

The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

MARCH 20, 1948



At a party tossed by the juke box and disk distributor, Nat Cohn, prexy of Modern Music Sales Corporation, Signature Record's musical director, Ray Bloch, plays as Sig singer Alan Dale (left) and the platery's prexy, Bob Thiele (right), lend individual beams. Cohn's organization has sold considerably more than 100,000 copies of Dale's "Oh, Marie" (background by Bloch and ork) in New York and hopes to do equally well with the singer's latest, "Nina Nana." Those music boxes in the p... getting a big Modern push, too. It's the low-priced Aireon, which is causing much buzz-buzz in juke circles.

ancing

AN INDUSTRY SERVICE DESIGNED TO STIMULATE AND GIVE RECOGNITION TO LOCAL RADIO STATION PROGRAMING

The Billboard First Annual Local Program Competition*

*Regional or National Network Shows will not be considered in this competition.

Almost a year ago The Billboard invited a representative (all wattages) and carefully selected (network and non-network) group of stations to submit electrical transcriptions of locally produced programs for review. As readers of The Billboard's radio reviews have since noted, the quality of much of this local programing was surprisingly high, particularly considering the generally accepted notion that there are virtually no good locally produced programs.

Perhaps one of the reasons for this apparent improvement in local programing is the fact that the number of new stations going on the air, and the general tightening up of business, has increased the competitive situation in radio, which is being reflected in constantly improving local programing.

Discovery and Recognition

At the risk, then, of leaving ourselves open to the criticism that we are adding another competition to the countless polls and competitions already prevalent in radio, The Billboard is instituting this, its first annual local program competition to find and give recognition to the best in locally produced radio shows. We launch this enterprise because we feel that no industry service at the present time gives such

recognition to stations which are spending time, energy and money to produce good local shows. And we launch it to give recognition to commercial production on a local level, a factor recognized by no other program competition.

Of course there are educational and institute awards for programs in specially selected, and particularly in educational and public service fields, but there is no competition which makes a thoro study of all types of local programs (commercial and sustaining) and focuses national industry-wide attention on such shows.

NAB "Auditions"

The Billboard will spotlight the winning shows thru editorial treatment in The Billboard and will audition the winning shows for advertising agency men, sponsors and radio men generally at a special exhibit in Hollywood during the National Association of Broadcasters' Convention in May.

Transcriptions of the winning shows will then be shipped back to the New York office of The Billboard, and New York advertising agency executives and sponsors who do not attend the NAB Convention will be invited to come up to The Billboard's New York office and hear the winning shows.

NOTE: All locally produced radio programs reviewed by The Billboard since January 1, 1947, will automatically be considered as entries in The Billboard's First Annual Local Program Competition. Stations are urged, therefore, not to take the time nor go to the expense of sending in another E. T. of such shows. Any stations which submitted such programs and for any reason do not wish a program to be considered an entry are urged to write The Billboard to that effect immediately.

Entry Pledge

IF YOU DO NOT HAVE ELECTRICAL TRANSCRIPTIONS OF THE SHOWS YOU WISH TO ENTER IN THIS COMPETITION READY RIGHT NOW, PLEASE FILL IN THIS ENTRY PLEDGE AND RETURN IT TO THE BILLBOARD TODAY.

The Billboard Local Program Competition
1564 Broadway, New York 19, N. Y.

Gentlemen:

We will submit electrical transcriptions of (state total number of shows you plan to enter) _____ locally produced programs in the following categories (please indicate in box alongside each type of show number in each category you will submit):

- | | | | | | |
|-------------|--------------------------|------------------------|--------------------------|---|--------------------------|
| DRAMA | <input type="checkbox"/> | QUIZ | <input type="checkbox"/> | WOMEN'S SHOWS (including participating) | <input type="checkbox"/> |
| NEWS | <input type="checkbox"/> | CHILDREN'S SHOWS | <input type="checkbox"/> | COMEDY SHOWS | <input type="checkbox"/> |
| MUSIC | <input type="checkbox"/> | PUBLIC SERVICE | <input type="checkbox"/> | FARM PROGRAMS | <input type="checkbox"/> |
| | | VARIETY | <input type="checkbox"/> | COMMENTATORS | <input type="checkbox"/> |

Note: Music shows may be live or on E. T. or commercial records and may cover any type of music or combination of musical types.

Name _____ Title _____
 Station _____ Power _____
 Address _____
 City and State _____

We will have our transcriptions in to the New York office of The Billboard by (please fill in date and make it as long before the April 5 deadline as possible) _____

RULES

The rules for the competition are simple:

- (1) The competition is open to all AM and FM broadcasting stations. However, only programs produced after January 1, 1947, are eligible.
- (2) Only electrical transcriptions of programs produced by local stations may be submitted. Regional or national network shows, shows produced by electrical transcription firms or package producers (and sold to many stations) are not eligible.
- (3) Stations will compete in three power classifications, plus an over-all classification for FM:
 - (a) 250 to 1,000 watts
 - (b) 5,000 to 20,000 watts
 - (c) 50,000 watts
 - (d) All FM stations

(4) Programs will be judged and awards will be made for each station group (as above) in each of the following eleven categories:

- | | |
|---|--|
| DRAMA | CHILDREN'S SHOWS |
| NEWS | PUBLIC SERVICE |
| MUSIC | VARIETY |
| NOTE: MUSIC SHOWS MAY BE LIVE OR ON E. T. OR COMMERCIAL RECORDS AND MAY COVER ANY TYPE OF MUSIC OR COMBINATIONS OF MUSICAL TYPES. | WOMEN'S SHOWS (including audience participation) |
| | COMEDY |
| | FARM PROGRAMS |
| | COMMENTATORS |
| | QUIZ |

- (5) Stations may enter as many programs as desired in any one or more categories.
- (6) All entries must come in the form of electrical transcriptions. No shows will be considered in script form.
- (7) Station must supply complete list of credits for each show submitted (including: name of show, producer, writer and cast)—whether live, electrical transcription, or record program; day(s) and time on the air; total talent cost; if sponsored, sponsored by whom, and sponsor's advertising agency. These credits may be supplied on station letterhead or any kind of paper.
- (8) All entries must reach the New York office of The Billboard no later than April 5. The Billboard will appreciate entries arriving as long before that date as possible.
- (9) Entries will be judged by the editors and radio editorial staff of The Billboard.
- (10) Entries will be judged on the basis of originality of idea, excellence of production, quality of writing, acting, etc. In short, all factors entering into good programing will enter into the final decisions of the judges. However, all shows will be evaluated on a local station standard. . . . NOT a big coast-to-coast network standard.

If You Do Have Electrical Transcriptions

of any shows you wish to enter ready now, please rush them in immediately, along with all credits on each show.

If You Do Not Have Electrical Transcriptions

of shows ready at the moment, please make arrangements to cut E. T.'s on them right away . . . and in the meantime please fill out the entry pledge alongside and rush it back to The Billboard today. It will help us in our handling of the entire competition to know at the earliest possible date how many entries we may expect.

The World's Foremost Amusement Weekly

RADIO'S RECRUIT PLUG \$\$

Acts on Cuffo Get \$50-Week Accident Ins.

And 1G If They Conk Off

NEW YORK, March 13.—Performers at benefits supervised by the Theater Authority will be covered hereafter for accidents. Those who get hurt will get \$50 each week they are unable to work for a maximum of 10 weeks. Where an accidental death occurs \$1,000 is payable.

To defray the premium the org holding the benefit will pay \$1 per artist to the Indemnity Insurance Company of North America. Performers are also covered while traveling to and from the benefit in any (See *BENEFIT ACTS* on page 39)

RNC May File Complaint in Richards Case

HOLLYWOOD, March 13.—Radio News Club (RNC) is expected to file a formal complaint with the Federal Communications Commission (FCC) calling for an investigation of "news slanting" charges made against G. A. Richards, owner of KMPC. To date the org has served only to supply the commission with material purporting to show that Richards, allegedly, or- (See *RNC May File* on page 13)

MCA Luring Duchin Back

NEW YORK, March 13.—Pre-war workster and society's Eddie Duchin may soon return to the band wars. Music Corporation of America (MCA), which has been trying to get Duchin to step back in front of an ark since his discharge from the service, this week set a couple of private dates in New England for Duchin and an ark to be conducted by him.

The outcome of these test dates (See *MCA To Plot* on page 14)

Courtroom Camera Puts Murder Case On Tele Screens

CLEVELAND, March 13.—First complete video coverage of a murder case wound up here this week when Scripps-Howard Station WEWS had cameramen on hand to shoot the jury's verdict of guilty of murder in the first degree in the slaying of an eight-year-old girl by a 23-year-old sex pervert. The station, which bowed only shortly before the crime was committed, made the case a major feature of its young career and turned (See *Courtroom Camera* on page 10)

Legit Called Short-Sighted In Cold-Shouldering Radio

DETROIT, March 13.—The legitimate theater on the road is neglecting one of its greatest opportunities to build a continuing audience because of the casual attitude it frequently takes toward radio, according to Dick Osgood, whose three-a-week *Show World* on WXYZ has established him in the past 10 years as a foremost radio critic and commentator.

Typical, according to Osgood, is the indifference exhibited by leading stars to radio guest appearances when

the opportunity is open to them—an indifference reflected in the average listeners' reaction to legitimate.

In striking contrast, the movies have shown strong interest in getting all the radio appearances and tie-ups possible, with stars who come into the territory treated like "company property" and air appearances a "must" regardless of scheduling. Benefits are apparent in the frequent overlapping of radio and screen interest in individual personalities, with (See *LEGIT'S SNOOT* on page 43)

Roberts Hits KMPC Defense; Insists News Slant Fight, Not Economy, Forced Exit

Ex-News Chief Adds To Richards Charges

HOLLYWOOD, March 13.—A statement by Robert O. Reynolds, general manager of KMPC here, made to *The Billboard* last week that the changes made in the station's news staff were occasioned by adjustments in operating expenses were denied this week by Cleve Roberts, formerly of the station's staff. Roberts and other ex-KMPC newsmen have alleged they were ordered to slant news by G. A. Richards, owner of the Hollywood station, as well as WGAR, Cleveland and WJR, Detroit.

In a signed statement, Roberts declared:

"From the day I went on the pay roll at KMPC I found it extremely

difficult to present an honest, impartial news broadcast on the station. Editorial interference on the part of owner-management was responsible for this situation.

"Before accepting the position I had a clear understanding with KMPC Vice-President and General Manager Robert Reynolds, an understanding that there would be no editorial demands on the part of management other than an insistence that news be honestly, impartially edited and reported. I was constantly subjected to a barrage of written and verbal memos from station owner G. A. Richards, memos (See *ROBERTS SCOFFS* on page 4)

FCC Studies KMPC Fuss; Delays Decish on Hearing

WASHINGTON, March 13.—Federal Communications Commission (FCC) indicated today that it will take "several days" to decide whether a hearing will be held on charges made by ex-KMPC staffers that G. A. Richards, owner of the Hollywood station, ordered the slanting of news. A demand for a hearing on the case was made this week by the American Jewish Congress (AJC), which not only formally petitioned the FCC for a hearing, but also urged that, if the

charges are found true, the station's license be revoked. Previously several congressmen had urged the FCC to sift the case (*The Billboard*, March 13).

Meanwhile, a spokesman for the FCC said that a "thoro study" is being made of the charges. The case continued to cause a stir in Capitol circles, with the FCC being besieged with inquiries from Washington's big press corps representing newspapers (See *Decish on KMPC* on page 4)

Aqua Shows, Trapezes, Icers & Showgals, All in Potpourri

NEW YORK, March 13.—The shuttered Carnival may reopen with a swim pool, production, acro acts and an ice show, in a four-in-one policy, if it can't come up with a strong enough cafe attraction in the near future.

The spot is now dickering with Milton Berle, but so far no deal has been arranged.

If the policy change is effected it will mean a redecoration and re- (See *Carnival May Reopen*, page 39)

Outlets Glean Harvest From Armed Forces

Disks and Lives Pay Off

NEW YORK, March 13.—The armed forces are now using radio to an unprecedented degree as a means of recruiting. The splurge is not only via network programs but also on transcriptions—the latter being used on thousands of stations across the country, even on FM and television outlets. According to one agency man handling a service account, stations are being deluged with platters and are co-operating to the limit. The webs and stations donate the time, the talent cost of the various recruiting shows, both live and transcribed, runs into astronomical figures. Talent is paid AFRA scale, but the fact that such a massive amount of talent is used skyrockets the total cost.

Major network airers now plugging the advantages of service life include *Sound Off*, on the American Broad- (See *Armed Forces* on page 6)

Richards Tiff Joined by AJC And Politicos

James Roosevelt Involved

HOLLYWOOD, March 13.—Reactions to charges leveled against KMPC's G. A. Richards, alleged "slanting" of news mounted last week as religious and political groups sought to join forces with the Radio News Club (RNC) in a drive to force a Federal Communications Commission (FCC) investigation of the Richards-owned station. Groups include the Americans for Democratic Action (ADA), the American Jewish Congress (AJC) and the Democratic State Central Committee.

In a series of statements made by former KMPC employees and published exclusively by *The Billboard* (See *AJC, Politicos* on page 8)

Musickers Cold; Lewis Bill Apt To Die Quietly

WASHINGTON, March 13.—The general apathy of the music world toward the Lewis bill may force a House judiciary subcommittee to cancel hearings scheduled to begin March 22. Committee spokesmen revealed that, while dozens of invitations have been mailed, only two acceptances have come in—both from (See *Apathy Toward* on page 14)

Sports Scoffs at KMPC Defense

Says Richards, Not Economy, Cost His Job

Richards to News Slant Charges

(Continued from page 3)
which demanded that I instruct news writers and newscasters in my department on the editorial 'line' to be followed, a line that needs must coincide at all times with Mr. Richards's particular political beliefs and racial theories.

"For the 13 months of my employment I, with the full co-operation of my news staff, earnestly endeavored to avoid slanting the news as ordered by owner G. A. Richards. Often, to do this, it was necessary to completely ignore instructions from Mr. Richards. As a result, we (the news staff) managed to keep slanted news at a minimum. . . .

"It is at least pertinent to Mr. Reynolds's statement which has been released to *The Billboard* to state that three weeks before parting with KMPC I was complimented by Mr. Reynolds for my extremely successful special events operation which, he said 'set an example' for the other stations in the Richards organization.

Further, with reference to Mr. Reynolds's statement, may I say that one week before being banned from KMPC, I informed Mr. Reynolds that I was considering resigning because I couldn't submit to editorial interference from Mr. Richards. Mr. Reynolds earnestly entreated me not to do so. His exact words were, 'Clete, you are doing a superb job. I would like to see you remain with us.'

"I kept KMPC Vice-President and General Manager Robert O. Reynolds fully informed of my attempts to sidestep Richards's slanting instruction. He supported and encouraged

Dem Bums on Wax, Yoo-Hoo, Durocher! With Longhair Yet

NEW YORK, March 13.—Timed to break with the opening of the major league baseball season in April, the RCA Victor Company will stage a lavish national promotional campaign behind a unique record album dedicated to the "great American pastime" but singling out one team. And that one . . . the Brooklyn Dodgers, but coitanly.

Entitled *The Brooklyn Baseball Cantata* and featuring Robert Merrill assisted by Russ Case and his orchestra, the wax work by George (Tubby the Tuba) Kleinsinger is of serious proportions but developed around obvious ingredients such as "dead serious" humor and fun, "pop and popcorn and hotdogs" and with a basic theme involving the World Series rivalry between the Dodgers and the New York Yankees.

Thru the promotional tricks designed to foist the *Cantata* on combined sports and/or music lovers, Victor (as well as the Gale, Inc., Agency, which handles Merrill) is setting the stage for the operatic baritone to perform the *Cantata* at the first Brooklyn Dodgers game at Ebbets Field or possibly at the first exhibition game between the Yankees and Dodgers at Yankee Stadium.

me in that objective. He agreed with my interpretation of honesty in news reporting. He failed to support me only in the final showdown over my refusal to hew to the Richards line on Gen. Douglas MacArthur.

"In the latter instance, I returned from Tokio in December, 1947, and had broadcast a factual report on the general. This news broadcast did not meet with Mr. Richards's approval. He flatly ordered me to omit certain facts which I felt were a necessary part of any honest report. I disobeyed Mr. Richards's orders and repeated the broadcast at a later date, repeated it in the presence of the assembled executives of the three Richards-owned radio stations. It was this action on my part which caused me to be charged with 'open defiance of management' and resulted in my exit from KMPC.

"A few days later, not only did I lose my post, but I was also immediately banned from the station and not permitted to continue with my regular news commentary series which had just been sold on a year's contract to a new sponsor."
"(Signed) Clete Roberts."

In This Issue

American Folk Tunes	106
Gay Showlog	44
.....	46
.....	57-75
Circus	54-56
Classified Ads	80-84
Club Activities	64
Coin Machines	93-140
Continuing Program Studies	13
Fairs and Expositions	52-53
Final Curtain, Births, Marriages	48
General Outdoor	49
Golden Roll of Hits	20
Humor	43-45
Letter List	85-86
Lyrics	46
Merchandise	80-89
Music	14-27
Music as Written	19
Music Machines	102-107
Music Popularity Charts	20-33
Night Clubs	38-42
Parks and Pools	50-51
Pipes for Pitchmen	87-89
Radio	5-13
Repertoire	47
Reviews: Leet	44-45
Night Club	40
On the Stand	18
Vaudeville	42
Rinks and Skaters	78-79
Roadshow Films	47
Routes: Carnival	74
Circus	74
Legitimate	74
Miscellaneous	74
Salesboards	90-92
Television	10-12
Vaudeville	38-42
Vending Machines	94-101

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

Congress Kills Hope of Cut in Showbiz Taxes

WASHINGTON, March 13.—Last flickering chance of a 1948 cut in entertainment excise taxes appears to have gone by the boards with a tentative decision reached by the House Ways and Means Committee this week to avoid "all controversial items" in drafting a tax revision bill.

Entirely separate from the income tax bill now before the Senate Finance Committee, the revision measure being worked on by the House group is a result of long hearings on permanent tax features held during the congressional recess last year.

Altho the entertainment world sent hordes of witnesses to the capital to urge cuts in various amusement excises, Ways and Means is refusing to tackle the ticklish question during an election year.

Despite views of the committee, numerous House members have introduced bills to return all inflated excises to pre-war levels. In piecemeal fashion, one or two excise cuts may get by the House. They will, however, die in the Senate Finance Committee.

Committee aids said the group has already voted to pass over any individual excise tax cuts, on the grounds that the Senate regulation permitting unlimited amendments to bills would stifle any excise measure on the Senate floor.

Directoire (Cafe Society Uptown) In Mid-Apr. Preem

NEW YORK, March 13.—The new Herbert Jacoby-Max Gordon cafe, set to preem in early April, will be called Le Directoire. The spot was formerly Cafe Society Uptown, owned by Barney Josephson, who sold out to the two men.

The room will preem with Kay Thompson and the Williams Brothers, (See Jacoby, Gordon on page 39)

60 Pa. Cities To Tax Showbiz

HARRISBURG, Pa., March 13.—Over 60 Pennsylvania municipal cities have planned to take advantage of Pennsylvania's new law which enables them to tax amusements for local government operating revenue, the State Department of Internal Affairs, reports. About 30 have already enacted laws putting a levy on entertainment. Most of these have also adopted taxes on juke boxes. The other 30 are preparing ordinances.

Dr. H. E. Alderfer, director of the State Bureau of Municipal Affairs, said the amusement levies are bringing in "a sizable chunk of revenue" to communities. The city of Reading, he said, expected to collect \$260,000 a year from its 10 per cent amusement tax. A similar rate is expected to bring in \$40,000 for Meadville.

Airer May Hit Road in Vaude

NEW YORK, March 13.—Warner's Strand Theater this week offered a personal appearance booking to the cast of *Twenty Questions*, Mutual Broadcasting System (MBS) airer. Producer Herb Polesie is reserving decision on the bid, but is known to be considering an extensive vaude tour for this summer. The show has been tabbed for some time as good vaude material; the Capitol here sought an appearance last year.

The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson Publishers

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

The Billboard also publishes: The Billboard Encyclopedia of Music Vendors

Decish on KMPC Hearing Awaits FCC Study of Case

(Continued from page 3)
and radio stations from all parts of the nation. *The Washington Post*, with which paper FCC Chairman Wayne Coy was formerly associated, devoted over half a column Thursday (11) to a story recounting details of the case, crediting *The Billboard* as having "first brought the story to light by publishing allegations of the Radio News Club of Southern California."
The American Jewish Congress in its petition filed with the FCC, stated: "Your petitioner prays that the commission cause a hearing to be held on the allegations of this petition, to de-

termine whether or not Station KMPC has been operated in the public interest, convenience and necessity, and in compliance with the Mayflower rule of the commission, and, that if upon evidence received at such hearing the commission finds that G. A. Richards, as president of KMPC, has deliberately ordered that news comments on that station be 'slanted' in a manner which would stir up racial and religious hatred against the Jews, it thereupon revoke the license of Station KMPC." The petition was filed thru AJC's president, Rabbi Stephen S. Wise.

HUNGER-AIR ACTORS' STAND-IN

90% of N. Y. AFRA Earns Under \$40

U. S. To Survey Incomes

NEW YORK, March 13.—Preliminary results of the annual check-up of earnings made by the New York local of the American Federation of Radio Artists (AFRA) show that between 85 and 90 per cent of the dues-paying members earn \$2,000 or less a year. That's less than \$40 a week.

AFRA makes the check-up each year to establish the amount of dues each member is to pay, since dues are based on an income basis. The final breakdown won't be made for some time.

The New York AFRA local has 4,500 members, with some 3,000 active as dues-payers. Thus, of the 3,000 working thespians, around 2,550 earn \$40 a week—or less. Correspondingly, only 450 performers top that sum.

BLS To Make Survey

Much more detailed information on AFRA member earnings is due to be revealed shortly, thru a government survey being made by the Bureau of Labor Statistics. Questionnaires were completed this week and will be tested on New York members before mailing out nationally.

Meanwhile, the new AFRA figures serve once more to highlight the growing economic plight of New York radio performers, who not only have been hit by budget cuts, but by an increase of actors from other centers, where an equally grim employment story is being recorded. The figures also center the attention on AFRA's pay increase demands, details of which will be found in this week's Radio Department.

New Seg Will Air Pic Stars' Beef Against Press Gossipers

NEW YORK, March 13.—Hollywood film stars will have a chance to sound off against newspaper gossip columnists in a new show being handled by Jimmy Saphier, Coast agent. The program, a 15-minute stanza, will use brief wire-recorded interviews with top Hollywood names, who will use their spots to correct

erroneous reports published by the film colony reporters.

The plan is to use eight or 10 stars on each show, giving them carte blanche on what they want to say. The show will close with "an open letter from a star," after the fashion of Jimmie Fidler. The only difference is that Fidler usually uses his letter to rap Hollywood denizens.

The American Broadcasting Company (ABC), one of the two webs to permit airing of recordings—Mutual is the other—is pitching for the show, being planned as a once-a-week 15-minute seg. Working title of the series is *Stars Talk Back*.

RWG, Agencies Seen Stymied

NEW YORK, March 13.—Negotiations between the Radio Writers' Guild (RWG) and the advertising agencies appeared headed for another deadlock this week, with the agencies due to notify the union that they were still insisting on certification. More than that, however, is holding up the agreement. The basic problem is the question of defining writers under the proposed minimum basic agreement (MBA). The guild's position is that if an acceptable definition can be agreed upon, certification is not necessary.

The guild takes the stand that in addition to staff writers, those writers who do rewrite under specific agency direction are subject to the MBA. Agencies claim that the latter group of writers are actually independent contractors and therefore outside the scope of any MBA. The guild says that if the agencies concede, as they profess to do, that the guild does represent most radio writers, the inclusion of writers as employees in an MBA precludes the necessity of Taft-Hartley certification.

The guild is to be notified Monday (15) as to when the agencies want to huddle again. The date will probably fall within the next week or two.

Hope To Remain Pepsodent's Boy

NEW YORK, March 13.—Bob Hope is going to be Pepsodent's boy for some years to come, it was reported this week. Hope has been attempting to end his contract with the toothpaste company, but reliable sources state this week that Hope has been advised officially he'll get no release.

Hope is working under a 10-year Pepsodent contract and has six years to go.

NBC UPS LADNER

NEW YORK, March 13.—Henry Ladner has been promoted to assistant to John H. MacDonald, National Broadcasting Company administrative vice-president and legal expert. Ladner joined the legal department in 1935 and became assistant general counsel in 1943. He will work with MacDonald in supervision of the management and service operations of the company.

AFRA Seeks 10.7% Raise On Webs, E.T.

Awaits Survey Results

NEW YORK, March 13.—A demand for a 10.7 per cent increase for all radio performers working on network programs and transcriptions was made this week by the American Federation of Radio Artists (AFRA). The union's request for a pay hike was sent to the four major webs, transcription companies, ad agencies and a number of stations thruout the country whose contracts include pay boost clauses.

This pay hike clause provides that the contract huddle is to be reopened if the Bureau of Labor Statistics (BLS) cost of living index shows a gain of 10 per cent or more over the November, 1946, index. The January, 1948, index showed a 10.7 increase, going to 168.8, against 152.2.

AFRA has asked broadcasters to a meeting Friday (18) at the Astor Hotel, New York, with a complete turnout expected. Broadcasters' reactions varied this week. One web spokesman declared that his company was notifying AFRA that it was opposed to any raise, but then admitted this might be construed as a bargaining position. Another top web vice-president stated he felt the actors were entitled to more money, but that if the pay boost is granted, AFRA in turn would have to grant something—preferably a two or three-year renewal of contract.

The contract renewal problem is involved. It conceivably could be a boon to AFRA, if agreed upon. It would avoid for one thing, certification and union shop elections under Taft-Hartley, which AFRA certainly would favor, but it might also impose limitations on future demands AFRA might make if living costs continue to climb.

All told, there are 19 contracts involved in the AFRA pay boost, covering performers and sound effects men, variously, with the webs, commercially and sustaining, and other AFRA members employed in key cities.

E.T.'s Spin in "B.B." Competish

1st Local Seg Contest Began By Billboard

Deadline April 5

NEW YORK, March 13.—Transcriptions were spinning their way toward the New York office of *The Billboard*, following this week's announcement by this publication of the first local program competition in the history of the broadcasting industry.

The purpose of the competition is to select the top locally-produced programs in radio, as apart from the top network shows, with which all other program awards in radio are concerned. In addition, *The Billboard's* local program competition will evaluate commercial programs, rather than public service and educational (See *E.T.'s Spin in "B.B."*, page 13)

Morris Cigs Nix Brice Seg Bid

NEW YORK, March 13.—Philip Morris Cigarettes, which had been considering sponsoring Fannie Brice on the National Broadcasting Company (NBC), this week decided against the show. It was one of many contenders for the time being vacated shortly by Milton Berle.

The reason for bowing out of the Brice picture is that the comedienne's *Baby Snooks* routine has many kid listeners, and the cigarette firm didn't want to risk parental ire by pitching smokes at the young 'uns.

The Biow Agency also stated this week that there's no chance of Horace Heidt moving over from his Sunday spot to Berle's Tuesday spot. The Tuesday show requires a repeat, which Heidt, in view of his amateur gimmick, can't do, lest a different winner be selected on the repeat. The agency also states that the new Harry James-Dinah Shore show will not be moved over from the Columbia Broadcasting System to NBC.

AFRA Wants WJLB Clerks Added to Org

DETROIT, March 13.—A partial settlement of the labor-management dispute at WJLB, which flared when the station projected a switch to an all-English program schedule February 29, has been accomplished with the rescinding of discharge notice given three staff announcers and with the action by the American Federation of Radio Actors (AFRA) to take the girls on the clerical staff into the union. The latter step is close to unprecedented for AFRA, and may mark a field for organization expansion hitherto little noticed.

AFRA is asking for a National Labor Relations Board election to determine its position as bargaining agent, and is asking that the office girls be put in the same bargaining unit with the announcers. There is considerable doubt whether the labor board will go along on the latter point, and a separate smaller unit may be required. According to Boaz Siegel, executive secretary of the AFRA local, all but one girl on the staff is now a union member.

Lend-Lease Deal On for Skelton

CHICAGO, March 13.—Brown & Williamson (B&W) this week reported trying to effect a lend-lease deal with Red Skelton whom it sponsors under a two-year contract on the National Broadcasting Company (NBC) Tuesday nights. Freeman Keyes, of the Russel M. Seeds Agency, which reps B&W, is said to have been given the go-ahead on peddling Skelton elsewhere, in the face of diminishing cigarette sales. B&W now has Kools sponsoring Skelton.

The comic has this season and the next 39 weeks, starting in the fall, to finish out under his Brown & Williamson pact. The lend-lease deal, if effected, would be similar to such arrangements by American Tobacco with Kay Kyser and Standard Brands with Fred Allen.

Reports that B&W were also dropping *People Are Funny* are denied by Johnny Guedel, who owns the show.

Armed Forces' Come-Hither Pitch

Stations Reap Harvest From Recruit Plugs

Flood of Disks and Lives

(Continued from page 3)

casting Company (ABC); Tex Beneke, over the Mutual Broadcasting System (MBS); Fred Waring, on the National Broadcasting Company (NBC); *Mr. Ace and Jane*, over the Columbia Broadcasting System (CBS), and the Paul Whiteman show, over ABC for the national guard. Even the smallest of the armed forces, the coast guard, airs two network shows, *The Coast Guard on Parade*, set for 52 weeks on Mutual, and *This Is Adventure*, on ABC for a 13-week run.

Bands Broadcasting

In addition there are the various service bands broadcasting over networks; Mutual, for instance, sets aside 12:30-1 p.m. daily and airs the following: Monday, the *Coast Guard on Parade*; Tuesday, U. S. Naval Academy; Wednesday, U. S. Marine Corps Band; Friday, *Campus Salute* (U. S. Army Band).

In addition to network shows, platter programs and locally produced live shows—the last named often done by the local recruiting office in co-operation with a station—are flooding the airwaves. These local shows are generally of the quarter-hour interview type. Coast guard, for instance, has such local shows in Reno, Nev., and Washington (over WARL, Arlington), and many other cities. Other services have similar local recruiting programs.

Use of transcribed programs is exceptionally heavy. Perhaps the top show of this type is *Voice of the Army*, seven years old and now being aired on more than 1,070 stations thruout the country. This is a quarter-hour show produced in the interests of army and air-force recruiting, with format ranging from drama and comedies to documentaries and historical stories.

Series for Marines

Another series of 26 platter shows is being produced in the interests of the marine corps by NBC Radio Recording. *The Marine Story* is the title of this quarter-hour series on 750 stations. The marine corps also furnishes stations with *Leatherneck Legends* and other jobs. *Concert Miniature*, also a marine corps series, is used by WABD, DuMont tele outlet, and other stations.

The coast guard also syndicates a platter series thru Newell-Emmett titled *Cutter Cruise*. A series of four quarter hours produced each quarter.

There's no end to the stuff. The American Legion, for instance, makes available thousands of recruiting platters for stations. The national guard airs the Dave Garroway disk jockey show out of NBC, Chicago. There's also a navy transcribed program airing on some 600 outlets. Another widely used e. t. series, *So Proudly We Hail*, made by McGregor on the Coast, plugs recruiting on over 1,000 stations.

The big drive, of course, mirrors the unsettled international situation. Whether the use of radio will continue at the current peak is likely to depend upon whether Congress passes a universal military training act. If it does, that will knock all this business into a cocked hat.



KLZ News Writer

JAMES BENNETT

A former newspaperman and network news writer, Bennett airs KLZ's early morning "Voice of the News" in addition to his regular stint as reporter and news writer. KLZ's news staff is one of the largest between Chicago and Los Angeles.

KLZ, DENVER

AFRA's Arbitration Returns Hill to WWJ

DETROIT, March 13.—An unusual arbitration action brought by American Federation of Radio Actors (AFRA) resulted in the return to work Thursday (11) of Zack Hill, staff announcer at WWJ, who had been dismissed for alleged "inflexibility."

The dismissal was given January 30, and AFRA asked for reinstatement, which was refused by management. Under terms of the existing contract, the case went to arbitration under the procedure of the American Arbitration Association, with the verdict handed down by arbitrator David Wolff, umpire between Chrysler Motors and the United Automobile Workers. Wolff ordered reinstatement with full back pay, and management complied.

The essence of the dispute lay over the management's contention that it should have discretionary power in evaluating the work of the employee in question. The union contended that since the existing contract allowed dismissals only for insubordi-

KOB, Albuquerque, ABC Channel Battle Waxes Hot at FCC

WASHINGTON, March 13.—The gloves are coming off in what used to be a fairly polite squabble between the American Broadcasting Company (ABC) and KOB, Albuquerque, N. M. (*The Billboard*, February 28). KOB filed a petition with the Federal Communications Commission (FCC), tossing a barbed hook at ABC's "shortcomings" in network competition.

Seeking permanent assignment on its present temporary frequency of 770kc.—the same channel as ABC's New York outlet, WJZ—the Albuquerque station declared that "the public has a greater interest in continuing a primary and secondary rural service in the sparsely settled 'white areas' of the Rocky Mountains than it has in the possibility of the additional service that a New York station would receive."

The brief further remarked that ABC's fight against KOB's request "rests on the contention that, since ABC has been unable to attract the affiliations of as many Class 1 stations as the Columbia Broadcasting System and the National Broadcasting Company, the commission should concede and offset ABC's shortcomings by degrading the service areas of competing outlets and upgrading the service areas of ABC outlets."

Again requesting that its 770kc. assignment be made permanent, KOB stated "Albuquerque must have at least one Class 1 station in spite of possible conflict with New York's claim to five Class 1 outlets."

KOB pointed out that it has been wandering around the dial since 1941 when international obligations forced the FCC to shift it from its original 1180kc. spot to 1030kc. Then, commented, KOB, interference with WBZ, Boston, caused the FCC to move KOB to a location on 770kc. under a special authorization.

nation, misconduct, incompetence or "other just and sufficient cause," only the questions of incompetence or "just cause" would arise, and that the evidence presented did not justify the dismissal.

Lever Spreads New Seg's Billing Over 4 Ad Agencies

NEW YORK, March 15.—Lever Bros., in buying a half-hour Saturday morning spot on the Columbia Broadcasting System this week, is splitting the billing among four advertising agencies. It's believed to be the first time that many agencies have shared one piece of time, altho there are numerous instances of splitting billing between two agencies, and on rare occasions three. Lever's new CBS spot is the 11:30 to noon period, now filled by a repeat broadcast of the previous Sunday night airing of *Escape*. The meeting of the four agencies with Lever reps is scheduled for today. *Escape* is among the programs being considered. This show's record is an unusual one, with recent Hooperatings giving it a higher Saturday morning figure than for the Sunday night show.

The four agencies involved are Ruthrauff & Ryan; Foote, Cone & Belding; Sullivan, Stauffer, Colwell & Bayles and Needham, Louis & Brorby. The new half-hour Lever spot will carry plugs for four products, Rinso, Lifebuoy, Pepsodent tooth paste and Pepsodent tooth powder, with each agency handling one of the products.

Lever is now one of Columbia's top spending accounts, with the hour-long *Lux Radio Theater*, *My Friend Irma* and the soaper, *Aunt Jenny*, on the network.

Ayer Says Durante's Set for Next Season

NEW YORK, March 13.—A vigorous and vociferous denial was made this week by N. W. Ayer Agency on the report that Rexall was dropping Jimmy Durante at the end of the present season. The report has been current some time.

Contrariwise, the agency declares, the Proboscis will not only finish out this season, but will be on next. Promotion plans for the fall season are now being developed, it was declared.

Washington Round-Up

THE WHITE BILL . . . to reorganize the Federal Communications Commission (FCC) will die in the Senate Interstate Commerce Committee as forecast all along, group aides intimated this week. Not only is committee opinion split on the measure, but its author, Sen. Wallace White (R., Me.), is still too ill to attend meetings and may be away from the Hill the rest of the session.

FM-ERS GOT . . . a break this week when the FCC amended its rules to provide for a normal license period of three years. FM stations formerly had to apply yearly to the commission for renewals. To facilitate administrative procedure, a three-year license renewal will not be granted until after a preliminary licensing period of one, two or three years. This stagger system for the initial license also permits the first operations of a new station to be examined closely, the FCC said.

SEN. JOHN BRICKER . . . GOP presidential dark horse, has been given a construction permit for a Class B FM station in Columbus, O. An AM bid for the same spot by Bricker is pending.

PRELIMINARY . . . revenue reports that net time sales of standard stations and chains increased 5.6 per cent last year over 1946, the FCC reported. Net '47 sales of the four national webs and their 10 key stations came to \$72,352,636—a gain of 3 per cent. First reports from three regional webs show a gain of 1 per cent. Preliminary reports from 821 stations show an over-all gain of 6.7 per cent over the 1946 net income. For the 343 new stations licensed last year, the average licensee took in \$5,900 monthly, the FCC estimated.

ONE NEW . . . video grant was announced by the commission this week. The Northwest Broadcasting Company was given Channel 9 in Minneapolis, making a total of three CP's for the five frequencies allotted the Minneapolis-St. Paul area. WMIB has a bid in for Channel 2, while Channel 7 is still open.

THE EFFORT . . . of Arde Bulova to peddle WOV, New York, is about ready to move into a hearing status once again. The FCC this week denied a petition to waive the Avco rule requiring the publication of a transfer sale. Bulova, together with Harry Henshel, had hoped to sell WOV to the General Broadcasting Company for \$200,000 plus an interest in WNEW, New York, without running into possible competing purchase bids. However, WOV's General Manager Ralph Weil and Program Director Arnold Hartley are preparing to enter a bid to buy the station and opposed the requested Avco waiver.

TOTAL NUMBER . . . of full-time radio workers employed in October was 34,720 for seven networks and 1,260 stations, the FCC said this week. The average salary for staff employees was \$72.40 weekly, while non-supervisory workers drew an average weekly paycheck of \$62.60.

NEW YORK, March 13.—Altho status of the Henry Morgan show, for Rayve Shampoo, is said to be shaky, the hiatus period for the opus was set this week for June 24 to September 23. The sponsor's decision on renewing the show will be made by the last week of May.

MUTUAL'S CRITICAL PROBLEM

Toni Billings Zoom in Year From Naught to \$3,500,000

NEW YORK, March 13.—The selection of *Crime Photographer* this week as its nighttime network airer beginning April 1 by Toni Company, ended the hair-do firm's search for a suitable show to round out its web sked, and boosted the company's network billings from zero at the beginning of 1947 to an estimated \$3,500,000 annually now. This is considered one of the highest one-product tabs in radio, and is especially significant because Toni's expansion to a nationwide operation last year relied chiefly upon radio as its advertising medium. The firm recently was purchased by Gillette Razor Company from the Harris brothers, who founded it, for a sum running into eight figures. The Harrises and Radio Director Don Nathanson have retained management, however, and under the new set-up, share in the profits.

Crime Photographer is being dropped by its current bankroller, Anchor-Hocking, after March 25. Toni will retain the 9:30-10 p.m. Thursday slot on the Columbia Broadcasting System (CBS). Foote, Cone & Belding is the agency.

Other Toni Segs

Toni's web stable includes 15 minutes of *Breakfast Club*, *Ladies Be Seated*, *Give and Take*, *Nora Drake* (which shifts from National Broadcasting Company to CBS May 10) and *Meet the Missus*, which has aired over the CBS Pacific network. Toni also bankrolled Mel Torme for a brief period, but folded that show.

A unique "farm system" operation has been put into effect by Toni's radio chief Nathanson, prepping minor league shows for the future presentation on the big time. This involves utilizing local Minneapolis-St. Paul stations for experimentation with new formats and personnel. In addition, Toni has been placing other trial shows on the Trans-Canada Network for build-up north of the border. Continuing research on these rookie airers is being pressed, using Schwerin Reactometers as well as coupon and giveaway mail-pull devices.

Whitaker Quits ABC; Ayers Takes Over Job

NEW YORK, March 13.—Ralph Whitaker, account exec with the American Broadcasting Company (ABC), resigned this week. Whitaker plans to open his own agency shortly, specializing in television.

Charlie Ayers, former veepee for radio with Ruthrauff & Ryan Agency, joined ABC this week after 13 years with the agency. He will move into Whitaker's post. Tom Slater is assuming Ayers' chores at R&R.

157 Compete For NAB Posts

WASHINGTON, March 13.—An unprecedented scramble for directorships in the National Association of Broadcasters (NAB) is under way, with 157 nominees vying for 16 NAB directorships representing eight districts, all stations, and two classes of FM stations. The record-breaking number of nominees for such a small number of posts is attributed to NAB's new system of nominating by referendum instead of by district meeting voice vote.

Also seen as a possible factor in the unusual free-for-all is the code issue, altho NAB analysts thus far have found little evidence of nominees entering the race openly on a platform for or against the projected new NAB code. The present board has agreed to turn over the final responsibility for voting on a code to the incoming board which meets at the wind-up of the convention. The 16 new members of the 25-member board, therefore, will exercise a majority vote on the code.

F. Carle To Replace Spitalny Seg May 9

NEW YORK, March 13.—Phil Spitalny and his all-girl band will be replaced by Frankie Carle and an all-boy band for the hiatus period beginning May 9. Carle's pianistics will be backed by a 15-piece band, two vocalists and the Starlighters, vocal group. A new show is due in the fall.

The show, aired 5:30 p.m. Sundays over Columbia Broadcasting System, is sponsored by the electric companies' advertising program.

NBC Shakes Up Its Pubserv Dept.

NEW YORK, March 13.—National Broadcasting Company (NBC) this week effected additional changes in its public service set-up, following the appointment of Sterling Fisher, formerly adviser on public affairs and education, as manager of the public affairs and education department.

Margaret Cuthbert was named director of public affairs, Doris Corwith director of talks and religious broadcasts, and Jane Tiffany Wagner director of education.

Dwight Herrick, pubserv exec, is now on a vacation "and will be given a new assignment upon his return," according to an NBC spokesman.

The shake-up in the department is the second one since the accession of NBC veepee Ken Dyke to the top programming post. Dyke is committed to a policy of streamlining the web's public affairs programming.

Too Heavy

NEW YORK, March 13.—Salesmen for the American Broadcasting Company (ABC) are really under a heavy burden in trying to sell the full-hour *Stop the Music* show before its debut next Sunday (21). The presentation for the show weighs 250 pounds, and the sales force has been making two and three showings daily to agencies and potential sponsors.

The casualty list in the cold war for four 15-minute bankrollers this week includes ABC salesman Bill Dix, whose sacroiliac slipped a few notches while toting the package around. He's expected to be recovered for the premiere.

AFRA-WEEK Talent Bargaining Hassle Nears Settlement

CHICAGO, March 13.—Controversy between WEEK, Peoria, Ill., and the American Federation of Radio Artists (AFRA) over bargaining rights for talent at the station may be settled within a short time, it was indicated this week.

Developments indicating settlement came about after former Gov. Robert S. Kerr, of Oklahoma, chairman of the board of WEEK, visited Peoria. Kerr told Edward Schlesinger, AFRA field rep who has been handling the case, that as soon as the Federal Communications Commission okays the Democratic Party's application for permission to buy all stock of WEEK, he would grant AFRA bargaining-agent rights for station talent, including seven announcers, two singers and two writers.

Altho Kerr has been chairman of the board of West Central Broadcasting Company, which owns WEEK as a subsidiary of the Oklahoma Publishing Company, he has not owned all the stock. He also has been a major stockholder in Oklahoma Publishing, which controls KLZ, Denver; WKY, Oklahoma City, and KVOR, Colorado Springs, Colo. With absolute ownership of WEEK, Kerr will be able to divorce it from policies of Oklahoma Publishing and recognize AFRA.

Even tho Kerr recognizes AFRA as sole bargaining agent for talent involved, the station's request for a hearing of NLRB will be an important factor in the trade. According to Schlesinger, the station's request is based on the contention that it is not engaged in interstate commerce and thus is not under jurisdiction of the Taft-Hartley law, and that announcers, singers and writers are professionals and not entitled to group collective bargaining.

AFRA Files Charges Vs. WRAL, Raleigh

RALEIGH, N. C., March 13.—American Federation of Radio Artists is filing a charge of a refusal to bargain in good faith against WRAL here with the National Labor Relations Board (NLRB) next week. The station has never had a contract with AFRA.

A previous charge against the station was filed with the NLRB by the union over dismissal of an announcer, but no decision has yet been reached.

Net May Soon Lose Millions In Billings

Situation Called Grim

NEW YORK, March 13.—Mutual Broadcasting System (MBS), which in recent weeks has undergone a series of mishaps with projected commercials, appears to be facing even more critical times. Hanging fire in the forthcoming months are a number of cancellations which, if they eventuate, will mean the departure of millions in annual billings.

Programs in question include *Heart's Desire*, a half-hour show sponsored five times weekly by Philip Morris; *Queen for a Day*, half of whose daily hour strip is sponsored by the same company; Burl Ives' Philco program, a once-a-week 15-minute show being dropped next month; the Kaiser-Frazer newscope series; the Coca-Cola series, and R. B. Semmler's sponsorship of Martin Block's three-a-week afternoon record series.

Two Die A-Borning

Compounding the situation are two commercials which were set but did not materialize. One was the sponsorship of the highly praised new *Newsreel*, which was to have been bankrolled by Zenith, with Mutual now considering a lawsuit, in view of a signed agency order. The other was *R.F.D. America*, to have been sponsored by Ford dealers, but which was abandoned because of the dealers' Fred Allen buy.

The *Desire* and *Queen* cancellations have been discussed with Mutual in the light of a complete overhaul of Philip Morris radio expenditures. No cancellation has been made, however, and the final decision is by no means made. The basic question involved is the advisability of heavy daytime spending by a cigarette company.

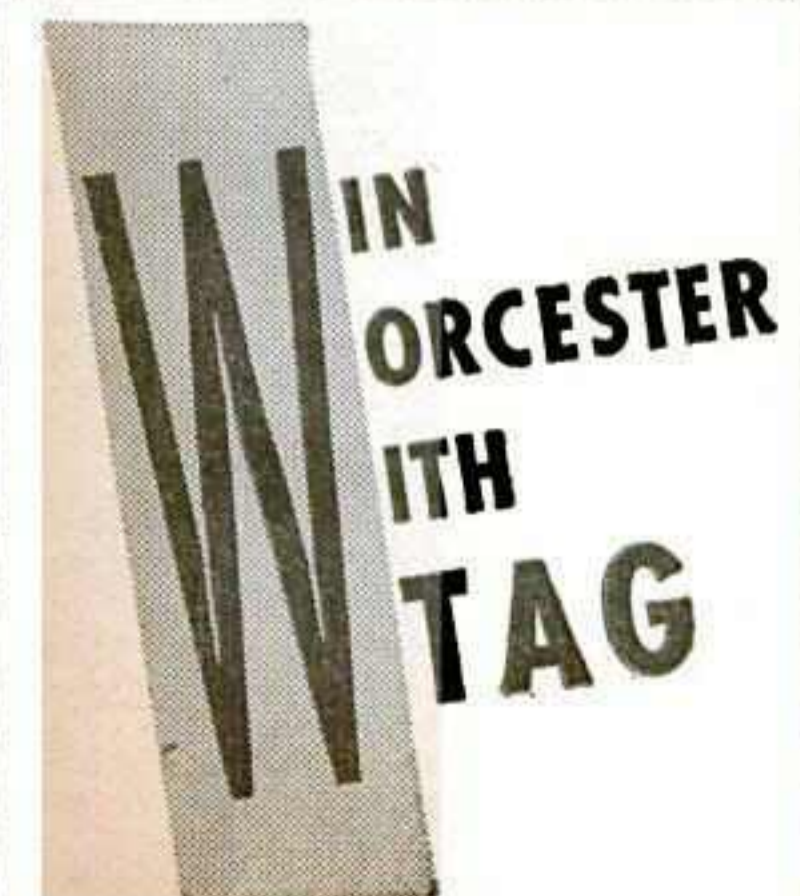
Chance for Philco

The Philco cancellation has been set, but there is said to be a chance that the account may come back with a new program, possibly expanded to half an hour. It's now a 15-minute shot. The Kaiser-Frazer question is also unsettled. It is said to involve two factors—the recent refinancing difficulties encountered by the company, plus the poor rating of the series. Mutual execs have urged the account to change the program, which they feel doesn't measure up.

Another cancellation reported on the verge for some weeks is the Morton Downey Coca-Cola series. Coca-Cola has been discussing switches to either Columbia (CBS) or National (NBC), with the latter network stating this week it expected an order momentarily. Meanwhile, Mutual has not been canceled.

One cheerful development this week was the sale of two evening spots via the Billy Rose show to Barbasol, marking that account's return to web after some years' absence. Barbasol is taking over time being relinquished on the Rose series by Musterole, effective April 13.

A network executive admitted this week that the situation looked grim.



Drive To Ban Liquor Ads Gains

Drys Pushing Capper Bill Thru Senate

Petitions Flood Capital

WASHINGTON, March 13.—Dry forces are quietly rallying their forces backstage on Capitol Hill in a last-ditch effort to push thru the perennial Capper bill to ban liquor plugs on the air. Seizing the advantage of election-year confusion and capitalizing on soaring Republican prospects, ringleaders of the drys are bombarding congressional committees with petitions to extricate the Capper bill from committee for a floor vote. At the same time, Sen. Arthur Capper (R., Kan.), the leading dry man on Capitol Hill, is known to be considering a compromise revision of his bill, a step which insiders see as one which would probably lead to the favorable discharge of the controversial measure.

More than half a dozen separate petitions from groups favoring the Capper bill poured into Congress this week, bringing the total number of such petitions to nearly 60 since the start of the year. All of these petitions have been referred to the House and Senate Interstate Commerce committees. In addition to citizens' groups from Maryland, Kansas and Iowa this week, the House and Senate committees received copies of a resolution adopted by the South Carolina Legislature asking for passage of the Capper bill on the ground that "advertising of alcoholic beverages is inimical to the good morals and sobriety of the people of the United States."

It is generally conceded that the Capper bill, which has been tossed into the hopper every year since 1941 without ever once emerging from committee, stands its best chance this year to reach the floor for a vote unless the wets can stop the growing stampede of drys on Capitol Hill. With drys having made important gains steadily in the last decade by means of local option laws in all parts of the nation, the prohibitionists are seeking to repeat their post-World War I victory climax, this time thru piecemeal legislation such as the proposed federal Capper bill and local option laws.

The drys, who maneuvered to get a Senate committee hearing on the Capper bill last summer, are now openly talking of their willingness to accept a compromise redraft of the bill on suggestion of several Senate Interstate Commerce Committee members. This compromise would ban only such liquor plugs as give the impression that drinking is "socially acceptable" or that drinking has any beneficial aspects at all.

NEW YORK, March 6.—The Greenwich Village Inn is still closed pending the review of the license renewal application by the New York Alcohol Beverage Control (ABC), according to Commissioner George Buttery. Permits in all spots selling liquor came up for renewal February 29. The original license was issued to Edward D. Camera, listed as president, secretary and sole stockholder. Since the matter is before the legal department of the ABC for consideration, no official comment was made on why the renewal was being held up. According to the cabaret division of the police department, the cabaret license is still valid.

AFM, Industry Inch Along; Tele Problems Cause Delay

NEW YORK, March 13.—Reports that James C. Petrillo, president of the American Federation of Musicians (AFM), had agreed to the use of musicians in television on and after April 15 were denied this week by both the union itself and broadcast executives participating in the current AFM-network contract negotiations. Radio men stated, on the contrary, that virtually no progress had been made in the negotiations, which were reopened Monday (8).

The original stand taken by the AFM president early in the week, according to reports, was that he wanted first to settle on the terms of renewal covering AM (standard) radio and would then take up the question of music for tele. This proposal has been rejected by the broadcasters, who insist on a full "package"; i.e., an agreement covering the use of live music in the several broadcasting fields—AM, FM and tele.

Petrillo Stymied on TV

Petrillo's attitude, it is stated, is that "he doesn't know what to say about television." The problems in-

involved are so complicated that, reportedly, the AFM doesn't know quite what to ask for. The problems involve the use not only of music in tele alone, but also payments to musicians when shows are duplicated on tele and AM; fees for films to be used once; payment for films to be used on a syndication basis, akin to open end transcriptions in radio, and payments for programs using film and live talent.

The week-end status was that the broadcasters were to meet with Petrillo again Monday (15), but were to get together themselves prior to that huddle and see if a specific all-inclusive proposal could be drafted. Meanwhile, Petrillo's demands remain the same insofar as the web contracts for AM go. He wants a pay hike, larger house bands and jurisdiction over platter turners.

ABC Auditions 2 Give-Aways

NEW YORK, March 13.—Audition disks for two new shows are being cut this week by the American Broadcasting Company (ABC). Both are 30-minute give-aways, and if accepted, will be tabbed for nighttime berths on the web.

One, titled *Gold Rush*, features Johnny Olsen as emcee. John Wiest is the director of the program, which is packaged by John Gibbs.

The other, tentatively tabbed *Romance to Riches*, is a Bob Jennings package. Jack Cleary directs. The permanent cast has not yet been set.

Two Dixie Orgs Elect

NEW ORLEANS, March 13.—Hugh Smith, of Laurel, Miss., was elected president of the Mississippi Broadcasters and James E. Gordon, New Orleans, renamed head of the Louisiana group at a joint convention here this week. Robert Wright, of Meridian, was elected veepee of the Mississippians, and Robert Evans, of Tupelo, secretary-treasurer.

Video Short Used In Selling a Comic

NEW YORK, March 13.—Rise of video as a talent medium is resulting in adoption of new selling techniques by agents. On Friday (12), for instance, Bernie Schubert pitched his comic, George O'Hanlon, to Lennen & Mitchell as a possible radio and tele show for Old Gold. Prior to putting a recording of the show on a turntable, Schubert ran a 16mm. film of a Warner short O'Hanlon had made—thereby pointing up O'Hanlon as a possible piece of video programing.

O'Hanlon has been featured in a large number of *Behind the Eight-Ball* shorts made by Warners. Schubert has obtained two of these shorts, one of which is up for an Academy Award. The radio program, for which a record was cut this week, is an adaptation of the shorts.

US High Frequencies at Stake In New Fuss Over Allocations

WASHINGTON, March 13.—Efforts of certain commercial communications interests to obtain a change in the table of frequency allocations agreed upon at the Atlantic City tele-communications conference last year are causing a tempest in Washington and may have major repercussions at the Geneva and Mexico City conferences on international allocations. It is understood that the fate of United States high frequencies may be in the balance. The situation came to light as an aftermath of a letter sent to the State Department this week by Senators Charles W. Tobey and Ernest W. McFarland urging adherence to the Atlantic City allocations, even tho that arrangement had been criticized by U. S. broadcasters as "inadequate."

The Tobey-McFarland letter stated in part that a change in the Atlantic City frequencies might play into the hands of other countries, and that

"our governmental and general commercial requirements will be more adequately served by preserving at this time the band allocations made in Atlantic City."

The Geneva conference is empowered to recommend a plan of sharing of frequency hours among the various nations, and it is recognized that the sharing plan will in a large degree decide whether U. S. stations will get wider short-wave usage, or whether the "break" will go to point-to-point users, maritime services, etc.

State Department execs, commenting on the Tobey-McFarland letter, said U. S. delegates to Geneva "cannot help but stick by the Atlantic City table of allocations." However, just what plan of sharing of frequency hours will be agreed upon is conceded to be a dynamite-laden issue.

AJC, Politicos Join Fight on G. A. Richards

(Continued from page 3)

(March 6-13), Richards was accused of attempting to inject his own religious, racial and political concepts into the newscasting policies of KMPC. These charges, which were also filed with FCC, were made by Clete Roberts, ex-KMPC director of news and special events; George E. Lewin, former station newsroom manager, and Maurie Starrels, dismissed news writer and editor.

Rally This Thursday

Americans for Democratic Action circularized a reprint of *The Billboard's* March 6 report on KMPC and called a mass meeting for next Thursday (18) at Hollywood's Masonic Temple. Melvyn Douglas, head of ADA's local chapter, is expected to preside. Theme of the meeting will be "keep the airwaves free for truth." The rally may result in a petition to the FCC calling for an investigation of the KMPC situation.

The Billboard learned at press time that the Democratic State Central Committee was considering filing a formal complaint against Richards with the FCC. James Roosevelt, son of the late FDR and chairman of the California Democratic Committee, is expected to act on behalf of the org. Roosevelt could not be reached for a statement.

AJC Gathers Data

Mel Springer, executive director of the Southern California division of the American Jewish Congress, told *The Billboard* that AJC lawyers and investigators here have started gathering data to be used in its action against Richards. In a petition filed with the FCC by AJC's national prexy, Rabbi Stephen S. Wise, the org asked for revocation of KMPC's license. Judge Ben Rosenthal, prexy of AJC's Southern California division, said in explaining his group's interest in the case:

"Our petition to the FCC asking that the license of KMPC be revoked because of religious and racial prejudices is in line with the AJC program which calls for legal and legislative action to protect and extend the rights of minority groups in the United States. Our organization has long recognized that legal recourse is justified as the most effective method of dealing with American activities of this character. It is only by bringing these inequalities into the open that we can inform and alert our democratic citizens to take concerted action against all forms of discrimination, bias and prejudice."

ABC - Affiliate Meet Comes Off Smoothly

CHICAGO, March 13.—About 150 executives of over 90 American Broadcasting Company (ABC) central division stations met here Wednesday (10) in the annual affiliates meeting that went off surprisingly well, with practically no anti-network fireworks. At past meetings of this type (held in four regions) net had some difficulty getting affiliates to clear time for net shows it wanted to push or could sell. This year, however, an attitude of harmony prevailed.

Television and FM also were discussed, and even the net laid down the law in maintaining its policy of making affiliates duplicate all net shows on FM, if they duplicated one, affiliate's negative reaction was slight. ABC affiliates have met in New York, Atlanta and Chicago so far this year. Next and final meeting will be in Los Angeles, the Friday or Saturday before the NAB convention gets under way.

Nielsen Radio Index:



Hope, "Irma," "Stella" Record Nielsen Gains

TOTAL AUDIENCE (EVENING—ONCE WEEKLY)

Our. Rank	Prev. Rank	Program	Cur. Rating	Points Change
1	1	LUX THEATER	36.9	0.0
2	2	FIBBER McGEE	33.1	+2.9
3	6	AMOS 'N' ANDY	29.7	+1.9
4	10	BOB HOPE	29.0	+2.9
5	4	CHARLIE MCCARTHY	27.4	-0.9
6	3	TRUTH OR CONSEQUENCES	26.2	-2.6
7	14	MY FRIEND, IRMA	26.2	+1.6
8	11	FITCH BANDWAGON	26.1	+0.1
9	7	GODFREY'S SCOUTS	25.7	-1.5
10	12	JACK BENNY	25.4	-0.3
11	5	FRED ALLEN	25.2	-2.9
12	8	LIFE OF RILEY	24.8	-2.0
13	18	DUFFY'S TAVERN	24.8	+1.1
14	15	MR. DISTRICT ATTORNEY	24.7	+0.2
15	NR	KRAFT MUSIC HALL	24.6	+1.3
16	16	BIG TOWN	23.7	-0.8
17	20	DATE WITH JUDY	23.7	+0.2
18	13	RED SKELTON	23.5	-2.1
19	NR	BURNS & ALLEN	23.4	+0.2
20	17	ALDRICH FAMILY	22.6	-1.5

TOTAL AUDIENCE (EVENING—TWO TO FIVE WEEKLY)

1	1	LONE RANGER	19.7	-1.0
2	2	BILL HENRY NEWS	15.0	-0.2
3	NR	SUPPER CLUB	12.4	-0.1

TOTAL AUDIENCE (DAYTIME—TWO TO FIVE A WEEK)

1	9	BACKSTAGE WIFE	12.7	+1.7
2	4	RIGHT TO HAPPINESS	12.4	+0.9
3	1	ARTHUR GODFREY	12.3	-0.6
4	3	OUR GAL, SUNDAY	12.2	+0.7
5	14	STELLA DALLAS	12.2	+2.1
6	NR	YOUNG WIDDER BROWN	11.9	+2.2
7	11	WHEN A GIRL MARRIES	11.7	+1.3
8	NR	LORENZO JONES	11.3	+2.3
9	5	ROMANCE OF HELEN TRENT	11.0	-0.1
10	8	BIG SISTER	11.0	0.0
11	NR	PEPPER YOUNG	11.0	+1.3
12	10	MA PERKINS (CBS)	10.9	-0.1
13	13	PORTIA FACES LIFE	10.7	+0.4
14	NR	ROAD OF LIFE	10.7	+0.9
15	7	MY TRUE STORY	10.5	-0.6

TOTAL AUDIENCE (DAYTIME, SATURDAY OR SUNDAY)

1	1	TRUE DETECTIVE MYSTERIES	16.5	-1.1
2	2	THE SHADOW	16.1	-0.4
3	4	QUICK AS A FLASH	15.6	-0.3
4	NR	GRAND CENTRAL STATION	15.4	+0.2
5	NR	COUNTY FAIR	15.2	+0.2

NR—Not Rated in Previous Reports.
Copyright—A. C. Nielsen Co.

Disk Jockey Runs For Public Office

DES MOINES, March 13.—A disk jockey running for city safety commissioner is enlivening the city political situation in Des Moines. The jockey, Myron J. Bennett, known as M. J. B. on the air, is now spinning platters over KSO.

Bennett had taken time out between disks to discuss city problems long before taking out his nomination papers. He is credited with breaking up a taxicab monopoly by getting petitions signed permitting a G.I. cab company and another taxi firm to operate in the city.

He will have plenty of competition in the contest, with seven other candidates in the race.

CHAIN-BREAK BAN

(Continued from page 11)

population (less a 50-50 split on line charges), seemed eminently fair and ranged from \$100 per hour up. He added that the general affiliation deal resembled NBC's standard affiliation contract, with the exception that TV operation was more expensive from the standpoint of lines and programs. The current chief obstacle, he added, is the lack of lines.

Sessions were attended by 31 affiliates who heard talks by Niles Trammell, NBC president; Frank E. Mullen, executive vice-president; William S. Hedges, vice-president in charge of planning and development, and Noran E. Kersta, director of television operations.

NBC, at the close of the sessions, believed it had accomplished a closer rapprochement between the web and affiliates on video problems.

2 Nets Plan Gimmicks for Politicos' Convensh Coverage

NEW YORK, March 13.—At least two of the four major networks are busily planning new gimmicks for their coverage of the Democratic and Republican national conventions in Philadelphia this summer. In general, radio coverage will be streamlined to conform with lessons learned in handling of past conventions, with the webs co-operating in settling joint problems. Both the Columbia Broadcasting System (CBS) and the American Broadcasting Company (ABC) are known to be plotting something extra, however, with the CBS staffers refusing to tip their mitts on what they

E.T.'s Spin in 'BB' Competish

(Continued from page 5)

tional programs, which dominate other competitions.

The rules of the local competition are simple. No presentation is needed—merely a transcription of the programs being submitted together with full production credits. Stations may submit as many entries as they want; the only time factor involved is that the programs must have started on the air on or after January 1, 1947.

Deadline April 5

The deadline for entries is April 5, at *The Billboard's* New York office. Winners will be announced in May. Programs of any type may be submitted, including drama, quiz, sports, news, music (including disk jockey shows), children's, public service, variety, commentators, farm programs and women's programs (including participating shows).

In addition to highlighting winners in *The Billboard* via editorial coverage and reviews, the programs will be auditioned for the trade generally at a special National Association of Broadcasters (NAB) convention exhibit.

This competition offers broadcasters the first opportunity to display nationally the quality of local programming. Programs will be judged for originality, production quality, scripting, acting, etc., but they will be judged on a local level—not on network standards.

The deadline is April 5; you don't need a fancy presentation, and you may center industry-wide attention on your station. Come on in.

RNC MAY FILE

(Continued from page 3)

dered such treatment of news. A spokesman for the group told *The Billboard* this week that RNC membership originally thought the org need only file evidence with the commission and that an investigation would automatically follow. However, after reading reports from Washington stating that the commissioners admitted their interest in the case but could not act until a formal complain is filed, the membership is expected to move in favor of filing a complaint, it was said.

RNC is expected to act independently of other groups which have either filed or are expected to file their petitions for an FCC probe. The club spokesman told *The Billboard* that while his group welcomes sympathetic action from other orgs, it has

claim will be a new approach to convention coverage. ABC is known to be signing outsiders as gabbers, with emphasis on names with political savvy, including newspaper columnists and, it is believed, some politicos.

Each of the four webs is slated to occupy a separate booth on the convention floor, with an additional booth set up for co-ordination of all broadcasting and floor traffic. This differs from the 1944 set-up, in which ABC and the National Broadcasting Company (NBC) shared one booth, which also was used as the co-ordinating point. George McElrath of NBC has been named to supervise the four-web operation. The network booths are now under construction.

NBC, MBC Coverage

NBC and the Mutual Broadcasting System (MBS) each plans to have a full staff in Philadelphia for the gab-fests, but neither is planning anything out of the ordinary in coverage. NBC probably will be the first of the networks to begin coverage, however, with a couple of its men going down a week before the Republican meet's June 21 opening and the Democrats' July 12 tee-off to cover sessions of the rules committee. MBS is planning to send down a party of about 60 commentators, writers, engineers and other personnel, of whom about 18 will actually face microphones. The web's entire roster of commentators will be included, headed by Fulton Lewis and Gabriel Heatter.

Numerous remotes are being planned by all the networks. Each will have separate newsroom suites in the Bellevue-Stratford Hotel, and multiple remotes are being planned from the headquarters of all major candidates and other key spots. All four webs also are getting a special working room in the convention building. A complicated pick-up system from the floor of the convention hall is being worked out, with each web getting one microphone at the seats of every State delegation for speeches and interviews.

rejected bids from these groups officially to join forces with the club in the Richards fight. The reason for this, he said, was RNC's sincere desire to remain free from any political or religious affiliations.

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For COMICS, MC'S, DISC JOCKEYS, etc. Get our original gag files numbers 1 to 6—contains hundreds of wonderful NEW gags on practically every topic. And the price is only \$1 per file. Other material: Comed-backs to Hecklers, \$1. Comedy Team Crossfire joke collection, \$2. LAFFfile collection of bellylaffs, \$1. 2 original monologs, POLITICS and BABY SITTERS, \$2 each.
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If copy is desired for address side of card, not to exceed 50 words, add \$2.50 to cost of your order.

FORT WAYNE, IND.

DISKERY POND JUMP IN WORKS

Part of King Wax To Come From Europe

Ban or No, Plan Is Set

By Alan Fischler

HOLLYWOOD, March 13.—Jerry King, head of Standard Transcriptions, this week disclosed plans to record a healthy portion of Standard's future catalog in Europe, using top musicians from France, Belgium, Austria, Sweden, Italy and possibly England. King told *The Billboard* that he had definitely decided to invade the European talent market early this summer regardless of the outcome of the present recording ban imposed by the American Federation of Musicians (AFM) prexy, James C. Petrillo. Moreover, current plans call for a continuing series of foreign recording deals to be in effect long after the Petrillo ban is settled, King added.

King revealed he had been scouting the foreign situation with the aid of European reps and would shortly receive sample waxings from various overseas cities. Test cuttings will be aired for Standard subscribers who will attend the National Association of Broadcasters convention in Los Angeles, skedded for May, in order to give the plattery's customers an opportunity to hear the type of foreign diskings King will produce. King (See *Diskery Pond Jump* on page 34)

Signature Airs Payment Plan For Creditors

NEW YORK, March 13.—In a court hearing before a referee yesterday (12), Signature Records presented a new plan for payments of deferred debts and also reported that the firm had successfully negotiated a \$100,000 loan from within the diskery's owners and friends for which Signature will post securities, the nature of which was undisclosed.

The diskery, which has been going thru the throes of attempting to find an acceptable plan for creditors under Chapter 11 of the Chandler Act, has come up with an offer of a 25 per cent settlement of debts, with 5 per cent to be paid in cash and the remaining 20 per cent to be paid off over a period of two and a half years. Creditors will receive undisclosed-type security for the remaining 20 per cent. The discussion of the new plan will continue Monday (25) between the diskery and a trade creditor board, and will move back to court Tuesday (16). At that time the referee presumably will be urged by the board to approve the proposal.

The firm's prexy, Bob Thiele, further stated that Signature is now dealing with the government to arrange for payment on a \$60,000 debt over an undetermined period of time. Thiele claims that most music business creditors, including key artists Ray Block and Johnny Long, have agreed unofficially to go along with the plan.

Apathy Toward Lewis Bill May Cancel Hearings

(Continued from page 3)
representatives of the Motion Picture Producers' Association (MPPA).

The measure, which is designed to tab movie producers rather than exhibitors for music fees, has been generally regarded as a dead duck since the signing of a 10-year pact covering music licenses by American Society of Composers, Authors and Publishers (ASCAP) and Theater Owners of America.

Invitations to the hearing were mailed out almost a month ago to producers, exhibs, ASCAP and Broadcast Music, Inc., but only MPPA's Julian Brylowski and Ted Gamble have so far notified the House group that they would show up.

Rexall Mulls Record Depts.

HOLLYWOOD, March 13.—Rexall Drug Company is currently mulling plans to install complete record sales departments in all super drugstores to be erected hereafter by the drug chain. Move is contemplated by Roy Goldheim, chain merchandising manager, following test runs in giant Rexall stores in Hollywood; Jacksonville, Fla., and Little Rock.

Plan currently being discussed is to set up self-integrated disk departments in company-owned stores, carrying full line of major and indie label products, including albums as well as singles. Firm now has smaller record nooks in 25 locations in Southern California area, where stocks are limited to current hit tunes only, with no albums on the racks. Drug firm feels that larger locations with ample room can do top-flight merchandising job on all disk products, hence plan is not being attempted in small neighborhood locations.

Esy Morales Set as Fronter; Roxy Date Seen

NEW YORK, March 13.—Esy Morales, Latin-American flute stylist who won some prominence for his *Jungle Fantasy* platter on Rainbow, this week quit brother Noro Morales' rumba band preparatory to forming his own L-A ork which goes into rehearsal next week. Esy's crew will be booked by Continental Artists Corporation, which also handles Noro's bookings.

The flute player's decision to embark on his own is directly traced to the *Jungle* disk, which reportedly hit over 300,000 pressings and brought an offer from the Roxy Theater here. The Roxy stand has been booked tentatively, but no date has been set.

TV Music Still Dubious

NEW YORK, March 13.—Both broadcast and representatives of the American Federation of Musicians (AFM) have denied reports that musicians will be able to perform for television on or after April 15. Radio men claim that so far no progress has been made in negotiations. For details of the problems involved in huddles between Petrillo and the radio reps, see Radio Department this issue.

CRRA Elects; Airs Aims to Area Dealers

Seeks Diskery Co-Operation

HOLLYWOOD, March 13.—Newly formed California Record Retailers' Association held election of officers this week with following picked to head the group for the next 90 days: V. Kerr, prexy, of Max Flack Music; L. Phillips, veepee, of Blu-Note Music, and E. Jay Bullock, secretary-treasurer. Board members include Lee Roth (Roth Music), Glicksberg (Bagley Music), Korengold (Fullerton Music), M. Flack (Max Flack Music Company), A. Dates (Music Center), William Denel (Denel's Music), R. Grassmuck (Berry & Grassmuck), and Price (Price Bros.).

The following statement was released by the org to dealers thruout the area:

"The few aims which we are concentrating on at the beginning are as follows:

- "1. A higher exchange.
- "2. Immediate credit on returns, broken records or mistakes in shipments.
- "3. Elimination of record vendors which aid price-cutting.
- "4. Free and co-operative aid to the merchant in advertising and displays.
- "5. Elimination of charging the retailer for freight or express on broken records or mis-shipments.

"We have every reason to believe from our contacts with both the record manufacturers and distributors that these aims will be realized and amicably adjusted. Already there are approximately a dozen of the larger independents, distributors and manufacturers who have agreed to give the dealers a 100 per cent exchange privilege. Some have even agreed to take the responsibility of freight on mis-shipments and broken merchandise. You do not pay delivery charges on any of the other commodities that you handle when they are sold to you. They are delivered to your door prepaid. We are not at this time asking that freight be prepaid on records, but we are demanding that you do not pay it three or four times."

MCA To Plot Duchin Return

(Continued from page 3)
will determine whether his comeback will be fully staged. A Duchin return will just about complete the agency's efforts to get all of its inactive maestri back into active biz, with Horace Heidt, Harry James and Tommy Dorsey among those who recently capitulated after laying off from active baton waving for some time.

Post-Ban Wax Date!

NEW YORK, March 13.—Nellie Lucher will cut a record next week for Capitol Records in Chicago. She'll play the piano on the session and will be accompanied by a rhythm section. But relax, this date is to be made with the good graces of the American Federation of Musicians (AFM). Nellie's waxing a parody on *Hurry on Down* for use in connection with the coming drive of the National Tuberculosis Association. AFM let its ban down for the sake of charity.

Berlin's Feist \$\$\$\$ Dwindle To Mere \$\$\$

Deal Not as Big as Said

NEW YORK, March 13.—As in the case of the rumor of Mark Twain's demise, reports of the Irving Berlin deal with the Loews-Robbins publishing group have been grossly exaggerated.

According to Abe Olman, general manager of the Loews pubberies (Robbins-Feist-Miller) terms of the agreement to publish two Berlin songs in the forthcoming MGM *Easter Parade* flick are as follows:

The Leo Feist firm, into which Olman has placed the Berlin ditties (*Better Luck Next Time* and *A Fella Needs an Umbrella*) will publish the ditties for 2½ years, at the end of which the copyrights revert to Berlin's own publishing firm.

Berlin will receive 7 cents per copy of sheet music sold, plus 50 per cent of the mechanical royalties, as long as Feist holds the copyrights. Previous reports not printed in *The Billboard* had it that he was receiving a dime a copy and 75 per cent of the wax royalties.

123 Plugs, a Record

The unique situation which saw Berlin farm out two of his ditties (retaining five others for his own firm's exploitation) received another highlight with disclosure that the Berlin pubberies' professional staff had driven home 123 song plugs last week to lead the Peatman Sheet with the highest audience coverage index total recorded in more than a year. Berlin staff which includes Charlie Saxon, Freddie Kramer, Bernie Alperis, Hy Fenster, Abe Farbman and Benny Gilbert set the pace with Berlin's revived *What'll I Do?*

If the Berlin group can repeat such plug strength on its coming share of the *Easter Parade* score (while Feist chips in with its own performances on two ditties) MGM studios figure to garner probably the greatest tune-performance build-up for any flicker of recent years. All of which figures to add fabulous profits to the fabulous fee Berlin collected originally for his *Easter Parade* chores. MGM reportedly shelled out over \$600,000 for the film story and music.

Apollo Seeking 4th Disk Line For Distributing

Precedent for Small Waxer

NEW YORK, March 13.—Setting a precedent for a smaller diskery with self-owned distribution outlets, Apollo Records this week revealed that the firm is shopping for another disk line (not in direct competition with the Apollo line) for distrib tie-ups via the waxery's five self-owned-and-operated jobber outlets.

The diskery already has made deals to distribute the seven-inch Rocking Horse kidisk line thru Michigan, California and Alabama and to job the Mayfair kid line in California, Alabama and Georgia. The firm now has distrib outlets in New York, Chicago, Detroit and Los Angeles and will reopen its Atlanta branch next week.

Four-Line Limit

In picking up other lines for jobbing, Apollo explains that its branches will handle no more than four lines, including its own. The diskery's New York office now is combing other available lines for distribution.

The diskery's topper, Hy Siegal, set out this week on a cross-country distrib tour during which he will reopen the Atlanta branch. This office serviced Alabama and Georgia and was closed several months ago because of high operating costs. Former Davega chain exec, Martin Steinman, will head the Atlanta branch.

For Apollo's own disks, the firm has added seven distribs in the past

Mel-O-Dee Preps Kidisk Package For N.Y. Schools

NEW YORK, March 13.—Mel-O-Dee Records, a kidisk outfit, is putting out a package, *Songs Children Love*, in conjunction with the Universal School Music series, an elementary school textbook publisher. The package is based on books edited by Walter Damrosch and written by George Gartlan, director of music for the public schools of Oberlin College.

The package of two 10-inch disks, containing 10 songs, will be used to complement kid music studies in New York schools. Abbey Frazer and a trio did the music for the album, while Joey Nash cut the vocals.

CORRECTION

NEW YORK, March 13.—A story in *The Billboard*, March 13 issue, reported that Eli Oberstein had taken over the United Record pressing plant in Los Angeles in lieu of a debt owed by Al Middleman's Sterling Record firm.

This was in error, according to Middleman, who states that he and a group of stockholders who have no connection with Sterling had controlled United. Middleman said he had the opportunity to sell the plant to a West Coast outfit, but that Oberstein thought the price attractive and put in a bid. Middleman then sold the plant, he declared, on a straight deal with Oberstein and not in payment of any debt.

few weeks and now has deals with 23 independent distribs in addition to the firm's own branches.

Mills Pubbers Glom on Tunes By Camarata

Grab 3, Plus Future Options

NEW YORK, March 13. — Irving and Jack Mills's American Academy of Music firm acquired publishing rights to three of Salvatore (Tootie) Camarata's compositions this week and entered into agreement with the London Records' musical director to get "first choice" at any of his other material.

The Camarata coup, effected by Al Brackman, of the Mills exec staff, was all the more significant since two other firms, including the Loews-Robbins group, had been after the talented Tootie for many months. Initial compositions on which Mills will stage a standard and educational promotional campaign include *Rumbalero*, *Rhapsody for Saxophone* and *Tall Trees*. All three selections have been recorded by London Records, with *Rumbalero* gaining popularity as a semi-symphonic concert piece.

Camarata's Background

Camarata, a Juilliard School of Music graduate, originally gained prominence in the music biz as an arranger and musical director. From 1932 to 1942 he scored for such stars as Bing Crosby, Jimmy Dorsey, Mary Martin, Benny Goodman, Dinah Shore, Paul Whiteman and Jean Sablon. In 1944 he was appointed musical director for Decca Records. In 1947 he became musical director for London Records, giving him the opportunity to record his own serious

MPPA To Meet With Legal Reps On New SPA Pact

NEW YORK, March 13. — With most of its leading members returned from midwinter vacations, the Music Publishers' Protective Association (MPPA) resumes activity Tuesday (16) with a brace of meetings. An afternoon discussion will be held to rehash the year-and-a-half long negotiations for a new pact with the Songwriters' Protective Association (SPA). Member pubbers and their legal reps are expected to participate in the SPA contract confab.

A morning meet will be held to cover general business. It is reported that some pubbers are mulling the presentation of a proposal that all future standard recording licenses be amended with a paragraph entitling the copyright owners to take over masters of their tunes cut by diskeries which go into bankruptcy.

Such a proposal is strictly in the conversational stage, but some tradesmen foresee the possibility that Harry Fox may be delegated to consult with the American Federation of Musicians' chieftain, James C. Petrillo, to see where AFM stands on such a proposal. Fox is an agent for the collection of mechanical royalties who acts in behalf of many publisher-members of MPPA, his personal clients.

works on which he has concentrated for the last two years.

Since his advent as a serious composer, Camarata has been gaining ever increasing stature in the trade, with experts predicting his emergence as one of the most prominent figures in American music.

NEVER DID A SONG HAVE BETTER RECORD BACKINGS!

...AND THEY CERTAINLY ARE APPRECIATED!

for instance, there's Peggy Lee's "Manana," Eddy Howard's "Four Leaf Clover," Buddy Clark's "You Are Never Away," Russ Morgan's "Beg Your Pardon," Bob Houston's "Pianissimo."

but

all Dressed up with a Broken Heart..

REFUSED TO BE LOST IN THE SHUFFLE AND IS NOW A REAL HIT IN ITS OWN RIGHT!

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- CAPITOL 15022 - PEGGY LEE
- COLUMBIA 37985 - BUDDY CLARK
- DANCE-TONE 176 - PHIL REED
- DECCA 24337 - RUSS MORGAN
- DIAMOND 3090 - JERRY COOPER
- M.G.M. 10118 - BOB HOUSTON
- MAJESTIC 1234 - EDDY HOWARD
- MERCURY 5093 - JOHN LAURENZ
- NATIONAL 7019 - ALAN GERARD
- SIGNATURE 15174 - ALAN DALE
- TOWER 1263 - JACK OWENS
- UNIVERSAL 8558 - GLORIA VAN
- VICTOR 20-2747 - BILL JOHNSON

EDWARD B. MARKS MUSIC CORPORATION
RCA BUILDING RADIO CITY NEW YORK HAROLD LEE, General Professional Manager



IT ISN'T NEWS

when a new record passes the 100,000 mark
within a few weeks

BUT

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IT MUST HAVE SOMETHING!

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America's Most Toe-Tickling Novelty Polka

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WALTER SOLEK

The Singing Drummer
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Write or wire for complete catalog including Polkas,
Latin-American, Swing, Polish and Italian.

N. Y. Indie Distribs Set Up Clearing House Association

NEW YORK, March 13.—A meeting of local indie label distributors this week resulted in the formation of a local association to be called the New York Record Distributors' Association (NYRDA). Distribs met and organized primarily to set up a community clearing house for small label distrib protection against bad payment of bills from local retailers. Among the distrib orgs represented at the meet were Cosnat, Apollo, Musi-craft, Major, Portem, Modern Records, Malverne, Lamar, Milmor and Georgia.

Temporary officers were elected, with Cosnat Distributors' topper, Jerry Blaine, chosen as chairman; Malverne's Al Hirsch, treasurer, and the latter firm's Bill Scharkett, as counsel and secretary. The new org will incorporate, and each member has agreed to contribute an undisclosed sum toward establishing a central working headquarters.

The primary objective of NYRDA

will be to exchange information on dealers who are poor payment risks. Small label distribs claim the mushrooming of new disk merchants has brought forth severe problems. Some newcomers to disk biz have gone overboard on inventory and find themselves taxed to meet all payments. The small label distrib usually is last to be paid off, with the dealer normally meeting bills for franchised major lines first. When dealers fold, the small distrib also absorbs the heaviest loss. The idea of the clearing house system would be to have NYRDA members cut off shipments to non-current dealers whose debts have accrued over a maximum period of time above a stipulated maximum sum.

Distribs also feel that the org will become essential since disk biz appears to be tapering off after a heavy early year volume. Some of the distribs estimate the current drop to be as much as 30 per cent off of the first two months of the year. With this slowdown and with the annual summer lull coming up, the distribs figure that a clearing house org could prove to be a heavy contributing factor toward keeping their biz in good shape thru weak biz months, since weak financial retailers would not be serviced unless they pay indebtedness.

Radio Turning To Orks Again For Summer

NEW YORK, March 13.—Increased radio activity for home orks—which usually takes place each year in summer replacement airers—seems to be set to happen again in 1948. Revelation that Frankie Carle's crew has copped the General Electric Phil Spitalny spot may be the trend pacer for the summer, with the follow-up lying in reports that Sammy Kaye may swing and sway in place of Perry Como on the Monday-Wednesday-Friday *Chesterfield Supper Club* shows. In addition, Lionel Hampton's ork was pacted for a Mutual ainer last week and several talent agencies are submitting other ork shows for summer spots.

Conclusion of a deal for Kaye to replace Como probably would clinch a Hotel Astor Roof date for Kaye, who is now a General Artist Corporation (GAC) property. It is understood that Kaye has been offered the last Astor Roof period beginning August 23. If the deal is set, it will mark the first GAC break into a long-time Music Corporation of America stronghold.

Barton Creditors May OK Liquidation Plan, Levine's 20G Offer

NEW YORK, March 13.—Proposed Barton Music liquidation plans (*The Billboard*, February 21) appear likely to be accepted by creditors of the music pub next week. Written responses to a letter outlining an offer made by Herb Levine, of the Encore-Jewel music firm, to take over the copyrights for a \$20,000 figure have not been completely returned, but so far responses from creditors of the pub have been favorable. The acceptance of the Levine proposal paves the way for a settlement of 75 cents on the dollar to songwriter creditors and up to 50 cents on the dollar to general creditors. Assets of the Barton firm total \$33,000, to which Levine's 20G will be added in settling the \$81,000 liabilities on the firm on basis of the above proposal.

Song cleffer creditors of Barton discussed the Levine offer this week at meetings of the Songwriters' Protective (SPA) here and on the West Coast, and favorable reaction from the tunesmiths has been reported.

Bernay Returns To Platter Biz

NEW YORK, March 13.—Eric Bernay, former head of Keynote Records, who sold most of his interests in that firm to John Hammond almost a year ago, has quietly returned to disk biz activity.

Prior to inactivation of Keynote (absorbed last week by Mercury Records), Bernay bought into Eddie Laguna's Sunset Record firm, which turned out mainly hot jazz and race records. Bernay and Laguna now are reactivating the Sunset catalog and will supplement that with new jazz wax. The latter consists mostly of the Gene Norman-Laguna jazz bashes which were tabbed *Just Jazz*, a Coast counterpart to *Jazz at the Philharmonic*. The initial *Just Jazz* release, a 12-inch disk, will be available shortly. Distribution has been set for New York, Boston and Chicago so far.

Bernay will also put out some disks on his own label, Theme Records. Most of these diskings will be culled from Keynote masters which were not handed over to Mercury and are mainly folk wax.

Jurgens' N. Y. Date Extended 2 Weeks

NEW YORK, March 13.—Dick Jurgens's engagement at the Cafe Rouge of the Hotel Pennsylvania last week, was extended an additional two weeks by special request of the hotel's manager, James McCabe. The extension will bring Jurgens's run at the spot up to 10 weeks, matching in length the longest Pennsy booking. The additional two weeks were made possible after Music Corporation of America one-night booker, Bill Richard, was able to push back two weeks of Eastern one-nighters set for the orkster.

Tho no definite bookings have been made, McCabe revealed that he may have Skitch Henderson follow Jurgens and Elliot Lawrence for the summer.

802 Left Wing May Shift to Suber's Cause

NEW YORK, March 13.—Promise of a hectic election blaze this year at Local 802, American Federation of Musicians (initial smoke developed when two key members of 802's executive board, Henry A. Maccaro and Herman Tivin, resigned from the Blue administration ticket, ostensibly to support a Unity group headed by Max Arons and Al Manuti) looked even riper last week as the name of Harry Suber figured prominently in suggestions that the left-wing coalition group might throw its support to Unity in a back-Suber movement.

The coalition group peddled an explosive pamphlet to union members (at 10 cents a copy) this week, intimating that it would join forces with the Unity ticket in an effort to oust the administration.

Manuti Explains

Unity leader Al Manuti, asked if there had been a merger, said: "Altho it is not true at this time, Unity has invited all progressive parties to join its fight against the Blue at election time."

Union tradition decrees that parties not announce candidates before September, but Harry Suber has been significantly rumored as the one likely to be the Unity and coalition choice for presidential candidate. Suber, former 802 treasurer, is now closely allied with Petrillo and AFM national. He was defeated in 1946 when he ran against present Prexy Richard McCann for the top local post.

Coalition committeeman David Freed, who supported Suber in 1946, told *The Billboard*, "I can't imagine a better candidate for the job than Harry Suber." The coalition pamphlet also featured an "open letter" signed by David Freed and asking that Willie Feinberg (802 secretary for over 11 years, who withdrew to become labor relations adviser for National Broadcasting Company and AGVA) appear before 802's interrogation board. Freed charged that Feinberg's "work as a labor relations adviser means helping employers to increase their profits at the expense of the musicians."

Feinberg Incensed

Asked for his comments, Feinberg said: "Since I'm out of union politics now, the whole thing is a surprise. I see no reason why I should be made a topic of controversy and my only answer to this vicious attack is that the person who made it must be touched with a bit of insanity."

Current issue of *Allegro*, official publication of 802, carries an article by Charles Iucci, secretary of the local, in which he summarizes the past achievements of the Blue in 1947 and answers charges brought against the administration at a meeting attended by factions opposing the Blue last month.

Gem Adds 5 Distributors

NEW YORK, March 13.—Nat Cohn's Gem wax firm has added five distributor outlets for its platters, continuing its drive to set up national distribution. The firms are Modern Sales Company, for New York, Connecticut and New Jersey; Chord Distributors, Illinois, Indiana and Wisconsin; Blue Bonnet Music Company, Texas; Modern Music Distributing Company of New England, all New England States except Connecticut, and Ballen Record Company, Pennsylvania and Southern New Jersey.

Juggy Gayle Has Switched to Kinsey

NEW YORK, March 13.—Only Tin Pan Alley's Juggy Gayle could have said it: "That Kinsey, he's a schmo. If he had let us know he was writing a book, we really would have given him a report."

Burnham Quits WM, Ankle to Realty Hotel Job

NEW YORK, March 13.—Bill Burnham, for the past five years a band department exec at the William Morris Agency, this week resigned from his location booking post to take over the job of entertainment and music buyer for the Realty Hotel group.

The extent of Burnham's buying coverage in the New York Central-owned hotel system has not yet been completely mapped out but it is certain that he will do all the buying for the Biltmore Hotel here. He makes his headquarters at the Biltmore beginning Monday (15). It is believed that the booker will also take over the talent deals for the Edgewater Beach Hotel in Chicago and the Carlton in Washington.

Burnham asserted he will not be connected with the booking of the Commodore Hotel here, a member of the Realty group which has been serviced exclusively by Willard Alexander.

In leaving William Morris, Burnham also will retain his ork booking hold on the Brighton Beach Baths, a Joseph P. Day holding in Brooklyn which uses bands for the summer season. Burnham has serviced the Day holdings for the past 12 years.

Prior to his five years with Morris, Burnham spent seven years with Consolidated Radio Artists. He will be replaced temporarily by Barry Winton pending office brass consideration for formal replacement.

Mellin Lands Henie Pic Score

NEW YORK, March 13.—In business for himself less than a year, Bobby Mellin scored a bit of a publisher coup this week by returning from the Coast with a picture score for his recently formed ASCAP firm, Robert Music. Firm will handle the score of the new Sonja Henie (Universal-International) flick, consisting of four tunes clefled by Saul Chaplin and Jack Brooks. The film, as yet untitled, is slated for fall release and will be a typical Henie musical extravaganza on ice.

Other nuggets dug up by Mellin on the Coast include two ditties waxed by Kay Kyser for Columbia prior to the ban. These are *Tale of Nevada*, by Jack Brooks and Carl Hoff, and *Wandering Cowboy*, co-authored by Brooks and Fuzzy Knight.

Berkey, Herbeck to ABC

CHICAGO, March 13.—Associated Booking Corporation's local outpost, which recently added ex-Frederick Bros.' location band skedder, Lang Thompson, last week showed first signs of a perking up in the direction of commercial band biz. Up to now a power mainly in the Negro ork field, Associated inked Bob Berkey, who was given a release by MCA recently, and Ray Herbeck, whose contract with Frederick Bros. terminates March 15. In addition, Associated is already working Tiny Hill, Jack Staulcup, Glenn Garr and Morey Brennan in the territory.

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OH MARIE
SO FAR

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(Broken Heart)
NIE ZACZYPIAJ MNIE—Oberek
(Don't Bother Me)
sung by
Clara and Nell Zamachaj
w/ Joe Lazars Orchestra

F-3037 ANDZIA
(Andzia)
GLUCHA BABUSIA
(Grandma)
by **KASKA I MACIEK**
(Comic Sketch)

JEWISH

F-8011 ELI ELI
MEIN YIDDISCHE MOMME
(My Jewish Mother)
sung by **HARRY POS**
w/orchestral accomp.

