

The **Billboard**

FEBRUARY 23, 1946

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

RADIO

FIFTH WEB SWEEPSTAKES



BENNY GOODMAN
Swing's No. 1 Baton—the Licorice Stick
(SEE MUSIC SECTION)

MUSIC

Are U. S. & England Set for 2-Way Tin Pan Alley Invasion?

GENERAL NEWS

Everybody Has a First--- It's a Fetish in Radio

COIN MACHINE

1946 CONVENTION IN PRINT

Meet "The Mayor"

(He's got influence!)



"The Mayor" is Nelson E. Bragg, whose daily whimsy is known and liked by millions of New England radio listeners. . . Now "The Mayor" brings his wit to WCOP, the Boston Cowles Station, three times daily, Monday through Saturday, From 7:45 A. M. to 8:00 A. M. and again from 8:15 A. M. to 9:00 A. M. he emcees a smart comedy and variety show featuring the live talent of Hum and Strum, who are among the longest and best known radio performers in New England. One-minute spots are available on these programs.

"Braggin' with Bragg" is the headline for "The Mayor's" afternoon program — from 4:15 P. M. to 4:45 P. M. — where he dispenses comedy with popular recordings. One-minute spots or quarter-hour units are available at this time.

Both Bragg himself, and Hum and Strum pitching with him, are long established in Boston listener-loyalty. These programs of top-notch entertainment are top-flight vehicles for sponsors who want to address a proven following. Rates and availabilities from any Katz office.



P. S. "Terry's Tune Shop" is another smart buy. Terry Cowling presides over a program of "sweet" recordings from 2:00 P. M. to 2:30 P. M., Monday through Saturday. Available for minute spots or quarter-hour units.

WCOP Boston

A Cowles Station
Exclusive American Broadcasting Company
Outlet in Boston

Everybody Has His Pet 'First'

Even Brits Go For Vintage 'Kempy,' USO O'seas Legiter

By Dan Carr

BERMUDA, Feb. 9.—You wouldn't think a comedy which made history on the Main Stem in the '20s would do equally sock laugh biz here today. But it's true. USO Unit No. 775 has been playing the J. C.-Elliott Nugent comedy, *Kempy*, with terrific success here, not only to our G.I.'s and gobs, but to British Tommies and tars. It went over better, in fact, with the British than with our boys.

Ours is a ten-people outfit (four men and four women principals, and two general understudies) and travels light on sets. There's only one set in the show and since chairs, tables, desk and a couch can be conned out of the local service posts or stations, all we have to carry is five canvas-wrapped items containing a complete set together with six bags filled with wardrobe and props.

Travel Tough

Even at that, moving this much wasn't as easy as you'd think. Coming from New York to here (the first stop on a skedded route), due to lack of plane space, we had to ship the troupe and bags in two different planes; the first arriving 24 hours ahead of the other.

Even with all the help we got from service officers and personnel, our operation was no cinch. For example, we debbed at the Fort Bell Theater, the local U. S. Army post. It was the usual type of theater which can be used for stagshows or pix. We played two nights and one matinee. A problem used to occur on the evening shows. We had to have an early show at 7 p.m., so as to be able to clear out before the

regular screen program at 9 p.m. This called for a fast change-over to make room for sound equipment which was mounted on a large movable device and had to be rolled into place behind the screen. The screen itself, however, was the modern type that could be shifted to rear stage by means of a hand crank.

Our problem was to make the change-over without striking the entire set. We did it by lowering the backwall of the set to the floor, pushing left and right wings back out of the way and covering the flats on the floor with dark cloth to kill reflection on the screen. By deft and fast work on all counts, the screen (See *EVEN BRITONS GO* on page 4)

Senate Group Skeds Showbiz Voice on U.S.-G.B. Tax Treaty

WASHINGTON, Feb. 16. — Showbiz people on the U. S., Great Britain and Northern Ireland circuit will get a fighting chance to win freedom from double taxation on income earned in U. S. and Great Britain, as result of action by Sen. Walter George (D., Ga.), chairman of the Senate Finance Committee, removing an Anglo-American Tax Treaty measure from the Senate calendar where it had been pending since last July. The treaty will get further consideration by Senate Foreign Relations Committee, *The Billboard* learned, and hearings have been tentatively scheduled for next month expressly to give entertainers an opportunity to put their case on the table.

Triple-Threat Abie

NEW YORK, Feb. 16.—Milking her one best-selling idea for all the cream that's going, Anne Nichols is now working on a "modern, streamlined book version of her marathon legit hit *Abie's Irish Rose*. This is as well as radio and screen versions of the play. Plan now is to deb familiar tale in three media simultaneously.

9 USO Troupers Missing in Pac

NEW YORK, Feb. 16.—Word was received here today from the United States Army's Pacific Air Command that a plane carrying a complete USO-Camp Shows' troupe has been missing since February 5. Unit, consisting of three husband-and-wife teams and three other entertainers, was en route from Iloilo on Panay Island for Cebu. Search operations are continuing.

This is the first USO package to have been lost in the line of duty. Since the inception of USO there have been 18 plane fatalities altogether but never before has a whole troupe been lost.

Outfit left here November 19 for a six-months tour of the Pacific, opening December 5 in Manila. One of the party, George Krinog, magician, of New York, had recently been transferred to this troupe. A member of another unit, he was due to return home, but elected to go into the availability pool, and was sent out with the missing unit.

Missing personnel are: William J. Walsh and Bea Renee (Mrs. Walsh), comics, of Boston; Eric V. G. Wahlberg, (See *USO ACTS MISSING* on page 4)

Radio No. 1's Top 'Em All

Most of them mean little or nothing to person or org claiming them

NEW YORK, Feb. 16. — Everybody wants to be a "first." It doesn't matter very much what the "first" is, be it the first to walk up to the tower of the Empire State Building or the first to have a wire screen erected in front of the "talent" from vegetables, as did the Cherry Sisters. During the war, the "first" phobia with radio stations became an unsavory race, with even seconds ahead of a competitor on a news break rating full-page advertising in the trade papers.

In one way, "firsts" are big business, with research organizations in Washington getting anywhere from 1 to 50 bucks to determine who was first and why. If it ties in with an invention, the publication of a book, song or some commodity, the "first" pays off in dough. And, when it's just for the ego of the "firster" it also pays off, but this time it's for the checker rather than the "firster" himself.

Westinghouse Huff

And it's a very serious matter, this "first" business, the Westinghouse stations withdrew from the National Association of Broadcasting because the NAB (See *Everybody Has His Pet* on page 11)

N. Y. FOLD-UP HUGE JOLT

18-Hour Skein Hits All Fields

Estimates of losses as high as \$10,000,000—clubs, pic houses, legit take big wallop

NEW YORK, Feb. 16.—With only one hour and 59 minutes' notice, Manhattan's entire showbiz was ordered shut down Monday (11), by a health edict issued by Mayor William O'Dwyer over the signature of Health Commissioner Ernest L. Stebbins.

It was a ukase that caught showbiz with a sucker punch and cost a myriad headaches and an unaccountable pile of dough for show-shop, nitery, arcade, bowling alley, dance halls, pic house ops, who faced a \$500 fine—plus—if they did not heed the edict. Cops were on hand to see they did.

Just as suddenly—18 hours later—the ban was lifted; too swiftly and with too little notice to do showbiz much good. This order lift caused howls that could be heard from Times Square to Tuscaloosa.

City Hall Panic

Cause of the ukase was the eight-day-old tugboat strike, which, even tho the Federal Government was called in to

City-Wide Padlock

How showbiz was affected by the shutdown in New York is described on this page in general and in departments in particular.

moye the tugs, nevertheless left New York far too short of its much needed fuel. The previous week there had been rumors and rumblings (*The Billboard*, Feb. 16) that, if the strike kept on too long, showbiz might have to take a layoff on account of fuel lack. But such possibilities were mostly murmured about and were not expected to materialize.

However, on Monday, when tugboat union and employers remained stub-

bornly at loggerheads and O'Dwyer discovered that reserve fuel oil had sunk to only about 500,000 gallons (it takes 4,000,000 gallons a day to keep New Yorkers warm at home, in business, or while being entertained), a touch of panic crept into City Hall and the edict was slapped on pronto.

"Ghost Town"

Showbiz reeled, but took it, facing the grim fact that anticipated green-back hoard from the usual Lincoln's Day holiday was just a mirage. For the most part, by a little after midnight Monday, the Main Stem looked like the main drag of a ghost town. The brown-out on marquee signs, which had been on a few days, now resolved itself into a blackout. Crowds got out of late show-shops, hotels and niteries, alleys and arcades and began the sad trek home. Some ops wrung their hands and

(See *N. Y. FOLD-UP* on page 25)

11th-Hour Reprieve Saves 70th From Going to the Dogs

NEW YORK, Feb. 16.—Biz blackout ordered by the mayor's office effective midnight Monday (11) looked like a knockout wallop for dogdom's top yearly event. Ukase stunned management and owners of pooch aristocrats set for Tuesday-Wednesday competition in the Westminster Kennel Club's 70th annual dog show at Madison Square Garden.

However, despite the bleak outlook, the Foley org, superintendents of the exhibit, jumped to work on the Garden arena as soon as the final whistle blew for Monday night's basketball game, and by 9:30 the following morning had the judging rings and concession stands set and the 2,599 entrants safely benched on the floor below.

Enforced shuttering for the holiday was a financial body-sock to gate receipts on a two-day show and the management straddled the fence for some hectic hours as to whether to throw in the sponge. Six p.m. release order came thru too late to permit an evening session, but it was decided to telescope the whole shindig and run it off Wednesday. Decision was sound, as dog lovers rallied to a hefty turnout for the single day session and the coin return is figured to be better than half-normal.

Management, judges and exhibitors comboed excellently in running off a two-day show in one. Pooch owners, warned by the p.a. system, had their entries in the rings on the dot, and the 50-odd experts made every minute count in tabbing the winners of 125 breeds. Show ran only a bit after midnight and included a return exhibition by Willy (See *REPRIEVE SAVES DOGS* on page 4)

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BBC Musical Theater Marks Net Maturing

To Air Original Hit Plays

NEW YORK, Feb. 18.—Following big press plugging of NBC's pact with the Dramatists Guild to tele pre-Stem shows at \$1,000 per (see *The Billboard*, Feb. 9), comes news from London that the British Broadcasting Company is planning to branch out into legit and musical airings in the near future. British plans, however, are straight radio, not video.

London venture is monikered *Musical Theater of the Air*, and will consist of musicals or plays with music, most of which will be specially scripted, while the rest will be adapted from legit hits. Sked calls for 60-minute runs once a week, and scope of the idea is to be very broad. No less than eight producers are being garnered to handle the series, including Howard Agg, Archie Campbell, Gordon Crier, Eric Fawcett, Vernon Harris, Douglas Moodie, Henry Reed and Ronald Waldman.

Idea is an advancement on regular BBC variety department programing in the past, and plans to lay special emphasis on the "listenable" quality of the shows. Debber is *Lady in Love*, by Douglas Furber, with music by ex-Yank ork maestro Carroll Gibbons. Show is specially written for Jack Buchanan and Elsie Randolph.

This is to be followed by *Choir Practice*, comedy of a Welsh choir and its performance of Handel's *Messiah*. The oldest longhair's tunes will form the show's music. Scripting is being done by London thesp-writer Cliff Gordon, and show will star two Welsh thespes, Emrys Jones and Glynis Johns.

"Bittersweet," "Roberta" Set

Among the air adaptations skedded are *Bittersweet* and *Roberta*. Originals set include a new play by L. A. G. Strong; a thriller by Francis Durbridge; a new romance by character thesp Mabel Constanduros and Howard Agg, with music by Mark Lubbock; a musical treatment of a famed Dumas story; a farce by Ben Travers; a play by vet John Keir-Cross, and a musical adaptation of *The Wizard of Oz*.

A notable departure from the customarily staid BBC approach to Shakespeare is a musical comedy version of *As You Like It*, in which the classic comedy gets a 1946 treatment. The forest of Arden becomes the Ardennes; Touchstone the clown is transformed into a cockney chauffeur named Touchy; the melancholy Jaques becomes a Scot, Jock who plays the bagpipes at the drop of a hat, or before; and show opens with a radio hold-by-hold description of a wrestling match between Orlando, the Golden Boy and Charlie the Chucker. Rosalind, too, in male impersonation, goes vaude with special songs.

This news suggests that BBC has decided at last to get out of its radio diapers and the doldrums and go in for showbiz on a big scale. Relatively speaking, it is as forward a movement for the BBC as the tele pact is for NBC. With slower pace and more minutes at its disposal than the Yank webs, BBC is setting a trend for air producing in which the shows will not have to be pared to close time as is the Theater Guild of the air here. Of course, following the rule, there will be no break-ups for commercials, so that the British net will air shows as strict entertainment and not as commercial radio.

NBC Still Pacer

But it still is trailing NBC, which debbed what it believes to be the first full-length original tele play Sunday (17). Show is *Laughter in Paris*, scripted by Richard P. McDonagh.

Web went out for different flacking for this show with a special extra note in the program, drawing attention to originality of the show and also that author showed it to a top pic agent who saw Hollywood possibilities in it. Agent got pic execs to take a gander at the six-character, 15-scene show simultaneously with public viewing. Flack again comments on fact that such showing is another first.

Snapper of the whole plugging is inclusion of an ordinary penny postcard which asks listener: (a) To imagine himself or herself as a pic producer and to cast the show with pop screen stars; (b) For an honest opinion of the tele play.

G.I.-Gob Combo On Saipan Offers 'The Hasty Heart'

SAIPAN, Feb. 9.—Six G.I.'s and three gobs made up the cast of the second show of the Saipan Theater Guild, *The Hasty Heart*. Debbing show was *George Washington Slept Here*.

Direction and production were undertaken by Corp. Paul Wendel, former Broadway and radio thesp. Corp. Ethan Mellen did the sets. Star is Corp. Steve Fleetwood, alumnus of the Commanders Theater Group of Elizabeth, N. J.

Cast includes a WAC ex-drama teacher from Cleveland; several alumni of amateur groups, including the Catholic Theater, Detroit, and Narbeth (Pa.) Drama Club; a divinity student, a Grand Rapids nitery emcee, and several high school drama players. Show is skedded to play three nights a week in the Guild Theater, which seats 175.

Oxford, Cambridge Show Their Seats To Living Drama

LONDON, Feb. 16.—Gad, sir! It's the thin end of the Ameddican wedge!

Legit is invading the campuses of the ancient and staid Oxford and Cambridge universities, according to strong rumors here. Whisper is that both universities are setting up Chairs of Drama.

Altho Oxford goes hot for annual longhair drama with its OUDS (Oxford University Dramatic Society), and Cambridge with a similar outfit, these are merely small groups in which top-drawer British thespes get the gravy and a few freshmen or sophomores carry spears and haul chariots. Otherwise, policy in both places is to look on legit as part of the literary course and let it rest as something learned in printed matters, not as a collaboration of author, actor, scene designer, director and audience.

Now, however, with creation of drama chairs, campus boys and girls will follow the familiar Yank pattern and dig into legit as a living study.

Even Britons Go For Vintage 'Kempy'

(Continued from page 3)
show got underway eight minutes after the closing curtain.

G.I.'s went for it, many of them marking it as their first show of this kind.

British Navy Docks

Next stop was the British Navy Docks. Here theater conditions were much more difficult. There was an odd-shaped platform measuring 21 feet by 21 feet and the set had to be shortened by omitting certain sections in order to fit. Steps had to be placed for fast exits.

Next we moved to the U. S. Navy Base where a theater somewhat like Fort Bell's made our job comparatively easy. Last showing was at the British Army Post where, for some reason or other, the Tommies got the biggest kick of all out of our show. We had a load of curtain calls at the end.

Our unit consists of Joan Colgan of Indianapolis; Fred Schubert, ex-*Kiss and Tell* MTOUSA unit; John Howes of Broadway; Virginia Low of New York; Frederick Manatt of Kansas; Betty Kinsey of San Francisco; Kathryn Lang, ex-*Life With Father* player on Broadway; Lou Tripp of Fort Worth, Tex., and Edmond LeComte, ex-G.I. and pre-war Broadway thesp.

Our next stop is the Azores. Pick me up from there.

REPRIEVE SAVES DOGS

(Continued from page 3)
Necker's magnificently trained war dogs and the picking of the show's best entrant.

Top crown (best in show) went to Ch. Hetherington Model Rhythm, wire-haired fox terrier owned by T. H. Caruthers III, of Glendale, O. Tom Killilea and Dick Kilban, again on the publicity end, worked around the clock in straightening out the public on the postponement and tee-off. Canine show became Page 1 news during the city-wide paralysis.

Mass. Seeks \$100 Agent Fee Plus Bond Tightening

BOSTON, Feb. 16.—Booking agents here are gnawing their nails over a petition by Representative Daniel F. Sullivan, of Lowell, Mass., to the State Legislature asking for amended legislation for agents, personal managers and bookers. Petition, if passed, will put many of the small-timers out on the curb, and even the bigger ones will have a few headaches.

Basically the petition wants to up cost of a license from \$10 to \$100. It is this \$90 hook that is likely to send all except the largest bookers out of biz or into co-op agencies. Petition, as trade sees it, is aimed to put the small fry with telephone booth offices in the army of the great unemployed.

Second suggestion by Sullivan is that the \$1,000 bond be administered hereafter not by cities and towns but by the State treasurer. In the 1935 Legislature the bond could be acted against by "city or town." Under Sullivan's petition, Commonwealth of Massachusetts thru the State treasurer would be the name in which action would be brought at any time.

Local flesh peddlers are more worried about the \$90 hike than by who takes care of the \$1,000 permit, altho the small guys are upset over both.

New Sports Arena Set for Philly Fists, Skates, Basketball

PHILADELPHIA, Feb. 16.—New sports palace will be erected next to the city's present arena at a cost of approximately \$1,500,000. It will seat 13,000 for boxing and 10,000 for ice hockey and basketball. Ground will be broken and construction started as soon as necessary materials are available.

Partners in the venture and the present arena directors are Maj. Stanley W. Root, president; George Lipius, Victor Blanc and Bertram K. Wolf, vice-presidents; Pete Tyrrell, general manager, and Bernard Krow, secretary. Additional partners include Oscar Johnson and Eddie and Roy Shipstad.

Annual Icer Cinched

Johnson and the Shipstad brothers are owners of *Ice Follies* and several subsidiary skating shows. It was disclosed that the *Follies* owners were taken into partnership to assure the arena of an annual icer.

George Funk, designer of Madison Square Garden and Boston Garden, has been commissioned as architect for the structure. Arena will be built on property which serves the present building as a parking lot in the winter and a site for outdoor boxing in the summer.

Present building will not be leveled. The 25-year-old arena, while it will be outmoded by the future palace, will still be available for sports.

N. Y. License Boss In Ducat Heat, A Moss-Back Story

NEW YORK, Feb. 16.—Baptism of new License Commissioner Benjamin Fielding is following strictly in the groove worn by ex-permit boss Paul Moss. Fielding is starting out his reign with broker trouble, having been deluged with complaints that ducats for Main Stem shows or the Garden can be obtained only by paying "exorbitant and illegal prices," well over the set 75-cent limit laid down by Moss.

Fielding's first announcement was that he is investigating the broker situation and attempting "to formulate a constructive pattern of amusement ticket sale and distribution and to eliminate the fringe of chiselers now in the amusement ticket black market."

USO ACTS MISSING

(Continued from page 3)
known professionally as Vern Wahl, and his wife, Evelyn, of Milwaukee; Emil Kenovsky, known as Emil Leonard, and his wife, Jean Blackburn of Los Angeles; Norma Browne, dancer of Ottawa, Ill., who had made five other USO tours before this one; William L. Berry, singer, of Bothell, Wash., and Krinog.

Says Hazel Scott Breached Pact; Asks 25G Damages

NEW YORK, Feb. 16.—Fem 88-er Hazel Scott (Powell) was sued this week in Federal Court here for \$25,000 by Benjamin F. Kutcher, charged with failure to appear at a skedded concert December 3, 1945, at Memorial Auditorium, Trenton, N. J.

Kutcher alleges that the agreement was made October 18, 1945, for Miss Scott to play for a salary of \$1,250 plus 50 per cent of the gross. Of this amount, \$625 was paid at the time of signing. He further alleges that he sold tickets and exploited the concert at a cost of \$1,736 to himself. When the hot pianist failed to show up, he lost out and maintains that his biz and reputation were damaged.

In a letter confirming the contract, which Miss Scott is alleged to have sent to Kutcher, she mentioned certain clauses by which the concert could be postponed in case of sickness, accident or any cause beyond her control. In event of such cancellation, the letter read, there should be "no claim by either party and no obligation to perform shall be deemed to be waived."

12 Cities on Met's Hinterland Swing

NEW YORK, Feb. 16.—For the first time in 36 years the Metropolitan Opera Company sked calls for visits to 12 major cities thruout the country. This year the following cities are to be visited: Boston, Baltimore, Cleveland; Bloomington, Ind. (University of Indiana); Chicago, Minneapolis, Dallas; Rochester, N. Y.; St. Louis and Chattanooga. Chirpers will deb in Chattanooga and St. Louis which haven't been on the sked since 1910.

Trouping announcement was made this week by General Manager Edward Johnson at a meeting during which Cornelius N. Bliss resigned as chairman of the board, a post which he has held since 1938. He is succeeded by George A. Sloan, who has been board pexy for the last five years.

Charles M. Spofford, a director since June, 1939, takes over the prexy's slot, while Lewis L. Strauss, another director, becomes chairman of the executive committee following the resignation of Allan Wardwell. Philip D. Reed, a director, is the new v.-p., filling a vacancy caused by the retirement of Henry Rogers Winthrop. Wardwell and Winthrop will serve as directors.

Henie Icer Smash 650G in 15 Shows

NEW YORK, Feb. 16.—Sonja Henie and her Hollywood Ice Revue wound up their New York run at Madison Square Garden last week (7) palying 15 night performances, every one of which was either a near sellout or turnaway.

With scale from \$1.25 to \$6 and a seating capacity of about 14,000, the daily take ran about \$44,000, with the gross for the run a sensational \$650,000.

MGM Signs Evers For Pix at \$750

CHICAGO, Feb. 16.—Herbert Evers, male lead in *Dear Ruth*, now on the road, has hit the film jackpot. Thesp, skyrocketing in legit, was signed by MGM at \$750 per week.

Evers is slated to play the lead in a remake of *Little Women*, which will be in production soon. Evers's contract takes effect at conclusion of *Dear Ruth's* tour in about three more months.

Buffalo Ice Follies \$110,000 in 5-Dayer

BUFFALO, Feb. 16.—*Ice Follies* of 1946 (10th edition) clicked in a five-day stand (seven performances) at Memorial Auditorium under sponsorship of the Buffalo Hockey Club.

While the hockey club did not release official figures, it is estimated that the show grossed approximately \$110,000 and had attendance of about 60,000.

FIFTH WEB SWEEPSTAKES

Five Groups Eye Chain Op

ABS flop doesn't deter Don Lee, cleric, labor and other net dreamers

NEW YORK, Feb. 16.—Suspended animation status of the American Broadcasting System which on the 26th either is buried formally or else becomes the Atlas web, hasn't changed the fifth network pic very much. There are still five major groups thruout the U. S. that are ready, willing and able to wetnurse a new chain of stations. They range from a labor group headed by CIO brass to a religious group which wouldn't appear in actual web operation but which would have top dough members of the sect actually set up operation.

Don Lee Wandering Eyes

Other possible wandering eyes in the web picture are reported to include the Don Lee group on the West Coast who are said to have come to the conclusion that Mutual is okay but it's time to have a network with its key in the Pacific instead of the Atlantic. The North Central (Mississippi Valley) chain has been doing okay but has execs who figure that if a sectional chain can do biz, a national operation along the same lines can do better.

Among the station ops who are most frequently tied to net rumors are the Cowles, but they're not ready at this stage to go network despite the fact that the cash and at least part of the know-how (T. A. M. Craven, Merle Jones, Phil Hoffman) is available. Mike Cowles and other execs want to make haste slowly and while they admit that a Cowles chain is not impossible, it's not in their immediate peacetime plans.

Salesmen at 75 Bucks

Reason for ABS flopperoo is admitted to be the Leonard Versluis (WLAV), Grand Rapids approach of expecting that a network could be operated with very little in the sock, \$150,000 (plus borrowed \$150,000) and very little know-how. His idea of doing biz with a sock of religious and laxative biz, might have been possible for a tee-off if only the horizon of the operation hadn't been bounded by small-time stuff. As Bill Henderson, ex-New York chief of the ABS set-up, explained it, a couple of

(See ABS FLOP on page 14)

Army PRO Brass In Hush-Hush With Web Execs at 21

NEW YORK, Feb. 16.—Army public relations brass picked up the tab yesterday (15) at 21 Club no less for a confidential meet-and-mitt session with network execs and news-special events men. Lieut. Gen. Joe Collins, new head of PRO; Maj. Gen. William Gilbert, heading the army's recruiting drive, and Col. Jack Harris, chief of the PRO's radio bureau, were hosts.

Guests included Prez Frank Stanton, program v.-p. Davidson Taylor and news chief Paul White of CBS; program v.-p. Clarence Menser, G-1 v.-p. Bill Hedges and news chief Bill Brooks for NBC; v.-p. and general manager Robert Swezey and special events man Tom Slater for Mutual, and Tom Velotta, news and special events chief for ABC. American also had v.-p.'s Bob Kinter and Adrian Samish due to attend, but the former was nixed by flu and the latter by work.

Whose Mike?

NEW YORK, Feb. 16.—It all depends on where you sit. While Jim Gaines was backstopping Charles Hammond in the NBC promotion and advertising department, one of his regular stints was writing stations reminding them that it was "good business" to have the web's call letters on every mike—and there seldom was a station mike that didn't show up (at least in pix) with that NBC getting plenty of display.

Jim Gaines, of course, is now brassing WEAJ (key station of the net in New York) and last week started replacing the web identification on a lot of mikes with WEAJ call letters until Hammond heard about it. Whereupon the latter was heard to yell, "Let him put as many station identifications on every mike as he wants to—but there's got to be one NBC on each mike, too. WEAJ hasn't taken over the network—yet."

Texaco - Bing Look OK But Net Is a "?"

Agency Also Hangs on Deal

NEW YORK, Feb. 16.—The Texas Company, producers of Texaco gas and oil, is latest entry in the Bing Crosby sweepstakes, dickering for him via the Arthur Kudner Agency without the knowledge of its regular radio placer, Buchanan & Company. Texaco wants the Groaner for its CBS Sunday 9:30-10 p.m. slot but a bit of a monkey wrench may be dropped into this pretty (for CBS) scene by the privy statement of NBC Prexy Niles Trammell to the effect that if Texaco does get Crosby, NBC will make time available for him.

CBS sales execs, in private conversations, have been telling the trade that Crosby is in the bag for them and for Texaco. Fact is that Mike Kirk, of the Kudner Agency, is on the Coast now, (See TEXACO-BING"?" on page 14)

Oscar - Givers Tie In With Squibb as Academy Collects 1,500 Bucks a Week on Deal

Famous Artists (Tom McAvity) Sets Deal With Don Shaw

HOLLYWOOD, Feb. 16. — Air-screen package deal was set here between E. R. Squibb & Sons and the Academy of Motion Picture Arts and Sciences for a half-hour dramatic show spotlighting Academy award pix and talent. Airing will be tagged *Academy Award Theater* and will take the Helen Hayes CBS Saturday night slot starting March 30.

Format will follow the line of the *Screen Guild Players*, with each show based on an Academy award winner or nominee. There will be no permanent personality, as in the cast of the Lux show. Despite use of the Academy award gimmick, the show will not draw from a restricted story property field. Use of Academy runner-ups means at least 10 yarns per year will be available, with the story pool dating back to inception of Oscar awards in 1927. Also

Station Loss Negligible in N.Y. Shutdown

Few Segs Canceled

NEW YORK, Feb. 16.—Mayor O'Dwyer's shut-down edict (12) resulted in a surprisingly small casualty list for local net and indie stations here, either in terms of business or operation. Surrounded by the empty office buildings and deserted business sections caused by the shut-down, radio stations continued their operations in spite of all obstacles imposed by the proclamation, and gave a bewildered city a step-by-step reporting of crisis developments reminiscent of war-time coverage.

When the mayor's ukase came thru Monday night (11), WNYC, local municipal station, took over immediately as key station feeding all other outlets in the metropolitan area with latest official communiques from city hall and the specially-created disaster board. Co-ordination involved phoning all stations in advance about important official speeches which they might want to air. Caught in the hectic middle of their American Music Festival Week, and with their program director, Seymour N. Seigel, unavailable because of his activity as slack on the mayor's Disaster Control Board, WNYC was forced to improvise thruout the storm operation, with mikers doubling in brass as production men while regular production people helped out on the programs. Station, besides feeding speeches via direct line or hook-up with NBC to other stations, also waxed all important pronouncements of the mayor and Health Commissioner Stebbins so that stations which couldn't carry them live might use them on their sked later in the day.

Segs Sans Audiences

Common trouble among the web stations was inability to get audiences because of the no-assembly order. WJZ, ABC outlet, was forced to shift its audience participation show, *Ladies Be Seated*, Quaker Oats-sponsored strip, on at 3:30-4 p.m. Tuesday, at the last minute to the Adams Theater in Newark, and Guy Lombardo's ork show at 9 p.m. Tuesday omitted the onlookers for the airing.

WEAF-NBC also had its audience headaches with two shows, *Honeymoon in* (See FEW SEGS CANCEL on page 14)

Straight Man

NEW YORK, Feb. 16.—A very prominent and rather dignified network v.-p. will leave New York next week for a vacation in Florida. Two weeks ago, friend v.-p. decided that he should have a new dinner jacket for the trip South. His regular tailor was unable to supply the tuxedo on short notice but the day was saved when the exec learned that a prominent theatrical tailor, used to clothing acts in a hurry, could do the job.

Material was chosen, measurements taken, fittings held and finally the great day arrived. The exec presented himself at the shop and tried on the finished product. A perfect fit. It looked so good that the tailor said to the dignified radio man: "Mr. —, when you run out on the stage in this, you'll wow them."

Goodman Starts Mag for ABC Affiliates May 1

NEW YORK, Feb. 16.—Harry S. Goodman, transcription producer, will return to the publishing business May 1 to bring out a national house organ for ABC affiliates. Publication will be called *The Listener*, have space for station call-letters imprint, be a two-color 9½ by 11-inch job and carry a four-page supplement of local news.

Supplement is the gimmick in the deal. Goodman's organization will print, write, edit, publish and is confident of turning out a quality mag. To the affiliate who will buy the mags, the big selling point is the four-page supplement about his own station, programs and listeners.

1½ Million Circulation

Goodman's selling point is that he can turn out a better mag nationally than the stations can produce individually. Thus far, the 20-odd stations that have seen the dummy have signed up. Right now Goodman and crew are out on a flying trip with plenty of order blanks. They're figuring on better than 1,500,000 monthly circulation.

Publisher's take comes from the advertising, both local and national, of course. ABC's take comes from the promotion for its programs and stations. Affiliates get their bit by the same promotion or, if they wish, by resale of the mag to listeners or local advertisers.

Distribution will be on the local level, either house-to-house, thru dealers or by mail. Newsstands will not be used.

Goodman turned out a somewhat similar mag for the motor industry about 25 years ago. Since then he has also made money out of the printing biz. So, even tho station operators know him best as a smart e. t. producer and promoter, *The Listener* is strictly old homework for him.

Kaiser-Frazer Mulls

Skip Farrell Package

CHICAGO, Feb. 16.—Among the many radio shows that the Kaiser-Frazer automaking company is reported to be interested in for network airing is a new package starring Skip Farrell, radio, record, vaude and nitery star who is now appearing as the headliner at the Chi Theater here and who was on last summer's replacement for the Jack Benny show.

The new package starring Farrell is owned by Craig Dennis Features, production outfit operated here by Berle Adams, well-known talent manager. This week it was offered to the K-F company by the Trade Development Corporation, local agency. Altho execs at the agency would not admit they had offered the package (See K-F EYE FARRELL on page 14)

Bank Rolls Want Dual Airings To Hypoed Low Pressure Net Spots; Plenty Hurdles Ahead

City Continuing Reports Used To Spot Weakies

NEW YORK, Feb. 16.—City reports of Hooper and the CAB are being put to a use, entirely aside from being a local station listening index. Web sponsors are watching their shows thru the city reports in every area where there is local rating. Wherever a percolator delivers a rating lower than the average, a number of bank rolls take the show off-the-line locally and rebroadcast it on a second station.

Idea has been very hush-hush, except the case of Morton Downey's MBS Coca-Cola pitch. CC didn't like plenty of the stations on the MBS line-up, so instead of arguing, it took a dual set-up in the areas that needed perking. Jack Benny, Walter Winchell and Jimmy Fidler have done the same thing on the West Coast, but in their cases it has been because of afternoon airings on the regular net. They want evening ears.

Spot Plattering

However, spot plattering is something else again and regular web outlets are up in arms plenty about it. It doesn't do the net outlet any good to have a regular web show aired on a competitive station. In a number of cases the web station has refused to record the show for the sponsor and the agency has had to by-pass the hypoing in the area involved.

AFRA and AFM Aches

One reason why the deals have been so hush-hush is because producers fear that AFRA and AFM may want to be cut in on the dual airings, altho as the agencies thus far involved point out, all that the gimmick is supposed to do is to deliver "an average audience" for the program in the territory.

AFRA and AFM, on the other hand, note that the dual airing occupies just twice as much time on the air as the web shot by itself, and that just that much opportunity for an actor or a musician to "earn a living" is being nixed by the deal.

Network Repeat Fees No Answer

Regular network repeat fees don't cover spot repeats, but there's some talk

Adam Hats Grabs What's Available on MBS for Fightcasts

NEW YORK, Feb. 18. — Stationwise, Adam Hats' deal to sponsor boxing over Mutual is strictly an if proposition for the first two weeks at least. Company, which placed the order in a big hurry after Associated web folded, has agreed to take as many stations as Mutual can clear at least until March 4.

Biz was placed last Wednesday (13) and first program airs tonight. Reason for the big rush is Adam's desire to keep the fights on the air without a break. Last Associated fight was on Monday (11), the day that the net folded.

Mutual warned the company and its agency, LaRoche & Ellis, that it is impossible to clear anything near a full web on such short order. Adam agreed to buy what it could and was lucky enough to get an immediate clearance from WOR, MBS New York outlet and one of the chain's top stations.

Novik Handling WNYC Airing Of Churchill Reception-Feed

NEW YORK, Feb. 16.—Morris Novik, director of WNYC, city-owned-and-operated station, until a successor is appointed, will handle radio details of the Winston Churchill event. City is throwing the key, via a city hall reception and Waldorf-Astoria dinner, to the ex-PM on March 15. Grover Whalen, head of the welcoming committee, asked Novik to handle details, even tho he's checking off the city pay roll, because he's done similar chores during his tenure and is familiar with all details.

that a single station recorded repeat will bring the complete repeat charge down upon any sponsor who uses the hypo. One agency is ready to pay regular e.t. rates a la Keystone Broadcasting System for a sponsor's show and thus "be able to use the darned thing on as many one-time broadcasts as needed."

Sponsors and agency men agree that come normal times, come "supplementary broadcasts" as sure as fate, and unions or not, there'll be a way to reach the consumer adequately—and the city-by-city reports will continue to be the index on who's listening now.

Seg Rating Stews Produce Indices of Bewilderment Plus

NEW YORK, Feb. 16.—Number of advertising agencies (among them Compton) wanting to present "authoritative figures" on program ratings, have been throwing all the indices into a pot and coming up with a "combined rating" which makes network and rating researchers blue in the face when they discuss it.

One agency takes the Hoopers on their shows, adds the Crossleys and then by a special mathematical device throws in the Neilsen figures in the area that the latter covers with his audimeters. Figures that come up are processed and presented to clients as "the most accurate index of your program's popularity." Actually, tabbers point out that such a combination can only produce a dream figure. It means that dual ratings for some cities are thrown into the pot. In other cities ratings for only two or three of the networks are reported.

Other reasons why the ratings can't be combined is because the bases are different. Hooper uses 1,300 calls for a half-hour program in 32 cities and Crossley uses 1,500 calls in 60 cities. Neilsen sample is so small at the moment that there's no justification of it being even thought of on an equal basis with the other two rating services.

Regardless of what anyone thinks of any of the three tabbing services or The Pulse (in New York), one thing thoro researchers point out is that they can't be combined. Any attempt is another Arno Johnson apples and oranges deal.

Emerson, United Biz Pushes BBD&O To 10 Mil Spot Biz

NEW YORK, Feb. 16.—Addition of Emerson and United Drug to the BBD&O line-up of clients last week will boost the agency's spot radio gross billings to \$10,000,000, a conservative \$5,000,000 above the spot top yet achieved by any other agency. BBD&O's \$10,000,000 is in itself enough to support most medium agencies, as no agency has gone above \$23,000,000 in radio billing even in the biggest war years.

It is estimated that the two new accounts will alone place nearly \$2,000,000 this year. Largest single item in the budget is the reported \$500,000 which United is prepared to spend on its annual 1-cent sale this spring. United will probably transcribe another 15-minute name-talent show, as it did last year via N. W. Ayer, and spot it on 190 or more stations.

Emerson is going into spots as heavily as it has in the past and, of course, will continue its Monday 8 p.m. spot on CBSM. *Voz Pop* has been canceled, as of the beginning of April, and will be replaced by a new package with Jackie Coogan.

John M. Boylan, with NBC's New York headquarters in the purchasing department when he entered the army, has returned to the web as commercial traffic supervisor.

Sinatra's Stand-In

PHILADELPHIA, Feb. 16.—I. D. Levy, chairman of the board of directors of WCAU, made a long-distance call to Frank Sinatra in California this week. The operator here who placed the call for him swooned: "Gee, are you really going to talk to Sinatra?" She made the Coast-to-Coast connection in record time.

While waiting for Sinatra to come to the phone, Levy asked the operator what song she'd like to hear him sing. She asked for *Symphony* and Levy asked Sinatra to sing it. The latter thought he was being kidded so when he wouldn't sing, Levy did.

AFM Eyes Air, Tele, FM for More Work

Confab Set for April 8

NEW YORK, Feb. 18.—Problem of additional radio employment of musicians is scheduled for a thoro going-over here April 9 at a joint conference of the National Association of Broadcasters' Music Committee and the American Federation of Musicians. Top network exec, queried this week, admitted the webs had come in for some needling from the AFM recently on the matter of employment quotas for the affiliated stations, but pointed out the situation is now in the lap of the trade org rather than individual webs or stations.

From a high union exec it was learned this week that the confab will not only cover the matter of employment by affiliated stations, but probably television and frequency modulation. AFM figures that these new media must carry a fair portion of live music.

Love Fest—But

Flare-up between radio interests and AFM was expected to come off at the union's midwinter session in Chicago recently, but only love talk materialized. Justin Miller, NAB prexy, visited AFM prexy Petrillo for preliminary talks, and no fireworks resulted. Union execs attributed the milk-and-honey attitude to either of two factors: (1) That Petrillo and the AFM board had become cautious owing to the pressure behind the Lea bill; (2) that the chief, always unpredictable, was just biding his time until April.

Late last week the AFM boss was in a Chicago hospital getting a physical check-up. His first assistant, Harry Steeper, appeared for him at the 50th anniversary clambake in honor of Jack Rosenberg, Local 802 prexy. Steeper delivered a blast at the Lea bill.

AFRA Gives Notice To Calif. Indies of End of Spieler Pact

HOLLYWOOD, Feb. 16. — American Federation of Radio Artists informed broadcasters Thursday (14) that at the end of 30 days current contracts between announcers and indie stations will be terminated. The way situation now stands, date and place will be named for reps of both union and Southern California broadcasters to meet and thrash out hike in voicers' pay.

AFRA's proposal for a 3 per cent slice of all gross on commercials appears to be definitely out, and union will now start pressing for its alternative plan for a flat fee on plugs. AFRA-indie scene was darkened by new storm clouds when KRKD management boosted pay for its five announcers in an attempt to jump the gun on the union. Both AFRA and KRKD were mum on the subject.

Union, which was in the midst of organizing voicers at outlet, ignored pay boost, working on basis that hike is not up to AFRA's demands, and continued activities in lining up KRKD's mike men. At week's end, AFRA claimed a majority of indie's gabbers in the fold.

Lea Bill Held Over Petrillo-Miller Confab

Idea Is Be Good—or Else

WASHINGTON, Feb. 18.—Holding what anti-Petrillo Congressmen regard as a trump hand over James C. Petrillo, who faces negotiations with National Association of Broadcasters Committee in New York April 8, House is set to go into action late this week on Rep. Clarence F. Lea's (D., Calif.) bill to crack down on Petrillo and his American Federation of Musicians. Lea, a close friend of president Justin Miller, of NAB, gave the green light finally for House action Thursday (21) or Friday (22), but there is possibility that because of pressure of other business and Washington's Birthday curtailment of activities, the House might not reach the Lea Bill this week.

Letters Signal Action

Lea's go-ahead signal on House action was given Thursday (14), incidental to a disclosure by NAB of an exchange of letters between Miller and Petrillo agreeing on the April 8 meeting of Petrillo's group with radio industry representatives headed by Miller. April 8 session is regarded as preliminary to a long round of meetings by subcommittees to be selected later, and an adjourned session April 10 is already being skedded in the event that the preliminary conference requires additional palaver preparatory to sub-group meetings.

Committees Big

Petrillo will head a committee of 14 at the New York meeting while Miller will have a committee of 26. Petrillo's group will include all officers of AFM, members of the executive board and some personal assistants of Petrillo's. Miller's group will include the NAB industry-wide committee and "one or two members" of Miller's staff. Industry-wide standing committee of NAB, Miller explained, includes representatives of every segment of radio, including webs, clear channel stations, regionals and independents. Meeting will be held at AFM headquarters, 570 Lexington Avenue, New York City.

In the exchange of letters between Petrillo and Miller, cordiality was shown, but there was strong indication that the negotiations will be protracted over several weeks if not months.

Meanwhile, belief prevails in some quarters here that Lea Bill will remain (See *BE GOOD—OR ELSE* on page 14)

AFM, N. Y. Outlets Wage Talks To Start Probably in March

NEW YORK, Feb. 16.—Negotiations for a new contract covering employment of musicians on New York radio stations will probably begin in March according to Jack Rosenberg, president of Local 802, AFM. Current contract still has a year to run—to March, 1947—but the local starts preliminary talks early.

Chief item on the 802 agenda will be more employment. This is considered even more important than the matter of scales. Local is anxious to spread as much work as possible among members in order to avert a possible crisis which might arise from the fact that the membership is growing.

WEVD-IBEW Pact Ups Wages 23%

NEW YORK, Feb. 16.—A threatened strike of radio engineers at WEVD, local indie, was averted this week when a contract was signed between the station and the Radio Engineers Union Local 1212, International Brotherhood of Electrical Workers—AFL.

New wage scale, about 23 per cent above the old, runs from \$60-\$90 over three years. Step-ups are half yearly. Assistant supervisors get \$95 a week and supervisors \$115. Contract is for one year and is retroactive to January 1, 1946.



Now it's **Wmca** First on New York's Dial **24 HOURS A DAY!**

WMCA now stays awake nights with a city that never sleeps . . . stays awake to make the nighttime hours more enjoyable for hundreds of thousands of night workers, night owls, public servants . . . and folks who just can't sleep.

"ALL THROUGH THE NIGHT" is on the air from 1:00 a.m. to 7:00 a.m. . . . six hours of music on records and the latest news.

The new session carries dance music by the best bands in the early hours and all through the night the music the world loves best.

Hourly news bulletins . . . sports resumes . . . frequent weather reports . . . as well as rebroadcasts of outstanding WMCA daytime features all add up to reasons why New Yorkers tune in to WMCA for the best all-night show in town.

Wmca

570 ON THE DIAL

Represented by Weed & Company

U. S. Info Dept. Still Nixed by House Comm'tee

WASHINGTON, Feb. 18.—Sponsors of the State Department's Overseas Radio and Information Program are in for another drubbing this week as the House Appropriations Committee opens hearings on the multi-million dollar outlay recommended by President Truman for 1947 operations of the Office of International Information and Cultural Affairs. Still reeling under the impact of House Rules Committee's second refusal to clear the Bloom Bill (HR 4368), which provides legislative authority for OIICA, without which no funds can be voted, State Department officials will spend about two weeks behind closed doors, while the hostile committee takes hammer and tongs to the information program endorsed by the President in a special message to the House.

No Recall

Meanwhile Chairman Sol Bloom (D., N. Y.), of the House Foreign Affairs Committee, which held hearings on the information program last summer and subsequently recommended his bill by unanimous vote, informed *The Billboard* that he will not recall the measure for further hearings. Such procedure would be "preposterous," he said, since lengthy hearings were held on the measure and the bill itself was rewritten several times.

Two Republican members of the committee, Rep. John M. Vorys (O.) and Karl E. Mundt (S. D.) went on record in the House last week urging that the hearings be reopened.

Rep. Clarence J. Brown (R., O.), member of House Rules Committee, told *The Billboard* that there are enough votes in the committee to keep the Bloom Bill off the House floor.

Tucked away in the President's message was a recommendation which would allow funds to the State Department for "making contracts for the use of international short-wave stations and facilities." In making these contracts, the President's message pointed out the State Department would be permitted "to agree on behalf of the United States to deny the owners and operators of said radio stations and facilities from such funds as may be hereafter appropriated for the purpose against loss or damage on account of injury to persons or property arising from such use of said radio stations."

Mr. Whisker's Short-Wave

Several congressmen have argued that this authorization is the first step in putting the government in the short-wave radio broadcasting business for all time. At the same time, they insist, federal ownership of short-wave facilities is the "logical first step" toward government monopoly of standard band broadcast. In connection with this item, the President recommended \$9,595,000 which would be used for the purchase of books, papers and magazines and acquisition of "communications services, including the rental of lines, purchase or rental, maintenance and operation of printing machines and the transportation thereof."

Also the money would be used for "acquisition, production and free distribution of informational materials for use in connection with the operation, independently or thru public or private agencies, foreign or domestic . . . including the purchase of radio time and the purchase, rental, construction, improvement, maintenance and operation of facilities for radio transmission and reception."

Truman Accused

Truman is accused of having wrapped

Borden's Bag Gag

NEW YORK, Feb. 16.—County Fair, Borden's Saturday afternoon half hour on CBS, has added a third stunt to its roster of space grabbing tricks. First was the kid who lifted the calf; then came "Charley, the Gift Horse," with no takers, and altho both are still on the show, the producers have added another.

This time it's a big paper bag, about the size of a phone booth, plus a stake of \$50 each week. Right now there's \$200 in the till for anyone able to punch his way out of the paper bag. Contestants (show tries to get sports names and has been having its troubles) wear big boxing gloves and, as there's not too much space, they find it easier to talk about than do.

Ginger Rogers Wraps New Airshow Package

HOLLYWOOD, Feb. 16.—Another pix name will headline an airshow series within the next 60 days when Ginger Rogers completes final wrapping on her radio package idea and gets it peddled.

Miss Rogers told *The Billboard* that, as it stands now, her package is being weighed by various agencies for bank-rolling, but so far nothing has been set. She added that idea is so flexible that until sponsor has been found, it is best to remain mum on type show.

Understood it would be music-drama airer. Husband-manager Jack Briggs will work with Miss Rogers in building package and will be her rep in biz deals.

Wash. News Preems Air Sup

WASHINGTON, Feb. 16.—Washington Daily News, Scripps-Howard, is now coming out regularly on Saturdays with its new radio supplement called, *Weekend Radio Review*, running six pages and crammed with industry chit-chat, pix and ads. First appearance was on February 9. Section features a column by Charles Zurhorst, who's in charge of the supplement which is thrust into the middle of the tabloid-sized paper.

his informational program requests in ambiguous words and figures, leaving fiscal leaders puzzled as to whether he wants \$20,000,000 or nearly \$30,000,000 for the program by including supplemental estimates for State Department economic and diplomatic functions.

Republicans in the House are leaping onto the top figure of nearly \$30,000,000 as the one Truman is proposing for the State Department set-up, and they are beginning to blast away at the entire scheme as an attempt by the federal government to go into the business of propagandizing itself. An indication, however, that Truman was ready to compromise broadly with congressional foes of the plan appeared in the President's message which greatly reduced the estimates originally suggested by the State Department policy planners. For example, State Department last year was talking in terms of a \$40,000,000 a year set-up, but Truman's total supplemental request for 1947 calls for \$29,844,298, of which only a part would be devoted to paying for this information program next year.

Travelers Insurance Talkin' Web Show on American or Mutual

NEW YORK, Feb. 16.—Travelers Insurance Company, owners of Station WTIC (Hartford, Conn.), is lending an ear to radio pitches. Currently Mutual and American webs are talking facilities with the gab bound to get around to programs shortly. Young & Rubicam is the ad-agency.

Understood that insurance firm is interested in an institutional job as a backfire, in case of need, against possible federal regulation. Bigtime policymakers have in the past stayed clear of radio except as defense against independent advisors. Now the bigtime ops are worried about Mr. Whiskers and don't want to get caught short.

Mutual Expansive After 11 P.M. With Name Nitery Seg

NEW YORK, Feb. 16.—WOR, Mutual's anchor in New York, will try something new in late-evening programming next week when it preems *Ground Floor Night Club*, a name-talent variety show. Emceed by ex-disk jockey Barry Gray, *Ground Floor* will use well-known nitery talent in an effort to get away from the usual dance band-disk formula after 11 p.m.

Program will be heard from 11:35 to midnight. First seg features Woody Herman on his clarinet, Maurice Rocco, Doodles Weaver, and Doris Day, vocalist with Les Brown's ork. House ork will back singers and instrumentalists.

British Seek Profit On BBC by Upping License to Pound

LONDON, Feb. 16.—Cost of broadcasting service license to the Britisher will go up within the next two months from 10 shillings to one pound. During the war, government felt it was okay to underwrite the losses of the "corporation" but now the feeling is that the BBC must return to paying its own way and making a handsome profit as it did pre-war.

Also in the works is a combo license for sound and sight (radio and television) at two pounds a year. Tip that pictures will be aired soon is seen in the re-introduction of a special fee for the dual service. Corporation has stated that video will be going before April 1.

MBS Adds 3 250-Watters

NEW YORK, Feb. 16.—Three new stations will be added to the Mutual chain in March: KXOX, Sweetwater, Tex.; WJPF, Herrico, Ill., and KXLR, Little Rock. All are 250-watters. KXOX operates on 1240 kc., WJPF on 1340 and KXLR on 1450. First two have been indies. Third is a new station, opening March 15. In addition, two MBS key stations are due for power increases. WOL, Cowles outlet in Washington, will shortly jump from one to five kw., and KQV, Pittsburgh, also goes from one to five kw.

UCI Corrections

NEW YORK, Feb. 16.—Proofreader really fell on his face last week in reading *The Billboard-Hooper Urban Circulation Index*. Three typos weren't caught. Headings for Programs With Top Juve Daytime Urban Circulation and Programs With Top Juve Eve. Urban Circulation were transposed by mistake.

In addition, urban listeners figure for Grand Central Station, under Programs With Top Fem Daytime Urban Circulation, should be 1,826,216. Because of a wandering decimal point in computations, all the figures for urban listeners under Programs With Top Male Daytime Urban Circulation were incorrect. The entire section is printed below as it should be:

PROGRAMS with TOP MALE DAYTIME URBAN CIRCULATION

Program	Net	Agency	Sponsor	Product	Urban Listeners*
County Fair	CBS	K&E	Borden	Milk	538,199
John W. Vandercook	NBC	Wade	Miles	Alka-Seltzer	527,215
Grand Central Station	CBS	MC-E	Pillsbury	Various	491,189
Stars Over Hollywood	CBS	Sorenson	Bowey's	Dari-Rich	446,668
Jack Armstrong	ABC	KR	General Mills	Wheaties	401,855
Tom Mix	MBS	Gardner	Ralston-Purina	Cereal	371,687
Ma Perkins	CBS	D-F&R	P&G	Oxydol	340,348
Terry and the Pirates	ABC	S&M	Quaker	Breakfast Foods	328,045
Front Page Farrell	NBC	D-F&S	American Home Pro.	Anacin	318,672
Breakfast in Hollywood	ABC	K&E	Kellogg	Pep	300,512
Theater of Today	CBS	BRD&O	Armstrong	Rugs	280,968
Young Widder Brown	NBC	D-F&S	Sterling	Various	
Home Edition	ABC	K&E	Kellogg	All-Bran	
Portia Faces Life	NBC	Y&R	General Foods	Various	
Billie Burke	CBS	L&F	Lambert	Listerine	

New Outlet Under Wraps as CHJS's St. John Competish

ST. JOHN, N. B., Feb. 16.—A new broadcasting station is being established in St. John, altho nothing official on it is available and efforts are being made toward secrecy until all arrangements have been perfected. The opposition to CHSJ is to come from the K. C. Irving financial, industrial, automotive, bus and truck, mercantile, lumber interests, which are based in St. John. The Elks Building has been purchased in the city proper just outside the retail and amusement zone, and will be remodeled into studios, offices, control room, etc. The steel tower and affiliated facilities will be at or near Blacks Harbor, about 20 miles down the Bay of Fundy coast from St. John.

The grapevined background to the decision of the Irving interests to establish and operate the station is the refusal of the H. P. Robinson interests of St. John to sell CHSJ at a price acceptable to Irving. The Robinson interests also operate the only daily newspapers in St. John, and it has been rumored they have been trying to sell out the papers to Irving but the two groups cannot agree on the price. Robinson heads the new Brunswick Telephone Company as well as the newspaper publishing and radio broadcasting.

When the Robinson group threatened to establish a competing station to CFBO, about a decade ago, the founder and owner of that original broadcasting unit, C. A. Monro, of St. John, sold out to Robinson, the studios, offices, etc., being moved to the publishing base. Permission from the Dominion Government for the rival station is reported to have been granted, thus duplicating the situation in the sister city of Halifax, N. S., where CJCH made its appearance as a competitor for CHNS last year.

WJJD's Daytime 100% Block-Program

CHICAGO, Feb. 16.—WJJD's entire daytime airing schedule was changed last week to go into a 100 per cent block-programming format. The Marshall Field o.-and-o. station added many new features and retained some of its solid reliables in the first move of any indie here to block-program its full schedule according to the plan originated by the networks.

New format begins at 9 a.m. and opens with hour of semi-classics; next hour is for women; from 11-12:15 feature is parade of musical pops, then comes 45 minutes of Western music. Pops fill up the rest of the afternoon, with exception of public service features from 2 to 2:30.

Station's news has been revamped to fit new format. All quarter-hour and off-the-hour skedded newscasts have been eliminated and are now aired in segs of five minutes before the hour.

Station execs feel new plan in following web format will enable listeners to determine better when and what they want to receive by dialing to the station's frequency.

'New World' Ain't A-Coming On Share-Cost, WMCA Plan

NEW YORK, Feb. 16.—Plan of WMCA, local indie, to peddle its class sustainer, *New World a-Coming*, to stations thru-out the country via waxings on a share-the-cost basis, has not panned out, despite 22 stations interested in the deal agreeing to the proposition. Minimum of 50 stations sharing the cost was required to cover the \$1,000 nut.

Recent word from AFRA, Petrillo and Roi Ottley, who has title to *New World*, waives all rights to the show so that the station can send waxing of *New World* each week to a non-profit station, WOSU, Columbus, O., which is operated under Ohio State University auspices. Waiver was granted by all parties because of public service function of WOSU.

The Case of CAB Vs. Hooper
Will appear in a forthcoming issue of *The Billboard*.

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

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Radio Production

Transcriptions

16mm. Films

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Chicago

Nets Prep Hotfoot For Wire Services On Talk Coverage

NEW YORK, Feb. 16.—Webs are getting ready to put the rap on the wire services—AP, UP and INS—for giving the networks the slough-off in coverage of radio talks. What particularly burned the chains is the way the services, even on "info to editor" items, persist in referring to "radio speech."

Thus, on the recent talk of the then cabinet member Harold Ickes, the AP advance flash mentioned a radio talk, gave the Blue credit (KABC). Webs feel the network involved, not the medium, should be credited.

Squawk currently being contemplated would be emphasized by the current contract renewals between webs and wire services. In the final analysis, the nets will probably appoint a committee to meet with head men of news syndicates and work out a formula.

Conciliator Named Arbitrator in WPAT, IBEW Wage Issue

NEW YORK, Feb. 16.—Federal Conciliator John L. Fenton last Thursday (14) was appointed arbitrator in a wage dispute between WPAT, Paterson, N. J., indie, and the Radio Engineers' Union, Local 1212, of the International Brotherhood of Electrical Workers (AFL). Station has refused a union proposal of a flat \$10-a-week wage rise for WPAT's eight engineers.

In the arbitration, which is provided for automatically in the station's contract with the union, IBEW will up its proposal to a flat 30 per cent increase. Present scale at the station is \$40-\$70 over a five-year step-up. Union had been asking \$50-\$90 over five years. Lowest scale at other unionized indies in this area is \$60-\$90 over five years with a three-year step-up provided for in most cases. Wages are the only point in dispute.

Krank Cancelling 'Man in Street' for Century Interviews

NEW YORK, Feb. 16.—Krank's Shave Kreem, which will shortly cancel *Man in the Street* off WOR, MBS outlet here, has cooked up something fresh in the way of a local show. *Man in the Street* replacement in the 6:15-30 across the board slot will be a New York local stanza originating in Chicago.

New alrer, called *Bob Elson on the Century*, is designed to have sportscaster Elson interview celebrities on The Century, crack N. Y. Central train, just before it leaves the station in Chi. He'll do the usual gab-fest with emphasis on the angle, "Why are you going to New York?" Show will be transcribed and shipped to the Stem.

Eastman Kodak Begins Natl. Weather Forecast Spot Ads

ROCHESTER, Feb. 16.—Surprise of the week is the deb of Eastman Kodak Company, promotion wallflower of the photo supply makers, in the national spot pic. The firm has started a weather forecast-station break campaign on a dozen stations, with more outlets to be hooked in as desirable spots on major stations open up. Ultimate aim is to have national coverage with a weather report seven nights a week at the same hour.

This is the first time Eastman has used spots on a national basis. Campaign is being heavily merchandised and includes recorded demonstrations by Kodak salesmen to the dealers.

Recently discharged after two years overseas with the army, John A. Salisbury has returned to WMIN, St. Paul indie, where he had been an announcer, to become station's program director.

8x10 PHOTO REPRODUCTIONS

100 8x10 \$6.50
50 8x10 4.00

Prices on Postcards and Other Sizes on Request.
50% Deposit With Order, Balance C. O. D.

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145 W. 45th St., New York City

Chi Fems, Hot Over Breneman's Hat Judging, Cause Near Riot

CHICAGO, Feb. 16.—What started out as a flack's perfect dream ended in a nightmare finish here on February 7 when a "Goofy Hat Contest," staged to excite interest in the preeming of United Artists' *Breakfast in Hollywood*, starring Tom Breneman, dynamo of the ABC radio show bearing the same title, backfired. It caused 500 frustrated women finalists to stage a protest march on *The Chi Tribune* offices and storm the Blackstone Hotel, where Breneman and company were bivouacked.

Flackery for Breneman's pic was supposed to hit new highs here. It hit 'em all right, but the rebound was terrific and had everybody worried stiff, from top United Artists and American Broadcasting Company execs to the poor flackery guys of both outfits.

Reason was that about 500 angry women who had entered Breneman's contest were upset about the judging of said joust—held in the Oriental Theater—and made no bones about protesting same.

ABC Unaware Creeps Up

Contest was arranged by U-A thru a Chi flack, Jack Hess, and American wasn't too aware of what was going on during the last week, having arranged

Daily Air Newsreel Prepped by Pival; Sport Series First

DETROIT, Feb. 16.—Organization of a daily "radio newsreel," based upon the use of wire recording, is being completed here by John Pival, former manager and emcee at Senate Theater before the war. First sustained series of shows to depend upon wire recording will take the air next week, with Pival handling technical details from Lakeland, Fla., where the Detroit Tigers are starting spring training.

Pival is making a series of 19 interviews giving complete coverage of the training camp activity, in which interest is exceptionally high, because the Tigers won the pennant in 1945. Interviews and commentary will be handled by Harry Heilmann, WXYZ sportscaster, who was a former Tiger star some seasons back.

Three Shows a Week

Plan is to ship by air three shows a week from Lakeland. Shows would leave at 9:00 a.m. and arrive, under present schedules, in Detroit at 3:00 p.m., and be on the air shortly thereafter.

Pival is doing his wire recording work for the Michigan Radio Network, a group of eight up-State stations with WXYZ, Detroit, as the key station. In some cases, because of multiple programing problems at WXYZ, it is expected that the shows will be aired on MRN, and re-broadcast on WXYZ, at a later time or vice versa.

15-Minute Seg

The newsreel program, under the copyrighted name of Telereel, will be started as a daily 15-minute news program when Pival returns from Lakeland, about April 15. Idea is to use snatches of 2 to 3 minutes as interviews with figures in the news, significant excerpts from speeches of the day, or other types of direct on-the-spot-coverage, in place of the familiarly rewritten newscast.

Pival has been working with two G. E. wire recorders since his release from the coast guard a few weeks ago, and has made certain improvements which are said to give them considerably improved frequency range. He has been handling special assignments for broadcasting in the past few weeks, working out a series of "features," such as broadcast from the Detroit Zoo, which is closed in the winter, with special animal sound effects, as well as spot news coverage, such as a speech the other day by General Wainwright on his Detroit visit. He has added a gasoline generator for use in furnishing independent power source for the recorders on remote assignments.

During the war, Pival, as a full lieutenant in the coast guard, handled recruiting nationally, and subsequently was advance man for the *Tars and Spars* show with Victure Mature, and later the *Hit the Beach* show which played 17 Middle Western cities.

the first three weeks of the contest in the Eighth Street Theater. Came dawn of February 7, however, and ABC execs became rapidly convinced that it should have been their affair and theirs alone.

It seems that in judging the previous contests, contestants were paraded on the stage before judges. This time, however, Breneman made the mistake of picking contestants by walking down the aisles and nodding to the favored ones—all in the short time of five minutes. Result was that about 500 women finalists who had worked hours on their goofy hats became incensed at the outcome and staged a near riot at the theater, one column marching to *The Tribune* and another to the Blackstone Hotel.

Those who stayed after the judging booed the pic vigorously whenever Breneman was shown.

Bust or Bonanza

One thing can be said: The stunt was the biggest bust in radio flacking and moom pix—in spite of attracting over 10,000 women in the Chi area. However, a redeeming feature is that wise flack boys are saying that the stunt may prove a bonanza to both pic and the web in that news pix of the irate women will create enough interest in the program and film so that the saga of the angry 500 will be very negligible in its effect.

Almost lost in the melee was the contest winner, 15-year-old Rosa Rausch, who had a hat made of two fox furs housing a tiny fox terrier who parked in a cool \$1,000 for his mistress.

Share-Jobs Plan Mullied by AFRA

HOLLYWOOD, Feb. 16.—Plans for giving radio actors a better break by passing more jobs around were discussed at a Friday (15) general membership meeting of American Federation of Radio Artists. Feelings of sentiment have been building up among some AFRA cardholders here who tire of seeing others plucking the lush plums while they can't get a toe-hold.

Idea, getting favorable response, is to set up regular link between AFRA and Radio Directors' Guild to bridge gap between producer and talent. Thru periodic audition system, producers could get general idea of AFRA talent pool by coming in contact with untried people who may do the job as well or better than old stand-bys. Plan is underway to bring matter before RDG so that a workable system can be evolved.

Point skedded for future consideration is situation of tyros trying to hurdle barriers into radio acting field. The way situation now stands, newcomer approaching producer is informed that only AFRA cardholders can be considered. AFRA regulations, on the other hand, hold that no one can join the union unless he has been hired for radio job. Novice is then squeezed between the two, without having a chance to prove his worth. Producers feel there is plenty of talent available from AFRA's lists without having to take a hundred-to-one shot on a newcomer. AFRA is not allowed to issue cards unless applicants are in professional status. As it is, union isn't too happy with have-not element in membership who expect AFRA to act as an employment agency.

In providing more work for its members, AFRA has recently discussed matter of more live shows on indie outlets. When beef was brought up by indies that they cannot afford current AFRA rates, Claude McCue, AFRA Coast head, indicated union's willingness to get together with stations in discussing matter of lowering rates so as to achieve more fleshers and thereby more jobs for members. Final discussions on this will probably be delayed until AFRA settles its current negotiations with indies for announcer pay boost.

Kent Resumes Director Post On Chi's Ed Radio Council

CHICAGO, Feb. 9.—Col. Harold W. Kent, who for the past five years has been on leave from his post as director of the Chicago Board of Education Radio Council, will return to his former duties at the council March 1.

During his absence he served in the radio branch of the army's public re-

Oscar-Givers Tie In With Squibb; \$1,500 Goes to Academy

(Continued from page 5)
in town to wind up details. Shaw told *The Billboard* that he may move to the Coast in that agency will now have two Hollywood originations. (Other is Andrews Sisters' show.)

Five-Year Nix Lifted

For the past five years the Academy has been hit regularly by air package boys but had always nixed propositions. Reason then was that the pic house of lords considered commercial radio tie-ups beneath its dignity and always turned nose up and thumbs down. However, air-screen romance has been on the upgrade and, as predicted by *The Billboard* January 12, more pic packages will see the light this year. As in all air-screen deals, the Squibb set-up is of mutual advantage to all parties.

Post-War Bank Roll

Bank-roller gets a prestige show and will be able to toot the horn on presenting blue-ribbon properties and talent. Academy gets its 1,500 smackers which will come in handy for footing the bill for post-war expansion plans, educational work, building new quarters, boosting the size of its film library from second in the world to first, etc. Up to now, AMPAS had to rely on membership dues to carry on its work. Show will also help build the Academy award name in the face of other award competition, clinching the Oscar position in the flicker citation field. Pic companies will gain still another avenue whereby their story properties and name talent can get free radio exploitation.

Tie-Up in Name Only

As the deal is now set up, the Academy will be linked with the show in name only. It will have nothing to do with selection of either stories or players, nor will it have final say on the alrer's format. Famous Artists, package owners, will secure talent and yarns, with Tom McAvity, of FA, and Don Shaw (G. C. & N.) working out final details. No producer had been named at week's end, but negotiations were under way with Dee Engelbach, who will probably get the assignment as soon as dough differences are ironed out.

Some higher-ups in pic circles see the Academy deal as a milestone in radio-screen relations. They think this should be the final ice-breaker in getting the ball rolling for more packages now that filmdom's conservative camp has seen the light. In this respect, they feel that Jean Hersholt, the Academy's new prexy (who also happens to have an air show of his own), has done much in bringing AMPAS's board of governors into the radio line of thinking. Others give credit to Tom McAvity, who has wrapped up two film-radio bundles in the past two months after being on the Coast only four months. (Other pic package was Frigidaire-Fox deal). With McAvity here again heading radio for Famous Artists, they foresee more from the same talent agency.

Unions Granted FM Conditionals

WASHINGTON, Feb. 16.—FCC this week granted three FM conditionals to labor unions. UAW got one for Detroit, ILGWU drew one for Chattanooga, and ACW (Amalgamated Clothing Workers) grabbed a spot in Rochester. All were metropolitan channels.

FCC Holds Miami Hearing On Eight Outlet Applications

MIAMI, Feb. 16.—Applications for eight new broadcasting stations here were heard this week by William Henry Wills, Federal Communications Commissioner. This is the first time such hearings have been held outside of Washington.

Greater Miami applicants, with proposed investments running from \$12,000 to \$400,000, all are standard broadcasting units. Wills will report his findings to the full board in Washington, with final decisions to come from there.

lations department, as a liaison officer between the War Department and the office of education and as a member of the War Department's office of Chief of Staff.

Everybody Has His Pet 'First'; Radio No. 1's Top 'Em All

**CBS Buys Alvin
For \$825,000**

WJZ for a year and before that *That's a Fact*, on the ABC's keyer, and a number of other shows. He's got a new big book combining the two published volumes of facts and a gob of new "firsts" but his major job now is doing the questions for *Break the Bank*. . . . And answering phone calls of people who want to go on record that "My puppy is the first to be born with three eyes" only to be told that three-eyed pups are a dime a dozen, in the history of "firsts."

Are you going to bring your bed to the next World Series? You'd better get there early to be first—and a bed on the line is old stuff, anything opening today? The world is full of firsts but only radio writes its own book about 'em.

(Continued from page 3)
credited Detroit's WWJ as the first regular broadcasting station on the air, rather than W's KDKA. KCMO's Arthur Church, a pioneer in his own right, decided some years ago to take all of radio's firsts and publish them in a volume to be called *First Quarter of a Century of American Broadcasting*. And he discovered that he cut himself a piece of cake. No matter who contended he was first, the moment that Church announced the contention there were a half dozen others who also had done the same thing first and KCMO's boss had to send out not only the original request for "firsts" but "challenge forms" on which stations or individual might contest any claim of firsting that some other station or individual had recorded. What started out to be a pleasant tribute to the industry became a research job of such size that even the final volume (challenges are supposed to have closed on February 15) will have a great many ??? and no one will be able to prove the "first" incontrovertibly.

indicated than by the fact that the Church book will pay respects to the "oldest continuous commercial," *The Horn and Hardart Children's Hour*, which started paying a little station called WCAU on Market Street in Philadelphia for time back in 1927.

Incidental Info

Of course, if you produced a play and were the "first" to employ a title, well that first is important. It's the only way a title can be protected in the theater—by giving it "cash value." *The Front Page* was a title on a play by Edward Goldsmith Riley that never reached Broadway until Jed Harris heard of the title and since the play hadn't been produced he just took it. That's the law of the copyright land. However, let anyone use that title today and—O'Brien, Malevinsky and Driscoll (that was the handle of the legit legal firm back in *The Front Page Days*).

Song titles are the same way—and

NEW YORK, Feb. 16.—The Alvin Theater is going the way of many legit houses—to radio. Deal has been completed between CBS and Pincus brothers (Alexander, Norman and Irving) giving network title to 1,357-seater for \$825,000.

CBS expects to take possession in late December but purchase doesn't effect tenancy of *Billion-Dollar Baby* which has to clear \$25,000 weekly to stay at house. Network bought the house because their former showshop, the Hammerstein, goes back to its proprietors on December 31.

while suits drag on and on—it's the "firsts" and proof of that firsting that pays off in the law courts, which are never without tune title suits.

—And what does the Joe Kane, who collected his first *Famous Firsts* book which was pubbed in 1933, do? Has he a little first all his own? Of course, the first two volumes are "collectors items" but Kane has found that the air likes his firstings. He's had *It's a Fact* on

Prescott To Chat on N. Y.

NEW YORK, Feb. 16.—Allen Prescott, the one-time Wifesaver, starts a new Saturday morning program on WJZ Saturday (23). Show will be a once-a-week, 10-minute stint, 7:50-8 a.m., based on chatter about New York. Show starts as a sustainer and goes commercial for Merkin Paint Company March 3. Humbert & Jones is the ad agency.

Was the San Jose (Calif.) radio telephone transmitting station, that afterwards became known as KQW, the first radio station to begin regular broadcasting of radio programs in 1912 (after being on the air 1909)? Was WTAM, Cleveland, the first radio station to broadcast a complete opera taken down on a wire recorder in Germany in 1924? Also was WTAM the first station to broadcast on FM in the same year? These claims are a bit startling to the showbiz side of broadcasting which is of the opinion that wire recording is something of the 1940's and that FM is a development of Major Edwin H. Armstrong, more or less currently.

—And the "challenged firsts" go on and on, indicating in many ways that being first doesn't mean a thing. FM broadcast by WTAM meant that RCA, parent organization of NBC which now owns the station, had source information on FM which started more than 20 years ago. Yet they nixed it when the major brought it to them years later.

Ed First

And when the *American School of the Air* is proud of its CBS heritage it might turn to the record and note that OXI, which later became WLB and more recently KUOM claims that it was the first educational station to broadcast courses in Esperanto and French, as the University of Minnesota station. It took almost the intervening 25 years for languages on the air to become commercial and it was WQXR and *Time* magazine that turned the trick, not the station that did 'em first.

Quiz program pain a number of people but they're not new and when KGW claimed to be the first to do a factual quiz, up came KHJ, of Los Angeles, who said: "MAN, we did that first in 1922" . . . and that too will go down in the Church book.

Opera in 1921

When the longhairs discuss where they heard the Metopera airings first, a great many will have a great list of Stem stations to submit, but the "firsters" will tell you that it was WGL (then a Howlit station in Philly) that broadcast the first complete opera—and it was in 1921. Station WGL is now in Fort Wayne and the Metopera is an ABC operation with the Texas Company picking up the tab. The competition, WOWO, has the program, not WGL.

Convention reporting is deadly—and today it gets the nix from stations and nets, but back on June 7, 1922, it was a first with none other than Douglas Fairbanks, reporting the convention of Rotary International, with almost the entire world picking up the Fairbanks coverage and rebroadcasting it. It was a "first"—and maybe it was good.

Brainard First

This tab of radio "firsts" that mean little or nothing, like most firsts, could go on and on. However, there are a few touches of nostalgia like for instance the fact that Bertha Brainard, who exited from NBC without a ripple (it was handled so "nicely"), was a first October 28, 1922, when she became the first station representative at WJZ. Bertha picked the talent that made the Newark trek to the station and later worked in what was the Aeolian Building on 42d Street. The "futility" of "firsts" is no better

limericks not after Lear...

in which WOR mentions such subjects as: Its area's percent of the nation's apparel sales; number of farms in its territory compared with the state of Indiana, and other

things both pertinent and delightful



a young lady named Ella MacLeary,
who's timebuyer for Decker & Deary,
was rather amazed
when the gay fact was raised,
that our food sales are 3-billion yearly.



a tall man who came from Peru
called us to ask what was new,
said we, in a manner,
"Now, take Indiana—
we have half that state's farms for you."



there was a young man of Leonia
who collected the flower begonia
said he, "The real pretties
are in your 16 great cities,
and that's not a fact to bemoania."



an indolent lady of Arrel,
who wrote to us on an old barrel,
asked, "Is it quite true
that your listeners do
buy one-quarter
the nation's apparel?"

WOR—that power-full station

at 1440 Broadway, in New York

MUTUAL

Spellbinders Unsheath Ax For FCC Appropriations As Sign of Mounting Anger

Porter, Bowles Play Safe, Won't Resign Old Jobs

WASHINGTON, Feb. 16. — Growing problem in relations with Congress is in offing for Federal Communications Commission as Charles R. Denny Jr. moves up to acting chairmanship of FCC to sub for Paul A. Porter who becomes head of Office of Price Administration. Denny, regarded as a brilliant young lawyer, is expected to carry on strictly in the high-level Porter tradition and he won't produce any shake-up in FCC, but he faces a growing challenge on Capitol Hill where FCC 1946 and 1947 funds are already under fire. Senate Appropriations Committee refused to be appeased last week even by affable Porter.

Even as Senate prepares to act on President Truman's appointment of Porter as OPA boss, in place of Chester Bowles, who moves up to head stabilization, rumor is going the rounds that Porter will come back some day to his FCC spot. Rumor has gained credence in some circles largely because OPA is an emergency agency whose lease must be extended beyond June 30 by Congress and because Denny's title will be "acting" chairman. However, Porter has frankly said his resignation from FCC will be official when Senate confirms nomination to the administratively and politically heavy OPA chieftainship.

Bigger Things Seen

Shrewd insiders see Porter's role in Truman administration pointing to bigger things even than OPA which right now is plenty important and seems certain to be given an extension for at least a year. Porter, as forecast, agreed "like a good soldier" to the OPA appointment only on condition that Bowles would take over the stabilization job, one of the na-

tion's biggest. Porter will be on tap for advance to Denny who emerged from FCC general counsel post to commission membership not quite a year ago, upon Porter's recommendation. The new acting chairman is expected to perpetuate Porter policy which emphasizes broadest possible expansion of FM and video, and increased scrutiny of license bids and renewals.

Denny's ability to get along with Congress is expected to measure up to forthcoming tests, but a clue to the nature of the congressional challenge was disclosed last week in Senate Appropriations Committee's upheaval over FCC outlay. Committee slashed the funds \$300,000 lower than house-passed appropriation of \$5,560,000 which itself represented a cut of a half million below the original budget request. Whether or not the Senate Appropriations Committee cut is restored this week—and there is an even chance that it might be—the wrangle reflects deep-seated feeling which some observers attribute to the over-all rebellion by Congress against President Truman's entire legislative program.

Anti-FCC Feeling

Another factor is known to be anti-FCC feeling among some congressmen who are getting mail from station applicants complaining of slow action on their bids. The mass of processing ahead of FCC, however, has been one of commission's chief arguments for increased outlays for expansion of personnel.

Conflict over FCC outlay represents something anomalous in legislative procedure since the house-passed appropriation (See Porter, Bowles Play on page 14)



Character

...is the combination of qualities that distinguishes WWJ from all other radio stations. The esteem in which WWJ is held by the community and by the nation, is based on a pioneer spirit that has motivated each milestone of WWJ's progress. As America's first commercial radio station, WWJ offers an impressive record of "firsts" ... reflected in the influence exerted by WWJ's leadership in the public interest and in the interest of advertisers.

Your sales message on WWJ is enhanced by the prestige achieved through 25 years of progressive broadcasting service.



NBC Basic Network
Associate FM Station WENA

AMERICA'S PIONEER BROADCASTING STATION — First in Detroit
National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY
OWNED AND OPERATED BY THE DETROIT NEWS



The Billboard TALENT COST INDEX

Based on "FIRST FIFTEEN" HOOPERATINGS for evening programs and the "FIRST THREE" Sunday afternoon segs.

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

Vol III No. 3

(Report February 15, 1946)

Program Sponsor, Agency, Net & Stat.	Hooper-Rating	Length and Weeks to Date	Opposition	Talent Cost	Cost Per Point	Talent Cost Per 1,000 Urban Listeners
BOB HOPE Lever—Pepsodent F., C. & B. NBC 128	32.6	½ hr. 286	Bob Crosby—CBS Concert Time—ABC Overseas Report—MBS Am. Forum of Air—MBS	\$15,000	\$460.12	\$.46
FIBBER MCGEE AND MOLLY S. C. Johnson Floor Wax N., L. & B. NBC 142	31.5	½ hr. 411	This Is My Best—CBS Hank D'Amico—ABC Doctors' Talk—ABC Am. Forum of Air—MBS	\$10,500	\$333.33	\$.33
FRED ALLEN Standard Brands Tender Leaf Tea Blue Bonnet Mar'ine J. W. T. NBC 141	26.8	½ hr. 475	Crime Dr.—CBS Sun. Eve. Hr.—ABC Don't Be a Sucker—MBS G. Heatter—MBS	\$12,000	\$447.76	\$.41
JACK BENNY** Amer. Tob. Co. Lucky Strike R. & R. NBC 145	26.6	½ hr. 537	Thin Man—CBS Drew Pearson—ABC Don Gardiner—ABC Operatic Revue—MBS	\$22,500	\$845.86	\$.75
EDGAR BERGEN Standard Brands Chase & Sanborn J. W. T. NBC 144	26.5	½ hr. 371	Beulah Show—CBS Sun. Eve. Hr.—ABC Alex. Med. Board—MBS	\$14,500	\$547.17	\$.51
BING CROSBY Kraft Velveeta J. W. T. NBC 137	25.0	½ hr. 653	Kostelanetz—CBS Town Meeting—ABC G. Heatter—MBS Real Stories—MBS	\$12,500	\$500.00	\$.53
RED SKELTON (CH) Raleigha R. M. S. NBC 145	24.9	½ hr. 177	Hoosier Hop—ABC Congress Speaks—CBS Behind CBS—CBS Better Half—MBS	\$ 9,500	\$381.53	\$.39
RADIO THEATER Lever Bros.—Lux J. W. T. NBC 149	23.6	1 hr. 515	Telephone Hr.—NBC Information Please—NBC I Deal in Crime—ABC Forever Tops—ABC Various—MBS	\$16,000	\$677.97	\$.67
WINCHELL** Jergons (L. & M.) ABC 187	22.5	½ hr. 641	M.-Go-Round—NBC Request Performance—CBS Exploring Unknown—MBS	\$ 6,000	\$266.67	\$.28
JACK HALEY (LN) Sealtest McK. & A. NBC 69	21.8	½ hr. 33	Hobby Lobby—CBS Detect & Collect—ABC Treasure Hour—MBS	\$ 8,500	\$389.91	***
SCREEN GUILD Lady Esther Powder Blow CBS 141	21.0	½ hr. 285	Contented Hour—NBC Gleason's Diner—ABC Various—MBS	\$10,000	\$475.71	\$.51
MR. D. A. Bristol-Myers Ipana and Vitalls D. C. & S. NBC 131	19.9	½ hr. 343	Waisle—CBS Pages in Melody—ABC Spotlight Bands—MBS	\$ 4,500	\$226.13	\$.23
TRUTH OR CONSEQUENCES P&G—Duz Compton NBC 133	19.6	½ hr. 270	Mayor of Town—CBS Man From G-2—ABC Treasury Show—MBS	\$ 7,000	\$357.14	\$.33
AMOS 'N' ANDY Lever Bros.—Rinso R. & R. NBC 148	19.3	½ hr. 318	Inner Sanctum—CBS Guy Lombardo—ABC G. Heatter—MBS Real Stories—MBS	\$ 9,000	\$466.32	\$.47
ABBOTT AND COSTELLO R. J. Reynolds Camel Esty NBC 140	19.2	½ hr. 111	Island Venture—CBS Curtain Time—ABC You Make News—MBS	\$13,000	\$677.08	\$.66
THE SHADOW (LN-MA) (Del., Lack. & Western) R. & R. MBS 35	13.3	½ hr. 264	Gen. Motors Symph.—NBC Family Hour—CBS Jones and I—ABC	\$ 2,500	\$187.97	***
ONE MAN'S FAMILY Standard Brands J. W. T. NBC 142	11.5	½ hr. 654	N. Y. Symphony—CBS Thompson & Woods—ABC Vera Holly Sings—MBS	\$ 4,500	\$391.30	\$.39
CARMEN CAVALLARO Shaeffer Pen R. M. S. NBC 142	9.5	½ hr. 9	Elmer Davis—ABC Galen Drake—ABC Philharmonic—CBS Songs Along Trail—MBS	\$ 6,200	\$652.63	*

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

LN—Limited Network. MA—Moving Average. CH—Computed Hooperating.

L. & M.—Lennen & Mitchell. D. C. & S.—Doherty, Clifford & Shenfield. F., C. & B.—Foote, Cone & Belding. Y. & R.—Young & Rubicam. J. W. T.—J. Walter Thompson. R., W. & C.—Roche, Williams & Cleary. R. M. S.—Russell M. Seeds. N., L. & B.—Needham, Louis & Brorby. McK. & A.—McKee & Albright. McC.—McCann-Erickson. B., B., D. & O.—Batten, Barton, Durstine & Osborn. H., H. & M.—Henri, Hurst & McDonald. L. W. R.—L. W. Ramsey. R & R.—Ruthrauff & Ryan.

The average evening audience rating is 10.5, no change from last report, 78 a year ago. Average sets-in-use of 32.6 as against 33.1 last report, 34.1 a year ago. Average available audience of 80.8 as against 81.3 last report, 80.3 a year ago. Sponsored network hours reported on were 78 as against 78½ last report, 81½ a year ago.

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The Billboard TALENT COST INDEX

Based on "FIRST SEVENTEEN" HOOPERATINGS for weekday daytime and the "FIRST THREE" Saturday a.m.-ers

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Vol. III No. 2D (Report February 15, 1946)

Program Sponsor, Agency, Net & Stat.	Hooper-Rating	Length and Weeks to Date	Opposition	Talent Cost	Cost Per Point	Talent Cost Per 1,000 Urban Listeners
MA PERKINS P&G, Oxydol D-F&S CBS	8.7 73	159	Constance Bennett—ABC Lopez Luncheon—MBS Various—NBC	\$1,300	\$149.43	*
WIDDER BROWN Phillips Toothpaste D-F&S CBS	8.2 140	380	Hop Harrigan—ABC Feature Story—CBS Mutual Melodies—MBS	\$1,600	\$195.12	\$.29
BREAKFAST IN HOLLYWOOD Ivory Flakes, P&G Compton ABC	8.1 194	151	Amanda—CBS Cecil Brown—MBS Fred Waring—NBC	\$1,500	\$185.19	\$.30
BIG SISTER Lever Bros., Rinso R&R CBS	8.0 140	255	Glamour Manor—ABC Morton Downey—MBS Words & Music—NBC	\$2,500	\$312.50	\$.46
WHEN A GIRL MARRIES General Foods Maxwell House Coffee B&B NBC	8.0 76	252	Terry & Pirates—ABC American School—CBS Pete Howe—MBS	\$2,300	\$287.50	*
BREAKFAST IN HOLLYWOOD Kellogg Pep K&E ABC	7.8 193	219	2d Husband—CBS Elsa Maxwell—MBS Fred Waring—NBC	\$1,500	\$192.31	\$.30
OUR GAL SUNDAY Anacin D-F & S NBC	7.8 142	472	Music—MBS Club Matinee—ABC Quartets—NBC	\$1,750	\$224.36	\$.33
KATE SMITH Bran Flakes Y&R CBS	7.4 133	360	Glamour Manor—ABC Wm. Lang News—MBS Words & Music—NBC	\$5,000	\$675.68	\$1.03
DR. MALONE P&G Crisco Compton CBS	7.3 42	238	But Not Forgotten—ABC Smiletime—MBS Morgan Beatty—NBC	\$2,500	\$342.47	*
STELLA DALLAS Phillips Milk of Magnesia D-F&S NBC	7.2 140	396	The Fitzgeralds—ABC House Party—CBS Johnson Family—MBS	\$1,750	\$243.06	\$.36
LIFE CAN BE BEAUTIFUL P&G Ivory Soap Compton CBS	7.2 67	381	Baukhage—ABC Once Over—MBS Various—NBC	\$2,500	\$347.22	*
PEPPER YOUNG P&G Camay Soap P&R NBC	7.0 79	589	Ladies Be Seated—ABC Sing Along—CBS Remember—MBS	\$2,650	\$378.57	*
PORTIA FACES LIFE General Foods Post Raisin Bran B&B NBC	7.0 87	243	Dick Tracy—ABC American School—CBS Superman—MBS	\$2,750	\$392.86	*
HELEN TRENT Kolync-Biscodol D-F&S CBS	6.7 142	635	Club Matinee—ABC R. Maxwell—MBS Van Damme Quartet—NBC	\$1,800	\$268.66	\$.43
MA PERKINS P&G, Oxydol D-F&S NBC	6.6 137	638	Al Pearce—ABC Scott Presents—CBS Palmer H. Ork—MBS	\$1,300	\$166.97	\$.29
RIGHT TO HAPPINESS Ivory Soap Compton NBC	6.5 136	382	Ladies Be Seated—ABC Sing Along—CBS Various—MBS	\$2,250	\$346.15	\$.56
BACKSTAGE WIFE Lyons Toothpaste D-F&S NBC	6.5 140	480	Jack Berch Show—ABC House Party—CBS Erskine Johnson—MBS	\$1,750	\$269.08	\$4.43
STARS OVER HOLLYWOOD Bowe's Dari-Rich Sorenson CBS	7.6 49	361	American Farmer—ABC On the Level—MBS Atlantic Spotlight—NBC	\$4,000	\$526.32	*
BILLIE BURKE Lambert L & F CBS	7.6 147	184	Ed McConnell—NBC Various—ABC Land of Lost	\$1,500	\$197.37	\$.24
THEATER OF TODAY Armstrong Quaker Rugs B. B., D. & O. CBS	7.4 141	138	Piano Playhouse—ABC House of Mystery—MBS News—NBC Consumer Time—NBC	\$2,500	\$337.84	\$.44

SATURDAY A.M. SHOWS

*Since these shows employ a network of less than 100 stations, it is not possible to project their Hooperating and listeners-per-listening set figures upon a population base that would not be open to question. Therefore cost per thousand figures are not reported in these cases.

Average daytime audience rating is 4.9 as against 4.7 last report, 5.2 a year ago. Average sets-in-use are 18.0 as against 17.0 last report, 16.8 a year ago. Average available audience of 74.4 as against 74.7 last report, 72.0 a year ago. Sponsored network hours number 91 1/2 (same as last report), 82 1/4 a year ago.

D-F & S—Dancer-Fitzgerald & Sample. Y&R—Young & Rubicam. R&R—Ruthrauff & Ryan. B&B—Benton & Bowles. B., B., D. & O.—Batten, Barton, Durstine & Osborn. K&E—Kenyon & Eckhardt. P&R—Pedar & Ryan. KR—Knox Reeves. Mc-E—McCann-Erickson. L&F—Lambert & Feasley.

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Outlet-Set Service Dealer Promotion Revived by WEA F

NEW YORK, Feb. 16.—Co-op outlet-manufacturer promotion of stations and radio servicing is back in the works again. During the war, there was little or no sense in posting radio stores about tubes, servicing of sets or tuning your favorite station. Now, however, with more and more army-trained servicemen back on the job and tubes for radio receivers actually off the black market

list, stations are going to work on getting posters and half sheet cards up.

First in this area to jump on board is NBC's WEA F with a three-way tie-up—"Trained Technicians Here" is the number one come on, RCA tubes for your radio receiver the number two plug and "Listen to your favorite NBC station, WEA F, 660 on your dial" the third headline.

Gag is good as indicated by the fact that dealers thruout the metropolitan area are asking for the cards. Card was brainchild of Claude Barrere and Charlie Phillips of the WEA F (ex-NBC) promotion department. Charlie Hammond, of the parent org, already has his eyes set on expanding the carding to all the owned and managed stations.

WIND Top 5 Disk Show Based on BB Music Pop Charts

CHICAGO, Feb. 16.—Joining the ranks of stations thruout the country that are basing record programs on information about best sellers printed in *The Billboard* WIND, local indie, has started a five-time-a-week, five-minute program featuring the top records as determined by *The Billboard's* list of records that are being sold the most thruout the country. The show, title the *Top Five*, heard Monday thru Friday from 7:20 to 7:25 p.m. features on Monday the fifth most popular record, as determined by previous week's sales and climaxes with a Friday night airing of the No. 1 record.

K. C. KMBC Opens New York Sales Org, Church Prod.

NEW YORK, Feb. 16.—KMBC, Kansas City outlet for CBS, has opened an office here. Arthur Poppenberg, most recently with NBC and ABC spot sales, will run the operation under the title of Eastern sales manager.

Office is actually a sales outfit for the several socko shows produced by the Kansas City station. Consequently, the operation will be called Arthur B. Church Productions after Arthur B. Church, KMBC prexy.

Marv Rosene has returned to Station WHBF, Rock Island, Ill., after four years in the Army Signal Corps. Rosene goes back to his former position as national sales rep.



We Gave Them THE BIRD ...and they Liked it!

About eight years ago . . . in the middle of the night . . . WIP's Pep Boys Dawn Patrol played a special selection, "BLUEBIRD OF HAPPINESS." The listeners liked it. Liked it so much they recently insisted that it be made available for playing at home.

RCA-VICTOR engaged the same Metropolitan Opera star Jan Peerce, who made the original under a nom de song, to make a record of the "BLUEBIRD" and it's selling BIG!

More proof of the fact that they want what they hear on WIP!

610' K. C.

MUTUAL'S 3rd MARKET AFFILIATE

5000 WATTS



Represented Nationally by GEO. P. HOLLINGBERY CO.

Few Segs Cancel; Station Loss Negligible in N. Y. Shutdown

(Continued from page 5)

New York, 9:05-9:30 a.m. Tuesday, and Fred Waring's ork, bank-rolled by the American Meat Institute at 11-1:30 a.m. *Honeymoon* managed to draft some servicemen that were handy to act as hand-clappers, but the Waring show dispensed with the rubber-neckers. At WOR, Mutual outlet, *Better Half*, unable to use the Guild Theater, went on as usual at 4-4:30 Tuesday by using safety e. t.'s made for just such an emergency. Draconian methods were used by WABC-NBC staffers to get an audience for *Sing Along*, 3:30-4 p.m. Tuesday, when office force combed the deserted streets to corral at least a quorum for the strip.

Legmen Rove

Besides the expanded news coverage of the event, all net stations unlimbered their on-the-spot departments, keeping listeners acquainted with the crisis via roving reporters. Joe Hasel, WJZ miker, went a-roving Monday night, doing pickups from Times Square and the bar at the Hotel Pennsylvania, where police and bartenders had their hands full getting the holiday crowd out for the 12:30 curfew.

Paul Killiam, WOR color man, hopped around covering the focal points in the shut-down, describing the deserted streets in the Wall Street district, the tug boat workers anxiously waiting for news at the Battery and the pandemonium in the offices at city hall. Proof that radio played a major role in informing city inhabitants of shut-down news was fact that two minutes after WEA-F-NBC miker went off the air after announcing rescinding of mayor's order, a long line had already snaked its way up to the entrance to Radio City Music Hall.

Little Lost Biz

Canceled biz was exceedingly small. During the day, when the crisis was at its height, movie and night spot owners had canceled skedded spot announcements of the nightclubs sked on many stations, but when the order was lifted reinstated them. Mike Todd used Barry Gray's *Varieties* on the WOR all-night show to tell his performers not to show, then changed copy to tell them the opposite.

