machines, such as strength and lung testers, were always located near the rear of the arcade where patrons, who were blowing themselves blue in the face on a lung-tester, could not be ridiculed by passers-by. Punching-bags usually carried a placard to the effect that Corbett or Fitzsimmons had once made a score of several thousand, and invited patrons to beat the champion's mark.

Female Attractions

Weighing machines and fortune-telling devices were placed near the front of the arcade to snare the female trade, while phonographs and Mutoscopes were also placed up front to prove that the arcade was up-to-the-minute in its attractions. A player-piano, usually a Tonophone or a Peerless, was used for ballyhoo, while gum, candy, and nut venders completed the picture. Plenty of room was allowed for the crowd to drift about and successfully experiment with the machines. Operators would periodically shift their devices about, for the public would rapidly tire of an arcade where it constantly saw the same machine in the same place.

The arcades operated from 8 a.m. until 11 p.m., and, during summer months when people flocked to the beaches, no amusement park was complete without its Penny Arcade. Park locations operated on a 20-35 per cent commission basis, or brought rental fees of from \$100 to \$1,000 for outright season privileges. Women and children were found to be the arcade's best customers, and card venders were developed to meet their tastes. These cards carried celebrities' pictures, jokes, horoscopes, fortunes, advice on whom to marry, lovers' messages, etc.

Mitchell Mark's Union Square arcade developed into the Automatic Vaudeville Company, which subsequently branched out into some 35 parlors, operating 4,600 machines. Associated with him in this enterprise were a large number of investors including Adolph Zukor, Marcus Loew and actor David Warfield. Loew and Warfield withdrew in 1904 to form their own concern, the People's Vaudeville Company, operating three locations in New York and another in Cincinnati, while over in Brooklyn, William Fox operated a small arcade of his own. The arcade idea boomed and even spread across the border to Canada where the American Arcade Company operated in Quebec, Montreal and Ottawa. The Mills Amusement Company advertised in 1905 that it



1200 Holes—Avr. Profit. \$33.05
60 Sewed Seals

Ten Spots 5c
1200 Holes—Avr. Profit. \$31.16

\$25 Special \$25
1200 Holes—Avr. Profit \$137.07

SUPER CHARLEY 25c
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CROWN PRODUCTS
322 E. COLFAX AVE.
SOUTH BEND 24, INDIANA

READY FOR DELIVERY
BALLY
DOUBLE BARREL

WANTED
100 GOOD USED
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King Pin

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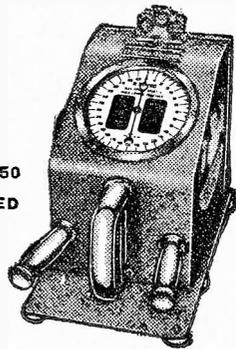
BRAND NEW
ORIGINAL
GOTTLIEB
THREE-WAY
GRIPPERS

Single . . . \$39.50

ORDERS FILLED
Day received.

T. O. THOMAS
CO.

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Paducah, Ky.



Champion's

BASKETBALL

is building a high-profit reputation. Ask
Your Nearest Distributor or Write to

ASSOCIATED AMUSEMENTS, INC.

EDWARD M. RAVREBY

846 Commonwealth Avenue

BOSTON 15, MASS.

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had netted \$3,000 in one month from a State Street location in Chicago. As the arcades multiplied they began to compete, and it was not unusual to find several on one city street. Competition meant showmanship, improvement in machines, and an increasing overhead in decorations, illumination and fancy stucco and pressed steel fronts. With a blaze of electric lights, bright colored signs and a blaring player-piano for ballyhoo, arcades mushroomed in every large city in America to cater to the demand for cheap flash entertainment.

Past Arcade Glory

Some idea of the past glory of the arcades can be discerned from one operated by the Automatic Vaudeville Company on New York's 14th Street. Here hundreds of coin devices were pulling in pennies, and the management found that coins were actually clogging the machines. To meet this collection problem a series of tracks (boxed in) were run beneath the machines, and each machine was connected by a steel pipe, running from its coin box, to the roof of the boxed passage. The base of the pipe had a drop door, and eight electrically operated cars were run on the tracks. As a car passed beneath a machine, it automatically opened and closed the drop door to receive a shower of pennies. After having made its rounds, the car traveled down an incline to the manager's office where it passed over a catch which released the bottom and allowed the coins to pour down a chute to the safe. Each machine in the arcade was numbered, and slugs bearing corresponding numbers were periodically placed in the machines. When a numbered slug did not show up in the penny collection, the manager knew that the machine was out of order.

The most profitable arcades were those operated on a chain basis, such as the Automatic Vaudeville Company and Mills Amusement Company, which had locations scattered in cities and parks throuthout the country. These concerns could engage in large-scale buying or manufacturing, and the Automatic Vaudeville Company actually controlled the Grand Rapids production of phonograph cabinets. Chain locations could exchange machines, pictures, records and signs to give their arcade new blood. Material circulated from one spot in the chain to another, and, by the time it had rotated thru the circuit, it was sufficiently fresh to pull in a new stream of coppers at its original location.

The smaller arcades lacked these advantages, and they depended on new attractions or dressed-up machines to give their locations much-needed novelty. Thus, the drop-card subjects ran a bit toward the spicy side such as "The Sultan's Harem," or the shocker-type like "The Hanging of Mrs. Rogers." The Rogers pictures scored something of an arcade box-office record when they drew 2,400 pennies to one machine in a New York arcade during the first three days of showing.

Early Manufacturers

The bulk of the arcade machines were manufactured by Caille Bros., Detroit; the Mills Novelty Company, Chicago; and the William Rosenfield Company, New York. Basically the Penny Arcade devices were quite similar, but their manufacturers made attempts to give them a different appearance or a new claim. Electric shockers, for example, instead of merely inviting patrons to see who could absorb the most electricity, began to advertise that the machine was beneficial for headaches, neuralgia, rheumatism and all nervous disorders! Caille Bros. modernized the lifting machine, which was merely the reverse of a scale mechanism, by bringing out a Tower Lifter, in which the tugging customer could light a series of electric bells

Tip Tip-Off?

HARRISBURG, Pa., March 8. —Hat check concession game saw a potential monkey wrench thrown into its machinery here this week with introduction of a bill in the State House of Representatives which would require owners of night spots and other places of amusement to post signs on such concessions stating clearly that tips are the property of the concession and not of the persons receiving them. The bill, H. 537, was introduced by Rep. Albert E. Beech, Allegheny County Republican, and was referred to the committee on law and order.

on a tower and ring a bell at the top when the highest score was registered. The Mills Company called its perfume vender "Whiffs of Fragrance," offering a choice of not one but four different odors, while the Roovers Bros. in Brooklyn substituted a colored nameplate for the simple aluminum strip in their die-press. The Exhibit Supply Company, of Chicago, brought out new series of novelty cards for vending machines, and fortunetelling devices were rechristened "Gypsy Queens," complete with Oriental costumes, drapes and colored lighting.

In 1905 the Penny Arcade was meeting the prime need of the new century for inexpensive mass entertainment, and it saw no need for innovations. The new city workers had no money for the relatively expensive theater, and language barriers operated against the immigrant population. The few coppers they could spend for amusement went to the arcades. But suddenly the flood of pennies pouring into the arcades was slowed by two developments. As the Penny Arcade had been standing still, the phonograph and Kinetoscope had progressed.

The phonograph, which had given rise to the early parlors and arcades, was no longer a curiosity. The introduction of cheap spring motors and mass production had brought it within the financial reach of the average family and made the talking-machine a household instrument. Meanwhile, the Kinetoscope had graduated from its peep-show slot cabinet to the screen, giving rise to the nickelodeon. With both the phonograph and the Kinetoscope finding new sales uses, the arcade was having its backbone broken.

First Nickelodeon

The first nickelodeon appeared in Pittsburgh in June, 1905, in a remodeled storeroom, and, ironically, was located next door to a Penny Arcade. Its instantaneous success led to a skyrocketing boom. Soon arcade operators from coast-to-coast were installing projection machines, usually in vacant lofts over their arcades. In several locations customers were first persuaded to visit the upstairs movie by means of a "crystal staircase" constructed of glass, with running water and electric lights underneath. On their way down from the nickelodeon, patrons were routed out thru the arcade itself, and as they passed thru the rows of machines they would often drop odd pennies into the chutes.

Other arcades partitioned off a section for moving-pictures, and moved their coin machines into the lobby. Arcade owners began to feel real competition from the nickelodeon, for the new movie houses sprang up wherever a vacant store offered itself as a location. To meet this rivalry from the screen, the phonograph and Kinetoscope had been combined in devices such as Rosenfield's Illustrated Song Machine, a coin cabinet in which a phonograph record was co-ordinated to play while a series

of drop pictures clicked off, and the patron was given a "talking-picture" he could see and hear. This idea, incidentally, was not new and can be traced back to the similar Kinetophone, marketed by Edison in 1895.

By 1907 the motion picture had evolved into a separate kind of entertainment and some arcademen such as Loew, Zukor and Fox turned all their attention to this field. Those who remained with the Penny Arcade began to gradually fall away from the idea of building their businesses around movies. The accent was now on more and better amusement games, unusual shooting galleries and various novelties. With the arrival of the 1920's when new principles were introduced to coin-operated amusement games, arcades began to assume their modern day appearance and finally reached their peak of popularity during the recent war years. For wherever crowds have spare time and operators have novel coin machines the Penny Arcade will flourish.

First Full-Month's Gross On Topeka Meters \$4,704

TOPEKA, Kan., March 8.—First full-month's collections from Topeka's newly-installed parking meters grossed the city \$4,704.62, J. Glenn Davis, finance commissioner, reported. City now has 806 meters installed in its business district. February collections compared with an average of \$2,380 a month collected from the 376 machines in operation during 1946.

Police officials said that the additional meters have helped greatly to relieve traffic congestion in the downtown area. This city has a total of 1,000 new meters on order from the Kar-Park Corporation, Cincinnati, on a deal to trade in 419 old meters.

Missouri Assembly Scans Coin Levies

JEFFERSON CITY, Mo., March 8. —Action on seven proposals for a State bonus for veterans of World War II pending in the Missouri House of Representatives was postponed and another hearing on the matter was tentatively scheduled for March 12. Proposals include a committee recommendation for payment of the bonus by a number of taxes to be levied on nearly all branches of the coin machine and amusement industries.

Total of 425,000 Missouri residents served in the armed forces, and costs of the various bonus proposals have been estimated at as much as \$182,000,000.

Brand New, Post War

PACE DELUXE CHROME SLOTS

5c-10c-25c-50c-\$1

GET OUR PRICES!
Write Today!

IMMEDIATE DELIVERY

1/3 Dep. with order, Balance C. O. D. F. O. B. Baltimore

CALVERT NOVELTY CO.

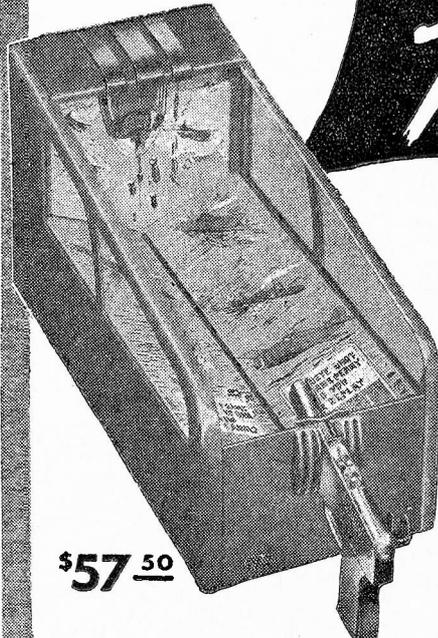
708 N. Howard St.

Baltimore 1, Md.

Vernon 3034

An **ATLAS** "Money Maker"

DAVAL'S SKILL THRILL



\$57.50

ATLAS NOVELTY CO.
2200 N. WESTERN AVE., CHICAGO 47

Fastest action pistol-target game on the market. Jam-proof pistol shoots actual pennies... returns them to player when the target is hit. Small and compact... takes up less than 9" of counter space. Colorful, streamlined metal case fully enclosed in durable transparent plastic top and glass sides. Cash box will hold over \$100.00 in pennies.

Coin Machine Play Takes Upward Trend in Lincoln Following Post-War Slump

Most Ops Agree Reconversion Turmoil About Wound Up

LINCOLN, Neb., March 8.—Coin machine play in the Nebraska capital, along with business in general, seems to have weathered the post-war reconversion without too much turmoil.

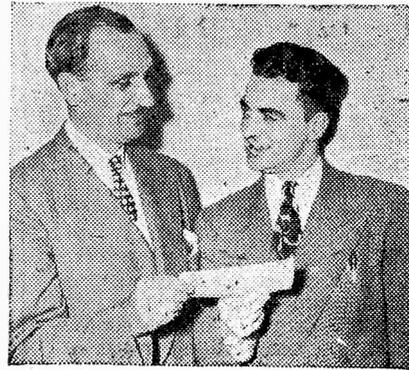
Some operators reported that business is off as much as 50 per cent from the wartime peaks when Lincoln Army Airbase was operating at capacity, but most of them agree that it is only 5 or 10 per cent under 1946 trade, and some report that it is running above last year. General feeling seems to be that post-war bumps are over and coin play is on the upward trend.

Pinball play is said to be very good

in the out-county spots altho the machines are banned by ordinance in Lincoln.

Post-War Slump Cushioned

Expected post-war slump in the city has been considerably cushioned by the entry of three new companies into the city's industrial life, expansion of one local concern and influx of students to the University of Nebraska. Goodyear Rubber Company is operating in the plant which was originally built for the Arrow Aircraft Company back in the days after World War I when Lincoln visioned itself the future air capital of the U. S. Elgin Watch Company has



ALBERT COLE presents check to Raymond Duchesneau of March of Dimes fund at CMI offices in Chicago.

taken over the Terminal Warehouse, and Western Electric Company has two new plants here making switchboard equipment.

Burlington Railroad's car-building plant in Havelock, a suburb, is operating at capacity, and the Cushman Motor Works, which built motor scooters in pre-war and war years, has expanded into the stationary engine field, adding considerably to its pay roll.

G.I.'s flocking to the University of Nebraska, which includes the State's Agricultural College as well, and to Nebraska Wesleyan, have also helped keep coin machine play, particularly on the juke boxes. On the small allowances the veterans get while they go to school, nickel and dime amusement is about the only kind they can afford. University of Nebraska's enrollment has swollen to 9,600, more than double the pre-war level, it is reported.

Cig Venders, Pinballs Banned

Outlawing of pinballs and cigarette venders within the city, however, has worked to keep the coin machine industry small. Only six operators of juke, phone music and pinballs are listed in the city, and 11 operators of venders are known in the city. A new phone music system (Personal Music), however, is reported to have set up one location near the campus within the last few days.

Only two concerns operating nickel candy venders are listed in Lincoln; six operating penny peanut and gum machines, and three operating stamp venders.

For its more than 85,000 population (including three main suburbs), Lincoln would appear to be undersupplied with vending machines. Estimate of the total is about 500 candy machines and approximately 700 peanut and gum venders. Beverage venders appear to be quite rare within the city. Two penny match venders were spotted, but no ice cream or popcorn venders were reported.

Shortness of merchandise supplies has held up full development of vending here as elsewhere. Candy jobbers as well as vender operators complained of the acute bar shortage, and one ball gum operator was reported to have nearly half his venders in storage for lack of merchandise.