F-8012 PARTISANENLIED
(Partisan Song)
HE I ZIGELECH
sung by **HARRY POS**
w/orchestral accomp.

F-8013 YIDDISCHE POTPOURRI—II
YIDDISCHE POTPOURRI—II
sung by **MAX REICHHARDT**
w/orchestral accomp.

GREEK

F-9066 TA KORALENIA HILI SOU
—Kantada
AN ALITHOS ME AGAPAS
—Kantada
sung by **THOMAKOS and**
DIAMANTIS

F-9067 NASAN TA NIATA DIO FORES
Tsamiko
KALOMYROS KALOTYHOS
—Sirtos
sung by **Marika Alexandrou**

F-9068 IRTHES SAN ONIRO—Rumba
PONOS KRYFOS
sung by **Fofo Valli**

FRENCH CANADIAN

F-13002 TEMPETE—Jig
DES RATEAUX—Reel
by **Jan Bernche**
et son Orchestra

ITALIAN

F-6041 LEZIONE D'INGLESE—Parte I
(English Lessons—Part I)

LEZIONE D'INGLESE—Parte II
(English Lessons—Part II)
by **De Dusso—Sampieri**
Scherzo comico

IRISH

F-14002 TEMPEST—Jig
RAKES OF MALLOW—Reel
by the **JOLLY TUNESMITHS**

HUNGARIAN

F-15002 KEDVES CSARDAS
EGRESSY CSARDAS
by **Kal Kedves—Emery Hack**
Gypsy Orchestra

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(The Yodel Polka)
The Alpine Belles

2. The Ever-popular BABY FACE

The Alpine Belles

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1786

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1781

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ON THE STAND

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

Shep Fields

(Reviewed at the Ice Terrace of the Hotel New Yorker, New York, March 9. Personal manager, Jerry Levy. Booked by General Artists Corporation.)

TRUMPETS: Charles Genduso, Irving Kuston, Freddie Shears.
REEDS: Norman Rosner, James Sands, James Gemus, Sol Schlinger, Dave Kurtzer.
STRINGS: Joseph Spallino, Dave Novick, Joseph Arbeit.
ACCORDION: Joseph Chicchio.
RHYTHM: Michael Gloe, piano; Richard Romoff, bass; Gene Brooks, drums.
VOCALISTS: Bob Johnstone, Toni Arden.
ARRANGERS: Fred Noble, Dick Rhodes.
LEADER: Shep Fields.

For hotels and class locations there are few orks around that can stand up to Shep Fields's new rippling rhythm aggregation. It plays soft, cleanly arranged and competently performed dance music. It makes fine use of an unusually good vocal duo. And it is easily identified via the rippling rhythm effects—blocks, viola, accordion fill-ins, bouncy woodwind and choppy brass figures—which are used just often enough to be noticed and yet does not become offensive thru a full evening of Fields's music.

Tho' the emphasis is heavy on setting fundamentally sound dance tempi, the biggest selling point in the ork is its vocal department. Bob Johnstone and Toni Arden make up one of the finer singing teams around the biz. Between them they slice up everything from ballads to rumba novelties like *Hold It, Joe*, and do it well. Both possess fine voices and adequately fill the bill in the appearance department.

Fields, always a highly polished fronter, appears to be back on the righteous road to coin. His w.-k. box-office name, his facility for knowing when to play what, his general bandstand amiability and his ork's efforts on wax for Musicraft Records should be the contributing factors which may guide this version of Fields's rippling rhythm toward stirring a real ripple at the gate.

Hal Webman.

Teddy Phillips

(Reviewed February 28 at the Aragon Ballroom, Chicago. Booked by Music Corporation of America.)

SAXES: Bill Bornhoeft, George Newquist, Garth Andrews, Bill Farmer.
TRUMPETS: Tony Prince, Ed Mikelski, Don Bailey.
TROMBONE: Charles Smith.
RHYTHM: Buster Pickert, piano; Al Poskonka, bass; and Jim Matzer Jr., drums.
LEADER: Teddy Phillips, alto and soprano sax, flute.
VOCALISTS: Lee Shearin, Lynn Hoyt, Garth Andrews.
ARRANGERS: Al Coerner, Fred Snale, Teddy Phillips.

Terperary mogul Bill Karzas is putting a big push behind the young and spirited Teddy Phillips's National recording crew, which is set for about six months in either the Aragon or Trianon. Judging from the response here, Phillips is doing plenty to please the whims of this spot's fickle dancers.

Biggest asset of the 14-piecer is its enthusiastic presentation, inspired by the animated fronter, who rarely relaxes, and spends his time either blowing one of a variety of reeds, mugging with a vocalist or talking with dancers. Phillips's band works plenty of comedy because dance music comes first even in the zany arrangements. Best gimmick is band's *Blow With the Band*, in which Phillips selects dancers to come up and take a crack at blowing kazoo instruments, with the winner getting a prize. Phillips has sufficient per-

Charlie Spivak

(Reviewed at Devine's Million-Dollar Ballroom, Milwaukee, March 7. Personally managed by Louis Zito and booked by the William Morris Agency.)

SAXES: Charlie Russo, John Piacca, Joe Rickey, Joe Ambrose, Vince DiVittorio.
TRUMPETS: Danny Vannelli, Russ Montcalm, Sal Gianettino.
TROMBONES: Frank D'Annolfo, Walt Szulc, Mike Piazza, Rusty Nichols.
RHYTHM: Bob Carter, piano; Bobby Rickey, drums; Tubby Phillips, bass.
VOCALS: Irene Daye, Tommy Mercer, Rusty Nichols.
ARRANGER: Fred Norman.
LEADER: Charlie Spivak, trumpet.

The Spivak crew proved its versatility, pulling out a full catalog of infrequently used jumpers to sate the heavy j-bug element that crowds this dancery Sunday nights. Excellence of its sweet book was proven by the fact that the bulk of the more than 4,000 terpers remained near the stand or dancing when the leader's saccharine trumpet took the spot.

This Victor crew is one of the top mellow ensemble bands. Even on the race-track tempo jumpers, Spivak's boys never overflow, letting the melodic base of a Freddy Norman scoring tell the story. Since last caught, Spivak has added several bebop writings that went over well with the hep kids. Spivak sets a wearying pace for his sidemen, blowing his lead horn long and often on sweet tunes, but letting capable young Sal Gianetto take over the hot choruses. Besides playing a lot, Spivak is working to the crowd better than ever.

A new, distinctive touch is the frequent ensemble lead of the four-tram section, which shows off especially well on medley work. Charlie Russo's individually styled alto lead inspires the reed contingent to top efforts. The band's book is especially potent in new material.

The chirp section is the best Spivak has yet boasted, with Irene Daye continuing to lead in the looks, voice and delivery departments, while newcomer Tommy Mercer has a vibrant voice that challenges the pipes of some name throaters. Traman Rusty Nichols does a Butch Stone treatment on novelties.

Unfortunately for Spivak, his last several big records have been overshadowed by other versions on rival labels, but if the "sweetest trumpet" can score with a platter hit, he'll be on top again. Johnny Sippel.

sonality and ad lib ability to make the bit a standout.

Phillips is well on the way to make the band distinctive, working his many high-register alto and soprano solos against a background of two baritones and two tenors. In addition, the wavy-haired tooter plays terrific commercial flute a la *Ebony Rhapsody*, with the entire band, except for the rhythm section, casting aside their horns to work the picturesque set of Latin instruments. The 14-piecer features full ensemble work most of the time, making it a good bet for even the largest ballroom, where music often is drowned out if even one section falls out.

Vocal corps has been bolstered by the addition of Lee Shearin, mellow-voiced bary formerly with Phil Levant and Henry Busse. Lynn Hoyt does the novelty and her work on hillbilly numbers is outstanding. Garth Andrews, ex-Scat Davis, leaves his sax often for the up-tempo ballads. Band needs an instrumentalist, who doubles comedy, to really make it a topnotch presentation band.

Johnny Sippel.

Music—As Written

New York:

Warbler John Paris dropped from Victor talent roster. . . . Allan Holmes ork into Columbia Room of Hotel Astor Monday (15), replacing Harry McDaniel's crew. . . . New thrush with the Jimmie Lunceford ork (under direction of Eddie Wilcox and Joe Thomas) is Birdie Harris. . . . Decca re-releasing Woody Herman's platter of *There I Go*. . . . Ralph Font's rumba ork booked into La Martinique for entire fall and winter season. . . . Jose Curbelo and His Latin Rhythms move into Triboro Theater Friday (19) for week's stand.

Jerry Simon, Majestic brands publicist, switched to Art Miller, public relations firm. . . . Stu Davis, Canadian cowboy crooner heard over CFAC, Alberta, gets his Victor Record debut with *When the Snowbirds Cross the Rockies*. . . . Bobby Worth, California clefter and pub, and Ken Herts promoting a Masterstone disk, *Just N. ive*, cut a capella with chorus imitating instrument sounds. Features singer Tommy Trayner with the Celebrities.

Eddy Wolpin set to leave Wednesday (17) on the Mauretania for a West Indies vacation cruise. . . . Lawrence Welk and His Champagne Music blew back into Hotel Roosevelt Monday (15) after repeating last year's stunt of distribbng bottles of champagne to daily and trade press, disk execs, jockeys, etc. . . . Spike Jones still sailing along on top-gross wave after last week's Saturday night Washington performance at which President Truman received a gold spike, and Margaret Truman did a guest solo. Jones's revue clicked off 10G in Baltimore; 9G, Trenton, N. J.; 9½G Bridgeport, Conn., with a whole week in Boston sold out.

General Artist Corporation exec Art Weems off to Detroit on his annual jaunt to set up orks for the Eastwood Gardens' summer operation. . . . Sam Donahue signed a new three-year contract with GAC this week. . . . Tex Beneke booked into the Click for June 10-12. . . . Ray Anthony skedded for May 25-27 at Frank Dailey's Meadowbrook to fill in before Beneke opens there. . . . King Cole goes off the Wildroot show after April 12. . . . Jack Shiffman moved from Republic Music to the Words and Music firm this week.

Hollywood:

Coast Records topper, Charlie Washburn, trekked to Mexico City on biz, but not to line up recording dates according to diskery. Coast is distributor of Peerless label of Latin American tunes. . . . Fox Associates appointed Southern California distributor for Signature Records. . . . Thrush Irene Brooks will do local stint at Billy Gray's Bandbox. . . . Pan American Records will invade Mexican folk song market for distribution among Mexican population in Western States. . . . Bob Crosby hits the road after his *Club 15* airshow takes its summer hiatus, playing the New York Strand July 4.

Lena Horne can practically name her price for a stint at Slapsy Maxie's but so far thrush hasn't said yes or no. . . . RCA Victor's Deep River Boys will be given big local exploitation via disk jockey personals and record tie-ups. . . . Decca's Art Grobart reports plattery's *Songs of Our Times* album series is biggest Decca Coast selling item since firm's *Oklahoma* album. . . . Joe Higgins, Columbia Coast A & R topper, to Palm Springs for vacation. . . . Balladier David Street will do series of personals to plug his first Columbia pic, *I Surrender, Dear*.

Cincinnati:

C. R. (Chuck) Campbell, of the local GAC office, has set the Elliot Lawrence, Johnny Long and Ray Anthony combos on a slew of one-nighters in the Ohio, Indiana, Kentucky and West Virginia sector. Anthony plays Evansville (Ind.) College April 1; follows the next day at Vanderbilt U, Nashville, and carries on April 9 at University of Indiana, Bloomington. Long set for John Carroll University, Cleveland, April 7, and Steubenville (O.) College April 9, with others to follow. Included in the Lawrence string are West Virginia Tech, Montgomery, March 24, and Ohio University (branch), Portsmouth, O., March 30. . . . Horace Heidt band and show into the RKO Albee here week of May 6. . . . N. Marshall Seeburg, of the J. P. Seeburg Corporation, Chicago, has donated a juke box to the patients at Missouri State Sanatorium, according to Melvin K. (Ding Dong) Dinger, song writer-publisher, now taking treatment there.

Step Wiegand Trio set by Barney Rapp office for an indefinite stand at Glenn Rendezvous, Newport, Ky., for intermission and late-hour sessions. . . . Johnny Long, Ray McKinley and Ray Anthony among the names set for the pre-season dancing, April 30 to May 21, at Moonlite Gardens, Coney Island. . . . Ray Campbell, who took over operation of the Fort Steuben Attractions, Steubenville, when his dad, C. R. (Chuck) Campbell, joined the Cincy GAC forces some months ago, has set Jimmy Ross's band for the National Guard dance at Steubenville April 2; California Ramblers for the Elks at Meadville, Pa., April 3; the Weirton Steel Band for the Masons' Easter dance at Wheeling, W. Va., and Lee Barrett's combo, of Pittsburgh, for the Elks at Newark, O., April 4.

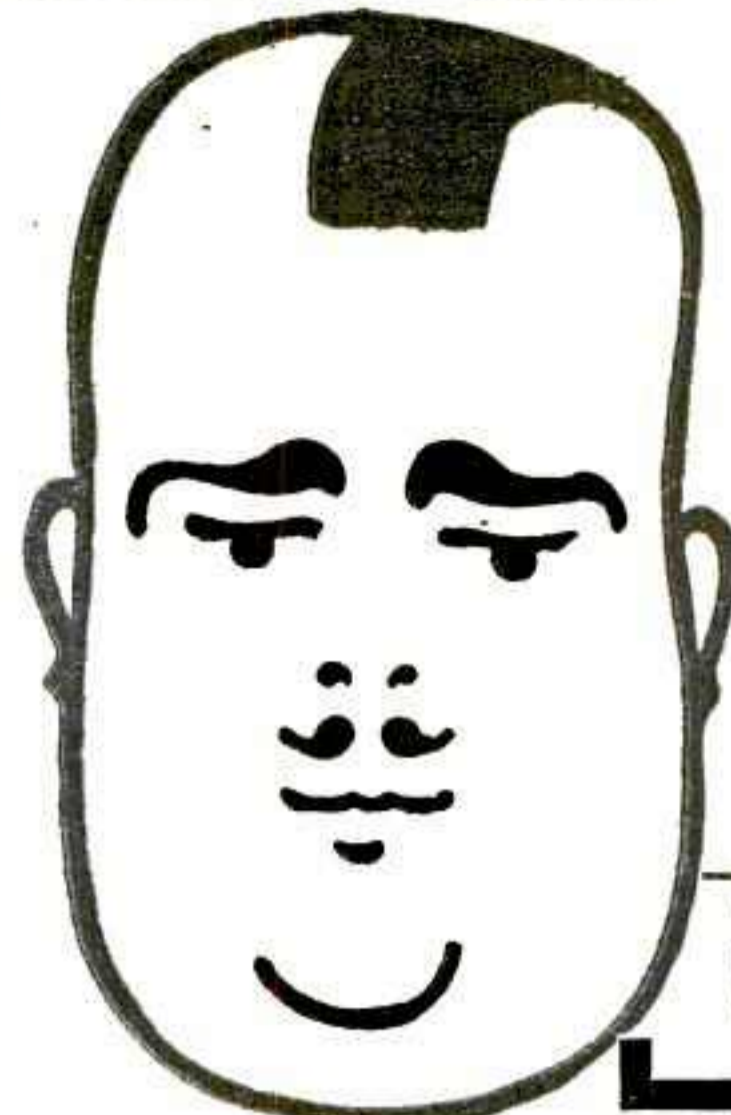
Chicago:

Danny Cassella Sextet, currently at the Buttery, will be released soon on Universal platters, doing original tunes written by George Moorman, local songwriter. First release is *Cruel Love*. . . . Danny Devine, son of George Devine, op of Million Dollar Ballroom, Milwaukee, was named outstanding boxer last week in competition held at Marquette University there.

George Olsen closing at the Edgewater Beach Hotel April 8, with his summer date starting June 11 when he follows Orrin Tucker. . . . Charlie Spivak set for the Aragon, starting a two-weeker July 28. . . . Bob Sampson, who heads the Columbia Record distributing section of the Sampson Company, named a veepee last week.

Sid Nathan threw a giant cocktail party last week for Bull Moose Jackson and Paul Breckinridge at the Regal Theater. . . . Alice Hall, jazz accordionist, and her group signed to a Carlos Gastel p.m. pact. . . . Monroe Passis, prexy of Chord Distributors, who handles approximately 20 labels for five States, has released a 48-page catalog of his stock, feeling that independents can't compete with majors with their leaflet catalogs. Passis is offering to send any record in the catalog to disk jocks in this territory.

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A HITCH-HIKER"
The Gem Blazers
GEM 1500



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(TIPS ON COMING TOPS,
FEB. 21, 1948)

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lovers)

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- COLUMBIA.....(Kay Kyser—Col. 38106)
- LONDON.....(Harry Roy Orchestra—London 140)
- MGM.....(Betty Garrett—MGM 10147)
- VITACOUSTIC.....(Joan Edwards—Vitaoustic 15A)

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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 12



HONOR ROLL OF HITS
(Trade Mark Reg.)

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

This Week

Last Week

1. NOW IS THE HOUR *By Maewa Kaihau, Clement Scott and Dorothy Stewart* **2**
Published by Leeds (ASCAP)

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

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

Records available: Ray Bloch Ork, Signature 15177; Frankie Laine, Mercury 5105; Art Mooney, MGM 10119; Russ Morgan-Milt Herth, Decca 24319; Alvino Rey, Capitol 491; Three Suns, Victor 20-2688; Uptown String Band, Mercury 5100; Perko String Band, Faldia 110; Bert Henry String Band, Dot; Arthur Godfrey, Columbia 38081; King Odum Quartet-The Polka Dots, Musicraft 543; C. Fox and His Yellow Jackets, Columbia 38082; Alexander's Jazz Band, Trilon 220; the Harmonicats, Universal U-47; Tiny Hill, Columbia 38100; Jimmy Saunders, Rainbow 10043; Arthur (Guitar Boogie) Smith, Super Disc 1054; Curly Hicks and His Taproom Boys, Victor 20-2787.
Electrical transcription libraries: Russ Morgan, World.

3. MANANA *By Dave Barbour and Peggy Lee* **4**
Published by Barbour-Lee (ASCAP)

Records available: Peggy Lee, Capitol 15022; Mills Brothers, Decca 24333; Edmundo Ross Ork, London 187; J. Loss Ork, Victor 20-2819.
(No information on electrical transcription libraries available as The Billboard goes to press.)

4. BEG YOUR PARDON *By Francis Craig and Beasley Smith* **3**
Published by Robbins (ASCAP)

Records available: Frankie Carle, Columbia 38036; Francis Craig, Bullet 1012; Dinning Sisters, Capitol 490; Larry Green Ork, Victor 20-2647; Art Mooney, MGM 10140; Snooky Lanson, Mercury 5109; Eddy Howard, Majestic 1220; Russ Morgan, Decca 24339.
Electrical transcription libraries: Vincent Lopez, NBC Thesaurus; Art Mooney, Associated; Russ Morgan, World.

5. BALLERINA *By Bob Russell and Carl Sigman* **5**
Published by Jefferson (ASCAP)

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

6. SERENADE OF THE BELLS *By Kay Twomey, Al Goodhart and Al Urbane* **6**
Published by Melrose (ASCAP)

Records available: Bob Houston, MGM 10091; Sammy Kaye, Victor 20-2372; Kay Kyser, Columbia 37956; Guy Lombardo, Decca 24258; Jo Stafford, Capitol 15007; Vic Damone, Mercury 5090; Dick Haymes, Decca 24305; Glenn Davis, Skating Rhythms SR-277; Gene Autry, Columbia 38078.
Electrical transcription libraries: Nat Brandwynne, World; George Towne, Associated; Novatime Trio, NBC Thesaurus.

7. BUT BEAUTIFUL *By Johnny Burke and James Van Heusen* **8**
Published by Burke-Van Heusen (ASCAP)

From the Paramount film "Road to Rio."
Records available: Tex Beneke, Victor 20-2660; R. Borden Ork, Crystal-Tone 514; Bing Crosby, Decca 24283; A. Dale, Signature 15177; D. Dennis, London 142; Eddy Howard, Majestic 1214; Frankie Laine, Mercury 5096; Art Lund, MGM 10126; Mel Torme, Musicraft 538; Frank Sinatra, Columbia 38053; Margaret Whiting, Capitol 15024.
Electrical transcription libraries: Eddy Howard, World.

8. GOLDEN EARRINGS *By Jay Livingston, Ray Evans and Victor Young* **7**
Published by Paramount (ASCAP)

From the Paramount film "Golden Earrings."
Records available: Anita Ellis, Mercury 3072; Jack Pina Ork, MGM 10085; Peggy Lee, Capitol 15009; Dinah Shore, Columbia 37932; Charlie Spivak, Victor 20-2585; Guy Lombardo, Decca 24270; Bing Crosby, Decca 24278; Victor Young Ork, Decca 24277; Glenn Davis, Skating Rhythms SR-276.
Electrical transcription libraries: Sweetwood Serenaders, NBC Thesaurus; Nat Brandwynne, World; Lenny Herman, Lang-Worth; Jack Pina, Standard; Leighton Noble, Standard; Victor Young-Ellisa Garde, World; Henry King Ork, MacGregor.

9. I'LL DANCE AT YOUR WEDDING *By Herb Magidson and Ben Oakland* **9**
Published by George Simon (ASCAP)

Records available: Vic Damone, Mercury 5090; Helen Forrest, MGM 10095; Peggy Lee, Capitol 15009; Jeanie Leitt, Decca 24268; Tony Martin, Victor 20-2512; Ray Noble-Buddy Clark, Columbia 37967; B. Clement Ork, Orpheus 256; Guy Lombardo, Decca 24318; Flash and Whistler, Universal U-41.
Electrical transcription libraries: Nat Brandwynne, World; Guy Lombardo, Ziv; Mindy Carson, Associated; Sunset Trio, Capitol; Lenny Herman, Lang-Worth; Henry King Ork, MacGregor.

10. SLAP 'ER DOWN AGAIN, PAW *By Arnold-Cornett-Asherman* **10**
Published by Choice (ASCAP)

Records available: R. Allen, Mercury 6095; Red Benson, Rainbow 10034; Esmerelda, Musicraft 524; Arthur Godfrey, Columbia 38066; Patsy Montana and Her Buckaroos, Victor 20-2686; Smokey Rogers, Capitol Americana 40098.
(No information on electrical transcription libraries available as The Billboard goes to press.)

THIS WEEK'S **RCA VICTOR** RELEASE

WATCH THESE "CLIMBERS"!

PERRY COMO

with Russ Case and his Orch.

Laroo Laroo
Lilli Bolero

Perry puts plenty of caressing Latin feeling in this heartwarming, catchy hit. Another "Chi Baba!"

When Your Hair Has Turned to Silver

(I Will Love You Just the Same)
Grand old favorite especially picked from Perry's new album.

RCA Victor 20-2734



VAUGHN MONROE

"Down Memory Lane"
Album P-202

Memory Lane and Memories

RCA Victor 20-2717

Memories of You and Just a Memory

RCA Victor 20-2718

Remember and Thanks For the Memory

RCA Victor 20-2719

It's Easy to Remember and

Roses for Remembrance RCA Victor 20-2720



THE HALL SISTERS

Money, Money, Money

RCA Victor 20-2728

TEX BENEKE

St. Louis Blues March

RCA Victor 20-2722

PERRY COMO

Because

RCA Victor 20-2653

HENRI RENÉ

Toolie Oolie Doolie

RCA Victor 25-1114

PEE WEE KING

Tennessee Waltz

RCA Victor 20-2680

RAY MCKINLEY

and his Orchestra

Hailed as the best new band in years!

Airizay

This is a McKinley original... always a hit with Ray's fans. It'll win him many new ones.

Cincinnati

Novel number due for heavy plugging. Ray does the vocal.

RCA Victor 20-2736



ANOTHER NEW RCA VICTOR STAR!

JOHNNY BRADFORD

with Russ Case and his Orch.

If You'll Be Mine

Here's Manhattan's latest singing discovery doing that gay ditty from the B'way hit "Look, Ma, I'm Dancin'."

They Didn't Believe Me

Jerome Kern's famous oldie is a swell showcase for Johnny's rich, romantic voice.

RCA Victor 20-2729



ANOTHER NEW RCA VICTOR STAR!

SPADE COOLEY

and his Band

Whistle Bait

The "King of Western Swing" has revamped his band. This is a terrific number for the juke!

Blonde Fiddle Blues

They'll go for Spade's rustic fiddle... and it's backed by some flashy steel and electric guitar fill-ins.

RCA Victor 20-2742



BUCHANAN BROTHERS

and The Georgia Catamounts

Both sides will bring in the nickels for hillbilly locs! "A" is a warning to hot-tempered gals; the flip is in fast jump tempo with the boys dusting off some neat vocalizing.

High Tempered Mama

and

Just Hangin' On

RCA Victor 20-2743



BETTY RHODES with Harry Zimmerman and his Orch.

Long After Tonight

It's the theme song by Ingrid Bergman in "Arch of Triumph." Betty's best to date!

I Remember Mama

It's going to be plugged to the skies. From the pic of the same name.

RCA Victor 20-2735

LESLIE SCOTT with Coleman Hawkins and his Orch.

"A" is the title song from the new 20th Century-Fox film. Flip is an oldie that's coming back.

You Were Meant For Me

and

Under a Blanket of Blue

RCA Victor 20-2745



ROSALIE ALLEN

and The Black River Riders

Aha!

San Antone

It's another RCA Victor "First"! A take-off on western artists who shout it out. Swell follow-up for her "Never Trust a Man."

If I'd Only Been True To You

Easy-going tempo shows off Rosalie at her best. Smooth for dancing, too!

RCA Victor 20-2744

ALL-TIME HITS RE-ISSUED!

TOMMY DORSEY

The Starlit Hour

RCA Victor 26445

HAL KEMP

Time On My Hands

RCA Victor 26300

SURE HITS!
VAUGHN MONROE

Matinee RCA Victor 20-2671

LOUIS PRIMA

Oh Florence

(The Thousand Islands Song)

RCA Victor 20-2619

THE STARS WHO MAKE THE HITS ARE ON



1948's GREATEST RECORD LINE-UP!
A Publisher's Dream Come True!

LAROO, LAROO, LILLI BOLERO

Words by
SYLVIA DEE
and
ELIZABETH MOORE
Music by
SIDNEY LIPPMAN

RECORDED BY

PERRY COMO

RCA VICTOR

BING CROSBY

DECCA

FRANKIE CARLE

COLUMBIA

VIC DAMONE

MERCURY

EDDY HOWARD

MAJESTIC

PEGGY LEE

CAPITOL

SHEP FIELDS

MUSICRAFT

BOB HOUSTON

M.G.M.

ALLAN DALE

SIGNATURE

JACK CARROLL

VITACOUSTIC

SAM BROWNE

LONDON

SHAPIRO, BERNSTEIN & CO., Inc.

1270 SIXTH AVENUE

NEW YORK 19, N. Y.

LOUIS BERNSTEIN, President . . . GEORGE PINCUS, General Manager

The Billboard MUSIC POPULARITY CHARTS

PART II

Sheet Music

Week Ending
March 12



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
9	1	1	NOW IS THE HOUR (R)	Leeds
9	2	2	I'M LOOKING OVER A FOUR LEAF CLOVER (R)	Remick
9	4	3	BEG YOUR PARDON (R)	Robbins
18	3	4	SERENADE OF THE BELLS (R)	Melrose
5	5	5	BUT BEAUTIFUL (F) (R)	Burke-Van Heusen
7	7	6	MANANA (R)	Barbour-Lee
19	6	7	BALLERINA (R)	Jefferson
15	8	8	GOLDEN EARRINGS (F) (R)	Paramount
14	9	9	I'LL DANCE AT YOUR WEDDING (R)	George Simon
14	13	10	THE STARS WILL REMEMBER (R)	Harms, Inc.
9	10	11	THE BEST THINGS IN LIFE ARE FREE (F) (R)	Crawford
1	—	12	YOU WERE MEANT FOR ME (F) (R)	Miller
2	15	13	TERESA (R)	Duchess
27	14	14	NEAR YOU (R)	Supreme
1	—	15	PIANISSIMO (R)	Santly-Joy

ENGLAND'S TOP TWENTY

Weeks to date	POSITION Last Week	POSITION This Week	Song	English Publisher	American Publisher
11	1	1	A TREE IN THE MEADOW	Campbell-Connelly	Campbell-Connelly
9	2	2	NEAR YOU	Bradbury Wood	Supreme
11	3	3	I WONDER WHO'S KISSING HER NOW	Feldman	E. B. Marks
3	4	4	WHEN YOU WERE SWEET SIXTEEN	Darewski	Shapiro-Bernstein
5	6	5	SERENADE OF THE BELLS	Edwin Morris	Melrose
7	5	6	SHOEMAKER'S SERENADE	Kassner	*
4	8	7	ONCE UPON A WINTERTIME	Cinephonic	*
18	7	8	PEG O' MY HEART	Ascherberg	Robbins
22	9	9	I'LL MAKE UP FOR EVERYTHING	Peter Maurice	Peter Maurice
3	14	10	CIVILIZATION	Edwin Morris	E. H. Morris
20	11	11	AN APPLE BLOSSOM WEDDING	Campbell-Connelly	Shapiro-Bernstein
8	12	12	I AM HAPPY RIGHT HERE	Unit Pub. Co.	*
1	—	13	GOLDEN EARRINGS	Victoria	Paramount
13	10	14	THE COFFEE SONG	Southern	Valiant
31	13	15	THE LITTLE OLD MILL	Irwin Dash	Mood
40	16	16	COME BACK TO SORRENTO	Ricordi	Public Domain
13	15	17	—AND MIMI	Campbell-Connelly	Shapiro-Bernstein
2	17	18	MOTHER'S LULLABY	Irwin Dash	*
1	—	19	NICE TO KNOW YOU CARE	Unit Pub. Co.	*
13	19	20	MY OWN DARBY AND JOAN	Box and Cox	*

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

CANADA'S TOP TUNES

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

SONG	Rank Order According to		SONG	Rank Order According to	
	CMSG	GVT		CMSG	GVT
NOW IS THE HOUR	1	10	THE TREASURE OF SIERRA MADRE	16	—
I'M LOOKING OVER A FOUR LEAF CLOVER	2	9	IT WAS WRITTEN IN THE STARS	17	—
MANANA	3	—	I'M A-COMIN' A-COURTIN', CORABELLE	18	11
BEG YOUR PARDON	4	1	HOW SOON?	19	6
SERENADE OF THE BELLS	5	14	THE DUM DOT SONG	20	—
GOLDEN EARRINGS	6	13	WITH A HEY AND A HO AND A HO HO HO	—	2
I'M MY OWN GRANDPAW	7	4	PIANISSIMO	—	3
BALLERINA	8	17	PEGGY O'NEIL	—	8
BIG BRASS BAND FROM BRAZIL	9	—	MY COUSIN LOUELLA	—	12
MICKEY	10	—	GONNA GET A GIRL	—	15
NEAR YOU	11	7	TOO FAT POLKA	—	16
THE STARS WILL REMEMBER	12	—	THOSE THINGS MONEY CAN'T BUY	—	17
I WISH I KNEW THE NAME	13	—	ALL DRESSED UP WITH A BROKEN HEART	—	18
I'LL DANCE AT YOUR WEDDING	14	5	HELEN POLKA	—	19
BUT BEAUTIFUL	15	—			

The Billboard
MUSIC POPULARITY CHARTS
PART III
Radio Popularity
Week Ending March 12

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, March 5, 8 a.m., and ending Friday, March 12, 8 a.m.)

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

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

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The Top 30 Tunes (plus ties)

- All Dressed Up With a Broken Heart (R) E. B. Marks—BMI
- An Old Sombbrero (R) Shapiro-Bernstein—ASCAP
- Ballerina (R) Jefferson—ASCAP
- Beg Your Pardon (R) Robbins—ASCAP
- But Beautiful (F) (R) Burke-Van Heusen—ASCAP
- Don't Call It Love (R) Famous—ASCAP
- Golden Earrings (F) (R) Paramount—ASCAP
- Hooray for Love (F) (R) E. H. Morris—ASCAP
- How Lucky You Are (R) Peter Maurice—ASCAP
- How Soon? (R) Supreme—ASCAP
- I'm A-Comin' A-Courtin', Corabelle (R) Dreyer—ASCAP
- I'm Looking Over a Four Leaf Clover (R) Remick—ASCAP
- I'm My Own Grandpaw (R) General—ASCAP
- I've Got a Feeling I'm Falling (R) Santly-Joy—ASCAP
- Let's Be Sweethearts Again (R) Campbell-Porgie—BMI
- Love Is So Terrific (R) Mellin—BMI
- Manana (R) Barbour-Lee—ASCAP
- Now Is the Hour (R) Leeds—ASCAP
- Passing Fancy (R) BMI—BMI
- Pianissimo (R) Santly-Joy—ASCAP
- Sabre Dance (R) Leeds—ASCAP
- Saturday Date (R) Southern—ASCAP
- Saturday Night in Central Park (M) (R) T. B. Harms—ASCAP
- Serenade of the Bells (R) Melrose—ASCAP
- Tell Me a Story (R) Laurel—ASCAP
- The Gentleman Is a Dope (M) (R) Williamson—ASCAP
- The Whiffenpoof Song (R) Miller—ASCAP
- What'll I Do? (R) Berlin—ASCAP
- When You're Smiling (R) Mills—ASCAP
- You Don't Have To Know the Language (R) Burke-Van Heusen—ASCAP
- You Were Meant for Me (F) (R) Miller—ASCAP
- You're Gonna Get My Letter in the Morning (R) London—BMI

The Remaining 18 Songs of the Week

- A Few More Kisses (and a Few Less Heartaches) (R) Patmar—BMI
- Almost Like Being in Love (M) (R) Sam Fox—ASCAP
- At the Candlelight Cafe (F) (R) Witmark—ASCAP
- F'g Brass Band From Brazil (R) E. H. Morris—ASCAP
- Bye Bye, Blackbird (R) Remick—ASCAP
- Haunted Heart (M) (R) Williamson—ASCAP
- I Wish I Knew the Name (R) Leeds—ASCAP
- I'll Dance at Your Wedding (R) George Simon—ASCAP
- In a Little Bookshop (R) Triangle—ASCAP
- Oooh! Look-a There, Ain't She Pretty (R) Leeds—ASCAP
- Shaunty O'Shay (M) (R) Campbell—ASCAP
- Teresa (R) Duchess—BMI
- The Feathery Feelin' (R) Beverly—ASCAP
- The Treasure of Sierra Madre (F) (R) Remick—ASCAP
- Toolie Oolie Doolie (R) Southern—ASCAP
- What's Good About Goodbye? (F) (R) E. H. Morris—ASCAP
- Who Put That Dream in Your Eyes? (R) Stuart—BMI
- With a Hey and a Hi and a Ho Ho Ho (R) Bourne—ASCAP

RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,200 disk jockeys 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.

Weeks to date	POSITION		Song	Lic. By
	Last Week	This Week		
9	2	1	MANANA Peggy Lee..Capitol 15022—ASCAP	
9	1	2	I'M LOOKING OVER A FOUR LEAF CLOVERArt Mooney..MGM 10119—ASCAP	
6	3	3	NOW IS THE HOURMargaret WhitingCapitol 15024—ASCAP	
8	7	4	NOW IS THE HOURGracie Fields..London 110—ASCAP	
4	4	5	NOW IS THE HOURBing Crosby..Decca 24279—ASCAP	
7	6	6	BEG YOUR PARDONFrankie CarleColumbia 38036—ASCAP	
5	10	7	SLAP 'ER DOWN AGIN, PAWArthur GodfreyColumbia 38066—ASCAP	
10	5	8	BEG YOUR PARDONFrancis Craig..Bullet 1012—ASCAP	
5	8	9	I'M LOOKING OVER A FOUR LEAF CLOVERAlvino Rey...Capitol 491—ASCAP	
20	9	10	BALLERINAVaughn Monroe (Vaughn Monroe) Victor 20-2433—ASCAP	
1	—	11	SABRE DANCEWoody HermanColumbia 38102—ASCAP (R. Bloch Ork, Signature 15180; The Harmonakings, Jubilee 3505; D. Henry Harmonica Trio, Regent 111; Freddy Martin, Victor 20-2721; M. Morrow (MGM Ork), MGM 30048; V. Young Concert Ork, Decca 24338)	
2	13	12	NOW IS THE HOUREddy Howard.....Majestic 1191—ASCAP	
3	12	13	BEG YOUR PARDONDinning Sisters.....Capitol 490—ASCAP	
1	—	14	I LOVE YOU, YES I DO...Sammy KayeVictor 20-2674—BMI (B. Cameron, King 4203; P. Gayten Trio, De Luxe 1138; Bull Moose Jackson, King 4181; A. Laurie-Paul Gayten Trio, De Luxe 1131; R. Scott Ork, MGM 10132; Three Bees and a Honey, DC-8044; D. Washington, Mercury 8064; C. Williams, Mercury 8073)	
1	—	15	NOW IS THE HOURKate Smith...MGM 10125—ASCAP	



GREAT STANDARDS

SPINNING TO NEW

RECORD HEIGHTS

FRANKIE LAINE'S Great Record Hit!

Shine

BY CECIL MACK, LEW BROWN AND FORD DABNEY

Recorded by

- BING CROSBY AND THE MILLS BROTHERS Columbia 4421-M
- ELLA FITZGERALD Decca 25354
- BENNY GOODMAN SEXTET Columbia 36925
- SLIM GREEN Decca 48074
- HOT CLUB OF FRANCE RCA-Victor 20-2760
- FRANKIE LAINE Mercury 5091
- GUY LOMBARDO Decca 25353
- MILLS BROTHERS Decca 24382

"I'LL ALWAYS BE IN LOVE WITH YOU"

BY BUD GREEN, HERMAN RUBY AND SAM H. STEPT

Recorded by

- VIC DAMONE Mercury 5072
- JIMMY DORSEY Decca 24363
- BENNY GOODMAN Columbia (To Be Released)
- EDDY HOWARD Majestic (To Be Released)
- SAMMY KAYE RCA-Victor (To Be Released)
- ART LUND MGM 10142
- ROY MILTON Specialty 513
- DINAH SHORE Columbia 38041
- FREDDIE STEWART Capitol 494
- MEL TORME Musicraft 529

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1270 SIXTH AVENUE NEW YORK 19, N. Y.
LOUIS BERNSTEIN, President . . . GEORGE PINCUS, General Manager

DECCA BUYERS GUIDE

WEEK ENDING
MARCH 17

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

UP and COMING

- QUANTITY **REET, PETITE AND GONE** LOUIS JORDAN
 INFLATION BLUES No. 24381

BEST SELLERS

- QUANTITY **NOW IS THE HOUR** BING CROSBY
 Silver Threads Among The Gold No. 24279
- BYE BYE BLACKBIRD** RUSS MORGAN with MILT HERTH
 I'm Looking Over a Four Leaf Clover No. 24319
- BIG BRASS BAND FROM BRAZIL** DANNY KAYE—ANDREW'S SISTERS
IT'S A QUIET TOWN No. 24361
- EASTER PARADE** BING CROSBY
 I've Got Plenty To Be Thankful For No. 23819
- MAÑANA** MILLS BROTHERS
 I Wish I Knew The Name No. 24333
- EASTER PARADE** GUY LOMBARDO
 Always No. 23817
- LITTLE WHITE LIES** DICK HAYMES
 The Treasure Of Sierra Madre No. 24280
- GOLDEN EARRINGS** BING CROSBY
BALLERINA No. 24278
- I'M MY OWN GRANDPAW** GUY LOMBARDO
 Frankie and Johnny No. 24288
- BARNYARD BOOGIE** LOUIS JORDAN
 How Long Must I Wait For You No. 24300

COUNTRY

- QUANTITY **COOL WATER**
TUMBLING TUMBLEWEEDS
 SONS OF THE PIONEERS
 No. 46027
- A WOMAN WRECKED MANY A GOOD MAN**
A LONELY HEART KNOWS
 ERNEST TUBB No. 46113
- CAN'T YOU TAKE IT BACK AND CHANGE IT FOR A BOY**
 ROSALINDA
 DICK THOMAS No. 46114
- FILIPINO BABY**
DRIVIN' NAILS IN MY COFFIN
 ERNEST TUBB No. 46019
- RAINBOW AT MIDNIGHT**
I DON'T BLAME YOU
 ERNEST TUBB No. 46018

SEPIA

- QUANTITY **BEAMS OF HEAVEN**
PRECIOUS MEMORIES
 SISTER ROSETTA THARPE—
 MARIE KNIGHT . No. 48070
- EVERYBODY'S GONNA HAVE A WONDERFUL TIME UP THERE**
 (Gospel Boogie)
 MY LORD AND I
 SISTER ROSETTA THARPE
 No. 48071
- DIDN'T IT RAIN**
STRETCH OUT
 SISTER ROSETTA THARPE—
 MARIE KNIGHT . No. 48054
- HE'LL UNDERSTAND AND SAY WELL DONE**
LEAD ME TO THAT ROCK
 FOUR KNIGHTS No. 48018
- SERVES ME RIGHT**
YOU CAN'T TELL WHO'S LOVIN' WHO
 BUDDY JOHNSON . No. 48060

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

Use this Decca Buyers Guide for convenience in ordering. Fill in the quantities you want and send to your regular Decca Branch

NAME _____
 ADDRESS _____
 CITY _____ ZONE _____
 STATE _____

The Billboard MUSIC POPULARITY CHARTS PART IV

Retail Record Sales

Week Ending
March 12



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 italic.

Weeks to date	POSITION		
	Last Week	This Week	
8	1	1.	MANANAPeggy LeeCapitol 15022 <i>All Dressed Up With a Broken Heart</i>
8	3	2.	NOW IS THE HOURBing CrosbyDecca 24279 <i>Silver Threads Among the Gold</i>
9	2	3.	I'M LOOKING OVER A FOUR LEAF CLOVERArt MooneyMGM 10119 <i>The Big Brass Band From Brazil (M)</i>
8	5	4.	NOW IS THE HOURGracie FieldsLondon 110 <i>Come Back To Sorrento</i>
9	4	5.	BEG YOUR PARDONFrancis CraigBullet 1012 <i>I'm Looking for a Sweet-heart</i>
6	8	6.	BEG YOUR PARDONFrankie CarleColumbia 38036 <i>The Dream Peddler</i>
5	7	7.	I'M LOOKING OVER A FOUR LEAF CLOVERRuss Morgan-Milt HerthDecca 24319 <i>Bye, Bye, Blackbird</i>
20	6	8.	BALLERINAVaughn MonroeVictor 20-2433 <i>The Stars Will Remember</i>
5	9	9.	NOW IS THE HOURMargaret WhitingCapitol 15024 <i>But Beautiful (F)</i>
5	10	10.	SLAP 'ER DOWN AGIN, PAWArthur GodfreyColumbia 38066 <i>I'd Give a Million Tomorrows</i>
3	15	11.	BEG YOUR PARDONLarry GreenVictor 20-2647 <i>Can It Ever Be the Same?</i>
6	14	12.	NOW IS THE HOUREddy HowardMajestic 1191 <i>True</i>
3	13	13.	I'M LOOKING OVER A FOUR LEAF CLOVERThree SunsVictor 20-2688 <i>Eccentric</i>
2	11	14.	BECAUSEPerry ComoVictor 20-2653 <i>If You Had All the World and Its Gold</i> (D. Durbin, Decca 25295; Dean Hudson Ork-Sonny Stockton, Mello-Strain 112)
1	—	15.	SHINEFrankie LaineMercury 5091 <i>We'll Be Together Again</i> (Ella Fitzgerald, Decca 25354; G. Lombardo, Decca 25353; Punch Miller Ork, Century 4005; Mills Brothers, Decca 24382; Quintet of the Hot Club of France, Victor 20-2760)

BEST-SELLING POPULAR RECORD ALBUMS

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

Weeks to date	POSITION		
	Last Week	This Week	
4	2	1.	St. Patrick's Day Album Bing CrosbyDecca A-495
6	1	2.	A Sentimental Date With Perry Como Perry ComoVictor P-187
7	3	3.	Good News Album June Allyson, Peter Lawford, Joan McCracken, Patricia MarshallMGM 17
18	—	4.	Glenn Miller Masterpieces (Volume 2) Glenn MillerVictor P-189
46	5	5.	Al Jolson Album Al JolsonDecca 469
28	4	5.	Al Jolson Souvenir Album Al JolsonDecca 575

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION		
	Last Week	This Week	
3	2	1.	Sabre Dance Chicago SymphonyVictor 12-0209
128	1	2.	Clair De Lune Jose IturbiVictor 11-8851
5	3	3.	Sabre Dance Efrem Kurtz and the New York Philharmonic SymphonyColumbia 12498
1	—	4.	Sabre Dance Oscar LevantColumbia 1752
142	5	5.	Chopin's Polonaise Jose IturbiVictor 11-8848

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION		
	Last Week	This Week	
17	1	1.	Khachaturian; Gayne-Ballet Suite New York Symphony Ork; Efrem Kurtz, conductorColumbia MM-664
134	2	2.	Rhapsody in Blue Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductorColumbia X-251
59	3	3.	Tchaikowsky Nutcracker Suite Eugene Ormandy, conductor; Philadelphia Ork. Victor DM-1020
77	—	4.	Rachmaninoff Concerto No. 2 in C Minor Arthur Rubinstein, pianist; NBC Ork; Vladimir Golschmann, conductorVictor 1075
3	—	5.	Music of Ernest Lecuona First Piano QuartetVictor CO-41

ART MOONEY'S 'BABY FACE' IS GOING UP.. UP.. UP..



Now at
ROXY THEATRE
New York

Order
MGM 10156

LIST PRICE 60¢
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M-G-M RECORDS
THE GREATEST NAME  IN ENTERTAINMENT

BOOKINGS: ASSOCIATED BOOKING CORP. (JOE GLASER, PRESIDENT). EXPLOITATION ON RECORDS: HENRY OKUN



GREAT DAY!

"THOUGHTLESS"

with The Modernaires



"I'VE ONLY MYSELF TO BLAME"

Orchestra under the direction of George Siravo

Columbia 38079

DORIS DAY
SINGING



COLUMBIA'S TUNE TIPSTER

BEST BETS

Arthur Godfrey

SURE FIRE!

"Slap 'er Down, Agin, Paw"
With The Too Fat Trio

"I'd Give A Million Tomorrows"
(For Just One Yesterday)

with The Mariners
Orchestra under the direction of Archie Bleyer
Columbia 38066

Frank Sinatra

COMING UP FAST!

"For Every Man There's a Woman"
(from "Casbah")

"I'll Make Up for Ev'rything"
Orchestra under the direction of Axel Stordahl
Columbia 38089

Dinah Shore

WATCH THIS ONE!

"What's Good About Goodbye"
Orchestra under the dir. of Harry Zimmerman

"Hooray for Love"
(both from "Casbah")

Orchestra under the direction of Sonny Burke
Columbia 38094

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Columbia Records

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The Billboard MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

Week Ending March 13



MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	POSITION		
	Last Week	This Week	
8	1	1.	I'M LOOKING OVER A FOUR LEAF CLOVER.....Art Mooney.....MGM 10119
7	2	2.	MANANA.....Peggy Lee.....Capitol 15022
5	3	3.	NOW IS THE HOUR.....Bing Crosby.....Decca 24279
10	4	4.	BEG YOUR PARDON.....Francis Craig.....Bullet 1012
7	6	5.	BEG YOUR PARDON.....Frankie Carle.....Columbia 38036
5	8	6.	I'M LOOKING OVER A FOUR LEAF CLOVER.....Russ Morgan-Milt Herth.....Decca 24319
6	7	7.	NOW IS THE HOUR.....Gracie Fields.....London 110
20	5	8.	BALLERINA.....Vaughn Monroe (Vaughn Monroe).....Victor 20-2433
4	9	9.	NOW IS THE HOUR.....Eddy Howard.....Majestic 1191
3	14	10.	NOW IS THE HOUR.....Margaret Whiting.....Capitol 15024
3	11	11.	BEG YOUR PARDON.....Larry Green.....Victor 20-2647
4	10	12.	SLAP 'ER DOWN AGIN, PAW.....Arthur Godfrey.....Columbia 38066
4	12	13.	I'M LOOKING OVER A FOUR LEAF CLOVER.....Three Suns.....Victor 20-2688
1	—	14.	NOW IS THE HOUR.....Charlie Spivak.....Victor 20-2704
6	—	15.	I'M MY OWN GRANDPAW.....Guy Lombardo.....Decca 24288

MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	POSITION		
	Last Week	This Week	
31	1	1.	I'LL HOLD YOU IN MY HEART.....Eddy Arnold and His Tennessee Plowboys.....Victor 20-2332
8	4	2.	HUMPTY DUMPTY HEART.....Hank Thompson and His Brazos Valley Boys.....Capitol Americana 40065
9	3	3.	SIGNED, SEALED AND DELIVERED.....Cowboy Copas.....King 658
6	2	4.	TELL A WOMAN.....Tex Williams.....Capitol Americana 40081
7	5	5.	BUBBLES IN MY BEER.....Bob Wills and His Texas Playboys.....MGM 10116
1	—	6.	ANYTIME.....Eddy Arnold and His Tennessee Plowboys.....Victor 20-2700
1	—	7.	MERLE'S BOOGIE WOOGIE.....Merle Travis.....Capitol Americana 40026
5	8	8.	THE WALTZ OF THE WIND.....Roy Acuff.....Columbia 38042
2	—	9.	PEEPIN' THROUGH THE KEYHOLE.....Cliffie Stone.....Capitol 40083
1	—	10.	SLAP 'ER DOWN AGIN, PAW.....Emeraldy.....Musicraft 524

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION		
	Last Week	This Week	
6	4	1.	KING SIZE PAPA.....Julia Lee and Her Boy Friends.....Capitol Americana 40082
14	1	2.	I LOVE YOU, YES I DO.....Bull Moose Jackson.....King 4181
24	3	3.	SNATCH AND GRAB IT.....Julia Lee and Her Boy Friends.....Capitol Americana 40028
6	2	4.	BARNYARD BOOGIE.....Louis Jordan.....Decca 24300
4	6	5.	TOMORROW NIGHT.....Lonnie Johnson.....King 4201
1	—	6.	AIN'T MISBEHAVIN'.....Dinah Washington.....Mercury 8072
17	—	7.	HURRY ON DOWN.....Nellie Lutcher and Her Rhythm.....Capitol Americana 40002
23	—	8.	HE'S A REAL GONE GUY.....Nellie Lutcher.....Capitol Americana 40017
2	8	8.	ALL MY LOVE BELONGS TO YOU.....Bull Moose Jackson.....King 4189
8	10	10.	I CAN'T GIVE YOU ANYTHING BUT LOVE.....Rose Murphy.....Majestic 1204
6	—	10.	CALL IT STORMY MONDAY BUT TUESDAY IS JUST AS BAD.....T-Bone Walker.....Black & White 122



1,811,263
RECORDS
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60 DAYS!

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ON

Capitol Records

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GENERAL ARTISTS CORPORATION

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substitutes, that's why

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VAUGHN HORTON Orchestra & The Polka Debs

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ation for their splendid cooperation in
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Sensation of the Nation!

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YOU CAN'T BE TRUE DEAR

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C-1226 IMMEDIATE DELIVERY FROM STOCK

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The
Billboard

MUSIC POPULARITY CHARTS

PART
VI

Record Possibilities

Week Ending
March 13

Billboard
TRADE
SERVICE
FEATURE

THE BILLBOARD PICKS:

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

LAROO LAROO LILI BOLERO.....Peggy Lee.....Capitol 15048
With Dave Barbour and the Brazilians

Some resistance to this song could be charged against lapses in the lyric but the sensational Barbour arrangement (in rumba tempo with flute and bongo effects) sweeps any criticism aside. The Peggy Lee vocal is succinct, tuneful; the ditty itself is a melodic major pub item, with Perry Como, Bing Crosby, Frankie Carle and Shep Fields versions available. The Lee edition, tho, is the one that should push this way over the hump.

LONG AFTER TONIGHT.....Kate Smith with Jack Miller Ork.....
.....MGM 10157

Pic tune, from "Arch of Triumph," injected with plenty of schmaltz by Kate Smith, dressed up in a neat arrangement and reminiscent of "Anniversary Song."

SOMETHING I DREAMED LAST NIGHTDolly Dawn with Daniel Mendelsohn
.....OrkRegent 112

A show tune from the George White's "Scandals" of yesteryear brought back in a vivid, dramatic rendition by Dolly Dawn. Should go big with disk jockeys and do best in sales over the counter merchandise-wise.

THE DISK JOCKEYS PICK:

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

1. ST. LOUIS BLUES MARCHTex Beneke.....Victor 20-2722
2. TERESADick Haymes-Andrews Sisters.....
.....Decca 24320
3. LOVERLes Paul.....Capitol 15037
4. ROBBIN'S NEST.....Count Basie.....Victor 20-2677
5. BRAZILLes Paul.....Capitol 15037
6. BECAUSEPerry Como.....Victor 20-2653
7. MY SINDick Haymes-Andrews Sisters.....
.....Decca 24320
8. HEARTBREAKERFerro String Band.....Palda 109
9. BABY FACEArt Mooney.....MGM 10156
9. INTRIGUEBilly Eckstine.....MGM 10156
9. THAT'S GRATITUDEMartha Tilton.....Capitol 15042
9. WHAT'S GOOD ABOUT GOODBYE?.....Margaret Whiting.....Capitol 15038

THE RETAILERS PICK:

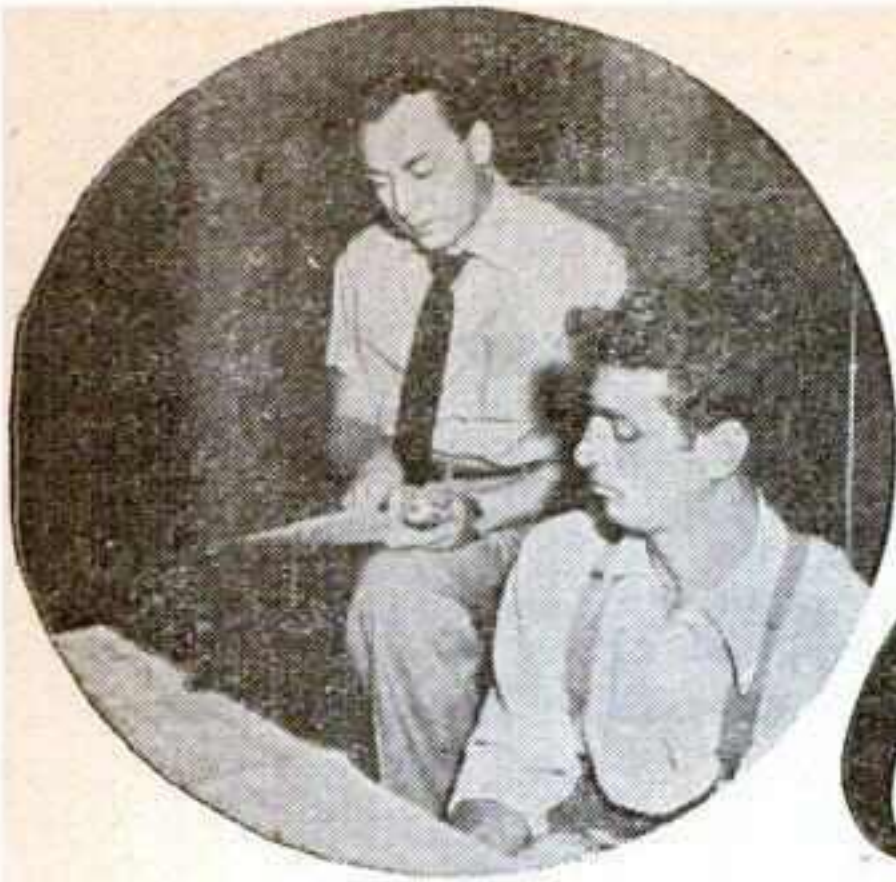
PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 4,970 of them, the record retailers think tomorrow's hits will be:

1. LITTLE WHITE LIESDick HaymesDecca 24280
2. SABRE DANCEWoody Herman.....Columbia 38102
3. FINE BROWN FRAMENellie Lutcher.....Capitol 15032
4. YOU CAN'T BE TRUE, DEARKen Griffin.....Rondo R-128
5. MATINEEVaughn Monroe.....Victor 20-2671
6. BABY FACEArt Mooney.....MGM 10156
7. ST. LOUIS BLUES MARCHTex Beneke.....Victor 20-2722
8. HAUNTED HEARTPerry Como.....Victor 20-2713
8. SERENADERay Noble-Buddy Clark.....
.....Columbia 38091
9. LOVERLes Paul.....Capitol 15037

THE OPERATORS PICK:

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

1. BECAUSEPerry Como.....Victor 20-2653
2. SABRE DANCEWoody Herman.....Columbia 38102
3. BABY FACEArt Mooney.....MGM 10156
4. SABRE DANCE BOOGIEFreddy Martin.....Victor 20-2721
5. SATURDAY DATEKay Kyser.....Columbia 38049
6. HAUNTED HEARTPerry Como.....Victor 20-2713
6. YOU CAN'T BE TRUE, DEAR.....Ken Griffin.....Rondo R-128



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GREAT RECORDINGS *

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BACKED BY

"SWING LOW, SWEET CLARINET"

Vocal—MARY ANN McCALL

COLUMBIA RECORDS



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The **Billboard** MUSIC POPULARITY CHARTS
PART VII
Record Reviews
Week Ending March 12

RATINGS (100 Point Maximum)
90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

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

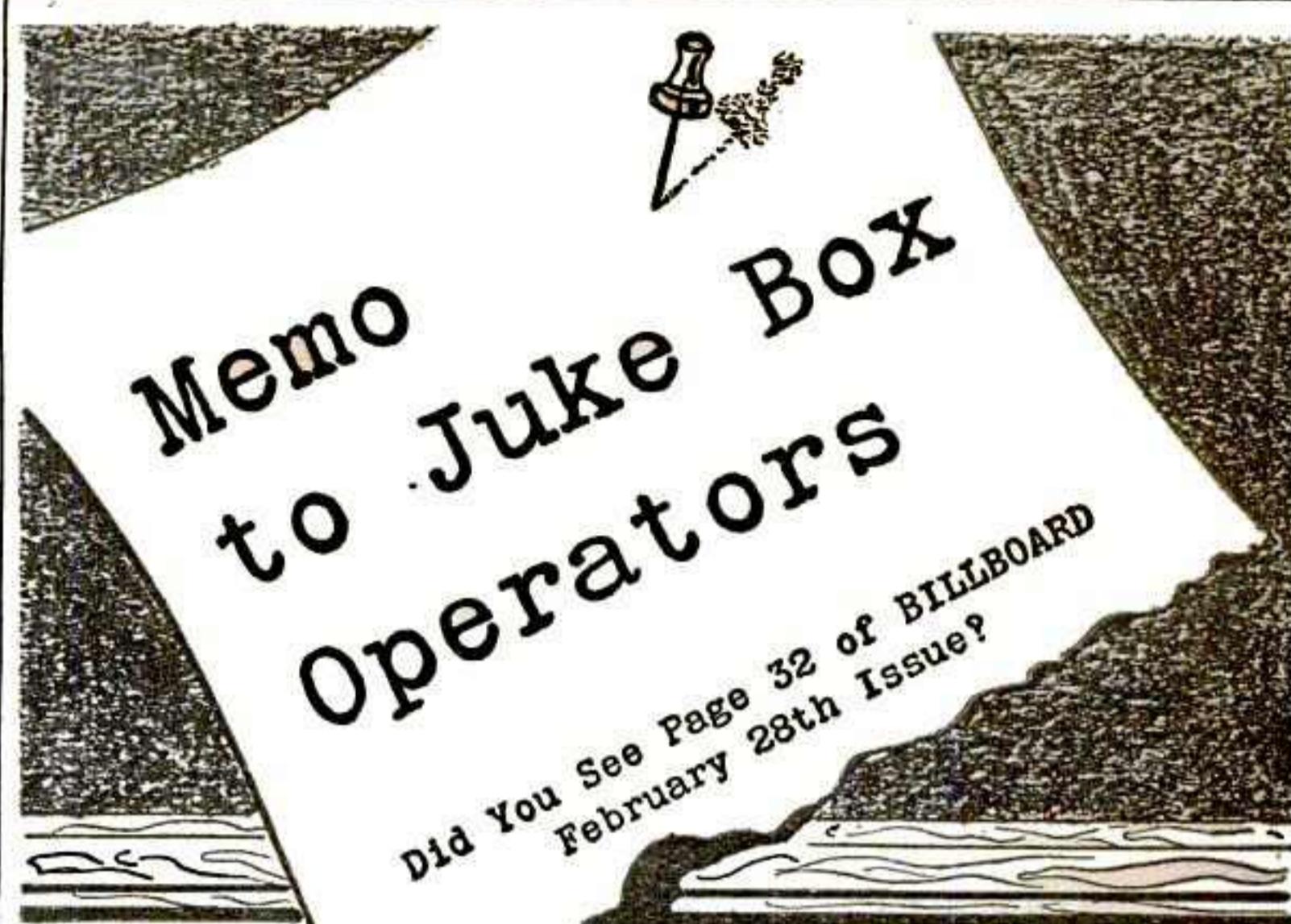
The Categories
Point listings are maximums. Song calibre, 15; interpretation, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv'tg-promotion, film, legit and other "plug" aids), 10; manufacturer's distribution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

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
				OVER-ALL DISK JOCKEY DEALER OPERATOR

POPULAR				
RAY NOBLE (Ray Noble—"The Noblemen") (Columbia 38146) <i>Suspicion</i> Noble does an English Tex Williams here in easy relaxed fashion that should bring chuckles. One stanza off-color for jocks.	84	NS	84	84
<i>Goodnight, Sweetheart</i> (Snooky Lanson) Noble-penned standard disked in the orkster's usual tasty style, with soft Lanson piping aiding proper dreamy setting.	76	78	78	73
HARRY JAMES (Columbia 38134) <i>All the Way</i> The James band jumps with a firm beat and a light, polished Ray Coniff scoring; superior swing stuff.	80	83	80	78
<i>Beyond the Sea</i> (Marion Morgan) Despite fine Marion Morgan vocal this misses the spark of the pretty "La Mer" tune; it's good but could have been much better.	80	80	80	80
JOE DOSH (Daniel Mendelsohn Ork) (Regent 115) <i>East of the Sun</i> Dosh romantically pipes oldie aided by vocal group and able Mendelsohn ork backing.	70	73	70	67
<i>(Hi, There) Have You Been Away?</i> Pretty tune, completely done in Sinatra-like fashion by Dosh.	66	71	63	63
DOLLY DAWN (Daniel Mendelsohn Ork) (Regent 112) <i>Something I Dreamed Last Night</i> Thrush emerges here with fine vocal effort of above average torch ditty with full Mendelsohn orking rating an assist.	84	86	82	83
<i>The Same Old Cry</i> Dawn gal chirps haunting Italian folk ditty in both English and Italian, selling strong on both sets of lyrics.	83	82	83	83
BETTY RHODES (Harry Zimmerman Ork) (Victor 20-2735) <i>Long After Tonight</i> Rhodes gal able vocal effort of folk tune from flick "Arch of Triumph" overshadowed by beautiful Zimmerman orking.	75	80	72	74
<i>I Remember Mama</i> Haunting "Golden Wedding" melody sincerely offered by thrush with lovely violin led backing again rating bows.	76	81	74	74
SHEP FIELDS (Bob Johnstone) (Musiercraft 546) <i>Laroo, Laroo, Lilli Bolero</i> Bob Johnstone sings well; rippling rhythm's okay.	68	68	68	68
<i>Hold It, Joe</i> (Toni Arden-Bob Johnstone) Latin-flavored novelty which should be okay for Fields but won't set the world on fire.	70	70	68	73
VIC DAMONE (Mitchell Miller Ork) (Mercury 5120) <i>Tell Me a Story</i> Warbler styles current pop slower than other disks, with frilly, undistinguished orking.	78	80	77	77
<i>Haunted Heart</i> (Camarata Ork) Damone handles pretty legit ballad in usual smooth fashion over tasteful Camarata backing.	83	84	82	84
BUDDY REID (Mendelsohn Ensemble) (Sun 1423) <i>My Extraordinary Gal</i> Bright ditty well suited for the Reid tonsils. Combo aid good.	72	75	70	72
<i>When Am I Gonna Getcha Alone?</i> Reid guy and combo combine to deliver fair tune in capable manner, tho disk on the whole lacks sparkle.	66	69	64	64
JERRY SHELTON TRIO (Billy Leech) (Mercury 5108) <i>Dreamy Lullaby</i> Leech's tonsils lightly caress lyric of new Frankie Carle tune penned a la "Sunrise Serenade."	74	78	71	72
<i>Big Brass Band From Brazil</i> Another disk of L-A flavored legit tune. Waxing is late and far from best on ditty. Combo lacks brightness.	55	59	55	50
DINAH SHORE (Columbia 38114) <i>Crying for Joy</i> (Sonny Burke Ork) Dinah's at her best with this fine Billy Rose lyric set to a Jimmy Monaco score.	91	92	92	90
<i>Little White Lies</i> Done at a bright tempo with small group backing Dinah offers enticing contrast to the moodier Dick Haymes revival.	87	88	87	86

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
POPULAR				
DON HENRY TRIO (Regent 116) <i>Whispering</i> Harmonica group delivers oldie straight and sweet, definitely on a restrained kick.	73	76	70	73
<i>Farewell Blues</i> Trio's version of blues fave on the bright side, featuring fancy harmonica maneuvers.	78	81	74	80
XAVIER CUGAT- BUDDY CLARK (Columbia 38135) <i>It's Easy When You Know How</i> Bit of fluff which will need the name power to cause any stir.	68	68	69	67
<i>It Began in Havana</i> Pretty opening ork strain should induce the Cugat legions to buy.	73	75	73	70
PHIL BRITO (Richard Maltby Ork) (Musieraft 549) <i>Encore Cherie</i> Brito sings it straight and simple.	66	66	64	68
<i>(It Only Takes)</i> <i>A Little Imagination</i> Pleasing new ballad from "Are You With It" pic given equally pleasant rendition.	70	72	70	68
BUDDY GRECO-THE SHARPS (Musieraft 548) <i>Scratch My Back</i> So-so novelty which may cop a few plays in race locations.	68	70	65	68
<i>Keep Me in Mind</i> Greco sings in a crossed Eckstine - Torme - Laine style; tune doesn't help much.	65	66	62	67
CLAUDE THORNHILL (Columbia 38136) <i>Robbins' Nest</i> Extra tasteful rendition of the well recorded instrumental—the Thornhill "sound."	77	82	76	72
<i>Just About This Time Last Night</i> (Fran Warren) Pretty Thornhill orking, Warren vocal—only a fairish song.	69	72	69	66
ELLA LOGAN (Columbia 35251) <i>Are You Havin' Any Fun?</i> Reissue proves that la Logan sings a fine song—and this is one of the better show tunes.	69	73	70	64
<i>Something I Dreamed Last Night</i> Backing is reissued "George White's Scandals" ballad done with dramatic overtones.	71	73	73	67
BENNY GOODMAN (Capitol 15044) <i>Give Me Those Good Old Days</i> Biting B. G. satire — barber shop harmonied vocal, rooky tooty clary, piano roll, two beat, etc.	88	92	85	88
<i>You Turned the Tables On Me</i> (Emma Lou Welch) Tune due for revival spin done up crisply with neat vocal	77	80	78	74
DO, RAY AND ME (Commodore 7505) <i>The Wise Old Man</i> Rhythm ballad which lacks zing in an ordinary performance.	60	63	57	60
<i>Wrapped Up in a Dream</i> Ink - Spottish treatment of a ballad which could do well in race boxes.	79	74	72	82
JERRY WALD (Jimmy Vanni) (Commodore 7503) <i>Summer Moon</i> Highly publicized Stravinsky pop tune is pretty and long. First waxing is pleasing. Vanni sings like Sinatra.	71	76	70	67
<i>Serenade</i> Pretty melody adaptation rendered well by Vanni with interesting ork figures.	70	72	68	69
FOLK				
SHORTY LONG-SANTA FE RANGERS (Shorty and Dolly Long) (Banner B-530) <i>Forty Miles at Sea</i> Shorty and Dolly harmonize average folk lament in plaintive tones.	63	66	62	61
<i>Radio Station S-A-V-E-D</i> Novelty styled folk religious ditty enables Shorty and Dolly to better display able twangy duet.	74	76	73	73
JACK BEASLEY- CHARLIE ALDRIDGE & HIS WESTERN SWING BAND (Banner B-527) <i>New Maple on the Hill</i> Beasley's nasal delivery well suited here for hill rhythm ballad. Sweet fiddlin' helps set proper scene.	77	79	74	78
<i>I Trusted You</i> Light folk ditty, full Beasley piping, good band backing, tho not outstanding.	69	70	68	70
ANN BOND-CHARLIE ALDRIDGE & HIS WESTERN SWING BAND (Banner B-525) <i>Black Sheep, Black Sheep</i> Pert Bond gal chirping of nursery type novelty.	73	74	74	72
<i>I'm a Plain Talkin' Gal From the West</i> Gal delivers up-tempo Western tune in soft, tuneful manner with strong aid from swing fiddle-led band.	77	80	75	77
THE POLKA CHIPS (Mercury 6096) <i>Blondie Polka</i> Chips cavort thru fast-stepping polka with bright accordion activity leading way.	72	72	70	75
<i>Jacksn Polka</i> Homespun polka (complete with animal noises, whistles) built around "Home on the Range."	74	75	71	76
SPADE COOLEY BAND (Victor 20-2742) <i>Whistle Bait</i> Cooley romps thru peppy folk ditty with band rolling right along at merry pace.	80	80	80	80
<i>Blonde Fiddle Blues</i> Spade's fiddle ably captures flavor of gay square dance setting, with band lending okay assistance.	79	81	77	79
ROSALIE ALLEN (The Black River Riders) (Victor 20-2744) <i>Aha! San Antone</i> Gal has a field day with pert Texas ditty. River Riders rate a bow here, too.	82	84	80	83
<i>If I'd Only Been True to You</i> Fast-stepping ditty not as strong as flip, tho thrush and boys do sell as much as possible.	74	76	71	74
RACE				
BILLY DANIELS (Jerry Jerome Ork) (Apollo 1101) <i>Love's a Lovely Thing</i> Daniels' sweet tenor warbling loaded with s. a. Good rendition of the standard.	73	73	71	75
<i>That Old Black Magic</i> Daniels does tricks with this oldie which could make some race coin.	80	82	78	80
SONNY TERRY (Capitol Americana 40097) <i>Beer Garden Blues</i> Backroom race stuff with the harmonica tootin' blues chanter.	53	52	50	58
<i>Crow Jane Blues</i> More of the same—a bit brighter — which may dent the Deep South boxes.	55	52	50	62

(Continued on page 107)



Memo to Juke Box Operators

Did You See Page 32 of BILLBOARD February 28th Issue?

Here's What

Billboard Says!

MOST-PLAYED JUKE BOX FOLK RECORDS

- 2. ILL HOLD YOU IN MY HEART Eddy Arnold and His Tennessee Plowboys Victor 24302
- SIGNED, SEALED AND DELIVERED Cowboy Copas King 658

MOST-PLAYED JUKE BOX RACE RECORDS

- 1. I LOVE YOU, YES, I DO... Bull Moose Jackson... King 4181
- 2. KING SIZE PAPA Julia Lee and Her Boy Friends Capitol Americana 40062
- 3. BARNYARD BOOGIE Louis Jordan Decca 24306
- 4. I CAN'T GIVE YOU ANYTHING BUT LOVE Rose Murphy Majestic 1204
- 5. HE'S A REAL GONE GUY Nellie Lutcher Capitol Americana 40017
- 6. HURRY ON DOWN Nellie Lutcher and Her Rhythm Band Capitol Americana 40002
- 7. BOOGIE WOOGIE BLUE Louis Jordan
- 8. TOMORROW NIGHT Lonnie Johnson King 4201

and you "Aint Heard Nothing Yet!"

NEW KING RELEASES By These top King artists!

4189 Bull Moose Jackson	ALL MY LOVE BELONGS TO YOU I WANT A BOW-LEGGED WOMAN
4213 Bull Moose Jackson	ALL MY LOVE BELONGS TO YOU THREE BONES
696 Cowboy Copas	TENNESSEE WALTZ HOW MUCH DO I OWE YOU
4201 Lonnie Johnson	TOMORROW NIGHT WHAT A WOMAN

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NEW YORK CITY (Gincy Records)	762 Tenth Ave.	Columbus 5-7758
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DETROIT	19 Selden	Temple 2-2560
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- TR528 Summertime Part 1
- TR528 Summertime Part 2
- TR530 Kreutzer #27 Loose-Bow Boogie
- TR532 Filigree Star Dust

AND YOU MUST HEAR JOE FIDDLE

- TR976 Lady, Be Good
- TR976 Everything You Do
- TR536 Estrellita
- TR536 Tea for Two
- TR534 Santa Lucia
- TR534 Body and Soul

Records also available separately

TONY ROMANO

CUSTOM MADE

Tony Romano and his guitar-backed by the Tempo Symphonette—do full justice to two appealing songs by Willard Robison.

- TR544 Old Pigeon-Toed Joad
- TR544 I'm a Fool About My Mama

JAY C. FLIPPEN

HIGH FIDELITY

One of the amusement world's "greats" sings four unusual novelties, among them Hoagy Carmichael's newest hit, "Who Killed 'Er?," featured in RKO's "Night Song."

- TR1010 Bells! Bells! Bells!
- TR1010 The Trolley Song
- TR1012 Who Killed 'Er?
- TR1012 Small Fry

RITA GEORG

DIRECT ELECTRONIC PROCESS

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- TR612 Do It Again!
- TR612 Two Loves Have I
- (A coin-machine "natural"!)

—and 2 GREAT ALBUMS

"VIENNA SMILES AGAIN"

Included in this album by Fred Fassler, the singing violinist, and Fred Spielman, world-known pianist-composer, is "Spring Came Back to Vienna," Mr. Spielman's latest song success featured in "Luxury Liner," a soon-to-be-released multi-million-dollar picture production.

"MUSICAL MILESTONES"

This unusual album includes "Eli, Eli" and "Rachem" (TR s516), "A Yiddische Momme" and "Oy, Der Reb-benu" (TR s518, "A Dudede" and "Meirke, Mein Sohn" (TR s520), magnificently sung by Pietro Gentile accompanied by the Tempo Symphonette under the direction of Joe Venuti.

Tempo Distributors Blanket America: If You're Not Acquainted With the Distributor in Your Territory Write Direct To:

TEMPO RECORD COMPANY OF AMERICA
 8534 Sunset Blvd., Hollywood, 46, Calif.
 TEMPO ATLANTIC | TEMPO SOUTHERN
 18 West Chelton Ave. | 11 Avondale Road
 Philadelphia 44, Pa. | Avondale Estates, Ga.

The Billboard MUSIC POPULARITY CHARTS

Album Reviews

Week Ending March 12

PART IX



THE CATEGORIES

- | | |
|--|-----------|
| | Max. Pts. |
| 1. Production Idea..... | 15 |
| (grouping of selections continuity) | |
| 2. "Name" Value..... | 15 |
| 3. Caliber of Material..... | 15 |
| 4. Manufacturer's Distribution Power..... | 10 |
| 5. Exploitation Aids..... | 10 |
| (Record company and other adv'tg-promotion, film, legit and other plugs) | |
| 6. Interpretation..... | 15 |
| 7. Record Quality..... | 5 |
| 8. Manufacturers' Production Efficiency..... | 5 |
| 9. Packaging..... | 10 |
| (art-work, binding, wrapping) | |

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

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

THE RATINGS

(100 points—the maximum)

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

GREAT SCOTT! (4-10") **80**

Hazel Scott (Columbia C-159)
 Boon; Love Me or Leave Me; Emaline; Love Will Find a Way; Mary Lou; Dancing on the Ceiling; Brown Bee Boogie; Nightmare Blues.
 Flash title and striped shocking pink cover will probably help hypo sales on Scott gal's first Columbia album, but Hazel does all right music-wise, too. Her light, deft touch and imaginative arrangements make for listenable, relaxed piano solo platters. Dittys are refreshing choices, since they haven't been "done-to-death." Four of the eight sides feature Hazel's slight but effectively styled soprano. Showy "Blues" and "Boogie" are most commercial, but "Ceiling" and "Love Me" linger longest.

JUKES For sophisticated big city race spots and dreamy dim-lit locations.
JOCKS Variety of sides makes album all-round good programer.

ROAMIN' IN THE GLOAMIN' (4-10") **60**

The Jesters (Decca A-241)
 Roamin' in the Gloamin'; It's Nice To Get Up in the Morning (But It's Nicer to Lie in Bed); I Love a Lassie; A Wee Deoch-and-Doris; Stop Yer Ticking, Jock; When I Was Twenty-One; Breakfast in Bed on Sunday Mornin'; She Is Ma Daisy.
 Standard catalog item of eight tunes, composed and popularized by the famous Scotch comedian Harry Lauder. The three Jesters sing them straight with disappointing results. Accordion backing fails to sound like traditional accompaniment and minus Sir Harry's legendary showmanship, the album sums up as a fairish folk Western. "Roamin'," "Doris," "Lassie" and "Daisy" are most familiar in U. S.

JUKES Some sides may pull in folk locations.
JOCKS Good tie-in item for old-time vaude - patter shows.

DOWN MEMORY LANE (4-10") **85**

Vaughn Monroe (Victor P-202)
 (Vaughn Monroe-The Moon Maids-Choir)
 It's Easy To Remember; Roses for Remembrance; Thanks for the Memory; Remember; Memories of You; Just a Memory; Memories; Memory Lane.
 Eight sure-fire oldies receive standard Monroe treatment, with band leader's plushy baritone dominating each platter. Moon Maids provide satisfactory choral background. Ork work, as always, is competent and unobtrusive. Contrived, but excellent selection of tunes reflects Monroe's usual good taste, with "Thanks," "Just" and "Remember" best individual platter bets. For fans and sentiment.

JUKES Nostalgia plus Monroe name draw means nickels.
JOCKS Ideal individual or package program for late shows.

FINGERBUSTIN' (3-10") **76**

The Kingsway Symphony Orchestra (London LA-4)
 Rhapsody for Saxophone, Parts I and II; Fingerbustin'; The Breeze; Fiddle Faddle; Fantasie Impromptu in C Sharp Minor.
 Tootie Camarata's "Fingerbustin'" piece, originally done for Jimmy Dorsey some years ago, created the idea for this package. Primarily it shows off woodwind talents—saxist Les Gilbert, clarinetist Reginald Kell, flutist Arthur Gleghorn—in demonstrations of versatility. Package is a program of longhair pops which is different from most and with proper sales promotion could well become a firm catalog item for the English diskery. Recording and surfaces are superb.

JUKES Not suitable.
JOCKS Some fine change of pace stuff — "Fiddle Faddle," "The Breeze" particularly.

SOUVENIR ALBUM (4-10") **75**

Dick Powell (Decca A-598)
 I'll String Along With You; I Know Now; The Rose in Her Hair; Shadow Waltz; I Only Have Eyes for You; Happiness Ahead; By a Waterfall; Mr. and Mrs. Is the Name.
 In spite of dated rhythm stylings these releases from the early thirties hold up surprisingly well. Obviously a bid to cash in on Powell's recent metamorphosis from glamour boy to flicker tough guy, album is currently being plugged with jocks as tie-up with crooner's new R. K. O. pic. Fans get album in exchange for old Powell platters. (Ironic note: 8 sides are all tunes from baritone's old Warner films.) "Eyes" appears to stand best chance for renewed popularity with "Waltz" and "Waterfall" close seconds.

JUKES Powell name pull makes some sides useful.
JOCKS Pic tie-up and nostalgic value should give lift to platter comments.

ELIJAH (5-10") **69**

Handel Oratorio Society of Augustana College, Henry Veld, Cond.; J. Alden Edkins, Brynolf Lundholm, Lura Stover, Willard Young, Clarence Snyder, Elsie MacFarlane.
 Bibletone E1
 Introduction: Help Lord, Night Falletth Round Me, Then Did Elijah; Arise, Elijah; Oh Rest in the Lord, Ye People Rend Your Hearts, If With All Your Hearts, Now Cherith's Brook, What Have I To Do With Thee, Doth Ahab Govern, It Is Enough, As God the Lord, Baal Choruses; Hear Ye, Israel; Look Down on Us, Thanks Be To God, Lord God of Abraham, The Fire Descends.
 This an abridged version of the Mendelssohn-Bartholdy oratorio based on the story of the prophet Elijah. It is a well conceived, well performed and well recorded package. But merchandising is restricted to locations which specialize in the arty and the religious.

JUKES Not suitable.
JOCKS For Easter shows, on longhair and FM airers.

HYMNS OF GLADNESS (4-10") **70**

National Radio Vespers Mixed Choir (Bibletone E)
 Christ, the Lord, Is Risen Today; Rejoice Ye Pure in Heart; The Palms; More Love To Thee, O Christ; The King of Love My Shepherd Is; Sun of My Soul, Thou Saviour Dear; God Be With You; Saviour Like a Shepherd Lead Us.
 Bibletone has fashioned an appealing album of Easter and Christmas hymns with accent on the former, featuring the strong capable National Radio Vespers Mixed Choir with organ backing. Group renders the familiar hymns well established cathedral mood and setting, in rich, clear, reverent tones. Package is very good with enclosed booklet containing both words and music of songs performed in album.

JUKES Not suitable.
JOCKS For FM jocks during the Easter season.

ARTHUR TRACY "THE STREET SINGER" (3-10") **70**

Arthur Tracy (Louis Levy Ork) (London LA 5)
 Marta; Home; Because; A Perfect Day; Ramona; When Day Is Done.
 Nostalgic is the word for this album. Arthur Tracy's nasal tenor voice stirred many a housewife in the early '30's and his singing style—hammy tho it may be—nevertheless still projects better than most of the current and younger crop. Sales potency of this package will depend heavily on the memories of Tracy and all the familiar faves which have been neatly packaged by London.

JUKES Limited appeal.
JOCKS To dig up the past, spinners couldn't do better than these sides.

The Billboard
MUSIC POPULARITY CHARTS
ADVANCE INFORMATION
PART VIII
 Week Ending March 12

ADVANCE RECORD RELEASES

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

POPULAR

- Adios**
The Philharmonica Trio (When I) Capitol 503
- (It Only Takes) A Little Imagination**
R. Noble (What Do) Columbia 38158
- Anitra's Boogie**
A. Rey (G-String Boogie) Capitol 15053
- Baby Face**
A. Mooney (Encore, Cherie) MGM 10156
- Baby Face**
Phyllie All-Star String Band (Down In) Apollo 1112
- Baby Face**
Uptown String Band (Tell-Tale) Krantz K-1024
- Charlie Barnet Favorites Album**
C. Barnet . . . Apollo A-13
- Charleston Alley . . . Apollo 1105
- Gal From Joe's . . . Apollo 1106
- Little John Ordinary . . . Apollo 1107
- Pompton Turnpike . . . Apollo 1105
- Rockin' in Rhythm . . . Apollo 1106
- Southern Fried . . . Apollo 1107
- Blue Lou**
C. Barnet (Juice Head) Apollo 1082
- Boston Baked Boogie**
S. Moseley Ork (Pin Up) Super Disc 1060
- But None Like You**
C. Spivak (The Last) Victor 20-2777
- Bye Bye Blackbird**
Phyllie All-Star String Band (Heart-Breaker) Apollo 1111
- Cincinnati**
K. Kyser (My Fair) Columbia 38157
- Dizzy Fingers**
J. August (Warsaw Concerto) Diamond 2080
- Down in Jungle Town**
Phyllie All-Star String Band (Baby Face) Apollo 1112
- East of the Sun**
J. Dosh (Have You) Regent 115
- Encore, Cherie**
A. Mooney (Baby Face) MGM 10156
- Farewell Blues**
D. Henry Trio (Whispering) Regent 116
- Frankie and Johnny**
A. Kassel (I'll Never) Mercury 5122
- G-String Boogie**
A. Rey (Anitra's Boogie) Capitol 15053
- Get a Pin-Up Girl**
J. Cooper (I Don't) Diamond 2089
- Goodnight, Sweetheart**
R. Noble (Suspicion) Columbia 38146
- Goodnight, Sweetheart**
G. Lombardo (I'll See) Decca 25358
- Goofus**
J. Mercer (The Hills) Capitol 15051
- Guest in the Nest**
Count Basie (Money Is) Victor 20-2771
- (Hi There) Have You Been Away**
J. Dosh (East of) Regent 115
- Heartbreaker**
Phyllie All-Star String Band (Bye, Bye) Apollo 1111
- Hindustan**
The Three Suns (The Gang) Victor 20-2776
- How High the Moon**
E. Fitzgerald (You Turned) Decca 24387
- I Don't Want To Love You (Like I Do)**
J. Cooper (Get a) Diamond 2089
- I Wanna**
B. Davis (Spring in) Victor 20-2762
- I Wish I Knew the Name (of the Girl in My Dreams)**
J. Edwards Ork (My Fair) MGM 10161
- I'll Never Say I Love You**
A. Kassel (Frankie and) Mercury 5122
- *I'll See You in My Dreams**
G. Lombardo (Goodnight, Sweetheart) Decca 25358
- I'm Gonna Gallop, Gallop, Gallop to Gallop, New Mexico**
J. Berch-C. Magnante Trio (Wedding Bells) Regent 114
- It Was Written in the Stars**
A. Lund (What's Good) MGM 10158
- It's a Quiet Town (In Crossbone County)**
D. Day-The Modernaires (It's the) Columbia 38159
- It's the Bluest Kind of Blues**
T. Roberts (Julie) MGM 10159
- It's the Sentimental Thing To Do**
D. Day (It's a) Columbia 38159
- Jealousy**
A. Blank Harmonica Trio (Wedding Bells) Rainbow 10053
- Louis Jordan, Volume II Album**
L. Jordan . . . Decca A-645
- Caldonia . . . Decca 23932
- I Know What You're Puttin' Down . . . Decca 23901
- I Like 'Em Fat Like That . . . Decca 23810
- It's So Easy . . . Decca 23841
- Jack, You're Dead . . . Decca 23901
- Open the Door, Richard . . . Decca 23841
- Somebody Done Changed the Lock On My Door . . . Decca 23932
- Texas and Pacific . . . Decca 23810
- Julie Head Blues**
C. Barnet Cherokees (Blue Lou) Apollo 1082

- Julie**
T. Roberts (It's the) MGM 10159
- Just Friends**
J. Abbott (My Sweetie) Aristocrat 1701
- Laroo, Laroo, Lilli Bolero**
V. Damone (My Fair) Mercury 5121
- Little White Mouse**
M. Hutton (My Brooklyn) MGM 10160
- Long After Tonight**
K. Smith (The Miracle) MGM 10157
- Love of My Life**
H. James (You Can) Columbia 38156
- Mary Lou**
B. True Trio (Raggedy But) Mercury 5111
- Misirlou**
J. August (Zigeuner) Mercury 5112
- Money Is Honey**
Count Basie (Guest in) Victor 20-2771
- More Guitar Boogie**
A. Smith Trio (String Menagerie) Super Disc 1038
- My Blue Heaven**
F. Waring (Pennsylvania) Decca 24386
- My Brooklyn Love Song**
M. Hutton (Little White) MGM 10160
- My Fair Lady**
J. Edwards Ork (I Wish) MGM 10161
- My Fair Lady**
K. Kyser (Cincinnati) Columbia 38157
- My Guitar**
J. Dorsey (You Turned) MGM 10162
- My Secret Dream**
W. Back Ork (Scissor Grinder) Delmac 1001
- My Sweetie Went Away**
J. Abbott (Just Friends) Aristocrat 1701
- Pennsylvania**
F. Waring (My Blue) Decca 24386
- Pin Up Girl**
S. Moseley Ork (Boston Baked) Super Disc 1060
- Raggedy But Right**
B. True Trio (Mary Lou) Mercury 5111
- Scissor Grinder Serenade**
W. Back Ork (My Secret) Delmac 1001
- Something I Dreamed Last Night**
D. Dawn (The Same) Regent 112
- Songs of Our Times (1933 Album)**
C. Baum Ork . . . Decca A-1933
- 1. Carioca; 2. Let's Fall in Love; 3. Heat Wave . . . Decca 24066
- 1. In the Valley of the Moon; 2. The Old Spinning Wheel; 3. The Last Round-Up . . . Decca 24064
- 1. Lazybones; 2. I Cover the Waterfront; 3. Stormy Weather . . . Decca 24067
- 1. Love Is the Sweetest Thing; 2. Yesterdays; 3. Smoke Gets in Your Eyes . . . Decca 24066
- 1. Shadow Waltz; 2. My Moonlight Madonna; 3. Lover . . . Decca 24065
- 1. Temptation; 2. Everything I Have Is Yours; 3. Orchids in the Moonlight . . . Decca 24065
- 1. The Gold Diggers' Song; 2. Did You Ever See a Dream Walking?; 3. By a Waterfall . . . Decca 24067
- 1. Who's Afraid of the Big Bad Wolf?; 2. Easter Parade; 3. Annie Doesn't Live Here Anymore . . . Decca 24064
- Spring in December**
B. Davis (I Wanna) Victor 20-2762
- String Menagerie**
A. Smith (Goodnight, Sweetheart) Columbia 38146
- Tchaikovsky: Nutcracker Suite, Parts I & II (12")**
F. Waring . . . Decca DU-90022
- Tell-Tale**
Uptown String Band (Baby Face) Krantz K-1024
- The Gang That Sang Heart of My Heart**
The Three Suns (Hindustan) Victor 20-2776
- The Hills of California**
J. Mercer-The Pied Pipers (Goofus) Capitol 15051
- The Last Thing I Want Is Your Pity**
C. Spivak (But None) Victor 20-2777
- The Little White House (With the Little Green Blinds)**
M. Herth Trio-L. Douglas (Why Does) Decca 24388
- The Miracle of the Bells**
K. Smith (Long After) MGM 10157
- The Peanut Vendor**
S. Kenton (Thermopolae) Capitol 15052
- The Same Old Cry**
D. Dawn (Something I) Regent 112
- Thermopolae**
S. Kenton (The Peanut) Capitol 15052
- Warsaw Concerto**
J. August (Dizzy Fingers) Diamond 2080
- Wedding Bells Are Breaking Up That Old Gang of Mine**
J. Berch-C. Magnante Trio (I'm Gonna) Regent 114
- Wedding Bells Are Breaking Up That Old Gang of Mine**
A. Blank Harmonica Trio (Jealousy) Rainbow 10053

(Continued on page 107)

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Sacks Denies Deal's Cooking With Morris

But Col. Seeks Pub Tie-Up

NEW YORK, March 13.—Manie Sacks, veepee of Columbia Records and director of artists and repertoire for the jumbo label, flatly denied this week that any publishing deal between the Edwin H. (Buddy) Morris group and the waxery was contemplated at this time. Sacks conceded that one tune, *Peculiar*, had been turned over to Morris by the diskery, but contended that this was not the forerunner of a larger-scale deal and pointed out that *Peculiar* reverted to Columbia after a limited period.