WABC canceled two shows, *Life Can Be Beautiful*, 1-1:15 p.m., a Procter & Gamble bank roller, and *Cimarron Tavern*, sustainer—the first show made room for the mayor's speech, and the second was filled with recorded music. Remotes were a problem after Monday night, since night spots and hotels were closed. Mutual remote affected was *Luncheon With Lopez* on at 1:15-1:45 p.m. from the Hotel Taft, and sub was made by pick-up from WIP, Philly outlet and special news round-up from the shut-down centers—New York, Philly and Pittsburgh. WOR was in hot water for two hours on its all-night Monday show because of the night spot curfew but switched to WGN, Mutual's Chi outlet.

CBS Video Closes Shop

Tele operations at CBS were closed down for the day on Tuesday, and the

skedded color tele demonstrations also were on the blackout list.

Indie stations were flooded with phone calls from frantic workers wondering whether to report to work. WMCA, local indie, reported that the phone calls came in waves from separate industries, starting with department store employees and winding up with calls from disorientated funeral directors.

WHN, which stood to lose a lot of moolah because of its big sports sked, canceled the Monday night fight, and then waited with baited breath for the bad dream to disappear. WNEW rounded up its girl employees for the audience show, Richard Willis's beauty analysis strip. Hausfraus from the metropolitan sticks who showed for this show were given rain checks by WNEW. Other indies, including WINS, WOXR and WOV, kept in touch with kingpin WNYC, told listeners what was what, and worked in sub-zero buildings because of fuel shortage the cause of it all.

Be Good—Or Else Is Lea Bill Club

(Continued from page 6)

in the form of a threat to Petrillo, and there is some indication that House action will be deferred as long as there remains any doubt of the bill's passage. A sampling of sentiment in the House today shows that there is slightly less than an even chance for passage of the bill, but Lea and his associates believe that anti-Petrillo feeling is growing and that, by the time the House is ready to act, there will be a majority of votes in support of the measure. Even if the bill gets by the House, tho, its fate in the Senate is highly uncertain.

Presidential Veto?

In the event the Lea Bill does come up for a vote this week and receives favorable action, it is probable that Senate action will not be forthcoming for many weeks, possibly not until about the hour of the scheduled conference of the Petrillo-Miller groups. Only factor that would change such timing by the anti-Petrillo strategists in Congress would be their determining that they had enough votes to pass the bill in Senate as well as House. Even in such an eventuality, however, it is unlikely that action would be rushed in Senate since it is fairly certain that the Lea Bill will fail to get President Truman's signature. It is even more certain that the bill could not get enough votes to override the President's veto.

That Re-Election Ache

Representative Marcantonio (A.L.P., N. Y.) will lead the fight against the Lea Bill when it finally does come up for action in the House, and it is certain that there will be many other spokesmen against the measure. A number of Congressmen, who had been counted among possible supporters of the Lea Bill, are now beginning to show some anxiety over the prospect of returning to their constituencies this summer for the primary election campaigns. The Lea Bill is regarded as far stronger than the Case anti-strike bill, and Congressmen from industrial areas where Political Action Committee activity is heavy are fearful lest a vote for the Lea Bill might ruin their re-election chances.

K-F EYE FARRELL

(Continued from page 5)

to Kaiser, it is known that one of its execs was in Detroit this week presenting the show to the auto-making company. Plan of the show is to present Farrell in a weekly airing in which he is cast as a vet now operating an air cargo line thruout the world. Feature of the program will be music, with Farrell doing the vocalizing, as well as plenty of dramatic parts.

In addition to K-F, ABC and MBS are interested in the program for potential sponsors.

Want Programing Backstop

NEW YORK, Feb. 16.—Ted Bates, Inc., ad agency here, is currently in the market for a hep radio man to backstop Jay Clarke in its programing department. A number of applicants are under consideration for the slot, according to agency toppers.

ABS Flop Doesn't Deter Don Lee, Cleric, Labor, Other Net Dreamers

(Continued from page 5)

\$75-a-week salesmen instead of a top web sales exec.

Only One Grade "A" Line

According to AT&T, there is at the present time only one Grade A network coast-to-coast line available beyond the four regular nets and ABS has that line under option for 90 days. This means that even if Atlas and the two key figures who are rumored to be in the Atlas deal—one media ad-agency exec and one ex-network prexy—don't pick up the 60 per cent stock deal on February 26, no one can do anything about getting the line until at least May 10, when the 90 days are up. . . . And there are said to be groups within the ABS old gang who have access to dough enough to establish a "real" web. Group does not include Versluis himself, since he's said to be "fed up" with network operation and just wants to settle down to his station and photo-studio business.

The Don Lee Story

The Don Lee story can't be tagged to any single exec, but reports continue to come from the West Coast that key D.L.'ers no like MBS's ideas of setting up a Mutual Pacific headquarters. Altho they have snafued any such move up to now, it's in the cards for the Kobak web to have its own coast gang and when the Don Lee contract runs out anything is liable to happen. A great number of the Don Lee stations are not tied exclusively to D.L. (A number of the 34 stations taking special ABS segs on a special coast deal for instance are Don Lee affiliates.)

Religious Backed Ops

Religious-backed web operation is a twofold pic. One lay religious inspired web yen is composed of men who have tried for years to get more commercial religion on the air. They've discovered that all, or practically all, sects have offshoots that are not adverse to raising money via airings and that they're ready to buy time to do it. Lay money is strictly lay dough but will go into the biz with the assurance of certain time sold to religion before they take the air. Further assurance has been given these lay people that the business now on other webs will shift shortly after the new operation gets under way. Know-how isn't too outstanding with this group but there are a number of men who know their showbiz attached to the maybe operation to give it a chance.

Paulist Fathers (Catholic) again wanting a station in New York (they had, but sold WLWI some years ago) is a tip-off on how the church feels it must "protect" itself on airings.

Labor Factor

The labor factor is one that is at present denying that it has any net dreams and officially the CIO and AFL are sans any such desires. However, with the backing of some liberal church orgs, there is a definite feeling that a labor inspired web will hit the jackpot.

TEXACO-BING "??"

(Continued from page 5)

talking with Bing. Nothing is set as yet but it is understood that the talks have been favorable.

Trammell has his eye, its rumored, on three low-rating shows, sponsored by three low-billing sponsors, which he'd be very happy to persuade to shift in favor of Crosby. The NBC prexy is said to be in one of his program "building" moods, as he has several times in the past. He has succeeded on several previous occasions on building top rating evenings and it's considered likely that he'll make it again.

In the meanwhile, CBS sales and program departments are Crosby happy over the prospect of landing Der Bingle for Sunday night. Following the Hooper-booming *Request Performance*, 9-9:30 p.m., the singer would give CBS a full hour of top variety to pull audience away from NBC and Walter Winchell on ABC. NBC's whopping Sunday night variety skein ends at 9 p.m. after Fred Allen goes off and the *Manhattan Merry-Go-Round* comes on. If Columbia can turn the trick and latch onto Crosby, it will be mood stealing *par excellence*.

This group wants matters to swing along until the current strike situation has eased, feeling that any announced web plans would only make station ops veer away from such an affiliation. However, the money is there, the desire is there and 90 days away may leave just enough time for the clock to swing around and find the laborites in there web-pitching.

Fact is that fifth web is almost a disease—everyone is infected with it. Even Donald Flamm, who is spending a small fortune suing Ed Noble, owner of ABC, on their WMCA deal has some of his cash on that card.

Porter, Bowles Play Safe, Won't Resign Old Jobs

(Continued from page 12)

tion had already been discharged by Senate Appropriations Committee when Sen. Thomas Stewart (D., Tenn.) last week in a letter to Chairman Kenneth McKellar (D., Tenn.) demanded to know why FCC was getting an all-time record outlay. McKellar called the committee back into executive session and even summoned Porter to explain the appropriations all over again. Porter arguments before committee failed to dissuade a majority from demanding a further cut. McKellar himself asked for a cut of \$200,000 below the House bill, walked out of the committee room and returned to find that an amendment seeking a \$300,000 slash had been approved.

La Follette Defends FCC

Sole defender of the FCC in Senate Appropriations Committee was Sen. Robert M. La Follette Jr. (Progressive, Wis.), who insisted that FCC had a five-year backlog of processing on its hands. Sen. Guy Cordon (R., Ore.) declared, however, that FCC's demands were "speculative."

Denny, absent from Washington because of a heavy schedule of circuit hearings during the appropriations wrangle and shake-up in administrative posts, returns to some heavy responsibilities here. While he won't become engulfed in the present funds fight, he will get an idea of what he will be up against in future dealings with Congress. He is expected to have something of the sort of influence on FCC which Porter had—a role of mildly progressive moderator. Denny, however, lacks Porter's tough schooling in politics and administration. Porter's friendly and comradely spirit helped drive the FCC over some high hurdles.

New Commish Uncertain

Expectations are that at least a fortnight will lapse before a new FCC commissioner is chosen to supplant Porter, even if Porter's nomination to OPA gets quick confirmation from Senate. There is wide-open speculation on the possible new commissioner, and even Porter is declining to hazard a guess as to whom the new member will be. Porter's confirmation by Senate to his new post is a foregone conclusion, altho there is certain to be some protests by a tiny minority of Republican conservatives such as Rep. John A. Taber, of Auburn, N. Y.

It is no secret here that Porter hates to leave the FCC where he has developed a sound reputation as a good administrator in an agency which has had to cope with problems of one of the nation's most swiftly expanding industries. Porter visited the White House at least four times last week and in some ways is seen as largely responsible for prevailing on Truman to put Bowles in as stabilizer. Truman, it is known, was wavering in his choice of Bowles on a number of occasions when he feared to let down his old friend, John Snyder, head of Office of War Mobilization and Reconversion.

It is significant that Bowles, like Porter, is not resigning from his present post until the nomination to the new office is confirmed by the Senate. There is an outside chance that an anti-wage control group in the Senate might block the Bowles confirmation, in which case he would remain as OPA chief and Porter would still be head of FCC.

IT COULD BE SPRING

For all I know it could be the 4th of July, too. I just never get out in the air to see what season it is. Too busy turning out photo reproductions for the biggest stars in show business. But I'm not complaining. I don't like fresh air anyway!

8x10's.....50 for \$4.13
100 for \$6.60
Mounted Blow-Ups—
20x30, \$2; 30x40, \$3.85
Postcards 2¢ in quantity

Write for Free Price List B, Samples and "How To Sell Yourself!"



MOSS PHOTO SERVICE
155 W. 46th St., N.Y. 19
BRyant 9-8482

Burrelle's
ESTABLISHED 1888
PRESS CLIPPING BUREAU, Inc.
165 Church St., New York 7, N.Y.
BRarclay 7-5971

WABD Returns March 11; Time Near Two-Thirds Sold

NEW YORK, Feb. 16.—DuMont's telestation here, WABD, will return to the air March 11, broadcasting from the new Wanamaker Studios. Almost two-thirds of its available time is sold. There is strong sponsor interest in the remainder and the company will sell air time for the first time in its history. DuMont will charge \$180 per half-hour for broadcasting time, and a scale of \$65, \$50 and \$40 an hour for rehearsals in studios A, B, C and D, respectively. Only previous rate was \$50 per rehearsal hour.

Station has sold one half-hour a week to William Esty for Procter & Gamble (Super Suds), two half-hours a week to American Broadcasting Company, an option for two half-hours to Ruthrauff & Ryan, and five hours a week to Anderson, Davis & Platt for several participating sponsors. Officials of Buchanan ad-agency said last week that they are interested in two half-hours a week and Kenyon & Eckhardt last week told *The Billboard* that it was interested in time for four sponsors. All were quite positive about the prospects of airing via DuMont.

New Studio Op Only

For the time being, only the Wanamaker four-camera equipped studio will be in operation. Cameras in the old Studio B at 515 Madison Avenue were moved to Washington several weeks ago to be used in the DuMont station there. Programs in B, C and D, will begin as equipment comes available. Because of this shortage, some programs, among them the Ruthrauff & Ryan and Anderson, Davis & Platt stanzas, will be postponed for a short time. However, Super Suds seg begins March 12, 8-8:30, and ABC will also bow in the first week.

ABC's programs, possibly sold by the web to clients on a share-cost deal, will net DuMont \$1,250 a week since the

company has ruled a different price scale for nets and stations (who are prospective competitors) than it has for agencies. Agency broadcast time rate is commissionable but rehearsal prices and costs for sets, etc., are not. Last is a result of DuMont's policy of charging bone cost for rehearsals and additional material.

Production Say-So Valued

Agency tele toppers agree that the reason for the great interest in DuMont's station lies principally in the fact that it is the only outlet in New York which permits an agency to have final say over all phases of production. Best example of this, trade points out, is the decision made by Ruthrauff & Ryan not to take the last two shows which it was supposed to air over CBS's WCBW. Original deal between R&R and CBS was for two test programs and two additional ones if the tests were successful. However, the agency decided in November to cut out its tele for the remainder of 1945. Now R&R, which has been the most active big agency in video (it's tele chief, Lee Coley produced weekly shows for Lever Brothers over WABD for a year and a half) has hopped back to DuMont.

Probably the most ambitious program which will bow in on DuMont next month is the series which William Esty's tele chief Al Foster has lined up for Super Suds. It will be a set of blackout skits similar to the ones which he produced on WABD before it went off the air last fall, but added will be commercial and entertainment film produced by the agency's film department. Length of the pix will vary but none will run more than 10 minutes.

Station, incidentally, will provide publicity-promotion and research for clients. Former will be handled by ad manager Milt Alexander and later by sales topper Phil Furman.

More Laws on Video Due; Senator Wheeler Working 'Em

WASHINGTON, Feb. 16.—Another burst of legislation to guard against monopoly in radio, with special attention assigned to the vast new television industry, is in the offing in Congress. Sen. Burton K. Wheeler (D., Mont.), is stirring behind the move. The fiery senator tipped his hand last week in acknowledging that video was just about ready to come into its own.

Politically Ready?

Wheeler, like a lot of other Congressmen who witnessed the demonstration of the first of a regularly scheduled series of video transmissions by coaxial cable between Washington and New York, is greatly impressed by the possibilities of television. The demonstration was so impressive to Congressmen that they believe television is ready to take its place in politics and every other phase of American life—and they also believe that legislative strings ought to be tightened. For example, Wheeler said: "Television can be one of the greatest mediums for good or one of the greatest mediums for evil for the people of the United States." He added: "I think it can be a great good if it is properly used, and it is up to the Congress of the United States to see that there is no monopoly in television and that it is used for the benefit of the

people from an economic and social angle."

Form Not Set

Wheeler indicated that he was deliberating on the problem and has not quite decided just what form the new legislation will take, but the proposal—or proposals—will seek drastic revision of the Communications Act of 1934. Wheeler was among three Congressional leaders who participated in a telecast with outgoing FCC Chairman Paul A. Porter on the Capitol steps in connection with the Lincoln Day memorial transmission to New York.

Truman Tele Appearance?

Promise that President Truman's next appearance before a joint session of Congress will be telecast was renewed by Sen. Wallace White (R., Me.) who was among the trio of Congressmen in the television broadcast. White predicted that television will play a powerful role in American politics, as it will satisfy the desire of the voter to see as well as hear his candidate without leaving his own living room. "The people," said White, "like to see their public men in action. They like to give their candidates what the boys call 'the onceover'."

Chairman Clarence F. Lea (D., Calif.), of the House Interstate and Foreign Commerce Committee, was even more enthusiastic. He predicted that television would be brought into Congress, but it looks as tho Lea's optimism is not shared by a majority in both houses. Sentiment still prevails against setting up regular radio broadcast or television facilities in the chambers.

Preem Impact Okay

Last week's television demonstration had an important impact, however, on the lawmakers, as well as others who witnessed it, and Porter's forecast of \$6,000,000,000 in capital expenditures and consumer goods in connection with video and FM expansion in the next few years raised no eyebrows among the legislators. Meanwhile, FCC is about set to come out with its decision on successful applicants for District of Columbia's four channels. Six applicants are competing for the channels.

TELEVISION REVIEWS

See What You Know

Reviewed Wednesday (13), 8:18-8:45 p.m. Style—Quiz. Sustaining over WCBW (CBS), New York.

CBS delivered a load of talent plus a load of brains, but no show this evening. It's almost beyond imagination just how bad a combination Gypsy Rose Lee, S. J. Perelman and Tex McCrary, with emceehip by Bennett Cerf, can be.

The basic idea had nothing new. A group of people sit around and answer some questions, some visual and some just questions. If the people are terrific the questions are not so important. If the people are, as they were during this quiz, telegenically zero (except McCrary), and if they act as tho they are frying on a griddle, the questions have to be slightly out of this world to hold interest. They weren't.

Ben Finer, who produced the show, trotted out the put-the-marbles-in-the-pie-pan-which-you-balance-on-your-head routine again for the umpteenth time, and as the performers weren't funny, the gag laid its usual egg. Other posers, just as floppy, were identifying a card game by a top hand, tell parts of a sailboat model, tab a couple of long-hair tunes, etc.

Cameramen, Howard Hayes and Ralph Warren, seemed obsessed by the hazy show and managed to keep at least half of the "performers" out of focus more than half the time. Lota Bonner, who kept the score, was as dead as the rest of the camera subjects.

Even the little kiddies who "adore" television went to bed peacefully while this was being scanned.

Tales by Hoff

Reviewed Friday (16), 8:30-8:45 p.m. Style—Bedtime stories. Sustaining over WCBW (CBS), New York.

Sid Hoff has uncovered an easy way of making his art develop and supplement, as well as illustrate, his tale spinning. That's not easy. Most sketch artists find themselves illustrating what they've already told their audience. Hoff makes his paper and charcoal tell the simple stories that he has devised, lifted or stolen. The story of two snowbabies who are adopted by a couple who have no children of their own, only to melt when the sun's rays hit them in spring, was fun as was the solution—the couple moving to the North Pole and an igloo when they find two snowbabies the following year.

The fingers of Hoff moved rapidly, the tonsils slowly and the two youngsters dressed for bed, for whom the tale was told, spoke up at the right moments (apparently ad lib). They even sang, sans accompaniment, *Let It Snow! Let It Snow!*

Cledge Roberts handled the scanning effectively, without trickery—and that was well. There are times when programs should use all of the visual mediums flexibility and times when the production should be left in the hands of the talent. Roberts wisely did the latter changing from camera one to two only when the change was logically from Hoff and the youngsters to the drawing board.

This was the first sketch scanning that was worth the price of admission.

Lincoln Day Ceremonies

Reviewed Tuesday (12), 12-12:30 p.m. Style—Special events. Sustaining over WNBT (NBC, WABD, DuMont). Skedded over WCBW (CBS), New York, but not aired. (Relayed also to WRGB, General Electric, Schenectady.)

The AT&T coaxial cable from D. C. to New York received its baptismal with a boring scanning from the nation's Capitol. The entire presentation might well have been tabbed "No Show," because that's exactly what came forth from the kinescopes and NBC's projection tube receiver.

The novelty character—and everyone was doubly amused that AFM Prexy Petrillo "permitted" the Marine Band to be heard on video—held the viewing crowd's interest—but it won't a second time. Newsreels have to be edited and narrated. The footage that comes forth from the average camera coverage of an

(See LINCOLN DAY on page 16)

Balaban & Katz

Reviewed Thursday (14), 7:45 to 8:45 p.m. Style—News, educational, variety. Sustaining and commercial on WBKB, Chicago.

WBKB tonight pulled off a good stunt that won it a lot of publicity and could have been top video if it had been produced right. Stunt was that of picking a "Miss Television of 1946" as part of a fashion physody promotion now being conducted by *The Chicago Daily News*. Picking of the winner and parading of the gals were done during tonight's telecast. Naturally *The News* carried plenty on the WBKB stunt, but the job would have been a complete success for the station if more attention had been given to production.

One mistake in promotion was that of not having the judges, Bill Eddy, WBKB director; Victor Borge; John Golde, MGM talent scout, and Nate Platt, production chief at the Chicago Theater, appear as part of the show. We believe that a few shots of the judges, and their reactions to gals parading around in bathing suits would have added plenty. It is a certainty that Borge, always a comedian, could have provided plenty of laughs, just as he did in the office wherein the judges were grouped around a video receiver trying to make their decisions.

There were other production mistakes, such as not rehearsing the gals to prevent possibility of any of them walking off the stage in the wrong direction, as did happen, not showing the gals long enough and having announcer Charles Lyon tell the winner's name in a semi-whisper that was audible to the audience. In fact, gimmick of having Lyon start talking about a fishing trip in the North woods while shots of the in-wooded settings were telecast, turned out to be quite corny.

Altho WBKB cheated its audience on the bathing beauty contest, it more than made up for that by doing a top, but simple, job by presenting representatives of Chi's School of the Art Institute in a demonstration of the fine points of ceramics (pottery making to us). Actual demonstration in specific steps taken in various types of pottery and chinaware making was given. As a lucid bit of education, this part of tonight's program was tops and demonstrated again the power television will have as an education medium. Another part of the show that taught and had plenty of interest—for the fem portion of the audience, anyway—was a hair styling demonstration by Patricia Fitzgerald's Patrician School of Beauty and Social Behavior. Miss Fitzgerald, responsible to a great extent for many of the programs RCA put on during the World's Fair in New York, had a top video presence and ad libbed her lines with ability found most of the time only in video performers as experienced in the medium as she is.

Katherine Dunham and Company

Reviewed Friday (15), 8:50 to 9:15 p.m. Style—Dance revue. Sustaining over WCBW (CBS), New York.

Check this scanning as terrific. Paul Belanger, who knows the heel-and-toe stuff (his frau is a top dancer) and WHM went sour with Valerie Bettis (*The Billboard*, February 16), caught the spirit, the rhythm and the vitality of K. Dunham and her singers and dancers. Even the settings were conceived so that Grey scale was kept in mind at all times . . . and that isn't easy since Negro coloring is tough scanning against any background.

Some of the blendings of two camera shots were nothing short of pictorial masterpieces, while on the other hand there were a few shots where the No. 2 camera was kept so faint as to smudge the pic rather than help it. Belanger effectively avoided chasing the dancers around with the cameras and instead permitted them to dance out of frame frequently, which was as effective as having dancers work in and out of the wings in the live presentations of good dancing.

Sound, too, was nicely handled—never too loud nor too faint, when rhythm was supposed to give that spinal thrill it did. When the dancing was supposed to quiver the cord, it did. Recorded voice of Dunham enabled the star to narrate

(See Katherine Dunham on page 16)

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McDonald Blasts Video, Now

CHICAGO, Feb. 16.—Commander Eugene F. McDonald Jr., president, Zenith Radio Corporation, who has long been noted for his opposition to black and white television in the lower frequencies, this week came out with another blast at that part of the industry which wants to go ahead with video in the channels recently assigned by the FCC. In so doing, McDonald strongly backed the CBS color process and reopened the old fight between the "black and white video now" and the "perfectionist, color tele at a future date" proponents.

McDonald issued a statement saying "no television receivers should be sold to the public for operation in the 50 mc. band (approximately where the new FCC tele assignment begin.)

High Definition Color

Explaining the reasons for his stand McDonald said, "I think that there is no question that the great future of television lies in high definition on the higher frequencies in color. I have a number of reasons for saying this. The advertisers of the country have been willing to pay a premium to purchase color in their advertising. In the movies a mediocre picture in color will oftentimes pack a theater whereas a picture in black and white must be good to achieve the same relative box office success.

CHICAGO, Feb. 16.—With E. F. McDonald Jr., prexy of Zenith Radio Corporation, going on the record this week with an endorsement of the CBS position in re color video, some in the trade are wondering whether this presages a closer relationship between the network and the manufacturer. As these sages see it, the Zenith position in the past, where video and FM are concerned, has more often than not been in the same corner with CBS.

Likewise, as they see it, each would logically implement the other without adversely affecting income. So they say it is not inconceivable for Zenith and CBS to effect a financial get-together and perhaps in the near future.

In this way both would get, at least so reason the sideliners, a better competitive whack at RCA. In this way, CBS, now way ahead with its color video, would benefit in its till as well as with good will. In this way also a couple of smart operators would get together without stepping on each other's toes. Right now both sides say it isn't so but shrewd trade men, who've been right too often in the past—are watching and waiting.

Also, if the film companies could produce color film for all types of cameras at a price as low as black and white, I feel that there would be little or no more black and white sold. Kodachrom 16mm. color film for amateur moving picture cameras, altho higher in price, now outsells black and white three to one—the public wants color.

"In a color television receiver the public can enjoy color without additional cost after the original purchase of a receiver."

Zenith Nixes B&W Sets

In an interview with a representative of *The Billboard* McDonald further elaborated on his stand. He explained Zenith was so sold on color video it would never make any black and white receivers. He stated that the company would make only color receivers and expected to have them on the market within a year. Whether or not there would be enough color transmitting stations in operation by that time to warrant the public's buying the receivers was something he could not say, naturally, and something that is strictly in the laps of the FCC gods.

McDonald also told *The Billboard* that he expected to be on the air here with an experimental color transmitter in the ultra high frequencies around 450 mc. within the next four months. He will use CBS's mechanical color process and has worked out a patent agreement with the net for that purpose. As was pointed out in *The Billboard* a few weeks ago, Zenith will make its own color transmitter and will construct about 50 sets that will be loaned to engineering experts during the time the company

Waltham Bulova On DuMont WABD

NEW YORK, Feb. 16.—Waltham Watch Company, thru its ad-agency, N. W. Ayer, has contracted for the purchase of five time signals a week at 9 p.m. on DuMont's station here, WABD. Signals will be 30 seconds long. Contract is skedded to begin when DuMont returns to the air following its channel shift and the erection of new studios in the John Wanamaker store in New York.

Chi Video Station Within 18 Months On ABC Agenda

CHICAGO, Feb. 16.—Paul Mowrey, American Broadcasting Company's television director, last week threw his hat into the Chi video ring by announcing that one of the top plans on his agenda is a television station in Chi at the earliest possible date. Mowrey could not give the exact date ABC would have a Chi video station because operation here will only take place after the FCC has granted the local video license for which the net has applied. As nobody knows when the FCC can get around to processing all its video applications, the starting date could not be set as definite, and Mowrey could only say that ABC should have its own station here not later than 18 months from now.

Mowrey plans at the beginning of the ABC video station operation here to program primarily in special events remotes an occasional program from one of the ABC studios and accent on a new type of video programing (new here, that is), the picking up of remote dramatic programs from the houses of various amateur theatrical groups such as the Jack and Jill Players and the legit groups at universities.

28 Hours Weekly

Mowrey expects to be able to program, even at the beginning of his operation, the 28 hours weekly that the FCC wants telecasters to air by June 1, 1946.

Mowrey is already starting to line up agreements with the drama groups and special events originating places, such as indoor and outdoor sports arenas.

For his drama pick-up Mowrey plans to use three orthicon cameras—one for close-ups, one for middle shots and one for distant shots. This, he reasons, will enable the video audience to see plays in a manner that could be duplicated only if they bought three seats—one up front, one half way and one at the back of the house.

Chi Shows To Be Telecast

Some of the ABC's present Chi-originated radio shows will also be used for the net's video program content here. Mowrey will not telecast these at the same time they are broadcast over AM, but he intends to create special video adaptations, using radio personalities and program formats. *Breakfast Club* and *Quiz Kids* were among the shows he mentioned as being especially adaptable for video.

There is a possibility that ABC might get into the video picture here even before it can get its own station, Mowrey said, if he is able to work out arrangements to have some ABC-produced shows telecast on either of the two video stations now in operation here.

Formation of an ABC video staff here, Mowrey also said, would be done by having a few of the net's New York video experts come here for a few months to train the net's present AM staff in the why's and wherefore's of television production.

transmits color on its experimental license station.

In a surprising hedging move, one undoubtedly designed for present license retention purposes, Zenith will also continue to transmit black and white on its new channel (see *The Billboard*, February 16) in the lower frequencies that McDonald objected to so vehemently.

Matty Brescia has joined NBC's Midwest Division's flack department as night editor. Brescia was voted No. 1 army sports writer of 1944 in a nationwide contest. At the same time, Carl Simonson, formerly with NBC flack department, moves to WBBM, CBS flack staff, and sister, this was swell.

Stem Producers Unimpressed by Video Tryouts

NEW YORK, Feb. 16.—Deal between NBC's John Royal and Dramatists Guild allowing net to televise unproduced full-length plays for the payment of \$1,000 to scripter is unimportant to Stem legit. Five out of six Broadway producers, when quizzed by *The Billboard* about the value of a tele preview to them, said tryout is strictly for those dramatists who can't get an option and want to improve their scripts by seeing them performed.

It was felt in the trade that this video tryout would obviate the necessity of going on the road with a show thus saving producers plenty of jack. Nothing could be farther from the truth, according to Lee Sabinson, producer of *Home of the Brave*, who said audience reaction as show hits different towns is a big factor in whipping it into shape. "A producer must watch audiences to find out what's wrong and right with his script," he pointed out.

Sabinson Sans Telecast

Sabinson, claiming he would never allow a play of his under option to be tried out in Guild deal, said: "Tele is a different medium from theater. The audience doesn't see the same show. Space is much more limited. I hope I'm not being an egotist when I say that I must have full supervision over any production of a script I own. I like to pass on the director and the actors, which I couldn't do under this arrangement."

Brock Pemberton echoed Sabinson's sentiments. "There would be no audience reaction and so your tryout would be valueless. Readings would serve the same purpose to a producer as these showings. Altho a manager would be able to judge a play better than in manuscript form you'd lose your main audience. Only the crit would be left and you wouldn't get constructive criticism from them."

Bloomgarten Sees Loss

It was pointed out by Kermit Bloomgarten that a video showing of play would dissipate the value of the script. "A producer would get limited returns from this kind of production," he said. "It's like giving your play a summer stock tryout. Who knows what kind of a cast or director will do the show?"

Victor Samrock, biz manager of Playrights Company, went for the idea. "I'm in favor of trying it. It's an experiment. At least the producer can get a chance to hear and see his play," he said.

Hopkins, Leventhal Nix

Both Arthur Hopkins and Jules Leventhal nixed the proposition. "The essential qualities of a play are lost," he stated. "What more could a producer learn from such a showing than before?"

Leventhal brought out the fact that little of the biz in show would be seen, camera would focus only on spots and the acting techniques are different from the stage. He thought a production would be of no use to a manager.

Union Action Seen

Even if deal proves of no value to Stem it has succeeded in needling the unions into action on tele. Walter Greaza, head of Equity's Tele Committee, said that the union would be certain to act on this new development even tho he wasn't certain what the action might be. It should be remembered that Equity is the one union in Four A's that is in favor of immediate union rates for video. NBC-DG deal may line up other orgs in Four A's behind Equity.

Execs at AFRA were inclined to minimize the value of seg but said they were certain that NBC would have to pay rehearsal fees for a show of this type even if rates had to be established for this program alone. Since it is planned to rehearse for three weeks it is evident that fees would amount to a tidy sum.

Dramatists' Guild views the arrangement as applying to tyro scripters and running for a year while tele still has its narrow audience. When medium starts to expand guild will take appropriate action.

Review of first full-length original Television Play appears on Page 47

Broadcasters Pitch For 40 Mikers at Atom Bomb Exp.

WASHINGTON, Feb. 16.—Off-the-record meeting of army and navy brass in charge of allotting radio coverage for the atom bomb experiment slated for May with representatives of webs and indies held here recently points to the possibility that radio, both net and indie, can expect to get about 40 mikers for on-the-spot reporting of the event. Rumored figure set by the navy gold braid for all news media is 140, of which nets will ask, tho they might not get, at least seven reps each.

Nets, by pick from hat, have appointed Fox Case, of WTOP, Washington, to present its case to the navy brass. Indies have NAB in their corner, and trade insiders believe, will get a fair shake from the navy in any hook-up which might be arranged for the event. Argument is based on the fact that the atom bomb experiment ranks with D-Day in Europe and a presidential speech in news value and international significance, and the navy, anxious to cooperate with all branches of the radio industry, will undoubtedly follow the precedents established on previous occasions.

Harvey Stone Cuts Audition Disk Again; Y&R Woos Gulf

NEW YORK, Feb. 16.—Young & Rubicam doing retakes on its audish platter of G.I. comic Harvey Stone. Program uses Oscar Bradley ork, Pat Marshall for vocals, Ward Wilson for straight, and Dan Seymour as spieler. Hal Kantor did writing and Ed Downes handled the watch.

Stone, out of the Detroit niteries, has been a hot item since his guest shot on Kate Smith last year. Now, tho still in uniform, his routine taking off the G.I.—just as Johnny Burke was the perennial doughboy of World War I—is still hot.

Y & R want to play the platter for Gulf. Show probably will be plugged as a summer replacement.

LINCOLN DAY

(Continued from page 15)

event like Gen. Dwight D. Eisenhower's placing the Presidential wreath at the foot of the Lincoln Memorial statue of Honest Abe, would have been cut to about one minute. It was very obvious that this should have been done as the viewers watched the General of the Army, Dwight D., go back and repeat his wreath placing for a couple of newsreel men.

The switch to the D. C. studio (DuMont's W3XWT) for the explanation of how the program was being brought to the audience was excellent considering how it proved that a switch from web to local can be done just as rapidly as a switch on sound broadcasting—from web to local. In New York the switch was done from the web to the New York NBC studio and it was smooth (except for a moment during which the synch generator apparently went sour).

Web work was just as smooth as tho the scanning was being handled locally. It was indeed a momentous occasion. It is to be regretted that what God had wrought were scannings that should have been left on the cutting room floor—or whatever can be tabbed as the video equivalent.

KATHERINE DUNHAM

(Continued from page 15)

and at the same time appear in her own dance tale.

It was a shame but Miss Dunham seemed to be the only amateurish member of the cast. Her white dress was in the best church social tradition and even her dancing seemed to be in the "visitor" tradition, rather than part of the voodoo tale she was supposed to be dancing.

Dunham troupe can come back to the mike every Friday night as far as entertainment is concerned. Of course, if the viewer doesn't like primitive emotions, Dunham is hard to take. But hard to take or easy, CBS must be credited with bringing more colorful entertainment to the air via this presentation that it brought, thru color, in its current pigment pitch to the trade and consumer press.

Given genius, credit Paul Belanger with knowing how to scan it—with plenty of telesavy the James McNaughton sets deserve a brow to floor bow too. Brother

TAG MCA "ORK MONOPOLY"

Agency, Also Smacked With "Restraint," Will Appeal

Finley awarded 55½¢ plus costs—may sue for more but trade considers dough insignificant when stacked up against possible industry-wide repercussions

By Harold Jovien

HOLLYWOOD, Feb. 16. — After two days of deliberation, a jury of 11, ruling in Larry Finley's three and one third million dollars anti-trust suit against MCA, handed down a decision in favor of Finley on the counts of conspiracy to restrain trade and operating a dance band monopoly and awarded damages amounting to \$55,500 to Finley. In addition, MCA will have to pay court costs and reasonable attorney fees which will be fixed by Judge Paul J. McCormick, who presided.

It's understood the figure covers damages only for the period between February 3, 1945, when Finley began operating Mission Beach Ballroom, San Diego, Calif., (spot which figured in case since Finley claimed financial loss because he was unable to obtain name bands from MCA due to their first refusal arrangement with the competing Pacific square ballroom) and March 20, 1945, when Finley officially started his anti-trust suit. Possibility that Finley will take further action to recover damages covering the time from March 20, 1945, to the present now that he has won his point in Federal Court.

Stein Says He'll Appeal

Jules Stein, prexy of Music Corporation of America, following the verdict of the jury told *The Billboard* that "The Jury, by its decision, has in effect censured the efforts of our company in behalf of our clients in seeking the best places of employment for the maximum wages consistent with the furtherance of the artists' careers. San Diego situation, out of which this lawsuit arose, occurred only because of our efforts in behalf of our clients. Therefore, we will prosecute and appeal from the judgment and are convinced that the higher courts will vindicate and sanction our policy

Fleabite Suit

NEW YORK, Feb. 16.—With trade knocked ga-ga by Larry Finley's successful suit against MCA, a fleabite lawsuit for \$3,000 against General Artists' Corporation in City Court here contains some of the elements of a last straw, and deserves watching.

More than a month ago one Edward Dissentner and a group called "Youth's Monument to the Future" filed suit against GAC, Howard Sinnott and Nat Lazerow for alleged damages incurred when King Cole Trio nixed an October Bronx one-night booking. According to the agency, episode was a routine affair, with Cole preferring not to accept work on the particular date, and with the youth group's deposit being returned a matter of hours after it arrived at GAC. Cole signed no contract.

Since acts and bands reverse bookers' okays on dates every day in the week, the lawsuit came as a surprise and was interpreted by trade as being born of the show-biz inexperience of the plaintiff. GAC entered a motion to dismiss the suit.

A month has passed and the court has not yet rendered its decision on the motion to dismiss. While this in no way shapes up as a Finley style affair, insiders shudder in contemplation of what would happen in the trade if bookers were suddenly held legally responsible every time a band turned down a job offered thru an agency.

of representing our artists and clients to the best of our ability."

May Ask Consent Decree

Charges against Stein personally were dropped in the suit due to lack of evidence with the charges remaining leveled at MCA, a Delaware corporation, and Larry Barnett and Eames Bishop, of MCA's Coast band department. A consent decree from the government may be asked eventually by MCA to clarify bookings and operations in the band biz.

The motion for a new trial that Stein referred to in his statement is expected to be entered soon by MCA's legal heads. Understood this is the first case that Frank Doherty, attorney for MCA, ever lost in a Federal Court. A new trial would probably mean that Finley's award of \$55,500 will be held up with MCA instructed to post a bond double the damages.

Trade Repercussions Loom

Authorities in the trade believe that the amount of money awarded Finley is minor compared to the effect and repercussions on the entire industry that MCA's defeat in this case may bring about. MCA is figured to do as much band booking as all the rest of the important agencies put together, having practically laid the foundation and been

(See MCA TAGGED on page 20)

Symph in Civvies

TORONTO, Feb. 16. — Thirty members of the Minneapolis Symphony ork had to play in their street clothes in a concert here when their dress suits got lost in transit and failed to arrive in time for the concert. The clothing disappeared from a truck while orchestra luggage was being moved in Cleveland.

James - Newman "Love Me" Goes To Edwin Morris

NEW YORK, Feb. 16.—Edwin H. Morris here has grabbed *Do You Love Me*, penned by Orkster Harry James in collaboration with Lionel Newman, and pub will push the tune as soon as it finishes work on current *Don't You Remember Me*.

Why James didn't give the tune to his own pub affiliate here, Music Makers, hasn't been ascertained, but some tradesmen are guessing that maestro figured Charlie Lang's firm would be too busy with its English importation, *I'm in Love With Two Sweethearts*. Muddling up this theory, however, is the fact that Morris pub itself will be extra busy with a Sammy Cahn-Julie Styne song, *Where Did You Learn To Love?* already in the books—recordings set, etc.—and still another tune, *As If I Didn't Have Enough on My Mind*, now being readied for exploitation.

AT CONVENTION-IN-PRINT

Music Men Flock to Juke Operators "Meet" in The Billboard Amusement Machines Department

Those band leaders, music publishers and record companies whose advertisements pack the pages of this department each week have all gone to the amusement machine industry's convention-in-print, which appears in the Amusement Machine Section of this issue. Convention-in-print was inaugurated by *The Billboard* during the first year of war, when the coin machine industry decided to forego its annual conventions. Music readers are invited to drop back into the C-I-P for the music popularity charts, more music news and advertisements.

No Courtney for Musicraft But the Duke Deal Sizzles

NEW YORK, Feb. 16. — Hocus-pocus surrounding reported huddles between Musicraft diskery and Cross Courtney, of William Morris Agency, has been sifted out by usually reliable informants here to mean just one thing: that the Duke Ellington band, handled by Courtney, will part with RCA-Victor before end of year and take up with the indie wax house.

Earlier reports that Courtney was dickering with Musicraft for his own services as an executive were discounted both by insiders at William Morris and Musicraft itself. Irving Felt, prexy of Jefferson-Travis Corporation, which controls Musicraft, flatly stated that "No position whatsoever had been offered to Courtney." Asked if it was true that he had been negotiating with Courtney for the Ellington band, Felt replied, "I would rather not comment on that."

Hot on Duke Trail

That Musicraft is after Ellington has been known along record row for quite some time, but definite pact talk has been held up first by all-out efforts on diskery's part to land Artie Shaw band (Shaw finally was corralled last week) and then by fact that RCA-Victor still holds contract with Ellington which doesn't expire until November of this year.

Courtney himself refuses to talk about any purported deals with Musicraft but friends at William Morris have expressed wonder about his goings-on with the wax plant. With Courtney making frequent treks down to Jefferson-Travis offices, some of them still think that Courtney might be included in a package deal with Ellington.

Drawing Up Contract

Best info is that Ellington will definitely end up as a Musicraft ace and that Courtney will not go with the firm until they grow to the point where they can make the price right. Understood that lawyers have already drawn up papers binding Ellington deal, altho these will not become effective until Victor pact runs out.

Victor doesn't know anything about Ellington's new dickering, according to James W. Murray, RCA-Victor record chief, who admits he's read about the Courtney huddlings but so far has received no official word, he says, about maestro's desire to quit Victor in November.

Deals With Thrushes

Meanwhile, Musicraft's talent activities were raising a stir in other directions, one at the expense of two rival disk firms. Understood that these two,

Butch Is Way Ahead of AFM And Petrillo

Anti-Cans 25 Years Ago

NEW YORK, Feb. 16. — Butch La Guardia, this town's ex-mayor and now ABC radio commentator, columnist and after-dinner speaker, apparently was way ahead of American Federation of Musicians' prexy, James C. Petrillo. La Guardia told 1,500 people assembled at the Hotel Commodore to honor Jacob Rosenberg, prexy of AFM Local 802, on

NEW YORK, Feb. 16.—LaGuardia's praise of James C. Petrillo as a protector of the musician and his implication that Joseph N. Weber, former AFM prexy, was not aware of the threat of canned music, irked many old-timers at the Rosenberg clambake.

Weber is generally credited with developing the federation to a major unit within the AFL. Additionally, AFM under Weber sank about one and one-half millions in an unsuccessful battle against the onrush of mechanization.

Butch's words were: "Twenty-five years ago I suggested protection from canned music, but Weber couldn't see it."

LaGuardia, tracing the history of musicians in New York, added: "I think people now realize musicians must eat." Concluded his talk with the warning that "you'll find student musicians all over the place"—replacing professional musicians—if vigilance is relaxed.

Harry J. Steeper, assistant to James C. Petrillo, AFM prexy, spoke in the absence of the federation boss—Petrillo being in a Chicago hospital for a physical checkup. Steeper said Petrillo's prepared speech for the assemblage pertained to the Lea Bill, now being supported in Congress by anti-AFM interests. "Petrillo," said Steeper, "says there's more democracy in the AFM in one minute than in a lifetime of some Congressmen in Washington."

LaGuardia Has a Boss

Rosenberg clambake was widely attended by radio execs, and among the speakers from this field were Mark Woods, of American Broadcasting Company, and Larry Lowman, v.-p. of Columbia Broadcasting System. Woods, calling LaGuardia's speech a great one, remarked, "I'm his boss now! But he does what he wants—and that's the scope we give all commentators on ABC. He recalled old battles with Local 802, but stated he had always found them fair."

Lowman called Rosenberg a battler with respect for the other fellow's point of view.

Other gabbers included Edward Johnson, manager of the Metropolitan Opera, who recalled early associations with Rosenberg, and Arthur Judson, concert manager.

Matthew Woll, American Federation of Labor vice president, congratulating Rosenberg for his work in the labor movement, wound up his talk with an attack on the anti-labor attitude of the daily press.

Soiree was enlivened by an orchestra of 50 men led by Josef Stopak, and a batch of talent including Lucy Monroe, Dorothy Kirsten, Peter Donald, Maurice Rocco, Ray Bloch and Al Trace orchestras and others.

Harry Hershfield sparked the proceedings which were attended by execs from the entire show business.

P. S. . . . Idea for the testimonial belongs to Carrie Laski, Rosenberg's longtime personal secretary.

his fiftieth birthday, that he had first suggested action against canned music 25 years ago.

The ex-mayor hastened to add, however, that "great credit is due Petrillo for having the courage to protect the musicians," and pointed out that "so much had to be done to make up for the years when musicians were kicked around." The Little Flower also tossed in peans of praise for Rosenberg, commending his "able, courageous and clean" leadership.

both indies, had grown all excited about Jeanne Crain's singing in 20th Century-Fox pic *State Fair* and were burning up Hollywood wires trying to land her. Musicraft had already signed Lou Anne Hogan, whose voice was dubbed into the pic (Crain gal can't sing a lick). Deal was arranged with Billy Burton, ex-Jimmy Dorsey manager now steering the Dick Haymes-Helen Forrest duo; in addition to Hogan gal, deal calls for recording the canary in front of a 35-piece 20th-

(See NO COURTNEY on page 20)

Locations Only Losers in Mayor's Shutdown of N. Y.

NEW YORK, Feb. 16.—Location ops were the big band business losers Monday (11) and Tuesday (12) when Mayor O'Dwyer shut down the city to stall off a fuel famine and just as suddenly changed his mind. In addition to loss in business it seems they are going to have to pay their bands whether they played shut-down night or not. The bands themselves suffered no more than the inconvenience of an unexpected vacation.

Jack Rosenberg, president, and Willie Feinberg, secretary of Local 802, made clear that the ork vacations were vacations with pay. Rosenberg told *The Billboard* "the musicians get paid" and Feinberg cited union rulings to support the 802 contention that nothing short of an "act of God" voids a band buyer's obligation to fork over.

Of locations surveyed, only one was on record as disagreeing with the union—Monte Proser's Copacabana, which handed leader Chavez a weekly paycheck some \$175 short of what he thought he should get. It was explained to him that he was being docked for a day and one-third, the operator figuring he lost that much of Chavez's labor thru having been shuttered early Monday and having no show Tuesday.

Scramble for Personnel

Most spots were able to scare their bands together in time to do business Tuesday, since the announcement of the ban's lifting came thru around 5:30 p.m. Hal McIntyre (Hotel Commodore) and Les Brown (Hotel Pennsylvania) were the only two major leaders who didn't work Tuesday night. W. R. Christman, treasurer of the Commodore, was at first inclined to doubt that the hotel would want to pay McIntyre, claiming that the leader had been asked to play Tuesday night and had protested inability to collect his tootlers. However, Christman said that no policy had been determined and when *The Billboard* informed him of Local 802's position he

reiterated that the hotel had not made up its mind what to do about the dough.

Jim McCabe, manager of the Pennsylvania, said that Brown would be paid because "it's our fault he didn't play Tuesday—we had him standing by and when at 4:30 p.m. it looked as if O'Dwyer would stand fast, we told Les to send his boys home."

Vincent Lopez Gets His

Vincent Lopez, who plays an early schedule at the Hotel Taft, did not play Tuesday, but will be paid. Art Mooney, Hotel Lincoln, worked Tuesday, as did Guy Lombardo, Hotel Roosevelt. Lombardo was unable to set up until 9 p.m., but the hotel says business didn't suffer too badly, and there is no thought of docking leader.

Nat Moss, operator of Club 400, told *The Billboard* that Louis Prima and band were on hand Tuesday and went to work on schedule when the good word was given. Biz not too extra however.

New Yorker Won't Dock

Tommy Tucker and Ork showed up for work at Hotel New Yorker, and entertainment director Carl Snyder's office, but the ice-show performers didn't appear. Likewise, Peter Kent's small band, which plays the spot's Manhattan Room, didn't show. Won't be docked, however.

Hotel Lexington, with Johnny Pineapple and Hawaiian Show, went on per usual, with no mishaps.

Apollo Theater and Savoy Ballroom, Harlem spots, had narrow squeaks Tuesday when Lucky Millinder and Erskine Hawkins, respective attractions, were forced to meld musicians to make a single ork and double between theater and hoofery.

Anson Weeks, a top frontman before an auto accident five years back, has returned to the stand in front of a 14-piece crew. Ork, booked by Frederick Bros., is in the Midwest after stint along West Coast resort spots.

Why Pubs Wake Up Screaming; Whitney or Not Whitney Is ?

NEW YORK, Feb. 16.—A determined woman claiming to be songwriter Joan Whitney flung her weight all over Broadway this week, providing a stiff pain for (1) Bob Coleman, *Daily Mirror* drama ed (2) Ben Gross, *Daily News* radio ed (3) Santly-Joy (4) ASCAP (5) penner Whitney.

All started when Coleman ran a squib about Joan Whitney and Alex Kramer co-writers of *Candy*, *High on a Windy Hill* and *Money Is the Root of All Evil* planning a Broadway show. Dame wrote Coleman, threatening suit if he didn't point out that Kramer had not collabbed on *High* and *Money*. Coleman obliged with a retraction, which embarrassed Kramer, because Kramer had collabbed on tunes.

Around the same time, Ben Gross carried an item about Joan Whitney being a native of Homestead, Pa.—which is true. The lady who would be the songwriting gal, threatened Gross with suit, on the grounds that she had never been to Homestead. Gross checked with the real writing Whitney.

While all this was going on, the would-be writer showed up at Santly-Joy and demanded royalties. She had to be ejected. So she went to ASCAP and pulled the same routine, but left under her own steam. ASCAP plans to send out a release identifying the song-writing Whitney and explaining the "other" Whitney.

Alex Kramer says the dame pulled the same set of stunts about a year ago, even going so far as to bring a lawyer around. After the lawyer noticed that the female was unable to recognize Mack David, one of her alleged "collaborators," in a roomful of people, he threw up his hands and quit.

Whitney and Kramer are at a loss as to what next. They consulted one lawyer who extracted a crying towel and asked them if they'd like to have the woman's incarceration on their conscience. But as things are going, the penners are beginning to fear the outbreak of physical violence. It's this type

of thing which makes it almost impossible for a newcomer-writer to crash the alley. Pubs just won't look at unsolicited manuscripts delivered either by mail or in person.

Spivak Goes From Haynes To Eastman

Miller Band Enough for FH

NEW YORK, Feb. 16.—Long-time relationship between the Charlie Spivak ork and Don Haynes org was terminated this week when Spivak placed his personal management affairs in the hands of showbiz lawyer Lee Eastman. Eastman, who includes Arthur M. Chaud interests among his accounts, will steer Spivak on his own and not thru the Michaud office.

Break between Haynes and Spivak was decided on Monday (11), with both parties agreeing to part amicably. Haynes will continue to draw his personal-management fee until March 6, when Spivak goes on a three-week vacation.

Reason for the split is understood to be that Haynes, with his other commitments to the Glenn Miller band, couldn't give Spivak the preferential treatment desired. Haynes not only p.m.'s for the Glenn Miller outfit, but also acts as contractor, thereby making considerably higher percentage dough than he does from Spivak.

Soaring to
NEW HEIGHTS

350,000
RECORDS
IN ONE WEEK

"MY SISTER AND I"

"HIGH ON A WINDY HILL"

"ITS LOVE LOVE"

"CANDY"

MONEY IS THE ROOT OF ALL EVIL

THE ANDREW SISTERS • GUY LOMBARDO, RECORDING OF "MONEY IS THE ROOT OF ALL EVIL"
WRITTEN BY JOAN WHITNEY & ALEX KRAMER DECCA RECORD #23474

CAG Wants More Pubs To Crack High School Biz

NEW YORK, Feb. 16. — Composers-Authors Guild, seeking to promote use of contemporary American serious music (*The Billboard*, January 5), is readying an "educate the publisher" campaign, designed to attract additional pub attention to the market represented by America's 50,000 high school bands and orchestras. (Pubs like Robbins and Leed have been making a drive for the biz for a number of years now, along with old-line firms like Fischer, Schirmer, et al.) CAG claims that the kid bands play almost nothing but simplified arrangements of hoary classics and if more publishers were to approach the schools with the right kind of new material, the money would flow like wine.

Trouble seems to be that some important publishers have had their wings burned trying to crack the school trade, and are now shy. But CAG contends that pubs have suffered losses only because they didn't peddle the right arrangements.

35G Egg

One pub attended a national music educators confab some years ago. After hearing the perk of the nation's high school musicians, ran home and spent \$35,000 on fancy scores. The scores never sold, because they were too complicated for rank-and-file kiddies.

Irwin Rowan, CAG secretary, is now compiling data on available works of the membership. Once collated, the material will be presented in digestible form to music buyers—including publishers, in whose case the effort will be to show that high-school kids can't play philharmonic scores, but can and will play attractive new stuff. That would mean dough all around. Meanwhile, CAG continues plans for its nationwide series of music festivals — showcases for its product.

People's Songs, Inc. Gunning for Those G-a-Week Bosses

NEW YORK, Feb. 16.—New org formed here is People's Songs, Inc., which is publishing a bulletin to establish "a forum for discussion between song-writers, performers, union educational directors, and people all over the country who like to sing." Outfit's first bulletin contains words and music to tunes intended for the "people." One creating greatest comment in the trade is called, *We Pity Our Bosses Five*. Lyrics are as follows:

*We pity our bosses five.
We pity our bosses five.
A thousand a week is all they get
How can they stay alive?
We pity the boss's son.
We pity the boss's son.
He rides around in a Cadillac.
The lousy son of a gun!*

Sheet urges that ditty be sung to tune of *Farmer in the Dell*. Listed on organization page of bulletin as Advisory Committee are such names as Hy Zaret, Josh White, Frances Luban, Bob Russell, Burl Ives and Woody Guthrie. Exec secretary of outfit is listed as Peter Seeger.

Duke Para Date Set

NEW YORK, Feb. 16.—The zig-zagging Duke Ellington booking for Paramount Theater here was straightened out this week when band was set for four weeks opening May 1 with usual options. Pic will be *Strange Case of Martha Ivers*, starring Barbara Stanwyck. Ellington was originally slated to play the current run, with *Miss Susie Slagle's* on screen, but house decided on Danny Kaye as stage topper and brought in Bob Chester to fill the ork slot.

Mercury Hancocks Walton

CHICAGO, Feb. 16. — Jayne Walton, former Lawrence Welk chirp and recently doing a single, inked a three-year pact with Mercury records here this week which calls for 12 sides a year. Thrush cut *Las Champanecas*, *I Fall in Love With You Every Day*, *When I Lost You* and *Without You* for the label as her first etchings.

BVC - Mills Bros.' Baby Backlog Ache

NEW YORK, Feb. 16.—An eloquent example of the current meaning of "backlog" in disk and publishing businesses is provided by *Don't Be a Baby, Baby*, Bregman-Vocco-Conn tune by Buddy Kaye and Howard Steiner. B-V-C got the song more than two years ago and took it to Decca as a potential Mills Bros.' vehicle. Decca's sked for the Brothers was booked up a year and a half in advance, so it was no dice.

Before B-V-C could make overtures in other disk directions it was swamped with film scores, and the *Baby* ditty was pigeon-holed. Meanwhile, Donald Mills, of the Brethren, decided he liked the song and began pestering the Kapps.

So what happened? So six months ago they recorded 'it at Decca.

When was it released? A handful of days ago.

Arrangers Prepping "Forgotten Man of Music" Pitcheroo

NEW YORK, Feb. 16.—American Society of Music Arrangers, all AFM members, have launched a campaign which they hope will enable them to press for a better financial break from leaders, radio nets, stations or wherever group is able to take best hold. Angling thru the press with a "forgotten men of music" pitch designed to underline arrangers' musical talent, outfit wants to muster sufficient public prestige to make later demands palatable all around.

Formed on the West Coast three years ago, ASMA gained a New York foothold last year, mainly among arrangers of radio music. Among its local scorers are Jeff Alexander, Lyn Murray, Frank Black, Robert Russell Bennett, Fred Van Eps, Paul Sterrett, et al., who write for the Howard Barlows, Andre Kostelanetzes, Paul Whitemans, etc. The dance arrangers have not yet broken down ASMA's doors, but org figures once the campaign hits high gear band writers will be attracted by the monetary possibilities.

Musicians' union is understood to look favorably upon SMA's general intent, particularly if the outfit decides to press for royalties on re-use of arrangements originally scored for special occasions. Meanwhile, ASMA concentrates on organization, recruiting, and integrating West and East Coast branches.

Signature Signs

Bradley, La Greene

NEW YORK, Feb. 16.—Signature Record firm inflated its talent roster this week by two more artists. Signed Will Bradley, ex-maestro and trombonist who shelved podium chores some years back in favor of radio work, and Marie Greene, gal vocalist known in disk circles for her Okeh cuttings with the Merrie Men. Both are expected to turn out initial cuttings early next month with Bradley ticketed to front a studio ork.

Carle Scores Sloppy Sidemen

AKRON, O., Feb. 16.—Sloppy sidemen no longer have band leaders over the barrel, said Frankie Carle here after a sock four-day stand at the Palace. Carle recently hired seven former servicemen.

Juke Box Convention-in-print In This Issue

Music readers are invited to drop in at the coin machine industry's convention-in-print, a feature of this issue, in the Coin Machine Department. More music and record news, the music popularity charts, band leader, music publisher and record company advertisements are all part of the "convention."

GEORGIE AULD

at his "super-best" in recording

JUST A-SITTIN' AND A-ROCKIN'

RECORD NO. 15043

HERE COMES HEAVEN AGAIN

FROM 20TH CENTURY-FOX'S PICTURE "DOLL FACE"

RECORD NO. 15044

ON
MUSICRAFT
RECORDS

ROBBINS MUSIC CORPORATION

MCA Tagged 'Ork Monopoly'; Agency, Also Smacked With 'Restraint,' Will Make Appeal

Finley Awarded 55½G Plus Costs—May Sue for More

(Continued from page 17)

largely responsible for subsequent building up of the band biz to its current stature, and any change in policy or operation of the powerful booking firm due to government action must reflect on all band biz. Others say Finley's favorable decision will lead the way to innumerable additional lawsuits directed against MCA based on charges similar to those filed by Finley in his case. There is also talk of the effect this case might have on the government's action in dealing with block bookings of motion picture outfits.

Whether or not Finley will immediately be able to bid for MCA name bands for his Mission Beach Ballroom in open competition to the Pacific Square dancery remained unanswered during the short period between the decision and press time. MCA's appeal for a new trial may hold up the matter.

Stein Testimony

Before the jurors came forth with the verdict, they listened to 11 days of testimony from various music bigwigs, including bookers, operators, etc., most of whom were subpoenaed by Finley, plus the plaintiff and defendants, as well as closing remarks from the attorneys and instructions from Judge McCormick. Attorneys for MCA rested their case Monday after bringing Jules Stein to the stand. (It was on this day that one of the jurors failed to show due to illness and it was agreed by both sides that the case would go before a jury of 11 instead of the usual 12.)

The attorney brought out via Stein's testimony, in attempting to prove that MCA deals with but a portion of musicians, that out of 140,000 AFM members, MCA handles four to five thousand. Stein went on to say that the booking biz is extremely competitive and that keen competition even exists between the various offices MCA has thruout the country. He emphatically stated that a top name band is not necessary to the financial success of a ballroom and cited danceries thruout the country as examples where the amount of biz done was not real indication of what is actually made. His illustrations included Merry Gardens, O'Henry Ballroom and Paradise, Chicago; Graystone Ballroom, Detroit; Arcadia, New York; Roseland, Brooklyn; State, Boston, and El Patio, San Francisco. Stein denied knowledge of Eames Bishop reported conversation (previous testimony) with Jack Flynn and Ralph Wonders at William Morris and General Artists Corporation, about recalling letters to Finley guaranteeing him bands if he succeeded in securing the lease on Mission Beach and also said that when he signed first refusal contract for supplying Pacific Square with bands it was to create employment rather than restrict or restrain.

MCA's Non-Band Activities

When Bill Christenson, Finley's legal man, took over questioning of Stein, he forced the issue of MCA's other interests, including Movie Corporation of America; MCA Artists, Ltd.; Management Corporation, Concert Corporation of America and an additional Management Corporation

which was said to deal essentially in real estate.

In reply to questioning, Stein related that a "Class A" ballroom definition was as difficult to give as definition of a name band. Entering into the matter was the cost of the building, location, efficient operation, bands used, special nights and added that a dearth of name bands could tremendously hurt spot dealing only in names, whereas "Class A" ballroom using regular flow of bands continues to operate successfully.

Motion To Strike Testimony

Questioning ceased at this point and immediately upon resting the case, Harold Collins, one of MCA's battery of attorneys, entered a motion to strike testimony and conversation concerning Mission Beach's possible damages after March 20, 1945, on the ground that it was guesswork. Collins also delivered a motion to dismiss MCA, Larry Barnett and Eames Bishop via a directed verdict since material submitted was so insubstantial.

Damages Dates a Question

Judge McCormick in reply stated that the measure of damages in the case was a serious question and that a letter from Hal Howard, of MCA's band division here, to Finley offering Jack Teagarden, Bob Chester and Ted Fiorito for Mission Beach, dated February 27, 1945, might make it necessary to instruct the jury that no damages were to be allowed after that date unless the correspondence was considered continuing conspiracy.

The matter of human service or labor as a commodity in interstate commerce was again brought into the case by Collins, and Judge McCormick repeated previously offered version that the line of demarcation is very close but he was concerned with the economical and not the philosophical slant.

Motion to strike testimony about Mission Beach losses was reserved and given further consideration by Judge McCormick, but he killed the motion for a directed verdict. The following day he canceled the motion to strike Mission Beach losses testimony after a specified date.

Attorney's Arguments

Attorneys for each side then led off with their arguments to the jury. Phil Jaffe, of Finley's legal staff, initiated the messages to the jurors stating that MCA's agreement with Wayne Daillard at Mission Beach Ballroom and intent to suppress access to name bands resulted in damages and was in violation of the Sherman Anti-Trust Law. He rung in as a measure of monopoly their interests in real estate and matter of being in pic and radio field and therefore able to throw in band as part of packaged deal. Breaking down MCA's annual volume of biz to a daily figure, he revealed their handling of \$41,000 worth of bookings per day or close to \$15,000,000 annually. Stated Stein's testimony concerned early days of biz and it is now big time and a name band is a commodity, adding that contrary to opinions that term "name" was indefinable, it was proved by testimony of top figures in the field,

BENNY GOODMAN

Swing's No. 1 Baton—
The Licorice Stick

THE King of Swing has been at the top of the band biz for 12 years and today he's more of a fave than ever before. His top showmanship and elevator glides on the licorice stick, his doubling in longhair and jazz, and the constant plugging he gets thru radio, theater p. a.'s and terrific Columbia disks are all solid pillars on which his fame is founded.



Critically speaking, BG is beyond the rave point. He's an institution, a classic whose clarinet tooting and small ensembles will become legendary. And the men who have come out of his band, in addition to being greats in their own right, always gain a little luster from the leader.

Goodman set a pattern in 1937 in his first p.a. at the Paramount Theater, New York. He is set to open there again February 27, and you can bet your last nickel that the joint will be jumpin'.

including Ralph Wonders, GAC; Larry Shea, ASCAP; Bernie Cohen, formerly manager Casino Gardens, that names are any aggregation of musicians known nationally.

217 MCA Orks at Square

Tearing into the 48-hour first refusal set-up, Jaffe relayed info that since November 1, 1941 217 MCA bands played Pacific Square, only 26 non-MCA orks were featured and that GAC, Frederick Brothers and William Morris Agency altogether had only nine names to offer Finley in 1945 and he played all nine. Went on to say that altho Larry Barnett and Eames Bishop felt San Diego was too small for two "Class A" ballrooms yet they booked names into the Casino Gardens and Aragon located just a block away from each other near Los Angeles.

Then cited bands—all MCA—currently playing biggest Los Angeles locations—Harry James, Meadowbrook; Jan Garber, Trianon; Lawrence Welk, Aragon; Jan Savitt, Casino Gardens; Bob Crosby, Palladium; Gene Krupa, Orpheum Theater; Jimmie Grier, Biltmore Hotel, and Freddy Martin, Ambassador Hotel. He termed offer by MCA of Teagarden, Chester and Fiorito to Finley a subterfuge—maintaining that they offered Finley these bands after they had flopped at Pacific Square as double-feature attractions. Also accused Barnett and Bishop of attempting to block Finley's direct booking deals with Tommy Dorsey and Charlie Barnett and claimed that because of their stalling Finley could not get started and lost \$122,000, altho the Beach end of things which Finley also ran made a profit of \$103,000. Crowds could not be attracted to ballroom without names. He wound up with the statement that it is to be assumed that losses would result over the entire three years of the lease unless action was brought.

Best Deal for Orks, MCA Duty

Frank Doherty followed with a message representing the defendant. He related that it is MCA's duty to get the best deal for band leaders and it was only Finley's inexperience that caused said losses. He pictured Finley strictly as a promoter who spent thousands to make a show. A chart of figures on comparative financial operation of Mission Beach Ballroom between Wayne Daillard's management of the spot in 1944 and Finley's handling in 1945 showed Finley's receipts larger by about \$50,000, but outlay for bands, executive salaries, advertising and publicity, gifts and entertainment plus traveling expenses extremely in excess of Daillard's arrangement. Where Daillard spent \$94,000 for bands, Finley put out \$158,000. Daillard used advertising and publicity amounting to \$17,000. Finley hit the mark at \$66,000. Traveling expenses of Daillard were \$290, whereas Finley's skyrocketed to \$12,000 (explanation by Finley's attorneys that greatest part of this amount may be attributed to costs in booking bands direct); Daillard's wires and phone calls accounted for \$257 and Finley's \$2,600.

Nylons and Daillard's Ops

Said Finley was supposed to have cleaned up Mission Beach, yet he brought liquor into Casino Gardens, while he managed it, for the first time since the spot opened years ago. He asked the ladies of the jury if a store kept nylons for old customers—not to exclude regular customers—why shouldn't MCA

service Daillard. There was no testimony that the first refusal contract was illegal or improper and Daillard guaranteed that 75 per cent of bands he would use under contract would be MCA so it was splendid outlet for employment of musicians.

Referred to checks received by Warner Austin, manager of Mission Beach for Finley, and son of a city councilman, as revealing an "odor" of a previous deal. Mentioned that only testimony offered that Eames Bishop called Jack Flynn, of William Morris, and requested he cancel offer of bands to Finley because Daillard was set to get bid for Mission Beach and it would only irritate Daillard was made by Isobel Katelman, ex-Bishop secretary.

Teagarden as "Turkey"

This, he emphasized, was in 1941 and yet she couldn't remember conversation of two days ago. Stated that altho Finley had letters from GAC, FB and WM agencies promising bands for Mission Beach he never asked MCA for letter. Asked how could Jack Teagarden be considered "turkey" by Finley when the band was offered Finley by MCA since Teagarden was booked back into Pacific Square March 16 and June 13.

Repeated from previous message that altho Finley saw MCA bookers at Casino Gardens, where he booked MCA bands, he never requested bands for Mission Beach since he was all booked up for the summer. Asked jurors to specifically remember date, March 20, when suit began, at which time Finley was asked, "Did you compute damages?" and he replied he had no damages as yet.

As a wind-up, Bill Christenson added his remarks for jurors to mull over, asking them to skip all camouflage and consider the facts. First, the movement of bands in interstate commerce was agreed; second, the exclusive contract which is against AFM rules and contract demanded split commissions from other agencies. Said that not only was Finley loser, but people of San Diego were too, since Mission Beach is municipally owned. Unreasonable restraint of trade: Had only five bands available from GAC, FB and WM agencies so Finley talked to Hal Howard, who was new at MCA, and told him he could see no reason why he shouldn't have bands.

Only MCA Orks in Diego

A week later Bishop went to San Diego to help Daillard get renewal of lease on Mission Beach and Daillard told city only he could get MCA bands in San Diego spot. Finally on damages: Finley didn't compute damages, but could see them coming when suit was filed and later statements proved same. Added that dancing is a habit and after Henry Busse opened Mission Beach for Finley in February, not another name played there until May. In regard to MCA's offering of Ted Fiorito, Christenson quoted Stein's previous statement that Fiorito was an example of a former name going downhill.

At this point the case went into the hands of the jury. An all-important batch of instructions, which ran about an hour, was given by Judge McCormick and then the jury retired to deliberate.

While plaintiffs, Larry and Miriam Finley, and defendants Larry Barnett, Eames Bishop and MCA (represented personally by Jules Stein), remained in attendance at the court from 11 a.m. thru midnight, a total of 13 hours, the jury attempted without success to reach a verdict. They interrupted their 13-hour session about midway to return to the court requesting a review of instructions concerning conspiracy, period of consideration for damages, if any, and another hearing of the testimony between Barnett or Bishop with Arthur Michaud regarding Finley's direct booking of Dorsey into Mission Beach. Jury returned around midnight with a decision still not reached, and Judge McCormick queried them as to a possible agreement the following day (February 15). They finally agreed a definite decision might be made after a night's rest and turned in their verdict in favor of Finley yesterday afternoon (15).

NO COURTNEY

(Continued from page 17)

Fox studio ork conducted by Alfred Newman. Now Musicraft is chortling about their find and waiting for rivals to wise up to usual Hollywood subterfuge.

Still another buzz-buzz raised by Musicraft started this week when Mel Torme and Melotones quit Decca house for a contract with the smaller firm. Torme and group have been cutting sides behind Bing Crosby on Decca label and both Bing and Decca boys were said to be most unhappy about their flight.

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Are U. S. and England Set for 2-Way Tin Pan Alley Invasion?

By Reg Connelly

Editors' Note: Controversy over ideas of some American publishers with regard to the possibility of music men from the U. S. "invading" foreign lands and vice versa (The Billboard, January 26 issue) continues. In this article, Reg Connelly, director of Campbell-Connelly, one of England's top publishers and representative of Yank-pubbed tunes, points out some of the headaches involved in the English picture and indicates why English and American publishers should not "fly to evils that they wot not of."

No smoke without fire, they say, and being a music man, maybe some of it has got in my eyes so that I can't quite see this predicted two-way invasion of each other's countries by American and

British pubs. Mind you, I don't suggest Hugh Charles, J. J. Phillips, Ralph Hawkes, etc., visit New York just to take a peek at Radio City and the Empire State Building, no more than Gordon V. Thompson's presence in London means Britain is calling on

Canada for reinforcements! Just the same there are pretty sound reasons why both sides should grapple with their own headaches and not "fly to evils that they wot not of," as one of our best lyric writers once put it! For to deal with just one uncomfortable aspect of music biz, Winchell certainly under emphasized it when he said "the age of chiselry is not dead." Even "hep" as I am to what goes, I'd find it difficult to decide which industry is the more "chiselized"—yours or ours! And what with paper control, finance restrictions, labor shortages, etc., I'd unhesitatingly say publishers' "D" day is not yet.

39 Staffers—5 Floors

These "advance guard" representatives will, however, be able to make comparisons and check the accuracy of reports on conditions in the music publishing world both sides. Or should I

say, more exactly, inaccuracies? For, having due regard to the quite considerable contrast in living standards, I doubt if there is much difference in the actual operating expenses of main offices of the major firms in London or New York.

No doubt it was flattering for me to be credited with putting over numerous No. 1 best sellers per year, assisted by just two trusty "aids," but the fact is the Campbell-Connelly organization requires a staff of 35 to operate, with four out-of-town reps.

People, Premises, Aches

I don't know how acute the premises problem is in New York, but certainly when the Tin Pan Fusiliers start invading Charing Cross Road, they'll need requisitioning powers, the way things are at present. Coping with the manpower question will call for a constant supply of aspirin also.

These conditions will, of course, eventually become easier, but it's my guess that when the various firms on either side have had their "look sees," calmer reflection will decide them against starting a whole flock of new concerns, which would simply have the effect of slicing things pretty thin, and no matter how much it's sliced, the "song's" the thing!

Get-Togethers Safeguard

Whichever industry can produce the larger proportion of universally great popular music must win the long run—no amount of new firms will alter that. "Jukes" and "racks" have not yet become a factor locally, being nonexistent, and performance fees, record royalties and such "by-product" income are important or trivial only to the extent the music is likewise.

How it's proportioned among respective claimants is another thing again, but as ASCAP-BMI-PRS represents a good general cross-section of the leading publishers and creative talent, I would say the peacetime certainty of frequent get-togethers should satisfactorily safeguard all interests.

Music---As Written

NEW YORK:

Laugh of the week is story of the two indie diskeries who are cooking up big plans to get Jeanne Crain, 20th Century-Fox starlet. (featured with Dick Haymes in *State Fair*, among other pix) signed to waxing contract. Both firms were impressed by gal's warbling of *It Might As Well Be Spring* in the film. *Spring* was actually sung by Lou Ann Hogan, who is in for a big 20th build-up herself, and has just been signed by Musicraft. . . . Wally Brady has left his personal management post with Henry Busse to song-plug for Robbins Music. . . . Jerry Kelt, who spent 20 months overseas in the army, back in the biz as contact man for Edward B. Marks Music Corp. . . . Ky Stacy, ex-G.I., is going into name band dance promotions around Rochester, N. Y.

Les Brown opens at Newark's Terrace Room March 5. . . . Lenny Lewis's mixed ork moves into Savoy Ballroom next month. . . . Francis Williams set in Duke Ellington trumpet section. . . . March issue of *True* mag features yarn on Eddie Condon. . . . Newie Negro ork debuts at Hopkins's Bathskellar in Philly fronted by arranger and tenor saxman Alex Gray.

CHICAGO:

Sonora issues its first single pop disk March 1 with Vera Barton, backed by Mark Warnow's ork, doing *Slowly* and *Take All*. . . . Decca considering *Hand-to-Mouth Boogie*, an original tune done first by Larry Adler and accompanist Dave Lewinter, for waxing by Lionel Hampton. . . . Cab Calloway has purchased a C-47 army cargo ship for transporting his ork. . . . Gloria Van, formerly chirp with Gene Krupa and Hal McIntyre and more recently a nitery single, has joined Henry Brandon's ork at the Edgewater Beach Hotel and will receive billing with the band. . . . Count Basie is considering addition of a girl vocal foursome to his ork. . . . Frankie Carle replacing Jimmy Dorsey at the College

Inn of the Hotel Sherman from March 29 to April 25.

Tony Pastor does the Teen-Timers show from Pittsburgh March 30, while Woody Herman is set for the same show in Gotham March 23. . . . Louis Jordan plays the lucrative Easter Sunday, April 21 date at the Savoy Ballroom. . . . Stan Kenton playing the Rainbo Ballroom from May 7 to 13, instead of April 8 as previously announced. . . . Bill Bardo, on USO in this country the past nine months, goes back to hotel work at the Muehlebach, Kansas City, Mo., April 3. . . . Jimmy Rushing, Basie bluesinger, reported ready to retire. . . . Sully Mason's new ork plays its first string of one-nighters in the Midwest from February 24 to March 24.

HOLLYWOOD:

Gene Krupa into the Meadowbrook following Harry James in a surprise booking which follows his Palladium engagement by only a month or so. . . . Jan Savitt getting back two ABC coast-to-coasters pulled out of Casino Gardens when Charlie Barnet refused to sked number of pop tunes web demanded. Savitt also lined up for nightly shots on KECA, local ABC outlet, and these sustainers will be only remote on Hollywood's major stations after the midnight. . . . Slim Gaillard's Cement Mixers *Put-Ti Put-Ti* hottest novelty tune in Hollywood now. . . . Hoagy Carmichael's NBC commercial, skipped to San Francisco for one-time appearance in connection with teen-agers ork theater run there. . . . Matty Malneck cut tunes for Standard transcriptions with Milton DeLugg's swing wing. . . . Boyd Raeburn also cut batch of ultra modern arrangements for Standard recently. Thing titled *Salvador Salt* one of Raeburn's musical highlights included in Standard date. . . . Peggy Lee to the El Rancho, Las Vegas, for couple weeks. . . . Larry Barnett, of MCA, headed East for quickie trip. . . . Larry Finley, the ballroom operator, driving to New York for 30-day biz-vacash trip. . . . Frank Sinatra and Lena Horne sang a special arrangement of *The House I Live In* on *Jubilee*, AFRS show last week.



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Albums, Envelopes, Now Disk Mfrs. Big Problem; Paper, Machines All Part of Ache

Demand Phenomenal, Suppliers Can't Cope

NEW YORK, Feb. 16.—Albums, pockets, paper and envelopes have become the real thorns in the side of the disk biz these days, with worries about shellac, labor, pressing facilities and plant space gradually slipping into a back seat. Reporting a stupendous flow of orders for their products, leading album makers here, including Peerless album, United album, Metropolitan and P. L. Andrews, say they can't possibly cope with every new disk company. They come flocking in every day, turn a quick eye on the album field, cut sides intended for that form of package-selling and then rush to the paper binders for help. Latter, in turn, are so besieged by increased requisitions of old-line customers that they must frequently turn a deaf ear to pleas of newcomers. Result has been that firms like Majestic, Sonora and Cosmo find great difficulty in digging up a guy to make albums for them. Eddie Heller, sales manager of Cosmo, points up the worst of his chores to be that of finding enough albums for hit-sets such as Cosmo's *Tubby the Tuba*, for which Heller is currently short some 12,000 binders.

Album manufacturing has been peculiarly confined to the Eastern area, with complications thrown in by the West Coast's growing attraction for new record companies. Execs of the latter firms have been deluging Eastern album men for goods.

While new disk companies are springing up right and left, the album-making trade has been confined to a few select manufacturers whose expansion aims have been held back by the usual re-conversion shortages. Kraft paper, for one thing, which is used in the envelopes that make up the ordinary disk album, is on the critical list. Machinery that stamps and binds the cardboard backers is worn out and not so easy to replace. OPA quotas on album makers' use of paper have been extra rigid as compared to other more essential industries which

are putting their bids in for scarce paper supplies. "Sleeves," to go inside the album, are similarly unobtainable.

New Los Angeles Plant?

About the only immediate relief for diskers in the near future may be afforded by the Peerless firm, which promises to open a new plant in Los Angeles by March 1. Norman Ravis, head of Peerless, says this new addition will drain off the heaviest West Coast orders and that this should ease not only Peerless's burden in the East, but all Eastern manufacturers as well. Other firms, including United, have expansion schemes in mind as well, but none at this writing has acquired new plants or otherwise got beyond the blueprint stage.

Meanwhile diskers here are waiting impatiently for Peerless or anyone else to give them some production on albums, particularly for the West Coast. Freight rates on all merchandise have risen considerably in recent months and wax excess would just love to save the shipping charges necessitated by the present Eastern album monopoly.

Detroit Music Hall Buying Name Orks & Acts As One-Shots.

DETROIT, Feb. 16.—In line with plans to make Detroit Music Hall (formerly Wilson Theater) a center of music and show activity in this territory, Henry Ehrlich has been appointed special attractions booker at the Hall. Plan is to bring in largely one-nighter attractions, giving top names a stopover en route to either coast or elsewhere, and at same time giving Detroit a type of bill that would not normally play a full week at the single theater regularly playing stage-shows here now.

Booking of Lionel Hampton today (16) is typical of the program. Hampton just closed a full week at the Paradise Theater devoted to all-colored stage-shows and drawing a predominantly colored audience. He is coming in for a single show at the Music Hall, despite the booking at the Paradise just a week previous, one of the first examples of such close bookings for a top name attraction in the Motor City. Ehrlich was formerly engaged in booking USO and other shows for the army during the war.

Auld Gets FB Release For 14G Debt Payoff

NEW YORK, Feb. 16.—While the maestro recuperates in Arizona from a lung ailment, Georgie Auld managers, Howie Richmond and Buddy Robbins, settled a running argument with Frederick Bros. by obtaining full release from FB upon promise to pay off a \$14,000 debt.

Under the agreement, Auld will remit \$200 weekly, with a 13-week extension to be granted in the event that the orkster grabs off the type of short money name-building location date that holds back a band's income.

Auld will resume active operations in April with Howie Richmond, of American Artists' Bureau, booking him direct. Feeling happy about the whole deal, Richmond claims he has Auld all set for four weeks of theaters starting April 26. Will follow that up with 12-18 weeks of location work. Has six weeks at Casino Gardens, California, lined up, according to Richmond, with a standing offer at Horace Heidt's Trianon to follow. Also claimed that Glen Island Casino, which figures to resume a full-time schedule here about June 1, is looking favorably at Auld, altho nothing is definite as yet.

Original pique between FB and Auld's managers arose out of the latter's claim that Auld was being stuffed off with poor-paying Negro theater jobs which prevented him from reducing his debt. FB counterclaimed this gripe with the comment that Auld had been turning down some fairly lucrative offers.

McIntyre's Cosmic Hendler Influence

NEW YORK, Feb. 16.—It's all Hal McIntyre's fault. At Mac's Hotel Commodore opening, Herb Hendler, artists and rep head of Cosmo Records, met Jo Ann Burton. Yesterday, Hendler and Miss Burton were married and McIntyre "gave away" the bride. Mr. and Mrs. Hendler left for a honeymoon down at Atlantic City last night, but will have to cut it short since Hendler is due back in New York Tuesday (19) morning... for a Hal McIntyre waxing session.

The New Diamond Label Preems With Marital Album

NEW YORK, Feb. 16.—I. R. Gwartz, disk distrib (Eastern Sales), music publisher (Chelsea Pub) and one-time partner in Musicraft Records (his jobbing house still holds exclusive distrib rights in East for Musicraft wax, the latter deal is likely to wind up in near future) has gone into disk manufacturing again, this time with a Diamond label.

First efforts will go into a wedding album, six sides, which will feature middle-aisle tunes such as *Oh, Promise Me, Because* and *Here Comes the Bride*. Using Don Baker, Nick Lucas and Johnny Ames as starting talent.

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Jersey Name Grab Starts Early -- So GAC's Hamp Says

NEW YORK, Feb. 16.—The other lounge agents here scoff at the idea, Johnny Hamp, of General Artists Corporation, stoutly insists that there is a demand already developing from owners of Jersey Coast spots for talent, particularly name stuff. Moreover, says Hamp, the dough being offered is plenty good.

Other talent peddlers say they've heard nothing about it, and lounge ops don't really start thinking about seasonal bookings until about April. But Hamp insists he has had plenty of inquiries and has closed a few deals for talent already, with more coming in.

He explains it on the basis of the huge crowds jamming Florida this season. He says, like everyone else, that biz in Florida is not good, but that doesn't prove people are not going to seashore resorts. He declares his clients are aware of the mistakes made by Florida ops in over-buying and over-expanding, but at the same time they believe there will be a big coup hordes at the watering-places and they want to be set for the rush well in advance. Anyway, that's Hamp's story and he's sticking to it.

Southern Ill. Op. Tries Aft. Music In New La Salle Spot

CHICAGO, Feb. 16.—Timney Cosgrove, prominent lounge op in Southern Illinois added his seventh bistro to his present holdings February 9 when he opened the Diamond Horseshoe, an out-of-town spot near La Salle. Lounge, which seats 125, is using the 20 per cent tax, which allows Cosgrove to bring in entertaining type units and singles. Opening talent includes: Gene Lewis Trio, Jack Behan and Kathy Joyce, chirp.

Because cocktail biz has been generally good in this area, Cosgrove is trying a new experiment for a small-town lounge, in that he introduced an afternoon music session at the new lounge this week. He inked pact with Dick Shelton, of McConkey's Chi office for Jeanne Maxie's four-piecer to play from 3 p.m. to 7 p.m., after which the regular evening talent takes over.

Ops and bookers in this part of the country are watching the Cosgrove experiment with plenty of interest, because, as far as is known, this is the first time in which a small-town lounge has ever used live musical inducement to bring payees in. Practice has proved practical for larger burgs, but is still untried in the smaller urban areas.

Chi Silver Frolics To Double Pews and Budget

CHICAGO, Feb. 16.—Silver Frolics, 10-cial West Madison Street lounge which has been expanding its talent policy consistently during the past 18 months, will double its 130-seater in a construction program starting May 1. Ditto entertainment budget when renovations are completed in the fall.

Ben Orloff, operator, plans merger policy. Talent personnel will be two entertaining type cocktail units, plus two or three standard vaude acts. Present plans call for continuous entertainment. Current talent budget of \$1,300 will jump to \$2,500 when the new policy starts, says Orloff.

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Oh, What a Beautiful Morning! Then Comes the Dawn in Florida

NEW YORK, Feb. 16.—It's nice to be in Florida during the winter, but a sun tan doesn't pay off if the boys who take jobs there don't have it written down in black and white. That's what Jackie Kahner (Madcaps of Rhythm) found out and told around when he stumbled back to New York.

Kahner, booked by Freddie (Abby Greshler) Fields, was due to open at Max Calwell's Riptide, Miami, for about \$1,000 for five men, including himself. He was to be the only attraction and was to come down with a comedy band. So the leader rushed out and finally came up with four guys who could make with the funny hats and corn, paid them \$115 each and started south. Because the dough was so good, Kahner paid all the fares, including the families of some of the sidemen.

The Scale Goes on Rise

When he got to the palm-tree country he was greeted by two socks in the jaw. First, the local scale had been lifted to \$137 per man and the guys insisted that he pay up. The added bite, plus the fares already paid, had him cross-eyed. But that wasn't all.

Before getting on the stand at the club, Calwell took Kahner aside and told him he would have to play the show. Then, he would have to cut his price. Reasons were that competition was so great that the club had bought Frankie Hyers for \$900 and another act for \$400 and the bite was too big. Kahner argued that he was hired as a comedy band, not a show band. He could have hired sidemen for less. To top it off, the leader was told his hours would be from 8 p.m. to 5 a.m., and he screamed bloody murder.

Both guys looked at the contract. It

said "8 p.m. to 5 a.m." Kahner objected that Fields had said that the 8 o'clock start was only a formality and that Calwell had merely put it in without meaning it. Boys opened at 10 p.m. and did okay.

Not To Mention Poundage

Next day he went to the job at 10 p.m. and was greeted by a man identified as a local union rep named Wolfe who spoke with a southern accent and ordered him to start at 8 p.m. Kahner objected. "You-all don't wanna do it, then sign a release," said Wolfe. Kahner turned helplessly to his men and asked what they wanted. They said to sign. So he signed. No sooner had he signed than another band, he says, got up on the stand.

So, what started out as a swell deal, a lot of moo and a vacation, actually set Kahner back \$1,200 in dough and 20 pounds in weight.

Jersey Lounges Cut Unit Size

NEW YORK, Feb. 16.—Ops in the Jersey area, which has the highest concentration of lounges in these environs, are paring their talent buying, say percenters here.

Where an op used a five-piece combo, he is demanding a trio or a double; where he had two units, he's calling for one, or switching from a duo to single.

The ops are not battering at prices as much as they are at the ultimate amount of gelt they'll have to shell out, altho there is some haggling over prices, say the talent sellers. Main effort seems to be to cut down the nut and still preserve some quality, rather than try to beat down the act's stipend.

Reason for the development is that the Jersey area is hard hit by the slowness of reconversion and the ending of servicemen trade. Ops there are returning to normal and that is forcing retrenchment.

Other Eastern lounge centers—Baltimore, Philly and Washington—are not hit as badly and are continuing to pay out fairly good money for talent, with size of unit not so much in question. But the Jersey situation is admittedly good, say the trade boys here.

Marsolais To Head Moe Gale Agency's New Cocktail Dept?

NEW YORK, Feb. 16.—Looks as tho a deal is set for Joe Marsolais, recently resigned from the William Morris lounge department, to join the Moe Gale Agency and to start a cocktail department there. Office has had none up to now. Marsolais will be assisted by Edna Van Veen, formerly in the radio business, and will work under Billy Shaw, another ex-WM-er, and Tim Gale, Moe's brother. Both Marsolais and Tim Gale, yesterday (15), said the deal is about set. Understood Marsolais will come in for a healthy salary but no percentage.

Meanwhile Marsolais was replaced in the William Morris berth by Harold Oshry, formerly a band salesman for Cy Schribman in Boston. Oshry, recently out of the army, said yesterday he contemplated no immediate change in the operation of the department, which has been specializing in Negro and hot combos.

Off the Cuff

Chicago:

RENA ESTABROOK and Mary Wine alternating at the Gourmet, Racine, Wis. . . . SWINCOPATORS replace Zip, Zap and Zoe at the 51 Hundred Club, starting March 3. . . . DEANE AND BOB KRESS current at Hotel Northland, Green Bay, Wis. . . . ALLEN TERMAN, just out of khaki, has taken over the reins of the operation of the Silhouette Club, while his dad, Jack, takes a much-needed rest in Florida. . . . THE NOV-ELITES, sunning themselves in Florida, return to work March 4 at the Silhouette, with Tommy Tanner also set. . . . GEORGE DeCARL has just closed a 12-weeker at the Club Feist, Hurley, Wis. . . . ALYENE JOHNSON opens at the Faust Club, Peoria, Ill., February 25. . . . CHARACTERS set for an early March opening at D'Jais, Secaucus, N. J. . . . JEANNE MAXIE QUARTET plays afternoons at the Diamond Horseshoe, La Salle, Ill.

Philadelphia:

LENNY PAYTON and his trio at Harbor Bar, Atlantic City. . . . WALTER LANE TRIO at Neil Deighan's, Camden, N. J. . . . ROSANNA JEMINEZ and combo have returned to the Copa Musical Bar. . . . THE NICK SPETILE TRIO with Rita Joyce on the vocals open at the new Diamond Casino, Burlington, N. J. . . . THE 2 STRINGS AND A KEY are now at the Twin Bars, Gloucester, N. J. . . . THE FROLICKERS are new at Palumbo's. . . . JOE QUINTILE'S combo current at Del Rio. . . . WENDELL MASON, piano and songs, has been added at the El Dorado. . . . VIRTUOSO TRIO opens New Roman Grille. . . . RAY AND DARLING and PATTIE PAGE bring their songs and piano work to the Wonder Bar, Brooklawn, N. J. . . . TONY YENTUI QUARTET has been added at Wilson's.

Here and There:

ANN BROWER, singer, spent a week's vacation at her home in Cincinnati after closing Sunday (10) at the Casanova Club, Detroit. . . . RUTH SWEET, accordionist, opens Monday (25) at the Biltmore, Providence, R. I.

Strikes Blamed For Chi Slump In Lounge Biz

CHICAGO, Feb. 16.—Current epidemic of strikes has added plenty of grief to the usual early-year letdown of biz in Midwest cocktail lounges and has ops and bookers crying about the situation. Ops generally are reporting drops in biz, all the way from a little to huge, and bookers are bewailing the drop because plenty of their higher paid trios and quartets are going begging while singing pianists take over during the lull.

Biz cave-in started shortly after New Year's, with ops reporting that clientele was dropping off consistently. While cause of biz letdown was first blamed on the chilly temperature, a study of the situation convinced ops that the wave of picketing here had plenty to do with the situation. Chi's South Side lounges, all dependent upon employees of major meat packers for some of their patronage, have been hard hit by the strike at the stockyards, and despite the fact that they are now back to work, ops report that customers are still paying off bills contracted while they were picketing and don't seem ready to start spending at the lounges.

Ops' woes have been heightened during the past two weeks when the Midwest has been undergoing some of the most inconsistent weather on record. Ice and snow has hit ops whose spots are in suburban locations or out in the country, for plenty of payees have decided to keep the home fires burning and wait until the weather clears before returning to their favorite lounges.

Because of the current lull, ops, bookers aver, are taking refuge from the big overhead by turning their usual demands for trios and quartets into pleas for singing pianists. Boys are moaning plenty about biz and the high cost of entertainers, but they still want to keep entertainment in and they find that a singing pianist is the best way to satisfy customers and still keep the talent nut low.

Present shortage of singing pianists has raised the price of those available from \$25 to \$75 weekly, and ops are willing to up their usual salaries for singles because they realize it's either get a single or drop entertainment completely. Ops are veering away from complete elimination of entertainment, for they've found that it's rugged having to rebuild prestige after dropping entertainment. Ops, bookers say, learned this lesson when they tried to regain the clientele after stopping entertainment during the midnight curfew edict of 1944-'45.

NEW YORK, Feb. 16.—Estelle Slavin's little band is gathering up hotel dates for a change. Outfit has worked lounges and clubs heretofore. Now it's set for the Moorish Room, Wilmington, Del., and the Copley-Plaza, Boston, February 18 and March 10, respectively. Follows John Kirby into the latter spot.

Juke Box Convention-in-print In This Issue

Music readers are invited to drop in at the coin machine industry's convention - in - print, a feature of this issue, in the Coin Machine Department. More music and record news, the music popularity charts, band leader, music publisher and record company advertisements are all part of the "convention."



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Spots See \$100,000 Go Down The Drain in 18-Hour Shutter

NEW YORK, Feb. 16.—Sudden shuttering of all businesses Monday night (11), when Mayor O'Dwyer closed the city with a "disaster" edict, set cafes back more than \$100,000 in direct losses.

Unlike the vaude houses, which lost the major portion of Tuesday's (12) operation, the clubs got a double jolt. When the order came down Monday midnight most of the clubs hadn't started their middle shows, or their final show, assuming they were on a two-show-a-night basis. That meant that the major portion of their drink business was shot for the night. As practically every night club gets about 60 per cent of its profits from drinks, and 80 per cent of its drink business comes after midnight, the losses mounted rapidly.

\$54,500 K. O. for 8 Spots

A sample survey made of the key niteries by *The Billboard* showed that among the eight spots queried, the admitted losses amounted to \$54,500 for the two days. These estimates were based on normal expectations.