Juke Optimism Tempered

The optimism over play among music operators was seasoned by continuing complaints about the quality of disks and shortages of replacement parts for both juke and pinballs. Gears and other machined parts were said to be slow arriving and lamps for both pins and juke were reported quite scarce.

Tavern trade is said to be holding up extremely well, but some of the all-night restaurants and lunch counters have had to trim their hours because of the help shortage, it was said.

No dime play was noted in the city, but some roadhouses in the county were said to be on the dime basis.

No Vender Tax If No Profit, Court Decides

TAMPA, March 8.—Circuit Court here has granted a temporary injunction restraining the county tax collector and the State comptroller from levying or collecting taxes on postage stamp machines owned by an operator in Tampa. The operator brought suit when he found his profit disappeared almost completely after paying State and local taxes.

In his suit, the operator pointed out that the State license calls for a tax of \$3.25 on coin machines, with an additional Tampa city tax of \$1. He produced figures to support his claim that his monthly profit on one of the stamp machines was only 44 cents.

"This amounts to confiscation of the plaintiff's property and hampers his pursuit of a livelihood," the operator asserted. He also asked that the State laws providing for such license taxes be declared unconstitutional as they relate to postage stamp venders.

Three-Cent Cig Tax Reported Favorably By Minn. Committee

ST. PAUL, March 8.—Three-cent cigarette tax bill backed by the administration has been reported out of the House Tax Committee with recommendation for passage and now goes to the House for consideration.

In committee, proponents of the measure defeated several attempts to reduce the \$250 license fee required of cigarette distributors. Also defeated were moves to: Make the tax 5 cents per pack; make half of the tax yield revert to municipalities where collected. As the bill now stands, municipalities will get one-third of the tax yield.

Telequiz Appoints W. Va. Distributor

CHICAGO, March 8.—Telequiz Sales has appointed a new distributor for West Virginia territory, Leonard Sheehan, firm's Midwest sales manager, announced last week.

New firm, West Virginia Telequiz Company, Charleston, began operation March 1, with Larry Bluestein as president.

New Coin Laundry Runs Ad To Focus Public Interest

HARTFORD, Conn., March 8.—New coin-operated Launderette, opened recently at 1916 Park Street, here has instituted an advertising campaign in local newspapers. Ad advises customers to phone for appointment and carries slogan "The Post-War Way To End Your Washday Drudgery."

TELECOIN'S NEW ONE

(Continued from page 102)
Telecoin Corporation. Among the new machines will be a fruit juice vender and a bulk milk machine. Arthur W. Percival is president of the concern.

Richardson, before his recent appointment as sales director of the new Telecoin Radio Division, was deputy director of the War Production Board in Chicago. He also served as general sales manager of the Crosley Radio Corporation. Offices at 209 South La Salle Street, Chicago, will be operated by Richardson.

"THE WAY WE TRANSACT BUSINESS HAS ITS OWN DISTINCT APPEAL. A PROMISE IS A GUARANTEE, WHEN WE SAY, 'IT'S A DEAL.'"

BUBBLE BALL GUM

IMMEDIATE DELIVERY—50¢ Per 100 Balls—3/8 Inch—140 Count—25 Lb. Carton for \$17.25.

NEW VENDORS

SILVER KING	ADVANCE	VICTOR V	MASTER
1¢ Peanut \$13.95	1¢ Peanut \$13.75	1¢ Globe \$11.75	1¢ Peanut \$14.95
1¢ Gum 13.95	1¢ Gum 13.25	1¢ Cabinet 13.75	1¢ Gum 14.95
5¢ Nut 13.95	25 or More—10% Off	5¢ Cabinet 14.75	1¢-5¢ Comb. 15.95
25 or More—10% Off	1.5¢ Pistachio \$13.75	Prices Net	Prices Net

PIPE STANDS \$3.75 | GROSS BARS \$1.25 | WALL BRACKETS \$1.00

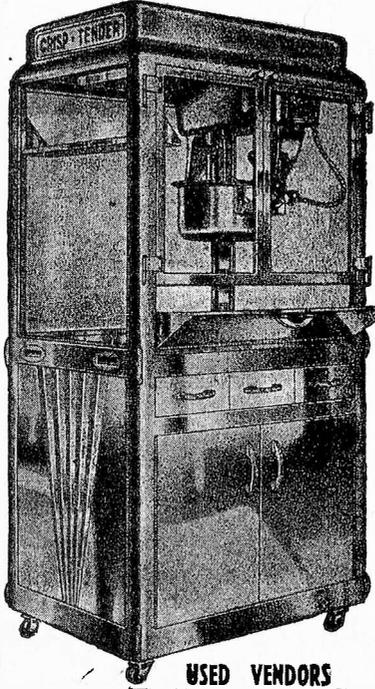
"STAR" POPCORN MACHINES—PROVEN THE FINEST AT THE LOWEST PRICE

Trouble Free Mechanism—Streamlined Stainless Steel Cabinet—Illuminated Display Signs—Attractive and Durable.

IMMEDIATE DELIVERY

SUPER STAR, Theater Model\$589.00
SUPER STAR, Counter Model 519.00
SILVER-STAR, Floor Model 485.00
SILVER-STAR, Counter Model 398.00
JUMBO-GIANT, Popping Unit 249.00

SPECIFY VOLTAGE REQUIRED.
BULK CORN, SEASONING, SALT, BOXES can be supplied.



NEW PIN GAMES

Show Girl\$289.50
Kilroy 279.50
Rio 309.50
Boomerang 295.00
Double Barrel 279.50
Bally Entry 595.00

SOLO-TONE

BOXES and EQUIPMENT, 200 Brand New Wall Boxes—About 15 Amplifiers. WRITE.

PINCH-HITTER

The Newest, Most Sensational Roll-down Baseball Game. Sure Appeal—Sure Performance. Available Immediately. \$419.50.

Center Smokes \$ 7.00

Superior, Cig. Rls. 6.00
Pick-a-Pack 12.00
HomeRun Guns 12.00
5¢ Tickettes 12.00
Skill Target 12.00
Skill Bomber 12.00

USED COUNTER GAMES

Packs\$ 7.00
Klix 7.00
Daily Races 7.00
Hold & Draw 12.00
Tally 10.00
Cub 5.00
Lucky Smoke 5.00
Flippers, New 10.00
EMPIRE, CIG. RLS. 7.00
ABT Target 25.00
Trlo Packs 8.00
Ginger 10.00
Poko Reels 8.00
Daval Rex 10.00
Amer. Eagle & Marvel 10.00
Whooperdoo 7.00

MUSIC

Singing Towers\$175.00
Wurl. 24 Vict. 295.00
Commandos 385.00
Premiers 385.00
Rock-Ola Super 295.00
Wurlitzer 616 175.00

PANORAMS\$365.00
PHOTOMATIC 650.00

USED VENDORS

25 Brand New 5¢-10¢ Stamp, Similar to Shipman\$18.00
65 Short Tab Gum Venders \$12.50
10 Brand New Shipman 1¢ Hershey Bar Venders \$7.00

USED CONSOLES

Baker's Pacers, '46\$375.00
5-25 Super Bell 195.00
Jumbo Parade, F.P. 65.00
Big Game, F.P. 75.00
Kentucky Club 125.00
Baker's Pacers 275.00
Bob Tall, F.P. 95.00
Silver Moon, F.P. 95.00
4-Bells 300.00
Royal Flush 110.00
'38 Track Time 125.00
Bally Club Bell 150.00
Paces Reels 100.00
Paces Saratoga 100.00

PADDED PHONOGRAPH COVERS, Water and Mildew Proof ... \$25.00

ABT CHALLENGERS—\$65.00. Write for Quantity Prices.

ROCK-OLA BOXES

10 Dialatone Wall\$12.50
10 Dialatone Bar 12.50



M. S. GISSER, Sales Mgr.

TERMS: 1/2 DEPOSIT WITH ALL ORDERS, BALANCE C. O. D.

Cleveland Coin Machine Exchange

2021-25 PROSPECT AVE. CLEVELAND 15, OHIO
Phone: PRospect 6316-17

Prize Winners In RC Teen-Age Contest Listed

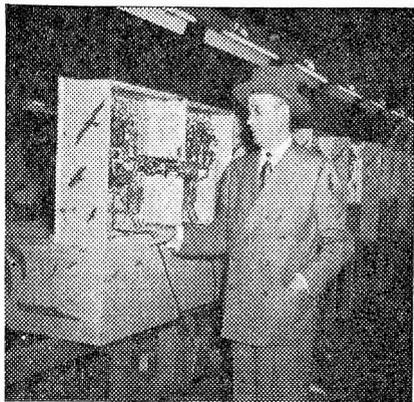
COLUMBUS, Ga., March 8.—Nehi Corporation this week announced 186 winners in the Royal Crown Cola Teen-Age Contest, in which teenagers wrote letters on "The Most Interesting Activity of Our Teen-Age Club or Youth Center."

First prize of a \$200 U. S. Savings Bond went to Kelley Green, 2,000 South Cedar Street, Little Rock. Companion award of a Wurlitzer phonograph went to Green's club, The Hive, in Little Rock.

Second prize of a \$100 bond went to Sarah Jane McLean, Winston-Salem, N. C., and a Kelvinator electric cooler went to her club, Y-Teens, sponsored by the local YWCA. Third prizes were a \$50 bond and a Royal Crown ice cooler awarded to Connie Lopez and the YWCA Typical Trixies in Sacramento.

Contest was announced last November and drew thousands of letters from some 3,700 teen clubs over the country, according to *Teen Talk*, newsletter of the Royal Crown teenage clubs.

"All of you are to be sincerely congratulated," *Teen Talk* announcement stated, "on the enthusiastic interest you have taken in this contest, and for the grand work you are doing in your teen-age clubs and youth centers, as evidenced by letters sent in about the most interesting activity of your organizations. Space does not permit the listing of the number of worthwhile projects going on in the majority of the 3,700 clubs in the country, but it is gratifying to know that the boys and girls of America are engaged in important activities which are making our cities and communities more pleasant places in which to live."



DAVE SIMON, of Simon Sales Company of New York, examines United Manufacturing Company's Rio production line while visiting the Chicago firm.

More Sugar Seen in Canada During 1947

OTTAWA, March 8.—Increased sugar supply this year to provide greater amounts of soft drinks, gum and candy for vendors is in the picture if the International Sugar Pool recommendation of a maximum allocation for Canada materializes.

At least 10 per cent more sugar will be made available to Canadians if present ration of between 77 and 78 pounds per capita is upped to the proposed 86 to 93 per capita figure. In 1946 the average allocation was between 73 and 75 pounds. Industrial users would benefit proportionately.

All that is needed to bring increase about is Congressional approval of continued United States participation in the International allocation system. If such approval is not forthcoming, Canadians say they will have to scramble for sugar supplies, and in the process might get 65 pounds per capita.

Nate Leaf Appointed Head Of N. Y. Club's Committee

NEW YORK, March 8.—Nate Leaf, Capitol Sales Company, has been appointed chairman of the Council on Candy Committee of the New York Candy Club, Abe Josephson, president, announced this week.

Leaf succeeds Dan Fitzpatrick, who headed the club's drive for the council last year in addition to representing the National Confectionery Salesmen's Association on the council's national committee. Fitzpatrick will continue to serve in the latter post.

Corn Products Co. Expands

KANSAS CITY, Mo., March 8.—Corn Products Refining Company here, in line with its multi-million dollar expansion and construction program, has received CPA approval to begin construction of additional units and to add \$46,000 worth of new processing equipment to be used in the projects.

Carr Buys Laurel Biscuit

DAYTON, O., March 8.—Laurel Biscuit Company here has been purchased by Carr Consolidated Biscuit Company, C. R. Paxton, vice-president of the former firm, announced last week. He said purchase price ran into "seven figures."

Ore. Town Ups Park Meters

EUGENE, Ore., March 8.—Installation of an additional 48 parking meters on Willamette Street here in the near future will bring this city's coin parking devices up to 740.

Food for Thought

HOLLYWOOD, March 8.—Mention of juke box is made in the current film, *Ladies' Man*, released by Paramount Pictures. In one scene, Eddie Bracken is going thru a New York automat and observes the place is a "juke box with food."

S. D. Phono Ops Incorporate and Elect Officers

RAPID CITY, S. D., March 8.—South Dakota Phonograph Operators' Association here was incorporated without capital February 27. Application for incorporation articles indicated association is established "to promote better business practice and advance quality of amusement and music."

Association's two-day quarterly meeting at the Cataract Hotel, Sioux Falls, S. D., February 25-26, closed with election of Mike Imig, Yankton, as new president. Other officers named are Norman Gefke, Sioux Falls, vice-president, and Harold Scott, Mobridge, re-elected secretary. Robert Swift, Sioux Falls; Clarence Unice, Twin Brooks, and Arnold Brevix, Watertown, were elected directors.

Banquet first day of meeting was attended by 65 members. Next meeting will be held at Pierre, S. D., in May.

Still Producing
ROCK-A-BARREL
By far the best skill roll with revolving barrel and free ball return. Write for particulars.

Rebuilt Ten Strikes
All worn parts replaced, new pins and strings, and completely refinished to look like NEW—\$160.00.

PHONOGRAPHS	
950 Wurlitzer (Refinished)	\$500.00
750E Wurlitzer	425.00
600 Wurlitzer K	285.00
500 Wurlitzer	285.00
71 Wur. Counter Model & Stand	150.00
#24 Wurlitzer	199.50
Rock-Ola Master	285.00
Rock-Ola Spec. & Playmaster	225.00
Rock-Ola Standard	250.00
Singling Tower	185.00

USED ARCADE	
Jennings Roll in the Barrel	\$149.50
Evans In the Barrel	139.50
Chicken Sam Converted to Target	89.50
9" Rock-o-Ball (Refinished)	150.00
12" Rock-o-Ball (Refinished)	175.00
14" Wurlitzer	185.00
10" Genco Bank Roll	150.00
Exhibit Baseball	89.50
Many more used Arcade Games—Write.	

USED FIVE BALLS	
Hollywood	\$ 75.00
Yankee Doodle	75.00
Keep 'Em Flying	89.50
Argentine	89.50
Hi Dive	89.50
Ten Spot	29.50

Many more used Five Ball Games in stock. Also all NEW Five Balls and Arcades—WRITE.

WISCONSIN NOVELTY CO. of Milwaukee
3734 N. Green Bay Ave. Milwaukee 6, Wis.

FOR SALE

A. B. T. Automatic Air Rifle Range

with four rows of moving targets, four rows stationary targets, six guns just like new (used only five weeks and reconditioned since).

Also beautiful Counter, brand-new Compressor, Cash Register, about 75 yards of Drapery, 75 lbs. Ammunition, about 1/2 case of Tubes and beautiful Arch hanging over Shooting Counter which is illuminated by fluorescent lights.

Complete set used only five weeks at Milwaukee Centurama. Price, \$1,000.00 for complete outfit.

JOHN C. GRAFF

1646A North 29th St. Milwaukee 8, Wis.

Food Orgs Plan April Meet

NEW YORK, March 8.—A meeting of nine trade organizations in the frozen food field to discuss steps toward standardization in packaging for some time in April was announced this week by Cyril Ainsworth, technical director of the American Standards Association.

**BALL
BUBBLE GUM**
170 to a pound
Limited Quantity.
Write or Wire for Prices

BOSTON BAKED BEANS
33c per lb.
35 pounds per carton.