According to Sacks, Columbia definitely is looking for a publisher tie-up to accommodate its pool of copyrighted recorded originals (more than 100 ditties), but will make no commitment until a satisfactory set-up whereby a given publisher will guarantee a set minimum of exploitation of old and new material can be consummated.

DISKERY POND JUMP

(Continued from page 14)

will personally supervise first sessions abroad this summer, eventually delegating the job to foreign aids.

Standard topper hopes to effect large talent savings in foreign cuttings, thus somewhat offsetting increased American talent and operating costs. King pointed out that in Italy, for example, he can buy a 70-piece symphony ork for the price of a 20-man American crew. In France the cost would be less. In several European countries, notably Italy and Austria, musicians will be paid in scarce commodities rather than cash, bartering musical services in exchange for American clothing, food and other critical items.

In accordance with Customs Department regulations, only the masters will be produced abroad. Disks will be processed in this country under customs regulations which permit importation of original master's provided such masters are returned to the customs authority within six months for destruction. For recording purposes King will use a specially built Rangertone portable tape recorder now being constructed.

In addition to European production, King stated he was considering Mexico as another source of future waxings, but that final decision will depend on current wage-scale negotiations between the Mexican musicians' union and Mex record producers. In 1941 Standard cut 200 tunes in Mexico for its catalog.



Continental Splits Cost of Horton's "Toolie" Disk Plugs

NEW YORK, March 13.—Co-operation on exploitation is nothing new between music publisher and disk firm when both hold common interest in new recorded material. But a peak, at least for smaller labels, probably has been reached between Continental Records here and the Southern Music pubbery. The label, which is touting its *Toolie Oolie Doolie* disk by Vaughn Horton, sent Horton out to make a national tour of key cities and plug its disk wherever he lighted. The pubbery, however, is sharing expenses for the entire trek, figuring that the platter rates the investment.

The pub's grace toward the smaller label is based on the fact that while other recorded versions are available, Continental originally brought the tune over from Switzerland, Horton himself waxed it and since he was making the trip, the expenditure figured at least to win a whole-hearted try.

New Label Uses Students

TALLAHASSEE, Fla., March 13. Ribbon Records, new diskery here, expects to hit the Southern retail market soon. Novel feature of the label is that ork talent used for its backlog of masters, altho cut prior to the ban, is made up of college kids from the Florida State University,

ASCAP Annual Member Confab Set for April 8

NEW YORK, March 13.—In view of the Easter holiday break-in, the American Society of Composers, Authors and Publishers (ASCAP) has set back its general annual membership meeting to April 8. The afternoon biz confab and the evening dinner will be held at the Waldorf-Astoria Hotel, here.

As customary, new officers elected to ASCAP's directors board will be announced at the business meeting. Ballot votes must be cast and received, according to the Society's by-laws, not later than midnight, five days before the date set for the general annual meeting. Votes are weighted as follows: Each composer-author member is credited with one vote for each \$20 received during the previous years as his share of the Society's distribution of domestic royalties; each publisher member gets one vote for each \$500 received during the previous calendar as his hunk of domestic payments.

called the Florida Statesmen. These campusites presumably are non-union musicians who could record currently. The diskery has no intention of distributing its wax nationally; instead, it will concentrate on States near Florida.



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BG To Lease Spot for W-E Full Ork Dates

NEW YORK, March 13.—Orkster Benny Goodman this week completed negotiations to lease the White Plains County Center, Westchester, N. Y., for week-end dates with his band this summer, the first date tentatively set for Friday, June 25. BG, who hasn't had a full ork for over a year, will form a complete dance crew which probably will be built around his Capitol disk sextet. Benny heads East with the sextet for a two-week stand at Frank Palumbo's Click niter in Philly, starting March 24.

The big Goodman ork will play for dancing Friday and Saturday eves at the County Center and will give jazz concerts on Sunday. A Westchester County law prohibits Sunday dancing in the county.

The clary tootler also is skedded for a longhair concert as guest soloist with the Philadelphia Symphony ork under the direction of guest conductor Dimitri Mitropoulos.

Meanwhile, negotiations for Goodman and his ork to play a stand at the Paramount Theater here have stymied. Indications are that the orkster and the theater will forget it.

J. Davis Offers "Private Brand"

NEW YORK, March 13.—An idea for private-brand selling of disks was hauled out of record biz annals and put into execution this week by Joe Davis, record manufacturer (Davis, Celebrity labels) and music publisher.

Davis has made an offer to record stores and other buyers to supply them with pressings bearing their names on the label. The merchandising gimmick is similar to that employed for years by cosmetic firms that supply chains and larger shops with exclusive-brand toiletries and perfumes.

The type of wax to be offered will involve over 100 of Davis's accumulated disk masters (he has some 3,000 masters gathered over a period of years) which include old cuttings by Sammy Kaye, Harry James, Bon Bon and Jan Pierce.

Under the Davis plan, buyers would have to order a minimum of 1,000 of a two-sided platter to get exclusive rights to sell the disks for 90 days under their own trade names. Cost of labeling will be footed by Davis. Selling and supplying will be via direct mail to dealers, using distributors only thruout the East. Disks will be priced at 49 cents to retailers (including freight) and 37½ cents to distribs.

Private-label venture will not conflict with regular releases under his Celebrity label, Davis stated.

Detroit Soon To Get Its Only Pressery

DETROIT, March 13.—The only active record-pressing plant here will be set up soon by the new American Record Pressing Company, headed by Glenn R. Moore, orchestra leader at Beauchamp's and former partner in the Arden and Maratone record organizations. Loy L. Salsinger will be co-owner of the pressery.

The new firm is taking over presses from Melrose, Inc. (which brought out the Maratone label) and will confine its activities strictly to pressing.

Most of the 20-odd record labels in Detroit job out their pressing. With the big Vogue plant now shut down pending reorganization procedure, all of these have been going out of Detroit to get records produced.

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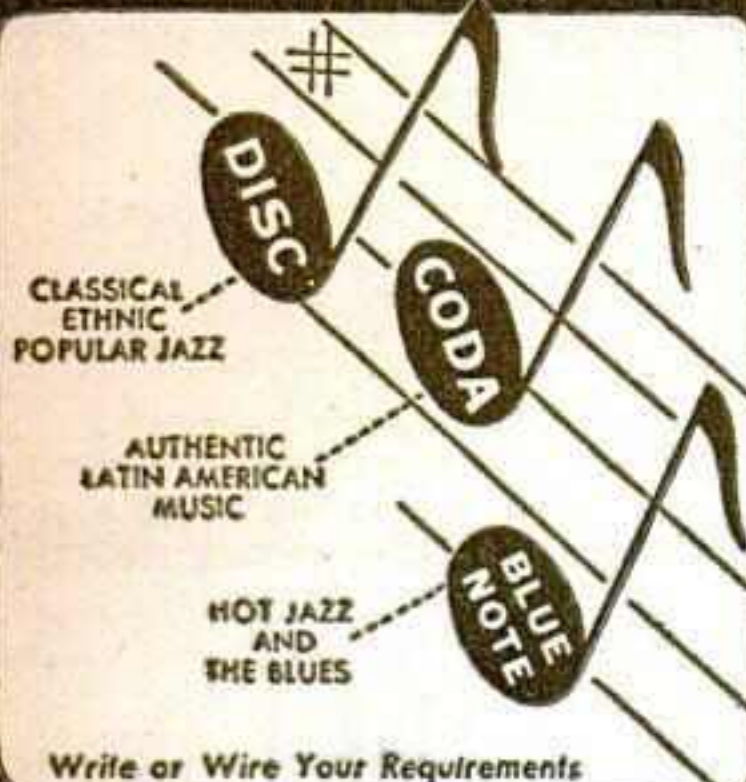
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VOX JOX

A National Accounting of Disk Jockey Activities

NEW YORK SCENE . . . Symphony Sid and Ray Carroll this week moved their show from the WHOM studios into the confines of 52d Street's Onyx Club where they are getting top billing. . . Andre Baruch and Bea Wain were willing victims of the *Candid Microphone* ainer this week; Allen Funt's network mike picked up all the chatter that falls in between the disk spins on a jockey show. . . Baruch and Wain, incidentally, soon begin a series of music-business forums on their daily ainer.

ON MARCH 16 the New York branch will undertake a two-week drive in co-operation with the N. Y. Heart Fund. New York jockeys will conduct a round-the-clock contest in which listeners will be asked to submit lists of songs with the word "heart" in the titles, in addition to a 25-word statement explaining "Why I Should Contribute to the Heart Fund." Each contest entry will require the contribution of at least a dime. Included in the prizes will be two-week vacation trip to the Hotel Nacional in Cuba. NADJ expects to expand this type of co-operation with charity groups into a national project as soon as the membership drive is completed.

VAUDE GIMMICK . . . Four jox are involved in a coming vaude show at the RKO-Boston Theater in Boston, Mass. Each of the four performing artists in the show—all wax stars—will be "adopted" by four Boston spinners who will present them on stage when the show opens on March 18, in addition to plugging the artist on the individual's ainer for a couple of weeks prior to the presentation. Sherman Feller (WEEI) drew chirp Kitty Kallen; WBZ's Ray Dorey, the Majestic artist who is also a Boston spinner, will introduce Buddy Greco; Ranny Weeks (WCAP) gets Clark Dennis, and Bob Elliot (WHDH) will handle harmonica soloist Leo Diamond.

PALUMBO'S POLL . . . One of the nation's disk jockeys can win a free trip to visit Frank Palumbo's Click in Philadelphia as well as a substantial cash prize. All for guessing the names of the top three bands favored by the nation's listeners. Last week Palumbo circularized the nation's jockeys, asking them to participate in a Click band consensus. Jocks are asked to mark the two "most popular bands on your program according to records requested," as well as their own favorite band and favorite small musical combo. Apart from the contest feature, the replies will give Palumbo an insight into band popularity thruout the country and aid him in his name band buying for the Click. Jockeys who guess the names of the top three bands in the poll will be eligible winners. The one guessing the top three on the nose will get the cash prize (possibly a \$500 savings bond) and the free trip to Philadelphia.

CHICAGO GABFAB . . . Opening of the two-week disk jockey revue at the State-Lake Theater Friday (12) was marred by the absence of Eddie Hubbard, WIND jock, who was rushed to the hospital after final rehearsal Friday a.m. with the flu. Hubbard will rejoin the show after Wednesday (17). Ernie Simon, WJJD spieler, worked the show despite a bad case of chronic throat poisoning. (See Night Club Department for review of the show.) . . . John McCormack, who does midnight seg over WBBM, started a morning show last week over WCFL. . . Linn Burton, Eddie Hubbard, Ernie Simon and Dave Garroway, who make up the jock package at the State-Lake, last week visited and voted Luis Zonka (ex-Ray McKinley pianist, confined to Vaughn General Hospital here) their favorite disk jockey. Zonka, who lost the use of his arms and legs during the war, is jockeying his own show over the hospital radio, WVAH, three times weekly and is rumored ready to do a commercial disk jock show over a local outlet. The jock foursome will also hold a charity record auction next week, auctioning autographed platters.

SPINNER SPATTER . . . In Hartford, Conn., Elliott Miller, WHTT program director, has launched a 15-minute disk show Monday thru Friday at 2:15-2:30, sponsored by a local clothing firm. Miller features a daily "record story," narrating a disk artist's life story along with his most popular tune. . . Joe Girard (WCCC) and Russ Naughton (WDRG), both Hartford jox, plugged Apollo disk of Diane, by Billy Daniels, for the week of March 8. Policy of these two spinners is to settle on a new disk each week and give it repeat stress. . . In Columbus, Ind., WCSI-FM signed the Butler-Kist Bottling Company to sponsor portions of its three and one-half hour wax show, Graeme Zimmer's *Bandstand*. Zimmer is also promotion director for the station. . . Elliot Lawrence's brother, Stan Lee Broza Jr., newest recruit among spinner ranks. Broza last week was chosen to emcee Yale University WYBC's jazz platter show, *Things To Come*, which is broadcast every Wednesday night. Broza was selected when the campus claue discovered that he was Lawrence's brother when the orkster played a prom there a couple of weeks ago.

MIDWEST NEEDLINGS . . . Ken Marvin leaves WXYZ, Detroit, to go with WAAF, Chicago, as jockey. Marvin handled the BBC's *Midnight in Munich* ainer during the war. . . Six-foot nine-inch Bob Murphy, gabber ("tallest jockey in the world"), uses vocals on his show, cutting in on special Langworth e.t.'s which provide only music backgrounds. . . Roger Nash, of WJBK's *Roger, the Dawn Buster* (daily six-hour midnight-on show), lets his job go to his bed. Nash works 48 hours at a stretch, then knocks off for three days of sleeping.

• • • • • NADJ DOINGS • • • • •

A special feature arranged in conjunction with the National Association of Disk Jockeys. None of the comments below necessarily reflect the opinion or editorial policy of The Billboard.

THE NATIONAL Association of Disk Jockeys (NADJ) launches a new membership drive with the first issue of its bi-monthly newspaper, *The NADJ Recorder*, which will be distributed probably within 10 days. Songwriter Alan Brandt has been retained by NADJ to edit the house organ. NADJ will hold its first national elections following completion of the membership drive, in keeping with originally announced intentions to maintain a fully democratic and representative administration.

The Chicago branch of NADJ this week acquired space in the Sherman Hotel to serve as headquarters for the local chapter. The New York branch expects to complete negotiations for space in the Hotel McAlpin within a few days.

AFM Probes Chi Musickers' Disk Cutting Pay-Off

CHICAGO, March 13. — Latest wrinkle to furrow the brows of band leaders here was brought about in the past two weeks, when execs of Local 10, American Federation of Musicians (AFM), started probing into unpaid salaries due musickers for recording sessions.

Action of Local 10 executive board was occasioned by statements of Vita-coustic platter reps, Jack Buckley and Lloyd Garrett, to the board two weeks ago that they were currently unable to meet their outstanding debts, but that under the Chandler Act, they were making every effort to pay time fees to musickers. Appearance of the Vita reps resulted from a series of demands by sidemen of various small units and bands who had worked Vita dates and had not been paid. During the past month griped sidemen have been seeking union aid, with a number of other labels allegedly involved in the tangle.

Following the appearance of the Vita reps, at least one band leader was called to appear before the trial board. He was told that under the terms of the union recording pact, the ork fronter was held responsible for payment of recording stipends to sidemen and the fact that the leader was not paid by the platter firm did not ease his responsibility to his sidemen. In another meeting this week union execs reviewed an earlier decision to fix responsibility for payment on the leader. They originally said they would suspend a leader who defaulted payments to his sidemen. However, if the batoneer was suspended, he would not be able to work out his debt.

Local situation is paralleled only in the Nashville area, where many hill-billy and lesser known pop platters were cut and sidemen who participated are still waiting for moo. A check of platter firms revealed that the New York and Los Angeles locals, which ran up heavy amounts of record-making time by their members, asked money in advance for recording sessions from companies whose credit ratings had not been established.

Musickers who are owed dough for Chicago recording sessions include Benny Strong, Sid Fisher, Freddy Nagel, Henry Busse, the Sharps and the Flats, Joe Vera, Johnny Bothwell and Bela Babai. It's rumored that Eddy Howard is still owed a part of the approximately 45-side sessions he cut for Majestic here.

A check of a leading Midwest recording studio, which did 1,200 hours of cutting in November and December, revealed that 60 per cent of the studio cutting time still has not been paid for, and that numerous batoneers, whose names could not be obtained, had been contacting the studios, in hopes that they could pay up the recording time bill and take over the masters. Spokesman for the studios said that it was impossible to make any outside deals, until platteries are broke and studios possibly can take over masters in lieu of non-payment.

De Luxe's New Plant Ready in September

LINDEN, N. J., March 13. — The De Luxe waxery, owned by Jules and Dave Braun, is contracting for bids to erect a new plant on its present site in Linden, N. J. The replacing of the old headquarters, most of which was razed by fire some months ago, should be completed by September.

Meanwhile, the plattery is disposing of its remaining presses, with the Brauns intending to purchase improved models for the new factory.

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Decca Leads in L. A. Sales Poll Taken by Daily

HOLLYWOOD, March 13.—Decca Records leads the field in retail disk sales for Los Angeles County, according to a survey released this week by *The Los Angeles Times*. The study, based on an 18-month check of consumers' purchases, listed 30.1 per cent of all records purchased as Decca products. Victor was second with 22.6; Columbia, 18.8, and Capitol, 13.8. Indie labels accounted for 13.8 per cent of remaining purchases.

The *Times* survey was conducted in collaboration with the Facts Consolidated research org and involved a house-to-house canvass of 600 different homes monthly, breaking down into all income levels. The period covered in the survey was from July, 1946, thru December, 1947, and findings reflected the most recent record purchases made during the survey span. The study showed further that out of 7,200 homes checked during the six-month period, 30.1 per cent had purchased records during that period.

'True' Tune Twist Points to Royalty Ache for Rhythms

CHICAGO, March 13.—The peculiar situation of two versions of a climbing sleeper hit popped up here this week when Bob Kittenger, op of Roller Rhythms and several other small roller rink platteries, revealed that he has been peddling an instrumental version of *You Can't Be True*, by Ken Griffin, who cut the same tune later for the Rondo label with a Jerry Wayne vocal (*The Billboard*, March 13).

Kittenger said that the Griffin recording was done for his Broadcast label in August, 1947, together with 20 other masters. The Broadcast version of *You Can't Be True* was released in October, and soon after the ditty was cut by Griffin for Rondo.

Other artists on the Broadcast label are Paul South and Grandpappy Nerit, hillbillies; the Niblicks and the Carl Miller Trio, cocktail units; Hildegarde Sells, organist, and George Winslow's band. Kittenger also operates his own pressing plant, Sanruskit Record Company, in Arlington Heights, Ill.

Meanwhile, Dave Dreyer's Biltmore Music firm in New York, an affiliate shared 50-50 with J. F. Bard, Chi distrib and Rondo Record co-owner with Nick Lany, has completed arrangements with the Alien Property Custodian to hold "exclusive" rights to the currently popular version of *You Can't Be True*. Dreyer has been given a licensing number from the APC office which covers his tune for a minimum of six months. *You Can't Be True* has a publication date of 1935 in Germany under the title *Du Kannst Nicht Treu Sein*, necessitating dealing with APC authorities. Situation is such that the Roller Rhythms label may have to pay mechanical royalties to the Dreyer-Bard firm, altho the former dinking came out first.

Swarming In

NEW YORK, March 13.—In an attempt to cash in on the sleeper, De Luxe Records rushed crooner Ziggy Lane thru a wax session on *You Can't Be True, Dear* this week. The baritone was backed by the Pat and Penny vocal team and Michael Chimes's harmonica group.

Meanwhile Donald Gabor's Continental Record firm, pressing for a rapid follow-up to its *Toolie Ooolie Doolie* pop seller, raced in with its own *You Can't Be True*. Gabor incorporated the services of a church organist behind vocal and whistling of the whistling Jitterettes, but retaining the waltz tempo and flavor, and already has his initial pressings ready for shipment.

HUDSON-ROSS TO HILLS

CHICAGO, March 13.—Hudson-Ross, record retail outlet with three stores in Loop locations, is expanding into the folk music field. H-R's v.-p. in charge of merchandising and promotion, Herman Forst, prominent for the job he did in pushing jazz disks via Dave Garroway's *11:60 Club* (WMAQ, nightly at midnight), is utilizing the same kind of strong radio and newspaper push, with record firms contributing to the co-op advertising.

Since January 1, Forst, in co-operation with Decca, Columbia, Victor and independents like King, has been utilizing disk shots in five cities in West Virginia and Michigan, with listeners asked to send mail order requests to the station, which are then transferred to H-R. Each station utilized thus far has been given a two-week trial period, with stations that show the biggest pull eventually winding up with an account.

Mercury Pushes Hillbilly Disks

CHICAGO, March 13.—Mercury Records this week started a big push behind its folk catalog, acquiring Murry Nash, ex-RCA folk music rep, who will handle oatune platter promotion and release from headquarters in Nashville. According to Jimmy Hilliard, artist and repertoire chief for the plattery, the diskery will increase its flow of folk wax and will make monthly releases larger.

Prompted by enthusiastic reaction to its pop music Mercury Caravan, which tees off at the Murat Theater, Indianapolis, March 31, Mercury is contemplating a similar concert venture starting some time in June, with a full cast of the firm's folk talent. It will utilize a general cast for the show, with the spot centering in various localities on artists from the catalog who are favorites in that region. These artists will promote the forthcoming appearance on their daily radio shots and certain other feature radio acts from that vicinity, who are not in the Mercury fold, may appear also.

Johnstone, Montei Form Pub Combine

NEW YORK, March 13.—Jack Johnstone, owner of Johnstone Music pub firm, and Herb Montei, of Vanguard pubbery, have hooked up to form Johnstone-Montei, Inc. The new operation starts April 1. The firm will be licensed thru Broadcast Music, Inc. (BMI), with Johnstone handling biz affairs here and Montei on the Coast. Initial plugs of the new firm will be *Bed of Roses*, which will be transferred from the Johnstone pub catalog, and *Flo From St. Joe*, currently in the Vanguard firm.

According to Johnstone, other copyrights of the Johnstone firm will remain there for the time being on an inactive basis, eventually to be transferred into the new enterprise.

Johnstone now is winding up business connections with Jack Osfeld, part owner of the Johnstone Music pub, who in turn may soon enter a new pubbing venture with his old Stevens Music catalog. Osfeld has been awaiting results of a letter to creditors in which an offer was made to settle debts at 25 cents on the dollar.

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N. Y. AGVA Confab Blows Up

Local Rejects Vote Procedure

Insists election be on branch not nat'l basis — it's up to 4A's now

NEW YORK, March 13.—A nominating meeting which started off in dull fashion with about 130 American Guild of Variety Artists (AGVA) members present at Town Hall Thursday (11) blew up with a bang just as it was drawing to a close, and may change the entire voting procedure. Or may not. It's all up in the air now.

The excitement was precipitated by a question put to Henry Dunn, chairman of the meeting. He was asked why elections for delegates to the forthcoming AGVA convention were on a national rather than a local basis, and shouts started from all over the room. Dunn made an effort to reply, but was shouted down. Hy Faine, chairman of the Associated Actors and Artistes of America (Four A's) committee running AGVA, took the chair and spent 10 minutes urging that the national plan be followed. Objections continued to arise.

Phil Irving made a motion recommending that the election procedure be changed to a branch basis and the vote was overwhelmingly in favor. According to the Four A's plan, delegates would be nominated by various branches, but the voting would not be limited to the areas the delegates came from. Instead, all voting for delegates would be on a national basis.

Objection by rank and file to this method was based on the belief delegates could not be held accountable or could not properly represent branches if this election depended on areas which they didn't even represent. Furthermore, said members, only delegates familiar with branch problems could serve properly. It was also emphasized that members could not vote intelligently for delegates they weren't familiar with.

Hy Faine later explained that the action of the New York membership would be taken up by the Four A's committee, tho he said that action by one area could not be binding on the country, inasmuch as no other branch had objected to the national voting plan.

Faine also said that if the plan should be changed it would mean upsetting machinery already in motion. Members disagreed on both points. If other branches hadn't objected, it was said, it was because they hadn't been instructed properly. So far as mechanical obstacles were concerned, members said that a sentence on the ballot telling voters to vote only for branch delegates would be sufficient.

CHICAGO, March 13.—Membership of the local chapter of the American Guild of Variety Artists (AGVA) on page 42)

Polan's New Act In Miami Preem

NEW YORK, March 13.—Barron Polan, who brought out Kay Thompson and the Williams Brothers, will preem his new act, the David Nillo Dancers, at the Miami Copa, March 16.

The three-person act, consisting of Nillo, out of *Call Me Mister*, May Block and Tommy Knox, works somewhat like the Jack Cole dancers.

Ga. To Press To Extradite Matt

HARRISBURG, Pa., March 13.—Extradition of Matt Shelvey from Pennsylvania to Georgia, where he is wanted to face a charge involving alleged larceny of \$20,000 from the Henry Grady Hotel Company, of Fulton County, Georgia, is expected to be sought again by Georgia officials, the Pennsylvania Department of Justice announced today.

An earlier attempt on the part of Georgia to get the former head of the American Guild of Variety Artists (AGVA) was resisted successfully by Shelvey and his attorney, Thomas McBride, of Philadelphia, who claimed the request papers were faulty. Deputy Attorney General Harrington Adams, who heard the Shelvey appeal in his extradition fight, delayed action on a decision.

Spotlight Hires 5, Gets Bigger Office

NEW YORK, March 13.—Five members were added to the staff of Spotlight Attractions last week as the agency shifted into bigger quarters. Johnny Lastfogel, formerly with William Morris, is handling the act department.

Ex-band leader Wally Chester is now in charge of ork bookings. Rudy Ferris, who worked with Mike Special, is now the out-of-town man concentrating on spots along the Eastern Seaboard. George Brown continues to head the cocktail end of the talent office.

Chi ARA Chapter Elects; Push On for New Members

CHICAGO, March 13.—After a delay of four months, occasioned by a technicality which voided the first vote, the general membership of Entertainment Managers' Association (EMA), Chi chapter of Artists' Representatives' Association (ARA), elected its 1948 board of governors. The first election was ruled out because nominations were not submitted to the national office two months in advance of the election.

The new local board of governors includes Sam Levy, of Barnes-Carruthers; Frank Hogan of Hogan-Lyte; Jack Russell, of Mutual Entertainment; Marcus Glaser, of the Charley Hogan office, and independent agents Paul Marr, Sid Paige, Lou Cohan, Len Fisher, Stu McClellan, Joe Keith and Tommy Burchill.

Previous to voting, I. Robert Broder, legal counsel for ARA, told local membership that the organization is putting on a strong drive for membership. Broder spoke to the California State Theatrical Agents' meeting last week, and said he will have word of whether they intend to link with ARA sometime during the next fortnight. They will hold a confab next week, at which time they will consider entering ARA. In addition, Broder told of visits to Kansas City, Mo., and Denver, and an impending meeting with Indianapolis agents.

Members raised the question of when it might be possible for Chi reps of the major agencies, who are now technically part of the New

Jones's Faction In Philly AGVA Asks Local Vote

PHILADELPHIA, March 13.—The Dick Jones faction in the American Guild of Variety Artists (AGVA), which still is abstaining from either the Shelvey or the Four A's faction in the coming convention and nomination for delegates, has passed a resolution charging that its autonomy has been ignored in violation of the constitution and by-laws of the American Federation of Labor (AFL) and also demanded that the national voting procedure be changed.

It asks that, insofar as Philly members are concerned, they alone should be eligible to vote for delegates representing that area in any national convention.

The resolution is regarded as odd because Jones and his members have so far refused to play ball with either Shelvey or the Four A's. Jones, however, indicated that a change in the voting procedure might bring a change of heart.

The New York meeting is the only other group which has asked for area instead of national voting.

Charlie Stein Expands

PHILADELPHIA, March 13.—Charlie Stein, operator of the Lou's Germantown Bar, musical drinkerie, has added an operation in taking over the Germantown Tavern, nabe nitery. Installing a floor show, Stein kicked off with Jimmy Evans, Rochelle Gordon, Louise Terry and Beatrice Kaye, with Les Perkins on the bandstand.

No Commish!

NEW YORK, March 13.—Howard Ross, of the Abner Greshler office, was sitting with a group including his colonel of the last war. The conversation drifted around to the possibility of another conflict. The officer turned to the 10 percenter and said: "If you join up now, I think I can arrange to get you a second lieutenantcy."

"Not me," replied Ross. "All my future fighting will be confined to arguments with my wife—I hope."

"Look at him!" piped up comic Danny Shaw. "First time I ever heard of an agent turning down any kind of a commission."

Miami Actors Admit Fumble On Shelvey

Didn't See What They Signed

MIAMI, March 13.—Public admission on behalf of a few performers that they didn't know what they were signing when they put their names to a petition backing Matt Shelvey featured a nomination meeting Wednesday (10) of the Associated Actors and Artistes (Four A's) group of the American Guild of Variety Artists (AGVA) at the Lord Tarleton Hotel.

The meeting, which was attended by about 30 persons and which nominated Al Fast, Jack Howard, Buddy Walker and Rajah Raboid as convention delegates, heard singer Patsy Shaw admit that at the Shelvey-group-sponsored meeting last week, when she was "excited" during the fiery proceedings, "Carlyle, of the dance team at the Clover Club, came over to me and whispered in my ear to move that the meeting go on record as backing Shelvey. I didn't really know what I was doing."

Mort Rosenthal, counsel for the Four A's, was on hand to explain the various aspects of the charges, countercharges and current litigation. Jack Howard, who figured prominently at the Shelvey meeting last week, challenged Rosenthal to name the club and the check indorsements involved in the bond question a few months ago on which "persons of ill repute," as Rosenthal put it, placed their signature. Howard also raised the Red issue, citing Jack Irving, AGVA chief in Chicago.

"Jack Irving is accused of being a Communist," he said. "If he's the big wheel in Chicago I don't want any part of him."

This started the fireworks, with Al Fast accusing Howard of trying to drag a "red herring" into the meeting.

When it was announced that Rosenthal was going to speak, Howard immediately raised an objection. He said he wanted to know first what Rosenthal was going to discuss and "if it was worth listening to."

Miss Shaw answered Howard. "We listened to Cowan (Arthur Cowan, Shelvey's attorney) last week for three hours," she said. "Let's hear what Mr. Rosenthal has to say."

Rosenthal then launched into a review of the situation, with Howard challenging him to produce evidence. The case of the \$1,350 bond check, which was given to Barney Barnett in December was cited. Rosenthal (See Miami Actors Admit on page 46)

Disk Jock Stars Get Vaude Dates In Major Cities

NEW YORK, March 13.—Disk jockey shows with platter personalities are being booked to play vaude houses in major cities thruout the country. Using the formula of lining up four local record twirlers plus acts which are on the way up in the opinions of the spinners, the unit sells from \$6,000 to \$10,000, depending on the name values involved, according to Miles Ingalls who is booking the package.

The initial attempt was at the State Lake Theater, Chicago, which opened Friday (12). The RKO Boston will open March 18 with jocks Sherman Feller, Ranny Weeks, Ray Dorey and Bob Elliot. Cincinnati preems March 25, with Columbus, Dayton, O.; Milwaukee, Omaha, Detroit and Buffalo on tap for the 40-minute show.

Benefit Acts Now Insured

(Continued from page 3)
kind of conveyance, including plane. The insurance company, according to Alan Corelli, head of the Theater Authority, is also sending safety engineers to spot locations where benefits are held. The engineer will report to the Authority on the safeness of the backstage facilities and the Authority in turn will see that the locations comply with any recommendations made. The Authority covers all unions in the Associated Actors and Artistes of America (Four A's).

How Not To Make Yourself Popular

SYDNEY, March 13.—George Formby, the English comedian who complained that Actors and Announcers' Equity had tried to hold the gun at his head in insisting that he, tho a foreigner, join Equity here, has apparently started something. Equity officials now claim that when he was asked to assist in a food-for-Britain appeal, he said: "British workers are not worth working for. They don't do a fair day's work, and from what I can see here Australian workers are not much better."

Certain Equity officials, including Hal Alexander, secretary, and Hal Lashwood, vice-president, as well as other senior members, have made statutory declarations of Formby's alleged statements and these are to be sent to British Equity so that British workers will know what Formby had to say about them.

Australian Equity is quite definitely not keen on the English funster.

Stopper

MIAMI, March 13.—Recently one of the Miami Beach hotels, notorious for its "restricted" policy, called agent Buddy Allen asking him if he could provide a show for a certain date.

Allen asked the caller to repeat the name of the hotel and made sure that it was the one with the anti-Jewish policy.

"Sure," said Allen, "I can supply a show."

"Who could you suggest?" came the query.

"Well," said Allen, "I can try and get Michel Rosenberg and Moishé Oisher."

What happened after that remains unreported.

Noisy Shutter

SAN FRANCISCO, March 13.—Any night club can have an "opening," but it took nitery owner Sy Owens to conclude that it might be interesting to have a "closing." Sunday (7) several hundred patrons gathered to celebrate the shuttering of the Barbizon Room and Owens made the same big production of it as for the opening of the spot two years ago. It was probably the most explosive blowout in years.

Carnival May Reopen With a 4-in-1 Policy

(Continued from page 3)
building job that is estimated at \$100,000. The plan is to operate on a daily basis rather than as a straight nitery. Meals will be served for possibly a \$2 minimum. Name swimmers and aqua shows will be run; trapeze and aerial acts will work aloft. Show girls will be used for night shows.

New York Confab Delegates

NEW YORK, March 13.—New York is entitled to 12 delegates to the coming American Guild of Variety Artists and the Associated Actors and Artistes of America (4 A's) convention on the basis of one delegate for every 200 members. The following names have been placed in nomination from the New York area.

Chick Darrow	Arthur Ward	Jerry Baker	Adam Di Gatano
Phil Irving	Jorie Livingston	Harry Wirtz	Don Nicholas
Bob Sidney	Dewey Barto	Joe Smith	Sid De May
Irving Grossman	Charlene Harris	Hal Sherman	Marty Barrett
Claudia McNeil	Charlie Banks	Ralph Shaw	Frances Carroll
Henry Dunn	Russell Swann	Virginia Richmond	Jay Marshall
Manny Tyler	George Roland	Margie Coates	Frank E. Ross
Jimmy Lyons	Jim Hollywood	Bill Carter	Jock Bright
Harry Eaton	Mary Norris	Noel Hytown	Rennie Wild
Phil Foster	Jack Guilford	Danny White	Marty May

IN SHORT

New York:

The Pelham Health Inn is using transcribed jingles in its air ads. . . . Roger Ramirez (he wrote *Mad About You*) is working single four days a week and with a trio over week-ends at Wells' Music Bar.

Bill Miller's *Riviera*, opening May 1, will be sans line in the first show, relying on Catalino rumbas and Walter Nye. The second show, with chorus dressed in the recently-purchased Colonial Inn costumes, will be headed by Jackie Miles, Gracie Barrie and possibly the Vagabonds. . . . Carol Lord, who recently closed a four-week date at the Samoa as featured stripper, is checking hats at Gene's Palm Beach Club.

West Coast:

Bill Boyd, flickery's Hopalong Cassidy, posted a \$20,000 cash bond with AGVA to cover a rodeo which he will take to Hawaii. . . . Fifi Dorsay going back into showbiz.

Edward Shattuck, of the vaude team of Shattuck and Ward, seriously ill in Hollywood Hospital. Team was active in vaude from 1913 to 1946. . . . Hadda Brooks resumes her Eastern p.c. tour end of this month, following a hurry call-back to Hollywood for pre-Petrillo ban waxing sessions at Modern.

Here and There:

Karen Cooper will guest star on the Paul Whiteman ailer March 15. Her first showbiz assignment was in *Louisiana Purchase*, followed by eight weeks at the Copa. . . . Terp duo Jack and Madeleine Joyce are sending their four-week-old son from London, where the team is rehearsing a new show, to this country via plane, establishing what they call the youngest-ever solo passenger flight across the ocean.

Retired welterweight champ Mickey Walker broke in his new patter and song act at the Milwaukee Showboat. . . . A Lew Franks vaude-pic variety revue (seven people) is playing one-day stands in halls and schools in Southern New York. . . . Name acts which recently played the Fort Montagu, Nassau-Bahamas, include John Boles and Gracie Fields. The Decastro Sisters also filled in a date, supported by the Dancing LaMaes. . . . Florentine Gardens, Hollywood, inaugurated a policy of long-term contracts with Franklyn D'Amore, Noel Sherman and Joseph Sullivan for co-ordinated representation in producing, staging and costuming, and talent booking, respectively.

New York:

Cap Hits 147G, All-Time High; Other 4 Up Stem Take to 453G

NEW YORK, March 13.—Gross biz news this week centers on the Capitol's new all-time record of \$147,000 captured by the sock combo of Tex Beneke's ork, Dean Martin and Jerry Lewis coupled with the preem of *Naked City*. The Radio City Music Hall, winding up a three-week run with \$107,000, had its weakest session since October 11, while the other three vaude-pic houses stayed around par. The all-over take was a fair \$453,000.

Fair and warmer for three days, spotted by snow and rain on four, had customers ogling the weather report with one eye and the amusement ads with the other. What to wear was a toss-up among topcoat, raincoat and overcoat, with the slickers getting the edge.

147G at Cap

Capitol (4,627 seats; average \$66,000) busted at the seams with a topper \$147,000. Late deadline report is a mounting gross for the upcoming week.

Paramount (3,654 seats; average \$76,000) remained above par with

\$85,000 in the third period after a corking \$120,000 opener and splitting with a swank \$105,000. Total for the run so far is \$310,000 with Louis Prima's ork, Dick and Dot Remy and *Road to Rio*.

Strand (2,700 seats; average \$40,000) wound up with a healthy \$43,000 after a sock \$65,000 preem week followed by a solid \$56,000. The run's total, \$164,000, was racked up by the Vaughn Monroe ork, the Mayo Brothers, the Moonmaids and *My Girl Tisa*. New show (reviewed this issue) has Russ Morgan ork, Phil Foster, Ann Russell, Lou Wills Jr. and *The Fighting 69th*.

347G in 3 Weeks at MH

Music Hall (6,200 seats; average \$115,000) closed a 21-day date with \$107,000 after opening at \$145,000 and splitting with \$122,000. Total was \$374,000 with Larry Storch, Paul Franke, William Shriner, Alfred Luizzi and Lawrence Nickol. Pic, *A Double Life*. New show (reviewed this issue) has Lucile Cummings, Paul Haakon, Stephanie Antle, Bellak and Elaine, Paul Franke and Andre, and Andree and Bonnie. Pic, *I Remember Mama*.

Roxy (6,000 seats; average \$89,000) took in \$71,000 in the third and final week after opening at a hefty \$130,000 and splitting with \$91,000 for a total of \$292,000 with Hazel Scott, Gil Lamb, Raye and Naldi and the Don Henry Trio. Pic, *Call Northside 777*. New show (reviewed this issue) has Art Mooney ork, Betty Bruce, Al Bernie, the Salici Puppets and *Sitting Pretty*.

Boston:

Kenton Starts Fast; Ends With Fair 28G

BOSTON, March 13.—Stan Kenton started off hot at the RKO Boston, but finished his week (ended March 10) with only a fair \$28,000 in the till. Acts included June Christy, featured vocalist, and comedian Pat Henning. Pic, *Perilous Waters*.

Lionel Hampton opened Thursday (11) to about the same house as Kenton.

Jordan Draws Good 21G At Lincoln, Los Angeles

LOS ANGELES, March 13.—Louis Jordan grossed a healthy \$21,000 for his week at the Lincoln Theater (1,950 seats, 60-85 cents). Bill marked first stage attraction at theater since last fall. On Jordan bill was Peggy Thomas and Will Matson Trio.

Pix were *Careless Waters* and *Smart Politics*.

Jacoby, Gordon Set Mid-Apr. Preem on New Le Directoire

(Continued from page 4)

who are set for 10 weeks. When this act closes, the room will shutter for the summer. Jacoby and Gordon are spending about \$45,000 to refurbish the room, of which about \$5,000 is going to a fold-away aluminum stage.

For the Thompson-Williams date the room will operate on a \$5 minimum basis.

Leon and Eddie's, New York
(Tuesday, March 9)

Capacity, 350. Price policy, \$3.50 minimum. Operator, Eddie Davis. Shows at 8:30, 12:30 and 2:30. Booking, non-exclusive. Publicity, Jeanne Sager. Estimated budget this show, \$800. Estimated budget last show, \$1,200.

The new show is heavy on terp acts, tho the over-all effect isn't unpleasant. Like all recent bills here the spark comes from Eddie Davis. The operator-showman has been around too long to need any description of his work. He is still one of the best around and obviously a favorite with the visiting trade.

Sherry Britton is apparently serious about dropping her strip act for singing. The gal looks good, is beautifully and expensively costumed and has all the poise and assurance in the world. Her material is good. Unfortunately she doesn't have a voice. With her appearance she might try a sing-talk style with strong music behind her. She should be able to sell on material and looks alone.

Danny Sullivan, singing emcee, has improved considerably since last caught. His singing is better and

NIGHT CLUB REVIEWS

Versailles, New York
Wednesday, March 10)

Capacity, 300. Price policy, \$3.50-\$4.50 minimum. Shows at 9:15 and 12:15. Operators, Nick Provnis, Arnold Rossfield. Publicity, John O'Malley. Booking policy, non-exclusive. Estimated budget this show, \$2,500. Estimated budget last show, \$3,000.

If one of the biggest openings seen in a long time is any indication of coming business, then Carl Brisson's seventh date here should make money for the club. Not only was every available space filled with a table for four, but the seldom used balcony was also jammed. The draw seemed to be preponderately middle-aged, most of whom obviously came to see Brisson, a fact that Brisson took advantage of by greeting many by name.

Brisson's intimate styling, plus a personable delivery, makes him a top salesman. The happy Dane is not a singer in the accepted sense. But what he lacks in voice he more than makes up for in other departments.

For this time around Brisson came in with a couple of new numbers sprinkled among his standards and novelties. His chi-chi torcheroos, *When I Smoke a Cigarette* and *Double Martini*, were received with a gratifying hush and a burst of equally gratifying mitting at their conclusion. Oddly enough, while the gent did a solid job on his new stuff, he stumbled on pops and his oldies. His breath control was bad and time and again he went up on his lines. His preem night audiences, however, paid no attention to these mishaps. Anything he did seemed to be okay.

Bill Smith.

his shy little-boy mannerisms have been sharpened so they project better. His introing chores were handled with an inoffensive ease.

Toby Deane, attractive little blond canary, worked to the mike as tho she knew what it was all about. The gal showed possibilities, particularly with rhythm numbers. Given more experience she might do things.

Peggy Palmer, diminutive brunet hooper, showed a clever pair of gams in a fast routine. Tho she has the skill, she seemingly needs savvy to sell better. More work and proper handling should give her that.

Nils and Nadyne were outstanding for their eye-filling tricks. Working on the high stage which brings the ceiling rather low, the pair managed to go thru some lifts and trick holds which haven't been seen in a long time. Set in a production number in a large theater, the kids could be sensational. The team doesn't look too good, but appearance can be changed by proper costuming and lighting. The essentials they have already.

Lida and Yanni, a Greek dance team, showed a folk dance quality in their work that was refreshing. Stylized native costume, particularly on the girl, makes for plenty of eye appeal. It is questionable, however, whether the ultra-brief pants, almost a G-strap, is wise.

Bill Smith.

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Club Continental, St. Louis
(Thursday, March 4)

Capacity, 500. Price policy, \$1 minimum, \$2.50 Saturdays. Shows at 8:30 and 11:30. Manager, Jack Roenberg. Booking, non-exclusive. Estimated budget this show, \$1,000.

This room has a reputation for having good shows week in and week out, with no names but a top-notch layout of talent.

Current bill, which more than lives up to its rep, opens with the Virginia Ascher Girls (6) in a well-done Latin number spotlighting Vivian Collins doing a vocal on *Manana*. The girls are on again at the close of the show to do a military routine in fine fashion.

Young brunet singer Carleen Davis came on next to do a couple of numbers, *The Style To Which I Am Accustomed* and *But Beautiful*. The gal shows plenty of promise and gets a healthy reception from the ring-siders.

Sylvia Manon Trio

The Sylvia Manon Trio is composed of Miss Manon, Ray Borden and Victor Voley. The two huskies throw Miss Manon about in a thrilling adagio routine. Plenty of aerial spins and some exciting lifts and throws make the act a solid hit. They open their stint with a black-light butterfly number.

The Carltons are an unusual father and son act. The young lad, only six years old, has an engaging and ingratiating personality that steals the act. They do lifts, handstands, and many difficult feats of balance and equilibrium.

Johnny Polzin's orchestra does a neat job on the not-too-difficult show music. The fronter also emsees the show in straightforward fashion.

Abie L. Morris.

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Andre's, Syracuse, N. Y.
(Tuesday, March 2)

Capacity, 350. Price policy, \$2-2.50 minimum. Owner-Operator, Ray F. Martino. Booking, non-exclusive. Publicity, Ray F. Martino Jr. Estimated budget this show, \$1,500. Estimated budget last show, \$5,250.

Trying to follow the Ink Spots, who broke all house records here for a one-week engagement, is no easy task, but Monica Lewis, judging from opening night business, is bound to click. Ray Martino, club op, is giving the canary plenty of worthwhile promotion.

Show is top-notch and moves fast, with Eddie Black emseing and doing a good job to keep a swift pace. Black, using very little chatter, knows how to handle a night club audience and does well in the warbling department. His medley of standards clicked and his impersonation of Durante sent him off strong.

The Margaret Faber line (5) did three routines, all in swell style. Costumes were fresh and gals looked good and worked well, with Sandy Lee, line captain, giving a stand-out performance.

Monica Lewis scored from the opening number. The gal has plenty on the ball, a world of personality, a swell delivery, in both high and low register, that helped sell each number to strong mits. Her wardrobe was a treat for fem fans. Using a Gershwin medley, *The Gentleman Is a Dope*, *That Old Feeling* and *Hootenest Gal in Town*, the canary had them in her palm and was forced to beg off.

Dick Robinson's ork (6) did a good job on the show and dance chores.
B. S. Bennett.

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VAUDEVILLE REVIEWS

Strand, New York

(Friday, March 12)

Capacity, 2,700. Price policy, 75 cents-\$1.50. Number of shows, four daily; five, Saturdays. House booker, Harry Mayer. Show played by name band on bill.

The current show probably won't set any box-office records but it's pleasant. The high spot of the bill is Phil Foster, nitery comic, in his first Stem vaude date. The stocky, dark-haired chap got yocks from almost his first line and kept it up for about 17 minutes, getting off to a big mitt. Foster's routine consisted of a sapoliod version of his cafe act, with his *Old Gang* and *Brooklyn Dodgers* bits just about fracturing them. It was obvious that the heavy pruning of the familiar routine left Foster at a disadvantage, for while his stuff registered heavily, his timing wasn't too good. A couple of more shows under his belt and Foster should be at home with his curtailed material and be able to spend time on selling his stuff better.

Russ Morgan's outfit (16) was adequate, tho hardly inspiring. Morgan's fronting shows an ease that is infectious; his ribbing of his oldies and slight audience heckling is nicely handled. On the oldies the band makes a good impression. It doesn't do so well on the heavily arranged numbers. For example, its *Night Must Fall* meant little, while the oldie *Small Fry* was solid.

Laird a Cute Trick

Pat Laird, the band's girl vocalist and hooper, is a cute trick, a small brunette who made up in personal charm what she lacked in talent. Her opener, *Little Old Mill*, was good, but her ballad, *All Dressed Up With a Broken Heart*, highlighted her vocal inadequacies. Her terping was distinctly amateurish. The gal needs a lot more work before she's ready for the big time. At present she might concentrate on vocal novelties rather than on songs that need phrasing and ability.

Ann Russell, a well-stacked, tall brunette, showed better than average possibilities. The gal's forte is satirical take-offs built around a pop tune. Some of the impressions were skillful, but the Hildegard thing has been done so much that its value is open to question, particularly with an audience who has never seen Hildegard. Nevertheless, Miss Russell finished to a top hand.

Lou Wills Jr., a short dark-haired hooper, showed outstanding terp ability, highlighted by a series of excellent butterflies. But while the lad can hoof, his chatter was strictly from Dixie. He needs material, and he

Roxy, New York

(Thursday, March 11)

Capacity, 6,000. Price policy, 80 cents-\$1.50. Number of shows, five daily; six, Saturday. House booker, Sam Rauch. Show played by band on bill.

All the virtues of Art Mooney's ork (four rhythm, six brass, five sax) were not expended on *I'm Looking Over a Four Leaf Clover*. The number was just another in a score including *The Sabre Dance* as an opener, *Big Brass Band From Brazil* which closed, *Baby Face* and a har-binger of spring production routine built around *Bluebird of Happiness*. A minimum of sidemen mike activity, practically a must for a band's de luxe appearance these days, was overcome somewhat by the boyish enthusiasm of the leader's eager-to-please emcee personality. Arrangements, blending and tempo of the musicians more than complied with the requisites for a stage band. The sight value could be enhanced by bringing the stand further down stage for a better view, with a raised platform to accommodate rear balcony-ites. Mooney's corny, "Is there an Irishman in the house?" to bring on the Galli Sisters (trio) for an Italian dialect number meant nothing here. The chirps' harmony was in excellent accord and the numbers showed intelligent planning.

Sock Supporting Bill

The supporting bill of sock standard acts easily held their spots. The terp-skirt twirling of Betty Bruce and the expert string maneuvering of the Salici Puppets captured enthusiastic mits.

A dozen quickie impreshes from backstage served to intro Al Bernie, whose dramatic delivery of gags paid dividends. Even his lapses into the blue occasionally, seemingly did not offend the supposed family trade. Bernie sells with emotion, an added laugh provoker, even if the top-notch material falls on stale ears. Any new additions to the patter would be some improvement, which could move Bernie up the comic ladder, depending on the quality of the new stuff.

H. Leopold Spitalny's choral ensemble and the Gae Foster Roxyettes, both fixtures, lent depth to the presentation numbers to round out a slick hour's flesher.

Pic, *Sitting Pretty*. Jack Tell.

needs better tie-ups of loose ends to make his act stand up better. As it is, the high spots are too few and far apart.

Pic, *The Fighting 69th*. Bill Smith.

Radio City Music Hall, New York

(Thursday, March 11)

Capacity, 6,500. Price policy, 80 cents-\$2.40. Number of shows, four daily. House booker and producer, Leon Leontoff. Show played by Charles Previn's house ork.

The short Easter show (running time about 25 minutes) packs a lot of stuff, all geared for sight values. The opening has the beautifully staged *Glory of Easter* calling for the entire house staff to work. As usual, the house-side tiered steps are used for the parade of candle bearing acolytes, the whole thing ending with the impressive altar scene and human-cross finale.

The second part of the show made a bow to spring, tho outside the weather was hardly suggestive of spring. It started with Andre, Andree and Bonnie going thru their mannikin act in a store-window set segueing into their standard dance bit. Was ideal for act, getting it off to a fine hand.

Bellak and Elaine, table tennis act, with Joe Wallace in the commentator's slot, got appreciative laughs for Bellak's trick shots. The match point game generated some excitement and won appreciative mitting.

Outside of the Easter opener, the biggest thing was the use of the water curtain in an *April Shower* number. It started off as a singing scene with gals carrying prop tulips with weighted ends. Act began with vocalizing by Paul Franke and segued into a ballet featuring Paul Haakon and Stephanie Antle. Choreography by Florence Rogge, as performed by the corps de ballet, was well conceived and competently executed.

The *New Look* number, in the middle of the show, called for lots of black light to compare fashions of yesterday and those of today. In this one the Rockettes did their intricate precision terps for big applause.

Pic: *I Remember Mama*.

Bill Smith.

Hippodrome, Baltimore

(Thursday, March 11)

Capacity, 2,200. Price policy, 40-70 cents. Number of shows, four daily. House booker, Mickey Aldrich. Show played by Jo Lombardi's house band (12).

The presentation this week, Major Bowes's All-Star Graduates, is a parlay of seven acts, none outstanding, but altho a little long, it's an entertaining package.

Bernie West, comic, does a pleasing job tying it together and got a solid hand. While his material is certainly not the newest or most terrific, it's funny, and his ability to deliver it smoothly is to his credit. Radio routine scores well.

Joe and Pamela open with a skating turn after a short pitch by West on the Bowes angle. The pair offer fast routines with some novel solo work to cop a good mitt.

Keeping up the fast pace, Arthur Melli does a series of rapid-fire sound effects and imitations set in a travelog patter, netting a good reception, as did June North, blond looker, in a song-and-dance number. The gal could add a little wardrobe flash to advantage.

Valdo and Princess Pat

Show is slowed a bit with Valdo and Princess Pat, mental turn, but novel twists help speed it up. Audience participation, naturally necessary, could be trimmed a little. Valdo's violin playing of mental requests add a novel touch and Valdo returns to do an excellent Roumanian rhapsody.

Dancing Martinis show off personality and good tap work in a couple of routines, finishing a la jitterbug to a healthy hand. The team works with zip, and a little smarter costuming on the gal could make for a class impression.

Henry Mackross closes with some lusty vocal work, drawing hands on

New York AGVA Meet Blows Up

(Continued from page 38)

ican Guild of Variety Artists (AGVA) got solidly behind the Four A's administration Wednesday (10) during a nomination meeting for delegates to the May 7 national AGVA convention in New York. The approximately 125 members in attendance voted unanimously to go on record as backing Hy Faine, Dave Fox and the Four A's administration.

Nominees selected included Joe Wallace, Chick Schloss, Jack Gwynne, Chuck Weaver, Jane McDonough, Ted Fabian, Bee Haven, Violet Strandz, Burt Davis, Dick Ware, Lucille Carewe, Lee Norman, Dick Smith, Dollie Davis and Marty Hoff. From these 15 nominees it is expected that seven and a couple of alternates will be elected on a mail ballot. The local has 1,400 paid-up members, making it eligible to send seven reps to the confab.

A peculiar twist is the fact that six of the nominees—Wallace, Weaver, Miss McDonough, Ware, Miss Haven and Miss Carewe—were also nominated for the Shelvey convention prior to the Four A's administration. When queried as to which confab they would attend, if Shelvey goes thru with his projected gathering, all except Ware, who could not be reached, said they would back the Four A's to the hilt and had no intention of attending the Shelvey meet.

Early Thursday Jack Irving, Chi AGVA director, received a telegram from Matt Shelvey, which warned that meetings held under Four A supervision were illegal. Similar wires were sent to all Four A meetings held in other cities.

HOLLYWOOD, March 13.—Thirteen local members of American Guild of Variety Artists (AGVA) were nominated as delegates to the forthcoming AGVA convention in New York at a meeting held here March 8. Six delegates will be elected to trek east to represent local talent. Those nominated included Rex Weber, Vince Silk, Violet Varlow, Evelyn Iles, Jean Arthur, Mae Williams, Leo Richmond, Jimmy Gray, Harry Mendoza, Danny Beck, Eddie Rio, Frank Evers and Nova Dale.

Membership also named a committee, headed by Rex Weber, to bring local beefs before AGVA top administration at the convention. In addition, talent in Hollywood branch voted to send Coast Director Florine Bale to the convention.

The Matt Shelvey sponsored meeting, which is supposed to be held locally to elect its own delegates to a rival convention, is still in the works, according to Anthony Nucci, Shelvey's Coast rep. Nucci had no information as to when and where such meeting was to be held at this time.

every number. With an excellent song choice and an outstanding *Donkey Serenade*, Mackross does a bang-up job.

Joe Lombardi and house band cut a good show.

Pic, *Prince of Thieves*.

James A. Carter.

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Stix Biz Ailing, Walt Davis Quits, Woolf Is Gloomy

NEW YORK, March 13.—Producers doing legit for the tank towns are finding the road rocky this year. Walter R. Davis's Skaneateles Theater, Inc., has given up after a promising start. Its second show, *The Late George Apley*, closed after Christmas and receipts did not justify the sending out of a third.

Davis, whose company played only up-State New York, claims it will take a producer who is willing to lose 10G for two or three years to win the small-town public over to legit. The company carried 20 people and did not get guarantees, which militated against its success. However, since it has closed the troupe has received many unsolicited letters from women's clubs asking that it return next year, and if enough demand is indicated the decision may be reversed.

Stanley Woolf, another road troupe impresario who sends legit to some 150 small cities, reports biz off 40 per cent from last year. He claims receipts averaged \$5,000 weekly last year, but have dropped to 3G a week this season. Woolf blames bad condition generally and says, "The high cost of living makes theater too expensive for the average budget." He, too, views legit as a long-run process of building audiences.

However, as insurance against failure on the road Woolf has decided that the sponsor system is the only hope. "It forces sales," he says.

Chorus Equity Ups Minimums

NEW YORK, March 13.—Chorus Equity has increased its stock minimum from \$35 weekly during the summer and \$40 during the winter to an over-all minimum of \$45 a week. Managers will also have to pay rehearsal expense money to the chorister from the first day of prep-work, instead of having the first practice week free. Dancers and singers will now get \$15 expense money for the first two weeks and half salary for the last two weeks. Chorus Equity members will also get \$5 each week extra for playing a part or understudying a principal.

Stock producers will be allowed to give only eight performances each week instead of 10. The new regulations affect summer operettas only. However, since most managers already pay above the minimum, they do not constitute any radical change.

Ushers, Engineers Face Mediation

NEW YORK, March 13.—League of New York Theaters has gone to the State mediation board over wage adjustments for ushers, doormen and engineers.

Ushers are now getting about \$18.50 a week, have been offered a small raise by the League but have demanded more. Engineers, who are receiving \$84 weekly, have asked that their work week be cut from 48 hours to 40. One confab has been held with each group. Others are skedded next week.

Odets Revival for London

NEW YORK, March 13.—Clifford Odet's *Rocket to the Moon* will be produced in London by Peter Coates this spring. The producer is considering Yolande Dolan for the female lead. The play was presented here by the Group Theater in 1938.

English Run Little Theater On Slim Budget

By Joan Littlefield
(British Information Service)

LONDON, March 13.—Despite post-war handicaps, the Little Theater movement here is increasingly on its toes. An outstanding example of what can be done with very little is the English Theater Workshop (ETW), which has been bringing drama fare to show-starved provincial spots while backed by the scantiest of funds.

ETW was founded 15 years ago by Joan Littlewood, but became a war casualty. In the summer of 1945 Miss Littlewood re-formed the troupe, augmenting a nucleus of original members with ex-service youngsters. The group started again with a capital of \$1,600 and everybody working for \$12 per week.

Six Items in Rep

Currently ETW boasts six items on its rep, some originals and others rewritten classical revivals (the group carries two writers and two translators on its string). The originals are a documentary on the living newspaper technique developed by the U. S. Federal Theater back in the early '30's. Items like *Eurantium 235*, a timely document on the use or misuse of atomic power, and *Jimmy Noble*, a discussion of pre-war unemployment and present problems by scripter Ewan McCall, have been extremely successful. Other rep offerings are Lorca's *Love of Don Perlimplin*, Chekov's *Proposal*, Moliere's *The Flying Doctor* and *Operation Olive Branch*, a McColl adaptation of *Lysistrata*.

The Littlewood troupe travels light of necessity. It cannot afford much scenery, but relies on lighting and color to give emotional and poetic impact to its productions. Dance, according to the impresario, is a today's must as an integral part of the drama and she hopes eventually to open a school in connection with the troupe, wherein students will get terp and voice instruction from Rudolf Laban and Nelson Illinworth.

ETW is a group of serious young actors. A considerable number have refused or left West End jobs to join a co-operative set-up where their

"Fireman" Tax On Stem Loses

NEW YORK, March 13.—Some highly effective lobbying by legal interests has succeeded in virtually killing a bill to tax theaters \$10 a fireman for each performance to which the two required firemen were assigned. The money collected would have been used for the firemen's pension fund.

The bill was sprung on the theaters without any advance notice, but a five-man delegation from the International Alliance of Theatrical Stage Employees (IATSE), headed by John McDowell and Thomas Murtha, and League of New York Theaters exec sec, James Reilly, spent two days in Albany this week combatting the legislation. The stagehands sent telegrams to all members of the State Senate and assembly manifesting their opposition to the proposed law.

The Fino-Clancy bill is now in committee, where it is expected to die quietly. A last-minute amendment to it provided that the tax would apply only to legit theaters. Proponents expected this to slacken the opposition by pic interests, but it did not have the desired effect.

Habimah Group To Bow For 6 Weeks With 4 Plays

NEW YORK, March 13.—The Habimah Company will open here the third week in April under the sponsorship of Theater, Inc. The repertory group will play six weeks and perform four different scripts in Hebrew, the two most popular returning for additional week stints. The plays skedded include S. Ansky's *The Dybbuk*, *David's Crown*, adapted by S. Landau from Calderon De La Barca's original drama, H. Levick's *The Golem* and a Hebrew version of Sophocles's *Oedipus* by Saul Cherkhovsky. Theater, Inc., will work closely with the American Fund for a Free Palestine in selling theater parties.

talents may have full play and at the same time bring timely flesh-and-blood dramatic messages to hinterland audiences. It is a hard road, but one which signposts a real renaissance of English theater.

Insure Your Vote

Each year for the past four years voting on the part of the people of the theater for the Donaldson Awards has increased. Now as preparations for the Fifth Annual Donaldson Awards get under way, the Awards committee wishes to do everything possible to see that everyone in the theater has an opportunity to vote.

Early in May ballots and instructions are delivered by hand to the theaters to all the players appearing on Broadway at the time.

In order to get ballots to players who will not be appearing on Broadway early in May, *The Billboard*, sponsors of the Donaldson Awards, would like to have the names and addresses of such players, so that a ballot may be properly mailed to them.

Make certain of your vote for the Donaldson Awards, the theater's own selections of its "bests." Fill out the coupon below and return it to *The Billboard* today.

The Billboard,
Donaldson Awards Committee,
1564 Broadway,
New York 19, New York.

Please forward ballot and eligibility list for the Fifth Annual Donaldson Awards.

Name

Address at which mail will be sure to reach you in May.....

.....

.....

NOTE: If you will be working in a Broadway theater in May, don't send in this coupon. If you don't expect to be working, fill it out and mail it today.

Legit's Snoot To Radio Held Short-Sighted

(Continued from page 3)
the public turning out in force for both personal and screen appearances, following the star's appearance on a local station.

General attitude of many legitimate people—both cast and management, with a number of notable exceptions who have profited by contrast—appears to be a traditionally snooty "take it or leave it" one, according to Osgood, despite the type of promotion which the average show flack does put into routine channels.

In evidence of this prevalent attitude, Osgood cited a recent Detroit booking which had a definite appeal for the Class C dramatic following—with the only contact with a local university with 18,000 students established by way of a single copy of a letter. Inadequate promotional activity is the essence of Osgood's indictment, pointing toward legit's failure to appeal to the often-talked-of audience that has rarely or never seen a stage play. In view of radio's virtually 100 per cent coverage of this field, the opening which it gives for personal promotion by stage personalities appears to him as gravely short-sighted.

A. C. Repeater Eyed by Lowe

ATLANTIC CITY, March 13.—Convention Hall may again house legitimate stage fare this summer. Philip E. M. Thompson, manager of the hall, disclosed this week that David Lowe, New York producer who staged six legit shows here last summer, is negotiating for a contract on the hall's ballroom. Lowe wants to open July 5 or 6 and continue until the day after Labor Day.

Meanwhile, *Ice-Capades* is scheduled to give performances in the main auditorium from July 7 to September 9. This will be the last season for the ice show under a three-year contract with convention hall. The hall grossed \$90,000 from the show last year and received about \$7,000 net from the Lowe productions, according to Thompson.

"We are going to have an ice show next year, and a good one," said Thompson. "So far there have been no negotiations for the renewal of the contract. But there are other ice shows anxious to get into our hall and we want to make sure that the city gets the best deal possible."

Lowe staged Broadway successes in the ballroom for seven weeks with six shows, returning *Anna Lucasta* for the seventh weekly change. Thompson said that altho Lowe made only a small profit last year, he is anxious to return with more of the same type productions. His overtures for a new lease are now under consideration, along with a number of other offers, the manager stated. The lease with Lowe called for 6 per cent on the gross of the first \$10,000 each week and 10 per cent of the gross on all over \$10,000. Under the ice show contract, the city receives 30 per cent of the gross receipts, but has to furnish ushers, cashiers and other services.

"Sword" To Bow at Carnegie

NEW YORK, March 13.—*Sword by Your Side*, a three-act script by Palestinian playwright Max Zweig, is skedded for a single performance at Carnegie Hall April 11. The cast of 14 is headed by Miriam Goldina. The play centers around the Jewish resistance against the Arabs and is sponsored by the Zionist Organization of America.

Foreign Opening

ALL MY SONS

(March 3, 1948)

REALISTIC THEATER, PRAGUE

Whatever the political complexion of a country may be, you can't accuse the Czechs of closing their door on American plays. The night of the big fireworks, February 25, when pro and anti-Communists had their big display in the streets of Prague, it was no small surprise to walk into the Realistic Theater and find a full house waiting to see Arthur Miller's *All My Sons*.

While the shouting outside penetrated the theater in periodic waves, the stage goings-on were offering excellent competition. The Czechs take their theater seriously, and so when they have something on the boards it's drama with a capital D. Not a line muffed. Every syllable breathed out with volcanic eruption.

The result was exciting (to the Czechs), but tiring to American ears and nerves, not to say monotonous. The Miller script is pretty strong language, and Czech actors, in trying to do justice to it, go it one better and fall headlong into a swampy melodramatic muddle.

The thing for Americans to remember, and especially our playwrights, is that the Czechs want to produce American plays, and do so apparently to the satisfaction of their people. This is one of the most important ways America has to keep itself, its ideas and its civilization before the eyes of the Czechs.

While the acting is not up to par in *All My Sons*, the staging is little better; and as for decor, there are two trees in the single set whose symbolist outline would do justice to Maeterlink's *Blue Bird* but not to this tough realist drama on war-profiteering. *Jean White.*

Hayes' "Leaf and Bough" Optioned for Next Season

NEW YORK, March 13.—Charles Heidt has just optioned *Leaf and Bough*, a script by Joseph Hayes which recently won the \$500 first prize in the 1947 Charles H. Sergel play contest. The play is now being done by Margo Jones at her Theater '48 in Dallas and was slated to be the fifth script on Experimental Theater schedule. Heidt is in the printing biz but co-produced with Crosby Gaige in 1938.

Another script handled by the same agent, Toni Strassman, has been bought for production by Eddie Dowling. It is an adaptation of Frederic Wertheim's *Dark Legend* by Zelda Popkin and Helene Frankel. Both plays will be produced next season. Miss Strassman is a book agent who recently went into handling scripts, and these are her first legit sales.

THE STEM AS ART

NEW YORK, March 13.—Broadway, which has been called everything from the greatest street in the world to a thorn in hell, is to be the subject of the spring exhibition of the Museum of the City of New York on Fifth Avenue between 103d and 104th streets. Entitled *Broadway Sights*, the exhibition arranged in honor of the golden anniversary of the City of New York opens with a private preview for members and their friends April 27, with the opening to the public April 28. It will remain on view until October 3. The exhibition, including approximately 500 views of Broadway in all media, covers the Stem from 1626 to the present, from Bowling Green to the northern end of Manhattan Island.

New Jim Crow Suit Is Likely

WASHINGTON, March 13.—A renewed effort to get court action against Jim Crowism at the National Theater is being considered by attorneys James A. Cobb and George E. C. Hayes, who directed legal strategy in a fight last year. The death of Municipal Judge Nathan Margold last fall interrupted proceedings launched by Cobb and Hayes to get a ruling on whether a litigation could be instituted under an old civil law which, tho invalidated by the U. S. Supreme Court, is considered by Cobb and Hayes as operative in the District of Columbia. It has not been determined whether Judge Margold had prepared a ruling in the case. If he didn't, a new petition will be submitted by the attorneys.

The latest litigation has grown out of the original suit in which the National Theater was accused of discrimination in refusing to admit Negroes to its performances. The case was climaxed by the National Theater's refunding tickets to the complainants. Cobb and Hayes insist, however, that a broader law—the old Civil Rights Act—has been violated. This act was deemed by the nation's highest court as invalid in the States, but Cobb and Hayes pointed out in their brief submitted to the late Judge Margold that the District of Columbia is not legally in the category of a "state" but is an anomalous federal area under jurisdiction of Congress. The tempest which President Truman's civil rights program has stirred in Congress has revived interest in the Jim Crow issue, particularly on the point raised by Cobb and Hayes.

ANTA To Stage Junior "Album"

NEW YORK, March 13.—The American National Theater and Academy (ANTA) is producing a *Junior Album* April 30 at the Maxine Elliott Theater. *Album* is a 12-scene show—eight dramatic bits and four musical—in which thespians and directors will get a chance to unveil their talent before a select audience of producers and agents.

The scenes, running from eight to 12 minutes each, will be chosen from different scripts by directors so that the talent can be seen to best advantage. An initial audition will be given by ANTA March 22. The musical comedy section, headed by John Fearnley, casting director of the Rodgers and Hammerstein office, will lean heavily on understudies from Broadway shows for its material.

"Flag's" Birth Abortive

NEW YORK, March 13.—Even tho he was willing to post a bond, Jules Pfeiffer has been prohibited by Actors' Equity from producing *A Flag Is Born* for the road until he settles a \$2,000 salary claim against him by the members of the non-Equity company of *The Swing Mikado*. Originating from Chicago early this season, *Mikado* closed in Minneapolis because of bad biz, stranding the members of the company. Now Equity has Pfeiffer on the unfair list and won't let him go ahead with his production until he clears things up.

Ky. Tax Repeal Defeated

LOUISVILLE, March 13.—Repeal of Kentucky's showbiz tax and substitution of a law permitting cities to levy their own taxes on amusements was defeated in the House Wednesday (3), 39-30.

OFF BROADWAY

HERE COME THE CLOWNS

(Opened Sunday, February 29)

MADISON SQUARE BOYS CLUB

A play by Philip Barry. Directed by Gerald Savory. Setting, Wolfgang Roth. Music, Carl Tucker. Stage manager, John Conwell. Production manager, Robert K. Adams. Presented by the Equity Library Theater.

Walter	Roland Wood
Connie Ryan	Jo Bangs
Nora Clancy	Anna Minot
Major Armstrong	James Moreno
John Dickinson	Jack Bittner
Ma Speedy	Joseph Foley
Val Gurnie	Alfred Leberfeld
Gert Marble	Jetti Preminger
Jim Marble	MacGregor Gibb
Dan Clancy	John McQuade
Max Pabst	Haskell Coffin
Freddie Ballantine	Robert P. Lieb
Fay Farrel	Jan Weber
Lew Cobper	Robert McQuade

The Equity Library Theater (ELT) has scored a major achievement with its production of Philip Barry's *Here Come the Clowns*. Because of its nature, the script must have top-flight production down to its last detail, and that is what it received. *Clowns* is an interesting and unusual effort by a playwright to explore questions that plague us all and as such should find a place in any repertory theater's scheme of things. The ELT deserves credit for reviving it.

The play tells the story of a humanitarian's disillusioning search for God. His quest fails, but in its course he learns that truth is a double-edged weapon, harmful as well as good, and that the only diety we can rely on is our own free will.

The players, with minor exceptions, do the scripster justice and thesp *Clowns* so that some of its dramatic punches are haymakers. As Dan Clancy, the man who seeks his Maker, John McQuade measures up fully to a long difficult role. McQuade's acting contains an ample portion of sustained vitality, a rare but necessary quality for this play. Jack Bittner is another who does an outstanding job, as a bitter, warped press agent who has given up on life. Joseph Foley scores comically as a swishy cafe proprietor. In the key part of Max Pabst, the illusionist who proves the catalyst in the situation, Haskell V. Coffin, while competent, misses by a shade. Coffin does not give Pabst the character strength it needs, and physically he is too slight. Alfred Leberfeld is impressive as a nasty Lothario.

Anna Minot Scores

As Clancy's wife, who hates his guts, Anna Minot gives her role the hard, frustrated interpretation it commands. Jo Bangs, as her sister, seems unwilling to be completely at ease onstage. It carries into the audience. In smaller roles James Moreno, Jetti Preminger, MacGregor Gibb, Robert P. Lieb, Jan Weber and Robert McQuade more than adequately bolster the production.

Gerald Savory has staged *Clowns* so as to realize the most from his actors and his play. His is professional directing all the way thru. Wolfgang Roth's set of a cafe catering to entertainers is both atmospheric and effective. A special tune composed by Carl Tucker sets a haunting mood for the proceedings. *Leon Morse.*

IT Picks 4 of 5 Scripts

NEW YORK, March 13.—Four of the five scripts to be done by the Invitation Theater (IT), an extension of Experimental Theater, have already been selected. The plays are *Seeds in the Wind*, by Arthur Goodman; *Danny Larkin*, James Vincent McGee; *Battle for Heaven*, Michael O'Shaughnessy and Randolph Carter, and *These Tender Mercies*, by Barton Yarborough.

These scripts will be performed at the Lenox Hill Playhouse during April and May. Moe Hack is the executive producer of the series for the IT.

THE CLASSIC COMICS

(Opened Wednesday, March 3)

GREENWICH MEWS PLAYHOUSE

"The Ambitious Apprentice," a comedia del arte in three scenes by Ellis Daniels; three clown scenes from "A Midsummer Night's Dream," by William Shakespeare, and a free adaptation of Moliere's "Doctor in Spite of Himself," by Marc Daniels, called "A Doctor in Spite of Moliere." All staged by Marc Daniels. Scenery by Charles Vance. Stage manager, Lamar Caselli. Costumes by Eaves. Presented by the Equity Library Theater.

THE AMBITIOUS APPRENTICE

Arlecchino	Ira Cirker
Isabella	Marjorie Miller
Columbina	Florence Lurie
Polldoro	Jack Vaughan
Pantalone	Larry Alpert
Capitano	Ellis Daniels

A MIDSUMMER NIGHT'S DREAM

Quince	Maurice Shrog
Bottom	Marc Daniels
Starveling	Jon Lormer
Snug	Larry Alpert
Flute	Jack Vaughan
Snout	Ira Cirker
Puck	Florence Lurie
Titania	Marjorie Miller

A DOCTOR IN SPIKE OF MOLIERE

Sganarelle	Larry Alpert
Martine	Natalie Priest
Valere	Jack Vaughan
Lucas	Marc Daniels
Geronte	Maurice Shrog
Jaquelin	Marjorie Miller
Lucinde	Florence Lurie
Leandre	Ira Cirker

The Equity Library Theater (ELT) presentation of three classic comedies proved to be not so classic. On the bill was a comedia del arte in three scenes, three clown scenes from *A Midsummer Night's Dream* and a free adaptation of Moliere's *A Doctor in Spite of Himself*, called *A Doctor in Spite of Moliere*.

Only in the Shakespearean scenes did the players happen on comedy. The comedia del arte was a bore not only because the players performed in different styles but because their gags made Joe Miller's joke book a current best seller. And the last sketch was so broad as to be burlesque. The use of a professor (Jon Lormer) to give unity to the scenes was a good idea but the execution was off.

The comedia was the tale of a servant who finagles two suitors for the hand of his master's daughter into a rendezvous with each other. Since the plot of a comedia is always paper-thin, with the humor stemming from improvisation it cannot be blamed. Rather, the fault lies with Marc Daniels, the director, who chose his actors wrongly and did not sustain the form.

"Dream" Draws Laughs

The *Midsummer Night's Dream* scenes were good for plenty of laughs. Here, one clown was a wall, another a lion and several the familiar boy and girl. Jon Lormer, Maurice Shrog, Ira Cirker and Jack Vaughan were assets to the sketch. Florence Lurie, as Puck, was more on the debit side. This reporter has seen Miss Lurie several times and noted she has talent for acting in drawing room type comedies. But to carry her style over into Shakespeare and to pose continually does not make for the advancement of her career.

The Moliere take-off was good for several scattered laughs. Here, again, the idea was good, but polished execution was lacking. Inspired by a shiftless man's wife, two toughs persuade this character that he is a doctor and bring him forward to treat their boss's daughter. Larry Alpert displays talent at mimicry because he plays the part with overtones of Groucho Marx, Danny Kaye, etc. Alpert could develop as a comedian if he had a style of his own.

Scenically the production was adequate. However, Daniels' staging was off in several spots. *Leon Morse.*

Magic

By Bill Sachs

GEORGE AND BETTY JOHNSTONE who have just concluded a 12-week tour for International Harvester, have two weeks of club dates in the Chicago area before opening March 29 at the L.V.L. Club, Indianapolis, for a week's stand. From the Hoosier capital they move to the Seelbach Hotel, Louisville, opening April 5. During their recent engagement in Kankakee, Ill., the Johnstones were visited by Ed Reno, whose health is considerably improved and who hopes to resume magicking before long. George Johnstone introduced Reno to the Kankakee audience which gave the master rabbit-hider an ovation that lasted fully a minute. . . . Horace E. Rose is closing his Southern school trek ahead of schedule to return to the circus after an eight-year absence. He will do his magic, Punch and inside lecturing with the Hunt Bros.' Circus. In Spartanburg, S. C., recently, Rose enjoyed chatter sessions with Professor Lang, Coke Cecil and Crooke the Magician. . . . Paul Duke, after three months of basking in the Miami sunshine, is due back in New York this week. . . . Bill Neff typewrites from his Indiana, Pa., headquarters that his bum wrist is mending nicely and that his *Madhouse of Mystery* is to start out soon on a string of solid dates lined up by Anton Scibilia, show's manager and pilot. *The Red Dragon* comic book which hits the stands this week from coast to coast features Neff in a long series of ghost-busting stunts, and Street & Smith, who publish it, are mulling an idea for another book which will feature numbers from the Neff show. . . . George Hubler, who recently finished the indoor season with his Martin Bros.' Circus, is currently playing club dates with his magic in the Dayton (O.) area. He'll leave his Dayton quarters around April 1 for the outdoor season. . . . Clarence Pfeffer, of Johnstown, Pa., is playing around that city and Pittsburgh with his Hardini unit. Troupe makes the hops in a Willys station wagon and Kaiser-Frazier car. . . . Walt Williams, Chicago magic and novelty entertainer, was well received on his recent full-evening show at the Des Plaines Jr. High School, Des Plaines, Ill. He garnered a heap of publicity with a sealed-box carrying a prediction of a headline in a local paper on a day of the show. Box was on display in a local stationery store window for two weeks prior to the show and was removed from the window and brought up on the stage by a reporter from the paper.

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Wax Spinners in Sock Vaude Kick-Off at Chi State-Lake

CHICAGO, March 13.—Local name disk jockeys who have established their value in radio may be the spark that's needed to revive vaude, if first-day results of the appearance of platter pilots Linn Burton, Ernie Simon and Dave Garroway at the State-Lake Theater, Balaban & Katz house, hold up during their two-week engagement. Eddie Hubbard, who was slated to work the show, was taken to the hospital Friday (12) due to a flu attack.

Patrons showed up around 6:30 a.m., a phenomenon which last occurred during wartime appearances of Sinatra and Danny Kaye. By 7:30 about 150 people were huddled in the four above zero cold. When the theater opened at 9:15, the first floor of 1,400 seats was almost filled, and after two shows, it was reported that the house was \$500 ahead of Esther Williams, who did \$46,000 in eight days—a record.

The jocks started a teaser campaign three weeks ago, later switching to open plugs on their shows. If the current show reaches expectations, the State-Lake has three options it can exercise for the foursome in the next year.

The three jocks confined themselves to four minutes each, preparatory to introing acts, and did sock jobs. Each platter pilot stayed in radio character—Burton doing the straight animated sales job, Simon (ex-burly comic) knocking off a half-dozen fresh gags, and Garroway meandering thru one of his polysyllabic monologs on a number by the house band while orksters did slapstick suicides when unable to understand him.

The entire show was above average because of production and rehearsal chores started 10 days ago by Jack Payne, writer for Burton. Bits like the walk-on of two models, one in Gay '90's bathing suit, and the other in scanties, followed by Simon in a clown bathing suit as Lee Monti's Tu Tones played *Pin-Up Polka*, and introing Mel Torme by having Simon emulate him at the mike while

Kroger Babb's Youth Center Vaude Idea Pans Out a Click

WILMINGTON, O., March 13.—The plan formulated recently by Kroger Babb, of Hygienic Productions, Inc., with headquarters here, to raise \$25,000 for a local youth center by means of a monthly vaude show at the Murphy Theater here, is panning out a click idea.

Babb, who is putting on the shows the first Thursday night in each month without profit to himself, hopes to hit the \$25,000 figure before the year is out. Phil Chakeres, operator of a chain of movie houses in this sector, is donating the use of the house.

The first show staged at the Murphy February 5 was a sellout two weeks in advance. The second show, March 4, featuring the Russ Carlyle ork and Chaz Chase, with a dozen or so other acts recruited in the territory and from agents in Chicago and Cincinnati, played to two capacity houses, with all ducats scaled at \$1.20, tax included. The Murphy seating capacity is 994.

In attendance at the March 4 show were the 31 road agents of Hygienic Productions, who were here for a periodic pep meeting. Other visitors included Bob Shaw, of the Gus Sun Booking Exchange, Springfield, O., and Barney Rapp, of the Barney Rapp Agency; Bill McCluskey, of WLW Promotions, Inc.; Johnny Anderson and Harry Anderson, of the Enquirer Printing Company, and Bill Sachs, of *The Billboard*, all of Cincinnati.

Torme sang over an off-stage mike, put the 65-minute piece in the Oscar category.

Acts, too, gave out with peak efforts. Lee Monti's foursome (two accordions, bass and guitar) had no vaude experience, but their enthusiastic musicianship, standout mimicry and vocalizing of squeeze-boxer Marion Lozar got top attention. Lozar's aping of Rose Murphy's *I Can't Give You Anything But Love* sent the Aristocrat platter quartet off to a sock hand.

Ella Fitzgerald went thru a trio of numbers, closing with her scat *Lady Be Good*, which had the house rocking. Herbie Fields's Sextet has improved tremendously since caught last. Fields continues to purvey top instrumental jazz work, and his dancing and jumping while blowing sells even to the squares. His frantic *Flyin' Home* sent him off to the biggest mitt of the show.

Torme, in the wind-up spot, satisfied his fans by running the gamut in songs, each done in top style. He sells not only his songs but alert chatter between numbers.

Finale of the film program was a trailer showing Henry Brandon, new house band leader, in various scenes and ending with him entering the State-Lake Theater. At that moment the house lights went on and Brandon trotted from the back of the house to the stage for a terrific send-off. Brandon showed finesse in handling intros and the band.

Johnny Sippel.

Miami Actors Admit Fumble on Shelvey

(Continued from page 38)

also told of new threats to Jerry Hirsch, Four A's AGVA rep, received during the past few days. He also revealed that larceny action was pending in regard to the Little Rumanian check, for what Rosenthal claimed were irregularities in its handling.

The meeting concluded with the signing of a petition backing the Four A's.

Rosenthal explained that the final clause in the petition took care of the situation where performers signed a statement backing the Shelvey group while not actually knowing what they signed.

The clause read:

"Any statement or petition we may have heretofore signed is nullified and superseded hereby."

Most of those present signed.

BOSTON, March 13.—Twenty delegates to the American Guild of Variety Artists (AGVA) convention at New York's Astor May 7-9 were nominated at a membership meeting at the Hotel Bradford here Monday (8). At the national convention, the first in the history of AGVA, seven of these will be selected by a national referendum vote to represent the Boston membership of some 1,500.

About 175 paid-up members attended the Monday meeting, with all outsiders barred. Emil Lowe, recently appointed by Hy Faine and the temporary national executive committee, reported that some progress toward understanding was made at the meeting.

Following are the nominees: Jack Edwards, Phil Allen, Cappy Capisoli, Casimir Gaines, Danny Creedon, Charles Bett, Phil Bayon, Tiny Sinclair, Benny Drohan, Harry Taylor, Candy Parker, Lou Bernard, Eddy Kane, Jeff Roland, Terry Scanlon, Charles Rozella, Manny Malak, Norah Bell, Carol Gaines, Ralph Morgan.

Burlesque

By UNO

ROSE AGNES, toe and acro dancer managed by Billy Goldie, being spot-booked as extra attraction in Hirst houses. . . . Sam Wachtel was tendered a surprise birthday party March 5 at the American Legion Theatrical Post's Manhattan headquarters. Present were Florence Spencer, Mr. and Mrs. Billy Lyons, Paula Blum, Mr. and Mrs. Harry Weber, Jane (Vitale) and Harry Gerken Jr., Jack O'Brien, Micha Miloff and James Weber. . . . Mona Henderson is playing two weeks at the Sky Club, Flint, Mich. . . . Slim Kerns, comic, is convalescing from an operation at Marine Hospital, Detroit. He plans a return to night clubs upon his recovery. . . . Mar Shan (Marsha Blue) is at the Club 1001, Palm Beach, Fla. . . . Dave Cohn, booker, was called to Hartford, Conn., last week by the death of his 81-year-old mother. . . . Buddy Lasher, who recently wound up 12 weeks as house singer at the Gayety, Norfolk, Va., is now teamed up with Mickey Joy, comic, and Georgette Bouchea, strip, playing clubs in and around Providence.

ABE GORE, comic, now in his 12th week in stock at the State-Harrison, Chicago, tells of bumping into the following burlesquers: Harry Rollins; Mr. and Mrs. (Ina Lorraine) Merrill Sevier; Bobby Vall, with the road edition of *The Red Mill*; Honey Bee Keller and husband, Sam Brady; Bob Lane, and Peggy O'Neil. . . . Benny Melton, is back as house singer at the Empress, Milwaukee. . . . Jack Parker, now an organist, booked for the cocktail lounge in the Schroeder Hotel, Milwaukee, where Jack Tatner and His Song Weavers are playing a return engagement. . . . Jo Ann O'Brien has opened at the Rainbow Club, Miami. . . . New Hirst unit which opened at the Hudson, Union City, N. J., February 29 has as principals Irving Harmon, Fred Frampton and Mary Mack, featured; Bob Van, Mary Anne and Bobbie Parker. . . . Bob (Robert Winan) Van, the former Roland O'Keefe, is now touring the Hirst wheel with Mrs. Van (Pat Collier), ex-chorine of the Alvin, Minneapolis. . . . Margo has moved from Terre Haute, Ind., to Ted Wayne's ork in the Circus Room of the Wisconsin Hotel, Milwaukee. . . . Harry Gerken Jr., formerly of the Hudson, Union City, N. J., is now with *Antony and Cleopatra*. . . . Cleo Canfield, of the Hirst Circuit, vacationed a week in St. Louis to arrange the affairs of her father who died recently. . . . Nona Carter, Bon Ronne and Ray Parsons are at the Follies, Los Angeles. . . . Three burly old-timers who died within the last three weeks were Bill Pickens, house operator and manager; Harry Newman, advance man, and Shirley Mallette, ace soubrette.

WALLY BRENAN, who before enlisting in the Canadian army in World War II was well known as a juve and comic in tabloid and burlesque circles in this country, is now featured with the Canada show in England. Writing from London under recent date, Brenan says: "Still on the map and doing fine. I am with a grand revue and had a full year's run last season without a week out. I then went into pantomime for Christmas, doing Simple Simon in *Little Red Riding Hood*. Now the Canada show is out again and we are in for a good year. I am top of the bill and they go for my work here in a big way. I'm married and have grand little daughter. Had a cable and letter recently from my old pal, Billy (Boob) Reed. Do you ever see Dave Rose, Danny Jacobs, Frank Smith, Fred Hurley or Bob Shaw?"

THE FINAL CURTAIN

BALZER—Emil G., 71, treasurer of Local 802, American Federation of Musicians, March 11 in Teaneck, N. J. He was a pianist and a former executive board member of the local. His widow and son survive.

BEEVERS—E. Spaulding, 41, ride operator with the Dodgem Corporation, March 6 at Salisbury Beach, Mass. He was in charge of American Legion concessions at Salisbury Beach last season.

BIEDERMANN—Robert, 66, pianist, March 7 in New York.

CAMPBELL—William, for many years sales manager of the Standard Chevrolet Company in East St. Louis, Ill., and known to many outdoor show folks, February 2 at his home in that city of injuries sustained in a fall.

CRAWLEY—Sayre, former British actor who had been with the American theater since 1902, March 7 in New York. He made his British debut with Sir Beerbohm Tree, then toured South Africa for two years before making his New York debut in *Everyman*. Crawley then played five seasons of Shakespeare with Marlowe and Sothern and later joined Eva Le Gallienne's Civic Repertory Theater as a charter member. He was with that group for 10 years. Among the plays in which he appeared were *Peter Pan*, *The Cherry Orchard*, *Romeo and Juliet*, *Liliom*, *Alice in Wonderland*, *L'Aiglon*, *The Corn Is Green* and *The Late George Apley*. His widow, Mary, survives.

DAVIS—Mrs. Esther, 78, daughter of David Batchis, magician known on the American stage as Signor Blitz, March 6 in Yonkers, N. Y. Her son and sister survive.

DAVIS—Edward J., former night club emcee and performer, recently in Springfield, Ill. Burial in Calvary Cemetery, Springfield.

DE GARRO—Grace, 60, at one time with the Sells-Floto and Al G. Barnes circuses, March 5 in Los Angeles. She was a member of the Ladies' Auxiliary of the Pacific Coast Showmen's Association, the Regular Associated Troupers and the Screen Actors' Guild. Surviving is a son, Harold. Interment in Forest Lawn Cemetery, Glendale, Calif.

DUFFY—Mrs. Margaret Sawtelle, former vaude performer, February 27 in New York. She retired from the stage in 1927. Burial in Evergreen Cemetery, Brooklyn.

FARR—Chick, partner in the Farr & Farland vaude team, February 28 in London. He also teamed with

Eswald Waller and later with Hamilton-Robins as a music hall act.

FOSTER—William, 67, for 30 years electrician with Ringling Bros. and Barnum & Bailey Circus, in Joplin, Mo., March 10. (Details in Circus Section.)

GOLDSTEIN—Samuel, 58, midget and former vaude and nitery performer, February 23 in Bridgeport, Conn. Burial in New York February 24.

HAZLETT—William, 73, Blackfoot Indian film actor, February 29 in Los Angeles. Known as Chief Many Feathers, he had worked in films for 15 years. Survived by his widow, three daughters and two sons. Services in Los Angeles March 1.

HENDRIX—William E., 62, former singer and actor, March 4 in Wilmington, Del. He appeared with Laurette Taylor in *Peg o' My Heart* in 1914 in New York. Hendrix had been in the contracting business in Wilmington the past 20 years. Burial in Riverview Cemetery, Wilmington.

HERRON—Mrs. Clotilda, concert and radio singer known as Clo Heron, March 9 in Cleveland. She once had a radio program on WTAM. Her husband, two sons and a daughter survive.

KIKUCHI—Kan, 59, Japanese author and publisher, March 6 in Tokyo. He was one of Japan's outstanding novelists and playwrights and edited a number of publications before the war besides operating a movie studio.

LeMAIRE—Francis, well-known ice and roller skate figure skater and instructor, March 8 at his home in New York of a heart attack. Years ago he was in vaude as a single but for the past 30 years devoted most of his time to instructing. He had classes with the New York Skating Club in Madison Square Garden for many years and the past year was an instructor at Allentown, Pa., at the Princeton College ice rink. Survived by his widow, Maudie; a son, Edward; a daughter, Patricia, with Sonja Henie's ice show, and two brothers. Services in New York March 10, with burial in Rensselaer, Ind., March 12.

LESIK—Mrs. Caroline, 32, wife of Edward Lesik, producer on Station WXYZ, Detroit, March 4 at her home in that city.

LOCKRIDGE—Ross Jr., 33, author, March 6 in Bloomington, Ind., of carbon monoxide poisoning. His best-seller novel, *Raintree County*, won Metro-Goldwyn-Mayer's \$125,000 novel award and was the January book-of-the-month Club selection. Survived by his widow and four children, Ernest, Larry, Jeanne and Ross III.

MALLETTE—Shirley, burly, vaude and nitery singer, February 21 in Miami. She was a soubrette on the Columbia circuit and sang with the *Stars of the Future* vaude act as well as in Chicago and Miami niteries. Her husband survives.

McLAUGHLIN—Roland, 55, blind fish pond operator at Riverview Park, Chicago, for the past 32 years, in St. Francis Hospital, Evanston, Ill., March 4 of uremic poisoning. McLaughlin had been in outdoor show business since he was 12 years old and had traveled with several carnivals. Survived by his widow and two daughters, Rose and Mrs. Toni Berry, all of Chicago.