Horseshoe, I.Q. Zan Socked

The Diamond Horseshoe says that Monday it lost \$2,000; Tuesday it was \$2,500. Club managed to open for one show Tuesday but business was poor. Latin Quarter estimated Monday's loss as \$2,000, and Tuesday's as \$6,000. Club didn't reopen Tuesday night, due to the fact that it couldn't get the show together on time. Zanzibar had the same problem. Monday, its sock was \$5,000, when long lines were turned away. Next day it remained shuttered and claimed a loss of \$8,000.

Big Losses for 4 Spots

The Carnival also failed to open Tuesday night and figured its loss at \$6,000. Monday, the loss was estimated at \$3,500. The Copacabana figures it dropped about \$7,500 for the two nights. It tried to reopen Tuesday but difficulty in getting show together prevented it. It did spring the upstairs cocktail lounge, but main room, downstairs, was dark. The Versailles took it on the chin for about \$5,000 (two days). The Embassy claims it dropped about \$5,000, tho Tuesday it had its regular three shows. However, business was dead, as nobody knew the spot was running.

CS Uptown Drops \$5,500

La Martinique had its show running Monday when the order came in. What it lost was not disclosed.

Cafe Society Uptown estimates it lost \$5,500 for the two days (it remained closed Tuesday). Its downtown room is usually closed Monday, hence was unaffected. But Tuesday's estimated loss was \$1,000. Leon & Eddie's says its loss for the two days was about \$2,000.

All these figures are based on potential business. It does not take into consid-

eration the loss caused by food spoilage and salaries. Where salaries are concerned, some of the spots expect to pay everybody in full. Others feel that acts that didn't work should be docked. However, the unions have already made a ruling in this. AGVA says that performers who were available Monday night must be paid in full. For Tuesday night, the performers if they worked the normal sked, should also be paid in full. If, however, shows were cut down, the actors must get half salary. It says it doesn't make any difference if policy is three shows, and only one show went on. The salary can be cut only half for that day.

Ditto for Musicians

The musicians are tougher. Local 802 ruled that all cafes, hotels and theaters must pay musicians in full. Reasoning is that musicians are under weekly contract and that order was no "act of God."

Effect of Shutdown

Some of the cafe ops feel that effect of the edict, even tho it lasted only 18 hours, will be felt for weeks and maybe months. Thousands of potential customers in the sticks have been scared by the action of a little known Disaster Board, and will talk about it for a long time. What journeys they had planned have been canceled. It will take time for them to feel that conditions are normal again.

It is also argued that many merchandise buyers who were caught in the city Monday night, rushed out, not knowing how long the emergency would last. A check of individual hotels disproves that there was a large exodus, but a spokesman for the hotel industry admits that departures from most of the hotels, Monday and Tuesday afternoon, were the largest seen since the war.

A check at railroad and air terminals also shows that the demand for space Monday and Tuesday was unusually large.

Elmwood Park, Ill., Spot Blossoms With Anson Weeks Band

CHICAGO, Feb. 16.—Sky Club, suburban bistro which has expanded from a cocktail lounge into a dancing spot using small local bands and entertaining units during the past year, takes the leap into the night club class March 14 when Anson Weeks and his 14-piece crew open an indefinite engagement at the Elmwood Park estaminet. Owner Libby Francos is mulling plans which would bring names into the spot, starting possibly in late fall.

Together with his talent expansion, Francos is starting to expand seating capacity and is currently setting up a new bandstand to hold larger crews, such as Weeks, and is doubling the size of his dance floor. First move in seating enlargement will bring capacity to 350 payees, but plans call for expansion up to possibly 850. Francos plans to add a summer terrace to hold 100 diners.

Spot will continue to feature cocktail units during intermissions at its circular bar. Phil Albright, Chi booker, is handling talent skedding for the club exclusively. He made the deal for Weeks thru Milo Stelt and Lang Thompson, of FB.

MCA Wants More \$\$ for Stone; He'll Play Martinique

NEW YORK, Feb. 16.—Harvey Stone is set to open the Martinique when the spot gets going in the fall after a summer shutdown. Only thing not set is the price. Stone was bought on one of those when-he-gets-out deals for a price of about \$1,300. Deal was made a couple years ago. As his release approached and as he worked a few dates his tag went up until now he is being offered a figure somewhere near double the Martinique price. So MCA is trying to get him a better shake, but if the club wants to stand pat, Stone will have to work there or not at all in New York. Paper calls for him to appear there before any other New York spot.

Nick's Close Call

NEW YORK, Feb. 16.—Coming up from Washington for their Loew's State date last week, team of Mardoni and Louise used the family chariot, and somewhere above Trenton hit a puddle of ice, with the fem driving, and skidded into a garage. Damage was extensive.

Garage owner, one Nicholas Ilku, called on Mardoni at the State about the dough involved. Magi got him passed in and seated in the first row. When it came time for Mardoni's Guillotine Illusion, he conned garageman Ilku on-stage and used him for the part where he pretends to cut off the stooze's head. Kept praying, says Mardoni, that nothing would go wrong.

Gypsy Rose Lee Sets 5-Gal Show; Buffalo Opening

NEW YORK, Feb. 16.—Gypsy Rose Lee, who rarely works in niteries, is prepping a five-gal hot spot act, with herself as the topper.

Act breaks in at McVan's, Buffalo, next week, then goes to the Clover Club, Miami, for an eight-week engagement. It combines various song and dance bits in a pattern worked out by Miss Lee in conjunction with Hughie Prince and Dick Rogers, who write club scores.

Peeler worked her last nitery job in Detroit last spring. Clover deal calls for \$4,000 weekly, it is reported.

Clover meanwhile is being switched into a big production policy by MCA which grabbed a verbal exclusive on the spot from GAC, former bookers. Lee booking is one instance. Next full show, due to debut March 14, calls for a Boots McKenna line of eight girls, plus Miss Lee and four other acts. Understood Jan Bart, Norman Lawrence, Bobby Baxter and a gal singer will go in. Spot runs all year.

Philly Coronet Trims Show With Original Book & Lyrics, Line

PHILADELPHIA, Feb. 16.—Coronet, one of the local spots involved in a comparatively recent battle to turn Philly into a top-name nitery center, is not only bidding for the b.-o. stuff but is going beyond that. Room's owners, Bob Wasserman and Stanley Schwartz, have decided on a Copatype policy, new for them, due to break in shortly.

Spot will have a 10-girl Guy Martin line, productions and original book and lyrics, as well as the usual quota of acts. Smith and Dale current there, with Billy Vine booked for March 6.

Moss Set for General Agency Biz; Making Act Drive Now

NEW YORK, Feb. 16.—Harry Moss, who broke away from Joe Glaser recently to set up as an indie, is planning to pitch for the general agency business, and is now making a drive for acts.

Originally, trade understood, Moss would peddle bands and cocktail units only, but Moss says he brought eight or 10 acts with him from Glaser and is gunning for more. He will put on act man as soon as the whirl of starting for himself subsides, he says. After that he plans to hit all the ramifications—radio, tele, films and so on—he states.

Small Starts Expansion

NEW YORK, Feb. 16.—Paul Small is starting work on plans to expand his talent agency into an all-around proposition. He has rented space atop the soon-to-be-opened Club 18 and is making overtures to various percenters around town, both in and out of the big offices. Small has maintained a small independent office here since he left William Morris a couple of years ago, but now apparently is getting ready to branch out.

\$72,500 Loss In Tues. Hiatus Of Stem Houses

NEW YORK, Feb. 16.—The edict of Mayor O'Dwyer last Monday (11) set Stem vaude-pic houses back to the tune of \$72,500 in lost admissions. And that doesn't take in account the money theaters will have to pay out in salaries for actors and house staffs who kept themselves ready for call in case the order was revoked.

The break-down shows the following: Radio City Music Hall figured it dropped \$20,000. It didn't put on any stage show Tuesday night after edict was rescinded. Couldn't get the staff together in time. It also dropped the holiday prices and went back to 90 cents. Ordinarily admish would have been \$1.25. It estimated that take for Tuesday after the 6 p.m. opening was about \$3,400.

Roxy Loss 16G

The Roxy says it lost about 16G. It put on just one show, ordinarily would have put on five. Prices were held at holiday scale but take was about \$5,000.

The Paramount admits to losing \$12,000. It managed to squeeze in two shows and kept prices up. Admissions from 6 p.m. to closing amounted to about \$5,000.

Capitol Nip 12G

Capitol won't say how much it took in after the order was rescinded but it claims to have lost \$12,000. It ran two full shows and prices stayed at holiday levels.

Strand managed to squeeze in one show at \$1.30 top but lost \$6,500 on the day. It took in about \$1,800 for the night.

Loew's stage also managed to get in two shows. However, its take was about \$950 and says it dropped about \$4,000.

Breneman PA Packs Chi Oriental Theater

CHICAGO, Feb. 16.—Despite the complications and hardships offered five-per-week radio shows when making p. a.'s, the p. a. of Tom Breneman's *Breakfast in Hollywood* during five days of opening week at the Oriental Theater hepped the week's gross plenty, according to reliable sources.

The actual morning attendance figures for the Breneman ailer at the Oriental are not available, theater reps report that despite some pretty ornery weather on three days, the house did almost capacity biz on each of the days that Breneman worked his radio half hour. Fact that the 3,200-seat house was almost jam-packed every day (3,600 were there opening day) proves that theater ops can hike grosses considerably by negotiation for p. a.'s by more of the five-per-week shows.

While there's considerable red tape connected with getting a traveling air troupe into a vaude house, the additional persons who come to see their radio faves represent a darned good pay-off. Getting a radio show into a vaude house is a prestige builder for the house, for in the case of Breneman, it introed the house to housewives who probably hadn't frequented a theater in the morning in a long time. Now that they've turned the trick once, they're bound to try it again and they'll probably choose the Oriental.

Philly Shangri-La Sold to Palumbo's

PHILADELPHIA, Feb. 16.—Palumbo interests, operating five major spots here, will take over Dewey Yessner's Shangri-La February 25. Yessner, who made his coin in a milk-shake chain, survived in the spot much longer than pessimists predicted when he took over three years ago. Shangri-La was dark at the time and Yessner operated on a Chinese-American food and name floorshow policy which he later switched to a name-band policy. During recent months the spot has housed all-colored floorshows.

Palumbo chain operates Palumbo's, Ciro's, the Cove and the 20th-Century. Shangri-La will be face-lifted and re-named Click.

40 Artists Face AGVA's Big Stick On Agents' Claims

NEW YORK, Feb. 16.—About 40 performers will be hit with unfair charges by AGVA soon if they don't pay up back commissions to agents, it was learned last week. Claims were given to AGVA by Artists' Representative Association late last week and were filed with it by various agents.

Of the 40 claims, about 15, it is understood, have come from Frederick Bros., which recently went thru its books to see what was owed the office. Among their claims was one for \$500 against Belle Baker, which the office says is owed it for the New York Latin Quarter date. At first, singer flatly refused to pay, but after AGVA put her on the unfair list, an action which would have prevented her from opening at the Coronet, Philadelphia, February 20, she decided to give in. She deposited a check for the dough with AGVA to be held in escrow pending an arbitration decision.

Beaumont, Tex., Club Opens

BEAUMONT, Tex., Feb. 16.—New spot, Ranch Club, operated by ex-ork leader, Ted De Leon, has opened here. Spot is using semi-name bands; Tommy Pezel, hooper, and a floorshow. Budget modest.

N. Y. Fold-Up a Huge Jolt; 18-Hour Lull Hits All Fields

(Continued from page 3)

wiped their eyes, and got ready to face the worst.

They got it. . . . The Tuesday lifting of the ban, set for 6 p.m.

Phonos Work Overtime

Frantically legit managers started phoning to round up thesps, grips and musicians. Understudies had a field day. Niteries ops likewise were trying to get together their players for late shows. Arcade men vainly tried to get their help to work. In short, the Main Stem reached almost the point of hysteria.

Wednesday the strike ended and showbiz sat back to figure the cost. A million dollars wouldn't cover it by a long shot. Legit producer Mike (Four Shows) Todd figured the loss to Stem thespians in salaries alone for the one day at \$100,000. The major downtown vaude-pic houses admitted to losses above \$75,000. Niteries were socked \$100,000. But the loss in alleys, arcades, sport fests, etc., not publicized, would easily bring these figures up in the million class.

James Reilly, secretary of the League of New York Theaters, estimated that 11 shuttered legit matinees could be counted off as a loss of \$125,000, while Morton Sunshine, of the Independent Theater Owners' Association, assessed the loss in pic houses around town at \$500,000.

Actors, Grips Ducked

Actors' and stagehands' paychecks were one performance pay lighter this week, since 11 matinees, skedded for Tuesday, could not play. Two evening shows—*The Desert Song* (City Center) and *Apple of His Eye* (Biltmore)—couldn't get together fast enough and so didn't open. Many of the shows, including smasher *Oklahoma*, played to empty pews for the first time since opening night. Many ducat-holders either didn't know about the lifting of the edict or didn't bother to come down.

Ticket Confusion

This led to the question of whether tickets for performances missed should be refunded, exchanged or just ignored. There was wide difference of opinion at first. Shubert drum-beater Claude Grenaker, opposed to honoring pasteboards, was quoted as saying: "As far as I can see, the theaters are under no obligation at all once they gave performances. I understand that ticket holders who did not turn in their tickets might be given standing room at later performances." These sentiments were echoed in some box-offices with the laconic: "We're giving a show tonight, ain't we?"

But by Friday (15) differences were merged and all houses agreed to refund money, exchange tickets or else give special performances to accommodate absent pew-sitters.

Thespians and stagehands lost out on the matinees. Actors' Equity and League of New York Theaters agreed that neither should be paid.

Tootlers Want Money

With musicians, however, it was different. They were holding out for their dough, ban or no ban. "I don't see why the musicians should suffer," was the comment of AFM Local 802's prexy, Jack Rosenberg.

One serious casualty of the edict was the Arthur Laurentz show *Home of the Brave* (Belasco). This play, which didn't get universally good notices, perked up later and was doing fine. Then came the djmout and that, together with misunderstandings over transportation and the theater's heating facilities, resulted in a drop in the week's grosses to several hundred dollars below the "stop" clause. Belasco management gave show its notice.

The Metropolitan Opera had *Rigoletto* skedded for Tuesday, but the lifting of the order came in too late to get tootlers, chirpers, etc., together. So General Manager Edward Johnson agreed to give a special performance February 26.

Sellout Canceled

Carnegie Hall, which had been set for a visit by the Boston Symphony Orchestra with Serge Koussevitzky and Eugene List, piano soloist, was called off, with no future date set. It had been a sell-out weeks ago with boxes going for \$175 apiece. Baton-wielder, 88-er and ork leaders arrived in town, but fast phone

calls canceled trip for rest of the ork.

Niteries took a heavy wallop on bar and table drink biz as most of them were caught by the ban before middle or last shows. Since biggest drink dough comes after midnight, losses were upped fast. Several of the plushier night spots couldn't get personnel together Tuesday night, so lost out on a full night as well as the best part of another. Losses from early closing and hasty opening, plus AGVA ruling that performers present Monday night had to get full pay, added to ops' headaches in this field.

Hotels Sans Orks

Hotels, too, took a beating. Several big-name bands were unable to re-assemble Tuesday night and rooms went without their biggest draw. Following ukase, the exodus from inns gathered momentum, and soon hostleries with rooms to spare, for a change, found them empty. There was a run on train and plane offices for accommodations out of Manhattan. Runouts, according to some hotel men, were the largest since the war.

Sports arenas, notably Madison Square Garden, padlocked the doors as ordered. Biggest event hit by this was the 70th annual Westminster Dog Show. Instead of a two-day affair, pups got only one day in which to grab their cups and ribbons.

Luckily the Garden had nothing skedded for Tuesday. Monday night had had an 18,286 crowd for a basketball double-header and had nothing more on tap until Thursday.

Sports Derailed

Second half of the *Daily News* Golden Gloves semi-finals at Ridgewood Grove, Brooklyn, was postponed. Columbia University's entire athletic program for alumni day, including an intercollegiate basketball game with Pennsylvania, was nixed. The metropolitan intercollegiate track meet also was doomed as were basketball games elsewhere thruout the city.

One alert gymnasium proprietor, Lou Stillman, sensing the ban coming, rushed to the cops to ask for a ruling, since his place was used by leading pugs for training. He wanted an "essential" tag. Cops said "No."

Juke Boxes Jolted

Arcades, which depend on lighting to lure customers, had been feeling the pinch of the brownout before the black-out put the skids on their biz. They ordinarily close between 2:30 and 3:30 a.m., so the midnight closing represented a loss of thousands of dollars. At first some spots had trouble clearing their houses until police explained to customers. Then exodus was orderly.

Lifting of the edict was followed by 6 p.m. openings for most arcades, with only short staffs running them. One juke box op figured the 18-hour ukase cost him the salaries of two employees to service his 50 machines plus his \$100 share of juke returns.

Zoo Shuts Shop

The New York Zoo closed for the first time since its opening on November 8, 1899. Central Park Zoo was open to the public, but animal houses were closed all day. The outdoor ice rink at Rockefeller Center was also shuttered. Even the National Showmen's Association headquarters kept closed until after the ban was lifted.

Coney Island Flourishes

But the ill-wind from the Hudson and City Hall Park blew someone some good. Holiday-minded New Yorkers, with their familiar Main Stem closed to them, went after their fun outside this area. Coney Island did a big biz and niteries, movies and alleys did a land-office biz; as much as 50 per cent over the usual.

The headaches were in Manhattan where the edict had cost showbiz a mass of money, to say nothing of the estimated \$3,000,000 loss to stores; \$3,000,000 lost in wages all over. Some put the total loss at \$10,000,000, and decided that suffering for an "Act of God" was bad enough, but that ten million bucks for an "Act of O'Dwyer" was an unpleasantly expensive experience they hope they'll never have to have again.

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NIGHT CLUB REVIEWS

Versailles, New York

Talent Policy: Dance band and floorshows at 9, 12:30 and 2:30. Owners-operators, Nick Prounis and Arnold Rossfield; maitre, Robert; publicity, Ed Weiner. Prices: \$2.50-\$3.50, minimums.

This fancy East Side room, which has been running several months now with a one-act policy on the theory that good food brings 'em in as much as talent, opened the Bernards—George and Gene—Wednesday night (13) in an unusual experimental booking. Results, thru a combination of factors, were not staggering when the show was caught at midnight.

Working against the act was the city-wide "emergency" of the day before which suspended newspaper advertising, as club was uncertain of the opening, if any. This, in turn, brought only a small crowd into the place and the patrons were anything but warm, altho the act did succeed in moving them. Finally, there is the basic nature of The Bernards's turn.

They were socko in the Blue Angel, for example, coming in on top of three preceding acts which got the house unchilled. In a big room such as the Versailles, and coming on by themselves, bingo, with nothing more than a verabl intro from the maestro, the act had too much against it, what with factors noted above.

Their satire is just as biting and as pointed as ever, and they deliver with the same sureness and savvy. But it wasn't until the third number, one of the Andrews diatribes, that the laughs and hands started winging across. In all, they performed six numbers, most of them standard in the act repertoire, and encored with a verse-reciting bit which could be dropped without loss, and an amusing takeoff of the Paramount newsreel. Emil Petti and Panchito orks on tap.

Crest Room, New York

Talent Policy: Floorshows at 10:30, 12 and 1. No dancing. Owners-operators, Joe Lieber and Joe Mello; maitre, Jerry; publicity, Frank Law. Prices: No minimum, no cover.

Jerri Blanchard came back to town Thursday night (14) and proved as effective as ever. Near-capacity mob in this East Side bistro liked her very much and kept her on for three encores when caught. Small platform-stage used by performers in this tiny room cramped her style somewhat, and she had to forego much of the dance-movement biz which is part of her act, but she did well, nonetheless, and should stay here for a while.

Repertoire, since last caught by the reviewer, has been channelized into one general idea: the hussy who can be had for a price (minks, perfume, and so on). Miss Blanchard seems to have dropped, in general, the variety she formerly displayed. Result is that her material has a repetitive quality.

Two of her parodies, the *Atchison* and the *Beguine* items, are poor stuff and don't belong at all.

Chito Izar, Mex singer who made his U. S. debut at the Havana-Madrid in the fall, was also on tap. Izar doesn't stack up as well here as he did at H-M, probably because he seems to be swinging into the use of American pops. He ought to stick to Mexican offerings like *Negra Leona*, which he puts across handsomely and which brings him best response.

Dick Style Trio works the show and between performances. A good little outfit with a peppy and musicianly delivery and manner.

Golden Gate, San Francisco

(Reviewed Wednesday Afternoon, Feb. 13)

Stageshow gives out with plenty of corn. The magnet is Spike Jones and His City Slickers. Everything goes in a Spike Jones orchestration, it seems, as they dish out *Sheik of Araby*, *Otchy Chornaya*, *Holiday for Strings* or *Clink, Clink, Another Drink*. Pistol shots cleave the air. The percussion department bangs away on washboards, crockery and garbage cans. Meantime, the unique jazz troupe has good saxes and trumpets, etc. The lady harpist, when she has nothing to play, sits and knits.

Among specialty acts, the funny and versatile Red Ingle keeps as busy as a short-order cook in a counter joint at the rush hour. From time to time, other members of the band put on a wierd variety of "music," instrumental solos, sound effects, monologs and what have you.

Dr. Horatio K. Birdpath doubles between a tuba that ships water and a spell of clever birdcalls and other mimeries. George Rock does a tricky trumpet number. Altho Kay Ballard carries a flute for a whirl, she never plays it. Her main business is raucous song satire.

Dorese Modgley is a good-looking dance soloist in Spanish heel-rappings and taps. Helen Greco does vocal solos.

Pic, Dick Tracy.

Yacht Club, San Francisco

Talent Policy: Dancing and floorshows at 9 and 12. Owners, Joe, Dominic and Vince Di Maggio; manager, Tom Di Maggio; production, Armand of Hollywood; publicity, Don Steele. Prices, \$2 minimums.

Current show, *Brevities of 1946*, opens with the Di Maggio Darlings (6) in fluorescent rain number. Costuming is on the scanty side. Dancing is well done, and the lighting effects, great. Moyné Mullins takes over at this spot, but with only fair success, at acrobatics. Seems mismatched.

Emsee Paul Martinez gives out with Latin songs. Good tenor, and his stint is highlighted by a splendid arrangement of *Granada*. Chuy Penita's band (11), on next with a fast *Tico Tico*. This is an ace outfit.

Headliners are Don and Beverly, young, good-looking and exceptionally fine dancers. Earn repeated encores with their smooth styling. Terrific mitt with the cake-walk and jitterbug finale. Also toss in a few ringside requests.

Penita and Cres, best Latin band in town, cut a good show. Business good.

Mocamba, Miami Beach, Florida

Talent Policy: Dance bands and floorshows at 8:30 and 11:30. Owner-operator, Jack Friedlander; general mnager, Del Rockwell; publicity, Ted Howard. Prices: From \$4.

New show which opened Sunday (10) is all-star and rates better than several other top spots. Production has the skillful touch of Wally Wanger and runs about 90 minutes without a slip.

Jackie Miles comes over from the Beachcomber to share honors with Frances Faye who is playing a return engagement. Miles works a half-hour telling gags and stories in his intimate style, kidding the hotels and racetracks. Superman story and the money gag are side-splitters. Does some verses to *Rum and Coca-Cola*. Miles is surefire.

Frances Faye gives out for 25 minutes, opening with her *Washwoman* ditty in boogie-woogie. *I Can't Begin to Tell You* and *Tico-Tico* follow. *A Man Will Always Be a Dog* is right down Faye's alley. Her own arrangement of *It's Been a Long, Long Time* is a honey. Still doing *Atchison, Topeka and Santa Fe*, and winds up with a Jewish folk song that socks the customers for a bang finish. Lights have to be doused to get her off. What a gal!

Carl Ravazza has a good voice which ne combines with a charming personality. Opens with *Acapulco* and *It Might as Well Be Spring*. Puts over *Bessie Couldn't Help It*, and for his encore, *Bathing Suit Never Got Wet*, both a trifle risque. Insistent demand gets *Pedro From Chihuahua*. Strong mitt.

Robert and Madilyn Hightower, top terp team, offer sensational lifts and whirls in a style all their own. Dance to the music of *Give My Regards to Broadway* stands out. Madilyn solos with a ballet speciality which is well liked.

Mocamba beauties (6) were forced to work in street attire for opener, due to non-arrival of costumes.

Billy Lowe, emsee, sings for the chorus numbers. Has been here many weeks and is a fixture for the season.

Maximillian Bergere ork tops, with Machito still handling rumbas.

Biz has been capacity since opening and it looks as tho the Mocamba has struck pay dirt at last.

Lookout House, Covington, Kentucky

Talent Policy: Floorshows and dancing at 8:30 p.m. and 1 a.m. Owner, Lookout House, Inc.; Clay A. Rambeau, manager; Betty Kapp, publicity. Prices from \$2.

Following up a terrific two weeks with the Duke Ellington aggregation, new talent line-up which opened Wednesday (13) makes for another good entertainment buy. Business, too, continues at capacity.

Sparked by Bobby Wertz, singing emsee, fast-moving presentation gets under way with the Three Jansleys knocking themselves out with a series of acrobatic tricks that ends with Al Jansley tossing his two attractive fem partners all over the place. Rode away to sound mitting.

George and Jo Ann click handsomely with their novelty ballrooming. Duo's neat garb pales only by comparison with the excellence with which they go thru a Tango and a click bit full of twirls and spins in which the gal's feet rarely hit the floor. Bowed to plenty of palm whacking and encored with a pleasing novelty called *Sophisticated Swing*, wherein audience whacks spoons against glasses to *Dipsy Doodle*.

Grabbing off the best mitting of the evening are Low, Hite and Stanley. Trio starts slowly, but a clever tap routine soon has the patrons howling. Wind up with their hilarious take-offs on the Andrews Sisters, Ella Fitzgerald and Ink Spots. Stint is jammed with laughs.

Interspersing the trio's comporting is Bobby Wertz, who displayed a bit of nervous tension in introing the bill. A personable lad, he needs polish, which should come after a few more sessions. His tenor piping of *Donkey Serenade*, *When Irish Eyes Are Smiling* and *I'm Always Chasing Rainbows* won him a huge hand. Encored with *Roses of Picardy*, and begged off.

Gene Hector's ork, with Larry Vincent in the featured slot, cuts a good show and offers danceable music. Back in the intermish spot is Johnnie Fielden's Four-some, with Fielden on accordion; Benny Wulkotte, bass and violin; Mel Horner, guitar, and Frank Foltz, vibes and trumpet.

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Talent Policy: Dancing and floorshows at 7:45, 9:45 and 12 p.m. Management: Otto Eitel; publicity, Frank Lindsay Rand. Prices: \$1.50 and \$2.20, minimums.

Benny Strong and ork opened with *Bells of St. Mary's* and executed a novel arrangement with Ruth Marion, chirp, plus a vocal chorus from the ork. It sounded nostalgic, yet new enough to bring a healthy mitt from the crowded house.

Gal won the *Chi Times* Harvest Festival award and seems to be fitting in well in the night club circuit, but she needs just a little more salesmanship in her delivery and a little less self-consciousness. Her pipes are okay and she should make the grade.

Jack Spot, "The Duke on Wheels," did plenty with his segregated bicycle—riding on one wheel and steering with the other. He amused patrons by coming at their tables full speed, then turning aside just in the nick of time. His act of balancing two beers on a tray while seated on a high bike was one that sent 'em into oh's and ah's because nobody got the beers down their necks. Spot has a trick of dancing with his high cycle to music by alternating the pedals. He does it fast or slow and gets great palm whacking from the payees. Jack is a good showman all the way.

Terp team of Demar and Denise pleased everybody with their graceful performance of *Frasquita Serenade*, *Estralita*, *Amour* and some other Latin numbers. Team is always at the right place at the right time and undertook a satirical number by doing a little talking, which combined with facial expressions, was most effective.

Benny Strong proved a good deadpan emcee, and with his specialty, *They Say I Ought To Dance*, won plaudits. A well-produced show.

Kitty Davis, Miami Beach

Talent Policy: Dance band and floorshows at 8, 11:30 and 3. Management: Owner-operators, Kitty and Danny Davis; publicity, Les Simmonds. Prices from \$2.50.

Current show at Airliner is tops. First appearance of two showmen of the ring, former heavyweight champion Max Baer and Slapsie Maxie Rosenbloom, drew capacity Friday (8). They clowned and sang and wisecracked their way for a score. Baer's imitation of Phil Harris doing *That's What I Like About the South* and directing the ork, is a scream. They do some verses to the old Gallagher and Shean tune that is socko for a big mitt.

Al Fisher and troupe are here for the third time in a year. Al is an ideal emcee, wisely retaining the bit of Andrews Sisters doing Massachusetts, and impression of Frank Sinatra. Owing to illness of Tiny, kid star of jitterbug number, Lou is doing the dance with Iris and the comedy heckling from the audience had to be omitted. Al is some hooper himself and act is as pleasing as ever, getting a big hand at the close.

Lee Bohn, daughter of vet comic Marty Bohn, is a canary with looks and talent. Has a pleasing voice and a lot of charm. Puts across several novelty numbers for good results and winds up doing an imitation of Hildegard chirping *Chickery Chick*. Then does Betty Davis, Jimmy Durante and Betty Hutton. Gal is a show-stopper.

Gal McDonald opens the show with a swell line of tap steps.

Fifth Avenue Models do three numbers. Johnny Silvers ork always okay.

Club Bali, Miami

Talent Policy: Dance band and floorshows at 9 and 12. Management: Owner-operators, Kurt Dose, Al Kabot and Sam Taustin. Prices from \$2.50.

This Biscayne Boulevard spot in downtown Miami dishes up a brand new show Friday (8) and will make some of the biggies look to their laurels. Acts are individual in style and make for well-balanced production. Winnie Hoveler line doing a new can-can number and a roller-skating bit interspersed with songs that stamp the fems among the best in town.

Comic Henny Youngman clicks heavily. Shoots his gags as he always does. Talks about the current hotel situation which all the boys take a whack at, and plays his fiddle in a duet with ork leader Danny Yates which is a side-splitter. Does a few parodies for good measure. A hit.

Jack and Jane West do some adagio and ballroom steps, then a waltz and

Five o'Clock, Miami Beach

Talent Policy: Dance band and floorshows at 9 and 12. Management: Owner-operators, Sam and Joe Barken; publicity, Les Simmonds. Prices from \$2.50.

This pop spot had a gala event Thursday (14) when Joey Adams and his troupe came back for the annual Florida appearance. Club was packed with celebs from other cities, and the Barken boys had to put up the ropes to keep the crowd in line.

Joey opens with 10 minutes of gags and ad libs to get the customers in good humor. Tony Canzoneri continues as stooge and the pair drew a lot of laughs.

Mark Plant solos, opening with *A Great Big Wonderful World* and follows with *I'll Be Seeing You*. Still using the medley from *Porgy and Bess* and closes with Joey sitting on his knee and putting across their side-splitting version of *Sonny Boy*.

Hal Wayne, ork leader and tunesmith, celebrating his 23d anniversary in music, joins Joey, Plant and Tony to do many of his songs. Marty Servo, world's champ who recently knocked out Tommy Corcoran, got into the act to add to the fun. Entire gang exit in a march to tune of *Volga Boatman*—a riot.

Aurora-Rochke Carlyle and troupe of dancers give out with two swell numbers, their famous voodoo native dance topping.

Owen and Parker hold over with songs, but Owen was forced to work single due to his partner being called to New York by family illness. Does okay. Hal Wayne's ork always good.

Jerry Lester Goes Thisaway; Agent Ingalls Thataway

NEW YORK, Feb. 16.—Jerry Lester and Miles Ingalls may have come to a parting of the ways, altho Ingalls says the cleavage isn't definite yet and, anyway, he booked the comic into the Chase Hotel, St. Louis. Oddly, another agency in town here claims the setting of St. Louis deal and says its getting the comish.

Ingalls claims he has an exclusive agency paper with Lester and says he is seeing his lawyer about it next week, altho the indie agent hints he won't stand too strongly on his rights. Ingalls says his difference with Lester grows out of the latter's recent engagement at the Copacabana.

In Again--Out Again; Romm Out at WM

NEW YORK, Feb. 16.—The tangled affair of Leonard Romm—whether he was or was not a member of the William Morris agency staff—came to an end yesterday (15) when Nat Kalcheim, WM exec, stated the office had accepted Romm's resignation. Agency, according to Kalcheim, tried to find another spot for Romm, but failing in that attempt, let him out. However, Romm said yesterday he had not been informed of it and as far as he knew he was still working at WM.

Situation developed when Romm received a bid from General Artists' Corporation and reportedly turned in his quit notice on that basis. WM turned around and hired Milton Berger, who went to work there last Monday (11), to replace Romm. Meanwhile GAC's offer to Romm did not go thru because GAC Prexy Tommy Rockwell, who had not known of original offer nixed the deal. Result was that the WM band department had two men doing the same work. Meanwhile brother Harry Romm at GAC shoved off for the West Coast and could not be reached for comment. He said last week that brother Leonard Romm could join him any time he was available.

wind up with a fast moving jitterbug dance for nice returns.

Monica Boyar, a fiery gal from south of the border, first sings in her native tongue and comes back to chirp *Open Up That Door, Mama* and then *It's Been a Long, Long Time*, one of her best. Closes with *All That Glistens Is Not Gold*. She's a riot.

Danny Yates ork playing show and dance music. Steady score.

Jack Young, just out of the hospital, is back on the job here.

Green Without Blue

NEW YORK, Feb. 16.—Jackie Green, current at the Embassy, was just about to go on when a clergyman walked in with a party. Green had a couple of belly drops. If he used even a slightly blue line there might be resentment. Boy went on scared to death, but despite the yelled requests, he eliminated all the blue material.

At the end of the show, Bill Miller, owner of the spot, went over to the minister's table. "Clean show, isn't it?" he asked.

"Who wants it to be clean," replied the minister. "I want something to make me blush."

Powwows Spur A. C. Lounge-Cafe Getoffs

ATLANTIC CITY, Feb. 16.—With an unusually heavy visitor influx, due primarily to convention bookings, cocktail lounges and niteries which usually shut down during the cold weather have turned on the heat and opened their doors for the first winter since the war began.

Ritz Carlton Merry-Go-Round Room had a February opening with Bennie Morris and Orchestra for music and a full floor show for entertainment.

Escort Bar put out the open sign and is featuring Robert Osbeck and Ray Masino, piano duo.

Newcomer to the winter sweepstakes is the terminal musical bar, which features Three Debs and Fess Roundtree, songs and piano.

Round the World Room at the Hotel President is also open with The Travelaires, Maileen, and Dottie and Lou.

Orpheum Vs. Minn. Brings Carle to Mpls. Radio City

MINNEAPOLIS, Feb. 16.—A switch in managements sent William C. Sears, head of the Orpheum Theater here for 11 years, to Sioux City, Ia., to become city manager there, while Robert Whelan is transferred from there to Minneapolis to become city manager of the RKO houses here, managing the Orpheum and supervising the recently acquired RKO-Pan, managed by Verne Zeesman. Change was announced by John D. Redmond, RKO district manager.

Meanwhile, the expected battle for supremacy between the Orpheum and Minnesota Amusement Company, since the joint booking pact was torn up several months ago, approached with the announcement that Frankle Carle's ork had been booked into Radio City. Northwest's largest showhouse, week of April 19. This is first stagershow in the house since its name was changed from Minnesota Theater to Radio City. Since the split between the two factions was announced, Orpheum hasn't had a stagershow, but Redmond says policy definitely calls for flesh if and when presentations can be had.

Brooklyn Howard Four-Day Flesh Policy Awaits License

NEW YORK, Feb. 16.—Howard Theater (Howard Avenue and Fulton Street, Brooklyn) will start flesh as soon as it can get the necessary permit. Policy will call for four days (Thursday thru Sunday) plus films. Talent will be all Negro, tho this may change in the future.

Spot was originally set to roll with its vaude last week end. License difficulty held it up. Budget will be flexible. Al Dow will book.

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VAUDEVILLE REVIEWS

Chicago, Chicago

(Reviewed Friday Afternoon, Feb. 15)

Tho the bill is a bit lopsided on novelty acts, with the Sidneys, the Three Sailors and Cookie Bowers, there's enough variance in each act's work and Skip Farrell's crooning to counterbalance and make for a fast 45 minutes of entertainment.

Farrell is a totally different performer from the stiff boy who faced crowds at another Loop theater a year ago. He has loosened up, sings better and more to the audience and was rewarded with a much better mitting. In the interim since his last vaude appearance here, Farrell has done two disks for Capitol and a summer network radio show to boost his popularity. He reached his peak on his second encore number, *Personality*, to which he gave plenty of visual as well as vocal salesmanship.

The Sidneys, two gals and guy, run the gamut of tricks with bi and unicycles. They work up to a good crescendo with a fine array of precision and solo work, but could use a more smashing final than the two girls' climb into tree perched on the bar of a bicycle balanced by boy. They rated a hefty hand thruout.

Cookie Bowers opened badly with some unfunny cracks, after which he did a series of imitations of typical characters encountered while trying to get driving directions. He convulsed the house when he did an impress of a man waking up a Jewish mother and daughter at the beach. Would do better to open with a bit like the latter two, which have more continuity.

Three Sailors, who were spotted after headliner Skip Farrell because of the presence of so many novelty acts, are back from a six-month USO tour and offer a standard slapstick routine, with several new bits, all of which reaped reactions, ranging from titters to yocks.

Lou Breese uncovered another vocal find in introing Toni Ramey, brunet chirp who put real feeling into two plaintive Jerome Kern numbers which Breese's house ork did as overture.

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Orpheum, Los Angeles

(Reviewed Wednesday Afternoon, Feb. 13)

Gene Krupa is pulling in a strong house, despite the fact that the show fails to spark. Payees, however, get their tickets worth in sock drum work, a couple of sharp arrangements, and a few tasty instrumental side dishes.

Chief trouble is the fact that the 18-man ork doesn't work too well in spots. Lads take the bread-and-butter attitude and go thru the routines because it's just another job. A little more selling from the men would make this a top show. As it stands, Krupa carries the personality load, while the boys sit by. Of course, boys go to town on jump numbers but don't particularly give a hoot if they look good while working.

Really hitting high with the customers is Krupa's *Jazz Trio*, consisting of Charlie Ventura on tenor sax; Teddy Napoleon, piano, and Krupa on skins. Threesome comes up with involved but ear-tempting combinations that really sell. Napoleon holds back on volume in spots but, as a whole, balance is good.

A couple of stunt numbers give show a welcomed hypo. One is *Blue-Rhythm Fantasy*, in which entire ork beats on tom-toms while Krupa goes to town with tricky cross rhythms and fancy stick technique. The other is Krupa's *Drum Boogie*, in which G. K. takes a long drum break and shows payees how he can make the skins talk. In both numbers, good stage lighting is brought in to sell. In *Fantasy*, stage is dark except for lighted tom-toms and baby spot on Krupa. Even more effective were two baby spots throwing cross shadows on backdrop screen during boogie with rest of stage blacked out. Altho both numbers were wrapped up in same fashion last time Krupa played the house, they won hefty mitting.

Band seems weak in vocal department. Carolyn Grey, quickie replacement for Anita O'Day, tries hard and passes with *Chickery Chick* and *Boogie Blues*, but needs a little more zip to make it count. Buddy Stewart can put a song across but relies a little too much on voice. If both the lad and thrush would relax more, work would bring more palming and help liven the show.

Revue gets balance from Ollie O'Toole in the laugh department, and Genevieve Dorn doing acro. O'Toole pulls a couple of belly ticklers, but would go over better if he took less stage time. Miss Dorn adds little with acro routines. Work holds nothing new and has a little too much of the burly bounce.

Pic, *An Angel Comes to Brooklyn*. Biz good.

Loew's State, New York

(Reviewed Thursday Afternoon, Feb. 14)

Stage show has the making of a smooth-running package once the kinks are ironed out and ends trimmed off. Individual acts do fair to good in their own spots and once they are knitted together they should do good to sock.

Show tees off with the Nelson Sisters, trapeze act. Sisters (2) use a portable apparatus. Costumes consist of bras and briefies. Kids show a number of good tricks. An arm twist and roll ending in fast arm and leg somersault (on the perch) gets a good hand. Flashy swivel turns are also good for juicy mitts.

Jackie Coogan, now a big fat balding guy, emsees and works in his own spot. As an emsee he is only all right. But in his own spot he shows plenty. Routine, tied to his *The Kid* days, is fresh and delivered with plenty of charm. He needs more assurance and has to work a little slower. Some of his lines went over so fast that customers missed 'em. An afterpiece with Jane Kean got giggles.

The Samuels (boy and girl) in Brooks Brothers soldier suits still do a sock two-part hoofing routine. Team has added lots of chatter and new bits of biz since caught. A lot of the new stuff is corn, but it has commercial possibilities. In a house like the State it should get plenty of yocks. Audience at the show caught made with the laughs, but most of the customers apparently came in out of the rain and had cold hands.

Jane Kean, a blonde canary with a well-upholstered chassis, started with *Hubba, Hubba*. It was fast but didn't mean anything. Next came a torcheroo preceded by a chatter arrangement that helped. Number, *You Break My Heart*, was sold with skill and brought a good mitt. Her best was *My Bill*, which involved take-offs of fem flicker names. Latter really paid off.

Ben Beri opened with his usual ball-

Olympia, Miami

(Reviewed Wednesday Afternoon, Feb. 13)

Bill Leans heavily to terp, with three of the five acts offering different styles of dancing. Jackie Heller headlines and has the bobby-sockers oling and abing from first entry. Heller, fresh from Kitty Davis's Airliner, opens with *Aren't You Glad You're You?* Then chirps *Symphony*, *See You in the U. S. A.*, then follows with a medley of pop numbers, *It Might as Well Be Spring*, *It's Been a Long, Long Time* and others. Encore gets his own version of *Rum and Coca-Cola*. Scores a personal triumph in closing spot and begs off.

Runners-up are old favorites, Will and Gladys Ahern. Will, in cowboy attire, twirls and jumps rope and tells gags, line being fresh and timely. Fem is a good feeder, and they close with a dance inside the looped rope for a heavy mitt.

Ruth and Billy Ambrose open with the usual lifts and whirls; follow with a jitterbug which they call the *Zalligator*, and close with an old-fashioned polka. Well liked.

Paul Sydel comes from Colonial Inn with his dogs. Pups are well trained in balancing and poses the customers go for. Takes several bows.

Jack McCoy, emsee, starts off with some sleight-of-hand tricks, but should stick to his dancing which is tops. Depicts various types of schoolboys. One, in which he sets up a door and shows a lad out for his first date, is a scream.

Pic, *Too Young to Know*. Biz good show caught.

St. Paul Nixes Barmmaids Again

ST. PAUL, Feb. 16.—Altho two city detectives came to the aid of barmmaids in night clubs, the St. Paul ordinance barring women from such employment was sustained by Ramsey District Judge A. S. Pearson, who rejected a suit for an injunction against the law.

Action was instituted by Clara Anderson, barmmaid at the Frederic Hotel. Her support came, in addition to her employer, John Hildebrandt, and Carl Fink, another bar owner, from detectives Earl Harkin and Frank Martin.

The dicks argued that clubs with women bartenders have less rowdyism than other bars and that women customers equal or outnumber men at many clubs and taverns.

Appearing in opposition to Miss Anderson were George Ward, biz agent for the bartenders' union, and William Wright, AFL representative, who told the court that many returned veterans need jobs as bartenders.

An appeal will be carried to the State Supreme Court, Miss Anderson's attorney indicated.

Downstate Ill. Country Club Entertainment Back Again

CHICAGO, Feb. 16.—South Bluff Country Club, located near Peru, Ill., which has been dormant since 1942 as far as a night spot goes, returns to entertainment policy, some time after April 1, according to Owner Tinney Cosgrove. Bistro, which seats 300, was a well-known, pre-war nitery.

Cosgrove is pretty vague, as yet, about entertainment policy. Previous to Pearl Harbor, the club used a budget running from \$1,000 to \$1,200. Cosgrove said that biz would determine whether the spot would run during the summer only or would be a 12-month operation.

on-the-umbrella pop and right away got results. His standard ball juggling and Indian club routines which involved sluff-off bits also pulled laughs. Showmanship and selling was sock all the way.

Miguelito Valdes, one of the best Afro-Cuban chanters around, comes on looking smart and delivers L.-A. tunes with authority. But if voice selling is okay his music backing needs plenty of hyping. House ork, on stage, tries hard enough, but Valdez needs heavy rhythm behind him and band doesn't give it to him. Adding either a maracas, drums or trumpet would help a lot. If these are impractical, a mike should be placed in front of the drum for added sound. Given the proper musical help, Valdes can tear down the house.

Set itself frames acts nicely. It consists of drapes with a center opening, the acts come on from the wings.

Pic, *Tars and Spars*. Biz good.

Art Stiegel Heads Chi Oriental; Harris Named Producer

CHICAGO, Feb. 16.—As a result of the sale of the Oriental Theater two weeks ago to the Essaness movie house chain, several changes in personnel of the theater have been made. Jack Hunt, manager of the Loop vaude house, has been replaced by Art Stiegel, who last operated one of the chain's theaters in a northern Chi suburb. Hunt is currently vacationing and has not signified whether he will take a job elsewhere.

After an absence of several years, the Oriental will again have a production manager, as Ed Silverman, owner of the Essaness chain, this week named Will Harris, vet Chi production chief who formerly served at the Chicago and Oriental theaters, to take over. Return of a production man should make plenty of acts feel better about playing the house, as there have been gripes aplenty during the past year over the house's poor production.

Jerry Lester Grabs Chase, St. Louis, Ahead of Sked

NEW YORK, Feb. 16.—Jerry Lester opened at the Chase Hotel, St. Louis, this week when spot released Slate Brothers so they could open for Lou Walters' Latin Quarter February 24. Lester was skedded to open at the hotel March 1 (he closed at the Copa Wednesday). Since the Slaters wanted to take the Latin Quarter date, Lester, being available, agreed to jump in ahead.

Slaters will fill the Chase date in the future. Lester is also skedded to open the Club Charles, Baltimore, when it reopens next April after a manicuring.

Iodice Heads MATA

DETROIT, Feb. 16.—Peter J. Iodice, head of the Amusement Booking Service, has been elected president of the Michigan Association of Theatrical Agents. Other new officers are: Vice-president, Del Delbridge, Delbridge & Gorrell Booking Office; secretary, Mabel Duggan, indie booker, and treasurer, Glen W. Jacobs, Gus Sun Booking Office. Board of directors comprises Howard Bruce, Amusement Booking Service; Ray Gorrell, Delbridge & Gorrell; Val Campbell, Gus Sun office; Betty Bryden, Bryden Booking Agency, and Henry H. Lueders, United Booking Association. Formal installation of officers will be held at a public banquet, second annual for this event, to be held in March.

Moline Club Lights With \$1,750 Budget; Page Books

CHICAGO, Feb. 16.—Newest nitery in the Midwest area is the Plantation Club, Moline, Ill., which teed off February 9 with a show, including Lenny Gale and dancer Fran Jarrett. Spot is operated by Stan Weidner, who formerly operated Circle Club, East Dubuque, Ill.

Shows and dance music are being handled by Gene Pringle's 8-piecer. Talent runs about \$1,750 weekly, with Sidney J. Page, Chi independent booker, skedding talent for the two-a-month show policy.

Spivak Terrif \$3,316

BRIDGEPORT, Conn., Feb. 16.—A Connecticut boy, Charlie Spivak, made his annual one-nighter at the Ritz Ballroom here Sunday (10) and drew 2,369 people. Admish was upped to \$1.40. Gross was a terrific \$3,316.

Delayed Dun

NEW YORK, Feb. 16.—Charlie (nobody knows his last name), favorite bootblack of the RKO Building where many agencies are housed, resumed his duties this week after four years in the army, but with his own little pet peace project.

He wandered into one of the big offices, asking for a man formerly associated with the agency but now on the West Coast. Somebody asked him why he wanted the agent.

"Still owes me three bucks for shines," grumbled Charlie.

Stem Could Have Been Sock But 'Emergency' Socks Biz; Kay 101G

NEW YORK, Feb. 16.—What with a school holiday stretching out over three days, plus a Lincoln's birthday, meaning upped prices, biz last week started like a house afire. But the "emergency" shuttering of the vaude-filmers, admissions, tho still good, failed to measure up.

Music Hall 123G

Radio City Music Hall (6,200 seats; average \$100,000) saw \$123,000 for the second week with Paul Gerrits, Gloria Gilbert, Jack Powell and *Adventure*. Previous week and opening saw \$125,000.

Roxy Tags 96G

Roxy (6,000 seats; average \$75,000) counted \$96,000 for the first week with Carmen Miranda, Nester Chayres, Woodrow, Archie Robbins and *Fallen Angel*.

Danny Kaye Draws 101G

Paramount (3,664 seats; average \$75,000) got \$101,000 for its preem with Danny Kaye, Bob Chester ork, Georgia Gibbs and *Miss Susie Slagel's*.

Capitol (4,627 seats; average \$60,000) attracted \$81,800 for the third week with Glenn Miller ork, Paul Regan, Ladd Lyon and *Harvey Girls*.

Strand Off to \$40,000

Strand (2,770 seats; average \$45,000) dropped to \$40,000 for the third week with Orrin Tucker ork, Peter Lind Hayes

and *My Reputation*. Previous week saw \$50,000 and opener got \$57,000.

Loew's State (3,500 seats; average \$25,000) had \$28,000 for Mal Hallett, Jack Pepper, Molly Picon and *They Were Expectable*. Previous frame also \$28,000. New bill (reviewed this issue) has Jackie Coogan, Miguelito Valdez, the Samuels and *Tars and Spars*.

"Vanities" 3G Off as Strike Dips Detroit Takes; B. Carter 24G

DETROIT, Feb. 16.—Earl Carroll *Vanities* at Downtown Theater (2,800 seats; house average, \$23,000) did a disappointing \$30,000 compared to anticipated \$33,000 minimum draw for this show. General drop-off in the local show trade as the strike situation cuts deeper into the life of the community.

Re-opening of Paradise Theater with Lionel Hampton drew a strong colored audience. Picture was *An Angel Comes to Brooklyn*.

Currently, Benny Carter and orchestra are drawing only a modest average. House expected to gross around \$24,000. House has shown some notable ups and downs the past two months, indicating that immediate box-office value of the stage attraction is the strong governing factor here. Picture this week is *Here Comes Buffalo Bill*.

Krupa Strong 28G At L. A. Orpheum

LOS ANGELES, Feb. 16.—Gene Krupa and ork (18) is heading for a strong \$28,000 this week at the Orpheum (2,200 seats). Bill includes Ollie O'Toole, Carolyn Gray, Buddy Stewart and Genevieve Dorn. Pic, *An Angel From Brooklyn*.

Revue last week took in a healthy \$24,500 b. o., with bill holding Peggy Lee, Three Stooges, Fred Lowery, Dorothy Rae, Eddie Bartell and Walter Nilsson. Pic, *Hit the Hay*.

Romberg Cracks Dallas High For Concerts With \$10,040

DALLAS, Feb. 16.—Sigmund Romberg set a new Dallas concert box-office record Tuesday night (12) by grossing \$10,040.10 on a rainy night. Romberg topped Fritz Kreisler's previous all-time high of \$9,200.

S. F. Golden Gate 32½G

SAN FRANCISCO, Feb. 16.—Vaude-film show at the Golden Gate (2,850 seats; prices, 45 to 95 cents; average \$39,000) grossed \$32,500 for week ended Tuesday (12). Stageshow had teen-agers orchestra, Britt Wood, and Frank and Mary Shannon. Pic, *The Bells of St. Mary's*, seventh week.

Leon & Eddie's, Lulu Bates May Be Deal If Talks Jell

NEW YORK, Feb. 16.—Lulu Bates may go into Leon & Eddie's in the near future if present talks jell into a deal. Understood that blues shouter is willing to work the four shows, seven days a week, if it keeps her in New York. She has a radio program and wants to be on tap for it.

Last time Miss Bates worked in a New York spot was in the now-shuttered La Conga, where she is said to have gotten \$750. The Leon & Eddie policy doesn't permit such prices for talent. Salary at L. & E. for singer, if deal goes thru, was not disclosed.

Miami Terrace Dark

MIAMI, Feb. 16.—Terrace Club in Miami Beach is dark this week, and no statement has been made as yet whether the shuttering is for the season. Biz has been in and out for this nitery, despite Lou Walters as producer and star performers.

Philly Musikers Get 30-50% Hikes

PHILADELPHIA, Feb. 16.—The threatened strike between Local 77, AFL Musicians' Union, and the city's five radio stations was successfully averted and one-year contracts signed. Agreements were made between the union and stations WCAU, KYW, WFIL, WIP and WPEN.

Increases were made at all stations and varied between 30 and 50 per cent. Joe Frassetto, who heads the house band at WIP, was jumped 50 per cent and given an "A" rating in the new contract. Additional musicians were hired in all cases and practically every union demand was met.

Gypsy Rose Lee Set for Miami Clover at \$3,500

MIAMI, Feb. 16.—Jack Goldman's Clover spot in downtown Miami has landed Gypsy Rose Lee to open February 27 at a reported \$3,500 weekly. Billy Vine, comic, is current top attraction.

Jackie Miles and Frances Faye will soon head bill at Jack Friedlander's Mocamba, and Ritz Brothers skedded to replace Joe E. Lewis at Murray Wenger's Copacabana when Lewis departs to fill previous contracts.

Sophie Tucker set at Latin Quarter for the season. Lon Holtz is the big gun at Ned Schuyler's Beachcomber with Kitty Davis featuring the two pugs, Slapsie Maxie Rosebloom and Max Baer.

Another ex-pug, Tony Canzoneri, with Joey Adams and Mark Plant will head new 5 o'clock bill.

Fields' 6-Wk. Carson Stint

NEW YORK, Feb. 16.—Shep Fields doing well enough with his new policy of abstaining from one-niters or out-of-town location jobs and taking on only nabe theater or radio dates. Deal just arranged thru MCA has landed maestro on choice network slot with Jack Carson show for a six-week period, which is amount of time Carson gang will spend at Strand and other theaters here. Freddy Martin will resume his regular ork chores with the Carson netter when pic star returns to Hollywood. Fields has also been booked into Concord Hotel, Catskill Mountains for two weeks, opening March 1. Will jump into town for the weekly Carson seg.

Airliner Has Crew Trouble

MIAMI, Feb. 16.—Danny Davis, op of the Airliner, has had his troubles since opening of the Slapsie Maxie Rosebloom-Max Baer combination. Al Fisher, emcee, cut his hand and had to retire. Marty Drake stepped into the breach and then Arthur Kaye, rep of AGVA, nixed his appearance. Danny was really desperate, finally locating George Chatterton, who it is hoped will stick until Fisher is able to officiate.

Rib a la Romberg

MINNEAPOLIS, Feb. 16.—Leonard Leigh, KSTP musical director, was miffed no end when a spectator at the Randy Merriman *Fun for Your Money* show heckled the maestro while he was playing a request number on the studio organ. Leigh finally turned and asked the heckler to try and do better if he could.

The spectator took him up and walked to the organ and played the number without a flaw. Then it was that Leigh recognized his heckler as Sigmund Romberg, internationally-known composer, who was in the city on a concert date and had been brought in as a ringer by Merriman. Romberg gave the audience an impromptu request program which was aired.

Triple-Threater!

PHILADELPHIA, Feb. 16.—Oscar Hammerstein II, author of some of the brightest lyrics on Broadway, found himself at a temporary loss for words when Peter Moen, manager of Hammerstein's Highland Farm near here, called the producer-songwriter to inform him that one of his prize Aberdeen Angus cows had given birth to triplets.

The feat is the bovine equivalent of Hammerstein's current authorship for three Broadway successes. The triplets are an extra dividend for Hammerstein's click with lyrics for Billy Rose's *Carmen Jones* for the mother was presented to the lyricist by Rose as a 1944 Christmas present.

New Rochelle as No. 1 Musiklatch

NEW YORK, Feb. 16.—Once upon a time it was the *Philadelphia Story* that described the music biz—everybody and Manie Sachs's brother came from the Quaker City—but of late another fair community, New Rochelle, has bobbed up in the disk-pub-booking swim.

No one knows who started the "on to New Rochelle" movement unless it was the Decca Kapps, Jack and Dave, who have been ensconced in Westchester long-time now, but the trek is definitely on. First Henry Spitzer bought a house in the town, then Harry Mayer moved in only eight blocks away and finally Pierce took up lodgings in neighboring surroundings.

Add to the list of New Rochelle boosters the following: Jerry Gray, conductor on Philip Morris program; Al Gallico, pro manager at Leeds; Sid Schwarz, arranger for Art Mooney and Hal McIntyre; Irwin Garr at Advanced; Leo Diston of Chappell and others, and you've got a pretty sizable nucleus for a musical chapter in the New Rochelle Chamber of Commerce.

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Solons of Va. Cough Up \$\$\$ For Legiters

10G Granted Barter Theater

RICHMOND, Feb. 16.—Virginia Legislature, in a precedent-making resolution several weeks ago, granted Bob Porterfield's Barter Theater, Abingdon, \$10,000 to finance a season of legit. Operating from a centrally-located college or university, Porterfield will split the State into six sections and cover them all during the year from strategic locations within a 50-mile radius.

Manager will engage an equity company to do one big production or two small ones. Naturally, the producer is on the watch for good scripts, and if productions are enough of a click the legislature has authorized him to bring the troupe to the Stem. Legislators view the set-up as both a cultural factor and a "tourist" attraction. Porterfield originally pitched for \$25,000, but politicians cut him down.

Goods for Ducats

Barter Theater gets its moniker from the unusual way ducat buyers pay for their seats. Audience pays dough or the equivalent in produce or materials, ranging from old sewing machines to hams. Stuff is then put on sale at a store and converted into cash. Extra food is used to feed the actors. Barter custom is a hangover from the depression, when customers didn't have the dough to pay their way.

Theater is a non-profit corporation. This is the first instance of a State pledging dough for a private legit venture. Minnesota once sponsored a co-op legit and the Pasadena Playhouse is recognized as the State theater in California, altho it doesn't get any State money.

In the old days of the Federal Theater Project there was a strong movement to convert it into a national theater, but the idea died an early death. As of 1939, the last recorded year, 41 countries, mainly in Europe and South America, had a government-supported theater. Russia, for example, turned over \$50,000,000 to its national theater.

Austin To Preem With 'Kind Lady'

AUSTIN, Tex., Feb. 16.—With *Kind Lady*, the Edward Chodorov thriller, as its debber, the Interstate Players, legit stock company, is due to open here next month prior to a run in Temple, San Angelo, Abilene, Lubbock, Amarillo, Wichita Falls, Paris, Waco and Galveston. Other Texas cities are skedded to fit in later.

This all-Texan outfit, under the aegis of Lawrence Carra, who quit as chairman of the department of drama at Texas U. to pilot the stock company, is well financed and has won co-operation from college and university drama departments thruout the State.

Coburn Contrihs 5G

Players stems from an idea submitted to thesp Charles Coburn when he visited the T. U. drama department in 1942. He inked a check for \$5,000 to start the ball rolling. Karl Hoblitzelle, of Dallas, now the Players' prexy, became interested, but plans were shelved until after the war. Backbone of the org is its talent committee drawn from drama departments of Texas colleges.

Object of the Players is explained thus by Carra: "Aside from its primary function of producing the finest drama for Texas audiences, the organization will serve as an academy for the dramatic arts with an experimental workshop, a training ground for aspiring actors and actresses and, not least, a laboratory in which serious students of drama may learn and create." He added that legit house managers are anxious to book the troupe, and thespes are bidding for roles with the company.

Carra, a Bostonian and graduate of Harvard and Yale, has worked in strawhats at Kingston, R. I.; Theater Colony, Mass., and Green Mansions, N. Y. He was also guest director for the Federal Theater Project in New Jersey and was later director of the Northwestern University Theater, Chicago.

OUT-OF-TOWN OPENINGS

DEARLY BELOVED

(Opened Thursday, February 14, 1946)

OPERA PLAYHOUSE, NEWARK, N. J.

A drama by Lulu Vollmer. Staged by Anthony Mann. Setting by Samuel Leve. Company manager, Irving Becker. Stage manager, J. Myles Putnam. Press representatives, Zac Freedman and Elise Chisholm. Presented by Howard Lang.

Sid Matthews.....Edmund Glover
Pauline.....Phyllis Debus
Bobby.....Donald Hastings
Alex Ballard.....John Connor
Rena Yates.....Mary Rolfe
Liza Yates (Granny).....Marjorie Rambeau
Eben Turner.....Richard Barrows
Arch Whitaker.....Harry Sheppard
Hessie Greeley.....Florence Sundstrom
Della Blossom.....Claiborne Foster
Dr. Owens.....Lester Lonergan Jr.

Howard Lang has turned from contemplation of such trifles as *School for Brides* and *Good Night, Ladies* and focused on a serious drama of female enmity. *Dearly Beloved* is Lulu Vollmer's tale of hatred on a farm at the turn of the century. *Beloved* has its faults, but judged on its break-in preem performances, should carry enough sock for a comfortable Stem stay.

Marjorie Rambeau, back in a play for the first time in 18 years, paints a portrait of an aging jealous, frustrated meanie that can be hung in any theater gallery. Some of her scenes may need sharpening and pace, but the over-all effects puts her once more in the theater's top bracket.

Nor is *Beloved* a one-woman show by any means. Claiborne Foster is back also to play the other half of the dueling duo, and to rake in almost equal kudos in her own right.

Lang has not stinted on other good players. Mary Rolfe comes thru with a telling chore as the pushed-around and finally rebellious daughter. Edmund Glover is forthright and likeable as her farmer sweetheart, and Florence Sundstrom contrihs an excellent bit as a neighbor lass of easy virtue.

Beloved is a yarn about a despicable but rather pitiable old woman. She has tricked a girlhood rival out of marriage to her husband, and has suffered in proportion because she has never felt that he really belonged to her. This frustration has developed into a fanatical selfishness toward her daughter and grandchildren.

Reading of her husband's will discloses that her ancient rival is to have a home with the family. Whereupon begins a war of nerves between the two women which ends in complete revenge. The old gal is left to an old-age future of loneliness and defeat.

As stated, *Beloved* has faults. First act is sound and rings true. Midway of second, however, matters bog down. Trouble seems to lie jointly in pacing of Anthony Mann's direction and author's quirk for telegraphing scene climaxes. Characters seem to say the same things in three ways, when one will do nicely, and the audience is way ahead before the finish. This is particularly true of final scene between the rival fems. Both are an unconscionable time in getting to the point. Much of this can be corrected by judicious trimming and speed-up. It should be a vastly improved show after an out-of-town shakedown.

If Miss Rambeau and the rest of them can accomplish what they do with the script in its current state, competent production face-lifting should make them quite something to see. Lang might even have a hit on his hands.

Incidentally, a special bow should be taken by Donald Hastings and Phyllis Debus as a pair of the pleasantest and most likeable stage youngsters to be seen around in a long time.

THE CURTAIN RISES

(Opened Tuesday, February 5, 1946)

BOOTHBAY PLAYHOUSE, CORAL GABLES, FLA.

A play by B. M. Kaye. Directed by Leland Harris with settings by Wess.

CAST: Ann Roberts, Barbara MacGregor, Richard Poston, Bunny Alexander, Neil McKenzie, Roderich Winchell, Sherwood Keith.

Third week's offering found Sherwood Keith stepping out of his director's role to assume the lead in *The Curtain Rises* with Bunny Alexander doing a good job of Elsa. Locale is Vienna. Story is about a plain Jane who wants her man, finally gets him, and attains fame as Juliet,

LITTLE BROWN JUG

(Opened Thursday, February 14, 1945)

COPLEY THEATER, BOSTON

A new play by Marie Baumer. Presented by Courtney Burr. Directed by Gerald Savory. Settings by Frederick Fox. General manager, Edward Choate; press representatives, Richard Maney and Marion Byram.

Irene Haskell.....Katharine Alexander
Henry Barlow.....Ronald Alexander
Carol Barlow.....Marjorie Lord
Ira.....Percy Kilbride
Lydia.....Frieda Altman
Michael Andrews.....Wallace Lawder
Norman Barlow.....Arthur Margetson

The *Jug* won't worry any Pulitzer or prize contenders, but once the directors and producer have decided when the laughs should come and when the suspense is important this new play should rate a very profitable chunk of box office business.

Plot involves a switch on the more familiar accidental murder scene, with Irene Haskell, mother of Carol Barlow, being the innocent cause of her son-in-law's death. A local character, Ira, played to the hilt and then some by

HUB CRUX TAB

Critics reviews on "Little Brown Jug": Yes said Elinor Hughes (Herald), Peggy Doyle (American), Warren Storey Smith (Post), Cyrus Durgin (Globe) and Helen Eager (Traveler). No said Edwin Melvin (Christian Science Monitor) and Leo Gaffney (Record).

Percy Kilbride, manages to convince the two women that they should leave before the police come, and that they should take him with them.

The psychological twist involves the gradual taking-over of the family affairs by Ira. Clever and not-so-clever threats keep Irene and daughter, Carol, in a state of torment which is finally broken by the incredible, but welcome, Norman Barlow, brother of the dead man.

Fault with *Jug* is due mostly to Percy Kilbride's outstanding ability as a comedian. In the role of the twisted, mouse-like little man, Kilbride's ability to collect laughs with a gesture or an inflection frequently throws suspense out of the window and leaves the on-looker wondering why the two women are so badly intimidated. Arthur Margetson as Norman Barlow, brother, succeeds in freshening things up the minute he comes on stage. But this pleasant arrival doesn't happen soon enough. Either the *Jug* has to be played as farce, ringing every last laugh out of the situation, or Kilbride's role will have to be clarified in its menace-power. On opening night, the audience laughed at everything Kilbride said or did, and Kilbride seemed to enjoy this happy state of affairs. But Katharine Alexander as Irene Haskell, Marjorie Lord as Carol Barlow and Arthur Margetson had to put up that much harder a struggle to make sense out of the things they were doing and saying. *Little Brown Jug* can be good farce or good psychological drama touched up with humor. It will have to be one or the other and soon.

Order Shubert To Open Books

NEW YORK, Feb. 16.—Supreme Court Justice Charles McLaughlin this week ruled that Lee Shubert and the Select Theaters Corporation must comply with a previous court order to produce certain books, checks and records as evidence in the suit brought last month by Louis Lotito as executor of the estate of the late Harry Kaufman. Action is for an accounting of moneys received and dispensed by the defendants in regard to enterprises in which Kaufman was engaged with them. Defendants were overruled on their objections to marking in evidence the checks and books relating to such business deals. Lotito has been seeking to have such records entered for the purpose of refreshing recollections of witnesses at the trial. Examination of defendants is skedded for February 25.

stepping in to save the day when the star becomes ill.

Revival is well directed by Leland Harris and the single set is ample. Entire company does good work. *Suspect*, starring Penny Kaspar, next offering. Biz good.

Shows Thrown For 75G Loss By "Padlock"

No Pay for Actors, Grips

NEW YORK, Feb. 16.—The \$64 question being asked along the Stem is will musicians get paid for not working Tuesday's (12) legit matinees? Local 802, AFM, says they will; League of New York Theaters says they won't.

Mayor O'Dwyer's ukase Tuesday shut down 11 matinee performances and two in the evening, but so far Actors' Equity and the stagehands have both agreed not to ask for pay. In return, the league has okayed paying weekly salaried men a full week's wages, and those absent performers who couldn't make the evening show, their salaries. Treasurers, being on a weekly salary, also get their money.

Is It an "Act of God"?

Question of whether musicians can go down to the legal mat with managers and stand a chance of winning dough is very touchy. It all boils down to whether shuttering Tuesday was an Act of God.

In round numbers, mazuma lost by legit impresarios comes close to 75G. In addition to losses from canceled performances, managers are refunding dough to ducat-buyers who couldn't make the show. Those pew-sitters who wish to see the shows are getting exchanges.

Ban struck particularly hard at producer Lee Sabinson, who had been nursing along his *Home of the Brave*. Tuesday's edict put his weekly take a few hundred bucks below the "stop" clause and he was given his notice by Max Jelin, Belasco lessee. Show closes February 23.

Ticket brokers were caught short. Most of them had sent their help home, and spent a busy time the next day sending most of Tuesday's ducats back to the box offices. Ticket agent at the Hotel Claridge, not having closed, did a land-office biz.

Word that the mayor had lifted the ban came thru to the Stem about 5:30 p.m. Kermit Bloomgarten and Victor Samrock were in the Hudson Building playing pinoche when they heard the news via radio. Managers spent the busiest three hours of their lives scurrying about for actors. They used wire services, phones, radio and personal messengers to do the trick, and even with their full forces mobilized in the effort, chorus lines were short. Understudies had a field day generally.

ROUTES

Dramatic and Musical

- Blossom Time (Studebaker) Chicago.
- Barrymore, Ethel (Selwyn) Chicago.
- Blackstone (English) Indianapolis.
- Carmen Jones (Hartman) Columbus, O., 18-20; (Erlanger) Buffalo 21-24.
- Deep Art the Roots (Royal Alexandra) Toronto.
- Desert Song (National) Washington.
- Dark of the Moon (Blackstone) Chicago.
- Dearly Beloved (Locust St.) Philadelphia.
- Dear Ruth (Memorial Hall) Dayton, O., 18-20; (Town Hall) Toledo 21-23.
- Dear Ruth (Wilma) Missoula, Mont., 20; (Marlow) Helena 21; (Fox) Great Falls 23.
- Flamingo Road (Walnut St.) Philadelphia.
- Francis, Kay (Hanna) Cleveland.
- Foolish Notion (Municipal Aud.) Long Beach, Calif., 21; (Russ Aud.) San Diego 22-23.
- He Who Gets Slapped (Colonial) Boston.
- Harvey (Geary) San Francisco.
- I Like It Herc (Wilbur) Boston.
- Late George Apley (American) St. Louis.
- Life With Father (Playhouse) Wilmington, Del., 20; Lancaster, Pa., 21; Altoona 22; (RKO-Virginia) Wheeling, W. Va., 23.
- Little Brown Jug (Copley) Boston.
- Musical Repertoire (Opera House) Boston.
- Olsen & Johnson (Shubert) Chicago.
- On the Town (Forrest) Philadelphia.
- One Shoe Off (Nixon) Pittsburgh.
- Oklahoma (Curran) San Francisco.
- Polonaise (Cass) Detroit.
- Student Prince (Parkway) Madison, Wis., 20; (Davidson) Milwaukee 21-23.
- Suds in Your Eye (Shubert-Lafayette) Detroit.
- San Carlo Opera Co. (Strand) Vancouver, B. C., Can.
- School for Brides (Erie) Schenectady, N. Y., 21-23.
- State of the Union (Shubert) New Haven, Conn., 21-23.
- St. Lazare's Pharmacy (Harris) Chicago.
- St. Louis Woman (Shubert) Boston.
- Three to Make Ready (Shubert) Philadelphia.
- Truckline Cafe (Ford's) Baltimore.
- Two Mrs. Carrolls (Tivoli) San Francisco.
- Voice of the Turtle (Plymouth) Boston.
- Voice of the Turtle (Biltmore) Los Angeles.

Broadway Openings

DUCHESS MISBEHAVES

(Opened Wednesday, February 13, 1946)

ADELPHI THEATER

A musical comedy with book and lyrics by Gladys Shelley. Music by Dr. Frank Black. Additional dialog, Joe Bigelow. Staged by Martin Manulis. Dances, George Tapps. Production supervised by Chet O'Brien. Sets, A. A. Ostrander. Costumes, Willa Kim. Lighting, Carlton Winkler. Orchestrations, Don Walker. Vocal arrangements, Clay Warnick. Orchestra directed by Charles Sanford. General manager, Ben Boyar. Stage manager, Alfred Morse. Press representative, Michael Goldreyer. Presented by A. P. Waxman.

PROLOG AND EPILOG

Woman.....Grace Hayle
Franchot.....Buddy Ferraro
First Sister.....Elana Boyd
Second Sister.....Mildred Boyd
Third Sister.....Edith Boyd
Butterfly.....Penny Edwards
Paul.....Larry Douglas
Fitzgerald.....James MacColl
Woonsocket.....Joey Faye
First Girl.....Gail Adams
Second Girl.....Ethel Madson
Miss Kiester.....Paula Laurence
Crystal Shallmar.....Audrey Christie
Reporter.....Al Downing
Neville Goldglitter.....Phillip Tonge

IN SPAIN

Pablo.....Larry Douglas
Amber.....Grace Hayle
Goya.....Joey Faye
Model.....Joanne Jaap
Roberto.....James MacColl
Duchess of Alba.....Audrey Christie
Mariposa.....Penny Edwards
Barber.....Paul Martens
Manicurist.....Joanne Jaap
Tailor.....Ken Martin
Assistant Tailor.....Bernie Williams
Messenger.....Buddy Ferraro
First Student.....Victor Clark
Second Student.....Jess Randolph
Duke of Alba.....Phillip Tonge
Ladies in Waiting.....The Boyd Triplets
Queen of Spain.....Paula Laurence
A Model.....Norma Kohane
Matador.....George Tapps
Jose.....Al Downing
Dancer.....Mata Monteria
The Woman.....Jean Handzlik
Her Man.....George Tapps

MODELS: Joanne Jaap, Norma Kohane, Ann Miller, Lillian Moore.

SINGING GIRLS: Gail Adams, Adele Lulince, Ethel Madson, Jane Riehl.

SINGING BOYS: Victor Clark, Vincent Perry, Jerry O'Rourke, Jess Randolph.

DANCING GIRLS: Jane Atwood, Trudy Cirrito, Theo Denis, Helen Deylin, Gertrude Gibbons, Eleanore Gregory, Freddie Grey, Janet Joy, Beverly Joyce, Mary Jane Kersey, Anna Konstance, Dorothy Matthews, Marilyn Pendry.

DANCING BOYS: Dan Karry, Walter Koremin, Paul Marten, Anthony Starman, Merritt Thompson, Bernie Williams.

SONGS: "Art," "My Only Romance," "Broadminded," "I Hate Myself in the Morning," "Men," "Couldn't Be More in Love," "Ole Ole," "Katie Did in Madrid," "Lost," "Honeymoon Is Over," "Nuts," "Fair Weather Friends."

Author Gladys Shelley got hold of a cute idea for a musical in *The Duchess Misbehaves*. A sap decorator for a department store gets conked on the head during a robbery. During his subsequent blackout, he imagines that he is the Spanish painter Goya, scandalizing Madrid by his goings-on with the Duchess of Alban, whom he is painting in the raw. The yarn could be fun.

The Queen of Spain gets mixed up in it, also the irate duke and a jealous artist-rival. But Miss Shelley stopped right there. She forgot to make it funny and only succeeded in turning out a straggling, windy, run-of-the-mill book which wears so thin that much of the time it seems merely a flimsy framework for song and dance cues.

It's unfortunate, because a big chunk of coin has evidently gone into *Duchess*. It has a lot of good players, some good-looking sets by A. A. Ostrander. Willa Kim's costumes are pleasantly colorful to the eye and Dr. Frank Black's score equally so to the ear. But the combo can't save a witless book.

Audrey Christie, Paula Laurence and Joey Faye carry the brunt of the burden. All of them work themselves into a lather, but the material won't make suds. Even with Faye being himself and

BROADWAY SHOWLOG



Performances Thru Feb. 16, 1946

New Dramas

	Opened	Perfs.
Anna Lucasta.....	8-30, '44	627
(Mansfield)		
Apple of His Eye.....	2- 5, '46	14
(Biltmore)		
Canceled performance Tuesday (12). Walter Huston has star slot in "Theater Guild on the Air." Broadcast on "Borrowed Time" Sunday (17).		
Born Yesterday.....	2- 4, '46	15
(Lyceum)		
Capacity biz. Otto Hulett out since Wednesday (13) with wrenched ankle. Carroll Ashburn has been filling in for him. Judy Holliday and Paul Douglas were air-guests of Mary Margaret McBride Thursday (14).		
Dear Ruth.....	12-13, '44	16
(Henry Miller's)		
Deep Are the Roots....	3-26, '45	166
(Fulton)		
Harold Vermilyea goes to West Coast for four weeks on a pic commitment Monday (25). Donald MacDonald will fill in for him.		
Dream Girl.....	12-14, '45	75
(Coronet)		
Glass Menagerie, The... 3-31, '45		372
(Playhouse)		
Harvey.....	12-13, '45	558
(48th Street)		
Home of the Brave....	12-27, '45	60
(Belasco)		
Slipped below the stop clause, due to Tuesday (12) blackout, and got ouster notice. Will close Saturday (23) unless another house can be found.		
I Remember Mama.....	10-19, '44	560
(Music Box)		
Ruth Gates missed call for performance Tuesday (12). Ruth Sever subbed for her.		
January Thaw.....	2- 4, '46	16
(Golden)		
Reports steady build. Ezra Stone air-guested by Paula Stone (WNEW) Friday (15). Charles Nevil ditto by Margo Gale (CBS) same date. Author William Roos air-interviewed by Steve Garrett (WINS) Friday (15). Ditto Bellamy Partridge by Mary Margaret McBride Tuesday (12).		
Life With Father.....	11- 8, '39	2632
(Bijou)		
O Mistress Mine.....	1-23, '46	30
(Empire)		
State of the Union....	11-14, '45	108
(Hudson)		
Tix for canceled Tuesday (12) mat exchanged for Wednesday (20) mat.		
Voice of the Turtle, The..	12- 8, '43	785
(Morosco)		
Would-Be Gentleman... 1- 9, '46		45
(Booth)		
Eleanore Whitney air-guests on Victory Clothing Benefit (WINS) Saturday (16).		

Musicals

Are You With It?.....	11-10, '45	114
(Century)		
Lew Parker out with bad leg Thursday (12). Johnny Stearns filled in. Three subs were needed for latter's three chores. Chorus line was shy half a dozen gals who couldn't be reached in time for the switch in the blackout.		
Billion Dollar Baby....	12-21, '45	66
(Alvin)		
William Tabbert out of show Friday (15). Douglas Deans took over his chores. All but two dancers were on hand for Tuesday (12) show.		
Bloomer Girl.....	10- 5, '44	574
(Shubert)		
Dick Smart takes over male lead chores from David Brooks Monday (25). Cecile Bergman replaces Marian Keats same date. John C. Wilson leaves for two-week vacation in Nassau Saturday (16). Only one dancer missed performance Tuesday (12).		

gagging up the proceedings with all his experienced burly cunning (he was an eleventh-hour replacement for Jackie Gleason), the comedy just doesn't jell. Both Miss Christie and La Laurence have a canny way of slipping a song across, and they make some ultra-bawdy lyrics amusing. Chants, however, like *I Hate Myself in the Morning*, *Katie Did in Madrid*, *Nuts*, and the *Honeymoon Is Over* are likely to draw a raised eyebrow from the air-casters.

Dr. Black's score is at its best on the romantic ballad side and there are several hummable numbers delivered by a likely-voiced tenor, Larry Douglas. Sock of preem night, however, was the sing-

	Opened	Perfs.
Carousel.....	4-19, '45	354
(Majestic)		
Lanna Saunders replaces Lee Louterter Monday (18). Barbara Brooks takes over from Kathleen Litz same date. Theater Guild puts "Merry Wives of Windsor" into rehearsal Monday (18).		
Day Before Spring, The..	11-22, '45	99
(National)		
Sonja Tyven, dancer, leaves cast Monday (25). No replacement set yet. Show was minus two dancers, due to hurried performance call Tuesday (12).		
Follow the Girls.....	4- 8, '44	778
(Broadhurst)		
Lute Song.....	2- 6, '46	12
(Plymouth)		
Magnificent Yankee, The..	1-22, '46	31
(Royale)		
Solid biz. Taking between 22 and 23G.		
Oklahoma!.....	3-31, '43	1261
(St. James)		
Charles Gavek, dancer, replaces Lloyd Cole Monday (25).		
Song of Norway.....	8-21, '44	627
(Imperial)		
Gilbert Russell will replace Robert Shafer for the next two weeks. Then he hops to the West Coast to join Edwin Lester's revival of "The Fortune Hunter."		
Up In Central Park.....	1-27, '45	442
(Broadway)		
Show was four dancers short for Tuesday (12) performance. Wilbur Evans and Maureen Cannon sang on the "Annual American Music Festival" program (WNYC) Thursday (14). Lew Kessler was the accompanist.		

REVIVALS

(DRAMAS)

Hamlet.....	12-13, '45	74
(Columbus Circle)		
Blanche Collins has been on sick list since Tuesday (12). Jane Flynn has been subbing for her. Saloon editor Earle Wilson (Post) did a walk-on Thursday (14) mat. Maurice Evans was guest of "The Celestials" at Waldorf Wednesday (13).		
Pygmalion.....	12-26, '45	59
(Barrimore)		
Katherine Emmet missed performance Tuesday (12). Hazel Jones subbed for her. Lucy Storm filled in at Miss Jones's vacated slot.		
(MUSICALS)		
Red Mill, The.....	10-16, '45	144
(46th St. Theater)		
Marthe Errolle toying with the idea of signing up for a City Center production for "Rigoletto" for next year. She would sing opposite her dad, Ralph Errolle, former Met star.		
Showboat.....	1- 5, '46	49
(Ziegfeld)		
Kenneth Spencer took a night off to speak at New York Philharmonic "Copeland's Lincoln Portrait" program at Carnegie Hall Thursday (14). William C. Smith subbed. Two dancers missed the hurry call for Tuesday (12) performance.		

ICE SHOW

Hats Off To Ice.....	6-22, '44	797
(Center)		

CLOSINGS

Winter's Tale, The....	1-15, '46	39
(Cort)		
Closes Saturday (16).		
Desert Song, The.....	1- 8, '46	46
(City Center)		
Closes Saturday (16).		
Duchess Misbehaves....	2-13, '46	5
(Adelphi)		
Took an all-out barrage from the critic for zero score. No: Louis Kronenberger (PM), Vernon Rice (Post), Burton Rascoe (World-Telegram), Ward Morehouse (Sun), Robert Garland (Journal-American), Howard Barnes (Herald-Tribune), Robert Coleman (Mirror), Lewis Nichols (Times), John Chapman (News). Closes Saturday (16).		

Boom Season In Works for Straw Hatters

NEW YORK, Feb. 16.—Summer legit is in the offing once again—and in pre-war force, too, according to all indications. So far, only 25 old and new Straw Hats have signified their intention of opening, but trade believes that this summer should see the bucolic barnstorming back to 1941 status, with possibly 60 to 80 houses going full tilt by the time the hot weather is here. Loose money and gas rationing lift are prime reasons for return.

Most of the standard old-timers have indicated that they are taking down the shutters. Several newcomers are included in the list, too: Pawling, N. Y.; Mahopac, N. Y.; Booth Bay, Me.; Ivoryton, Conn.; Guildford, Conn.; Stockbridge, N. Y.; Cambridge, Mass.; Skowhegan, Me.; Wildwood Crest, N. J.; Cape May, N. J.; Dennis, Mass.; New Hope (moving back to Bucks County, Pennsylvania, from Philly); Elich Gardens, Denver; Westport, Conn.; Cohasset, Me.; Worcester, Mass.; Brantford, Conn.; Newangola, Pa.; Mount Gretna, Pa.; Reading, Pa.; Ocean City, Md., and Yardley, Pa.

Planning openings are a stock company in Detroit; the Blue Grass Theater, Louisville, opening for a spring season February 28, and a rotating stock in Sullivan and Delaware counties, New York.

Salaries May Go Up

One problem facing straw-hat ops is the question of thesp salaries, with the cost of living up so high. Current Equity minimum is \$46 for both A and B companies, and while no immediate plans are under way at Actors' Equity to hike this base pay sked, it is more than possible that an upping may be made before the green grass season opens.

Meanwhile if ops want talent they're going to have to be prepared to loosen the rubber bands off the bank rolls, since few thespans can live very well on current minimums. However, this is just another operating headache, and despite it, trade looks to a boom season for 1946, with plenty of scripts, plenty of thespans around, plenty of money among the pew sitters, and no real obstacles from government ukase or other ban.

CSI Digs Into Trunk For "Playable" Plays

NEW YORK, Feb. 16.—Camp Shows, Inc., is digging deep into the mothballs to find legit scripts to feed G.I. audiences. *Ghost Train*, *The Patsy* and *Milky Way*, three latest shows in work at CSI, go back an average of 20 years.

How hard up the entertainment org is for plays can be seen in the submission to the army for consideration of a 30-year-old comedy, *A Pair of Sixes*. Legit brass at 8 West 40th Street are going in heavy for comedy because they feel that the trend of troops overseas now is strong for escapism.

Army has turned thumbs down on several occasions on exec pitches for plays with controversial themes. Risque scripts also get the ax at the org because of the pressure of churches and the claim that servicemen nix plays of that type. Many plays get rejected on the ground that the subject matter is above the tastes of the average G.I. But CSI has its work cut out for it because it must get new scripts, old ones having been repeated so often that troops catch the same show more than once.

Victor Herbert 2-in-1

SAN FRANCISCO, Feb. 16.—Two Victor Herbert operettas will be merged for a revival this spring in the San Francisco and Los Angeles light opera season. Operettas are *The Fortune Teller* and *Serenade*, with welding to have the title, *The Fortune Teller*. Light opera season is skedded to open at the Curran in May.

"Deep" \$3,550, Bridgeport

BRIDGEPORT, Conn., Feb. 16.—*Deep Are the Roots*, with Robert Harrison, Edith Atwater and Theodore Newton, playing one performance at the Loew-Lyric to a packed house, Monday (11), grossed \$3,550.

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Burlesque Notes

UNO

MICKEY JONES, featured stripper, closed her Hirst circuit tour February 16 at Gayety, Cincinnati, where she will remain until house changes to a stock policy. . . . JUDY KING is producing at Moulin Rouge, Oakland, Cal., burly stock house now being managed by Bob Lewis, former local police officer, at the helm since the death of Wally Feehan, owner-manager. Strippers featured include Kitty Campbell, Georgia Clarke, Joyce Damon, Peggy Walline, Evelyn LaMon, Marie Atkinson, Queenie Rosenberg and Charlene. Comics are Dick Brown, Joe Devone and Tommy Dew with Phil Bailey, straight man. Assistant manager is Clint Dolan. . . . Grace O'Hara, former Hirst feature, is now at the Riptide niterie, Miami Beach, Fla. . . . CHARLES HICKS and Don Berry, recently released from the army and back from action on most of the European fronts, are a new dance team exploited thru Murray Greenwald. Both extra-attractioned at the Hudson, Union City, N. J., week of February 3. . . . JACK EDWARDS, last in burly 22 years ago with Billy K. Wells' *Red Pepper Revue* on the Columbia wheel, is a new comic on the Hirst wheel.

RITA GREENE, another burly newcomer from Greenwich Village niteries and Dave Rosen's Coney Island, N. Y., shows, is doing strips with a Hirst unit. . . . NICK TRAIN, house singer, moved from Boston to the Hudson, Union City, where he relieved Ralph Elsmore on February 17. . . . GEORGE LEWIS and Harry Arnie are new comics at the Follies, Los Angeles, where other principals are Carlos, Roma, Heather English, Rita Zane, Leon DeVoe and Buster Lorenzo. Producer is Leo Bernard. . . . JESS MACK and Harry Rose in Europe with USO unit 742, *Sing Out*, spent time in Manila and several of the Philippine isles. Also at Leyte from where the route takes them to Japan with a wind-up in Toyko. Due back in San Francisco, April 1. With them in the unit are Ethel Lynn, The Westerners, Johnny Lane, Mike Ferbey, Gordon Brandt, Vic Centro, George Tate, Mason Sisters and Felix Carra. . . . JUNE MARCH, stripper, signed thru Harold Clurman for Maxwell Anderson's *Truckline Cafe*. . . . LESTER MACK, newly teamed with Jack Edwards, left the Hirst wheel along with Kirna Vokes, singer, in Boston February 16 to do solo specialties as a trio.

NANCY (Sirota) PAYNE has stepped out of the chorus ranks of the Troc, Philadelphia, to become producer of the ensemble dance routines. She succeeds Eddie Lynch, who has gone to a Newark (N. J.) theater. . . . Singer BOB RIDLEY was booked into the Troc for a week's engagement and is now on his

G.I. Music Pubs Add Diskery to Over All Industry Activities

NEW YORK, Feb. 16.—Another new disk venture was born this week—GI records set up as part of a network of jukebox ops, a music pub firm, a movie promotion with Paramount pix, and distributing set-up. An outgrowth of GI music, highly publicized ASCAP house run by ex-servicemen, the waxery has been established as a separate corporation, backed by jukebox operator money (also ex-servicemen), and headed by Justin Stone, former bandleader who will function as recording director.

Contract for pressings has been made with another bunch of vets, who have guaranteed a minimum of 30,000 sides per month for a starter, and first sessions are skedded for next week. Herbie Fields, former GI, is tabbed to cut four sides with an 18-piece outfit, and Peggy Marshall vocal quintet will do four sides, two of which will be the Pied Pipers-Sinatra variety, with Jimmy Foster, WOR singer, a possibility for the solos.

Distribution will be mainly to jukes at start, with the backers handling their own (peddling) to their own boxes. Tie-in with GI music pub firm will be close, and one of the house's songs, *Talk to Me*, written by ex-G.I.'s (as if you hadn't already figured it out), will be waxed at the first session.

Last summer Ray Rand, one of the heads of GI music and GI records, went to the coast and sold an option on the story of the GI enterprises to Paramount films.

Trade-wise angle of the set-up is that it seems content to start slow, but to root itself into all fields as it progresses.

26th week in that showspot. He's still going strong.

MILT SCHUSTER has booked Jack Buckley and Lee Murray to open on the Midwest Circuit at the Palace, Buffalo, February 22. DEWEY MICHAELS, manager of the Palace, has resigned as rep for the Midwest Circuit, and is being succeeded by Gerston Allen, of the Casino, Toronto. Allen is back managing his house after a stint in the Canadian Army. . . . KATIE AND MARGE O'HARA, Chi dancers, have joined the line at the Rialto, Chicago. . . . CHARLIE FOX busy commuting between his Empress, Milwaukee, and Alvin, Minneapolis, since he took over management of the latter theater recently. . . . BROTHER OF Charles Rothstein, one of the co-owners of the Avenue, Detroit, died in Detroit last week. . . . LITTLE JACK LITTLE added to cast of Davis-Frampton unit at Grand Theater, St. Louis. . . . CHARLES (BIMBO) DAVIS and Estelle Montillo closed at Folly, Kansas City, Mo., February 14. . . . HERBIE BARIS and frau en route to Minneapolis to visit relatives. . . . BILLY REED, currently in an extended run at the Rialto, Chicago, has married Grace Wells, line girl at same theater. . . . LOUISE La MARR added at Gayety, Cincy. . . . RITA De MARCO set for the Roxy, Cleveland, March 1.

Magic

By Bill Sachs

JOHN CALVERT and his *Hollywood J Models*, magic-girl show, closed at the Orpheum, Tulsa, Okla., recently to permit Calvert to return to Hollywood where Republic Pictures is prepping to star him in *The Charlatan*. . . . GEORGE MARQUIS, whose augmented mystery revue has been stumbling thru Oklahoma and Kansas the last two weeks, announces that the show has folded for a revamping. In a visit to the magic desk last Friday (15), Marquis stated that the show would reopen in three weeks, with Blackstone still lending his name and cocoanuts to the venture, and with Lawrence Golden, New York, as tour director. Upon its reopening, show will venture thru the East, Marquis says. Marquis is spending this week with the Blackstone show in Indianapolis.

THE CLARKS, presenting Katark S. Nelenia in magic and mentalism, have been held over a second week at Chico Simon's Beachcomber Room at the Crown Hotel, Providence. . . . CLEMENT DE LION, prominent Danish magician, who made three visits to America in years past to play the major vaude circuits, recently celebrated his 70th birthday, with the leading Danish papers chronicling the event. Before the war, De Lion was retired to his villa in Nice, France, but during the conflict he resided in Aalborg, Denmark. . . . Magic from Coast to Coast was represented at the final rites in Monmouth, Ill., February 4, for William M. Nicol (The Great Nicola), internationally known magician and illusionist. John Booth, Unitarian pastor of Evanston, Ill., delivered the impressive wand-breaking ritual of the Society of American Magicians. Among the honorary pallbearers were such magi and active friends of magic as Charles Hugo, Los Angeles, Nicola's manager on his last world tour, which was terminated when the entire production was lost in the sinking of the British steamship Sirdhana off Singapore in 1939; Bert Kalmar, Beverly Hills, Calif., songwriter and magician; Percy Abbott, Colon, Mich.; Jim Sherman, Werner C. (Dorny) Dornfield, Waldo Logan and John Brown Cook, Chicago; Al Baker and John Mulholland, New York. Active pallbearers and other honorary pallbearers were lifelong friends of Nicola, mostly fellow townsmen who had known him from boyhood. Services at the grave were in charge of the Masons, following ceremonies at the First Presbyterian Church of Monmouth.