PISTACHIO NUTS
Red 64c per lb.
White 55c per lb.
25 pounds per carton.

M & M's CHOCOLATE
45c per lb.

M & M's MIXED COLORS
53c per lb.
25 pounds per carton.

LICORICE PASTELS
42c per lb.
40 pounds per carton.

All orders F.O.B. New York. 1/3 Deposit. Balance C.O.D.

SUNFLOWER DISTRIBUTING CO., INC.
2125 Amsterdam Ave. New York 32, N. Y.

NOW DELIVERING

KEENEY'S

"BIG PARLAY"

The first new idea in
**1-Ball Games in more
than a decade!**

More action, more
excitement, more
play than a race
track **Daily
Double!**

ORDER TODAY

We've got PARTS . . . a complete line of parts at wholesale for Operators. Music parts, Game parts, any part you want any time you want it. No matter how hard to get, we'll get it for you. No Order Too Large or Small.

Established 1913
ROY MCGINNIS CO.
2011 MARYLAND AVE., BALTIMORE 18, MARYLAND • PHONE: UNIVERSITY 1800



FIVE BALL FREE PLAYS

Twin Six	22.50	Yankee Doodle	64.50
Click	22.50	Hollywood	64.50
Formation	22.50	Knock Out	64.50
Doughboy	22.50	Liberty	79.50
Big Chief	35.00	Frisco	89.50
Majors, '41	35.00	Casa Blanca	89.50
Home Run, '41	35.00	Laura	89.50
Gun Club	35.00	Catalina	89.50
Legionnaire	39.50	Streamliner	89.50
Sea Hawk	39.50	Cover Girl	99.50
Show Boat	39.50	Arizona	99.50
Snappy, '41	39.50	Duffy's	99.50
Monicker	39.50	Grand Canyon	99.50
Defense (Genco)	49.50	South Seas	104.50
Victory (Genco)	49.50	Opportunity	109.50
Spot-a-Card	49.50	Brazil	109.50
Midway (Rev.)	64.50	Big Hit (Single or Multiple)	149.50
Shangri-La (Cott.)	64.50	Fast Ball	139.50
Shangri-La (P&S)	64.50	Sea Breeze	199.50
Keep 'Em Flying	64.50		

ONE BALLS

Spinning Reels	39.50
Sky Lark	54.50
Fortune	39.50
Dark Horse	69.50

SLOTS

10¢ Pace Comet	59.50
Columbia Bell, G/A, Cig. Reels	39.50
5¢ Liberty Bell Goose Neck	39.50
10¢ Mills Roman Head	79.50
Columbia Bell, DJP	89.50
Columbia Bell, DJP, '46	89.50
5¢ Mills Gold Chrome	129.50
25¢ Mills Brown Front	175.00
25¢ Mills Gold Chrome	149.50
5¢ Jennings '46 Bronze Chief	275.00
5¢ Jennings Silver Chief	99.50

CONSOLES

Paces Reels W/Rails	39.50
Jennings 5¢ Fast Time	39.50
Watling Big Game, 5¢, PO	55.00
Silver Moon, FP	59.50
Jumbo Parade, FP	59.50
Silver Moon, Comb.	65.00
5¢ Big Top	79.50
Galloping Domino, FP, '40	139.50
Super Bell, 5¢ Comb.	109.50
Keeney 2-Way Super Bell, 5-5	209.50
Super Bell, 25¢ Comb.	169.50
Keeney 2-Way Super Bell, 5-25	229.50
Mills 4 Bells, 4-5¢	249.50
Mills 3 Bells, 5-10-25, Rebuilt	539.50

MUSIC

Rock-Ola RM-16, III.	\$119.50
Rock-Ola Windsor, III.	139.50
Rock-Ola Commando	289.50
Seeburg 8200, ESRC	319.50
Seeburg 8200	279.50
Seeburg 8800	299.50
Coded 30-Wire Cable—for use with Packard Wall Boxes:	
1000 Ft. or More. Per Ft.	.23
Less Than 1000 Ft. Per Ft.	.24

15 Magic Music Cabinets, complete with amplifiers and girl head pictures, for use with Personal Music, Solotone or Musicales wired music. In perfect condition. Each \$249.50

ARCADES

Pitcheum W/Stand	29.50
Seeburg Ray-o-Lite	39.50
Evans Tommy Gun	59.50
Supreme Skeeroff, 10', '46 Model	199.50
Bowl-o-Ball, 10', '46 Model	199.50
Bowl-o-Ball, 6', '46 Model	169.50
Mills Panoram, Solo-Vue	289.50
Whizz W/Stand, Used	89.50

VENDING MACHINES

U-Pop-It Popcorn Machine, Rebuilt	\$129.50
Photo-Card Vendors (NEW), With 1000 Cards Free	29.50

Anti-Slug Legislation Up in Iowa Assembly Committees

DES MOINES, March 8.—Two measures, designed to protect coin machines from slugs, have been introduced in the Iowa Legislature. Senate Bill 359, introduced February 26, has been referred to the Senate Judiciary Committee. A similar bill, House 419, was introduced February 27 and has been referred to the Police Regulation Committee.

Official text of the House bill has been printed and released by the Legislature. Explanation of the bill says, "At present there is no law providing a criminal penalty for using slugs to obtain legitimate goods and services from vending machines and telephone pay boxes. It seems only fair that these enterprises be given some protection and recourse in case of violations."

Bill's Full Text

Full text of the House bill follows: "An act to prohibit the manufacture, sale or possession of any token, slug or false coin or use thereof in the operation of any parking meter, vending machine, coin-box telephone or other lawful receptacle or device, and providing a penalty therefor.

"Be it enacted by the General Assembly of the State of Iowa:

"Section 1. Whoever, by means of any token, slug, false or counterfeit coin, or by any other means, method, trick or device whatsoever not lawfully authorized by the owner, lessee, or licensee of any parking meter, vending machine, coin-box telephone or other lawful receptacle designed to receive or be operated by lawful coin of the United States of America in furtherance of or in connection with the sale, use or enjoyment of property or service, knowingly shall operate or cause to be operated, or shall attempt to cause to be operated, any parking meter, vending machine, coin-box telephone, or other lawful receptacle designed to receive or be operated by lawful coin of the United States of America, or whoever shall take, obtain, use or receive, from or by means of any such meter, machine, coin box or receptacle, any article of value or service, or the use or enjoyment of any facility or service, without depositing in, delivery to and payment into such meter, machine, coin box or receptacle the amount of lawful coin of the United States of America required therefor by the owner, lessee or licensee of such meter, machine, coin box or receptacle shall be fined not more than two hundred dollars (\$200), or imprisoned not more than sixty (60) days, or both.

"Section 2. Whoever, with intent to cheat or defraud the owner, lessee, licensee or other persons entitled to the contents of any parking meter, vending machine, coin-box telephone or other lawful receptacle designed to receive or be operated by lawful coin of the United States of America in furtherance of or in connection with the sale, use or enjoyment of property or service or other facilities, or whoever, knowingly or having cause to believe that the same is intended for fraudulent or unlawful use on the part of the purchaser, donee or user thereof, shall sell, offer for sale, advertise for sale, possess or give away any token, slug, false or counterfeit coin or any device or substance whatsoever which, when placed, deposited or used in any such meter, machine, coin box or receptacle, will cause the same to operate or function, shall be fined not more than two hundred dollars (\$200) or imprisoned not more than six (6) months, or both.

"The sale, offer for sale, advertisement for sale, possession or giving away of any token, slug, false or

counterfeit coin or any device or substance whatsoever which, when placed, deposited or used in any parking meter, vending machine, coin-box telephone or other lawful receptacle designed to receive or be operated by lawful coin of the United States of America, will cause the same to operate or function, shall be prima facie evidence, within the meaning of this section, of an intent to cheat or defraud or of knowing or having cause to believe that any such token, slug, false or counterfeit coin, device or substance whatsoever is intended for fraudulent or unlawful use.

"Section 3. The manufacture, sale, offering for sale, advertising for sale or distribution of a token, disk, blank, washer, check, slug, false coin or other device, whether solid or perforated, with knowledge or reason to believe that such token, disk, blank, washer, check, false coin or other device may be used in substitution for any lawful coin of the United States of America in any parking meter, vending machine, coin-box telephone or other lawful receptacle designed to receive or be operated by lawful coin of the United States of America in connection with the sale, use or enjoyment of property, privilege or service, is hereby prohibited.

"In the trial of a defendant for violation of the provisions of this section, knowledge or reason to believe, within the meaning of this section, shall be deemed to exist upon presentation of proof that any prosecuting attorney, sheriff, deputy or delegate of any such official, has given written notice to the defendant that tokens, disks, blanks, washers, checks, slugs, false coins or other devices, whether solid or perforated, of the kind manufactured, sold, offered for sale, advertised for sale or distributed by the defendant are being used in substitution or distributed by the defendant for lawful coin of the United States of America in the operation of any such parking meter, vending machine, coin-box telephone or other lawful receptacle; provided that such notice shall have been given prior to the time of manufacture, sale, offering for sale, advertising for sale or distribution of such tokens, disks, blanks, washers, checks, slugs, false coins or other devices for which the defendant has been tried.

"Whoever violates this section shall be fined not more than five hundred dollars (\$500) or imprisoned not more than six (6) months, or both.

"Section 4. The provisions of this Act shall in no manner restrict the manufacture, sale, offering for sale or advertising for sale, or prohibit the possession, distribution or giving away of proper tokens for use in operation of the facilities or equipment of any electric street railway, urban motor bus company, interurban motor bus company or motor transportation company operating in the State of Iowa."

CHAMPION'S BASKETBALL

is breaking all collection records. Ask Your Nearest Distributor or Write to

ASSOCIATED AMUSEMENTS, INC.

EDWARD M. RAVREBY

846 Commonwealth Avenue
BOSTON 15, MASS.

Telephones: Langwood 8440-1-2-3

MAIN OFFICE: 635 'D' STREET, N. W. WASHINGTON 3, D. C. DISTRICT 0500

TERMS: 75 DEPOSIT, BALANCE, C. O. D.

BRANCH OFFICE: 2505 N. CHARLES ST. BALTIMORE 18, MD. BELMONT 8789

SILENT SALES

YOU CAN'T BEAT OUR PRICES!

FOREIGN BUYERS—WE EXPORT TO ALL PARTS OF THE WORLD

WURLITZER

Wurlitzer 412, 12 Record	89.50
Wurlitzer 616, Plain	96.00
Wurlitzer 616, Lite-Up Top & Bottom	125.00
Wurlitzer 500	199.50
Wurlitzer 600, Rotary	175.00
Wurlitzer 600, Packard Keyboard	175.00
Wurlitzer 24	175.00
Wurlitzer 61, Counter Model	89.50
Wurlitzer 71, Counter Model	139.50
Wurlitzer 24, Cellar Job, Remote	159.50
Wurlitzer 24, Cellar Job, Wired	129.50
Wurlitzer 42/24 Victory	175.00
Wurlitzer 42/600 Victory	195.00
Wurlitzer Twin 12, Cellar Job, Buckley	129.50
Wurlitzer Twin 12, Cellar Job, Packard	129.50
Wurlitzer 780E Colonial	350.00
Wurlitzer 750E	399.50
Wurlitzer 800	399.50
Wurlitzer 850	399.50

SEEBURG

Seeburg Casino	\$145.00
Seeburg Mayfair	165.00
Seeburg Plaza	165.00
Seeburg Gem	165.00
Seeburg Regal	165.00
Seeburg Gem, ESRC	225.00
Seeburg Major, ESRC	249.50
Seeburg Vogue or Classic	225.00
Seeburg 8200, Victory Model	215.00
SEEBURG HI TONE, ES	199.50
SEEBURG HI TONE, ESRC	249.50
SEEBURG HI TONE, 8200, ESRC	275.00

MILLS

Mills Throne	\$125.00
Mills Empress	149.50

ROCK-OLA

Rock-Ola 12	\$69.50
Rock-Ola Monarch or Windsor	149.50
Rock-Ola Standard Dial-a-Tune	189.50
Rock-Ola Standard	199.50
Rock-Ola De Luxe	215.00

WALL BOXES

Seeburg Selectomatic Boxes	\$ 5.00
Seeburg 24 Sel. Wall-o-Matic, Remote	20.00
Seeburg 20 Sel. Wall-o-Matic, Remote	25.00
Seeburg Large Type Wall-o-Matic, R.C. or Wired	5.00
Seeburg Bar-o-Matic, 5-10-25¢	39.50
Seeburg 3-Wire, 5-10-25¢	39.50
Wurlitzer #331 Bar Boxes	5.00
Wurlitzer #320 Sweet Music, 5¢	12.50
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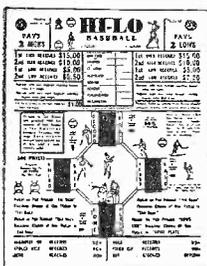
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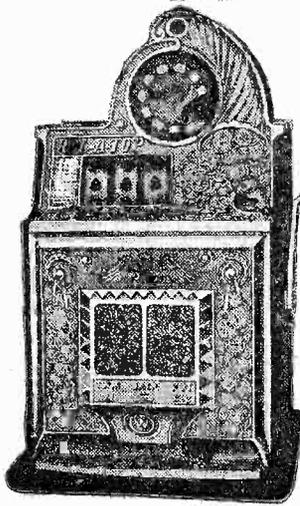
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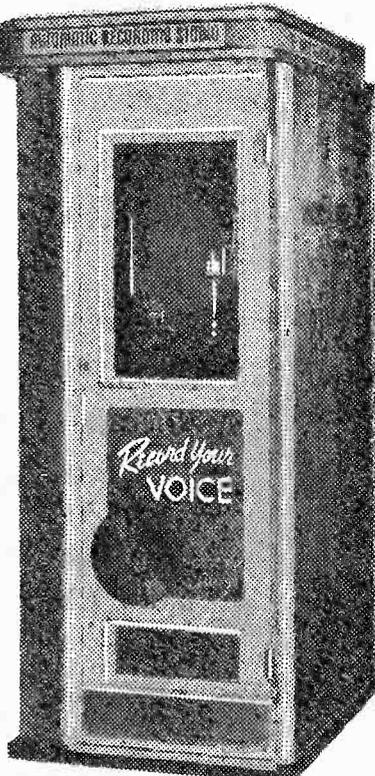
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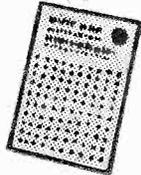
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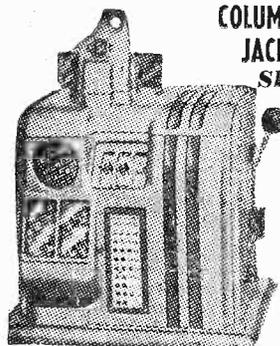
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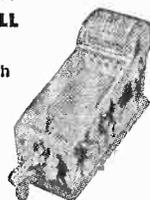
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MARVEL CATALINA	\$150.00
SEA HAWK	59.50
FLEET	29.50
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NEW CHAMP	39.50
FLICKER	49.50
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SAVE YOUR RECORDS!

Operators everywhere are modernizing old phonographs with Jewel Crystal Conversion Kits. reduces record wear 50%—Improves tone—saves needles—reduces service calls. Complete instructions with each kit.

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ANY KIT ABOVE—\$4.00 EA.	