MILLEN—Grace D., 70, wife of John T. Millen, for nearly 20 years director of the Detroit Zoological Park and an international zoo authority, March 7 at her home in Detroit. Interment in Roseland Park Cemetery, that city.

MONTER—Richard, 45, partner in the Monter-Gray Agency, March 8 in Hollywood. A son and daughter survive.

MYERS—Zion, 49, screen writer, in Los Angeles February 26. Among his screen credits were several Paramount

movies and independent productions. Survived by his widow, a daughter and a sister. Services in Glendale, Calif.

NAILL—C. W. (Cap), 73, veteran carnival showman who operated the shows bearing his name for over 25 years, March 6 at his home in Monroe, La. He was active in the management of his organization until two years ago when he became ill. Survived by his widow, Lena.

OLESON—Rangval, member of the first Omaha Symphony Orchestra, in that city March 7. Survived by two sons, Arthur, former Omaha correspondent for *The Billboard*, and Budd, a musician.

PATTERSON—Marjorie, 61, American actress who won success on the London stage 35 years ago, March 11 in New York. She appeared in *The Thief* and *Man and Superman* before her London success in *The Happy Island* in 1913. Miss Patterson also wrote and produced plays and was the author of several novels and poems.

PERLBERG—Rose, 87, former theatrical dress designer, March 5 in Chicago. Her son survives.

ROBINSON—Mrs. Joseph De Mott, known as the queen of the equestriennes before the turn of the century, March 8 in a Hollis, L. I., N. Y., hospital. Performing under her maiden name, Josie De Mott, she had been a feature with circuses since the age of 13. (For details see Circus Section.)

ROYER—Edgar H. (Eggs), pianist and night club performer, March 5 in Norman, Okla. Survivors include his mother, Mrs. E. H. Royer.

Harvey Lester 'Bob' Sperry

March 14, 1947

Years we spent together shall never be forgotten.

Your Loving Wife,

MABEL BELL SPERRY

SETTERICH—Frank J., circus and concert band musician, February 26 in Savannah, Ga.

VON BUSING—Fritizi, 64, actress, March 6 in New York. She made her debut at the Berlin Opera House in repertoire when 15. Her American appearances included several years with the Castle Square Opera Company, Boston; Weber and Fields's *Great White Way* and the original productions of *Chocolate Soldier* and *The Wedding Trip*. She also appeared in the Shubert productions of *The Merry Countess*, *Alone at Last* and *Bombo*. Recently she had been with the St. Louis Municipal Opera and the Aborn Opera companies. Burial in the Kensico Cemetery, Westchester, N. Y.

WHITSON—George M., 82, former traveler and soldier and husband of Bertha Slater Whitson, who wrote the songs *Meet Me Tonight in Dreamland* and *Let Me Call You Sweetheart*, March 6 in Nashville. His brother and two sisters survive.

WILHOITE—Edwin (Red), formerly in tabs and burlesque as a straight man and tenor, recently at Longview Hospital, Cincinnati, where he had been confined the last seven years. Wilhoite had toured with tabloid shows on the Joe Spiegelberg and Gus Sun circuits and was at various times with the Fred Hurley burlesque attractions. Before he was stricken ill seven years ago he worked for several years in clubs and cafes in Cincinnati. Survived by a sister residing in Chattanooga, his home town.

WRIGHT—Glenn, 61, former circus and minstrel show musician, recently in Chattahoochee, Fla. He was also in charge of music at the Florida State Hospital for 27 years. Burial in Chattahoochee.

Marriages

CARPENTER-NUGENT—Earl Carpenter, band leader, and Evelyn Nugent, non-pro, March 7 in Hollis, L. I., N. Y.

FALON-OLSCHEK—Marty Falon, guitarist, and Margaret Olscheske February 23 in Pittsburgh.

GOFF-DRAPER—Ivan Goff, film writer, and Natalia Draper, film actress, in Yuma, Ariz., February 26.

GORDON-WESCOTT—Don Gordon, stage and screen actor, and Helen Wescott, stage and screen actress, in Oxnard, Calif., February 18.

GUNTHER-VANDERCOOK—John Gunther, author, and Jane Perry Vandercook, editor, March 5 in Chicago.

HYMAN-MILLER—Eddie Hyman, announcer for KYFM, and Marion Miller, March 6 in San Antonio.

JOLLIFF-GROSS—Malcolm S. Jolliiff, of the Jam Handy Organization, and Edna Lee Gross recently in Detroit.

KLINE-NIKITINA—Franklin L. Kline, known professionally as Franklin Latimore, and Valentina Nikitina in Stamford, Conn., February 28.

LARICIA-STEVENS—Vincent J. Lariccia, director and guitarist with the Vinnie Lea Trio, and Etta Mae Stevens, vocalist with the combo, in Fairfield, Conn., February 29.

MATURE-BERRY—Victor Mature, film actor, and Dorothy Stephens Berry, non-pro, in Yuma, Ariz., February 28.

MILLER-HANSON—Don Miller and Adeline Hanson, disk jockey, March 8 in Riverside, Calif.

OWENS - CLEVELAND—Harry Owens, band leader, and Helen Cleveland, non-pro, in Santa Barbara, Calif., February 26.

POTTER-SACK—Jeffrey Potter, stage manager, and Madeleine Penelope Sack, with Theater, Inc., March 6 in New York.

WALLACH-JACKSON—Eli Wallach, actor, now in *Antony and Cleopatra*, and Anne Jackson, legit actress, March 5 in New York.

Births

A son, David Samuel, to Mr. and Mrs. Henry Levin at Hollywood Hospital, Hollywood, February 27. Father is a film director.

A daughter to Mr. and Mrs. Benson Fong at St. John's Hospital, Santa Monica, Calif., February 22. Mother is a Chinese film actress; father is an actor.

A son, Phillip Maurice, to Mr. and Mrs. Lester McGeen February 1 in Punta Gorda, Fla. Mother is the daughter of the late Ray W. Rogers, one-time owner of the Barnett Bros.' Circus.

A son, Michael Harrison, to Mr. and Mrs. William Randell in Jacksonville, Fla., February 16. Parents are with Al and Vi Mercy's *Charm Hour Revue* on the James E. Strates Shows.

A son, John Robert, to Mr. and Mrs. John F. Trimble recently in Charlotte, N. C. Father is a staff announcer on WBT there.

A daughter to Mr. and Mrs. Arthur Smith March 4 in Charlotte, N. C. Father sings with his quartet over WBT there.

A daughter, Ellen Sue, to Mr. and Mrs. Harold Steinman March 9 in New York. Father is producer of *Skating Vanities*. The mother is the former Caryl Gould, singer.

A son, David Marion, to Mr. and Mrs. F. M. (Pete) Sutton Jr., March 5 in Methodist Hospital, Memphis. Father is owner of the Great Sutton Shows.

A son to Mr. and Mrs. Harry Busbeck March 2 in San Francisco. Father is program director at KNBC.

A daughter to Mr. and Mrs. Norman Noyes February 28 in Los Angeles. Father is a radio exec.

A daughter to Mr. and Mrs. James Brown February 27 in Chicago. Father is with Station WBBM.

In Memory

of our loyal friend and
associate

WILLIAM T. JESSUP

who passed away

March 18, 1947

WEST COAST SHOWS

by

Mike Krekos

General Manager

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

Sunbrock Take Big in Trenton

TRENTON, N. J., March 13.—Larry Sunbrock's Rodeo and Thrill Circus closed a three-day stand at the Armory Sunday (7) to biz which surprised showmen who visited the show to attempt to find out how Sunbrock and his associate, Jack Andrews, had been able to secure the locale for the date. For several years numerous show enterprises have vainly attempted to secure the spot for their shows.

Andrews estimated that attendance would hit 35,000 paid admissions and the gross take would exceed \$50,000.

Acts which received plenty of applause from the audiences included the Reddingtons' trampoline act, Ollie and Ruth Rice, and Johnny Ciampa, stunt man.

Visitors to the show included George A. Hamid, George and Neil Dorsey, Elmer Kemp, John M. McClellan and a party from the Hunt Bros.' Circus, including Mr. and Mrs. Eddie Hunt, Helen Hunt and daughter, Marcia; Marvin Case, and Mr. and Mrs. Roy Bush and daughter, Diane.

JERSEY CITY, N. J., March 13.—Larry Sunbrock's Rodeo and Thrill Circus opens at the Armory tomorrow (14) for an eight-day run, with two shows daily. Sunbrock is using lots of newspaper space and radio plugs thruout the area. Wednesday (17) matinee performance will be taken over by the Jersey City Police Athletic League for P.A.L. kiddie members.

Plea of Rodeo, Inc., For Suit Dismissal Is Nixed by Judge

WASHINGTON, March 13.—A district court motions judge this week over-ruled a plea by Rodeo, Inc., for dismissal of the \$250,000 damage suit filed against the show last year by performer Johnny Wise. Court officials told *The Billboard* the suit will probably come up for trial during the fall session of the court, which begins in October.

Wise, under his legal name of John Weese, is suing the show, its operator Larry Sunbrock, and cowboy riders Ken Maynard and Joe Evans for alleged "fraudulent advertising" thru what Wise claims was their practice of using his picture in newspaper ads without authorization.

Wise alleges his reputation was injured by the show's use of his picture above the names of Maynard and Evans on several occasions.

Meanwhile, the court has issued a permanent order restraining Rodeo, Inc., from any use of Wise's picture in its advertising without written authorization.

The delay in bringing the suit to trial is being caused by a terrific log-jam of pending cases, court aids explained. There are approximately 50 civil cases ahead of the Wise suit on the court calendar.

Rites Held in Richmond, Ind. For McKay, Polack Drummer

RICHMOND, Ind., March 13.—Funeral services were held here for James D. McKay, 65, drummer with Polack Bros.' Eastern Unit, who died in Akron. McKay suffered a stroke in his hotel room this week and was rushed to City Hospital, Akron.

His wife, Helen, called from her home in Fountain City, Ind., was with him at the time of his death.

Mpls. Teacher Strike Causes Drop in Circus Attendance

MINNEAPOLIS, March 13.—The Minneapolis schoolteacher strike, now in its third week, resulted in a sharp drop-off in attendance for the 30th annual Zuhrah Temple Shrine Circus here which reported 101,000 admissions for 13 performances, March 1-6.

Lack of school direction, because of the strike, caused thousands of kids to stay away from the circus, according to Joe Ste. Marie, Temple potentate, who at mid-week during the run estimated attendance would hit 110,000. The actual figure was 21,000 under the record mark established in 1947 when 122,000 came thru the turnstiles.

Shriners said that had there been school sessions, the usual procedure of having kids attend in school groups under the direction of teachers would have been carried out. With the pedagogues walking the picket line instead, moppet supervision went out the window and the Shriners did a top job in the face of this to get youngsters to attend on the days orig-

inally set aside for their particular schools.

Many kids who normally would have gone in class groups apparently were either unable to convince their parents to go along and so stayed away themselves or could not get parental consent to attending alone.

However, despite sharp attendance cut, Ste. Marie says he believes circus will turn out okay financially because of the boosted price of ducats for reserved and general admission seats.

South Dakota Corn Palace Net Record 26G Profit

MITCHELL, S. D., March 13.—The Corn Palace committee reports the place netted a record \$26,178.74 during 1947. In 1946 the net profit was \$25,553. Profit during 1947 included \$9,036.31 for promotions and \$17,142.43 for the Corn Palace show and concessions.

Gross for the year's promotions was \$41,713.28 and for Corn Palace week \$81,923.41.

Close-Ups:

Gooding, Biggest Portable Ride Op, Started When It Was Rough

By Herb Dotten

(This is the fourth of a series of little-known facts about prominent people in outdoor show business.)

FLOYD E. GOODING is the foremost ride operator in the United States. The Gooding Amusement Company, Inc., which he heads, owns some 60 rides, 55 pieces of rolling stock, a model winter quarters, a wealth of show equipment, all in top condition and carrying a total book value of \$525,000, and a sizable cash reserve. He operated eight units with a total of 75 rides (15 of which are booked) and this season the eight units will play no fewer than 83 fairs, including several State fairs.

But Gooding, now a big land owner in Columbus, O. (his headquarters), as well as the nation's leading ride operator, has known hard times. To be sure, those lean, rugged years are long since past, but the knowledge gained then has, in part, made him what he is today—a conservative, business-like operator, determined to continue building, surely if slowly, a stable organization capable of resisting the most violent economic winds.

Reflecting on his early years in the business when his equipment consisted of little more than a Ferris Wheel and a Merry-Go-Round, Gooding recalls the woe encountered when he placed those two rides with the Weider Amusement Company about 20 years ago.

"Money? There wasn't any around then," Gooding recalls. "It rained all thru late spring and early summer. Weider carried a band and a large Minstrel Show. Things were rough, and they got rougher. We moved the carnival equipment by barge down the Ohio River from Parkersburg, W. Va., to Pomeroy, O., and the crowning blow came when we hit a sand bar. We couldn't budge even when the river locks were raised; the equipment was too heavy.

"We were stuck in more ways than one. Weider was out of money. Members of the band pawned their instruments. My brother, Arby, now retired, who then was associated with me, and I counted our money. It came to about \$100, and part of this we spent to buy beans to feed ourselves, the bandsmen and the minstrel troupe. Those beans were cooked in old-fashioned washtubs and we ate them out of milk bottles. We didn't have dishes or forks.

"Man, you could buy an awful lot of beans then for \$5. And what we didn't spend for beans, we used to hire high-wheeled hayricks to move out to the barge and haul our knocked-down rides to the shore. From then on, we stayed on land."

The need to maintain a reserve of working capital hit Gooding hard in his early years. Then he moved into Battle Creek, Mich., with 2 rides, 8 (See GOODING, BIGGEST PORTABLE RIDE on page 77)



FLOYD E. GOODING

30,000 - Seat Los Angeles Arena Skedded

Plan Three-in-One Hall

LOS ANGELES, March 13.—The most ultra modern sports arena in the country, complete with overhead camera cranes and booms to permit close-up telecasting of events, is slated for early construction here, according to Greater Los Angeles Plans, Inc., a local non-profit organization sponsoring the project.

The building will be known as the Los Angeles War Memorial Auditorium and will have a seating capacity of 30,000. Wallace K. Harrison, New York architect, is preparing the plans.

Provide for Circuses

The auditorium will be designed to accommodate indoor football, ski meets, ice hockey, aquacades, track meets and ring events. Locker and shower facilities will take care of 500 athletes, it is said.

Stables and animal quarters will be built in the basement for horse shows, rodeos and circuses.

Unusual feature of the structure are two sliding partitions constructed to divide the main arena into three separate halls. When divided, the building will thus be able to house three simultaneous events, each seating 6,000 to 7,000 persons.

To Have Sliding Floors

Sliding floors to cover the pool and ice rink so the stage can be set for ice or water shows at the touch of a button also are being tentatively planned, say the sponsors.

Several tracts of land, with adequate adjacent parking space, are under consideration as possible sites.

Hunt Bros. Set April 26 Debut

BORDENTOWN, N. J., March 13.—Hunt Bros.' Circus will open its 56th season here Monday, April 26. The show will again be piloted by Charles T. Hunt, the nation's oldest active manager.

Except for the regular Hunt family offerings, the program will be new. It will include a Swedish riding act, said to be appearing for the first time in this country.

Work at quarters here has been somewhat hampered by inclement weather. However, painting is expected to be completed in time for opening.

The Hunt elephants have appeared with several indoor circuses recently.

Gladewater, Tex., Round-Up Scheduled for June 15-18

GLADEWATER, Tex., March 13.—Gladewater's 11th annual Round-Up Rodeo will be held June 15-18 and again will count toward determining the world champion cowboy of the year. President Jack Yates reports that he has received a telegram from the Rodeo Cowboy's Association approving the \$3,500 awards offered by the round-up association for cowboy contestants here. This purse, Yates said, is in addition to the entry fees the cowboys pay and get back in awards.

The \$3,500 awards offered the contestants this year, paying \$175 per event each day for the four-night contest, will be \$500 higher than ever before offered.

BANNER PARK YEAR FORECAST

NE Ops Elect Norton Prexy

Storin, Schott, Huedepohl voice confidence in '48—attendance tops 200

By Jim McHugh

BOSTON, March 13.—Continuing good business was forecast by industry leaders speaking at the 20th annual convention of the New England Association of Amusement Parks and Beaches at the Parker House, Wednesday (10). The optimistic viewpoint, apparently shared by the more than 200 operators and guests, was voiced by Harry Storin, retiring president of the association; Edward L. Schott, president, and Paul H. Huedepohl, secretary-treasurer of the National Association of Amusement Parks, Pools and Beaches (NAAPPB).

Storin, basing his predictions in part on the published opinions of the heads of major industries and survey groups, said everything pointed to a banner year. He reminded operators that the nation's birth rate, which last year jumped 11 per cent, assured a new crop of customers annually in the five-year-old age bracket.

Schott, head of Coney Island, Cincinnati, was more cautious in his prediction since, he pointed out, the weather remains an unknown factor. A survey among local business men indicated that he could expect a good season, altho it probably would be a little under last year. A survey of this type was said to be an important barometer, since the local merchants catered to the same people with the same budgets who patronized the park.

More Attendance Needed

Schott warned of possible lower per capita spending but said this could be offset by increased attendance stimulated by more advertising and promotion and new rides. The possibility of increasing outing business was stressed.

Grosses this year will depend upon the free spending of "hard money" (See N. E. PARK OPS on page 74)

Two Pa. Spots Give Ex to Joyce Agency

PHILADELPHIA, March 13.—Jolly Joyce announced this week that his agency here has been named exclusive booker of attractions to be featured this summer at two nearby amusement parks. Starting the first Sunday in May, and for all Sundays and holidays, the Joyce office will book the shows at Sophie Newman's Sleepy Hollow Ranch, near Quakertown, Pa., and at Fred Stair's Columbia Park, Berwick, Pa. Emphasis will be on top Western and hillbilly attractions.

The Joyce agency has also signed two attractions for park and fair dates. Merle Travis, Capitol recording artist, is being brought East by Joyce for four weeks starting May 15. In addition, Joyce will represent radio's Johnny Olsen and his *Rumpus Room* show for park and fair bookings. Olsen will start his tour April 7 at the Armory, Wilkes-Barre, Pa., in a show promoted by Fred Stair, owner of Columbia Park, and Joyce.

Sitting 'Round the Table

YOU, as a park owner or operator, know that children are probably your best customers. If that isn't so, why would so many parks set aside a certain part of their funspot exclusively for the kiddies? Parks without kiddie rides, and there are very few, are getting around to putting in kiddie rides and other attractions aimed for kiddie trade. After all, it's the kiddies, for the most part, that bring the adults to your place of business.

That gets us to the new question for this column. The question is:

"Do you believe a child nursery is a worthwhile idea for your park?"

There are some parks in the country that maintain a nursery for the little ones, a place they can call their own, so to speak, with mamma right on hand to oversee things. Many parks make no such provisions and several parkmen thought this question should be discussed in this column.

When you send in your views on this subject, be sure and give your reason why you think it is a good idea for a park to have a nursery. If you are against it, give your reasons.

To parkmen who have a nursery at their spot, other parkmen would be interested in knowing what the initial layout cost, what you figure the upkeep amounts to and all other matters connected with such a department.

If you have tried maintaining a nursery and it didn't work out, tell why.

This column is to help all people in the park industry. It is a spot where you can exchange ideas with one another. Its life depends upon you. So far parkmen have shown a great deal of interest in the column. The fact that they sit down and write

Minnie Train Set For Denver Spot

DENVER, March 13.—A Miniature Train will be ready for operation in City Park here by May 1, Holt Chew and Ronnie Webber, officials of the Denver Amusement Company, announce.

The company has been granted a 10-year lease calling for payment of 31 per cent of the gross receipts. The train, a Diesel-powered unit, will travel on 2,700 feet of track. Seating 120 children, the 10-car train will have an over-all length of 135 feet.

A \$16,000 glass-brick and flagstone depot will be built along with a bridge across a small lake located within the area in which it will operate. The area will be enclosed by a wire fence.

The park, one of the city's largest, houses the city-owned free zoo, a golf course, tennis and softball, boating, and the Museum of Natural History. Summer attractions include free band concerts and an electric fountain.

A bushy-tailed cloud rat was born at the Philadelphia Zoo recently and is believed the first ever born in captivity. Several specimens were captured in the northern part of Luzon last year by Charles H. Wharton, returning G.I., and they were the first ever to be exhibited in zoos. The adult fair came to Philadelphia July 18 last year.

their views on the various subjects is proof they are interested. Many have written in to comment on how they look forward to reading it each week. Let's have your views on the new topic.

Too, if you have a question or a problem which you would like to discuss with other parkmen, send it in to the Outdoor Editor, *The Billboard*, 155 North Clark Street, Chicago 1, and it will get its turn.

Madison Bros. Pass Up Road; Will Open Park

BILOXI, Miss., March 13.—The Madison brothers, Harry, Nels and Pete, owners of Madison Bros.' Shows, will open a park here this year instead of going on the road. Plan is to spot five rides and four concessions on U. S. Highway 90, about a quarter-mile out of the city. Park site, which is situated in a night club area, with a beach near by, has been leased by the Madisons with an option to buy.

Plan is to lay out picnic grounds with a barbecue pit. Bob Thompson, owner-operator of a restaurant, bar and casino adjacent to the site, is preparing to erect two permanent buildings for a Penny Arcade and a grab stand he already has booked. A roller rink also is planned.

Stribling Bros. Machine Company, Jackson, Mich., distributor for Caterpillar light plants, plan to rent space in the park area to display and demonstrate light units.

Rides at the park will be a Merry-Go-Round, Ferris Wheel, Octopus, Chairplane, Tilt-a-Whirl and Kiddie Plane. A pony ride will be booked in.

Wildwood, N. J., To Appeal Peddler's Rights for Vets

WILDWOOD, N. J., March 13.—The decision this week of Vice-Chancellor Vincent Haneman, who upheld the rights of veterans to sell merchandise on the beach here, will be taken to the Court of Errors and Appeals, City Solicitor Irving Shenberg declared. The vice-chancellor upheld an injunction filed by four Atlantic City veterans, following action taken during the summer by local authorities, who ordered them from the beach on the grounds that they violated a local ordinance.

The measure now in effect, banning sales of any kind of merchandise on the beach, was adopted over 10 years ago. The veterans appeared here last summer selling ice cream and were ordered off the beach.

As a result of the action instituted by the veterans, all beaches in Southern New Jersey are reported affected. Cape May, North Wildwood and Wildwood Crest last year refused to permit veterans to sell their wares.

Train to Have New Building

Heiden says company will be in new structure at Rensselaer late this month

ELMHURST, Ill., March 13.—The Miniature Train and Railroad Company's new plant at Rensselaer, Ind., will be completed and ready for occupancy late this month, according to L. G. Heiden, sales promotion manager.

The plant area, according to Heiden, will be approximately 25,000 square feet. "The plant is better than 40 per cent complete and we have received the structural steel for the additional 60 per cent and the remainder will be erected very quickly," Heiden says.

The plant is being built specifically to the org's needs and the layout, according to Heiden, will enable the company to offset anticipated labor and material increases. The building will be a one-story cement block structure and the ground around the plant will be properly landscaped. In the landscaped area it is planned to have test tracks for both models of miniature trains, with the total trackage being about a mile in length.

The structure will be of modern design with continuous windows, four feet in height and in length extend over two city blocks, giving spacious daylight in all parts of the plant. According to Heiden no wood is being used anywhere in any part of the building. The roof is of 3½ inch fireproof gypsum. The entire front of the building consists of offices and a 40 by 90 display room. The plant is located within a block of the Monon Railroad.

Practically all equipment and machinery in the plant is new. The entire plant will be lighted by fluorescent lights. When in full operation the plant will employ between 75 and 85 persons.

Ostrand Re-Elected As Calgary Zoo Prez

CALGARY, Alta., March 13.—A. M. Van Ostrand was re-elected president of the Calgary Zoological Society. J. E. Jefferies is vice-president and Bud Brown, secretary.

It will require a minimum of \$5,000 to finish the new animal building at St. George's Island Zoo, it was announced. Improvements to pens and paddocks will cost an additional \$3,000. Plans for 1948 include landscaping.

There are 430 animals and birds at the zoo, 15 different types of exhibits having been added during the past year. Sale of animals at the Calgary Zoo resulted in a net cash profit of \$2,000.

The financial report showed a deficit of \$2,500 at the end of the year, but the president reported that additional money had been received. The deficit now is \$1,200, he said.

Annual Orchid Promenade, to be staged on the Asbury Park, N. J., boardwalk Easter Sunday, will be climaxed with the award of a \$1,000 ensemble of fashion merchandise to the woman who is judged to be the most smartly attired stroller along the walk.

50G Outlay for Sanatoga, New Spot Near Pottstown; Set by Philly Interests

Rink, Race Track, Auditorium Major Features

PHILADELPHIA, March 13.—Local interests headed by Emanuel Romm, attorney, is establishing a new amusement park at a site near Pottstown, Pa. The project, occupying 65 acres, will be known as Sanatoga Park.

Situated 35 miles from Philadelphia, the park is expected to draw

from the Eastern Pennsylvania area, with emphasis on attracting the Philly public. Sanatoga will be one mile from Sunnybrook Ballroom, operated by Ralph Hartenstein, which draws heavy attendance from this area with Saturday night dances that feature name bands.

The plot, leased from the Pottstown Traction Company, includes a one-fifth mile midget auto track and a three-acre lake. Track site will be improved to accommodate 8,000 to 10,000 spectators. The track was long considered the home of midget racing until the stadium was shuttered as result of a fire in 1940. Karl Spatz has been engaged to manage the races and Romm will take an active interest in management of the park as general counsel.

Romm, closely allied with the entertainment field, plans to make the park a major spot. He is the brother of Harry Romm, booking agent of New York and Hollywood; Leonard Romm, vice-president of General Amusement Corporation, New York, and Harold Romm, an official of the Philco Corporation, which owns and operates the WPTZ television station in Philadelphia.

The park will install rides and concessions. Major construction projects are a roller rink, expected to be ready for the May 2 opening, and an outdoor auditorium to house stagelike shows and other attractions. Expenditures for the rink, track and other improvements will exceed \$50,000, according to Romm. Future plans call for creation of a bathing beach at the lake, water rides and the staging of aquatic shows.

Romm plans to operate seven nights a week and Sunday and holiday afternoons until the end of May, when the park will be open daily. Special attractions will be booked in for Saturday nights and holiday matinees, including auto thrill shows, rodeos, and boxing and wrestling shows. All shows will be staged with an eye for television, with Philly's video stations WFIL-TV and WPTZ indicating interest in screening park attractions.

Emphasis will be placed on Western and hillbilly entertainment, with the Jolly Joyce agency providing the talent. Shows will be presented on Sundays, matinee and night, and possibly on Wednesday nights if business warrants.

An innovation will be sale of season tickets for park attractions. The tickets will be handled by Lex Carlin, who operates the Arcade Ticket Agency here. All seats for the races and attractions will be reserved, at 50 cents, \$1 and \$2. Season tickets will give buyers 10 admissions for the price of nine.

Five-Car Miniature Train Added at Montgomery Spot
MONTGOMERY, Ala., March 13.—A five-car miniature train and a pony track will be installed this season at Oak Park here.

City Commissioner William A. Gayle, who announced purchase of the new equipment, said other features would include a Merry-Go-Round, Airplane Swing and a Chair Swing. The five-car miniature train will have approximately 1,000 feet of track.

The park opens April 1 and continues until October 1.

A. C. Fathers Push Plans for Stadium

ATLANTIC CITY, March 13.—Prospects for a stadium here were a step nearer realization this week after the city commission voted to receive bids March 18 for the proposed 10,000-seat concrete structure at Bader Field. The city has already appropriated \$350,000 in the 1948 budget for the stadium as part of the \$1,544,000 capital improvement program to be financed thru luxury tax receipts. It is planned to have the stadium ready by September, in time for the football season.

The stadium will be patterned after the stadium in Hershey, Pa. A field house will provide 12 ticket windows and the field will be equipped with a public address system and flood lights for night attractions.

Ideal Beach Adds Concession Bldg., New Midway Set-up

MONTICELLO, Ind., March 13.—Ideal Beach Resort at Shafer Lake here has completed plans for the construction of a new 24 by 64-foot concession building on its recently constructed midway, T. E. Speckman, manager, announced this week. Under the arrangement the new midway will be carried under the toboggan slide and south paralleling the new picnic grounds.

Between the new walk and the lake an area has been set aside for a Kiddyland, which will comprise one or two kiddie rides and free playground equipment, Speckman said. Two adult rides also will be erected and several concessions added.

More emphasis is being placed on picnics and a new area, south of the bath house, has been set aside for that purpose.

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Thurber Urges U. S.-Canadian Class A Cirk

Suggests 12-14 Week Route

LETHBRIDGE, Alta., March 13.—Guest speaker at a Lethbridge Chamber of Commerce luncheon, Dan P. Thurber, manager of the North Montana State Fair, Great Falls, said he would like to see an agricultural fair circuit covering Western Canada Class A fairs, the Lethbridge Fair, Great Falls, Billings, Denver and other fairs.

It would, he said, have a distinctly international flavor, would cover 12 to 14 weeks, winding up at the San Francisco Cow Palace, agricultural exhibits and high-class entertainment.

Speaks on Fair's Role

Thurber's topic was Agricultural Fairs and Their Place in Building Better Communities.

A fair, he said, must have a plan, it must give service to its community, and it will bring its own reward in better agriculture, better business and a happier and more contented people. It also will serve as an inspiration to young people on farms and as the show window of business and industry to help in the building of better homes, and especially better farm homes.

Cites Prime Goal

Thurber warned that a fair will fail unless it keeps ever before it that the betterment of the agriculture of its district is its chief purpose. When that has been accomplished, then the fair should go out to bring people entertainment which otherwise very few of them would have an opportunity to see and enjoy—acts from the large cities which could not afford to travel except when backed by a fair circuit.

But the greatest good a fair can do is in the inspiration of youth in the value and place of agriculture, Thurber said.

Record Entries for Sydney Royal Show

SYDNEY, March 13. — Sydney Royal Show, which opens Saturday (20), appears to be another record breaker as entries received total 22,000, compared with 17,000 last year, which was a record. Special arrangements have been made to handle the big crowds, and special combination turnstiles have been erected around the grounds to eliminate the congestion of last year when all the entrances were huddled together.

Night programs are a feature and will include cattle camp drafting, bull dogging, buck jumping and a large number of equestrienne events for which entries have been received from the leading women riders from all parts of Australia.

Indianapolis Fairgrounds

Fire Destroys Canned Goods

INDIANAPOLIS, March 13.—Fire Tuesday night (9) destroyed or damaged more than 15,000 cases of canned food stored in a horse barn at the Indiana State Fairgrounds here. The food was owned by Stokeley-Van Camp, Inc.

The fire was discovered at one end of the barn by the night watchmen. It apparently was caused by an overheated salamander which had been placed too close to the wooden counters.

Damage to the building's interior was estimated at \$2,000.

Fair Management:

Design of Youth Building Urged For Wide, Varied Community Use

By G. R. Lewis, Fair Consultant

WHEN YOU want to do something worth while for the men and women of your fair and community, the best way to start is with your boys and girls.

There are four different types of buildings that are being requested on fair and exposition grounds today, and the one standing way out in front of them all is a junior 4-H Club building or coliseum, which we will treat in this article. The other three types of buildings will be discussed later.

Our 4-H clubs are part of the national system of extension work in agriculture and home economics and carried on by our U. S. Department of Agriculture and our State colleges of agriculture, thru our counties, centralized schools and communities. The 4-H Club work, along with all the many other branches of youth activities, is growing so fast and to such proportions that it is taxing the facilities of our county, State, and national expositions for the right kind of building space and facilities to ex-

hibit and demonstrate progress in livestock, farm crops, poultry, house furnishings, clothing, foods, handicraft, and the staging of athletic events.

Aim for Varied Use

Many requests are being received for information regarding plans and cost of construction for a building of this type. Let us first consider the proper name for this type of building, and since the building in most cases will be located on the fairgrounds and used by all the people of the county, city, and community, let's call it a community coliseum.

The next item of importance and one to which a great deal of discussion should be given is the size. Be sure that the amount of floor space in the arena is suitable for all judging events, entertainment, exhibits, and athletics of all kinds. The amount of seating space should be figured in proportion to the population of the county, community, and city from which you will draw your attendance. In most cases, the average county seat town with surrounding country and villages, will require a seating capacity of approximately two to four thousand seats. In larger fairs and towns, it will require a larger seating capacity.

The popularity of your 4-H Club projects, your centralized schools and their athletic relations with other schools, and the distance to other towns and cities will influence the size and seating capacity.

Where the building is to be treated as a strictly community project, very careful consideration should be given to the drawing power of all events intended to be held in connection with the building. Many factors will affect (See DESIGN OF YOUTH, page 76)

Cold, Winds Hit Imperial, Calif; Attendance Dips

By Sam Abbott

IMPERIAL, Calif., March 13.—Cold and windy weather that caused the cancellation of the grandstand show one night cut the attendance for the nine-day run ending Sunday (7) of the California Mid-Winter Fair, formerly Imperial County Fair, to 53,938, which was 4,662 less than the event pulled in 1942, its last stand. Despite the dip, the event was reported a success.

Between 1942 and 1948 the California Mid-Winter, under direction of D. V. Stewart, secretary-manager, has had a busy time. During the war it was used for housing Mexican nationals. Following its war-time duty fairgrounds had 55 feet lopped off its front-side to make way for a new freeway highway. The exhibit building, about 220 feet long, had to be moved and two months ago only the foundation for the removed building was in place. Working as rapidly as possible, Stewart got his plant in order and opened on time. However, some of the features—such as shrubbery and a hard-surfaced lot—were missing. A killing frost, a condition to which the desert area is not accustomed, prevented the large gladiola bed on the entrance passageway from blooming.

Hit by Entrance Ruling

The fair was organized in 1929 by the 45th District Agricultural Association. In 1932, Stewart was named (See Attendance Dips on page 76)

Des Moines Bd. Delays Decision On Track Events

DES MOINES, March 13.—The Iowa State Fair board failed to reach a decision on the number of horse races and thrill day shows at the 1948 event but went ahead with awarding of other major contracts at its meeting here this week.

The board debated whether to reduce the number of horse racing from four to three days and to increase the number of thrill day shows from one to two. Last year four days of combined harness and running races were held.

Secretary Lloyd Cunningham, of the fair board, said at the conclusion of the meeting that no definite decision had been reached on the matter.

The board awarded the following contracts: Grandstand to Barnes-Carruthers Theatrical Enterprises, Chicago; the midway concession to Hennies Bros.' Shows, which showed here last year; the fireworks to Thearle-Duffield Fireworks Company, Chicago, and three days of auto racing to John Sloan. In addition, the board awarded contracts for two still dates, July 4 and Decoration Day, to Sloan. Previously, Sloan has been having only the July 4 date.

Other action taken included approval for continuation of improving the lighting system at a cost of \$25,000 and decision to delay further consideration on construction of a 4-H Girls' dormitory until this fall. Earlier the board had rejected all bids on the project as too high.

21 Luverne, Minn., Men Give \$50 Each To Aid Fair

LUVERNE, Minn., March 13.—Twenty-one Luverne business men went "on the line" recently for \$50 each, a total of \$1,050, enough to pay current indebtedness of Rock County Fair Association and leave some money left over. The \$50 payments were in the form of loans for a period of five years at 3 per cent interest.

The fair still has a loan of \$5,900 outstanding, but this amount is secured by a first mortgage on fairgrounds property.

Huron, S. D., Run Set for 6 Days

Five-day '47 event yielded 316, drew 169,000 — Imperial Expo. on midway

HURON, S. D., March 13.—Extension of the 1948 South Dakota State Fair to a six-day event, with the restoration of the Labor Day opening, has been announced by Secretary Frank L. Hafer. Dates will be September 6-11.

Addition of one day to the annual's run is the result of the success of the 1947 event. Despite nearly doubled operational expenses, the net profit was \$31,000. Gross income was \$133,000, including approximately \$9,000 State appropriation. Attendance was 169,000.

The Barnes-Carruthers Theatrical Enterprises, Chicago, again will furnish the grandstand attractions, while the Imperial Exposition will be on the midway.

John F. White, Canton, S. D., former secretary of the Sioux Empire Fair, Sioux Falls, S. D., has been reappointed to the State fair for a term running to January 1, 1951.

Grange Exec Named To Head N. C. Probe

RALEIGH, N. C., March 13. — A State commission charged with investigating agricultural fairs elected Harry B. Caldwell, of Greensboro, State Grange master, as chairman, at its organization here. The commission was named by Governor Cherry after the 1947 General Assembly authorized it to recommend corrections which may be found in staging of fairs in North Carolina.

Besides Caldwell, other members of the commission are Dr. J. S. Dorton, manager of the State Fair and also secretary-manager of the Southern States Fair, Charlotte, and the Cleveland County Fair, Shelby; Agriculture Commissioner D. S. Coltrane; Director I. O. Schaub, of the State Extension Service; J. Warren Smith, State director of vocational education; R. F. Shaw, executive vice-president of the State Farm Bureau Federation, and T. Holt Haywood, of Winston-Salem.

Dorton was elected commission secretary at the organization meeting.

Regina Exhibition Gets Amusement Tax Exemption from City

REGINA, Sask., March 13.—Exemption from the city amusement tax for 1948 was granted the Regina Exhibition Association by the city council following a hearing at which F. G. England, the exhibition's first vice-president, appeared. The amusement tax in 1948 was a flat sum of \$2,000, and \$1,500 in 1946.

England reminded the council that the exhibition was in reality a city department, carrying on a city venture without remuneration. Profits were used for improvements to the grounds, prize money and better entertainment and were at all times under the scrutiny of the city of Regina, he said.

Permission must be granted by the city council before large capital expenditures can be made.

Fairs were primarily educational and it was for their educational value that dominion and provincial governments made annual grants, England said.

Bill To Repeal Federal Admish Tax Rated Dead

WASHINGTON, March 13.—The House-approved bill to eliminate the 20 per cent federal tax on admissions to agricultural fairs is virtually dead in the Senate Finance Committee, group aides told *The Billboard* this week.

The measure went thru both the House Ways and Means Committee and the House last year without a dissenting vote, but the Senate group has repeatedly passed over the bill on regular calls of the finance calendar.

Committee officials explained that each time the bill has been discussed, members have complained against the bill as being for a special interest. "Why not abolish the tax for symphonies or trade fairs," one is reported to have said.

General committee attitude, officials remarked, is that excise tax cuts or eliminations should be covered in one over-all excise bill rather than in a piecemeal fashion. On the other side of the Capitol, however, the House Ways and Means Committee is pursuing the opposite course. The House group has tentatively decided not to take up excises in an over-all measure, but to keep on working for passage of individual measures.

The obvious result of the two conflicting views is that there will be no excise cuts in 1948.

Muncie, Ind., Stand Destroyed by Fire

MUNCIE, Ind., March 13. — Fire here Tuesday (9) destroyed the grandstand, an old frame structure, of the Muncie (Ind.) Fair. Firemen battled the flames for two and a half hours but were hampered by strong winds and lack of water when one of the hydrants went dry. The fire apparently started in an electrical storage shop under the stand.

A. G. Norrick, fair secretary, said that no attempt will be made to rebuild the stand in time for the '48 annual, but that bleachers will be rented.

Two '47 Calgary Exhibition Rioters Get Jail Sentences

CALGARY, Alta., March 13.—Convicted on charges resulting from a riot at last year's Calgary Exhibition, two Calgary men were sentenced in Supreme Court here. One, found guilty of resisting a police officer, was sentenced to nine months with hard labor.

The other, found guilty of two charges of assaulting police officers and one charge of obstructing police officers, was sentenced to six months.

Grandstand Follies

Reviewed Saturday night, March 6, California Mid-Winter Fair, Imperial, Calif. Booked by George Hunt, Bert Levey Circuit, Hollywood.

Grandstand Follies doesn't show a lot of thinking upon the part of the man who names fair shows. Be that as it may, show fits right into the groove and gets a good hand from the patrons. Show caught was the wind-up. On the opening bill were Irene Vermillion and company, Johnson brothers, Bill Henderson, Ted Waldron, and the Burnetts.

Working to the music of Wally Webb and ork (8), the Ann Garri Girls (8) do a kick and a fling in a hoop routine to get the show off to a good start.

First act is Jack Cavanaugh, working in white Western costume, to spin corn and ropes. Working with a single lariat, Cavanaugh builds well and spins yarns as he combines harp playing and rope twirling. Goes into a hand-stand dance and moves to a rope spinning, harp and guitar playing turn on *Red River Valley*. Winds up with a Texas skip. Patter isn't new but pleases.

Whitey Roberts takes over between acts and varies his scheduled returns with a plate-juggling turn. Calling for a boy scout, the muddling of the tossing pleases. Roberts has a humdrum delivery but uses it to advantage and sells himself and the acts.

In duce spot were Vaughn and Wright, musical act, taking off with a hard mallet rendition of *Tico Tico* on the xylophone. Duo specializes in fast music. Substituting the xylophone with two metal frames holding bottles partially filled with colored liquids, the duo knocks out old familiar tunes. A xylophone *Beer Barrel Polka* in exaggerated tempo finishes off and leaves the crowd applauding.

Next to closing are the Black brothers, working in their oversize garb and without tramp make-up as usual. They win beg-off applause for their comedy pantomime. Folks liked the predicament of the brothers getting tangled up in the table legs.

John Calvert, featured in the *Falcon* movie series, opens with a cigarette producing trick. Calling for nine boys from the audience, Calvert puts them thru a routine of hypnotic tricks. Calvert's smooth working and the audience participation angle get heavy mitting.

The Garri Girls, featuring Darlene Walters in a semi-acrobatic turn, are on next to closing. Costuming is up-to-the-minute and the girls are keen lookers.

Show runs 90 minutes and is well paced. Exceptionally good for this spot.

Black brothers and Garri girls played the full nine days.—SAM ABBOTT.

Louisville To Push State-Wide 1/2 Price Advance Ticket Sale

LOUISVILLE, March 13.—A State-wide advance sale of half-price tickets will be conducted this year by the Kentucky State Fair. Total of 300,000 of these ducats will go on sale July 1, John C. Wehrley, assistant fair manager, announced.

Hereto, the advance ticket campaign has been held on a limited basis, with sales confined principally to the Louisville area.

Plan is to have merchants and such organizations as the Kentucky Farm Bureau, Chamber of Commerce, livestock associations, Department of Agriculture field men, county agricultural agents and F. F. A. teachers assist in the sale.

14 Subjects Set For Mich. School On Management

LANSING, Mich., March 13.—The program drafted for the second annual Fair Managers' and Directors' School, sponsored by the Michigan Association of Fairs and scheduled for March 31-April 1 here at the Hotel Olds, provides for the treatment of 14 phases of fair management ranging from *Free Space for Organization to Financing Fairs*.

Rose Sarlow, association president, and secretary of the Ionia (Mich.) Free Fair, will preside. Registration fee for the two-day session will be \$1 per fair, regardless of the number of representatives of each fair attending.

First day speakers and their subjects will be L. R. Schrader, *Midway and Building Contracts*; Clarence Harnden, *State Aid for Fairs as Compared to Other States*; Arnell Engstrom, *Legislation Affecting Fairs*; Hans Kardel, *Gate and Grandstand Charges, Regulation of Passes, and Taxes*; Joy Davis, *Revenues Derived From Pafi-Mutuel Racing as Applied to County Fair Racing*; Mrs. Marion D. Huston, *Financing Fairs*, and T. P. Rau, *Grandstand Programs*.

Second day speakers and their subjects will be Gordon Schlubatis, *4-H Clubs At County Fairs*; H. H. Hungerford, *Arrangement of Grounds and Types of Buildings*; Harold Sellers, *Advertising*; Irving L. Pratt, *Auto Racing*; Paul F. Richter Jr., *Special Events*, and E. W. Delano, *Legal Liability of Fairs*.

Knauf, Other USTA Officers Re-Elected

NEW YORK, March 13.—Henry Knauf, Ladd, Ill., was re-elected president of the United States Trotting Association at the annual meeting of the association at the Hotel New Yorker Monday (8).

Also re-elected were Roger Duncan, Hartford, Conn., vice-president; Frank L. Wiswall, Albany, N. Y., secretary and counsel; Dunbar W. Bostwick, New York, treasurer, and A. N. MacKay, New York, assistant treasurer.

Elected board members were E. Roland Harriman, Arden, N. Y., honorary chairman; G. W. Rittenour, Pikeon, O., chairman, and Gage B. Ellis, Langhorne, Pa.; Andy Adams, Litchfield, Mich., and E. J. Hayes, Du Quoin, Ill., vice-chairmen.

Fort Wayne To Have Annual; Fred Norrick Will Manage

FORT WAYNE, Ind., March 13.—A new fair, to be known as the Allen County Fair, will be instituted here this year at the speedway. Dates for the event, which will offer livestock exhibits, 4-H exhibits, four days of harness racing and a midway, have been set for August 16-21.

A. G. (Fred) Norrick, secretary of the Muncie (Ind.) Fair, will manage the event. Other officers of the fair include Charles McKinley, president, and Carl Suedhoff, secretary-treasurer. Norrick will continue as secretary at Muncie in addition to serving as manager here.

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JJJ Gets New Rides; Opens Tour April 10

To Bow in Jacksonville

DE LAND, Fla., March 13.—Co-Owners Morris Lipsky and Buddy Paddock are popping for much new equipment for the Johnny J. Jones Exposition. The results of the spending already are in evidence at the org's winter quarters here.

New rides already on hand are a Moon Rocket, purchased from Allan-Herschell Company, North Tonawanda, N. Y.; a seven-car Tilt-a-Whirl from Sellner Manufacturing Company, Faribault, Minn.; a 10-car boat ride from Anderson's, Cleveland, and a complete set of kiddie rides.

More Due In

Those rides, already here, are just the beginning of the org's new acquisitions, according to Lipsky and Paddock, who say they expect early delivery of an Octopus and a Spitfire.

New blue canvas has been shipped in by O'Henry Tent & Awning Company, Chicago, and all tops used on the show will be in keeping with the blue color scheme. First of the tops to arrive was one for the revue. It is a 50 by 120, with specially designed border.

Downtown Location

Org's opening has been set for Saturday, April 10, at the American Legion Spring Fiesta in downtown Jacksonville. Show will play on a concrete lot, situated three blocks from the heart of the city. Move from here to Jacksonville is scheduled April 6.

Jerrie Jackson's *Hep Cat Revue* has been contracted for *Gay New Orleans*, minstrel show. Jackson returned here recently after a trip to Chicago and New York where he contracted for people and for wardrobe.

Carl Lauther's *Circus Side Show* also has been booked. Lauther says he will present two new acts with the unit.

Duke Jeanette has booked his new *Life Show*. A new *Glass House* has been completed in quarters by Harvey Wilson, who also will operate the *Funhouse* and *Wildlife Show*. Mrs. Bertha McDaniels, a recent arrival in quarters, again has booked her *Rocky Road* to Dublin ride and *Penny Arcade*.

Dr. Serge T. Urling, who has contracted the *French Casino*, says he will feature *Flame*, night club dancer. He recently completed a new front for the show.

Pike Amuse. Preps For March 27 Bow

OZARK, Ark., March 13.—A nine-man crew, headed by Fred Miller, is pushing final winter quarters preparations for the March 27 opening of the Pike Amusement Company.

The org is set to go with nine rides, two of them a Merry-Go-Round and a kiddie auto ride, being additions over last year.

Manager Bill Pike and S. O. Crase returned recently from a booking tour.

Concessionaires in quarters include Tim Murphy, Fred Miller, Mr. and Mrs. Doc Witthaus, Mr. and Mrs. Bill McKinney and Lucille Crase. The Eader brothers, with their cookhouse, are expected to join soon.

Recovered in health, Pat Pike again will be on the show. She will handle the office secretary's duties and work her cat rack.

Corn--Calif. Brand

IMPERIAL, Calif., March 13.—When Crafts 20 Big Shows played the recent California Mid-Winter Fair, where Tevis Paine had charge of the horse shows featured three of the nine days, it was brought out that at least two fellows on the lot were not feeling well.

The horse show director approached the auditor of the carnival and asked: "What's your name?"

"I'm Hurtt," said Joe Hurtt.

"Shake. Mine's Paine."

P.S.—And yet, the Chamber of Commerce doesn't list corn as a potential money crop for Imperial.

Casey Sets Size Of Two Units; 60 Fairs Booked

WINNIPEG, March 13.—Equipment which will operate this season with the two units of the E. J. Casey Shows has been determined, E. J. Casey, owner, announced at winter quarters here.

One unit, which Casey will manage, with Jack Baillie as his assistant, will carry 5 rides, 4 shows and 20 concessions. Besides Casey and Baillie other key personnel with this unit will be Bill Naskar, secretary-treasurer; Ernie Willis, chief electrician, and Victor Auschaire, artist. Seven trucks, as many trailers and three busses will be used to transport the equipment and personnel.

Bob Kerslake Manager

Bob Kerslake will manage the other unit, with Percy Hart as his assistant; Shorty Kerslake, secretary, and Art Curtis, chief electrician. This unit, which will travel by six trucks and semi-trailers, will consist of 4 rides, 3 shows and 15 concessions.

Last year Casey operated three units, the third unit having been handled by Carl Cannell, who no longer is with the organization. At the close of the 1947 season Casey decided to reduce the number of units and to (See *Casey Sets 2 Units* on page 74)

Imperial, Calif., Annual Spotty for Crafts 20 Big

IMPERIAL, Calif., March 13.—Crafts 20 Big Shows closed a spotty nine days here Sunday (7), their first fair date of the season. Crafts played in conjunction with the California Mid-Winter Fair, formerly the Imperial County Fair. Org moved out Monday (8) for San Bernardino, where it will be joined by the Crafts No. 2 Unit for the duration of the National Orange Show.

The 20 Big Shows, owned by Orville N. Crafts and managed by Frank Warren, opened its season in Calexico January 30. Since then it has played El Centro, Brawley and the current date. All the towns played are in the limits of Imperial County.

Nine Major Rides

Featured this year are nine major rides, two of which are new, Pretzel and a 6-car Octopus, the latter used for the first time here. Other rides include Ferris Wheel, handled by Speed Mullins; Merry-Go-Round, Joe Durand; Tilt-a-Whirl, Joe Nargie; Caterpillar, J. P. Strode; Skooter, Edwin Costa; Loop-o-Plane, Tony De Crisco, and Roll-o-Plane, Jack Bock. Pretzel and Octopus are handled by Bob Christiansen and Allen Williams, respectively.

This unit of the Crafts' enterprises carries the following shows: Monkey drome; Jungle Land, Jeff Griffin; Motordrome, Clyde Rawlins; Jack Joyce's Wild Life Exhibit; Moon Express Funhouse, Jack Breeze; Side Show, A. J. Budd, Ray Minton, manager. On the Side Show are Kitty Smith, armless girl; Knotty Knot;

Gra-Loy Show New Title of Shoup Org

GOSHEN, Ind., March 13.—Title of Lloyd's Reliable Rides has been changed to the Gra-Loy Show. Mrs. Grace V. Shoup and Lloyd M. Shoup, co-owners, announced at the org's winter quarters here this week.

Make-ready work in quarters is under way. New wiring is being installed in the org's transformer, which is mounted on a truck, to permit carrying a heavier line load. New junction boxes also have been added.

Little Mickey, sword ladder and fire eater; Minton, Punch and Judy; Soni Ray, concert; Dale Wilson, front door Minton lectures.

George and Billie Bryant have the arcade. Concessions number 45.

Other Officials

Management personnel, in addition to Crafts and Warren, includes Charlotte Warren, concession manager; Lee Brandon, general agent; Katherine Hurtt, secretary; Joe Hurtt, auditor; Harry Ballard, lot supervisor; Ronald Toothman, front gate; Pat Guest, side walls.

Tony Compopiano has the cookhouse.

Shows make a flashy appearance with plenty of neon. Of the 20 light towers that will be used, 16 have already been completed and are on the shows. Two 60-inch searchlights are used.

Gooding Signs Little Rock, Memphis Fairs

COLUMBUS, O., March 13.—Gooding Amusement Co., Inc., has been awarded contracts to supply 10 or more rides at Mid-South Fair, Memphis, and 15 rides at Arkansas State Fair, Little Rock, Floyd E. Gooding announced at the winter quarters here. Both are new fairs for the Gooding organization.

Gooding also announced that one of the two Hurricane rides owned by his org has been booked in the Jimmy Kyrimes amusement zone at Coney Island, N. Y., under a six-year lease. The other Hurricane has been booked at the State Fair of Texas, Dallas.

Contract has been closed by Gooding to supply the entire midway at the Northwestern Ohio Firemen's Convention, Bryan, O., June 14-19, it was revealed.

Previously Gooding had announced that his organization would furnish the midway at the Merchant's Fall Celebration, Hannibal, Mo., September 20-25.

Golden West Adds 4 Calif. Annuals

SAN FRANCISCO, March 13.—Harry (Polish) Fisher, general manager of Golden West Shows, said this week that his org again has been contracted to provide the midway at Calaveras County Fair and Frog Jumping Jubilee at Angels Camp, Calif., marking the shows' third consecutive year in that capacity. Event, which is held annually early in May, this year will add a centennial celebration.

Fisher also revealed that the shows have been awarded midway contracts for Napa County Fair, Calistoga; Jackson Fiesta, Jackson, and Amador County Fair at Plymouth.

Starr Concess Mgr. For World of Today

MUSKOGEE, Okla., March 13.—William (Bill) Starr has signed with co-owners L. C. Reynolds and H. Wells to be concession manager of the World of Today Shows. Starr served on the shows in that capacity in 1946, but ill health subsequently caused him to go into temporary retirement.

He and Mrs. Starr have been wintering in Miami.



CREW MEMBERS OF THE THOMPSON BROS. SHOWS line up in front of one of the work tents in quarters at Altoona, Pa., after a recent heavy snowfall. The top in the background shelters 10 of the shows' tractors. Workers have been working since the close of last season rebuilding two road units and a park unit. Left to right: James Thompson, co-owner; Fred Yingling; Joe Heverly, shop foreman and park manager; Ray Wilnecker, concession manager of the No. 2 unit; Ferd Thompson, co-owner; Gene Banks, show painter; F. J. Thompson, father of the owners; George Stoops and Richard Roesch, concession manager of the No. 1 unit. Leo Thompson, ride superintendent, absent when the picture was taken, and Mrs. June Roesch, who manipulated the camera, complete the winter quarters staff.

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- NEW "SPEED DEMON" AUTO BUMP
- EVANS' CHUCK CAGES
- EVANS' SHOOTING GALLERY SUPPLIES
- EVANS' WALKING CHARLEY
- EVANS' MONKEY SPEEDWAY
- ADD-A-BALL GAME
- PADDLE WHEELS
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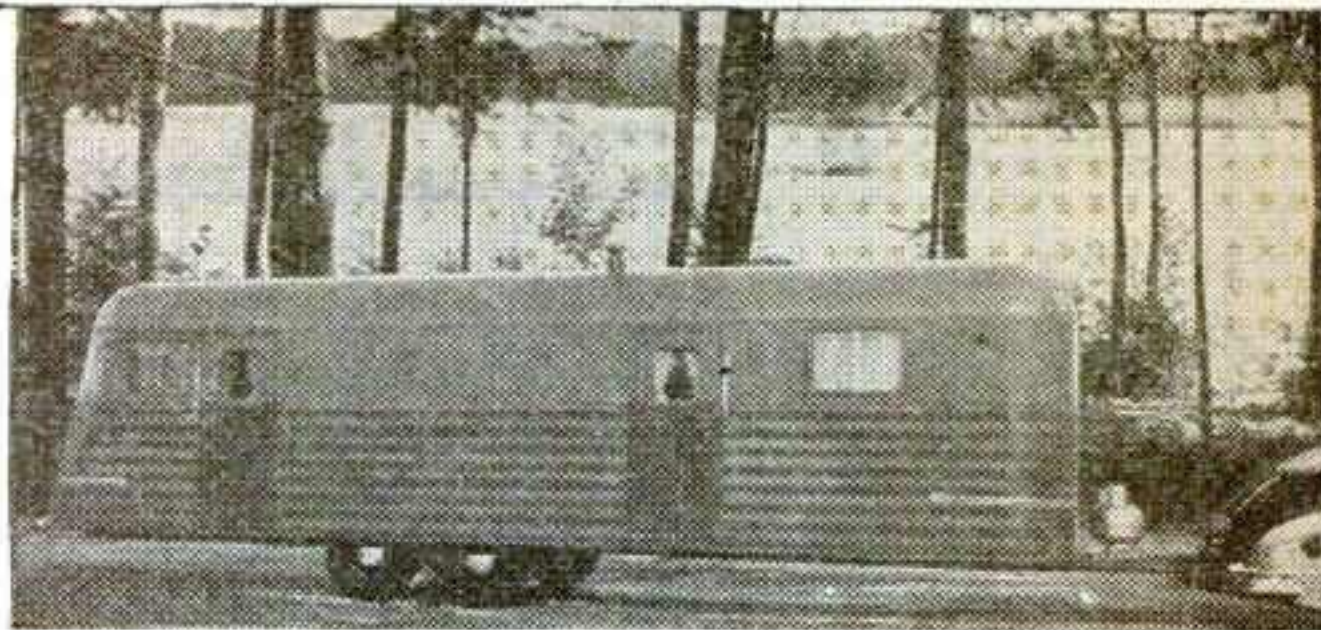
Reconditioning and overhauling of equipment have started at the winter quarters of the Bill Lynch Shows, No. 1 and No. 2 Units, at Halifax, N. S.; at the quarters of the Frank Elliott Shows, originally known as Bluenose Shows, Amherst, N. S.; at the Libby Shows, Fredericton, N. B., and the All-Maritime Shows, St. John, N. B.

How to become a midway fortuneteller, without honor, is to prophesy that midway biz will get better in the future without saying when.

Charlie Griggs, business manager of Capital City Shows last season, has joined the J. J. Page Shows in the same capacity, he reports from Glasgow, Ky. He assumed his duties January 1. Griggs says that his truck driver left Nashville February 26 with a truck and van loaded with concessions. Twelve miles outside of Glasgow the truck caught fire and the truck and equipment, part of which was covered by insurance, were destroyed, with the driver narrowly escaping serious injury. Griggs says the Nashville Tent & Awning Company is making new concession stands which will be delivered in time for opening in April. He plans to make a buying trip to Chicago and Detroit to replace his merchandise.

Hedda Henderson, who celebrated her sixth birthday March 3, was pictured in *The Charlotte, N. C., Observer*, along with Tommy Brown and Lawson Josey, talking to an Easter Bunny. Hedda, daughter of Mr. and Mrs. Tommie Henderson, Paris, Tex., was en route home from Florida with her parents. They stopped to do some (See MIDWAY CONFAB on page 60)

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Best Winter and Spring Money Makers. 4" commercial size of cast aluminum. Complete with wooden handles and formulas. \$2.50 each. Get the "originals"! Terms: 25% with order, balance on delivery.

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FIFTEEN ACRE LOT AVAILABLE
For Carnivals and Shows. Central Location.
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Want—Neat Cook House, Shows with own equipment, Agents for Stock Concessions, Foremen and Second Men for 7 office Rides, must drive. Drunks and chasers, stay where you are. Address:
RAY WILSON
Astoria, Ill.

WANT ASSISTANT CARNIVAL MANAGER
FOR A 12 RIDE TRUCK SHOW
All New Equipment
Salary no object if you qualify. Address:
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NOW BOOKING FOR 1948
SHOWS—RIDES—CONCESSIONS.
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SPITFIRE WORLD'S MOST BEAUTIFUL RIDE Always a Money Maker
HI-BALL WORLD'S MOST MODERN RIDE For Parks and Carnivals
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Beautiful newly designed Fun Houses built on Semi-Trailers. Erected and dismantled in an hour's time. New models complete with full line of tricks. Write for full information. Terms available.
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SOCIAL HOUR No. 2 (10¢ 10M or more) (Less than 10M \$7.50M) \$7.40 Per M	Betty Zane No. 2 (10¢) 10M or more (Less than 10M \$8.50M) \$8.40 Per M
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OHIO SUPER YELLOW AND DWARF WHITE HULLLESS POPCORN. In 50 and 100-lb. moisture-proof bags. Also supplies. Write for catalog and prices.
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Opening March 19th, Taylor, Tex. Concessions—All Merchandise Concessions open except Pitch-Till-Win, Bingo, Coke Bottle, Balloon Darts, Fish Pond, Popcorn, Floss and Hoop-La. Ride Help: Can place Help on Merry-Go-Round and Mix-Up that drive Semis. Frank Hunt can place P.C. Dealers and Hanky Pank Agents. Address:

O. B. Vogt, Mgr.
Taylor, Tex., March 19-27.

OPENING DATE CHANGED TO APRIL 2

W. Helena, Ark. 8 Days. 3 Big Pay Days. Want Shows, what have you? Ride Help on Caterpillar, Spitfire, Octopus, Tilt. Concessions—Hit and Miss, Big Six, Cookhouse, Stock Stores. No gift. Agents for Ball Game, Fish Pond, Coke Bottles and Percentage. Sound Car Driver. Remember its "CLEAN AS A WHISTLE."

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SHOW OPENS HERE SATURDAY, MARCH 20 Book, lease, buy Merry-Go-Round. Opening for Tilt, Train, Pony Ride. Sober Ride Help on Chairplane, Looper, Auto. Come on, place wives. Girl, Athletic, Side Show. Must join on wire. Concessions all kinds open. Sell exclusive: Small Cook House, Photo, Bingo, Lead Gallery, Diggers. Address: Crawfordsville, Ark. P.S.: Electrician, must be sober, reliable, understand motors. No drunks.

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A respectable Carnival Company that has Ferris Wheel, Merry-Go-Round and other Rides. Can have a well developed amusement park free all summer. Mile from Coatesville, Pa. For further particulars write

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West Helena, Ark., opening March 26th. All kinds of Side Show Acts. Man for strong openings. Address:

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1500 foot new, never been used, #2 R.C. Stranded Wire. \$250.00 cash.

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FOR BAZAAR DATES

Good composition. 20 weeks. First in all.

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PLEASURELAND SHOWS

7 Rides 5 Shows 40 Concessions WANT

Small Cook House that caters, Hanky Panks, Ball Games, Candy Floss; give Ex on Popcorn. Shows with own equipment. All Street Celebrations from June 1st. Committees in Ohio and Indiana, notice: Have week open in July and one week open in August. Wire, don't write. Ashburn, Ga., this week.

Would Like To Book My CHAIRPLANE AND KIDDIE AUTOS

With a Show starting in St. Louis or in some good Park. **S. J. SHANTZ**
4543 Alcott Ave., St. Louis 20, Mo. (Phone: Colfax 8948)

honor at a surprise party in the home of Mr. and Mrs. Anthony Manfredo in Brooklyn. Others present were Bobby Kork, Andree Dewhirst, Babe Rogers, Betty Newman, Bobby Agee, Tommy Mazza, Anthony Lovaglia, Anna Ferreri, Willie Rolla and Nancy and Frances Montana. The party was arranged by Montana's press agent, Jay Rex.

Mrs. Jess (Hattie) Wrigley is recovering from a recent operation in the Methodist Hospital, Dallas. Mr. and Mrs. Wrigley again will operate rides at Fair Park, Dallas, as well as on the W. A. Schafer Shows.

Mr. and Mrs. Harry O'Brien and daughter, Virginia, recently gave a dinner in San Antonio in honor of Barbara Kling. Other guests were Mr. and Mrs. Robert Harris, Mrs. Denny Pugh and Mrs. Joe Murphy, all of Dallas; Mr. and Mrs. Buster Sharmon, Kansas City; Lilly Miller, Oklahoma City; Mr. and Mrs. Brownie Miller, Corpus Christi, Tex., and Mr. and Mrs. Jess Jordan, Mrs. Eddy Bales and Mrs. Roland Smith, San Antonio. Old-fashioned games and a musical program followed.

The Lefebure homestead in Laconia, N. H., was the scene of a birthday party tendered Eugene Lefebure March 4, with George Storti providing lunch and refreshments. A spaghetti dinner highlighted the event. Lefebure was the recipient of numerous gifts. Guests included Irene Gang, of New Salem Amusements; Fred Gray, Bright Lights Exposition; Alta Petonia, Maine Amusements; Bozo Harris, Ross Manning Shows; Mr. and Mrs. George Storti, Buffalo Shows; Glenna Howalt, Maine Amusement; Beatrice Rohie, Great Eastern Shows, and Lon Grace, Columbia Shows.

Gene Cummings, of the John Fabick Tractor Company, returned to St. Louis after a two-week tour of the Southeast, where he visited the Triangle Shows, Cavalcade of Amusements, Johnny J. Denton Shows, Joseph J. Kirkwood Shows, Penn Premier Shows and the Wallace Bros.' Shows.

Alice Johnson, daughter of Mr. and Mrs. Johnnie L. Johnson, concessionaires, celebrated her sixth birthday at a party tendered her in Eddie and Colleen Yeager's Cafeteria February 28 during the Central Florida Exposition at Orlando. Guests included Mom and Sam Millman, Lela and Freddie Howery, Hazel and Earl Maddox, Evelynne and Bill McClain, Ruth and Jack Anthony, Allyne and Oscar Adams, Pauline and Johnny Meyers, Rosie and Earl Hale, Jeane and Hal Fiske, Mr. and Mrs. Walter Pence, Mrs. Arlene Cooper, Mrs. Ruth Winters, Mrs. Paul Kleider, Mrs. Leo Lesen, Wilda Van Curven, Vera Hancock, Blackie Beard, Roy Babbitt, Francis Higgins, T-Bone Shirley, Martha, Eddie and Colleen Yeager and their cafeteria help.

Bill Bowman recently booked his four stands with the B. & C. Exposition Shows, while Walter Briggs added his three concessions to the line-up. Harry Levett will return to the org with two stands.

Mr. and Mrs. Charles T. Goss returned recently to Galveston, Tex., following an extended trip, during which they visited the Royal American Shows in Tampa, the Royal Crown Shows, Cavalcade of Amusements, the James E. Strates Shows and the Joseph J. Kirkwood Shows. They also visited their old friends, Mel and Guy Dodson, in Savannah, Ga. The Gosses will remain in Galveston until April 1, at which time they will go to Hot Springs, the winter quarters of the Hennies Bros.' Shows, on which they have booked their rides and attractions for this season.

SHOWMEN!



Ready for '48?

The '48 season is close at hand. All outdoor show people are getting equipment in shape for the first stand. Is your equipment in tip-top shape to stand the long, hard haul?

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THEODORE MEADOWS, PANAMA CITY BEACH, FLA.

WANTED—C. A. STEPHENS SHOWS—WANTED

Concessions working for Stock, Popcorn, Peanuts, Apples and Floss, Cigarette Gallery, High Striker, Novelties, Mitt Camp, Rotaries, Coke Bottles. RIDES—Foreman for No. 5 Wheel, Second Man for Swings. Any Flat Ride or Kiddie Ride. Shows with own equipment.
Swainsboro, Ga., March 15-20; Social Circle, 22-27.

GOLDEN RULE SHOW

Chesterfield, S. C., March 22-27

Want Bingo, Ball Games, String Games, Penny Pitch, Hi Striker, any legitimate Concessions, any Grind Show with own equipment. Rides—Second Men Wheel, Merry, Octopus, Chair-o-Plane.
BISHOPVILLE, S. C., THIS WEEK.

OPENING OPENING OPENING

JOHNNY'S UNITED SHOWS

"Honesty is Our Policy"

MARCH 27 THRU APRIL 3 AT FRANKLINTON, LA.
Can place Octopus or Spitfire. Excellent proposition. All Hanky Panks open, \$15.50. Good proposition to Shows with own outfits. Want Help on Wheel, Chairplane and Merry-Go-Round that can drive. NO GYPSIES. All replies:
JOHN PORTEMONT, LINCOLN BEACH, R.R. #4, NEW ORLEANS, LA.

BILL'S RIDES

OPENING APRIL 3 IN DAWSON SPRINGS, KY.

Want Ride Help on all Rides. Want Semi Drivers and General Help in all departments. CONCESSIONS—Cook House and Bingo open. Can place few more Hanky Panks. AGENTS—Want Man and Wife for Floss, Snow. Agents for Cigarette Gallery, Penny Pitch and Pop Corn. SHOWS—Will book worth-while Shows with or without outfits. Will buy two more Light Towers if price right. We always try and make room for real showfolks, so why not get with a show operated by showmen and opening directly in the heart of the Kentucky coal fields, where the money really is and where you can rack up that bank roll, for it is going to be a shade rough this spring.

Address All Mail and Wires to **CAMP 41, ADEL, GEORGIA.**

BILL BORUP, Owner, or CECIL C. RICE, Mgr.

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WORLD ON PARADE

Opening Saturday, April 24, Petersburg, Va.

- CAN PLACE**—Fly-o-Plane and High Ball with or without own transportation. Will furnish wagons for same if required.
- WANT**—Can place for the season, Pretzel or any Dark Ride for the season. Will furnish wagons for same.
- CAN PLACE**—Illusion Show if it does not conflict with the Side Show.
- CAN PLACE**—Fat Show or any other Grind Show of merit. Can place Useful Workingmen in all departments, also Ride Help.
- FOR SALE**—Our Paradise Girl Show Front. All new last season. Plenty of neon on this front, but no transformers. Can be gillyed.
- FOR SALE**—Two Tents without poles, in good condition. Both Tops about 40x90. Can be seen here at Winter Quarters.

All address: P. O. Box 787, Petersburg, Virginia

B & W SHOWS

OPENING APRIL 15, GARFIELD, N. J. — ROUTE 6

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| <p>CONCESSIONS:
All Grind Stores.</p> <p>Have A-1 territory for Motor Drome. No Drome has played our territory since before the war.</p> <p>Want Ride Superintendent to handle six Major Rides. Want Foremen and Help. Want Special Agent who can contract; also Billposter.</p> <p>404 GARIBALDI AVE.</p> | <p>WANT Shows:</p> <p>Have outfits for Side Show, Posing and others. Want Monkey or Animal Show. Can place any good Grind Show.</p> <p>J. VAN VLIET</p> | <p>RIDES:</p> <p>Tilt - a - Whirl, Fly - o - Plane, or other Major Rides. Also Kiddie Train and Airplane. Also want Fun or Glass House.</p> <p>LODI, N. J.</p> |
|---|--|---|

DUMONT SHOWS

Featuring THE GREAT WILNO CANNON ACT
OPENING SOUTH HILL, VA., MARCH 29

Norfolk, Va., and Richmond, Va. (Church Hill Lot), to Follow

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| <p>WANT</p> <p>Manager with Girls for Girl and Posing Shows. Legitimate Concessions, Photos, Guess-Your-Age, Ball Games, Balloon Dart, Duck Pond, Fish Pond, Hoop-La, Penny Pitches, Pitch-Till-You-Win. Want to book Kiddie Train Ride. Want good Freak for Side Show.</p> <p>LOU RILEY, Mgr.</p> | <p>WANT</p> <p>All address: South Hill, Va.</p> |
|---|--|

GROVES GREATER SHOWS

OPENING MARCH 15, LAKE CHARLES, LA.

Big Industrial Center, Plenty of Pay Rolls.
Can place Photos and Frozen Custard, also a few legitimate Concessions. SHOWS with or without own outfit, Illusion, Animal, Fun House, Mechanical or Side Show. Low percentage. Good spring route of Still Dates, Fairs and Celebrations. Fair Secretaries and Celebration Committees Mississippi and Southern Arkansas, we have a few weeks in August and September. We welcome your inspection. All replies:
ED GROVES, Mgr.
COR. HODGES AND CHURCH STS. LAKE CHARLES, LA.

ATTENTION, PLASTER USERS

We have on hand a large stock of the best in plaster at competitive prices. Molds are made of Goodrich Kerosal. Over 50 different items to choose from. Orders shipped the same day received.
"I have been a concession operator for the past 12 years and I fully realize the prompt attention your orders must receive." Sincerely yours, L. E. Raley Jr. Known to some as Harold Vincent.
CAROLINA DOLL CO.
1116 COLLEGE ST. PHONE 5345 COLUMBIA, S. C.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

En Route,
March 13, 1948.

Dear Editor:

Last Wednesday the Ballyhoo Bros.' Gold Leaf Special pulled out of winter quarters en route to its opening stand (the name of the town hasn't been announced). Annually our first run is something to write about, because it is looked forward to by all who have been on forced diets all winter. On the first run no one has folding lettuce to guide them, which includes the dining-car operator, who works on a short bankroll. He could make more dough by saving pieces of string than by opening for the first run.

The first move is anybody's move. It's a passe affair, with one passer making passes at another. The passes may be made with dice, the buck, at bally gals or thru the art of self-defense over any of the three. It is the time of the year when marriages overcome the fall's closing-day separations. The office encourages weddings as they help in doubling up the single berths. Furthermore, weddings provide sleeping quarters for the gals that were proving the power of love for their husbands by sleeping on the flatcars. It all winds up as an unreliable basis of friendship.

Our people are the types that would rather get a wallop out of trouping than to work for money. Our gal show operator, who forgot to pick up his I. O. U.'s that he signed during the first run last year, didn't have enough dough to feed his help and was forced to cut down his cast at the first railroad junction by weeding out the gals that couldn't work or go hungry without snuff in their lips.

A gal ticket seller on rides for the

last five years feared the life of a spinster. This first run rescued her when it was learned that she has ceased wearing glasses and had learned to strip tease. We used to have a rule that unattached gals had to live in the same car, but first runs nolle crossed the rule because they didn't stay that way long.

Our dining car operator is considered a foe of pleasant traveling. Those to whom he refuses credit can't agree on whether he's a smart operator or a heel, but they agree that whichever he is—he's a big one. To make room for other diners, only one jackpot is allowed to be cut up with a nickel cup of coffee. The best that can be said about his onion-flavored meat loaf is, it's the easiest way to take hamburger. At night the light plants are cut off early to hold down credit. It is almost as easy to suffer with his meals as it is to suffer without them. If you beef about his G-meat, he'll tell you to eat elsewhere, while the train is making 40 miles per hour. One guy waited in the car for two hours to get a bone for his pooch before awakened to the fact that there weren't any in pale meat.

It has been so damn cold on this run that the Scotch bagpiper had to borrow a new look from a posing gal. However, the cold didn't work hardships on the sticks. They looked snug standing on the sleeper vestibule wrapped up in roll-down blankets.

The shows' secretary came into the pie car, and turned down everybody who asked for dough or meal tickets. He arrived in time for our annual event of nominating "The fink of the run." The voting was called off as the choice was too obvious.

B & W'S EXPO SHOWS

PLAYLAND ON PARADE

<p>OPENING APRIL 28 ROCHESTER, N. Y.</p> <p>WANT</p> <p>RIDES—Will book one more major Ride that does not conflict. One more Kid Ride with or without transportation. SHOWS—Have Girl, Posing, Snake and Wild Life; can use others. CONCESSIONS—Grind Stores open. HELP on all Rides—Merry-Go-Round, Wheel, Octopus, Swing, Whip. Have Help for all others. Top salary to good Help on the above Rides. Agents for Ball Games and Bowling Alley. For Sale or Trade—ROCKET, new in June, with or without transportation, priced to sell. Will trade for Tilt. Also 20 by 100 Side Show Top, one 20 by 30; also 2 10 by 14 Concessions, blue shed roof, top and frames.</p> <p>BOX 88</p>	<p>NOW BOOKING FOR 1948</p> <p>HIGH ACT</p>	<p>OPENING APRIL 28 ROCHESTER, N. Y.</p> <p>HIGH ACT</p> <p>WANT</p>
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HEMLOCK, NEW YORK

FIRST CALL TIVOLI EXPOSITION SHOWS FIRST CALL

OPENING, JOPLIN, MO., SATURDAY, APRIL 10

HAVE OPENING FOR PENNY ARCADE, TEN-IN-ONE, GLASS HOUSE, SNAKE SHOW AND MECHANICAL SHOW. A FEW STOCK CONCESSIONS STILL OPEN. WANT FOREMEN FOR NEW CATERPILLAR AND TWIN FERRIS WHEELS. WANT BINGO HELP. Plenty of parking space for trailers at Tivoli Park on Route #71. All Address:
H. V. PETERSEN, Manager, BOX 742, JOPLIN, MISSOURI. M. J. DRESSEN, General Agent

WATCH GARDEN STATE IN '48

FIRST CALL—Presenting the SKY KING Nightly—FIRST CALL
Opening May 1st, Coplay, Pa., 3rd St. Lot, with show arriving from winter quarters April 26th. WILL PLACE CONCESSIONS—Milk Bottles, Cat Racks, Stock Stores of all kinds, Rotaries, Custard, Fruit, Groceries and Toy Wheels, French Fries, Scales, Age, Photos, Arcade. WHAT HAVE YOU? WANT WILD LIFE, IRON LUNG, FUN HOUSE, GRIND SHOWS, ETC. WE HAVE THE GREAT KIMBERTON FAIR and the JULY 4TH CELEBRATION, PORT JERVIS, N. Y., among our many contracts for '48. ALL ADDRESS:
R. H. MINER, 161 Chamber Street, Phillipsburg, New Jersey

AGENTS WANTED FOR THE FOLLOWING STORES:

Roll Down, Razzle Dazzle, Skillo, Clothes Pin, Nail, Fish Pond, Balloon Dart, Pitch-Till-You-Win and Huckley Buck. All beautifully flashed and good working conditions.
ATTENTION: Chuck Spencer, Billy Averill, Ross Troutman, Bill McLaughlin, Mary and Roll-Down Johnny, contact us at once. Have good proposition for you. Opening about March 24. All answers to
ROY McCURDY or E. H. BROOME
PEPPERS ALL-STATES SHOWS
FAIRGROUNDS—FLORENCE, S. C.

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AT LOWER COST
 Generate your own electric current at less than city rates with a lightweight, compact, reliable Universal Lighting Plant. Simple and safe to operate, pays for itself in short time. Models to handle from 10 to 500 and more bulbs. For circuses, carnivals, road shows, etc. Write for free literature!



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TRANSFORMERS
CIRCUIT BREAKERS

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1 H.P. to 2500 H.P. motors in stock
 D.C. A.C., 25-50-60 Cycle

ELECTRIC EQUIPMENT CO.
 14 Bill Board Street, Rochester 1, N. Y.

CASH FOR YOUR SURPLUS



THOMPSON BROS. WANT

Concessions—Legitimate Stock Concessions for the Cambria County Firemen's Convention, Aug. 2-7, and our biggest Firemen's Jubilee, Aug. 9-14. Shows for our entire season. One or two neatly framed Shows with own transportation that work to the entire family. Penny Arcade. Al and Flo, Jim and George Hurney, write. Address:

Attention, Ferd Thompson
 2906 4th Avenue ALTOONA, PA.

SHOW CIRCUS CONCESSION MERRY-GO-ROUND TENTS

CENTRAL Canvas Company

HARRY SOMMERVILLE—FORBET GILL
 121 West 8th Street Kansas City 8, Mo.

Burdick's Greater Shows

Opening late in March. Will book Tilt, Octopus, Flying Scooter or any flash Ride. Book Shows, 25 per cent. Want someone to take charge Girl Show. All Hanky Panks, Concessions, \$15.50 a week. Use Ride Help in all departments that can drive trucks. Hank Carlile, wire.

IRA BURDICK
 1503 No. 5th (Phone 2377) Temple, Tex.

BILLIE CLARK WANTS TO BUY

Counter Electric Pop Corn Machine, also Candy Floss Machine with twin head and Electric Snow Ball Machine. Above must be in first-class condition. I am building ten all new Concessions to be located on the Boardwalk at Long Beach, Long Island, 40 miles from New York City, in Max Gruber's Kiddieland Park. Want Agents for above Concessions, also want 2 young Lady Agents for Penny Pitches. Also experienced Operator for Photo Gallery and Novelty Stand. Park opens latter part April. **BILLIE CLARK**, 3038 S. W. 8th St., Miami, Florida.

OWOSSO TRAILERCOACH

Leads Among Show Folks
 26 Foot Tandem, Not Expensive To Buy or Haul.

GRASK TRAILER SALES
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 General Sales Offices: Des Moines, Iowa

SHOOTING GALLERY AND 5 .22 AUTOMATIC RIFLES

12 Ft. Mangels Gallery, long range; 5 .22 Remington Model 241 S.A. Automatic Rifles, all for \$700.00, F. O. B. Columbus, Ga. All in good condition with all extra parts, equipment, etc., included.

THE GIFT SHOP
 936 BROADWAY COLUMBUS, GA.

Camel SHOW TENTS


have the rest Beat a Mile!

Camel HAS BOTH THE EXPERIENCE AND FACILITIES FOR MAKING ANYTHING FROM A SMALL CONCESSION TO A CIRCUS "BIG TOP"!

Serving Showmen Of The Southeast SINCE 1919

NOTE FOR CAMPERS LIST
 DESCRIBING ALL SIZES, COLORS, STYLES AND TRIMMINGS. OUR DUCK IS WATER PROOF, MILDEW PROOF & WEATHER PROOF. *Quick Delivery!* COMPLETE OFFERING OF CAMP EQUIPMENT

CAMEL Mfg. Co.
 329 S. CENTRAL STREET KNOXVILLE 60, TENNESSEE



TENTS FOR SALE OR FOR RENT

14 x 21 feet	28 x 42 feet
16 x 24 feet	30 x 110 feet
20 x 30 feet	40 x 100 feet

Tents Made to Specifications... Any Color... Size Style... Shape • Flameproofed

Ground Cloths... Change Aprons... Bally Cloths
 Flags... Velours... Fibreglas... Repps. Write Us Your Needs

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 120 BLVD. OF THE ALLIES • COURT 3500 • PITTSBURGH 22, PA.



GIANT SALE OF RECONDITIONED TENTS

10 oz. tops, 8' 8 oz. side walls, 20' middles, 20' push poles, hand roped. 40' x 100' as low as \$295.00 Complete with stakes and poles

Send for free list of bargains
C. K. TURK CORP.
 South Bend, Indiana

ALSO: BIG LINE OF NEW TENTS IN STOCK

Many other widths and lengths available. All tents reconditioned and serviceable.



ANCHOR TENTS

SQUARE UMBRELLAS—BALL GAMES SHOW TENTS
 BEAUTIFULLY TRIMMED CONCESSIONS—BINGO TENTS
 WIDE SELECTION OF MATERIALS AND TRIM
 PROMPT DELIVERY

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA



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.
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ANYTHING IN CANVAS

Now is the time to order tents! Any color. Flameproof or regular.

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TENTCO CANVAS, INC.
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CARNIVAL, CONCESSIONS, CIRCUS, SKATING RINK.
 "Tents With That New Look."
 Individually designed by Jimmy Morrissey. Beautiful lustrous colors.
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Prompt delivery any type tents to order.

Tents of Royal Blue, Forest Green and Khaki Dyed or Flameproofed. Red, Blue and Orange for trim.

Write Today
 Hoopers Flameproofing Compound
 "SID" T. JESSOP GEO. W. JOHNSON

UNITED STATES TENT & AWNING CO.
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 Chicago's Big Tent House—Since 1870

"AMERICA'S FINEST SHOW CANVAS"

We use 1st Grade MANILA ROPE exclusively in our tents.

ORDER NOW FOR 1948

Tents—Side Show Banners

The Best Flameproofed Fabric Available.

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TENTS OF ANY SIZE FOR SALE!

Fully hand-roped Concession Tops, Cook Houses, Bingo Tops, Merry-Go-Round Tops, etc.

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MAHAFFEY BROS. Tent & Awning Company
 195 SOUTH PAULINE MEMPHIS, TENNESSEE
 "Comfort and Protection"



SIDEWALL NEW WATERPROOF FLAMEPROOF

Following finished sizes, complete with Grommets. Made of double filled duck or twill.

6'x100' ... \$62.74	9'x100' \$ 92.00
7'x100' ... 72.48	10'x100' . 101.7
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Made in any length at the above rate per running foot.

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 25% Deposit—Balance C. O. D.

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Serving the Showmen of the Southwest

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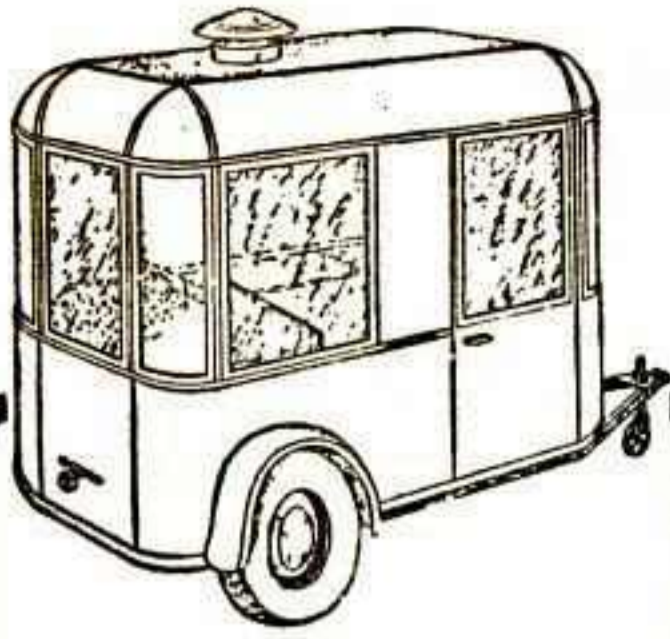
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Immediate Delivery

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**The
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1948 MODEL**

Fully equipped for popcorn. Includes exhaust fan, dispensing corn bin . . . infra-red heater optional.

Immediately Available Through Our Distributors or Write Dept. B

The Calumet Coach Co.
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**FOR SALE
Carnival Lighting Plant**

KRW, 20,000-Watt Electric Plant, 110 and 220-Volt Self-contained Generator, powered by Ford V-8, 85-HP. Engine. Has been run only 8 hours. Reason for selling: Unit purchased to supply power for our big plant, but will not stand the gaff and added drag of Large Battery of High Powered Paint Shop Drying Lights. This unit ideal for Carnival. Practically Half Price. See or write

ROY HARTER
BOB FORD, INC.

14585 Michigan, Dearborn, Mich.

**HAVE PURCHASED
PRETZEL RIDE**

AND BOOKED SAME ON CAVALCADE OF AMUSEMENTS
OPENING MOBILE, ALABAMA, APRIL 6
Want first-class Foreman or Manager for this ride, also sober and reliable Ride Men. Any Ride Men that have worked for me, write. Address:

M. G. DODSON

6 Washington Ave. SAVANNAH, GA.

**FOR SALE
MERRY-GO-ROUND**

36 foot, 2 abreast, new top and sidewall, new power unit, just overhauled and painted in winterquarters and ready to go, loads on one semi, \$4000.00 cash. Reason for selling, have two. Can be seen in winterquarters or opening stand downtown Nashville, March 27th. All replies:

J. L. KEEF

c/o Capital City Shows
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FOR SALE

32 ft., 12 section Parker Merry-Go-Round, completely rebuilt and repainted, with top, sidewall, Wurlitzer organ and Le Roi motor. Also 1939 Ford Tractor and 22 ft. Hiway Semi. Complete outfit Truck, Trailer and Merry-Go-Round, \$6,500.00 cash.

MERRIAM'S RIDES
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13 ELECTRIC MACHINE GUNS /
formerly used in Naval Target Practice. Shoot steel pellets.

3 SETS MOVING TARGETS

All in good condition
BOX A-83, Billboard, 6000 Sunset Blvd., Hollywood 28, Calif.

**Pacific Coast
Showmen's Association**

1235 S. Hope Street, Los Angeles 15

LOS ANGELES, March 13.—Second Vice-President Joe Krug conducted the regular Monday night meeting in the absence of President George Coe and Earl O. Douglas, first vice-president, both of whom are with their respective shows. On the rostrum with Krug were Edward Mann, secretary, and Al Weber, treasurer. Harry Golub, television director for KDYL, Salt Lake City, and Clyde Gooding, who returned recently from the Hawaiian Islands, were called to the rostrum.

The lights were dimmed in tribute to two departed members, Conrad Leopold and Chester Pelke. Jimmy Dunn announced that Grace DeGarro, a member of the Ladies' Auxiliary, had succumbed suddenly.

O. N. Crafts has invited the group to be his guests at the National Orange Show in San Bernardino Tuesday (16).

Applications for membership by C. B. Denton and E. A. Owens were favorably acted upon.

The sick and relief committee reported that Ed Smithson, Barney Tulley and Harry Wells were ill. Smithson is in General Hospital.

An audit of the club's finances for the period ended December 31, 1947, was read by Secretary Mann.

Frank Forrest suggested that a drive be made for members. He was advised that it had been decided that no campaign be made this year.

Krug called upon visitors and members to make a brief talk in welcoming them back to the new rooms. These included Golub, who said that a showman's club would be organized in Salt Lake City in April; Clyde Gooding reported a favorable trip to the Hawaiian Islands and Charlie Albright, of the Foley & Burk Shows expressed his surprise at the appointments of the new rooms and extended the good wishes of the Show Folks of America in San Francisco. Irish Whalen won the door prize and Ernest Bagby, a new member, contributed \$50 to the building fund.

Among those attending after absences were Bill Buckley, of Phoenix, Ariz.; T. E. (Tommy) Johns, just back from Hawaii; Sam Gould; Red Cohn; Jack Kent, and Sam Rothstein, of the National Showmen's Association, New York. Also present was T. L. Johns who, like his father, was on the Hawaiian winter junket.

Ladies' Auxiliary

President Madge Buckley was in the chair at the March 8 meeting. Nina Rogers, past president, was invited to the rostrum, and the gavel was turned over to her, the night being designated as Past President Nina Rogers night.

Harriet Munger, a new member, was introduced. Maybelle Bennett, Vivian Gorman and Blossom Robinson were reported on the sick list. A representative of a men's club extended an invitation to attend Crafts Shows at its National Orange Show stand March 16.

Betty P. Coe, Betty Lipes, Loda-belle Scarce, May Allman and Ora Kent were called on for short talks. A moment of silence was observed for Grace De Garro, who died recently and was interred in Forrest Lawn. The birth of a daughter to Marcia Belles and a son to Donna Grace was announced.

Donors and their contributions to the clubrooms were Tillie Palmateer, a radio; Norma Burke, floor lamp; Esther Curley, kitchen curtains, and Pearl Jones, three salad bowls.

Donors to the bazaar were Martha Reilly, three aprons; Marie Rhodes, one apron, and Jetta Clancy, a gabardine shirt. Betty P. Coe offered a comfort and Betty Lipes and Martha Kenyon each gave \$5 toward a new electric refrigerator.

JUST ADD WATER

TOTO

Pasteurized

**FREEZING MIX
FOR USE WITH**

*Frozen Custard
Machine*

TOTO
FROM
WIZARD
OF OZ



Just Add Water (Sugar and Vanilla Included in Mix)

TOTO may be stored for 1 year—NO REFRIGERATION NECESSARY
TOTO produces a delicious and smooth bodied FROZEN DESSERT

33c per pound, delivered
—packed in 250-lb. net barrels.

Send \$6.60 for 20-lb. trial shipment,
enough for 15 gallons liquid mix,
to:

ELECTRO FREEZE SALES COMPANY (Toto Mix Division)
165 Broadway, New York 6, N. Y.