BLACKSTONE is at the English Opera House, Indianapolis, this week on a return engagement. Show played a bonanza week there several months ago. Blackstone hopped to the Hoosier capital from Detroit, where he racked up three big weeks at the Shubert LaFayette Theater in the face of the many strikes plaguing the town. . . . SIR EDWARDS is set for two weeks thru Illinois with his magic-mental routine for the Pioneer Hi-Bred Corn Company, Princeton, Ill., covering the firm's salesmen's meetings. He snagged the engagement on the basis of the showing he made before the company's Indiana groups last November. . . . SIDNEY LEVINE, Montreal's pasteboard expert, has again been engaged to direct activities at Sunshine Camp, summer spot for boys, at St. Marguerette, Que., this season. . . . WESLEY WHITEHOUSE, emcee-magician, has just concluded a fortnight's stay at the Esquire Club, Montreal. . . . DR. HARLAN TARBELL is set for the exclusive Queen City Club, Cincinnati, February 21. . . . BILL McCALL typewrites from Tacoma, Wash.: "For the last two years I have been stationed in Europe. There the Ground Force Replacement System had over a dozen shows that made the various camps. Almost every show had a magician—some good, some bad. Livingston did ropes, silks and clgs. Harry Riffus did a comic bit, with good lines pulling laughs. Levy, the Silk Merchant, was just that. Brooks the Magician went great guns with his rings and illusions. Dick Wilson featured a dressed-up version of the egg bag. The one showing the most promise was a lad from Detroit named Ricardo. His handling of balls, cigs and cards marks him as a real comer. I spent much time with Mayette and Guy Bert in their shops in Paris. I have this to say about our magic—we have coming much nearer to making an art of our work in the last few years than they have in Europe. The best of the French crop caught was Freddy Fah, who does some good card work along with silks. Veno does some classical

SCA's \$\$\$ Pitch To ASCAP to Get No-Can-Do Reply

NEW YORK, Feb. 16.—Storm brewed by Hollywood film clefters over peanut dollars they get from ASCAP for their pic scores, as against hefty dough collected from British Performance Rights Society (first tabbed in *The Billboard* January 19 issue), will reach peak proportions in next few weeks, when West Coast tunesmiths' Screen Composers' Association attorney, Leonard Zissu, will submit to ASCAP biggies an outline of the problem with recommendations for solution.

ASCAP execs, however, told *The Billboard* this week that, no matter what the Society might desire to do after having heard the SCA's complete pitch, action would have to be geared to the 1941 Consent Decree, which says that money can be distributed on no other basis but "number, nature, character and prestige of the compositions," plus "the length of time in which the works have been a part of the catalog of the Society" plus "popularity and vogue of such works." This is taken to forbid payoff solely on performance credits. Insiders also cite the physical and material problems attendant on attempting to compute total performance of film scores in this country's 18,000 movie houses, even with cue sheets which tab the length of each musical fragment heard in each film.

Acknowledging that movie theater revenue is roughly one-eighth of ASCAP's total, Society spokesmen are inclined to talk down the feasibility of paying groups of writers separately. They figure that if movie writers succeed in getting an individual melon, show writers might be next, special material penners following, then radio clefters next, etc.

work on rings and his candle routine." . . . ROGER P. DUNN (Dunn the Magician) has opened the Fun Shop in New Albany, Ind., to be operated in conjunction with his appearances in schools in neighboring States.

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"Suntime Stock"

SUSPECT

(Opened Thursday, February 14, 1946)

BOOTHBAY PLAYHOUSE CORAL GABLES, FLA.

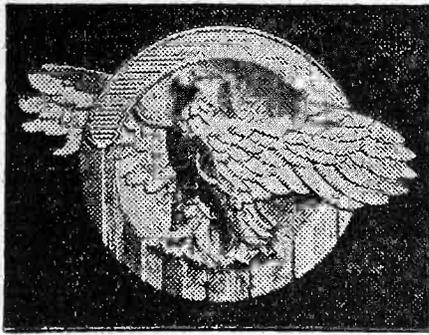
A play by Reginald Denham and Edward Percy. Directed by Sherwood Keith, with settings by Wess.

CAST: Penny Kasper, Barbara MacGregor, Leland Harris, Wes Ward, Richard Poston, Thomas Trenkle, Howard Morton, Audrey Belle.

Suspect is the first mystery offering by Boothbay Players. Sherwood Keith's direction does much to make this the best so far. Plot concerns Mrs. Smith, living on moors of Cornwall with a faithful maid. Into their lives come guests who delve into the past and developments indicate the hostess is living the life of a recluse in remorse for a tragic murder of 30 years before. Mrs. Smith was tried for the crime but the jury disagreed and she was acquitted.

Penny Kasper is excellent in the title role, ably supported by Barbara MacGregor as the maid. Leland Harris and supporting cast good.

Efforts are being made to acquire a subscription list of 400 for this stock company. *Kiss and Tell* underlined for next opus.



The Billboard's VETERANS' RE-EMPLOYMENT SERVICE

Each week The Billboard publishes this classified directory of honorably discharged veterans who have had experience in show business or its allied fields, or who have talents which may enable them to get into some phase of the amusement industry. There is no charge to anyone for this service. Prospective employers are urged to contact the servicemen whose advertisements appear here direct.

ALTO SAX, clarinet, flute; 6 years' pre-army dance band exp. Seeks night club, theater, radio work. Boston, Cincinnati preferred. Gene Schutte, 2008 North 18th St., Sheboygan, Wis. 326/1/26

ALTO-SAX, clarinet man; 10 years' exp. small and large dance orks, theater, club dates. Army military, dance bands. Seeks steady employment (established dance band). West Coast pref. Tilden E. Lawrence, 24 Magnolia Road, Maplewood, La. 352/2/9.

ANNOUNCER, radio technician; pre-army Station WJAC; radio technical, broadcasting training. Eugene Krantz, 1321 Tennessee Ave., Johnston, Penn. Tel 83-103. 349/2/9.

ANNOUNCER-ACTOR; college grad; American Academy Dramatic Arts. Army radio shows. Summer stock. Passed NBC audition. Seeks radio station. Vernon K. Diamond, 3068 Bedford Ave., Brooklyn, N. Y. Cloverdale 8-2849. 322/1/19

ANNOUNCER-RADIO ACTOR; Civilian experience (2 years); college; passed all network auditions. Listed radio registry. Prefers out-of-New-York station. Interested television programs. Marvin Adler, 42-05 Layton St., Elmhurst, N. Y., Havemeyer 6-4659. 341/2/2

ANNOUNCER-WRITER; commercial stations (1 1/2 years' exp.). Program director, news-casting, variety shows. Audition disk on request. Allen Mason, 5047 N. Central Park Ave., Chicago 25, Ill. KEystone 7868. 367/2/23

ARRANGER; pre-army band leader, arranger; army ork arranger. Marvin O. Lewis, 5625 Irvington Place, Los Angeles 42, Calif. 324/1/19

BARITONE; club dates, band engagements. Mary shows. Will travel. Larry Genna, 899 E. 241st St., Bronx, N. Y. FA 4-4341. 305/1/12

BARITONE; pre-army B'way shows; Michael Todd's "Hot Mikado." Interested legit, radio, night clubs (solo). Sings ballads, light classics. Vincent Shields, 523 Lenox Ave., N. Y. C. Ed 4-8830. 309/1/12

BARITONE, trumpet man; pre-army dance band, symphony ork exp. Trumpet, trombone teacher. Own ork in army; USO tours. Seeks vocalist spot in dance ork, double on trumpet. Starting salary \$50 week. Joseph J. Schikora, 3222 N. W. Guam, Portland, Ore. 329/1/26

BARITONE-TENOR; pre-navy dance bands (Jerry Walden, Glen Forest), night clubs, musicals. Navy shows (featured singer, band vocalist). Prefers vaude, musicals. Will travel. Edwin G. Stein 33 Huntington Terrace, Newark 8, N. J. Waverly 3-5018. 337/2/2

BARITONE, pre-army radio vocalist, WJBO daily program. Seeks dance orchestra. Interested radio, vaude, night club. Wade J. Bernard, St. Artinville, La. 354/2/9

BARITONE; 21; club date exp. Willing to travel. Interested all fields. James Alton Rlyer, 197 Dartmouth St., Warren, Pa. Tel. 2252-W. 370/2/23

BASS MAN; 5 years' pre-army night club exp. Interested dance ork. Murrell G. Hampton, 421 Mill St., Cape Girardeau, Mo. Tel 1312M. 278/1/5

BOOKING AGENT, Emsec; 10 years' free-lance experience. Consider any reasonable offer. Will travel. Vincent Arrigo, 1433 66th St., Brooklyn, N. Y. 360/2/16

COMEDIAN; 27, pre-army club dates; Army shows; toured European theater with "Yanks a Million," special service show. Interested clubs, burlesque. Leo Schwartz, 957 Rogers Pl., Bronx, N. Y. 311/1/12

CONCESSIONAIRE; willing, capable; any job on midway; all around exp. (games, rides, tickets, administrative). Seeks season job. Jim Ames, 225 1/2 West 7th St., St. Paul 2, Minn. 375/2/23

DANCER; tap, ballet, character, Spanish flamenco, castanets. Army entertainer (variety, musicals). Interested in joining ballet company or concert unit. Olin Clyde Eddleman, c/o American School of Dancing, 705 1/2 Main St., Fort Worth, Tex. Tel. 2-0406. 373/2/23

DIRECTOR; 27; pre-army stock and theater groups; radio acting, script writing (WWL, WHJ). Pasadena Playhouse (3 years) AFRA. Seeks civic, repertory theater. References on request. Salary \$75 week. Karl Genus, 2450 La Mothe Ave., Detroit, Mich., Tyler 4-1434. 340/2/2

DRUMMER; 7 years' dance band, club date experience. Interested all fields. Douglas Jones, 7200 Ridge Road, Brooklyn, N. Y. SH 5-8796. 293/1/5

IMPERSONATOR; 7 years' pro experience. screen stars specialty. Interested vaude, clubs. Frank A. Verdicchio, 126 Baxter St., New York, N. Y. Canal 6-5410. 292/1/5

LYRIC TENOR; pre-army night club exp. Army shows. Music student (9 years). Seeks band, radio, Chicago area. Raymond B. Ducay, 721 Englewood Ave., Chicago 21, Ill. Englewood 7822. 319/1/19

LYRIC WRITER; 30; lyrics for songs of any description. Please contact. Ted Williams, Worsham College, 620 Wolcott, Chicago, Ill. 358/2/9

MECHANIC; pinball, slot, phono; army radio repairman. Vinton B. Brovan, 1306 Mil-linois, Belleville, Ill. 313/1/12

MECHANIC; free to travel; experienced repair man. Interested machines of all types (amusement field). Lewis Roberts, 4654 North Malden Ave., Chicago 40, Ill. 355/2/9

MECHANIC; Music and slot machines. Own business 10 years pre-army. South preferred. Ben Edrington Jr., Bardwell, Ky. 365/2/16

MUSIC DIRECTOR, conductor; opera, symphony. Mascagni Opera Guild, American Civic Opera Co. Radio preferred. Thomas Grasso, 31 Centre Mall, Brooklyn, N. Y. 363/2/16

PIANIST; solo, accompanist, orchestra. Theater, club, vaude, radio exp.; read, fake; concert, popular. Union. Interested all fields. Raymond Dempsey, 44 Maple Ave., Franklinville, N. Y. 353/2/9.

PRESS AGENT, publicity director; roadshow, band, talent agency. Army public relations, Special Services. Pre-army publicity. Philip Rothschild, 637 Robinwood, Detroit, Mich. Townsend 5-4656. 372/2/23

PRODUCTION ASSISTANT; script, continuity writer. Edited, wrote army newspapers. Continuity writer army radio station. College, journalism major. Prefers radio. Will travel. Benjamin Pearlman, 2251 Holland Ave. Bronx 67, N. Y. 321/1/19

PUBLICITY AGENT; pre-army publicity (5 years); name bands, personalities, army public relations. Will travel. Leon Klempner, 37 Topscott St., Brooklyn, N. Y. 304/1/12

PUBLIC RELATIONS MAN; 3 years Holly-wood publicity. Sam Goldwyn, Inc., James Roosevelt. West Coast preferred. R. Franklin, 353 W. 56th St., N. Y. C. CO 5-4529. 297/1/12

PUBLICITY MAN; 14 yrs. exp. planning, production, placement. "Tested technique for personalities, events, theater." New York area only. Jack Geddie, 947 East 17th St., Brooklyn, N. Y., NE 4-2620. 347/2/9

RADIO ACTOR, director; pre-army amateur sustaining shows, Chicago radio stations. College. Verne Klaus, 515 N. Lawler Ave., Chicago, Ill. COL 3443. 374/2/23

RADIO ANNOUNCER, Control Engineer; 3 years army radio service; with Andre Baruch overseas. Pre-army radio school. Frank J. Gazarek, 2220 S. 59th Ave., Cicero, Ill. Cicero 1667-R. 298/1/12

RADIO ANNOUNCER; 3 years' army radio exp.; 1 year staff announcing. Seeks radio station metropolitan area, New England. Nathan Rosenberg, 980 Hopkinson, Brooklyn, DI 6-2659. 318/1/19

IF YOU ARE AN HONORABLY DISCHARGED VETERAN AND HAVE SHOW BUSINESS QUALIFICATIONS OR EXPERIENCE HERE'S HOW YOU MAY AVAIL YOURSELF OF THIS SERVICE.

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- (1) Full name, age, address and telephone number (if any).
- (2) Working experience (if any) before entering armed forces. (Do not list amateur show business experience.)
- (3) Names and addresses of employers for whom you worked before entering armed forces.
- (4) Branch of armed forces in which you served, and date of discharge.
- (5) Work done in the armed forces which may help qualify you for show business job you seek.
- (6) Education (state fully, by years in grade school, high school and college).
- (7) In which show business field would you most prefer to work?

- (8) What specific type of job would you prefer?
- (9) What salary would you require? (You need not state this, if you do not choose to.)

Mail the letter containing all the above information, together with a photostatic copy of your honorable discharge papers, to the editor at address stated above. If the copy of your papers is not included you will not be eligible for this service. The information supplied in your letter will be rewritten into a classified advertisement and run in the first available issue in these columns. The Billboard would appreciate it if, after your advertisement appears, you would write the Veterans' Re-Employment Service editor, each week, stating whether you have secured a job, or whether you would like your advertisement continued. There is no charge or obligation of any kind entailed in this service.

RADIO ANNOUNCER-ACTOR; experienced in all phases. Screen Actors' Guild member. Will travel. Chicago radio station pref. John J. Foster, 89 Burlingame Ave., Detroit 2, Mich. 356/2/9

RADIO ANNOUNCER; 26; actor, emcee; AFRA member. Seeks DX radio station; Middle West preferred. Robert Charles Brown, R. R. 1, De Kalb, Ill. Tel. 960-21. 368/1/19

RADIO SCRIPT WRITER; pre-army continuity writer, WTAG, WWRL, Radio Writers' Guild. Will travel. Troy Stafford, 130 Post Ave., New York 34, N. Y., LO 7-3250. 362/2/16

RADIO SPORTS DIRECTOR; 15 years sports writer, press agent. Army public relations. Baseball writer, International League. Louis N. Gordon, 809 Almond St., Syracuse, N. Y. Tel. 61036. 314/1/12

RADIO WRITER-DIRECTOR; 9 years' experience. Continuity editor. Wants to join radio staff or television outfit. Salary \$85 week. Howard Warwick, 1166 St. John's Place, Brooklyn, N. Y. 338/2/2

ROLLER RINK MANAGER, experienced; \$60 week minimum salary. References upon request. P. G. Greembach, 3511 Fulton Road, Cleveland 9, O. 366/2/16

SAX-CLARINET MAN; tenor, baritone. Seeks spot with society band. Will travel. Ralph Merola, 244 60th St., Brooklyn, N. Y. Windsor 9-6145. 315/1/19

SCRIPT-WRITER; pre-army radio exp. News, dramatization, special events broadcasts. Interested radio, motion picture. Midwest pref. Guy S. Harris, 1142 Ainslie, Chicago, Ill. Ravenswood 5820. 371/2/23

SINGER; pre-army Eddie Roger's band; featured "scat" singer. Navy musician, entertainer. Seeks cocktail combo, dance band. Roger Thornton, 434 Thomas St., Fond du Lac, Wis. 812/1/12

SINGING PIANIST, classical, popular. Band leader, vocalist, coast guard bands. American Conservatory, Balala Academy, B. A. Band, combo exp. Radio preferred. Alverardo Grilly, 128 E. 22d St., Chicago Hts., Ill. CHI 2077. 335/1/5

SONGWRITER; nine songs published to date. Words and music. Prefer motion pix, radio, legit. Will collaborate. William G. Ringel, 14236 Alma Ave., Detroit, Mich. PI 6819. 310/1/12

SONGWRITER, interested radio, motion pictures. Writer of songs for army shows. Howard Lee Daniels, 907 West Fifth St., Dayton 7, O. 332/1/26

SONGWRITER; will collaborate with melody writer or work per song basis. 10 years' teaching, writing exp. Clyde La Grange, 4113 Park Drive, Louisville, Ky. 357/2/9

SPECIALTY ENTERTAINER; Spanish electric, Hawaiian guitar, banjo; American folk songs, hillbilly music. Seeks combo. Robert Buckley, 821 Logan St., Brooklyn, N. Y. 317/1/19

SPORTS ANNOUNCER; 27, army paper sports editor. Pre-army radio dramatic productions (KSO, KRNT, Des Moines). Drake University, Columbia College of Drama. Midwest preferred. Paul Schroeder, 114 S. Porter St., Michigan City, Ind. Tel. 981-R. 308/1/12

SPORTS WRITER, announcer; seeks radio station. College graduate; Birmingham Post, Alabama News Bureau. Will travel. Jack Finkelstein, 1424 Walton Ave., Box 52, N. Y. C. 320/1/19

SPORTS ANNOUNCER, writer; 7 years' pre-army sports writing, publicity, announcing. Will travel. West Coast pref. References on request. Robert J. Blum, 409 N. Poinsettia Place, Los Angeles 36, Calif. Walnut 2485. 351/2/9

SPORTS ANNOUNCER; seeks radio station in or near Cincinnati. Qualifications, references on request. Elvin M. Reese, 1411 So. Belmont Ave., Springfield, O. 359/2/9

STRAIGHT MAN; theater manager; drama, tab, burlesque. Pre-navy Paramount, Academy theaters (Lynchburg, Va.) assistant mgr., performer. Cleveland area preferred. Salary \$50 week. Norman E. Roberson, 7711 Euclid Ave., Cleveland, O. Apt. 210-A. Tel. Endicott 2225. 343/2/72

STRING BASS; 15 years' pre-army exp. Army Special Services. Interested club dates, Brooklyn, New York City area. Local 802. Fred Rago, 171 Ninth Ave., Brooklyn, N. Y. 328/1/26

TENOR VOCALIST, 27; alto-tenor sax, clarinet man. Pre-army dance bands, own band. Army Special Services (radio, films, musicals). Seeks name ork; solo, chorus. Don Le Pard, 815 East 2d St., Flint, Mich. Tel. 28730. 342/2/2

THEATER MANAGER; 2 yrs. pre-army exp. Also exp. projection operator. Will travel. Mack Grimes, Route #3, Chisholm, Montgomery, Ala. 348/2/9

THEATER MANAGER, 15 years' experience. De luxe, neighborhood, operation; booking, publicity. Will travel. Starting salary, \$50 week. Gerald Evans, 69 West 85th St., New York, N. Y. 361/2/16

TOUR MANAGER, publicist, 31; with Special Services chief, AAF (3 years), European, Mediterranean theater tours; USO entertainment units; booking, publicity. Seeks similar position; pic studio, booking office. Irwin Goldie, 99-19 202 St., Hollis, N. Y. Hollis 5-8176. 327/1/26

VETERAN, 26; seeks job as band boy or road manager for dance band. Pre-army publicity exp. Bill Coggin, 114-116 West 47th St., N. Y. C., Bryant 9-2775. 345/2/9

VETERAN, college ed, seeks clerical position in music publishing co. Opportunity to learn field. Michael J. Lacagnina, 1145 39th St., Brooklyn, N. Y. 346/2/9

VETERAN; 27, experienced; seeks opportunity as assistant theater manager or projectionist. References upon request. Starting salary, \$40 per week. Clarence W. Koenig, Sillman Hotel, Spokane, Wash. Tel. R-1136. 360/2/23

VIOLINIST, arranger, 25. "Young America Symphony," local club dates. 15 years music training. Army Special Services. Wants to join radio orchestra. Local 802. Sam Di Bonaventura, 349 East 17th St., N. Y. C. GR 3-1871. 344/2/2

VOCALIST; navy shows. WOR transcriptions. Interested radio, clubs, vaude. Bill Nygard, 537 5th Ave., Brooklyn, N. Y. 306/1/12

VOCALIST; pre-army night club exp. AAF band featured soloist; USO shows. Lew Thomas, 327 Milburn Ave., Lyndhurst, N. J. Rutherford 2-0713-J. 330/1/26

VOCALIST; 22; army shows (4 years) featured vocalist; army orks, radio programs. Seeks opportunity to prove talent. Consider any reasonable offer. Santo Minato, 340 East 114th St., New York, N. Y. 339/2/2

VOCALIST; 9 years' pre-army exp.; Will Bradley, Vincent Lopez; seeks dance band. Interested radio, vaude, club work. Starting salary \$75 week. Will travel. Dick Purcell, 3248 30th St., Long Island City, N. Y. RA 3-8689. 336/2/2

VOCALIST, actor; pre-army vaude, club dates, radio, army shows. Seeks opportunity in vaude. Will travel. Allan Crooks, 119 Elk St., Vallejo, Calif. 350/2/9

WEST COAST PUBLICITY; 5 years' cartooning experience; layout, copy exp. 2 years. Willard Hope, 3346 Thelma Ave., Los Angeles, Calif., Capital 3714. 364/2/16

WRITER; publicity, news, feature. Movie field preferred. Pre-army advertising research; publicity. Army newspaper editor. Joseph H. Lovinger, 2508 Cedar Ave., Cleveland, O. Superior 0043. 300/1/12

THE FINAL CURTAIN

BAKER—Pettus C. (Pete), 47, Detroit motion picture operator, in that city, January 21, after a 10-month illness. For many years he worked at the Regent and United Detroit theaters. Survived by his widow. Burial in Stroudsburg, Pa.

BOLTON — Dr. Samuel, 83, president and founder of the Frankford Symphony Orchestra Association, in Philadelphia January 31. Survived by a son, S. Emerson, and a sister.

BONELLI — Nicholas, organist, at his home in Philadelphia January 31. Survived by his widow, Edythe; his mother, two sisters and two brothers.

BRADLEY—George A., 45, Philadelphia night club manager, in Brooklyn January 30. Survived by his widow, Nora L.; a son, George, and a daughter, Shannon.

BUCQUET—Harold S., 54, film director, best known for his *Dr. Kildare* series, in Hollywood February 13. Survived by his widow, Louise, a son and three daughters.

BUSSE—Henry Herman, 57, musician, at his home in West Hartford, Conn., February 7. He had served as first violinist with Minneapolis Symphony Orchestra; head of the music department, Knox College, Galesburg, Ill., and for seven years was director of circuit orchestras of Paramount, Inc., covering territory from Chicago to Texas. His widow, Lila, survives. Services February 10 at Hartford. Burial February 11 in Fairview Cemetery, West Hartford, Conn.

CHEVIOT—John Charles, 89, actor and singer, at White Crest Nursing Home, Englewood, N. J. Had been in the actor's fund home since 1923. Born in Indianapolis, November 12, 1856, he made his first appearance in *The Royal Middy* with Catherine Lewis. For many years he was with Granville Barker at Wallack's Theater and with the late Otis Skinner in *Kismet*. He was also for many years with the Henry W. Savage Grand English Opera Company and played with DeWolf Hopper in *Wang* and with Della Fox in *The Little Trooper*. Survived by his son, Sidney F. Cheviot, of Baldwin, L. I. Funeral services Monday (18). Interment in the actor's fund plot in Kensico Cemetery, Westchester, N. Y.

COHEN—Joseph E., 66, who helped found the Stanley Company of America, in Philadelphia January 31. Prior to his death he was with the Berlo Vending Company, Philadelphia. Survived by two daughters, Sarah and Yvette; two brothers and a sister.

CRONIN — John, secretary Wallace Bros.' Shows of Canada for 10 years, in Toronto, February 11, of a stroke. Survived by his widow, Ethel, and daughter, Catherine Doris. Burial at Salem, O.

DAVIS—Rufus A., 55, co-owner of a group of theaters in West Florida, Georgia and Alabama, February 11 in Marianna, Fla., of injuries sustained in an auto accident near Panama City, Fla.

DONOVAN—Howard M., 62, advertising man and former head of the Donovan & Armstrong Advertising Agency, of a heart

attack, in Philadelphia January 30. Survivors include a daughter.

FRENZEL—F. W., father of Maurice (Frenchy) Frenzel, cookhouse operator on Oscar Bloom's Gold Medal Shows, in St. Louis February 5. Burial in Cape Girardeau, Mo., February 8.

GARLAND—Grace Orr, circus mentalist and wardrobe department head for many years, February 13 at her home in Black Mountain, N. C. She began her show business career with American Circus Corporation, and has been with Van Amberg, Howes Great London, Sangers Greater European, Robinson, Sells-Floto and Ben Wallace circuses.

GOLDBERGER—Abraham (Mose), 76, concessionaire and member of Showmen's League of America, in Chicago February 15. Burial in Showmen's Rest, Chicago, February 18.

HALE — John, 45, opera, musical comedy and radio singer, February 13 at his home in Miami. Survived by his widow, Dorothy; two sons, William and John; four brothers and sisters. Interment in Narrows, Va.

HAMILTON—Joseph P., 63, vet minstrel showman, at his home in Camden, N. J., January 30 after a five-day illness. He was associated for years with Dumont Minstrels, and later with McIntyre and Heath. Survived by three daughters, Mrs. Frances Cabaniss; Mrs. Katherine Hamilton Trado, also a performer, and Mrs. Laura McEvoy, and two sons.

HELPER—Lou, 50, at Detroit February 14. Former concessionaire and sheet writer. Survived by his widow and daughter.

HERMANN — Charles, 81, Wildwood, N. J., nitery operator, in that city February 2. Survived by a daughter, Mrs. Gertrude Snyder.

JEFFERSON—William Winter, 70, former actor, a son of Joseph (Joe) Jefferson, famous comedian of 50 years ago who was noted for his interpretation of Rip Van Winkle, February 10 in Honolulu. He and his brother, Thomas, revived the characterization of Rip for road company productions even before the death of their father. William Jefferson's best known role was in *The Senator Keeps House* which ran here before the first world war. In 1927, he and another brother, Frank, sold their property and possessions in New York and moved to Honolulu. He was married three times. His first wife was Christie MacDonald, actress; his second, Vivian Martin, also an actress. His third wife, Mary, survives.



Charles K. Champlin

Charles K. Champlin, who 50 years ago rose to fame and fortune as an actor, author and producer, died February 14 at his showboat-type cottage near Red Bank, N. J.

Fifty years ago, Champlin wrote a military play, gathered local talent and with scenery he had painted himself produced the play and started the first touring stock company in America. Over a period of years he became one of the top figures in the American repertoire field. Wherever he went, his Cadillac automobile covered with gold leaf caused a stir and gathered him reams of newspaper publicity.

His first road show was organized with a repertoire of six plays and, altho he created a mild sensation in New York with his *Only a Private*, the next five years saw his organization in financial difficulties. However, in the sixth year his star began to rise with the advent of the old 10-20-30 circuits. Later he toured the country in *The Lamb and the Brute*.

He was a member of the Elks and the Rotary Club.

He is survived by his widow, Mrs. Addie W. Price, Champlin.

IN LOVING MEMORY OF OUR DEARLY DEPARTED SON AND BROTHER HARLEY L. KIRBY

Who died in accident, Tokyo, Japan, Nov. 20, 1945, with 480th Q. M. Corps. Formerly connected with Royal American Shows and John Francis Shows. Sadly missed by his Father, Jess Kirby; sisters, Mrs. Joe E. Mars, Mrs. E. E. Hays, Mrs. Leonard Price; brothers, Louie, Ray, R. K., and W. H. Kirby.

LEWIS—J. Leonard, 69, musician, in Atlantic City February 2. Lewis conducted an orchestra at the Hotel Dennis, Atlantic City, until 1942. He was secretary-treasurer of the Musicians' Protective Association there until 1926. Survived by his widow, Bernice E., and a sister. Fulton Lewis Jr., radio commentator, is a cousin.

MCQUINN—William J. (Bill), 70, at his home, Toronto, January 25. Born at Brantford, Ont., he began tramping when 15, appearing with William H. West and Guy Brothers Minstrels, Floradora Company and others as the Canadian Baritone. He retired 10 years ago. Survived by widow, two sons and four daughters.

MAGINLEY — Margarete, 69, dancer and instructor, in Atlantic City January 30. Survived by a sister, May.

MANDER—Miles, 57, British actor, author, director and playwright, in Los An-

geles February 8 of a heart attack. Survived by a son, Theodore. Burial in Los Angeles.

MEADOR—J. L., Meridian, Miss., night club operator, in that city February 11.

MEADOWS—Mrs. Margaret, 90, mother of Adam F. Meadows, formerly of J. J. Page, Cetlin & Wilson, Miller Bros. and Dodson's World's Fair shows, February 6 in Bristol, Tenn.

MORGAN—Frank Langdon, 48, of a heart attack in Chicago February 14. Formerly a reporter for *The Billboard*, Morgan had been a Chicago staff member for *Variety* since 1942. Survived by his widow, Leah.

MURAY — Harry, musician, in Good Samaritan Hospital, Lexington, Ky., January 12, it has just been learned. Deceased had played with many circus and concert bands and was last with the Wainright Shipyard Band, Panama City, Fla. Services and burial in Bedford, Ind.

PROUDLEY—Mary Etta, wife of Charles E., concessionaire with parks and carnivals, in Buffalo, February 5. She spent several seasons with Eddie Dietz Arena Shows, and last year was with Lee Worth Shows. Three sisters also survive. Services in Buffalo February 7.

REINHART—Martin, 50, musician, in Queens, L. I., February 13. He was with the Capitol Theater for 15 years, played in the orchestra of *Carmen Jones* before joining the pit crew of the play *Carousel* as trombonist with which he was connected at demise. Surviving are his wife, two daughters and a son.

ROSENTHAL—Jonas, 66, former concessionaire with Flack's Northwestern Shows, February 7 in Chicago of a heart attack. Survived by his brother, Louis. Interment in Oak Ridge Cemetery, Chicago.

ROSS—J. Edward, vet pitchman, in Chicago recently. He was considered one of the best herb workers in the field. Survived by his widow.

ROTH—Mrs. Mary, 79, wife of A. W. Roth, a pioneer in the motion picture industry and connected with the Kedzie Amusement Company, at her home, River Forest, Ill., February 7. Survived by her husband, a son and daughter. Services at Oak Park, Ill., Chapel, February 9.

In Loving Memory of My Beloved Husband
Lieut. Jerry Shapiro
Known on stage as **JERRY CARNEY**,
OF **FRANK AND CARNEY**,
who died February 22, 1944.
Till we meet again and never part.
ANNETTE

SAMUELS—Mrs. Myrtle, former theatrical costumer at the Fox Theater, Detroit, recently in that city after a two-year illness of multiple myeloma. She was the wife of Bernard V. Samuels, manager of the Admiral and President theaters, Detroit. She leaves her husband and daughter, Barbara. Interment in Roseland Park Cemetery, Detroit.

SCHOENSTADT—Henry, pioneer Chicago theater operator, in that city February 10. Schoenstadt chain includes 18 Chicago theaters. Survived by his widow, Martha; a brother, Arthur, and two sisters.

VAN TASSELL—Marie, 72, recently in Oakland, Calif. She played with various stock companies of the West Coast and was with Holb & Dill in *Peck of Pickles*.

VAN ZELST—Peter, 47, Atlantic City club owner, in that city February 5. Services and interment in Philadelphia.

WALKER — John (Hav-a-Laf), magician and showman for 50 years, in St. Louis February 8 of a paralytic stroke while preparing to do his mental act at his museum there. He was a member of the International Brotherhood of Magicians.

WILLIS—Ben, concessionaire at Olympic Park, Irvington, N. J., in that city February 9. Survived by his widow, Beryl, and a son, Donald. Burial in Versailles, Ky.

WINTER — Calvin, band leader and theater manager, at Vancouver (B. C.) General Hospital, February 6. He joined the Hotel Vancouver orchestra in 1912 and for a brief period conducted the band at the Cottillion Ballroom. Winter directed the Capitoliens, at the Capitol Theater, Vancouver, from 1921 to 1926. He pioneered in radio broadcasting with his band over the original GRCV station. The past six years he operated the Music Box and Marpole Theaters. He leaves his wife, of Vancouver; a daughter, Mrs. Ruth Herschner, Cleveland, and his mother and a sister.

Marriages

BACON-LEONARDOS—Kenneth Bacon to Urylee Leonardos, appearing in *Carmen Jones*, February 8 in Pittsburgh.

BROUDY-FLACKER—Leonard Broudy, son of Dave Broudy, manager in Pittsburgh for WB, to Jerie Flacker in New York February 10.

BUTLER-ANDREWS—Bill Butler, feature guitar player at Dick and Bob Watts's Zanzibar, Philadelphia, and Florie Andrews, in Harrisburg, Pa., January 30.

CURTIS-LUCAS — Alan Curtis, film actor, and Sandra Lucas, Conover model, February 8, in Las Vegas, Nev.

D'GITANO-SPLHA — Jackie D'Gitano, brother of the dancing D'Gitanos, and Emma Splha, dancer, in Philadelphia January 31.

HOLLERAN-MILLER — Bob Holleran, announcer for KTSA, San Antonio, to Mary Lou Miller January 25 in San Antonio.

KAZZE-GORDON—Louis Kazze, concert pianist, and Lydia Gordon in Philadelphia January 31.

JACKMAN-KELLY — Fred H. Jackman, movie cameraman, and Nancy Kelly, actress, February 13 in Las Vegas, Nev.

JORGENSEN-KELLER—Ed Jorgenson, radio commentator, to Belle Keller in Los Angeles February 7.

LEVIN-SUSSMAN — Paul Levin, New York representative of Amalgamated Broadcasting System, and Sylvia Sussman, in Indianapolis February 2.

MAXWELL-DEY — Granville Maxwell, nonpro, and Francine Dey, songstress with the Freshmen, cocktail unit, January 31, in Portland, Me.

OTTENBERG-ROBINSON—Buddy Ottenberg, Philadelphia club owner, and Diana Robinson in Philadelphia January 30.

PEREZ-ELLISON—James J. Perez Jr., who managed *Hollywood Follies* on North American Exposition Shows last season, and Anna Bell Ellison, girl show performer, in Little Rock, January 25.

PRESNELL-HUNT — Robert Presnell Jr., film writer, and Marsha Hunt, film actress, February 10, in Van Nuys, Calif.

PRINCE-RUSSO—Fred Prince, nonpro, and Colleen Russo, actress, January 27 in Philadelphia.

SAUNDERS-CHRISTMAN—Jack Saunders, member of *Desert Song* cast, to Charlotte Christman, singer, appearing in the *Red Mill*, in New York February 11.

SEMOLA-TUDOR — Al Semola and Carol Tudor, singer known professionally at Carlotta, in Atlantic City January 31.

Births

A son to Mr. and Mrs. Michael Silenzio in Broad Street Hospital, Philadelphia, recently. Father is a musician.

A daughter to Mr. and Mrs. Gilbert Morris in St. Luke Hospital, Philadelphia, February 1. Father is production manager at WDAS, Philadelphia.

A daughter to Mr. and Mrs. Lee Gordon in Philadelphia January 31. Father is tenor sax man with Abe Neff's band.

A daughter to Mr. and Mrs. Alec Filas in Philadelphia February 2. Father is trumpet man with Elliot Lawrence's WCAU band. Mother is Dodo O'Neill, former songstress with Bob Chester, Harry James and Benny Goodman.

A son to Mr. and Mrs. Harry King in Episcopal Hospital, Philadelphia. Father is continuity writer at WPEN, Philadelphia.

A son to Mr. and Mrs. Joseph Greenfield in Jefferson Hospital, Philadelphia, February 2. Mother is the former Harriet Berger, dancer.

A son to Mr. and Mrs. John Lowe in California Hospital, Los Angeles, February 9. Mother is Ruby Keeler, actress.

A son to Mr. and Mrs. Johnny King, February 1, in Largo, Fla. Parents are with Larry Sunbrock's Rodeo and Hollywood Thrill Show.

A daughter to Mr. and Mrs. William C. McCarthy in Pittsburgh February 2. Mother is former Marie Harmon, night club dancer.

A son to Mr. and Mrs. George Murray in Toronto February 7. Father is emcee of *Jolly Miller Time* radio show.

A son to Dr. and Mrs. George Fowler in New York February 11. Mother is former Diana Skouras, daughter of Spyros Skouras, president of 20 Century-Fox.

A daughter to Mr. and Mrs. Maurice Golden in Chicago February 10. Father is Middle Western representative for Metro.

A son to Mr. and Mrs. John Lowe in Hollywood February 9. Mother is Ruby Keeler, former dancer and ex-wife of Al Jolson.

RAS SHATTERS THREE MARKS

MSA Skeds Big Spring Fete

DETROIT, Feb. 16.—Show, rides and concessions from shows in this territory will be pooled for a giant spring carnival to be staged in a Detroit suburb for the benefit of the Michigan Showmen's Association, according to plans announced today.

With preliminary plans already well advanced, further details will be worked out at the regular weekly meeting of the club next week.

Dates will be set for either a one or two-week stand, under the program mapped. Nine rides are on the list of donations and many additional attractions are pledged by showmen whose organizations will be in this area. Show owners will furnish their own operating help so that gross receipts will be available for the benefit of MSA.

Proceeds will be used toward paying the cost of the new clubhouse purchased this winter.

Hennies Preps For March Bow

BIRMINGHAM, Feb. 16.—General Manager Harry W. Hennies, personally directing winter quarters construction and repairs here since January 9, has stepped up activity the past 30 days to meet the March 16 opening day deadline. Show will bow at Birmingham.

Department heads report progress well advanced and such key figures as Clint Shuford, secretary, Fitzie Brown, concessions manager, and Charles Sheesley, assistant manager, have arrived during the past two weeks to promote the speed-up.

Jack Morgan, directing the carpenter (See HENNIES CRACK SEASON, page 36)

Tom Coleman Sells Interest in Show To Brother Dick

ALBANY, N. Y., Feb. 16.—Dick Coleman announced here Tuesday (12) that he had bought out his brother Tom's interest to become sole owner of Coleman Bros.' Shows which they had operated in partnership for 26 years. The price was not disclosed.

Tom and Nellie Coleman announced no plans for the future. The trio had formed one of the best known combinations in the East, with their route usually confined to the New England States and New York.

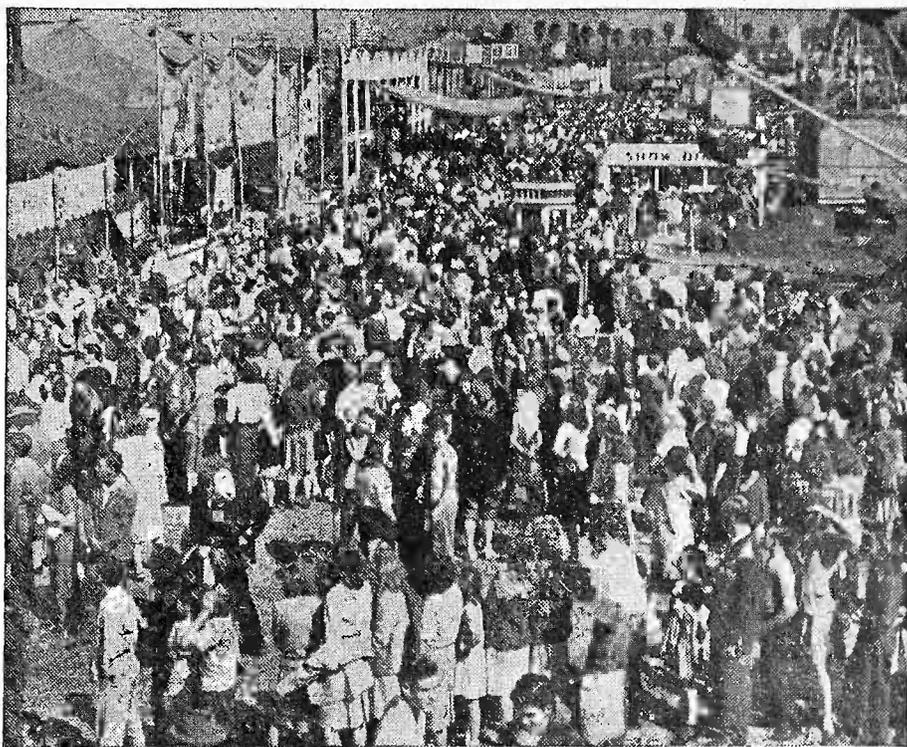
Francis Coleman, recently discharged from the army, will be actively associated with his father in the operation of the show. Another son, Bob, property of the New York Giants, has a contract to play with the Richmond (Va.) baseball team this year. He was recently discharged from the navy.

Fairs already contracted include Middletown and Elmira, N. Y.; Greenfield, Mass.; Rochester, N. H., and Stafford Springs, Conn.

Hammontree Buys Trucks From King

CHATTANOOGA, Feb. 16.—General Manager William O. Hammontree, Silver Slipper Shows, new org being framed for a 1946 debut, announced today the purchase of seven circus tractors and trailers from the property which Floyd King acquired recently from Clyde Beatty.

Hammontree, who was accompanied by Ernie White to Macon, Ga., where the former Beatty equipment is in storage, said the trucks will be brought to Chattanooga for renovation. He added that two other tractors were purchased from the L. J. Heth Shows at Birmingham.



A SHOT OF THE ROYAL AMERICAN SHOWS' MIDWAY on Kids' Day (February 8) at the Florida State Fair, Tampa, when the gross hit \$30,034, after tax deductions, for the biggest kids' event in the fair's history.

N. Y. Safety Code Not Too Tough; Gets Ops' Approval

ALBANY, N. Y., Feb. 16.—Carnival ops, concerned with provisions contained in the proposed New York State Safety Code, can rest easy since most of the clauses have been copied almost verbatim from the national code to which showmen have already given their stamp of approval. Max Cohen, general counsel and secretary-treasurer of the American Carnivals Association, read and interpreted for members sections covering outdoor show business at an informal meeting held here Monday (11).

If it becomes a law the code will have stringent fire regulations, but most managers have already agreed that their observance would be equally beneficial for patrons and show owners.

Another proposed act, which will be presented to the Legislature now in session, would authorize city or town officials to designate any portion of highway as scenic and so automatically restrict the erection or maintenance of billboards or any other type of outdoor

advertising matter along these routes. The broad language contained in the bill could conceivably limit the display of window and easel cards as well as other forms of advertising.

Labor and Media Say No

However, there is little hope for the passage of the bill since labor, newspapers, radio and advertising interests are reported against it.

ACA members checking in for the meeting included Oscar Buck Shows, Oscar Buck and Jim Quinn; James E. Strates Shows, Jimmie Strates and Bill Fleming; Cetlin & Wilson Shows, Ed Johnson; Coleman Bros.' Shows, Dick, Tom and Nellie Coleman; King Reid Shows, King Reid; J. J. Kirkwood Shows, Molly Decker; Continental Shows, Roland Champagne; B. & V. Shows, Justin Van Vliet; D. & C. Exposition Shows, D. Barnes and Myron Colebrooke; Prell's Broadway Shows, Joe Prell; Endy Bros.' Shows, Eddie Kalen; Ross Manning Shows, Ross Manning.

Lots of the Lads and Lassies Were Around for Pa's Big Fete

By Pat Purcell

TAMPA, Feb. 16.—Rambling around the Florida State Fairgrounds, jotting a note here and there, listening to a mild beef or two, and just generally picking up gossip as follows:

IT WASN'T exactly a Who's Who of the outdoor show world the past two weeks, but the gathering will suffice until a better one comes along.

SAMMY SMITH popped in with a winner when he revealed that Eddie (Pop) Dailey has been feeling swell for three years out fishing. Now he takes a job on Harry Julius's Arcade and gets sick. That, Sammy says, indicates that a fellow should know when he's getting old, and Sammy is older than Pop and crowding Methuselah.

THERE WAS no cigar shortage around here, all the favorite Tampa brands being offered at regular cigar counters on the grounds and at every grab joint and cookhouse. Also, there was lots of chocolate—for the non-drinkers.

SADLY MISSED in the exhibit hall was Pool's famed grapefruit and orange wine

store. Brothers, there was a beverage that was guaranteed to loosen your molars after four swigs.

LOTS OF the laddies brought their wives along, among them being Milt Morris, Mike Barnes, Sid Jessop, Jimmy Rafferty, Lou Torti and Cash Miller. There may have been other wives around who were not identified.

BUDDY AND BOOTS PADDOCK hosted a merry midnight gathering at the Turf Exchange, guests including Peasey, Cleo and Sgt. Joey Hoffman, Bob and Virginia Edwards, Francis Scott, Mary Dennis, Ruth Davis, Bernie Mendelson and Ralph Lockett.

CHARLES (INSURANCE) LENTZ gave many a fancy party aboard his yacht, *Sal Al III*, and Buddy Paddock went nautical enough to explain after a trip that "we backed into a pier with the starboard stern." Sailors, read that and weep.

HERB AND MARY PICKARD and Dr. and Mrs. Otto Schack forsook the beach at Sarasota one afternoon to visit.

(See PA'S FETE LURES on page 37)

Florida Near Minn. Record

First eight days' gross hits \$118,764—Claxton Show nails \$3,549 for one day

TAMPA, Feb. 16.—With three all-time carnival records for the United States already in the bag, and two days of business still to be accounted for, Royal American Shows executives and employees and officials of the Florida State Fair had their sights set on the all-time engagement record set at the Minnesota State Fair in 1942 by Royal American.

With the closing of the books Thursday (14), Walter DeVoyné, RAS treasurer, disclosed that shows and rides had taken \$118,764.86—and this figure does not include federal taxes.

All-time records established so far includes:

- 1—Greatest one-day midway gross—\$31,566.31.
- 2—Greatest Kids' Day gross—\$30,043.96.
- 3—Greatest gross for a single attraction on one day—\$3,549.50, set by Leon Claxton's "Harlem in Havana" Saturday (9).

In 1937, at the Minnesota State Fair, RAS staggered the carnival world with a one-day gross of \$25,000. The Oklahoma State Fair came thru with a \$28,000 day in 1943 for the same org, and then came Florida's \$31,566.31 Saturday (9).

At the Mississippi State Fair last October, the big Friday, Kids' Day, a trifle more than \$26,000 was tossed over the ticket boxes, while here, Friday (8), the kids, riding and seeing the shows for 12 cents, slapped a cool \$30,043.96 on the counters.

Carl J. Sedlmayr, owner of the Royal American, is of the opinion that the Friday and Saturday combined gross of \$61,610.27 is a successive days' record for the entire continent. Records for the (See RAS BUSTS on page 37)

Mid-West Skeds Mar. 2 Premiere

LAKE CHARLES, La., Feb. 16.—Billing for the Mid-Western Exposition Shows will carry the tagline, *America's Show Beautiful*, when the new organization assembled this winter by Sidney R. Lang and Ted Woodward makes its bow here March 2. The premiere, a 10-day stand, will be staged under auspices of the Knights of Columbus Mardi Gras on a downtown location. Alcido's cannon act will be featured.

The two owners have dug deep into a healthy bank roll thru the winter months to frame their outfit, which will move out of quarters on 16 new International trucks, all painted yellow and lettered in a flashy black and red.

Canvas, all new, will be green and pastel lighting on fronts and marquee, all of it indirect, will impart plenty of color. Four 42-foot light towers will rise above the midway. Show will carry a new transformer truck equipped with two 50 k.w. for lights.

Lang and Woodward have assembled an experienced executive staff, including C. W. (Chick) Franklin, press, special agent and promotions; Eddie Lippman, legal adjuster; Tom Wentworth, general superintendent; G. L. Wade, electrical engineer; Don Weber, scenic artist; Robert Cole, carpenter and front gate; Allen Short, lot superintendent; Mrs. Ilo Lang, secretary; and Mrs. Winona Woodward, treasurer.

Show will open with 8 rides, 6 shows and over 40 concessions. Among those who will operate concessions on the show are Robert L. Heth, 5; Johnny Wutherick, 4; Bob Parker, 1; Casey Sens, 2; Archie Evans, 2; Carl Chatfield, 1; Leon Reeder, 5; Roy Mackey, 2; Jack Strike, 2; Sammy Graden, 3; Eddie Lippman, 6; Sam Stein, 3, and office owned, at least 5.

First Call First Call First Call

GET WITH A SURE WINNER—DON'T BE LEFT AT THE POST

GEM CITY SHOWS

FAIRS CONTRACTED NORTHERN CIRCUIT

Wabasha, Minn.
Austin, Minn.
Northwood, Iowa
New Ulm, Minn.
St. Peter, Minn.
Mason City, Iowa
(Labor Day)
Keokuk, Iowa
(Fall Celebration)

OTHERS PENDING

WANT WANT WANT RIDES

Will book the following at good percentage: OCTOPUS, RIDE-O (Prevost, waiting for your answer), ROLL-O-PLANE (Tony Clawson, write me), FLY-O-PLANE, SPITFIRE, AND MOON ROCKET. All Rides must be in first class condition.

RIDE MEN

Foreman for Tilt-a-Whirl, Dual Loop-o-Planes, Allan Herschell 3-Abreast Merry-Go-Round, and Kiddy Rides. Must drive trucks. If you don't know your Rides do not answer. Salary and percentage. ALSO SECOND AND THIRD MEN ON ALL RIDES. Must drive trucks. DWIGHT: Write, confirming booking; holding open for you.

FAIRS CONTRACTED SOUTHERN CIRCUIT

Pine Bluff, Ark.
Stuttgart, Ark.
El Dorado, Ark.
Monroe, La.
Alexandria, La.
Leesville, La.
Lafayette, La.

OTHERS PENDING

SHOWS

GLASS HOUSE, WILD LIFE, FAT SHOW (Jumbo, answer), MONKEY CIRCUS, SNAKE SHOW (Bryan Woods, answer; have good proposition for you), HITLER'S CAR, MECHANICAL SHOW OR ANY GRIND SHOWS THAT CAN GET MONEY. SIDE SHOW—Will book complete or will furnish 24x80 top, 150 ft. front, banners and truck for capable operator with Acts. Must be outstanding.

CONCESSIONS

ALL CONCESSIONS ARE OFFICE OWNED. MAXIE HERMAN, CONCESSION MANAGER, NEEDS AGENTS FOR THE FOLLOWING: Devil's Bowling Alley, Fish Pond, Cigarette Gallery, Watch-La, Ball Games, Country Store, Penny Pitches. Good Man for Photo Gallery. Can use two more Wheel Agents, Coupon Agents, contact Rocco. Have good proposition for Arcade Man—must understand all machines.

SHOW ELECTRICIAN. If good salary is no object. CAPABLE SHOW PEOPLE AND WORKINGMEN IN ALL DEPARTMENTS.

WINTERQUARTERS NOW OPEN — SHOW OPENS APRIL 15
Concession People, Contact **MAXIE HERMAN**
All others address **JACK DOWNS**

GEM CITY SHOWS, 807-809 Jefferson St., Quincy, Ill.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Feb. 16.—Membership now totals 188, latest additions being applications of Moore's Modern Shows, presented by Manager Jack B. Moore; Amusement Enterprises, submitted by Owner Bill Siro, and Dunleavy, Cleaves & Burham, Inc., presented by Joseph Carlin, assistant vice-president.

Personnel membership cards have been issued the W. C. Kaus Shows and Endy Bros. Shows.

Recent visitors at the association office included members of the executive staff of the B. & C. Shows and James Tantillo, cookhouse owner of that org.

Information on surplus war material available will be received from the WAC, following completion of arrangements by the Association. Monthly report from the Civilian Production Administration on production, including radios, automobiles, trucks, tires, etc., and a copy of the fifth report of the director of war mobilization and reconversion have been received.

U. S. Department of Commerce has also furnished surveys on new auto production, business conditions and a forecast of lumber production. Washington indications are that a price rise in lumber of about \$3.25 per thousand board feet may be expected about May 1. Now available at the association office is a survey on the production of items in the hardware, electrical and metal industries.

Hennies Cracks Season in March

(Continued from page 35)

shop, reports that 21 wagons have been overhauled and two large front wagons, each 75 feet long and 25 feet high, have been built. Off a radical new design, they are planned for erection by two men in an hour or less. Now turned over to the neon and paint departments for final decorating, they are slated for the Girl Show and Minstrel Show.

Harry Wagoner has also turned over the Merry-Go-Round horses to the paint department, after having burned off the paint and repaired each individual horse. Hennies, unable to get a factory repair job, discovered a cabinet maker in Ensey, a Birmingham suburb, who did a bang-up wood work job on the ride, with crestings, medallions, charlots and sweeps all given treatment. The woodwork has since been trimmed with chromium and will be lighted exclusively with neon.

Felix Charneski is reconditioning the Hey Dey. Joe Kissel is overhauling the Ferris Wheels. Walter Williams, Caterpillar foreman has completely overhauled his ride and has it loaded back in the wagons. Fred (Missip) Baker is assisting Jack Morgan in the carpenter shop. He will handle the new 16 car Octopus. The old one was sold at the end of the 1945 season. George Powell has been building concession stands. Lou Barber and assistants are building a Scooter House for the new Scooter Ride. Lusse Brothers were slated to build this, but difficulties arose in that plant so the men fell heir to the job. Jack Morgan has five new wagons for the Scooter, one wagon for the Rocket and one new wagon for the Flying Scooter under construction now. Also a new set of seats for the Girl Show, new front for the Monkey Show and a new front for the War Exhibit show, and a complete new Fat Show under construction. K. P. Chester, Rocket foreman, has installed all new tires on the center wagon and was happy that he could throw away the tires he had to contend with during the duration.

Harry Hennies spent several days in Atlanta, getting equipment from the government. The new rubber-tired tractors purchased from the Tractor & Equipment, of Birmingham have been delivered. Two new R. D. 6's will be delivered to the show by the John Fabick Tractor Company, of St. Louis, in time for the opening. Haffner-Thrall Car Company, Chicago, have definitely promised that 10 new flat cars will be delivered in plenty of time. The Lewis Supply Company, Memphis, advised Hennies that cable, connections and junction boxes, will be ready for delivery in Birmingham for the opening of the show. Ray Miller, operator of the Fun-

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CIRCUS, CARNIVAL CONCESSION

Builders for Good TENTS for Over 75 Years.

UNITED STATES TENT & AWNING CO.

2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

TENTS MERRY-GO-ROUND TOPS CONCESSION TENTS

For Immediate or Spring Delivery.

CENTRAL CANVAS GOODS CO.

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906 Central St. KANSAS CITY 6, MO.

TENTS—BANNERS

Tangley Calliaphone, 500 Prs. Chicago
Roller Skates.

CHARLES DRIVER — BERNIE MENDELSON

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Immediate shipment. Concession Tents—
8x10, 8x12, 10x12, 10x14, 10x16. Also
20x30 and 20x40. Sidewall, any height.

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100,000 — \$19.85.

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Cash With Orders

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COLLINSVILLE, ILL.

HOT SPRINGS SHOWMEN'S CLUB

Now accepting applications for membership. Please write for blanks. This is strictly a civic club in every respect. \$10.00 per year for man and wife while charter is still open. Visiting "showfolks" always "welcome."

R. A. MILLER, Secretary

Box 762, Hot Springs, Arkansas

World of Pleasure Shows

Now Contracting for 1946

Opening in April—Vicinity of Detroit.

JOHN QUINN, Mgr.

100 Davenport St. DETROIT 1, MICH.

INTERNATIONAL SHOWS

NOW CONTRACTING FOR 1946 SEASON

SHOWS—RIDES—CONCESSIONS.

Address: BOX 64, PRYOR, OKLA.

GEM CITY SHOWS

NOW CONTRACTING FOR 1946 SEASON

Address: Permanent Winterquarters, Quincy, Ill.

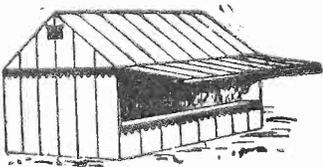
OPENING MARCH 1st

Want Tilt and Merry-Go-Round, other Rides. Want Fun House, Mechanical, Penny Arcade, Shows, Concessions and Agents.

Omar's Greater Amusements

912 LINDEN PINE BLUFF, ARK.

"ANCHOR"



Concession Tents are now available—
Full Size, Perfect Fitting, Quality
Workmanship—Best Materials. Send
specifications for quotation.

ANCHOR SUPPLY CO.
Evansville, Ind.

TENTS

TENTS—Concession, Gypsy, Camping. Flashy trimmings. Tents of all sizes.
Merry-Go-Round and Caterpillar Tops, Big Tops.

ANYTHING IN CANVAS
Quick Deliveries. Wire

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All Sizes — All Styles.

Khaki — Blue — Olive.

E. G. CAMPBELL TENT & AWNING CO.

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NEW

SPITFIRE RIDES

Available for 1946 Season

FRANK HRUBETZ & CO.

Front and Shipping Sts.

IMPROVED

Salem, Oregon

SUNSET AMUSEMENT CO.

Want Show People for the following equipment: Athletic, Geek, Side Show and 2 Girl Shows. Will book independent Shows other than above. Want Tilt Foreman and Second Men for all Rides. Can use Electrician, also Man for Light Towers and Gate. A few ten-cent Concessions open. **SUNSET AMUSEMENT CO., Danville, Ill.**

P.S.: Want to buy Two-Abreast Merry for No. 2 Show.

house, arrived in quarters last week and is repairing and repainting this attraction. Rufus Huck, who makes and installs all of the neon, has purchased new equipment for his department. Charles Taylor's Brown Skin Manikins are playing theaters in Alabama to good success.

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 25 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted. No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS
White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded.
3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 \$ 1.25
M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 2.00
3,000 Small Thin "Brownie" Bingo Sheets, 7 colors; pads of 25. Size 4x5, per 1,000 1.25
3,000 Featherweight Bingo Sheets, 5 1/2 x 8, loose, per M 1.40
Thin Plastic Markers, brown color, M 1.00
Round Plastic Scalloped Markers, M 2.00
Flat Plastic Calling Markers, White Emb. Set of 75 1.10
Flat Plastic Calling Markers, Gold Emb. Set of 75 1.30
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. JACKSON Blvd., Chicago 4, Illinois

Pa's Fete Lures 'Em to Tampa

(Continued from page 35)

INEZ SMITH, looking fresh as a kitten, and her son, Byron, made the rounds with the Mike Barnes en tourage. . . . LOU LEONARD asked what Ned Torti meant by not coming up with that dough for the hosiery, and he said it like he might be doing some talking soon if he doesn't get the gelt.

CHARACTERS observed in George Reinhart's cookhouse, in addition to Cash Wiltse and his inevitable cigar, were Moe Eberstein, Nat Rogers, Jack Tavelin, Jimmy Annin, Al Rossmann, Shan Wilcox, Tom Sharkey, Johnny Sheesley, Maj. Bobby Cohn, Merry-Go-Round Red, In-the-Racket Shorty, Manny Kline, Maxie Herman, Harry Ross and Andy Markham.

IDA E. (INSURANCE) COHEN, skinny as a rail, quit Palm Beach to spend a few days with Pa and Ma Strieder. . . . GENE BERNI is now a big biz man in Tampa and seems very proud of it. . . . KINKY (SPARKLERS) WOLF changed lapel flowers every day, and all hands were asking "Who is she?"

CLIF WILSON reports that the sticks lugging the tires get an extra deuce a day, and wonders what the agents will have to pay once they start flashing refrigerators.

RAILROAD show owners who appeared without urging were John R. Ward and Al Wagner, and Frank Bergen, accompanied by Bucky Allen, while John R. Marks had a good look at everything. . . . E. LAWRENCE PHILLIPS and Morris Lipsky didn't decide to make it until Buddy Paddock phoned to tell them of the tremendous biz. They accused him of being loaded with giggle water, but when Buddy convinced them he was otherwise, they came down to see for themselves.

BOB PARKER and J. C. (Tommy) Thomas succeeded in making themselves very popular by dinging everyone for a sawbuck for ticket for the midnight benefit Friday (15) for the Miami Showmen's Association.

SAM SOLOMON was an added starter.

RAS Busts Three Records

(Continued from page 35)

Canadian National Exhibition are not available at this time.

World's Fair Freaks, operated by the Lorow Bros., had a \$3,000 day at Minnesota in 1944 to top any known midway mark in the United States. Claxton knocked this off by almost \$500—and on that same day here, the Lorows' attraction gave him a stiff battle with \$2,890.14.

Florida's previous top gross for an 11-day engagement was \$46,269.09, set by RAS in 1942, the last annual held since Pearl Harbor.

The breakdown on the daily business here thru Thursday (14) follows:

- Tuesday (5), \$7,751.23.
- Wednesday (6), \$7,997.96.
- Thursday (7), \$9,154.90.
- Friday (8), \$30,043.96.
- Saturday (9), \$31,566.31.
- Monday (11), \$7,880.79.
- Tuesday (12), \$7,997.96.
- Wednesday (13), \$9,154.90.
- Thursday (14), \$2,334.18.

Gross after tax deductions, \$118,764.86.

Minnesota's top gross of \$128,000 was set in 10 days in 1944 by RAS, which meant the coffers here had to be enriched by a mere 10 grand during the final two days of the engagement. The boys took a cruel walloping Thursday (14) when a heavy rain let go at noon, just as State, county and city offices were closing to allow all hands a full day at the fair. It did not clear until after dark, and then it was cold. The sun popped out yesterday for an added day of John A. Sloan auto races and the grounds were filling at noon, indicating that RAS has a new record in the bag. Weather was almost perfect for the first eight playing days of the annual. It is hardly necessary to report that Sedlmayr and P. T. (Pa) Strieder were grinning like kittens loaded with catnip when last seen.

DETROIT, Feb. 16.—William Korth and Jerome Schimmel were elected first and second vice commanders of Joey Moss Michigan Showmen's Post of the American Legion to replace Harry Levine and George Harris, who resigned to leave for Florida.

JOSEPH J. KIRKWOOD SHOWS

America's Best Advertised Midway

FEATURING

EMANUEL

ZACCHINI

SHOT OVER TWO FERRIS WHEELS

OPENING

MARCH 18TH — Best Town in North Carolina
WITH FOUR MORE IN THE STATE

SHOWS Fun House, Glass House, Iron Lung, Jap Sub, Snake Show.

OPENING FOR MONKEY SHOW — WOODS, WRITE.
Will Frame Any Money-Getting Show for Real Showman.

CONCESSIONS Penny Arcade, Hoop-La, Pitch Till Win, Any Legitimate Concession.
Opening Several Choice Wheels.

HELP Foremen and Regular Help for Show-Owned Rides, Semi Drivers, Canvasmen, General Winterquarters Help, Sign Painter, Carpenter, Useful Show People.

JOE WILSON, WRITE

Winter Quarters Now Open. Plenty Room for Everyone. Located Fuquay Springs, Twelve Miles From Raleigh, Route 15A.

Concessions Address:

TOMMY CARSON, Business Manager

All Others: **RALPH DECKER, General Manager**
Box 2755, Raleigh, North Carolina

FOR SALE ROOT BEER BARRELS

Ready for operation complete with coils and carbonator.

Plenty of Root Beer Extract.

Write

BOX 726

The Billboard

155 N. Clark St., Chicago 1, Ill.

WANTED

Girl Aerialist for feature act booked consecutively. Must be top-grade performer with good personality. Salary no object to right party. Send full particulars and photo to

BOX 742

The Billboard, 1564 Broadway
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FOR SALE

TENT, 50x110, complete with Poles, Stakes and Wiring, good Top and almost new Side Walls, \$1,200.00 cash.

DR. G. MANILOFF

45 So. West 31st Ave. Miami 35, Fla.

NOW BOOKING

For Season of 1946

HARRY CRAIG SHOWS

BOX 158 BROWNWOOD, TEXAS

L. J. HETH SHOWS

NOW BOOKING FOR 1946
WANT SIDE SHOW OPERATOR
Address: North Birmingham, Ala.

5% DDT—\$1.05 GALLON

In 10 or more drum lots. Smaller lots, \$1.15 gallon. No less than 55 gallons (1 drum) sold. We pay freight. Drums free. Send 1/3 deposit with order.

OLIN L. MILNER, Rep.

335 McDaniel St. Dept. 142 Atlanta, Ga.

Oklahoma State Shows

Now Booking for 1946.

Opening March 23rd, Quinton, Okla. Want Shows, Rides and Concessions. Mug Joint, Mitt Camp and Diggers. Also want Agents for Stock Joints. Will buy or lease any make of Ferris Wheel or Merry-Go-Round. Lonnie Wilson, get in touch with me. Wire or write
BILLIE ADAMS, Box 5, McAlester, Okla.

FINAL WIND-UP

- '40 G. M. C. 502 Tractor, Ceiling Price \$2110 Now \$1250
- '41 G. M. C. 602 Tractor, Ceiling \$32.50 Now 1500
- '39 International D-40 Tractor, Ceiling \$1350 Now 550
- '42 Mack E. H. T. 354 Tractor, Ceiling \$4100 Now 2000
- '42 Mack E. H. T. 310 Tractor Ceiling \$3519 Now 1795
- '41 G. M. C. 623 Tractor, Ceiling \$3493 Now 1750
- '38 Dia. T 1 1/2-Ton Long W. B., Ceiling \$665 Now 400

- Trailmobile Trailer, 30 Ft., Frameless Van, Ceiling \$2261 Now \$ 800
- Fruehauf Trailer, 24 Ft. Frameless Van, Ceiling \$1757 Now 500
- Fruehauf Trailer, 25 Ft. Frameless Van, Ceiling \$1425 Now 395
- Fruehauf Trailer, 24 Ft. Frame Van, Ceiling \$1350 Now 600
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- Flat Bed Trailer, a Real Buy, Only 200

MANY OTHER BARGAINS

KNIGHT TRAILER CO.

2261 W. BEAVER

Open Sundays. Phone 5-2651.

JACKSONVILLE, FLA.

JIMMIE CHANOS SHOW WANTS

Legitimate Concessions, also want Agents for Ball Games and Percentage for office. Want Shows with own transportation, 15 per cent. I have complete outfit for Girl Show and Posing Show; also want Man to take charge of Athletic Show. Ride Help that can drive semi for Merry-Go-Round, Ferris Wheel, Chair-o-Plane, Octopus, Roll-o-Plane and Kiddie Rides. Also want Foremen that understand these Rides. No drunks and no chasers wanted. This Show has no gate and no racket. All replies to

JIMMIE CHANOS, 11 N. W. 70th St., Miami 38, Fla., until April 1st; then Greenville, Ohio. Opening date April 19.

HILL'S GREATER SHOWS

OPENING AT BROWNSVILLE, TEX., CHARRO DAYS CELEBRATION, FEB. 23, FOR 10 DAYS Will make special proposition to FREE ACT for this date and balance of season.

WANT Foreman for Mix-Up, also second man on Ferris Wheel. Rena and Kay Kaiser want girls for Girl Show who can stand to make \$100.00 per week. Have a little space left for legitimate Concessions.

Wire—Don't Write. Not much time. This Show has 38-Week Season. All reply to H. P. HILL, MGR., BROWNSVILLE, TEXAS

OHIO SUPER YELLOW POPCORN

New Crop — High Expansion — Ohio Grown

Packed in 100 lb. moisture-proof bags or in our exclusive 50 lb. rodent-proof cartons. Processor's ceiling prices. Testing sample free on request. Also complete stock of Popcorn Cartons and Supplies.

BETTY ZANE CORN PRODUCTS, INC.

638 Bellefontaine Ave., Marion, Ohio, or 223 Spring St., S. W., Atlanta, Ga.
Growers and Processors of Selected Popping Corn

MIDWAY CONFAB

BOOKING or vacationing?

W. S. HUNT is vacationing and taking the baths in Hot Springs before joining Conklin Shows for the season.

BILL POWELL, former concessionaire, arrived in New York last Friday (15) from Okinawa, after serving more than two years in the army medical corps and taking part in a number of major operations in the South Pacific.

BIGGEST part of a trouper's life is spent in being brushed off.

JACK FRICK and Billy Shaffer, partners for the past eight years, will have their own show, *Enterprise Amusements*, out this season, with Harry (Pop) Winters slated to join them when he recovers from his illness at Tampa. . . . VIOLETTE PETKA, of Jackson, O., is trying to locate her father, Joe (Dad) Riley.

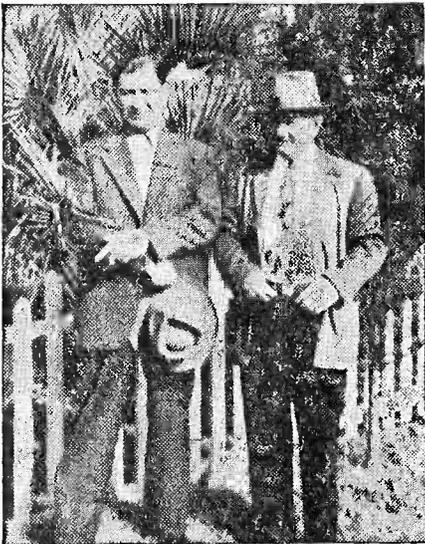
ART FRAZIER, legal adjuster with Johnny J. Jones Exposition, was in Chicago Friday (8) for a look-see after negotiating a bit of biz for the show at Akron. . . . LOU LEONARD departed from Chicago with Mrs. Leonard for

from the navy after 38 months in the Pacific, have returned from Mexico City to open with Hill Bros.' Shows at Brownsville (Tex.) Carro Days Fiesta. . . ROBERT W. TILTON, recuperating at Zephyr Hills, Fla., following a bus accident after closing with the Barney Tassell Unit at Wildwood, Fla., has recently visited Jimmy Heron, Wild Life op; Major O'Satyrdae, Side Show op; Royal Exposition Shows, Florida Amusement Company, Larry Sunbrock's Thrill Circus, Royal American Shows and Bradley & Benson Circus.

DETROIT NOTES—BERT THOMAS, Detroit Sound Engineering, who has just returned from a trip thru Ohio, is off again to Biloxi, Miss., to handle shows for Coca Cola. . . BERNHARD (BEN) ROBBINS, secretary, Michigan Showmen's Association, is leaving for a month's vacation in New York and New England. . . LOUIS ROSENTHAL, vet carnival supply man, stopped over in Chicago, en route home from New Orleans, to visit his brother, Jonas Rosenthal, former carnival concessionaire, only to have the sad experience of his brother's death during his visit. . . ORA A. (POP) BAKER, of Baker's Game Shop, returned from Miami and fell a victim to a flu attack.

THIS IS certainly a lonely day for ride boys and canvasmen who used to meet their buddies at draw-hour.

MADAME BURLESON and her cast entertained at CIO and G. I. doings in Omaha before leaving to pick up her bus and show in South Carolina. . .



CHARLIE McCARTHY and Buddy Thornton, concessionaires with the Dodson's World's Fair Shows last season, are wintering at McIntosh, Ga., with fishing and hunting topping their schedule.

Dixie. Lou was going on to Tampa after dropping his wife at Birmingham for a visit with her family.

NOBODY is more likely to say that money isn't everything than the guy who hates to pay off.

MR. AND MRS. PAUL M. FARRIS, of Snapp Greater Shows, have returned to Joplin, Mo., from a trip thru Arizona, New Mexico and Texas. While in Houston they called on Mr. and Mrs. J. W. Laughlin, former owners of West Bros.' Shows, finding the physical condition of Mrs. Laughlin greatly improved. The Laughlins plan another season with their rides in Playland Park, Houston. Other former West Bros.' trouperers there are Mr. and Mrs. George Campbell and Mr. and Mrs. Whitey Moore.

F. A. CONWAY, United Fireworks Company, had to take time out driving from Dayton, O., to the Pennsylvania, Virginia and New York fair meetings to have his motor rebuilt twice before giving up hope and replacing it with a new unit. . . DAVE LINDERMAN, recently discharged from the army, has deserted showbiz in favor of a district supervisor's job in Brooklyn with Shell Oil Company. . . ARTHUR CAMPFIELD, Eastern representative for Baker-Lockwood Tent & Awning Company, returned to New York after a vacation in Florida. . . LEW HAMILTON, wintering in Philadelphia, writes that he will handle publicity assignments for World of Mirth Shows.

IT IS RUMORED that the Gate & Banner Shows will switch its title to "The Victorious Post-War Midway."

MR. AND MRS. MARTY MICHILS, Mr. and Mrs. Scott Lamb and son, Tommy Lamb, the latter recently discharged



BETTY G. COE is the new president of the Ladies' Auxiliary of the Pacific Coast Showmen's Association.

Billposter WILLIS JOHNSON, of Union City, Tenn., has signed with the Harrison Greater Shows. . . MR. AND MRS. FRANK PALUZA are rounding up talent for their Girl Show, booked to open with Virginia Greater Shows in April. BOB ALLAN, former dance band vocalist, and FRANNIE McLAUGHLIN are among their features. Frank's last show was with the James E. Strates Shows before he entered the army. . . MRS. EVELYN CANTRELL, former wife of D. W. (Slim) CANTRELL, is still confined to her room at 116 South Hope Street, Los Angeles, the result of a fall last August. She is unable to walk.

NO LOAFING orders have been put up in some winter-quarter shops, and to further back it up jackpotting has been barred.

MARITIME PROVINCE JOTTINGS — PAUL GEARIN has been soliciting subscriptions since the season ended. His base is Halifax, N. S. . . Secondhand store owned by SAM MOSHER in Halifax was visited by a thief recently, a loss in stock resulting. . . DAN DOUGHERTY is order man for a taxi service in St. John, N. B. . . ELDON WILSON is located in St. John and is a consistent movie devotee. . . HOWIE MORASH, GEORGE CAVANAUGH and CHARLIE BILLINGTON are in Halifax. . . KID DRYDEN is not so active as a pocket billiardist, but is still able to handle a cue. He's at Halifax. . . BILL MICHAELS is making flavoring extracts at Charlottetown, P. E. I. . . BILL LYNCH interested in his equipment at his winter quarters in Halifax. . . JACK Mc-

H. N. CAPELL says:

"The BIG ELI comes first and above all other rides. There are no 'ifs' about the BIG ELI. It is the foundation of Capell Brothers' Shows." Without question BIG ELI tops the Midway in both appearance and net profit earning. Sorry we cannot take any more orders for delivery this year, but why not consider a new BIG ELI WHEEL for 1947?



ELI BRIDGE COMPANY
Builders of Dependable Products
for 46 Years
800 Case Avenue Jacksonville, Illinois

BREAKING ALL RECORDS!

BEEHIVE HYBRID NOW READY!

THE CORN YOU HAVE BEEN WAITING FOR

Many theatres using OPA size boxes report this famous beehive corn popping out **\$100.00** Per Bag

Priced at \$10.75 per bag—specially grown specially processed, specially treated is proved "Best by Popping Test!"

F. O. B. shipping Point—order today

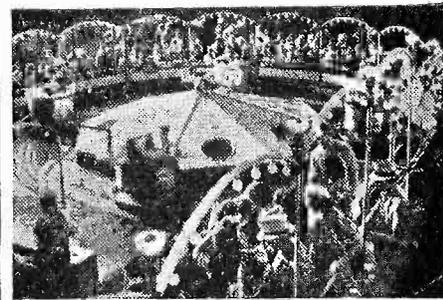
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SAVOROL SEASONING, BOXES, OIL BAGS AND SUPPLIES

BOOMERANG

— MODEL 1946 —

REPEATER - THRILLER - UNLIMITED CAPACITY



Write for Catalogue, etc.
U. S. RIDING DEVICES CORP.
298 Junius St., Brooklyn, N. Y.—Harry Witt

NO SHORTAGE

On Our Easy Money-Making

BUDDHA PAPERS

Blank sheets of paper magically turn into written Fortune Telling or Character Readings.

Send Stamp for Catalogue.
S. BOWER, Bellemead, N. J.



WAFFLE IRONS

4" Commercial Size, Cast Aluminum. Complete with wooden handles and formulas, \$2.50 each. Terms: 25% with order, balance on delivery, F. O. B. Toledo. Concession Supply Co., 1857 Ottawa Drive, Toledo 6, Ohio



WANT

Capable, sober Arcade Mechanic. Prefer man who can drive semi. Air mail or wire

J. A. McDONALD

General Delivery Brownwood, Texas

Happyland Shows

Now Booking Attractions FOR 1946

Want Foremen for Merry-Go-Round and Ride-O.

Station A, Box 962, St. Petersburg, Fla.



PENNY PITCH GAMES

Size 46x46". Price \$30.00.
Size 48x48". With 1 Jack Pot, \$40.00.
Size 48x48". With 5 Jack Pots, \$45.00.

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price \$15.00

BINGO GAMES

75-Player Complete \$5.00
100-Player Complete 7.00

1/3 Deposit on All Orders.

SLACK MFG. CO.

124-126 W. Lake St. CHICAGO, ILL.

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All Readings Complete for 1946

Single Sheets, 8 1/2 x 14, Typewritten, Per M. . \$5.00
Analysis, 3-p., with Blue Cover, Each03
Analysis, 8-p., with White Cover, Each15
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Samples of the 4 Readings, Four for 25¢.
No. 1, 35 Pages, Assorted Color Covers35

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15¢.

HOW TO WIN AT ANY KIND OF SPECULATION, 24-p., Well Bound 25¢
PACK OF 79 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. 50¢
Signa Cards, Illustrated. Pack of 36 15¢
Graphology Charts, 9x17. Sam. 5¢, Per 1000 \$6.00
MENTAL TELEPATHY, Booklet, 21 P. 25¢
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; Sample 10¢. Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders or P. P. Extra.

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Send for Wholesale Prices.

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THE VERY BEST QUALITY

POPCORN

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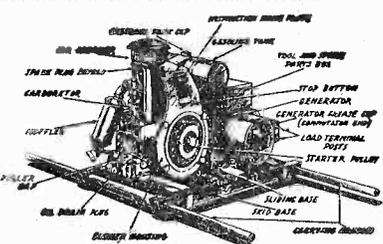
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Salt and Seasoning.

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NEW—GASOLINE GENERATOR SETS

2.5 KW., 110V., 1 Phase 60 Cycle, with 6.5 H.P. Engine. Complete tools and repair parts. Sacrifice. Also 5-10-25 K.W. Gasoline or Diesel, Export Packed.

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Native Shrunken Female Heads, like photo, \$8 post paid. Male Heads, \$6 P.P. Also Devil's Child, \$20. Fish Girl, \$15. Wolf Boy, \$15. Ape Boy, \$15. All P.P. Many others. Best mfd. attractions in America.

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Complete line Peanuts, Popcorn and Supplies.

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WHEELS OF ALL KINDS
 Tickets—Paddles—Laydowns
 Complete KENO Outfits
CARNIVAL SUPPLIES AND EQUIPMENT GAMES, ETC.

ALUMINUM MILK BOTTLES
 Now Available . . . Write
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COLEMAN HANDY GAS PLANTS



Model 457-G—Handy Gas Plant, having 5 inch burner over 3 gallon tank, instant lighting, pump, 8 1/2" cast iron grate, carrying bale—\$13.50.
 Model 460—Plant with 7 inch burner, complete—\$15.75.
FIVE GALLON TANK, with air-gauge, instant lighting valve, p u m p, tubing with con.—\$10.25.

THREE GALLON Tank \$8.85
 4 1/2" Preway Burners 4.75
 5" Coleman Burners 5.50
 7" Coleman Burners 7.20

Complete line Tubing, Tees, Wall Valves, Generators, Air Gauges, etc.

Immediate shipment.

NORTHSIDE SALES CO.
 INDIANOLA, IOWA

CURDY participated in a recent curling event at Quebec City, Que., and then continued on to Montreal, New York and Miami for a vacation.

CAPT. JOHNNY J. JONES, son of Mrs. Hody Jones, on terminal leave from the army air corps, is in St. Anthony Hospital, St. Petersburg, Fla., suffering with bronchial pneumonia. Prior to his being taken ill, he had been spending his leave at the home of his wife's parents, Mr. and Mrs. A. G. McEachem. During Johnny's tenure of service in the China theater, he was awarded the Distinguished Flying Cross, Air Medal, with Oak Leaf Cluster and three Bronze Stars. He expects to receive his discharge sometime in February. Mrs. Jones is currently visiting her brother and sister-in-law, Mr. and Mrs. Joseph Fleischman, in Tampa. Most of the winter, however, was spent with Johnny Jr., his wife and baby.

AS SCIENTISTS continue to discover magic serums there is a chance that they might find something for troupers' itchy feet.

MR. AND MRS. JACK B. MOORE, owners of Moore's Modern Shows, returned to Parma, Mo., quarters after a two-week trip thru Indiana and Illinois. Moore says he has four fairs in Illinois, five in Indiana, two in Missouri and one in Arkansas booked and that his route is lining up splendidly. . . . MR. AND MRS. KENNETH H. GARMAN, owners, Sunset Amusement Company, stopped over in St. Louis for several days this week en route from Excelsior Springs, Mo., quarters to their home in Danville, Ill. While in the Mound City Garman purchased several of the Vaught telescopic light towers and other equipment. . . . NEW ORLEANS, as usual, is the mecca of many outdoor showmen again this winter. Among those noted recently were Mr. and Mrs. B. W. (Buff) Hottle and Buford Hottle, Paul Jones, Mr. and Mrs. Jake Brizendine, Jack Wish, Mr. and Mrs. Sammy Stein, T. F. (Fat) Lewis, Steve (Kid) Stevens, Joe Sugar, Harry Russell, Romeo' Dunn, Mr. and Mrs. John R. McSpadden, Bill Murphy, Beano Benton, Charles McCarthy and Chester Taylor.

ANOTHER LINE that could be added to the old saw, "You're taking it out, but who'll bring it in?" is: "Now that you have bought one, what are you going to do with it?"

MR. AND MRS. FRED MILLER and MR. AND MRS. HERMAN HELTON and daughter, MARY JANE, closed with the Arcade Shows at Hebronville, Tex., February 2, departing for a visit with Mrs. Miller's mother in St. Louis. They are booked on Alamo Exposition Shows this season with candy floss and free act. . . . MRS. VIRGINIA BARNES returned to the Alamo show at Hebronville after a visit with her sons, JIMMY and BILLY, in Iowa, the latter entered in boarding school there. She and JACK BARNES have photos and a grind store on the show. . . . H. E. WIEGAND, 415 North Erie Street, Wheeling, W. Va., is attempting to locate BOB WEIGAND, whose brother, ED, has died. . . . JAMES THOMPSON has again booked his Side Show with Prell's Broadway Shows. His daughter, EDITH, is again nominated to handle the front and LEE LESTRA, who is wintering in Oakland, Calif., is listed as annex feature. . . . E. C. WEBER, with the James E. Strates show last year, has booked his concessions with Al Porter's Wonderland Shows. He is buying a new kiddie ride to put on the same show. . . . HARRY KELLER will add three concessions to the Ferris Wheel. He's already booked with the Porter org.

POPCORN with the POP GUARANTEED

SPECIAL CONTRACT PRICE THROUGH JUNE, '46
\$10.75 Per 100 lb. Bag

It's the best Hybrid Corn money can buy! Backed by a money-back guarantee if the popping volume doesn't prove it! Non-contract price, \$11.10 per 100 lb.

ALSO SUPPLIES: The top-quality Popcorn Cartons—small, medium and large. Colored Cones, Glassine Bags and fine quality Seasoning.

NEW AND USED POPCORN AND PEANUT EQUIPMENT BOUGHT AND SOLD

PEANUT SUPPLIES: Strong attractive bags . . . best Virginia Roasted-in-the-Shell Peanuts, 19 1/4¢ ceiling, 100 lb. bags. Send for complete price list and details. Write, wire or phone the factory nearest to you. Address Joe Moss or Ed Berg for quick personal attention. It pays off to use the BEST. Our best references are CIRCUS, CARNIVAL, PARK AND THEATER BUYERS.

CHUNK-E-NUT PRODUCTS CO.
 JOE MOSS Philadelphia 6, Pa. ED BERG Pittsburgh 22, Pa.



POPCORN

South American, perfect popping condition, expertly processed; \$8.25 per 100 Lbs. (25 bag lots).

THE ARCADE, V. A. STEWART
 106 1/2 HIGH ST. PORTSMOUTH, VA.

Wanted To Buy At Once

Two-Abreast Merry-Go-Round, and Small Ferris Wheel. Machines must be portable and in good running condition. Don't need trucks, light plants or music for same. *Price must be reasonable.

WEST AMUSEMENT CO.
 Erwin, N. C.

WANTED WANTED
Munroe Bros.' Side Show

Freaks, Midgets, Magician, Fire Eater, Pin Cushion, Half and Half for Annex, Bobby Bobbet, get in touch with me, Chief Pendiga, come on, Ticket Seller, also Front Man. Those with us in the past regardless where you are now, acknowledge this ad at once. JACK MUNROE, A. M. P. Shows, Waycross, Ga.

OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

KEYSTONE EXPOSITION SHOWS

Opening Saturday, March 9, to 16th—Two Saturdays, Fairfax, South Carolina.

Want legitimate Concessions of all kinds except Cook House, Pop Corn, Photo, Candy Apple and P.C. No Palmistry wanted. Want Minstrel Shows with their own transportation and any money-getting Grind Shows, also Rides not conflicting with what we have. Will buy for cash or lease small Two-Abreast Merry-Go-Round; we have our own transportation for same. Want Agents for Pan Game and also for other P.C. Joins. This show will positively work forty weeks this season. Merle Gratiot, Elias Cooper, Mr. and Mrs. Jim Fennel, Gordon Fennel, Harry Adams, Lela Nelson, come on. Winter quarters now open, will be here until March 1st, then Fairfax, S. C. Address all mail and wires to

KEYSTONE EXPOSITION SHOWS, P. O. Box 157, High Springs, Florida.

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 CARNIVAL AND PARK AMUSEMENT DEVICES NOW AVAILABLE

PLACE YOUR ORDER HERE FOR THE
LOOPER
MOON ROCKET
CATERPILLAR
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ALLAN HERSHELL COMPANY, INC. WILL CONTINUE TO BUILD AND SERVICE ALL RIDES AND EQUIPMENT THAT HAVE BEEN MANUFACTURED BY BOTH ALLAN HERSHELL COMPANY INC., AND SPILLMAN ENGINEERING CORPORATION.

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 INSURE with those who KNOW
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POPCORN
 —One Bag or a Carload—
 HYBRID S. A. YELLOW—Perfect Popping Condition
 \$9.80 Per Cwt., F. O. B. Dallas

SPECIAL PRICES ON LARGE QUANTITIES
 Complete Line of Bags, Boxes, Seasoning, Salt
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WANTED TO BUY FOR CASH
 FERRIS WHEEL, MERRY-GO-ROUND, CHAIROPLANE, KIDDIE RIDES
 Want foreman for Ferris Wheel and help in all departments. Season opens first week in April.
 APPLY
SAM TASSELL
 5839 WALNUT STREET PHILADELPHIA, PA.

POPCORN
 LARGE SOUTH AMERICAN PERFECT POPPING CONDITION
 ONE BAG OR A CARLOAD \$8.75
 All You Want, Immediate Shipment. Also a Complete Line of Popcorn Supplies.
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Want for the Greatest Money-Getting Route in the East & South
12 Real Fairs (No Promotions)—20 Weeks Still Dates

W. C. KAUS SHOWS

CAN PLACE

SHOWS: Monkey Circus, Fat Show, War Show, Grind Shows of merit. Want for America's outstanding Side Show: Freaks, Curiosities, Working Acts, Ticket Sellers that grind. Reliable showmen, contact. **RIDE HELP:** Foreman for Octopus (Evans, write Jack Perry), Foreman for Twin Wheels, Semi Drivers, Second Men. **CONCESSIONS:** A few open. Want Agents for Rat Game, Pill Pool and Over 12. Reliable Man to work floor in Arcade.

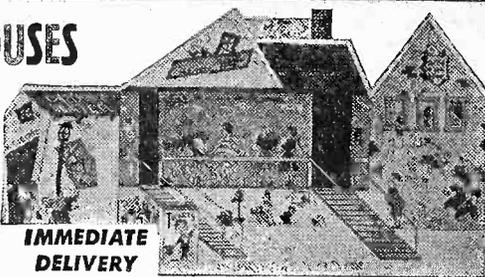
FREE ACT

Must be sensational. 30 weeks' work. Open early in April, Closing November 15.

RUSS OWENS, Gen. Mgr. JACK PERRY, Ass't Mgr.
NEW BERN, N. C.

BRAND NEW FUN HOUSES

Dark walk-thru type built on semi-trailer. Beautiful 50-ft. front, air compressor, ticket booth, etc. Requires only one operator; goes up and down in an hour's time. A real money maker, priced right.



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OPENING JOHNSON CITY, TENN., SATURDAY, APRIL 27

Want legitimate Concessions of all kinds except Corn Game and Cookhouse. Charley Miller, get in touch with us.

Can place Ride Men on Merry-Go-Round, Ferris Wheels, Chairplane and Kiddie Rides. Also Foreman for Loop-o-Plane. Good opening for Rides with own transportation not conflicting with what we have.

Want money-getting Shows with or without own outfits. Can place reliable Athletic Man with talent. Have complete outfit. Good opening for Musicians and Performers for Colored Minstrel Show. Salary and percentage.

All people with us before answer. Sam Housner can place two Griddle Men. Roy Carey wants Grind Store Agents. Everybody address:

J. J. PAGE SHOWS

BOX 705

P.S.: Want Up-High Free Act.

JOHNSON CITY, TENN.

First Call—**ROGERS GREATER SHOWS**—First Call

2 SATURDAYS — OPENING MARCH 30TH — 2 SATURDAYS

WANT RIDE HELP THAT DRIVE TRUCKS AND SEMI TRAILERS.

SHOWS OF MERIT WITH OWN OUTFITS AND TRANSPORTATION.

HAVE OPENING FOR LEGITIMATE CONCESSIONS.

FOR SALE—Complete Cookhouse and Grab Joint, or will lease both and book on show. WINTER-QUARTERS NOW OPEN

BOB SICKELS, Mgr. H. V. ROGERS, Owner
P. O. BOX 647, JACKSON, TENN.

The TILT-A-WHIRL Ride

On Midways All Over America

Its Grosses Are Getting Better All the Time

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WANT — WANT — WANT

FOR ALL VETERANS' REUNION

VANDALIA, ILL., AMERICAN LEGION

THURSDAY, FRIDAY, SATURDAY, AUG. 15-16-17

CARNIVAL... CONCESSIONS

Railroad show preferred. \$2000.00 Free Acts contracted for with Barnes-Carruthers.

Parades, Fireworks. Dancing Nightly to Name Bands.

Contact L. C. SQUIBB, Gen. Chairman, Vandalia, Ill.

RICHMAN and CARPENTER

Present

BYERS BROS.' SHOWS

OPENING IN CORPUS CHRISTI, TEXAS — 10 DAYS — FEBRUARY 22 — 10 DAYS

With a solidly booked route thru West Texas, New Mexico, Colorado, Wyoming and Nebraska to follow.

WANT: One more Major Ride, Shows with or without own outfits, legitimate Concessions.

WANT: W. J. DUNN and LEONA LENARD can place Side Show Acts, special proposition to outstanding Mentalist.

WANT: Capable agents that can stand prosperity. Butch Gof wants cookhouse help and agents for legitimate joints.

WANT: Ride help, second men that drive semis and useful help in other departments. Top wages and good treatment.

Write, wire or call HARRY RICHMAN, 2702 Water St., Corpus Christi, Tex.

Penn Premier

STROUDSBURG, Pa., Feb. 16.—Lloyd Serfass, manager, recently discharged from the marines, is in charge as the shows, which were closed in his absence, are being readied.

A large building, to be used for the carpenter shop and paint room, is nearing completion. Ten tractors and as many trailers will be brought into quarters in March and all will be repainted.

Contracts will be placed this week for nine new tops, all of which will be of royal blue, with blue and orange side-walls. Only top that will be khaki will be for the drome, as it was purchased two weeks before storing shows.

Ernest Arnold is in charge of new construction here, with Glenn Kisko heading scenic and painting work and Miles Detrick in charge of all buildings.

Lew Van will manage Revue of Nations and Walt Paul, for many years with the A. C. Budd Side Show, will handle the new side show. Other shows will be Posing Show, Shangri-La, Minstrel, Darkest Africa and Life Show. An exhibit of the Marine Corps League will also be carried. A total of nine shows and 10 rides is planned. Red Fleming will be in charge of transportation.

Shows are scheduled to open in late April here under V. F. W. auspices. Three home-coming celebrations have been contracted and most of the appearances will be under sponsorship of either the Legion or V. F. W.

Pine State

HATTIESBURG, Miss., Feb. 16.—Final touches have been given equipment in preparation for the opening of the shows here for a six-day run starting February 18 under auspices of Disabled American Veterans. Rides and tops are already in the air. Show opens on the Light House Cafe lot, U. S. Highway 49.

Bob Miller and family have arrived. He has six newly painted stock concessions, including photos, Nick Shamshak and his brother, recently discharged from the service, arrived with popcorn, candy apples and snow cones. Mrs. Marks wired that she would arrive today with penny pitch and bottle, dart, cigarette and Coca-Cola games. Frank Stanley will have palmistry. Walter B. Fox will be in advance. Mrs. Fox has penny pitch, assisted by S. D. Pease, legal adjuster, and Cliff Higgins, banner and paper man. Mr. and Mrs. Monroe Hoge joined with three games. Jimmie Cunningham, scenic painter-carpenter, did a good job on the Merry-Go-Round horses. Lucky and his wife, Pete, have been nightly visitors at the writer's jewelry stand.