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PUNCH PLUS JACKPOT APPEAL

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 Takes in\$51.00
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This thick board blazes with attractive color—appealing lithograph pictures.

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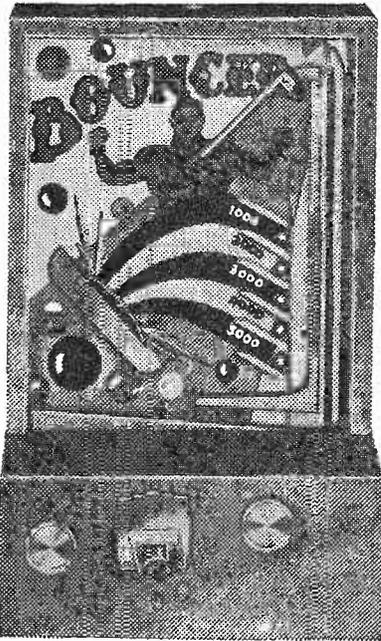
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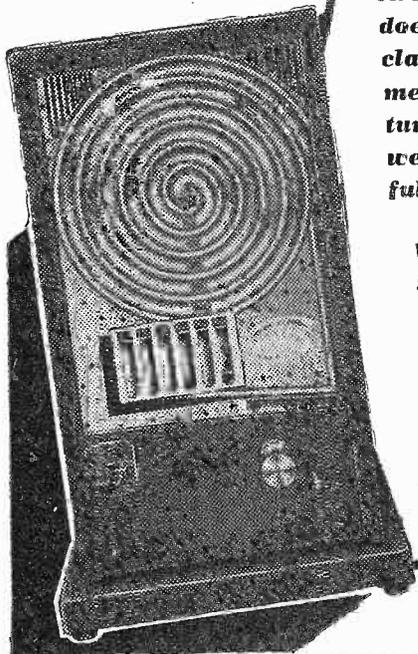
WE THINK WHIRL-A-BALL IS SO GOOD WE'LL REFUND YOUR MONEY IF YOU DON'T THINK THE SAME

We'll ship one Whirl-A-Ball to any operator any place in the United States. If at the end of 10 days it doesn't earn the money we claim, or if there's any mechanical trouble... return the machine to us and we'll refund your money in full!

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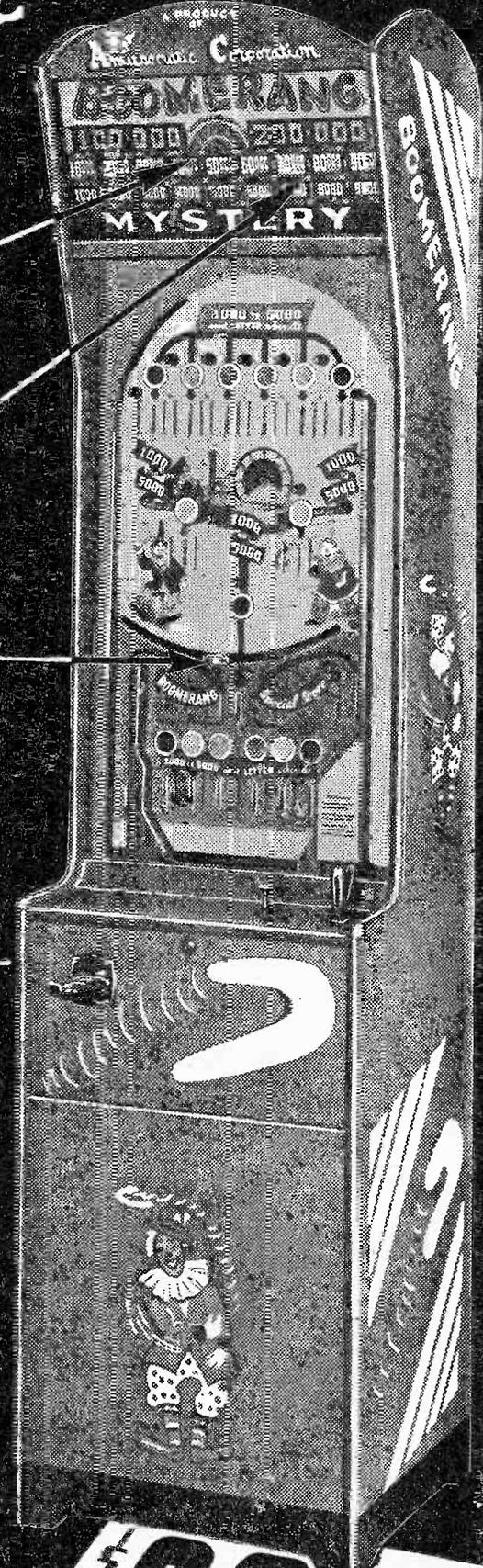
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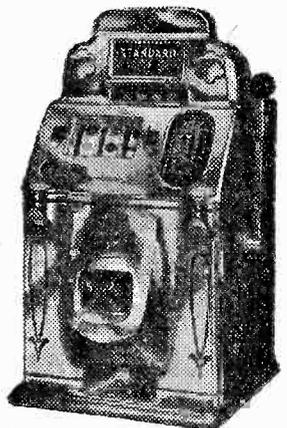
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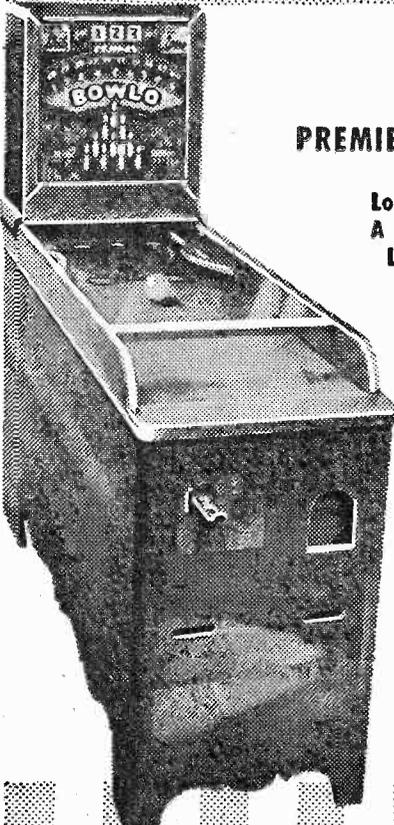
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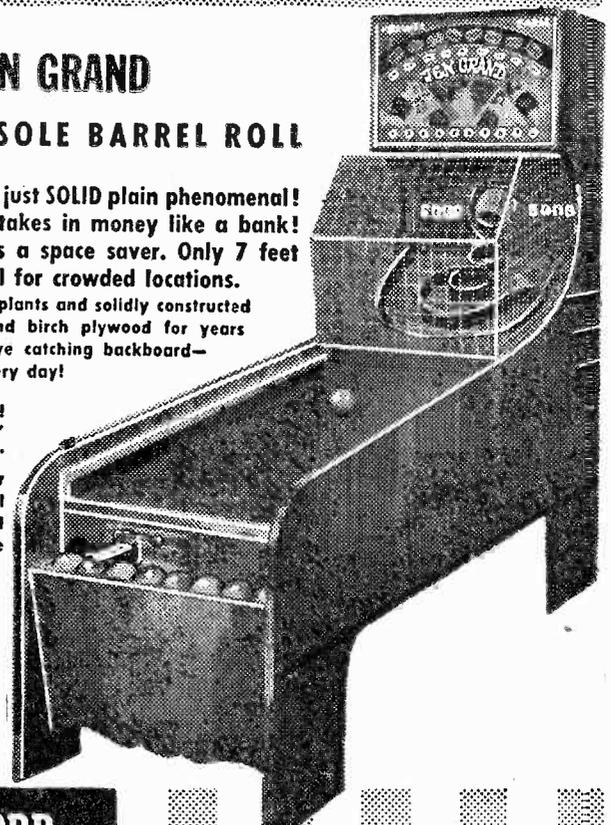
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Rolls . . . 10½, 12½
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Mills 3 Bells
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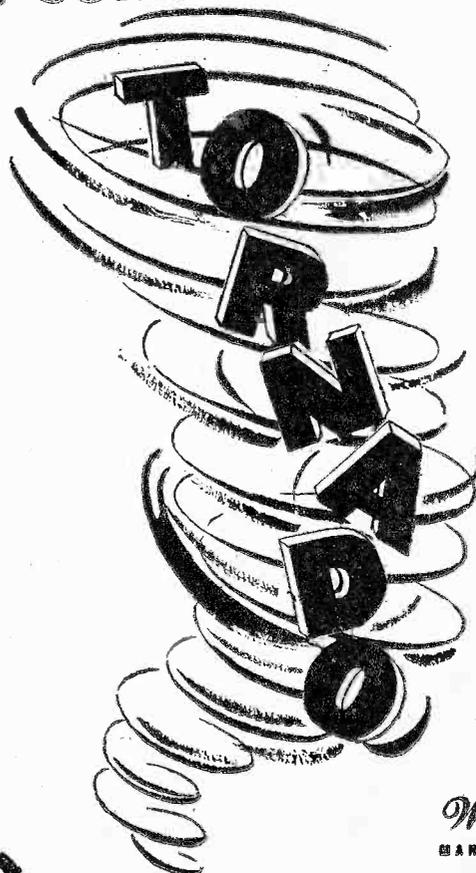
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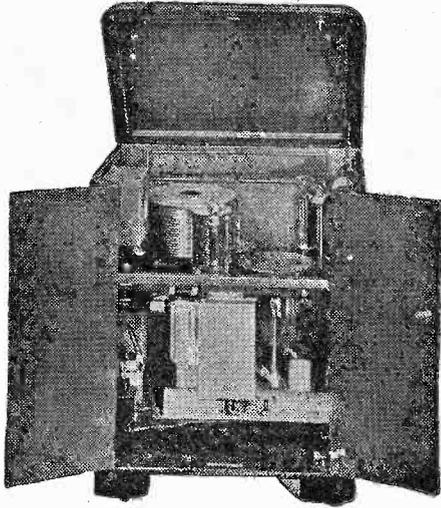
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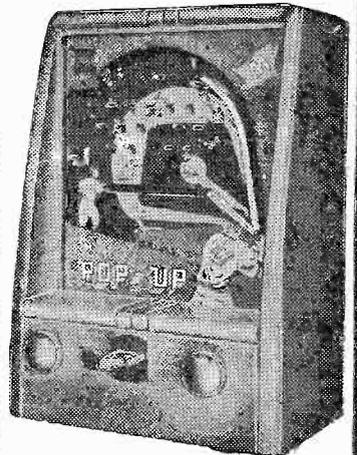
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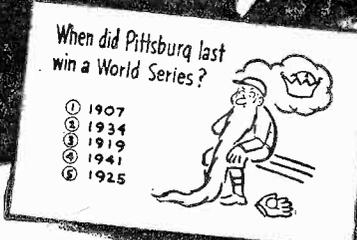
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Holes	Name	Profit	Price
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1200	25¢ J.P. Tex. Chas., Thk., Prt.	102	2.50
1000	5¢ J.P. N.W. Spec., Girl. Avr.	23	2.75
1184	5¢ The Win-ah, Jum. Th. Def.	31	2.75
1000	10¢ Rid. High, Girlie, Tk. Def.	\$31	\$2.98
1000	5¢ J.P. Lady, Your Hat. Avr.	28	3.54
1200	25¢ \$5.00 Chas., Thk. . . Def.	100	3.67
1000	25¢ J.P. Take or Leave It. Avr.	71	3.85
1050	5¢ J.P. Goldie, Girl. Jum. Avr.	27	3.85
1000	5¢ J.P. Grace, Girl. Jum. Avr.	\$28	\$3.95
600	10¢ J.P. Lucky Dimer. Jum. Avr.	28	3.98
1000	10¢ J.P. Easy Going, Girl. Avr.	45	4.24
1000	2 for 25¢ J.P. Quarter Spec.	49	4.24
2000	5¢ Real McCoy, Coin Style.	56	4.74

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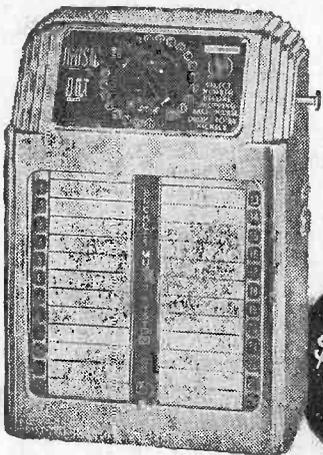
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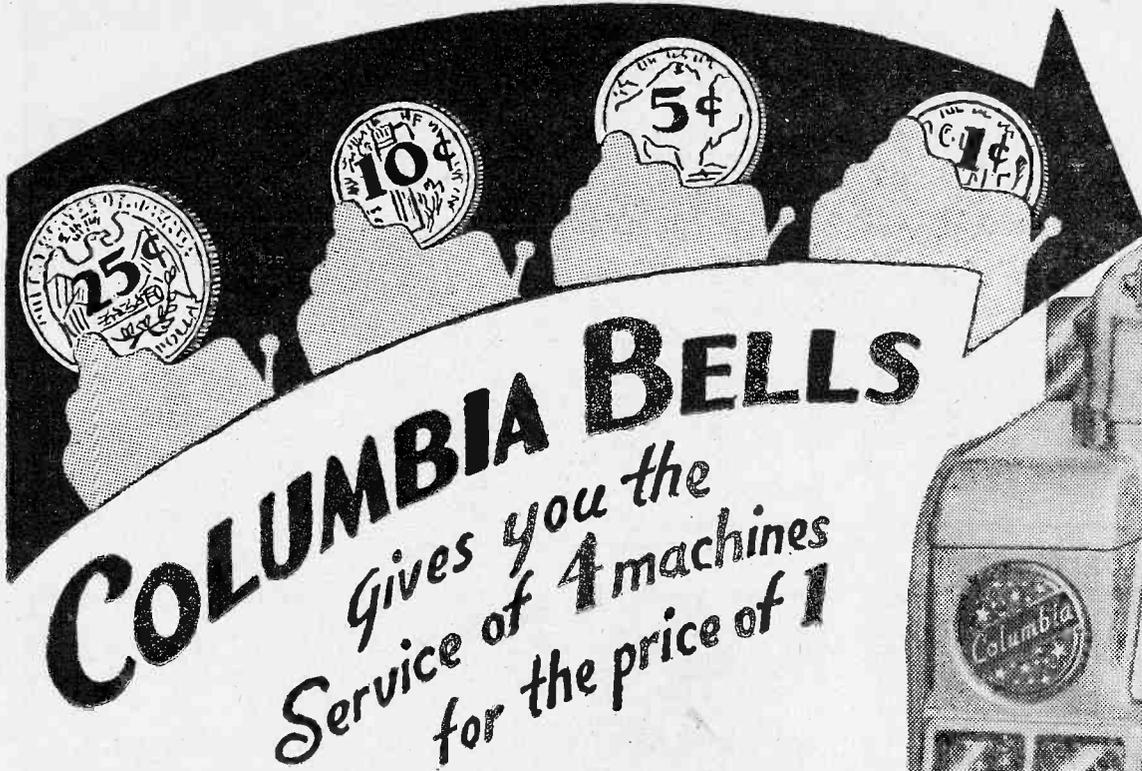
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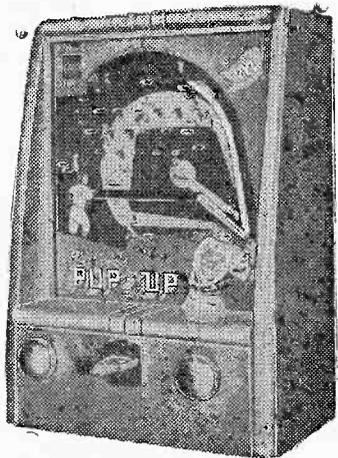
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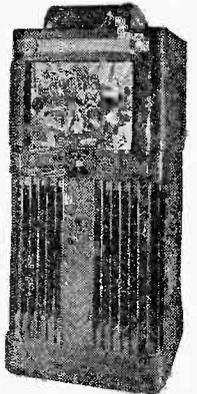
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Jennings BRONZE OR STANDARD CHIEFS	5c	10c	25c
	\$269	\$279	\$289

Groetchen Deluxe CLUB COLUMBIA	\$209.50
J. P. COLUMBIA	145.00

Jennings SUPER DELUXE LITE-UP CHIEFS	5c	10c	25c
	\$324	\$334	\$344

SILVER KING—1c OR 5c NUT VENDOR	...\$13.95
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GOALEE\$329.50
PINCH HITTER 369.50
Chicoin Basketball CHAMP 499.50

CHALLENGER	...\$55.00
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VEST POCKETS	...\$74.50
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Gott. GRIP SCALE	...\$39.50
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DAVAL'S BEST HAND	...\$59.50
MEXICAN BASEBALL	... 59.50
FREE PLAY	... 75.00

NEW WATLING ROLATOP
5¢\$175
10¢ 200
25¢ 225
50¢ 300
DELIVERING NOW!