TRIANGLE SHOWS

OPENING SATURDAY, APRIL 3

Can Place: Ball Games, High Striker, Swinging Ball, Six Cats, any 10-cent game.

Want: Experienced LOT MAN, Wheel Foreman and other Ride Help; Semi Drivers preferred.

P. O. BOX 87

Wilson, N. C.

2nd CALL ROGERS GREATER SHOWS 2nd CALL

OPENING APRIL 10th, 1948, Union City, Tennessee

RIDE MEN, TRUCK DRIVERS, FOREMEN, SECOND MEN.

SHOWS OF MERIT WITH TRANSPORTATION.

CONCESSIONS, SUCH AS—Jewelry, Sno Balls, Bumper, Hoop-La, Novelties, Country Store, Basket Ball and others.

H. V. Rogers, P. O. Box 647, Jackson, Tennessee

2nd CALL

2nd CALL

ROYAL RIDES

Opening April 3rd, Bessemer, Ala., in Heart of Steel Center

WANTED: Advance Agent with car, good proposition. Will book Ferris Wheel, or will consider partnership with party that owns Ferris Wheel. Will book Tilt-a-Whirl. Will book all Grind Stores that work for 10 cents. Will book Fun House or bar.

WANTED: Man and wife to manage four office Concessions. Lady Agent for Popcorn and Candy Apple or will book Pop Corn Outfit. Mitt Camp (no children.) Merry-Go-Round Foreman and Chairplane Foreman wanted. Agent for Concessions wanted. All wires and letters

Joe Saladino Royal Rides, 2511 Exter Ave., Bessemer, Ala.

P.S.: Last call. R. L. (Bob) Overstreet and Archie Taylor.

WANT—CONCESSION AGENTS—WANT

OPENING APRIL 10, TWO SATURDAYS PAGE BROS.' SHOWS, SPRINGFIELD, TENN.

Want two Agents for Hit and Miss. Agents for Roll Down, Slum Skillo, Buckets, Milk Bottles, Beat the Dealer, Slum Concessions.

(EARL CONNERS, JIMMY FOSTER, JOE HUITT, CONTACT ME.) WIRE OR WRITE:

LOUIS CUTLER

c/o PAGE BROS.' SHOWS, SPRINGFIELD, TENN.



OPENING SATURDAY, APRIL 10 AMERICAN LEGION SPRING CELEBRATION IN THE HEART OF DOWNTOWN JACKSONVILLE

Solid Concrete Lot Three Blocks From Heart of City

WANT
Sober and Reliable
TALKER
for
Jerrie Jackson's
Hep Cat Revue
WANT

**CAN PLACE
FOR 1948 SEASON**
● MONKEY SHOW
● CRIME SHOW
● SNAKE SHOW
● WAR SHOW
Will Book Legitimate
CONCESSIONS
for Entire Season

WANT
RIDE HELP
and
CANVASMEN
in all departments
Contact
Bert Miner,
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WANT

Train Leaves De Land Tuesday, April 6, for Jacksonville

—ALL CONTRACTED REPORT TO JACKSONVILLE—

NEW JOHNNY J. JONES EXPOSITION INC.
P. O. BOX 1180 PHONE 1167 DE LAND, FLORIDA

GOLDEN WEST SHOWS

★ "THE Best IN THE WEST" ★

OPENING APRIL 5, NAPA, CALIF.

WANT	Rides: Will place Octopus, Roll-o-Plane, Caterpillar or Tilt with own transportation.	Shows: Want Side Show, Illusion or any other CLEAN Show with own transportation.	Concessions: Can place LEGITIMATE Concessions. What have you? No grift.	Help: Need Ride Men who can drive trucks. Also want capable men in all departments.
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HARRY POLISH FISHER, 1865 Oak Street, San Francisco, Calif.

NOTICE . . . CHANGE OF OPENING DATE . . . NOTICE THE WALLACE & MURRAY SHOWS

WILL OPEN IN VALDOSTA, GA., MARCH 27
ON THE STREETS — DOWNTOWN

SPONSORED BY THE SHRINE ORIENTAL BAND
ALL PEOPLE CONTRACTED PLEASE ACKNOWLEDGE THIS AD

WANT Flashy Bingo, Penny Arcade. Want legitimate Concessions of all descriptions, such as Age, Weight, Photos, Cigarette Gallery, Fish Pond, Mitt Camp, etc. Want Girl Show (Louis Deshon, answer). Will book Octopus, Roll-o-Plane, Kiddie Train, reasonable percentage. Can use a few more Ride Boys who drive Trucks. Winterquarters open at Nat Smith's Warehouse. ALL ADDRESS:

WALLACE & MURRAY SHOWS, Box 591, Valdosta, Ga.
Fair Secretaries and Celebration Committees in Kentucky, Tennessee and Virginia, we have two open weeks in August and September. If you are looking for a Show with 8 Rides, 6 Shows, 40 Concessions, sensational Free Act, contact us and representative will call.

CIRCO FLAMANTE WANTS

Family Acts that do two or more. Dog and Pony Act. Two Girls for Web and Ladder. Musicians (all instruments). State your lowest in first letter. We play two and three-day stands, one show a day, and we feed and sleep everybody. This is a Mexican circus and we prefer Mexican or Spanish Acts and Musicians.

WANT FOR MY NO. 2 SHOW
Opening June 1st, Monterey, Mexico, under canvas.

Acts of all kinds. Sensational High Act for free attraction. Five or six Girls for Web (must be blondes). Will buy Blues and Star Backs, also one 50 Kw. Diesel Generator.

HERBERT WEBER
c/o Ritz Hotel, Miami, Fla., till April 1st; after that 1346 North Fuller, Hollywood, Calif.

BULLOCK AMUSEMENT CO.

Learn entertainment for the whole family

LAST CALL

Opening March 27th at Great Falls, South Carolina; week of April 5th, Lancaster, South Carolina; week of April 12th, Baden, North Carolina.

These are all manufacturing towns, working full time, with large weekly pay rolls and played under strong auspices. Can place Grind Shows with own outfits, 20 per cent after tax. No Rides wanted. We have six. Will book Stock Concessions, Bingo, Popcorn, Cookhouse and Mitt Camp sold exclusive. All others open. Want Agent for Pea Pool. Second Men on Rides that can drive. All address:

J. S. BULLOCK R. I., Box 29, Charlotte, N. C.

Club Activities

Michigan's Showmen's Association
3153 Cass Avenue, Detroit

DETROIT, March 13.—Ben Morrison, first vice-president, presided at the March 8 meeting. Also on the rostrum were Louis Rosenthal, treasurer; Bernhard Robbins, secretary, and Jack Dickstein, past president. Harry Stahl, president, was in Chicago.

Fats Norton assisted Secretary Robbins, as the latter still has his right hand in a cast.

Roscoe T. Wade and Art S. Hill were reported on the sick list.

St. Patrick's Day Party, to be given March 17 by the Ladies' Auxiliary, will be for the benefit of the building fund.

Ladies' Auxiliary

Dot Miller, first vice-president; Peggy Cohen, second vice-president; Dorothy Gold, treasurer, and Belle Powers, secretary, were on the rostrum March 8. Dot Miller presided in the absence of Bernice Stahl, president.

Bonita White, Clara Silber and Louise Perfile were elected to membership.

Correspondence was read from the Ladies' Auxiliary of the Miami Showmen's Association and from Sophia Carlos.

Bobbie Schultz, Rose Schimmel, Faye Stone and Rose Lewiston were reported on the sick list.

Ida Schultz, Ada Green, Dot Miller and Dorothy Gold were named to a committee to handle the award of a painting at the St. Patrick's Day Party March 17. Ann Boker is chairman of that event.

Show Folks of America

San Francisco

SAN FRANCISCO, March 13.—President Whitey Monette presided at the regular session Monday (1). The membership remained standing while the deaths of Tom Heney and Mrs. Margaret Leslie were announced.

Correspondence was read from the Pacific Coast Showmen's Association, Mrs. Ellen Oberhansli and family, and Relley Castle Burglon.

Elected to membership were M. A. Smithwick and Gordon Hague.

The following members of the Old Time Vaudeville Club were introduced: Mrs. Gertrude Kilgore, Mrs. Joan Gordon and Louis Feuchter. They were invited to sit on the rostrum. Also introduced were Walter Goscoe, Los Angeles; Bob Kidwell, Oakland; Jimmie Hunter, Charles Albright, Earl and Kenny Lawrence, Dolores Coronada, Joe Lamont, Glenn Artz and Relley Castle Burglon.

Dr. Mannheim reported that Richard Becker is in French Hospital; Teddy Texeira reported on the condition of Red Turner, seriously ill in Albany Hospital; Jack Brooks reported Scotty Leopold is in San Francisco Hospital with pneumonia, and it was reported Butch Geggus has returned to San Francisco Hospital.

The march of the clown's head netted the Christmas fund \$10.75. Mrs. Doris Monette reported the bingo game netted \$139.25. The autographing of Gene Rosencrantz's shirt brought \$3 to the cemetery fund, and Mr. and Mrs. Abe Ettin donated \$10 to the same fund. Ralph Deering won the pot of gold, which amounted to \$25.

NEED A PERMANENT ADDRESS? USE MINE

Tell me who you are with this year and I'll route your letters correctly and promptly for \$1.00 per month.

P. T. BUCKLEY
800 North President St. Jackson 6, Miss.

WANT GENERAL AGENT

FAMILIAR with TEXAS TERRITORY.
MUST GET RESULTS.
Wire:
J. GEO. LOOS
GREATER UNITED SHOWS
VICTORIA, TEX., this week.

WANT AGENTS

For Roll Down, Razzle, Slum Skillo, Swinger, P.C. Dealers. Only one of a kind on show. Must be reliable. All who worked for me before, answer.
W. R. (White) Johnson
Western Union, Wilmington, N. C., or
P. O. Box 1047.

Midway of Mirth Shows

OPENING MARCH 27
Playing two Saturdays. All early dates Uptown Gravel Lots. Want Candy Floss and Candy Apples, also Lead Gallery. ADDRESS: Winter Quarters, Trenton, Ill., until March 27; then Sparta; Murphysboro, week April 5, both Ill.

ATTENTION RIDE OWNERS

General Agent with proven record has excellent opportunity for Independent Ride Owner. May through Labor Day in money winning resort territory of New England. Candy Apples, Pop Corn and medium sized Bingo open.
NEW HAMPSHIRE SHOWS
General Delivery, Alton Bay, New Hampshire
P.S.: Do not wire, write. Am on way North.

FOR SALE—ARCADE

With 16x42 Tents, 4 Skee Balls (9 Ft.), Bally Defender, Hockey, Keeney Air Raider, Bally Alley, Keeney Machine Gun, Baseball, Golf, National Scale, Chicken Sam, Windjammer, etc. Cost several thousand; first \$800 gets it as is or trade for Kid Ride. No crating, bring semi.
F. ALLEN
1400 Brewerton Rd. SYRACUSE 8, N. Y.

JOE E. KAUS WANTS

Concession Agents for Ball Game, Long Range Gallery, Photos, Darts, and Custard; also Dealer's Pan Game, Under and Over, Pea Pool, Cage. Write
JOE E. KAUS
BOX 822 NEW BERN, N. C.

WANT AGENTS

Capable Slum Skillo Agents for outfit in trailer. Booked on Dailey Bros.' Circus. Single men preferred. Write
W. J. LUCK
General Delivery, Gonzales, Texas

NOW CONTRACTING FOR 1948 SEASON

RIDES—SHOWS—CONCESSIONS
W. G. WADE SHOWS
G. P. O. Box 1488 Detroit 31, Mich.

FOR SALE

500 ft. or less 7-ft. White Flameproof Wall, new with snaps, 50¢ running ft. Also 60x120 Bale Ring Tent, Khaki, fine shape, \$12.00. Will ship at once.
WM. R. PETERS
1905 N. W. 79th St., Miami, Fla.

Dorland Opens Tour May 12 at Sioux Falls

SIoux FALLS, S. D., March 13.—John Dorland has set the opening of his Royal United Shows for May 12-15 here. Stand will be auspiced by the Junior Chamber of Commerce.

Shows' quarters were shifted several months ago from an airport south of the city to warehouses here.

C. W. (Cap) Nail, Vet Show Owner, Dies at 73

MONROE, La., March 13.—C. W. (Cap) Nail, 73, who for more than 25 years operated the C. W. Nail Shows, died here Saturday (6) at his home. Until seriously stricken two years ago, he took an active part in operating that show. He is survived by his widow, Mrs. Lena Mae Nail.

Carnival Gets Del. Charter

DOVER, Del., March 13.—Kiddie Amusement Company has been chartered at the corporation department in the secretary of state's office here. The new company's stated purpose is to "engage in carnival and amusement business." Its capital is 250 shares of no par value stock, and the principal office is listed at the Prentice-Hall Corporation System, Inc., Dover.

3 Arkansas Fairs to Victory

HOT SPRINGS, March 13.—C. S. Noell, general agent of Victory Exposition Shows, said here this week that his org has been contracted to provide the midway attractions at this year's Ouachita County Fair, Camden, Ark.; Garland County Fair and Livestock Show here, and the Nevada County Fair, Prescott, Ark.

Kuntz Bros. Opens 1948 Tour at West New York, N. J.

LEONIA, N. J., March 13.—Kuntz Bros.' Shows bow for the season at West New York, N. J., April 16 for 16 days, Co-Owner Al Kuntz Jr. announced here. Inking of the contract took place recently with representatives of the Catholic War Veterans, American Legion and Veterans of Foreign Wars, sponsors. The celebration is in connection with the 50th anniversary of the town.

Kuntz also announced that a new Ferris Wheel is expected soon, giving the show nine office-owned rides. Frank Mullholland, lot superintendent, announces that work in quarters is nearing completion and everything will be set to go by April 1.

Ken Murray To Operate Own Show; Bow Set for Peoria

BLOOMINGTON, Ill., March 13.—Ken Murray, ride operator and also general agent for several shows in the past, this season will operate his own org, which will go out as the Murray Amusement Company.

Murray, here organizing the unit, said it will bow in Peoria, Ill., in April.

Street Fairs on in Paris

PARIS, March 13.—The street fair season is in full swing here. Despite traffic congestion, rides, shows and concessions are still permitted to set up in many of the big squares, circles and boulevards of the city.

At present a large street fair occupies the busy Place De la Bastille and is playing to good crowds. The set-up has eight major rides, several shows and 41 concessions. The location is a natural, near two railway terminals, subway stations and bus lines.

MARCH 18 TO 27, CHARLESTON, S. C.
TWO—SATURDAYS—TWO

PRELL'S BROADWAY SHOWS

"BROADWAY AT YOUR DOOR"
"OUR FIRST NATURAL"
Week March 29 to April 3, FAYETTEVILLE, N. C.
"1947 TREMENDOUS" "1948 BIGGER AND BETTER"
AMERICAN LEGION
Second Annual Spring Festival and Flower Show
Street Decorations—Parades—Everybody in County behind this one.
CAN PLACE Penny Arcade, Mug Outfit.
CAN PLACE One More Good Novel Show.
Concessions That Will and Can Work for Merchandise.
Ride Men, Foremen, Second Men and Third Men who can drive semis.
Best Proposition on the road.
FREE ACT FREE ACT FREE ACT
Want High Act, but must be sensational. Guarantee good act
35 weeks' work.
Write, wire or phone
SAM E. PRELL, Hotel Charleston, Charleston, S. C.

GEM CITY SHOWS

DIAMOND OF THE SHOW WORLD
Get With the Show That Plays Nothing But the Best in the Midwest
FEATURING EMANUEL ZACCHINI, THE HUMAN BULLET
WORLD'S MOST OUTSTANDING FREE ACT
CAN PLACE FOR STILL DATES AND FOLLOWING FAIRS FOR 1948 SEASON
Fairs start Monroe, Wis., July 27; then LaCrosse, Wis.; Wausau, Wis.; Escanaba, Mich.; Manitowoc, Wis.; Elkhorn, Wis.; Beaver, Dam, Wis.; El Dorado, Ark.; Camden, Ark.; Monroe, La.; Bastrop, La., and others pending. A SMALL UNIT OPENS APRIL 5—OFFICIAL OPENING APRIL 24.
SHOWS: Can place Mechanical Show (Whirly Noltz, answer). Illusion Show or any worth-while Attraction.
RIDES: Will book Streamlined Caterpillar.
RIDE MEN: Have opening for Second Men on Tilt, Roll-o-Plane, Merry-Go-Round. Must drive Semis and have 1948 Chauffeur's Licenses.
CONCESSIONS: Can place capable Agents for the following Concessions: Guess Your Age, Scales, Bowling Alley, Ball Game, Penny Pitches, Novelties open. Following people, confirm: Johnny Lantz, Schmiedhorst, Jerry O'Reilly, John Shelby, ("Tiny" Come On) Morrison.
HAVE FOR SALE: 2 Shows, complete. Can be used for Hawaiian Show, Minstrel Show, Girl Show, etc. One Show 35x80. One Show 35x70. Both Tops Blue, in perfect condition. Tractors and Trailers for same: 1 1941 Ford, new motor and 22-ft. Van Trailer; 1 1941 Ford, new motor and 24-ft. Freuhauf Trailer, side and back doors. 2 sets Sound Equipment with turn tables for both Shows. Both Shows ready to go. Stored in Wisconsin. Both Trailers have Opossum Bellies, both sides. Also 1 27-ft. Keystone Trailer, boarded sides and back doors with canvas roof, one Opossum Belly one side, 2 1/2 x 2 1/2 x 12-ft. 2 Opossum Bellies other side, one 2 1/2 x 2 1/2 x 4 ft. and one 2 1/2 x 2 1/2 x 8 ft. This Trailer perfect. One Trailer, 22-ft., Rack sides, good condition. 1 Dual Loop-o-Plane Ride, perfect condition, new upholstery, with motor. Ride stored in Quincy, Ill. Have complete Stage, Seats, Aluminum Front and Poles: everything except Top, Frame for Girl Show, etc., all new. Stored in Quincy, Ill.
Frank Ware, write me; have something for you, Wallace Fritz, contact me. ALL REPLIES TO:
JACK DOWNS, GEN. MGR. Box 1081, El Dorado, Ark. Phone: 3433
D. J. BAZINET, Concession Mgr. W. E. (BILL) SNYDER, Business Mgr.

PENN PREMIER SHOWS

worlds' cleanest * midway

LAST CALL LAST CALL

OPENING MARCH 22, Sanford, N. C. (Heart of the City)
All people contracted, please acknowledge this ad.
CONCESSIONS: Can place Ball Games, Photos, Hoopla, Fish Pond, Hi-Striker (Guess-Your-Age and Scales exclusive). Can place some percentage if you have Hanky Panks. Swain Wright and Marty Smith, answer.
RIDES: Can place Caterpillar or Flyo-plane. No other rides needed.
SHOWS: Can place Iron Lung or Fat Show. Tommy Thompson wants for Side Show, the following—Tattoo Artist, Mentalist, Magic or good feature attraction. Also Inside Lecturer and Ticket Seller. Speedy Bauers can place for Motordrome—Lady and Gent Riders, Talker and Ticket Seller. Also Man to work on drome. Semi-Driver preferred. Can place good Lot Man who can lay out a big show properly. Want sober, reliable Men in all departments that drive semis. Positively no drunks tolerated. Address all mail and wires to
LLOYD D. SERFASS, Gen. Mgr.
PENN PREMIER SHOWS, Sanford, N. C.

PINE STATE SHOWS

6 RIDES 6 SHOWS
WANTS FOR MACON, GA., AMERICAN LEGION CELEBRATION
Fish Pond, Ball Games, Photos, Jewelry, Hoop-La, Cookhouse, Custard, Bingo, Penny Arcade or any Stock Concession. Also few choice Concessions and Percentage open. Bull Martin can use Girls, Talkers, Ticket Seller, Canvas Man, Boxers, Wrestlers, Humpie, can place you in Snake Show. Want one Flat Ride and Kiddie Land. Attention, Art Stickle: Contact, important. This show playing Tennessee, Kentucky, Virginia with 8 Fairs, 6 Celebrations. All replies: Macon, Ga.
JOHN J. CARUSO, Mgr.; FRED WEBSTER, Asst. Mgr.

WANT WANT

DALES BROS.' CIRCUS

Irving Troupe, Callagher Family, Don Morris Troupe or any Act of that type and any other good Act. Clowns, Side Show Magician that does Punch, Colored Musicians, Sword Swallower, Fire Eaters and Dancing Girls. Working Men for Big Top and Side Show. Seat Butchers and Concession Men. Write, wire or call
M. J. DALES
UNION, S. CAR. PHONE 994-R.
All Acts contracted please note rehearsal April 7th. Don McClellon, get in touch with me.

IMPORTANT NOTICE TO OUTDOOR SHOWMEN

To take care of longer press runs, necessitated by increased circulation, and to maintain our early distribution schedules, it is no longer possible for us to accept last-minute Show ads on Monday morning.

FINAL CLOSING TIME for these ads is 5 P.M. SUNDAY

(Eastern Standard Time)

LAST CALL—FREE GATE—LAST CALL

SAM'S FUNLAND SHOW

OPENING MARCH 27, NORWOOD, N. C., V. F. W. SPRING BAZAAR—2 SATURDAYS
CONCESSIONS—Can place few more Stocks, small Bingo that works for stock; also Photo Gallery, Grind Stores, come on. SHOWS—Will place one of the following: Animal, Snake, Monkey, Fat or Fun House. 20 per cent after tax. RIDES—Book one of the following: Kiddie Auto, Train, Roto Whip or Roll-o-Plane.
Address after March 18th, Norwood, N. C.; until then Box 11, Elon College, N. C.

ATTENTION, RIDE OWNERS

LEASE IN CITY OWNED PARK

Octopus, Tilt-a-Whirl or Caterpillar. Good spot. Have a drawing population of one million within fifty-mile radius. Park opens April 17th. Wire, phone or write
J. L. PENICK
FAIRGROUNDS AMUSEMENT PARK, MEMPHIS, TENN.

MOORE'S MODERN SHOWS

OPENING HERE APRIL 2ND
Want Frozen Custard, Penny Arcade, Jewelry and 10g Concessions. Can place Roll-o-Plane and Octopus Foremen, must be first class and drive Semis. Want Mechanical Show or any Show not conflicting with Girl Show, Athletic, Midget Show and Fun House. Buddy Buck wants to hear from Girls who have worked for him in the past. This show has ten Rides and has contracts for 16 Fairs in Illinois, Indiana, Missouri and Arkansas. Address:
JACK B. MOORE
BOX 85, SEARCY, ARK. PHONE 583-W5

MARION GREATER SHOWS

Official opening in North, South Carolina, week of March 22 thru 27, on the streets, American Legion Spring Festival, first show in ten years. Booking Legitimate Concessions of all kinds. Side Show Operators, please contact us at once. Reliable Ride Help for Ferris Wheel, Merry-Go-Round, Chair-o-Plane, in fact, help on all our five rides, join at once. Colored Performers and Musicians, we can place you for the finest minstrel show on tour. Can use Percentage Dealers. All of our old friends join. P.S.—We positively have nine bona fide fairs, plus the big one, Pelzer, 4th July annual celebration. We positively hold contracts for these dates.

MARION GREATER SHOWS, MARION H. SPILLERS, Bowman, South Carolina
FURNIE E. SPAIN, Business Manager, 2301 Main St., Columbia, South Carolina

J. J. PAGE SHOWS

Opening Johnson City, Tenn., April 24

Want Man to take over Circus Side Show. Must furnish show and pay salaries. Liberal percentage if you can produce. Want Girl Show; must have 3 or more girls. Jerry Tohlbeil, are you joining? Will book Grind Shows with own outfits. Want Foremen and Second Men for Ferris Wheel, Octopus, Chair-o-Plane and Merry-Go-Round. Must be sober and reliable. Want Lot Man; must really know how to locate Shows, Rides and Concessions. Will book Sound Car; prefer one having Concessions. Benny Aker, answer. Will book a few more Concessions. Privileges have already been sold for the following: Bingo, Cook House, Pop Corn, Candy Floss, Candy Apples and Percentage. Everybody address:

J. J. PAGE SHOWS, P. O. Box 705, Johnson City, Tenn.

P.S.: People answering for jobs quote lowest salary, as you get paid here.

ROYAL EXPOSITION SHOWS

Gainesville, Fla., next week, followed by Daytona Beach, Fla. Big Colored Fair commencing March 29th, then two more weeks in Florida and north for the summer. Want One or Two Major Rides and a couple of Good Shows to feature. All must have own transportation and outfits. Very liberal proposition for the season. Can also use Penny Arcade and several clean Merchandise Concessions, Shows and Rides, address J. P. BOLT. Concessions, contact LEO BISTANY, this week, Ocala, Fla.

WANTED . . . AGENTS . . . WANTED

CAPABLE AGENT FOR CONCESSIONS. COUNTER MEN FOR CORN GAME. (E. L. Brooks, Blackie & Babe, Little Red, let me hear from you.) FAY LUTZ WANTS READERS FOR NEWLY FRAMED CAMP. (Ann Wilson and Eileen Haynes, write.) All address:

C. (WHITIE) LUTZ

Springdale, Ark., until April 1; then TIVOLI EXPOSITION SHOWS, P. O. Box 742, Joplin, Mo.

VICTORY EXPOSITION SHOWS

Opening March 20, Del Rio, Texas

CAN PLACE SCALES AND AGE, LONG AND SHORT RANGE GALLERIES, HIGH STRIKER, PHOTOS. ALL SLUM CONCESSIONS OPEN. Harry Lamon can place Grind Store Agents. RIDE HELP: Can place Foremen on Merry-Go-Round, Spitfire and Fly-o-Plane. Second Men on all Rides. SHOWS: Can place Monkey Show, Mechanical Show, Wild Life Show or any worth-while Shows. Want Man to take charge of Fun House. All Address:

Alvin Van Dike, 231 Kendalia Ave., San Antonio, Tex.

PATSY ROSANA

Wants all agents to report March 20 at Sanford, N. C. Can place high-class arcade and all other legitimate concessions.

Address all wires to

LLOYD D. SERFASS, Sanford, N. C.

THOMAS JOYLAND SHOWS

ON ACCOUNT OF DISAPPOINTMENT, WANT AT ONCE TO JOIN ON WIRE ELECTRICIAN WHO UNDERSTANDS DIESELS. (HAVE NEW CATERPILLAR DIESELS.) Top salary and all cut-ins. Must join at once. (Dorsey and Zeller, wire me.) CAN PLACE GOOD RELIABLE RIDE MEN FOR ALL RIDES AT ONCE. WANT TO BOOK PHOTO GALLERY AND PENNY ARCADE FOR SEASON. Address:

THOMAS JOYLAND SHOWS

c/o WESTERN UNION

LEXINGTON, KY.

BARNEY TASSELL UNIT SHOWS

CAN PLACE SHOWS AND CONCESSIONS

WINTER GARDEN, FLA., MARCH 18

First show in five years. Can also place for summer season, opening April 3rd in Virginia.

Write or Wire
BARNEY TASSELL
WINTER GARDEN, FLA.

WINTER QUARTERS

Twin City

AURORA, Mo., March 13.—Work is nearing completion. Rides have been repainted and trucks will be overhauled and repainted as soon as weather permits. Shows slated to open here April 10 and play a route thru Missouri, Iowa and Nebraska.

New trailer for the Octopus arrived last week, and George Crable left for Salem, Ore., to pick up the new ride. Shows' staff includes Sam Wells and George Crable, owner-managers; Tillie Crable, secretary; Jack Barnes, general agent, and the Davis brothers, electricians.

Concessionaires already here or expected soon are Curley and Trixie Clark, who will have the bingo for the third year; Mr. and Mrs. Ben Xander, cookhouse; Walter and Lucille Keller, 2; Sis Wells, mitt camp; Freddie Wells, diggers; Jack and Virginia Barnes, photo gallery, candy floss and slum jewelry; Al Campbell, 4; Jackie Rogers, 3; Jewell and Odie Cannon, custard, popcorn, candy apples and cigarette gallery; Tillie Crable, beat the dealer, and James Cook, over and under.

Ride foremen include Floyd (Punk) Milton, Ferris Wheel; Walter Crable, Merry-Go-Round; Davis brothers, Octopus, and Jimmie Stein, Swings.

The writer is *The Billboard* sales agent. Recent visitors included Mr. and Mrs. Frank Evans, Paul Evans and family and Al Campbell.—VIRGINIA BARNES.

Mad Cody Fleming

HICKOX, Ga., March 13.—Work is progressing at a satisfactory pace. New trucks and semis have arrived. Rides and trucks are being checked and repairs are being made.

C. D. Dean writes from Columbus, Ga., that he is building frames for his concessions. Whitie and Vannie Hardman have their trailer here and are taking things easy. Nano Decinto and his wife also are here. Jack McCarty is keeping the boys busy.

Birdie Willse Tolosua reports that she will arrive soon.

Visitors included William de L'horbe Jr., National Amusement Device Company, Dayton, O.; directors of the New Dixie Fair, Waycross, Ga., who inked a contract with the shows; Frank Dickerson and W. Briant, owners of the Dickerson Shows; Louis and Kate Auguesteno, owner of animal shows; Mr. and Mrs. Leonard, park operators; J. C. McLean, former general agent; Horace Williams, owner of the Nashville, Ga., bus lines who put a concession on the shows for the season, and Mrs. Charles Ports, of Sparta, Ga., a former member of the show.

T. B. McKenzie, general agent, is in and out of winter quarters.—MAD CODY FLEMING.

Wallace & Murray

VALDOSTA, Ga., March 13.—Show is pushing preparations for the opening here Saturday (27). Shrine Oriental Band, sponsor of the stand, plans to parade 50 pieces strong nightly thru the business district leading to the show location, which will be on the streets.

Nina Scott, who is handling the advance, has several dates lined up and is busily engaged in a program with the merchants to handle ride tickets for the kiddie matinee.

Al Wallace, now sole owner of the org, is away on business, and Dave Wise is overseeing the building of a new office truck.

Esther Wallace will have both the cookhouse and popcorn, the latter to be operated by Dolly Wise. Mrs. Babe Scott visited from Lenox, Ga.

Page Bros.

SPRINGFIELD, Tenn., March 13.—The overhauling and painting of rides, shows and rolling stock is in full swing under supervision of Earl Ragland, who has eight men working under him. A new 30-foot semi-trailer arrived Saturday (6) and the new kiddie train hit quarters Monday (1).

Mr. and Mrs. Paul Pittman report they are readying eight concessions. Mr. and Mrs. Louis Cutler are expected any day from Hot Springs with their Octopus and eight concessions. Mr. and Mrs. Roy Little are en route from Louisiana. John Borum, Chevrolet dealer at Ashland City, Tenn., writes that the new Chevrolet tractors will be delivered by April 1. Abe Frank reports from his home in Pascagoula, Miss., that he has his bingo painted and ready to go.

Visitors have included Mr. and Mrs. W. J. Williams, of Rogers Greater Shows; Mr. Smith, general agent of Wallace Bros.; Pete Hendrix, Mighty Page Shows; Horris Drennon, Capital City Shows, and Mr. and Mrs. C. C. (Specs) Groscruth, Blue Grass Shows.

MIDWAY SHOWS

Rocco & Son

Show Opens May 8th in St. Paul. Complete Season Booked.

Can place various legitimate Concessions, all kind of Grind Shows; also Operators for office-owned Shows. Want Ride Men on all Rides. Can use Second Men on Wheel and Tilt-a-Whirl. Long season, good salary. Contact at once for a profitable season. Leona and Jo Ann, contact; new deal. ROCCO, Owner & Mgr., Como Sta., R. 5, St. Paul 8, Minn. Tel.: Nestor 8870.

DUE TO DISAPPOINTMENT CAN PLACE

FIRST-CLASS BILLPOSTER AND BILLER

Must be sober and drive GMC Truck.

Ralph J. Clawson, Mgr.
CAVALCADE OF AMUSEMENTS
Mobile, Ala.

CARL HANSEN

WANTS

WORKINGMEN IN ALL DEPARTMENTS. Especially want to hear from those who worked for me on the Dodson World's Fair Shows.

All Address: CARL HANSEN
c/o Imperial Exposition
Box 37, Caruthersville, Mo.

BINGO CALLER WANTED

Must be A-1 and know his business. Sober and reliable. Must be able to drive Semi. Salary and percentage. Can use one or two Counter Men.

PEPPERS ALL STATES SHOWS

PHONE 9130 FLORENCE, S. C.

FOR SALE

1-1947 24-SEAT CHAIRPLANE

Grunner Make. Complete with Fence and new 1947 motor. This Ride like new. Never been torn down. Need space for Kiddie Rides. \$950.00 Cash. VIC HORWITZ, Hotel Detroit, Detroit, Mich.

GOLDEN GATE SHOWS

Will open April 17, Pembroke, Ky. Want Mug Joint, Snowball, Cotton Candy, Cook House, Bingo, Mitt Camp, Pitch-Till-U-Win, Hoop-La, Bumper, Fish Pond and any ten-cent Stock Store. Office wants Agents for Stock Concessions and P.C. Dealers. Ride Help. Will book Grind Shows with own outfits. FRANK OWENS, Mgr., Golden Gate Shows, Pembroke, Ky.

BARLOW'S BIG CITY SHOWS

Open April 15, St. Louis, Mo. Want Concessions and Ride Help. We play all Sponsored Events. — no Still Dates. Our 37th year. Will buy Evans Big G Wheel. HAROLD BARLOW, Mgr., 529 N. 52nd St., East St. Louis, Ill.

B & B SHOWS

Can place few more Stock Concessions as follows: Lead or Cork Gallery, Bowling Alley, Hoop-La, Dart, Glass Pitch. Also P.C. if you have other Concessions. Will give route if interested. Address: FRANK E. DICKERSON, Hardeeville, S. C.

RALPH DECKER presents
JOSEPH J. KIRKWOOD SHOWS
AMERICA'S BEST ADVERTISED MIDWAY

Want for High Point, N. C., week March 22; Danville, Va., week March 29; Wilmington, Del., week April 5th.
 All first in. Then north with best carnival route.

CONCESSIONS: Can place Age, Scales, Photos, Duck Pond, Hoop-La, Pitch Win, Penny Pitch, Cigarette Pitch, Devil's Bowling Alley, Bear Hoop-La, Knife Hack, Ball Games, Long or Short Range Gallery, Cork Gallery, any Legitimate Grind Store, Rat Game, One Dice, Pea Pool if you have Side Stores. Good opening for Arcade.

HELP: Can place Second Men on Rides if you drive. Useful Carnival People, always room for you. All address:

RALPH DECKER, General Manager
 JOSEPH J. KIRKWOOD SHOWS, AUGUSTA, GEORGIA
 OR PHONE RICHMOND HOTEL, ROOM 711

Robertson Bros.' Shows

CAN PLACE CAN PLACE

for 30 weeks of bonafide fairs, celebrations and still dates. We carry seven office owned rides and hold contracts for 10 bonafide fairs in Kentucky, Virginia and Alabama, also best Fourth of July spot in Va.

SHOWS: Good opening for Girl Show with own equipment, Motordrome, Fat Show, Midget Show.

RIDES: Will book Roll-o-Plane or Fly-o-Plane, Kiddie Swing and Pony Ride.

CONCESSIONS: Will sell X on Cotton Candy, Candy Apples, SnoKone, Jewelry, Novelties, Custard, Guess Your Age and Weight and Miff Camps. All other Stock Concessions open. Good opening for Fish Pond, Cigarette Gallery, High Striker, Rat Game, French Fries, Root Beer, Penny Arcade, Basket Ball, Dart Game, String, Bumper, Hoop-La and Country Store.

All Replies to

ROBERT ROBERTSON, Robertson Bros.' Shows
 OZARK, ALA., THIS WEEK

JOHNNY J. DENTON SHOWS

LAST CALL LAST CALL LAST CALL

opening downtown, Dothan, Ala., March 20, two Saturdays, followed by Tuscaloosa, Ala.

SHOWS: Have 20x110 new Top for Side Show. Good proposition to Motordrome. Can place Girl Show; we have new Top for same if you have Banners and Front.

CONCESSIONS: All Stock Concessions open.

RIDES: Have opening for A-#1 Foreman to take new 3-Abreast Merry-Go-Round.

All replies to

JOHNNY J. DENTON
 JOHNNY J. DENTON SHOWS, Dothan, Ala.

BLUE GRASS STATE SHOWS

LAST CALL LAST CALL

OPENING SATURDAY, MARCH 27, AT LAWRENCEVILLE, GA.

ALL PEOPLE CONTRACTED, ANSWER THIS CALL BY WIRE AT ONCE

Still have a few openings for Shows with own outfits. Can place Hanky Panks or any good Stock Concessions. Good proposition for Penny Arcade. Can place first-class Ride Help, First and Second Men on all Rides. Come to Winter Quarters at Augusta, Ga., located at The Georgia and Carolina Warehouse and Compress Co., Route #1, South. All replies to

C. C. GROSCURTH
 P. O. BOX 845, AUGUSTA, GA.

WALLACE UNITED SHOWS

Sober Ride Help on Plane, Auto Looper, come on. Don't misrepresent. Just cleaned house on drunks. Place General Agent, Banner Man, Show with own outfit, Concessions of all kinds, come on. Show now on lot. Address CRAWFORDSVILLE, ARK.

MAKE \$100.00 A DAY ON CANDY FLOSS



This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss—send us your order NOW.

ELECTRIC CANDY FLOSS MACHINE CO.
 202 Twelfth Ave., So. Nashville 4, Tenn.

W.G. WADE Shows
WG

Equipment contracts now being let for long season starting in April.

Territory — Michigan, Indiana, Ohio
CAN PLACE

RIDES:—Caterpillar and Spitfire.

SHOWS:—Monkey, Animal, and Glass House or other non-conflicting clean, attractive units.

CONCESSIONS:—All legitimate privileges open, exclusive free. (Catering, Corngame, and percentage sold.)

Address all communications to

W. G. WADE SHOWS

G. P. O. BOX 1488,
 DETROIT 31, MICH.



JACK J. PERRY SHOWS

"THE SHOW THAT TOPS ALL SHOWS"

JACK PERRY, Owner-Mgr.; CHARLIE POWELL, Gen. Agent; BEN BRAUNSTEIN, Bus. Mgr.

Opening April 3 in Industrial Clinton, S. C.

TWO SATURDAYS

Followed by the pick of the Smokestack Route

PLUS

10 BONA FIDE FAIRS

Contracted . . . Not Pending

Want Secretary and Bookkeeper, Billposter, Bill Owen, wired you, Roody, contact. Ride Men, Foremen for Merry-Go-Round, Ferris Wheel, Chairplane, Joe Adams, contact. Want Second Men, all departments; Semi Drivers. Long season. Will book one Major Ride and Pony Ride. Mort, contact. Concessions—Book 10¢ Concessions of all types. Sell ex. on Photo, Age and Scales, Novelties, French Fries and Arcade. Will book one high-class American Camp. "Dutch" Whitesides wants General Concession Help. Clerks for Slum Skillo, Bingo Caller and Counter Man; Agents for Kelly Pool and Pan Game. Will book Rat Game. Bud Monroe, contact. Shows—Motordrome, Unborn, Fat. Louis Augustino, Jack Ross, Atomic Age, wire me. All other Shows and People contracted answer this ad. Want A-1 Sound Truck. Wire or write

JACK PERRY or CHARLIE POWELL, Oregon Hotel, Greenwood, S. C.

WANT-NESSLER'S SHOWS-WANT

A NAME THAT STANDS FOR CLEAN SHOWMANSHIP

NOW BOOKING FOR 1948—OPENING APRIL 26

CONCESSIONS: Any Legitimate Concessions working for Stock. SHOWS: Will book Shows capable of getting money. (C. E. Kelly, contact me.) RIDES: Will book Tilt-a-Whirl or Octopus with own transportation. Want Agents for Bingo, Ball Games, Coke Joint. (Sam Parker, answer.) Electrician, one with Store preferred. Man and Wife to run Penny Arcade mounted on Trailer. Good proposition. Foreman for Spillman Merry-Go-Round, report at once; also Second Man. Carl (Shorty) Pruitt, let me hear from you. No drunks will be tolerated. All Help must be sober and reliable, others save stamps and your time. Semi Drivers preferred.

WE HAVE A FREE GATE AND CARRY NO RACKETS

Address:

B. NESSLER Box 17, Sheldon, Illinois

P.S.: Celebration Committees in Illinois, Indiana, Missouri and Arkansas, we have a few open dates but going fast.

BUFF HOTTLE SHOWS

Opening March 27 at Golden Meadows, La.

With Six Choicest Still Spots in Louisiana to Follow.

Have 19 Fairs and Celebrations starting last week in June in Illinois. Absolutely the Best Truck Show Route in Middle West. CAN USE A FEW RELIABLE RIDE MEN. CONCESSIONS THAT WORK FOR STOCK. CAN PLACE SHOWS WITH OWN OUTFITS TO JOIN WEEK OF APRIL 5. Especially want Ten-in-One for season. (Bill Bacon, please call me.)

All Reply to

BUFF HOTTLE, Mgr. Covington, La.

ANDERSON GREATER SHOWS

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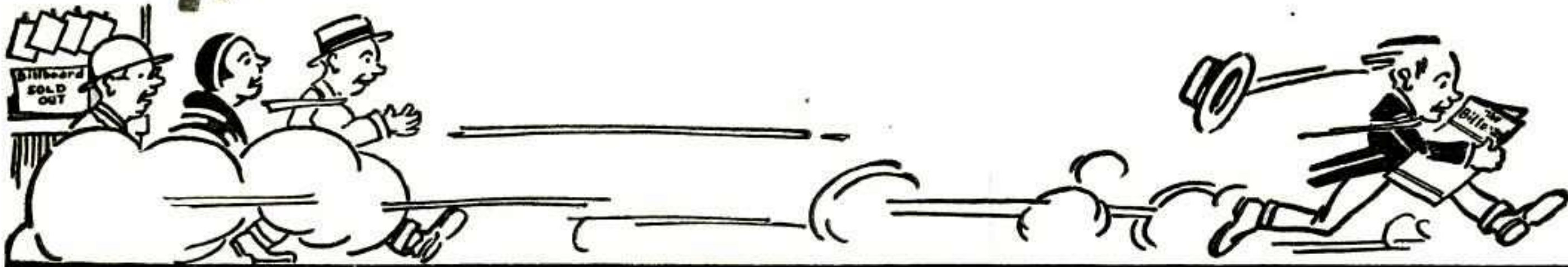
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- MIDWAY DESIGNS** by J. W. (Patty) Conklin
- WHAT ABOUT TRAILERS?** by J. Lee Brown, Parks Division Dir. Trailer Coach Mfg. Assoc.
- THE CARNIVAL INDUSTRY IS GROWING UP** by Max Cohen, General Counsel American Carnivals Asso.
- RIDES—WHAT'S NEW?** by Jim McHugh, Billboard Staff Writer
- INSECT REPELLENT LIGHTNING**
- PARK PROMOTIONS**
- POOL & BEACH EQUIPMENT**
- RIDE MAINTENANCE IS IMPORTANT** by Herb Dotten
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Attendance Dips As Cold, Winds Blast Imperial

(Continued from page 52)

secretary-manager. Like its history the past six years, this desert event has had its ups and downs. The 1931 fair was in the red \$18,000 and the directors and officers signed personal notes for \$11,000 to pay off the deficit. The Imperial County Board of Supervisors assisted. Since 1932 every fair has shown a profit.

There have been several changes made because of the progress of this sand-surrounded community. The highway puts the front of the fairgrounds in the curve of a crescent. The State Highway Department has ruled that no entrances be allowed on the road—so it has been removed to the north. This makes it adjacent to the parking lot but puts the carnival lot at the south end and opposite from the entrance. Under the old set-up the carnival, which has been Crafts 20 Big Shows for several years, pulled larger crowds than this year.

Folks Too Busy

Located in the center of a rich agricultural district, the fair suffered this year from its territory's prosperity. The drop in turnstile clickers was, in addition to the bad weather, contributed to the fact that the lettuce and carrot crops were moving; people were too busy to take time off to enjoy the event.

In having to postpone his opening until this year, Stewart has missed some of the shortages of materials available for showing. There were large displays of heavy farming equipment, which a year or two ago no distributor would have entered in a show for he could have sold it the minute it hit the sales floor.

Stewart booked the Crafts org on a percentage basis. The grandstand show was booked by the Bert Levey circuit of Hollywood. Fair featured five days of horse racing—both running and harness—without parimutuels. There were three days of horse shows with 150 exhibitors. Tevis Paine directed the shows.

Fair plant includes 18 new buildings and a remodeled main exhibit building. A complete new half-mile track has been placed in front of the grandstand, replacing the mile ribbon.

Fair managers visiting the event included C. B. (Jack) Afflerbaugh, president of Western Fairs Association, Inc. (WFA), and Los Angeles County Fair in Pomona; Ernest O. Hulick, secretary-manager, San Diego County Fair, Del Mar; Russell Smith, secretary-manager, National Orange Show, San Bernardino, and Louis S. Merrill, general manager, Dick Washburne, public relations director, and Rose Links, secretary, of the WFA.

Doss Bros. Opens Latter Part of May

MONTROSE, Mich., March 13.—Doss Bros. will open the season here the latter part of May. Show in the past was known as Doss Bros.' Tent Show. This season all animal and circus acts will be used. Show has its own stock, dogs and ponies, with a high school horse and trick mule to be added this spring. Org will move on three trucks and trailers. A new 50 with two 30s will be used for the big top. A pit show in place of a side show will be carried.

James Oldham will have the advance; Mabel Monroe aerial acts; Pinky Tate will clown, with Joe Tate assisting, and Ted and Marie Collins will work stock and present the Wild West concert.

Design of Youth Building Urged For Wide, Varied Community Use

(Continued from page 52)

fect decisions on seating arrangement, judging and playing arena size, exhibit space, concession facilities, heating plant, toilets and locker rooms.

Location Important

Much thought and investigation should be given to location of a community coliseum, and in all cases where it is to be placed on a fairgrounds or adjacent thereto, the officials should have a master plan made for their grounds showing the best and proper location, for not only a community coliseum, but for all other buildings, roads, parking areas, concessions, water lines and electric lines. Thousands of dollars can be saved to all parties concerned in a project of this type by placing the building in the proper location, and by taking into consideration the convenience and adaptability to the public and the community which it is to serve.

Sufficient automobile parking space should be carefully considered and of sufficient size to easily park all cars of exhibitors and patrons when your coliseum is filled to peak capacity. The facilities to be provided will depend on the size and seating capacity of the coliseum, the purpose for which it is to be built, how far it is located from other buildings, and the amount of funds available for construction.

Consultation Benefits

Careful consideration should be given to design and design details. In all cases, secure the service of someone experienced in the use, need, and design of buildings of this type—someone who is familiar with fair and exposition buildings, in designing, constructing, and operating. Services of such a man may be contracted on a consulting basis to work with the fair board and the local architect, this man being paid for the actual time his service is required. Many mistakes and many dollars may be saved thru proper design of your building, in the securing of plans and specifications, in the selection of materials, in the letting of contracts, and in the construction of your building. Plans and specifications for any building, a master plan of your fairgrounds, a complete plan of administration and operation for your fair or exposition, or any separate unit, such as a coliseum, grandstand and livestock department, warrant expert counsel.

In the selection of materials for a community coliseum today, there are three kinds that are being used, and in the following order: Concrete or cinder block, pine lumber, or brick. On almost all projects, steel roof supports are used. Concrete or frame

construction is being used for permanent seats, while knock-down or rollaway bleachers are used for temporary seating. Most all floors are of concrete. However, some arenas are dirt floor covered with sawdust, while others are concrete with sawdust cover for judging livestock, and then a removable wood floor in sections laid on the concrete floor for basketball, other athletics or entertainment.

Support From Public

In a community where there is a need for a community coliseum, the financing of the project should not be too difficult. The size and cost of the structure should be suited to the local requirements.

Most of our public, as well as most of our educators, are of the opinion that all junior fair projects, vocational agriculture, public school programs, and all youth activities in athletics and exhibits are now an essential part of a well-rounded-out curriculum, and that finance for a community coliseum, as part of a fairgrounds or school grounds, should rate the approval of all citizens for the use of public funds for its construction.

In many States, the statutes provide for a building project of this kind, by specifying how to vote a tax levy or a bond issue. In some communities, funds are raised by public subscription; some by independent corporations, and some by non-profit organizations. There are many ways to finance your community coliseum.

Give your boys' and girls' clubs a big part in your fair, and a bigger part in your junior fair building project. It will only be a few short years until they will be running your fair, your schools, your churches, your industries, your farms, your communities, and your government. Your community coliseum is the roundhouse for all community events and projects and will pay dividends in many ways.

Herman Linder Renamed

CALGARY, Alta., March 13.—Herman Linder, Cardston, Alta., was re-elected president of the Stampede Managers' Association at the group's annual meeting here. Vice-presidents are Lorne Thompson, Medicine Hat, and Dick Cosgrave, arena director of the Calgary Stampede. J. Charles Yule, Calgary, is secretary-treasurer.

Calgary Judges Named

CALGARY, Alta., March 13.—Frank Sharp and Jack Wade have been named senior field judges for the 1948 Calgary Stampede.

R-B Rehearsals In Full Swing

(Continued from page 55)

in Brussels; the Circus Strasburger at the Theater Carre, in Amsterdam; the Circo Trebol, in Barcelona, and the Circo Zoppe, in Florence, Italy. Most of these circuses are top-notch but adhere to the European tradition of one ring and, at the bigger spots, an elevated platform over the performers' entrance or in front of the bandstand.

North stated that spotting suitable acts was only half of his trouble, a major headache being the difficulties encountered in securing passports, visas and transportation for the members of the acts signed up. In the case of animal acts, the headaches are multiple. To handle these problems North appointed Umberto Schicht-holz-Bedini, booking agent of Milan, Italy, to act as his representative in Europe.

European Acts Inked

Among the acts signed up by North were Whristians Dogs, a big canine revue, and Alberti, high-pole act, which were playing in Tom Arnold's Holiday Circus at the Harringay Arena in London; Los Onas Troupe, equilibrist, from Perezoff's Circo Trebol in Barcelona, Spain; the Ming Sing Troupe (six), Chinese acrobats from the Cirque D'Hiver in Paris; Unus, stunt equilibrist who has been with the Circus Knie at the Cirque Royal in Brussels, and Albert Zoppe, bare-back riding ace, caught at the small-tenter, Circo Zoppe, in Florence, Italy.

Merle Evans and his band are set for the opening and getting some preliminary work-outs playing concerts at Sarasota's Bay Front Park.

Cincy Sports Show Bows; Proceeds to Zoo's Susie Fund

CINCINNATI, March 13.—Sport and Boat Show in Music Hall here under auspices of *The Cincinnati Enquirer*, with all proceeds going into a Susie Fund to replace the noted gorilla at the Cincinnati Zoo, opened today with a 10 a.m. preview showing for juniors and teen-agers.

Show executives set a 25-cent admission fee for the preview showing with all tax on ducats being paid thru the courtesy of the Steelcraft Manufacturing Corporation.

Event will highlight a varied talent array, including Pauline Betz, former women's United States Lawn Tennis champion, and Sandor Glancz, table tennis exhibitionists; Perry Greene's Chinook dogs; Ted Allen, champion horseshoe pitcher; Billie Hughes and Blackie, crooning crow; Whitey Hart, diving exhibitions; Cal Barry's sextet of retrievers; Young Deer and Little Bear, Mohawk Indian troupe; Willie Hoppe, billiard expert; Abe Patterson, wood carver, and Mathew Bernard, canoe builder.

Anderson & Casper To Try Hand at Ostrich Breeding

ST. AUGUSTINE, Fla., March 13.—Fred W. Anderson, ostrich breeder, who was noted years ago as a trainer of the birds for riding and driving exhibits at fairs, will become associated with Jim Casper, of the Casper Gator Jungle here, in an attempt to increase the breeding stock of the birds in this country, reports Newton Capron, animal dealer.

Having a present market value of \$1,000 each, Casper is importing from Africa 18 full-grown specimens to augment stock now at the Jungle. Anderson began raising ostriches in 1903 and continued in the business until 1937 when he became curator of a Miami zoo.

IMPORTANT NOTICE TO OUTDOOR SHOWMEN

To take care of longer press runs, necessitated by increased circulation, and to maintain our early distribution schedules, it is no longer possible for us to accept last-minute Show ads on Monday morning.

FINAL CLOSING TIME for these ads is

5 P.M. SUNDAY

(Eastern Standard Time)

Racing Events Hypo Interest At Brett Spot

DETROIT, March 13.—Finals of the juvenile and junior speed championships of Rouge Park Roller-drome here were held Saturday (6) after two months of preliminary competition. Heats were held each Saturday afternoon for eight weeks, resulting in a steady build-up of interest among spectators and skaters.

Saturday also climaxed the Pot of Gold contest which had been promoted during the preceding nine weeks by Mr. and Mrs. George Brett, Roller-drome operators. Each Saturday during the races a selected guest placed a handful of money in the pot, and patrons were invited to submit guesses as to the total that would be in the pot at the close. To the winner went half the sum, the runner-up getting one-fourth, and the third and fourth-place winners getting one-eighth each.

Regular workouts are being held each Friday night at the rink, preliminary to entrance of contestants in the Michigan championships, and junior and intermediate clubs are preparing plans for an elaborate show to be staged in May.

AOW Set for Annual Contests, To Be Topped by Dinner Dance

ELIZABETH, N. J., March 13.—Championships of the America on Wheels chain of rinks, second only in importance to the national competitions of the United States Amateur Roller Skating Association, will be held March 31-April 3 in AOW's Twin City Arena here, it was announced this week by AOW General Manager William Schmitz.

AOW's challenge trophy will again be at stake in these contests, the club amassing the greatest number of points in the artistic and racing divisions against their handicaps gaining possession of the trophy for one year or until the next AOW championship is held. The club winning the trophy three years keeps it permanently. Award of the trophy, along with gold, silver and bronze medals to first, second and third-place winners in all events, will be made at the closing night dinner-dance for contestants and officials in the Elizabeth Elks Club.

Competitions will be held in dances, figures, ladies pairs, mixed pairs, fours and speed, the last named a new division entering the contests, with the competition committee made up of Schmitz, general manager; George Sticka, host manager; Jack Edwards, speed professional, and Eddie O'Neill and Herb Daisley, artistic pros.

Dances chosen for the contests are the straight waltz, barn dance and collegiate in the juvenile division; barn dance, collegiate and Style B waltz, novice; continental waltz, Keats fox-trot, 14-step and Harris-Krechow tango, junior, and Westminster waltz, quick step, Dench blues and three-lobed eight waltz, senior. The speed program will offer 220 and 440-yard events for midget

boys and girls; 440 and 800 yards, juveniles; 880 yards and three-quarter mile, juniors; 880 yards and one mile, intermediate ladies; 880 yards, three-quarter mile and one mile, intermediate men; 880 yards and one mile, senior ladies, and 880 yards, one mile and five miles, senior men. All scoring will be done on a five-three-two-point basis.

Referees and judges will be supplied by the USARSA, said Schmitz.

Michigan Rollerries Setting Up Program Of Speed Contests

MUSKEGON, Mich., March 13.—An inter-city racing program is being set up in Michigan by Skateland, Battle Creek; Curvecrest, Muskegon; Palomar, Lansing, and Eastwood Park, Detroit, according to Perry B. Giles, of Curvecrest, who said that an organizational meeting will be held soon at his rink to prepare a schedule.

Giles reported that a record crowd attended a Leap Year party held February 29 at Curvecrest. In keeping with tradition, many of the boys were escorted by girls. Special features included a kiss tag and a Sadie Hawkins race, but highlights of the evening were a fashion show and new look handicap.

Designed to burlesque fashions, the show included such male models as "Bubbles" (Bob) Benson, "Donna" (Don) Sandin, "Arlene" (Art) Dake, "Jennie" (Ken) Benson, "Dahlia" (Dale) Elliott, "Carla" (Carl) Ray, "Mae" (Walt) West, "Blondie" (Hal) Wallis, "Alice" (Al) Michalski, "Cuddles" (Herb) Way, "Dixie" (Dick) Hedges, "Maureen" (Maury) Baker and "Dollie" Schweissinger, with Hedges nominated as Miss New Look. The models then participated in the new look handicap, won by Elliott.

"Frolics" Score Publicity Break For Casson Spot

NEWPORT, Vt., March 13.—Roller Frolics, a floorshow presented February 20 by skaters of Mr. and Mrs. Bernard Casson's Roll-a-Way Skating Rink at the annual winter carnival and ball of the Kiwanis Club in the State Armory here, was responsible for excellent newspaper publicity breaks for the rink.

Seventeen skaters took part in the show which was coached by the Cassons and viewed by Vermont's Gov. Ernest W. Gibson, honored guest at the affair. Immediately preceding the show *The Newport Daily Express* publicized the skating show. The Cassons also received a nifty break in the paper's February 21 edition, which gave the skaters prominent mention in a page one story on the outcome of the carnival and carried a four-column picture of the kids.

Phoenix Ops Join RSROA

DETROIT, March 13.—Emmel V. Henderson and Marguerite Gascoigne, operators of Phoenix (Ariz.) Roller-drome, have joined the Roller Skating Rink Operators' Association of the United States, it was announced recently by Secretary-Treasurer Fred A. Martin from association headquarters here.

Regional and State Competitions Set For RSROA Kids

DETROIT, March 13.—The following list of 1948 State and regional roller skating championships sanctioned by the Roller Skating Rink Operators' Association of the United States has been released by Secretary Fred A. Martin from his offices here. Names of rink operators playing host to the various meets and the dates, whenever known, are included:

Northeastern regional, Gay Blades, New York, Louis J. Brecker; Massachusetts, Bal-A-Roue Rollerway, Medford, Fred H. Freeman; New York State, March 29-31, Wal-Cliffe Roller-drome, Elmont, L. I., Jack Cleary; New Jersey, New Dreamland Arena, Newark, Victor J. Brown; Connecticut, Hartford Skating Palace, Irving S. Richland; New Hampshire, Rhode Island and Maine, open; Eastern regional, Lexington Skating Palace, Pittsburgh, H. D. Ruhlman; Pennsylvania, Great Leopard, Chester, Jack Coopersmith; District of Columbia, Riverside Stadium, S. G. Leoffler; Delaware, Delaware Roller Rink, New Castle, G. C. Gelinas; Maryland, West Virginia and Virginia, open; Great Lakes regional, May 31-June 2, Arena Gardens, Detroit, Jos. Schasney; Michigan, March 29-31, Rollatorium, Jackson, Paul Bacon; Ohio, Roy Hodges's Roller Rink, Springfield; Illinois, art skating March 25 and 26; speed skating April 1 and 2, Arcadia, Chicago, Phil J. Hays; Indiana, Rollerland, Indianapolis, William Patterson; Kentucky, Fourth Avenue Rink, Louisville, J. R. Singhiser; Wisconsin, open; Southern regional, April 16-19, Coliseum, Tampa, Harry J. Warner; Midwestern regional, Doling Park Rink, Springfield, Mo., W. W. Morrison; Missouri-Kansas-Oklahoma, Arena, St. Louis, A. B. Cramer, manager; Iowa, May 4, Midtown Rink, Des Moines, R. Y. Gould; Nebraska, open; Pacific Coast regional, Oaks Park Rink, Portland, Ore., Robert Bollinger; Minnesota, open; Rocky Mountain regional, Warnoco Rink, Greeley, Colo., J. W. Norcross; Washington, March 29-31, Cook's Rink, Spokane, Silas W. Cook; Oregon, Imperial Rink, Portland, William T. Brown; California, Roller-drome, Culver City, A. E. Baker; Idaho and Utah, open, and Nevada, Rollerland, Reno, Terrel Stearman.

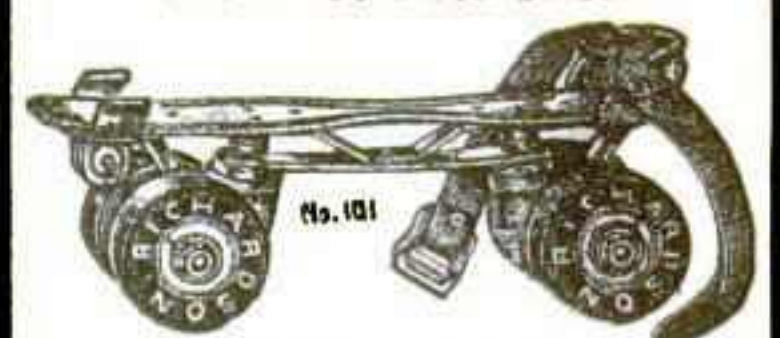
Windy City Rollery Hit by \$10,000 Fire

CHICAGO, March 13.—A three-alarm fire early Monday (8) swept Hollywood Roller Rink here, doing \$10,000 damage and endangering 15 residents of apartments above the place.

Deputy Fire Marshall John Haberkorn turned in the extra alarms because the depth and L shape of the building made fire fighting difficult.

Eastwood Park Roller Rink, Detroit, snared a bundle of publicity in the Sunday graphic section of the February 29 *Detroit Free Press*, which printed five pictures of scenes at the rink.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.

Established 1884

3312-3313 Ravenswood Ave. Chicago, Ill.

The Best Skate Today

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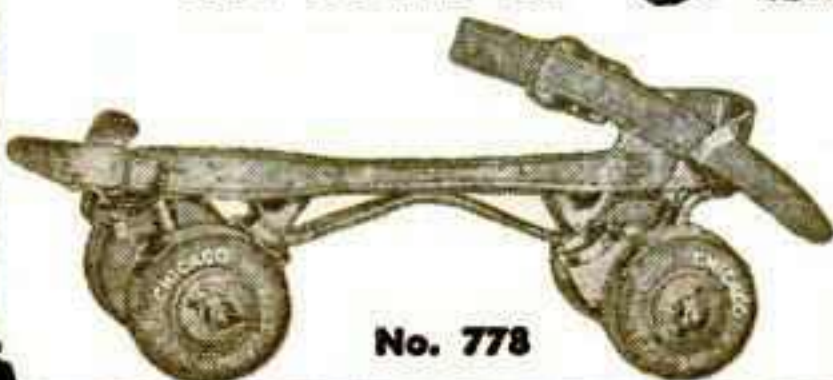
A complete line
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Betty Lytle
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**CHICAGO
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THE USERS OF "CHICAGO" SKATES



Are Successful.

There is a reason. Service and
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DEMONSTRATORS—JEWELRY WORKERS—ATTENTION!

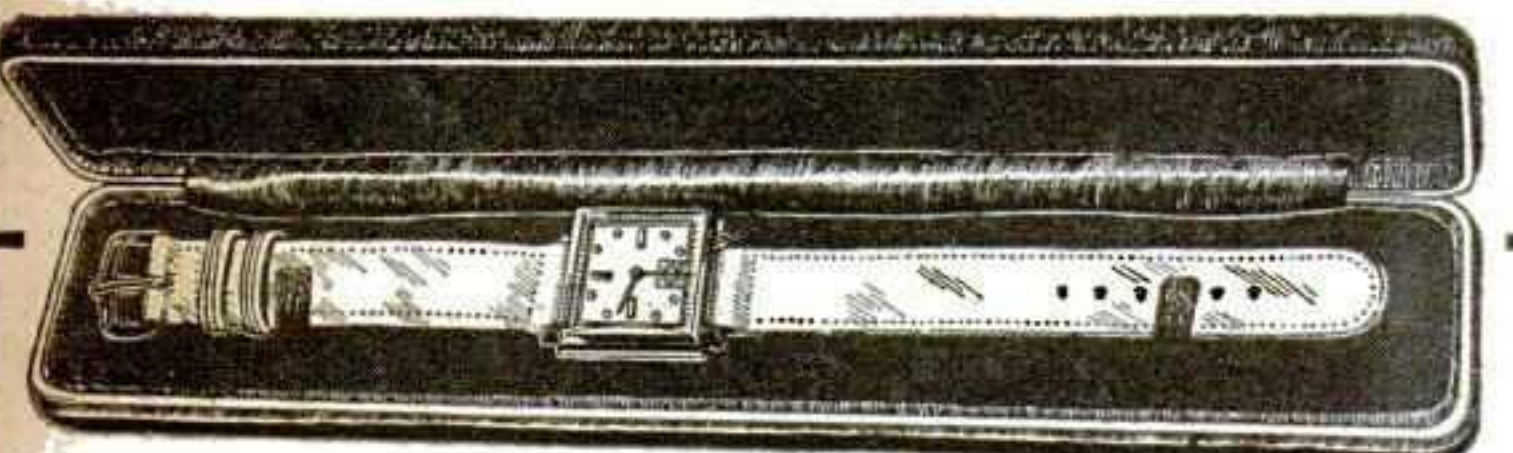


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WE CARRY THE MOST COMPLETE LINE OF ENGRAVING JEWELRY! No. 4X3—Gold Finish\$2.10 Dozen No. 1X7 \$12.00 Per Gross NO. 4X14—GOLD FINISH....\$2.65 DOZ. NO. 4X15—WHITE FINISH....\$2.65 DOZ.

Over 1001 different ring numbers in stock!!! WRITE FOR CATALOG—STATE YOUR BUSINESS BIELER-LEVINE, 5 N. Wabash Ave., Chicago 2, Ill.

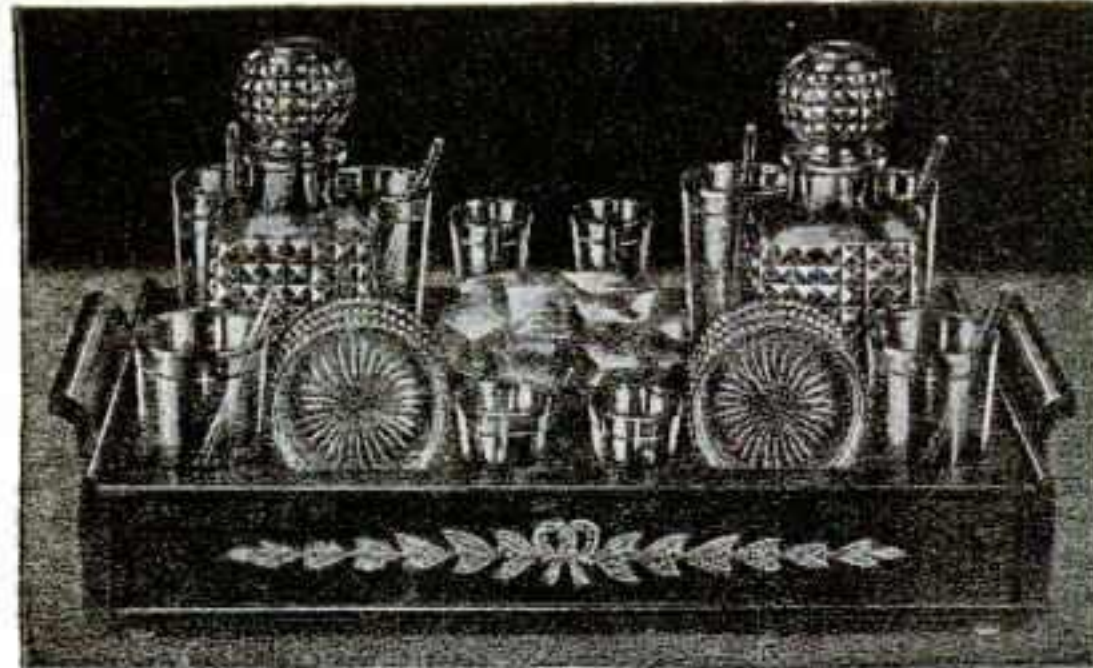


BRAND NEW 17 JEWELLED WATCHES Individually Boxed in Beautiful Case

A BEAUTY of a watch—with a dependable 17-jewel movement in rolled gold case and rich looking rhinestone dial. These are not rebuilt—not reconditioned—but absolutely BRAND NEW! You'll be proud to wear one yourself. IMMEDIATE DELIVERY CALVERT NOVELTY COMPANY 708 N. HOWARD ST. BALTIMORE 1, MD. Vernon 3034 ONLY \$16.50 Ex. Collect. Same low price for 1 or 100!

SPECIAL CLOSE-OUT!

Regular \$12.95 Value SPECIAL! \$48.00 DOZ. Packed 1 to Ctn. Sample \$4.50 Ea. ONLY A LIMITED STOCK—ORDER NOW



WISCONSIN DELUXE CO. No. 2706—BUFFET BAR—18x12 1902 N. THIRD ST. MILWAUKEE 12, WISC.

Send For CASEY'S NEW PRICE LIST Today! New Assorted Colors—30" Fuzzy Wuzzy Bears. Send for samples \$7.00 each Plenty new items for Bingo — Ball Games — Slum Concessions — Novelties — Wheels — Grind Stores—Plaster for Age Scales and all Concessions.

PLENTY CLOSE-OUTS AVAILABLE NEW COMPLETE LINE OF BEAUTIFUL STUFFED TOYS FEATURED AT 1948 TOY SHOW CASEY CO., INC. PREMIUM MERCHANDISE 1132 S. Wabash Ave. Chicago 5, Ill.

WIRE WORKERS ATTENTION! Whitestone and Wire Jewelry Workers, write me your wants. Order from the man who makes it. Rings—Ident. Bracelets—Earrings—Wire, any size, any quality. 25% with orders. 75% C. O. D. CRANSTON JEWELERS EXCHANGE P. O. BOX 111, CRANSTON 10, RHODE ISLAND

Pipes

(Continued from page 87)

blood test. Like Sid, I have made fairs by horse and buggy and by the streamlined trains of 1913. It is a good thing that all pitchers are favored to have a brother craftsman like Sid giving time and constructive thought to the pitcher's problems. I especially liked Sid's Blue Mondays, wherein he told of moving each week. This was the idea in the days of yore. If pitchers become lonely or desire to join some organization so that they may meet their fellowmen, there are a score of showmen's clubs all over the country. Let's hear from Lester Kane, Tommy Adkins, and Cox, the jammer."

Pitchman's Prayer: "Give us liberty and plenty of big tips."

CHIEF WHITE CLOUD... and wife are working around Pittsburgh.

STILL WORKING... Gimbel Bros.' Broadway store in New York, where he has had a pitch location for many years, is Al Siegle, hair balm and soap purveyor. Siegle's clean-as-a-whistle method of operation is the reason for his lengthy stay in the spot.

If you have nothing it's probably because you've elected to do nothing.

RED LUX... is chalking up some good business in and around Cleveland.

WORKING STOCK... sales in West Virginia to lucrative business are Sen. C. V. Ralston and J. E. Markley.

WE'VE WAITED... a long time for pipes from Judge Patterson, Phil Babcock and Art Nelson. Come on, fellas, unlimber the ink sticks.

Jerry the Jammer says: "Soliditude is sometimes a great comfort, unless it is derived from the fact that you bore too many people."

COLD WEATHER... chased Harry Maiers from Bloomington, Ind., and he's headed for Louisville and the South. Harry says he met Doc Fry and Bill Danker during his stay in the Hoosier city.

JACK WHITE... is pitching yuke oil in the Gimbel Bros.' Broadway store in New York to sock returns.

Fancy Freddie says: "Best way to get a job well done is to know how to do it."

HENRY H. VARNER... Akron pitcher, brings to this corner's attention an incident which he feels is worth retelling. "While partaking of my dinner in the Garden Restaurant here recently," Varner says, "I noticed a large group of performers from the Polack Bros. Circus Eastern Unit appearing at the local armory. They were seated at another table. After they had finished their meal, they tipped their waitresses, and heavily, which I considered a fine gesture. It was noted by many of the restaurant's regular customers, too. They were well dressed and a credit to their organization. Ironically enough, we have numerous people in this town and, altho all of them make big money, none tip so lavishly. All of which proves the natives don't get around as much as they should."

We once heard a pitcher describe his whitestone layout as an "April shower of pure diamonds and entertainment."

L. R. LEWIS... is headed for Georgia after chalking up good counts in Blackshear, La., with the sheet. He recently pur-

A MILLION SALES with CIRCLINE Fluorescent Fixtures The greatest lighting fixture yet made. Here's Your Big Opportunity for Big Money Making. LOWEST PRICES Direct From Manufacturer Write for Catalogue

ABRAMS LIGHTING MANUFACTURERS FLUORESCENT FIXTURES 113 No. 7th St., Philadelphia 3, Pa. Phone: WALnut 2-1947-1948

NEW 1948 BINGO BLOWERS NOW READY FOR DELIVERY HEAVY DUTY MOUNTED BINGO CARDS 3000 To Set And other BINGO SUPPLIES. SEND FOR CATALOG. SPECIAL DISCOUNTS TO JOBBERS. MORRIS MANDELL, INC. Dept. B 131 West 14th St., New York 11, N. Y. Phone Chelsea 2-3064

CONVENTIONAL TOY BALLOONS Highest quality of Real Natural Rubber. Be convinced with a trial order. Send 25 cents for samples. #312 Airship, Gr.\$.98 #418 Airship, Gr. 1.70 #524 Airship, Gr. 2.80 #4 Round, Gr.98 #7 Round, Gr. 2.10 #9 Round, Gr. 2.80 #13 Paddle, Gr. 5.20 #16 Paddle, Gr. 6.50 1/3 Deposit With Order, Balance C.O.D., F.O.B. Latex Sales Company P. O. Box 1408 Hattiesburg, Mississippi

2 3/4c EACH SPECIAL 2 3/4c EACH STOCK #BP603 TEN GROSS BARGAIN DEAL \$ 39.60 Consisting of the following numbers: Doz. 5¢ FLINTS and WICKS\$ 7.20 12 5¢ ASST. THREAD 7.20 12 10¢ ASST. SHOELACES 14.40 12 10¢ ASST. RAZOR BLADES .. 14.40 12 10¢ CIGARETTE HOLDERS 14.40 12 10¢ NAIL FILES 14.40 12 10¢ ASST. KEY RINGS 14.40 12 10¢ ASST. PICTURE CORNERS .. 14.40 12 25¢ SHAVING MIRRORS 38.00 12 25¢ ASST. TWEEZERS 38.00 STOCK #BP603— TOTAL RETAIL VALUE\$172.80 Many Other Items. Free Price Lists. TERMS: 25% Deposit, Balance C. O. D., F. O. B. Los Angeles. E. J. HAFNER Job-Lot 227 E. 4th St. Distributor Los Angeles 13, Calif.

SLUM (GIVE-AWAYS) Novelties, Toys, Brooches, Pins, Kids, Necklaces, Jewelry, Cosmetics, many other items too numerous to mention. 3,000 Pieces, Ass't. \$25.00 SOME ITEMS RETAIL UP TO 25¢ EACH. NEW ITEM! LUCKY NOVELTY PRIZE BOXES ASSORTED NOVELTIES OF ALL KINDS \$4.50 Gr. Boxes 5 Gross Lots—\$4.00 Gr. 25% Deposit, Balance C. O. D. Mdse. Distributing Co. 19 E. 16 St. NEW YORK, N. Y.

chased a new car and plans to remain in the Cracker State for several weeks.

Then there was the fellow who opened his pitch with: "The pitchman's layout is your best source of entertainment. Plan to come here often with plenty of geedus."

SIGHTED RECENTLY . . .
taking a stroll on the Boardwalk at Coney Island, New York, exploring for the future were Jack Kahn and Sol Addis, old-time pitchmen of note.

Famous Last Words: "He's a type of guy who is willing to let the rest of the people work."

HARRY GREENFIELD . . .
pens the following from his native New York: "R. H. Macy & Company, on 34th Street here, is renting out space to pitchmen and there are two workers there at the moment doing big business with vegetable peelers and furniture polish. Currently there's a big demand in department stores throuout the country for clean, honest men and women who can demonstrate or pitch. There are many products on the market that a pitchman could handle thru these stores. The pitch store on West 50th Street

is still operating with great success after several years. Secret here is good merchandise that brings repeat business plus clean-cut workers who look and act the part. The products they sell must, of necessity, be good. There's no fake or humbug here. Just concluded reading the book, *Four White Horses and a Brass Band*, and found it entertaining. It takes one back 40 years when the country was wide open to pitchmen of all kinds. However, I don't feel that a pitchman either in public or in writing, should expose a pitchman's talk, his method of working, his gimmicks, his products or his private life."

SARDE SOTO FIESTA . . .
at Sarasota, Fla., proved a success for members of the trips and keister fraternity who made the event. Among the lads working to crack business were Harry Kibble and Jim Swinney, balloons; Mr. and Mrs. Ted Burdick, snakes; Jimmy Barron, balloons; Frenchy Perry, saxophones; Fred and Nellie King, identification machine layout; Mickey Itzkofsky, slide trombones; Ted Sidwell, assisted by a few JCL's, spiders, and Ben (Horseback) Meyers.

With the pitchman it doesn't matter much what his attraction is. How efficient his tip-turning technique is is what counts.

REPORTS AROUND . . .
Lexington, Ky., have it that numerous applications have been received for membership in the recently organized pitchman's association, of which Paul Houck is temporary secretary.

CHARLES A. ROSS . . .
novelty dispenser from the West Coast, comes thru with an honest beef from his Los Angeles headquarters concerning the bum steers and misinformation given out by so-called trouper. (Ed's note: Ross has a justifiable complaint and it behooves all pitchmen to hear him out.) "It's disgusting to say the least to read some of the reports from the boys in the business who advise that a town is open, when it is really closed," Ross writes. "These same people," Ross continues, "seem to take great delight in reporting a license is reasonable when it actually is prohibitive. They work a town to death and then advise the pipes column that they corralled the long green in such and such a city and that the town is open when it is closed. I began pitching novelties at Midwestern fairs and celebrations in 1935 and at that time it took a good man to survive. As I was a JCL when JCL's were scarce, I was given many a bum steer; sent on hundreds of miles of wild goose chases to closed spots, and given dozens of phony addresses from which to obtain stock, even when I didn't ask for the address. Looking back, I have charged all this to my education and have no ill feeling toward anyone. However, when a newcomer asks me for information that I feel might hurt him, I refuse to give it to him. I never give a man a false address or inform him that a town, some 200 miles distant, is open when it is not. When I settled here in 1941, the town was open to pitchmen. A fellow could even work a doorway on Broadway at night or on Sunday with the permission of the store management. Since VE Day, the town has acquired growing pains. First off, the popcorn wagons were chased out of the downtown sector. Then all hustlers were chased away from Olympic Fight Club after having sold peanuts there for over 10 years. Parades always were open; now they cannot be worked. A few weeks ago all peddlers were sloughed at the March of Dimes parade on Wilshire Boulevard. Here are the true facts: A license of \$4 quarterly is issued to each pitchman or peddler. It is not transferable. This is not good in the downtown areas. Downtown Hollywood, Wilshire or any other area is at the discretion of the captain in charge. A licensee must work on private property, with written permission. He must put up a

\$50 deposit with the State and purchase a \$1 State and \$1 city sales tax permit. He must pay 2 1/2 per cent to the State of all his sales, and 1/2 per cent to the city. If a pitchman desires to leave California, his \$50 fee is returned if he has convinced officials that he has paid all the tax that is coming to State and city. In addition to the above, anyone working edibles, which includes peanuts and candy floss, must dish out \$5 for a health permit. Surrounding city readers are: Pasadena, \$6 per day; Monrovia, \$5; Long Beach, \$5; Burbank, \$10 per day; San Francisco, \$10 per day, plus \$1 city sales tax. About 75 per cent of the cities in California have the 1/2 per cent tax. Some require a city license plate for carrying anything for sale in a car. For instance, in Beverly Hills the State allows out-of-State cars 30 days before expecting a California license. In other words, the license for my car is \$30 per year. But if I were from out of the State the license would be \$45 for the first year. The Freedom Train has come and gone. About 20 trailers with pennants and two with candy floss came in. Each secured a license and was then pushed two blocks away and out of the money. The following day the sales tax collector took up the \$5 fee. The ones who escaped the tax collector returned to the East. The health and license man arrested about seven of the boys and each was fined \$25 in county court. If that isn't enough, I just received notice from the city hall of a new one. If I want to work I must be finger printed and take out a police commission permit at \$5 per day."

Imitation . . .
DIAMOND WATCHES



HAND SET DIAMOND CUT RHINESTONES

- Rolled White Gold Plate Case. Modern Heavy Crystal, 17-Jewel Swiss Movement. Nylon Silk Cord with Safety Clasp. **\$23.50**
- Ladies' Cocktail Watches, 17 Jewel \$16.75 up
- Ladies' 14K, Solid Gold Watches, 17 Jewel 16.75 up
- Gent's Rhinestone Dial Watches . . . 14.50 up
- Gent's Rhinestone Dial Watches, 14K, Solid Gold 21.50
- Gent's Pocket Watches, 7 Jewel, luminous dial, with stand for all purpose travel 5.95
- Gent's Wrist Watch, 7 Jewel, with sweep second hand 7.75

ALL WATCHES GUARANTEED
C. O. D. ONLY. 25% With Order.
SEND FOR CATALOG

WALT WATCH CO.
15 W. 47 ST. NEW YORK 19, N. Y.

New Fast Selling Rings



YELLOW R.G.P. No. 4R155 \$18.00 Doz.	GOLD FILLED No. 4R85 \$24.00 Doz.
GOLD FILLED No. 4R187 \$20.25 Doz.	GOLD FILLED No. 4R189 \$18.00 Doz.

NEW RING CATALOG—JUST OUT
Showing All New Styles in Rings.
Write For Catalog No. 1948RB.

(STATE YOUR BUSINESS)

HARRY PAKULA & CO.
5 N. Wabash Ave. CHICAGO 2, ILL.

SPIRIT DICE BOX



Terrific selling novelty! An ordinary pair of dice are dropped into a round plastic box by a spectator. Then the plastic cover is placed over the box. Shake — and the "Spirits" accurately predict the two uppermost numbers of the dice. A baffling effect! Easy to do! Amazes all who do not know the secret!

Dealers, \$7.50 dz.
Sample, \$1.50

Reprint With Order—We Pay Postage.
D. ROBBINS & CO. 152-B W. 42nd St. New York 18, N. Y.

SENSATIONAL SELLER—FAST \$\$\$
2 in 1 — COMBINATION BOTTLE CAP AND OPENER
HOT COUNTER CARD ITEM
YOU MAKE 100% PROFIT ON EACH ORDER



Here's one of those little necessities every housewife buys the first time she sees it; every drug, grocery, variety, tobacco, liquor and hardware store as well as restaurant, cafeteria, tavern, night club and dairy orders several after only one look. TITE-FIT quickly opens any crown seal bottle, then just as speedily vacuum seals it again. That's all there is to it—simplicity itself. Comes mounted 24 on attractive counter card. Costs you only \$1.00 plus postage; sells for \$2.40. Also individually carded. You make unbelievably BIG PROFITS—FAST. Helps to sell your slow-moving lines. Be first in your territory to reap a harvest of dollars with TITE-FIT. Write today sure for unusual profit set-up and other amazing profit-makers.

MODERN METAL PRODUCTS CO.
18 Ames St., Dept. B12A, Cambridge 42, Mass.

The Right Item — At The Right Time!
SPRING HAT '48
PIN AND EARRING SET



Here is the knock-out you've been waiting for! High polished, gold plated. Lovely moonstone center, surrounded by sparkling rhinestones. Makes a rich appearance and will move like hot cakes! Look at these low prices made possible because it comes direct from the manufacturer!

25% deposit required with all orders, balance C. O. D.	1 Dozen \$8.50
Ask for catalog listing many exceptional values in jewelry items.	6 Dozen Lots \$8.00 Doz.
MINNEX MFG. CO.	12 Doz. Lots \$7.50 Doz.
67 Fulton St., Dept. B3 New York 7, N. Y.	Individually boxed.

Merchandise You Have Been Looking For
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster, Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Gingo Merchandise.

Catalog Now Ready — Write for Copy Today

IMPORTANT To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

1-day Service **ACME PREMIUM SUPPLY CORP.**
1111 South 12th, St. Louis 4, Mo.

OLD FORGE STATUARY CO.
814 MOOSIC ROAD, OLD FORCE, PENNA.

We have prepared a large and wide variety of statuary to serve the Spring and Summer requirements of our patrons.

Three sizes of "Piggy Banks" proving to be very popular and in great demand. Inquiries receive prompt attention.

NEW PRICE
STAINLESS STEEL BANDS, \$1.50 EACH
LOTS OF 12 OR MORE, \$1.00 EA.
Also have Gold-Filled Bands at \$2.50. Same price on quantities of 1 or 100. Our stock consists of 75% SS, 25% Gold Filled.

NATIONAL METAL CO., 168 N. Main St., Fall River, Mass.

NYLONS!—51-54 GAUGE—NYLONS!
15-30 denier. Packed 1/4 doz. Popular shades, \$7.00 doz. or sample box \$2.00. Special prices to JOBBERS and EXPORTERS.

Specialty Products Co.
CHATTANOOGA 2, TENN.

WRITE
FOR OUR SPRING CIRCULAR—NUMBER 248

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

SALESBOARD SIDELIGHTS

Irving Sax, Consolidated Manufacturing Company's (Chicago) general sales manager, is combining business with pleasure on his current trip thru the wide open spaces. Irv writes us that during his stay in Butte, Mont., he took to skis for the first time. Was a guest of the Butte Ski Club, and spent two days making three-point landings. Skiing partners were Jackie Newman and Len Kaufman, executives of the Louis S. Cohn Company in Butte. While traveling thru Montana and Idaho, Irv has firm's representative for those two States, Sam Rocklin, as a companion (Sam is doing "a bang-up job in this area" according to Irv). Both boys were dinner guests of the Henry Bergs, of Great Falls, Mont., last week. Berg is a large jobber there.

Gardner & Company, Chicago, recently increased its line of merchandise and plain boards, Sales Manager Charles B. Leedy reports. Charles is leaving Monday (15) for a business trip to New York and into Canada. Head of firm, Irwin Feitler just returned from a three-week stay in Miami Beach, Fla., with a typical sun tan. Maurie H. Kaye, assistant sales manager, also is back in the home office; he was south and says outlook there is optimistic. Kaye was recently made a member of United Airline's 100,000 Mile Club. Firm's John E. Rife is now in the Mountain States area calling on the trade, and also turns in a report of favorable conditions. Gardner's 6-for-25-cent and 3-for-10-cent play numbers are continuing in big demand. The Varga girl boards are turning out to be a big-order item,

with top popular numbers being in the Silk, Teacher's Pet, Very Pretty and Take It Easy, according to boys in the field.

Gerald (Jerry) Sonnenschein, Superior Products, Chicago, assistant sales manager, reports firm's Whirl-A-Win board is now in quantity production. Different than the straight punch-and-read-your-number board, new number is aptly named; you "whirl a built-in wheel to win," Jerry says. . . . Irwin Secore, of Secore & Secore, Chicago, returned from his New England trip Saturday (6), and brother Mort took off Monday (8) for a two-week tour thru Kentucky and Ohio. Irwin promises an early announcement of two new boards.

Harlich Manufacturing Company, Chicago, is turning out a steady stream of its two de luxe board jobs: Black Gold and Gold Gusher. Former, introduced at the big board show in Chicago in January, is now being given a run for its money by the 25-cent Gusher board. Sam Feldman, sales manager, says, Manny Gutterman, sales director, hiked back in town March 13 from his Eastern jaunt. . . . William Wollpert, Pioneer Manufacturing Company, Chicago, sales manager, says firm's vice-president, Harold Boex, is due back late this week from his Southern journey. Harold states that because of increasing availability of raw materials, production is continuing good and hums along on a steady scale.

POLACK BROS.

(Continued from page 55)

ing the popcorn fall in the bear act. . . . Yours truly showering the audience and stage with confetti and Skip Manley sweeping it up. You should have seen the scowl on his face. . . . Folks still talking about the tiny tot who got away from its mother and took Charlie Borza's comedy hat during the casting act and then calmly toddled back to mama.

Visitors—Mickey King, en route to the St. Louis Police Circus; Pete Mardo, Mr. and Mrs. A. Howe and daughter; Mrs. Dorothy Moore, formerly on the Polack office staff; Mrs. Irving Deucon, Irv Polack's niece, and the Shyrettos.

One for the record—the last elephant rumbling into the ring carrying Lopez's shopping bag, jammed with groceries, in his trunk. And Lopez not far behind, slightly unhappy about the entire affair.—BILLY BARTON.



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Red, White and Blue
Tickets
Salesboards

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FOR THE *Finest*
in SALES BOARDS

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SALESBOARDS

LARGEST
SELECTION
IN THE NATION
LOWEST PRICES

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PUSH
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CARDS
Straight numbers 10 to 200-Holes Girl Names. Also 1-29 to 1-99¢ in 12 to 66-Holes Girl Names, or All Winners. Others from 10 to 600 Holes. In Stock.
FREE Order Guide. Write
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Tickets, Jar Deals, Premiums
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PUSH CARD OPERATORS
—our deals are repeating.
Send for our circulars on exclusive irresistible novelties that sell on sight, complete with special cards.
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TICKETS
BASEBALL — TIP — TAKES
JACKPOT OR JAR DEALS
WHEELING NOVELTY Co., Inc.
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ZIRCON RINGS
No. 299
The Hottest NEW Merchandise
Salesboard Deal on the Market.
Excellent Value for your customers—
BIG PROFITS for You!
Consists Of:
1—Men's Imported Full-Cut Brilliant simulated ZIRCON RING set in Massive, Highly Styled, Gold Filled Mounting.
1—Ladies' Beautiful Full-Cut simulated ZIRCON CLUSTER RING in Sterling Silver Mounting.
20—1/2-Lb. Gra-maur Cashew Nougat Rolls.
4—1-Lb. Gra-maur Cashew Nougat Rolls.
This candy guaranteed to stay fresh in all climatic conditions.
ORDER FROM YOUR JOBBER TODAY!
If he does not now carry this deal order direct from us.

ANOTHER "TALK O' THE TOWN" HIT!

Brings in \$40.00 Costs You \$20.00
delivered complete
Keep your eye on this space for new and different "TALK O' THE TOWN" deals coming soon.

TALK O' THE TOWN SALES CO. 4424 W. Armitage Ave.
Chicago 39, Illinois

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Profit	Price
400	5¢	Lucky Bucks, Thick	Def. \$ 7.00	\$.85
1000	25¢	J.P. Charley, Thick	Avg. 51.95	1.20
1200	25¢	Texas Charley, Thick	Avg. 102.98	1.75
980	5¢	Fully Packed, Thick, Girl Board	Avg. 26.25	2.75
960	5¢	It's the Knots, Thick, Girl Board	Avg. 26.25	2.75
1000	5¢	Barely Speaking, Thick, Girl Board	Avg. 26.60	2.75
1000	5¢	Lovely Lady, Thick, Girl Board	Avg. 28.60	2.75
1200	5¢	Pick a Cherry, Thick, Seal Board	Avg. 30.04	2.65
300	25¢	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 33.15	2.85
220	25¢	Kwick Fin, Giant Holes, 6 for 25¢	Avg. 28.75	2.50

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RED, WHITE AND BLUE
LUCKY SEVEN
BINGO TICKETS
on Sticks—Sizes
1000-1200-1260

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST
Stating your requirements. Large stock Plain, Tip, Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.
MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

BACK IN THE FOLD

This announcement that Mr. Jerry Scanlan has again affiliated himself with Harlich Mfg. Co. will come as a very pleasant surprise to his many friends in the salesboard industry. Jerry returns to take complete charge of sales.