Pete Stanovich has returned from a business trip to New Orleans. Manager Caruso and Mr. Bisbee, owner of the local Swing Club, made a trip to Meridian, Miss, to look over two rides. Hattiesburg has been billed heavily for this event and if the good weather remains, this should be a good date.—LEO BOOE.

Wonder Shows of America

LITTLE ROCK, Feb. 16.—Inclement weather and material shortage, particularly steel and lumber, are proving handicaps but plenty of work is being done here regardless.

Flexiglas is being used in remodeling Girl Show front. Zeke Shumway is building a new show, using an atom idea in the background. Raynell Golden is in Cuba, hunting for a new Cuban show, for which a front is being built and a top ordered.

Sam Lowry is rebuilding the Motor Drome. Max Goodman purchased a new top for the Side Show, and Jimmy Hurds will complete building of the show front upon his arrival. Bob Lohmar is rounding out season's dates.

Wolfe Amusements

ROYSTON, Ga., Feb. 16.—All rides have been repainted for opening. Pinky Edgar superintended all work. Mrs. Nan Edgar is getting her bingo and popcorn concessions in order. Shows have 32 concessions booked. Myrtle and Turtle Sordelet are building 10 new concessions, and Paul Kritzer has made numerous trips to Atlanta shopping for their stands.

Charlie Russ's Midway Cafe is near completion. Manager Wolfe says he has contracted Greenville (S. C.) Colored Fair. Ike Maxwell and Merle and Francis Gratiot are en route here from Florida. Jack Coleman is enlarging his three new concessions.—MRS. LESLIE COLEMAN.

Madison Bros.

ST. MARTINVILLE, La., Feb. 16.—Owners Harry L. and Nels P. Madison, accompanied by Bill Boyle, attended the fair meeting at Lafayette. Mrs. Edna Madison was tendered a surprise birthday party Saturday (9). She was recipient of many gifts. Mrs. Elizabeth Madison, assisted by her daughter, Maxine, was hostess.

Guests included Myrtle Emerson and daughter, Pattie; Dorothy Bell, Margaret Ladusaw, Edith Lewis, Marie Mathews, Margaret Hoffman, Marie Moore, Virginia Donovan, Ruby Smith, Dorothy M. McPheron, Dorothy Williams, Marie Rasmussen, Mae Winters, Mary Lockhart, Kathleen Gawle, Nylene Rafferty and Myrtle Woerner.

Recent arrivals included Mr. and Mrs. Bill Lockhart and Mr. and Mrs. Jimmie Mathews. Visitors were Mr. and Mrs. Bill Snapp, Snapp Greater Shows, Mr. and Mrs. J. A. Waters, and Anne Wilson, Park Amusement Company.

BAKER'S GAME SHOP

Wheels, all kinds
30# Ball Chucks
30# Red and Black
30# 8 No. Horse Wheels
Laydowns for any Wheels
Wheel Counter Posts
Under and Over Cloths
Beat the Dealer Cloths
15 Horse Race Tracks
Jumbo Skillos
Baker Buckets
Huckley Buck Keg Sets
Bottles, Steel and Aluminum
Soup Peps, Two Sizes
Roll Downs and Razzies
Penny Pitches
Pan Joints and Pea Pool Outfits
Big Dice and Roll Down Charts
Chuck-a-Luck Logs
WATER FALL BLOWERS
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MAKE YOUR BUSINESS KNOWN

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WANT

ATLANTIC EXPO SHOWS

Not the largest but the best. Opening March 4th at Miami. Will pay cash for a good Merry-Go-Round with or without transportation, 32 or 36 feet in diameter. Can use some reliable Ride Men now. The best Rides on the road, and top pay, one boss, no arguments. Chick Deaver, wire or come. Can use a few more Slum or Stock Concessions for the season: Ball Games, Fish or Duck Ponds, Devil Bowling Alley, High Striker, Bumper, Mug Joint, Slum Spindle or any Stock or Slum. No graft at all here on this show at no time. All that have contract with me, this will be the opening. Wire or write all correspondence to

Walter McKinnon, Mgr.

P. O. Box 443, Buena Vista Sta., Miami, Fla.

ADAMS AMUSEMENT

WILL BOOK

A Chair-o-Plane, Loop-o-Plane or any Kiddie Ride. Will haul same. This show will play Vermont and New Hampshire. All street celebrations.

FRANK ADAMS, Mgr.

1537 Madison Ave. New York 29, N. Y.

1946—1st ISSUE—1946

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NOW CONTRACTING FOR 1946

Opening Early in May.

19199 Woodingham Dr., Detroit 21, Mich.

Telephone: UNIVERSITY 4-0055

WANTED

Carnival, Billposter. Must be sober, reliable or don't answer. Also drive Ford panel truck.

CRAFTS SHOWS

Brawley, Calif., this week; El Centro next week.

WANTED TO BUY

Two or Three-Abreast Merry-Go-Round or will book or lease same and furnish transportation. Address:

WOLF SHOWS

P. O. Box 2725, Bloomington Sta., Minneapolis, Minn. Phone: MI 7647.

CLUB ACTIVITIES

National Showmen's Association

1564 Broadway, New York

NEW YORK, Feb. 16.—New York State Fairs meeting in Albany could have been rightfully called an out-of-town meeting of the National Showmen's Association. The following were in evidence: Bligh Dodds, the main guy; George Hamid, the emcee, and the following members around the lobby: Joe Hughes, Fred C. Murray, Jack Kochman, Oscar C. Buck, King Reid and wife, Justin Van Vliet and wife, Phil O'Neil, Joe Prell, Roland Champagne, Fred Perkins, Jimmy Strates, Bill Fleming, Tom and Dick Coleman, Jim McHugh of *The Billboard*, Max Cohen, Harry Agne, Ed Rahn, Mrs. Ralph Decker, Steve Decker, Ross Manning, Clemens Schmitz, Jimmy Quinn, Keith Buckingham, Frank Wirth, Thomas Brothers, H. William Jones and others.

Recent visitors in the clubrooms were Richard Gilsdorf, looking better than ever after his accident. Gilsdorf advised that he is getting his show in shape. Maxie Miller returned from Miami looking fit as a fiddle. Pat Purcell of *The Billboard* in NYC on business. Harry Stevens in from Hot Springs. Harry Fielding back in town after three weeks in Miami. Harry Peavy Jr. advised that he has been discharged from the army. Letters received from George Johnson, now lecturing at Cash Miller's Bird Farm in Kendall, Fla. Card received from Jack McCormick vacationing in Hot Springs. Sad note is the passing of Sam Murphy's wife, Marie. Burial at NSA Plot Ferncliff Cemetery, Sunday, February 10. Harry Illions is now in the General Hospital, Jamestown, N. Y. Larry Benn in the clubrooms after his

(See NSA on page 44)

Showfolks of America San Francisco

SAN FRANCISCO, Feb. 16.—First Vice-President Harry Seber presided at the regular meeting. Admitted to membership were Fred M. Crosby, Howard McClellan and Mabel Lorraine. Guests included Mr. Crosby, of Honolulu; Jack Lewis, Dolores Menzies, Abe Goldstein, Jennette Young; Mr. and Mrs. Al Miller, of the Foley & Burk Shows, and J. B. and Goldie McCoy, of the Pacific Coast Showmen's Association.

President Corenson was called to Los Angeles by the serious illness of his mother. Mary Texeira reported George Blondell is still ill in Oakland, Calif.

It was reported that there was \$1,666.01 in the general fund; \$1,370 in bonds for the general fund; \$1,723.14 in the cemetery fund; \$600 in the cemetery monument fund; \$1,283.14 in the sick and relief fund, and \$1,000 in bonds for the sick and relief fund.

Nellie Baker is planning a St. Patrick entertainment for March 18. Pot of gold amounted to \$40. Mrs. Frances Scott held the winning ticket.

Frank Eton donated \$5 to the cemetery fund, while Mr. Crosby donated \$10 to the same fund in the name of Eddie Fernandez, of Honolulu.

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, MO., Feb. 16.—Meeting of February 8 was called to order by President Chester K. Levin, with Secretary G. C. McGinnis present and Treasurer Harry Altshuler absent. Fifty-one members attended.

Club presented Warden George Elser with a token of his station in the club, with Buck Ray making the presentation speech. Banquet and ball committee will close arrangements in two weeks with a hotel for the annual New Year's Eve event.

Membership committee has drafted plans for an intensive membership drive, with each club member expected to serve in an active capacity.

Mr. and Mrs. Jim Taylor stopped over en route to San Antonio.

Ladies' Auxiliary

Twenty-one members were present at the February 8 meeting at which President Jess Nathan, Secretary Loretta Ryan and Treasurer Hattie Houck were on the rostrum.

Alice Mae Reed was elected to membership. Edith Kelly won the door prize contributed by the club.

Showmen's League of America

Sherman Hotel, Chicago

CHICAGO, Feb. 16.—Past President Sam J. Levy, back after a visit with his mother in St. Louis, was in the chair at Thursday's (14) meeting. With him at the table were Treasurer Walter F. Driver and Secretary Joe Streiblich. Lt. Commander Joseph M. Guas, now on terminal leave, was a guest of the chair.

Meeting was opened with a prayer for Abe (Mose) Goldberger who died here Wednesday (13). Burial was in Showmen's Rest.

The lease on the new clubrooms is ready to be signed by President Fred Kressmann, who is expected to return here Sunday (17). A combined grand opening and Buffalo Bill memorial party in the new rooms is scheduled for March 16. William H. Green, Walter Driver and Charles Owens of the entertainment committee are in charge. The affair is for members only. The new clubrooms

(See SLA on page 44)

Regular Associated Troupers

730 S. Grand Ave., Los Angeles

LOS ANGELES, Feb. 16.—President Lucille Dolman, Mrs. Pearl McGlenn, past president, Mrs. Edna O'Shea, of Caravans; Milton Cohn and Ted Levitt were on the rostrum at the Thursday (7) meeting. Violet Sucher, chairman, and Sis Dyer, member of the Ways and Means Committee, left the city this week.

Emily Bailey was awarded a vote of thanks for her bazaar. Claude Barle was thanked for the padlock he donated for the mail box. Harry Quillen and Sam Dolman reported delivery of Christmas cards to children's hospitals brought cheer to dozens. Thanks to Mr. and Mrs. Carl Denis for 15 pounds of sugar, to Ethel Krug for baked beans; and to Sam Dolman for the roast beef. Happy birthdays to Clifford Cox, Bill Dill, Clara Zeiger, Jack Dyke, Bobbie Branson, Mel Smith and Louis Ricks.

New members are Leo Gotch, Mrs. Martin Lorman, Joe Horwitz and Margaret Williams.

International Showmen's Association

Maryland Hotel, St. Louis

ST. LOUIS, Feb. 16.—In the absence of President Morris Lipsky, Third Vice-President Peter G. Rust wielded the gavel. With him at the head table were Past Presidents Dee Lang and John K. Maher, Secretary Euby Cobb and Treasurer Leo Lang. Elected to membership at this meeting were Frank W. Peppers, Charles F. Brown and Leo J. Haun. The club mourns the passing of Brother John A. Walker, who died in St. Louis Friday (8). Body was taken to Indianapolis for burial. Club also sympathized with Brother Maurice (Frenchy) Frenzel on the death of his father, who died here Wednesday (6). The body was taken to Cape Girardeau, Mo., for burial. Rex Howe, who underwent a serious operation about a month ago, is now out of the hospital and a daily visitor to the clubrooms again. Brother Buff Hottle returned to his home in New Orleans last week after spending 30 days in St. Louis, most of them in the clubrooms.

Pacific Coast

Showmen's Association

623 1/2 S. Grand Ave., Los Angeles

LOS ANGELES, Feb. 16.—President Mel Smith presided at the February 11 meeting. Also on the rostrum were vice-President Charles Walpert; Past Presidents Mike Krekos, Dr. Ralph Smith, and Theo Forstall; Treasurer John T. Backman and Edward L. Mann, secretary. Samuel Robinson and Charles Frank were elected to membership. Annual Banquet and Ball is to be held in December. Brother Tom Regan reported on Elks' Circus night which was held February 13 and Brother John Lorman elaborated on the building fund. Mike Krekos and Dr. Ralph Smith made brief talks.

Brother Fred Crosby, in from Honolulu, visited during the day with Secretary Al Flint. Over \$500 was contributed to the Building Fund, donors being Jerry Jackson, Mike Krekos, Frank Babcock, Eddie Brown and Candy Moore.

Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, Feb. 16.—All recommended changes by the by-laws committee were approved. Named to the advisory committee were F. E. Gooding, Al Wagner, Roscoe T. Wade, John Quinn, Vic Horwitz, W. G. Wade, E. Cote, Ralph Decker, Dr. Louis H. Firestone, Max Kerner, Walter Driver, Ralph Endy, David B. Endy and John F. Reid. Canadian representatives are James P. Sullivan and Joseph Harris. Joseph Lattin was named auditor and Nate Golden, historian.

Ed Horwitz has returned from a vacation in the East. Al (Irish) Kaplan is back after being hospitalized in a Canadian hospital. Isadore and Hymie Sobol are in from Cincinnati. N. Caplan of the NSA stopped in for a visit.

Ladies' Auxiliary

DETROIT, Feb. 16.—Mmes. Ann Barker and Marlon Dickstein were hostesses at a card party and social in the clubrooms. It was the first for the auxiliary and from all reports it was a huge success.

Mrs. Harry Stahl presided at the regular meeting. With her on the rostrum were Mrs. C. J. Bennett, acting secretary, and Mrs. Tohen, acting treasurer. Among new members welcomed were

(See MSA on page 44)

Large New POPCORN MACHINE

\$20 PER HOUR CAPACITY DELIVERY AT ONCE

ALL STAINLESS STEEL \$550.00

Consolidated Confections 1345 Wabash Ave., Chicago, Ill.

FOR SALE

Moon Rocket, Rolloplane, Fun House. Prices on request. Address

CRAFTS SHOWS

7283 Bellaire Ave. North Hollywood, California

WANT

EXPOSITION AT HOME SHOWS

WANT

CONCESSIONS—Bingo, Frozen Custard, Weight and Age Scales, reliable Diggers, also any Ten-Cent Grind Store.

RIDES—Spit-Fire, Rolloplane, Ridee-O or any Flat Ride.

FREE ACT—Sensational Free Act; 40 weeks' guarantee.

SHOWS—Grind Shows. Bill Redmond wants Girls for Posing and Dancing.

Ten-Day Celebration, opening February 20, Valdosta, Ga. Jacksonville and Savannah, Ga., to follow.

ROX GATTO, Mgr.

FOR SALE—COMPLETE CARNIVAL

Merry-Go-Round, Test Plane, Ferris Wheel, Mixup, Transformer Truck, plenty of cable, 20 Concessions, plenty of Merchandise and Extra Supplies; no trucks. Nothing to be sold separate.

Write or Wire

CLIFF LILES

P. O. BOX 675, Lake Charles, La.

WANT

For Bowling Green, Fla., Strawberry Festival, Week March 4—Wild Life Show and other Shows of merit, Concessions of all kinds, Rides not conflicting. Regardless of all rumors, we hold exclusive contracts for this Fair. Combined for this date only.

MARIO ZACCHINI AND BARNEY TASSELL

Write or wire, this week, Sarasota, Fla.

BARNEY TASSELL UNIT SHOW

AL PORTER, Mgr.

WONDERLAND

J. W. GRIST, Agent

OPENING GREATER WASHINGTON, D. C., APRIL 27TH

RIDES—Want Kiddie Rides of all kinds, Pilot Trainers, Chairplane; will book 25 per cent and pay half transportation to opening stand.

HELP—First man on Eli Wheel, Electrician, Lot man; other Ride men write. Mr. Poats, Virginia Merry-Go-Round man, get in touch with me at once.

ALL CONCESSIONS open except Bingo, Pamistry, Pop Corn, Ball Games, Grab, Photos and P. C.

WANT—Custard, Penny Pitch, Floss, Arcade, Spot, or any grind store.

Address Al Porter, 3056 Thayer St., N. E., Washington, D. C.

BULLOCK AMUSEMENT CO. WANTS

Foremen for Ferris Wheel, Chair Plane and Spit Fire that can drive trucks. Also other experienced Ride Help that can drive. Can place Ticket Sellers and Concession Agents. Opening in Charlotte, North Carolina, March 30th. Will book any Rides not conflicting, starting at Strawberry Festival at Wallace, North Carolina, May 1st.

J. S. BULLOCK

BOX 144, LAWYERS ROAD

CHARLOTTE 5, N. C.

JACK GILBERT

Now With
ENDY BROS.' SHOWS

Opening Date
CHARLESTON, S. C.
APRIL 4

WANTED
Pea Pool, Pan Game and
Percentage Agents.
Write JACK GILBERT
Care Endy Bros.' Shows
743 Seybold Bldg., Miami, Fla.
Or at Home
4300 Post Ave., Miami Beach, Fla.

"All Aboard"—LAST CALL—"All Aboard"

ALL PERSONS HOLD-
ING CONTRACTS—
CONTACT
OR COME ON
CAN PLACE

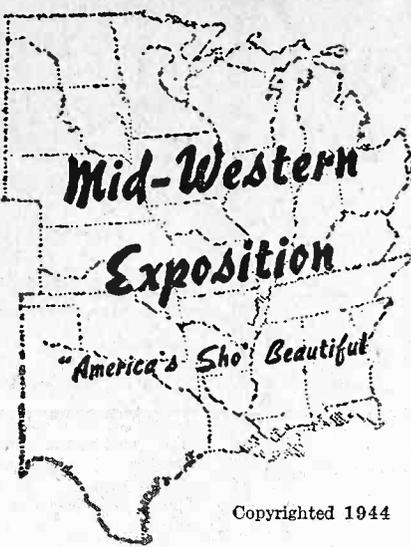
Shows—Arcade, Drome,
Jig.
Rides—Fun House, Cat,
Whip.

Concessions—Custard,
Bumper, Knife or
Cane Rack Alley,
Pitch-Win, Novelties,
Buckets.

LONG SEASON—
40 WEEKS.
8—BIG DAYS AND
NIGHTS—8.

This show opens March
2—K. of C. Mardi Gras
—downtown location—
Lake Charles, La.

FROM THE GULF
TO THE BORDER
Fairs in Mid-Western
Territory—Have SOME
Open Time.



Copyrighted 1944

ALL CONCESSIONERS
AND SHOWMEN—
CONFIRM
OR COME ON

CAN PLACE

Help—Foreman Kiddie
Train, Tower Men,
also Front Gate, Tick-
et Sellers, Second
Man for Merry-Go-
Round, Agents for
P. C.
Harry Burke, wire.

BEST OF TREATMENT.
This show plays eight
bona fide fairs in
Nebraska, 4 in Kansas
and 4 in Louisiana—
covering 10 States.

FROM THE BORDER
TO THE GULF

Committees—Contact
for Spring and Late
Fall Dates.

Try and Match Our Route. "Such Confidence Must Be Deserved."
8 RIDES—6 SHOWS—40 CONCESSIONS. Light Towers—Modernistic Midway—Free Act.
All Correspondence and Wires to
P. O. BOX 935
Winter Quarters—Foot of Nichols Street
LAKE CHARLES, LOUISIANA

DEE LANG'S BROADWAY MUSEUM

WANT Freaks and Novelty Acts of all kinds.
Hillbilly or Musical Acts. FRIEDA PUSH-
NICK, WRITE. Dancing Girls that can
dance. Must be experienced. Steady work,
as we have been operating at this same
location 3 years, all year around. WANTED
TO BUY—Sword or Blade Box. Must be in
good condition. All address:

DEE LANG
101 North Broadway St. Louis 2, Mo.

CAVALCADE OF AMUSEMENTS "WORLD'S GREATEST MIDWAY" CAN PLACE

HIGH CLASS PENNY ARCADE. Must have
up-to-date equipment and in keeping with the
attractions on this show. We offer you a
splendid spring route and a strong route of fairs.
Mike Roman, write if interested. All address:

AL WAGNER, Mgr.
P. O. Box 243 Pascagoula, Miss.

WANTED

FROZEN CUSTARD MACHINE

With or Without Truck or Trailer.
All Must Be in Good Condition
for Cash.

PHIL MEIGS
Box 55 Swanton, Vermont

RIDE SUPERINTENDENT

WANTED

FOR TEN RIDES
To See It On and Off.
Prefer one who is also a Builder
for Show Fronts. Top salary.

Wire
PEPPERS
ALL STATE SHOWS
SELMA, ALA.

All Former Employees of
H. E. BRIDGES

Please Contact
JACK HUFFINES
Drawer 388 Fairmont, N. C.

WANT AGENTS

For Nail Store. Opening March 23rd in
Oklahoma. Write or wire

CECIL BROWN
Ronceverte, W. Va.

PRELL'S BROADWAY SHOWS WANT

Snake Show Manager, Wild Life Show, Arcade, Grind Concessions, Help in all departments,
Business Manager, Second Man, Billposter, Agents for P. C. Ball Games. Jerry O'Brien, high
diver, write SAM E. PRELL, 1560 Jefferson Ave., Miami Beach, Florida. Also Bob White
wants for best framed Girl Show—Strippers, Hawaiian Dancers, Rumba, Oriental, Spanish,
Tap, Specialty Dancers. Male or Female Accordion Player, Hawaiian Guitar, Spanish Guitar;
String Combination, Duo or Trio; Ticket Sellers who grind, make openings; Man to take charge
of equipment and canvas. People and talent who have worked for me before, get in touch
with me immediately. Will do as done in past, best treatment, top salaries. Have good
proposition for Talker, take charge of beautiful framed Posing Show. Posing Girls with or
without experience. Keep people working year round. New Girls, send photos. People
for above shows, answer:

BOB WHITE, 2001 River Avenue, Camden, N. J.

WOLFE AMUSEMENTS

OPENING MARCH 16TH WITH 10 OF THE BEST SPRING
DATES IN OUR HISTORY

RIDE HELP: Can place Foremen for Ferris Wheel and Merry-Go-Round. Will pay good salary.
SHOWS: Will book Ten-in-One, Monkey, Snake or any Walk Thru Show that can get money.
We have tops we can furnish, also transportation.

CONCESSIONS: Good opening for Photos, Mitt Camps and a few legitimate Concessions.
We have 6 bona fide fairs contracted now and 4 street celebrations in North Carolina and
one of the best 4th of July spots in this country. Will give good proposition for Penny
Arcade. Good opening for Diggers. All mail and wires to

BEN WOLFE, Royston, Ga.

P.S.: Jack Coleman wants Ball Game Agents.

AMUSEMENT SHOWS WANT

Due to disappointment will book, buy or lease Eli Wheel. Few Concessions
open. Money getting Shows with own transportation.

Barstow, Calif., Feb. 20-24; Victorville, Calif., 26-March 3; Las Vegas,
Nev., 6-12; Utah and Wyoming spots to follow.

Can use Second Man on Merry-Go-Round and Tilt-a-Whirl.
Wire as Per Route.

JACK HUFFINES

Wants Lady Agents for Ball Games and Stock Concessions. Also Agents
for Penny Pitch and Guess Your Weight. All Agents contracted, acknowl-
edge this call to me at Drawer 388, Fairmont, N. C., and report for
work at Suffolk, Va., March 25th.

JACKSON SHOWS WANT

FOR LONG SEASON

Good Ride Help for Ferris Wheel and Chairplane, good salary and best of treatment. Con-
cession Agents—Red Gillmore wants Agents for Watch-La, Country Store, Candy Floss.
Jim (Casanova) Kelly, come on. Want to book Merry-Go-Round, Kid Autos and any good
Show with own transportation. 20% to office. Shows open Feb. 16-23 in Butler, Ala.;
Gilbertown, Ala., Feb. 25-March 2; then as per route.

JACKSON SHOWS, Grady Jackson, Mgr. Butler, Ala.

CAVALCADE OF AMUSEMENTS

WANT CAPABLE MAN TO HANDLE 20-CAR SCOOTER. Must know his business and be able
to handle help. Salary no object if you know your business. CAN PLACE COLORED PORTERS
FOR TRAIN AT ONCE. HAVE FOR SALE—2 SEMI-STEEL FLAT CARS IN PERFECT
CONDITION. WILL BUY 2 NUMBER 12 ELI FERRIS WHEELS. Address:
AL WAGNER, MGR., P. O. BOX 243, PASCAGOULA, MISS.

NOTICE

All Agents Contracted for 1946,
Please Get in Touch With Me
at Once.

Opening at Early Date in March.
Can Use Some Good Ride Help
That I Know.

F. W. TILLMAN

115 N. E. 71st St. Miami, Fla.

AT LIBERTY
FOR 1946 SEASON

CONTRACTING or
PRESS AGENT

FOR CIRCUS OR CARNIVAL
Sober and Reliable.

Write or Wire

STAN REED

Hotel Stanley Petersburg, Va.

NOTICE

All people who have worked for me
in the past, contact at once. Have
several Concessions open for right
people. Early opening.

SHORTY DENNIS

Box 23 Oberlin, Kan.

H. B. Rosen Amusements WANTS

General Agent with car who knows Ten-
nessee, Kentucky and Virginia. Salary no
object, if you can produce. Wire

H. B. ROSEN AMUSEMENTS

Winter Quarters Elba, Ala.

RODEOS

PRODUCED

Large or Small. To Fit Your Want.

TOTEM RANCH

Maple Shade, N. J.

GIRLS

For Posing and Dancing Show. Experience and
costumes not necessary. Show opens in Texas
April 1st. Address:

MILT ROBBINS'
DAILEY BROS.' CIRCUS

Gonzales, Tex.

WANTED

For Animal Oddities Exhibit

Experienced Lecturers, Canvas Men who drive
trucks, experienced Stock Man who knows and
likes hay-eating animals. Week stands. We
never close. Now playing Florida. Billposter
who drives truck. Letters only. Explain in full.

FRANK KETROW

1905 North West 79 St. MIAMI, FLA.

WANTED

Sideshow People, Pin Cushion, Girls for Blade
Box, Bally and Illusion, Tattoo Artist, Annex
Attraction, Half and Half, Talker-Lecturer that
can sell, Inside Ticket Sellers that can grind,
Geek. Complete new show, front to back.
Opportunity for everyone to make money, not
just a living. Those with me before, get in touch.
Opening March 1st. Contact immediately.

CLIFF PATTON

Care H. B. Rosen Amuse. Elba, Alabama

WANTED

V.F.W. Post desires to book Carnival or Amusement
Company for first week in July. Town of 1000
population. Write

J. C. COX, Commander
(Coles County) Oakland, Illinois

Carnival Routes

Send to 25 Opera Place, Cincinnati 1, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Amusement Shows: Barstow, Calif., 20-24; Victorville 26-March 3.
Arcade: Carrizo Springs, Tex.
B. & H. Am. Co.: Sumter, S. C.
Bill's Rides: Rutledge, Ala.
Bistany: Miami, Fla.
Blue Ribbon: Winter Haven, Fla.
Brewer United: Sour Lake, Tex.
Byers Bros.: Corpus Christi, Tex., 22-March 2.
Crafts: Brawley, Calif.; El Centro 26-March 2.
Craig, Harry: Brownwood, Tex., 28-March 2.
Dixieland: Covington, La.
Endy Bros.: Fort Lauderdale, Fla.
Exposition at Home: Valdosta, Ga., 20-March 2.
Factotum: Coolidge, Ga.
Fay's Silver Derby: Valdosta, Ga.; Adel 25-March 2.
Florida Am. Co.: Pahokee, Fla.; Highland 25-March 2.
Gay Way: Albany, Ga.
Gentsch, J. A.: Natchez, Miss., 25-March 2.
Greater United: Laredo, Tex., 18-March 3.
Groves Greater: Franklin, La.
Hill's Greater: Brownsville, Tex., 23-March 3.
Jackson: Butler, Ala.
Lamb, L. B.: Andalusia, Ala., 22-March 2.
Lankford's Overland: Omega, Ga.
Madison Bros.: Eunice, La.
Magnolia Expo.: State Line, Miss., 21-March 2.
Majestic: Clewiston, Fla.
Marion Greater: St. George, S. C., 21-March 2.
Pine State: Hattiesburg, Miss.
Royal American: (Orange Festival) Orlando, Fla., 25-March 2.
Royal Expo.: (Legion Fair) Punta Gorda, Fla., 23-March 2.
Shipley Am.: Cheneyville, La.
Sunshine: Dade City, Fla., 18-30.
Tassel, Barney: Sarasota, Fla.
Victory Expo.: Harlingen, Tex., 21-March 2.
Victory Shows of America: Taylor, Ark.
White Star Attrs.: Sylvester, Ga.
Wonder City: Amite, La.

Misc. Routes

Send to 25 Opera Place, Cincinnati 1, O.

Amazo: New Iberia, La., 20; Kenner 25; Materie 26; Marrero 27; schools.
Basile, Joe, Band: Milwaukee, Wis., 25-March 3.
Campbell, Loring: Wahpeton, N. D., 20; Valley City 21; Carrington 22; Minot 25; Rugby 26; Lakota 27; Larimore 28; Twin Valley, Minn., March 1.
Couden, Doug & Lola: School assemblies, Meridian, Miss.
Darrell, Great (Lyric) Waycross, Ga., 20; (Royal) Columbus 21-23; (Capitol) Macon 24-26.
Lippincott: (President) Manchester, Ga., 21; (Pastime) Columbus 22.
McClung's Pythons (Orange Festival) Winter Haven, Fla., 18-23.
Raymond, Ed (Shrine Circus) Cincinnati, O., 18-23.
San Fernando Valley Hillbilly Circus: San Diego, Tex., 20; Benavides 21; Hebronville 22; Falfurrias 23; Hargill 26; Raymondville 27.
Sir Edwards: Jacksonville, Ill., 20; Mount Vernon 21; Mattoon 22; Bloomington 23; Rockford 25.
Virgil, Great: Brady, Tex., 20; Brownwood 22.

Tele Review

Laughter in Paris

Reviewed Sunday (17), 8:30-9:45 p.m. Style — Drama. Sustaining over WNBT (NBC), New York.

NBC labored to produce a full-length original play for the air-pic medium, labored hard and labored long. Producing it with technical excellence, they brought forth a Grade C pic. *Laughter in Paris* had one merit. It proved that the air picture medium will have something that moving pictures can never have—you can turn the darned thing off.

The play might have been written for video as ballyhooed, but most of it was better sans vision. The eyes imagined, while closed, real people, not inadequate muggers. Nothing can ever replace actors in television, just as nothing can replace good writing. The play, by Dick McDonagh, manager of NBC script division, was an insult to NBC, because if the manager of its script department can't write any better than *Laughter*, his judgment of the other guy's scribbling can well be questioned. The tale could have been told in one short act. Within a half hour it could have been, as billed, a psychological mystery drama. As it was, it had no mystery, no psychology, no drama. The big screen (RCA's projection model) has the brutal habit of calling a ham a ham. This scanning was reviewed on a big screen. The ham was bad.

Bob Wade's sets were good, as they most often are. Howard Gronberg must have stayed up for weeks getting the correct costumes and props, but all that Fred Coe, director, did with it all was to forget he was directing a play, and call camera shots. There were close-ups when there was nothing to see. There were dolly shots which brought you into nowhere after the dollying was completed. The performers could have posed for a tintype and they would then have been in character. It was only when they started being people that they smelled . . . and most of them knew better. Frank Lea Short, Haskell Coffin, Eda Heinemann and Eva Langbord can act, if they had only had a script and director.

For the record, a number of "ideas" were attempted. The use of dual casts enabled the past to be mixed with the present in the camera telling, which wouldn't have been possible otherwise. The handling of the "threat" as just hands and a back, heightened what little suspense there was. The cueing in of record after record to simulate live piano playing was swell. The elimination of the "intermissions" would have been good had there been something to see.

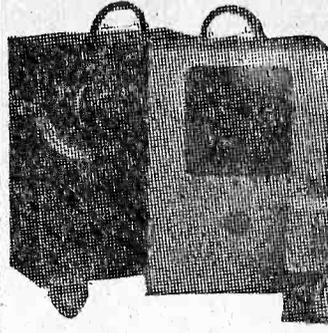
Laughter in Paris was as false as the opening laughter used as sound cue. There was little to laugh at on both sides of the camera. One thing's certain, NBC's promotion department did a job to stimulate viewing with its special program and mailing cards, Charles Hammond's department should have stepped in on rehearsals before going to town. It's n. g. to promote a mis-carriage.

CAN PLACE

Shows with own outfit, Second Men on Rides and small Cook House or Grab Joint, Winter quarters will open March 15.

M. A. SRADER
Box 1895, Wichita, Kansas

Concessionaires! Showmen! Bands!



17 WATT PORTABLE PUBLIC ADDRESS SYSTEM WITH TUBES, SPEECH MICROPHONE AND TWO 10" PM HIGH EFFICIENCY SPEAKERS, WITH NECESSARY CABLE, ALL MOUNTED IN A HANDSOME CARRYING CASE . . . READY TO OPERATE, \$75.00 COMPLETE, F.O.B. N. Y.

- Maximum Output, Superior Tonal Quality
- Coverage up to 175,000 cu. ft.
- Electronic Mixing Overall
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- Individual Phonograph and Mike Controls
- Inverse Feedback
- Continuous Operation

SPECIAL PURPOSE HIGH EFFICIENCY DIRECTIONAL MICROPHONES—\$19.50 to \$31.50 EXTRA
Terms: 25% With Order, Balance C.O.D.
Contact us for all your amplifier needs. Satisfaction guaranteed or money refunded within 10 days.

GIBRALTAR SALES CO.

259 COLUMBIA ST., BROOKLYN 31, N. Y.

JAMES E. STRATES SHOWS

"ALL NEW BUT THE NAME"

CAN PLACE

Monkey Circus or any meritorious Attraction. A-1 Talker, capable of taking full charge of Jerrie Jackson's Colored "Hep-Cats Revue," Ticket Sellers, Canvasmen, Foremen and Ride Help for all major Rides. Useful Carnival People in all departments.

FOR WINTER QUARTERS NOW—Wagon Builders, Carpenters, Electricians, Blacksmiths; top salaries. Scenic Artist and Sign Painters.

A-1 Neon Man for our Neon Plant; Quackenbush, wire. Red Clifford, Chet, Frank Cosgrove, Center, Whitey Carpenter, write Frank Seagear.

Chorus Girls and Specialty Dancers for Follies Revue. Contact Al Mercy, 2810 Clark St., Tampa, Fla.

WANT TO BUY FOR CASH—Tilt-a-Whirl, 1939 or later model; Chair-plane, No. 5 Eli Ferris Wheel.

WILL BOOK—Flyoplane. We furnish wagons.

All people contracted for 1946 acknowledge this call.

Address JAMES E. STRATES, Mullins, S. C.

MIGHTY PAGE SHOWS

OPENING MARCH 2, PENSACOLA, FLORIDA

TWO SATURDAYS

TWO SUNDAYS

Plenty of money here. This is a seven-ride, twenty-truck show. Office owned. Playing cream of spring dates, with eight bona fide fairs under contract. Route to interested parties.

SHOWS: Frank Zorda wants useful Sideshow People. Frankie Tazzand wants useful people for Jig Show and Girl Revue. Will book any Show not conflicting. RIDES: Will book Rides not conflicting. Want Ride Help on all Rides, must be sober and reliable. Top wages.

CONCESSIONS: Will book Concessions of all kinds for Pensacola except Bingo, Popcorn, Diggers and Custard. Good proposition for Cook House catering to Show People. Mack House wants Agents and useful people of all kinds for office-owned Concessions. Contact San Carlos Hotel.

Thos. Niswander, gen. agt.

Robt. L. Overstreet, Secy.

Bill Page, gen. mgr.

C. V. "Mack" House, concession mgr.

BOX 87, PENSACOLA, FLA.

WILL PAY SPOT CASH

FOR TWO ABREAST LITTLE BEAUTY MERRY-GO-ROUND

Will Buy Any Amount of .22 Shorts. State Price and Quantity.

Will Buy .22 Rifles for Shooting Gallery.

BOX D-121

The Billboard

Cincinnati 1, O.

CONCESSION AGENTS WANTED

For long 8-month season in one of the finest parks in the West (not a shoestring promotion), now operating week ends and doing business; full season opens early in March.

Agents for the following: Pan Game, Plush Goods Stock Wheel, Cigarette Wheel, Candy Wheel, Silverware and Aluminum Wheel, Radio and Electric Clock Wheel, Ham and Bacon Wheel, Glasswear Wheel, Fish Pond, Huckley Buck, Hoop-La, Blower, Mouse Game, Spot the Spot Workers, fast Novelty Agent, High Striker Agent.

NOTE: If you are an A-1 Wheel Worker or Grind Store Agent, we will frame the kind of a store you want. Want men and wives that want to put in a long season in the best climate in the U. S. A. and in the fastest growing city.

All reply to BOX NO. 233, c/o THE BILLBOARD, 390 ARCADE BLDG., ST. LOUIS 1, MO.

GARDEN STATE SHOWS

Opening April 27 with a route of tried and proven dates, celebrations, and fairs Show will carry 7 Rides, 4 Shows, 35 Concessions

WANT—CUSTARD, FLOSS, SNO CONE, LONG, SHORT, and CIGARETTE GALLERIES, PHOTOS, BUMPER, COUNTRY STORE, DART STORES, WATCHLA, BASKETBALL, HOOP-LA, CIG. PITCH, SCALES, AMERICAN PALMISTRY, Mary Wells, Norman Palmer contact. OVER-UNDER, PILL POOL, DEALER, RAT GAME, PENNY ARCADE, Johnny Eck contact. FUN HOUSE AND MOTORDROME, Speedy Babbs, contact. WANT SHOWS with own outfits or will furnish tops to capable showmen. GIRL SHOW, Joe Mahler, contact. ILLUSION, SIDE SHOW, GRIND SHOWS, Dave Logan, contact. WANT literature from sensational free acts. EDDIE POLO, please contact again.

All address R. H. MINER JR., 161 Chamber St. Phillipsburg, N. J.

Circus Routes

Send to 25 Opera Place, Cincinnati 1, O.

Clyde Bros.: Fort Smith, Ark., 18-21; Joplin, Mo., 25-27; Pittsburg, Kan., 28-March 2.
Continental: Fort Lauderdale, Fla., 19-31; Miami Beach 22-24.
Davenport, Orrin: Cleveland, O., 18-24; Detroit, Mich., 25-March 9.
Hamid-Morton: Memphis, Tenn., 18-20; Milwaukee, Wis., 25-March 3.
Polack Bros.: (Taft Auditorium) Cincinnati, O., 18-23; (Medinah Temple) Chicago, Ill., March 1-17.

PROFITWISE MEANS INSURANCEWISE



Protect your investment; let us show you how you can insure yourself against unforeseen losses.

We are the world's largest exclusive insurance agency for show business.

See Us First

CHAS. A. LENZ

"The Showman's Insurance Man"

1728 First St., N.
St. Petersburg, Fla.
Phone: 5914.

— or —

A1338 Insurance
Exchange
Chicago, Ill.



OPPORTUNITY

For man with portable grandstand equipment to travel with country's largest air show. Concessions open.

HOWARD DUTTON SKY DEVILS

Haverhill, Mass.

Tivoli Exposition Shows

CAN PLACE Ten-in-One, Monkey, Girl, Fun House and other shows of merit. Cookhouse, Bingo operator and concessions that do not conflict. Ride men who can handle semis.

Address: H. V. PETERSEN, Mgr. Tivoli Park, Joplin, Mo.

Florida's Annual Greatest Ever

Armed Forces In Top Hole

Commercial, industrial shows up—hillbillies click, Sloan gets well with autos

TAMPA, Feb. 16.—Blessed with eight days of perfect weather, the Florida State Fair bounced back into action here Tuesday (5) after a hiatus of three years, with what actually was the biggest, best and most amazing exposition in the long history of the annual.

P. T. (Pa) Strieder, general manager here since 1917, was handed the keys to his grounds and buildings by the army last October 13, and it might be said that a miracle has been wrought. Touring thru the compact area, one would not be aware that for three years the grounds had been kicked around by the tramping of heavy boots, heavy trucks, tanks and all that sort of thing. True, the military is much in evidence, but now as an exhibitor worthy of note and appreciation.

At press time official attendance figures were not available, but the hand-outs for the daily press for the first five days read:

Tuesday (5)	65,470
Wednesday (6)	42,314
Thursday (7)	39,178
Friday (8) Kid Day	171,231
Saturday (9)	146,893

These counts may not jibe with the figures handed in to the Internal Revenue Department by its agents when they complete their job on this one, but the figures taken from the books of the Royal American Shows (to be found complete in the carnival section of this issue) indicate that almost everyone and his brother in the Tampa area were on hand with lots of folding money. Without the last two days business available, it was obvious that RAS could beat the record gross for the Minnesota State Fair, each event running 11 days.

The emphasis was definitely on the military for this "victory fair," and the Army Air Force, the army and the navy came thru with exhibits and demonstrations which were flabbergasting.

Army Air Force took the lead from the entertainment standpoint, with demonstrations of the helicopter and the radio-controlled pilotless plane and compre-



J. A. (UNCLE JIM) TERRY, dean of Indiana fair men, who for the last 42 years has served first as assistant secretary and later as secretary-manager, the La Porte County Fair, which this year stages its 101st annual. Terry, known wherever fair men gather, recently celebrated his 84th birthday.

hensive demonstrations of the Norden bombsight and radar hitting the high spots. This branch of the service also had operating cutaways of all B-29 motors, along with all working parts of these giant planes in live demonstrations. Platforms were erected around the various types of combat and bomber planes so that Mr. and Mrs. John Q. Public could wend their way around and over the big ships and see everything. Among the most interesting of this group was a P-80 jet-propelled ship, a sister of the transcontinental 4-hour-and-13-minute traveler.

The army's exhibit offered everything from a mess kit to a 40-ton tank, including a transport glider used to carry tanks and jeeps behind enemy lines. The army also exhibited Herman Goering's Mercury-Benz bulletproof car.

The navy went historical as well as thrilling in its presentation. The table and chair from the battleship Missouri, on which the Japanese signed the surrender pact, and the sword the Japs handed over in token of surrender were shown, with a huge picture of the actual surrender as a background piece. This phase of the exhibit was under constant

Calif. Aid Rules March 15; Upped Prizes Expected

SAN LUIS OBISPO, Calif., Feb. 16.—Revised rules and regulations governing district and county fairs receiving State aid from California's 4 per cent take of all mari-mutuel moneys will be put into effect prior to the opening of the fair season, A. E. Snider, chief of Division of Fairs and Expositions, Department of Finance, State of California, told those gathered at the College of Fairs at California Polytechnic College here.

In addition, the master premium list, which serves as a guide to fair managers in preparing their own premium lists, will be ready in advance of the fair season, Snider said. The Division of Fairs and Expositions, which compiles the rules and regulations and the master premium lists, after conferences with fair officials, representatives of breeders and exhibitors associations, faculty members of California Polytechnic College and the College of Agriculture of the University of California, hopes to simplify the list.

The State Fair Division is emphasizing the desirability of fairs featuring products produced in their respective districts and counties rather than to include every item covered in the master list. In short, Snider declared, district and county fairs, in the opinion of the division, should place greatest emphasis on the products of their own communities.

The master list is expected to be published by March 15. Premiums will be up in size, but classes will remain virtually the same.

guard, and it was said that the historic pieces will be sent to the Smithsonian Institute in Washington at the conclusion of the fair here tonight.

The naval fliers lent a thrilling touch to the grandstand performances that tingled the nerves of the customers and awoke the entire city as well. Twenty-eight fighters and bombers swooped out of the sky and raced across the infield at tree-top level, the bombers opening their bays and the fighters "strafing." TNT on the ground and rockets sent up as "flak" gave the demonstration a touch of realism.

The navy also exhibited scale models (See TAMPA'S ANNUAL on page 50)

"Free Passes Have Place," College Told

Ducats Talk

SAN LUIS OBISPO, Calif., Feb. 16.—Passes were recommended "for those who will do the fair some good" by Red Rosequist, chief of bureau promotion, California State Fair, Sacramento, and D. V. Stewart, secretary-manager, Imperial County Fair, Imperial, discussed the year 'round operation of the fairgrounds at the College of Fairs here at California Polytechnic College.

"The pass is all right but it must be issued to the proper people if it is to do the fair any good," Rosequist said. "The promiscuous passing out of tickets will mean a loss of revenue and plenty of headaches."

Rosequist displayed the different kinds of tickets and passes used in Sacramento in his talk on *Tickets and Passes*. Fair issues passes to exhibitors and the press with free parking in certain areas for those receiving this courtesy. The speaker also went into the matter of taxes on passes and tickets issued to participants. He suggested that fairs use different colors in their tickets to give life to the ducat as well as to help ticket takers distinguish between the various kinds.

Stewart suggested that fairs go in for picnic grounds, affording the patrons plenty of shade, drinking fountains, and toilets. He discussed his own plan of renting the fairgrounds to different non-profit organizations for various events such as watermelon eating contests, demonstration of the county volunteer departments work, political rallies, high school field day events and barbecues. His fairgrounds has barbecue pits which are used about eight times a year with as many as four beefs being barbecued at a time.

Stewart is in the process of moving his fairgrounds because of a highway expansion program. "Figure and study your blueprints thoroly," he advised. "I've been studying blueprints for three years and I'm still studying and making changes. I want to give the public in that area everything that I can."

Pushes Wage Scale in Calif.

Get Fire Safety Tips at College

California marshal suggests preventive steps, cites rules on canvas

SAN LUIS OBISPO, Calif., Feb. 16.—California fairs may use canvas in place of buildings, but the tents must be secured from certified dealers who have had the material fireproofed with approved chemical and by applicators who have met State requirements, Joe R. Yockers, State fire marshal, told the gathering at the College of Fairs here Tuesday (12).

Yockers said that the operation of fairs in California has always presented a problem to the fire service. Fact that they are only operated for a period of about two weeks each year has, in some instances, made the fair management reluctant to expend money for proper

Red Light Breaks Ear-Bending Talks At College of Fairs

SAN LUIS OBISPO, Calif., Feb. 16.—Sessions of the College of Fairs clicked off on schedule. Each speaker was given an allotted time and was not permitted to run over it. Questions were saved for another session.

Timing was done with a green and red-light system. When the speaker had the green light he could rave on. Once the red one flashed, it was all over—and the meeting ended on time.

fire safety. He divided fire safety into three parts: first, the design and construction of buildings or structures; second, fire protection equipment and facilities; third, good fire prevention practices.

The marshal suggested that the following fire safety steps be taken: treatment of highly flammable decorative materials; disposal of flammable rubbish; (See GETS FIRE SUPPLY on page 50)

Sliding Basis Is Suggested

State pay chief outlines possible pay arrangements for various-sized events

SAN LUIS OBISPO, Calif., Feb. 16.—Carl L. Richey, chief, Pay Division, State Personnel Board, State of California, urged members of the Western Fairs Association, Inc., meeting here at the College of Fairs to employ full-time secretary-managers and recommended a combination wage and "incentive" scale. Richey's recommendations covered the following monthly wage scale:

1. Salaries for Secretary-Managers of District Agricultural Fairs. (Possible bases (a) attendance—horse shows; (b) operating revenues—concessions, variable gate admissions; (c) contracts.) A. Four ranges: \$215 with incentive pay of \$15, to \$275

B-C Grabs Western Dates

SALT LAKE CITY, Feb. 16.—Fred H. Kressmann announced here that the Barnes-Carruthers Agency of Chicago, which he is representing on a swing thru the West, has been awarded contracts by Eastern Idaho State Fair, Blackfoot; Utah State Fair, Salt Lake City, and Colorado State Fair, Pueblo.

with \$25 emergency for fairs with revenues below \$18,000. \$275 to \$335 with same incentive pays for fairs with revenue \$18,000 to \$30,000. \$355 to \$435 with \$20 incentive pay for fairs with revenue from \$30,000 to \$80,000. \$435 to \$535 with incentive pay of \$20 for fairs doing over \$80,000 per year. Richey emphasized that the rates were full-time employment and would be applicable to the various districts. He said that the above stipulations were substantial changes for some districts but that they were based on surveys and needed in the development of competent managers.

In discussing the future basis for salaries, Richey said this would be based upon the number and type of exhibits and that the manager who went after revenue would be rewarded. He urged selling the fair on a year 'round basis. The personnel expert suggested first level pay of clerk, stenographer, etc., \$105 plus \$25 emergency; second level, clerk, typist, \$125 plus \$25, with stenographers getting an additional \$5; third level clerk, typist to get \$155 plus \$25 emergency or \$180 total.

"Keep College Going"--Kingman

Registrations for First Annual College of Fairs Near 150 Mark

SAN LUIS OBISPO, Calif., Feb. 16.—Nearly 150 fair managers, secretaries and directors attended the first annual College of Fairs held this week here at California State Polytechnic College under the sponsorship of Western Fairs Association, Inc., University of California College of Agriculture, Davis, Calif.; California Polytechnic College, and the Division of Fairs and Expositions, State of California, Sacramento. Early registrants arrived Sunday with many arriving during Monday, opening day, in time to answer roll call at the opening that afternoon.

Registered for the courses with certificates to be awarded at the termination of the three and a half days of talks were:

ALAMEDA COUNTY: Ernest Schween, secretary; George Bayliss, director; Everett Nevin, auditor; John B. Starr, exhibitor; Chester Stanley, supervisor; Harry Bartell, supervisor; Sam Whiting, manager, and Eugene V. Waring, chief deputy auditor.

BUTTE COUNTY: Mrs. Sylvia J. Cooke, secretary-manager, Butte District Fair, Chico, and Lewis B. Sherrill.

COLUSA COUNTY: William S. Randall, secretary-treasurer, Colusa County Harvest Festival, Colusa.

CALAVERAS COUNTY: Carl T. Mills, secretary-manager, Calaveras County Fair, Angels Camp.

CONTRA COSTA COUNTY: Norman O. Sundborg, manager, Contra Costa County Fair, Antioch.

DEL NORTE COUNTY: Paul A. Brunk, secretary, Del Norte County Fair, Crescent City; Nick McNamara, president; Ira R. Beam, director; Frank J. Burtshell, Lloyd C. Byrne, Charles W. Glover and Clarence Westbrook, directors.

EL DORADO COUNTY: George E. Faugstad, secretary-treasurer, El Dorado County Fair, Placerville, and John A. Winkelman, director.

FRESNO COUNTY: Tom A. Dodge, secretary-manager, Fresno District Fair, Fresno, and Lawrence H. McDaniel, California Holstein Fieldman, Fresno.

GLENN COUNTY: George F. Cantwell, secretary, Glenn County Fair, Orland; Jack N. Cook, Charles C. Bihler, Ray C. Nighdert and Thad N. Wait, directors, and Charles A. Whitsett, president.

HUMBOLDT COUNTY: Dr. Joseph N. D. Hindley, secretary-manager, Humboldt County Fair, Ferndale.

IMPERIAL COUNTY: D. V. Stewart, secretary-manager, Imperial County Mid-Winter Fair, Imperial.

KERN COUNTY: George W. Wendt, secretary-manager, Kern County Fair, Bakersfield, and Eugene B. McCoy.

LASSEN COUNTY: Albert A. Jensen, secretary-manager, Lassen County Livestock Show, Memorial Hall, Susanville, and W. W. Packwood, auditor.

LOS ANGELES COUNTY: C. B. (Jack) Aflerbaugh, president-manager, Los Angeles County Fair, Pomona; Roy L. Driscoll, advertising and publicity director; Lisle R. Sheldon, secretary, Pacific Coast Quarter-Horse Association, Los Angeles; Thomas H. Canfield, Glendale, former secretary-manager Minnesota State Fair; Lou W. Johnson, Hollywood, Tevis Paine, general manager, California Thoroughbred Breeders' Association, Hollywood, and Allen Ross, vice-president, Los Angeles National Horse Show, Burbank; Dick Washburne, director Public Information, Western Fairs Association, Hollywood.

MARIPOSA COUNTY: Mrs. Viola Purcell, secretary-treasurer, Mariposa County Fair, Mariposa; Dale K. Campbell, manager, and Stanley W. Fiske, president.

MENDOCINO COUNTY: Norman G. Buhn, secretary, Ukiah; Charles E. Anderson, Jack P. Smith and F. Pierce Stipp, directors.

MERCED COUNTY: Wilmer C. Woxberg, superintendent and acting secretary, Merced, and Arthur Ferrari, public relations, Ballico.

MONTEREY COUNTY: Loring H. Burns, secretary-manager, Salinas Valley Fair, King City; Walter B. Norris, director; Matthew Beaton, secretary, Monterey County Fair, Monterey, and Joseph M. Williams, Pacific Grove.

SACRAMENTO COUNTY: Eugene E. Kenefick, secretary-manager, Sacramento County Fair and Horse Show, Galt; Charles W. Hayenga, director; F. M. Sandusky, manager, State Fair, Sacramento; Ed L. Paine, Exhibit Supervisor, Horse Show; Theodore Rosequist, chief, Bureau of Promotion; Rose E. Links, secretary-treasurer, Western Fairs Association, Sacramento; Earl W. Hampton, California Division of Architecture, Public Works Building, Sacramento; Clifford Clower, California Department of Agriculture, Sacramento; Carl L. Richey, chief, pay division, California Division of Audits, Sacramento; Arthur H. Graff, California Division of Audits, and Walter H. Heineman, George N. Miller, Ray Harris and A. E. Snider, Division of Fairs

and Expositions, Sacramento.

SAN DIEGO COUNTY: Ernest O. Hulick, manager, San Diego County Fair, Del Mar, Calif.; Hazel E. Frasse, secretary-treasurer, Del Mar, Calif., and Henry W. Churchman, director, P. O. Box 441, San Diego 9, Calif.

SAN FRANCISCO COUNTY: Carl L. Garrison, acting secretary, Grand National Livestock Exposition, San Francisco.

NAPA COUNTY: Lowell J. Edington, secretary-manager, Napa County Fair, Napa; David Cavagnaro and Len H. Rallsback, directors; George T. McCann, assistant secretary; Case Davison, Calistoga Fair and Horse Show, Alameda, and George F. Cropp, Calistoga Fair and Horse Show.

NEVADA COUNTY: Loyle E. Freeman, secretary-treasurer, Nevada County Fair, Grass Valley.

(See REGISTRATIONS HIT on page 51)

Midway, Concessions Vital, College Told by Sandusky

SAN LUIS OBISPO, Calif., Feb. 16.—That carnivals and concessions are a vital part of any fair, regardless of size, was voiced here by F. M. Sandusky, manager, California State Fair, Sacramento, at the first annual session of the College of Fairs at California Polytechnic College.

Appearing as one of the second-day speakers, Sandusky referred to the carnival as the "magnet" to draw people into or thru an era that ordinarily would not attract. Sandusky said the reasons for having concessions and carnivals on the fairgrounds were, first, to satisfy the needs and desires of the public, and, second, as a source of revenue.

The speaker advised six "do's" necessary in booking carnivals and concessions. They were: 1. Visualize the needs that must be satisfied from viewpoint of the public. 2. Look for the unusual. 3. Place the concessions and carnival on the master plan to round out the scheme. Place them to make a change in the pace of things. 4. Strive for variety in thought. Separate the concessions for the benefit of the public and also put them in a position to make money. 5. Investigate the potentialities of a concessionaire

Suggests Research, Gate Study; Stresses Commercial Exhibits

Ops must learn from experience, due to little literature on business—other countries look to U. S. fair men for management info

SAN LUIS OBISPO, Calif., Feb. 16.—California fair secretaries, managers and directors in session here this week for the first annual College of Fairs at the California State Polytechnic College heard pleas for the continuance of the school from Frank Kingman, Brockton, Mass., secretary of the International Association of Fairs and Expositions, and

Julian McPhee, State director, vocational education.

"This one shot in the arm which you will have this week is excellent," Kingman declared at the opening. "You will be in a better position to consider your 1946 problems, but you can never get away from the one thing which is always with us and that is change. We should have at our command knowledge of new ways of presenting exhibits and attractions to our public.

Cites Big Biz Research

"American business spends billions for research. You should spend money and time on research. This is one of the important things your association can do.

"In 1924 the International Association of Fairs held a fair school at the University of Chicago. The proceedings were printed. I urge you to print, or at least mimeograph, your proceedings this week.

"There is practically no literature about our business. We must learn from experience. Very often our fairs and patrons suffer while we are learning. The material I have found in libraries in New York, Washington and Chicago, which was of value to me, didn't even compensate me for my time in searching.

"I understand that one reason for this school is because you have so many new fair secretaries and directors. This same condition exists in many States and among State fair managers there has been a substantial turnover.

"Other countries are looking to us for information about fair management. Last year we had numerous requests from Central and South America. It is a most healthy condition when fair men everywhere are hungry for facts about their business."

Suggests Gate Study

Kingman gave statistics on fairs based on 1941, the last normal fair year. He said that Iowa had 90 fairs. The total from all sources, the State fair excepted, was \$1,136,000. This breaks down to outside gate admissions of \$306,000; grandstand admissions, \$177,000, and concessions, \$89,000. State aid was \$148,000. The total expense was \$1,047,000. This breaks down to premiums—not including horse racing of \$265,000—music and attractions, practically all at the grandstand, he pointed out, amounting to \$198,000. Iowa fairs received State aid of \$105,000, keeping the figures in the black.

After giving his ideas as to what some fairs pay for certain items, Kingman discussed profit and loss on the basis of prices placed on products. He said that it was his belief that too many fairs set too low a price for their outside gate admission. Pointing out Iowa's fairs as typical, he said that he had found that five charged 50 cents; nine, 40 cents; 37, 35 cents; 13, 25 cents; 1, 20 cents, and 24 free. "I am making no recommendations except to ask that you study these figures," Kingman said.

Stresses Commercial Exhibits

"I believe that commercial exhibitors should receive better treatment. The commercial part of our fair is real big business. Under normal conditions easily \$25,000,000 worth of merchandise is sold at our fairs, and if figures were available it wouldn't surprise me one bit to find that this figure should be \$50,000,000. Sales by a single firm of from \$50,000 to \$100,000 are not uncommon. One Midwestern fair has over 200 commercial exhibitors and these were recognized companies, not pitchmen and the others. One fair in my State has an industrial building with 253 spaces all

(See KINGMAN SEES on page 51)



FAIR MEN GATHERED RECENTLY AT THE COLLEGE OF FAIRS IN CALIFORNIA. Left to right, standing: Herman H. Chindgren, president of Oregon Fairs Association and president of Clackamas County Fair, Canby, Ore.; Jesse Chambers, secretary-manager Santa Barbara County Fair, Santa Maria, Calif.; Frank H. Kingman, manager International Association of Fairs and Expositions, Brockton, Mass.; Louis Merrill, general manager Western Fairs Association, Inc. Seated: Ed G. Vollmann, president Western Fairs Association, Inc., and secretary-manager of the San Joaquin County Fair, Stockton, Calif., and Sheldon Brewster, secretary-manager of the Utah State Fair, Salt Lake City. (Photo by Sam Abbott.)

URGES PITCH FOR EXHIBITORS

Pomona Head Suggests Way

Afflerbaugh tells college data on fairs should be given potential exhibitors

SAN LUIS OBISPO, Calif., Feb. 16.—Recommending a concerted drive to give potential commercial exhibitors a comprehensive picture of the wisdom of exhibiting at fairs and providing pertinent information to these exhibitors, C. B. (Jack) Afflerbaugh, president-manager of the Los Angeles County Fair, Pomona, speaking before the College of Fairs here Wednesday (13), urged the appointment of a committee to consider the advisability of publishing a "Space Directory" of all fairs.

This directory, he pointed out, should contain rates, floor plan, arrangement, attendance, sales arguments and other information. The No. 1 man of the nation's largest county fair pointed out

FAIR SECRETARIES— CELEBRATIONS

Have some open time in Northwest offering 30 People UNIT Show complete. Also sensational High and Platform Acts.

Write, Phone or Wire

NORTHWESTERN AMUSEMENT CO.

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ALL KINDS OF DISPLAY FIREWORKS

For July 4th and Fair Celebrations
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CLAY COUNTY FAIR

SPENCER, IOWA

Out for the Duration

BACK BIGGER AND BETTER

September 2nd to 7th, 1946, Inclusive

6 Days—6 Nights

WRITE

GEO. MAUSS

SUPT. CONCESSIONS

BOB MILLER, Asst.

HEAR YE! HEAR YE!

ERNIE WISWELL

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ERNIE YOUNG

The One and Only Count Ernesto Wiswell and his Original Dizzie Lizzie, recognized by the public and the profession alike as America's greatest comedy automobile act.
Beware of substitutes for this famous laugh getter.

NOW REPRESENTED BY ERNIE YOUNG BOOKING AGENCY, 115 N. CLARK ST., CHICAGO

that he had made a similar recommendation at the IAFE convention in '41.

"Fair advertising is different from most forms of publicity," Afflerbaugh said. "It is in a class by itself, in that it is direct, first hand and personal. People who attend fairs are care-free and this creates the proper mental attitude to accept suggestions and they offer the least amount of sales resistance. Displays at fairs offer actual visualization of the product."

Discussing exhibitors' requirements for buying space at a fair, Afflerbaugh gave the following points for guiding a large company with which he had done business: Sufficient well-located space; pylon signs or other media that quickly identifies the exhibit; representative units of each machine or tool used in the particular farming area, but not too many to jam the exhibit space; properly manned by people who know their products and who can explain their use to the more interested prospects; plenty of new sales literature, and a bright, clean exhibit at all times.

Tells About Pomona

Afflerbaugh pointed out that Pomona Fair offers uniform exhibit booths in the commercial and food buildings. These are built in units with removable partitions and are full 10-foot measurements inside so that the built-up displays coming from earlier fairs or other locations will fit into them without difficulty.

Booths, he said, are complete with floor, side and back walls and sign. The height limit of exhibits is eight feet, four inches, the same as the height of the back wall. Signs are uniform three-dimensional tile letters. No other signs, banners or advertising material are permitted.

Discussing rates charged by the fair, Afflerbaugh said: "With an attendance of 800,254, our space rates in the commercial department in '41 were a little low in comparison with other fairs. The old rental on booths in this department was 80 cents per square foot for inside or wall spaces fronting one way to an aisle, and 92 cents per square foot on corner locations. The rates are the same thruout the building. Options are given exhibitors on their locations from year to year, which enables them to put in permanent equipment.

"The number of 'eat and drink' concessions in each building is limited, and the rates depend on the size of the stand, the location and the commodity

Tampa Annual Greatest Ever; All Departments Click Big

(Continued from page 48)

of all types of ships and an interesting collection of battle trophies, including the battle flag from the Haruna which was sunk by Colin Kelly, America's first great hero of World War II.

Down on the Hillsborough River, 500 yards from the fairgrounds, the navy parked an LST for public inspection, and the huge searchlight from this combined with the big marine lights from the Royal American midway, made a great bally for the night shows.

All Space Sold

Strieder declared that every inch of exhibit space on the grounds was utilized, and that it was necessary to crowd the United States Department of Agriculture exhibit into half the footage normally required. Joseph W. Hiscox, director of the exhibition division for the Department of Agriculture, was in personal charge here and explained that the department is making extensive plans for the major annuals in all sections of the country next fall.

Nine counties came thru with their

sold. The charges vary from \$10 to \$50 per day.

"Exhibitors handling merchandise for sale and delivery at the exhibit space are charged an additional fee for selling. This charge runs from \$2.50 to \$8 per day in addition to the regular booth rental. Orders for future delivery may be taken without additional charge.

"Rates in the industrial or machinery building cover floor space only. Inside, or wall spaces, fronting one way to an aisle, rent for \$6 per front foot, and \$2 additional for corner locations.

"Commercial exhibits in the poultry building rent at 65 cents per square foot, with booth and sign furnished."

Louis Merrill, general manager of Western Fairs Association, Inc., suggested that space rates be according to attendance, the same as newspapers base their rates on circulation.

Driscoll Speaks

Ray Driscoll, Pomona publicity director, speaking on his technique of getting publicity, advised publicity directors not to confine their releases to magazines associated with fairs, but to angle their stories to hit general magazines as well as those in other fields.

Other speakers of the day included J. I. Thompson, livestock specialist, California Polytechnic College; Dr. E. H. Hughes, University of California College of Agriculture, Davis; Prof. C. E. Howell, University of California College of Agriculture, Davis, and E. M. Gordon, livestock specialist, University of California, Berkeley.

Ralph Brown, secretary-manager, Sonoma County Fair, Santa Rosa, talked on *Acts, Stunts, Contests and Entertainment* and Tevis Paine, general manager, California Thoroughbred Breeders' Association, Los Angeles; Professor Howell; Ed. L. Paine, exhibit supervisor, Horse Show, California State Fair, Sacramento, and Adrian Van Sinderen, president, American Horse Show Association, New York, on *Horse Shows*. Group also heard A. E. Mahoney, county agricultural commissioner San Joaquin County; Clifford Clower, State Department of Agriculture, and Louis Venator, manager, Sixth District Agricultural Association, Los Angeles, discuss *Exhibits, Agricultural, Horticultural, Viticultural, Floriculture, Educational and Feature Displays*.

GET FIRE SAFETY

(Continued from page 48)

permanent and well-protected electric wiring; installation of sufficient exists; frequent inspection of fire-extinguishing equipment; constant supervision of cooking and heating equipment; removal of dry grass and weeds from the buildings; and a continuous program of fire and panic safety.

Yockers urged posting of many "No Smoking" signs in livestock barns where straw is used. He further urged fair managers to treat wood shavings with a spray to make the shavings fire resistant.

customary colorful exhibits, and some enhanced theirs with home-grown entertainers. Also, some of the commercial exhibitors used live talent.

More than 5,000 birds were registered for the poultry show—1,300 coming from one Virginia breeder. Cattle was confined to Florida entries, with the beef division being the strongest in history. The dairy show was lighter than in pre-war years. The Florida Palomino Horse Association was around for the first time, showing 25 beautiful specimens.

The State Fish and Game Department and the departments of forestry and parks occupied a building, featuring an aquarium. The honey show, which has drawn as much as 20 tons of the sweet stuff, was reduced to 10 tons in half a building, being crowded down by the huge military display.

Feminine handicraft and Hillsborough County schools were well represented, while the art exhibit was pronounced unusually good by the judges, the work of both amateur and professional painters, drawers and photographers being included. The flower show was a staggering affair, completely filling a building 60 feet by 400 feet with every type flower that can be grown in this State.

Commercial and industrial exhibits were unusually numerous, and the claim that every available foot was sold was borne out by close inspection. There was not a single booth in the grounds plugged with a diorama. The independent midway was jammed tight, and there were enough independent grab and juice joints, jewelry, cutlery, photog, etc., in the buildings to handle the densest throngs.

Eddie Arnold and His Tennessee Plowboys, with additional talent from the *WSN Grand Ole Opry*, were the nucleus of the grandstand show under the direction of Thomas A. Parker. When Parker and his hillbillies completed their chores Thursday (14) the grin on Parker's face indicated this was the first grandstand impresario who waded up a bundle in these parts in a long time. The nasal-twanglers were aided and abetted by Ira Watkins's dogs, ponies and chimp; Edson and Louise, comedy; Walter Guice and Company, trampoline; Pape and Conchita, perch; Malkova, high wire; Don and Alpha, musical novelty; Don Tranger, emcee; Zucchini's cannon and Merle Evans and his band. All acts were booked independently.

Augmenting the grandstand programs were the 82d Airborne Band, the Third Air Force Band and the U. S. Naval District band. These orgs also played concerts at the military exhibits.

Sloan Gets Well

Auto racing was presented by John A. Sloan Tuesday (5) and Saturday (9) to the greatest crowds in the history of the annual. Both days were complete sell-outs, with many being turned away, and Sloan grabbed a bank roll. Because of the unprecedented demand for tickets in advance for the final day of auto racing, an additional program was thrown in for good measure yesterday.

As the annual neared its close, Pa Strieder relaxed for a moment in his office, grinned and remarked: "We've had fewer visiting fair executives this year than at any other fair here I can recall—guess the fellows didn't think I could get ready, and now they've missed the biggest Florida fair in history." He said it with a deep chuckle of satisfaction that comes when one knows a good job has been completed.

Those of the fair brethren who did appear were Julius Cahn, Luxemburg, Wis.; Fred C. Eiford, Ottawa, Ont.; J. N. Wells, Davenport, Ia.; M. H. (Mike) Benton, Atlanta; E. Ross Jordan, Macon, Ga., and Florida fairmen Crawford Bickford, Orlando; John Henry Logan, Largo, and Phillip E. Lucey, Winter Haven.

Publicity campaign, handled again by the veteran James L. Malone, clicked, as evidenced by the huge mass of clippings from all sections of the Southland. Frank Mahary, brigade manager for the Ringling Bros. and Barnum & Bailey Circus, supervised the billing, which included a territory covering a radius of 400 miles.

NEW YORK ASKS 10% STATE AID

Would Be 20% Lift for Each

Resolution to Legislature points to important role in pari-mutuel bill passage

ALBANY, N. Y., Feb. 16.—A resolution requesting State Legislature to increase the maximum State aid to each from \$8,000 to \$10,000, was unanimously adopted by delegates attending the annual meeting of the New York State Association of Agricultural Fair Societies here Tuesday (12).

Resolution called attention to the important part played by fairs in the passage of the pari-mutuel bill and to the increased revenue the State now derives from this source as an indication of their right to increased allotments.

John F. Williams, secretary, New York State Harness Racing Commission, and former fair association president, told delegates that revenue received by the State from racing had jumped from about \$100,000 in 1941 to \$2,357,309.53 in 1945. Approximately \$400,000 has been allotted to fairs annually under the present maximum.

Optimism on Passage

Considerable work had evidently been done prior to the meeting by President Bligh A. Dodds and other members. Fairmen were generally optimistic over the

This Packs 'Em In

SAN LUIS OBISPO, Calif., Feb. 16.—Those attending the College of Fairs here at California Polytechnic College had an opportunity to see how promotion and "something different" actually works.

With a number of the fair secretaries and managers staying on the campus in Deuel Dormitory, the facilities of the college cafeteria are available to them as well as the others. On opening day the cafeteria drew only a few, despite good food at low prices. The beginning of the second day found nearly 100 per cent of those at the meetings on hand for lunch.

The cafeteria was offering something different and in pound

Butter.

possibility of an early passage for the bill.

All officers and members of the executive committee were re-elected by acclamation. They are Dodds, Gouverneur, president; J. Alfred Valentine, East Williston, first vice-president; W. Ray Conners, Palmyra, second vice-president; Edward L. Hardeman, Elmira, secretary; James A. Carey, Albany, executive secretary, and William A. Dardess, Chatham, treasurer.

600 at Banquet

Judicial committee members are Alan C. Madden, Middletown; John S. Williams, Old Chatham; Gilbert T. Seelye, Burnt Hills; Paul J. Woodard, Sandy Creek; Bert C. Bacon, Brookfield; J. Victor Faucett, Bath, and Glen W. Grinnell, Batavia.

A capacity crowd of 600 attended the banquet. Oswald D. Heck, Assembly Speaker, was guest speaker.

Floorshow, a snappy one-hour presentation, with talent contributed by George A. Hamid, Inc., included the Abdullah Girls; Jean and Sally, acrobats; Bubbles Ricardo, prima donna; DeMay and Moore, novelty dance team; Professor Greene, ventriloquist; Balzar Sisters, acrobats, and Joe Basile's band, with Jack Glickman handling the baton.

Registrations Hit More Than 150 At College Meet

(Continued from page 49)

ORANGE COUNTY: Eugene R. Thomas, assistant manager, Orange County Fair and Horse Show, Santa Ana, Calif., and George C. McConnell, assistant manager, Santa Ana.

PLUMAS COUNTY: Fulton A. Horning, secretary, Plumas County Fair, Quincy, and C. Link Peckinpah, director.

RIVERSIDE COUNTY: Robert M. C. Fullenwider, manager, Riverside County Fair and Date Festival, Riverside, and William Duden, manager, Hemet Utility Turkey Show, Hemet.

SAN JOAQUIN COUNTY: E. G. Vollman, secretary-manager, San Joaquin County Fair, Stockton, and president Western Fairs' Association, and Anthony L. Enos, assistant manager.

SAN LUIS OBISPO COUNTY: Byron J. McMahon, chief, Bureau of Vocational Agriculture; George E. Stephan, secretary-manager, 16th District Association, Paso Robles, Calif.; Herbert C. Sutton, president; Rubic D. Alberti, director; E. R. Piaggini, vice-president, Caycos; Prof. J. I. Thompson, livestock specialist, California Poly School, and Charles C. Watts, student, California Poly College.

SAN MATEO COUNTY: George J. Lagomarsino, president, San Mateo County Fiesta, San Carlos, Calif.

SANTA BARBARA COUNTY: Jesse H. Chambers, secretary-manager, Santa Barbara County Fair, Santa Maria, and H. W. Hitchcock, manager, Santa Barbara Fair and Horse Show, Santa Barbara.

SANTA CLARA COUNTY: Russell E. Pettit, secretary, and Santa Clara County Fair.

SANTA CRUZ COUNTY: Edward P. Johnson, secretary-manager, Santa Cruz County Fair, Watsonville, Calif.

SHASTA COUNTY: Jesse W. Bequette, president-manager, Intermountain Fair of Shasta County, McArthur; Dudley V. Saeltzer, secretary-manager, Shasta County Fair, Redding; James G. Bruce, assistant manager, Intermountain Fair of Shasta County, and John R.

Kingman Sees Vast Benefits In Fair Ops' College Idea

(Continued from page 49)

filled with commercial exhibits," he declared.

Kingman made the following recommendations for fair operation: (1) Bring more women and boys and girls into the organization. They should be on boards and committees. (2) Employ a good manager, give him authority, and a term of years to work out his plans. (3) Develop an over-all plan of your grounds. Our problems—such as parking—are modern. The solution must be modern. (4) Go strong on public relations. A number of our legislators are not familiar with fairs. A number of people think of fairs only as amusement enterprises. (5) Study concessions. It is wrong for any fair to sell concession space until every dollar has been taken in. Practically all fairs sell space on a front footage basis. For some items this may be all right, but there are a number of items which should be sold on a product basis. (6) Merchandise exhibits by displaying them better. (7) Do things differently—and better.

Advances Ideas

Kingman said that he had heard of "No Racing-No Fairs" headlines. "You probably have never thought of eliminating horse racing. At present you

shouldn't. But, for your information, two largest fairs on this continent have not had racing for years," he said. "Do you think you could operate on a free-gate basis? Two of our largest fairs and a great many county fairs have done this for years. I am not in favor of it, but it is possible to do it successfully."

Discussing other obstacles of operation, Kingman told his audience that in 1941 the Central Canada Exhibition had no buildings. The army was using them. "The fair was held, using 149 tents. The event was successful," he said. "I mention these items as examples of what others are doing and to perhaps jar your thinking a little. Our fairs are basically sound and for the most part are carrying out their objectives. We have every reason to be proud of them."

Discusses Accounting

Byron J. McMahon read the paper prepared by McPhee, whose subject was *Educational Value of Fairs*. McPhee, at the time, being en route from Buffalo.

Ed G. Vollman, Stockton, president Western Fairs' Association, Inc., and secretary-manager of the San Joaquin County Fair, welcomed the fair men at the opening of the college, and Eric McLachlan, deputy, Division of Audits, State of California, Sacramento, outlined fair accounting.

"The Western Fairs' Association," Vollmann said, "has obtained the most skilled experts from fair-important activities to come here and give you a course of instruction in improved methods. These will improve your fairs. Many of these men are specialists and technicians. Others are here because of varied concrete experience in the general operation of fairs and their broad vision." Vollmann told the gathering. "These specialists have come from all parts of the country." Vollmann introduced the association's staff members—Louis Merrill, general manager; Rose Links, secretary-treasurer, and Dick Washburne, director of public information.

McLachlan, using a blackboard, explained the proper way of entering disbursements on the books. He warned that every expenditure was to be accounted for, and in detail. He suggested that receipt numbers be marked on the backs of checks received for space, that petty cash checks be entered to explain even the smallest detail. Questions regarding the sales tax were put to McLachlan from the floor. He ruled that the fair is not responsible for sales tax unless it sells items, but that the concessionaires must file a sales tax return.

McArthur, assistant manager, Intermountain Fair.

SONOMA COUNTY: Ralph H. Brown, secretary-manager, Sonoma County Fair, Santa Rosa, and Winfield L. Norton, Sonoma-Marin District Fair, Petaluma.

STANISLAUS COUNTY: Lester H. Shock, manager, Stanislaus County Fair, Turlock; Rhen A. Wilsey, director, and George O. Dahlgren, livestock division manager.

SUTTER AND YUBA COUNTIES: Miss Reba Perry, secretary-manager, Peach Bowl Festival, Yuba City.

TEHAMA COUNTY: Sam E. Ayer, manager, Tehama County Fair, Red Bluff, and George F. Blake, secretary.

TUOLUMNE COUNTY: Cecil B. Mathews, president, Tuolumne County Fair and Horse Show, Sonora.

VENTURA COUNTY: John A. Lagomarsino, vice-president, Ventura County Fair, Ventura.

YOLO COUNTY: Carroll E. Howell, Prof. of Animal Husbandry, Univ. of California, College of Agriculture, Davis.

OUT-OF-STATE: Sheldon Brewster, secretary-manager, Utah State Fair, Salt Lake City; Frank H. Kingman, manager of Brockton (Mass.) Fair and secretary International Association of Fairs and Expositions; Herman H. Chindgren, president, Oregon Fairs' Association and president Clackamas County Fair, Canby, Ore.; Molalla, Ore., and Fred H. Kressmann, Barnes-Carruthers Theatrical Enterprise, Chicago.

ACTS WANTING ROUTES FOR 1946 FAIRS
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INTERNATIONAL WHIRLING ACES
 Internationally known Roller Skating Artists.
 2—Thrill Acts—2. 1946 fair season.
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J. C. Michaels Attractions
 Suite 213, Reliance Bldg. Kansas City, Mo.

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GREETS YOU
 You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.
 Meetings 2nd and 4th Wednesday each month
 Palace Theatre Building,
 1564 Broadway,
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 Mostly everyone of the Eastern amusement family is a member. Are you?
 Write For Information.
 Initiation \$10.00
 Dues \$10.00 Yearly

Registrations Hit More Than 150 At College Meet
 (Continued from page 49)
 ORANGE COUNTY: Eugene R. Thomas, assistant manager, Orange County Fair and Horse Show, Santa Ana, Calif., and George C. McConnell, assistant manager, Santa Ana.
 PLUMAS COUNTY: Fulton A. Horning, secretary, Plumas County Fair, Quincy, and C. Link Peckinpah, director.
 RIVERSIDE COUNTY: Robert M. C. Fullenwider, manager, Riverside County Fair and Date Festival, Riverside, and William Duden, manager, Hemet Utility Turkey Show, Hemet.
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Hello, all you Slick Chicks and Jacksons—Here's a tip—If it's swing you want, get hep to SELDEN. He packs more swoons in one performance than I do in ten.

Selden THE STRATOSPHERE MAN
 WORLD'S HIGHEST AERIAL ACT

Youngsters and Oldsters — In fact, everyone from the era of Strauss Waltzes to present-day Jitterbug turns out to see SELDEN, THE STRATOSPHERE MAN. Each performance a thriller! Book SELDEN for your 1946 event NOW! c/o THE BILLBOARD, Cincinnati 1, O.

MINNESOTA STATE FAIR
 The Minnesota State Fair Amusement Committee will meet at 10:00 a.m. Wednesday, February 27, at the Lowry Hotel in St. Paul for the purpose of purchasing Revue, Fireworks, Rodos, Musical and Vaudeville Features, Advertising Material, Premium Ribbons for the 1946 Victory Fair. Agents are invited to be present. (Contracts for Auto Racing and Thrill Shows have already been made.)
1946 FAIR DATES—AUGUST 24 TO SEPTEMBER 2—TEN DAYS
 RAYMOND A. LEE, SECRETARY, ST. PAUL 1.

EDGAR LAUNCHES NEW CIRCUS

Leases Sparks Title From R-B

Alfred Court cat act, Paul Lewis stock features—staff headed by Ralph Clawson

SARASOTA, Fla., Feb. 16.—Sparks Circus title, since 1929 property of the Ringling interests and inactive since the Sparks show was taken off the road at the close of the 1931 season, will be used by the Florida Circus Corporation, headed by James Edgar, for a new circus being framed here for opening about the middle of March.

This announcement came significantly within a week of two events. One was the decision of Edgar to abandon for the time being his traveling ice show under canvas venture. This decision was made when Edgar learned the portable ring was too heavy to be transported without layoffs between towns. The other was the arrival in Sarasota at about the same time of Ralph J. Clawson, who resigned as manager of the Clyde Beatty Circus at the conclusion of its 1945 tour.

Contracts for the use of the Sparks title were signed by Edgar, Robert Ringling and Mrs. Audrey Haley Thursday (14), and Edgar immediately announced that Clawson would head his staff as general manager. Clawson was formerly manager of the Hagenback-Wallace Circus and was with Ringling Bros. and Barnum & Bailey for a number of years.

Physical nucleus of the new org will be the canvas, rolling stock, seats, light plants, cookhouse and other equipment assembled by Edgar for his ice show, all built to circus standards. Top is a 120-foot round with two 30's, and a 40 center will be added as soon as possible. If delivery on the 40-foot middle cannot be obtained before opening, show will start with two rings.

Alfred Court's leopard act will be featured and will be worked by Damoo Dhore, one of Court's original staff and himself just recently out of the army. Thirteen cats of the act, black and spotted leopards, black jaguars and pumas, will be displayed in the menagerie along with elephants and other hay-eating animals. Paul M. Lewis has been contracted to furnish his ring stock, including Liberty horses and ponies, high-school horses, goats and mules.

Other staff members include Justus Edwards, general press representative; Marshall Green, general agent; John J. Cousins, car manager, and Denny Helms, general superintendent.

B&B Show Clicks In Trek Thru Fla.

LAKE WALES, Fla., Feb. 16.—Opening the season January 31 and continuing its Florida swing thru Pierce, Bartow, Plant City and Auburndale, the Bradley & Benson Circus is playing to good business. Spots mentioned gave out with straw houses at night and fair matinees. Dade City, played Saturday (2), proved only fair at both shows.

So far it has been proved that this section of Florida is circus hungry, the only drawback being high license fees.

Big show is running smoothly now with the addition of Minnie Rooney's dog act and Leroy's baboon act. Clarence Kauffmann has been added as producing clown.

Bob Broom is in charge of canvas and he and his crew are doing a bang-up job. Kid show, under management of Glen Porter, has been doing exceptional business with a strong line-up of attractions. McClung has his pit show on the midway with his large pythons. His beautifully framed show adds a lot to the front end. Art Converse, who is nursing a sprained ankle, is in charge of reserves. Mrs. Tom Mix, featured in the big show, commutes back and forth to Tampa each day.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Rice Mash, La.
February 16, 1946

Dear Pat:

Last Monday Manager Upp announced that his winter overland unit would head north for its quarters at Colo-Tex, Tex., where it would remain long enough to do some secret training in order to give patrons an entirely new and different program than heretofore seen with any circus. What secret training he has in mind is unknown to us, but rumor has it that he will double up the swinging ladder gals on each ladder, thereby doing away with half of the ladders. Some say that he plans on putting one girl on two ladders, thus eliminating half of the gals.

Due to the improved labor situation, we now have enough drivers for all wagons and cages, thus releasing the kinkers and windjammers from that duty. Combination berth and baggage car arrived from quarters. It provides enough sleeping and loading space for all actors, musicians and department heads, as well as the leadstock and elephant, Crumwell. The car's arrival made this unit a combination overland and railroad circus. To date the winter tour has been far above expectations. Kindly spike the rumor that we have gone hungry. The guy they see eating grass near the lot is our side show strong man, and he eats it for vitamins.

Our luxurious sleeping car for actors and musicians has its drawback. On Wednesday night a clown, while asleep in a three-high upper berth, dreamed that he was in a restroom. The next morning our four-piece concert band went on a strike, refusing to make parade unless the clown apologized to their leader, who had the berth below him. Furthermore, they insisted on the apology being made a public one. The clown agreed to do so, but refused to

apologize before the audience in the main show, holding out for the concert. The band leader insisted on it being made during the big show or no music. Finally, the show's legal adjuster squared the beef by getting both parties to agree on the clown apologizing during both concerts to make up for lost attendance.

The bosses would never stand for a parade given only half-way. At parade-time last Thursday our parade marshal learned that the musical director of band No. 2, that rides atop a monkey cage, couldn't make it because he couldn't buy reeds for his flageolet, nor could his musician find a drumhead. Rather than miss parading, our marshal decided to use two canvases who aspired to become hillbilly musicians and who brought their guitars with them. Believing that things were now okay, he gave a parade call. It was later discovered that one of the statutory gals, who rode atop the cookhouse table, had eloped with a pony punk and was still honeymooning in the last town. The parade was immediately canceled and the gal fined. This show insists on discipline at all times.

Yesterday the bosses bought 10 coon-hounds for a hunting scene which will be one of the things that will come under the head of secret training. Can you imagine the actors beefing because the hounds bay all night while loaded in the possum-belly of the sleeper? Perhaps they were happier while drawing 50 cents for bed and breakfast and driving a team overland.

Polack Drawing At 7th Annual In Queen City

CINCINNATI, Feb. 16.—Polack Bros.-Shrine Circus opened its seventh annual engagement at the Taft Auditorium here Wednesday (13) for a 10-day run, two days longer than any previous engagement. Attendance has been good to date, even in the face of a gale Wednesday night and a blizzard at showtime Thursday night. Promotion was under the direction of George Westerman, who also had the date last year. Al Sweeney handled advance press, and Mike Goodman is back with it.

The Polack-Stern combo, Irv J. Polack, managing director, and Louis Stern, business manager, is offering a high-calibered bill that is going great guns with the crowds. Detailed review appeared in *The Billboard* dated February 9.

Among those on the Shrine committee are Ralph T. Crosthwaite, new Potentate of Syrian Temple, and Harry C. Dick, general chairman. Net proceeds will go toward Shrine activities and charity. Children from orphanages and other charitable institutions are guests of Shriners at special matinees.

At the Thursday matinee, Hubert Castle, wire artist, was bruised slightly when a supporting cable pulled loose, throwing him to the stage.

Following the performance tonight, the Loyal-Repensky Tent of circus enthusiasts (Martin J. Hogan, ringmaster, and Art Becker, treasurer) staged a party for the performers at the Sinton Hotel. The fans attended the night show.

LOUISVILLE, Feb. 16.—Kosair Children's Hospital and other Masonic charities here were big winners as Polack's indoor circus topped last year's records despite rain Monday and Tuesday (4-5) and a veritable blizzard Sunday (10).

Under promotion of Jimmie Rison, show drew over \$25,000, with splendid press and radio co-operation.

Managing Director Irv J. Polack was on hand to greet visitors from Cole Bros.' Circus. He entertained Zack Terrell, Jake Newman, Noyelles Burkhart and their ladies.

Fans, Orgs to Mark 100th Anniversary Of Bill Cody's Birth

CHICAGO, Feb. 16.—Circus and Wild West fans and their organizations will hold special services February 26 in commemoration of the 100th anniversary of the late William F. Cody, better known to millions as Buffalo Bill.

Cody was born February 26, 1846. Showmen's League of America will pay special tribute to the plainsman and showman who was the first president of that organization.

Attention to the date was called by Louis V. Cooke, Orange, N. J., whose father, the late Louis E. Cooke, was general agent for Buffalo Bill's show from 1907 until it was sold at auction in Denver in 1913. Louis V. was well acquainted with Cody, having worked with the No. 2 car which was under the management of his brother, Victor B. Cooke.

Clyde Bros. in Successful Three-Day Beaumont Stand

BEAUMONT, Tex., Feb. 16.—Clyde Bros. Circus, with a hand from the weather man, showed to capacity biz during the three-day stand here, January 31-February 2. Greenville, Tex., was also good.

Enlarging for other Texas spots to follow, show has added the George Hanneford family, riding act, and the Wells Troupe, acrobats.

John Lynn has left to join Bell Bros. as general superintendent. Jimmy Armstrong, Gus Kanerva and Shorty Lynn have planned a big fishing excursion during the Galveston date. Recent visitors include A. Morton Smith, Gainesville, Tex.; Al Weir, of the Benny Fox show, and Jimmy and Kathleen Healy with their USO unit, which has just returned from 18 months overseas.

THIS IS the time of the year when bored billposters yearn for a good old-fashioned billing war.

R-B Quarters Buzz as Crew Preems Stock

Irah Watkins acts contracted

SARASOTA, Fla., Feb. 16.—It can't be said that paint brushes are flying at the Ringling Bros. and Barnum & Bailey winter quarters here, but the spray guns are spraying full blast, and preparations for the 1946 tour are progressing according to schedule.

The first section of the train that will lug the necessary equipment to New York for the annual run at Madison Square Garden is just about ready, and menagerie, ticket and equipment wagons are glistening with varnished red trimmed with gold. The prime coat was on the yellow wagon Wednesday (13) when *The Billboard* representative, accompanied by Bernie (Canvas) Mendelson and Bob (Posing Show) Edwards, enjoyed a tour of the quarters conducted personally by the genial Frank (Story) Braden and Frank (Radio) Morrissey.

Bobby of Brookfield, the 18-month-old rhino presented a year ago to Robert Ringling by Chicago's Brookfield Zoo, was scampering about in his new steel corral, playing the rear end, as usual, for the photographers, as Braden explained it. Gargy and Toto were still playing the ignore for each other in their air-conditioned cages, but Braden says the attendants report the gorillas have been talking to each other thru the bars and the love affair might blossom yet. (Ed's note—Wonder if Frankie is smoking up another angle for the New York columnists.)

The horse barn was almost empty, but there were unmistakable sounds of activity from the big training barn, and Braden cautiously inferred that "they're trying to work up something new, and it will be terrific if it works." The gates were barred, so that activity will have to be explained later.

Girls, flocks of 'em for the ballet, are already arriving, and Pat Valdo, personnel director, is a mighty busy fellow solving the housing problem and preparing for the rehearsals that will start next week. It is understood that the aerial ballet (chamber maids' frolic to youse guys) will be returned to the program, a feature that was missed by all true fans.

Irah Watkins, at the Florida State Fair in Tampa with his animals, announced that he has been contracted for the Big One this season and will present a display with his ponies, dogs and chimp.

The reports from Europe as far as new foreign acts are concerned is encouraging, they say here, and it is believed that four ring or stage fillers will be aboard a boat within the week.

The Flying Otaris, who fly east, west, north, south simultaneously, will be back after an absence of 10 years. All members of the troupe, save one killed in action, have been released from military service, and it will be a new act as far as the Big One's customers are concerned. It also means a great flash, with two other flying acts working the ends at the same time.

While no definite word has been received here as to the exact date George Washington Smith and Leonard Aylesworth will be released from gaol in Connecticut, preparations are under way for a home-coming party February 26, and a gala affair it will be.

Revenuers Grab Concello Flat

CHICAGO, Feb. 16.—A flat car purchased by Arthur M. Concello from Arthur Bros.' Circus and shipped by Concello to El Paso, Tex., has been attached by the Internal Revenue Department for taxes due, *The Billboard* learned from a reliable source here today.

The amount due was said to be \$82,000 plus interest and penalties.

UNDER THE MARQUEE

WINTER shortens.

CLYDE (DUKE) PATTERSON, Cincinnati photo expert, will be among those in clown alley on Mills Bros.' Circus.

ROBERTA'S CIRCUS, trained animal act, was featured in Lincoln birthday stagershow at the Jamaica (L. I.) Theater.

"MY FIRST CIRCUS" is ever mentioned and never forgotten by people in all walks of life.

RED CARTER, clown cop with the Polack show, is a former ball player, having been a catcher with the Chicago

Cubs during the days of Tinker to Evers to Chance combination.

JACK BELL, who led the band on the 101 Ranch and other shows, is playing trumpet in Bee Carsey's band with Polack Bros.' Circus.

THEN THERE was the First of May who, when fined, answered: "I haven't the money, but I'll send home for it."

TONY LAMB, former trombonist with the Sparks and Downie Bros.' circus bands, is now operating a filling station in Tampa. He has had his own motion picture show under canvas in the South the last several years.

HARRY DANN, Ringling-Barnum clown, accompanied by his parents, Mr. and Mrs. William Dann, Clayton, Mo., motored to Pekin, Ill., recently to visit with Paul Zallee who is making preparations to take his own circus out in April.

DISPLACED PERSON would be most any native who, when turned out of his apartment, had to join a circus to get a place to sleep.

FLYING BEHRS, composed of Jerry and Janis Wilson and Billy Ward, are filling a 10-week engagement with the Gran Circo Atayde in Mexico. They plan to return to the States the latter part of March to fill their contract with Ringling-Barnum for the 1946 season.

DON DORSEY reports he has signed with MCA in New York and will play theaters and clubs until the fairs open in late summer. . . . FAITH KING and JOHN KRAMER, of Banard Bros.' Circus, spent a busy winter, breaking stock. They also added two ponies to the pony drill, plus mules, riding dogs and a pole-climbing dog. . . . DON CULVER, now discharged from service, reports he is playing with the Burlington (Vt.) Concert Band.