VICTOR MODEL "V" NUT VENDORS	...\$11.75
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WHIRL-A-BALL	...\$47.50
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Ace COIN COUNTER	...\$139.50
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GRIP-VUE	...\$49.95
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Genco ADVANCE ROLL	...\$475.00
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REVOLVAROUND SAFES, 10 Gauge Steel—Single	\$175.00; Double\$225.00
BOX STANDS FOR SLOTS	\$27.50; FOLDING STANDS 9.95
UNIVERSAL PHONO AMPLIFIER	 39.50
KLEER-FLO PARTS CLEANER, COMPLETE	 143.50
TURN-TABLE SHAFT FOR WURL. COUNTER MODEL	 5.95
SPEED IRON SOLDERING GUN, HEATS AND COOLS IN 5 SEC.	 12.95

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MUSIC ROCK-OLA STANDARD	\$225.00	Rock-Ola Commando	...\$400.00
Wurl. 71 & Stand 189.50	MILLS EMPRESS 195.00

SLOTS

5¢ BLACK CHERRY, ORIG., 2-5	...\$179.50
WATLING ROLATOP, 10¢ 79.50
WATLING ROLATOP, 25¢ 89.50
5¢ JENN. SILVER CHIEF 119.50
5¢ MILLS BLUE FRONT, ORIG. 119.50
10¢ MILLS BLUE FRONT 129.50
25¢ MILLS BLUE FRONT 139.50
5¢ BROWN FRONTS 129.50
10¢ BROWN FRONTS 139.50
25¢ BROWN FRONTS 149.50
5¢ MILLS LATE O.T. 89.50
5¢ GOLD CHROME 119.50
VEST POCKETS, BLUE & GOLD 49.50
5¢ JENN. CLUB CONSOLE CHIEF 109.50
5¢ 4-STAR CHIEF 109.50
10¢ 4-STAR CHIEF 119.50
COLUMBIAS, FRUIT REEL, J.P. 79.50
5¢ BLACK CHERRY, REC. 149.50
10¢ BLACK CHERRY, NEW REB. 169.50
50¢ BLACK CHERRY, REB. 195.00
5¢ WATL. ROLATOP, 1946 MOD. 139.50
10¢ JENN. LITE-UP CHIEF 275.00

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PIMLICO, F.P. 219.50
VICTORIOUS, F.P. TURF CHAMP 109.50
'41 DERBY 179.50
RECORD TIME, F.P. 99.50
LONGACRE, F.P. 315.00
JOCKEY CLUB, P.O. 239.50
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MILLS OWL, 1 OR 5 BALL, F.P. 69.50
LONGSHOT, P.O. 149.50
KENTUCKY, P.O. 189.50
BLUE GRASS, F.P. 109.50

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TOTAL ROLL, LIKE NEW	...\$425.00
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BOLASCORE, NEW REVAMP. 219.50
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2 EXH. COCKEYED CIRCUS & STAND, PER SET 149.50
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SHOOT TO TOKYO 109.50
CHICAGO COIN GOALEE—Like new 19.50
GOTT. 3-WAY GRIPS 19.50
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MUTOSCOPE SKY FITER 159.50
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BLOW BALL 109.50
PITCHER & CATCHER 89.50
MUTOSCOPE VIEWING SHOW 29.50
BALLY SKY BATTLE 139.50
TEXAS LEAGUER, DeLuxe 49.50

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BALLY SUN RAYS, F.P. 89.50
5¢ BUCKLEY TRACK ODDS, J.P. 475.00
HI HAND, COMB. 159.50
WATLING BIG GAME, 5¢, P.O. 89.50
5¢ PACE SARATOGA SR. 109.50
BALLY BIG TOP, P.O. or F.P. 89.50
WATLING BIG GAME, F.P. 79.50
MILLS JUMBO, P.O. LATE HEAD 99.50
JENN. SILVER MOON, F.P. 79.50
5¢ BALLY CLUB BELL 169.50
MILLS 4-BELLS, 4-5¢ 295.00
EVANS LUCKY STAR 149.50
GALLOPING DOMINOS, J.P. 149.50
BANGTAILS, J.P., 2-TONE 249.50

RECONDITIONED 5 BALL PIN GAMES

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MEASURED MUSIC

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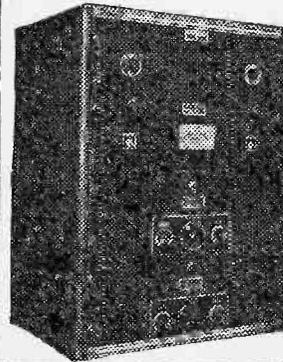
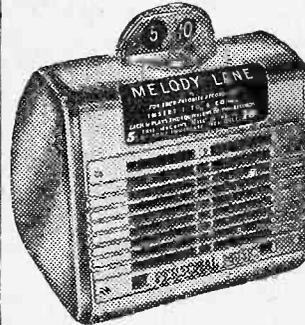
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30-RECORD PHONOGRAPH

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PERSONAL MUSIC

The Modern System of "Telephone Music"

Contact us for complete information if your operations can lend themselves to Personal Music. We are completely prepared to take care of every request.

EVERYTHING YOU NEED TO SET UP A PERSONAL MUSIC SYSTEM IS AVAILABLE AT UNITED

STUDIO AMPLIFIER

Shown here is one of the accessory pieces. The complete set-up of timing control units, distribution panels, power supply units, turntables, etc., can be supplied now.

Write for our price list on high quality reconditioned equipment.



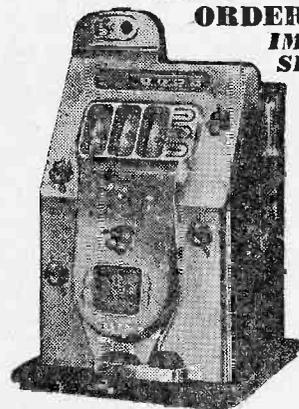
This is a rear view of the Studio Amplifier depicting its simple accessibility and construction. Write for further information and descriptive literature.

Wisconsin's Leading Distributors

UNITED COIN MACHINE COMPANY

6304 W. GREENFIELD SPRING 8446-8447 MILWAUKEE 14, WISC.

MILLS NEW POST-WAR MACHINES

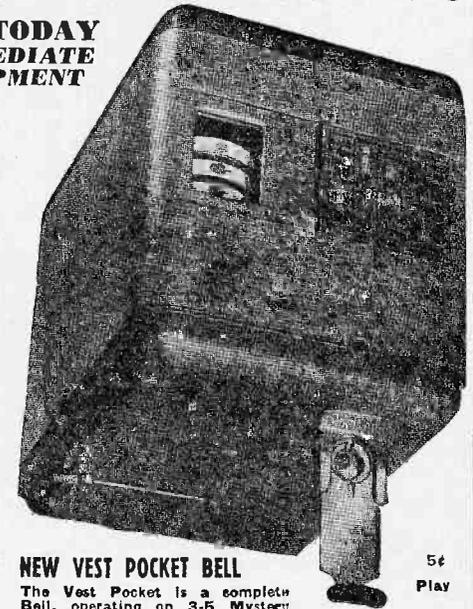


BLACK CHERRY BELL

This wonderful new Bell is now ready for delivery in 5¢, 10¢, 25¢ and 50¢ Play. This machine actually glows and sparkles with brilliant dashes of Silver, Black, Red and Green.

Write For Prices

NEW SAFE STANDS \$27.50
Send 1/3 Deposit With Order.



NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight.

\$74.50
5¢ Play

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PHONOGRAPHS

RECHECKED—REFINISHED

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TERMS: One-Third Deposit, Balance C. O. D.

W. B. NOVELTY CO., INC. 1012 MARKET ST. ST. LOUIS 1, MO.

Mills Black Cherry Bell



● The "Soundest" Bell

The soundest Bell ever made. It puts money in motion, revives the

lagging play in locations. It answers the player's "yen" for fun and amuse-

ment. It becomes an important asset to the location—its big earning power cannot be ignored! It is the ideal Bell for operators. A machine with quick, smooth start, with reels that spin faultlessly—a machine with rapid-fire payment on winning awards. A better Bell than any player expected to play, a Bell better than any operator ever hoped to operate.

A Bell manufactured by Mills!

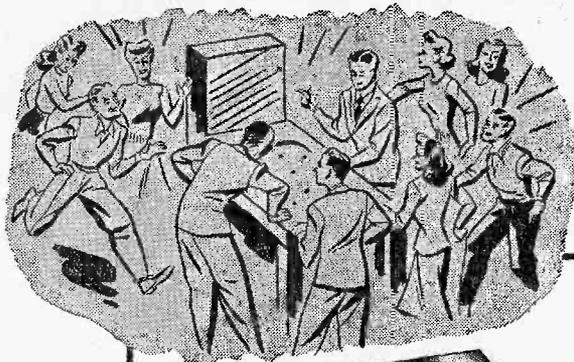
CAUTION!

Mills are the originators of Black

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To be absolutely sure you are receiving the genuine article, look for the "Certificate of Manufacture" which is attached to every real Mills Bell.

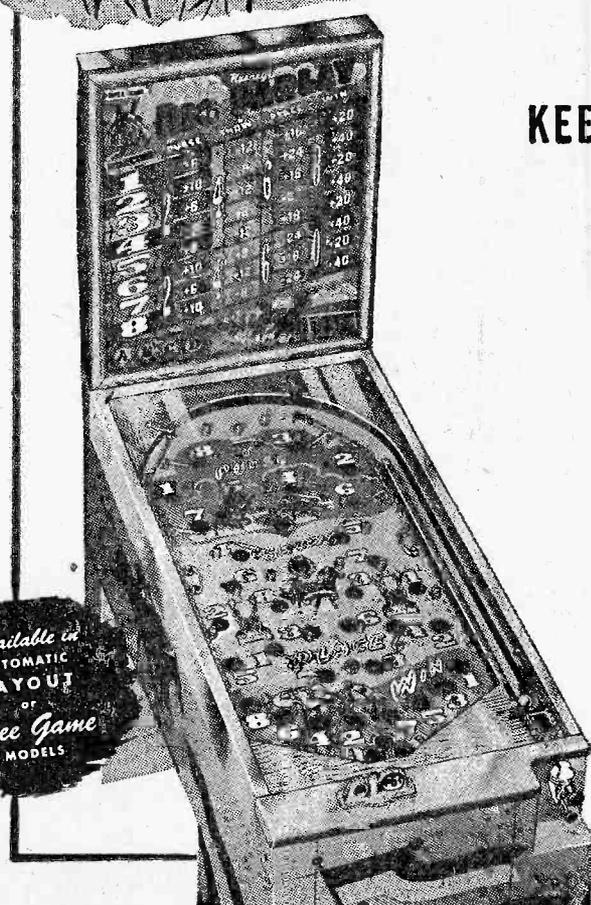
Bell-O-Matic Corporation



Packed with new award features—proven a winner in test locations of every type

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KEENEY'S NEW 1-BALL PAYTABLE IS READY FOR YOU



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PAYOUT
or
Free Game
MODELS

★ Order and install Keeney's BIG PARLAY with full confidence. For this new 1-ball game has been pretested in every type of location. Has definite player appeal. Here's why: two selections plus a big Bonus Jackpot Award pop up with the first coin inserted. Next three coins each post up a selection for a total of five selections and 4 Bonus Jackpot Awards valued from 6 to 40. Players can't resist inserting a total of 7 COINS to lite up 8 selections and cover those 4 random Bonus Jackpot Awards. There's added "Come-on" with A-B-C-D and Super Score Award pockets. Lite up B-I-G P-A-R-L-A-Y and it's good for 40 to 80 points. See it at your nearest Keeney distributor. Buy it. Take it anywhere. Do so proudly. It's the best. The very best!

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J. H. *Keeney* & CO., INC.

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ACTIVE RECONDITIONED GAMES 'NUFF SAID

YOUR CHOICE \$34.50 EACH

ANY THREE \$100.00

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- All American
- Boloway
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- Majors, '41
- Metro
- Playball
- School Days
- Seven Up
- Snappy
- Stratolliner
- Slugger
- Torpedo Patrol
- Bombardier (Victory Conv.)
- Wildfire
- New Champ
- Ten Spot
- Four Roses
- Jungle
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"YOU CAN ALWAYS DEPEND ON ACTIVE--ALL WAYS"

SEE YOUR WIDE-AWAKE DISTRIBUTOR FOR IMMEDIATE DELIVERY DOWNEY-JOHNSON COIN COUNTER

Equipped With 4 Wheel Reset Meter

The Standard Portable Coin Counter wraps or bags 1¢, 5¢, 10¢, 25¢, 50¢ Coins—no extra equipment necessary to wrap coins in packages—every package accurately wrapped and double checked. Counts and wraps 175 rolls of coins per hour and bags 35,000 coins per hour.



PRICE \$217.50
F.O.B. Chicago.
1/3 Dep. with Order.