Already he is hard at work, putting his talents to use in the planning of new boards. These new numbers will be exclusive to the operator trade and will be announced as fast as they are ready.

Jerry looks forward to renewing old acquaintances, and we are sure he will also make many new friends.

His ability in production matters and design is unquestioned, and this ability is sure to produce a line of boards for which there has been a long felt need. We welcome him with open arms.

HARLICH MANUFACTURING COMPANY

GIVE TO THE DAMON RUNYON CANCER FUND

NEW LOW PRICES!

PUNCH BOARDS

FIN AND SAWBUCK

25c Play **\$1.49** Net

DOUBLE SAWBUCK

25c Play **\$1.49** Net

JACK IN THE BARREL

Coin Board 2000-10c **\$1.95** Net Plus Coins

PIGGY BACK

1500 Hole-5c **\$1.75** Net \$36.75 Profit Plus Coins

DRAW CARD

600-Hole—5¢-10¢ or 25¢ Play

85¢ Net

ALOHA

1080-Hole—5¢. Average Profit, \$27.25.

\$1.72 Net

NICE PICK-UP

1200-Hole—5¢. Average Profit, \$29.36.

\$1.98 Net

QUICK AND EASY

240-Hole—25¢. Average Profit, \$28.50.

85¢ Net

SARONG GIRL

840-Hole—5¢. Average Profit, \$23.10.

98¢ Net

AUBURN CUTIE

1250-Hole—5¢. Average Profit, \$32.50.

\$1.25 Net

HARRY'S 3-RING CIRCUS

1000-Hole—25¢. Average Profit, \$65.99.

\$1.25 Net

BIG TOP TOMMY

900-Hole—10¢. Average Profit, \$40.32.

\$1.00 Net

BARREL OF ACTION

2500-Hole—10¢. 9—\$10.00. \$106.00.

\$1.25 Net

WHOPPER WINNERS

200 Multi-6 Tickets. \$1.00 Play. Average Profit, \$81.44.

\$1.25 Net

TWINS

200 Multi-6 Tickets. 50¢ Play. Average Profit, \$54.50.

\$1.25 Net

TEN SAWBUCKS

205 Multi—50¢ Play. Average Profit, \$47.50.

\$1.25 Net

POKER CIGARETTE

300-Hole—5¢

29¢ Net

POCKET PLAY

100-Hole—25¢

25¢ Net

JACK RABBIT

1500 Hole-10c **\$1.75** Net \$50.50 Profit Plus Coins

EVERYTHING GOES

2500 Hole-10c **\$2.25** Net \$81.00 Profit Plus Coins

JACK IN THE BARREL

5c Play 2592 Hole **\$2.50** Net

CARD GAME

2-Piece Deal, 25¢ Play, 1496 Holes. Complete "Card Deck" in Award Card **\$3.50** Net

QUANTITY BUYERS WRITE FOR SPECIAL PRICES

TERMS: 25% Cash — Balance C. O. D., F. O. B. Chicago

R & B NOVELTY CO.

2319 BROWN AVENUE

EVANSTON, ILLINOIS

New York Conducts Game Survey

Four-State Conference In Mpls. Rounds Into Shape; Capehart To Address Ops

Tom Crosby Appointed General Chairman of Convention

CHICAGO, March 13.—Homer E. Capehart, chairman of the board of Packard Manufacturing Corporation, will be the principal speaker at the four-state convention scheduled for April 26 and 27 at the Radisson Hotel, Minneapolis. Capehart's acceptance was announced in Chicago this week by Ken Ferguson, Stillwater, Minn., publicity chairman for the operator meeting.

Sponsors of the combined convention and exhibition, announced last month (*The Billboard*, February 28) are State operator associations of Minnesota, Wisconsin and North and South Dakota. The meeting grew out of a convention of association executives held last November, and will mark the second post-war State convention to have a special exhibit floor.

In all, Ferguson said, there will be approximately 30 booth spaces available on the mezzanine floor of the Radisson. In the near future, he said, he expects to announce the full roster of exhibits. The four State associations will likewise distribute

a souvenir booklet marking the convention.

While attendance at the meeting may not exceed near 1,000 marks set by Michigan and Ohio operators' meetings, the convention is expected to draw heavy crowds from the four States sponsoring the show as well as operators from Iowa and Illinois.

Tom Crosby, Faribault, Minn., an officer in the Minnesota operators' association, has been appointed general chairman of the exhibition.

Purpose of the two-day meeting is to bring the trade in the four States represented closer together. Ferguson points out that operators in these States share common problems to which common solutions may be found. Emphasis will be equally divided between show time and business meetings at which operators will exchange information.

Ferguson said that a second (See *Four-State Meet on page 116*)

N. O. Ops Hypo Red Cross Fund Drive in La.

NEW ORLEANS, March 13.—Pin-ball operators here will join in the American Red Cross drive for funds which is currently under way thruout the country, it was decided at a meeting Wednesday (10) of the New Orleans Coin Machine Operators' Association (NOCMOA). With the membership in complete accord, a program was approved whereby operators will place stickers on all machines on location saying: "A part of every nickel taken by this machine will be donated to the Red Cross." The plan was introduced to the membership by the association's new president, John Bosch.

A committee of four, consisting of Ernest Patrosky, E. Kramer, vice-president of the association; Elmo Pierce and Angy Gemelli, was appointed to contact all operators in the New Orleans area to co-operate in the drive.

James Gilmore, secretary-manager of the Coin Machine Industries, Inc. (CMI), was the featured speaker at the meeting. He reviewed the work done by CMI and discussed association of the local group with CMI.

Move Follows Meeting With City's Mayor

Ops Waiting for Results

NEW YORK, March 13.—The situation with regard to the operation of pin games here took one more step toward final resolution this week with Police Commissioner Arthur W. Waulander's ordering of a comprehensive city-wide police survey of amusement game operation. In his order to high police officials, which followed a conference with Mayor William O'Dwyer Saturday (6), the commissioner emphasized that special attention be given games located in the vicinity of schools or other places largely patronized by children. All machines found to be used for gambling are to be confiscated, he ordered.

Despite this far-reaching order, which received front-page treatment in city newspapers early this week, only one arrest charging gambling has been publicized since the survey began. This involved a free play offered a policeman playing a penny machine which was erroneously called a pin game by the authorities.

Hope in Fielding

Meanwhile, speculation on the eventual placing of the coin-operated amusement game business (banning the awarding of prizes and free play) on an unquestioned legal basis was heightened by the pending return of Benjamin Fielding to the office of license commissioner. Many industry leaders here feel that Fielding is will- (See *Operators Awaiting on page 116*)

Coinmen Meet In London at Trades Show

British Firms in Exhibits

LONDON, March 13. — With a heavy turnout of foreign coinmen from many parts of the world in attendance, the 1948 Amusement Trades Exposition was held at the new Royal Horticultural Hall, Westminster, recently.

Tremendous in scope, the annual event included displays of virtually every type of amusement equipment, and in addition British coinmen displayed coin-operated games, music machines and venders.

Among the British firms exhibiting coin machines at the three-day exposition were Philip Shefras, Ltd.; Chicago Automatics Supply Company; Peerless Pictures; Ruffler & Walker; Paramount Automatics, Ltd.; Whales; Morrie Shefras; Morecambe Automatic Company; Shefras & Barnett; British American Novelty Company, and Samson Novelty Company.

Self-Regulation Approved by N. Y. Game Ops

NEW YORK, March 13.—Operators of amusement games here went on record this week as favoring internal control of the industry to keep game operation well within the limits and intent of the law. The action was taken at a meeting of the Associated Amusement Machine Operators of New York (AAMONY) at the Manhattan Center Thursday (11).

In its first action of self-regulation, the association voted to prohibit its membership from installing coin-operated games in locations within 250 feet of churches or schools. Any games presently operated by AAMONY members in such locations must be removed, the association ruled.

Commenting on this self-imposed ban, Teddy Blatt, AAMONY counsel, later said: "I do not concede that this is an admission that children are allowed to play coin-operated games. However, we intend to do all within our power to see that unfair criticism of our industry is stopped."

At the meeting he further advised the assembled coinmen to go about their business and not become unduly alarmed at sensational newspaper stories which predict the banning of game operation in the city. A decision was also reached to prohibit the placement of penny amusement games by AAMONY members.

Louis Rosenberg, of Arrow Amusement, newly elected president of the org, was installed.

Brazil Moves To Restrict All Coin Machine Imports

WASHINGTON, March 13.—Brazil is moving to tighten import restrictions on all commodities including coin machines, the Commerce Department disclosed this week.

Under terms of a new law promulgated in Rio de Janeiro recently, the president of Brazil is authorized to require that an official license be obtained prior to the completion of any import or export transaction with that country.

According to Commerce, the move is designed to conserve the vanishing dollar supply in the South American country. A list of products requiring Brazilian Government licenses will be delivered to Commerce in the next few weeks. Commerce ex-

pects that jukes and other coin machines will be on this list.

The new law, Commerce believes, is designed to cut down imports of what Brazil feels are items non-essential to the national economy. The regulations are expected to provide for a grace period up to about May 1, within which time goods loaded for Brazilian shipment at foreign ports will be exempt from import license requirements. Firms which can prove acceptance of orders prior to February 25 will be granted import licenses freely, Commerce understands. Firms completing transactions with Brazilian importers after that date will have to take their chances on obtaining permission to fulfill the orders.

Canada, Mexico Take 60% Of Total 1947 Coin Exports

WASHINGTON, March 13.—Canada accounted for approximately 40 per cent of all the coin machines exported by American coinmen, while Mexico was the recipient of another 20 per cent, according to latest figures released by the Department of Commerce in a report governing United States foreign and domestic merchandise. All together the two border nations accounted for 19,540 of the 26,542 jukes, venders and amusement games exported by American firms for the year ended December 31, 1947 (see export charts accompanying this story).

Canadian coinmen were by far the heaviest buyers of coin machines, imported 5,512 music machines, 4,877 automatic merchandisers and 5,712 coin-operated amusement games. During the same period, Mexican buyers took 2,320 jukes, 724 venders and 392 amusement machines. Other nations delving heavily into the coin machine field included Cuba, Colombia, Venezuela, Union of South Africa, Argentina, the Philippines and Guatemala.

A comparison between 1946 and 1947 exports, according to countries, (See *Canada, Mexico on page 114*)

ORGANIZING NAMA CUP DIV.

Manufacturers Set Up New Research-Safeguard Group

Initial meetings held at December convention paved way for present developments—program will assure maintenance of top sanitation standards

CHICAGO, March 13.—To assure that adequate standards of sanitation are maintained, and to develop thru research additional safeguards for the public, a group of leading manufacturers of cup machines—whose names will not be released until the organization is more nearly formed—is organizing the National Automatic Merchandising Association's (NAMA) cup vending division. Division also will include manufacturers of parts and supplies.

Commenting on establishment of the division, C. S. Darling, executive director of NAMA, said the program of research sponsored by the cup group "may be one of the most important public relations projects ever undertaken within the automatic merchandising industry."

Points to Expansion

Darling pointed out that "The vending of still and carbonated soft drinks and hot coffee and soups in cups has created tremendous interest thruout the country. Many people believe that within the next few years this phase of automatic merchandising will show the greatest advancement."

For that reason, he continued, the NAMA cup division has been formed "to assure that adequate standards of sanitation are maintained, and to develop, thru research, additional

2 More Firms Sue To Test Pa. Drink Tax

Claim Levy Discriminatory

HARRISBURG, Pa., March 13.—Two more suits contesting the legality of Pennsylvania's soft drink tax have been filed in Dauphin County Court, bringing to eight the number of legal actions against the levy.

Enacted by the 1947 Legislature, the law imposes a tax of 1 cent on each 12 ounces of bottled soft drink and one-half cent on each ounce of sirup used in the making of fountain drinks.

The most recent actions were brought by the Krim Beverage Company, Lebanon, and the Booth Bottling Company, Philadelphia. Earlier actions were filed by taxpayers, bottlers and manufacturers.

As in earlier suits new firms claim that the levy is discriminatory because of the wide range of values of various sirups used in the making of soft drinks.

The State Department of Justice is now preparing answers to the legal actions, and the cases are expected to be consolidated for hearings. Meanwhile, the Department of Revenue is making an intensive drive to collect the tax from distributors in what has been termed an organized resistance to the levy.

safeguards for the public."

Preliminary meetings to sound out interest in the division and lay the groundwork for the division's pro- (NAMA Cup Div. on opposite page)

Coca-Cola Convention Sees New Venders; Exchange Sales Data

ATLANTIC CITY, March 13.—With a record attendance of 6,000, the Coca-Cola Company held its first national convention since 1939 at Convention Hall this week. Closed to all but Coca-Cola bottlers, parent company executives and a selected group of exhibitors, the five-day meeting ending Thursday (11) offered those in attendance an opportunity to exchange data on soft drink sales and to see in operation several of the most recently developed coin-operated drink venders.

While departmental reports and group forums consumed a sizable part of the convention agenda, conventioners had ample time to examine the coin-operated vending equipment displayed and judge its suitability for use in their individual business setups. One room in the immense auditorium was set aside for coin equipment and manually operated coolers, with many additional machines scattered thru the main convention floor.

Manufacturers who demonstrated coin beverage dispensers included the Westinghouse Electric Corporation, with its new bottle vender which dispenses cooled bottles of Coca-Cola dry. Eliminating moisture resulting from condensation, the automatic dry bottle vender has a 10-case capacity. On hand at the Westinghouse exhibit

were J. H. Ashbaugh, vice-president; T. J. Newcomb, sales manager of the electrical appliance division; T. Y. Danby, assistant sales manager, and E. C. Watts, manager of the Coca-Cola department of Westinghouse.

Lion and Mills Reps

Lion Manufacturing Company, Chicago, with Ray Moloney, Herb Jones and Tim Callahan was on hand. Mills Industries, Inc., was represented by Ralph Mills; Gordon Mills, vice-president, and Jack Walsh, sales manager of the Coca-Cola division.

Vendo Company, Kansas City, had an exhibit built around its automatic bottle vender which is loaded by inserting filled cases of bottled drinks. Plugged as a time saver, this unit does away with hand loading of individual bottles. When loaded, the bottles are in position for automatic dispensing.

Other coin-operated beverage dispenser manufacturers who had machines on the convention floor included the F. L. Jacobs Company, Detroit, and the Vendorlator Manufacturing Company, Fresno, Calif.

A device shown by the Durant Manufacturing Company, Milwaukee, proved of special interest to those concerned with automatic merchandising. (See Coca-Cola Meeting, page 96)

Vendall Corp. Ends Five-Month Test on 6-Cent Candy Operation

CHICAGO, March 13.—Vendall Service Corporation here, after a successful five-month test operation of two 6-cent candy bar venders, returned both machines to 5-cent operation last week, according to A. Garrick Alex, firm president.

Alex gave the halt in the upward spiral of candy prices, with a looked-for downward trend (already evident) as reason for machines return to nickel play. "In the unlikely event that prices again start on the upward path, we have available a proven unit for dispensing 6-cent bars, and have also discovered that the public will buy bars so priced from a vender," he said.

Six Others Ready

Before deciding to discontinue the 6-cent price, firm had six additional units converted and ready to go on location, Alex revealed. The two machines which were on test location since October, 1947, were placed, re-

1-Man Location

SAN FRANCISCO, March 13.—Joe Louis, world's heavy-weight king, consumes as many as 24 candy bars during a golf match, according to Ralph Hall, former open golf champion of Northern California who has golfed with Louis on local courses.

It's no secret that candy is an integral part of Louis's training diet.

Ala. Canteen Service Sues On Sales Tax

Paid Levy Under Protest

BIRMINGHAM, March 13.—The Canteen Service Company, of Alabama, and the Canteen Service Company, of Mobile, filed suit in Circuit Court here attacking the constitutionality of one provision of the State sales tax law.

It is alleged in the suit that the plaintiffs have paid to the State, under protest, an amount of money equal to 2 per cent of their gross revenue. This they said, constituted 45 per cent of their net profits from the operation of penny and 5-cent vending machines.

Under a new section of the State sales tax law, it is maintained, the 2 per cent levy cannot be charged to the consumer on purchases of less than 15 cents. Since each sale made thru vending machines is for less than that amount, the sales tax cannot be collected from the consumer, it is contended.

Until amended by the 1945 Legislature, the sales tax law provided for collections on a mill system. Now pennies are used under a bracket system.

The Canteen companies claim that the amended provisions violates both State and federal constitutions.

Mars Forecasts Allocation End At Sales Meet

CHICAGO, March 13.—During a three-day sales conference here, Mars, Inc., officials told 100 of firm's territory managers and junior salesmen that altho sales were still being made on allocation, a free market would be possible in the near future.

Victor H. Gies, director of sales and advertising, told assembled salesmen that new promotional tools would be necessary to keep sales at a high level during 1948 as the market becomes more competitive. It was disclosed that Mars' sales program this year will be supported by "the largest advertising campaign in the history of the candy business."

A. Glass Develops Wire Service Tray

CHICAGO, March 13.—A new steel wire service tray has been developed by Art Glass, who is associated with the Kandy Korner Candy Operating Company here. To produce and market the tray, which was originally designed for use on Kandy Korner routes, Glass has set up the Sani-Tray Company.

The tray is divided into five sections, stands on legs and is made of rust-proof wire. Because the sections are fashioned of wire, the tray is dust free. Tray is likewise built with compartments which can be lifted out while servicing a unit.

Glass says the service tray will hold between 600 and 1,000 bars, and that its capacity can be increased with the removable compartments.

Wrong Party

LINCOLN, Neb., March 13.—“It’s adding insult to injury,” was the reaction of Rufus M. Howard, director of the State Agriculture Department, which administers Nebraska’s cigarette tax, when he received a recent “bargain” offer of cigarettes thru the mail.

The letter, from an out-State firm, urged him to order tax-free cigarettes for himself!

Nuts, Citrus Fruits Subject of Bill To Regulate Production

WASHINGTON, March 13.—The Agriculture Department is working hard for congressional passage of a bill to place almonds, filberts, walnuts and pecans under the same sort of marketing agreement that now covers milk production in many regions.

Department experts from the Marketing and Production Administration appeared before a Senate agriculture subcommittee this week in support of a bill to broaden marketing agreements to include the four nuts as well as citrus fruits.

Draws Farm Support

Also appearing in support of the bill were representatives of national farm organizations and of Texas, Florida and California fruit and nut growers.

If enacted, the bill would have the effect of raising prices on the commodities thru providing for agreements to limit production. Grades and sizes of the fruits and nuts would also be regulated thru agreements between Agriculture Department and growers.

NAMA Cup Div. Set; Sanitation Rules Formed

(Continued from opposite page)

gram were held during the NAMA convention in Chicago last December. At that time an executive committee was elected, and a research committee appointed. Darling said he was unable to furnish names of the committee members until the division has passed beyond its preliminary stages. But it appeared certain that both committees would be composed of leaders in the fields of equipment manufacturing, parts and supplies industries.

Darling reported that he expects the formal organization of the NAMA cup division will be completed within the next few months.

Who Is Eligible?

Any manufacturer of cup beverage machines for dispensing hot or cold, still or carbonated soft drinks which are not classified under existing milk ordinances and any manufacturer of parts or supplies for cup vending machines is eligible for membership in the NAMA cup vending division.

Objectives of the division have been defined as follows: “To safeguard the public interest and to facilitate and encourage the development, production, distribution and acceptance of coin-operated cup beverage vending machines . . . by fostering the establishment and promulgation by a national recognized sanitation authority of a code of standards as to sanitary operation of such machines as well as to ingredients and containers employed in their use, and the study of a proper health ordinance governing the operation of such machines.”

Schutter Begins Ad Campaign in N. Y.

NEW YORK, March 13.—Schutter Candy Company is currently launching here what has been termed the most intensive match book and car card advertising campaign ever undertaken in a single market.

Manufacturers of Old Nick and Bit-o-Honey candy bars, both of which are widely sold thru vending machines, Schutter will flood the New York market with the unprecedented quantity of 40,000,000 match books and 5,500 subway cards per month.

Reverse Top Billing

Keynote of ad copy is “Old Nick is an Energy Food,” and “Bit-o-Honey is an Energy Food.” Two basic designs are prepared for the ads with Bit-o-Honey accented in the one design with Old Nick receiving subordinate emphasis, while the second design features a reverse in top billing of the two candy products.

Schutter is purchasing the book match advertising thru National Match Book Advertising, Inc. (NMBA), with headquarters in Chicago, a firm recently organized to serve as a central sales agency for the sale and promotion of match books as a national advertising medium.

Robert B. Barton, NMBA president, in explaining the match book-car card and combination, said: “This is the first time that any advertiser has saturated a multiple market such as New York with such quantities of match book advertisements. A correlation has been worked out with the match books and subway cards according to specific principles which utilize the two media to their greatest advantage.”

NAMA Confab In New York Convenes Fri.

Will Elect New Officers

BUFFALO, March 13. — The National Automatic Merchandisers’ Association (NAMA) will conduct its annual meeting of Region 11 which includes New York State, at New York’s Commodore Hotel March 19. Frank J. Bradley, Buffalo candy vending operator, is chairman of this regional NAMA unit.

Meeting will begin at 9:30 a.m. with discussions of legislative situation in New York State. Operators will also hear of the plans of the national NAMA organization. The luncheon address will be given by a prominent New York business man. Afternoon will see elections of new officers. Bradley, who has been chairman of Region 11 for two terms, has announced he won’t accept that office again. A round-table forum, popular feature of these meetings, will give operators an opportunity to discuss mutual problems and help find solutions. Operators of all types of vending equipment will be included in the attendance, which should again be sizable, as at last year’s meeting in Rochester, N. Y.

Anniston Adds Launderette

ANNISTON, Ala., March 13.—Anniston’s first personal service laundry has been opened here. The launderette will feature Bendix washing machines and dryers, will be operated under the supervision of the Telecoin Corporation.

For SALES... For STYLE... For PROFITS

Install the

ARISTOCRAT

...the World’s Finest Automatic Popcorn Vendor

Mechanically Right - - - Strikingly Attractive

... these features made the Landis ARISTOCRAT the “hit popcorn machine” of the 1948 CMI Show!

Proving itself on location, day after day, Operators all over the country are raving about the ARISTOCRAT. This new, improved automatic popcorn vendor is building unprecedented sales for owners. And why not! Its strikingly attractive appearance fascinates customers, stops passers-by, and sells! And, because they are mechanically sound, operators find that the ARISTOCRATS require a minimum of servicing. So, remember, you’re best insurance for a successful popcorn route is to install ARISTOCRATS—proved profit-makers for any operator.

WRITE—WIRE—PHONE for Nearest Distributor

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EXCLUSIVE STATE AND TERRITORIAL FRANCHISES STILL OPEN FOR QUALIFIED DISTRIBUTORS



Bill To Halt Tax-Free Cigs In Congress

Ops in Favor of Proposal

WASHINGTON, March 13.—Vending machine operators with cigarette machines included among their equipment, as well as retailers of cigarettes in States where a tax on the product is in effect, are watching congressional action on a bill designated as H. R. 3345, which sets up a defense against loss of revenue thru the flourishing mail order business now being conducted in tax-free States.

The bill would require dealers to submit copies of their invoices for all cigarettes involved in interstate commerce to the tax administrators of those states to which the cigarettes are sent. It would also permit State tax officers to invoke tax-use laws against the purchasers of the tax-free cigarettes.

Cite Tax Losses

Speaking for the bill, Jerome Kaufman, director of industry and public affairs of the National Association of Tobacco Dealers (NATD), appeared before the House Ways and Means Committee. Kaufman told the committee his organization's research indicated that States with cigarette laws are losing from 15 to 20 per cent of their potential revenues to the out-of-State mail-order businesses. He said that many retailers, vending machine operators and wholesalers were experiencing a loss of income because of these flourishing mail order businesses.

In another estimate placed before the committee, it was said the States which tax cigarettes are losing more than \$750,000,000 a year thru the shipment of the tax-free cigarettes from other States. It was pointed out that the majority of the States thruout the country now tax cigarettes. In Pennsylvania, for instance, the tax per pack is 4 cents, while the Illinois and New York tax is 3 cents per pack.

As a result of the taxes in just these three States, large mail-order cigarette businesses have sprung up in New Jersey, servicing Pennsylvania and New York, and in Indiana, another tax-free State, servicing, among others, Illinois, Wisconsin and Ohio.

Chain Prices Down

The average per-pack price of cigarettes in New York and Chicago is now 20 cents, or \$2 per carton. Chain stores sell cartons for an average of \$1.74 in each city. Purchasing cigarettes thru the mail from tax-free States brings the per carton cost down to about \$1.30, and with a maximum of 15 cents postage involved, the cost is still approximately 29 cents per carton cheaper than when purchased thru the chain stores and 55 cents less than the cost of 10 packs when purchased individually.

Operators of cigarette vending machines and cigarette retailers in States with taxes now in effect have watched the mail-order businesses in tax-free areas invade their territory via newspaper advertising in ever-increasing volume during the past year. In New York, a move was made recently to place a closer check on all incoming commuters from New Jersey who were said to be exceeding their five cartons per trip maximum. Retailers requested police to search the cars of commuters coming into the city via the Lincoln and Holland tunnels and bridges, and to confiscate all cartons over the legal amount.

In addition to the bill introduced into Congress, New Jersey's Governor

Candy Sales Lag As Income Rises

WASHINGTON, March 13.—Figures released here, tracing the growth of the candy business over the last 18 years in its relation to national income, indicate that consumption of confectionery products, up to 1946, has not kept pace with the rise in national income.

In 1929, when the national income was \$83,000,000,000, confectionery sales (wholesale) amounted to \$413,000,000, and confectionery production was 1,902,000,000 pounds. By 1932, when the nation's income had reached its lowest level during the last 20 years (\$39,000,000,000) candy sales, wholesale, amounted to \$238,000,000 and production totaled 1,625,000,000 pounds. When national earnings reached \$165,000,000,000 in 1946, wholesale candy sales only increased to \$687,000,000 and production to 2,438,000,000 pounds. Thus, while national income had increased by 99 per cent in 1946 over 1929, confectionery sales had only increased by 66 per cent.

For 1947, estimated national income is given as \$199,000,000,000, confectionery wholesale sales as \$962,000,000 and production as 2,700,000,000 pounds.

Coca-Cola Meeting Plugs New Venders

(Continued from page 94)

dising. This unit, known as the Shalex Sale Audit Recorder, can be installed in vending machines to provide permanent records of the number of units dispensed and the number of coins inserted. The device, which measures approximately seven inches by four inches and is two inches deep, prints the required data automatically on six by eight-inch cards. Cards can be printed in duplicate or triplicate, and can be retained for accurate bookkeeping purposes or stock control.

National Rejectors

Also on hand with an elaborate display was National Rejectors, Inc. The firm executives representing National included Fred Wallin, Fred C. Steffins, C. J. Cleary and D. W. Boone. Pictorially demonstrating the world-wide scope of Coca-Cola activities were a series of panels, many of billboard size, prepared by Display Guild, Inc. These displays also dramatized the promotional and advertising services rendered by the parent company.

Wednesday night conventioners were entertained by talent appearing on Coca-Cola's three network radio shows. These included Jane Froman and Percy Faith and his orchestra in *The Pause That Refreshes*; Spike Jones and His City Slickers, with Dorothy Shay and Jan August in *The Spotlight Revue*, and Morton Downey.

Corn Processors Up Prices

NEW YORK, March 13.—Corn Products Refining Company here, and A. E. Stanley Manufacturing Company, Decatur, Ill., corn processors, announced a 30 cents per 100 pounds increase in cornstarch prices last week. A similar increase in price of dextrin was made by Corn Products.

Driscoll several weeks ago proposed a State cigarette tax. The mail-order dealers immediately countered by saying if the tax should be passed and become operative, they would transfer their businesses to Delaware, where there is no cigarette tax in effect.

Okay Patents On Two-Drink Vending Mach.

Cup Vender to Coca-Cola

WASHINGTON, March 13.—United States Patent Office Tuesday (9) granted patents covering a soft drink cup vending machine and a bottle goods vender. Patent No. 148,942 covers the design for a (cup) beverage dispenser, with Anthony Naiden, Southwick, Mass., the assignor, and the Coca-Cola Company, Wilmington, Del., the assignee. Application was made June 22, 1946.

The ornamental design for the cup vender, as shown in the Patent Office's *Gazette*, reveals a unit substantially the same in appearance as most cup machines. Located in the center of the unit is an opening, with a cup chute curving to the base of the opening, where a standing stopper catches the cup and holds it in place while the beverage is dispensed.

List 13 Claims

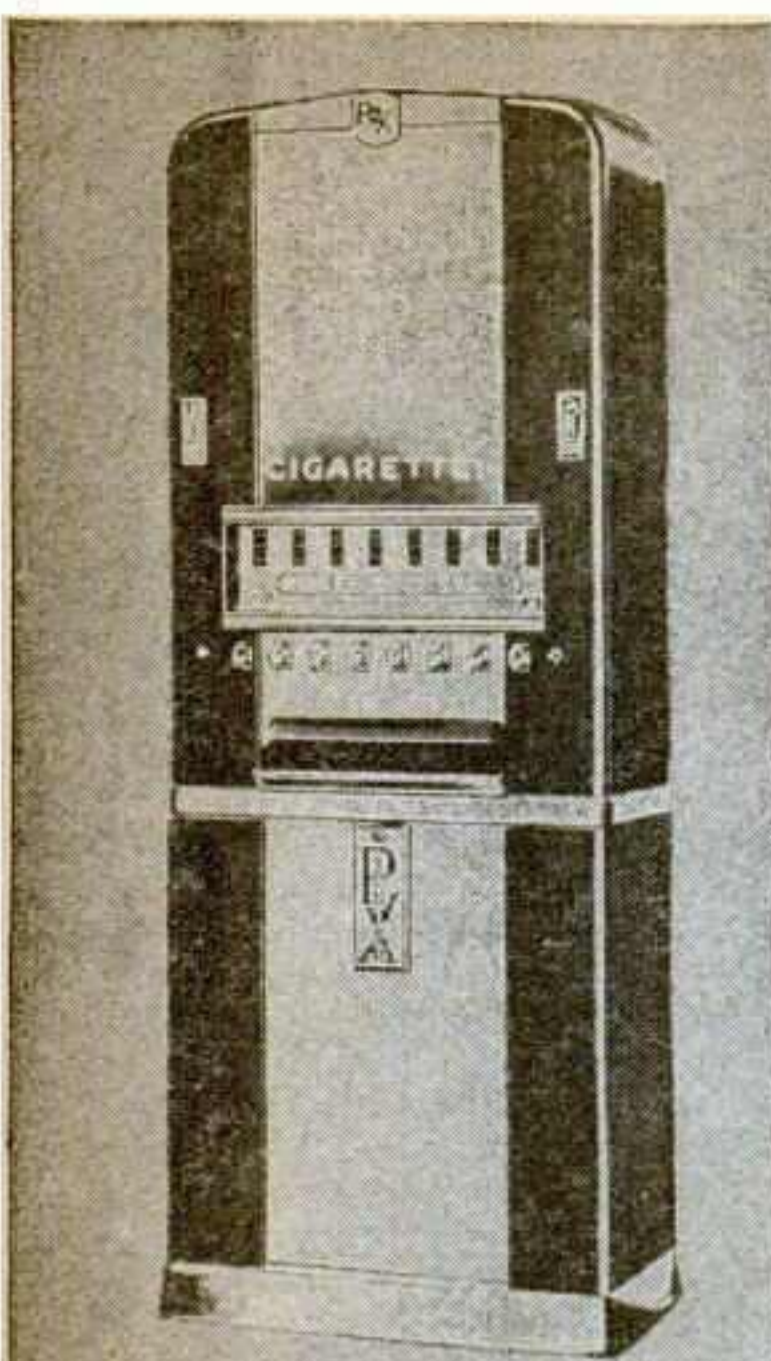
Patent No. 2,437,311, covering 13 claims on a bottle vender, was granted to Roland T. Wright, St. Louis, who, in turn, assigned same to the Bick Corporation of Missouri. The application was filed July 18, 1945.

The bottled goods vending machine includes a magazine mounted in such a manner as to allow for rotary movement about a vertical axis. The magazine has a series of radially extending compartments surrounding its axis with bottom supports so arranged as to keep the merchandise in a vertical position while in the machine. The bottles incline to the rear with respect to the direction in which the magazine rotates. As the magazines moves, the bottles are taken to a vertical and unsupported position, from where they are discharged.

Glyco Patents Gum Product

NEW YORK, March 13.—Harry Bennett, president of Glyco Products Company, Inc., was recently issued a patent on a chewing gum ingredient designed to reduce tackiness. Called Glyco, new ingredient is a synthetic wax made from prime edible animal fat and is said to leave gum quality unimpaired.

Bennett states that the new ingredient, which is tasteless in itself, is added to the chewing gum base before flavoring and other ingredients. It also acts as a flavor retainer, it is claimed.



Lehigh
PX
MANUAL or ELECTRIC

You Are Absolutely Right

—the reason you are seeing more of these slick looking, smooth operating machines in the better spots is because more and more smart operators are using PX exclusively for choice locations.

Your Inquiry Is Invited

Standard Vendors Division

Lehigh
Foundries, Inc.
EASTON, PENNA.



A real operators' bracket. Heavy pressed steel. Strongly braced. Drilled and tapped for all Northwestern machines. Screws and bolts included. See it before you buy any bracket.

NORTHWESTERN
MORRIS, ILL.

CHARMS

Write at once for free details on how CHARMS can double or even triple your profits in bulk vendors. Lowest prices on Plastic and Metal Charms, Stone and Cameo Rings, Gold and Silver Wedding Rings, Kufves, Jacks, Skulls, Balloons, Bells and Jumping Beans.
BECKER VENDING SER. BRILLION, WIS.

VICTOR'S NEW MODEL K

It's Outstanding!
Vends Everything! Investigate the many new features incorporated in this great, new bulk vender. Write us NOW for detailed information and prices.

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Chicago 39



WANTED

Late or new Pin Tables, Vest Pockets, Metal Tycoons, or best cash offer for 85 Adams 1¢ Gum Machines, Model "G.V." brand new, in original factory crates, never opened. Best vender today—overestimated our market. Adams Gum, 49¢ box 100 pieces.

FLOYD
513 TAYLOR ANDERSON, S. O.

OK Sanitary Code; \$10 Fee For Washers in N. Y. Bldgs.

NEW YORK, March 13.—Coin-operated automatic washing machines on location in apartment houses here are to come under regulation of the board of health, with each operator subject to an annual license fee of \$10, in accordance with a resolution adopted by the board Tuesday (9). Listing in detail the sanitary provision under which commercial washers are to be operated in multiple dwellings, the regulations go into effect July 1.

An earlier resolution, adopted by the board of health in January (*The Billboard*, January 31), was rescinded after industry-wide objection had been expressed by large independent operators and members of the Coin Metered Washing Machine Operators' Association (CMWMOA). The earlier resolution specified a \$2 annual license fee per machine in operation and included operating regulations which the trade characterized as "unworkable."

Regulations Outlined

The regulations adopted Tuesday will be embodied in municipal law as an amendment to New York City's Sanitary Code, adding Section 336A to the code. Altho still not in printed form, the regulations were disclosed to *The Billboard* by an official of the board of health.

Under its provision, Section 336A will apply to any "... automatic or semi-automatic washing, drying, ironing or other laundry machine or group or battery of such machines regardless of type or make, installed in any multiple dwelling, project, housing development or unit for the use of the tenants ... and for the use of which a special charge, payment or other consideration is required, either by insertion of a coin,

payment to an attendant or otherwise."

The regulation concerning hot water, a particular bone of contention between ops and the board of health when the earlier resolution was passed—it placed responsibility for maintaining a fixed water temperature in a location on the operator—now reads as follows:

"Each washing machine shall be provided with an adequate supply of hot and cold water. The facilities and equipment of such premises ... shall be of at least such capacity, nature and type as to be capable of providing all of the said laundry equipment with an adequate supply of hot and cold water.

140-Degree Minimum

"Where there are automatic controls on washing machines and when the selector switch is turned to provide for a high temperature process ... these controls shall be so adjusted as not to reduce temperature of water being delivered in the machine below 140 degrees Fahrenheit during the wash period."

Other provisions of the amendment require that plumbing fixtures be installed so that water supply outlets be protected from backflow into the supply system, and that washing machines shall discharge into a properly trapped, sewer-connected and water-supplied sink. Also the areas around the washers must be well lighted and flooring under and near the equipment must be of water-tight material.

Operators will be required to repair, replace or disconnect from service any broken or defective washer within 48 hours after notification. They will also have to maintain full records of their operations, keep them up-to-date and available for inspection by representatives of the health department.

Each location is to display prominently a sign not smaller than 18 inches by 22 inches which shall include the following information:

"Warning—prevent accidents. Keep children away from mangles, dryers, washing machines and any other power equipment." The sign must also carry the name, address, permit number and service telephone number of the operator; inform that the use of the laundry is restricted to tenants of the housing unit and suggest that a germicide be used when clothes requiring low water temperatures are washed.

Chicago Coin Names 2 New Distributors

CHICAGO, March 13.—Chicago Coin Machine Company has appointed two new distributors, Edward E. Levin, sales manager, announced last week.

New firms are Rice Music Company, Oklahoma City, covering that city and surrounding area, and R. A. Martin, Fort Wayne, Ind., for Fort Wayne.

Both firms have received initial shipments of Chicago Coin's Catalina, Levin said.

American Chicle Reports

NEW YORK, March 13.—Thomas H. Blodgett, president of American Chicle Company, recently announced firm's 1947 net income as \$5,191,376, or \$4 a share. Earning compares with company's 1946 net of \$3,149,732, or \$2.43 per share. Firm also reported that inventories of sugar, chicle and other essential raw ingredients are "adequate under present supply conditions." Blodgett attributed the record 1947 earnings to the high sales volume last year, highest recorded by the company.

ACE of Coin Machine Profits

Ace Shoe Shine



Ready now to bring you **BIG REPEAT EARNINGS** at all your present locations ... at hundreds of new locations never before used for coin machine operation!

Patent No. 2428746 Oct. 7, 1947

Dimensions: 37" high, 26" wide, 24" deep

Beautifully designed...sturdily built... can be completely serviced in five minutes. Each machine comes equipped with long-lasting polish supply... black, brown or neutral. Fully automatic... applies its own polish for every shine.

ORDER NOW! Price to Operators: \$395 FOB Sacramento, Calif. (in California add 2-1/2% for sales tax) Terms: 1/3 down, balance COD.

Write, wire or phone for name of nearest distributor. Several territories open.

Ace Shoe Shine Co.

OF CALIFORNIA

3214 Broadway - Dept. A - Ph. 6-3369 - Sacramento 17, Calif.



HERE'S A BUY! COIN METERS for Radio & Laundry Machines

Radio or Laundry Apparatus Coin Meters. 25¢ Coin Chute, set for 2-hr. period. Equipped with Chicago Lock and Keys. New, in original cartons. American Time Corp. product with Haydon motors, 110-V., 2.2-W., 60-Cycle.

Priced attractively for FAST turnover in quantity lots.

W. J. CONNERS
540 Lake Shore Drive, Suite 406
Chicago 11, Illinois

5c GUM AND 5c HARD CANDY AND MINT VENDORS

for Charms, Lifesavers, Gum and similar sized products.

ALKUNO & CO.


408 Concord Ave., New York 54, N.Y.
MElose 5-7757
Mechanical Manufacturing Laboratories



YOUR BEST BUY IN BULK VENDING

With Deluxe you get both penny and nickel sales. Straight nickel or straight penny as desired. Positive slug protection. Sales-inviting appearance. Write for details.

THE NORTHWESTERN CORPORATION
5 E. Armstrong St. Morris, Ill.



CIGARETTE MACHINES

Uneda Model E, 12 Cols., 300 Pack Cap.	\$ 60.00
Uneda Model E, 8 Cols., 240 Pack Cap.	57.50
Rowe President, 10 Cols., 475 Pack Cap.	125.00
Rowe Royal, 10 Cols., 400 Pack Cap.	100.00
Rowe, 8 Cols., 150 Pack Capacity	32.50
National 9-50, 350 Pack Capacity	100.00
National 9-30, 270 Pack Capacity	75.00
National 8-30, 6 Cols., 180 Pack Cap.	32.50
DuGrenier Champion, 9 Cols., 420 Pack Cap.	75.00
DuGrenier Model W, 9 Cols., 300 Pack Cap.	55.00
DuGrenier, 4 Cols., 100 Pack Capacity	25.00
Stewart-McGuire, 8 Cols.	35.00
Lehigh PX, 10 Columns	150.00
NEW Uneda, 8 Columns, 510 Pack Capacity	159.50
NEW DuGrenier Challenger, 7 Columns	100.00

CANDY MACHINES

Stoner Candy, 8 Cols., 165 Cap.	\$125.00
National 9-18, 9 Columns	110.00
Rowe Candy, 8 Columns	100.00
DuGrenier Candyman	67.50

10c CIGAR MACHINES

7 Column, Capacity 175	\$32.50
Single Column, Capacity 50	\$22.50
5c Gum & Mint Machines	\$17.75

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available, including the 25¢ vending changeover parts for all makes and models.

UNEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET EVERgreen 7-4568 BROOKLYN 11, NEW YORK



NOW DELIVERING BERT MILLS COFFEE VENDER

Some exclusive operating territories still available in Eastern Pennsylvania and Southern New Jersey.

KEYSTONE PANORAM CO.

2540 West Huntingdon St. Philadelphia 32, Penna.

Peanut Industry Officers Continue Parity Confabs

CHICAGO, March 13.—William Fette Jr., chairman of the newly created Committee for the National Peanut Industry (CNPI) and with Schutter Candy Company here, and Russell Stover, representing the National Confectioners' Association's (NCA) Washington committee, will meet with Secretary of Agriculture Clinton Anderson Monday (15) to continue discussions on the peanut parity situation. CNPI recently concluded a series of conferences with Commodity Credit Corporation (CCC) officials and the U. S. Department of Agriculture on the subject.

End users of peanuts and peanut products, stating that the government's parity program has resulted in excessively high prices, have evolved two proposals thru CNPI designed to bring relief.

First plan calls for sales to peanut shellers by CCC at 80 per cent of the government supported price (which is 90 per cent of parity). Second is aimed to supplement the first if CCC lacks funds or power to provide such relief; it also calls for passage of new legislation providing necessary authority and funds for CCC.

The new CNPI group is formed by representatives of end-product users and shellers; peanut growers are represented only to a small degree. Committee has just expanded its opera-

tions to cover all phases of the peanut industry.

In addition to Fette, other representatives of the candy industry meeting for parity discussion with CCC were W. F. Olsen and Peter Atwood, Curtiss Candy Company, and Robert C. Hill, manager of the NCA Washington office.

Officers of the newly created committee, besides Chairman Fette, are William P. Woodley, Columbian Peanut Company, Norfolk, representing the Virginia-Carolina Shellers Association (VCSA), vice-chairman, and Robert C. Hill, secretary.

"Pop" Corn Sez Triple Vender In Production

DALLAS, March 13.—Auto-Vend, Inc., of this city, has announced its new "Pop" Corn Sez triple-sized, fully automatic operated popcorn vender is now in production and being distributed. The unit, designed for theater use, is known as Model TC-30, and augments the firm's single-vender, TC-10, of which 30,000 units are now on location. The new machine contains three vending units, complete with individual coin mechanisms, in one cabinet and, according to the firm, can dispense three servings of popcorn automatically every 5 seconds.

Prior to the start of full-scale production and distribution, the new triple-vender was field tested, including one machine which was on location at the Sports Show in Chicago several weeks ago. While designed especially for theaters, the unit is also adaptable for use in such locations as bowling alleys, carnivals, fairs, etc.

Features of the triple-venders include extra heating elements on each unit which are controlled by one external switch for peak loads; a large, bright, plexiglass dome display; added popcorn capacity, and visual loading to insure adequate supplies at "break" times; large waste chutes which prevent clutter around the vender. The triple-vender also includes the regular location-tested features of the "Pop" Corn Sez single vending machine.

Firm, which also owns several of the largest popcorn popping plants in the country, plans an extensive national advertising and merchandising program to launch the new model.

Chicago Candy Assn. Re-Elects Officers

CHICAGO, March 13. — Chicago Candy Association re-elected its entire roster of officers at its recent annual meeting here. Retained in office are F. Oblander, Bunte Brothers, president; John H. Walker, Reed Candy Company, vice-president; A. F. Dirksem, secretary-treasurer.

New directors, however, were elected to replace Alex Walz, Peerless Confection Company; Arthur L. Stang, Shotwell Manufacturing Company, and Clarence O. Matheis, Walter H. Johnson Candy Company, whose terms of office are expiring soon. New board consists of Neal V. Diller, Nutrine Candy Company; H. B. Cosler, Chase Candy Company, and S. T. Powers, E. J. Brach & Sons.

Other board directors are Paul M. Beich, Paul F. Beich Company, and William Fette, Schutter Candy division Universal Match Corp.

Diamond Match Holds 2-Day Meet

NEW YORK, March 13.—Robert G. Fairburn, president of Diamond Match Company, stressed the importance of the salesman to industry and to the economic welfare of industrial workers in an address at the firm's Eastern sales division's annual two-day sales meeting here recently.

In part, Fairburn stated: "Many American factories . . . are located in small communities selected because of proximity to the source of raw materials. In many cases the bulk of the community's income is derived from its factory and the prosperity of the town . . . depends upon continued productivity."

Meeting, attended by 110 sales managers, supervisors and salesmen, was also addressed by vice-president and director of sales, Victor R. Kendall; Eugene C. Reed, Eastern sales manager and host to the gathering; O. E. Lowe, Midwestern sales manager; Arthur H. Rempel, Western sales manager; James B. Dickinson, reproduction book match sales manager, and others.

Firm officials, in addition to Fairburn, who attended the sessions were Howard Holman, chairman of the board and treasurer; Joseph Duffey and Henry Lucas, vice-presidents, and Stillman Kuhns, comptroller.



Atlas
**1¢ ACE
VENDOR**

All-purpose,
all-product
vender . . .
beautiful,
sturdily
constructed.

WRITE FOR PRICES AND DETAILS
JOBBER INQUIRIES INVITED

Atlas Mfg. & Sales Corp.
12220 TRISKETT RD. • CLEVELAND 11, OHIO
ESTABLISHED 1928



**VICTOR'S
MODEL V**

The Operator's Choice
is Model V, as it cor-
rectly vends ALL
BULK MDSE. . .
Charms, Peanuts,
Candy and Ball Gum.
No additional parts
necessary.
Write us NOW for
detailed information
and prices.

A Product of
**VICTOR
VENDING CORP.**
5711 Grand Ave.
Chicago 39

PEP UP!
Those Slow Vending SPOTS With
CHOCOLATE PEARLS
(Ground Peanut Centers, 4 Assorted Flavors,
Panned in Delicious Chocolate)
High Count — For Charm Vending.
PRICE, 22¢ PER LB.
25% Down, Balance C. O. D. 42 Lb. Cartons
Freight Prepaid on 4 Cartons or More.

JOHN PAUL JONES & CO.
928 11th St. Franklin, Pa.
Large # 2 Charms \$4.50 per 1,000
Gold and Silver Plate Charms. 2.25 per 100
140 Count Rain-Bio Bubble Gum, 33¢ Lb.



Northwestern
33
MODEL
for
PEANUTS
YOU CAN'T
BEAT IT

You can't beat the 33
for vending peanuts.
Ask any experienced
operator. Slug pro-
tection, self-clearing
coin slot, fool-proof
mechanism. Porcelain
finish. Just try it!

NORTHWESTERN
MORRIS, ILL.



**COLUMBIA
BELLS**

Twin
Jackpot
1948
Models
List Price,
\$145.00
\$99.50
Ea.
While They
Last.
Changeable
to 1¢, 5¢,
10¢, 25¢
Play.

LARGE DE LUXE MODEL . . . \$159.50



**GOTTLIEB'S
GRIP
SCALES**

BRAND
NEW!

Orig. Price \$39.50
\$24.50
EA.

1/3 Deposit on All Orders.

PARKWAY MACHINE CORPORATION
623 W. NORTH AVE., DEPT. B Phone: Madison 1447 BALTIMORE 17, MD.

Match Book Ad Firm Adds Hoffman, Price

CHICAGO, March 13.—National Match Book Advertising (NMBA) Inc., has announced the appointment of Roland S. Hoffman and J. Mortimer Price to its growing organization. Firm has headquarters here and a branch office in New York.

Hoffman, formerly with the U. S. Treasury and the Chicago ordnance district has been named to dual capacities of distribution director and Chicago office manager. Price, who in the past has been affiliated with *The American Weekly*, the Curtis Publishing Company and the National Candy Company, will represent NMBA as Midwest sales representative, with headquarters in St. Louis.



Hamilton Scales

Brand New!
Immediate Delivery!

\$59.50 Lots of 5
Less Than 5—\$85.00.
Original Price—\$89.50.

The outstanding scale on the market today. Operators can double or triple the number of scales they have in operation if they use Hamiltons, with no increase in investment.



**1948
IMPS**

Either 1¢ or
5¢ play.
Cigarette or
Fruit Reels.
ONLY
\$10.00 ea.
In Case Lots
(6 to Case)
•
Less than 6
\$12.50 Ea.
Wholesale
Prices to
Quantity
Buyers.

Write for Catalog on Bulk Vendors, Games, etc.

NEW LOW PRICES
U-SELECT-IT
**CANDY
MACHINES**
72 Bar Capacity, \$27.50 Each. Limited Supply.

CIGARETTE MACHINES
All Makes. Real Low Prices.
Half Deposit.

HARRIS VENDING
2717 N. Park Ave. Philadelphia, Pa.
Phone: BA 9-0606

WRITE FOR OUR CATALOG

**VENDORS'
SPECIALS**

Mdex. Stands, Solid Steel—
Weight 35 Lbs. \$4.50
Double Plates for Two
Machines 1.15
BUBBLE GUM — 140 Count
and 170 Count — 25 Lb.
Cartons, Per Lb.35
1/3 Deposit, Balance C. O. D.
Fast Delivery.

VEEDCO SALES CO.
2113 Market St. Philadelphia 3, Pa.

**METAL PLATED
CHARMS**

In bright gold and silver finish

Per M
Metal Plated Charms, Series #1 . . \$8.00
Metal Plated Charms, Series #2 . . 7.50
Plastic Charms, Famous Series #1 . . 3.50
Plastic Charms, Big Series #2 . . . 4.50

SAMUEL EPPY & CO., INC.
WORLD'S LARGEST
CHARM MANUFACTURER
113-08 101st Ave.
RICHMOND HILL 19, L. I., N. Y.

BULK VENDERS
Candy and Salted Nuts. We can save you
money on your requirements. Write for
prices.

Warren Specialty Co.
1933 S. Halsted St. Chicago 8, Ill.

PIONEER DEAL SPECIALS!

VICTOR MODEL K



DEAL #4
5 Victor Model K, \$64.75, plus 50 lbs. Bubble Ball Gum, \$78.50 all for

DEAL #5
5 Victor Model K, \$64.75, plus 40 lbs. of Boston Baked Beans or Rainbow Peanuts, \$73.15 all for...

DEAL #6
5 Victor Model K, \$64.75, plus 60 lbs. Spanish Peanuts, \$76.75 all for.....

Prices quoted on above merchandise are subject to change without notice and hold only for complete deals.

IMPORTANT!

We will create Victor deals with merchandise to fit your needs. Write us your requirements.

FOR BIG PENNY PLAY, ORDER TODAY!

Groetchen's Now CAMERA CHIEF

On insertion of penny child sees 9 three dimensional pictures of famous comic strip characters, such as Flash Gordon, Captain Marcel, etc. Camera Chief is small counter size, 8" wide, 12" deep, 9" high, and will take the pennies quickly.



\$19.95 Ea.

Including 3 Sets of 9 Pictures Each.

Virginia Peanuts, 30-lb. ctns. 28¢ lb.
Spanish Peanuts, 30-lb. ctns. 22¢ lb.
Licorice Lozenges, 38-lb. ctns. 30¢ lb.
M & M's, 25-lb. ctns. 42¢ lb.

5/8" BUBBLE BALL GUM
27c lb. 500 Lb. Lots
29¢ lb.—Less than 500 lbs.
FULL CASH WITH ORDER

Rainbow Peanuts, 40-lb. ctns. 25¢ lb.
Boston Baked Beans, 40-lb. ctns. 25¢ lb.
Write for quantity prices on Rainbow Peanuts, 5/8" Bubble Ball Gum, Boston Baked Beans and Burnt Peanuts.

FREIGHT PREPAID ON THE FOLLOWING:

Orders for 3 or more cartons of Rainbow Peanuts or Boston Baked Beans or 5/8" Bubble Ball Gum.

1/3 Deposit, F. O. B. Brooklyn, N. Y.; Balance C. O. D.
Send Money in Full and Save C.O.D. Charges.

PIONEER VENDING SERVICE

Exclusive Victor Distributor in N. Y.
461 SACKMAN ST., BROOKLYN 12, N. Y.
Phone: Dickens 2-7892

VICTOR'S NEW MODEL K

It's Outstanding!
Vends Everything! Investigate the many new features incorporated in this great, new bulk vender. Write us NOW for detailed information and prices.

A Product of
VICTOR VENDING CORP.
5711 Grand Ave.
Chicago 39



BIGGER PROFITS

Here is the machine that is getting the big money with ball gum because it not only vends... but SELLS. Write us today for complete details.

NORTHWESTERN MORRIS, ILL.

WRITE FOR PRICES

Roasted and Salted Nuts of all types. Confectionery Items.

SPECIALISTS TO THE VENDING TRADE

San Filippo and Company
Nut and Confectionery Importers and Wholesalers.
104-14 37th Ave., Corona, L. I., N. Y.
Telephone: Havemeyer 9-8948

Stamp Venders for Armed Forces as Free Mail Ends

CHICAGO, March 13.—An upsurge in stamp vending operations, and sales of the machines, has been noted in the past few weeks as a result of the expiration of the free mailing privileges for members of the armed forces which expired December 31, 1947. While the sales of the venders to operators, and in a few cases, to army post exchanges has picked up in recent weeks, the surface has only been scratched in this field, and is expected to grow steadily.

Cancellation of the free franking privileges affected over 1,000,000 persons, and now that their letters require postage, army post exchanges and the navy's ship stores are becoming a major outlet for stamps.

More Service Spots

Daval Products, manufacturer of stamp vending machines here, this week reported a definite advance has been noted in the placement of the units in the ship stores and post exchanges; the former showing the greatest interest to date. Daval's distributors have been working closely with the various locations, and will expand this coverage steadily.

Regarding an operator's tie-in with the army locations, a recent change in army regulations has had a definite effect on coin machine operations with various locations (*The Billboard*, February 28). All contracts entered into by the army and coin machine operators are now signed and reviewed in a regional office of the Post Exchange Service, instead of being certified by service command heads as was formerly the practice. At the present time there are six regional areas, each area including a regional service exchange office. These offices are located in New York, Baltimore, Atlanta, Dallas, Chicago and San Francisco.

Placement Method

The method by which an operator may acquire the right to place equipment on location in army installations is simple. All coin-operated machine locations on a post, with the exception of those in the officer clubs, non-commissioned officers' clubs and other voluntary associations of military or civilian personnel, are under the authority of the field PX officer. The contract to place equipment on location within the post is submitted by the operator to the PX officer, who, in turn, forwards it to the installation's commanding officer for concurrence. Finally, the contract is submitted to the area's regional service exchange office where the final approval is given. The contract must bear a signature from the regional office before it is valid. Most contracts are for one year and are renewable.

At the present time, approximately 50 per cent of the coin-operated equipment on army locations is owned by the post exchange, while the other half is operator-owned, with the operator paying commissions to the PX office. One reason for the location-owned equipment is the low cost of some products on the installations, such as cigarettes which sell for 14 cents a pack, thus eliminating profits for a vender operator.

In the case of the stamp machines, however, operators believe that the majority of army locations will prefer to have operator-owned stamp venders on location to eliminate the book-keeping and servicing problems connected with this type of equipment. Ship stores, too, are expected to give preference to the operator in the case of the stamp machines, for similar reasons.

There are other contributing factors

which make these locations interesting to the operator. Many armed force bases are so located that personnel cannot easily get into town to purchase such articles as stamps. An example is Fort Slocum, located on an Island in Westchester County, New York. These locations also employ many civilians, who are customers of the post exchanges and are potential users of the vending machines.

Philly Post Offices Install 2 Mailomats

PHILADELPHIA, March 13.—Philadelphia's first coin-operated public mailing service was inaugurated this week by Postmaster Joseph F. Gallagher with the installation of Mailomats at two branch post offices. The machines, first in Pennsylvania, were placed in the William Penn Annex in the center of the city and in the North Philadelphia Annex. Gallagher launched the new vending machine service by sending thru a letter to Postmaster General Jesse Donaldson from the William Penn Annex.

There is no fee other than the regular postage rate for mailing the letters thru the Mailomats. The letters are canceled by a postage meter while passing thru the machine. Gallagher was highly pleased with the Mailomat and declared that it will be installed eventually at every post office station in the city. He pointed out that the use of Mailomats will help considerably in easing congestion at the stamp windows, especially during rush hours. Moreover, it will provide a service for those mailing letters after hours when the stamp window is closed.

The inaugural of the Mailomat service, bringing the vending machine age a step closer to the public, was televised by WFIL-TV.



199% PROFIT

Not a Novelty
But an Investment

200 FORTUNE TELLING
NO SPRINGS SCALE

Height, 51 In. Width, 13 In.
Depth, 25 In. Sign, 15 In.
Net Weight.....185 Lbs.
Shipping Weight....245 Lbs.

Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 2770.
Cable Address: WATLINGITE, Chicago.

ATTENTION

OHIO AND KENTUCKY OPERATORS ONLY

It's Hot — Bert Mills "Coffee Bar"

Get in on the ground floor of Automatic Merchandising. Here is a growing business with large profits for you. This will make more money for you per \$1.00 invested than any equipment you've ever had.

Franchise deal available. This beautiful, practical machine is on display at our showrooms, and immediate delivery.

ACT NOW

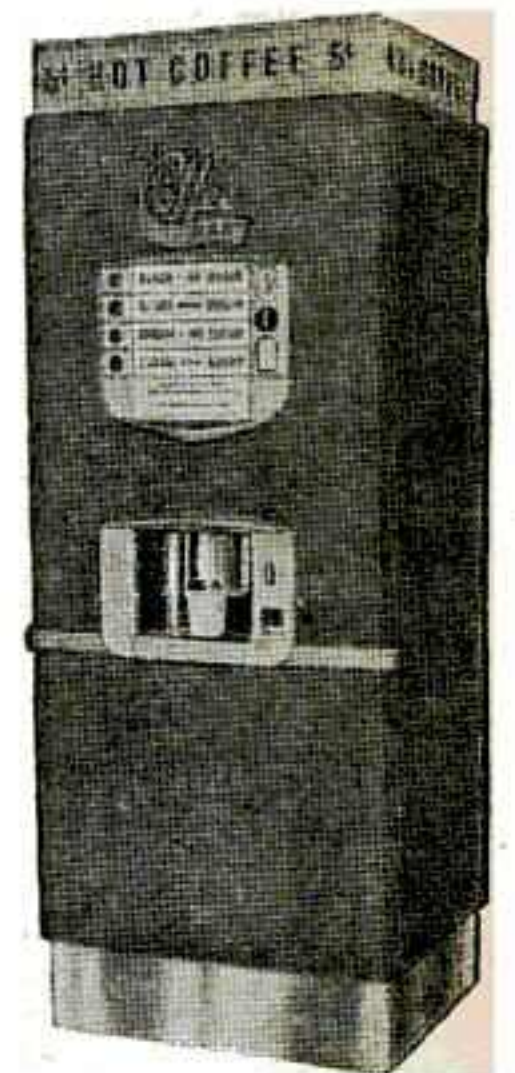
Distributor for U. S. U. C. Air Conditioned Candy Machines. Now on display at our showrooms.

Also Distributors for Columbus Vending Equipment. DaVal Postmaster—Pop Corn Maid—Adams-Fairfax Cash-Trays.

MARKEPP SALES CO.

4310 Carnegie Ave. Utah 1-1241 Cleveland, Ohio

WRITE FOR CIRCULARS



CIGARETTE MACHINES

U-NEED-A MODEL "500", 9 AND 15 COL. MACHS.\$65.00 EA.
UNCONDITIONALLY GUARANTEED

ACT IMMEDIATELY LIMITED QUANTITY

O. H. "JACK" FEINBERG, 1420 MICHIGAN AVE., DETROIT, MICH.

SPECIAL DEAL!

VICTOR MODEL V



10 GLOBE TYPE and 200 pounds 5/8th Bubble Gum, 28,000 balls, all for

\$185.00

Full cash with order. Additional machines then can be bought on the Torr Time Payment Plan.

NEW LOW PRICES ON

5/8 Rain-Blo Ball Gum

25 lb. to 475 lb.32c per lb.
475 lb. to 975 lb.31c per lb.
1000 lb. or over30c per lb.

TOP QUALITY

5/8 BUBBLE GUM

Only 30c Per Pound

Full cash with order. Freight paid to your door on orders 100 lbs. or more.

NEW candy-coated chocolate CONFETTI, 450 count to the lb.—assorted colors, 36 lb. to the ctn.—36¢ per lb.

ROY TORR

LANSDowne PENNA.



STEADY PROFITS!

are yours when you operate the LATEST factory model Shipman Triplex Stamp Venders. Vends 1¢, 3¢ and New 5¢ Air Mail. Compact! Foolproof!

Price, \$39.50 Ea. 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 — Only \$18.75 for 25,000, which return gross profit of \$250.00.



VICTOR'S MODEL V

The Operator's Choice is Model V, as it correctly vends ALL BULK MOSE. . . Charms, Peanuts, Candy and Ball Gum. No additional parts necessary.

Write us NOW for detailed information and prices.

A Product of VICTOR VENDING CORP. 5711 Grand Ave. Chicago 39

LOCATION TESTED CHARM SENSATION!!

The most striking and fastest moving display of bulk candies and charms ever devised to catch stray pennies! THE DISPLAY is the LURE! Our new assortment and studied arrangement of Charms makes these machines empty in from 3 to 14 days! The fastest penny harvest since War Time Ball Gum! LOCATION TESTED! 10 NEW Model V machines with our new assortment and clever display of Charms and Candy, all LOADED, ready to set on the counters for business for \$15.50 each or \$155.00. Each machine when empty will yield from \$5.45 to \$8.45. We tell you how to reload the machines, disclosing the formula of different charms used. Minimum number of sample machines sold will be four at \$18.00 each. Prices F. O. B. Toledo, Ohio. 7 to 14 days' delivery. Orders filled in sequence. Send full cash with order. Sorry, no C. O. D.'s. For the same deal using New Model "K" machines, add 55¢ per machine to prices. Write for price on 50 machines. Write ART GRAEFF 1232 BROADWAY TOLEDO 9, OHIO



The lowest priced machine in our line but a super value. Vends pistachios, confections, peanuts of all types in adjustable portions. Trouble-free mechanism. Find out all about it!

NORTHWESTERN MORRIS, ILL.

Driers Prove Hit In Coin Laundries

SOUTH BEND, Ind., March 13.—With clothes driers becoming more popular in coin-operated laundries, Bendix Home Appliances, Inc., this week reported that more than \$14,000,000 worth of driers had been sold during the 12-month period ending March 1, 1948. The figure represents the retail value of the equipment according to Judson S. Sayre, firm president.

Bendix, which has been manufacturing the driers for little more than a year, turned out 76 per cent of all driers made in 1947 it was said by the company.

Dallas Ice Cream Op Moves to New Bldg.; Expands Operations

DALLAS, March 13.—Thompson Distributing Company, sole ice cream vending machine firm here, has moved into its new building on Sullivan Drive, R. J. Thompson, firm head, has announced.

Constructed of self-insulating hay-dite block, a newly developed Texas product, the new structure is entirely fireproof, contains 1,400 square feet floor space for offices, maintenance and servicing departments.

Thompson Distributing has two venders with two different capacities on location thruout this city's industrial plants and business offices, as well as in many other types of locations. One handles 135 cups of single flavor ice cream; second, has a capacity of 270 cups, can handle two ice cream flavors.

Trucks used in deliveries to locations of ice cream supplies have bodies designed by the Thompson firm.

Thompson is the son of E. C. Thompson, head of Graselli Chemicals Department of E. I. DuPont De Nemours, Inc., which has a plant at La Porte, Tex.

Lorillard 1947 Net Increases \$2,003,712

NEW YORK, March 13.—Herbert A. Kent, president of P. Lorillard Company (Old Gold cigarettes), in his annual report to the stockholders issued this week, reported that for the first time since before the war profit margins are more nearly normal.

According to the report, company earnings last year were held down by inadequate profit margins and by the abnormal conditions existing in the first part of the year. The two increases in the price of cigarettes which went into effect in 1946 were reflected in the company's 1947 earnings, said Kent.

Net income for 1947 to December 31 increased \$2,003,712 over the 1946 total of \$3,512,213, totaling \$5,515,925 in 1947. The figure was the best in more than a decade.

After preferred dividends, the net was equal to \$2.15 on the common shares of stock as compared with \$1.26 the previous year.

Net sales in 1947 reached \$127,919, 655, an increase of \$3,872,392 over the 1946 total of \$124,047,263.

Government Book on Cocoa

WASHINGTON, March 13.—A 175-page book, World Trade in Cocoa, now being offered by the government, analyzes the world cocoa situation since 1900. Volume may be obtained by writing the Superintendent of Documents, Government Printing Office, Washington 4.

Candy Co. Ups Bar Price 2 1/2c

TACOMA, Wash., March 13.—Brown & Haley, local candy bar manufacturer, recently began packaging two of its bars together and retailing them for 15 cents. Firm explained that as it did not wish to "cut size or quality of its product," due to the high prices of cocoa beans and coatings, the two-bar pack was adopted.

Bars so packed were formerly 5-cent items. Company has started an ad campaign explaining to consumers why it is "forced to boost bar price to 7 1/2 cents."

Old Poster Offers Cigarettes at 5c

CHICAGO, March 13.—A cigarette ad poster on the side of an old Chicago building boosts a brand that we'll wager never slid out the delivery chute of a cigarette vender. Still legible after over 30 years, the ad carries a picture of an old sheik on an orange colored package with the brand name, Nebo Cigarettes, below.

Biggest eye-opener, however, is the plug: "Cork tip cigarettes, 5 cents a package."



ORDER NOW FOR IMMEDIATE DELIVERY

MASTER #2

PENNY-NICKEL COMBINATION VENDOR Handles Pistachios or Any Other Merchandise. Time Tested and Proved. \$17.50

MASTER #6-2—Straight Nickel Vender—Another Proven Money Maker \$17.50 MASTER NOVELTY PENNY VENDOR—The Ideal Penny Play \$13.95

ALL MODELS have adjustable merchandise wheel. Cabinets two-tone—all porcelain—capacity 5 lbs. TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. New York, N. Y. FACTORY DISTRIBUTOR

TRI-STATE VENDING CO. 561 10th Avenue New York, N. Y.

AN ADVANCE MACHINE TO SUIT YOUR NEEDS!



ADVANCE MODEL D

BULK VENDORS

Advance #11, 2-11 \$12.60 Ea. Model D, Gum Machine, 2-11 \$11.90 Ea. Stick Gum, 2-11 \$12.80 Ea.

MERCHANDISE

WRITE FOR PRICES

Ball Bubble Gum - Candy - Pistachio - Peanuts - Cashew Almonds - Charms, etc.

Coin Weighing Scales \$18.50

PARTS FOR ALL ADVANCE MACHINES STANDS BRACKETS PLATES GLOBES

COUNTER GAMES

Camera Chief \$19.95 New Challenger \$45.00 Advance Electric Shocker, 2-11 18.75 Mutual Card Vendor With 1000 Cards 27.50 Bingo 32.50 Best Hand 50.00 New Model Kicker & Catcher 37.50 Bouncer 40.00

MACHINES, SUPPLIES AND ACCESSORIES

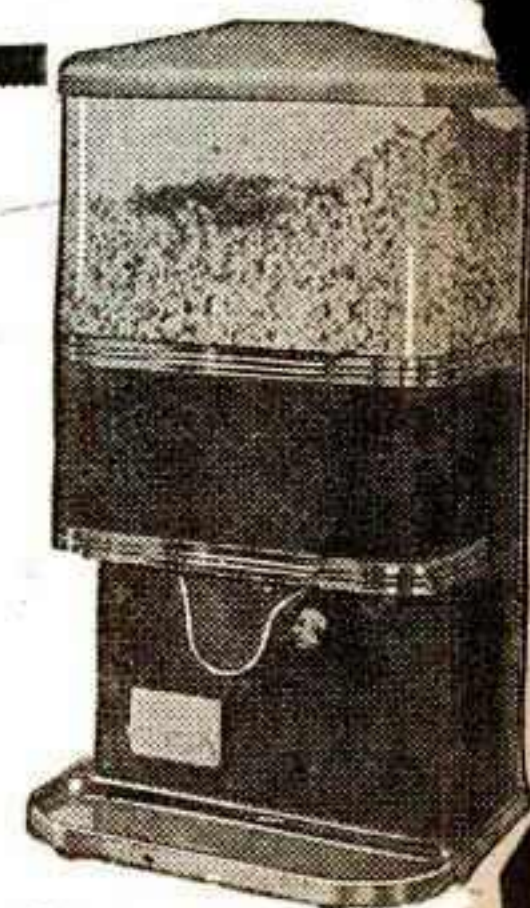
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The "Little Giant" HOT POPCORN DISPENSER

8 gal. capacity. Size: 15" by 12" by 29". Portions controlled by size of bag or bowl. Bagging companies and vending operators will find servicemen can handle these dispensers in addition to present routes. It is more profitable to operate dispensers without a coin chute. Write for information.

Manufactured by ABC POPCORN CO. Wholesale and Supplies 3441 W. North Ave., Chicago 47 DICKens 3375



Also Suppliers of Raw Corn Seasoning Boxes Bags Pre-Popped Corn

SFPOA Sets New Location Comm. Scales

High Costs Cut Spots' Take

SIoux FALLS, S. D., March 13.—Sioux Falls Phonograph Operators' Association, meeting here this week, has taken action to revise percentage payments to location owners. Operators agreed to the change in the percentage arrangement only after increased cost of doing business made it economically impossible for them to continue current commission rates, which go all the way to 50 per cent of the gross receipts.

New schedule for commission payments range from 20 per cent on near marginal stops to a top of 40 per cent on the music operators' best locations. Commission scale was graduated on the basis of a two-week survey of Sioux Falls locations.

As the commission schedules went into effect, operators here said they intended to put on a comprehensive "educational" program to bring home to location owners the increased cost of music operating.

To Hold Aireon Show in Buffalo

BUFFALO, N. Y., March 13.—Music operators in up-State New York will have their first look at Aireon's new low-priced juke box, the Coronet 400, during a showing at Alfred Sales Company, Buffalo, Sunday (14), it was announced this week by Ben Palastrant, Eastern regional sales manager of Aireon Manufacturing Corporation. Palastrant also reported that showings of the Coronet were now being scheduled for Portland, Me.; Boston; Hartford, Conn.; Philadelphia, Baltimore and Washington.

With Al Bergman, of Alfred Sales, as host, the Buffalo showing will display the complete line of Aireon music equipment. Entertainment and refreshments for operators in attendance are promised.

Ops, Disk Stars At CPMA Meet

CLEVELAND, March 13.—Recording artists Lucky Millinder and Bull Moose Jackson were among the guests to attend the regular meeting of the Cleveland Phonograph Merchants' Association (CPMA) in association offices here last week.

One major point discussed during the meet was the relation of artists to the juke box and recording fields.

Among CPMA members to take part in the discussion were Jack Cohen, president; Sanford Levine, vice-president; Virginia Holcomb, secretary, and Robert Pinn.

Great Lakes Dist. Co. Appointed by Filben

CHICAGO, March 13.—Great Lakes Phonograph Distributors, Inc., has been appointed a distributor of Filben products in Michigan and Upper Ohio, William Rabin, president of the Filben Corporation and sales manager of National Filben, has announced. Great Lakes Phonograph has offices in Detroit.

Additional Baseball Telecasts Set; First Night Games in Chi

CHICAGO, March 13.—Additional details on the television situation this summer, insofar as the telecasting of baseball games will affect operators of music equipment in Chicago and Cincinnati is concerned, became available this week.

Cincinnati, which experienced a slight taste of tele last year when the Crosley station experimented by telecasting a few scattered Reds games, this year will carry a regular schedule

of 32 games, telecast to the city by WLWT. Here in Chicago, WGN-TV moved into the picture by signing a contract to televise, for the first time, the games played by the Chicago White Sox, including 21 night games. The same station entered into an agreement with the owners of the Cubs to televise their games simultaneously with WBKE.

Operators here are especially interested in the WGN-TV pact with the American League White Sox, who had reserved television rights in the past. Under the new contract, night games will be televised for the first time here, as the Cubs, National League competitors, do not play at-home night contests. This means that during 21 nights this summer the prime juke box play hours between approximately 8:30-11 p.m. will be lost in many locations while the games are picked up on the spot's tele sets.

Initial telecasts of baseball games here get under way April 16 when the two Chicago teams open their annual three-game city series. The regular season starts April 20 and, for the first time, Chicago will have daily telecasts of baseball thruout the season.

Station WLWT in Cincinnati cemented its television coverage of the Reds' games this summer when it signed a contract with the Burger Brewing Company, who will sponsor the televising of 32 home games.

AMI Appoints Distributor in Southern Ohio

CHICAGO, March 13.—AMI, Inc., has appointed T & L Distributing Company, Cincinnati, as distributor in Southern Ohio and the Covington, Ky., trading area, Lyndon C. Force, AMI manager of general sales, announced Monday (8).

T & L is headed by Leonard Goldstein and M. Block, both in the coin machine business for many years, first as operators, later as jobbers and finally, distributors.

The new AMI distributor has already received first shipments of AMI phonographs and will soon have a formal showing for operators in the Southern Ohio territory.

Philly Music Op Assn. Sets Up College Scholarship Fund

PHILADELPHIA, March 13.—Music Machine Operators' Association of Philadelphia, in co-operation with Frank Palumbo, operator of the Click and other local niteries, will expand its public relations program to set up a college scholarship fund for a boy or girl graduating from a local high school.

For the past year the music operators' association and Palumbo have joined in staging and promoting a Click-Tune-of-the-Month program, tying in phonograph records and Palumbo's Click, where name bands are prominently featured on the bandstand. Each month the high school youngsters gather at the Click on a Saturday morning, and with radio disk jockeys emceeding the meet, listen to all the latest record releases played on a juke box and vote for the click tune for the coming month. Winning song gets No. 1 position on every music machine in the territory for the coming month.

A Step Forward

Both Palumbo and Charles Hannum, business manager of the association, pointed out that the establishment of a college scholarship fund will make for a good-will gesture that will go a further step in enhancing the friendly relationship that already exists between the youngsters—representing a major part of the music machine patronage—and the entire music industry. "It will be our way of saying 'thank you' to the youngsters for their excellent support to both the records and recording artists," said Palumbo. "For a long time we have felt that we should do something substantial to show our appreciation for their loyalty, and the possibility of providing a deserving youngster with a college scholarship seems to be the most appropriate gift we can give them."

Palumbo and Hannum disclosed an

ambitious plan that will enable the college fund to be established, and at the same time, bring national attention to the music machine industry. Starting this week, Palumbo is circularizing every radio disk jockey in the country to indicate the three most popular dance bands among their listeners. When entries are tabulated the disk jockeys will be invited to guess the names of the three top names selected as the favorites. The disk jockey guessing the names of the top three will receive a cash prize and an all-expense-paid trip from any part of the country to Philadelphia where he will be the emcee at a public dance to be held at Convention Hall under the auspices of Palumbo's Click and the music operators' association.

To Engage Top Band

The No. 1 band will be engaged for the dance and all the proceeds of the dance will be set aside to provide free college scholarships. Since Convention Hall can accommodate some 10,000 dancers, it is expected that the dance will provide funds for one or more four-year college scholarships. The money will be held in a separate fund and the fund will be expanded by staging similar dances each year.

The first dance is scheduled for an October date, which will mark the first anniversary of the Click-Tune-of-the-Month promotions. It will mean that the music operators, together with Palumbo's Click, are making it possible for a youngster to go to college for the full four years—thanks to the music industry. The good-will dividends are a cinch to add much stature to the industry and both Palumbo and Hannum feel that the college scholarship promotion can well be carried on by all the music machine operators' associations thruout the country.

77 Locations Get Ala. Org's Juke Box OK

21 Gulf Towns Included

MOBILE, Ala., March 13.—Alabama Alcoholic Beverage Control Board Thursday (11) approved use of juke boxes in 77 establishments with beer licenses in the Gulf area, subject to approval of municipal and local requirements.

Following 21 towns and municipalities, with number of new juke locations in each, follow: Florida, 7; Opp, 6; Andalusia, 5; River Falls, 1; Falco, 1; Dozier, 1; Gulf Shores, 5; Elberta, 5; Robertsdale, 5; Summerdale, 2; Daphne, 3; Stapleton, 2; Silver Hill, 1; Loxley, 3; Fairhope, 5; Lillian, 1; Foley, 2; Magnolia Springs, 1; Bay Minette, 1; Stockton, 1; Douglasville, 1.

Pearl To Head Atlantic Firm In Philadelphia

PHILADELPHIA, March 13.—The Atlantic Pennsylvania Corporation, a new company, has taken over the Automatic Equipment Company, Inc., here and has secured exclusive distributorship for Seeburg music equipment in Eastern Pennsylvania, Southern New Jersey and Delaware. Located at 919 North Broad Street, the new firm occupies the same premises Automatic formerly utilized.

Altho Automatic's staff has been largely retained, general supervision of Atlantic's new outlet will be under the direction of Harry Pearl. Well known in the coin machine business, Pearl most recently was with Seacoast Distributors in New York and New Jersey.

Frank F. Engel, former president of Automatic, is being retained by Atlantic in an executive capacity, while other key men formerly of Automatic now in the employ of Atlantic include Marvin Stein, office manager; Earl Montgomery, service manager, and Tom Mullin, sales.

With the formation of the Philadelphia office, Atlantic has expanded its already extensive interests as Seeburg music distributor. Atlantic now has offices and showrooms in New York, Hartford, Conn., and Newark, N. J. Paralleling its automatic music machine business are the Seaboard Corporations, operating in conjunction with the Atlantic companies, but devoted to the distribution of games.

Biltmore Awaits Coronet Shipments

CHICAGO, March 13.—Biltmore Distributing Company here, recently named regional distributor for Aireon Manufacturing Corporation, expects the initial shipment of new Coronet 400 phonographs this week, reports Victor Comforte, general manager. Display models of both the coin-operated and club model juke boxes have been received.

Aireon's club-model juke box-radio combination is designed for rumpus rooms, private clubs, recreation halls and assembly halls. Machine differs from conventional machine only in that it has no coin chute and has the radio dial and controls positioned where the coin entrance normally is. Operating on same principle as the home radio-phonograph combination, the juke can be converted to radio or record play by the turn of a switch.

more play - greater take - higher profits

the public prefers

THE MILLS CONSTELLATION

the coin box concurs

NO OTHER PHONOGRAPH HAS ALL THESE FEATURES:

- Plays 40 selections • wide range tone • aluminum cabinet
- adjustable tone arm • table top service • six hits for two bits



MILLS INDUSTRIES, INCORPORATED

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Semi-Classics Appeal to Juke Players at Robin Hood's Barn

PARK, RIDGE, Ill., March 13.—Semi-classical records on the juke box in Robin Hood's Barn Restaurant here are drawing a good rate of play, according to Edward Gaidzik, general manager of the restaurant chain.

Decision to eliminate popular hits of the day from the musical menu (with exception of two piano or organ renditions of current favorites without vocals) was carried out January 15 when the restaurant began catering to an older clientele, Gaidzik said. His music operator co-operated by furnishing semi-classical numbers, breaking up albums to use certain songs. Formerly, the restaurant, like the Robin Hood spots in Evanston, Ill., catered almost exclusively to teen-agers and college students, and offered the usual variety of jump and hit tunes on the juke. With the change from a quick snack, open grill house to the full menu, complete dinner type of establishment, the majority of customers are now older people.

Natural Drop

While the rate of play has decreased since the changed music policy, Gaidzik says this seems to be primarily due to the natural decline in patrons. Whereas formerly 500 to 600 teen-agers would patronize the restaurant during lunch and evening snack hours, attendance has dropped to be-

tween 200 and 300 adults during top business hours. As the youngsters usually spent approximately 10 to 15 cents per person, and the older diners about \$1 per person, the drop in customers does not mean a like drop in restaurant earnings.

In relation to the lower customer-count, Gaidzik feels, juke play (spot has a hideaway unit with liberal number of wallboxes) is very satisfactory. When teen-agers and popular tunes made up the clientele and musical fare, the machine grossed about \$50 every two weeks; now, with the reduced number of older diners and concentration on semi-classical songs, the bi-monthly gross has leveled out at \$35.

Indicative of the type of numbers on the semi-classical program are those currently on the platter stack. Recorded by concert or string type groups, the songs range from *Tales of the Vienna Woods*, *Blue Danube* and *Skaters Waltz to Intermezzo*. The two popular numbers retained on the juke are preferably standard popular hits, or current revivals of past hit numbers.

"Where the juke box in our teenage spots is often the major interest of our customers, we feel that music in a restaurant such as our Park Ridge spot should serve as a subdued background to make dining more enjoyable," Gaidzik states.



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SMALLEST SIZE MADE
7 1/2" wide, 6" deep, 6 3/4" high.

ALL OUR OPERATORS SAY IT'S A

BIG MONEY MAKER

SMALLER INVESTMENT

15 MINUTES FOR ONLY 10¢

LIFETIME INCOME

Be the first in your territory to open up locations—a real money-making proposition like this is just what profit-hungry restaurant, bar, cafe, motel and tourist cabin owners are looking for . . . and it's a big money-maker for the operator.

MANY CHOICE TERRITORIES STILL AVAILABLE—WRITE TODAY

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Mr. Operator or Mr. Manufacturer

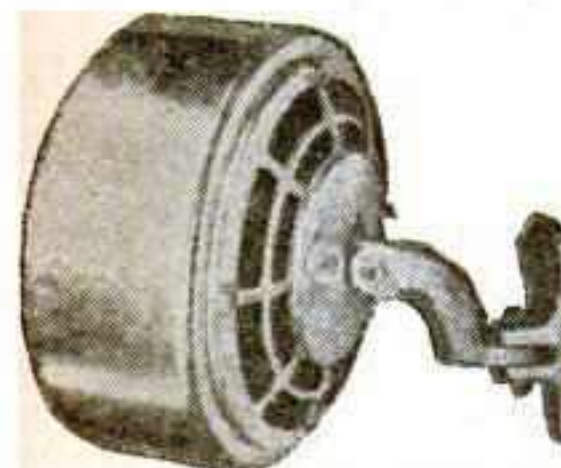
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Do you feel there is any advantage to it?

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- Turn of beam in any direction
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- 8" ALINCO-JENSON P. M. Speaker
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Patent Pending



Patent Pending

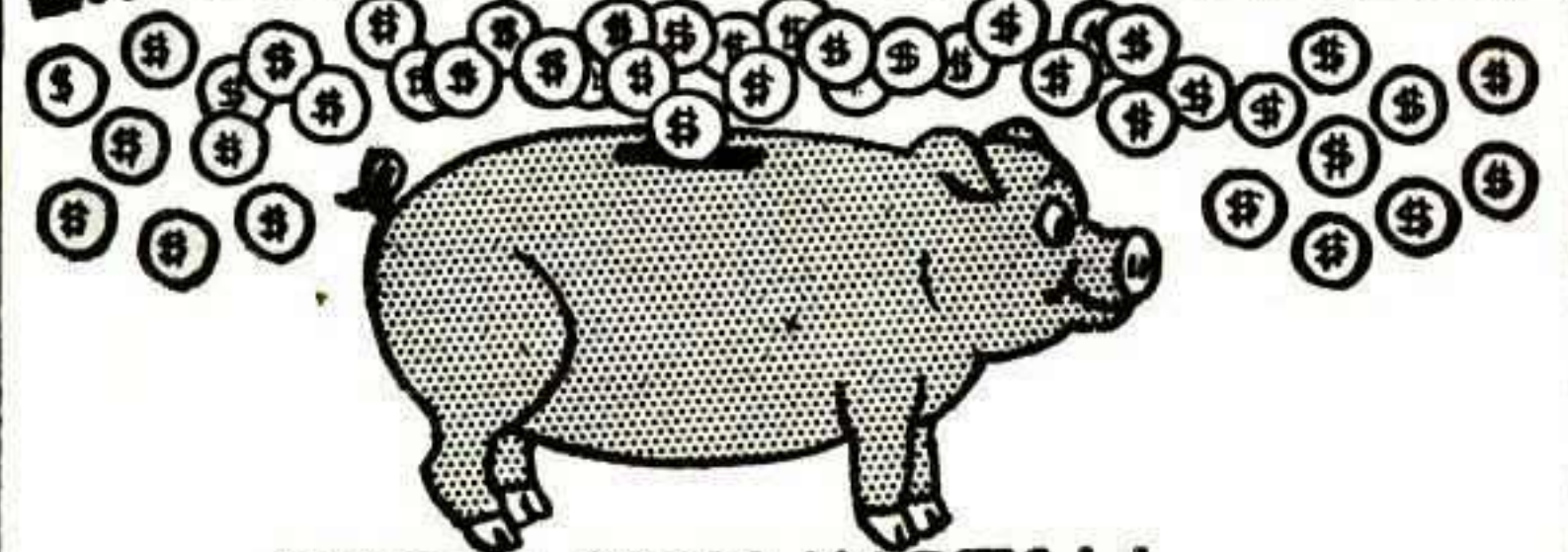
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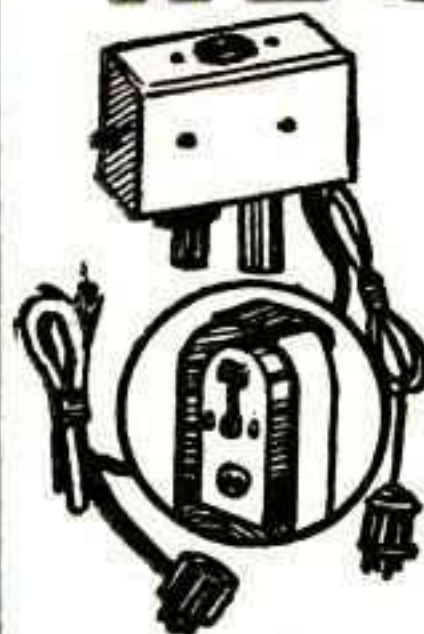
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KIND TO RECORDS—Only 3/4-ounce needle pressure gives you up to 2,000 clear, sharp, brilliant plays per record. Smooth riding floating jewel point gives you up to 20,000 efficient plays!

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FOR SEEBURG—G.E. Tone Head, with new light tone arm, plug in pre-amplifier and electric cancel, complete, only \$23.75

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Chicago Op Finds Spots For Old Jukes, Records

CHICAGO, March 13.—Drugstore juke box locations, in metropolitan Chicago and suburban Oak Park, Ill., have proven to be valuable "work-off" locations for older phonographs and "used" records for the past two years, according to Adolph Raymond, A & M Music Company here.

Drugstore locations are unusual for large city operations because of druggists' habitual indifference and/or objection to juke boxes in their establishments. However, Raymond overcomes both attitudes with individual attention to "low-volume" set-ups in each drugstore location. Because druggists as a group strongly object to loud music in their stores, Raymond often silences the juke speaker and places at least two, more often three, wall speakers at strategic spots about the location. This makes it possible to lower the volume and still hear tunes clearly.

Older Jukes

While using older jukes which have outlived their "top-play" appeal in major music locations, Raymond makes certain all drugstore machines are in top condition. Druggists are not too demanding in their juke box requirements, and thus many of his older units are made to return a steady, if small, profit, whereas formerly they would be traded or otherwise disposed of. In comparison with good tavern, ice cream parlor and restaurant stops, drug locations return about a 50 per cent lower weekly take, but are a source providing "a good rate of earnings because the machine has been amortized and is receiving play it would otherwise never get in the more common type of location," Raymond states.

Further serving to make the low-

play drug locations profitable, Raymond makes a practice of using records which have been spinning on machines in major stops. These disks, which are removed after a predetermined number of plays have been tabulated, are not really "used" in the ordinary sense. They are top hit numbers of the day, still capable of rendering undistorted reproduction, and used with top quality, frequently changed needles, have brought no objections from druggist or customer.

Cuts Costs

"This means I don't have to actually buy records for the low-play drug stops," Raymond explains. "Disks used are those that ordinarily could spin a few more times on top location, but are not quite up to the standard I set for such spots. Instead of selling them to used disk dealers, I channel them to my drug locations."

Best position for drugstore juke boxes is near the soda fountain. Most of Raymond's machines are spotted against the wall opposite the fountain, and as the fountains are usually near the entrance of the drugstore, the machine is also in a prominent spot near the door. In some spots, the machine is positioned in the center of the floor, at the back end of the fountain, with booths and tables nearby.

After the juke box has been in a drugstore for a short while, it is usually the druggist's experience that fountain business picks up, due to increasing numbers of and longer staying, teen-age customers. As Raymond has had a number of druggists confirm this, he uses it as a talking point in acquiring new drugstore juke box locations.

Aireon Now Shipping Coronets; Detroit-Cleve. Showings Held

CHICAGO, March 13.—With the majority of the distributor showings for the Aireon Coronet 400 now scheduled or completed, it was learned this week that the factory in Kansas City, Kan., is shipping small quantities of the units to its outlets thruout the country. Shipments average between 10 and 20 pieces of equipment each. Starting Monday (15) the factory will step up its production on the Coronet to 75 units a day, it was reported.

Meanwhile, Fred Mann, Midwestern regional manager, reported that the Wolverine Sales Company had held its three-day showing of the Coronet March 5, 6 and 7, drawing several hundred operators from Detroit as well as Upper Michigan areas. In Cleveland, the newly formed Erb-Wert Distributing Company held a two-day showing of the new juke box March 6 and 7, drawing operators from Youngstown, Akron and Toledo as well as smaller cities in the more immediate vicinity.

Pittsburgh Show

The 11th, and final distributor showing for Mann's region will be held at the Mulligan Distributing Company headquarters in Pittsburgh March 22 and 23. Originally scheduled to be held this week, the showing was delayed at the last minute because of technical difficulties which had arisen at the company.

Mann, following a survey of reports received from the 10 distributors in his region who have completed their showings, said it will take the

factory another three or four months to catch up with the demand. The \$495 price tag on the Coronet is one of the main reasons, according to the distributors, for the interest being displayed, in many cases in the form of actual orders, for the new machine.

Ala. City Council Refuses Juke Test

BESSEMER, Ala., March 13.—Pleas for a 90-day trial of juke boxes in beer places have been turned down by the Bessemer city council.