Grotto Opens To Big House At Cleveland

CLEVELAND, Feb. 16.—Clyde Beatty tossed in an unscheduled hair-raising scrap with one of his tigers here Monday (11) night as Al Sirat Grotto Circus opened to the biggest first-night crowd in history.

Beatty's thrilling five-minute tussle with the animal was but one of several unbilled features which highlighted the production that Orrin Davenport brought to Cleveland for the annual indoor event.

Show, which ran a full three hours with a 10-minute intermission, was delayed another 15 minutes when Diane Lovett, working in the web number, caught her foot in the loop. Later, one of the Ortans suffered a neck dislocation in the teeterboard act and Pat Partello took a bad spill in the high jumps when she lost a stirrup.

Davenport trimmed the running time to two hours and a half the second night.

Show staff includes Col. Harry Thomas, equestrian director and announcer; Izzy Cervone, musical director; Bob Reynolds, prop boss; Mrs. Bob Reynolds, special wardrobe, and Mrs. Harry Thomas, spec and regular wardrobe.

Talent line-up includes Paul Nelson and John Smith, pony drills; Hubert Dyer Company, and Brown and Lewis, comedy acrobats; Beatty; Aerial Rooneys; the Voice Troupe; the Olveros, Daviso Duo and Orantos, high perch; Helen Reynolds Skaters; Emil Pallenberg Jr., bears; Ortan Family, teeterboard; Joan and Beebe Siegrist, cloud swing; J. Evans, Betty Rooney and Corinne Dearo, trapeze; Arturo and Dorita Konyot, menage; Freddie and Otto, clown boxers; Ruby Haag, Sonny Moore and the Lindermans, dogs and ponies; La Louisa, aerial ballet; Paul Nelson, A. Campbell and John Smith, Liberty horses; Don Francisco, Ala Wing and Tarnant, wire acts; Cristiani Family, equestrians; Dianne Lovett, Ruth Nelson and Jeannie Sleeter, elephants; the Berosinis, high wire, and the Flying Concellos and the Comets, trapeze.

Show will continue here thru February 24, opening in Detroit Monday (25) for a two-week stand.

JAMES EDGAR

Announces the All-New Revival of the Famous

SPARKS CIRCUS

A Supreme Achievement in Clean Amusement
Featuring a World Renowned Wild Animal Act

WANTED

Ground Acts, Aerial Acts, Large Acts doing two or more numbers (Gallagher Family, please wire), Girls to do Web and Menage, Clowns, Musicians.

Ticket Sellers, Workingmen in all departments, Steward and Chef for Cook House.

Complete Side Show with own equipment and truck transportation, good proposition. We furnish Cook House.

Concession Manager, Griddle Men, Seat Butchers, Novelty Men. Show owns all Concessions.

STAFF

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MARSHALL GREEN, General Agent

JUSTUS EDWARDS, General Press Representative

JOHN J. COUSINS, Advertising Car Manager

DENNY HELMS, General Superintendent

VICTOR ROBBINS, Band Leader

Musicians: Address VICTOR ROBBINS, 33 George Street, Bangor, Maine

All Others: Address SPARKS CIRCUS, P. O. Box 2367, Sarasota, Florida

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Also a Small Band.

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UNTAMABLE LION
In Side Show With Circus

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Side Show Manager, Dailey Bros.
Circus, Gonzales, Tex.

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Must Be Sober

BAILEY BROS.' CIRCUS

Newberry, South Carolina

Robert (Rebel) Marchette

Would like to hear from following people: Robt. Miller, Dick, Pat McCarthy, Tom Lovett, Cliff Shell, Roam Sharpire or anyone else with circus experience. All reply to 83 Oaklawn Apt., Baltimore St., Mobile, Ala. P.S.: Am placed with best motorized circus in east.

WANT TO PURCHASE

Tangley or Pneumatic Hand-Played Calliope
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Dailey Bros.' Circus

Box 54, Gonzales, Tex.

BELL BROS.' CIRCUS

CAN PLACE FOR 1946 SEASON

Side Show Manager and Side Show Acts. Strong Concessions for Side Show. Humpy Ethridge, answer. Want Calliope Player and Band Leader. People for concert. Can use one more outstanding Family Act. Useful people in all departments.

Have for Sale — Eighty-foot Top.

Want to Buy Hay-Eating Animals. Also Rhesus Monk and Baby. Address THOS. EWALT, Bell Bros.' Circus, Geneva, Neb.

SIDE SHOW ACTS—DANCING GIRLS, COLORED MUSICIANS AND PERFORMERS. BIG MOUTH COMEDIAN WHO WILL WEAR CORK.

WANTED FOR DAILEY BROS.' CIRCUS, OPEN IN TEXAS. JOIN NOW. COLORED PEOPLE. ADDRESS

JOHNNY B. WILLIAMS

CARE DAILEY BROS.' CIRCUS, GONZALES, TEX.

ALL OTHERS

MILT ROBBINS

GONZALES, TEX.

COLLECTORS

2 8x10 Reprints: Forepaugh Brigade, 1893, all persons identified; open grave showing 35 caskets unidentified Hagenbeck-Wallace wreck victims. Both for \$1.00. 9 postcard pictures free with each order: 3 pictures Mighty Haag steam calliope, 1910; 3 of Buffalo Bill and Major Burke; 3 of Buffalo Bill in his office tent seated at field desk. Don't send stamps.

STARR DeBELLE

Care of The Billboard

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Musicians on all instruments. Veterans given preference. Billposter and Lithographer, Aerial and Ground, Animal Acts, good Camp Cook, all useful Circus Help, Canvas and Seat Man. All state lowest first letter or no answer. Will buy or lease gentle Female Elephant. Address:

W. A. HARNEY CIRCUS

625 Westminster Avenue Elizabeth 3, N. J.

WANTED

2 Main Street Combination Billers, also Manager of crew. Write, stating lowest salary and whether you can drive Chevrolet Truck.

JACK MILLS

MILLS BROS.' CIRCUS

2800 Edgell Road

Cleveland Heights, O.

Expect 125,000 At Conventions In AC This Year

ATLANTIC CITY, Feb. 16.—An estimated 125,000 are expected to visit this resort during 1946, convention managers, amusement and hotel men report. January has already established a new high mark for meetings.

Size of conference and convention groups range from 35 to 20,000—the latter is the estimated total of the recent National Canners Association. Average small conclave numbers about 300, with the larger groups about four thousand. Convention Bureau Manager Albert H. Skean predicts conventioners will bring at least a couple of million dollars' worth of business into the city.

Claridge Hotel has 84 definite conventions listed and already has booked two conventions for January 1947. Similar reports were made by Chelsea, Ambassador and The Breakers. It is estimated persons attending conventions spend an average of from \$15 to \$20 a day.

Detroit Zoo Shows Big Financial Gain

DETROIT, Feb. 16.—Detroit Zoological Park realized a profit of \$57,122 for the season ending November 30, 1945, according to a report by Auditor General Benjamin J. Tobin.

Total receipts were \$115,266, \$24,683 more than in the previous year, Tobin said.

Miniature Railroad has taken in \$351,411 in fares since it was donated to the zoo in 1930 by *The Detroit News*. Last year it took in \$34,348, \$9,791 more than in the preceding year. In its 15 years, Tobin said, the railroad has shown a profit of \$139,433. Of this amount, \$66,500 was used to purchase new animals and \$42,500 was used for other improvements.

During 1945 increased patronage resulted in an increase in earnings of the zoo refectory, parking lot, Miniature Railroad, animal fares and rolling chair fees of \$36,508.

Cinnamon Bear Finds Home

PHILADELPHIA, Feb. 16.—A cinnamon bear, scheduled to be shot when the Harrisburg Zoo closed and disposed of its animals, has found a home in the Philadelphia Zoo. Freeman M. Shelly, zoo director here, heard about the bear and had her sent here. Altho rarely encountered in Pennsylvania wild life, the variety is common in some Western States.



WAYNE LEMMON, Chicago, field representative of the Industrial Recreation Association, who with John J. Haggerty, Boston, regional director of War Assets Corporation, will speak before park men attending the 18th annual convention of the Northeast Section of the NAAPPB in Boston March 12.

Va. Beach Waverley Hotel Sold Again

VIRGINIA BEACH, Va., Feb. 16.—Hotel transfers continue to hold the spotlight at this resort, betokening preparations for a record summer season.

New Waverley Hotel has been sold to the Beachview Hotel Corporation for \$120,000, and the old Waverley may be taken shortly by new interests at \$105,000.

This will make the second time in two weeks these hotels have changed hands. They were sold recently by Mr. and Mrs. B. G. Porter for \$160,000 to Birdie Gilbert Harding and Grayson H. Harding. New Waverley is a boardwalk hotel of 40 rooms and is open the year around.

The army was scheduled to turn the 45-room Warner Hotel back to private ownership Friday (15). It will be open to civilians April 1, following extensive improvements. There are 300 public lockers for bathing among the hotel's facilities.

PHILADELPHIA, Feb. 16.—A tumor was successfully removed from the neck of regal python, 150-pound snake, at Philadelphia Zoo. Operation was performed by Dr. Herbert Ratcliffe, of the Zoo's staff.

Haggerty, Lemmon Head NE Meeting's Guest Speaker List

BOSTON, Feb. 16.—Names of two of the three outside speakers scheduled to talk at the 18th annual convention of Northeast Section of the NAAPPB, in the Parker House March 12 were announced by Harry Storin, of Riverside Park, Agawam, Mass., program chairman.

Storin said he has received acceptances from Wayne Lemmon, Chicago, field representative, Industrial Recreation Association, and John J. Haggerty, Boston, regional director, War Assets Corporation. Lemmon will take on *Recreation for Industrial Workers*, while Haggerty will deal with how to go about obtaining surplus war goods.

The third speaker has not yet been scheduled, Storin said. In addition to the speakers, the program will feature a forum for members and guests, at which such problems as employee relations, attractions, fireworks, new or improved rides and equipment, transportation and food will be discussed.

President Henry G. Bowen, Whalom Park, Fitchburg, Mass., announces 12 changes in the by-laws will be offered for action at the meeting here. Changes have been approved by the executive committee, with final action being up to the membership. Changes include sections relating to election of directors, quorums, eligibility of officers for reelection, duties of officers and dues.

General schedule here calls for registration from 10 a.m., with lunch at 12:30. Business session will be held from 1:30 to 5 p.m. A cocktail party is scheduled for 5, with the banquet set for 7 p.m.

Clifford Wallace Gets Memphis Post

MEMPHIS, Feb. 16.—Clifford Wallace has been named manager and supervisor of Fairgrounds Amusement Park by the Memphis Park Commission.

With steps already taken to municipalize nearly all rides and concessions, park management has become an important business of the park commission. Only remaining privately owned rides are Pip-pin, Pretzel and Ferris Wheel, which are operated under one-year leases, John Vesey, commission chairman, said. Three other rides, the Dive Bomber, Moon Rocket and Roller Plane, will be moved from the park because the owner is entering another business, Vesey said. Rides to replace these are being sought.

Wallace comes to the park as manager after 15 years as branch manager of Ross Federal Service, Inc., where he had charge of the theatrical checking of 527 theaters.

Paul Mattle Buys Site in Syracuse

ALBANY, N. Y., Feb. 16.—Paul Mattle, ride operator, has purchased 15 acres north of Syracuse on the Oswego River and plans an amusement park as soon as building materials are made available. Park will be named Riverview.

Mattle's rides, which he now books independently, consisting of a Ferris Wheel, Chair-o-Plane, and Kiddie Auto Ride, plus a Funhouse and concessions, will form the nucleus of attractions. These will be supplemented by the erection of a dance hall. Other park units will be booked to add variety. A roller skating rink is included in planning.

With this river location, Mattle plans to promote motorboat racing. Free acts also will be used.

Extension of Ocean Ave. Included in 1946 Budget

WILDWOOD, N. J., Feb. 16.—An increase of \$1.08 in the local tax rate was announced this week as the 1946 budget was introduced. Rate last year was \$5.41 per \$100 valuation. Included in the budget are improvements which call for the extension of Ocean Avenue, a sewer line on Cresse Avenue, changes in the traffic light system, and a community center and fill-in of Third Ward lots.

Amount to be raised by taxation for local purposes is \$353,004. Budget discloses that during 1945 the city sold \$105,000 of city-owned foreclosed property, \$95,000 of which was received in cash.

Linger Awhile On Lovely Lake Chargoggago

WEBSTER, Mass., Feb. 16.—Show Boat Park will open here early in May on the shores of lovely Lake Chargoggago — ahem.

Owner Ernest L. Wallis announced today that the park, started four years ago, but stymied by the war, is being built between two hard roads that circle beautiful Lake Chargoggago — uh.

Grading was started last fall for an auto show and rodeo area and a large hall, suitable for dancing and shows, has been constructed. A large dining room is situated above picturesque Lake Chargoggaggmanch—

The 18-acre park, only a 20-minute ride from Webster, entertained many factory outings last year, dozens of groups attracted by the large pine grove and the sandy beach on sunny Lake Chargoggaggmanchauggago g g c h a u — buna —

Yes, everything is going well at Show Boat Park on the shores of — y-y-o-u-s-s-a-y it — Lake Chargoggagagggmanchauggagchaubunagungamaugg. It's no gag.

Ocean View Set For Big Opening

NORFOLK, Feb. 16. — When Ocean View Park opens here April 6, customers won't find much that isn't new or that hasn't at least undergone a face-lifting job. It is the culmination of a two-year improvement program, costing \$300,000 at the 50-year-old resort.

A fireproof bathhouse, which will accommodate 5,000 a day, and up to 3,000 at one time, represents \$85,000 worth of improvements by Ocean View Improvement Corporation, which has operated the resort the last four years. In addition, a seven-foot concrete windbreak has been erected along the walk from the concession area to the bathhouse. Electrical equipment has been renewed, various pavilions have been repaired and replaced in sections and a new illuminating system has been installed.

Future plans call for a \$200,000 2,000-foot fishing pier, a cement walk, new bulkheading, an air-conditioned skating rink, improvements to the dance pavilion, a new restaurant, enlargement of the Scooter concessions and a Kiddiland.

New funrow attractions will include a Pretzel Ride, Crazy House, Ferris Wheel, Fly-o-Plane and Rolloplane. Albert Miller is manager.

Alberta in New York

NEW YORK, Feb. 16.—Albert Alberta, an added attraction at Hubert's Museum, leaves Easter Sunday for Savin Rock, Conn., to resume operating a museum, the only show on the beach. Enterprise is conducted under the firm name of Caro & Kuennel. His partner, Julius Juehnel, was formerly identified with freak shows at Coney Island, N. Y. Al Wallers, a recent army dischargee, will be an outdoor lecturer at Savin Park.

ED CARROLL, of Riverside Park, Agawam, Mass., and Mrs. Carroll, will leave Baltimore by plane Saturday (23) for a short vacation in Bermuda. Carroll recently attended New York State Fair Association gathering in Albany. He also stopped briefly in New York.

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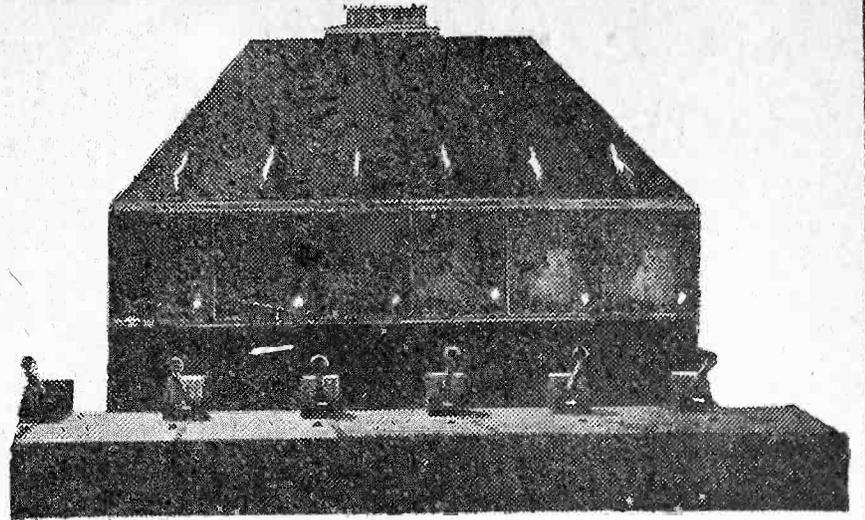
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New Funspot Slated For Sioux Falls

SIOUX FALLS, S. D., Feb. 16.—Sioux Falls will join the list of cities boasting permanent amusement parks come May 15. That is the date set for the opening of new park located a few blocks from the business district.

Work on the park is going ahead under direction of E. W. Hauswald, Sioux Falls. In addition to permanent rides, shows and concessions, the funspot also will serve as a city circus and carnival grounds. Plans also are being made for an open-air dance floor, outdoor roller rink and a boxing arena.

Closest amusement park to Sioux Falls is at Lake Okoboji, Ia., which means the facilities here will be offered to approximately 100,000 persons in this area.

While Strolling Thru the Park

FRED MARKEY, Dodgem Corporation executive; Wallace Jones of the Berry Company, and Henry Bowen, of Whalom Park, Mass., huddled in Boston Tuesday (12) to mull over details for what appears to be the biggest New England spring meeting in years March 12. Recent additions to the list of attendees at the meeting are the Rosenthal brothers and Joe McKee, Palisades Park, Palisades, N. J.; the Norton family, Lake Compounce Park, Bristol, Conn.; Harry Ackley and Vernon Kennan, Pittsburgh, and, of course, Harry Storin, Ed Carroll and Vernon Trigger, Agawam, Mass.

DETROIT NOTES—VICTOR HOROWITZ is planning to open his Motor City Park about March 1, making this miniature the first Detroit park to get under way. . . . STEVE THEREAULT, of Edgewater Park, is a patient in Marine Hospital. . . . CHARLES R. ROSE, owner, Edgewater Park, was in Detroit supervising modernization of all fronts, prior to leaving for his home in Miami. . . . HARRY BROWNE, ride superintendent, Edgewater Park, has returned from an (See WHILE STROLLING on page 68)

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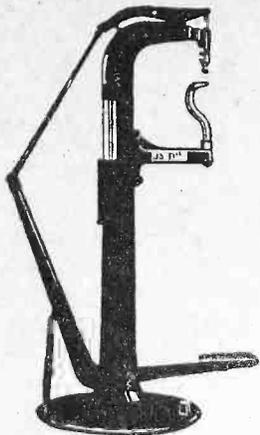
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Junior Pro School Gives Lift to Ops In Northwest Area

SPOKANE, Wash., Feb. 16.—Second successful pro school was held February 4 and 5 in Monterey Roller Rink here, reported Manager Glenn C. Hubbard, who started the school last summer to instruct operators and professionals of small-town RSROA rinks thru Northern Idaho, Eastern Washington and Western Montana in the art of teaching skate dancing. Many operators, unable to obtain professionals, have taken the course and are teaching classes themselves until the pro shortage is alleviated.

This year's class was conducted by Dorothy Appleyard, Monterey pro, who has had considerable experience in working under leading RSROA pros in figure and skate dancing and who also had a season of ballet work with the San Francisco Opera Company.

Since organization of the school last year, Jim Medcalf, former Monterey pro who taught the summer school, has organized the W. J. Medcalf Dance and Figure Club in Great Falls, Mont., and is managing a rink there, and Lieut. James Barry has organized the Sandpoint (Idaho) Dance and Figure Skating Club and teaches there.

Operators attending the classes were Herbert L. Sidler, Missoula (Mont.) Rollerway; Mr. and Mrs. Harold W. Whittemore, Columbia Rink, Kennewick, Wash.; Mr. and Mrs. John Eisenzimmer, Skateland, Yakima, Wash.; Guy Chandler, Merryland Roller Rink, Ellensburg, Wash.; Carl J. Anderson, Coeur d'Alene, Idaho; Mike Casper, Victory Roller Rink, Anacortes, Wash., and Jack H. Knaggs, Sandpoint (Idaho) Rink. Professionals attending included Lieut. and Mrs. Barry, Sandpoint; Fred W. Long, Monterey Rink, and Mitchell Kershaw and Maxine Whittemore, Kennewick.

34 Norwood Skaters Qualify For USARSA Nationals Meet

CINCINNATI, Feb. 16.—Tests conducted by the USARSA at Edward J. Von Hagen's Roller Rink in near-by Norwood this week resulted in 34 members of the Norwood Dance and Figure Club qualifying for entry in the national championships to be held May 7-11 in the Norwood rink.

Judging the tests were George Apdale, USARSA president; Ozzie Nelson, secretary, and Mr. and Mrs. George Werner, holders of the gold proficiency medal.

Arena Gardens Back With Revues; Nets \$657 for Amateurs

DETROIT, June 16.—Roller skating presentations came back with a bang at Arena Gardens Roller Rink February 5 and 6 when the "Grand Show," first show to be staged at Arena since 1942, was presented here by Arena Gardens Skating Club. Some 135 skaters took part in the extravaganza, termed by General Manager Fred A. Martin a "tremendous success."

Altho attendance was badly hit the second night because of a sleet storm, the show netted \$657 for the amateur and charity fund of the RSROA.

This year's show, dedicated to men and women who served in the armed forces, marked resumption of annual presentations at Arena under sponsorship and sanction of the RSROA.

Given a good deal of credit for the excellent presentation were Richard and Marjorie McLaughlin, Arena pros who directed the show. They were assisted by John and Lucy Shook, Elsbeth Muller and Rose Martin. Russell Bice, organist, supplied the musical background, while skaters from Lansing (Mich.) Roller-drome, Ambassador Roller Rink, Clawson, Mich., and the Arcadia Club also had prominent parts in various scenes.

Program: Winter Wonderland, Junior Dance and Figure Skating Club; A Wee Bit of Scotch, Ambassador Rink skaters; Pair Skating, Dorothy Law and Charles Little; Lady Singles, Dolores Molla, Arcadia Club; Valse Bluette, Leslie and Ada McQueen; Anything Can Happen, H. Taylor and J. Dougherty, pros; Dutch Treat, Virginia Andrews and Robert McLean; Lady Singles, Louise Moore; Mexican Fiesta, D. Law, C. Little, L. Moore, A. Podolski, P. Breniser and J. Brunck; Black and Blues, produced by J. Vaughn Johnstone and featuring L. Moore and A. Sibley; Atomic Spark, Charles Little; Pair of Jacks—"No Bet," Jack Weir and Jack Tilli; Over the Plains, featuring the professionals; Lady Pairs, Dolores Molla and Diana Tabacchini (Arcadia Club); A Thousand and One Nights, Alden Sibley Jr., with Lorel Dunn; Victory Polka, featuring veterans and wives; Lady Singles, Dorothy Law, national senior ladies' champion, and the finale, taken part in by the entire cast.

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N. O. Minstrels Bow in Spring

NEWPORT NEWS, Va., Feb. 16.—J. P. Yancey and S. B. Warren are organizing the New Orleans Minstrels to take on the road this spring under an all-new flame-proof tent, 70 by 160 feet; three light plants and new scenery and costumes.

According to Warren, there will be 50 people in org; eight trucks back with show; two ahead with three men, hanging a special line of paper.

Warren, for 12 years with the Silas Green Show as agent and business manager, will be manager; David Wiles, stage manager and producer; Ted Hubbard, musical director.

Warren Adds to Duble's List of Negro Troupes

Newport News, Va. Editors The Billboard:

I noted C. E. Duble's article in The Billboard, dated February 16.

There are several colored minstrel troupes that he missed, and some of the names and titles are not correct, such as Shufflin' Sam From Alabama, E. S. Winstead, manager (Sullivan and Winstead owned this show and it came out of Fayetteville, N. C.).

Kid Hunt and D. C. Hawn were the originators of the Sugarfoot Green from New Orleans org; Daddy Marshall was manager of Leon W. Marshall's Famous Minstrels, a two-car show; J. H. Mahoney's Model Mobile Minstrels were owned by J. C. O'Brien and James Mahoney; Frank Young had out the Clyde R. Pierce Minstrels in 1940-'41; Earl D. Backer's Famous Minstrels were launched by Earl D. Backer and E. S. Winstead, later Backer bought out Winstead; the writer and E. S. Winstead had Broadway Rastus and His Creole Belles under canvas; Winstead had three shows under his control at one time.

S. B. WARREN.

Lucille Stoddard Writes Re Musical Version of Tom

Cleveland.

Editors The Billboard:

I hope you find space for an article by an ex-Eva; in fact, the last Eva of the dramatic Uncle Tom's Cabin company.

Noticed C. E. Duble's recent article in The Billboard about the musical version of Uncle Tom. I had the pleasure of seeing it recently in the Music Hall of Cleveland's Public Auditorium. The programs stated that Reed Lawton was writer of revised text. It was so much revised that the drama of good old Uncle Tom was just plain butchered. Well, it was, as stated, a musical, and as such it was good—good voices and scenery.

The dramatic lines of Uncle Tom are so beautiful that it seems a shame to me that the play as a drama should not

just go on and on. If I am ever in a position to do so, I shall put it on again myself. Of course, I shall not do Eva, as I am getting a little too thick in the middle for that. I had as long a run as anyone in that part, starting my Uncle Tom career as Eva on the late William Kibble's show in 1917 and playing the part for the last time in 1935 with the late Thomas L. Finn's tent opera. However, I have played in between times and, when the emergency would arise, every female part in the good old play. It seems to me that I have lived most of my life in that play, as I was 16 when I started.

Reed Lawton's musical version of the old play is drawing the same type of people we always did, and I felt some of them must have been disappointed as I was. I do not see why there was that trouble in the Connecticut towns about the race question, as Tom always did attract as many colored people as white. LUCILLE STODDARD.

Old-Timer

By E. F. Hannan

IT'S surprising how a line in rep news gets around. A note about Joe Lucier came from Walter C. Davis, who resides in London. Walter came to Canada years ago with Barnette the Magician and joined Lucier's Minstrels in Eastport, Me.

Walter says: "Joe Lucier was one of the top cornetists of his or any other time. I can hear him now play that bugle call for the first part opening, Hunting We Will Go!" He was also for a time with Gorton's Minstrels and would like to read the roster of that show for the seasons 1905 and 1906.

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Rep Ripples

ALAN MOORE cards that the Boston Stock Company, Cambridge, Mass., recently presented East Lynne to good biz. The next attraction was A Doll's House. . . R. R. YOUNG has a religious film show around Columbia, S. C. He trekked from Northern New York to Florida, and will return to his summer territory around Lake George, N. Y. Young has been featuring the Crown of Thorns. . . SOLVAY PLAYERS have recently been in the Bloomfield, N. J., area. . . LATHEM PLAYERS are showing around New Orleans under auspices of LEE GIFFORD is in the Tampa area, playing schools and auspice dates. . . HOVEY PLAYERS are in Middlesex County, Massachusetts. . . LITTLE-GREEN PLAYERS are busy around New Orleans. . . "LLOYDIE-BOY" BURNS, formerly with Neil Schaffer Players and last season with Lee Hinckley's band on the Bud E. Anderson Circus, is now blowing 'em for Uncle Sam's Navy Band at Great Lakes Training Station. . . WILLIAM (BILL) KETROW will again have the Renfro Valley Folks org under canvas the coming season. . . KARL CARTWRIGHT, magician of the old Downie Bros.' Circus side show and now with the Sikes show playing week stands in Georgia, visited C. E. Duble at Jeffersonville, Ind., on a recent northern tour and enjoyed looking over Duble's collection of circus and minstrel items.

BAY PLAYERS, three people, have been showing around New Orleans all winter. . . MUELLER'S PIC SHOW is in the Valdosta (Ga.) sector, on its way north after three months in Florida on auspice dates. . . CROWN POINT PLAYERS have been around Troy, N. Y., recently. . . YE OLDE TOWNE PLAYERS, showing around Kingston, N. Y., recently, have added a pic outfit and will play auspice dates in Eastern Pennsylvania. . . TEX ALLEN has a two-people trick around Gulfport, Miss. . . FERRUS BROTHERS, who have been presenting religious films for two years in the New Orleans area, move to the Atlanta sector in March. . . WALKER'S COLORED MINSTRELS will move under tent after May 1. Will play hall dates before fairs open in the Alabama-Louisiana district.

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Comic Wall Display Cards	2.50	Per Hundred
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Comic Buttons, 1 1/4"	2.25	Per Hundred
Prison Pennants, 12"	6.50	Per Hundred

REPEATING CAPS AND PISTOLS



Send for Description and Wholesale Prices. Also Fireworks for Store Resale and Display Fireworks for Parks, Clubs, etc.

BERTRAM NOVELTY CO.
 Wholesale Only
 MILWAUKEE 2, WISCONSIN

LEADING SELLERS IN FUR COATS

LOW JACKETS
 PRICES CHOKERS • SCARFS

ALL GENUINE FURS
 Our new 1946 Victory Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for FREE NEW COMPLETE CATALOG! Satisfaction guaranteed or money refunded. Prompt deliveries.
H.M.J. FUR CO.
 150-B W. 28th St., New York 1

BINGO

SPECIALS ★ CARDS
 TRANSPARENT MARKERS
 Write for Bulletin
 AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

Sunco's Box of Surprises

No blanks. Contains 100 packages assorted Merchandise selling at ten cents. Every one an excellent ten-cent value. Packed complete in an all-wood box, explanation card on inside of metal hinged lid. Cost to retailer, \$7.50 delivered. Cash with order. Cost to jobbers and operators, \$6.50 in lots of ten; \$6.25 in 25's, and \$6.00 in 50 lots, delivered prepaid. Shipped express or freight only.

Sunco Manufacturing Co.
 Loser Building STEELTON, PA.

5,001 ITEMS AT FACTORY PRICES

Your complete needs all at one source—Candy, Gum, Batteries, Gloves, Dry Goods, Pins, Sales-boards, Sanitary Goods, Drugs, Toilet Articles, Automobile Supplies, Specialty Merchandise and many other scarce items. Send 3¢ stamp for complete new list. We have the merchandise.

MID-SOUTH SUPPLY CO.
 219 E. Markham St. LITTLE ROCK, ARK.

NOW DELIVERING AGAIN 5 STAR AERO BINGO BLOWER

FIRST 100 ALREADY SOLD

During the war we offered to repurchase, at 100 cents on the dollar, all 5 Star Bingo Blowers previously delivered. The best testimonial for this blower is that NOT ONE WAS RETURNED. We are happy to be in production again, but because steel is still scarce our production is limited, making it necessary to fill orders in rotation.

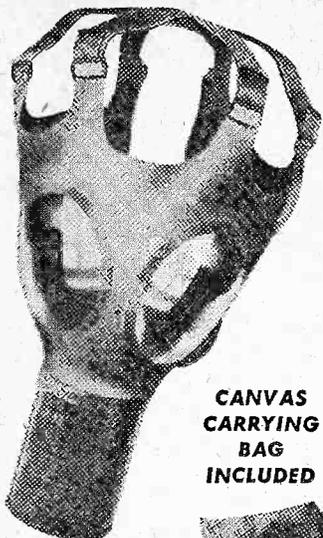
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SEND YOUR ORDER TODAY

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Morris Mandell & Co. 131 West 14th Street
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FOR TOY COUNTER and PREMIUM SELLING GENUINE OGD GAS MASKS

EVERY BOY BUYS AGENTS WANTED SELL DIRECT TO STORES



CANVAS CARRYING BAG INCLUDED

Big Profits If You Act Now

Greatest toy sensation in years. Packed with sales and play appeal. Priced for fast turn-over and volume profits.

ORIGINAL COST \$2.50 SELLS TO THE TRADE @ 41c IN CASE LOTS OF 20

These genuine OGD Gas Masks just released by the U. S. Government are a natural for toy counter and premium merchandising. Every sale starts a chain of sales. Agents can clean up selling direct to stores—merchants can retail them at a handsome profit. Selling kit and two masks for a dollar bill. Stock orders at \$8.20 a case. F. O. B. Chicago. Send today.

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If you have a sales crew and want a 'big time' operation, write or wire today—or phone Webster 4933. ACT NOW!

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In cedar chests, leatherette vanity boxes and packaged 1 and 2-lb. boxes. Deals for operators. Write for catalog.

We have Movie Projectors, Leather Goods, Lamps, Manicure Sets and other merchandise.

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Headquarters For COUNTER CARD MERCHANDISE NOTIONS—SUNDRIES

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Write for Price List LEE PRODUCTS CO. 437 Whitehall St., Atlanta 2, Ga.



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The diamond-dazzling gem from Siam. Write for catalogue.

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All colors, all sizes. Sticks and Bellows, Batons, Fans, Birds, Leis, Hats, etc.

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MAKE QUICK CLEAN UP SELLING PERFUME Beads. Jobbers prices. Particulars free. Sample line, \$1.00. Misson, 2328 West Pico, Los Angeles 6, Calif. de21

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WE PAY YOU \$25 FOR SELLING FIFTY \$1.00 Assortments Birthday, All Occasion Cards. Tremendous demand. Sell for \$1.00—your profit 50¢. It costs nothing to try. Write for samples. Cheerful Card Co., 43 White Plains, N. Y. ma2

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SPECIAL—INCH DISPLAY ADVERTISEMENT in over fifty mail order magazines, year only, \$24.00. Wood's Popular Adv. Service, Atlantic City, N. J. fe23

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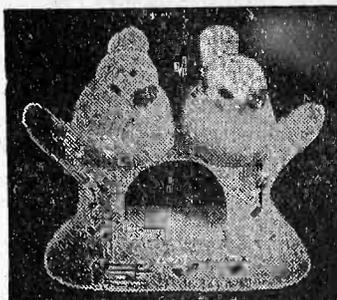
YOUR OWN BUSINESS, SHOWING TALKIES theaterless communities. No investment. We rent Sound Equipment, Programs reasonable. Remarkable possibilities; earn \$50.00-\$200.00 weekly. 2200 RKO Bldg, Radio City, N. Y. fe23

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THAT ARE THE BEST SELLERS EVER!

THE HAND COLORED NOTES COME IN THREE DIFFERENT COLORS, BLUE, GREEN, RED.

The set consists of a twig and the removable canary salt and pepper shakers, all three made of porcelain.



No. 4367 K

\$7.20 PER DOZ. SETS

PACKED:

1/2 DOZ. SETS IN ASST. COLORS.

\$6.60 PER DOZ. SETS IN 6 DOZ. LOTS.

Size: 4 inches wide, 3 1/2 inches high. Weight: 5 lbs. to the doz.

NO. 4570 K—THE SAME NUMBER PUT IN INDIVIDUAL GIFT BOXES.

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\$7.40 PER DOZ.

SETS IN 6 DOZEN LOTS

BE SURE TO SEND FOR OUR COMPLETE SET K OF GIFT GOODS; WE HAVE THEM FROM \$1.80 PER DOZ. TO \$90.00 PER DOZ., ALL BIG SELLERS.

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HERE IT IS! THE PERFECTED COMBINATION

Souvenir of World War II—

20 MM.

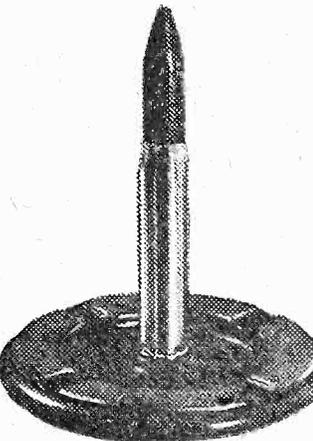
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Highly polished, assorted colors—in individual cartons.

Price Per Dozen.....\$ 14.40

Price Per 1/2 Gross Lot.....\$ 75.80

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6 Lighters — 26 Pk. Cigarette

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25% deposit. 2% discount if paid in full with order. Regular terms to rated firms. Orders shipped on date received.

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Men! Do you have trouble in packing a suit and taking it out of your suitcase pressed and ready to wear? The PACK-RIGHT Hanger will eliminate this. Here's a very god-send to you men who do a lot of traveling. Send only \$1.50 for each PACK-RIGHT Hanger desired. WE PAY POSTAGE. Your order filled promptly. Keep Hangers 5 days. If not satisfied return unharmed and your money promptly refunded.

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READY NOW

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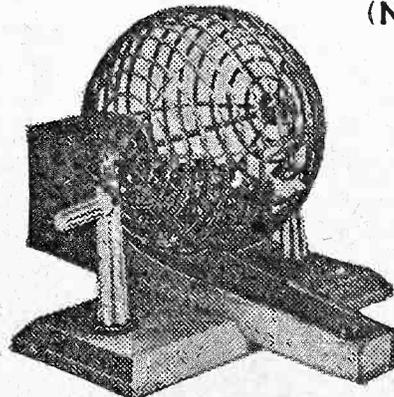
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PADDED 5, 6, 7 UPS

PLASTIC MARKERS 3/4", 5/8"

WIRE BINGO CAGES

7 UPS—3000 SETS



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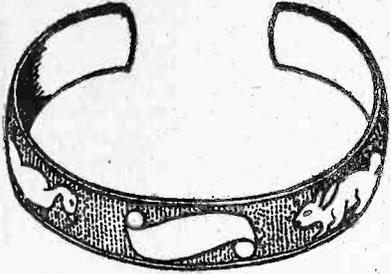
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300 SHAKESPEAREAN, COLONIAL COSTUMES. Terrific value \$5.00 each. No catalog. 1,000 other items. Send sketch, size. M. O. Lillian Costume Co., 1658 Broadway, New York 19. fe23

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POPCORN MACHINES! USED, SERVICEABLE. Cretors French Fryers, occasionally other makes. Floor stands and other models and types. Reasonably priced. Ed Hanus, 302 Deleglise St., Antigo, Wis. ma2

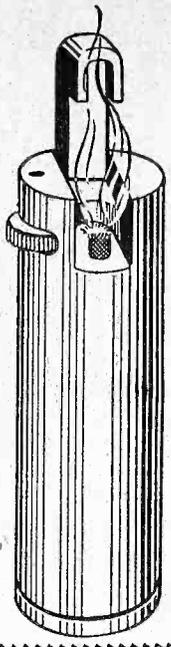
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SAVE 90% ON PRINTING—SACRIFICE MULTI-graph Presses, not Mimeographs. Prints letter-heads, envelopes, catalogues, large as 8 1/2"x11 1/2" from type, Linotype, cuts. Automatic paper throw-out; automatic inker. 3,000 impressions hourly. With 10,000 New type, 10 type cases. Guaranteed perfect condition. Only \$89.50 prepaid. 50% deposit. Salvage Company, 1517 Marshall, Shreveport, La. ma9

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**NO SHARP CORNERS
CONVENIENT TO CARRY
ALL ALUMINUM
ABSOLUTELY GUARANTEED
PRECISION MADE
WIND PROOF
IDEAL FOR BOTH MEN AND WOMEN
LARGE FLUID CAPACITY**

Medallions Added for Clubs, Fraternities, Bars and Distributors for Slight Extra Charge.

This Lighter was tooled to retail for \$2.95, but due to our low production costs we are able to offer it to the trade for the exceedingly low price of

**\$ 8.50 PER DOZ. IN GROSS LOTS
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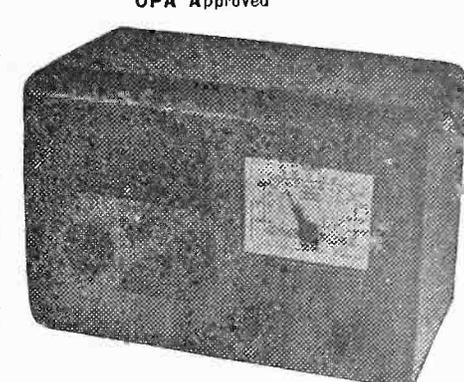
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RADIOS 6 TUBES \$24.95

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BUILT-IN AERIAL
A. C. - D. C.
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Rich hand-rubbed walnut cabinet with 6 RCA Licensed Tubes and a 5" Heavy-Duty PM Speaker—tremendous volume—hairline selectivity—outstanding tone. No aerial required. Each radio is packed in an air-cushioned carton, fully guaranteed and immediately shipped when your order is received. Rush your order today and be positive your radio is on its way tomorrow! Order Now!!

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MEN'S SWISS WATCHES

WRIST AND POCKET WATCHES

- BRAND NEW
- FANCY DIAL
- CHROME CASE
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- LEATHER STRAP

\$4.57 ea.

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HOLLYWOOD MASK PERFUMES

2 Dram Individually Boxed. Retail 75¢.

INDIAN ROMANCE for Blonde.
NEW YEAR for Brunette.
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Broker & Demons, Pr. \$17.25 Gross.
F. O. B. Chicago. 25% Dep., Bal. C. O. D.
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DISCHARGE HOLDERS

We originated the Discharge Holders for Service Men. Now watch the imitators. All leatherette, not paper or cardboard. Has brass corners. Folds up like a wallet and can be carried in pocket. Every serviceman and woman a prospect. Will fit both army and navy. Best seller of the year. Sample 35c in stamps. Also in genuine leather.

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Packed 12 to shipping carton at.....\$12.00 per dozen

No. 547—17 1/2 inch round aluminum tray packed 12 to carton 16.80 per dozen

No. 673 wood kitchen stools, painted red top. 18.00 per dozen

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GET IN TOUCH WITH US FOR YOUR 1946 REQUIREMENTS

All Celluloid Used Is Non-Inflammable

Mfd. in All Colors; Patent Pending on Pin Attachment

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FLASH—FOR EVERY TYPE CONCESSION

Lamps, Clocks, Enamelware, Houseware, Toys. Every Kind of Glassware. Plenty Slum, Flying Birds, Whips, Hats, Canes, Ball Game Specials, Boxed Jewelry. "Fair Special" List Now Ready—Write.

IMPORTANT To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

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You can't beat my **SPECIAL DEAL** on plastic wallet inserts!



PLASTIC WALLET INSERTS

\$3.50 assortment (dozen) of 4, 5 and 6 envelope books — easily sold for \$7.50.

NOW ONLY \$1.50 (discounts on gross lots)

IMMEDIATE DELIVERY! Take my advice, mister! If you want to make some real money — dollars, not pennies — you'll go after this tremendous plastic wallet insert market **right now!** It's big — it's easy to sell — and it sure offers swell profits! Just to prove what I say, I'm making this special introductory deal: I'll send you a dozen handsome plastic wallet inserts with 4, 5 and 6 envelopes, all with heavy plastic covers. Sell these for 50c to \$1 each and get at least \$7.50 on the whole lot. Think! All for \$1.50 investment! My inserts are the finest on the market — strong wire spiral binding, clear, heavy plastic envelopes, and I put an identification card in each insert. Remember, to sell wallet inserts today you must show an assortment of attractive designs in different price ranges. That's just what I give you here. Rush me \$1.50 for your trial shipment and start making these big profits at once. No personal checks, please.

Greatest Value in the Country!

NEW AGENTS WANTED!

Profitable Territories Now Open!

Edmasters' MONEY-BACK GUARANTEE

You're absolutely nothing to lose! If you aren't 100% satisfied with my deal when you see it, or if you can't sell a few inserts, I'll refund your money on the inserts you have left. But you'll really have no trouble making \$6 on this assortment!

ORDER NOW!

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Dept. B, 113 N. 3rd St.
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FOR SALE—SECOND-HAND SHOW PROPERTY

A NEW CATALOGUE 35MM. MOTION PICTURES, outright sale. New prints, low prices. We have any type picture you want. Catalogue for stamps. Russa Film Exchange, Friendship, O. mh2

ATTRACTIVE CONCESSION TRAILER, 16 FEET long with sleeping compartment for two people; in perfect condition, very clean, \$535.00. Portable Parker Moving Target Shooting Gallery, 8 feet wide, needs some repairs, no motor, crated, ready to ship, \$225.00. One 15kw. Generator, perfect for show business, \$75.00. A. C. Green, 610 Baltimore St., Huntington, W. Va.

COMPLETE PORTABLE PHOTO GALLERY— Sacrifice, \$150.00; size 2x2 1/4. R. S. Joyner, Trailerville Trailer Park, Jacksonville Beach, Fla. (Gen. Del.)

COMPLETE HIGH-WIRE RIGGING, ENTIRE height, 55 actual feet. Steel poles. Lighting. Ready to go to work. Contact Andy Wolandi, General Delivery, Coral Gables, Fla.

ERIE DIGGERS—SET OF EIGHT MACHINES, good condition. Brand new 8x8 "O. Henry" Digger Top (no frame). Diggers been in storage since 1941. \$500.00 take all. Louise Allan, 49 Valley St., St. Paul 1, Minn.

FOR QUICK SALE — COMPLETE BOOTH Equipment for 400 seat theater. Big bargain. Movie Supply Company, 1318 S. Wabash Ave., Chicago. fe23

FOR SALE OR TRADE — 53 WHISTLE NA- tional Air Calliope, complete, automatic or hand played. Zeiger Shows, Rockyford, Colo. ma2

FOR SALE—16-FT. MILK BOTTLE GAME COM- plete. 10-Ft. Hit and Miss. 15kw. D.C. Generator. Show Tops; Calliope. Omar Thompson, 912 Linden, Pine Bluff, Ark.

LEAD SHOOTING GALLERY—LIGHT, PORT- able; fast up and down; complete with Wiring, Steel Sidewalls, Awning, Counter, Five Guns, Tubes, Tube Loader, Moving Ducks, Motor; first \$1,250.00 cash; absolutely ready to work; now set up, come see. Baker, 30 West Browning Road, Bellmawr, N. J., five miles out Camden.

MACHINES AND FILM FOR SALE—ONE 16 Millimeter Sound DeVry. One Eastman 16 Sound. One RCA 16 Sound. One Powers 35 Millimeter with Sound Head. Two 35 Millimeter Silent Motiograph Deluxe. 35 Millimeter Film, Serials, Shorts, Features. 16 Millimeter Sound Film. Mertz Films, Springfield, Ill.

SALE SIX EACH IRON CLAW AND ROLL- front Table Model Diggers. A. A. Heldt, Hattiesburg, Miss. ma16

TENT 12x14 FOOT WITH 7 1/2 FOOT SIDE Walls; used only one week and is like new; cost \$90.00, first \$50.00 gets it. Atomic Distributing Co., P. O. Box 1366, Chattanooga, Tenn.

TENTS — 12x12 TO 40x200. PUSH POLE, hand roped, like new. List, \$1.00. Describe fully. Send stamp. Smith Tents, Auburn, N. Y. mh9

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THEATRICAL WARDROBE TRUNK — FIRST class condition, large clothes rack. Six drawers, built-in ironing board, secret safety deposit compartment, double locks, lifetime construction, other luxury features. Also Woman's Old-Fashioned Costumes. Call Sheepshead 3-6234 after 1 p.m. Box 741, Billboard, 1564 Broadway, New York City.

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20x20 SHOW TENT, COMPLETE WITH FRAME and 7-ft. Side Wall, top fairly good, sidewall not so good, but serviceable, \$75.00. 12x20 Tent, with 6-ft. sidewall attached, in good condition; a good tent complete with poles, stakes and ropes, \$75.00. Playland Arcade, Macon, Mo.

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GIRL MUSICIANS — ADDING TO TOP GIRL Swing Band. Need trumpet, trombone, saxophone. Minimum \$70 week. Write Del Brown, 1537 So. University, Denver 10, Colo.

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Genuine RABBIT'S FOOT KEY CHAIN

Packed in cellophar pouches. Attached to individual cards or to a card.

They sell like hot cakes in front of schools, at parties, race tracks, ball parks, carnivals and everywhere crowds gather.

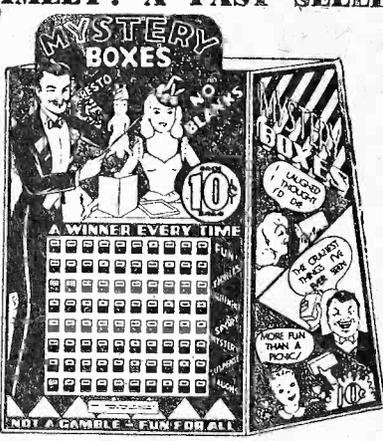
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Packed 1 gross to a carton. Weight 3 lbs. 25% deposit, balance C.O.D. Sample mailed on receipt of 25¢.

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Metal Coins, Lord's Prayer, one side; John 3:16 on the other.

Quick, easy sales—very attractive pocket piece. Quantity price, \$6.00 per 100; \$27.50 per 500; \$50.00 per thousand. Don't Wait. Order Today. Sample Order 15 Coins with Display Card, \$1 Postpaid.

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WANTED—ACCORDIONIST, CONCERT PIANIST, Dance Pianist, Guitar doubling Bass for resort. Short hours, good salary. Other doubling instruments. Write Box C-86, Billboard, Cincinnati 1, O.

WANTED—EXPERT FLAG HANGER. GOOD wages, plenty work. Wire before coming; start work at once. Duvall Decorator, New Orleans, La.

WANTED—EXPERIENCED CRADLE BEARER up in four people high act routines. Costumes, sleeping quarters furnished. Would consider flying act catcher; salary \$75.00. Possibly use one more all around aerialist, preferably semi-driver. Long, prosperous season West and South. Tell all, photos res. Write. High Sensations, Box C-91, Billboard, Cincinnati, O. ma2

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NEED CARTOONS OR ARTWORK?—CRACKER-jack Cartoonist draws to your order, \$1.00. Samples 10¢. Ross, 111-14 76th Ave., Forest Hills, N. Y.

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PULSE STOPPING DEVICE—BAFFLES DOCT-ors, invisibly concealed. Suitable any act. Send ten cents postage, balance dollar on delivery. Ral-ston, Mendon, Mass.

SPIRIT CABINET, TALKING SKULL, WINE OR Water Pump. Anything operated from distance without connection. Better than magic. Good as spirit. Baughman, 1831 Adams, Toledo, O.

SVENGALI DECK FOR MIND READING, 75¢. Fortune Telling Cards with instructions, \$1.00. Vine, Hill & Co., Dept. B, Swanton, O. fe23

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ANTIQUÉ SEWING MACHINE — WILCOX & Gibbs chain stitch model of 1851; a novel attraction that gains instant attention. Prepaid to you complete with treadle stand, \$75.00. Thomp-son, Box 104, Zion, Ill.

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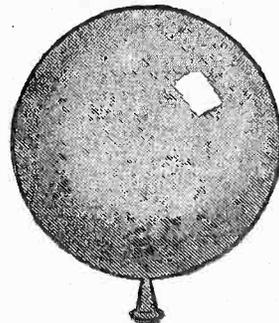
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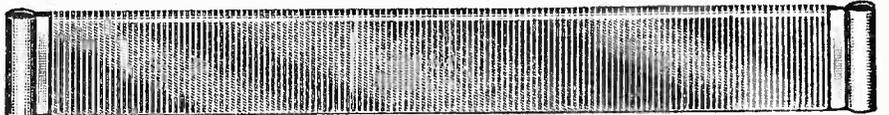
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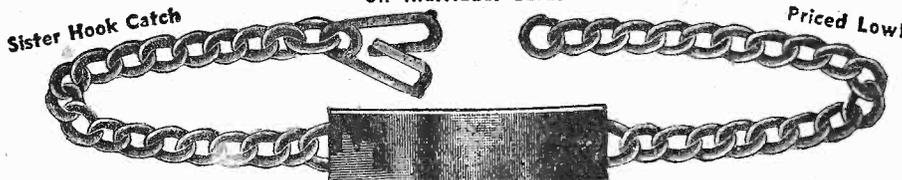


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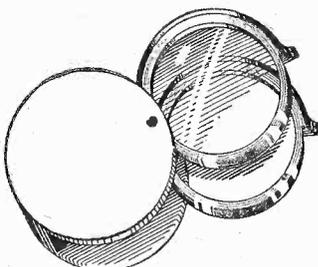
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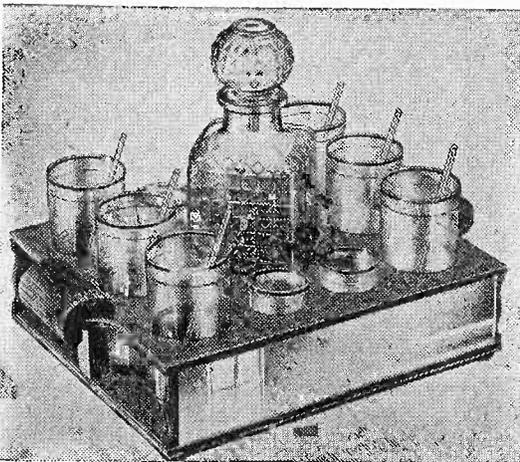
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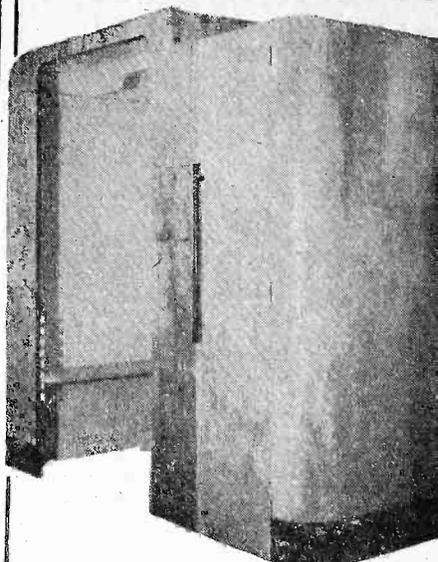
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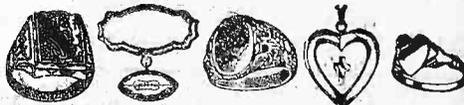
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LOOK! SPECIAL PREPAID PRICES, 5,000 6x9 or 4 1/2 x12 Heralds \$8.75; 500 8 1/2 x11 Bond Letterheads \$1.95. Customprint, Box 211-C, Springfield, Mo. ma2

PRINTING ECONOMICAL — 500 6 1/2 WHITE Wove Envelopes, 1000 8 1/2 x11 Letterheads, #16 weight, 3-4 lines your copy, \$6.25 prepaid. Broad-Mar Press, Room 11, 505 Market St., St. Louis, Mo. fe23

500 8 1/2 x11 "DREW DE-LUXE" FINE WATER-marked Bond Letterheads and 500 6 1/2 Envelopes \$5.50 prepaid. Attractively printed. Modern design. DREW PRESS, Box 423-E, Greensboro, N. C. ma9

SCENERY AND BANNERS

CARNIVAL AND SIDE SHOW BANNERS — Nieman Studios, 1236 S. Halsted St., Chicago 7, Ill. ma2

CLOTH BANNERS, 3x10 FEET, \$6.00, WITH Brass Grommets; 4 Color Job. Paper, \$2.50. W. Courtney, 541 N. Longwood St., Baltimore 23, Md. ma2

TATTOOING SUPPLIES

BRIGHT TATTOO RED (MERCURY BASE), 1/2 pound dry, \$3.00; pound, \$4.75; 2, \$9.00. postpaid U. S. A. Steele, 1138 Market, San Francisco. fe23

TATTOOING OUTFITS, DESIGNS, INK — Bright colors. Latest 1946 two color illustrated folder sent free. Write today. Zeis Studio, 728 Lesley St., Rockford, Ill. je22

TATTOOING OUTFITS AND SUPPLIES — Send for illustrated literature. Also Diamond Equipped Engraving Outfits for concessionaires. Moore, 651 S. State, Chicago 5. fe23

TATTOOING DESIGNS, HAND PAINTED; GENEROUS amount seven brightest Tattoo Colors, \$7.00; best tubes. Owen Jensen, 120 West 83d St., Los Angeles 3. ma16

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING MACHINES; all other coin equipment. Mac Postel, 6750 N. Ashland, Chicago, Ill. fe23

ROLLER SKATES FOR RINK WANTED. GOOD condition. Send full particulars. Kenneth Long, Rt. 1, Sandpoint, Idaho.

SECONDHAND TRAMPOLINE WANTED — Will pay up to \$50. State condition; will send check immediately. Hugh Shepley, Essex, Mass.

WANT—PLATFORM SCALE. KRON Preferred, others acceptable. Also Chair Scale. Contact Samuel Green, 5100 Walnut St., Philadelphia, Pa.

WANT TO BUY SCALES—WILL PICK UP, UN-crated, within 300 miles of San Antonio. T. E. Reck, Rt. 2, Box 447-B.

WANTED — FERRIS WHEEL, MERRY-GO-Round, Kiddie Ride, used Diner. Jones Electric Co., St. Johns, New Brunswick, Canada. fe23

WANTED TO BUY — PENNY WEIGHING Scales, any type or kind. John Horn, 2765 Hickory R. No. 4, Abilene, Tex. fe9 mh9

WANTED TO BUY—SINGLE LOOP-O-PLANE, also Crystal Ball for ballroom. Ray Ressel, 3854 2nd St., Riverside, Calif. ma9

WANTED—KIDDIE AUTO RIDE WITH TOP, all in good condition and ready to go. State lowest price for cash. White C. L. Drollinger, Kalona, Iowa. fe23

WANTED—ERIE DIGGERS, ONE OR FIFTY, any condition. State condition and price; cash waiting. Box 69, Hot Springs, Ark. t.f.n.

WANTED — 8x8 OR SMALLER TOP AND Frame with 3-way awnings, in good shape. F. A. Carpenter, So. Newstead Rd., Akron, N. Y.

WANTED TO BUY OR LEASE—ROLLER RINK, Southeastern States, equipped or unequipped. Write full particulars. Box 281, Greensboro, N. C.

WANTED—BALL GUM OR BALL GUM MACHINE Deals. State price and size. Roane Music Co., 432 Morgan St., Harriman, Tenn.

WANTED—POPCORN AND PEANUT ROASTER Combination Machine, with necessary fittings. State age, condition, price. John Misuric, Carolina Beach, N. C.

WANTED—PORTABLE ROLLER RINK, COMPLETE and in good condition; size about 40'x100'. C. J. Pierce, Linton, Ind. x

WILL PAY CASH FOR MERRY-GO-ROUND OR No. 5 Eli. Reply to Albert Barker, 2850 Boyd, Indianapolis 3, Ind.

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Here's something NEW!

Aluminum Poker Chips

- Has the "ring" of real silver money.
- Interlocking for ease in stacking.
- Electroplated in 4 beautiful colors. Silver, gold, blue and red.

Attractive Box of 100 Chips \$3.95 Post Paid

Send Check or Money Order Now to

R & E SALES

4702A Vesper Van Nuys, Calif.

HONEY BUNNIES

HERE'S THE FLASH THAT GETS THE CASH

Large, 18 in. genuine cotton stuffed, well filled Bunnie Dolls with mask painted faces on rayon plush.

Samples—\$2 each 1.75
 Dozen—\$21 1 Each

IMMEDIATE DELIVERY

1/3 Deposit With Order, Balance C.O.D., F.O.B. Chicago.

JOHN BAKER CO.

608 So. Dearborn Chicago 5, Illinois

NOW! FOR A QUICK SELLING MONEY MAKER TAUSCARAY NECKLACES

Immediate Delivery



HAS NON-TARNISHABLE CLASP. PACKED IN HANDSOME GIFT BOX. COMES IN FOUR JEWEL-TONE SHADES OF BLUE, PINK, GREEN AND RED. SUGGESTED RETAIL PRICE IS \$5.00.

\$12.00 DOZEN

Send \$1.50 for sample postpaid

LOUIS A. LANDA

7 W. Madison Street CHICAGO 2, ILL.

PING PONG BALLS

BACK AGAIN—at pre-war prices. Per Gross \$10.00

Stock up NOW with this as well as other hard to get items

PLASTIC Assortment of Large SCOTTY DOGS, ELEPHANTS and PISTOLS. Per Gross \$1.44

METAL Assortment of STATUE OF LIBERTY, NAVY WINGS, CROSSED ANCHORS and AIRPLANES, All With Pins. Per Gross 2.50

WEDDING RINGS. Per Gross90

METAL Assortment of Large Size Items Without Pins. SCOTTY DOG, HEAD SKULL, PISTOLS, ELEPHANT CHARMS and BOXING GLOVES. Per Gross 1.75

SPECIAL—Outstanding Large Metal Item. HORSE'S HEAD in HORSESHOE Shaped Pocket Piece. Per Gross 1.75

The above items are sold in gross lots only. Please do not request samples. 25% deposit with C. O. D. orders. Send for our price list. Complete line of Carnival and Premium Items, with new items arriving daily for all types of concessions. Prices on all merchandise will surely increase due to present conditions. BE WISE—STOCK UP NOW!

TELL IT TO **Casey** YOUR DEPENDABLE SOURCE OF SUPPLY
 1132 S. WABASH AVE. • CHICAGO

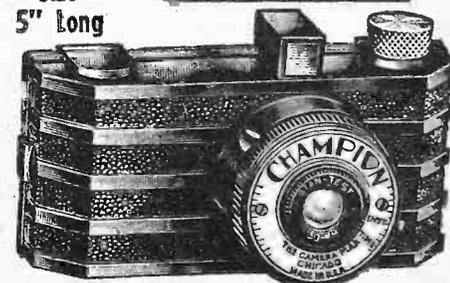
SENSATIONAL PROFIT MAKER

\$2.40 EACH

A FAST ACTION \$4.00 RETAILER (OPA Approved Price)
 Shipping Charges Paid on Orders of 2 Dozen or More!

CHECK THESE FEATURES

- Takes full NATURAL COLOR pictures indoors or outdoors.
- Takes 16 black-and-whites on ordinary No. 127 8-exposure roll.
- New film track brings entire picture to sharp focus.
- Equipped with GENUINE Simpson lens.
- Fixed focus! Exposure automatically correct at all times.
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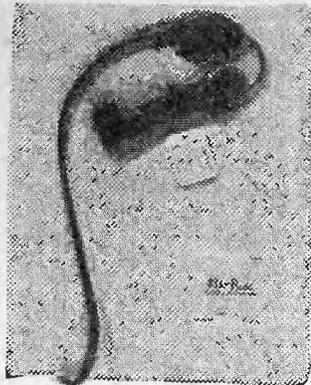
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Lifetime Guarantee With Each Camera

TERMS: 25% Deposit With Order, Balance C. O. D. Open Account to Well-Rated Concerns.

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K & K SALES CO., 215 Sixth St., Dept. 105, Pittsburgh, Pa.



Become a PIEHL-DEALER with the sensational, new, guaranteed Kil-Pane Water-Repellent Electric HEATING PAD

It's once-in-a-lifetime opportunity for aggressive sales-wise dealers! The Kil-Pane Electric Heating Pad is everything you'd ever find in efficient, smart, safe, economical, salable merchandise. Act quickly . . . right now!

GUARANTEE

Exclusive of cord and plug, every Kil-Pane Electric Heating Pad is factory guaranteed for one year!

TERRITORIES OPEN

In all States east of the Mississippi except New England, New York and Pennsylvania.

Here are some of the features:

- You get delivery in two weeks and in
- Unlimited quantities
- You get a **GUARANTEED** seller
- At a merchandisable price
- And a better-than-fair profit margin
- Operates on 115 Volt, AC or DC
- Shipped in assorted colors in cartons of 24 or 48

Your Sample Price **\$5.25** Ea.
Cash With Order.
(Approved OPA Ceiling Price)
Your Quality Price **\$3.25** Ea.
1/3 Deposit, Balance C. O. D.

SANTO'S AUTOMATIC SALES CO. 98 15th STREET
WHEELING, W. VA.

Watch for the sensational announcement of Piehl Electric Irons and Toasters to follow

BIG TIME SAVER! BIG MONEY MAKER!

Silent, Steady Worker for Office, Store, Shop, Home

Patented Only
\$2.00

The Memo-Pal

ACT NOW

250 ft. of standard size paper in every Memo-Pal. Sturdy steel construction. Modern, Streamlined. Crackle finish—attractive colors.



A new type pad different from anything you've ever seen before. On this new Memo-Pal you can write just a few words or a note or memo of any length. Don't trust to memory. Write a memo on Memo-Pal and save costly errors. Always ready for instant use. Mechanically perfect. Built to last a lifetime. A handsome addition to any desk. Pad instantly detachable.

Quick Money Opportunity for Salesmen, Distributors, Crew Managers

If you're looking for a 1946 "Gold Mine" the Memo-Pal is IT!

Single 30-second demonstration means a sale 9 times out of 10. Sell to stationery stores, book stores, novelty stores for resale. Many buy in gross quantities. You make 40% COMMISSION—80¢ PROFIT ON EVERY MEMO-PAL YOU SELL! ANYONE, with just a little time and effort, should easily sell 20 a day. That's a profit of \$16.00 a day. Hard-working go-getters should easily double that! NOT SEASONAL. Steady, year round opportunity. ORDER SAMPLE TODAY. Don't wait. Be the first in your territory to get in on the ground floor with this money-maker. Send only \$2 for sample or enclose \$14.40 for a dozen. This is too good to miss.

ALLIANCE SPECIALTY CO., DEPT. 11, FALLS BLDG., MEMPHIS 3, TENNESSEE

RUBBER BALLS

1"—1¼"—2"—2¼"

Pure Rubber Play Balls

WRITE FOR PRICES & SAMPLES

AVIATION PRODUCTS CO. 207 EAST 43D ST., NEW YORK CITY

Mfrs. of Aviation and Rubber Ball Toys

WHOLESALE

New-Large Size

PLASTIC CHARMS

BIG ASSORTMENT FOR SLUM AND VENDING MACHINES

LOW PRICES
OUTSTANDING VALUES

BOX 743, Billboard, 1564 Broadway, New York 19, N. Y.



Actual Size
WRITE FOR SAMPLES AND QUANTITY PRICES

ATOMIC LIGHTER

- Light Weight
- Satin Finish
- Precision Machined
- Brilliant Performance
- Rust and Tarnish Proof
- Lifetime Dependability
- Easy Operation
- Flick of the Thumb Lights It
- Long Barrel Wheel

IMMEDIATE DELIVERY!
Jobbers' Price \$15.00 Per Doz.

In Lots of 3 Doz. or More—10% Discount.
Sample \$2.00. Check With Order.

1/3 Deposit, Balance C.O.D., F.O.B. N. Y.

WRITE FOR CATALOG OF MERCHANDISE DEALS!

RICHARD TRENT, Ltd. 2067 Broadway
New York 23, N. Y.

At Liberty—Advertisements

5c a Word. Minimum \$1. Cash With Copy.

AGENTS AND MANAGERS

HAMMOND ORGANIST AND RINK MANAGER, married, age 30, union. Last 2 years played organ, managed completely, kept books, managed salesroom and large soda bar in 1st class rink. Wish similar connection, preferably West or South, but will go anywhere. State salary willing to pay in first letter. Box C-51, Billboard, Cincinnati 1, O.

BANDS AND ORCHESTRAS

11-PIECE TENOR BAND WANTS LOCATION job during college vacation. Fine equipment, tops in appearance. Fine all-round library. A clean cut outfit. Members AFM. Biddie Biddison, 601 6th St., Peoria 6, Ill.

5-6 PIECE GIRL OUTFIT DESIRES LOCATION spot. Featuring Sweet and Swing. Vocals. Attractive; uniformed; union. Write for full particulars. Leader, Box C-88, Billboard, Cincinnati 1, O. ma9

CIRCUS AND CARNIVAL

AT LIBERTY—INCOMPARABLE RAY EARLINE Garrison, annex attraction, for a circus. Ray Earline Garrison, R. R. 1, Maple Heights, Owensboro, Ky.

FANNY BLAIS, THE DIFFERENT HALF AND HALF, experience, ability, large photo display for annex, stage drapes, good flash, also make my own annex opening. Address Jack Bragdon, care Gen. Delivery, Los Angeles, Calif.

JOE TRACY EMERLING AT LIBERTY—257 W. Flaster St., Miami, Fla.

MISCELLANEOUS

COMIC—EXPERIENCED, YOUNG, GOOD MATERIAL, sing, sober, reliable, join on wire, state salary. Parker (Slats) Jackson, McIntyre, Ga.

MUSICIANS

ALTO SAX-CLARINET — EXPERIENCED IN all lines; union. Leo Johnson, 937 N. Marshall, Milwaukee, Wis.

ALTO, TENOR, BARITONE, CLARINET—GOOD tone, read, fake, sober, reliable; prefer Florida; available in two weeks. Box C-89, Billboard, Cincinnati, O.

ALTO, CLARINET, BARITONE — SALARY, \$85.00. Do not misrepresent. Available immediately. Wire Eddie Kish, care Western Union, Pensacola, Fla.

ARRANGER—I CAN CREATE A STYLE FOR you to your likings, or continue the one you have. Will handle by mail, not interested in joining band unless exceptional proposition. Experienced all styles, sizes. No "mickeys." Write Box C-90, Billboard, Cincinnati.

AT LIBERTY — FEATURED GUITARIST, 23, Read, Fake, Take Off; travel, experience; consider all offers. Wire Allen Kline, Hotel Conner, Joplin, Mo.

AVAILABLE IMMEDIATELY—TRUMPET MAN, 3rd, split lead. Will travel. Write or wire. Musician, Box 2674, Denver, Colo.

BASS, BB, UNION, SOBER, STEADY, RELIABLE, tone, range, experienced. Dance and brass bands. Interested in carnival, circus. Also drive semi; 32, married, wife can work. Oregon, Washington preferred. Earle Phares, 515 S. W. Jefferson, Portland, Ore.

BASS FIDDLE—SEMI-NAME. EXPERIENCE, union, steady beat, neat appearance, sober, reliable, consider all. Must give two weeks' notice. Care Box C-87, Billboard, Cincinnati 1, O.

DRUMMER—DISCHARGED. ABOUT MARCH 1st. Small combos only. West Coast. Write for and with details. Drummer, 3268 N. E. Alameda, Portland, Ore. fe23

DRUMMER—CUT SHOWS AND DANCE MUSIC. Union. Ex-Navy. Eldon D'Orio, General Delivery, Toledo, O.

DRUMMER-VOCALIST — PLAYED WITH LEE Castle. Neat appearance, sober, dependable. All propositions considered. Go anywhere. Norman Cogan, 43-09 40th St., Sunnyside, L. I., N. Y. ma2

EXPERIENCED STRING BASS AND Bb Sousaphone. Prefer Middle West. All offers considered. Read or fake. L. P. Harris, 1002 S. Emporia, Eldorado, Kan. fe23

GUITAR-SINGER — WIDE EXPERIENCE. Wants connection with established band or cocktail unit. Union. Box C-76, Billboard, Cincinnati 1, O.

GUITARIST — ELECTRIFIED SPANISH Epiphone. Union, 29 years. Read, fake. Solid 2 beat. Hotel, cocktail, lounge. Illinois or Iowa. References. State all in first. Fred Pearce, 2904 25th Ave., Rock Island, Ill. fe23

STRING BASS—RELIABLE, UNION, READ OR fake. Experienced large bands, fine tone, very steady relaxed beat. No cut, no notice. James Gilbert, 914 Robbins St., Sac City, Iowa.

TROMBONE — UNION, GUARANTEE SATISFACTION. Radio references. Transportation to job. Tony Agresta, 114 Queen St., Charleston, S. C.

TRUMPET—EXPERIENCED, READ GOOD, DEPENDABLE. 1 or 3. Prefer location; will travel. Pery De Lille, 309 Harbor Ave., Grand Haven, Mich.

VET TROMBONE — GOOD IMPROVISOR, solid tone, best for small combo. Ex-union. N. Y. vicinity only. Write Trombone, 581 Hudson St., New York 14, N. Y. fe23

PARKS AND FAIRS

E. R. GRAY ATTRACTIONS—SPIRAL TOWER, Swinging Ladder, Rolling Globe, Single Trapeze, Contortion, Comedy, Acrobats. Harding & Keck, Evansville, Ind. fe23

HAVE YOU SEEN STILT-O, THE STILT walker that's different. Wardrobe the best. 3942 Washington Blvd., St. Louis, Mo.

OUTSTANDING TRAPEZE ACT — AVAILABLE indoor events. Flashy paraphernalia. Real act. For particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Ind.

VOCALISTS

GIRL, 22, WANTS START AS SINGER WITH group specializing in Western music. Reply A. V. Rozboril, 10501 Lamontier Ave., Cleveland 4, O. ma2

VOCALIST — AVAILABLE IMMEDIATELY, contralto; pop and standard tunes; dance band, radio, stage presentation experience. Write or phone. Christine Albert, R. R. 2, Morrison, Ill. Phone 4777.

MANUFACTURERS, ATTENTION!

Southern Jobber Is Open for Direct Sources of Supply From Manufacturers Only for All Types of Merchandise Suitable for Concessionaires Operating Thru the South. Excellent Volume Opportunities for Manufacturers With Right Merchandise. Write

COLEMAN — 508 BONA ALLEN BLDG., ATLANTA 3, GEORGIA

—GET ON OUR MAILING LIST NOW!

HOT NUMBERS!

New Premium and Salesboard Items—

Toys, Metal and Mechanical; Lighters, Cameras and many other hard-to-get Items.

NATIONWIDE MERCHANDISE CO.

64 W. RANDOLPH ST.

CHICAGO 1, ILLINOIS

Hello, Boys!

Here I am, your old friend, in business for myself, READY TO SERVE YOU with first-class merchandise at prices most interesting due to the fact that I am representing factories DIRECT. Consult me for STUFFED Plush TOYS, DOLLS, BINGO and SLUM ITEMS and anything you need along these lines.

Joe End



JOE END & COMPANY

Mike Tesser, General Manager
CATERING TO CONCESSION TRADES
799 Broadway NEW YORK 3, N. Y.
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Now Available! OAK-HYTEX BALLOONS

Present production limited to a few popular sellers. See your jobber.



The OAK RUBBER Co.
RAVENNA, OHIO

KIPP BROTHERS

Distributors for Oak-Hytex Balloons.
117-119 S. Meridian St., Indianapolis, Ind.

Demonstrators—Pitchmen

ENGRAVING JEWELRY

Signet Filigree Pins, Rings, Lockets, Identification Bracelets, Anklets and Sterling Marcasite Rings. Immediate Delivery. Sample \$15.00.
JACK ROSEMAN CO.
307 Fifth Ave. N. Y. C.

ENGRAVERS WANTED

Burgess Vibro-Tool for fast engraving on jewelry, glass, plastic, wood and metal. Also will do cutting out cardboard signs, slicing cloth, etc., etc. Tool complete with Engraving Needles, prepaid, \$7.50. Tantalum Carbide Needle, \$2.00. Diamond Point Needle, last a lifetime, \$8.50.

FRANK BONOMO

25 Park Street. BROOKLYN 6, N. Y.

MEDICINE MEN

Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)

GENERAL PRODUCTS LABORATORIES

Manufacturing Pharmacists
137 E. Spring St. (Dept. B) Columbus, Ohio
There Is No Substitute for Quality.

Pipes For Pitchmen

By Bill Baker

Communications to 25 Opera Place, Cincinnati, 1

PLENTY OF JACKPOTS... were cut up in Grand Hotel, Morgan City, La., last week. Sighted around the hostelry were Bass Hoye and Bill Moss, who are working sheet to good turns; Chief Myers, purveying herbs in a local drugstore, and Al H. Herman, handling a promotion for World Amusement Service.

AL SELLERS... New York pitchman, is combining business with pleasure during his Florida sojourn.

LOUIS WEITZ... is reported to be getting his share of the geedus at his recently-opened book store in downtown New York.

JACK KAHN... is collecting the long green working spots in Connecticut.

MARLOW CARLTON... recently discharged from the Army Air Corps with the rank of colonel, is in Memphis and would like to read pipes from Bert Kenny and Ray Kumer.

MARZE BEISTER... who has been working California and Arizona this winter, inks from Phoenix that his advise to fellow pitch workers is to stay clear of California if they are not equipped with a trailer for rooms are impossible to obtain. He adds that prices there are high and that in most instances one must pay three times what things are worth.

REMEMBER WHEN... the dog called, "The Fakir" comported around Canton, O., some 25 years ago? He was known to all pitchfolk who worked the city and each spring the first pitchmen in the Ohio town was forced to pay the dog's license fee.

MIKE SULLIVAN... tells us that Lew Dewey tossed a party at his Shangri-La Club, Philadelphia, recently for Bill Haker, 50 years a pitchman, and now 70 years old. Pete Fogliiva and Jules P. Dorette assisted Dewey in making the party for Haker and his wife a success.

Show Moves On

By E. F. Hannan

I RECENTLY met a school performer who styles himself "The Paper King." The same week I read of the death of Tommy Burns, who was a museum feature in the old days. The school showman did a nifty bit of paper tearing and finished by selling a stenciled book that offered the kids the chance to do some amateur work in the same line.

The sales part of the act is not strictly cricket in most schools, but the performer said that here and there it worked out all right. A nice little lift for the gas bill.

It's a long time since "Paper King Burns" was at Austin and Stone's, and Huber's, but the old show rolls on with new faces. The school showman works fairs and what not in the off season.



Profit Making Fast-Moving Item!

KEY CHAIN

With a Symmetrical Clasp for Personalized Engraving of Initials.

DURABLE!

GOLD PLATED!

1 DOZ. \$ 5.75

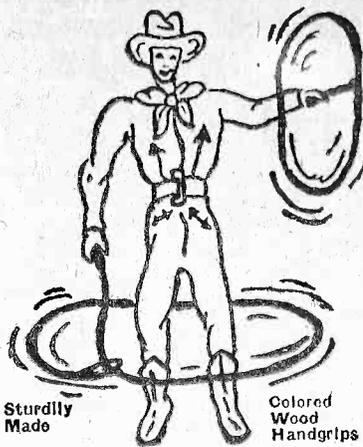
6 DOZ. 32.00

GROSS 59.50

25% With C. O. D.

Arthur Angstreich

Wholesale Jeweler
54 Colonial Ave.
TRENTON, N. J.



Sturdily Made Colored Wood Handgrips

A Natural. Every boy and girl will want one. Any adult or child can twirl it immediately. EVERY LARIAT GUARANTEED.

\$3.00 PER DOZEN \$33.00 PER GROSS

Sample Lariat, 50c Postpaid.

JAY-DEE NOVELTIES

935-37 NO. KEDZIE

CHICAGO 51, ILL.

ATTENTION

CONCESSIONAIRES

RODEOS

CIRCUSES

FAIRS

DEMONSTRATORS

A LARIAT

THAT IS GUARANTEED TO TWIRL

Attention: KITCHEN GADGET WORKERS

Nat K. Morris, FORMERLY the World's Worst Spiral Manufacturer, Now Offers the WORLD'S BEST, Barring None—Patent Applied.

Orders promptly taken care of



Sample Sent Free to Demonstrators, including Quotations.

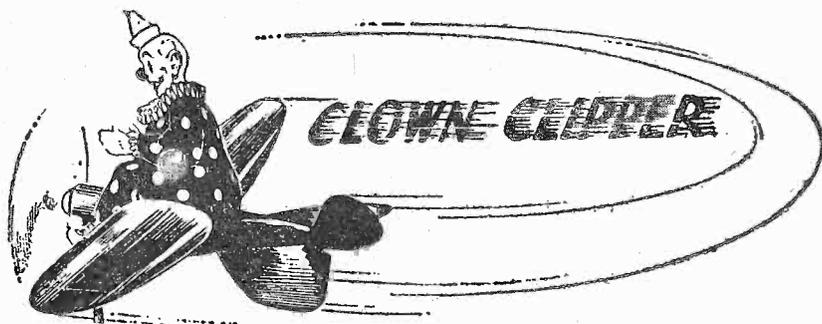
Manufacturers of the Sensationally NEW DURLUMIN SNAPPY KEY CASE. The Automatic Key Selector. Powerful for Demonstration. Plenty of PR. Also Stainless Steel Garnishing Knife, Twin Curl Cutters, Magio Vegetable Preparer and Lucite Gifts and Novelties.

1946 MODEL

Compare, Comparison Proves: The World's Sharpest Spiral Slicer

1. Stainless Steel Blade.
2. Special Nickel Plated Screw, will never wear off.
3. Welded to perfection.
4. Every slicer a worker.
5. Special Built Ring for Finger Insert. It will amaze you!

KITCHEN GADGET MANUFACTURING CO. • ASBURY PARK, NEW JERSEY



When they laugh just reach for the money.

This red nosed clown with his funny hat and frills on his suit will rise to new heights astride our improved Metal Foil Plane with 14 inch stick. A pushover at 35c retail. Circuses, Carnivals and all outdoor attractions should contact your local jobbers at once for this 1946 sensation.

OGDIN MFG. CO., 1801 Catalpa Dr., Dayton 6, Ohio

Repeating CAP PISTOLS

with 2-color EMBOSSED TENITE

Grips

DOUBLE PROFITS With These Two Eye Catching Numbers

BOTH SAMPLES \$4.00. Each Pistol includes 5 Cap Rolls, 250 shots.

QUANTITY PISTOL PRICES—Your order must include equal quantity of each Pistol, colorfully boxed—I Doz., \$15.00; 6 Doz. Lots, \$14.75

Per Doz.; 12 Doz. Lots or More, \$14.40 Per Doz. ROLL CAP PRICES—\$3.60 Per Carton (60-250 Shot Boxes to Carton), limited to 1 carton with each dozen Pistols ordered.

TERMS: Net F. O. B. Chicago. 25% Deposit With Order, Bal. C. O. D. Write, Wire Quick!

BANNER NOVELTY CO. 729 W. MADISON ST., DEPT. B-23, CHICAGO

New Arena for Dublin

DUBLIN, Tex., Feb. 16.—A \$26,000 rodeo arena will be constructed here, with a seating capacity of 10,000, for the annual Dublin Rodeo. It will be known as Colburn Bowl, named for Everett Colburn, co-producer of rodeos at Madison Square Garden in New York and other cities. Colburn and Gene Autrey will produce the rodeo at Southwestern Exposition and Fat Stock Show, Fort Worth March 8 to 17.

Mrs. Ringling Sues N. J. Mart

TRENTON, N. J., Feb. 16.—Suit for \$100,000 damages from a Newark meat market was brought in New Jersey Supreme Court here Thursday (14) by Alf T. Ringling's 58-year-old widow, Elizabeth.

Mrs. Ringling alleges in her suit that she suffered permanent injury from poison gas fumes escaping from a refrigerator as a result of a visit to Clinton Market to pick up a meat order in April, 1945. Negligence on the part of the market, she charged, caused injury to her lungs and respiratory system.

She claims that she had been confined to her bed since the day she collapsed after inhaling the fumes. At the time of incident, Mrs. Ringling was visiting a sister, Mrs. Ruth Conover, South Orange, N. J.

Biz Proving Good For Cuban Circus

HAVANA, Cuba, Feb. 16.—Featured by three American acts, Santos Artigas Circus, which is to Cubans what the Ringling-Barnum show is to Americans, finished a four-week engagement here with business good.

Courts' Wild Animal act and two elephants from the Ringling-Barnum show, plus a five-horse and dog act from Buck Steele's Marvel Horse troupe, were the American acts included this year. William Story was in charge of the R-B part of the show. Remainder of the show was taken care of by Cuban performers. Polidor, former clown with Ringling-Barnum, kept clown alley well filled with new gags.

Show is on the road for its winter tour, moving by rail on six coaches, two flats and two stockcars. Courts' animals returned to the States, but the elephants and Steele's horses and dogs will remain with the show until the close of the season.

Show's moves are made under direction of Pablo Santos.

C. J. Meyer To Launch Show

NEW YORK, Feb. 16.—C. J. Meyer, former agent of Hunt Bros., is set to launch a new show, W. A. Harney Circus. Meyer, projector of an air-conditioning system, plans improved air-conditioning, novel lighting and special price matinees.

WHILE STROLLING

(Continued from page 55)

Eastern vacation and is getting rides in shape for an early spring opening. . . . JACK DICKSTEIN, former booking agent, will again operate all games concessions at Edgewater Park this season.

MRS. GLADY'S PATRICK, wife of the late W. R. Patrick, owner, Patrick's Greater Shows, and prior to his death last June the leading concessionaire at Jantzen Beach Park, Portland, Ore., has returned to Portland where she will continue with the concession business at the Park. Mrs. Patrick spent the winter visiting in Los Angeles.

THOMAS E. MORRISSEY, who participated in the African and Italian campaigns as a member of the army air force, has rejoined Ed Carroll's staff at Riverside Park, Agawam, Mass. Prior to entering service Morrissey was head of the cashier's department, but reshuffling of key men in Carroll's org will advance Morrissey to a new spot yet to be announced.

SAM HAMID, manager of White City Park, Wooster, Mass., off to a meeting with his brother, George, in New York to discuss changes and additions to the Wooster park. . . . J. VICTOR SAYEB, Cyclone Coaster operator at Revere Beach, Mass., has been measuring some of his property for a new attraction. . . . LOUIS B. FOX interests, extending from Revere Beach to Nantasket Beach, near Old Orchard, Me., have 10 to 12 new rides and attractions going up, including a new Dodgem, Cuddle-Up, Miniature Train and Mirror Maze.

AL MCKEE, in charge of Fox interests in Old Orchard, Me., has been visiting the Dodgem plant in Lawrence, Mass.

SAM PICKUS, the Sioux City, Ia., attorney who recently purchased the Funhouse and Roller Coaster in River-view Park there, is in New Orleans on a combined business and pleasure trip. . . . MRS. JACK SHEA, of Bayside Park, Clear Lake, Ia., reports she is happy to learn that she's actually going to get some new Dodgem cars this year.

T/SGT. HARRY STORIN JR., son of the press and promotional chief of Ed Carroll's Agawam (Mass.) enterprises, has been shifted to the Pentagon Building, Washington, for a new assignment. Since his return from a two-year stint in the South Pacific, Storin has been doing special work at Fort Hayes, Columbus, O. Altho he has enough points to be discharged he has accepted special duties for a few extra months. He has been named assistant editor of the forthcoming book recording achievements of the 37th Infantry Division. Storin was

CPA Drafts Rules For Picking Judges

LETHBRIDGE, Alta., Feb. 16.—Members of the Cowboy's Protective Association from Alberta, Saskatchewan, British Columbia and Montana held a two-day meeting in the Marquis Hotel here February 1-2.

One of the main aims of the meeting was to organize rodeo shows in Canada, to give managers, contestants and the public better performances and uniformity to all Canadian shows.

A resolution was passed outlining rules for the selection of judges by the organization for all C.P.A. approved rodeos. This is intended to assure that all Canadian rodeos will have as judges men equipped to satisfy the demands of both contestants and management. Judges may be amateurs or members of the C.P.A.

Among those attending the two-day meet were President Ken Thomson, of Black Diamond; secretary-treasurer, Blair Holland; Dave Abrahams, Cache Creek, B. C.; Jack Morton, Warner, Alta.; Fred Galarneau, Hanna, Alta.; Albert Galarneau, Sunnyside; Dick Andrews, Clare-sholm, and Carl Olsen, Cardston.

Guests included George Shiline, Pincher Creek Round-Up; Herman Linder, Cardston Rodeo; Ralph Desbrisy and Charlie Rowley, Saskatchewan Rodeo Association and George Pambrun, Brown-ing, Mont., representative of the Rodeo Cowboys' Association of America.

The meeting closed with a banquet.

awarded the Bronze Star for his part in the Manila campaign.

ANDREW BILLOW, of Billow's Park, Pa., is probably the only park owner who operates a coal mine under his park. Billow has two shafts within the park area, and if the customers don't come to his above-the-ground-operations, he sells them, his underlying assets for consumption in their homes. Who can beat that?

L. O'CONNELL, owner of Highland Lake Park, Winsted, Conn., has been confined to his bed with a heart ailment for more than a year, but that hasn't dimmed his interest in the business and he keeps abreast of what's going on. O'Connell, owner of the spot for 20 years, wishes he could attend the New England meeting.

Woman Gets 5G in Suit Against AC Amusement Co.

ATLANTIC CITY, Feb. 16.—Mrs. Mary Hewitt Anderson was awarded \$5,000 in her \$35,000 damage suit against Atlantic City Amusement Company, operators of Steeplechase Pier. A jury brought in the verdict of \$5,000 for her, and \$118.50 for her husband, Andrew Anderson.

It was claimed Mrs. Anderson rode on a device July 11, 1943, operated by the defendant. It was alleged her car was first struck in the rear by another car and then crashed by three other cars, which resulted in back and leg injuries.

It was alleged the defendant company and its attendants failed to properly control the electrical operation of the cars and permitted reckless operation by other patrons.

Acevedos to Dailey

LOS ANGELES, Feb. 16.—The Acevedos will join Dailey Bros.' Circus in Gonzales, Tex., in March for the season. Betty Acevedo will handle the elephants in addition to doing wire-walking and juggling. Show opens in April.

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LETTER LIST

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Simons, Albert
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Smalls, Arthur L.
Smith, Mrs.
Carlton June
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Spain, Vernie
Stacks, Dick
Stallman, Margo
Whittle
Stanley, Frank
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Stear, M. M.
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Stewart, Charles R.
Stewart, Speedy
Stine, C. J.
Stratton, Wm. H.
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Jewell W.
Swain, Cecil
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Clayton
Synak, Leonard
Stanley
Taylor, Lucky
Teahan, John
Thomas, Ellis Hugh
Thomas, Pauline
Thompson, Donald
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Thompson, George (Jipsey)
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Tomlinson, George
Tigg, Tonnie Sailor
Tracy, T.
Truchon, Leo Frank
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Turner, Laurence
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VanHorn, B. F.
Vaughn, Ernest
Verne, William
Videto, Ken
Vigus, Clarence
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Wallace, Joseph
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Woods, Bryan
Worthy, Le
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Yates, James Paul
Ybanz, A. H.
Zavetti, John
Zeno, Joe
Weivota, Pvt.
Albert A.
Wells, John
Westbrook, H. E.
Weymack, W. J.
Whitaker, Marie
Williams, Don
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Williams, Harry T.
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Williams, Milledge
E. Jr.
Montgomery, John
Muldoon, Johnny
Nazzo, Joseph
Parker, Jean
Parker, Penny
Perron, Mildred F.
Provencher, Lucien
Reverdy, Rosita
Richardson, Nellie
Romaine, Lu
Rombola, Sam
Saunders, Ray
Simons, Fred
Smythe
Smith, Floyd
Snyder, Charlotte
Snyder, Red & White
Spitzer, John J.
Steward, Speedy
Tobell, Allen
Trop, J. D.
Webber, Evangeline
Whitmer, Ken M.
Williams, Thomas
Wong, Jim
Anderson, L. W.
Auto Car Jack
Barnes, Lillian
Burgher, Anthony
Burkhardt, George
Butler, Howard
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Dalue, Ninette
DeMonico, Thad
Duke, H. J.
Earle, Beatrice
Evens, Edward
Gardner, Hy
Garver, Wm. M.
Hewitt, Warren
Hudson, Billy
Irsay, Margaret
Jahn, Francis C.
Jones, Billy
Leslie, Glenwood
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Mahood, Mary E.
Mallowe, Don
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McLean, Jack
Adkins, William
Abam, M. Thia
Albright, Sam
Alexander, Spike
Allen, Marshall
Ethan
Bacolod, Christine
Brydon, R. M.
Carland, Clarence
Carter, Wm.
Dorsey, June
Draper, Earl
Edgington, Cecil
Frazier, Mary
Gleason, Jackie
Greenwells, Al
Guice, Walter
Haboyl, Valentine
Hager, Jimmy
Jayson, J. J.
Kaplan, Louis
Lewis, Capt. Robert
Lopez, Phil
Martz, Clubby
Martz, K. A.
Martz, Margie
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Patricia
Prevest, David
Reeson, Reila
Reynolds, Harris W.
Sabau School of Astrology
Sach, Mike
Salvo, Samuel
Saunders, Hildegard
Schmidt, Emil
Evelyn
Sharpe, Bob
Sheperd, C. H.
Shubert, John & Gertrude
Skinner, John T.
Smith, Ruby
Spillers, Clyde B.
Webb, Mary
White, Frank
Worman, Jack
Lanning, Geo. W.
LaVine, Mariola
Learned, Ray
Lewis, Edith M.
Martin, Harry
Miller, Bertram
D. Miller, Chuck & Bettanne
Nottingham, Beni.
Perry, Harry H.
Phelps, Joe C.
Rankin, Russell
Schemel, Lloyd
Stillwell, Norman
Swartz, Herman
Servis, Edward
Skeene, Lloyd
Smith, Jean
Wright
Stewart, Speedy
Stout, G. B.
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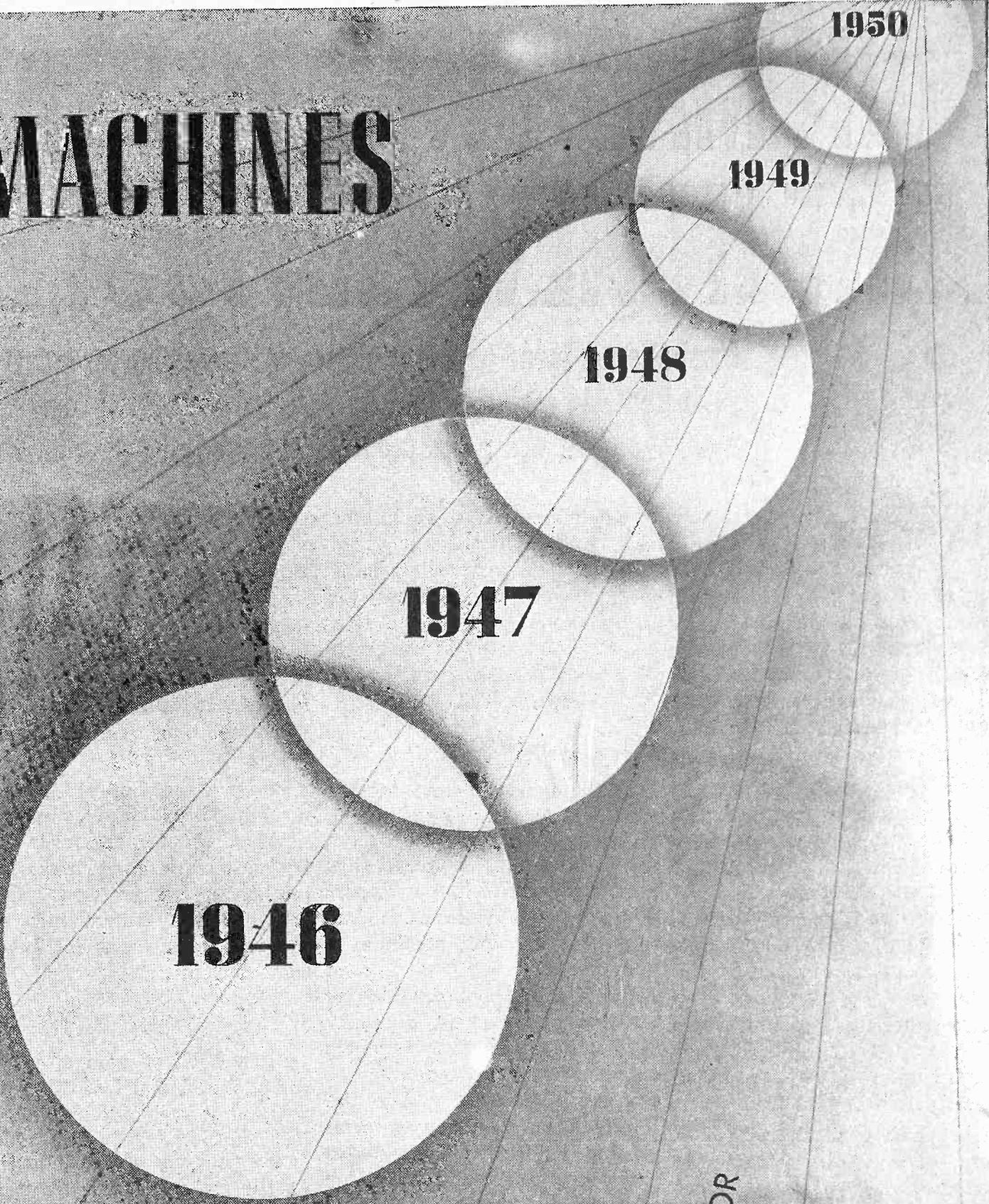
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Packed 12 M to a Carton, \$3.75 M; 60M Lots, \$3.00 M. Sample Lot, 1 M, \$4.25 M.