COUNTS WRAPS and BAGS

Pennies, Nickels, Dimes, Quarters and Halves

Size 8 1/2" x 10" x 7"

UNCONDITIONALLY GUARANTEED FOR ONE YEAR

Exclusive National Distributors

CHARLES (JIMMY) JOHNSON

OPERATING FEATURES:

- Portable—weighs only 17 1/2 pounds
 - Quick-setting lock for package count
 - Double-check on every package count
 - Feed roller adjustable for long wear
 - Quick removal of hopper ring for easy cleaning
 - Large hinged hopper tray
- ### CONSTRUCTION FEATURES:
- Compact . . . simplified, sturdy construction
 - Hardened steel helical gears
 - Silent chain drive friction-free, easy to operate
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A Sensationally **NEW**
ROLL-DOWN game

with **FRB**



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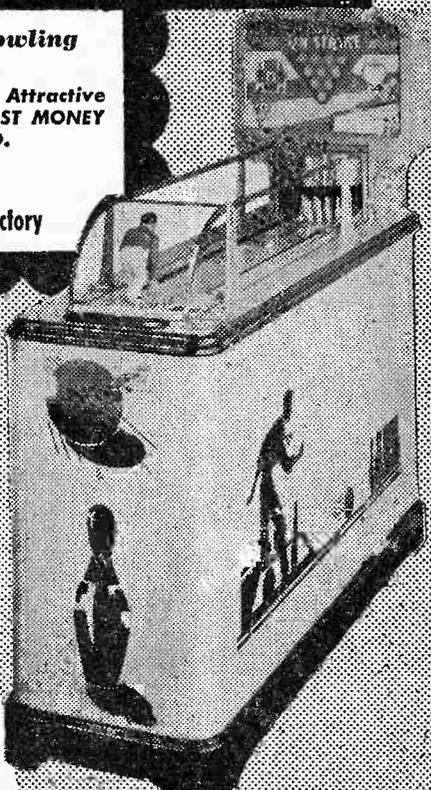
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THE NEW EVANS TEN STRIKE**

*The Greatest of All Bowling
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New Scoring Principle—More Attractive
Finish—Faster Action. **THE STEADIEST MONEY
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\$392.50

F. O. B. Factory



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BARGAINS**

ROCK-OLA	
Commando	\$375.00
Premier	350.00
Super	325.00
Master	295.00
Monarch	139.50
16 Record Lite-Up	95.00
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600 Keyboard	\$275.00
616 Lite-Up	125.00
616	95.00
24	175.00
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Hi-Tone 8800, E.S.R.C.	\$350.00
Rex, Wireless Adapter	185.00
Rex	150.00
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PRICES SLASHED!

Get a Load of This Music Equipment!

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24	189.50
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600 Keyboard	249.50
500 Keyboard	249.50
500 Victory Keyboard	425.00
700	450.00
800	450.00
750	475.00
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Twin 12's & 16's, Ready for Location	450.00
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Hi Tone, 8200, RC	325.00

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$\frac{1}{3}$ Deposit, Balance C. O. D. We can fill your requirements on all late music equipment not listed, phone, wire or write for prices.

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USED SUPER TRIANGLES \$249.50**

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Singing Towers	\$199.50
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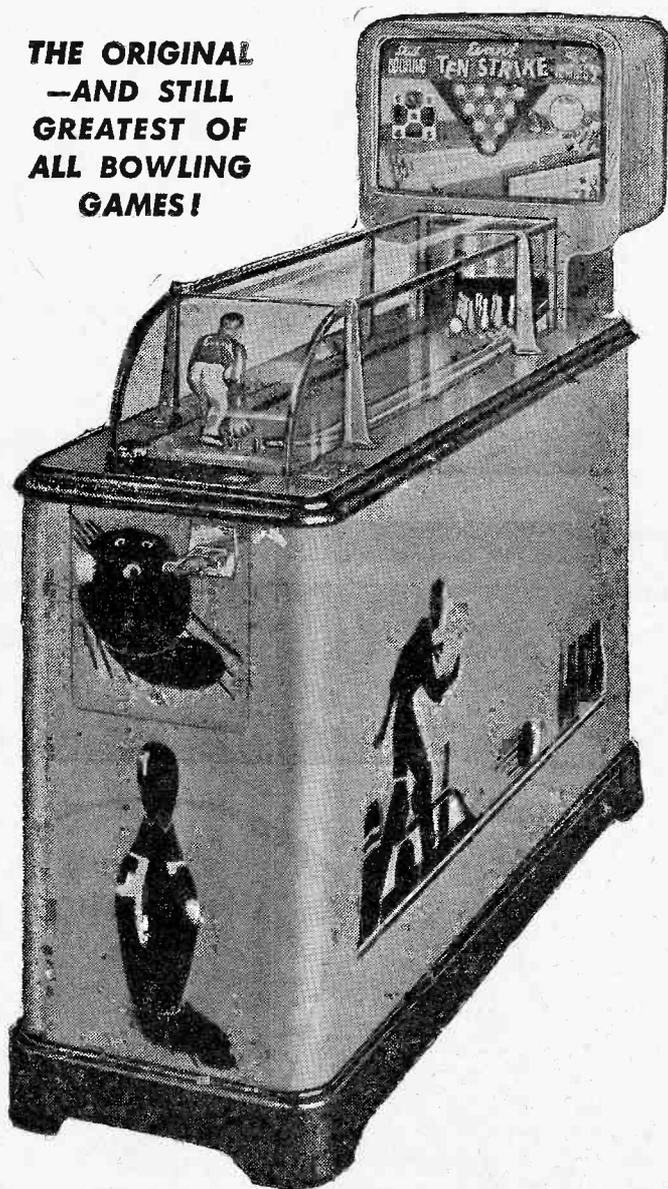
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TEN STRIKE

THE ORIGINAL
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GREATEST OF
ALL BOWLING
GAMES!



REDESIGNED... Important Evans' innovations provide top operating security!

FASTEST! MOST PROFITABLE... New scoring arrangement and rapid, positive automatic pin-setting speed up play. Less than a minute per game—more earning capacity than ever before!

EXTRA APPEAL... Special new high score of 10,100! Brilliant, colorful backboard and alley lighting... smart new cabinet decorations.

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WITH SOUND DISTRIBUTION

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INTERNATIONAL MUTOSCOPE CORP.
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Pace Saratoga, 5¢, without rails	49.50
Lucky Lucre, new type head	129.50

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Bally Challenger	49.50
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Mills Big Race	29.50
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FULLY GUARANTEED

BLACK CHERRY BELLS

Original Mechanism, Club Handles, D.P.	
Sides and Front, Knee Action, 3/5 or 2/5:	
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10¢	149.50
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Mills Blue Fronts, Hand Load, Serial No. Over 400,000, 25¢	\$165.00
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10¢	\$169.50; 25¢ 179.50
Jenn. 4-Star Chief, Compl. Recond. and Refin., 10¢	69.50
Jenn. Master Silver Chief, S.P., 10¢	69.50
Jenn. Silver Chief or Silver Club Special, 10¢	119.50
Pace All Star Comets, Comp. Refin., 3/5, 10¢	\$79.50; 25¢ 125.00
Pace Rocket or Deluxe, S.P., 10¢	69.50

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20 Stop Discs, S.P., C.H., or Club Spec. or Cherry P.O.	
Set of 3	\$ 3.00
20 Stop Star Discs, hardened	.60
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Keeney Air Raider, like new	89.50
Champion Hockey, like new	94.50
Keeney Submarine, A-1 Cond.	89.50
Bally Defender, excellent shape	129.50
Bally Rapid Fire, Refinished and Reconditioned	94.50
Lite League, like new	169.50
Chicago Metal Double Safe	
Stands, Crackle Finish, Reinforced Type	64.50
Bally Alley, Like New	69.50
Lucky Smokes, New, in Orig. Carts.	5.00
American Flag, New, in Orig. Carts.	5.00
Complete Black Cherry Cabinet & Casting with D.P. Sides & Front, Club Handles, Completely Assembled	32.50
Mills Owl	15.00
Seeburg Rifle Range Amplifiers, 115 V., 25 or 60 Cycle	25.00
25 Watt Bulbs, Case of 120	9.00

Terms: 1/3 Deposit, Balance C. O. D.

FORMERLY MILWAUKEE COIN MACHINE CO.

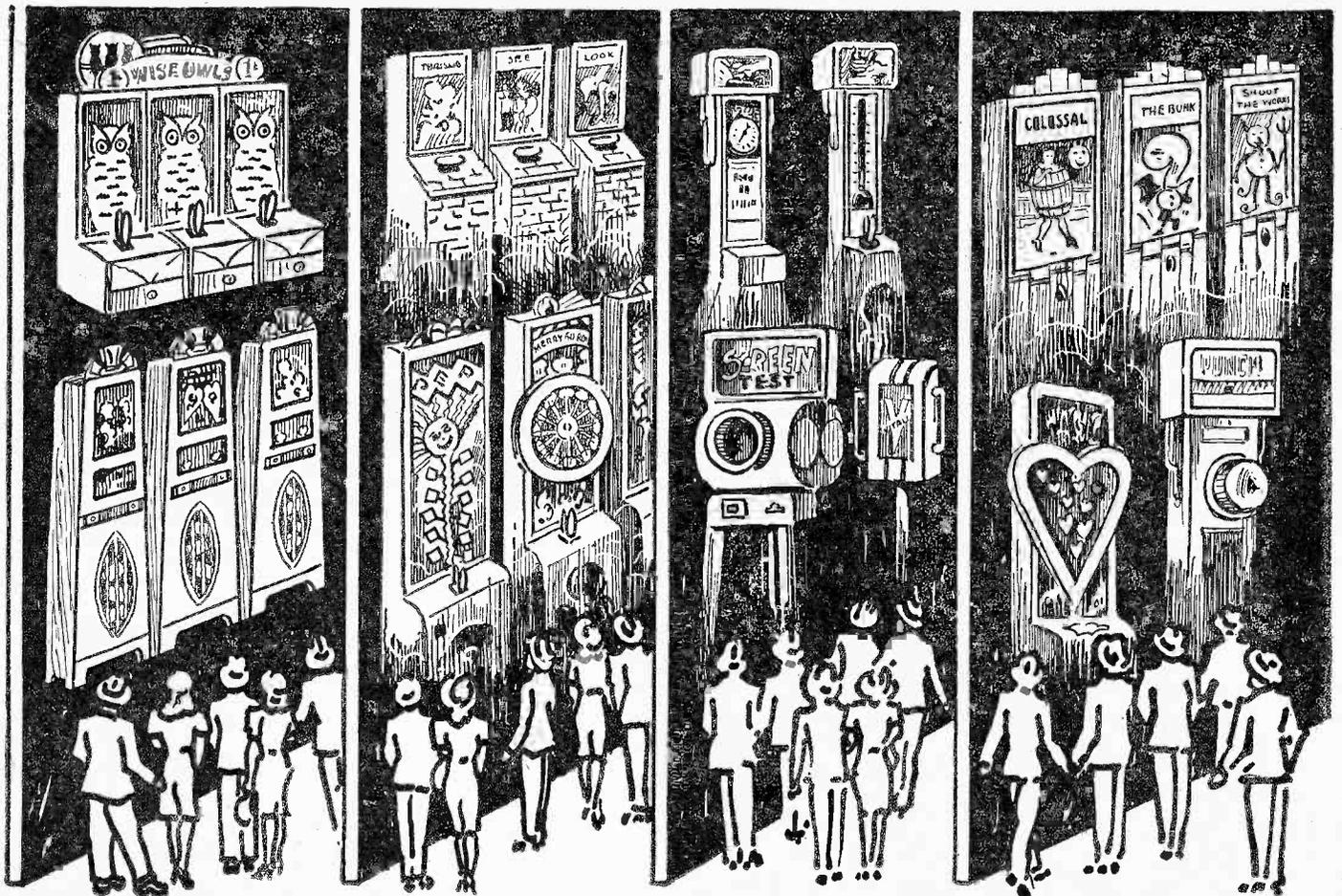


J. L. London Music Co., Inc.

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Built to pay BIG DIVIDENDS in 1947

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EXHIBIT'S PROFITABLE ARCADE LINE OF OVER 50 AMUSEMENT MACHINES

You can Operate them on every kind of Location all year round. Write for Literature illustrating our entire line of these live Money Making Amusement Machines . . . Cards and Supplies. Write us now.

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If you can find one of the same make **USED CONSOLES** advertised by a legitimate distributor in the State of California in comparable condition to those listed below at prices lower than ours, we will **GIVE YOU THE MACHINE AT NO COST.**

Clip this column of **USED CONSOLES** then compare

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KEENEY SUPER BELLS, 5¢-25¢, F.P., P.O. (REFINISHED)	219.50	BUCKLEY TRACK ODDS, 5¢, J.P.	475.00
KEENEY SUPER BELLS, 5¢-25¢, P.O. (REFINISHED)	209.50	BALLY HI HANDS, F.P., P.O.	89.50
KEENEY SUPER BELLS, 4-WAY, 5-5-5-25 (REFINISHED)	294.50	BALLY CLUB BELLS, F.P., P.O.	94.50
MILLS 3 BELLS, 5-10-25 (REFINISHED)	369.50	BALLY ROLL-EM, 5¢, P.O.	94.50
MILLS 4 BELLS, 5-5-5-5 (ORIGINAL HEADS, NEW CABINET)	339.50	BAKERS PACERS, 5¢, LATE D.D.	144.50
MILLS 4 BELLS, 5-5-5-25 (ORIGINAL HEADS, NEW CABINET)	379.50	PACE'S SARATOGA, 5¢, F.P., P.O.	74.50
MILLS JUMBO PARADE, P.O. (LATE HEADS, REFINISHED)	64.50	JENNINGS SILVER MOON, F.P.	69.50
MILLS JUMBO PARADE, F.P. (LATE HEADS, REFINISHED)	57.50	WATLING'S BIG GAME, 5¢, F.P.	69.50

CERTIFIED REBUILT SLOTS (NEW MACHINE GUARANTEE)

MILLS EXTRABELLS, 5¢ (2/5 OR 3/5), KNEE ACTION—DRILL PROOF	\$229.50	MILLS BLUE FRONTS, 5¢ (2/5 OR 3/5), KNEE ACTION—REFINISHED	\$139.50
MILLS EXTRABELLS, 10¢ (2/5 OR 3/5), KNEE ACTION—DRILL PROOF	249.50	MILLS BLUE FRONTS, 10¢ (2/5 OR 3/5), KNEE ACTION—REFINISHED	149.50
MILLS EXTRABELLS, 25¢ (2/5 OR 3/5), KNEE ACTION—DRILL PROOF	269.50	MILLS BLUE FRONTS, 25¢ (2/5 OR 3/5), KNEE ACTION—REFINISHED	159.50
MILLS GOLD OR SILVER CHROME, 5¢ (2/5 OR 3/5), KNEE ACTION—DRILL PROOF	219.50	MILLS BLUE FRONT, 50¢, ORIGINAL 2-5 PAY, KNEE ACTION, REFINISHED	299.50
MILLS GOLD OR SILVER CHROME, 10¢ (2/5 OR 3/5), KNEE ACTION—DRILL PROOF	239.50	MILLS BROWN FRONTS, 5¢ (2/5 OR 3/5), KNEE ACTION—REFINISHED	149.50
MILLS GOLD OR SILVER CHROME, 25¢ (2/5 OR 3/5), KNEE ACTION—DRILL PROOF	259.50	MILLS BROWN FRONTS, 10¢ (2/5 OR 3/5), KNEE ACTION—REFINISHED	169.50
MILLS GOLD OR SILVER CHROME, 50¢, KNEE ACTION, DRILL PROOF	359.50	MILLS BROWN FRONTS, 25¢ (2/5 OR 3/5), KNEE ACTION—REFINISHED	189.50
		MILLS NEW VEST POCKET (METERED), KNEE ACTION	74.50
		COLUMBIA BELLS, TWIN JACKPOT, NEW, CONVERTIBLE TO 5¢, 10¢ OR 25¢	145.00
		COLUMBIA DELUXE BELLS, NEW, GOLD FINISH, CONVERTIBLE TO 5¢, 10¢ OR 25¢	209.50

NEW EQUIPMENT

Genco's New "Advance Roll," Legal in L. A. County \$499.50
Chicago Coin's "Basketball Champ" — Immediate Delivery 499.50