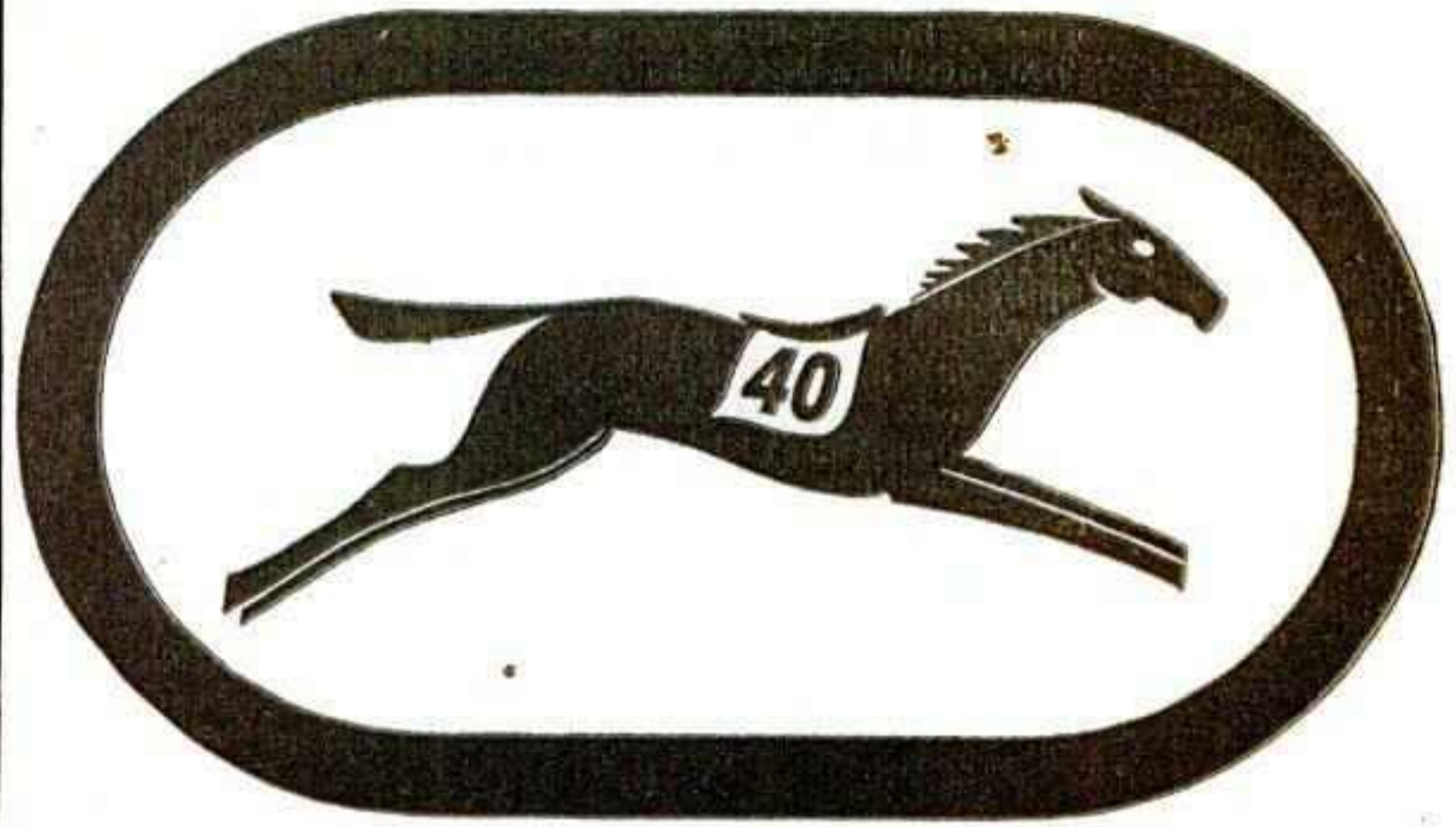
An ordinance that would have permitted the use of music machines was rejected by a 2-1 vote after the commission had heard a request from Jack Terrell, of the Bessemer Music Company.

Terrell, who suggested the 90-day trial period, had said that after that time if the music machines were found demoralizing, the ordinance could be voided.

Protesting against the licensing of juke boxes, as authorized recently by the Alabama Alcoholic Beverage Control Board, was the Bessemer Pastors' Association. Members maintained that the proposed ordinance would "demoralize our young."

Sole vote in favor of the ordinance was cast by commission president Joe F. Lewis, who said that it had not yet been proved that music in beer places leads to immorality.

40 for Speed

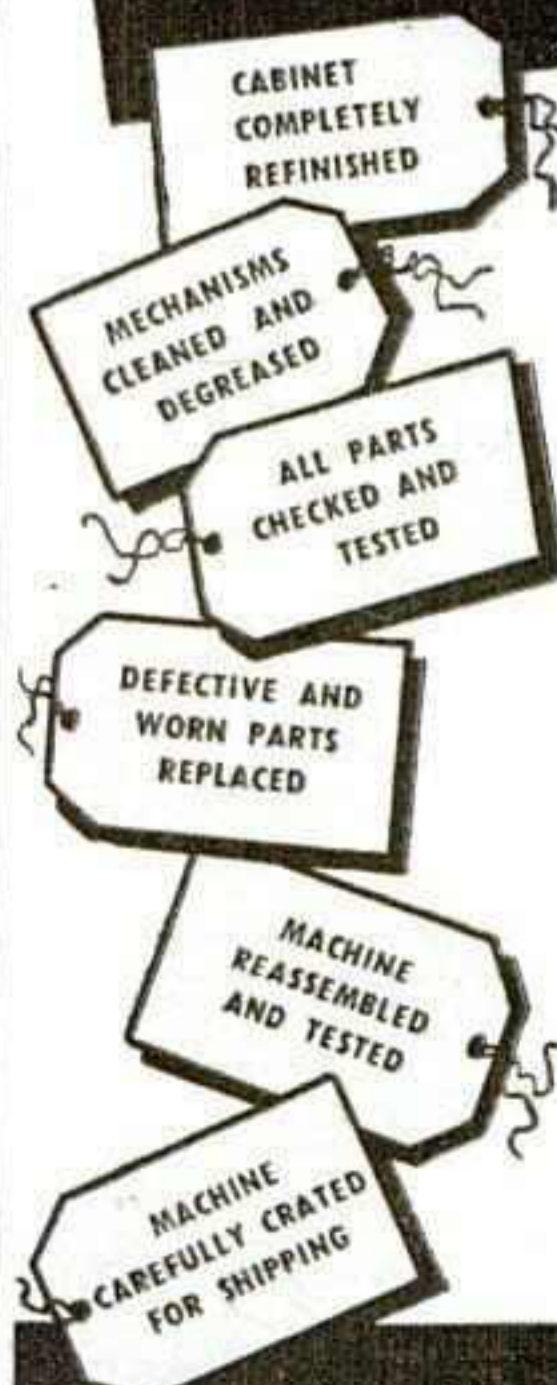


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WURLITZER 24 HIDEAWAY (Metal Cabinet) ..	89.50
SEEBURG 8800. R. C. Lotone	279.50
SEEBURG COLONEL. E. S., R. C.	234.50
SEEBURG COMMANDER. E. S., R. C.	229.50
ROCK-OLA 1422	349.50
ROCK-OLA SUPER	159.50
ROCK-OLA '39. Standard or Deluxe	109.50
MILLS THRONE OF MUSIC	59.50
AIREON 1200A	249.50

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Cowboy and Hillbilly Tunes and Tunesters

Hold New Mama

Because of the heavy sale on the re-release of Al Dexter's *Pistol Packin' Mama*, Art Satherly, Columbia platters folk chief, has advised Dexter that his follow-up, *The New Pistol Packin' Mama*, will not be released next, with *Rock and Rye Rag* replacing it, backed by *I'm Leaving My Troubles Behind*.

Lee Penny, the prominent tune-spinner, reports that he has settled his contract squabble with Jean Aberbach, of Hill and Range Music, and that Aberbach gains rights to *With the Sweep of My Sombrero, Come and Get It and Fly In My Ointment*. . . . Happy (Pappy) Cheshire, who left the helm of the Shady Valley Barn Dance, St. Louis, to settle in Hollywood, is featured as a minister in the flicker, *The Flame*.

The Hoosier Hotshots return to Hollywood next week to start work on their next Columbia pic, *Texas Sandman*, in which the Texas Rangers will also work. The Hotshots will also make three other pictures this year and will probably head out for the same route in early spring that Gene Autry just completed, with their own package show, booked by Mitch Hamilburg.

New Eight-Piecer

Billy Hill has a new eight-piecer at the Palace Barn, featuring Red Egner as vocalist. . . . Carolina Cotton looks like the next big cowgirl in pictures with the imminent retirement of Mrs. Roy Rogers (Dale Evans). Carolina will be queen of the rodeo at the Sunset Ranch Ninth Annual Rodeo, Gilmore Stadium, Los Angeles, and will act in the same capacity at the Coliseum rodeo later. She will also represent the Cowgirl of Today in the Easter parade in Hollywood. Carolina starts her next movie April 1.

Gov. Jimmy Davis, who leaves the State house in Baton Rouge, La., when Earl Long takes over this fall, reports that he is undecided about what he will do in the future. Jimmy is remembered as a top Decca recording artist and writer of such hits as *You Are My Sunshine*. . . . Ralph S. Peer's music publishing office in Sydney has received advance orders for nearly 100,000 of their *Southern Round-Up of Hillbilly Hits*, first folio of Western songs ever published on that continent.

Pee Wee King

Pee Wee King and His Original Golden West Cowboys, the popular Victor recorders, now settled down at WAVE, Louisville, where Pee Wee moved recently after 10 years at WSM, Nashville. Pee Wee writes that his combo is doing two commercial shows daily and his own *Studio Jamboree* Saturday nights in a studio that seats 500. Previous to the Petrillo ban, Pee Wee recorded 16 sides for Victor, of which his own *Tennessee Waltz* is his latest release.

King is using an eight-piece unit, lining up with his own accordion, two violins played by Shorty Boyd and Redd Stewart, steel guitar by Roy Ayers, Gene Schuler on electric banjo, bass fiddle by Gene Stewart; Chuck Wiggins, comedy and guitar, and drummer Harold McDonald. . . . Smokey and Shorty Warren write that they are vacationing currently in Miami Beach, Fla., and work every morning with Tex Dean and His Care-free Cowboys over WKAT there.

Back From Tour

Popular Ernest Tubb pens that he and his Texas Troubadors have just returned from a long tour with their newest pic, *Hollywood Barn Dance*. Due to their long junket, the Tubb group is working only Sunday show dates until June and are heard every morning, Tuesday thru Saturday, on WSM, Nashville. Ernest cut 20 sides for Decca, with his next release, *The Seaman's Blues*, written by his nephew, Talmadge Tubb, who is in the merchant marine. Ernest says he has heard that Victor intends to release soon a memorial album of releases by Jimmie Rodgers, the great balladeer who died in 1933. Ernest is still using Jimmie's guitar, which Mrs. Rodgers gave him in 1936.

Ernest says he is hoping some day to make a picture of the life of Jimmy Rodgers, adapted from a biography written by Mrs. Rodgers. The Tubb Record Shop, at 720 Commerce St., Nashville, is now one year old and as a center for recorded folk music is doing well under the managership of Mrs. Ernest Tubb, better known to folk music lovers as *Blue-Eyed Elaine*, from the tune which Ernest did on Decca dedicated to her. Ernest would appreciate receiving pictures from folk artists everywhere which he can put on the walls of the shop.

Acuff's New Show

Roy Acuff is doing a weekday program every other week, called *Supper With Roy Acuff*, from his Brushhill Road home. The show is done remote and gives Roy a chance to rest at home between his many appearances out of town. . . . Ernest Tubb and Minnie Pearl, the comedienne, are readying a weather-forecast, which they will put on the market. Tubb's present personnel includes Tommy (Butterball) Paige, guitar; Hal Smithfield, fiddle; the Drake brothers, Jack and Bill, duet singing and bass and guitar, and Radio Dot and Smokey.

Affable Roy West, leader of the WGAR, Cleveland, Range Riders, was married February 24 to LeAnne Kuzmiak in Fort Wayne, Ind. Roy and his boys will probably tour with Johnny Mack Brown thru Pennsylvania in April. The Ranger Riders are also working each week at the Merrie Arts Anchor Bar, Cleveland. The group will publish its next song book soon, with Southern releasing the folio.

Wolverine Sales Co. Two-Day Showing for New Aireon Coronet

DETROIT, March 13. — The Wolverine Sales Company, distributor for Aireon products in Michigan, were hosts Saturday and Sunday (6-7) to operators and their families and friends from thruout Detroit and Southeastern Michigan, in connection with the first local showing of the new Coronet model. The new machine, with its marked price reduction over general industry levels at the present time, attracted widespread interest.

Official hosts for Wolverine were Glenn and Phil Yuille, Bud Engelhardt and Lou Heilbronner. They were on hand thruout the two days, dispensing hospitality and refreshments and displaying the new models. An unusual feature of this showing was the special entertainment as provided by amusement games which the Wolverine organization also handles. Buffet supper was served for all comers.

Aireon organization itself was well represented here by key executives, including Rudy Greenbaum, sales manager, and John Benton, service engineer, both from Kansas City, Kan., and Fred Mann, regional director, Chicago.

HOUSTON, March 13. — George W. Wrenn and Fred Barber, familiar figures in Texas coin machine circles, recently purchased the entire holdings of Wallbox Sales Company, Dallas, from Collis Irby.

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WE BUY, SELL AND EXCHANGE
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WRITE, CALL OR SHIP TO
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USED-RECORD-EXCHANGE
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SPECIAL!
10 ROCK-OLA PHONOGRAPHS, 1946
MODELS @ \$375.00 EACH
One-third deposit, balance C. O. D.
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TYPICAL COMMENTS ON PACKARD'S NEW "DIRECT" SALES PLAN:

- "Hit of CMI Show"
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- "A Homer"
- "Sparker to Profits"
- "Best News in 15 Years"
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SELL TO New York's largest distributor of used records.
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Used and New Records Wanted at Once
9c F. O. B. Boston, Mass.
Also Albums, including Children's Albums.
Write or wire details at once.
WEST RECORD CO.
31 Tremont St. Boston 8, Mass.

Plan Aireon's El Paso Show

HEREFORD, Tex., March 13. — E. J. Pepper, district sales manager for Aireon Manufacturing Corporation in West Texas and New Mexico, announced Tuesday (9) that his firm will hold an operators' showing of the Coronet 400 at Red Mill Courts, 4100 Alameda Avenue, El Paso, March 20-21.

Pepper's firm maintains offices at 211 Avenue B, Hereford.

Attention, Music Operators
\$75.00 will convert your old 8800 and 8800 Seaburg 10" into modern Hides-Way units. This includes new, small, compact cabinet, accessible in every way, 50 ft. of cable and remote control unit, complete mechanical conversion ready for immediate installation. All you pay is \$75.00 plus shipping charges one way.
AUTOMATIC AMUSEMENT CO., INC.
120 Second St., Lakewood, N. J.

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 33)

Table with 2 columns: Song Title and Artist/Label. Includes 'What Do I Have To Do (To Make You Love Me)', 'Why Does It Have To Rain on Sunday', etc.

FOLK

Table with 2 columns: Song Title and Artist/Label. Includes 'Black Sheep, Black Sheep', 'Kentucky Means Paradise', etc.

RACE

Table with 2 columns: Song Title and Artist/Label. Includes 'Don't Stop', 'No-Name Boogie', etc.

RELIGIOUS

Table with 2 columns: Song Title and Artist/Label. Includes 'A Song in My Soul', 'Holy Ghost Getting Us Ready', etc.

(Continued on page 115)

Record Reviews

(Continued from page 31)

RATINGS (100 Point Maximum)

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

ARTIST TUNES LABEL AND NO. COMMENT

RATINGS chart with columns: OVER-ALL, DISK JOCKEY, DEALER, OPERATOR

ARTIST TUNES LABEL AND NO. COMMENT

RATINGS chart with columns: OVER-ALL, DISK JOCKEY, DEALER, OPERATOR

RACE

Table with 2 columns: Artist/Tune and Rating. Includes 'LOWELL FULSON BAND (Lowell Fulson)', 'Whiskey Blues', etc.

Table with 2 columns: Artist/Tune and Rating. Includes 'MAGGIE HATHAWAY (Maggie Hathaway's Bluesmen)', 'Nobody's Business', etc.

Table with 2 columns: Artist/Tune and Rating. Includes 'LITTLE WILLIE JACKSON (Modern 20-566)', 'Jackson's Boogie', etc.

Table with 2 columns: Artist/Tune and Rating. Includes 'PAUL BASCOMB'S COMBO (Manor 1117)', 'Doin' Your Tricks', etc.

Table with 2 columns: Artist/Tune and Rating. Includes 'MARIE KNIGHT-SAM PRICE TRIO (Decca 48072)', 'What Could I Do?', etc.

HOT JAZZ

Table with 2 columns: Artist/Tune and Rating. Includes 'GENE KRUPA (Columbia 38147)', 'After You've Gone', etc.

Table with 2 columns: Artist/Tune and Rating. Includes 'JENNIE GOLDSTEIN (Hymie Jacobson Ork)', 'Here Is the Bride', etc.

Table with 2 columns: Artist/Tune and Rating. Includes 'MANHATTAN RUMBA ORK (Jose Garcia, Dir.)', 'Danube Waves Rumba', etc.

Table with 2 columns: Artist/Tune and Rating. Includes 'CANTOR BENJAMIN SIEGAL (Freddie Mendelsohn)', 'Nobody Knows the Power of Prayer', etc.

American Tobacco Reports Record Sales Volume in '47

NEW YORK, March 13.—American Tobacco Company and its consolidated companies reached a sales volume of \$819,631,122 for 1947, which established record highs in both dollars and units, President Vincent Riggio reported in the annual stockholders' statement issued last week.

Figure is an increase of \$55,463,532 over net sales of \$764,167,590 in 1946. American Tobacco's net income for 1947 was \$33,845,021, a rise of \$3,958,464 over the 1946 earnings. Income for 1947 represents earnings of \$5.70 per share on the 5,378,424 shares of common and common B stock outstanding December 31, 1947. Earnings in 1946, for same stocks, amounted to \$5.96 a share on the 4,482,020 shares outstanding that year.

New York:

Nash Gordon, office manager of the Associated Amusement Machine Operators of New York (AAMONY), discloses that the operators' group has finally obtained offices of its own. Now sharing space at the direct sales division of Seaboard New York Corporation, AAMONY will move to its new headquarters at 501 West 48th Street April 1.

Bill Rabkin, International Mutoscope president, was among the local coinmen attending the annual meeting of the New England Association of Amusement Parks and Beaches in Boston last week. Bill and Herb Klein, Mutoscope sales manager, report heavy interest in their newest games, Silver Gloves and Fishing Well. . . . Kuno Hamann, president of Alkuno & Company, is expanding his sales force.

Sam Eppy, of Samuel Eppy & Company, manufacturer of charms, spent several days skating at Lake Placid last week. His brother, George, recently returned from a Florida vacation. . . . Steve Quinn, formerly sales manager of Al Schlesinger's Cole Enterprises, is keeping busy in his new sales capacity with Seaboard New York Corporation.

Al Denver, president of the Automatic Music Operators' Association (AMOA), and Sid Levine, AMOA general counsel, left for Albany Thursday (11) to be on hand at the closing of the current legislative session. They are keeping their eyes peeled for any last-minute legislation which might affect the local coin machine picture.

John Bennett, Eastern sales rep for Landis Aristocrat popcorn vender, spent several days in town last week talking business with Jerry Bechhofer, of Venderette, Landis distributors for New York State. . . . Louis Berger, of Loraine, O., was seen on coin row last week during his first visit to New York in several months. . . . Another out-of-town visitor was James Griffin, who operates a cigarette machine route in Elmira, N. Y.

The Buddy and Bunny Company, which recently opened offices at 525 West 45th Street for the sale of new and used games, is one of the newer additions to coin row. However, the partners, Buddy Eisen and Robert (Bunny) Schellin, are well known to ops here and throught the country because of their previous association with Buddy's father, Joe Eisen Sr., former local distributor for Packard, who is relaxing in Florida.

Mac Pollay and Nat Goros are keeping their staff at Dynamic Devices, Inc., busy installing flippers on games. The firm has shelved, for the time being, plans to manufacture its newly-designed game, Twenty-One. . . . Dorothy Levine, secretary to Sam Sacks at Acme Sales Company for the past nine years, has resigned. Some (See New York on page 110)

Philadelphia:

Bill Rodstein, Penny Arcade op and one-time president of the local amusement machines operators' association, has expanded his operations into the night club field by purchasing the Copacabana here. . . . Jackie Fields, of Fields & Smith, local Wurliizer distributor, has been named a member of the welfare committee of the 32 Carat Club; fraternal organization to which he was elected to membership several months ago.

Jack Beresin, head of Berlo Vending Company, named co-chairman of the local Variety Club committee to have the Pennsylvania delegations of the Republican and Democratic conventions next summer make their headquarters at the club. . . . Leo Beresin, with his wife and Mr. and Mrs. Jack Beresin, all of Berlo Vending, have made reservations to take in the Variety Club international annual convention at Miami Beach, Fla., week of April 12.

COINMEN YOU KNOW**New Orleans:**

Louis Boasberg announced that the New Orleans Novelty Company, which was the original Bally distributor for Louisiana, has been named distributor again after a lapse of 11 years. Boasberg recently dined with Jack Pickering, former political editor of *The Chicago Sun*, who was visiting New Orleans as public relations advisor to CMI.

New Orleans Novelty's new show room is almost completed. Boasberg, who used to do some export business to Canada, said that that has been stopped by the current embargo. He is looking forward to more foreign shipping with completion of the new International Trade Mart, just around the corner from his office. Boasberg also spent some time recently with Dan Maloney, of Bally Manufacturing.

Avalon Amusement is in a new location, 1225 North Broad. The large residence with business offices downstairs was once occupied by a mayor of New Orleans. . . . Perry Kinzie, of Dallas, former regional salesman for Mills, was a visitor in New Orleans. He is in business in Dallas with Slim Ewing.

Antonio Bologna, junior partner in the New Orleans Amusement Company, will marry Anna Duclos April 11 and after the ceremonies take a 45-day honeymoon to New York and California.

Marion Matranga has been operating the One-Stop Coin Machine Company on the Airline Highway in Jefferson Parish since February 1, handling sales, repairs and refinishing but not operating. Spot is the only one on the highway, which is the main entrance to New Orleans from the north. Charles Esteves and Fred Fiduccia are the firm's mechanics.

Al Silberman, general sales manager for Adams-Fairfax Corporation, flew into town recently and was met by Matranga at the airport. Matranga has had numerous visitors since leaving Dixie Coin and opening up for himself. Included were Shoon Delauncville, of Reserve; Joseph Tortorich and Vincent Cefalu, Baton Rouge; Earl John, Crowley; T. H. Isbell, Opelousas; Anthony Lascaro, Amite; Clarence Frazier, Grand Isle, and George Gates, Napoleonville.

Indianapolis:

Daylight saving time begins here April 25, with the setting of time pieces one hour ahead at 2 a.m. on that date. The procedure will be reversed at 2 a.m. September 26, when summer time ends. . . . The Metro Electronic Company has moved to 444 Massachusetts Avenue where more space will be available. Increased production and a general expansion made the move necessary. . . . Maynard Todd, sales representative, Rock-Ola Manufacturing Corporation, was a visitor at the office of the Indiana Automatic Sales Company.

Dan Brennen, regional sales manager for Aireon Manufacturing Corporation, returned from Nashville, where he visited the Heritage Music Company's showing of the new Coronet-400. On his return to Indianapolis he stopped at Memphis, Chattanooga and Louisville. He reports business good in the Southern States. . . . The record department at the Indiana Music Corporation is enjoying a good run on hillbilly records.

Peter Stone, of the Indiana Automatic Sales Company, called on operators in Northwestern Indiana last week. . . . Dale Wiley, operator at Columbus, Ind., was a coin row visitor buying parts and looking at new equipment.

Detroit:

Ely Rose, former partner in the K & R Novelty Company, has entered the nitery field, with the purchase of the Crest Lounge and Bowling Alley. He formerly also operated a bowling alley, but this is his first venture into the night club field. . . . Donald E. Liss, a newcomer in the vending field, is starting operation with a route of peanut vendors, using the name of Donel Vending Service, an adaptation of his own first name. He plans to expand later with the addition of cigarette and probably gum machines.

Raph Wellman, Photomatic operator, is planning to move to a Southern territory, probably either Louisville or New Orleans. . . . Joe Frederick, arcade operator, has returned from a short vacation and business trip to Tampa and New Orleans. . . . Bruce Bryan and John P. Kelly are planning reorganization of their company, so as to resume game manufacturing. . . . Irving Ackerman, counsel for the Michigan Automatic Phonograph Owners' Association, reports collections generally down in the local juke box field.

Alfred Esparza, Saginaw music operator, motored to Detroit Sunday for the new Aireon showing—the first time he was able to get out of town after being snowed in for a week. . . . Otto Klein, of Training Devices, Inc., reports the new Quizzer will be in full-scale production about May 1. Frank Collins, president, and Jack Stapleton, sales manager of the company, are now traveling in the Tulsa, Okla., territory on a sales trip. . . . Herman H. Zusman is establishing the Automatic Launder-Self at 5604 Grand River Avenue.

The same field of action was on the agenda for a general membership meeting of the MAPOA, to be held at the auditorium of the Maccabees Building. This session, however, was to be devoted chiefly to the problems common to operators and distributors, as well as points of conflict in their contacts.

General music business slump here has been so widespread that the regular session of the board of directors of the Michigan Automatic Phonograph Owners' Association (MAPOA) recently was devoted almost entirely to this problem, according to Irving Ackerman, counsel of the association. No particular solution was arrived at, but various means to stimulate business and improve collections were talked over.

Cincinnati:

The Automatic Phonograph Owners Association (APOA) held its regular monthly meeting Tuesday (9) at the Hotel Gibson and completed final arrangements for the election of new officers and board members April 13. Those in attendance at the meeting included Charles Kanter, Harry Hester, Nat Bartfield, Al Chasson, Sam Gerros, Lou Schoenlaub, Al Lieberman, Max Moeckel, Frank Michael, William Fitzpatrick and Bill Harris.

Guests of the association at its meeting were Joe Weinberger, Southern Automatic Music Company; Charles Trau, Coin Machine Mart; Art Fleig, president, Indianapolis association; Robert Montjoy, Damon Recordings; A. Pollack, Allied Distributing Company, and J. King, W. E. Harvey Record Company. . . . The application of Paul Ellis for membership in the APOA was approved at a board meeting held prior to the general meeting Tuesday.

Charles Kanter, secretary-treasurer of APOA, returned here from Miami where he was vacationing immediately after being notified of the death of his mother March 3.

Chicago:

Col. Ed Ross, of Ald, Inc., national distributor for Laundromats, returned from a one-week trip to Los Angeles Monday (8), but by Thursday had repacked his bag and was on his way east. This time the colonel was headed for Pittsburgh, and was scheduled to be back in Chicago by Monday (15). Both trips were devoted to Ald business affairs.

Fred Mann, Aireon regional manager, arrived back in Chicago Wednesday (10) after visiting the Coronet showings at the Wolverine Sales Company in Detroit and the Erb-Wert showing in Cleveland earlier in the week. Mann left again Thursday morning for Milwaukee where he planned to spend several days before returning to Chicago. The story will be different next week, said Fred: "I'm going to stay in Chicago all week and get reacquainted with my family."

Returning this week from a tour of Ohio, Indiana, Pennsylvania, New York and Delaware, Burnhart Glassgold, sales manager of the Stoner Manufacturing Company, Aurora, Ill., reported a strong upsurge in industrial locations' interest in the use of candy venders as interval feeders. Intelligent plant survey and study by vending machine operators has done much to show the advantages of automatic vending to plant management, said Glassgold. He further stated that the rise in industrial acceptance of the vending equipment has been so marked, that in many cases thruout the area he covered it was not unusual to find industry seeking out the operators and requesting their services.

Clarence Bayne, United States Vending Corporation (USVC) executive, returned this week from an 11-day trip thru the East, reporting that snow fell during 10 of the 11 days he was out of town. While in Boston, Bayne reported, a deal was closed to install the firm's air-conditioned candy machines in Harvard University. Equipment is en route to J. J. Golumbo, firm's Boston distributor, who will complete the installation. The school is now determining how much space will be available, and therefore, the maximum number of machines that can be installed.

R. E. (Buster) Williams, head of Music Sales Company in New Orleans, visited here last week and looked over the new products of the various manufacturers. Also in town for a few days were T. Bischof, of the A. & B. Company, Grand Rapids, Mich., and his wife. Between visits to the manufacturers, the Bischof's spent some time shopping in the Loop department stores.

With production lines humming on their new game, Manhattan, United Manufacturing Company's Lyn Durant, Bill DeSelm, sales manager, and Ray Riehl are keeping their eyes on the firm's new factory which is springing up at Roscoe and California avenues. Durant reports the construction is coming along on schedule, and DeSelm says the firm hopes to be in its new quarters in June.

Harry Brown, head of Amusement Sales Corporation, out of town on business. Firm was known as American Amusement Company until a month ago when latter firm was dissolved as a partnership and Brown incorporated the new firm with himself as sole principal. . . . Bill Bateman, Texas bottler, was in town for a couple of days looking for a vender which would handle his fruit juices.

The National Association of Automatic Machine Owners (NAAMO), thru F. McKim Smith, president, has been lauding the co-operation the association has received from local manufacturers in its mechanics' school program. Bill Ryan, vice-president of J. H. Keeney & Company, is one of the men listed by Smith. Ryan has

arranged to send two Cover Girl roll-downs to New York for use at the Manhattan Trades Center School. Dick Hood, H. C. Evans Company, sent a novelty Ten Strike to the school before leaving for his vacation in Fort Lauderdale, Fla.

C. C. MacDonald, well-known coinman, with headquarters in Ligonier Park, Pa., passed thru Chicago recently on his way to San Antonio where he owns a large ranch.

Exhibit Supply began mailing its complete circular on card series used in the firm's card vending machines. Circular features helpful hints to operators on what types of combination cards to use in certain machines and so illustrates arrangements of card machines in battery formation. Exhibit Supply also announced production on a new five-ball game called Banjo. Game includes flippers and unusual scoring features.

Marvel Manufacturing Company reports good response to the firm's new multiple coin chute, which Marvel calls a plus four chute because the customer can play up to four nickels at one time. Each multiple of a nickel makes the player's winning free play total less. In all, the player can win up to 49 free plays during the playing of one game. . . . Heavy snow hit the area Thursday (11) but somehow business streets were cleared in a few hours, with operators reporting play about normal.

Ken Wilson, partner with Howard Pretzel in "Pop" Corn Sez, of Chicago, reports that his route at the Navy Pier was something to think about. Both Wilson and Pretzel had a good time helping their servicemen keep machines filled. Purpose of the venders on location was to acquaint the general public with their new triple-chute vender that can serve three people at a time. . . . Several juke locations received summons last week when the police commissioner made an unexpected trip thru the city to see if juke boxes were operating without license fee stickers affixed.

Louis Boasberg, New Orleans Novelty Company, New Orleans, was a Bally Manufacturing Company visitor this week. George Jenkins, Bally vice-president, and Herb Jones are boosting the two new game releases this week, Trophy and Gold Cup. Both are one-ball multiples. . . . Joseph Hildebrand, Berco, tells of extensive changes in firm's Hilco ice cream bar vender. He will reveal details soon.

Atlas Novelty Company officials, Eddie and Morrie Ginsburg, Nate Feinstein and Harold Schwartz, are backing up their coinmen hospitality boast with some concrete comfort aids at headquarters. When summer heat finally rolls around, visitors will find an efficient air conditioning system to cool their blistered brows, and will again be offered frosty liquids in tall glasses to further assuage their travel-

weary throats. Firm's offices and showrooms are being extensively remodeled, job to be done about end of this month. Meanwhile, boys are holding daily open house to all callers in spite of the turmoil of re-construction.

Victor Comfote, Biltmore Distributing, is the effervescent sales manager who talks enthusiastically about the new Aireon Coronet 400. "When the ops try the new machine and discover its abilities, substantial construction and player-appeal, its a sure target for location-minded musicians to latch onto," he states. . . . Joseph Schwartz, heading National Coin Machine Exchange, left Friday (12) for a two-week vacation at Miami Beach, Fla.

Harold F. Burt, Silver King Corporation, reports that recent news from his Mexico contracts is dampening to small vender activity in that country. Seems that Burt was advised that as of February 1 operators of such machines were taxed at the rate of \$6 per machine per month. Such a prohibitive use tax, Burt contends, will block any large scale operations there. This, coupled with the Canadian embargo, makes for a cutting off of a sizable segment of small vender demand.

Monarch Coin Machine Company chalked up a good deal of business via phone this past week, Clayton Nemeroff says. Weather prevented any large number of out-city coinmen from coming in. Elmer Larsen, operating the Playland Arcade in Indianapolis, was one of the callers who ignored the snow and journeyed in, however. Clayton reports firm's bell division perking under able direction of Carl Huppert; a 50-cent bell is slated for introduction soon, Carl says. . . . Bob Gnarro, ABC Music Service, is happy that spring cleaning is over. Office and service shop now glisten "like a new dollar," Bob states. Verne Hammon, ABC service manager, celebrated a birthday Thursday (11).

Lindy Force, AMI general sales manager, returned Monday (8) from a trip to Cincinnati. During the stay in the Queen City, Force and John Haddock, firm president, appointed T & L Distributing Company as distributors of AMI products in Southern Ohio and the Covington, Ky., trading area. T & L is headed by Leonard Goldstein and M. Block.

D. Gottlieb and Company bowed a new five-ball last week which includes a backboard feature of a pumpkin turning into an auto as the score advances. Sol Gottlieb returned from a trip to up-State New York in time to take delivery on a new Pontiac. Gottlieb officials feted Bill Wenzel, factory foreman, with a big birthday cake Monday (8). Nate Gottlieb reports that brother Dave is enjoying his stay in Florida.

Visitors at O. D. Jennings & Company last week included Fred Andersen, Indiana distributor; Phil Burgeson, Iowa distributor; coinman Shallenburger, Lafayette, Ind., and hotel man Weaver, who is affiliated with the American Hotel, Reading, Pa. The widely known Jones boys from Salt Lake, Denver and other areas in the Mountain States were also on the Jennings visitor list last week. C. M. (Harry) Weaver, well-known Dallas coinman, was appointed Jennings regional distributor for Texas and Oklahoma. Weaver has offices in Houston now; will add a Dallas office soon.

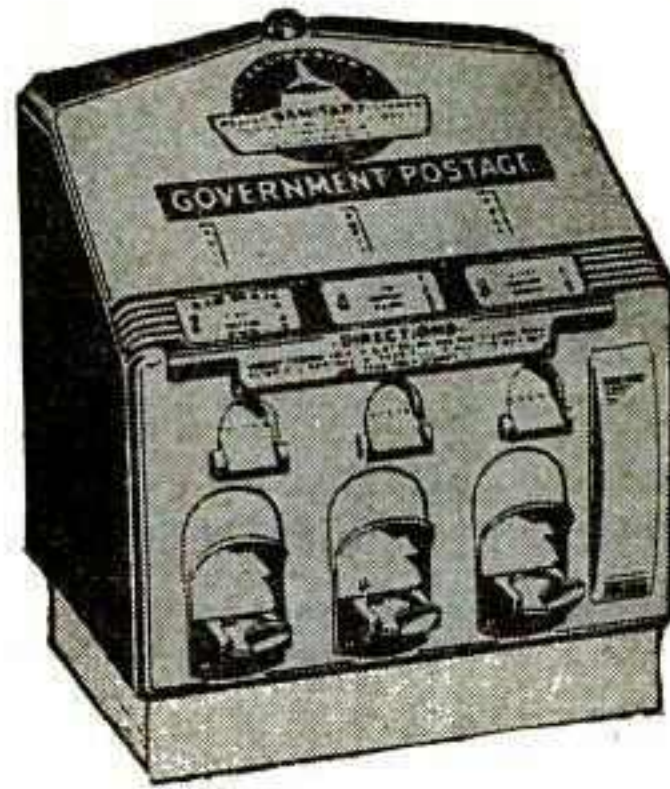
Welch, W. Va.:

Carl C. Keesling, operating the West Virginia Amusement Company here and in Bluefield, recently took delivery on two box-carloads of new jukes. Carl, one of the largest operators in the area, has locations thruout the southern area of the State. He states that it takes the new model phonographs to provide the best in disk ditties for flash-conscious customers.

Look To The **GENERAL** For **LEADERSHIP**

Ready for Immediate Delivery

DAVAL'S NEW 1948 POSTMASTER STAMP VENDOR



STAMP VENDOR

- Suitable for Large or Small Scale Operating
- New Triple Unit in Modern Design
- Has Largest Capacity of Stamps
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The first revolutionary stamp vendor improvement to be offered in many years. It is the only triple unit postage stamp vendor and the only roll machine that is instantly adjustable on location to vend 2, 3, 4 or 5 stamps per sale. Capacity of 3,000 stamps. Suitable for every type of location . . . staple and profitable.



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The Master Changer

- All metal, highly polished chrome finish.
- A flick of the finger automatically dispenses 5 NICKELS, 5 DIMES, 4 QUARTERS or 2 HALVES in the palm of your hand.
- Solid die cast construction with precision machined coin slides.
- Fully balanced on heavily weighted non-slip base.
- Time-tested for absolute accuracy.
- Sold on a money-back guarantee.



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STEEL BALL ROLL-DOWNS

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REBUILT FROM PIN GAMES

OR WE WILL REBUILD YOUR PIN GAME INTO A STEEL BALL ROLL - DOWN FOR **\$60.00**

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WILL TRADE

20-Unit AMI Hostess System, like new, for brand new pin games and consoles. Write us now, giving your offer.

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SHOOT the BEAR RAY GUN

Completely reconditioned. Fully repainted.

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COMPLETE STOCK OF SEEBURG RAY GUN PARTS. Write for list.



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THE FOLLOWING LOW PRICES ARE FOR MACHINES COMPLETE AND IN WORKING ORDER BUT NOT REBUILT

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850-800\$225.00	Hitone, RO\$149.50	Commando\$127.50
780E239.50	Hitone, ES139.50	Super & Master127.50
780224.50	Commander, Cadet, Envoy, Major, etc. . .149.50	DeLux107.50
500119.50	Classic, Vogue109.50	Standard107.50
60099.50	Plaza89.50	Twin Twelve89.50
24 Victory79.50	Regal89.50	5-Wire Cellar Job89.50
616, III59.50	Casino89.50	Rock-Ola Spectravox rebuilt and equipped with Seeburg Wireless
616, Plain49.50	Royal89.50	Walibox—to be used with Seeburg phonographs as remote console
6134.50	Rox 30-Wire Cellar Job59.50\$99.50
5039.50		

IF YOU WANT THESE PHONOGRAPHS PROFESSIONALLY REBUILT AND UNCONDITIONALLY GUARANTEED, ADD \$35 PER MACHINE

- CHECK THESE POINTS**
- ✓ PROFESSIONALLY REFINISHED
 - ✓ MECHANISM OVERHAULED
 - ✓ WORN PARTS REPLACED
 - ✓ AMPLIFIER RECONDITIONED
 - ✓ TONE HEAD RENEWED
 - ✓ TALKING GOLD GRILL
- ALL WORK DONE BY SKILLED FACTORY TRAINED TECHNICIANS

1947 WURLITZER, MODEL 1015.....	\$550.00
1946 ROCK-OLA MODEL.....	339.50
SEEBURG LOTONE, PROFESSIONALLY REBUILT AND GUARANTEED.....	\$269.50

WALL BOXES	MISC. EQUIPMENT
Seeburg Post War (used) Write	Needles Write
Seeburg 8-24-1Z\$ 3.95	10,000 Title Strips\$3.75
Seeburg 8-20-1Z3.95	Talking Gold
Seeburg 3-Wire Baromatic 22.5075¢ per 100 sq. Inches
WS-2Z Wireless\$19.50	Solitone Personalized Music System, Mechanism and 10 boxes
DS-20-1Z 3-Wire15.00 Write
Wurlitzer 1205.00	
Rock-Ola Dial-a-Tune ..3.50	

Write

Tubes and Miniature Bulbs, 40% Disc. Terms: 1/3 Deposit with order, bal. C. O. D.

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PHONE SYRACUSE 5-5194 BRANCHES BUFFALO ROCHESTER

12 YEARS OF OPERATOR CONFIDENCE

NEW BLONDE MAHOGANY ROCK-OLA-Model 1422-6

PIN GAMES	SLOTS
BONANZA\$180.00	5¢ Mills Black Cherry Bell\$115.00
CYCLONE115.00	5¢ Mills Bonus Bell89.00
MYSTERY150.00	10¢ Mills Bonus Bell99.00
ROCKET95.00	25¢ Mills Bonus Bell105.00
TORNADO95.00	5¢ Mills Blue Front65.00
SHOW GIRL65.00	10¢ Mills Blue Front70.00
SUSPENSE50.00	5¢ Mills Brown Front75.00
SURF QUEEN35.00	10¢ Mills Brown Front80.00
MIDGET RACER45.00	5¢ Mills War Eagle40.00
YANKS29.00	10¢ Mills War Eagle45.00
MAJORS, '4119.00	5¢ Mills Q.T.45.00
TEXAS MUSTANG19.00	10¢ Mills Q.T.50.00
MIDWAY19.00	5¢ Watling Rotatop35.00
	25¢ Watling Rotatop80.00
	5¢ Jennings Bronze Chief125.00
	25¢ Jennings Bronze Chief140.00
	5¢ Jennings Std. Chief195.00
	10¢ Jennings Std. Chief205.00
	25¢ Jennings Std. Chief215.00
	1¢ Jennings 4 Star Chief35.00
	5¢ Buckley (Like New)125.00
	10¢ Buckley (Like New)130.00
	25¢ Buckley (Like New)135.00
	5¢ Pace DeLux Chrome (New)180.00
	10¢ Pace DeLux Chrome (New)185.00

PHONOGRAPHS

Rock-Ola Model 1422 with '48 accumulator	\$550.00
Rock-Ola Model 1422-6 with '48 accumulator	450.00
8800 Seeburg R.C., Lo Tone	275.00
8800 Seeburg R.C., Hi Tone	245.00
8800 Seeburg R.C., Hi Tone	245.00
Packard Hideaway	250.00
Mills Empress	90.00
24 Wurlitzer	95.00
Mills Throne	75.00
61 Wurlitzer	65.00
412 Wurlitzer	50.00
616 Wurlitzer	75.00

COUNTER GAMES—New

5¢ Daval Free Play	\$ 24.00
1¢ Daval Mexican Baseball	24.00
1¢ Daval Hi Hand	24.00
1¢ Marvel Pop-Up	16.50

PAYOUT CONSOLES

5¢ Evans Galloping Domino Rol Hi	\$650.00
5¢ Evans Bangtail, '47	475.00
5¢ Evans Galloping Domino, '48	475.00
5-25¢ Evans Casino Bell Sr.	450.00
5¢ Jennings Bob Tail	55.00
5-10¢ Jennings Challenger	475.00

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CONSOLIDATED DISTRIBUTING COMPANY

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ONE BALL CLOSE-OUTS

35 SPECIAL ENTRIES.....	\$350.00
15 VICTORY SPECIALS.....	160.00

THE SPECIAL ENTRIES HAVE NOT BEEN USED MORE THAN 60 DAYS AND ARE PRACTICALLY BRAND NEW

1/2 Deposit With Order

Robinson Distributing Company

745 BARONNE STREET
NEW ORLEANS, LOUISIANA

CANAL 6525
CANAL 6454

COINMEN YOU KNOW

New York:
(Continued from page 108)
suspect wedding bells. Her successor on the job is Marguerite Levy.

Ed Stern returned to the coin machine business last week to head West Side Distributing Corporation's new branch at 602 10th Avenue. According to Harry Berger, top man at West Side, the new outlet will handle games and game parts exclusively, while the firm's main office continues to sell all types of coin-operated equipment, including games.

Jim Scully is supervising arrangements for the dinner dance of the National Association of Tobacco Distributors of New England, scheduled for March 20 at Boston's Statler Hotel. . . . Nat Cohn reports that his first sample of Automatic Devices' Target Master should be in Modern Music Sales' showrooms by next week. The ray-gun amusement device will be promoted for tavern operation.

Dave Lowy, of Dave Lowy & Company, will head South with his family Monday (15) for several weeks of sunshine and fun in Miami Beach. His partner, Phil Mason, who has been dodging New York's miserable weather the Florida way, will be back in time to take over. . . . Another returnee from Florida this week is Charlie Bernoff, AMOA vice-president and chief of the Regal Music Company.

Jack Garliner, of National Coin, Rochester, N. Y., operating firm, was in town on biz last week. He was formerly prexy of the Electronic Amusement Corporation, also of Rochester, when that firm was manufacturing the arcade piece, Remote Turret Gunner. . . . Another visitor to New York last week was Ed Phillips, Eau Claire, Wis., who is readying his music and cigarette routes for Wisconsin's summer visitors.

Jack Semel, formerly of Esso Manufacturing, and Willie Levy, who recently announced their appointment as exclusive Williams distributor here, have had operators from all of New York's boroughs dropping in to wish them luck in the new Brooklyn headquarters of their firm, Supreme Automatics, Inc. . . . Mel Adams, public relations rep of Telecoin, has added James S. Hart to his staff.

Hal Meeks, of Hal R. Meeks Company, is still wearing the nice tan acquired during his recent Texas trip. Hal says he will make several announcements of special interest to ops in the near future. . . . Victor Trad, Tradio president, returned last week from Los Angeles, where he supervised the West Coast showing of his company's new television set, Tradio-Television.

Ben Rodins, president of the Marlin Amusement Company in Washington, and head of a committee of coinmen there who earmarked part of their proceeds to aid the District of Columbia Boys' Club fund drive, got a lot of favorable publicity for the coin machine industry recently when he turned over a check for \$1,649 to the club's sponsors. Photos in Washington's newspapers showed Ben handing the check to 12-year-old Lester Buckler, of Club No. 5.

Harry Rosen, Bert Lane and Meyer Parkoff, of Atlantic & Seaboard New York Corporations, are visiting the J. P. Seeburg plant in Chicago this week in connection with a new industrial music unit soon to be announced. Max Brown, of the Philadelphia Coin Machine Exchange, stopped in at the new 10th Avenue offices of the King Amusement Company to wish Marvin Heisman good luck in his new enterprise.

NEW METAL TYPER MACHINES

REPAIR SERVICE
PARTS AND SUPPLIES
We Rebuild Old Grotchen Typer Machines to Look and Operate like new.



FINEST ALUMINUM DISCS
Plain or Colored
Write for Samples and Prices
FOR TOPS IN QUALITY BUY DIRECT FROM THE MANUFACTURER

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ARE UNCONDITIONALLY GUARANTEED

AGAINST BREAKAGE FOR 3 YEARS

Solid Color — Non-Inflammable — Shrink-Proof — Expertly Molded — Perfect Fit

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Only the famous Chicago ACE LOCK

gives you this patented ACE Round Key protection

Note unique patented construction. Seven different located bittings in seven different depths. Affords over 80,000 key changes. Another reason why the Chicago ACE Lock is the "ACE" of all locks.

CHICAGO LOCK CO.
2024 North Racine Avenue
Chicago 14, Illinois

Have You Seen
the NEW TRADIO?

Gottlieb's New Five-Ball Game In Production

CHICAGO, March 13.—D. Gottlieb & Company announced production this week on a new five-ball game, Cinderella, featuring three pair of flipper bumpers, novel scoring features and an animated scoreboard that gradually changes a pumpkin into a modern automobile as the player runs up points.

Sequence scoring in Cinderella consists of hitting bumpers marked 1, 2, 3 and 4, located in the four corners of the playfield, in numerical order, which automatically lights up a kick-out pocket in the middle of the playfield as well as a kick-out pocket at the bottom of the playfield.

Bumper Sequence

If the player hits the four numbered bumpers in order and then rolls a ball into the kick-out pocket in the middle of the playfield he wins five replays, or if he shoots a ball into the lower kick-out pocket, one replay.

Bonus score points are collected by going into these same two kick-out pockets. Since it is possible for the player to tally up to 100,000 points on the bonus scoreboard, he can collect 200,000 points or double bonus score by rolling a ball into the mid-playfield kick-out pocket.

Because the three flipper bumpers on the left side of the playfield are controlled by a flipper button on the same side of the table, while the three flippers on the right-hand side of the playfield are controlled by a flipper button on the right side, skillful coordination in using both flipper controls is necessary if the player is to make a high score on Cinderella.

At the beginning of the game and repeating each time the player makes multiples of 100,000 points, a pumpkin on the backboard slowly evolves into an automobile. First the pumpkin splits open, and as the player runs up scoring points forms the front portion of a new car. Finally just before the player runs up the final points in his 100,000 cycle, the finished car appears on the backboard.

Bally Appoints New Orleans Novelty Co. Dist. for Louisiana

CHICAGO, March 13—Bally Manufacturing Company here announced thru its vice-president and advertising manager, Herb Jones, the appointment of New Orleans Novelty Company, New Orleans, as firm's distributor in Louisiana.

New Orleans Novelty, headed by Louis Boasberg, was a distributor for Bally in the same area 11 years ago.

Beech-Nut Begins New Ad Campaign

CANAJOHARIE, N. Y., March 13.—Beech-Nut Packing Company here plans early launching of a series of advertisements which will center about leading cities in the United States.

Boosting company's gum, ads will include photographs (five per ad) and descriptive copy with an "extremely brief" mention of the product. Ads have already been prepared on New York, Chicago, Philadelphia, St. Louis, Boston and Pittsburgh, with others to follow. Initial advertisement appeared in the first March Saturday Evening Post issue, with additional ads to come in Life and numerous other weekly and monthly publications.

Fargo Op Installs Autolaundry in Company Offices

FARGO, N. D., March 13. — Gil Smith, of Smith Bros.' Novelty Company here, is convinced that the automatic machine age is here to stay and he is capitalizing upon his beliefs thru additions to his 12-year-old coin machine business.

Most recent addition is an automatic laundry. At present the laundry is not coin-operated, but coin meters may be added in the future.

The laundry is located in the novelty company offices on Front Street. Smith has 20 Jacobs Launderalls and two automatic clothes driers. More machines may be added when space is available.

Smith charges 35 cents per machine, including soap, and 15 cents per drier for each use. At present the machines are grossing about \$50 per day, but Smith says he expects them to do better as time goes on. Smith's automatic laundry, opened nine months ago, was the first in Fargo. Since then a second automatic laundry, a franchised launderette, has been opened by Marvin Ramberg. The launderette also uses non-coin-operated machines.

Fargo housewives have shown a liking for the automatic laundry system and there has been a steady business increase, Smith says. Saturday use is particularly heavy, as are Mondays.

The main part of Smith's business is operation of pin games and juke boxes. He has 100 machines located in a 60-mile radius of Fargo, altho he operates as far as 200 miles west. Every machine gets servicing at least once every 10 days when weather permits. This winter, however, it has been difficult to adequately service machines in outlying portions of his route due to heavy snow and constant below-zero weather.

Play on his juke and pins has been "better than ever before" during the past year. Most of the equipment consists of used machines, and both pins and juke meet location requirements for a much longer period than is generally experienced by most operators. Many location owners buck a change in equipment at normal exchange periods.

At one time Smith also operated an arcade in Fargo, but it didn't go over well enough to keep it in operation. However, arcade-type machines in taverns, restaurants, drugstores and other locations are becoming increasingly popular.

Smith Bros. also operate in Iowa, using a Minneapolis headquarters. Gil's brother, Phil, is in charge of this operation.

Exhibit Mails 1948 Card Mach. Circulars

CHICAGO, March 13.—Exhibit Supply Company began mailing its 1948 card venter circulars this week, Perc Smith, firm official, has announced.

Circular illustrates the 41 different series of cards used in Exhibit Supply card venders, also points out to operators the possible combinations of cards in any one venter. Another feature of the card venter circular is that it also illustrates to operators some of the card venter machine arrangements on location that have proved successful in the past.

In addition to the 41 series of cards illustrated, the circular lists many individual cards that have been used in Exhibit card venders, together with the dimensions of the cards and card prices. Circular also carries a list of miscellaneous cards that are used in other makes of card machines.

1948 Candy Sales Heading Toward Record High With January Gross Jumping 6%

Dollar Volume Increases as Per-Pound Sales Decline

WASHINGTON, March 13.—Dollar sales of candy manufacturers are on the way this year toward topping the record grosses rung up in 1947, Commerce Department revealed this week in its monthly report which shows candy sales in January up 6 per cent over January, 1947.

Sales by the pound, however, showed a decline in the bar and bulk classifications, altho package candy showed a slight increase, indicating some manufacturers are switching to the higher priced line.

Price Advance

Average wholesale price of a pound of bar candy advanced from 34 cents in January, 1947, to 41 cents last January, while the bulk candy price jumped from 24 cents to 32 cents. Package candy prices have been more stable, increasing to 53½ cents this

past January from the average level of 51 cents in January, 1947.

Bar goods brought in \$26,979,000 last January to the 33 largest manufacturers of this type of product. The figure represents an increase of about \$4,000,000 over the previous January. Weight sales, however, declined from 67,364,000 pounds to 65,349,000 pounds.

Bulk candy grossed \$3,839,000 for 30 manufacturers last January, an increase of approximately \$200,000. Poundage sales, however, dropped from 15,079,000 pounds to 12,051,000 pounds.

For package candy the gross was \$4,903,000 in January, 1948, as compared with \$4,443,000 the previous January. Sales by weight increased slightly from 8,729,000 pounds to 9,158,000 pounds.

"I'd just like a shipment of G-E Lamps for my coin machines, please." To lose your burnout blues, standardize on G-E lamps! Even if your supplier can't always fill your order right away, keep asking for G-E.
General Electric Co., Nela Park, Cleveland 12, Ohio.

FREE BUYERS' GUIDE FOR OPERATORS

PIN GAMES

RECONDITIONED—READY FOR LOCATION

Baffle Card ... \$ 59.50	Smarty\$59.50
Ballyhoo 77.50	Sun Valley 14.00
Big League 26.50	Smokey 82.50
Baseball (Chi-coin) 92.50	Show Girl 45.00
Carousel 78.00	Suspense 49.50
Dynamite 55.00	Superliner 44.50
Hi Ride 155.00	Superscore 65.00
Kilroy 75.00	Spellbound 55.00
Maisie 99.50	Step Up 48.00
Miss America .. 72.50	Tornado 89.50
Play Boy 98.50	Towers 22.50

Established 1913

ROY MCGINNIS CO.

2011 MARYLAND AVE., BALTIMORE 18, MARYLAND • PHONE: UNIVERSITY 1800

METAL TYPER DISCS
 FOR GROETCHEN TYPER
 \$7.00 PER 1,000
 Manufactured from Precision Dies from Finest Quality Aluminum. Standard Thickness. Satin Finish.
TOP QUALITY ONLY—ONE LOW PRICE
 SAMPLE ON REQUEST
MONEY BACK GUARANTEE
 1/3 With Order, Balance C. O. D.

MAX GLASS
 DISTRIBUTING COMPANY
 914 DIVERSEY - CHICAGO 14, ILL.

PAY OUT OF PLAY
 With **"PRO-SCORE"**
 See your local distributor or write us for details, stating number of games desired. Write today. Pay out of profits.

GEORGE PONSER CO.
 158 E. Grand Ave. CHICAGO 11, ILL.
 Phone: Superior 4427

you're sure of your money with

CORADIO
 COIN OPERATED RADIO
 108 W. 31st Street, N. Y. 1, N. Y.
 Wisconsin 7-5902

ROUTE FOR SALE
 We have available, in New England, two large and two small, very attractive, profitable Routes for sale. Price is right. Wonderful opportunity to expand, with complete co-operation of distributor.
BOX D-244
 Billboard, Cincinnati 22, Ohio

FLIPPER MACHINES

Stage Doors \$34.50	Midget Racers . . . \$34.50
Surf Queens. 34.50	Fast Balls . . . 34.50
Big Hit . . . 34.50	Suspense . . . 44.50
Dynamites . 59.50	Spellbounds. 59.50

United's Streamliner, Grand Canyon, Idaho, Wagon Wheels, Trade Winds, South Sea, Midway, \$29.50 each.
 Write for complete list of post-war Games, both new and used.
TERMS: 1/3 Deposit, Balance C. O. D.
K. C. NOVELTY CO.
 419 MARKET ST. PHILA. 6, PA.
 Market 7-4641 Market 7-6391

WANT TO BUY!
WURLITZER 750 AND 1015
SEEBURG 9800 LO TONES
 Also Want To Buy Small Music Routes in Manhattan and Bronx
ATLAS SALES COMPANY
 460 10th Ave. New York 18, N. Y.
 LO 3-6657

5 DAYS' TRIAL

1 O.D.J. Silver Chief, 5¢, Perfect \$50
1 O.D.J. Blue Chief, 10¢, Perfect 80
2 Mills Brown Front, 5¢, Like New 75
1 Mills Futurity, 10¢, Like New 80
1 Mills Silver Chrome, 10¢, Like New, 2/5 90
1 O.D.J. Dixie Bells, 5¢, New, 2/5, Ham'd 90
2 Chicago Safes, Dbls., 2 Dr., Both for 50
56 New Irons, Retail \$5.95. Doz. (Cords) 25
1 "Hit 50" Jar Deal—Operator's Dream. Doz. 36

NORMAN DEE
 Phone 800
 Cumberland, Md.

New Game Tax Okay Delayed By S. F. Board

Outlaws One-Ball Games

SAN FRANCISCO, March 13.—Changes in the city's pinball machine ordinance, recommended by District Attorney Edmund Brown, were submitted to further delay this week by the board of supervisors.
 SAN FRANCISCO, March 13.—The board postponed for one week action on amendments prohibiting pinball play by persons under 18, outlawing the operation of one-ball games and raising the permit fee per machine from \$36 to \$50 a year.
 Delay was caused by a member of the board who questioned whether the fee raise would result in reduced license revenue by the city. He said he believed that a higher fee would force removal of machines from establishments where they receive relatively little play.

Federal Project in N. D. Seen as Aid To Coin Mach. Play

RIVERDALE, N. D., March 13.—Army engineers are at work here on a \$200,000,000 project which may mean an increase in the number of coin machine location possibilities in North Dakota.
 Main feature of the federal project is the Garrison Dam, which when finished will be the largest rolled-earth filled dam in the world. Altho the project is basically aimed at control of Missouri River floods, it will give North Dakota an outstanding tourist attraction.
 North Dakota business men feel that it will also bring many new business developments to the State. Since it will provide a source of cheap hydro-electric power, North Dakota will be able to attract industries presently unknown in the upper Midwest.
 Because of the flood control and irrigation which will be possible, North Dakota farmers see great agricultural advances for the State. Farmers in the area now concentrate on a single crop—wheat. However, irrigation will make diversification possible.
 All of the factors are seen as indications of many good coin machine locations in the future. Already new towns are springing up in the area, and when the project is completed in five or six years, several thousand people are expected to locate in the area. Present indications are that Riverdale, which is being constructed by the government to provide living facilities for project workers, will shortly have a population of over 5,000.
 Biggest factor indicating good location prospects for coin machines, however, is the tourist trade. Last year hundreds of people visited the area to see construction activity, but the real tourist trade will come after completion of the project.
 The dam itself is bound to be an important tourist attraction. It will be 1,875 feet above sea level and two miles in width. A road will be constructed across the top. A 23,000,000-acre lake will be backed up by the dam and the project will make it possible to restore many dried-up North Dakota lakes.
 The State will revise the present highway set-up to make it possible to handle a vastly increased tourist trade. The dam will be located in an area thru which thousands of travelers already pass annually on their way to the Black Hills, North Da-

Philly Schools To Provide Music for School Lunch Hour

PHILADELPHIA, March 13.—Recorded music via the music machine, already used extensively in the local junior and senior high schools for the school gymnasiums and canteens, is now being tried experimentally for the first time here by the board of education during lunch hour at the Olney High School.
 Add B. Anderson, secretary and business manager of the board of education, who gave permission for setting up the amplification system in the pupils' lunchroom, said he believes the music might aid students' digestion. He pointed out that many industrial plants have been featuring record music during the work and rest hours.
 "As far as I know," Anderson said, "the pupils like it." The juke music, Anderson explained, is being given a month's trial and then the pupils and teachers will be asked whether they like it. If it proves popular at Olney High School, recorded music for the lunch hours will be introduced in all the high schools in the city.

The only objection to the music has come from Miss Margaret Root, guidance counsellor at Olney High School. "What we've been hearing is not soothing, and pupils and teachers just talk that much louder," she said. "What annoys some of us is that it has also been piped into the faculty lunchroom."
 But as far as the school youngsters themselves are concerned, the music on record with their lunch is a "hit" and all are in favor of the innovation.

Weaver Appointed Regional Distrib By O. D. Jennings

CHICAGO, March 13.—O. D. Jennings & Company this week appointed C. M. (Harry) Weaver as regional distributor of Jennings products in the States of Texas and Oklahoma, J. Raymond Bacon, Jennings vice-president and general manager, has announced.
 Weaver, widely known to the nation's coinmen thru his 25 years in the business, has headquarters at 3012 McKinney Street, Houston, and soon will open additional offices in Dallas, where his home is located.

Michigan Community Tests Set-Up for Parking Meters

HIGHLAND PARK, Mich., March 13.—City officials here have decided to make use of parking meters in a manner differing from the usual curbstone installation. They plan to place the meters in large municipal parking lots spotted along the rear of the five-block shopping district.
 Plan is to equip each parking rectangle with its own parking meter, eventually using about 3,500 units. An initial installation of 500 meters will be tried first.

kota's present leading tourist attraction.
 Recreational facilities are expected to draw many tourists from within the State itself. The dam will be located between Minot and Bismarck, the State capital.
 At present there are no coin machine operators in the near vicinity. Enough business and tourist activity is expected this year to bring the first flow of coin machines into the area, but local business men believe that most of these will be operated as part of routes run by coinmen in near-by cities.

Output Begins On Williams' New 5-Ball Game

CHICAGO, March 13.—Williams Manufacturing Company is now in production of a new five-ball game known as Tennessee. Game features six flipper type bumpers and the winning of games by point scoring exclusively.
 Action of the game is based on nine round bumpers placed in the shape of three triangles, four kick-out pockets, four roll-over switches and how well the player can skillfully control the movement of the ball with the six flippers that can all be actuated by either the left or right-hand flipper control button.

3 Triangle Series
 As the game is played the player tries to hit three bumpers that form the top triangle which spells out the "Ten" in Tennessee on the game scoreboard, or two three-bumper triangles placed at the left and right center of the playfield and spell out the "Nes" and "See" respectively of the game's name as it appears on the scoreboard. When the player hits all the letters in any one triangle, he not only runs up points on the main scoreboard but also gets 25,000 points instead of 5,000 points on certain high-scoring bumpers which are tallied on a premium scoreboard.

Another way in which the player can change 5,000-point bumpers to 25,000 points for the premium score is to go thru either of three roll-over switches placed from left to right across the top center of the playfield. Each of these three roll-overs is also connected with one of the "Ten"- "Nes"- "See" sequences and when the player goes thru these he not only adds 5,000 points to the premium score but spots of the three series, which results in the same advantages as if the player had actually hit a three-bumper series directly. To collect the premium score player must try to get a ball in either the left or right-hand kicker pocket hole at the bottom of the playfield. This premium scoreboard holds up to 100,000 points. If the player can get a ball in the right-hand kicker pocket after this pocket is lit, the player can collect 200,000 points.

Reserve Score
 In addition to the premium score and regular score of Tennessee there is also a reserve score feature that holds up to 500,000 points. This reserve score is advanced by spotting the "See" series and by going thru a roll-over switch near the lower part of the playfield. Player collects reserve score points by going in a special kick-out pocket after the entire word "Tennessee" is spotted on the game's backboard. One of the unusual points of this feature is that the reserve score builds up until it reaches the 500,000 point maximum and remains there until some player can get the whole word "Tennessee" spotted and then go into the reserve score kick-out pocket. This means that a player can win a lot of points even tho he may be playing but one game.
 All thru the game the player has a chance to use the game's six flippers to skillfully build up the main score and later to run up points on the premium and reserve scores, thus keeping the player's interest until the last ball drops into the out hole.

Greeley Residents Vote To Retain 640 Parking Meters

GREELEY, Colo., March 13.—Residents of Greeley and the surrounding area voted almost two to one to keep parking meters in a post card poll conducted by the city clerk's office. The city clerk reported that about 4,200 cards were returned out of 6,800 mailed.

Coin Mach. Pioneer In Field 55 Years

WASHINGTON, March 13.—Stephan J. Maroney, who has operated an amusement arcade and other concessions at Glen Echo Park, Md., since 1924, is celebrating his 55th year in the coin machine field. He first came in contact with the industry in 1893 when at the age of 17 he was in charge of three Edison Kineticoscopes featuring reels of the Corbett-Courtney fight; Anabella, the dancer, and a rooster fight.

In following years Maroney operated concessions at Washington and Woodland Parks, N. J., and Point Breeze Park, Philadelphia. He opened his first arcade in Ocean City, N. J., in 1923.

Bally Starting Deliveries on Two New Games

CHICAGO, March 13.—Bally Manufacturing Company began delivery of two new one-ball multiples this week, Vice-President and General Sales Manager George Jenkins reports. New games, Gold Cup and Trophy, start at odds of three instead of the former two, and contain the spell-name, A-B-C-D features, and build-up feature award and also a motor driven schuffle that automatically shuffles the play board.

Both new games include the horse-show flash with a new fan flash which enables a player to light all seven selections by depositing additional coins. This results in each number on the board becoming a winner.

Jenkins states that location tests of the new games have illustrated the play attraction of the new fan-flash idea.

Patent Granted for Coin-Operated Timer

WASHINGTON, March 13.—Marcus H. Rhodes, founder of M. H. Rhodes, Inc., Hartford, Conn., manufacturer of parking meters and timing devices, has been granted a patent on a new coin-controlled timer. The patent, No. 2,437,556, has been assigned to Rhodes's company. It was originally filed in application form with the Patent Office October 25, 1943.

The complete description of the device, as it appears in the official *Gazette* is as follows: "A coin-controlled timing device comprising a clock-works mechanism, a manually rotatable coin carrier, a coin receiver having a coin receiving space mounted on the carrier, means for permitting the insertion of a coin into said space at one rotated position of the carrier, means for releasing the coin from the space at a second rotated position of the carrier, means forming a driving connection for winding and setting the clock mechanism when the carrier is rotated between the aforementioned positions of the carrier with a coin positioned in said space, a temporary coin holder comprising a passageway for receiving a coin released from said space at the second rotated position of the carrier and a pivoted stop member normally blocking the passage of the coin thru said passageway and adopted to be pivoted to a coin releasing position, a permanent coin holder for receiving coins released from the temporary coin holder, means for temporarily pivoting said stop member to coin releasing position upon the initiation of a winding operation, and means for pivoting said stop member to coin releasing position upon completion of unwinding of the clockwork mechanism."

Legislatures Rushing Tax Bills Thru for Voting as Sessions Near Completion

Lawmakers in Four States Pushing To Beat Deadlines

CHICAGO, March 13.—State legislatures moved swiftly at the end of this week, clearing bills out of committee and pushing them thru for voting as most lawmakers prepared to adjourn their regular or special sessions. In New York the Assembly prepared to adjourn and rushed thru an enabling act which gives New York City specific powers to tax "coin-operated amusement devices." Kentucky took action this week on an all-inclusive tax measure, Virginia passed a bill setting fees on coin radios and in Mississippi the proposal to tax coin radios and tele sets was bogged down in committee.

Michigan is set to meet in its third special session, with convening date fixed for March 16. Length of the special session is not limited, but bills for consideration are confined to bills which the governor may care to submit. Gov. Herbert Maw of Utah called the Utah Legislature into special session Monday (8).

Continue 1947 Trends

Special and regular sessions thus far in 1948 have confirmed trends started last year when 44 State legislatures were in session. Outstanding is the trend to enabling acts, measures which give cities and towns broader taxing authority than they ever enjoyed before. Pressure from cities and towns for a larger share of State tax revenue brought on the rush of enabling acts, and more than one such measure has been rushed thru hurriedly in an attempt to appease municipal governments. In the rush all types of coin-operated equipment have been tossed around like so many pawns.

Only one phase of the business, the automatic merchandising industry, has put up a really strenuous battle, on a national scale, against unfair, discriminatory taxes. And that fight has been successful in many instances as it was in Virginia last week (*The Billboard*, March 13).

Run of Local Taxes

Between now and the end of the year trade leaders are convinced that they will run the tax gauntlet on the local level as municipal governments look for added revenue.

This year's sessions, like last year's, have seen State legislatures breaking merchandise vending units away from other types of coin-operated equipment. Despite that general trend, Kentucky lawmakers are now considering an all-inclusive measure which would place a graduated per-machine fee on music, games and vendors. The measure, House Bill 435, passed the House this week.

Name Ex-Army General V-P Of Parking Meter Company

HARTFORD, March 13.—Guy H. Drewry, retired army brigadier general, has been named vice-president and general manager of H. M. Rhodes, Inc., manufacturers of parking meters and timing devices. The appointment was announced by H. M. Rhodes, founder of the firm.

General Drewry has been a specialist in production methods for the army. He is a graduate of the service's Industrial College in Washington, and the majority of his military career has been devoted to production phases of army operations. Before joining Rhodes he was Washington representative for the Van Norman Machine Tool Company, Springfield, Mass.

and was sent to the Senate where it was certain to meet stiff opposition. Only coin-operated equipment exempted under provisions of the measure are pay telephones, stamp vendors, toilet locks and baggage lockers.

Kentucky Cigarette Bill

At the same time, the Kentucky Legislature seems likely to pass a bill which would prohibit below-cost sales of cigarettes. The proposal was reported out of a House committee favorably this week.

In Mississippi two measures affecting the industry have been tied up by committee arguments over amendments. One bill is of only indirect interest—a proposal to redirect tax revenue from coin devices to the support of charitable patients in State hospitals. The other, a bill to place a tax on coin radios and video sets, was reported to have passed the Senate Tuesday (9), but later reports from the State Capitol indicated the bill might not make the grade in the House. Mississippi's proposal to collect license fees on self-service laundries was likewise having slow going.

Virginia's Legislature has passed Senate Bill 238 which places a fee of \$1 on each coin-operated radio set on location.

United MFG. Co. Ups Output To Meet Schedule

CHICAGO, March 13. — Despite plans to move to its new 68,000 square-foot plant, which is now nearing completion, within the next three months, United Manufacturing Company is continuing to add space and equipment at its present site. According to Lyn Durant, firm president, United has taken over the floor space in its current headquarters at 5737 North Broadway which was, until a few weeks ago, occupied by a garage, and has added eight new punch presses to the production lines, also within the past two weeks.

Reason for the temporary expansion, prior to the move to United's permanent building on North California Avenue, is the heavy production schedule on the firm's new five-ball game, Manhattan. With the demand for the game running ahead of expectations, the 400 plant employees are now turning out approximately 150 games per day, and 80 on the half-day Saturday schedule, or a total of 830 units per week.

In order to take over the garage floor space, according to Bill DeSelm, sales manager, a well on the lower level of the plant was broken thru, and the additional floor space will be used for storage of parts, cartons and cabinets for the new game. This move made room for the new machinery, which was installed in the areas formerly given over to storage.

While the addition of the added floor space has somewhat relieved the congestion, firm officials point out that until United moves to its new plant, the overcrowded conditions will continue. Staggered shifts, with some of the plant personnel winding up at 4:30 p.m., while the others start later and continue an additional hour, also helps relieve the congestion.

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Needle Set Screws, Per Dozen	1.75
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Canada, Mexico Get 60% of '47 Coin Exports

(Continued from page 93)

showed that these same nations were at the top of the list both years and virtually in the same order. Main difference was that during 1947 the leading coin machine importers practically doubled both the quantity of machines purchased and also their attendant dollar sales. For example, Canada spent \$2,001,957 for 16,104 units in 1947 as against the \$1,122,935 she paid for 8,595 coin machines of all types in the previous calendar year.

Altho total dollar sales of coin machines reached above the \$5,000,-000 mark for the first time in the history of the coin machine business, not even the most optimistic coinmen dealing in foreign trade were predicting that a similar figure would be reached during 1948, for the ban on non-essential imports placed by the Canadian Trade Ministry in mid-November, 1947, has temporarily eliminated the most highly developed market. Likewise a ban on certain imports, including coin-operated phonographs, put into effect in August, 1947, has also drastically cut the potential for Mexico as a coin machine outlet. A further curtailment of the shipments of venders and amusement games to Mexico coinmen was anticipated with some additional restrictions placed on imports by the Mexican government February 10, 1948. While this latest series of restrictions specifically exempts both vender and amusement games, American firms must now secure Mexican import permits for their wares if they wish to do business with Mexican coinmen.

As explained by Commerce Department officials in this country, the latest Mexican restrictions were established specifically as a means of checking into how much merchandise of all types was being imported by Mexican firms. In the event that a great deal of trade is transacted in merchandise that also is manufactured by Mexican firms, the Mexico Government indicated that it will seek to limit these imports in order to protect their own industries.

Candy, Gum Makers Increase Net Sales

WASHINGTON, March 13.—A small increase in the net sales of a list of eight candy and gum manufacturers was seen in a survey of the second and third calendar quarters of 1947 recently completed by the Securities and Exchange Commission. For the second fiscal quarter, ended June 30, 1947, sales reached \$77,835,000, while during the following three-month period sales rose to \$80,749,000. The third quarter figures for the previous year, 1946, were \$47,186,000, or \$33,563,000 less than the 1947 total.

The firms figuring in the survey included American Chicle Company, Beech-Nut Packing Company, E. J. Brach & Sons, General Candy Corporation, Hershey Chocolate Corporation, Life Savers Corporation, The Sweets Company of America, Inc., and the William Wrigley Jr. Company.

Three Candy Bar Companies Report on Earnings, Stocks

NEW YORK, March 13.—Financial reports of three candy manufacturers indicate that business is at a high level altho in some cases actual net profits are somewhat lower.

Chase Candy Company, experiencing the largest volume of business for any previous three-month period, reported sales amounted to \$7,672,789 for the period ended December 31,

1947 EXPORT TOTALS ACCORDING TO COUNTRIES

Country	Totals		Phonographs		Venders		Amusement Games	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	16,104	\$2,001,957	5,512	\$1,233,213	4,877	\$310,285	5,715	\$458,459
Mexico	3,436	910,201	2,320	824,493	724	39,842	392	46,901
Cuba	1,621	506,757	1,128	424,123	234	54,378	139	14,951
Colombia	540	313,222	540	313,222	—	—	—	—
Venezuela	474	250,223	391	238,442	65	7,240	18	4,542
Union of South Africa..	511	194,635	388	189,370	27	3,596	106	32,890
Argentina	401	148,884	357	145,704	24	720	20	2,460
Philippines	572	143,438	265	114,019	22	1,597	282	27,822
Guatemala	219	111,981	214	109,936	—	—	5	2,045
Salvador	234	88,198	231	87,103	—	—	3	1,095
Panama	312	87,776	210	55,487	56	21,880	46	10,490
Brazil	95	41,477	95	41,477	—	—	—	—
Canal Zone	149	31,692	1	675	4	860	144	30,157
Newfoundland ..	97	30,813	64	27,472	4	760	19	2,581
Belgium	45	28,854	45	28,854	—	—	—	—
Honduras	47	17,830	32	15,624	12	1,284	3	922
Chili	102	17,559	82	14,509	—	—	20	3,050
United Kingdom	26	15,800	25	13,920	—	—	1	1,880
Costa Rica	19	8,691	16	8,062	—	—	3	629
Netherlands	42	6,894	2	1,405	40	5,489	—	—
Japan	21	6,505	3	2,000	18	4,505	—	—
Bermuda	15	6,723	8	4,617	5	1,600	2	506
Peru	18	6,269	18	6,269	—	—	—	—
Nicaragua	10	4,892	10	4,892	—	—	—	—
Dominican Rep..	26	4,414	16	2,283	4	590	6	1,541
Portugal	126	4,370	120	3,815	—	—	6	555
India	11	3,938	3	1,806	—	—	8	2,132
Korea	9	3,300	—	—	—	—	9	3,300
Ecuador	17	3,140	17	3,140	—	—	—	—
British Guiana ..	9	2,209	6	1,420	—	—	3	789
Belgium Congo .	6	1,470	6	1,470	—	—	—	—
Bahamas	3	1,364	3	1,364	—	—	—	—
China	4	1,320	—	—	—	—	4	1,320
France	2	911	—	—	—	—	2	911
Jamaica	1	793	1	793	—	—	—	—
Haiti	1	752	1	752	—	—	—	—
Bahrein	1	700	1	700	—	—	—	—
Switzerland	1	693	1	693	—	—	—	—
Iran	4	5,182	—	—	—	—	4	5,182
Syria	4	570	—	—	—	—	4	570
Trinidad	2	504	—	—	—	—	2	504
Other Countries.	699	26,262	50	9,162	492	6,492	157	10,608

1946 EXPORT TOTALS ACCORDING TO COUNTRIES

Country	Totals		Phonographs		Venders		Amusement Games	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	8,595	\$1,122,935	2,682	\$949,170	1,758	\$ 67,979	3,608	\$281,948
Mexico	2,822	684,021	1,792	616,899	42	5,647	490	62,475
Colombia	369	213,910	358	212,410	4	540	7	960
Cuba	1,102	171,492	844	148,060	56	4,794	202	18,610
Union of South Africa .	472	137,383	154	96,215	11	2,360	307	38,808
Venezuela	164	53,717	112	47,295	—	—	52	6,422
Philippines	223	50,063	72	26,774	65	11,992	86	11,297
Guatemala	148	34,490	41	19,086	49	8,098	58	7,306
Argentina	108	30,468	62	26,264	—	—	46	4,204
Panama	79	28,025	39	22,400	—	—	40	5,625
Salvador	102	26,980	48	20,038	—	—	54	6,922
Brazil	296	11,763	291	10,613	5	1,150	—	—
Chile	78	10,930	7	2,810	—	—	71	8,090
United Kingdom	1	10,000	—	—	1	10,000	—	—
Belgium	17	8,335	17	8,335	—	—	—	—
Newfoundland .	22	5,551	20	5,042	—	—	2	509
Canal Zone	21	5,164	—	—	6	1,037	15	4,127
Bermuda	7	3,434	7	3,434	—	—	—	—
China	8	3,010	8	3,010	—	—	—	—
Ecuador	14	2,939	10	2,275	—	—	4	664
Trinidad	23	2,554	—	—	23	2,554	—	—
Haiti	10	2,322	—	—	—	—	10	2,322
Curacao	6	2,157	6	2,157	—	—	—	—
Costa Rica	4	1,910	4	1,910	—	—	—	—
Dominican Rep..	21	1,708	1	90	—	—	20	1,618
Nicaragua	15	1,681	7	1,181	—	—	8	500
Madagascar	4	1,160	—	—	—	—	4	1,160
Bahamas	5	1,025	1	125	—	—	4	900
Honduras	4	1,010	4	1,010	—	—	—	—
Sweden	10	950	10	950	—	—	—	—
France	2	578	—	—	2	578	—	—
Australia	1	500	1	500	—	—	—	—
Surinam	1	300	—	—	—	—	1	300
Iceland	3	138	—	—	—	—	3	138
Switzerland	20	60	—	—	20	60	—	—
Leeward	1	46	—	—	—	—	1	46
Other Countries.	155	8,343	22	3,619	109	2,418	24	2,266

1947. Sales for six months to December 31 were \$11,520,378 compared with \$7,925,710 in 1946. Net income for the six-month period in 1947 was \$1,418,313, or \$2.67 a share on 511,932 shares of common stock, compared with \$1,378,420 or \$2.79 a share on 510,000 for the same period in 1946. Nutrine Candy Company profits;

for the first nine months of 1947, amounted to \$1,404,117, or \$2.60 per share on 40,000 common shares, according to N. V. Diller, executive vice-president. Earnings on same number of shares for same period in 1946 were \$1.05 per share (\$418,889 total earnings). Firm's net sales for the 1947 period came to \$4,612,735, an

increase of \$1,626,918 over sales of \$2,985,817 for same period in 1946. Curtiss Candy Company declared a dividend of \$1.12½ per share on its preferred stock and a dividend of 30 cents a share on common stock. Both became payable January 18, 1948, to stockholders of record December 31, 1947.

ADVANCE RECORD RELEASES

(Continued from page 107)

INTERNATIONAL

- Amigdalia**
Male Chorus (Mou Paringile) Victor 26-8045
- *Authentic Tahitian Rhythms Album . . .**
Decca A-577
- Hitiraa (Ori Tahiti) A. Goupil Royal Tahitians . . . Decca 25142
- My Miri (Tahitian Love Song) A. Goupil Royal Tahitians . . . Decca 25143
- O Tahiti . . . A. Goupil Royal Tahitians . . . Decca 25140
- Paos . . . A. Goupil Royal Tahitians . . . Decca 25141
- Taata Hu'a (Little Man) . . . A. Goupil Royal Tahitians . . . Decca 25143
- Tahiti Apl . . . A. Goupil-T. Knudson . . . Decca 25141
- Tiare Tahiti . . . A. Goupil Royal Tahitians . . . Decca 25142
- Tupeha . . . A. Goupil Royal Tahitians . . . Decca 25140
- Baby Sitter**
M. Skulnik (Na Dir) Banner B-2085
- Bahriye Cifte Tellil**
Instrumental Quartet (Suznak Saz) Victor 26-8054
- *Black Hawk Waltz**
Piehal Brothers (Sweet Corn) Decca 45060
- Bonita Waltz**
O. Dumas and His Minstrels (Mariette Polka) Victor 25-1112
- Bride and Groom Polka**
Polish-American Ork (Up and) Banner B-544
- Capri Fisher (Bella-Bella-Marie)**
L. Chabay (Unter Der) Victor 25-4104
- Den Ise Afti Pou Agapisa**
A. Likardopoulou-D. Stratigopoulou (Ti Ehis) Victor 26-8050
- El Paso De La Jaiba**
Cuarteto Hermanos Mercado (Perversidad) Davis 629
- Every Little Movement**
H. Rene Musette Ork (Toolie Oolie) Victor 25-1114
- Gazeli Neva Sampah**
R. Ampatzl (O Kavgas) Victor 26-8048
- Hassapico Laternas**
T. Nikolaou-S. Georgiadis (Meston Teke) Victor 26-8053
- Helicopter Polka**
W. Dana Ork (Toolie Oolie) Dana 2015
- Ich Bin a Nar**
S. Reichtzeit (Miami Beach) Banner B-545
- Kaminito**
P. Eptropakis (S' Agapisa) Victor 26-8047
- Mariette Polka**
O. Dumas and His Minstrels (Bonita Waltz) Victor 25-1112

- Matia**
S. Vembo (Mi Me) Victor 26-8049
- Meston Teke Tis Marigos**
T. Nikolaou-S. Georgiadis (Hassapico Laternas) Victor 26-8053
- Mi Me Rotate**
S. Vembo (Matia) Victor 26-8049
- Miami Beach Rhumba**
S. Reichtzeit (Ich Bin) Banner B-545
- Mou Paringile T' Aidoni**
Male Chorus (Amigdalia) Victor 26-8045
- My Girl Friend Julayda**
W. Solek Ork (The Coalminer's) Harmonia H-1174
- Na Dir Meinz Gib Mir Dein**
M. Skulnik (Baby Sitter) Banner B-2085
- O Kavgas Gia To Petsi**
R. Eskinazi (Gazeli Neva) Victor 26-8048
- Omorfi Hiotopoula**
R. Ampatzl (Pсарades Houvardades) Victor 26-8051
- Psarades Houvardades**
R. Ampatzl (Omorfi Hiotopoula) Victor 26-8051
- S' Agapisa**
S. Vembo (Kaminito) Victor 26-8047
- Suznak Saz Semal**
Instrumental Quartet (Bahriye Cifte) Victor 26-8054
- *Sweet Corn Polka**
Piehal Brothers (Black Hawk) Decca 45060
- *The Blond Sailor**
Franz and Fritz and Their Swiss Hill-billies (Yodel Fox) Decca 45061
- The Coalminer's Polka**
W. Solek Ork (My Girl) Harmonia H-1174
- The Windshield Wiper Song**
J. Clay-Dana Dance Ork-C. Ladra, Dir. (You're Mine) Dana 2011
- Ti Ehis Kielo Kles**
A. Likardopoulou-D. Stratigopoulou (Den Ise) Victor 26-8050
- Toolie Oolie Doolie (The Yodel Polka)**
Dana Srenaders-M. Chimes (Helicopter Polka) Dana 2015
- Toolie Oolie Doolie (The Yodel Polka)**
H. Rene Musette Ork (Every Little) Victor 25-1114
- Unter Der Roten Laterne Von St. Pauli**
(Under the Red Lantern From St. Pauli) L. Chabay (Capri Fisher) Victor 25-4104
- Up and Down Polka**
Polish-American Ork (Bride and) Banner B-544
- *Yodel Fox**
Franz and Fritz and Their Swiss Hill-billies (The Blond) Decca 45061
- You're Mine**
J. Clayton-Dana Dance Ork—C. Ladra, Dir. (The Windshield) Dana 2011

LATIN-AMERICAN

- Acercate Mas**
P. Vargas (Quiero Decirte) Victor 23-0260
- Amour**
Manhattan Rumba Ork (Danube Waves) Spiro S-6002
- Ay, Ay, Ay, Rumba**
N. De Selva Pan-American Ork (Noche) Pan-American Pan 083
- Brazil**
P. Green Cuban Caballeros (Frenesi) Pan-American Pan 81
- Cuatro Milpas**
T. Guizar Ork (Palabras De) Victor 23-0345
- Desprecio**
L. Palomera (Perfidia) Victor 75940
- Danube Waves Rumba**
Manhattan Rumba Ork (Amour) Spiro S-6002
- El Ultimo Adios**
Cuarteto Flores (Tu Seras) Victor 83442
- Esperanza Inutil**
Cuarteto Flores (Irresistible) Victor 83464
- Frenesi**
P. Green Cuban Caballeros (Brazil) Pan-American Pan 81
- Irresistible**
Cuarteto Flores (Esperanza Inutil) Victor 83464

- I Don't Want To Dream**
J. Morand Ork (Nino the) Victor 26-9030
- Madreselva**
L. Lamarque (Munecos) Victor 38538
- Munecos**
L. Lamarque (Madreselva) Victor 38538
- Nada Es Verdad**
M. Luisa Landin (Para Ti) Victor 23-0333
- Nino the Great Yacovino**
J. Morand Ork (I Don't) Victor 26-9030
- Nobleza Baturra, Parts I & II**
I. Argentina . . . Victor 32783
- Noche**
N. De Selva Pan-American Ork (Ay, Ay) Pan-American Pan 083
- Palabras De Mujer**
T. Guizar Ork (Cuatro Milpas) Victor 23-0345
- Para Ti**
M. Luisa Landin (Nada Es) Victor 23-0333
- Perversidad**
Cuarteto Hermanos Mercado (El Paso) Davis 629
- Perfidia**
L. Palomera (Desprecio) Victor 75940
- Quiero Decirte Adios**
P. Vargas (Acercate Mas) Victor 23-0260
- Tu Seras Mia**
Cuarteto Flores (El Ultimo) Victor 83442

CLASSICAL AND SEMI-CLASSICAL

- Beyond the Sea**
M. Marrow (La Bamba) MGM 30068
- Gems From "The Desert Song" Album**
A. Goodman Ork . . . Victor K-12
- French Military Marching Song . . .**
F. Greer-Guild Choristers . . . Victor 45-0048
- Love's Dear Yearning . . . E. Wrightson-F. Greer . . . Victor 45-0049**
- One Alone . . . E. Wrightson . . . Victor 45-0046**
- One Flower Grows Alone in Your Garden . . . J. Carroll-Guild Choristers . . . Victor 45-0047**
- Overture . . . Victor 45-0046**
- Riff Song . . . E. Wrightson-Guild Choristers . . . Victor 45-0047**
- Romance . . . F. Greer . . . Victor 45-0049**
- The Desert Song . . . E. Wrightson-F. Greer . . . Victor 45-0048**
- Golden Earrings Album (3-10")**
V. Young Concert Ork . . . Decca DA-644
- I'm Falling in Love With Someone**
J. Pearce (Without a) Celebrity 2006
- Opera Arias by Polyna Stoska Album (2-12")**
P. Stoska-M. Rudolf, Dir. Metropolitan Opera Ork . . . Columbia MX-294
- Korngold: Die Tote Stadt, Op. 21 (The Dead City)-Marietta's Lied Zur Laute (Marietta's Lute Song) . . . Columbia 72512-D**
- Richard Strauss: Ariadne Auf Naxos, Op. 60 (Ariadne on Naxos)-Aria of the Composer . . . Columbia 72512-D**
- Weber: Der Freischutz-Agatha's Prayer, Parts 1 and 2 . . . Columbia 72513-D**

- Khachaturian: Gayne—Ballet Suite No. 2 Album (2-12")**
E. Kurtz, Dir. Philharmonic-Symphony Ork of New York, Columbia MX-292
- La Bamba De Vera Cruz**
M. Marrow (Beyond the) MGM 30068
- Walton: Overture "Portsmouth Point," Parts I & II (12")**
Minneapolis Symphony Ork-D. Mitropoulos, Dir. . . Columbia 12755-D
- Without a Song**
J. Pearce (I'm Falling) Celebrity 2006
- *Re-issue**
- *Re-issue**
- CHILDREN'S RECORDS**
Cinderella (2 Sides)
M. Cross . . . Caravan C-2
- Favorite Nursery Songs, Part I (2 Sides)**
R. Foster (Favorite Nursery) Melodee M 100
- Favorite Nursery Songs, Part II (2 Sides)**
R. Foster (Favorite Nursery) Melodee M 101
- Freddie the Flea Album (2-10")**
P. Kramer . . . Apollo J-1
- Let's Fly To Mexico With Margaret O'Brien Album (3-10")**
M. O'Brien . . . Capitol CC-71
- Little Red Riding Hood (2 Sides)**
M. Cross . . . Caravan C-3
- Old MacDonald Had a Farm (2 Sides)**
H. Silvern-B. Barker-P. Conrad Caravan C-4
- Puss in Boots (2 Sides)**
M. Cross . . . Caravan C-1

Exhibit Supply Begins Output On New 5-Ball

CHICAGO, March 13. — Banjo, a new five-ball game featuring co-ordinated flipper bumper action, is now in production by Exhibit Supply Company, firm officials announced here Wednesday (10).

Employing a novel use of sequence bumper scoring and a connected application of the new game's five roll-over switches, Banjo can be adapted to high-score skill play only, or converted to skill free play.

Bumpers Relight

Banjo has five round bumpers, numbered 1 to 5 and placed at the top of the playfield. As these bumpers are hit the light on the individual bumper goes out. After all five bumpers are hit, bumpers 1, 2, 3 relight and change in value. Before all the lights were put out the 1, 2, 3 bumpers were worth 1,000 points after they are lit a second time these bumpers have a value of 5,000 points on the scoreboard and add 5,000 points to the bonus score. At all times bumpers 4 and 5 are worth 10,000 points.