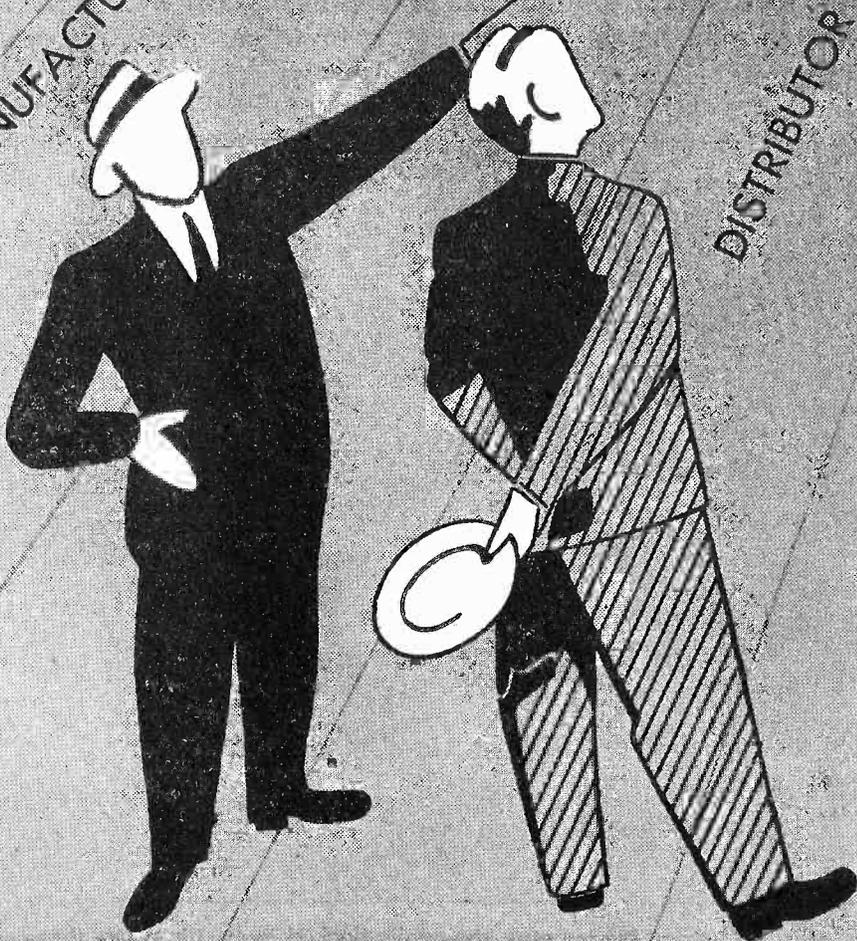
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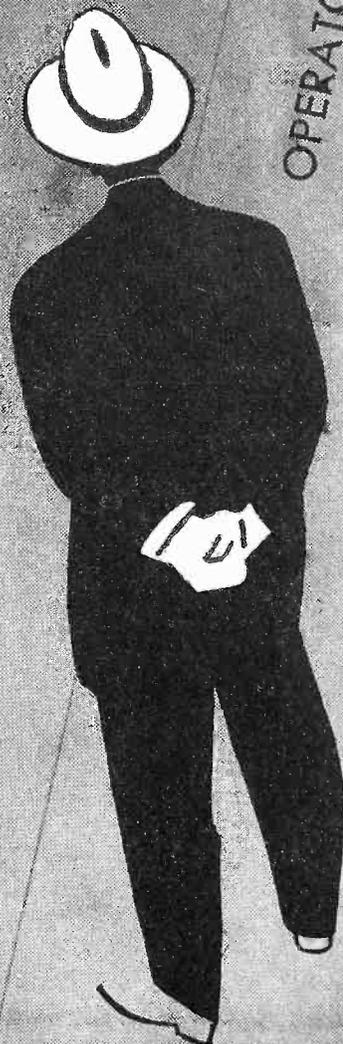
COIN MACHINES IN A NEW ERA



MANUFACTURER



DISTRIBUTOR



OPERATOR

COIN MACHINES TO PLAY BIGGER PART IN NEW ERA JUST DAWNING

Inspiration is found in bright picture now unfolding for industry—comparison of old machines with new shows progress in past decades—new inventions will speed progress at much faster pace in future years

BY WHATEVER name we may call it—Atomic Age, Plastic Age or Age of the Skyways—a new era of progress is certainly dawning for the world and one of the many new aids to the convenience and enjoyments of the peoples of all lands will be newly improved coin machines.

Time will be required to heal the wounds of war, but even in the present year progress gets under way and the coin machine industry adds its weight to the forward march of new developments. There is no need to minimize the difficulties now confronting civilization, but at the same time an industry can keep forging ahead in the front ranks of industrial progress. That is exactly what the coin machine industry is prepared to do.

Once before, at the end of a period of war, the industry soon started on an era of progress that brought one new improvement after another, driving right ahead until national depression brought a halt for all business. At the beginning of that decade

many young men, back from service in the armed forces, ventured into a new business called the coin machine trade. A lot of these men are now recognized as leaders in a trade that has grown to proportions far beyond what it was back in 1920.

Pioneer Dreams

To the men who started in the trade, in operating or in manufacturing, back in those days, much of all that happened then must now seem like a dream. Some of these pioneers can even talk of times and machines a decade earlier—or even beyond 1910. If they dig back that far into the past, they talk chiefly of how they got over their routes or about some of the funny machines of that day. Probably the line-up then would have been gaming devices, pianos, scales and penny venders, in the order of their importance.

They didn't dream so much of big national conventions in those days, with thousands of operators from all parts of the

country in attendance.

Models of machines used in 1910 and earlier are now in museums and some of them have disappeared entirely, with hardly a picture even to let the newer members of the trade get some idea of what machines were like when the business was really young.

Being a member of the coin machine trade then was really a novelty. Chiefly, the trade was trying to learn how to make coin mechanisms. There were lots of different types of machines, but the real search was for better coin mechanisms.

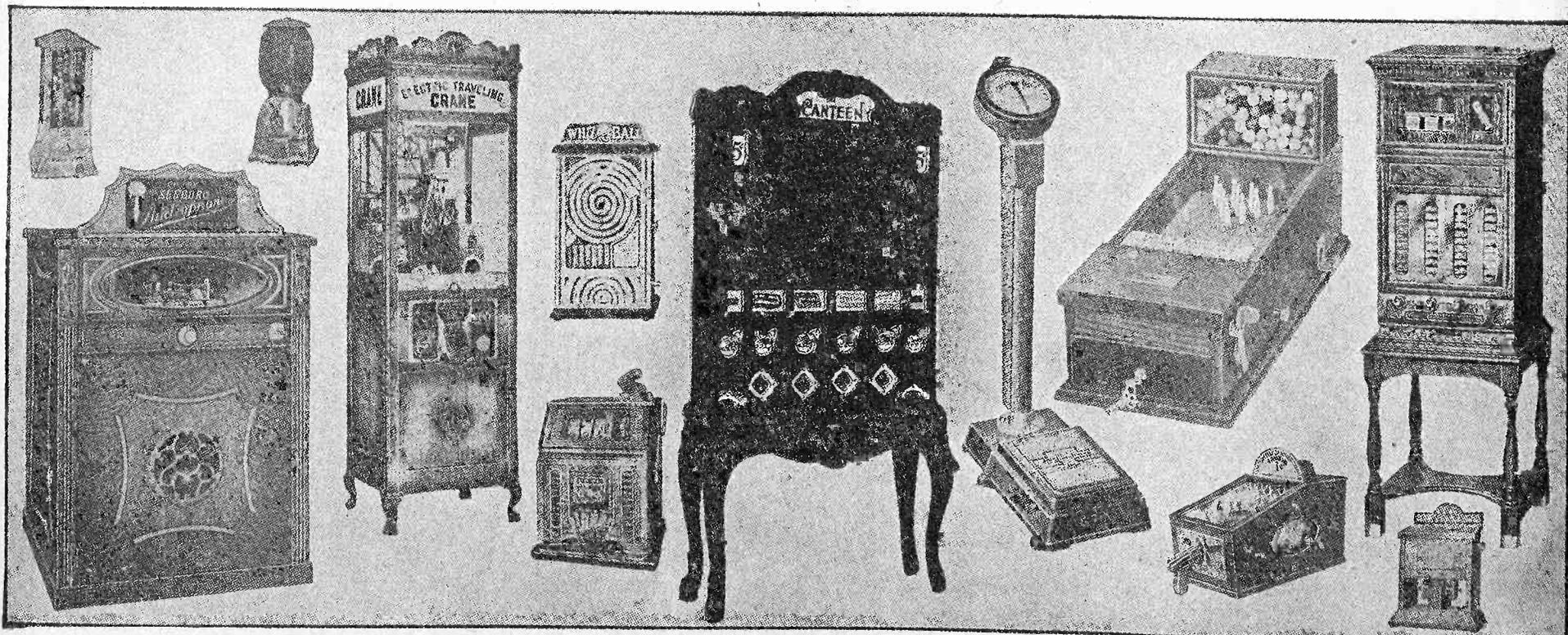
Counter Games Era

From 1920, or soon after the end of World War I, to the depth of the first year of depression in 1930 another decade was added to the progress of the industry. As the era fades into the past, it perhaps can be best remembered as the period when a wide variety of counter games were put on the market from year to year. If a model of all the dif-

ferent contrivances could now be seen in a museum, what a collection it would be. The grip testers and skill targets still remain as reminders of the counter devices of those days.

Those machines took in the pennies, and thousands of men found they could make a good living at operating them. Penny scales flourished too, and were in the limelight. Magazines published articles about "Fortunes in Pennies."

But other inventions and ideas came fast during the period from 1920 to 1930. Phonographs climbed fast, only to be dwarfed by a new invention called radio. Penny venders became big business, and penny and nickel machines to vend chocolate bars got the attention of business. The dream of bigger and better venders became so real that the world of big business formed the Consolidated Automatic Merchandising Corporation (Camco) which heralded the day of automatic stores. Camco is said to have linked the name of



FIFTEEN YEARS AGO when the coin machine industry, depression-born, got its first big impetus, the public flocked to machines like these.

Franklin D. Roosevelt with the coin machine industry.

Automatic stores were about to become a reality but for the fact that in the acid test coin mechanisms failed to protect from slugs—and general business depression finished off what had promised to be a national vending machine boom.

Games of skill gave the trade a new term in those days, too. They were hailed as a godsend for the operator who didn't want to have periodic hitches with the law. A series of coin-operated sports games were introduced which gave the nation a new picture of what amusement machines might be. Also, down in Texas, coin slots were being attached to small pool tables, and the birth of the pinball table game was already under way.

The big depression naturally brought a halt to most phases of coin machine progress for the time being. Later, it was to be the cause of a big influx of new men and factories into the business. All during the period of the '20s the trade kept looking for better coin mechanisms.

Pre-War Years

For lack of a better name, the decade from 1930 to 1940 can be called the Pre-War Era. It began with depression and ended with the country moving into war. It introduced pinball and soon made it a national pastime. It brought forth the modern phonograph and gave it a new name, juke box. The period from 1930 to 1940 made distribution of coin machines a new field of business. It gave new meaning to amuse-

ment, music and vending machines as distinct branches of a big industry. Because of the rapid development of its factories, its big output and the rapidly increasing variety of its machines, the industry attracted national attention as a really new industry. Design and engineering skill were introduced into the development of new machine ideas. Machines took on quality and had a new meaning in investment value.

Coin mechanisms during this era acquired a perfection that assures the future of coin-operated machines as a field of business.

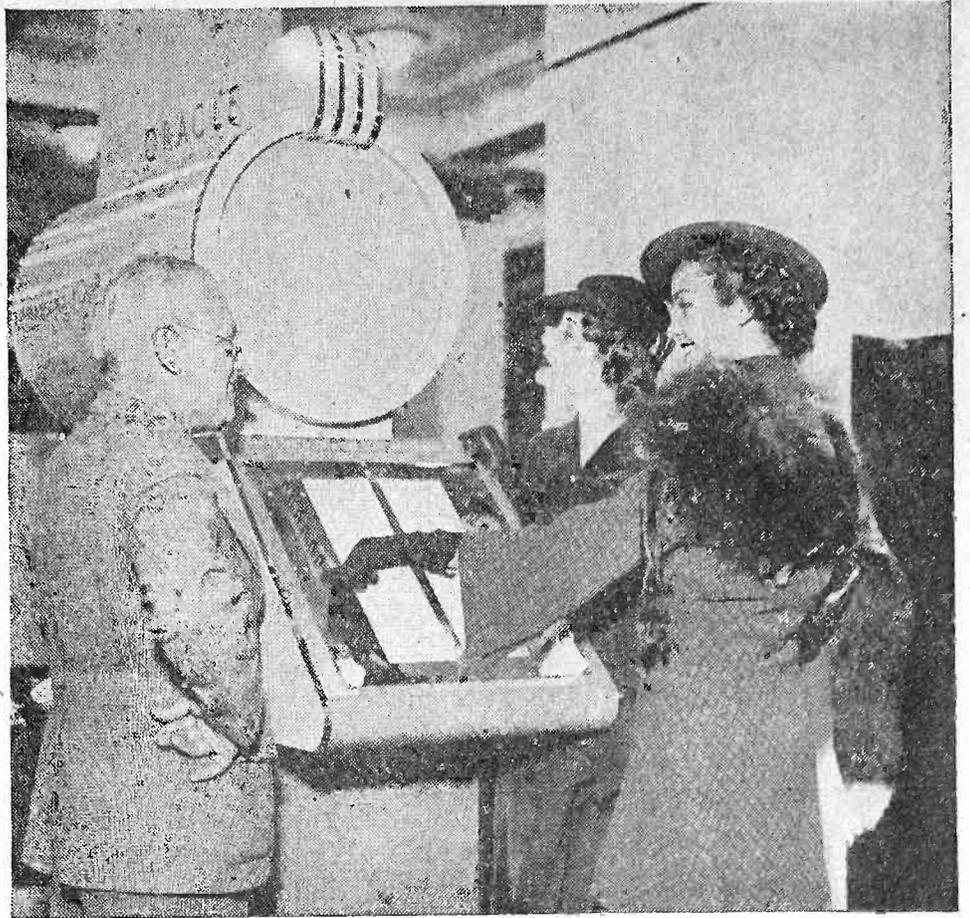
New Beginning

The big majority of the men in the business now remember the years from 1930 to World War II with relish and gratitude. They were years of progress and expansion. The war certainly brought a big change in the business from top to bottom, and now that it is all over we can begin to visualize the years ahead with a new enthusiasm, more vital than anything we have ever felt before.

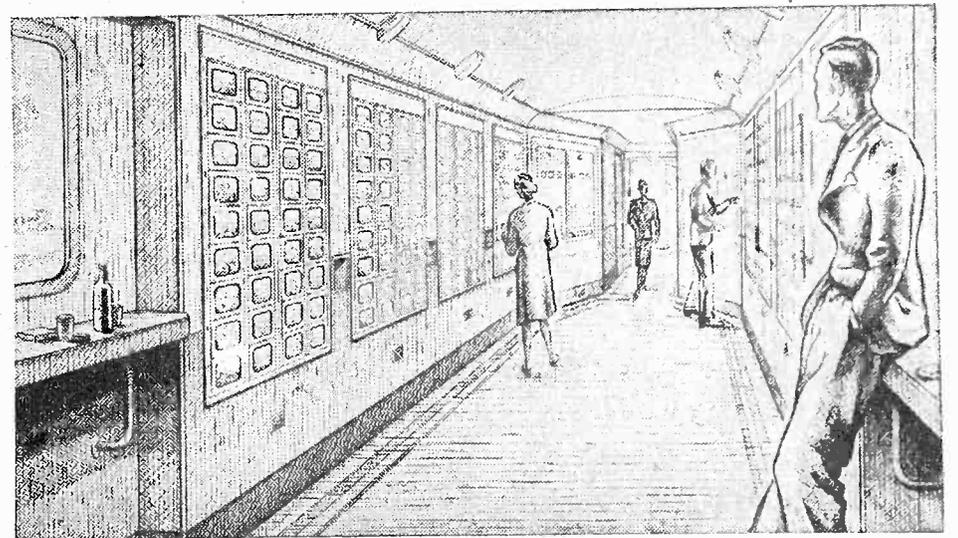
A glance at the old machines of 1910 and 1920 as compared with the machines of 1940 shows what progress can do.

With all the foundations of experience, of factories, of men, of opportunity, the trade can now build much faster than ever before. The industry can expect to double its total volume of business in a few short years.

Coin machines in a new era will be the brightest chapter yet written in the history of the trade.



NEW OPPORTUNITIES for development of coin-operated novelties await adaptations of this question-and-answer machine. Called Oracle, machine answers query indicated opposite series of buttons.



COIN-OPERATED DINERS are one of many prospects for the new era. Sketch above shows car now being manufactured for the Great Western Railway, London, England, to be introduced this summer.



TYPICAL OF TODAY'S machines are intricate golf game (left), coin-operated laundry (center) and hot-dog vender with electronic heat.

TRADE HORIZON LOOKS GOOD TO MANUFACTURERS

News of Coin Machine Industry officials and various manufacturers who offer their outlook for future prospects of trade in first full year of peace-time production since war put dampers on new machines

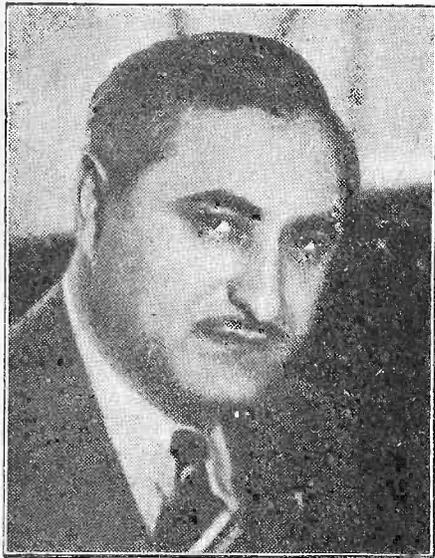
CMI Program

By Dave Gottlieb

Pres., Coin Machine Industries, Inc.

COIN MACHINE Industries, Incorporated, is starting an entirely new program in keeping with these times. As the national organization for coin machine manufacturers, the trade has long been familiar with its work in sponsoring the national conventions.

CMI will continue its work in sponsoring national shows as conditions permit. A national convention is an essential for the industry in each normal year of



DAVE GOTTLIEB

business. Bigger and better conventions than ever will be the rule again when industrial conditions are more normal.

One of the biggest undertakings in the new CMI program will be in the field of public relations. By this time the trade is already familiar with the details of the program. A full outline of the objectives was mailed to the trade about January 26, and I might say here that the response to that first appeal has been very encouraging. Since the first announcement the trade papers have been co-operating by explaining more in detail about the program and also urging the trade to join the cause as soon as possible.

Distributors have also been asked to help in enlisting operators in this big project.

For many years manufacturers

have done a lot of talking about public relations; distributors have done a lot of talking about public relations, and operators have done a lot of talking about public relations. The members of CMI have always been serious in their consideration of doing public relations work, but always when it came to getting down to brass tacks the job looked bigger than the organization could undertake. It was just too much for one group to plan and carry out.

For Whole Industry

Public relations would be such a vast undertaking, and its benefits would extend to all parts of the industry so that it really is a job for the industry as a whole. As soon as the war ended and manufacturers got into the business of reconversion, they recognized that now something must be done in the field of public relations. Once again, when manufacturers began to survey the bigness of the field, it was evident that everybody must have a part if a real program is to be carried on thru the years.

There had been other reasons for extending the membership of the national trade association to include all sections of the trade. This idea had been discussed in previous years. With the decision to start a general public relations program, now was the opportunity to ask all sections and all groups within the trade to join and help make a success of the plans.

The idea of inviting operators and distributors to become associate members of CMI was adopted and it has many points in its favor. Of course, other plans and ideas could have been tried, but the response to the present plan shows it has appealed to the average member of the trade and we can now look forward to a successful program.

The situation is such that all the money paid into the treasury by associate members can be devoted to public relations work. Everybody understands that a lot of details will have to be worked out, but the main job now is to get money to start a program as it should be started

(See CMI Program on page 196)

Trade Cooperation

By Jim Gilmore

Secretary-Manager, Coin Machine Industries, Inc.

THE EXPRESSION is trite, but nevertheless appropriate—"we must all hang together or we may all hang separately."

Co-operation is defined by the dictionary as "collective action, as in industry, for mutual profit or common benefit." Any trade association of any industry is organized with the principle and in view of working together (co-operating) for the common weal.



JIM GILMORE

Every member of any industry should belong to its trade association and support it both morally and financially, not however, from a strictly selfish standpoint, but from the broader viewpoint that any benefits obtained will profit the industry as a whole and therefore must profit each individual member directly or indirectly.

Any trade association, national, State or local, that is not founded on the basic principle of mutual profit or common benefit for its members has no right to exist and is sure to fail in the long run.

The Coin Machine Industry is no different than any other. Any manufacturer of any type of coin-operated machine is a member of the coin machine industry and as such has a definite stake

in the industry and a definite interest in the industry's problems as a whole.

Common Problems

Whether they manufacture music machines, vending machines, amusement machines or personal weighing machines, they have problems in common, not the least of which is survival of the industry.

Here, there and everywhere the coin machine industry is made the target of legislation, or taxation, or regulation to such an extent that it should be an industry problem to provide means and methods to oppose any and all threats of ruining the industry by either legislating, regulating or taxing any of the various types of machines out of operation.

It is frankly admitted that the various types of machines have problems peculiar to that particular type, but it must be conceded that the manufacturers of all types should belong to and support and co-operate with one trade association of the coin machine industry. From the masthead of that organization should fly a banner inscribed "All for One and One for All."

The coin machine industry should have learned during the war thru numerous experiences in Washington and elsewhere just how much "In Unity There Is Strength" can mean to any industry. This knowledge will come eventually to the coin machine industry and every trade association—national, State or local—that continues to promote an all-inclusive association of manufacturers, working for the mutual profit and common benefit of the industry.



TRADE'S LEADERS MAKE OWN REPORT

Manufacturing Industry Displays Optimism in Reports

SCIENTIFIC MACHINE CORPORATION, 229 West 28th Street, New York 1, N. Y. Max D. Levine, president; Fred C. Hailparn, treasurer.

MESSAGE: During the war, Scientific's greatly expanded machine shop and engineering facilities were confined exclusively to fabricating high precision tools and dies for aircraft and radars. Now that we have reconverted to coin machine production, we are happy to say we will be able to offer Scientific's poker game for spring delivery.

With our production line once again producing coin machines, our planning division is preparing for the release of other numbers in the next few months. We now are organizing our staff of mechanics and electricians in preparation for occupying what we believe will be one of the largest and most complete coin machine factories in the East. Incidentally, we intend to mark our 15th anniversary late this summer after a combined house-warming and showing of our new equipment.

F. H. COLLINS COMPANY, 4806 Liberty Avenue, Pittsburgh 24. Alexander Blair, president; Oliver Blair, treasurer; Alan S. Evans Jr., sales manager.

MESSAGE: We are now in position to announce the formation of a new organization to be known as the F. H. Collins Company, which will shortly be in production with a new type coin-operated bottle dispenser. The machine is designed to dispense dairy and/or carbonated beverages and comprises many new features, including mechanical simplicity and selectivity. We expect to start delivering sample units of this new machine in late spring.

THE JOHN GABEL MANUFACTURING COMPANY, 1200 W. Lake Street, Chicago 7. Robert Gabel, president; Lola B. Gabel, secretary; Robert Gabel, treasurer.

MESSAGE: Product which we plan to have on the market in 1946 is the Gabel Automatic Phonograph, 24 records, coin-operated, remote control. Our list of distributors is not completed at this time, but final appointments will be made when the new model juke box is ready to be announced in detail to the trade. We feel that our reputation will be maintained as it has been since 1906. The new era will indeed be bright and prosperous.

LEHIGH FOUNDRIES, INCORPORATED, Lehigh Drive and Adamson Streets, Easton, Pa. Neil Mitchell.

MESSAGE: The Standard Vender has been planned, designed and engineered

by men whose ability and skill were matured inside the doors of cigarette machines. New innovations are not the featured attraction of Standard; simplicity is its keynote. In this vender we have worked for things needed for successful operation, with all necessary mechanism boiled down to the barest elements of technical simplicity. Points of functional contact, such as the coin register, as an example, are easily identifiable and easy to get to. All individual parts are easily recognizable as to their proper relationship to other units of the whole mechanism. Standard's ease of manual operation has been amply demonstrated as has its conservative and sturdy construction.

REVCO, INCORPORATED, Deerfield, Mich. G. F. Forsthofel, president; H. D. White, vice-president and chief engineer; C. H. Newton, factory superintendent; R. B. Camburn, purchasing agent.

MESSAGE: Revco, Inc., will continue to expand the line of ice cream venders first placed on the market in 1930. The 1946 Revco ice cream vender is based on the fundamentally sound principles of the original machine brought out before the war, plus numerous improvements which will make the new vender the most satisfactory to date. Operators have been able to maintain satisfactory profits with these venders during the war years and are now back for more machines. Our new factory at Deerfield, Mich., is being tooled up for mass production of various new types of automatic merchandisers. Late in 1946, Revco expects to bring out some interesting types of vending equipment. Products now being manufactured by Revco, in addition to the automatic ice cream vender, include a home freezer and a farm milk cooler.

D. GOTTLIEB & COMPANY, 1140-1150 N. Kostner Avenue, Chicago 51. Dave Gottlieb, president; Nate Gottlieb, secretary and treasurer.

MESSAGE: One needs only to view all the pages in the coin machine section of *The Billboard* to realize how far this industry has progressed since 1928, when D. Gottlieb & Company started doing business. It is not important that our industry has become so large as it is that we now have the type and caliber of the people who are in the industry. The coin machine industry is as stable as any of the others, and probably even more stable than most. A distributing franchise is now something of extreme

(Continued on page 74)

Altho manufacturers have been discouraged by the delays and other handicaps due to shortage in materials and parts, it is easy to see how they are all enthusiastic about the future of the industry. Reports which come from manufacturers have one common theme: the industry will make much greater strides each passing year in the next decade than ever made in the past.

Several manufacturing firms have written brief reports for publication in this issue of *The Billboard*. Many other firms are still busy getting details of reorganization and production into shape and will be making their reports in the regular news pages from week to week.

The revised list of coin machine manufacturers at the beginning of 1946 contained in round numbers about 150 firms. This does not include many well known firms that have for years been considered a part of the manufacturing industry, altho they only made parts or accessory products.

It would not be surprising that, if during 1946, as many as 50 new manufacturing firms should be added to the list. The manufacturing division is definitely in a state of progressive change and important announcements will appear in the news all during the year.

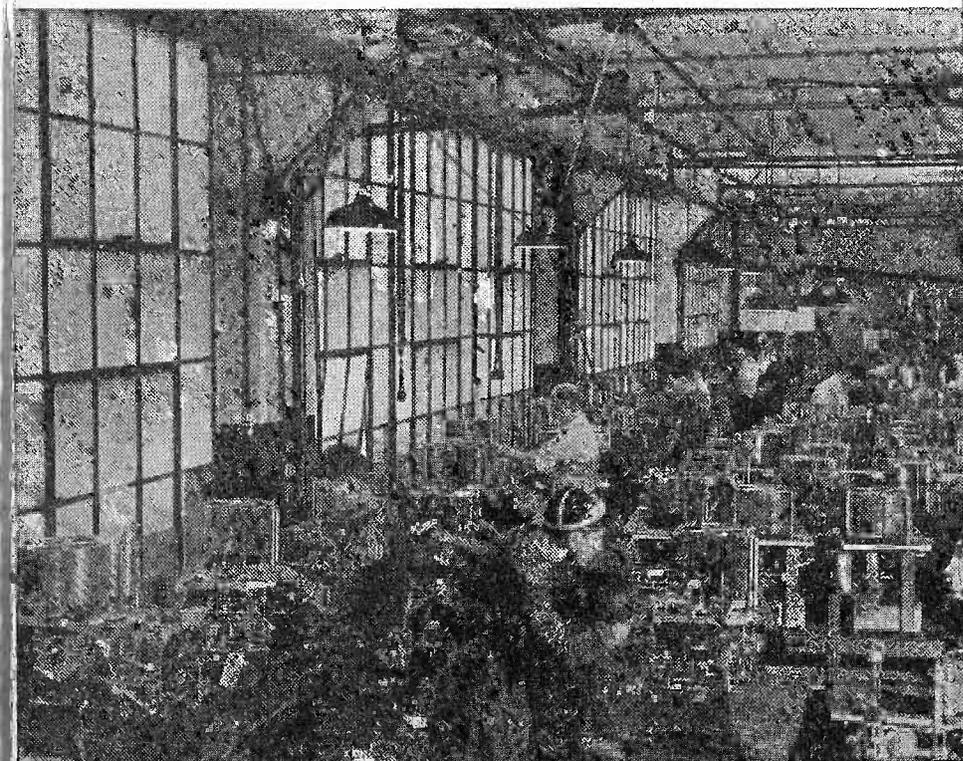
The delay in the production of new machines has been put to good use by manufacturers in building up their organizations and the good results of this will be showing up for many years. It has also given more time for testing new ideas and developments. If conditions had permitted a grand rush to get new machines out in big volume, operators might have been confronted with a lot of shoddy stuff.

Time has also been allowed to manufacturers to carefully arrange distribution channels and the final result ought to be a much better service to operators. Time has been available for planning territories carefully and for working out sales plans between manufacturer and distributor. Manufacturer-distributor relations should be much better in post-war years than ever before.

The reports which manufacturers have submitted to us for publication in this issue naturally lack much of the punch they would otherwise have if manufacturers could report a number of new developments and all in full production. But that note is practically missing from manufacturers' statements at the present time.

A lot of machines are in production now, however, enough to get the trade in tune for what is to come. The present outlook is very promising for future years, and the manufacturing industry is in good shape to develop and produce better machines than ever.

Much valuable experience was gained by manufacturers during the war years and now the trade will get the benefit of all this for many years to come.



PRECISION MACHINERY and fine craftsmanship are essentials on production lines turning out post-war coin-operated equipment. From intricate juke mechanism (above) to pin game cabinet (right, above), the manufacture of coin machines is a big industry job. Workman at top operates one of the complicated tools.

TRADE'S LEADERS MAKE OWN REPORT

(Continued from page 73.)

value eagerly sought after. Further proof of how this business has progressed is evidenced by the public relations program which is now being sponsored by the coin machine industry. Never since our entry into this business have prospects for the future looked better. It is up to all of us—manufacturers, distributors, jobbers, operators—to work together so that our industry will continue to grow and prosper.

THE VENDO COMPANY, 1907 Grand Avenue, Kansas City 8, Mo. E. F. Pierson, president; John T. Pierson, executive vice-president and treasurer; Fred N. Pierson, vice-president in charge of sales; Ralph Erichsen, vice-president and secretary; Jerome Hagstrom, vice-president in charge of engineering and research; Carl Pierson, assistant secretary; J. M. Ferren, director of personnel; A. Hoover, purchasing agent; W. E. Boring, manager of passenger and freight traffic; R. E. House, director of market research; A. E. Izzard, director advertising and public relations.

MESSAGE: Few industries have the undeveloped potentiality as exists in the field of coin control. Not designed to supplant any field of merchandising, but rather to augment the general idea of distribution, automatic merchandising will unquestionably be more popular now



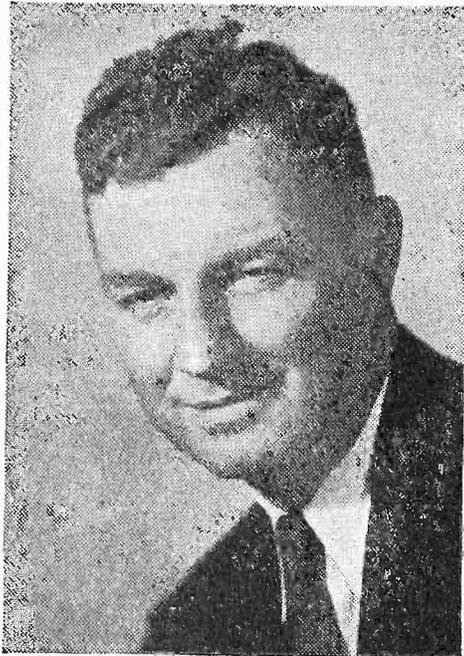
E. F. PIERSON

than ever before. The basic reason for this statement was the intelligent use of coin control by independent operators and the armed services during the war. Only in a few instances before the war were coin control operations conducted on such a large scale as were literally hundreds during the war era. Manufacturers and operators alike have profited from this experience, and are now in position to apply this experience during the years of peace. The increased scope of coin control operations, however, will carry with it a commensurate increase in responsibilities of manufacturers and operators to the public. If legislative and other restrictions are to be avoided, public acceptance and respect for automatic merchandising should be foremost in our minds at all times. Only by adhering to this principle of maintaining a close and unblemished association with the public can the industry hope to prosper in its growth. By keeping the public in mind, its success is assured.

MILLS NOVELTY COMPANY, 4100 W. Fullerton Avenue, Chicago. V. C. Shay, president; A. V. Cooley, vice-president; J. P. Ryan, treasurer; P. A. Tennis, assistant treasurer; E. E. Jacobson, secretary; Grant Shay, advertising manager.

MESSAGE: The entire coin machine industry is looking forward to a new era of prosperity which will overshadow even the phenomenal advances and expansions which are so commonplace in our business that we have more or less taken our good fortune for granted. Aside from the fact that there is almost a five-year pent-up demand for coin-operated equipment of all kinds, far larger fields for coin machines exist now than at any previous time in the history of the business. Wherever Americans in uniform have gone, and during this war that meant everywhere, they have brought with them various American products, including coin-operated ma-

chines. After the first world war, American coin machines, which were first introduced into England, eventually were used by almost every country in Europe. It is only reasonable to assume that the same conditions will now hold forth on a world-wide scale. Before any American manufacturer, however, can consider export business, he must first take care of the customer who made the en-



A. V. COOLEY

tire coin machine business possible. That is the American operator who has been using coin machines from the time the first models were invented. The Mills Novelty company has a rather ambitious plan for 1946, which visualizes the production of 50,000 individual coin-operated units, which is somewhat in excess of our peak year. Whether this program can be realized or not will depend on a number of factors over which we have little control. We are doing everything in our power to reach the goal which we have set. Included in this year's production are a number of new machines which were being developed when the war started and on which a number of refinements were made as soon as our Experimental Division could begin functioning again.

A great many operators who were forced to retrench during the war because of lack of both men and equipment are now setting out to recapture locations which they have given up and to become acquainted with the thousands of new merchants who started up during and since the war. The field for operating has never been so attractive, and any operator willing to give the right kind of service to his locations is absolutely certain of success. Right now is a good time for each operator to make a complete inventory of all his locations and start grading them according to earnings. From the manufacturer's standpoint there is every indication that recent events are starting to shake out the usual after-the-war jitters, and there is every prospect that within a few months the entire industry will be moving ahead at a pace which will be a genuine contribution to a successful future. All of us in the industry have every reason to be optimistic, and we can all look forward to a period of tremendous expansion and improvement in the coin machine field.

MALKIN-ILLION COMPANY, 396 Coit Street, Irvington 11, N. J. S. M. Malkin.

MESSAGE: We are manufacturers of cigar merchandising machines, but we are not currently in position to supply either the machines or the cigars.

VENDORLATOR MANUFACTURING COMPANY, 4000 Railroad Avenue, Fresno, Calif. Howard M. Tripp, general sales manager.

MESSAGE: Inasmuch as our entire production for 1946 has been sold 100 per cent to the bottling industry, we will not have any machines available during this year for operators. It may be that in 1947 we will be in a better position insofar as production is concerned. At the present time, we are in a position

where we do not wish to neglect our operator friends, yet we cannot supply them now with the needed equipment.

WILLIAMS MANUFACTURING COMPANY, 161 W. Huron Street, Chicago 10. Harry E. Williams, president; Albert A. Silberman, executive vice-president; Tony Gasparro, sales manager.

MESSAGE: The year 1946 will mark an epoch in the coin machine industry for many reasons, the most important of which will be the emergence of the industry from the adolescent stage to the full-grown status of maturity, with all the responsibilities attendant thereupon. Our plans, altho seemingly elaborate, are practical in every sense of the word and are formulated on a basis of solid, definite reasoning, consistent with conditions which will have to be met in the not too distant future. To insure the smooth functioning of our plans, we purchased the six-story, block-long building in which we are presently located, and which will be known as the Williams Building. A contract has been let for an artistically designed outside sign, a sprinkler system will be installed, new elevators and the building will be completely modernized. Of equal importance is our recently completed streamlined production line, machine shop, tool room and experimental laboratory, engineering department and fully equipped drafting room with all the newest time-saving devices, under the personal direction of Harry E. Williams, whose abilities as an inventor, designer and electronics engineer have been established in the coin machine industry over a long period of years. We learned many new techniques and valuable engineering lessons during the war. This knowledge will manifest itself in the new Williams line. First of our post-war products, now in production, will be a new 5-ball, free-play game, called Suspense. The game will feature the exciting surprise of a bagful of new electrical tricks. This game is an authentic Williams original in the truest sense of the word, conceived, engineered, designed and built in its entirety by Harry Williams and a staff of electronics technicians. We will not rest on these laurels, but rather will strive to extend trade confidence by combining all our effort, facilities and skilled engineering craftsmanship to an end designed to make not only operators happy, but also to be a credit to the industry. Suspense is now on many locations.

EXHIBIT SUPPLY COMPANY, 4222-30 W. Lake Street, Chicago 24. J. Frank Meyer, president; Stewart Knabe, vice-president; Herb Oettinger, treasurer; Jack Green, general manager; John Chrest, sales manager games division; P. C. Smith, sales manager arcade division;



JOHN CHREST

Earl Palmer, purchasing agent; Oscar D. Soellner, advertising manager.

MESSAGE: Again we are getting set with plenty of action to set a stride which Exhibit held in pre-war days, putting every effort with ablest engineers of the coin machine industry. We are again building to give our distributor, jobber and operator friends the same caliber of products that have always made loyal friends. We look forward to continuing that fine friendship with products that please in every respect.

HYDRO SILICA CORPORATION, Gasport, N. Y. C. H. LeFevre.

MESSAGE: Conditions are so upset at the present time that we are not in a position to make any definite statement as to what will or will not be available in the immediate future. Therefore, we feel it just as well that we do not make any commitments or suggestions at this

time. We shall inform the trade when we are able to announce production of our new improved vending machine.

H. C. EVANS & COMPANY, 1528 West Adams Street, Chicago 7. R. W. Hood, president.

MESSAGE: It is generally agreed that the outlook for the next few years, at least, will be a time of prosperity, high production and improved standards of living. Our company has completed its war contracts and has been devoting its time, energy and ingenuity to the gearing up of production facilities to meet the demand of operators. Our experimental work on post-war equipment has been completed for some time and the first showings of our new 1946 models by our distributors will reveal improvements. The new 1946 models will reveal



E. W. HOOD

many new mechanical ideas as well as new ideas in cabinet design contrasting natural wood colors. A few of the improvements are all AC operation, thereby eliminating the use entirely of power packs; single coin payouts with realistic machine gun action; improved gyp-proof coin head and many others. Last, but not least, is the fact that we are fully aware of the problems confronting the operators, jobbers, distributors and our company is working toward a goal of increased production so that they may all benefit in the coming period of post-war activities.

AIREON MANUFACTURING CORPORATION, 1223 Grand Avenue, Kansas City 6, Mo. Randolph C. Walker, president; Arthur E. Welch, executive vice-president and treasurer; Rudolph R. Greenbaum, vice-president and commercial sales manager in charge of radio and phonograph division; Charles N. Kimball,



RUDY GREENBAUM

vice-president of engineering and research; Jack Kaufman, vice-president; Louis C. Hey, secretary.

MESSAGE: The nation's music operators are now seeing and hearing Aireon's Electronic Phonograph for the first time. They are beginning to realize just what this instrument will mean to the commercial phonograph industry. Our three new models have many unusual features. These include a distortion discriminator,

(Continued on page 76)

the MILLS outlook

WE ARE NOT content to stand still and use every excuse in the book to justify that we, the Coin Machine Manufacturer, think you, the Coin Machine Operator, are not entitled to any consideration in regards to our future plans, our future machines, our future production, or our future outlook. No! Because we have always taken our problems up with the operator, asked his advice, his opinions, and for his help.

Every machine we have ever manufactured was made with the purpose that it must be "an operator's machine" from head to toe. It must embody his needs, his plans and his outlook, too. *Mills machines have been built to suit the operator.* Not only from a design and appearance standpoint, but from a mechanical basis as well. Often you will hear the remark "it plays like a Mills machine" when a new Mills machine makes its appearance in an establishment, and before its true identity has been unfolded. People seem to know and sense the true mechanical perfection of a Mills machine in operation.

Sure it plays like a Mills machine, but why? Because 56 years of thorough and painstaking study by our engineers, always searching, always striving, always endeavoring to make improvements, have borne their fruits today. Mills machines the world over have won the admiration of player, location, and operator alike, because when you spin the reels "they sound like a Mills machine."

Our plans and outlook for this year are bright, hopeful, and encouraging. As you probably know, our Black Cherry and Vest Pocket Bells are in full production, and in due time these fine

new Mills Coin Machines will make their appearance:

The Golden Falls! A hand load type Bell, drenched with beauty and color, designed for the operator who wants a larger and more dominant Jackpot display.

The Club Royale! A stately floor type Bell designed to fit in the rooms of Clubs, Lodges, and the more exclusive spots. Colorful combining of wood and metal makes Club Royale "the machine!"

Three Bells! The operators' choice for the Hall of Fame. Before '41 this unit plummeted to the top as the absolute leader of coin machines. Three Bells is coming back again with many new improvements clothed in a glamorous new cabinet.

Four Bells! A true and able running mate to Three Bells, has all the good features and money-making qualities except that it allows four to play it at one time, instead of three. Coming back in a new modern color treatment.

A Small Bell! This one is still in work; hasn't even been named, but it will be larger than the Vest Pocket and smaller than our regular Bell. Will have many new and startling mechanical innovations.

Plus! A novelty and a one-ball table now on blue prints, but soon to be into the hands of our production line directors.

All these things in Mills Outlook are in your Crystal Ball for 1946, Mr. Operator.

TRADE'S LEADERS MAKE OWN REPORT

(Continued from page 74)

which provides for automatic volume control under any and all conditions; a unique power-saving device; a faster change cycle of records which provides for greater earning potentialities, and an actual transmitting and receiving station. We, at Aireon, are by no means satisfied with our Electronic Phonograph. Our engineers are now deep in research to give you still more improvements for a more perfect phonograph. Aireon is applying the latest advancements in electronics in all of its diversified products. New electronic features discovered for one product are applied to others when this is practical. Thus, the Electronic Phonograph is the net result of hundreds of engineers working in many fields.

AUTOMATIC INSTRUMENT COMPANY, 679 N. Wells Street, Chicago 10. J. W. Haddock, president; Henry Boston, vice-president and secretary; DeWitt Eaton, general sales manager; H. E. Atchison, vice-president; H. Herbert Vanderzee, chief engineer; T. C. Fredrich, treasurer; M. B. Cavanagh, assistant treasurer.

MESSAGE: In the spring of 1945, new ownership took over control and direc-



JOHN W. HADDOCK

tion of the Automatic Instrument Company. The Automatic Instrument Company and its brand identification, AMI, are familiar to everyone in the field of automatic music. We have been pioneers in this line, developers of many of the important ideas and actions that vitally helped make phonograph operating a commercial success. In setting up our new management, we realized that we had to set up new ideals. Post-war operating requires new equipment of such superlative character that the public as well as all good music locations will join in a crusade for a renaissance in coin-operated music. All ideas for improvement must be carefully weighed; all suggestions treated with complete respect and study. The best engineering, the best materials, the best craftsmanship, are all demanded. For these are the things that make for increased earning power. The phonograph operator is the heart and soul of the coin-phonograph business. His problems must be constantly in the mind of the manufacturer. His needs must be met before all others. Quick demountability of the mechanism and its parts, quick accessibility to working parts for repairs and ordinary service, are absolutely necessary. Strength, smoothness and long wear are vital if operating costs are to be kept down so that operator's investment may be paid out in shortest possible time. We appreciate these needs and we have committed ourselves to these ideals. To that end, we have greatly expanded our Grand Rapids fac-

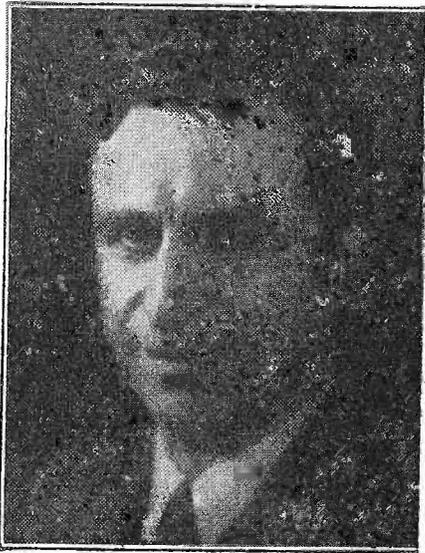
tory and will soon build a new AMI administration building in Chicago to house our management, sales, display, design and engineering departments.

U-NEED-A VENDORS, INC., 2715 Summit Ave., Union City, N. J. J. Brelidt, president; William H. Moore, vice president; Lee Willens, sales director.

MESSAGE: Some months ago the trade was advised of the purchase of the original U-Need-A Pak tools, dies and patents and the formation of a new company called U-Need-A Vendors, Inc. Since that time we have busied ourselves getting the new U-Need-A cigarette merchandiser ready for delivery as early as possible. These machines are now rolling off the production line and have been delivered to all sections of the country. Jim Evans, formerly head engineer for the original U-Need-A Pak Corporation, designed the mechanism for the new cigarette merchandiser. This machine has a number of interesting features. For instance, the six-column model holds 360 packs; the eight-column model, 480 packs; the 10-column model, 600 packs of cigarettes, without increasing the size of the cabinet. Norman Bel Geddes, internationally famous designer, designed the cabinet for this cigarette merchandiser. Our new organization is handling sale of its products thru a chain of exclusive distributors appointed to handle all territories. We have plans for other types of merchandising equipment to be released within the next few months. Included in those plans is a candy vending machine. But the firm will continue its practice of tackling one problem at a time, in an effort to obtain the best possible results.

INTERNATIONAL MUTOSCOPE CORPORATION, 44-01 11th St., Long Island City 1, N. Y. William Rabkin, president; A. W. Blendow, sales manager; M. L. Leschen, comptroller, and Herbert Klein, export manager.

MESSAGE: Just prior to the war, Mutoscope had a number of new coin-operated machines on the fire and ready to go. The Voice-O-Graph production had already been started, and was halted in the middle of a large run. Naturally, all these ideas were taken out of the moth balls immediately after V-J Day, and we now look forward to the day when the production lines will again start rolling these devices to operators thruout the country. Voice-O-Graphs



WILLIAM RABKIN

have already been started on their way, and photomatics will follow soon. Several new machines in the game field are also taking shape, with the Atomic Bomber first to reach our distributors. Some purely arcade machines will also be ready this spring. Operators should realize, however, that with the terrific demand and backlog of orders, coupled with the shortage of materials facing all manufacturers, machines at times will not be as plentiful as all would want and deliveries sometimes a little delayed. We face the future of our industry with the greatest confidence and know that each succeeding year will bring bigger and better ideas, machines and better prosperity for the entire industry. For bigger and better business, back the public relations program of Coin Machine Industries Incorporated.

ARTHUR H. DU GRENIER, INCORPORATED, 615 10th Avenue, New York. John W. Haddock, president; Burnhart Glassgold, vice-president and general manager; Paul E. Kyburg, assistant general manager; Henry R. Boston, secretary and treasurer; Robert K. Kawthorne, factory superintendent; Frank B. Perri, chief engineer.

MESSAGE: Du Grenier's reconversion period is almost at an end. However, despite the long years of all-out war production effort, Du Grenier's engineers have designed the latest in automatic merchandising equipment and are, at present, reconverting the facilities of our plant in Haverhill to manufacture this equipment on a production basis. Du Grenier's war job is well known to everyone in the vending machine field . . . and the Army-Navy "E" awarded to us on two separate occasions is an accurate barometer by which to judge potentialities for achieving the future it has planned in the manufacture of



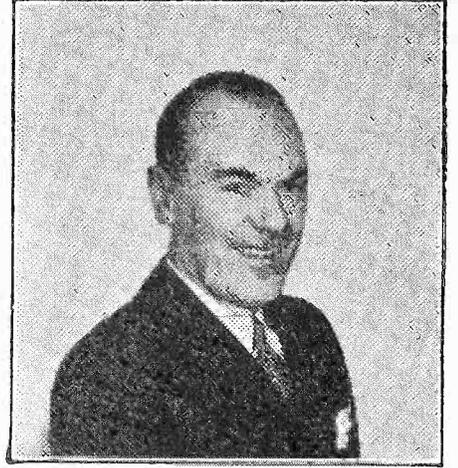
BURNHART GLASSGOLD

automatic merchandising equipment. In designing our new cigarette merchandiser, the Challenger, the new model of the Candyman nickel candy bar machine, and the new gum vending machine, Du Grenier's engineers used the same painstaking, precision planning methods which they used in producing war material. The recent purchase of the entire capital stock of Arthur H. Du Grenier, Incorporated, by Automatic Instrument Company is assurance that Du Grenier will reach the goal it has set for itself. The value and importance of this combination is obvious for it gives the operator the benefits of Du Grenier's fund of engineering know-how plus the latest in electronic war-born innovations. The new cigarette merchandiser, designed by one of the country's fore-

most industrial designers, Raymond Loewy Associates, has all the appeal necessary to satisfy locations. Its mechanism is simpler, more compact.

BALLY MANUFACTURING COMPANY, 2640 Belmont Ave., Chicago 18, Ill. Raymond T. Moloney, president; A. J. Renni, executive vice-president; George W. Jenkins, vice-president and general sales manager; Herbert B. Jones, vice-president and works manager; Thomas J. Callaghan, director of music division, and H. K. Moloney, secretary.

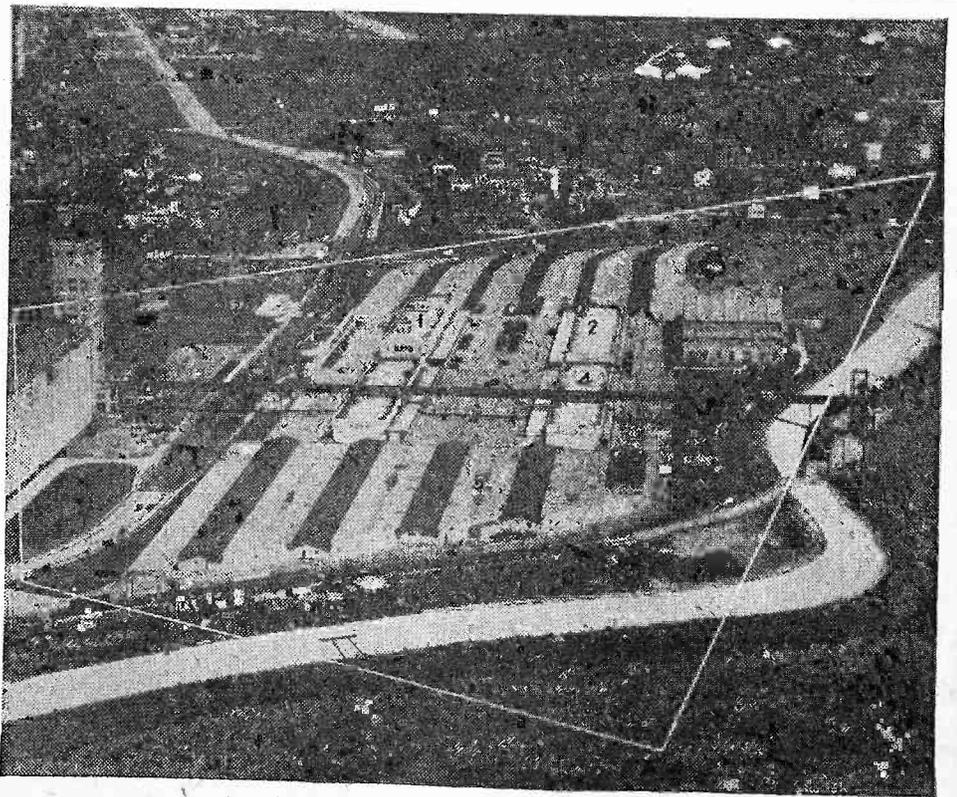
MESSAGE: 1946 will be remembered in the coin-operated equipment industry as a year of tremendous opportunity. If we fail to grasp the opportunity, the industry will struggle for years against adverse forces. If we seize the opportunities presented to us in 1946, our industry can gain a strong and stable position in the American industrial community. Our greatest present opportunity is the opportunity to win a secure place in the esteem of the American public. The remarkable



RAY MOLONEY

record of the industry during the war, a record of quick conversion to war production and honor winning achievements, gives us a dramatic background on which to develop a public relations program, which can end forever any petty sniping which might hurt our industry. Equally important is the aggressive self-reliant way in which the industry has reconverted to civilian production, thus doing our full share to ease the economic shock of the war's end.

At Bally, we have unquestioning confidence in the industry's ability to grasp our opportunity and grow great. Our confidence is indicated by our program. Altho still struggling with problems of material procurement, we are expanding our facilities and pushing forward an enlarged line of products. We know that eventually all the bottlenecks will be broken. We are not waiting until they are broken to proceed with our program. We are going ahead now and, when greater production is possible, we will be able to bring our customers a balanced line of products which in turn offer operators opportunity.



PLANT EXPANSION was one of the big developments in the coin machine manufacturing industry during the war. Reports have indicated that the total productive capacity of the industry will be double that of pre-war days. Kansas City plant of Aireon Manufacturing Corporation shown above suggests a very modern production layout.

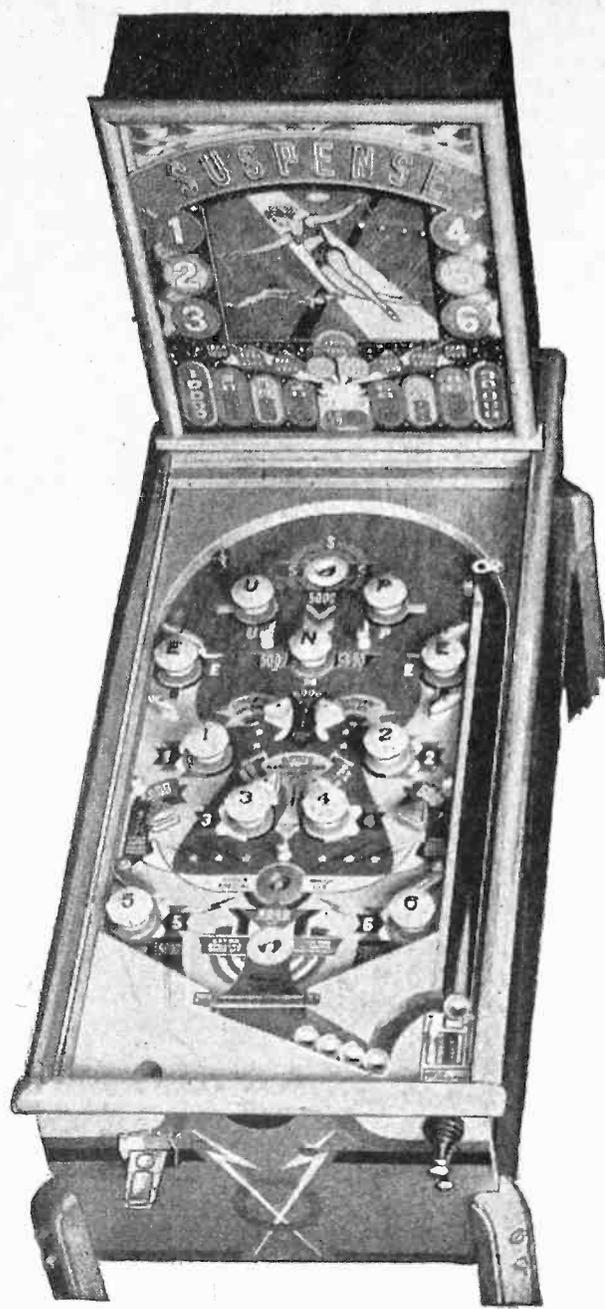
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 "SUSPENSE"
 "SUSPENSE"

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Texas, Oklahoma and New Mexico
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 2812 Main Street, Dallas, Texas

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KING-PIN EQUIPMENT CO.
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Southern Indiana
SICKING COMPANY
 927 Fort Wayne Avenue, Indianapolis, Indiana

Ohio
SICKING, INC.
 1401 Central Parkway, Cincinnati, Ohio

Kentucky
STERLING NOVELTY CO.
 669 S. Broadway, Lexington, Ky.

Florida
PAN-AMERICAN DISTRIB. CO.
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 89 May Street, Jacksonville, Fla.

Massachusetts, Vermont, New Hampshire, Maine and Rhode Island
TRIMOUNT COIN MACH. CO.
 40 Waltham Place, Boston, Mass.

Eastern Part of Missouri, Southern Part of Illinois
V. P. DISTRIBUTING CO.
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Southern California
WILLIAMS DISTRIBUTING CO.
 2309 West Pico Blvd., Los Angeles, Calif.

New York and Connecticut
WORLD DISTRIBUTORS
 825 State Highway #5, Ridgefield, N. J.

Williams
MANUFACTURING COMPANY

161 WEST HURON STREET
 CHICAGO 10, ILLINOIS

"DESIGN" KEYNOTE IN COIN MACHINES

Pleasing, arresting appearance helps sell John Public on play and should also interest trade

By James T. Mangan

WE HAVE reached an era in which everybody has become design-conscious. By everybody I mean the office boy, the elevator man, the janitor, as well as the serviceman, the machine operator, the sales manager and the manufacturer of coin-operated machines. Also include among design addicts the general public. Design is here, and everybody knows it.

All of us have seen an old coin-operated mechanism be given an entirely new external appearance, and without a single major change in the mechanism itself the machines spring into new life and earn an increased amount of money for the operator, this result directly due to design.

Design is something the coin machine operator has never bothered about, but it is something that means everything to him. Design is the plan for pleasing people. It is the main function of the industrial designer—his job is to so please people when he is designing a coin-operated machine that the people will show their pleasure in the machine by dropping their coins in it.

Operator Proud

The operator, no matter how practical and matter-of-fact he may be, is still a proud man. He is proud of his equipment, and, if he is smart, always wants it in tip-top operating order. He wants to be able to bring it to location in its finest dress. His machines are his children. He wants his children brought into public view. Just as any father would like to see his kids dressed up in their finest clothes when they are meeting the public on a special occasion, so also he wants his machines in that very same condition.

Beauty of a material kind is a dollar and cents proposition. A beautiful machine is readily accepted by the location, and hence the operator gets the choice locations by having the better designed machines. Design gives him something to talk about, be enthusiastic about, and it turns him into an irresistible salesman. The contagion of his enthusiasm takes over the location and everybody in it. The location owner and the location employees are proud to see a coin-operated machine in their establishment which is the last word in mod-



JAMES T. MANGAN

ern style and appearance. In many cases their coin-operated machines are the finest objects in the location when compared to its other furniture and equipment. Consequently, location owners and employees rave about the good machine, put it in a prominent spot, and sell it to the public.

A coin-operated machine, in its very nature, must do most of its own selling, but everybody knows that when the location personnel is friendly with the machine it always earns from 25 per cent to 250 per cent more money. Beauty creates this friendship.

Psychology Need

By beauty I just don't mean external beauty or surface beauty, but rather beauty combined with practical psychology.

Today's modern coin machine designer just doesn't treat the machine as a problem in beauty, but he also has to assume the burden of making it psychologically attractive. Thus, the only competent coin machine designer is the one who is a coin machine man at heart, who loves coin machines for their own sake, who understands their action and their attraction, who has worked for years with the men who have idea-ed them and invented them, developed them, and especially with the mechanics, the foremen, and the factory people who have built them. Such a designer just can't resist coin machines himself, and wherever he is he studies them by dropping his own coins into them.

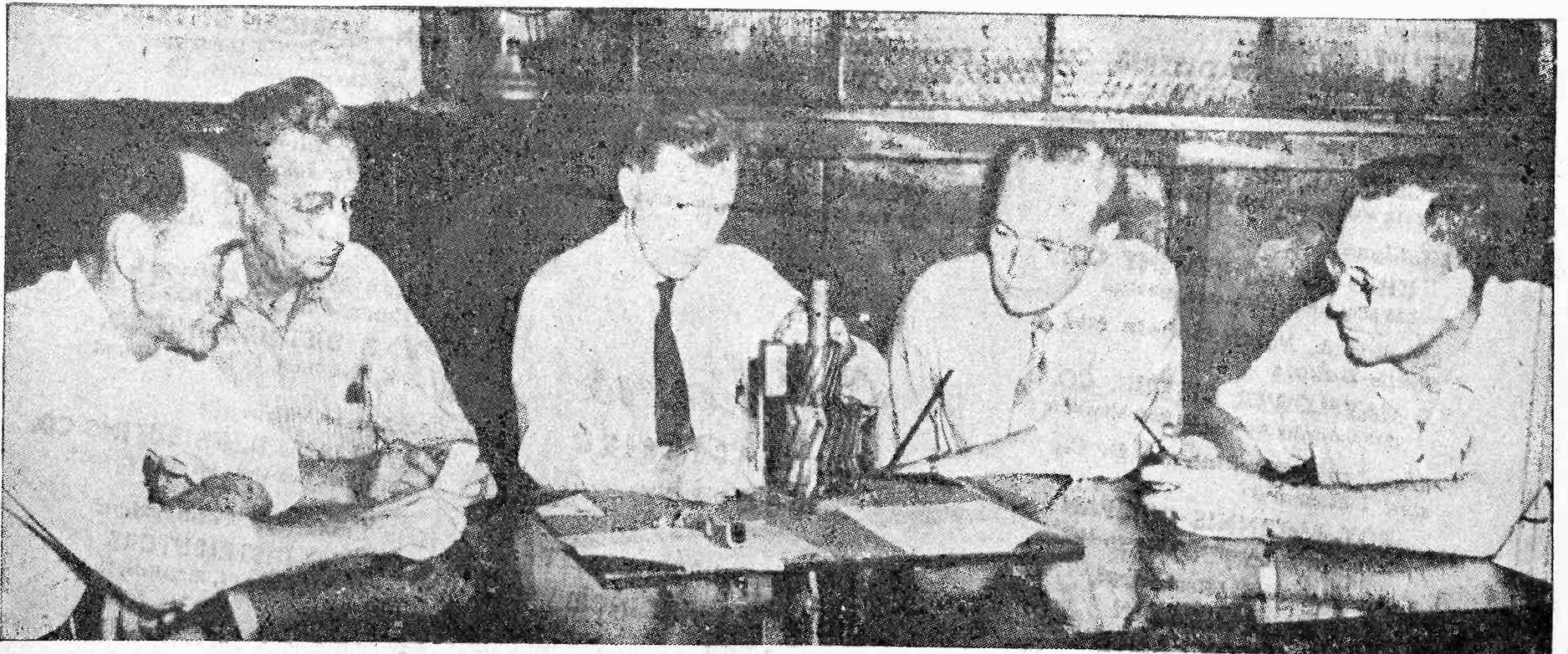
Prolific Designer

My partner, Everett B. Eckland, is one of the most prolific coin machine designers in the world, having created over 350 separate designs for more than 350 separate coin-operated machines in all classes. I like to believe that Eck is more than an artist, more than an engineer, more than a good mechanic. He is, most of all, an enthusiastic coin machine player. This I have personally seen him prove on innumerable occasions. For instance, he is a pin game shark, and if any pin game he meets up with while he is out in the field mixing with players contains the pure skill element to a definite degree Eckland will master that skill element better than any of the regular players and make the machine pay him back for his skill. Of course, we all know that the psychological content of all coin machines cannot carry the skill element too high, that the world is full of skillful people who could easily overcome the machine by their skill and turn it into an unprofitable proposition.

Therefore, the main psychological ele-

ment that the designer must introduce is human attraction. When a designer achieves human attraction in a coin-operated machine he turns it into a sort of game even tho its business is strictly vending and there is nothing pertaining to business or play in the actual operation of the machine, the word "Play" must still always remain in the designer's mind. A machine which has a play factor makes the patron want to operate it as much for the sake of operation as for the actual and rational motive of securing merchandise from it. This is the chief reason why automatic merchandising has made its great strides. The automatic coin-operated machine is human property and is, in essence, a special playground for human propensities.

I have talked design with hundreds of coin machine operators, and have never failed to get a good idea from an operator. As long as the operator's suggestions stay in the field of psychology, namely the points and parts of the machine which the public touches with either hand or eye, the operator is a gold mine of ideas for improvement. Every operator should be constantly sending in as many practical suggestions as he can develop out of his own intelligence, imagination or experience to the factory so that the factory designers may have access to his practical understanding of player activities. These suggestions invariably result in machine improvements which mean extra money in the cash boxes of the operator. The point I am making is this: As long as the operator remains a psychologist he has this power. On the other hand, the operator should never try to be an artist. As soon as he wants to show that he is a better artist than the original designer by insisting on different colors, different lines, different textures he is stepping out of his class. But his psychology is of infinite value to the industry.



ENGINEERING BRAINS of the industry are constantly engaged in a search for new ideas, new machine principles. Nursed from planning and experimental stages thru to actual production, their pioneering work materializes in more efficient machines and in new fields for coin operation. Today they are exploiting wartime research, ranging from electronics to plastics to produce the mechanical wonders scheduled for the post-war era.

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BUSINESS TRENDS & COIN MACHINES

THE coin machine trade will have to give more attention to business trends in the future. The industry has attained such size that it now finds itself in the midst of various business problems that affect other industries. A growing industry can overlook all these things, but it will finally reach such size that it finds itself affected by general influences.

Manufacturers learned a lot during the war. They found themselves put right in the middle of big national and international situations such as getting materials, producing war goods for fighting men, contacting government officials, working with the industries, competing with trades much larger than their own, increasing plant capacity and all the things that go into modern business. Manufacturers came out of the war with a lot of new experience in business conditions and trends, and new ideas on what makes the wheels of business go. This experience is helpful, since manufacturers will be more than ever subject to general business conditions.

Distributors have also found that in order to buy and sell machines in the future, they will be ushered right into the middle of such problems as financing. They will have to give much more attention in the future to money problems.

Negative Side, Too

Operators learned a lot on the negative side also during the war. Because of the absence of competition and the high industrial activity of the war years, they found their machines earning much more than ever, and their problems also were reduced to a minimum.

In the post-war picture, the music operator finds himself in the midst of a big music business. He finds music services becoming the new idea of the day, and big firms in this field offer music service which competes with his own. He finds these big music services seeking his

To improve his operation today's operator must likewise improve his program as a business man

best locations and taking the cream of the deal. To meet such a situation, the music operator must, of course, study music.

Vending machine operators learned during the war what shortages of supplies mean, and they have also grasped the idea that in the future their business is selling merchandise and not just buying machines and finding a place to put them. In the future, the vending operator will be deeply interested in all the problems that affect merchandise supplies, such as candy, nuts, cigarettes, soft drinks and packaged foods. This introduces the vending operator to a new field of economics and calls upon him to do his best in studying markets and buying sources.

New Biz Trends

To a lesser extent, the amusement machine operator faces new economic trends, but he will find himself a part of the great retail picture. Business has come to accept amusement machines as a part of the small retail store set-up. The amusement machine operator of the future must study the small retail store picture and the business influences that play upon these stores.

The operator of the future, whatever type of machine he may use, will be more than a mechanic. He will be a student of business conditions and trends if he is to make the best possible success with his machines.

The main reason for studying business trends is that the manufacturer or distributor or operator may capitalize upon

conditions as they change from time to time.

The manufacturer has always been a close observer of inventive progress. Because of the increasing demand for new ideas and new machines, manufacturers more than ever must watch inventive progress. They must be in close touch with engineering development; they must keep posted on the latest progress in design. More than all, the highly competitive market for materials will be the object of their close study. They have found that they must buy in competition with much bigger industries.

Operator Involved

While manufacturers and distributors find themselves in the midst of a bigger business stream and subject to national and worldwide business trends, the operator also finds himself facing new business problems. Retail stores have always been considered as the other half of the coin machine business because they are the places where the operator puts his machine. More than ever, in the history of the country, retail stores are subject to wider business influence. The retail store is no longer just a place where some man with a few hundred dollars opens up an establishment then stocks some goods.

The operator must learn how to fit himself into this picture and capitalize on the new importance of the retail store. He must study something more than his own machines. He must study business and how customers are made for the store where he has his machines. He must learn more and more how to

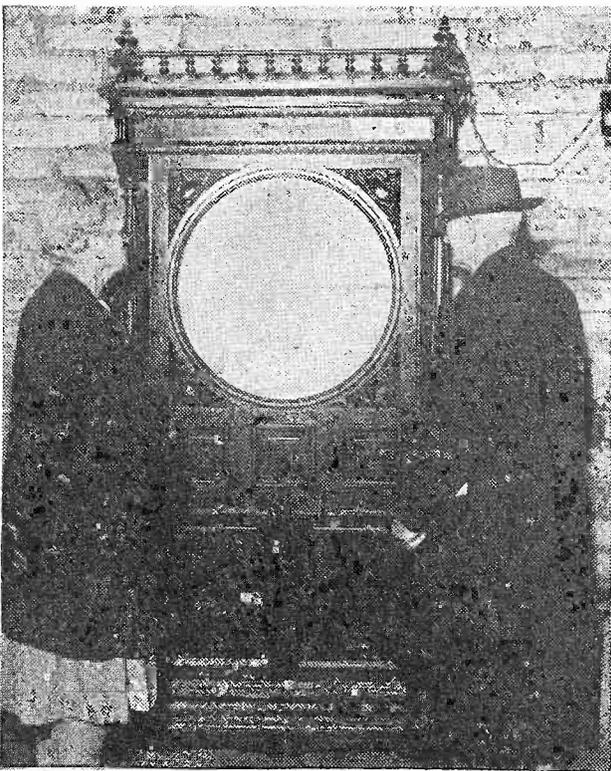


help the proprietor of the store to get business.

Self-Service Trend

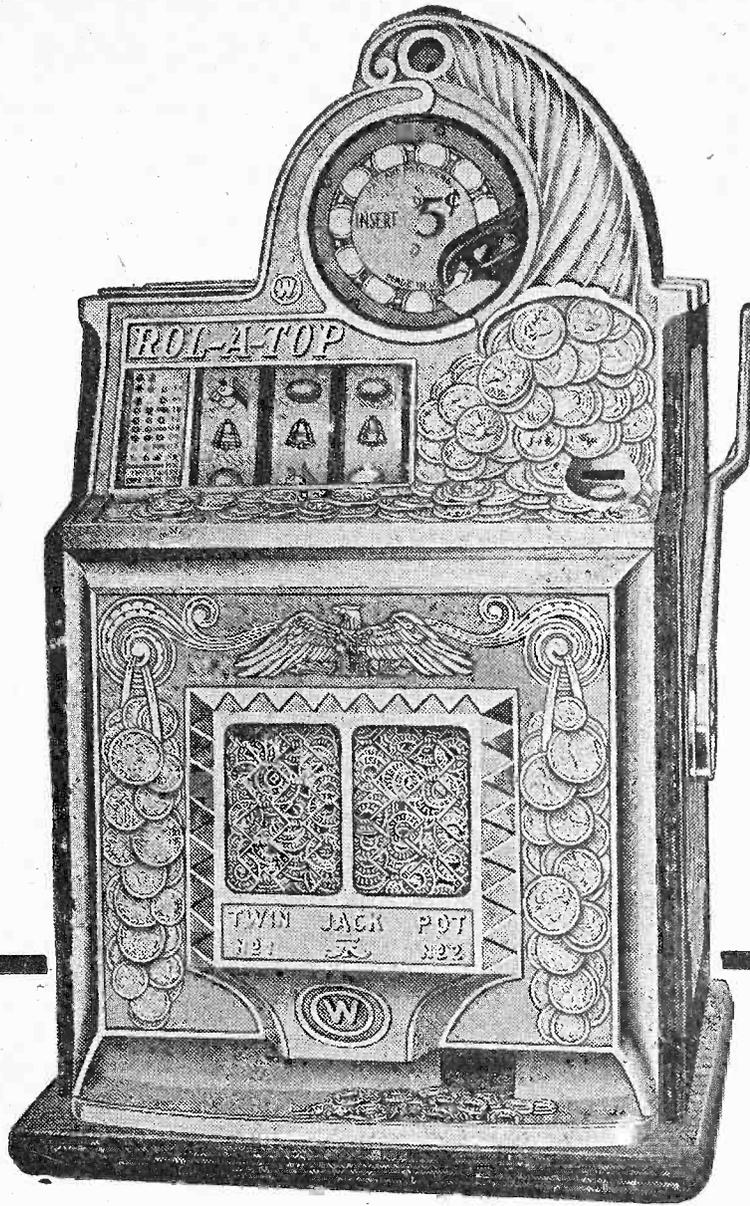
The vending operator will be more and more interested in this matter of self-service. The idea of self-service captured public fancy during the war and assumed great importance. It will extend into the future. The vending operator is a part of this great idea of self-service. He must find more ways in which to make his machines more convenient to the consumer. His study of self-service will range all the way from putting his machines in plants to those special establishments where frozen foods or other packaged items may be sold.

Music and amusement machine operators will also find new fields to conquer. With all of the new developments that are promised in the next few years, every single development will mean new business for operators. It will mean new locations, but it will also mean that the operator must improve his own program as a business man.



Coin Machines in the Gay '90's

Coin machine men with a yen for history have found one of the finest collections of coiniana at Knott's Berry Place, near Buena Park, California. Pictured here are some forerunners of modern jukeboxes and games which are currently in operation there. Typical is the African Jungle Band instrument (above, left). A nickel in the slot brings out jumping jive, African style. The ancient disk music machine (center, above) did for grandma what the juke does for bobby-soxers today. This instrument came from a wealthy, eccentric old lady who claimed to receive guidance from the spirit world thru the music. Heralding arcade machines of today is the Revolutionary Soldier machine (right, above), in which prostrate figure by cannon raises its arm as soldiers march around. Similar is the Indian Fighting in the Black Hills gimmick pictured at left. The Berry Place collection includes machines from many countries. Many are of Swiss manufacture and one is Dutch made, but most of them are American.



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THE West Coast is no longer that section of the United States referred to as "out yonder." In practically every field, especially that of the coin machine, it is rising—rising to imperial heights.

The Coast will take its place as a manufacturing center as well as distribution point for coin-operated machines to all parts of the world, especially the Pacific areas. Manufacturers who tooled for aircraft production have reconverted for the peacetime production of vending and other machines. The East is brought closer by air travel, and it is no longer the coin machine man's problem to wait six or seven days for the arrival of important mechanism to put a machine back to work. Distributors order one day and the next the mechanism that has tied up a machine is delivered from the East to points in California, Washington or Oregon.

War Wrought Change

Now that the war is over and these plants are reconverting to peacetime operation, these manufacturers are getting set to go. All types of coin-operated equipment will not be manufactured in this section at first. But the Coast has already stepped out with vending machines.

The American Vender is being manufactured by the California Aircraft Engineering Company. This firm has turned its engineering skill to the designing of a bottle vender, a bulk vender for carbonated as well as pre-mixed drinks, and a popcorn machine that fills a bag and delivers it all in a few simple operations. Schooled in making machines simple, this firm, which once made parts for B-17's, has produced vending mechanisms as simple to work as a tot's wagon.

Interstate Aircraft Corporation has a tie-up with Spacarb for the manufacture of bulk carbonated drink machines. During the war, Interstate's factory was heavily guarded for it was producing hydraulic precision parts for the navy. This skill today is going into vending machines. The company has two designs — one of 600-cup capacity that blends one of three flavors or a combination of the trio of carbonated drinks. The sound machine has a capacity of 300 cups.

Timm Aircraft Corporation started tooling 70 per cent of one of its large plants in Van Nuys, Calif., last August in preparation for turning out bulk beverage venders for the Mills Company. The

WEST COAST RISING COIN MACH. EMPIRE

Focus attention on California,
other Pacific States; hopping
off point for exports as well

By Sam Abbott

order was for \$1,000,000 worth of machines plus tooling. The Mills No. 120 vender is today rolling from Timm's assembly lines.

Fly Machines?

Aircraft will play an important part, too, in the distribution of coin machines. American Airlines is already operating four-engined C-54's between New York and Chicago and New York and Europe. None is in service to the West Coast, but this service is anticipated.

Under the proposed low rates it will be possible to send a coin machine to West Coast from New York for 25 cents per pound. This sounds high, but there are features that cut down the total expense. For instance, a music machine shipped air cargo to the Coast can be packed in heavy cardboard rather than the heavy wooden crates for freight. The rate charged by railroads from New York to Los Angeles is \$13.92 per 100 pounds. The time via air is approximately 18 hours—by train, 72.

The West Coast distributor is in an enviable position for foreign trade and is already preparing to take care of it. Firms like California Amusement Company, Jack R. Moore, General Music and others have established offices in costal cities. Badger Sales Company, with a branch in Milwaukee, is adding an export manager, Joaquin Radzat, to specialize in this field. All jobbers plan to enter this phase of the business to some extent.

Mexican Market

Mexico will purchase a large number of machines from the Southern California area. A recent communication from a large Mexican city asked for 150 music machines. Orders of this scope are reported as more or less typical of the demand this Good Neighbor is (and will) make.

The American distributor in this section is at a loss at this time to capitalize on the foreign business. Prices in the States are too high for foreign trade. With the advent of new equipment and in quantities, reconditioned machines will readily find a market south of the border or across the Pacific. Distributors have already agreed that the point to be watched and one which violated will make a permanent problem for all distributors is the dumping of useless equipment on the foreign market. So it behooves the West Coast distributor to see that only A-1 machines are sold to these buyers.

In the West Coast States there will be many people who are potential operators. On the other hand, hundreds of people arriving on the Coast daily are potential patrons of the machines.

According to the Los Angeles Chamber of Commerce, the population has increased from 1,294,000 in 1935 to 1,504,277 in 1940 and 1,855,000 in 1945. The Chamber of Commerce will not hazard a guess as to what the population will be in the next five years. However, on

the basis of news stories and recent arrivals, it will, by far, exceed the increases in the past five or 10 years. Los Angeles County had 2,389,680 people in 1935 and 3,375,000 in 1945. The City of Los Angeles, the largest in area in the world, covers 445 square miles. The number of people per square mile has increased greatly in the past few years.

Additional Operators

The centralization of population makes for profitable operating and it will take additional operators to supply and service machines for these people. These operators will come mostly from the ranks of discharged servicemen who have at one time or another been in California. Since California was the embarkation point for the South Pacific, thousands of G.I.'s saw the State only from a troop train window. Others from stretches at army camps and naval bases. No matter their association with the State, a large percentage plan to return here. And they are already coming in.

What will happen?

In the next few months, when building materials are available in quantity, there will be houses for these people and thousands more who will move to California and the West Coast.

Then . . .

With manufacturing going full tilt, air travel putting the area almost overnight from the East, operators having their locations and people buying from machines . . . the West Coast will continue to grow . . . the rising coin machine empire.



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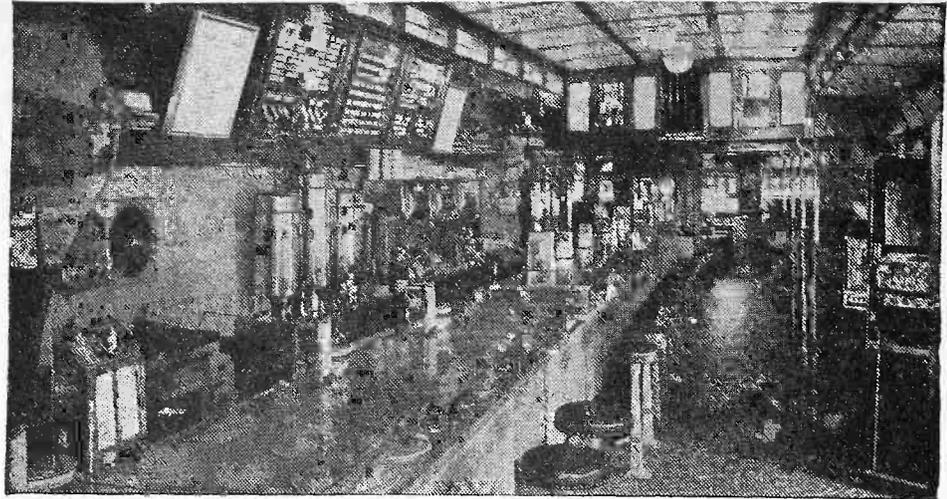
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AN OPERATOR TALKS ON AMUSEMENT MACHINES

Among Small Locations



Personal experiences of one coinman with tips on how to increase play, cut losses—study your business—get to know your customers

BY GENE WILHELM
Wilhelm's Penny Arcade, Chicago

I OPERATE an arcade featuring coin-operated amusement devices, and I am doing fairly well. In this arcade I have tried some unorthodox things, and have learned some things that have helped me increase play and other things that are not worth the trouble.

Every business has its specialized requirements in fundamentals, which necessitate extensive training before a man can hope to make more right decisions

than mistakes, and thus more money instead of going broke. In our field, as in any other, common sense, earnest effort and willing-to-work ambition pay off. In other words: know your job and have the ability to use what you know.

Before people can put their money in your coin slots you have to get them into your place. To accomplish this purpose, I make use of frequent, good-sized advertisements in the local city newspapers as the bedrock of my program. I combine these advertisements with publicity and direct mail and special features.

Arcade owners would find it a good idea to invite family patronage. Dad secretly thinks he is better than the kids in "beating" the machines and Mom gets a bang out of the kids' praise too. And the kids love the approval of their fun that Dad's and Mom's enjoyment offers.

Feature One Machine

In my arcade, I feature the Pre-Flight Trainer plane for which I am Illinois distributor. I have two of these machines set up in the front window where they pull people in and get good play. Once inside, few of them leave without giving the other amusement devices a fun-making tryout. I feature these same machines in advertisements and pub-

THOUSANDS OF SMALL establishments dot the country, including eating places of all kinds. Restaurants are among the most popular types of locations that use games, as well as venders and music.

licity. Name band leaders and singers come over regularly to "fly" the machine and to pose for publicity shots which help both me and them. Airline pilots, ex-army fliers and others often drop in for a whirl, and they give the other amusement devices a play while in the arcade. These people come back, and they bring their friends.

The arcade operator who is fortunate enough to have the excellent services of a good serviceman is lucky indeed. Inexperienced or improper maintenance can sacrifice as much as 75 per cent of the appeal built into the machine by creators and manufacturers. In sacrificing that appeal means a drop in the take.

Manufacturers put a lot of imagination and work into giving their devices maximum crowd draw, and unless the operator strives to keep up the class of the games he literally throws money away, because he discourages full use of the machine when he lets them run down.

As an arcade owner, I find *The Bill-*

board these days full of advertisements of sure-fire devices and many new coin-winners. These advertisements are the stuff dreams are made of—profit-laden dreams. What other business offers automatic salesmen with maximum returns? The skillfully incorporated coin chutes please customers because they give faster play and let patrons concentrate on testing personal skill. Keep coin rolling into the chutes with constant maintenance, so no machine is down unnecessarily. The new machines offer sparkling tests of co-ordination and excitement for the public. Eye pleasing appearance, suavely executed by the makers, gives fun seekers a mental lift that makes them happy to linger and enjoy themselves in pleasant surroundings.

Now, while you are planning additions to your array of amusement devices, is a good time for a searching study of those machines you already have. Will they look dingy against the new ones? Are they worn looking? Will they drag the new ones down, or can they be

(Continued on page 90)



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H. SANDLER NOVELTY COMPANY
876 High Street, Pottstown, Pennsylvania

SKILL AMUSEMENT COMPANY
661 Northampton Street, Easton, Pennsylvania

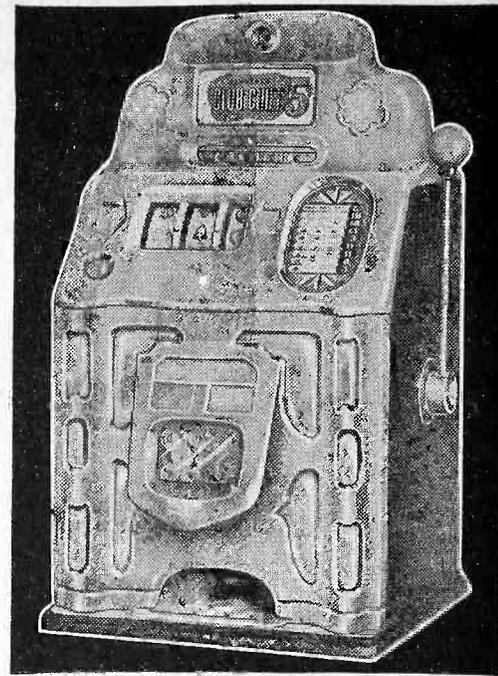
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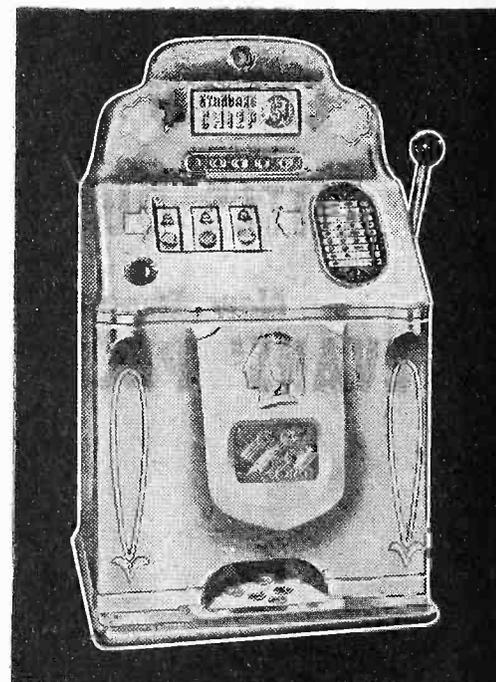
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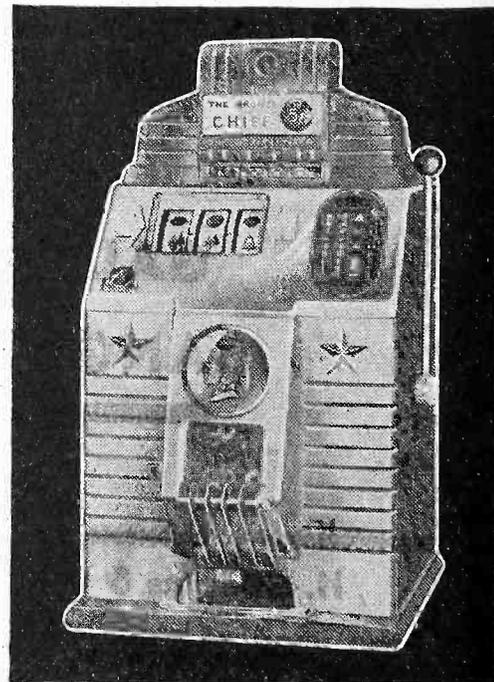
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DISTRIBUTOR'S PART AS LOCAL LEADER OF TRADE

Working for trade as whole, distributors opportunities are many, not only to increase his own business but to support, promote rest of industry as well; move grows important for future building of trade co-operation where distributors are main keys to success

Too much stress cannot be put on the work the distributor should do as a local trade leader in his home field. The years are adding increasing importance to the distributor's place in the industry and his duty to local operators.

It is not enough to merely buy and sell machines. The distributor can best protect his investment by going the second mile and working for the good of the industry in his particular territory. It is assumed that the distributor has a much bigger business volume than the operators in his territory, and also that he has wider business experience.

It is assumed also that when public leaders and public officials begin to look at the coin machine industry, they will notice the distributor first. When they want to contact anyone in the industry, they are likely to come to the distributor first. This puts the distributor in a place of responsibility and also gives him an opportunity to do something to promote the best interest of the trade.

Increasing Importance

As the industry has developed since 1930, each year has witnessed the increasing importance of the distributors in the whole and the size of their investment in the business. At times, there would be discussion as to whether the distributor was really a necessity, and manufacturers even wondered whether they couldn't sell more machines by going around the distributor.

During the war, many lines of business discussed the place of the distributor in the whole business system. In many industries, there were even firms in the coin machine trade who talked of using some other sales method after the war.

The net result of all the discussion, and the final conclusion, was that the distributor will be more important in the future set-up of the coin machine trade than ever before. Manufacturers of juke boxes started soon after the end of the war by placing an emphasis on distributors of their machines that had not been known in the trade previously. It was perfectly clear by the moves of the music manufacturers that the distributor would be more important than ever in getting machines to operators.

Logical Local Leader

With all this business emphasis on the distributor it is now important that he be made more than a mere selling agent, and that he be recognized as the logical leader for all local fields in the business.

There will be many exceptions to the rule. In many cities, there are outstanding operators who, by virtue of past experience in civic field and business in general, are entitled to the real place of leadership in local accomplishments. Many distributors also may be good business men, but when it comes to civic and industry projects for building good will, they may be poor leaders.

Experience has shown that in most cases it is best for distributors to work in the background. Whatever their ability may be at public leadership, they can accomplish more by staying out of the limelight. Operators are frequently very critical of distributors who aspire to places of prominence in the local work.

It should be kept in mind that operators are entitled to their own organizations and to their own work for the good of the cause. They are entitled to choose their own leaders and to discuss their own problems as operators co-operate together. Distributors owe this respect to operators who are their customers.

The accepted channel for doing local work is through the medium of trade associations for operators. During the years association work in the coin ma-

chine trade has had its ups and downs. In general, there was a steady gain in the number of operator associations before the war and in the experience which operators gained in such work.

Trade Co-Operation

For the trade as a whole, it still seems true that the majority of operators are not really experienced in association work. In many cases, they also lack local leadership. It is well known throughout the industry that in many cities distributors filled in and helped local operators work together thru organized planning. It is assumed that this place of the distributor will increase thru the coming years.

Trade associations among operators declined to a near nonentity during the war, but signs early in 1946 indicated the revival of association work. It may be expected that as competition increases, there will be a demand for more organized effort. Distributors must keep acquainted with all these trends and be prepared to work with operators for the general good. In past years, the industry had before it some outstanding examples of local civic work. And in most cases, distributors were the leaders in such effort. Wise distributors have always joined in some local civic program, and have also urged operators to join and support such causes. It is also important that the local coin machine trade in every city contribute to causes that seem appropriate and that will build good will.

The opportunities for local civic work and local contacts with important people are so vast that every distributor must include this in his responsibility to his customers. Every man, if he stops to think long enough, will easily recognize local civic causes and special groups with which he can co-operate or make contacts that will not only improve his own distributing business, but will help all operator customers in his territory.