BALLY DRAW BELL, 5¢	\$477.50	EVANS GALLOPING DOMINOS, P.O.	\$671.50
TRIPLE BELL, 5-5-5	895.00	KEENEY BONUS BELLS, SINGLES-TWINS	WRITE
TRIPLEBELL, 5-5-25	910.00	SUPER SKEEROLLS (ORIGINAL CRATES)	339.50
EVANS BANGTAILS, COMB. F.P., P.O.	826.00		

GENCO'S "STEP-UP" 5 Ball Game . . . WRITE

TERMS:
1/3 DEPOSIT
WITH ORDER

Williams "SMARTY" 5 Ball Game . . . WRITE

NEW AMI

AUTOMATIC HOSTESS (Telephone Music) 30 Stations Complete. Hideaway Cabinet with Selective Play Mechanism. Seven (7) Different Combinations of Phonograph Mechanism suitable to ANY TYPE OF MUSIC OPERATION. And, of Course, **MODEL "A" PHONOGRAPH — 40 SELECTIONS**

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DOUBLE BARREL

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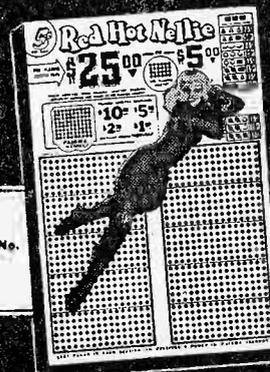
Phone: INDEPENDENCE 2210

Oh Nellie!... they're **RED HOT** and a **WOW!**

"WOW"
1020 G.L.Holes • Special Thick • 5c Play
Board \$51.00 Payout \$22.90
Average Profit - - - \$28.10



Form No. 11527



Form No. 086

"RED HOT NELLIE"
960 G.L. Holes • Special Thick • 5c Play
Board \$48.00 Payout \$21.50
Average Profit - - - \$26.50

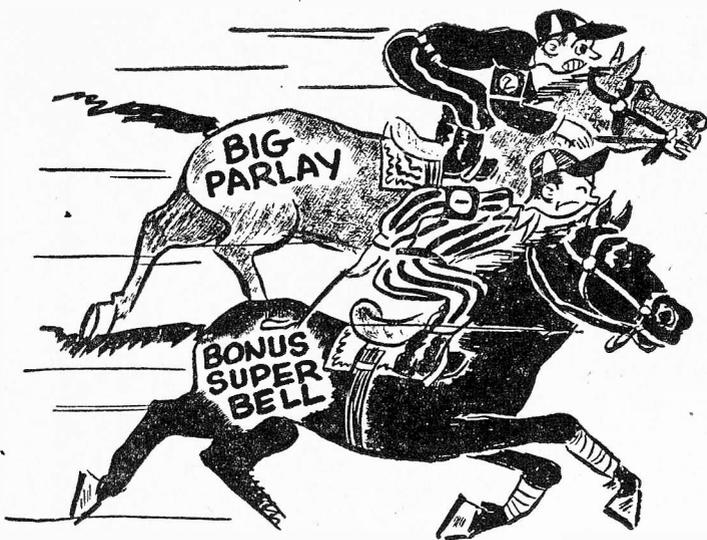
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is Always First
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FOR SALE

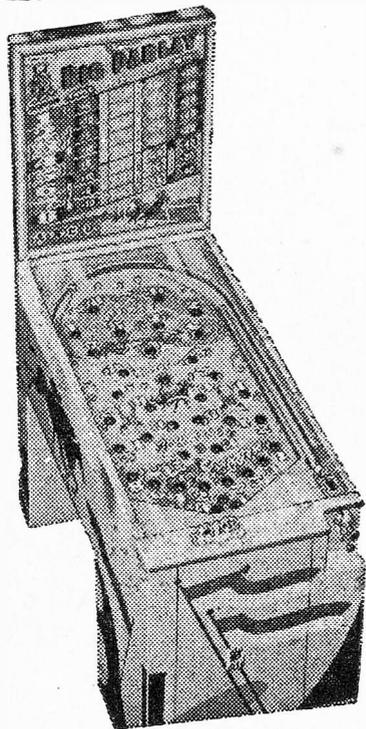
A very good established route, consisting of 21 Phonographs, 9 new post-war Phonographs, 48 post-war Pin Ball and other Games; 64 pieces in all. There are extra Speakers, Amplifiers, Tubes and Records. Centrally located about 50 miles from Milwaukee, Wisconsin. Reason for selling, breaking up partnership. If you are interested in a good paying business inquire of

BOX D-460, THE BILLBOARD, CINCINNATI 1, OHIO.



WIN MORE DAILY PROFITS WITH THESE 2 WINNERS

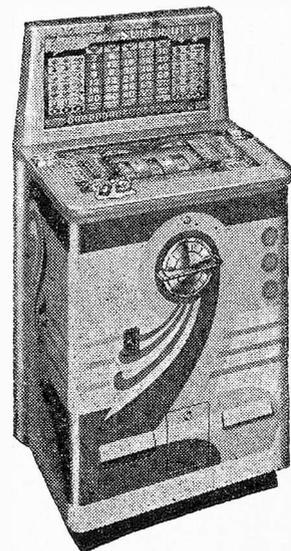
It's a safe bet you'll be coins ahead in the daily profit race with BIG PARLAY on your route. This newest Keeney sensation . . . with Bonus Jackpot Awards . . . packs all the betting thrills of a real race. Yes, BIG PARLAY is the one ball payable that's convertible—automatic payout or free play.



BIG PARLAY

For the steady ring of bonus profits every day . . . you can't pick a better winner in consoles than Keeney's BONUS SUPER BELL. It's proven itself tops in top locations and a real collection booster for slow spots. Quickly convertible—free play or payout.

Keeney's BIG PARLAY and BONUS SUPER BELLS are available for immediate delivery from your nearest Shaffer office. Phone, wire or write your order NOW.



1-Way Bonus Super Bell

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OPPORTUNITY \$119.50	1-2-3 ('39) F. P. \$19.50	STRATOLINER \$37.50
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EXHIBIT "ZINGO" 69.50
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EVANS "TEN STRIKE" 44.50
BALLY "UNDERSEA RAIDER" . . . 149.50
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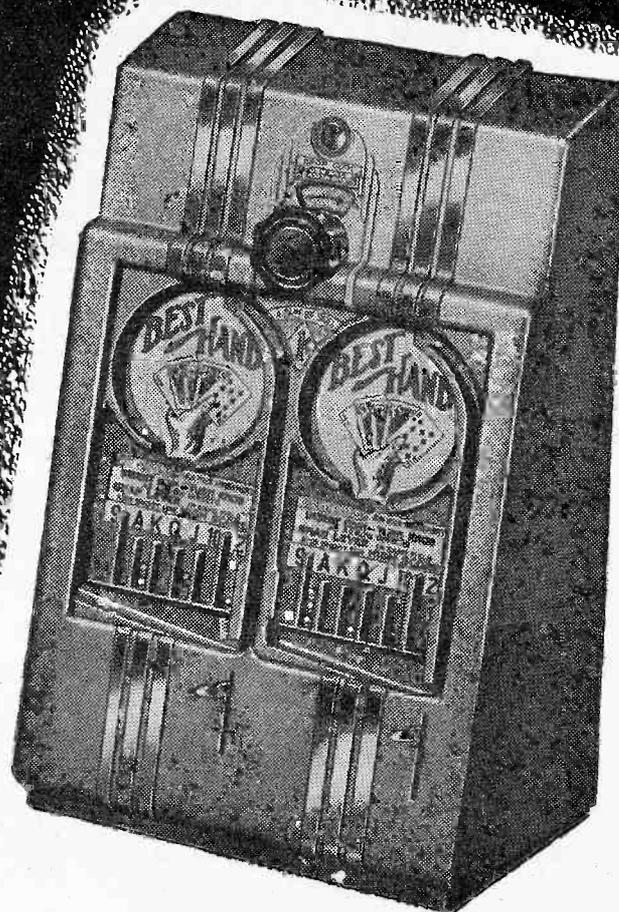
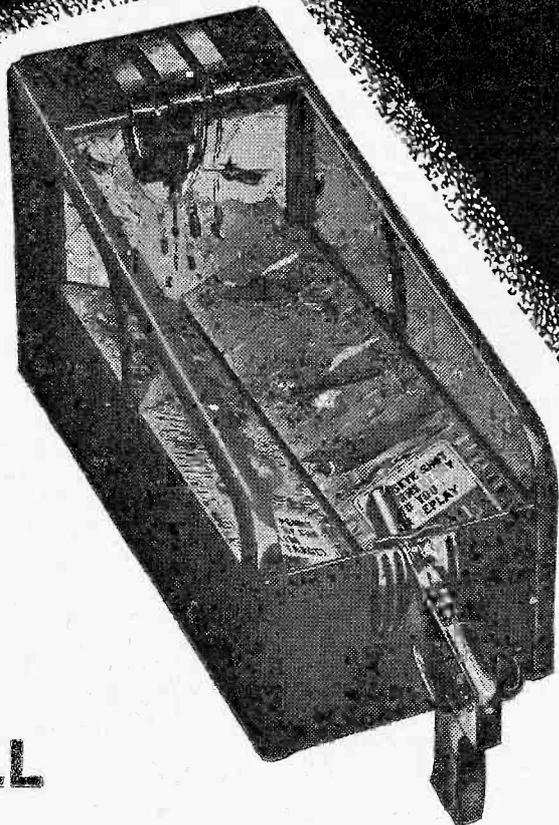
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A competitive Counter Game with plenty of appeal! Out-earns Games costing much more! Two players play, each deposits coin, plays own field! Double cash box. Precision-built! Also available in Mexican Baseball and Oomph High Score models. 1¢ or 5¢.

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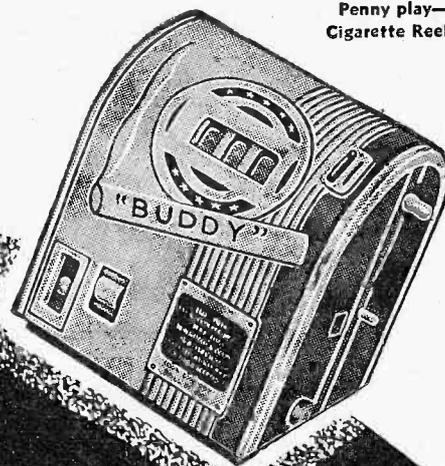
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World's smallest token payout Bell!



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Penny play—Cigarette Reels.



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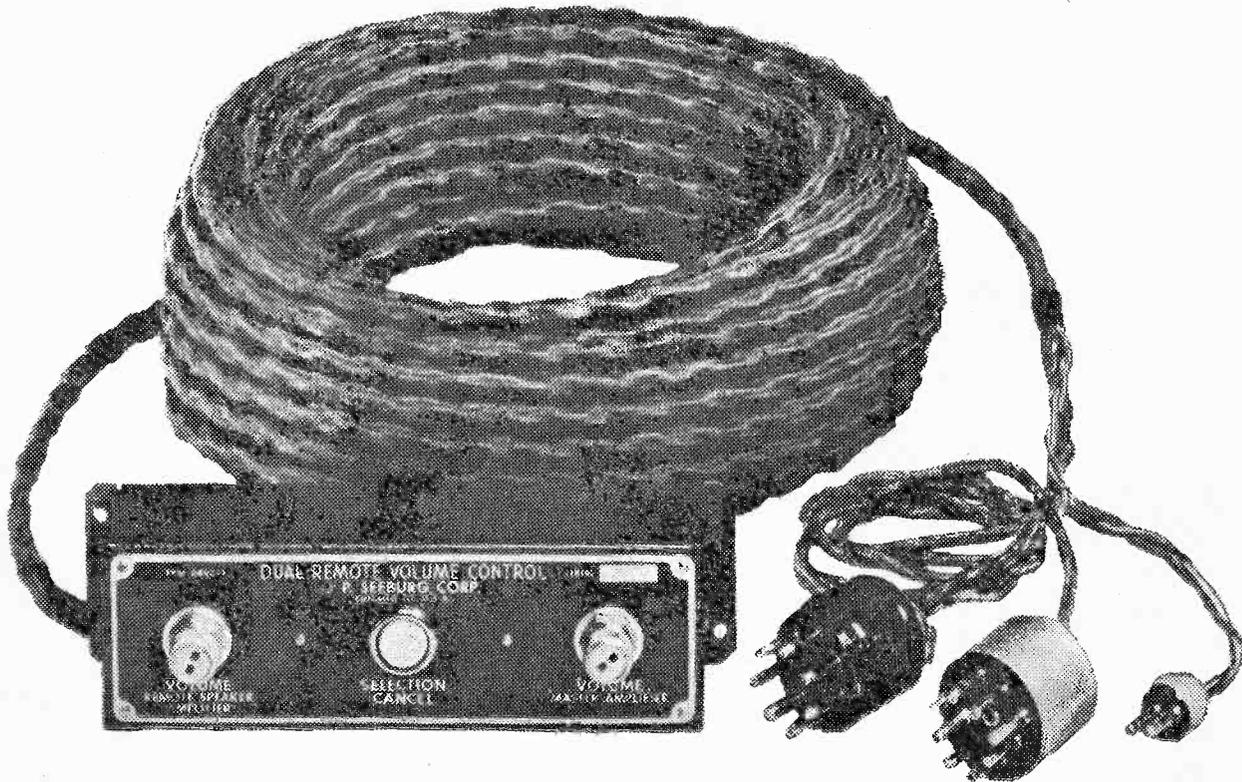
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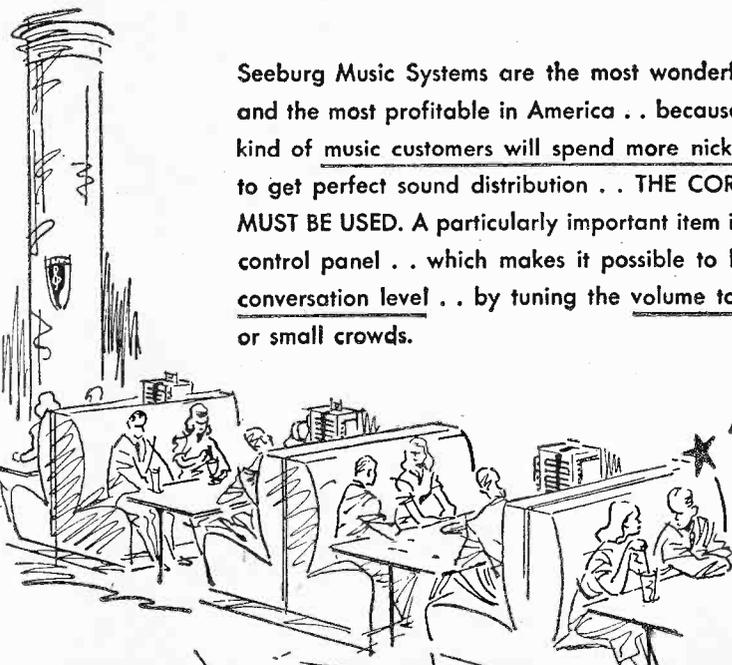
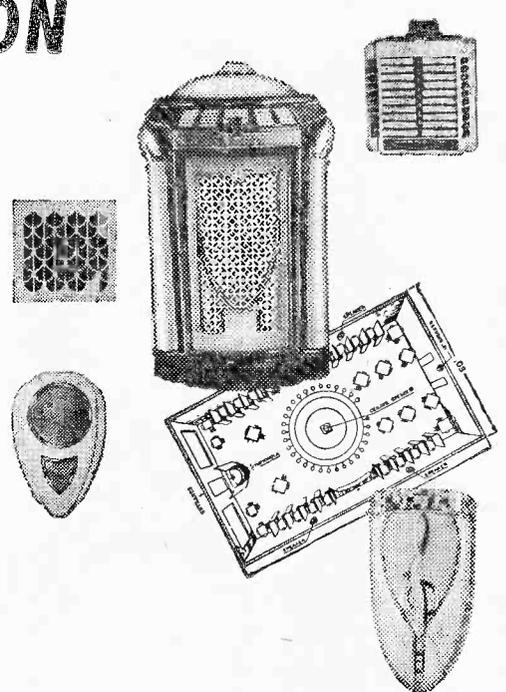
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Seeburg Music Systems are the most wonderfully efficient . . and the most profitable in America . . because they play the kind of music customers will spend more nickels for. However, to get perfect sound distribution . . THE CORRECT EQUIPMENT MUST BE USED. A particularly important item is the dual remote control panel . . which makes it possible to keep music at conversation level . . by tuning the volume to fit either large or small crowds.