At the bottom of the playfield are an additional five bumpers numbered 6 to 10. Bumpers 6 and 7 are worth 5,000 points on regular score plus 5,000 points on bonus score at all times, while Bumper 8 is worth 10,000 points on regular score at all times. Bumpers 9 and 10 are 1,000 points each but become 50,000-point bumpers when all 10 numbered bumpers are hit. Putting out the 6-10 series changes a lucite roll-over button in the center of the playfield from a 5,000 points to 50,000 points and also changes two roll-over switches marked B and O from 10,000 to 50,000 points each. Two more roll-over switches marked A and J have a constant value of 10,000 points. A fifth roll-over switch marked N changes from 10,000 to 50,000 points when all 10 bumpers are hit.

Collect Bonus

Bonus score holds up 50,000 points, can be collected by getting a ball in one of three kick-out holes at the bottom of playfield. Double bonus can be collected by getting in the left kick-out pocket after getting the 1-5 series or by getting in the right kick-out hole after hitting the 6-10 series or by getting in the center kick-out pocket after going thru all five roll-over switches lettered B-A-N-J-O.

Exhibit Supply emphasizes that the game's four flippers, which are marked Flip-It can be used by the player to skillfully work the ball up to the top of the playfield from one Flip-It bumper to the other, therefore increasing the player interest.

If the operator decides to set up the new game on free play, each 5,000 point bonus score is equal to one free play.

Berlo in Wilmington Shows

Wilmington, Del., March 13.—Berlo Vending Company recently installed soft drink venders in five local theaters. Movie houses, operated by Warner Bros., are the Warner, Queen, Arcadia, Grand and Savoy.

BEST USED MACHINES in the Nation

Fully Guaranteed

CONSOLES

- DeLuxe Draw Bell \$275.00
- Metal Button Draw Bell 225.00
- Bonus Super Bell 275.00

PINS

- Stage Door Canteen \$29.50
- Midget Racer 29.50
- Surf Queen 35.00
- Super Liner 49.50
- Step Up 39.50
- Sea Breeze 55.00
- Big Hit 25.00
- Big League 29.50

Flippers added to any game—\$12.00 extra.

ROLL DOWNS

- Total Roll \$75.00
- Sportsman's Roll 75.00

MUSIC

- Seeburg 8200 Hi Tone \$ 99.50
- Seeburg Regal Lite Up 69.50
- Rock-Ola Standard 119.50
- Rock-Ola DeLuxe 129.50
- Rock-Ola Master 139.50

SPECIAL Like New 1946 ROCK-OLA, \$375.00

- Wurlitzer 616 \$ 39.50
- Wurlitzer 500 99.50
- Wurlitzer 950 E 195.00
- Wurlitzer 600 K Victory 99.50
- Wurlitzer 600 R 89.50
- Wurlitzer 24 99.50

1/3 Deposit With Order, Balance C. O. D.

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STEP UP UNITS MADE TO FIT YOUR NEEDS — WRITE

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- 2 10-Gal. Electro Freeze Custard Machines, 2 Storage Cabinets, One Four-Hole Cabinet, Walk-In Elec. Neon Signs, Sacrifice \$80.00 Ea. Write
- 18 Scientific Poker Tables, All Good Condition. Special Each
- 3 Wheels of Love (With Base) \$30.00
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- 6 Rapid Fires 30.00
- 3 Exhibit Love Tellers (With Base) 30.00
- 3 Muto. Hokeys 30.00
- 3 Kirk Guesser Scales 50.00
- 5 Peek Shows 8.00
- 5 Viewscopes 8.00
- 2 Chester Pollard Foot-ball Each \$40.00
- 1 Radio Girl Card Fortune Mach., Needs Repair 35.00
- 3 World Series, Rock-Ola 25.00
- 10 Challengers, Late 15.00
- 3 Ten Strikes, Evans 20.00
- 6 Magic Rolls, Genco 20.00
- 1 Texas Leaguer 15.00
- 2 Rotary Claws, Needs Repair 50.00
- 20 Star Electro Holsts \$20.00
- 2 Cases .22 Gallery Shot 45.00
- 5 Gallery Guns 220 15.00
- 1 3 1/2 Horse Water Witch Outboard Motor 25.00
- 1 Double Photo Booth With 2 Electrol Cameras, 4 for 25¢, 3 Large 50¢ Sacrifice, Completely Equipped, \$250.00. Orig. \$1,200.00.

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OLD ORCHARD BEACH, MAINE

NOW DELIVERING
THE NEW 1948
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KICKER and CATCHER

NEW FLASH — NEW BEAUTY
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100 PER CENT SKILL!

TAKES IN MORE MONEY PER DOLLAR
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5 Balls **\$37.50** F. O. B.
For One Cent CHICAGO

5 BALLS FOR 5 CENTS, \$41.25

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NEW PRICES ON UNIVERSAL FLIPPERS

SET OF TWO FLIPPERS.....\$4.95
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LOTS OF TEN.....10% OFF
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We meet or better prices
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Quality remains the same. Workman-
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These flippers will work on any game.

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PERCENTAGE DEAL ON 5-BALL GAMES

We invite inquiries from phonograph operators who would like to set 5-Ball Machines alongside their Phonographs, thus realizing increased revenue from locations. We have a percentage deal without any investment for you.

Regular operators of games who need late and new machines with which to expand their routes, write also.

If you are a phonograph operator, state how many music boxes you run and types of 5-ball games needed.

If you are a regular 5-ball operator, send us details of territory and games permitted.

BOX 162, The Billboard
155 N. Clark St. Chicago 1, Illinois

Operators Awaiting Results Of New York Game Survey

(Continued from page 93)

ing to examine the game licensing issue on its merits and would not be swayed by outside pressure. Fielding left his post as license commissioner last October to supervise reorganization of the city's welfare department.

With the police survey anxiously watched by operators, who fear that isolated occasions of free plays awarded by irresponsible operators

will call down sanctions on the entire business, an official of the police department told *The Billboard* Friday (12) that the results of the probe had not yet been determined. Action by the department would await the completion of the survey, he added.

Bromberger's View

Stating that "commercialized gambling is a vicious activity, and that magistrates will do all in their power to enforce the law," Chief Magistrate Edgar Bromberger refused to brand pinball games illegal unless they were actually used for gambling purposes. This statement was called forth when the chief magistrate was asked about a reported complaint by Commissioner Wallander that arrests by the police were not upheld by the courts. In this connection, the chief magistrate added:

"If there's a case, we convict. If there's no case, we don't convict."

In a snowballing of pinball awareness beyond the city limits, District Attorney James N. Gehrig, of Nassau County, headed a police survey of games in that county. Reached for comment by *The Billboard*, Gehrig stated that any amusement machine readily adaptable to gambling would be picked up by police in Nassau County. However, when pressed for details he would not release any information on the number of machines that have been picked up nor say whether any at all had been picked up.

The immediate effect of the announced police surveys has been a noticeable decline in sales activity by city jobbers and distributors. Operators seem inclined to await developments before investing in route expansion. As indicated by the announced intention of the Associated Amusement Machine Operators of New York (AAMONY) to regulate the operations of its members (see separate story), responsible operators are checking their locations to insure that prizes are not awarded for high scores.

N. Y. Subway Token Won't Fit Venders

NEW YORK, March 13.—With passage of a measure by the Legislature permitting a city subway fare rise to 8 cents still a possibility before the end of its session, vending machine operators here were alarmed by a newspaper report that the board of transportation might adopt a token so similar in size and weight to a dime that it could pass as a dime in most standard venders.

However, a check with the board of transportation disclosed that if an 8-cent fare is authorized, the board would make certain that any token it adopted would not be suitable for use in dime-operated equipment. This information was obtained from the office of William Jerome Daly, secretary of the board of transportation.

His office also reported that there was little likelihood that the tokens purchased by the Interborough Rapid Transit System several years ago, when a fare rise to 7 cents appeared likely, would be used for this purpose. The board of transportation has inherited some 6,000,000 of these coins, which are close to nickels in size.

The board spokesman emphasized that no action would be taken in regard to tokens until a fare boost is definitely authorized. It was reported that if and when enabling legislation is passed, interested parties would be invited to present their recommendations to board engineers.

Chi Coin Plant Expanded; Add 40,000 Sq. Feet

CHICAGO, March 13.—Chicago Coin Machine Company here began excavation last week for a 40,000-square foot addition to its plant on Diversey Parkway. Addition, which will be completed in June, will be a widening of present building and will extend from Diversey thru to Paulina Street, Edward Levin, sales manager, announced.

New addition will be a one-story steel frame structure, having a concrete floor and roof. Offices will remain on Diversey side, officials stated. A new stone front veneer will be added to both present building and addition when latter is completed, making for a uniform appearance.

Increased activity in the game field, plus a desire to supply new games to distributors and operators on a very short or "no wait" basis, is given as reason for firm's expansion.

Four-State Meet Plans Shape Up

(Continued from page 93)

speaker—a man prominent in the amusement games field—has been contacted to speak during the meeting, but his acceptance had yet to be confirmed.

The two-day convention will open at 10 a.m., April 26, with convention-goers having a free morning to look over the exhibit floor. Noon will see a combination luncheon and business meeting which will be open to operators, distributors and manufacturers.

The convention will close with a banquet on the night of April 27. Capehart will make the principal address at the banquet, tracing the year's highlights. Following his speech, the association will award door prizes—which will be donated by exhibitors and other coin machine firms—and the evening will conclude with a floor show.

No member of the convention committee has been designated to handle hotel reservations, Ferguson said, because convention committee members are widely scattered. Ferguson added, however, that a block of rooms has been set aside at the Radisson, and that trade members planning to attend the show should write to the hotel for reservations, mentioning that they will be in town to attend the four-State meeting.

Fire Hits Vending Firm

WORCESTER, Mass., March 13.—About 100 coin machines in the store rooms of the M.A.C. Vending Company here were damaged in a fire last week. Albert M. Coulter, manager, said damage would run to several hundred dollars. The blaze is reported to have started in a waste box in the rear of the store.

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Within 30 Days If Not Satisfied.

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| WURLITZER 616 | 69.50 |
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| WURLITZER 24's | 99.50 |
| WURLITZER 500 | 119.50 |
| WURLITZER 61 C. M. | 79.50 |
| WURLITZER 71 C. M. | 99.50 |
| WURLITZER 24—CELLAR JOB WITH
PACKARD ADAPTER, STEEL CAB. | 79.50 |
| ROCK-OLA 1422 | 385.00 |
| ROCK-OLA DELUXES | 109.50 |
| ROCK-OLA STANDARDS | 119.50 |
| ROCK-OLA MASTER | 129.50 |
| ROCK-OLA C. M. | 69.50 |
| AIREON (LIKE NEW) WITH NEW
MECHANISMS | 199.50 |
| SEEBURG LO-TONE (THE HIT OF THE
SHOW) | 335.00 |
| SEEBURG 1-46 | 450.00 |
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| ROCK-OLA BOXES | 3.00 |
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WE CARRY THE LARGEST STOCK OF
USED EQUIPMENT IN THE NATION—
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| 5c-10c-25c TRIPLE SUPER, C. P. | 875.00 |
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| KEENEY'S NEW GOLD NUGGETS, 5c-25c .. | 800.00 |
| BALLY TRIPLE BELLS | 545.00 |
| JUMBO PARADES, F. P. | 59.50 |
| JUMBO PARADES, C. P. | 79.50 |
| PACES REELS—RAILS, C. P. | 49.50 |
| PACES REELS—RAILS, C. P. & F. P. | 49.50 |
| BALLY BIG TOPS, C. P. | 69.50 |
| EVANS WINTERBOOK, Late, C. P. | 625.00 |
| BANGTAILS, Late, C. P. Jackpots | 425.00 |

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40 MACHINES

\$15.00 cash. All good, clean Arcade Equipment.
No crating. First come, first served.

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Export Reports Put Candy, Gum In Sharp Drop

WASHINGTON, March 15.—U. S. Department of Commerce, in a recent report, revealed that chocolate, chewing gum and cocoa exports by the United States experienced a sharp decline during 1947. During the January-September, 1947, period, these commodities exported totaled 19,006,000 pounds, valued at \$10,077,000 compared with 59,315,000 pounds worth \$14,091,000 shipped aboard during the entire year of 1946.

Department announced the heaviest exports during the first three quarters of 1947 were registered in the chewing gum classification; this consisted of 7,196,000 pounds valued at \$5,305,000. In preceding year, leading export was chocolate candy, of which 31,263,000 pounds worth \$5,474,000 was shipped abroad.

Dr. Pepper's Kollege At Halfway Marker With Dallas Classes

DALLAS, March 13.—Dr. Pepper Company's traveling sales promotion department will reach the halfway mark in its tour of 28 leading cities where it is conducting schools for routemen when the 14th of the series is held in Baker Hotel here Sunday (7).

Known as the Kollege of Knowledge, the schools are conducted for the sole purpose of giving the firm's routemen a better understanding of their jobs. Dr. Pepper officials, who initiated the traveling school, believe that there is no major problem to selling their product but that sometimes salesmen make the job difficult by doing it the hard way.

Dramatizes Selling

The 1948 Kollege of Knowledge series, like those of other years, is dramatizing route selling in such a way that salesmen are able to see for themselves what happens when the right and wrong methods are used. Sessions are designed in such a way as to be of interest to new and veteran salesmen.

One of the major points brought up in each of meets is that the struggle for leadership in the soft drink market is one that must be waged skillfully and with the best possible equipment in the form of sales ability. The Kollege of Knowledge tutors have anticipated some of the strategy that will be necessary to win and offers excellent training tips that will be effective in competitive fight just ahead.

List Coming Sessions

A list of the 15 cities to hold Kollege of Knowledge schools thru April 29 is as follows:

March 7, Baker Hotel, Dallas; 24, Amarillo Hotel, Amarillo, Tex.; 26, Brown Palace, Denver; 30, Sir Francis Drake, San Francisco; April 2, Biltmore Hotel, Los Angeles; 11, Lafayette Hotel, Little Rock; 13, Claidge Hotel, Memphis; 15, Chase Hotel, St. Louis.

April 18, Olds Hotel, Lansing, Mich.; 20, Knickerbocker Hotel, Chicago; 23, Nicollet Hotel, Minneapolis; 5, Fontenelle Hotel, Omaha; 27, Continental, Kansas City, Mo.; 29, Tulsa Hotel, Tulsa, Okla.

Schools have already been conducted in Baton Rouge, La.; Houston, San Antonio, Birmingham; Macon, Ga.; Tampa; Charlotte and Raleigh, N. C.; Washington; Roanoke, Va.; Columbus, O.; Louisville and Nashville.

Steel Allocations Do Not Hit CM; See Gray Market Collapse

WASHINGTON, March 13.—While the possibilities are still remote that the use of steel in the coin machine field will be regulated, the first step in the government steel allocation program, that of priorities for freight-car building, has been drawn up, it was announced by the Commerce Department this week. A hearing on the proposed agreement with the steel manufacturers is scheduled for Friday (19) to give "industry, labor and the general public an opportunity to air their views." At the same time a prediction was made in New York that the "gray market" in steel may soon collapse.

Agreements similar to the one for the freight-car program will be drawn up by the Commerce Department to provide steel priorities for three other critical industries: farm machinery, gas and oil equipment and certain housing materials.

No Industry Ban

Insofar as the coin machine field is concerned, the Commerce Department said that after the minimum needs for the above-mentioned industries are met, all other steel consumers will have an equal chance to compete for the rest of the supply. No industry is to be banned from purchasing steel for manufacture of any item under the allocations system, the Commerce Department promised.

Gray Market

Increased production of coin machines may result if the prediction by *Iron Age* magazine that the col-

lapse of the gray market is in sight comes true.

In advancing reasons for this prediction the iron and steel trade journal pointed out that the high premium prices obtained for steel only a week ago are finding few if any buyers this week. As a consequence the magazine reported: "One more heavy punch will knock out this market."

Most steel officials believe the basic steel demand will keep normal sources of supply operating at high rates for several months. Oil, gas and water pipe demands are so heavy at this time that it may take a few years at the minimum to supply the needed material.

Steel operations this week, according to *Iron Age*, were estimated at 96 per cent of capacity, an increase of 1.5 per cent over last week's revised rate, while scrap composite was reported down 25 cents to \$39.75 a gross ton, a new low for 1948.

Form New N. Y. Distrib Firm

NEW YORK, March 13.—Formation of Central Sales Company, Inc., a distribution outlet for coin machines in Brooklyn, was announced here this week by Fred Inganamort, president. Located at 884 Pacific Street, the firm will be under the personal supervision of Irving Levenar, veteran coinman.

Central Sales will feature a complete line of amusement games and venders, Levenar said, and its facilities will include maintenance and service departments. Music machines will not be handled for the time being.

Haydon Cuts Prices On Timers; Reveals 4 New Developments

TORRINGTON, Conn., March 13.—The Haydon Manufacturing Company, manufacturer of timing motors and devices, has announced a general price reduction in their 5700 series elapsed-time indicators. The reduction will apply to all orders received as of last January 15 and will also include unshipped orders received as of that date. The reductions are made possible by the increased production facilities at the firm's new plant here.

At the same time the company announced that four new models have been developed in the 5702 series in which brake motors have been added at prices generally lower than previously charged for units without a brake.

Candy Sales Drop In Variety Stores

CHICAGO, March 13. — An approximate drop of 33 per cent in candy sales in the nation's 12,000 variety stores this year over last year has been noted, according to Marvin E. Smith, managing director of the National Association of Variety Stores, Inc.

He stated: "Candy sales, normally the third ranking department in sales, fell off just before Christmas. Variety store people believe that the candy business has gone to the grocery people, especially the super markets."

Due to better mark-ups, candy is responsible for 11 per cent of the annual volume of business done in independent variety stores.

King Company Opens in N. Y.

NEW YORK, March 13.—Specializing in amusement games, the King Amusement Company, Inc., a new jobbing firm, opened for business this week at 650 10th Avenue. The outlet does not yet carry venders or juke boxes, but Marvin Heisman, president, said the company eventually would expand to include all types of coin-operated equipment.

Heisman's most recent business association was as vice-president of 42d Street Enterprises, Inc., the corporation which operates the 42d Street Playland Arcade. He has been in the coin machine industry for 11 years.

Bells Competition, Say Pa. Liquormen

HARRISBURG, Pa., March 13.—A campaign against bell machines looms in Pennsylvania today as retail liquor dealers, claiming that the machines are attracting customers to private clubs and leaving restaurant and hotel locations patronless, study plans to follow the pattern set by the York City and County Beverage Association.

In York, dealers approached the district attorney and demanded and got closing of bell machine operations in the private clubs. Under Pennsylvania law, the club is a private organization, which has several privileges not accorded the regular retail outlets, including a later closing deadline, all-day Sunday operations, and the payment of an annual liquor license fee of \$50 as compared to the \$600 maximum for some retailers.

Retailers who attended a recent meeting of the Retail Liquor Dealers of Pennsylvania here heard S. C. Whitenack, head of the York group, outline the procedure followed there. Many indicated they would follow suit in their own counties.



NOW \$150.00
5c-10c-25c ROL-A-TOP BELLS
The Above Prices Are Net F. O. B. Chicago
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New Filben Stowaway and Cabinet \$723.00
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General Trend Developing In Chicago Plants Toward Single Vacation Shutdown

May Offer Boost to Usual Warm Weather Biz Drop-Off

By Norm Weiser

CHICAGO, March 13.—A general industrial trend is developing in this area toward a single vacation shutdown, a move which may have a profound effect on vending machine operators in and around Chicago whose major activities are centered in this type of location. That this trend is growing stronger each year can be seen from a recently completed survey made by the Employers' Association of Chicago covering 322 companies employing approximately 225,000 persons here. Survey results showed that as of right now 41.6 per cent shut down their entire plants for the summer vacation period.

Operators whose routes are confined mainly, or entirely, to industrial plants report that the months of July, August and September are the slowest in the year as far as sales are concerned. June, usually considered a vacation month, is not affected as much as the succeeding months as vacationers are fewer and, as Leo Roy, Mechanical Candy Sales, pointed out, the weather during June has a definite effect on the sales—a cool June means sustained sales, while a warm June, at least as far as candy machines are concerned, means the start of the summer slump.

Operator Effect Varied

While the single vacation shutdown

trend is growing in favor with industry, its effect on the operator varies. Should industry in general adopt the summer shutdown program, operators reported it would not affect their activities to any great extent unless the shutdowns were confined to a definite period, e.g., the first two weeks in July. Should this eventually be the case, the operators feel their business, instead of being a 9-months out of the year operation, would evolve into a 50-week-a-year business. The two week shutdown of industry would allow them to take the same period off, and to give their staffs a vacation at the same time.

The standardized two-week shutdown of industry, according to Joseph J. Kaden, Kandy Kit Company, "Would be excellent from the operator's viewpoint. At the present time you don't know where you stand with the irregular closings."

Could Help Ops

Kaden, who also mentioned that a two-week period of industry shutdown would also allow him to send his personnel on vacation at the same time, thought that if the closings were concentrated in a certain period of time, possibly over a six-week or two-month period, the operator could arrange his schedules so as to allow for the greatest number of staff va-

cations at the same time most of the locations were closed; then operate during the balance of the time with a skeleton staff, large enough to service those locations still open.

This thought could be easily translated into actuality according to the figures in the Employers' Association study. Of the 134 companies who reported they had vacation shutdowns, 59 listed the first two weeks in July as their vacation period, while 34 said they were closed for the single week which included the Fourth of July. Twenty-one firms said they closed some time during July or August, while seven said their vacation shutdown came during the second and third weeks in July. The last two weeks in July were favored by an additional seven companies. Only one concern closed down in June, and that was during the first week only. Five of the concerns queried reported they would shut down for the summer vacation period, but had not as yet decided when.

While industry and operators alike are involved in the trend toward the single vacation shutdown, one major factor is involved that so far has not been solved, the matter of employee seniority and vacation variations. While the maximum vacation for an industrial worker is usually two weeks, many are entitled to only one week, which means, in order to have a single shutdown, the latter must lose one week's salary. This would also hold true with a number of operators whose employees would be entitled to varied vacations.

Second Closing Factor

Another factor was brought into the picture by Pat Wilson, of Kelner Vending, a firm with many local industrial locations. While the firm notes the same staggered decline in business during the July, August and September period, it also has to con-

tend with, as do other vending firms, a midwinter holiday decline in business. Miss Wilson said that some of the plants shut down for the Christmas thru New Year period, while others gave extra days off when the holidays were located at the end or beginning of a week.

This latter situation, however, seems to more than make up for itself, as operators report the colder, or snowier the season, the better the business due to the fact that employees stay indoors during the entire working day, whereas in the warmer months they will spend their lunch hours, or rest periods outdoors.

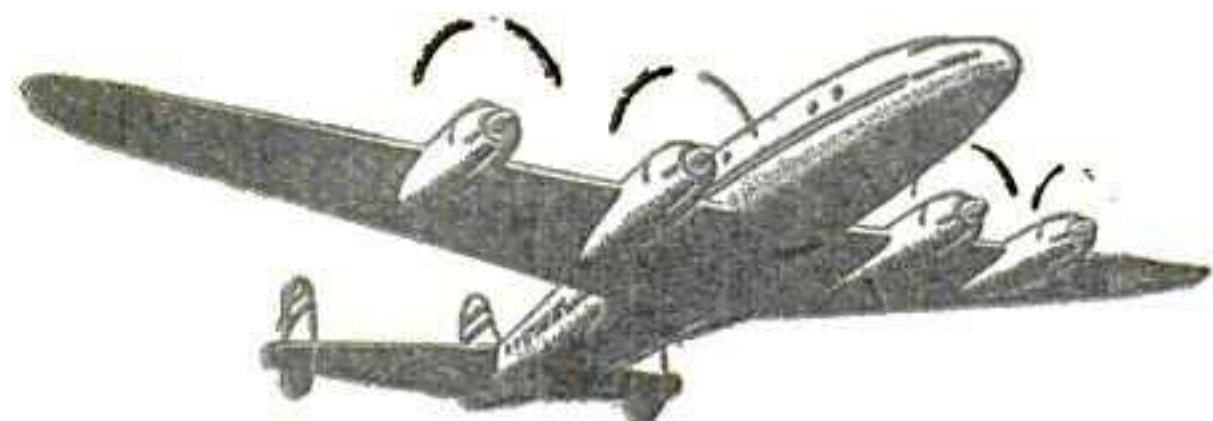
While the Employers' Association survey covered only the local area, other industrial cities thruout the country have also noted a growing trend toward the single vacation shutdown. The trend is winning new followers due to post-war worker and supervisory shortages which are usually increased under the staggered vacation system. With a plant operating at capacity, the staggered system means a slowdown for what might amount to three months, while under the single vacation closedown system this could be eliminated.

Nab Coin Box Looters

DEADWOOD, S. D., March 13.—Deadwood police caught three juveniles looting a coin box at the Black Hills Novelty Company recently. The company has been burglarized several times in recent months, with from \$200 to \$300 lost in the break-ins.

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THE PRICE — AS YOU LIKE IT!

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Standard Chief, 5¢	\$269.00
Standard Chief, 10¢	279.00
Standard Chief, 25¢	289.00
Standard Chief, 50¢	399.00
Standard Chief, \$1	599.00
Super DeLuxe Lite Up Chief, 5¢	324.00
Super DeLuxe Lite Up Chief, 10¢	334.00
Super DeLuxe Lite Up Chief, 25¢	344.00
Super DeLuxe Lite Up Chief, 50¢	454.00
Standard Club Console	389.00
Super DeLuxe Club Console	424.00

CONSOLE BARGAINS!

5¢ Pace Reels Jr.	\$ 49.50
25¢ Pace Reels	49.50
Bang Tails	425.00
Track Odds, Daily Double, JP	225.00
25¢ Bonus Super Bell (Fl. Samp.)	450.00
Jennings Silver Moon	59.50
5¢ Jennings Club Console	79.50
25¢ Jennings Club Console	89.50
Super Bell, 5-5-5-25	125.00
Super Bell, 5-5, FP & PO	89.50
5¢ Big Game	49.50
25¢ Jumbo Parade	69.50

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7 BALLY HEAVY HITTERS 75.00
10 POP SEZ, Pop Corn Vendors, slightly used. Ea. 160.00

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1 1/2 Rollatop, DJ 50.00
4 25¢ Rollatop, DJ 75.00
2 10¢ Treasury, DJ 80.00
2 5¢ Treasury, DJ 45.00
JENNINGS
1 5¢ Silver Chief \$75.00
1 25¢ 4 Star Chief 75.00
5 5¢ 4 Star Chief 80.00
1 5¢ Club Console 95.00
1 10¢ Club Console 105.00
MILLS
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1 10¢ Blue Front 75.00
2 25¢ Gitter Gold 110.00
1 25¢ Black Cherry 125.00
1 50¢ Black Cherry 285.00
1 5¢ Gitter Gold 85.00
1 5¢ Blue Front 85.00
4 25¢ Club Console 125.00
1 1/2 Silver Chrome Bell 80.00
Mills Vest Pockets 45.00
4 5¢ Q.T. Blue Front 50.00
2 5¢ Gitter Gold 60.00
Q.T. 60.00
1 10¢ Gitter Gold 65.00
Q.T. 65.00
2 1/2 Blue Front 40.00
Q.T. 40.00
1 10¢ Blue Front 55.00
Q.T. 55.00
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1 5¢ Club Console 95.00
1 25¢ Club Console 125.00
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50 Assorted 5¢-10¢-25¢, 3/5 Payout, good working order, \$40.00 each in lots of 5.

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2 Sun Ray, F.P. 85.00
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Mills Silver Chrome, 10c, 2/5 or 3/5	124.50
Mills Silver Chrome, 25c, 2/5 or 3/5	129.50
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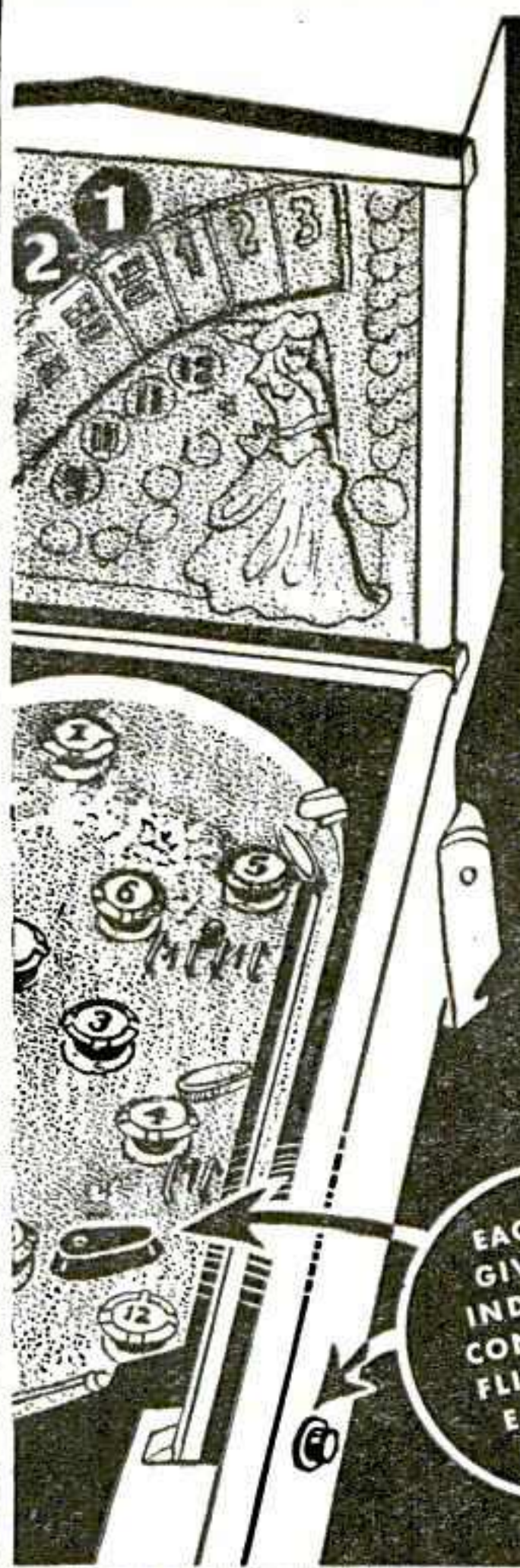
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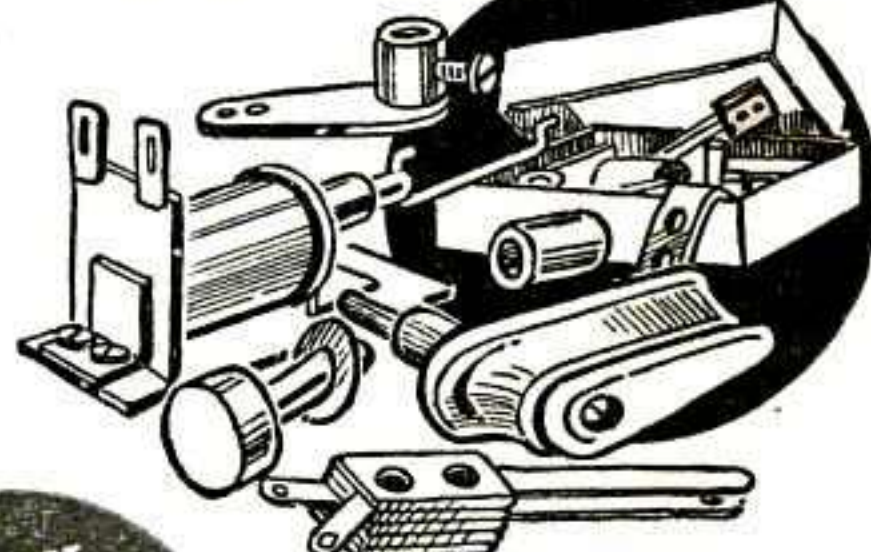
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PIN BALLS, \$29.50 Ea. Air Circus, Boloway, Bosco, Defense, Eagle Squadron, 5-10-20, Four Aces, Jeep, Hollywood, Invasion, Flat Top, Knockout, Topic, Victory, American Beauty, G.I. Joe, Horoscope, Marines at Play.	NEW SLOTS <table border="1"> <tr> <td>5¢</td> <td>10¢</td> <td>25¢</td> <td>50¢</td> </tr> <tr> <td>Mills Black Cherry . . . \$248.50</td> <td>\$253.00</td> <td>\$258.00</td> <td>\$338.00</td> </tr> <tr> <td>Mills Jewel Bells . . . 248.00</td> <td>253.00</td> <td>258.00</td> <td>350.00</td> </tr> <tr> <td>Mills Golden Falls . . . 248.50</td> <td>253.50</td> <td>258.50</td> <td>350.00</td> </tr> <tr> <td>Mills Vest Pockets . . . 74.50</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Jennings Std. Chief . . . 289.50</td> <td>279.50</td> <td>289.50</td> <td>399.00</td> </tr> <tr> <td>Jennings Club Chief . . . 324.00</td> <td>334.00</td> <td>344.00</td> <td>454.00</td> </tr> <tr> <td>Groetchen Columbia . . .</td> <td></td> <td></td> <td>145.00</td> </tr> <tr> <td>Watling Rolatop . . . 175.00</td> <td>200.00</td> <td>225.00</td> <td>300.00</td> </tr> <tr> <td>Pace DeLuxe Chrome . . . 245.00</td> <td>255.00</td> <td>265.00</td> <td>375.00</td> </tr> <tr> <td>\$1.00 Pace DeLuxe . . .</td> <td></td> <td></td> <td>550.00</td> </tr> </table>	5¢	10¢	25¢	50¢	Mills Black Cherry . . . \$248.50	\$253.00	\$258.00	\$338.00	Mills Jewel Bells . . . 248.00	253.00	258.00	350.00	Mills Golden Falls . . . 248.50	253.50	258.50	350.00	Mills Vest Pockets . . . 74.50				Jennings Std. Chief . . . 289.50	279.50	289.50	399.00	Jennings Club Chief . . . 324.00	334.00	344.00	454.00	Groetchen Columbia . . .			145.00	Watling Rolatop . . . 175.00	200.00	225.00	300.00	Pace DeLuxe Chrome . . . 245.00	255.00	265.00	375.00	\$1.00 Pace DeLuxe . . .			550.00
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\$1.00 Pace DeLuxe . . .			550.00																																										

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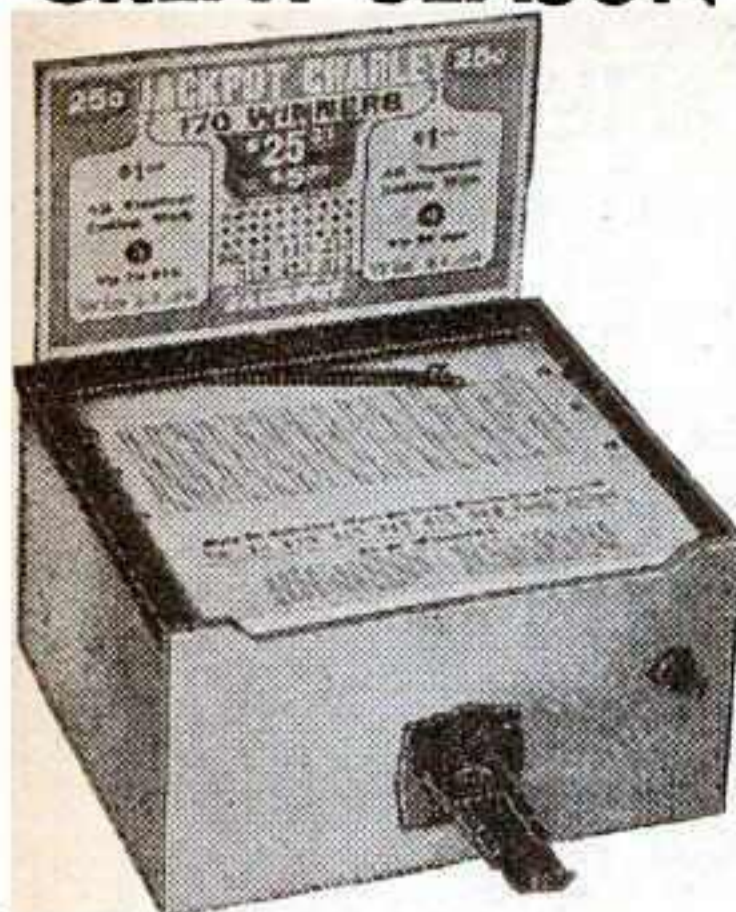
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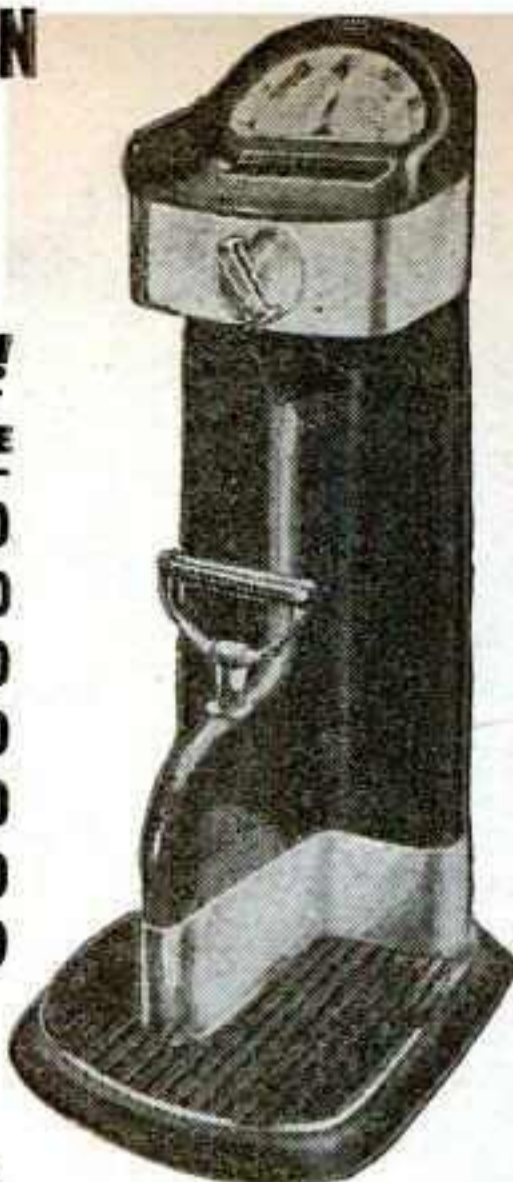
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Ballyhoo . . . \$70.00 | Dynamite . . . \$60.00
Kilroy . . . 60.00 | Canteen . . . 22.50
Smarty . . . 50.00 | Big Hit . . . 25.00
Tornado . . . 80.00 | Step Up . . . 35.00

Flippers installed on above, \$12.00 set.
All machines clean and ready for location.
1/2 Cash Deposit With Order, Balance C. O. D.
PARAMOUNT AMUSEMENT COMPANY
1426 Wells Street FT. WAYNE, INDIANA
Phone: Eastbrook 1136

SPECIAL SALE! MILLS 50c SLOTS—ALL MODELS!

SHOOTING STARS
5-Ball Free Play, Brand New, in original cases . . . \$69.50

FLIPPERS—YES!
We have them all. Write for price list of games with flippers attached. Ready for operation.

NEW PACKARD HIDEAWAY
8 New Pla-Mor Boxes, 100 ft. 30-wire cable. Complete . . . \$625.00

WRITE FOR PRICES ON ALL NEW FIVE BALL FREE PLAY GAMES, CONSOLES,
ONE BALLS & ROLL DOWNS

SLOTS — Reconditioned — Guaranteed

	5¢	10¢	25¢
Mills Blue Fronts	\$ 87.50	\$ 90.00	\$ 92.50
Mills Brown Fronts	87.50	90.00	92.50
Mills Chrome Bells	110.00	115.00	120.00
Mills Gold Chromes	110.00	115.00	120.00
Mills Black Cherys	145.00	150.00	155.00

Write for Prices on all New Mills, Jennings, Pace, Buckley Slots. TRY OUR 24-HOUR REPAIR SERVICE.

Write for List: Reconditioned 5-Balls; 1-Balls, FP or PO; Arcade, Phonographs, Counter Games, Scales.

FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information. We make all coin chute adaptations; are experts in special packing and crating. Send for our illustrated literature.

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Bally Club Bells, 5¢	79.50	
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Bally Hi Hand, 25¢	99.50	
Silvermoon Totalizer, 5¢	49.50	
10¢	59.50; 25¢	69.50
Bally Draw Bells	275.00	
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Super Bells, Four-Way	199.50	
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CABLE: MOCOIN.

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the NEW TRADIO HAS THAT NEW LOOK!

Stop! Look No Further!

Bally Hy-Rolls, Like New	\$295.00
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Latest Factory Model . . . \$1,000.00

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NO OTHER PIN GAME HAS THIS FEATURE!
PLAY 5, 10, 15 OR 20¢ A GAME WITH 1 COIN CHUTE!

- TOP PERFORMANCE
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- BEST BY OPERATORS' PRE-TESTS

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WITH THE "PLUS 4 COIN CHUTE"
 Featuring

- FOUR FLIPPERS
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"PLUS 4" COIN FEATURE COSTS ONLY \$10.00 MORE THAN REGULAR PRICE OF SINGLE COIN "GOLD MINE"



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Each additional coin inserted automatically gives player a better chance to win. Here is a 5 ball game that can take in 20c instead of 5c per game!

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MARVEL Manufacturing Co. 2847 W. FULLERTON AVE., CHICAGO 47, ILL.
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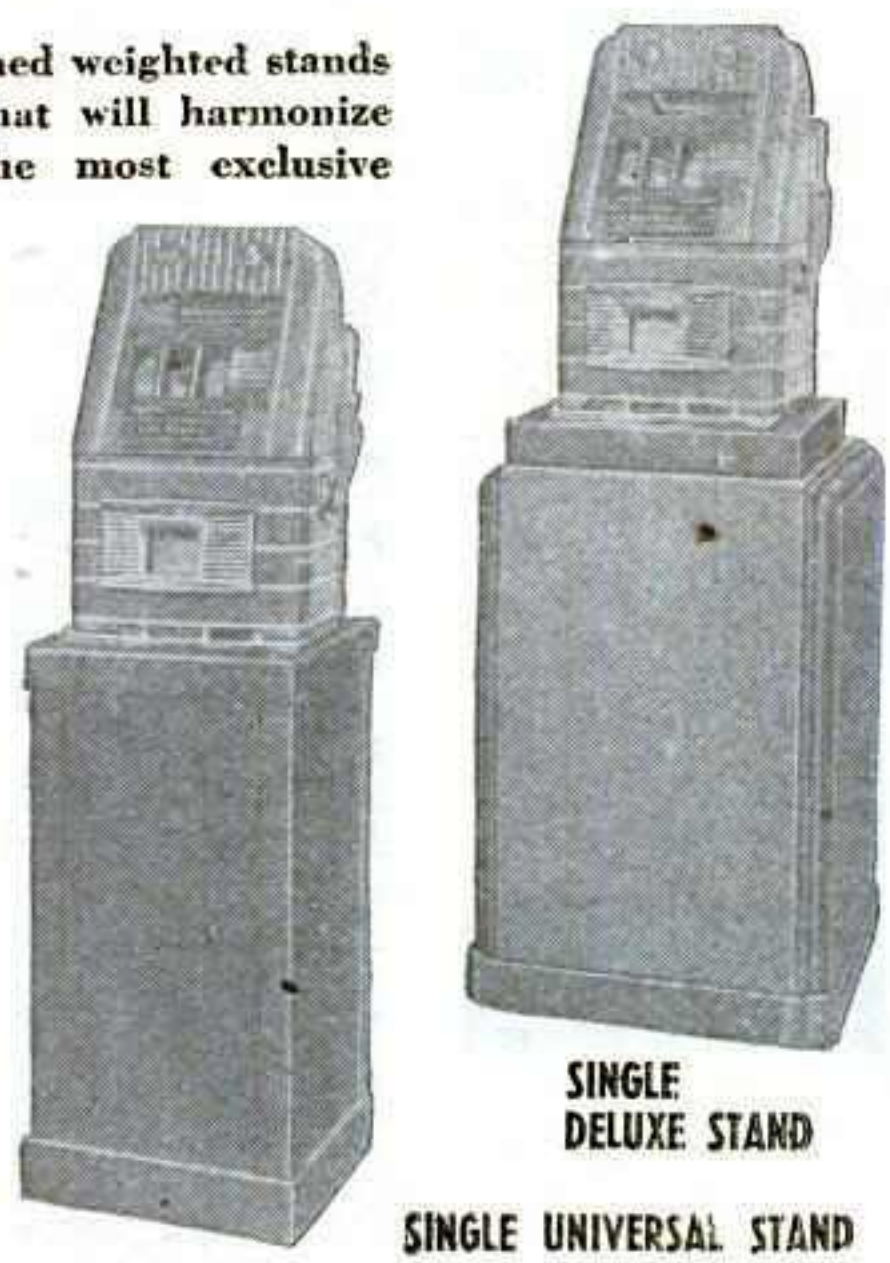
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Here are two beautifully streamlined weighted stands—with plenty of eye appeal—that will harmonize with the finest interiors in the most exclusive locations.

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Congratulations "Harry" on your new appointment! We know your many friends whom you have known for 25 years in the Coin Machine business will be happy to hear of the good news . . . as happy as we are to have you with us.

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— 1 —
KEENEY BONUS SUPER BELL TWIN
Like New!
5-25c PLAY **\$600.00**

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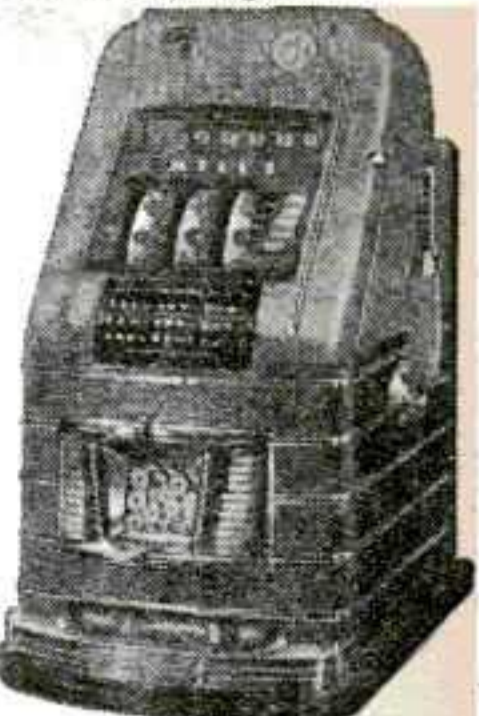


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You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play.
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A "Pony-Size" Bell. Weighs only 35 lbs.
The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

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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.
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Established 1895 1401 CENTRAL PARKWAY CINCINNATI 14, OHIO

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- Used **BALLY ONE BALLS**
- Victory Special (Chrome Rails) . . . \$139.50
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PREMIER BARREL ROLLS
10 1/2' and 12 1/2' (Like New!)
\$119.50 (crating \$10 add.)

All above equipment **THOROUGHLY RECONDITIONED, READY FOR LOCATION and GUARANTEED!**

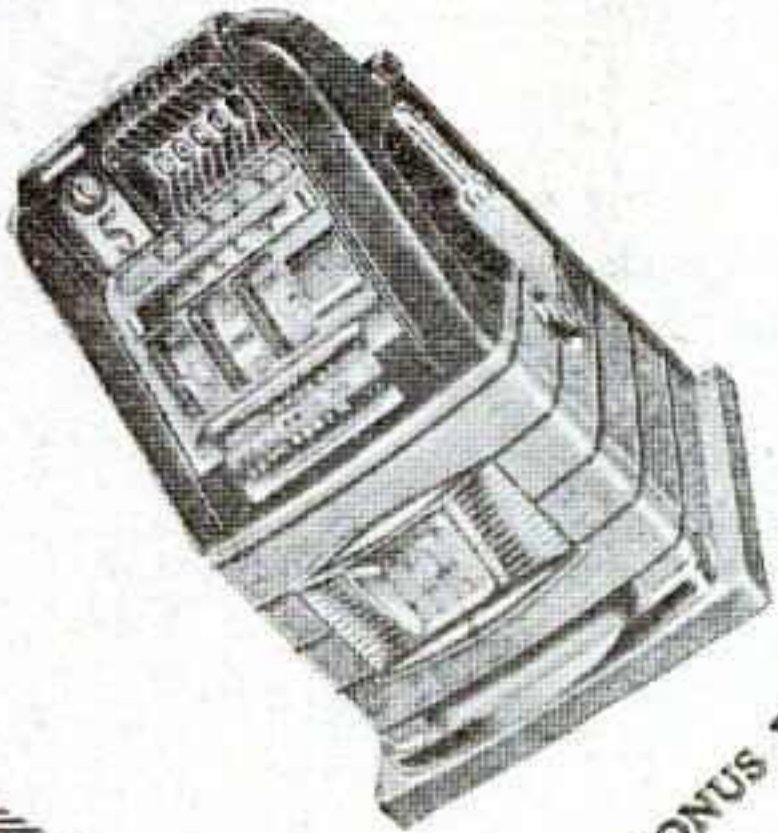
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★ Write ★ Wire ★ Phone ★

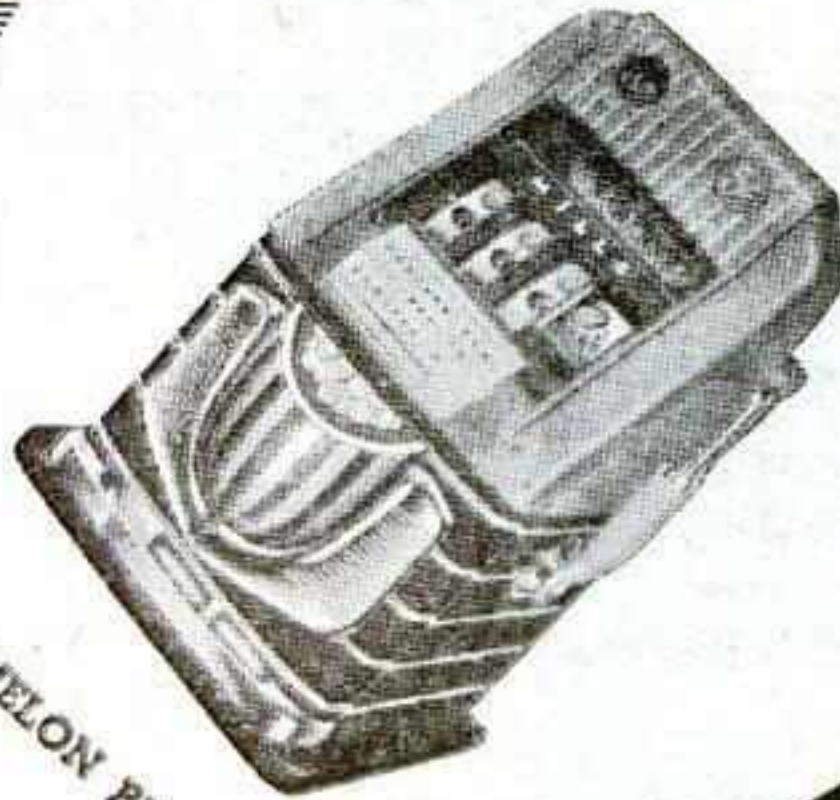
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Distributors of Coin Operated Machines & Devices
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Are you looking for a four leaf clover?



BONUS BELL



MELON BELL



BLACK GOLD



JEWEL BELL

Be prepared to meet the locations' demands with Mills new P

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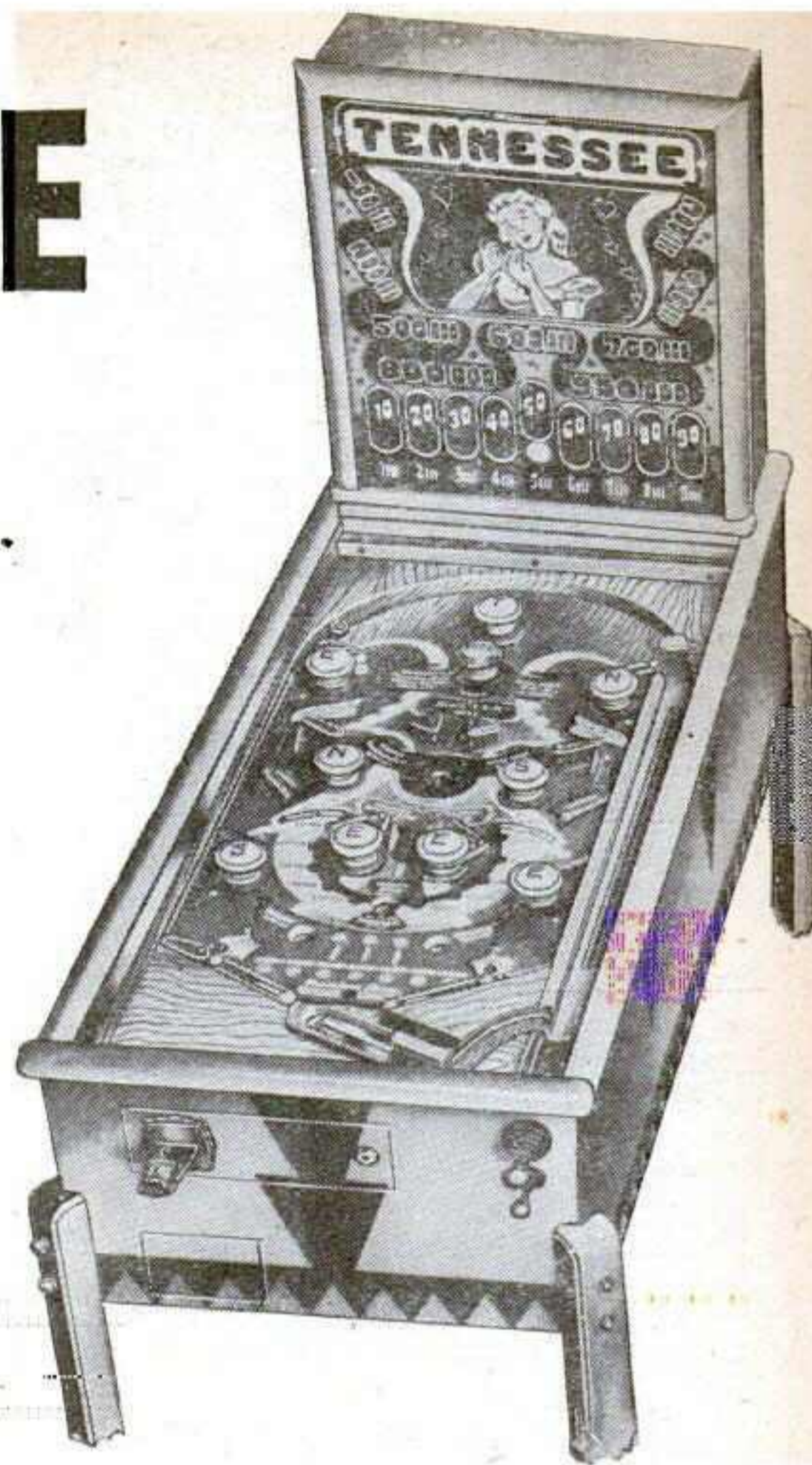
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 with **TENNESSEE! Fast Flipper Action . . .**
Sequence . . . Three Spot Roll-overs . . . Premium Score . . .
Double Premium Score . . . Reserve Score . . .
 . . . plus Williams new Pylon Lights!

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**ACTIVE
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COMPLETELY RECONDITIONED—READY FOR LOCATION!

**Yes! we have Gottlieb's
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 Cinderella**



Better than **Humpty Dumpty**
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 proved flipper bumpers, com-
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- STAGE DOOR CANTEEN 29.50
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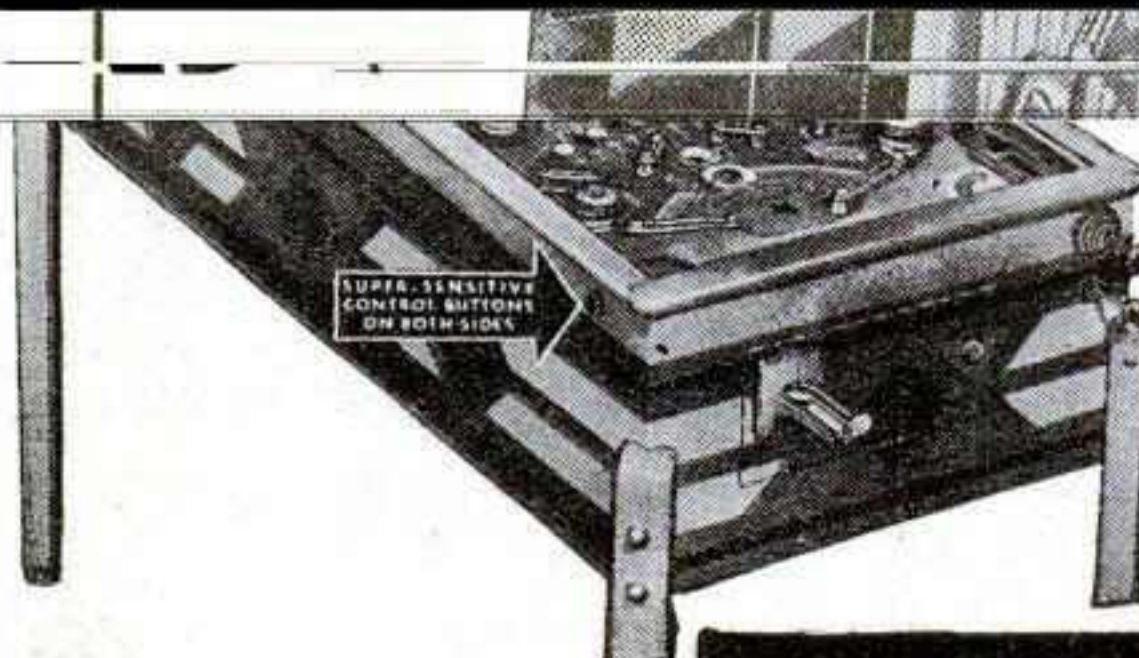
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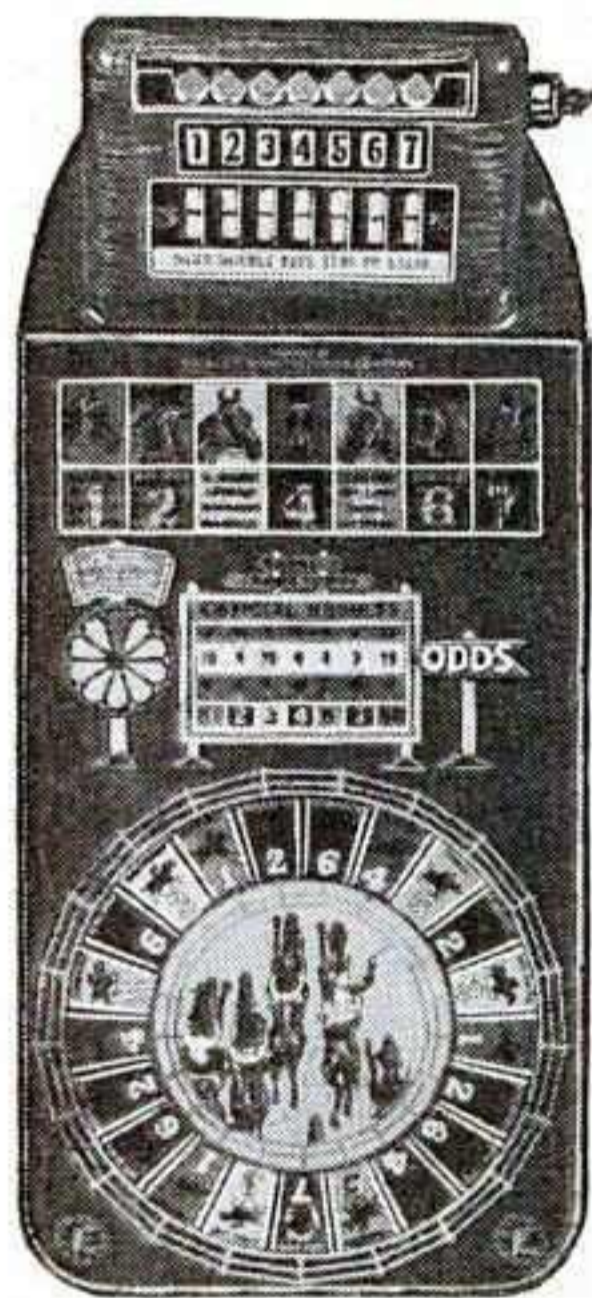


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Hundreds of operators know from actual experience that Track Odds and Parlay Long Shot are the greatest money-makers ever offered to the coin machine trade.

If you don't know it, here's your chance to find out—and it won't cost you a cent. Both Track Odds and Parlay are available in nickel or quarter play—for straight cash or check payout.

Order a sample today on our thirty days' free trial offer explained below.



TRACK ODDS

Illustration at the left shows the TRACK ODDS top glass. From one to seven coins may be played at one time. Winner is indicated by the spinner and odds changer shows odds. Players like the TRACK ODDS because it is easy to understand and gives them ACTION and THRILLS.

PARLAY LONG SHOT

Illustration on the right shows Buckley PARLAY top glass. Notice the big odds — 10-15-20-25-30 to 1 plus jackpot as high as 500 to 1. Naturally the PARLAY is a real favorite with long shot players. It's an ideal companion console for the TRACK ODDS.



SPECIAL OFFER!

Try it before you buy it! Pay no money down! Thirty days' free trial to established operators! We are making this special offer to prove to you that Track Odds and Parlay Long Shot will give you better mechanical performance and will make you more money than any other console. Let us know the type of location in which Track Odds or Parlay Long Shot will be placed and we will recommend the model for your particular location.



Buckley Manufacturing

4223 WEST LAKE STREET CHICAGO 24

TERRIFIC ACTION!

7 PLAYER CONTROLLED FLIPPERS!

ADVANCING BONUS SCORES!

KEENEY'S "Cover Girl"

BIG MONEY IS WAITING FOR YOU!

★ Sensational FLIPPER and bumper action!
★ Big ADVANCING BONUS SCORES!
★ SPECIAL SCORES of 50,000!
★ TOP HIGH SCORE: 950,000!

Keeney's "Cover Girl" is a riot of FAST high-scoring action. A BIG MONEY WINNER!

FLIP BUTTON

FLIPPER ACTION is from center and bottom, as well as from both sides. It's FAST!

SPECIAL SCORING!

NOVELTY AND FREE GAMES

Also Available as a 5-ball straight novelty roll down game with console cabinet

Order from your Keeney Distributor

BE FIRST IN YOUR TERRITORY TO CAPTURE CHOICE LOCATIONS WITH THESE KEENEY WINNERS

THE LATEST AND GREATEST OF CONSOLES

NEW! Keeney's "GOLD NUGGET"

Bell fruit reels! 2 coin play! Multiple Scoring! New High Awards! See it! Play it! Standard models equipped 5c-25c chutes. Any combination of 5c-10c-25c chutes.

J. H. Keeney & CO., INC.

"THE HOUSE THAT JACK BUILT"

2000 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

BADGER'S Bargains
"Often a few dollars less - Seldom a penny more"

LOS ANGELES Bill Happel
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GUARANTEED RECONDITIONED CONSOLES

NEW KEENEY GOLD NUGGET ... WRITE	NEW BALLY WILD LEMON WRITE
NEW BALLY TRIPLE BELLS ... WRITE	NEW BALLY DOUBLE UP WRITE
BALLY TRIPLE BELLS, 5-10-25 ... \$595.00	KEENEY BONUS 2-WAY, 5-25 ... \$595.00
BALLY TRIPLE BELLS, 5-5-25 ... 575.00	KEENEY BONUS 2-WAY, 5-5 ... 575.00
MILLS 1947 THREE BELLS ... 395.00	1947 GALLOPING DOMINOES, P.O. 395.00
MILLS 1941 THREE BELLS ... 169.50	1947 BANGTAILS, P.O. ... 395.00
KEENEY 4-WAY SUPER BELLS ... 169.50	BALLY DE LUXE DRAW BELLS ... 325.00
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KEENEY SINGLE SUPER, F.P., P.O. ... 59.50	BALLY DRAW BELLS (M. B.) ... 245.00
MILLS JUMBO, LATE F.P. ... 39.50	MILLS JUMBO, LATE F.P., P.O. ... 49.50
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KEENEY BONUS 3-WAY, 5c, 10c, 25c, Rebuilt and Refinished Like New **\$695.00**

KEENEY BONUS 1-WAY, 5c or 25c, F.P., P.O., Rebuilt and Refinished Like New... **\$295.00**

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MILLS BLACK CHERRY, ORIG., 5c \$149.50	NEW MILLS JEWEL BELL WRITE
MILLS BLACK CHERRY, ORIG., 10c 159.50	NEW MILLS BLACK CHERRY WRITE
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MILLS BLACK CHERRY, ORIG., 50c 295.00	SINGLE WEIGHTED STAND 19.50

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Badger Novelty Co.
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The finest playing, finest looking, finest money maker. RCA 6-tube coin-operated radio, built tough as a tank to keep the play in hotels, cabins, etc.

\$27.95 with order 6 months to pay balance of \$42.00

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Terrific ROLL-DOWN Specials

Roll (Kicker) \$175	Double-Up (Button) \$ 75
Man Roll 100	Tally Roll 75
Roll 100	Genco Play Ball 55
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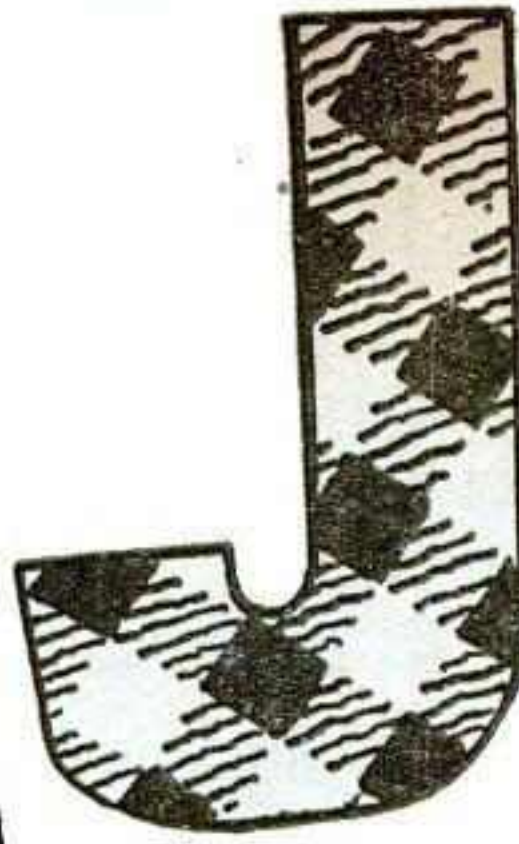
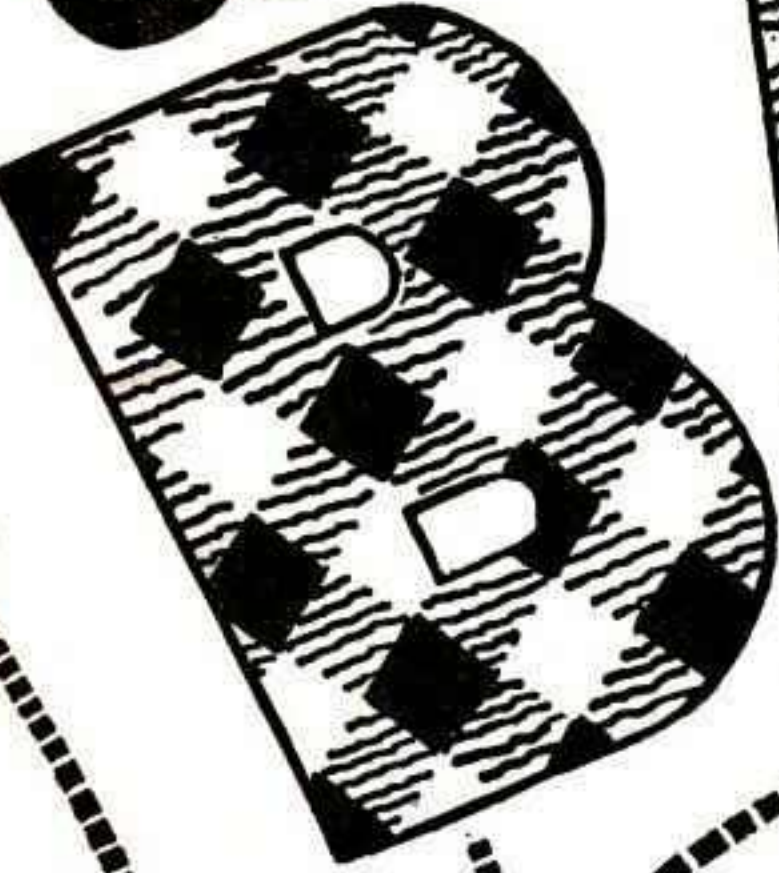
and many others

1/2 Certified Deposit Write for Price List

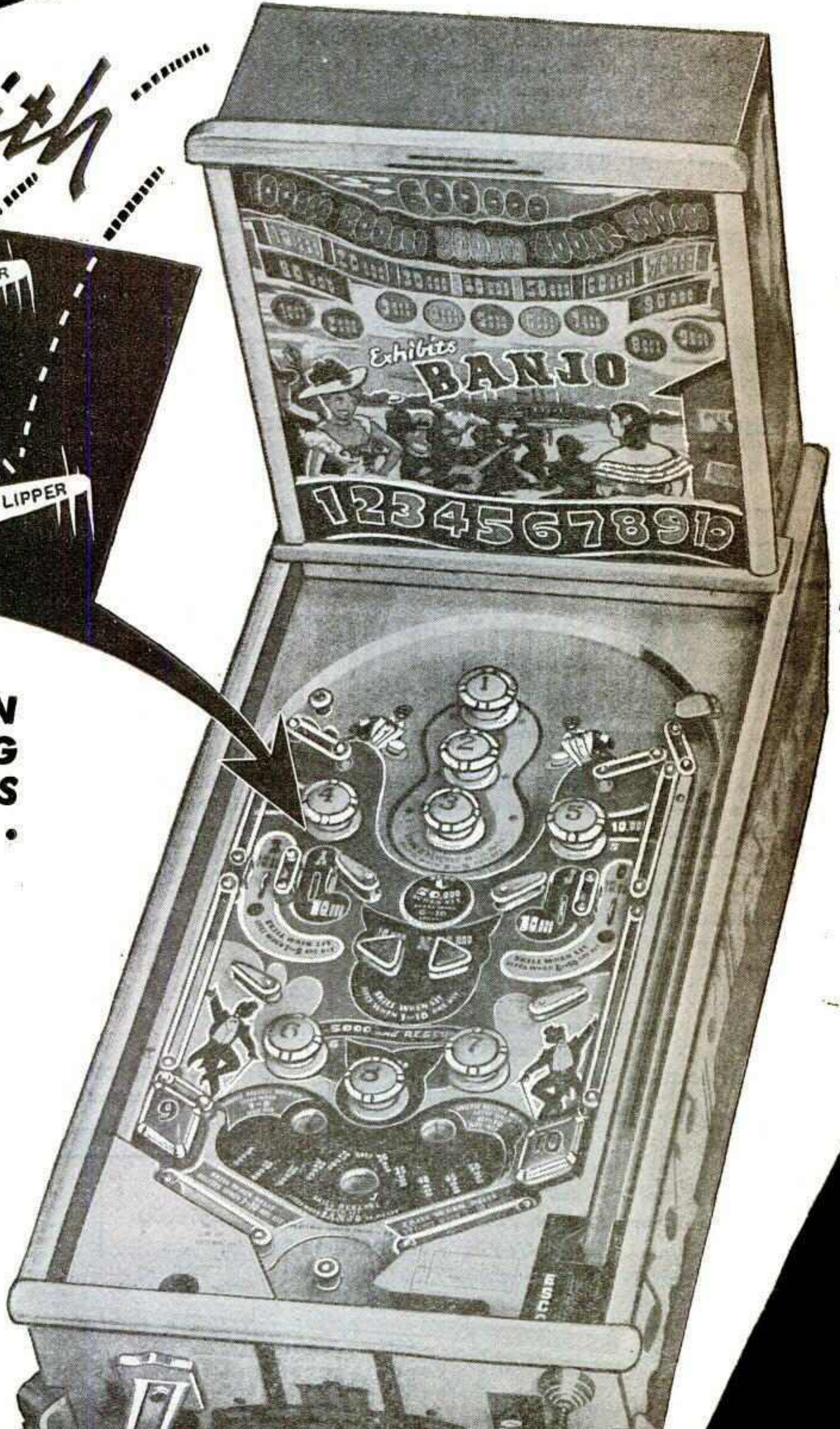
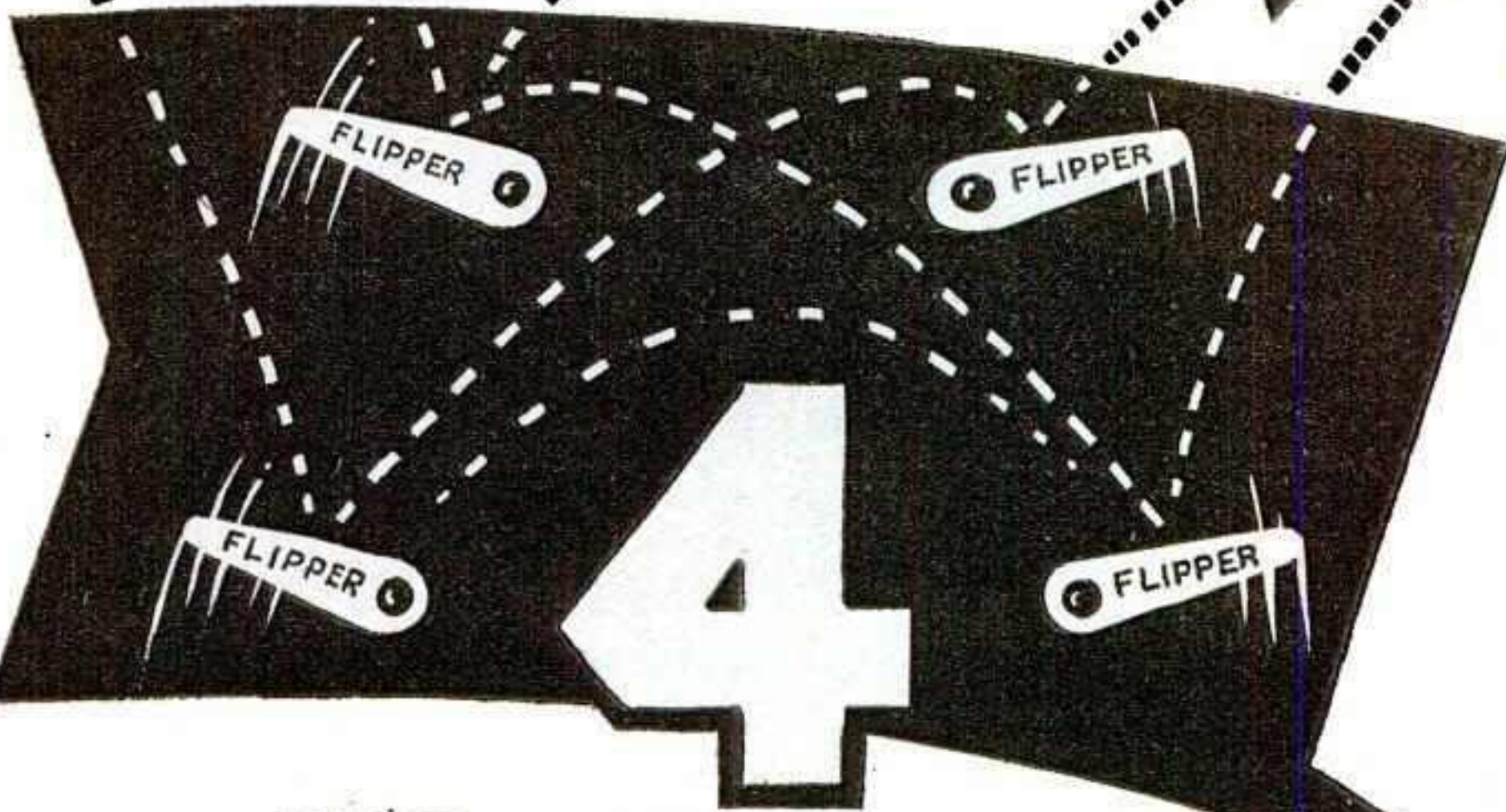
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GREAT!!!**



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**SKILL FLIPPERS
WITH BANK SHOT ACTION
GIVING FAST FASCINATING
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• • WITH NO DELAY • •**

plus **SINGLE and DOUBLE build
up BONUS HOLES**

plus **2 or 5 BUILD UP • •
• • BONUS BUMPERS**

plus **SKILL build up BONUS
HOLES (convertible to
BONUS or DOUBLE BONUS)**

plus **HIGH SCORE BUILD UPS,
BUMPERS, ROLL OVERS,
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FAST PLAY—GREATER EARNINGS!

Evans' new electro-pneumatic control speeds up play faster than ever before!

MYSTERY ODDS!

One each play odds change with flashing lights and mechanical action!

7 COIN DROPS with Individual Coin Detectors

NEW REFINEMENTS! NEW DESIGN!

Rich new cabinet . . . brilliant, colorful backboard . . . brightly lighted, full vision race track!

2 GREAT MODELS { CASH PAYOUT FREE PLAY CONVERTIBLE } **5c OR 25c PLAY**

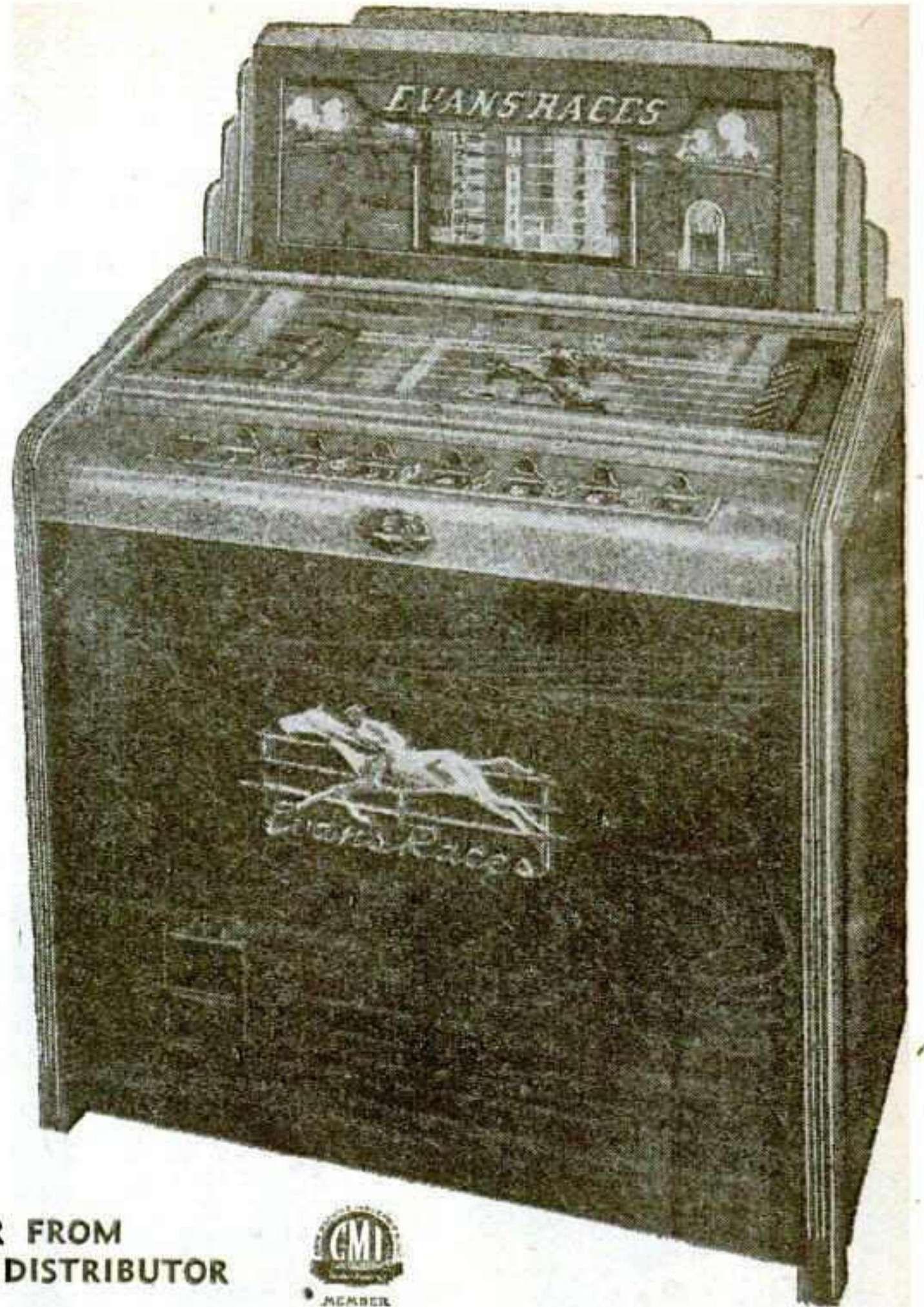
5c CASH MODEL

WITH 25c
DAILY
DOUBLE
SLOT!

FREE PLAY

ODDS CHANGE
FOR EVERY
SELECTION

This feature also available in Cash Model



H. C. EVANS & CO.

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CHICAGO 7, ILLINOIS

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JENNINGS STANDARD CHIEFS (SILVER CHROMES)

Like new—used from one day to two weeks

5c	\$170.00
10c	180.00
25c	190.00
50c	270.00

JENNINGS STANDARD CHIEFS (SILVER CHROMES)

Used sixty days—guaranteed perfect

5c	\$140.00
10c	150.00
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Guaranteed in A-1 condition

5c Standard Chiefs (Silver Chromes)	\$110.00
5c Bronze Chiefs	90.00
25c Standard Chief Black Hawks (Gray Front)	115.00

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25c Black Cherry	120.00
25c Brown Fronts	85.00
25c Silver Chromes	90.00
50c Gold Chromes (Fish Mouth)	115.00

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25c 1945 Red Fronts	\$100.00
50c 1945 Red Fronts	125.00

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25c Evans Racers, like new, used one week	745.00
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25c Super Bells, Comb. F.P. and C.P.	60.00
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Universal Single Stands, new	\$16.00
Universal Single Stands, used one week	14.00
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1/3 Cash With Order, Balance C. O. D.

YOU CAN'T AFFORD TO PASS UP THESE BARGAINS

FLORIDA AMUSEMENT CO.

HOLLYWOOD BLVD., HOLLYWOOD, FLORIDA

PHONE HOLLYWOOD 160

OUTSTANDING

IT'S OUTSTANDING! IT'S TERRIFIC!

PROMPT DELIVERIES!

TRIPLE ACTION

FLIPPER ACTION TO THE TOP OF THE BOARD

ADVANCING BONUS SCORES SPECIAL "BONUS FEATURE"

TRIPLE BONUS FEATURE

*Triple Action!
Triple Profit!*



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2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

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FOUR FLIPPER GAME

CATALINA

IS OUTSELLING THEM ALL!



**IN GREATER
DEMAND
THAN ANY OTHER
GAME ON
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- ★ NEW FLIPPER ACTION
- ★ DOUBLE BONUS
- ★ HIGH SCORE
- ★ SUPER-BONUS
- BUILD-UP POCKETS
- ★ FREE PLAY LANES

**ORDER FROM YOUR
DISTRIBUTOR TODAY!**

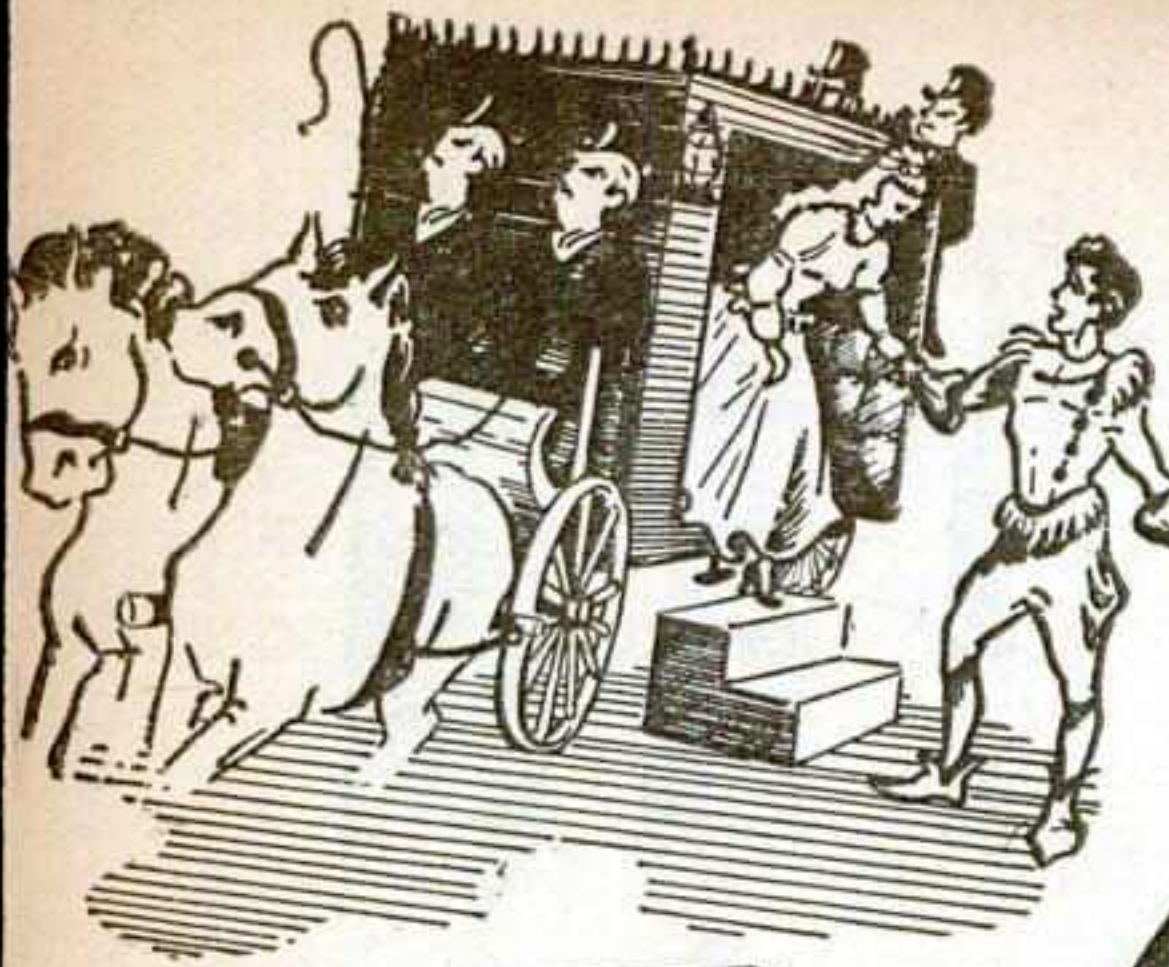
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ALBERT SIMON
501 W. 42nd ST., NEW YORK, NEW YORK

"To Date
the **HIT**
of '48"

CHICAGO COIN MACHINE
COMPANY

1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS



Once upon a time

There were just ordinary games.
Then along came Gottlieb's Magic Touch



Cinderella

Glittering BEAUTY! Phenomenally PROFITABLE!
Triumphantly NEW! Magnificently DIFFERENT!

See how CINDERELLA
transforms mediocre locations
to top spots RIGHT BEFORE
YOUR EYES with

The ORIGINAL FLIPPER BUMPERS

● ROTATION SEQUENCE!

● HIGH SCORE!

● KICKER POCKETS!

Plus

DOUBLE BONUS

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"There is no substitute
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UNITED'S MANHATTAN



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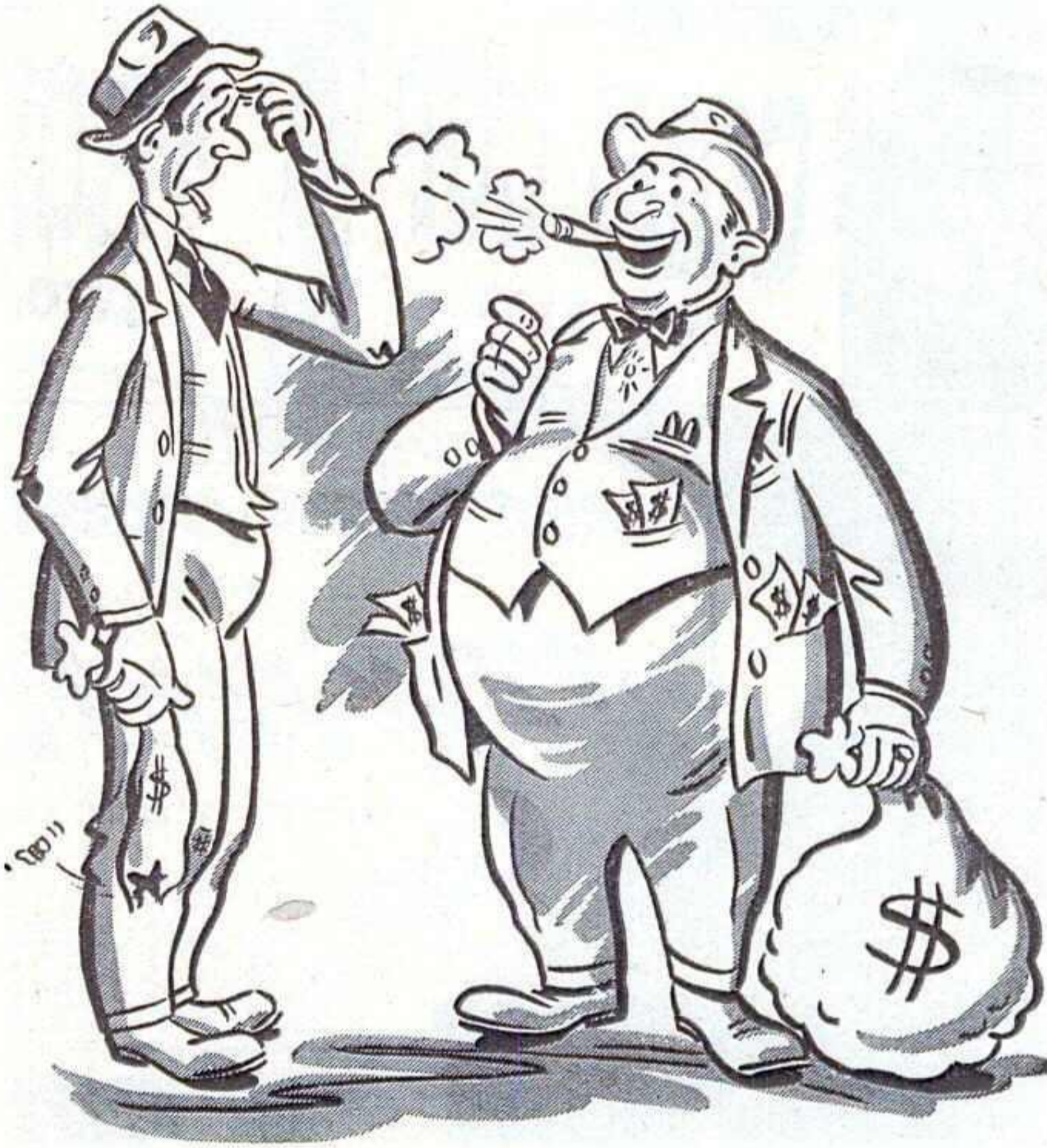
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