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AUTOMATIC MULTIPLE

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New "Mystic Flash" feature magically transfers Win-section of play-field to top of the board—to sections which normally score only Purse or Show. Players play, not merely two to four coins per game, but five, six, eight or ten . . . to catch the "Mystic Flash."

BIG ODDS DISPLAY . . . starting with 3-to-1, instead of old style 2-to-1 . . . and positive multiplied odds . . . 160 top . . . dramatize the multiple feature and encourage multiple-coin play.

MOTOR-OPERATED SHUFFLE eliminates "shuffle-fatigue" and speeds up play. Bally's new multiple masterpieces can easily double or triple your normal one-ball profits. For prompt delivery order today!

**New
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3-TO-1
MINIMUM**

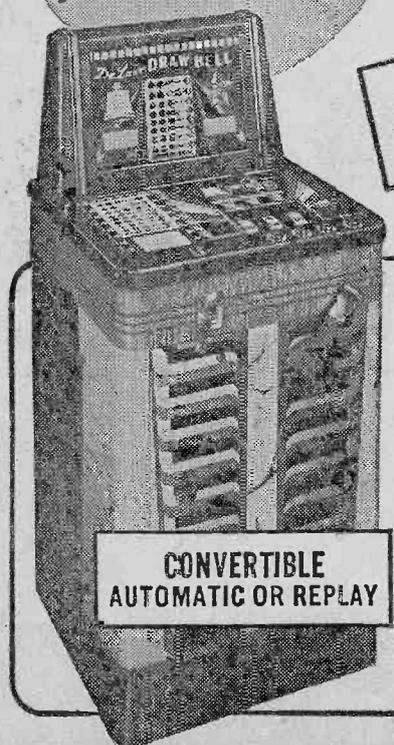
Double Barrel NEWEST 5-BALL SENSATION

New DOUBLE BARREL features positively increase play. Clever DOUBLE BARREL score-system speeds up play. Mechanical simplicity and strength insure rock-bottom service cost. Order DOUBLE BARREL from your distributor today.

*De Luxe
DRAW BELL*

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NOVELTY OR REPLAY**

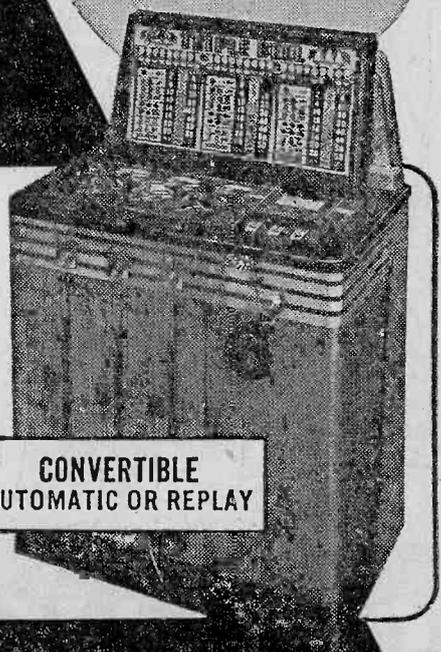
**TRIPLE BELL
TRIPLE PLAY!
TRIPLE PROFIT!**



**CONVERTIBLE
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All the bell-fruit flash and spinning-reel action of Draw Bell . . . plus the big 100% Super-Special popularized in Triple Bell . . . plus the new EXTRA DRAW feature that permits players to deposit three, four, five coins per game to hold favorable reels and spin again for a winner! That's Bally's new luxurious console, DELUXE DRAW BELL fastest profit-producer in the bell-console class. Nickel or quarter play.

Triple Coin Chutes permit three players—or three coins—every spin. 1000 Super Special Awards, plus plenty of other big awards and single-cherry awards insure continuous repeat play. Deluxe cabinet in rich wood-grain finish. Any coin-combination—Nickel, Dime, Quarter.



**CONVERTIBLE
AUTOMATIC OR REPLAY**

IN THE SPOTLIGHT

There's reason aplenty why operators, location owners and the public have focused their attention on the Seeburg "1-47" Symphonola . . . have come to know it as "America's Foremost Phonograph."

APPEARANCE. A combination of rich walnut grain, blue mirrors, modern plastics and chromium make the "1-47" the most beautiful phonograph ever presented. The softly lighted dome sends forth a constantly changing pattern of soft, subtle colors and the dual lighting effects add beauty and brilliance!

PLAYING. Magnified title strips—conveniently located on angle panel—eliminate squinting and stooping. No buttons to push—just "push-a-tune." Single coin chute accepts nickels, dimes and quarters.

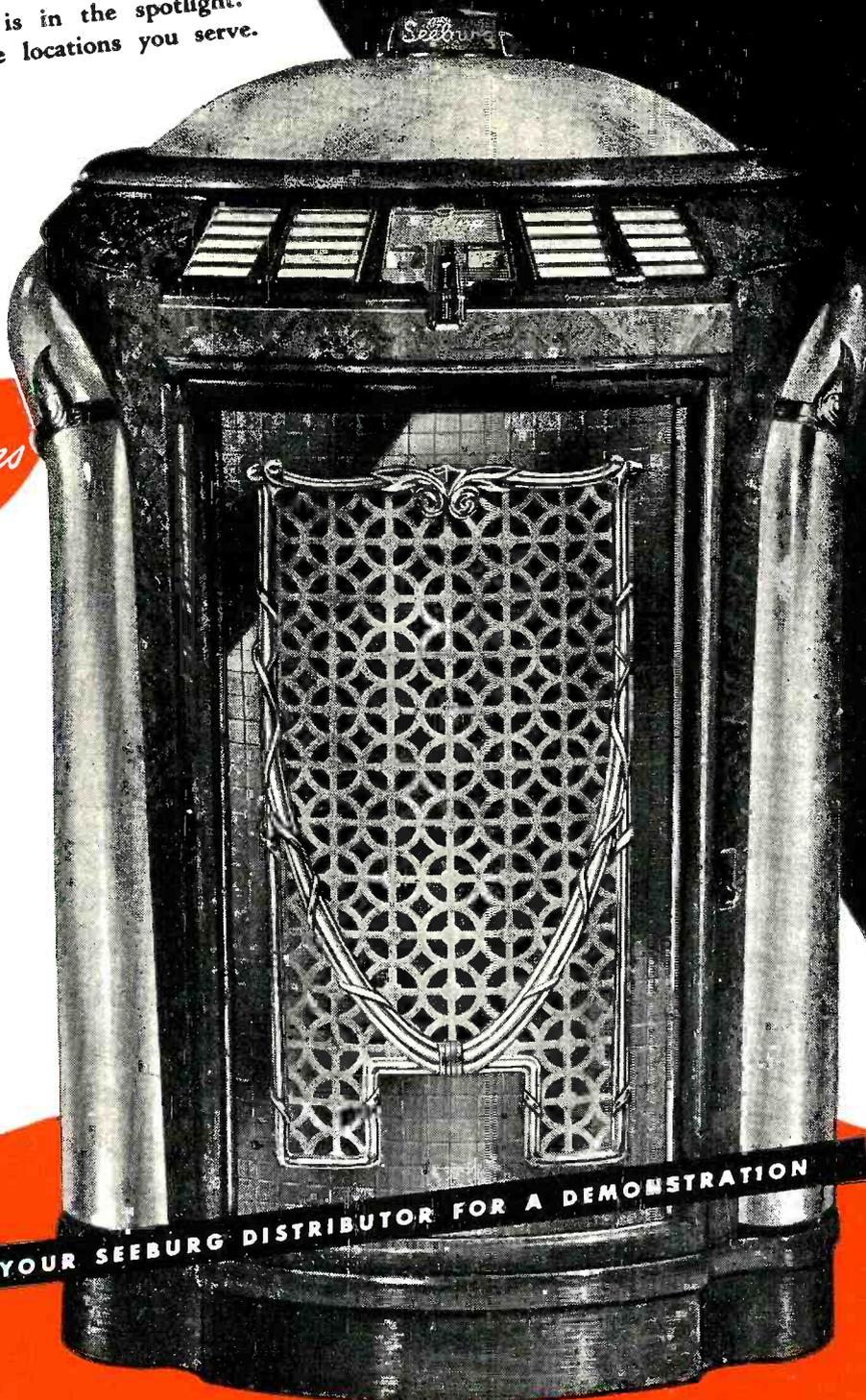
OPERATION. The sturdy construction reduces maintenance—the clean engineering means fewer, quicker service calls. Two amplifiers—one for the Symphonola Speaker and the other for the Remote Speakers—permit Scientific Sound Distribution, makes possible "tailored" music systems.

Yes, from every viewpoint the "1-47" is in the spotlight. Let it help you increase revenue in the locations you serve.

Symphonola "1-47"

America's Finest and Most Complete Music Systems

In addition to the Symphonola, Seeburg manufactures all the components needed for a really complete music system. Included are: Tear Drop, Mirror and Recessed Speakers • Wireless and 3-Wire Wallomatics with either 5-cent or 5-10-25 cent coin chutes • Dual Remote Volume Control • Remote Control Special • Auxiliary Remote Control Amplifier • Pre-Amplifier and Public Address Systems.



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1902 • DEPENDABLE MUSIC SYSTEMS • 1947
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FROM THE SUNFLOWER STATE

JOE HOLLOWAY SAYS
AIREON OUTPERFORMS
THE CLAIMS HE USED
TO MAKE FOR IT!



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LA CROSSE, KANSAS

Coin Operated Devices of All Types

Mr. R. R. Greenbaum
Aireon Manufacturing Corp.
1401 Fairfax Trafficway
Kansas City, Kansas

Dear "Rudy":

From Advertising Manager to Big Time Operator in six easy lessons, that's Joe Holloway. Here is a picture of me and my partner, Joe Herrman, at the Pokorny Pharmacy in LaCrosse, Kansas, one of our best paying locations. The drug store in a small town is the town hall, refreshment center and headquarters for the Hot Stove League.

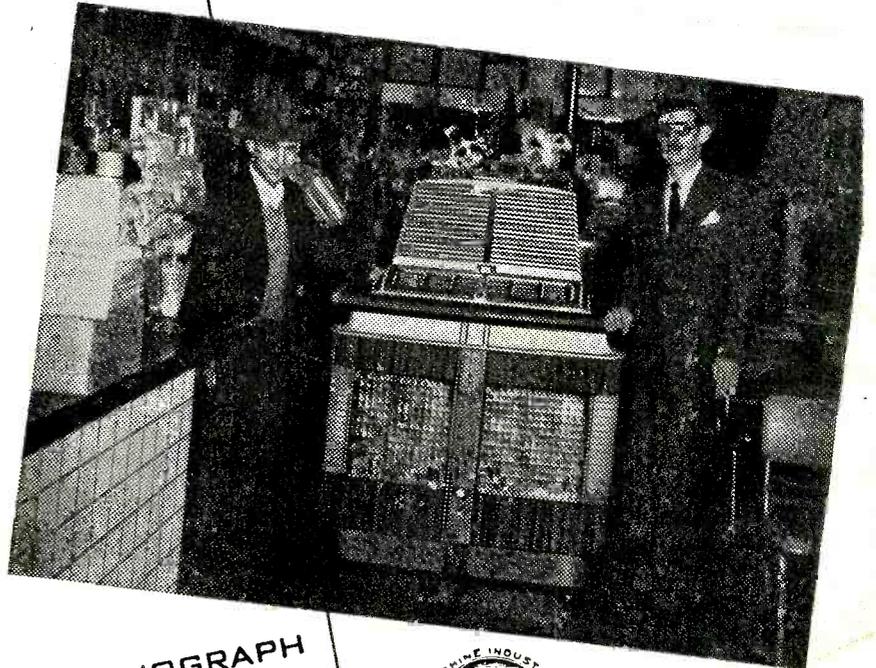
I had to get out in the field with a string of Aireons of my own to learn what the things you made me put in our ads really mean to an operator. Rudy, it's all true! Aireons do out-play and out-pay 'em all.

We started in business October 16, 1946 and now have 35 pieces of equipment on location. Our receipts from the Aireons are up as much as 70% over previous equipment.

Keep pitching and let us know when we can have some of the new Fiestas.

Sincerely,

Joe Holloway
WILCO AMUSEMENTS

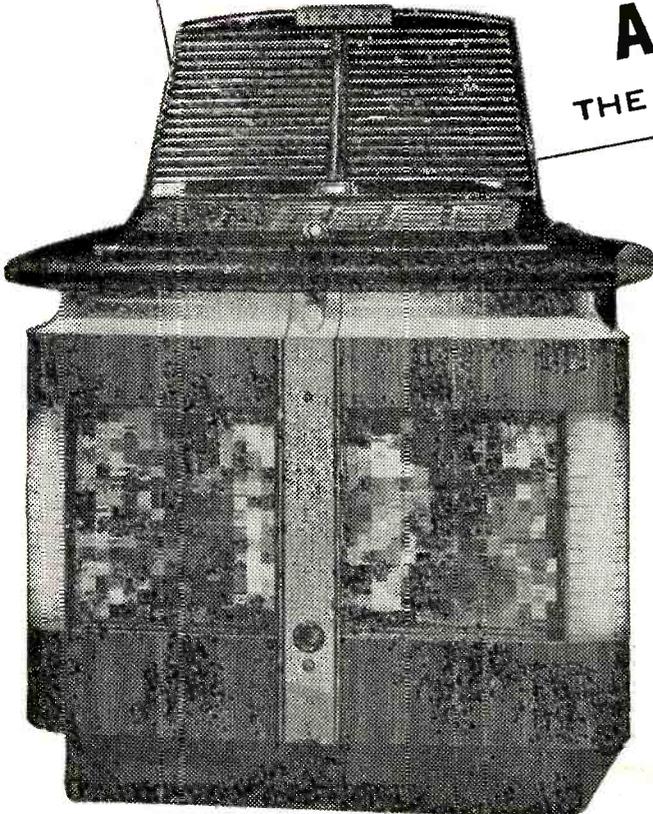


Aireon

THE ELECTRONIC PHONOGRAPH



MEMBER



Sensational performance "on location," whether it's the friendly tavern, the swanky night spot, or the town drug store — that's what counts — that's what the Aireon Electronic Phonographs deliver. For 18% to 36% more profit feature the Aireon Super DeLuxe or the Aireon Fiesta DeLuxe in your best locations. From now on —

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