Must Face Changes

In addition to helping furnish leadership to the local trade in public matters, every distributor must also face certain changes that will take place in business during the post-war years.

Every distributor owes it to himself and to the industry as a whole not to

oversell. Just before the war started there was much discussion on the problem of saturation. The industry is able to start the new era with no immediate threat of a problem of too many machines. Industrial conditions have held back the production of machines to such an extent that the trade will have a number of years in which to face problems of overcrowding. That is, if distributors and manufacturers recognize the situation and plan to avoid any overcrowding.

Distributors must accept the heavy responsibility in this matter because it is they who can report to manufacturers what the possible demand for new machines should be. It is the distributor also who should be able to study most closely the real market for machines in his particular territory.

All the way thru the industry, the big majority favor a stabilization of the industry as much as possible. Now that the coin machine industry has become recognized as a part of American business, it can only maintain a good business reputation by having stable conditions throughout its membership. A heavy rate of mortality among operators or distributors would tend to reflect on the business. People only respect those businesses that give some evidence of stability.

The increasing importance of financing of operators' purchases and the kindred problems of receiving and selling trade-ins puts new responsibility upon the distributor also. The auto industry and similar trades have had long experience in the matter of trade-ins and of financing. The coin machine distributor must learn from the past experience of other businesses. The distributor naturally will have much to learn in the matter of financing and what its consequences may be. The problem of trade-ins was serious before the war and it will be something for the distributor to face thru the years.

Field of Financing

In the field of financing, the distributor can have the help of nationally known financing companies, or he can secure the aid of local banks. This gives the distributor an important place in the business of financing operators.

There is always room for new ideas

which can be seen in the report of a Southern distributor, who offers this suggestion: Instead of buying old games or allowing an amount on the purchase of new machines, this distributor accepts the used machines from his customers as a broker and sells them thru channels on commission. This is a business idea well known in other industries, and it may be that distributors in the future can follow this system or something better. There is always room for new ideas and new improvement in meeting special trade problems.

The big responsibility for distributors in the future will be the matter of securing new operators. It is well recognized that every industry must expand by securing new customers and new members. That the trade will need new operators goes without saying, but the ideal in all industries is to get men who will make good operators. It is a problem of selecting those men who will have the responsibility and the judgment to be a credit to the business. In the long run, every distributor will gain by being more careful in selection of new customers, who become new operators.

To some extent, every new operator will face the opposition of established operators in the field. The distributor will have to meet this situation. His best customers are always the established operators. He must work with them for their own advancement. It is the distributor who will have to do most to find a place for the newcomer and to persuade established operators to accept new operators into their fellowship and into their associations.

Strong Opposition

Probably, the distributor can best perform his duty to the industry and to his established customers by taking upon himself the responsibility of training new operators. Newcomers are certain to have a much harder job of getting established in the trade than ever before. These newcomers have already shown signs of feeling the need for some sort of training or apprenticeship or a way to get acquainted with the business before they invest.

This means that every distributor can set up some sort of system or plan for acquainting new men with the policies (See Local Leader on page 99)



DISTRIBUTORS in the coin machine industry have the advantage of business experience which fits them to lead in local meetings for the discussion of trade problems. Distributors are frequently active members of important local business organizations. (Acme photo.)

DISTRIBUTOR'S STATISTICS

The following distributing firms made reports in *The Billboard's* 1946 annual survey of the industry.

ACME AMUSEMENT CO., 2413 North Pearl, Dallas. Executive: Frank O'Brien, owner.

Established: 1941. Employs six people of whom one is a veteran.

ACME SALES CO., 505 West 42nd St., New York. Executives: Sam Sachs, prop.

Established: 1932. Employs five people of whom two are veterans.

ACTIVE AMUSEMENT MACHINES CO., 900 North Franklin St., Philadelphia. Executives: Joseph Ash, owner and Irving Morris, manager. Representatives: Sol Hanick and George Bodek.

Established: 1937. Employs 10 people of whom four are veterans.

AMERICAN VENDING CO., 810 Fifth St., Miami Beach, Florida and 1891 C. I. Ave., Brooklyn. Executive: Milton Green, owner. Representative: Murray Morris.

Established: 1932. Employs 10 people.

ATLANTIC DISTRIBUTING CO., 460 10th Avenue, New York 18, N. Y. Executives: Bert Lane, Meyer C. Parkoff and Harry Rosen. Representatives: Herbert Horwitz, George Hurwich, Paul Jacobs and Howard Trommer.

Established: 1942. Employs 26 people of whom eight are veterans.

BIRMINGHAM VENDING CO., 2117 Third Ave. North, Birmingham. Executives: Max Hurvich and Harry Hurvich.

Established: 1932. Employs 12 people of whom four are veterans.

BRADY DISTRIBUTING CO., 300 West Third St., Charlotte, N. C. Executive: C. B. Brady, owner. Representative: P. W. Bayliss.

Established: 1944. Employs 10 people of whom six are veterans.

FISHER BROWN, 2101-9 South Ervay, Dallas. Executive: Fisher Brown, owner.

Established: 1925. Employs 61 people of whom eight are veterans.

CENTRAL OHIO COIN MACHINE EXCHANGE, 514 South High St., Columbus, O. Executive: Woolf Solomon, general manager. Representatives: Sam Solomon, Ray Buechner, Paul Paugh and William E. Walker.

Established: 1940. Employs 12 people of whom three are veterans.

CLEVELAND COIN MACHINE EXCHANGE, 2021-25 Prospect Ave., Cleveland. Executive: Morris S. Gisser, owner. Representative: Sol Weiss.

Established: 1937. Employs eight people of whom five are veterans.

COIN MACHINE EQUIPMENT CO., INC., 1348 Newport Ave., Chicago. Executives: Murray Rosenthal, pres., Samuel Winsberg, sec., Max Schreiber, treas.

Established: June, 1944. Employs 15 people of whom four are veterans.

EASTERN SALES CO., 1824 East Main Street, Rochester 9, N. Y. Executives: Fred Iverson and John Bilotta. Representatives: Peter Savage and George Vogel.

Established: 1941. Employs five people of whom one is a veteran.

FRANCO NOVELTY CO., 24 North Perry St., Montgomery, Ala., and 1707 Third Ave., North, Birmingham. Executives: David R. Franco, Montgomery; O. C. Coker and J. Leon Hoskin, Birmingham. Representatives: J. M. Gordon, Jack Rosenblum and O. C. Coker.

Established: 1936. Employs 13 people of whom four are veterans.

FRIEDMAN AMUSEMENT CO., At-

lanta. Executive: Jake Friedman. Representatives: C. V. Kopf and A. M. Friedman.

Established: 1939. Employs 15 people of whom six are veterans.

GENERAL DISTRIBUTING CO., 2812 Main St., Dallas., 1906 Leeland Ave., Houston and 2405 Alameda St., El Paso, Tex. Executives: George Prock and Tom V. Williams, owners; J. Fred Barber, sales manager, Dallas; Wink Williams, sales manager, Houston, and Sam Winkler, manager, El Paso, Tex.

Established: 1940. Employs 55 people of whom 20 are veterans.

H & L DISTRIBUTORS, INC., 708 Spring St., N. W., Atlanta, Ga. Executives: Morris Hankin, president; A. J. Lovelady, secretary-treasurer. Representative: Buck Smith.

Established: January, 1946. Employs 15 people of whom 12 are veterans.

HUNTER SALES CO. (was DIXIE SALES CO., Memphis), 2621 McKinney Ave., Dallas. Executive: Robert W. Hunter, manager and partner. Representatives: B. W. Mann and G. C. (Don) Graham.

Established: 1939. Employs five people.

HY-G AMUSEMENT CO., 1415 Washington Ave., South, Minneapolis. Executives: Henry H. Greenstein, Jonas H. Bessler and Solly W. Rose. Representatives: Allen Greenstein and Arvid Kangas.

Established: 1932. Employs 12 people of whom five are veterans.

IDEAL NOVELTY CO., 2823 Locust St., St. Louis. Executives: Carl F. Trippe, president, R. C. Boles, manager, Springfield, Mo., branch. Representative: Dale Rymer.

Established: 1930. Employs 55 people of whom eight are veterans.

B. D. LAZAR CO., 1635-37 Fifth Ave., Pittsburgh. Executives: B. D. Lazar and J. D. Lazar. Representative: Ed Goldvarg.

Established: 1919. Employs 10 people of whom three are veterans.

HAL L. MARCH, 5 Walker Place, Brattleboro, Vt. Employs four people of whom three are veterans.

THE MARKEPP CO., 4310 Carnegie Avenue, Cleveland 3, Ohio. Executives: M. M. Marcus, president; A. P. Marcus, secretary-treasurer and E. L. Marcus, vice-president.

Established: 1928. Employs eight people of whom four are veterans.

MAYFLOWER DISTRIBUTING CO., 2218 University Ave., St. Paul. Representatives: Bob Benjamin, Vernon James, Laurence Fitzgerald, Manny Karon, Sammy Nilva, Eli Rosowsky, Al Meirovitz and Matt Engel.

Established: 1936. Employs 57 people of whom 15 are veterans.

MILLER VENDING CO., 42 Fairbanks St., N. W., Grand Rapids, Mich. Executive: L. (Bill) Miller. Representative: Jack Frambes.

Established: 1939. Employs seven people of whom two are veterans.

MILLS SALES CO., LTD., 1640 18th St., Oakland, Calif. Executives: A. H. Bouterious, general manager; Warren H. Taylor, sales manager. Representatives: F. E. Hartman, R. H. Maddern, R. C. Falvey, F. Ferree, F. Sandberg and N. J. Blanchet.

Established: 1921. Employs 48 people of whom 16 are veterans.

MODERN VENDING CO., 822 Fifth Street, Miami Beach, Fla. Executives: Irving Sommer, president-treasurer, and Grace Sommer, secretary. Representatives: Simon Wolfe, Leon Hersh and Otto Lumpkin.

Established: 1930. Employs 21 people of whom 12 are veterans.

MOSELEY VENDING MACHINE EXCHANGE, INC., 0 Broad Street, Richmond, Va. Executives: H. F. Moseley, president-treasurer, and H. L. Moseley, secretary.

Established: 1925. Employs 20 people of whom five are veterans.

OHIO SPECIALTY CO., 29 West Court St., Cincinnati 2. Executive: Milton Cohen, owner. Representatives: Henry Kapson, Charles McKenney and Sid Jacobs.

Established: 1935. Employs 19 people of whom six are veterans.



DISTRIBUTORS and manufacturers once again are organizing their repair departments to give operators essential service on machines. Both branches of the industry recognize that repair service to customers is an essential in keeping the good will of their customer operators.

OLIVE NOVELTY CO., 2625 Lucas Ave., St. Louis. Executives: Al G. Hanerlau and Ben Axelrod.

Established: 1939. Employs nine people of whom four are veterans.

PEDICORD & MOORE, 309-311 West Sprague Ave., Spokane 12, Wash. Employs three people.

J. H. PERES DISTRIBUTING CO., 2806 Canal St., New Orleans. Executive: J. H. Peres, prop. Representative: N. C. Wicker.

Established: 1930. Employs seven people of whom four are veterans.

PIERCE DISTRIBUTING CO., 602 West Third Ave., Brodhead, Wis. Executive: C. S. Pierce, owner and manager. Representative: Stanley Wraight.

Established: 1937. Employs 15 people of whom four are veterans.

SICKING CO., 927 Ft. Wayne Ave., Indianapolis. Executive: Simon Berman, manager.

Established: 1941. Employs five people of whom one is a veteran.

SOUTH COAST AMUSEMENT CO., 314 East 11th Ave., Houston. Executive: Harold W. Daily, owner.

Established: 1933. Employs four people of whom three are veterans.

SOUTHERN AUTOMATIC MUSIC CO., 540-542 South Second St., Louisville 2; 242 Jefferson St., Lexington, Ky.; 228 West Seventh St., Cincinnati 2; 603 Linden Ave., Dayton 3, O.; 325 N. Illinois, Indianapolis; 1329 South Calhoun St., Ft. Wayne, Ind.; 710 N. W. Second St., Evansville, Ind.; 425 Broad St., Nashville, and 211 East 10th St., Chattanooga. Executives: S. L. Stiebel and Leo Weinberger, Louisville office; Joe Weinberger, Cincinnati and Sam Weinberger Indianapolis. Representatives: Homer Sharp, Lexington, Ky.; Dan Cronen, Louisville; Fred Baker, Evansville, Ind.; Leighton H. Smith, Nashville; Bernard Radford, Chattanooga; Monroe Stiebel, Cincinnati; Tom Westfall, Dayton, O.; Bryce Grey, Indianapolis and Sam Dicator, Ft. Wayne, Ind.

Established: 1925. Employs 100 people of whom 34 are veterans.

BENJ. STERLING JR., Rocky Glen Park, Moosic, Pa. Executives: Frank Grover, office manager; Milton Bainbridge, sales manager; Edward Paddock, service department; Earl Jones, operating division. Representative: Edward Best.

Established: 1921. Employs 59 people of whom 50 per cent are veterans.

STEWART NOVELTY CO., 250 South State Street, Salt Lake City, Utah. Executives: Sid Stewart, owner, and George Booth, general manager. Representa-

tives: Wes Patterson, Norman William-itzer and Mike Luce.

Established: 1936. Employs 40 people of whom 20 are veterans.

TOWER MUSIC CO., 206 Thomas Avenue, Fresno, Calif. Executives: W. D. Tanner, president, and R. C. Tanner, sales manager. Representative: William Beatty.

Established: 1945. Employs four people of whom all are veterans.

ROY TORR, 30 Runnemeade Ave., Lansdowne, Pa. Executive: Roy Torr, owner. Established: January, 1925. Employs five.

TWIN PORTS SALES CO., 230 Lake Ave., South, Duluth 2, Minn. Executives: T. Alpert, owner; Leonard J. Segal, general manager and Nathan Bindler, route manager. Representative: Ted Cowan.

Established: 1937. Employs 34 people of whom 8 are veterans.

UNITED AMUSEMENT CO., 3410-12 Main St., Kansas City, Mo. Executive: Carl Hoelzel.

Established: 1931. Employs 10 people of whom five are veterans.

UNITED COIN MACHINE CO., 6304 W. Greenfield Avenue. Executives: Harry F. Jacobs Sr. and Harry F. Jacobs Jr.

Established: 1940. Employs six people.

UNION SALES CO., 409 North Adams, Green Bay, Wis. Executive: Harry Daul, owner. Representative: Earl La Lau-zurne.

Established: 1940. Employs nine people of whom four are veterans.

VALLEY SPECIALTY CO., INC., 550 Clinton Ave., North Rochester 5, New York. Executives: Howard J. Peo, president; Julian A. Peo, secretary-treasurer. Representatives: Lew F. Wallace, Joseph Reilly and Rufus White.

Established: June, 1945. Employs 20 people of whom three are veterans.

THE VENDING MACHINE CO., Fayetteville, N. C. Executives: Joseph Calcutt and M. R. Wilkie, assistant. Representatives: L. C. Barrett, David Smith, C. O. Bullard, James G. Fisher.

Established: 1918. Employs 14 people of whom three are veterans.

WESTERN DISTRIBUTORS, 1226 S. W. 16th Avenue, Portland 5, Ore. Executive: Bude Wright, manager. Representative: George Trambitas.

Established: 1935. Employs five people of whom two are veterans.

WHITEHEAD MUSIC CO., Wilmington, N. C. Executive: L. B. McCormick, president. Representatives: P. W. Dunn and J. G. McCormick.

Established: 1926. Employs 19 people of whom two are veterans.



COLUMBIA BELLS

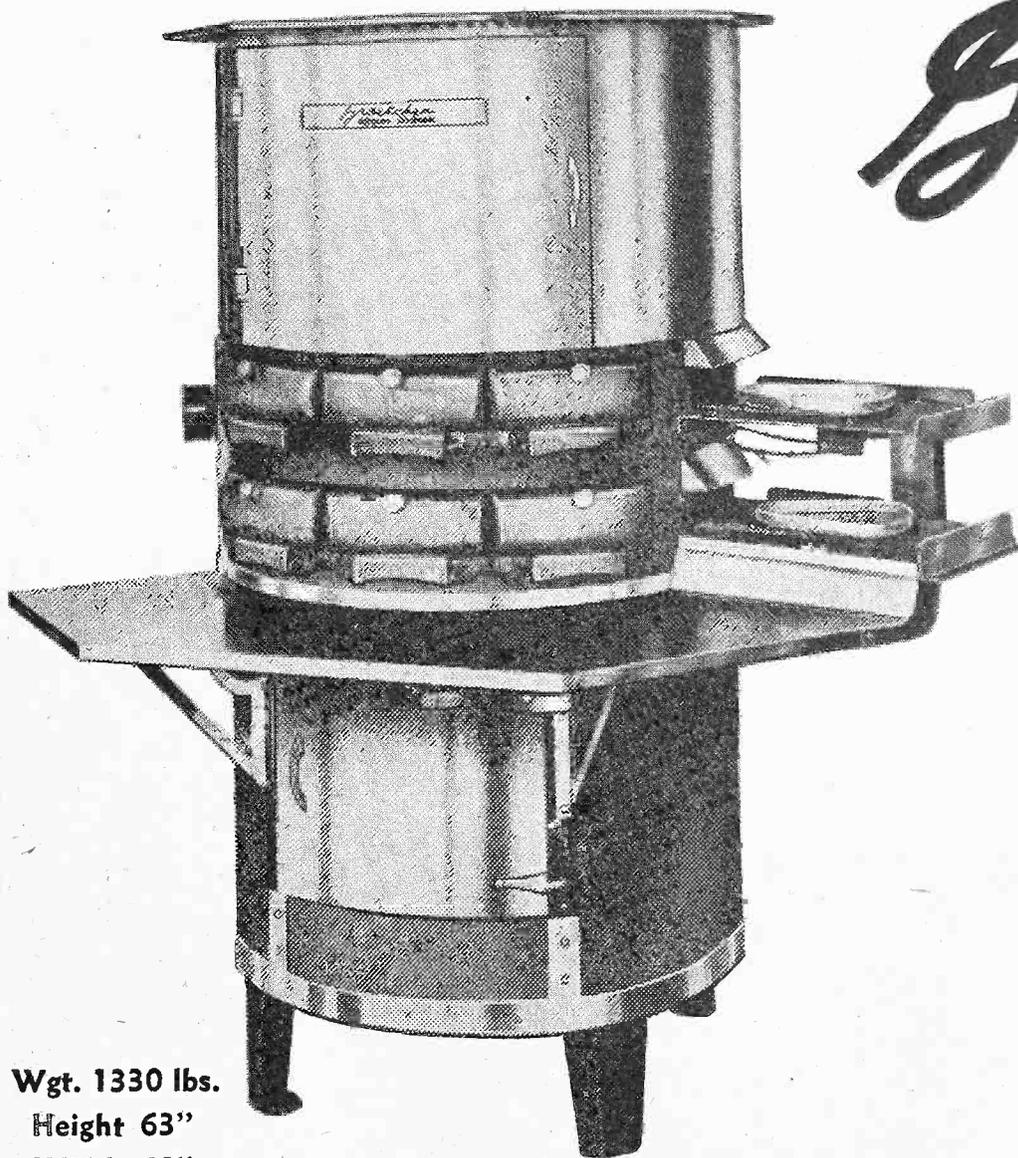
IMMEDIATE DELIVERY

New, improved 1946 COLUMBIA TWIN JACKPOT BELLS finished in dazzling, durable hammerloid—changeable to 1-5-10-25c play—await your finest locations.

COLUMBIA makes more money faster—costs less money to own.

Operator's Price **\$132.50** F.O.B. Chicago, Ill. 

All orders must be accompanied by a one-third deposit, postal money order or certified check, balance C. O. D.



Wgt. 1330 lbs.
Height 63"
Width 48"
Depth 48"

Groetchen

ROTARY COOKER

IMMEDIATE DELIVERY

Fully AUTOMATIC—a revolutionary innovation for short order cooking.

Saves time, labor and flavor. How easily—how quickly orders are prepared . . . in quantity and variety—and with such satisfaction! The natural juices, the healthful properties, the flavor—ALL are sealed-in by this most modern, scientific cooking method. Restaurants and hotels from coast-to-coast are satisfied users.

 **\$2500.00** (Plus Tax). Sold on a 30-Day Free Trial Basis.

Have You Looked Into It Yet?

GROETCHEN TOOL COMPANY

RANdolph 2807

126 North Union Avenue, Chicago 6, Illinois

AN OPERATOR TALKS ON AMUSEMENT MACHINES

(Continued from page 84)

spruced up? Also, are they earning their way? Perhaps adjoining machines cut their play. Maybe a new spot in your establishment will revive them.

Decorate Location

I, for one, am now working on a decorating program so that the older machines constantly will be refinished in keeping with the newer games. New varnish, perhaps smart paint and enamel jobs, possibly plastic and lucite decorations all are under consideration.

Meantime, my arcade will not forget that cheerful walls and ceilings can heighten the general effect. Fun motif murals are on the agenda. And those flooring advertisements, featuring trick inlays to lead customers feet where you want them to go are being saved as idea material. I try to balance my coin-operated devices to offer patrons a broad choice, with photo-electric guns, ball

games and others carefully assorted for complimentary contrast and exciting selections rather than repetitious sameness.

Here's an idea. Do you have a strip-camera machine? How about adding an assortment of party hats for people to wear while being photographed? It will add to the take. Class appeal brings in repeat business and overcomes the "penny-arcade" handicap we inherited.

Advertising and good public relations aimed at high calibre patronage is in keeping with today's business. We offer people relaxation and participation thrills for small coins, so that a daytime hour or full evening of pleasure compares favorably with other forms of entertainment.

Encourage Groups

Today's coin-operated amusement game offers physical, visual and mental stimulation to your trade. People have more fun when they are making their own fun, especially when groups actively compete with each other in gay spirits. It is fast becoming an accepted fact that a daytime hour or evening spent in an arcade is a smart and modern change of pace from other forms of amusement.

Our business is achieving growing acknowledgement of its status as a reputable and sound entity in any community. Judicial finding and the taxes and licenses levied on coin-operated machines attest to the status of the industry.

In the past, operators have had to endure hardships in handling resulting from lack of understanding. However,

class advertising, good publicity and making establishments bright and cheerful fun spots for the entire family are winning recognition for us as legitimate, respectable sources of exhilarating gaiety.

Face High Prices

Today's higher material and labor costs and other expenses finds us facing higher prices for machines than we have been accustomed to pay. Saying that probable returns each new device can be expected to produce, based on experience, we can meet that problem satisfactorily. Faster play and popular appeal can balance the greater investment if wisely invested. And, of course, keeping the machine clicking thru careful maintenance so that it will have little idle time will balance the higher original cost.

The amusement seeking public is thoroly sold on both amusement mach-

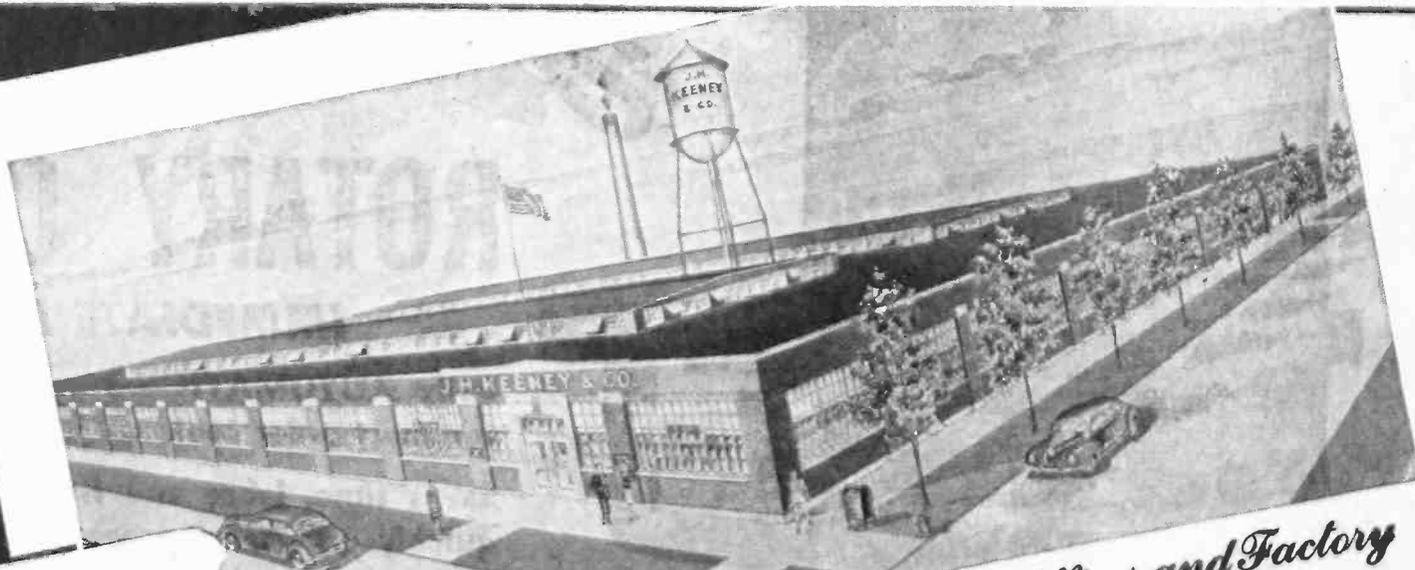
try it will be increasingly tough to fight legislation, regulation and taxation which might eventually ruin the industry, either by outlawing the operation of certain types of machines or taxing them so high that they are unprofitable to operate. We will certainly do our share when called upon."

We assume it is a foregone conclusion that all distributors and operators of coin-operated machines desire to stay in business. Our public relations program is designed toward that end. A \$25 associate membership is a small investment in insurance. We need the co-operation and support that your membership indicates.

Any distributor or operator who has not already mailed in his application form just attach your check for \$25 to your letterhead and mail to: Coin Machine Industries, Inc., 134 N. LaSalle Street, Room 508, Chicago 2, Ill.

ines and arcades. It only remains now for the arcade owner to keep his standards sufficiently high so that the public will continue to patronize his operation. The public attitude reveals appreciation and encouragement for the efforts behind the amusement industry. Baseball games of many designs have received the public's support. Mechanical gun creations, requiring a fair amount of skill for operation, have been received with open arms. And so have photo-electrically operated devices. The more skill required to successfully operate and enjoy the machine, the better the public seems to like the game.

Every route man and operator has experience which, if reported to others, would help all of us avoid losses and improve returns. Good advertising and public relations ideas which click (as well as those that flop) can help all of us increase play.



"the house that Jack built"

New Home of J. H. KEENEY & COMPANY General Offices and Factory
located at 2600 West Fiftieth Street, Chicago 32, Illinois, U. S. A.

Keeneey's

- BONUS SUPER BELL CONSOLES
- 1-BALL PAYOUT TABLES
- ARCADE EQUIPMENT
- CIGARETTE VENDERS

Where permanent player appeal and lifetime mechanical performance are built into the best machines obtainable. See your Keeneey Distributor.

J. H. KEENEY AND COMPANY ★ 2600 WEST FIFTIETH STREET ★ CHICAGO 32, ILLINOIS

Get off to a good start with

Bally's **NEW**

VICTORY DERBY

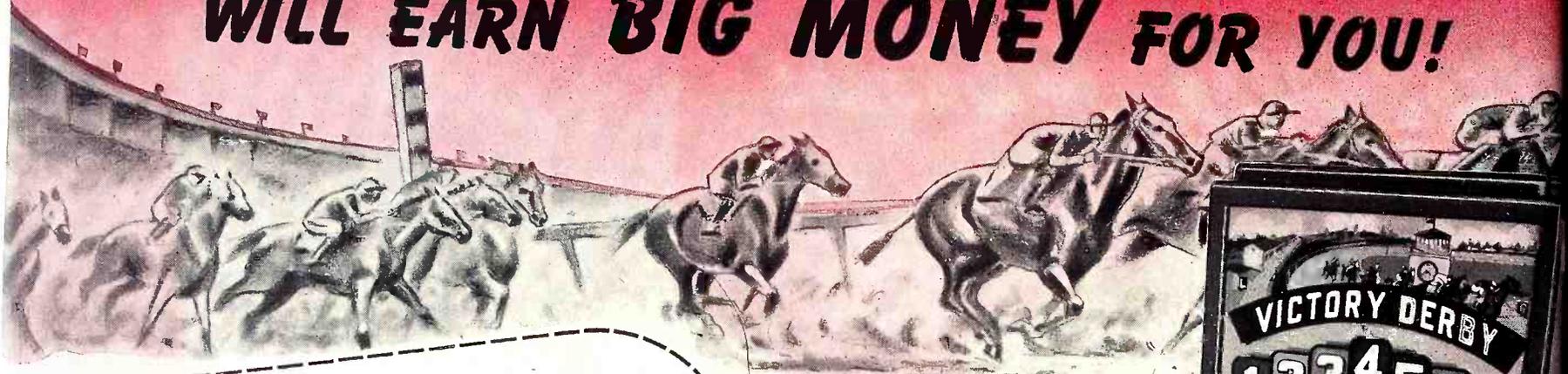
Greatest Multiple
PAY-TABLE
in History!



- One-ball play
- Changing odds
- Mystery selections
- Automatic awards
- **NEW DAILY DOUBLE AWARD**
- Spell-name feature
- Big build-up reserve

It's New... It's Different... It's a Real Money-Maker...

90 Day Location Tests Prove **VICTORY DERBY** WILL EARN BIG MONEY FOR YOU!



Here it is! Bally's post-war pay-table . . .
VICTORY DERBY! Packed with all the
profit-proved features of Bally's famous pre-
war multiples . . . plus new play-provoking
ideas that now are pushing profits to a new
all-time high.

Several hundred VICTORY DERBY games
on location two to twelve weeks are con-
sistently topping all previous collection
records of pre-war and war-time operations.

Now is the time to protect your spots—and
insure peak profits in 1946—by placing
VICTORY DERBY in every pay-table loca-
tion. Do not delay. Production will be
limited by material shortages for weeks,
perhaps, months. See your distributor to-
day and arrange for early delivery of
Bally's VICTORY DERBY.



BIG REPEAT PLAY!

TOP PROFITS!

**HERE
ARE
THE
FEATURES
THAT
MAKE
VICTORY
DERBY
FIRST
CHOICE
OF
OPERATOR
AND
PUBLIC
ALIKE**

New DAILY DOUBLE GUARANTEES BIG REPEAT MULTIPLE PLAY

A startling new feature with all the suspense and big-winner appeal of the Daily Double at a real track, the new VICTORY DERBY boosts collections two ways . . . first, by increasing average number of coins played per game . . . second, by producing a powerful "can't-quit-now" feeling that insures repeat play by the hour.

At mystery intervals, two Daily Double Selections light on back-glass. Ball placed in First Race Daily Double Selection in Show or Purse section automatically holds Second Race Daily Double Selection for next game, when ball placed in Second Race Selection receives 20-to-1 odds, multiplied by number of coins played . . . and plenty of players feed six to ten coins into the chute in their eagerness to light the two Daily Double Selections. Extra multiple coins and positive repeat play are built right into this great new Bally feature.



NEW FINGER-TIP SHUFFLE AND DROP COIN-CHUTE SPEEDS PLAY

Besides positive protection to your profits, the new VICTORY DERBY drop-type coin-chute . . . combined with the new, exclusive Bally Finger-Tip Shuffle . . . easily increases play by fifty per cent. Simply let the coins dribble out of your hand . . . and give the shuffle-knob a slight nudge! No wonder players say VICTORY DERBY is all fun and no work . . . and pour in the steadiest stream of coins ever seen in all coin-machine history.

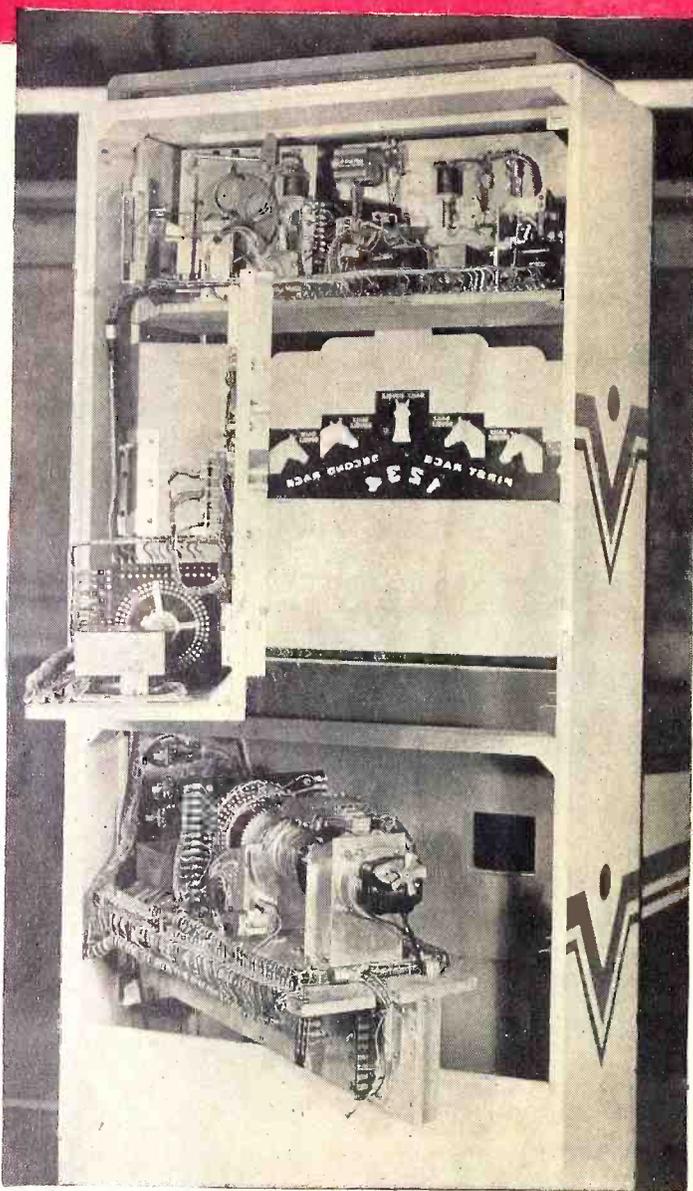
NEW POST-WAR CABINET STYLE

VICTORY DERBY stands out on location . . . dominates all competition . . . because of the fresh new post-war lines of the cabinet . . . styled by an outstanding designer to eliminate the "boxy" appearance of pre-war pay-tables, the VICTORY DERBY cabinet is a luxurious blend of richly-grained wood, carnival colors and gleaming polished metal.

SEE BACK PAGE FOR OTHER NEW FEATURES!

Conveniences

FOR THE OPERATOR AND SERVICE MAN



Outstanding new feature of VICTORY DERBY cabinet design is the convenient location of mechanism in back cabinet, as illustrated at left.

Mechanisms are mounted on shelves which swing out for easy accessibility.

Shelf-mechanisms are at convenient height, eliminating the nuisance of "crawling into the drawer" of old-type games.

Back-cabinet location of major mechanism permits service-man to adjust the mechanisms without interference and "kibitzing" from patrons.

Back-glass lamps replaced simply by swinging shelves out. No back-box insert to remove.

Relays, stepping switches, etc. which are closely related in the circuit are located close together . . . thus greatly simplifying service.

Entire pay-out mechanism is located on front door for easy-to-get-at service.

Top-glass mounted in removable frame instead of sliding in groove. No felt fitting to worry about.

Improved drop-type coin-chute eliminates service calls to repair jammed slides.

From front-door to back-cabinet, dozens of improvements are built into VICTORY DERBY to reduce operation costs and increase net profits.



ORDER VICTORY DERBY TODAY!

Printed in U. S. A.



Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

DISTRIBUTORS VIEW TRADE PROBLEMS

Starting new operators, how to handle trade-ins, how will financing be done. Big questions that become more pressing as new machines come on market.

DISTRIBUTORS of coin machines are in a position between manufacturers and operators, so that they can get a view of the opinions of both groups. But distributors also have their special problems. They buy and sell machines; operators also buy machines but they are not confronted by any special problems about selling machines, except maybe used goods.

Every distributor must of necessity listen to the problems of his customers, which means that he listens to various operators explain their troubles. In that way every distributor gathers rather complete information about operating conditions in his territory and also what operators are thinking.

But this article is devoted to three general questions which relate especially to distributor's problems. We asked distributors what they are thinking on the three special problems of (1) how to start new operators in business; (2) how to handle trade-ins and (3) how to finance operators in buying new machines.

Some of the comments from distributors are published herewith, but due to the nature of the questions, we are keeping their names confidential. Each section is marked A, B, C, etc., to show that the section represents the views of an individual distributor.

Starting Operators

Distributors express the following views on starting new operators into the coin machine business:

(A) "Starting New Operators. The manufacturers and permanent distributors know that new blood is the life of our business. As most all operators come from this industry from some other line of endeavor, it therefore devolves upon the manufacturer and distributor to select a clientele from the most capable of those whom he contacts.

"It is so easy for anyone to make money in the coin machine business that attracts a lot of people who have no business judgment, no ethics and in many cases apparently no morals. Even these fellows often make a success so far money is concerned and, if that is the case, how much more attractive this business can be to business men of the highest caliber.

"The selection, training and general help given to these operators will determine in a large measure the future success of the distributor and manufacturer."

Trade Asset

(B) "As originally starting in the coin machine business as an operator, I think the starting of new operators is very important. First, I believe in a heart-to-heart talk with the prospective operator. Judge the applicant's ability and his character before you even try to sell him anything. If you think he is the type that will succeed and be an asset to the coin machine business, then get behind him and help him get started in a businesslike manner. Explain to him the importance of keeping a good set of books, and further tell him to feel free to come in and talk over any operating troubles he may have. Do not try to sell this man more equipment than he can handle to start with, for if he succeeds you are in a good position to continue to sell him merchandise."

Watch Commissions

(C) "On starting new operators, our business is no different than any other line of business. To keep it alive and keep it perpetually young, it is necessary that a certain amount of new operators be brought into the field. The established operator is inclined to get a little too much fat on his ribs, a little too much money in the bank and then begins to regard the manufacturer and the distributor as his enemy because they want him to buy machines and because they take his money. This is not true in all cases; but, the new operators come out and throw some new equipment around and the old operators have to follow suit—as a result we both make more money.

"The regrettable part is that the new operator, in his desire to get some of the choice locations, is inclined to give the major part of his profit away. You can't do this, of course, and stay in business. There certainly is room for a lot of

new operators—the industry is still in its infancy and I think that we are gradually attracting the attention of better business men, with a little more ability and a little more capital."

Old Customers

(D) "Answering your question relative to starting new operators, we have never turned down any business from anyone wanting to go into this business. But we have never made it a practice to go out and cultivate new operators, due to the fact that we enjoy a nice business in every locality of our territory, and our old customers have always shown a resentment to this."

Repair Shop Course

(E) "There seems to be an exceptionally large number of returning soldiers who want to get in the coin machine operating business. Many of these boys have had no previous experience but have, thru association with boys in the service who were previously in the business, been led to believe that they, by investing the little savings they have, could overnight get into big money.

"In each and every one of these cases, we have taken time to try and explain the necessity of a real knowledge of the business from all angles. When we have gone over this thoroughly and they still are interested, we then suggest that they either go to work with another operator or get in a repair shop until they either decide they have what it takes or learn that it is not altogether what they had thought it would be; then come back to us, and we will assist them further along the trend they have chosen.

"We feel these boys have done a job for their country and are deserving of the best we can offer them in an honest way."

Start Part Time

(F) "As to starting new operators, advertise in local newspapers in every State in the Union; always try to start them with 10 or less machines. Give all help possible as to how to run their route, commissions to pay and so forth. Start them as a part-time job, having them holding on to their present position and ask them to write me often how they are making out and what their problems are.

"If they make a success with 10 machines, then work out a credit plan for 100.

"I also give beginners a bulletin on penny machines. This was used up to 1940. Hope to have a new one out by the time machines are in production large enough to supply operators on a large scale. The bulletin says, in part:

"Every day men are turning to this fascinating and profitable business of operating routes of automatic vending machines. If you ever stepped up to a vending machine, bought a tasty chewing confection, a penny gum, a handful of candy, salted peanuts or tasty pistachio nuts or one of a dozen or more different vander products, you already realize perhaps, that vending machines render a distinctly valuable service to the public at large. But if such is the limit of your acquaintance with the

automatic selling industry, the earning power of these miniature 'retail stores' will come to you as an astonishing revelation.

"Yes—pennies are building fortunes today for hundreds of men who are engaged in this pleasant, dignified business of owning and operating a 'string' of automat venders, ranging anywhere from a few dozen to five or six hundred or even more. With these attractive venders strategically located in busy stores, about town and in near-by territories, such an operator collects a substantial income each week and each month as he makes the rounds, filling the machines and emptying the bulging coin container into his pockets." (End of bulletin.)

"No high pressure, no hit and run sales. Carry all my own paper up to \$100,000. When accounts receivable get higher than that amount, have my bank carry them."

Trade-Ins

Comments which follow represent distributor's opinions on the vital subject of trade-ins, a problem which will increase when new machines are on the market in volume:

Like Other Trades

(G) "Trade-ins should be handled the same as used equipment in any other line. In other words, the operator should be allowed what his equipment is worth, and not a fabulous price. I think a price book on used equipment for distributors, similar to what the automobile dealers have for used cars, giving the make, model, etc., would be well worth trying. The distributor should have an organization capable of satisfactorily reconditioning used equipment. This organization should have facilities and connections for world-wide export trade.

Send Abroad

(H) "On handling trade-ins, at least one company has found an ideal solution for the used juke boxes, whereby, they are being cleaned up, put in order and being exported all over the world. That will forever remove them from the territory where a distributor, in his desire to move old stuff, often creates a new operator without any capital who, having nothing but old stuff, is inclined to fall by the wayside. The first thing he does is peddle his used equipment to locations—this hurts the entire industry; but, by exporting them this danger is forever removed.

No Trade-Ins Yet

(I) "With reference to question on trade-ins, for your information, we have received from one of our manufacturers quite a bit of new equipment already, and it seems surprising all the complaints about the old worn equipment that is on the operators' hands. I have not received one trade-in in the delivery of close to 100 pieces of new equipment. We are quite anxious at this time to take trade-ins. We will trade at considerably lower prices than we formerly paid for this type of merchandise."

Trade's Weak Spot

(J) "Handling Trade-Ins. This has always been a weak spot in the industry. If a factory gives a trade-in allowance, there are always some distributors who will throw it away or use it to cut prices. If the distributor uses it to his own advantage, he is still faced with the problem of rebuilding and repairs and very few shops are run at a profit.

"There are two ways of handling trade-ins and my preference is to lump them off at a price to someone engaged in rehabilitation and repair work which would enable them to sell the machines at secondhand market prices."

Brokerage Plan

(K) "Trade-ins could be a very serious problem, if not properly dealt with, for with the influx of new machines, all

operators will want to cash in on a lot of old equipment that has been completely worn out and has earned for its owner its original cost many times during the four years that he could not buy new equipment.

"We feel it is going to be up to the distributor to inaugurate a plan to handle this evil without having to sacrifice his just profits, and along this line we have decided that we will not accept trade-ins of any kind for at least the remainder of this year.

"We have announced to our trade that we will dispose of any equipment they may want to get rid of by bringing the machines to us, placing their price on it and when we have disposed of it, we will remit to them, less a set percentage we charge for handling the transaction. Will say that already the plan is working out very satisfactorily."

Financing

Distributors contributed the following ideas on financing operators in the purchase of new coin machines:

Only Venders

(L) "With reference to question on financing, our business has always been identified with the gaming end of the business, and it has been our policy never to finance a gaming business for anyone. But, with our distributor set-up, we are to handle several legal pieces of equipment, including cigarette machines, which we will finance thru our local bank. Arrangements have already been made."

Control Expansion

(M) "Financing Operators. This is my 21st year in the coin machine business and I do not recall a single operator making a failure, if he would do what I told him to do with the equipment I sold him. The ones who failed were the ones who failed to carry out a program set up for them and who either went too fast, expanded too rapidly or became prosperous too suddenly and lost his head.

"An operator should pay at least one-fourth down and his monthly payments should be set within reasonable bounds. He should be impressed with the importance of meeting his obligations promptly on due date.

"I have financed many hundreds of thousands of dollars' worth of coin machine paper and my finance company has told me on several occasions that it was the best paying paper, compared with all their refrigerator and automobile accounts which they served along with my coin machine paper."

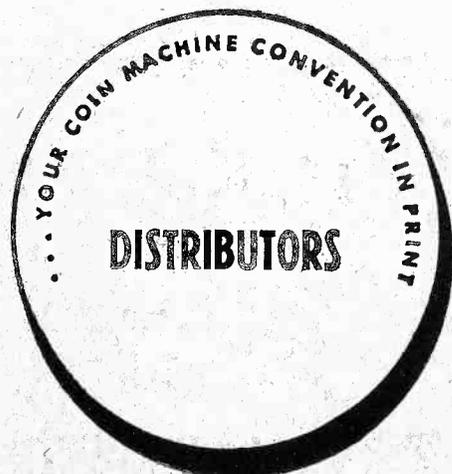
Operators Have Cash

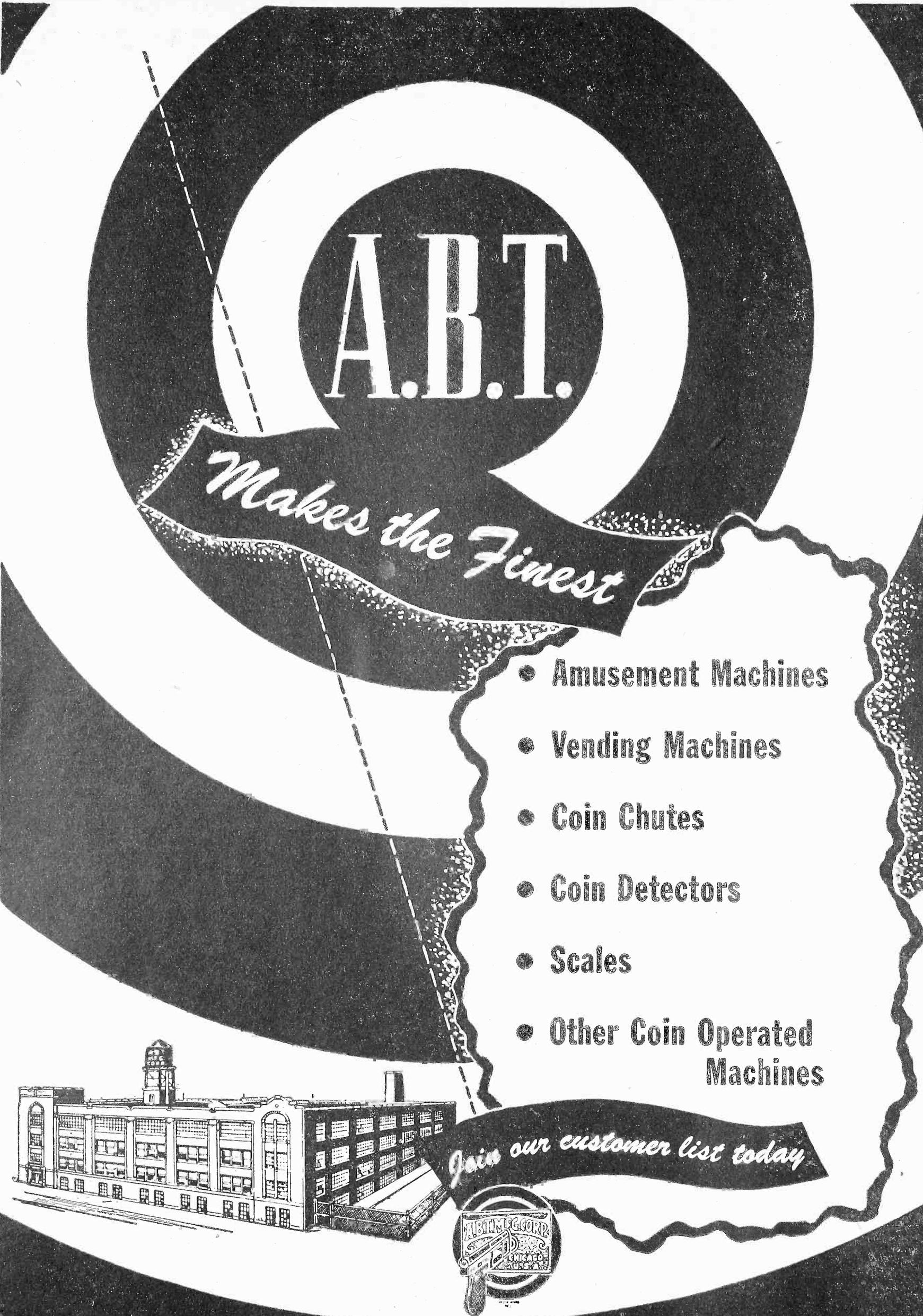
(N) "Even tho the operators have had four years of prosperity, with the take much higher than before the war, and nothing being available for them to buy in the way of new equipment, they have in many cases found outlets for their money and will want credit when they begin to replace old machines. While most operators will be in a position to pay cash, but for the operator that will want credit, we will arrange a certain percentage for him. We do feel we should exact from him at least one-third deposit with order and balance in 12 months. By this plan, he will have invested enough in the machines he is purchasing to feel a stronger and deeper interest in his purchase and will be a much better risk."

Very Important

(O) "Financing the operator is very important. Operators are entitled to credit, and have the best type of equipment possible for making their payments. Most banks are interested in securing good installment paper. Equipment is originally sold with a satisfactory down payment and there should be no trouble in financing the balance at a normal or satisfactory rate of interest."

(P) "Our experience in financing operators has been very pleasing. Of course, a little caution must be used. Sometimes, an inexperienced operator, when credit is placed at his disposal, is inclined to over-buy and few operators realize that you just can't multiply, that it takes time to place a given number of machines in profitable stops. If an operator has a lot of machines at his (See Distributors Problems on page 99)





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Distributors and Territories

For Aireon Corp.

The following distributing firms will represent Aireon Manufacturing Corporation, 1235 Grand Avenue, Kansas City, Mo., in territories suggested by the home address of the distributing organization:

ALFRED SALES, INC., Al Bergman, 106-1008 Main St., Buffalo 2, N. Y.

AMERICAN DISTRIBUTING CO., INC., Carter Harrison, Earl Reynolds, 2034 Commerce, Dallas, Tex.

ADVANCED MUSIC CO., David S. Cooper and Dave Fleider, 301 West Ninth, Kansas City, Mo.

BLACKWELL SALES CO., J. P. Blackwell, Milwaukee St. at Sixth Ave., Denver, Colo.

BUSH DISTRIBUTING CO., Theodore Bush, 250 West Broadway, Minneapolis, Minn.

SANDLER DISTRIBUTING CO., Irving Sandler, 317 Eighth St., Des Moines, Ia.

KLEIN DISTRIBUTING CO., Harold Klein, 2606 West Fond du Lac Ave., Milwaukee, Wis.

RALPH COLUCCI, 167 Columbia Blvd., Waterbury, Conn.

TRI-STATE DISTRIBUTING CO., John Mulligan, 500 North Craig St., Pittsburgh 6, Pa.

LOUIS KOREN, 1231 West Chicago, Chicago, Ill.

DAVID M. MARGOLIN, 239 E. Fifty-ninth St., New York, N. Y.

MARQUETTE DISTRIBUTING CO., Victor DeSchryver, 1216 Beaubien St., Detroit 26, Mich.

MIAMI DISTRIBUTING CO., Nick Ahl, Jackson Bldg., 542 South Meridian, Indianapolis, Ind.

TRIANGLE DISTRIBUTING CO., Milton J. Erb, 4608 Prospect Ave., Cleveland 3, O.

GENERAL VENDING SERVICE CO., Blumenfeld, 306 North Gay St., Baltimore 2, Md.

JOSEPH GREEN, 145 Englewood Ave., Brookline 46, Mass.

GUTSHALL DISTRIBUTING CO., Jack Gutshall, 1870 West Washington, Los Angeles, Calif.

ARTHUR HERMANN CO., Arthur Hermann, 282 Central Ave., Albany 5, N. Y.

HERMITAGE MUSIC CO., C. V. Hitchcock, 423 Broadway, Nashville 3, Tenn.

KING PIN EQUIPMENT CO., J. R. Peters, 826 Mills St., Kalamazoo, Mich.

J. H. PERES DISTRIBUTING CO., H. Peres and Henry Fox, 241 North Irish St., Jackson, Miss.

J. H. PERES DISTRIBUTING CO., H. Peres, 922 Poydras St., New Orleans, La.

MODERN SOUTHERN DISTRIBUTORS, Otto Lumpkin and Simon Wolfe, 10 Peters St., Atlanta, Ga.

MODERN SOUTHERN DISTRIBUTORS, Si Wolfe and Irv Sommer, 459 Riverside Ave., Jacksonville, Fla.

MODERN VENDING CO., Irv Sommer, 6 N. W. Twenty-Ninth, Miami, Fla.

MCDONALD DISTRIBUTING CO., merged with K & M DISTRIBUTING CO. (known as K & M DISTRIBUTING CO.), Ed McDonald, 704 North Broadway, Oklahoma City, Okla.

CASA NAVARRO, Frank Navarro, 55 Aguiles Serdan, Mexico D. F., Mexico.

NICKABOB SALES CO., F. P. Carter, 25 Pico Blvd., Los Angeles, Calif.

OSBORN MUSIC CO., DeLoss Osborn, 6 Magnolia, Piedmont, Calif.

TRI-STATE DISTRIBUTING CO., Hugh Cannon, 248 Charlotte St., Asheville, N. C.

WESTERN DISTRIBUTORS, Walter Momon, 3126 Elliott Ave., Seattle, Wash.

MATHENY VENDING CO., H. R. Matheny, 564 West Douglas Ave., Wichita, Kans.

V. P. DISTRIBUTING CO., Delbert E. Beach, 2336 Olive St., St. Louis, Mo.

PHOENIX DISTRIBUTING CO., M. W. McBroom, 611-613 West Washington Blvd., Phoenix, Ariz.

R & S SALES CO., M. E. Snearly and D. Rose, Third and Butler, Marietta, O.

STANDARD MUSIC DISTRIBUTING CO., Sam Ayo, 1201 Chenevert, Houston, Tex.

ATLAS DISTRIBUTING CO., Sam Weinstein, 2013 N. Broad St., Philadelphia 22, Pa.

Since the end of World War II there has been much activity in the coin machine industry in arranging distributorships and territorial assignments. Delays in reconversion has given ample time for distributors and manufacturers to get together and work out arrangements without any great rush.

Present signs are that distributing organizations will play a more important part in the future of this industry than they did in the pre-war decade. They will have much to do with such problems as that of helping new operators get started into the business, handling trade-ins and used machines, and financing operators in the purchase of new machines.

We have asked those manufacturers who had fairly completed their distributor arrangements to furnish us with a current list of appointments. It should be understood that many changes are still taking place in distributor line-ups and that any list published at the present time is subject to change at any time.

There has always been some argument in the coin machine trade as to who is a bona fide distributor. The official designation of any individual or firm by a manufacturer thereby makes the firm a bona fide distributor in keeping with general business practice.

The manufacturing firms which reported current distributor line-ups and the firms that will represent them are published below:

WESTERN DISTRIBUTORS, Budge Wright, 1226 S. W. Sixteenth St., Portland, Ore.

ROXY SPECIALTY CORP., Moe Fine, 703 Notre Dame St., West, Montreal 3, Quebec.

PIEDMONT DISTRIBUTING CO., A. L. Whipple, 200 East Council St., Salisbury, N. C.

INTERSTATE NOVELTY CO., E. M. Perry, 16 W. Sprague, Spokane, Wash.

H. M. BRANSON DISTRIBUTING CO., H. M. Branson, G. K. Brawner, 512-514-516 So. Second St., Louisville 1, Ky.

CANIPE DISTRIBUTING CO., C. A. (Jack) Canipe, 1049-51 Union Ave., Memphis, Tenn.

Douglas St., Omaha, Neb.

GAY-COIN DISTRIBUTORS, INC., 1141 Everglades Parkway, Miami Beach 41, Fla.

JONES DISTRIBUTING CO., 122 E. Second St. South, Salt Lake City, Utah.

PIONEER DISTRIBUTING CO., INC., 585 10th Ave., New York 18, N. Y.

ACTIVE AMUSEMENT CO., 900 N. Franklin St., Philadelphia 23, Pa.

PAUL A. LAYMON CO., 1503 W. Pico Blvd., Los Angeles, Calif.

MAYFLOWER DISTRIBUTING CO., 2218 University Ave., St. Paul, Minn.

MINTHORNE MUSIC CO., 2616 W. Pico Blvd., Los Angeles, Calif.

JACK R. MOORE CO., 1615 S. W. 14th Ave., Portland, Ore.

JACK R. MOORE CO., 348 Sixth St., San Francisco, Calif.

JACK R. MOORE CO., 100 Elliot Ave., Seattle, Wash.

JACK R. MOORE CO., 7 N. Bernard St., Spokane, Wash.

NORTHWEST COIN MACHINE SALES CO., 3144 Elliot Ave., Seattle, Wash.

O'CONNOR VENDING MACHINE CO., 611 Middle St., Richmond, Va.

O'CONNOR VENDING MACHINE CO., 2320 W. Main St., Richmond, Va.

PAN-AMERICAN SALES CO., 824 San Pedro St., San Antonio, Texas

DAVID ROSEN, 855 N. Broad St., Philadelphia 23, Pa.

READING NOVELTY CO., 117-119 Pennsylvania Ave., Reading, Pa.

REX COIN MACHINE DISTRIBUTING CORP., 1230 Broadway, Albany, N. Y.

REX COIN MACHINE DISTRIBUTING CORP., 1441 Main St., Buffalo, N. Y.

REX COIN MACHINE DISTRIBUTING CORP., 821 S. Salina, Syracuse, N. Y.

JACK ROSENFELD CO., 3218 Olive St., St. Louis 3, Mo.

SICKING, INC., 1401 Central Parkway, Cincinnati 14, Ohio

TRI-STATE SALES CO., 131 Clinton Ave., Newark, N. J.

TRI-STATE SALES CO., 585 10th Ave., New York, N. Y.

UNITED AMUSEMENT CO., 3410 Main St., Kansas City 2, Mo.

THE VENDING MACHINE CO., 205 Franklin St., Fayetteville, N. C.

WALBOX SALES CO., 1503 Young St., Dallas, Texas

WESTERN DISTRIBUTORS, 1226 S. W. 16th, Portland, Ore.

WESTERN DISTRIBUTORS, 3126 Elliott Ave., Seattle, Wash.

J. H. WINFIELD, 916 Main St., Buffalo, N. Y.

For Auto Instrument

These firms have been named distributors for Automatic Instrument Company, 679 North Wells Street, Chicago 10, for the territories suggested by location:

RUNYON SALES CO., 123 W. Runyon St., Newark, N. J.

E. & W. DISTRIBUTING CO., 1642 Payne Ave., Cleveland, Ohio

CALIFORNIA AMUSEMENT CO., 1348 W. Venice Blvd., Los Angeles, Calif.

AMERICAN COIN-O-MATIC MACHINE CO., 1437 Fifth Ave., Pittsburgh, Pa.

H. & L. DISTRIBUTORS, INC., 708 Spring St., N. W., Atlanta, Ga.

DAVE ROSEN, 855 Broad St., Philadelphia, Pa.

MARSTON DISTRIBUTORS, 313 East Jefferson Ave., Detroit 26, Mich.

LOUISIANA COIN MACHINE SERVICE, 931 Poydras St., New Orleans, La.

SOUTHWEST AMUSEMENT CO., 2916-18 Main St., Dallas, Texas.

For Bally Mfg. Co.

The following firms have been named distributors for Bally Manufacturing Company, 2640 Belmont Avenue, Chicago 18, for the territories suggested by location:

ALFRED SALES, INC., 1006 Main St., Buffalo, N. Y.

ARK-TENN DISTRIBUTING CORP., 304 Main St., Little Rock, Ark.

ATLAS NOVELTY CO., 2217 Fifth Ave., Pittsburgh, Pa.

CALIFORNIA AMUSEMENT CO., 1348 Venice Blvd., Los Angeles, Calif.

CALVERT SALES CO., 708 N. Howard St., Baltimore 1, Md.

COVEN DISTRIBUTING CO., 3181 N. Elston Ave., Chicago 18, Ill.

DIXIE COIN MACHINE CO., 912 Poydras St., New Orleans, La.

EASTERN SALES CO., 1824 Main St., Rochester, N. Y.

FRANKEL DISTRIBUTING CO., 1209

For H. C. Evans & Co.

The following distributing firms will represent H. C. Evans & Company, 1528 West Adams Street, Chicago, in the territories mentioned before name of the firm:

NEW ENGLAND: Automatic Coin Machine Corp., 338 Chestnut St., Springfield, Mass.

MINNESOTA, NORTHERN IOWA AND WESTERN WISCONSIN: Automatic Games Supply Co., 1607 University St., St. Paul 4, Minn.

SOUTHERN LOUISIANA AND MISSISSIPPI: Dixie Coin Machine Co., 910-912 Poydras St., New Orleans 13, La.

WESTERN NEW YORK: Eastern Sales Co., 1824 Main St., East, Rochester 9, N. Y.

NORTHERN ILLINOIS, NORTHERN INDIANA, SOUTHERN MICHIGAN: First American Sales, 4603 Lincoln Ave., Chicago 25, Ill.

MISSOURI AND SOUTHERN ILLINOIS: Frankel Distributing Co., 2532 5th Ave., Rock Island, Ill.

GEORGIA: Heath Distributing Co., 217 Third Ave., Macon, Ga.

TEXAS, NORTHERN LOUISIANA, SOUTHERN ARKANSAS AND SOUTHERN NEW MEXICO: Island Distributing Co., 2502 Thirty-Ninth St., Galveston, Tex.

OREGON: Robert C. Maloy, 7325 S. E. Twenty-Second Street, Portland, Ore.

NEVADA: Mitchell's, 209 E. Second St., Reno, Nev.

COLORADO AND NORTHERN NEW MEXICO: Modern Distributing Co., 1810 Welton, Denver 2, Colo.

VIRGINIA AND NORTH CAROLINA: Moseley Vending Machine Exchange, 100 Broad St., Richmond, Va.

SOUTHERN CALIFORNIA AND ARIZONA: Pacific Coast Distributors, 1347 W. Washington Blvd., Los Angeles 7, Calif.

WESTERN HALF OF THE NORTHERN HALF OF CALIFORNIA: M. A. Pollard & Co., 725 Larkin St., San Francisco, Calif.

UTAH AND SOUTHERN IDAHO: Rainbow Distributing Co., 276 W. First St., Salt Lake City 1, Utah.

PENNSYLVANIA, MARYLAND, WASHINGTON, D. C. AND SOUTHERN NEW JERSEY: Scott-Crosse Co., 1423-25 Spring Garden St., Philadelphia 30, Pa.

MISSISSIPPI: United Novelty Co., DeLauney and Division Sts., Biloxi, Miss.

EASTERN PART OF NORTHERN HALF OF CALIFORNIA: Joe Williamson, 1515 Patrick Ave., Reno, Nev.

KANSAS: Consolidated Distributing Co., 1910 Grand Ave., Kansas City 8, Mo.

For D. Gottlieb & Co.

The following distributing firms will represent D. Gottlieb & Company, 1140 North Kostner Ave., Chicago 51, in territory suggested by cities before the name of each firm:

PHILADELPHIA, NEWARK: Active Amusement Co.

SAN FRANCISCO: Advance Automatic Sales Co.

DALLAS: American Distributing Co.

COLUMBUS: Central Ohio Coin Machine Exchange.

CLEVELAND: Cleveland Coin Machine Exchange.

NEW ORLEANS: Dixie Coin Machine Co.

MIAMI: Florida Automatic Sales Corp.

BALTIMORE: General Vending Service Co.

OMAHA: H. Z. Vending & Sales Co.

MACON: Heath Distributing Co.

CHARLOTTE: T. B. Holliday Co.

HOUSTON: Houston Amusement Co.

MINNEAPOLIS: Hy-G Amusement Co.

PITTSBURGH: B. D. Lazar Co.

MILWAUKEE: Milwaukee Coin Machine Co.

CHICAGO: National Coin Machine Exchange.

ST. LOUIS: Olive Novelty Co.

LOS ANGELES: E. Ray.

SYRACUSE, ALBANY: Rex Coin Machine Distributing Corp.

COLUMBUS: Shaffer Music Co.

LOUISVILLE, CINCINNATI, INDIAN-

(Continued on page 99)

For DuGrenier, Inc.

Following firms have been named as distributors for Arthur H. DuGrenier, Inc., 615 Tenth Avenue, New York, for territories suggested by location:

R. A. PARINA & CO., 156 Ninth St., San Francisco, Calif.

J. N. TAUB & SONS, 909 Franklin Ave., Houston, Texas.

We Distribute

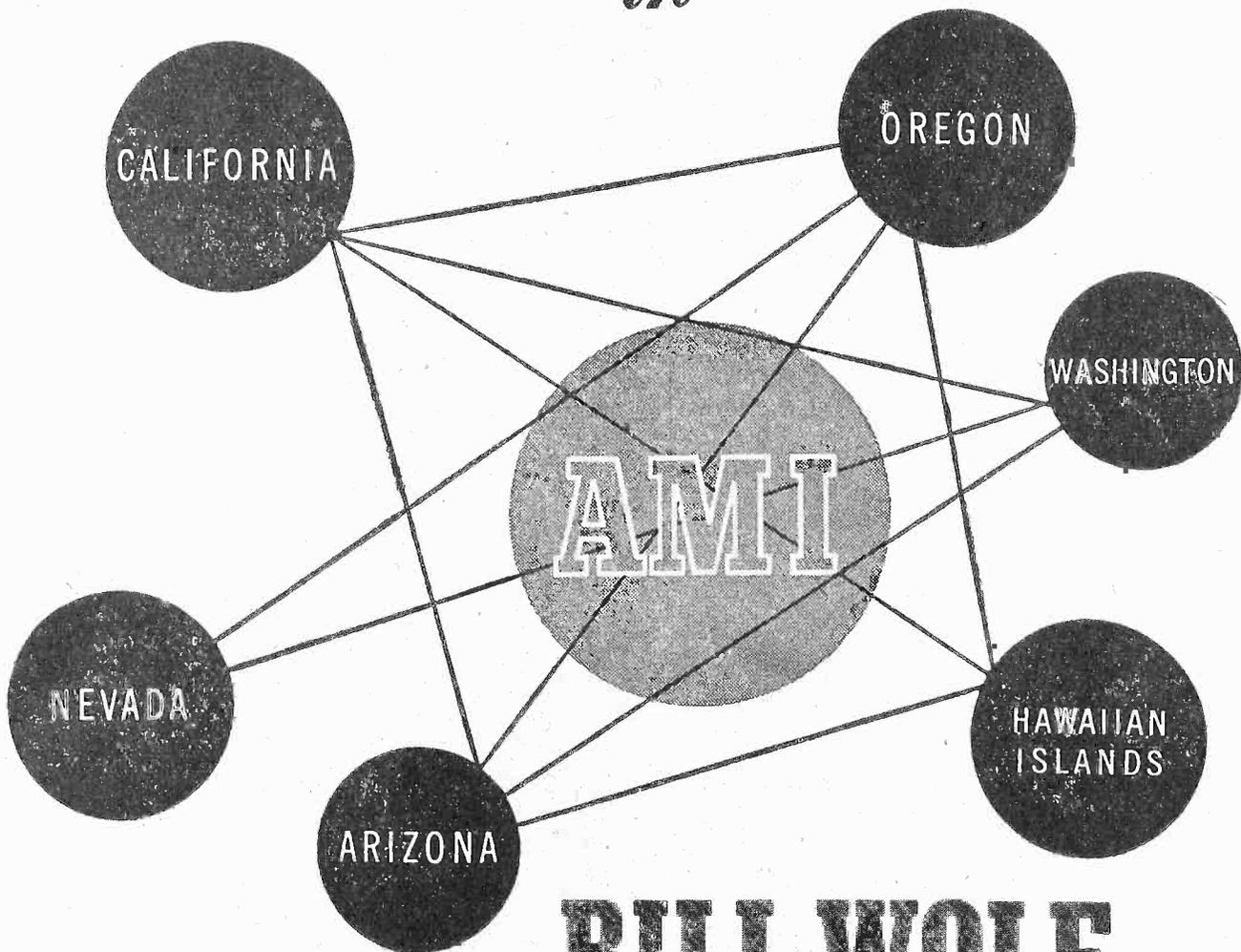
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Phonographs

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Automatic Music

in



BILL WOLF

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 427 S.W. 13th Avenue, Portland, Oregon · Just Opened
 1305 Kettner Boulevard, San Diego 1, California · Main 3068
 1175 Folsom Street, San Francisco 3, California · Hemlock 0575
 1348 Venice Boulevard, Los Angeles 6, California · Prospect 4131

David Green

DISTRIBUTORS AND TERRITORIES

(Continued from page 97)

COLUMBIA, CHATTANOOGA AND NASHVILLE: Southern Automatic Music Co.
BOSTON: Trimount Coin Machine Co.
BLOXI: United Novelty Co.
KANSAS CITY: W. B. Novelty Co.
SAN ANTONIO: R. Warncke Co.
PORTLAND, SEATTLE: Western Distributors, Inc.
SUFFALO: J. H. Winfield Co.

For Mills Novelty Co.

The following distributing firms will represent Mills Novelty Company, 4100 Filerton Ave., Chicago, in territories suggested by the home office of the distributing organization:

ASSOCIATED AMUSEMENT CO., 72 Brookline Ave., Boston 15, Mass.
VALLEY SPECIALTY CO., 550 Clinton St. N., Rochester 5, N. Y.
ROY MCGINNIS CO., 2011 Maryland Ave., Baltimore 18, Md.
COIN MACHINE DIST. CO., 500 N. Big St., Pittsburgh 13, Pa.
KEYSTONE PANORAM CO., 2538 W. Huntingdon St., Philadelphia 32, Pa.
WICKING, INC., 1401 Central Parkway, Cincinnati 14, O.
ALMANTIER SALES CO., 1108 Telford St., N. E., Canton, O.
AUTOMATIC MACHINE & SUPPLY CO., 4133-43 Armitage Ave., Chicago 39, Ill.
UNITED AMUSEMENT CO., 3410 Main St., Kansas City 2, Mo.
SILENT SALES CO., 204 Eleventh Ave., Minneapolis 15, Minn.
CENTRAL ILLINOIS SALES, 111 N. Water St., Peoria 2, Ill.
NORTHWEST SALES CO., 3144 Elliot Ave., Seattle, Wash.
CENTRAL SERVICE SALES, 219 W. Jackson, Kokomo, Ind.
ROBINSON SALES CO., 7525 Grand River Ave., Detroit, Mich.
W & P SALES CO., 407 Madison Ave., Memphis, Tenn.
MAXIE COIN MACHINE CO., 910-912 Poydras St., New Orleans 13, La.
UNITED NOVELTY CO., Delauney Division Sts., Biloxi, Miss.
SOUTH COAST AMUSEMENT CO., 314 11th St., Houston, Tex.
PENDING MACHINE CO., Fayetteville, Mo.
HILL FREY, INC., 140 N. W. First St., Miami, Fla.
LEADER SALES & DIST. CO., 4116 Le Oak St., Dallas, Tex.
DENVER DISTRIBUTING CO., 1856 Apahoe St., Denver, Colo.
HILLS SALES CO., LTD., 1640 Eighteenth St., Oakland 7, Calif.
MEDICORD & MOORE, 309-311 W. Sprague Ave., Spokane 12, Wash.

For Mutoscope

The following distributing firms will represent International Mutoscope Corporation, Long Island 1, N. Y., in the territories listed before each firm name:

EASTERN PENNSYLVANIA, SOUTHERN NEW JERSEY, DELAWARE: Joseph A. Active Amusement Machines Co., 90 N. Franklin St., Philadelphia, Pa.
ARKANSAS: Amalgamated Amusements Co., 118 Main St., Little Rock, Ark.
ILLINOIS, INDIANA, IOWA, MICHIGAN, MINNESOTA, NEBRASKA, NORTH DAKOTA, SOUTH DAKOTA, WISCONSIN: K. C. Wilson, Amalgamated Distributors Co., 226 W. Randolph St., Chicago 6, Ill.
MASSACHUSETTS, MAINE, NEW HAMPSHIRE, RHODE ISLAND, VERMONT: E. Ravreby, Associated Amusements, Inc., 72 Brookline Ave., Boston 11, Mass.
WESTERN PENNSYLVANIA, NORTHERN WEST VIRGINIA: Harry Rosenthal, Finer Specialty Co., 1508 Fifth Ave., Pittsburgh 19, Pa.
TENNESSEE: Joe Frank, Automatic Ses Co., 119 Third Ave., N., Nashville 3, Tenn.
ALABAMA, FLORIDA, GEORGIA: Morris Hankin & Jack Lovelady, H. & L. Distributors, Inc., 708 Spring St., N. W., Atlanta, Ga.
NORTHERN TEXAS: Lew London, Leader Sales & Distributing Co., 4116 Le Oak St., Dallas, Tex.
OHIO, KENTUCKY, SOUTHERN WEST VIRGINIA: Meyer Marcus, The Markepp

Co., Inc., 4310 Carnegie Ave., Cleveland, O.

CALIFORNIA, NEVADA, OREGON, WASHINGTON: Mills Sales Co., Ltd., 1640 Eighteenth St., Oakland 7, Calif.

NEW YORK, CONNECTICUT, NORTHERN NEW JERSEY: Nat Cohn & Earl Winters, Modern Music Sales Corporation, 455 W. Forty-Fifth St., New York, N. Y.

OKLAHOMA: Cliff Wilson, Cliff Wilson Distributing Co., 1121 S. Main St., Tulsa, Okla.

MARYLAND; WASHINGTON, D. C.; NORTHERN VIRGINIA, NORTHEAST WEST VIRGINIA: Hub Enterprises, 32 S. Charles St., Baltimore, Md.

For Revco, Inc.

The following firms have been named distributors for Revco, Incorporated, Deerfield, Mich., for the territories suggested by location:

GEO. I. BOONE, 1775 Broadway, New York 19, N. Y.
HAROLD J. OVERMEYER, Deerfield, Mich.
O. C. HALL, 1721 Newark St., Grand Rapids, Mich.
JO W. WALKER, 1714 W. Capitol Ave., Houston, Texas
GAIL HALLIDAY, 1526 Ivy St., Denver, Colo.

For Williams Mfg. Co.

The following distributing firms will represent Williams Manufacturing Company, 161 West Huron St., Chicago 10, in the territories listed before each firm:

PENNSYLVANIA AND NEW JERSEY: Sam Stern, Scott-Crosse Co., 1423-25 Spring Garden St., Philadelphia, Pa.
MASSACHUSETTS, VERMONT, NEW HAMPSHIRE, MAINE AND RHODE ISLAND: David C. Bond, Trimount Coin Machine Co., 40 Waltham Place, Boston, Mass.
EASTERN PART OF MISSOURI AND SOUTHERN PART OF ILLINOIS: Delbert E. Veatch, V. P. Distributing Co., 2336 Olive St., St. Louis 3, Mo.
TEXAS, OKLAHOMA AND NEW MEXICO: Geo. Prock, General Distributing Co., 2812 Main St., Dallas, Tex.
LOUISIANA AND MISSISSIPPI: J. H. Peres, New Orleans Coin Machine Exchange, 922 Poydras St., New Orleans, La.
MINNESOTA, NORTH DAKOTA AND SOUTH DAKOTA: Herman Paster, Paster Distributing Co., 2218 University Ave., St. Paul, Minn.
MICHIGAN: J. R. Pieters, King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich.
TENNESSEE AND ARKANSAS: Earl Montgomery, S. & M. Sales Co., 1074 Union St., Memphis, Tenn.
ARIZONA: M. W. McBroom, Phoenix Distributing Co., 1211 N. Third Ave., Phoenix, Ariz.
KENTUCKY: Hoskle Goldberg, Sterling Novelty Co., 669 S. Broadway, Lexington, Ky.
FLORIDA: Sam Taran, Taran Distributing Co., 2820 Seventh Ave., N. W., Miami Beach, Fla.
OHIO: Bill Marmer, Sicking, Inc., 1401 Central Parkway, Cincinnati, O.
SOUTHERN INDIANA: Jack Simon, Sicking Com., 927 Fort Wayne Ave., Indianapolis, Ind.
KANSAS AND EASTERN PART OF MISSOURI: A. H. Meyers & I. W. Weller, Consolidated Distributing Co., 1910 Grand Ave., Kansas City 6, Mo.
WASHINGTON, OREGON AND NORTHERN PART OF CALIFORNIA: Al Sebring, Bell Products.
MARYLAND; WASHINGTON, D. C., AND DELAWARE: Roy McGinnis, Roy McGinnis Co., 2011 Maryland Ave., Baltimore, Md.
SOUTHERN CALIFORNIA: M. C. Williams, Williams Distributing Co., 2309 W. Pico Blvd., Los Angeles, Calif.

Local Leader

(Continued from page 87)
of the industry. It means the distributor must take more time and give more attention to the new customers that he develops. He must help them over the

early period of their new business venture. It will especially hold true with veterans that the distributor must help them over a period of months. For the industry to sell veterans machines, and then have them fail at the business in large numbers, will mean a black mark against the business as a whole.

Distrib Main Key

The post-war outlook is that buying and selling of routes of coin machines will have a bigger place than ever. In this sort of business, the distributor is the main key to the situation. It is he who will largely conduct the business of buying and also selling routes. It may be also that the distributor can take over the business of establishing new routes for newcomers or else start new men into the business by setting up routes and teaching them the business.

It may be that the best way to start new operators in the future will be for the distributor to set up a route and teach the newcomer how to manage a route.

While all of these things may be spoken of as a matter of duty for the distributor, yet at the same time all such situations present new opportunities for the distributor. The way in which the distributors meet these new situations will decide how much greater importance the distributor will have in the future of the industry.

Distributors Problems

(Continued from page 95)

disposal, he is inclined to seek lower grade stops which would bring down his average and, after all, conclusion must be based on averages. If he brings his average low enough, he will have difficulty in meeting his obligations.

"The distributor, by now, has learned that the operator gets the money first and, regardless of what obligations he has, he is going to live first. It is still desirable that the operator have some equity in any equipment he buys. It is not a good thing to sell any equipment without a down payment; but, without credit at his disposal, the operator cannot grow. Therefore, the distributor is called upon to be a miniature banker. Today, the task is easier—the industry has been recognized by finance companies, Morris Plan and other banks. Ten years ago it was a problem to sell notes to banks because of preconceived ideas that coin-operated equipment was something evil and something for the bank to avoid. Thru a lot of missionary work this attitude has been changed and in a lot of banks, the presidents have been honest enough to admit that they have been amazed at the persistent and stable earning power of juke boxes and other legal amusement machines."

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SCOOP!

the all new mechanism of the AMI phonograph plays 20 records, either side, to give 40 selections.

1946 INDUSTRY CENSUS

What trends were dominant in coin machine trade during war years? Billboard annual surveys since 1941 have mirrored chief trends in operating field. Next survey in 1947 will show early post-war facts about industry. In this article comparisons are made between 1945 and earlier years of war, based on reports from operators

SINCE 1941 the annual surveys of the coin machine industry conducted by The Billboard have been intended to determine what the war might be doing to the trade. Questionnaires were chiefly aimed at operators, since changes in the manufacturing field were already evident.

During the war the really important questions for which the trade wanted an answer were:

1. How many and how fast were operators leaving the coin machine trade to enter war plants or by being drafted into the services?
2. How fast were machines being retired from use because repairs were not available?
3. What was happening to the earnings of machines under war conditions?

Survey in abnormal times naturally have to be conducted with more care than in normal times because many changes were taking place in the industry and many of the facts collected might give a negative view of the business. It was evident from the start that the number of operators would decrease and also old machines would be retired rather fast, if possible. Every operator had his own opinion of what was happening, and a general survey serves only the purpose of gathering enough statistics and personal opinions upon which to determine probable trends. There is always a lot of guesswork in surveys and probably as much depends upon the person who interprets the questions and answers as upon the one who gives them.

Now the war is over and by the beginning of 1947 the industry should be striking a normal pace. It is hoped the 1947 industry survey will get down to more basic facts about the trade. The survey of the industry conducted early in 1941 by The Billboard will remain the best statistical table of the condition of the industry as a whole. Early in 1947 we hope to conduct a new survey which will again give the industry some basic figures on which to gauge its business.

Official Data

During 1946 it is possible that the U. S. Census Bureau also may collect some valuable statistics which will have the advan-

tage of being official. The last census data on the coin machine manufacturing industry was issued in 1940 and was based on a survey made in 1939. The official surveys of the Census Bureau are always very conservative and so was the census made in 1939. People in the business knew the manufacturing industry was much larger than the official statistics.

Another source of official statistics on the coin machine trade is found in the tax offices of the various city and State governments that license one or more types of coin machines. Tax officials of some of the States and cities are very co-operative in helping to gather data on the trade. They go to the trouble of making breakdowns of various tax collections so that the trade can have the information on the number of different types of machines covered by licenses. The U. S. Internal Revenue Bureau

information on the facts of the trade in the future. As soon as the business seems to be getting back in the normal groove, we will naturally make whatever checks seem practical in order to determine the real condition of the trade and its growth.

In a general way, the trade is now well aware as to what the chief effects of the war were on the business. The war made heavy inroads on the number of operators, and the general estimate is that at least a 25 to 30 per cent reduction in the total number of operators happened during the war. War plants and the armed services naturally took the younger men in the operating field first. Fortunately, recent reports indicate that all of these men want to get back into the business practically 100 per cent. In 1940 we had estimated the total number of full-time operators in the U. S. to be about 25,000, while there were

from locations because of age or lack of repairs, operators would generally say about 25 per cent of each type of machine by 1944. Our census on the year 1944, based on replies from 500 representative operators, said they had retired an average of 27 machines from locations up to that time. They estimated that if the war continued, they would retire another average of 17 machines during 1945.

Conditions of the trade in England, however, indicated that machines could be kept on location and operating much longer, if necessary. It is the prospect of new machines that will really start the retirement of old machines in a big way.

Big industrial pay rolls and the general increased level of earnings during the war served to boost considerably the average earnings on all types of coin machines. This even held true with venders when merchandise supplies were available. The lack of competition among operators also helped the earnings considerably. There were many reports about the big earnings to be made on certain types of coin machines, and if the newspapers had not been too much occupied with war news they might have pounced upon the industry about its high earnings. In fact, some newspapers were already beginning to report the big earnings on certain types of machines soon after the end of the war. None of the published reports in newspapers stopped to report the fact that operating costs also greatly increased during the war.

The real damage due to these big earnings may come yet because the report of the big earnings has now reached city and State officials, and increased taxes on machines may be the outcome. A number of cities, soon after the end of the war, began adding high fees or increasing present fees.

Our questionnaire sent out in January, 1946, contained a question about the average weekly gross earnings on various types of coin machines. The replies received from operators on these questions were very interesting and varied considerably from city to city. In the reports, vending machine operators, especially operators of cigarette and

— CENSUS —

Operator Equipment Needs

Comparison of 1945 and 1946 Reports

Type of Machines	No. of Ops 1941 Census	Per Capita Needs—1945	Per Capita Needs—1946
Pinball Games.....	12,000	38	52
Juke Boxes.....	8,000	32	31
Bells, Consoles.....	7,000	41	23
Arcade Machines....	1,600	21	14
Vending Machines...	3,300	92	47
Movie Machines.....	400	32	11
Penny Scales.....	1,500	43	26

The 1946 and 1946 reports were based on full-time operators; 1941 census reported about 45,000 part-time operators.
Per Capita Needs refers to number of new machines operators state they would buy if machines were available.
The 1946 reports show a more conservative purchasing attitude than 1945, due probably to drop in earnings, machine prices.
The 1945 and 1946 reports estimated above were not intended to include penny vending machines.

does not give much of a breakdown on the total number of machines. Juke boxes and amusement games are lumped together in total collections, and the total collections on gaming devices include bells, consoles and similar types of machines. Hence, the federal tax figures reveal only general statistics. All tax data on the number of machines may be regarded as conservative.

Aided by the information revealed by tax collections by city, State and federal governments and by the data gathered by U. S. Department of Commerce, The Billboard hopes to keep much more detailed and accurate

at least 30,000 part-time operators.

At the beginning of the war, what was probably the largest single list of operators in the country contained over 30,000 names. By the end of the war it had practically been reduced to what was considered about 15,000 active names.

While all these changes were taking place, the operating ranks retained a stability that was remarkable; indicating that the operating business has a permanency that cannot be disturbed by the most extreme conditions of abnormal times.

As to the question about how fast machines were being retired

(See 1946 Industry Census on page 103)

1946 INDUSTRY CENSUS

(Continued from page 103)

this may account for the drop in probable demand. However, the real reason may be that operators have become more conservative now that the high level of earnings on machines is dropping and also the prospect that new machines will be very high in price may discourage the optimism of some.

There is always a great interest in what the average operator is thinking about certain trade questions. Also, what his previous occupation or business may have been. In 1944 we asked operators if they thought dis-

tributors, manufacturers and operators should belong to the same association. Of the replies, 247 said yes and 167 said no.

In 1944 we asked operators if they thought federal taxes had reduced the number of machines in operation. In reply, 266 said yes and 191 said no.

In our 1946 questionnaire we asked what present operators would advise new operators about entering the business. The replies to this question are so interesting and varied that they will furnish material for a future article at some time.

Personal Questions

In our 1946 questionnaire we asked each operator some personal questions about himself. For example, we asked each operator to state when he first entered the coin machine business as an operator. The earliest reply listed the year 1896. The replies also indicated an influx of new operators starting in 1920, which was the year after World War I. The same trend is expected, of course, in 1946. It appears that the penny vender field got a lot of the new operators coming into the trade in 1920.

From 1920 to 1925 the start of new operators seemed to follow a pretty general level, and in 1925 there was a sudden increase. From 1927 to 1930 the really big increase in new operators took place; the year 1931 showed a considerable drop; then 1932 and 1933 showed big increases in new men entering the field. For some reason, few operators reported entering the business in 1934, and that was the year when beer came back and phonographs began to take a climb.

Many New Operators

The reports show that from 1935 to 1938 there was a real climb in new men coming into the business; a steady trend of new operators.

We also asked operators about their former business or occupation and got an interesting list

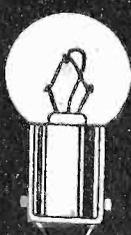
of answers. They range all the way from bank presidents to cab drivers. This is not meant to put the cab driver at the lowest end of the list; simply to show that cab drivers are probably the farthest extreme from a bank president.

The one big question on which we would all like to have the facts involves the total number of machines of each type actually in use in cities, States and in the nation. Many guesses have been made in the past, and usually we include this question in our survey blanks. Replies from operators vary widely and indicate how difficult it is to make a reasonable guess of the number of machines in use. The estimates made by operators do serve a very useful purpose for striking an average and also for checking against estimates from other sources. For that reason, we greatly appreciate the efforts of those who have attempted to estimate the number of machines operating in their city and State.

The trade has always been able to boast about the number of people it employs, and this forms an important part of each annual census. The 500 replies received early in 1946 shows the average operator has about 3.4 people employed. The reports based on 1943 indicated that operators employed about 4.6 people. War conditions would easily explain this drop in the number of people employed by operators.

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BUILDING CIVIC PRIDE

Community effort will reflect in improving industry's position if individual coinmen do their part by aiding fraternal organizations, helping religious, business, other organizations in their activity

By Jay Shanklin
Coin Machine Staff

WITH the launching of broad-scale public relations programs by the major trade associations of the coin machine industry, many individual operators of vending machines, phonographs and amusement games have been pondering the question: "What can I do to improve the position of the industry in the public esteem?"

Sometimes it seems like a tough question, but it is one that every business man in every branch of industry or commerce should ask himself at one time or another. The bigger the industry the more often this question must be considered if public respect is to be held. Accordingly, the necessity for maintaining satisfactory public relations has grown in the coin machine industry as the volume of receipts has mounted.

Need for individual public relations along the broadest possible front is even more acute in an industry which sells services rather than goods, as the coin machine industry does. A manufacturer's product itself, whether a toothbrush or an automobile, usually will build good will for his firm, but services are intangibles that make good will only indirectly. By the same token, service industries also are more often subject to criticism since, to the uninformed man-on-the-street, the supplying of a service sometimes looks like an all-profit enterprise where the owner simply comes around to collect the cash when he needs it.

Community Service

Consideration of these facts make every alert coinman realize that the greatest good he can do for the industry is to achieve a notable standing in his community. In the final analysis, the standing of any industry before the public is the reflection of the standings of the individual business men in their communities, whether small towns or great cities. And any man's community standing is largely gauged by the part he takes in charitable, social and civic projects.

Leading operators of coin machines have long been aware of these facts, many of them hung up brilliant records of community service in the pre-war years as well as during the conflict. In towns and cities across the nation, coinmen were found in the forefront of War Bond drives, salvage collection campaigns, community and war-fund-raising programs, and efforts to keep morale of servicemen high. They devoted many hours without pay to these wartime public service works, without which victory would have been much more costly on the battlefield as well as at home. In some places, particularly the smaller cities, the projects were undertaken by individual coin machine operators participating in local civic and social organizations. But in the larger cities the most effective work was done thru trade associations.

One of the most active was the Phonograph Merchants' Association of Cleveland. Another that achieved a spectacular record of war activities was the Associated Operators of Los Angeles. A third was the Minnesota Amusement Games Association of the Twin Cities. Certain individual operators in Buffalo, Los Angeles, Chicago and elsewhere also made great personal contributions that won the recognition and thanks of organizations throughout the communities.

Eye-Catching Job

Juke box operators, selling one of the most popular commodities of all times and everywhere, were in a position to do the most eye-catching job, and they did. Even when the nation was arming in preparation for a conflict that it saw was bound to come, the phonograph operators began pitching. And they didn't stop even when hostilities ceased.

In 1941, when Pearl Harbor was still

to come and most Americans were hoping we might escape the world holocaust, operators of juke boxes from Coast to Coast mobilized to support the first defense bond drives. It was a natural for the trade, and the operators did not muffle their opportunity.

In Cleveland, for instance, the Phonograph Merchants' Association threw its full support behind the great bond campaign of November, 1941. Like other operators across the nation, they put Irving Berlin's *Any Bonds Today?* in the No. 1 spot on their phonographs. But they didn't stop there. The association took space in local newspapers to advertise the campaign and their support of it. The advertisement urged citizens to buy U. S. Defense Bonds, pointed out that *Any Bonds Today?* was "the No. 1 tune on automatic electric phonographs," and ended with the declaration, "We Support This Campaign."

Again and again all over the country the operators and their associations pitched into every one of the seven great War Bond drives. They had an enormous share in the work that piled up the astounding sum of \$39,000,000,000 worth of Defense, War and Victory Bonds that Americans bought. They can pride themselves on the fact that even today Americans in all stations of life, from scrubwomen to bank presidents, have a cushion of nearly \$30,000,000,000 worth of bonds with which to meet any economic condition that may confront them. This was not only a major contribution to winning of the war, but an equally large one to the insurance of prosperity for years to come.

Tribute to Jukes

In Detroit, during September of 1941, the late Henry Morgenthau Jr., then secretary of the treasury, paid public tribute to the efforts of the phonograph operators. Earlier that month, the Detroit Music Operators' Association had launched its bond campaign. *The Billboard* reported from Detroit:

"Upon his arrival here, Morgenthau was offered \$100 by Frank N. Isbey, chairman of the Michigan defense-savings campaign, if he could find a phonograph on which *Any Bonds Today?* was not the first tune. Morgenthau took him up, and with Isbey and Giles Kavanaugh, collector of internal revenue here, and several others made a tour of sandwich shops, restaurants and similar places to talk with customers and to check on music machines.

"Morgenthau told the press that he found the record in every establishment and that he himself played it probably a dozen times during the night. 'I found out that there are 5,100 juke boxes in this neighborhood with our theme song on the list,' he said. 'We are adopting the idea nationally.'"

After our entry into the war, the operators stepped up their activities. They pushed scrap collection drives with vigor, laying their money on the line for posters, newspaper advertising and facilities to handle collections in addition to spending hours of their time. They assisted in Buy a Bomber drives; they saw that United Service Organization canteens for service men and women had juke boxes, venders, movie machines and plentiful entertainment and food. They shipped thousands upon thousands of records, currently popular and classical, to members of the armed forces in army camps, shore stations and vessels of the fleets here and overseas—even when they were wrestling grimly with a record shortage themselves. They even saw to it that automatic phonographs were installed on battleships and that hundreds of them and other amusement games were shipped to the men overseas.

One field of public service which holds great promise not only for music machine operators but for operators of venders as well revolves around the teen-

age canteen. The music operators of Philadelphia were among the first to take the lead in pushing the establishment of youth centers to stem delinquency among juveniles. Center of all such clubs, of course, is the juke box, but as *The Billboard* has previously reported, venders of both soft drinks and food can play a large part in keeping them going.

In the smaller towns, the teen-canteens have taken an even more important role in juvenile social life than in the large cities where many social agencies are available. Furtherance of these clubs provides coin machine operators a splendid opportunity not only to perform a notable civic service by helping put down juvenile crime, but it also supplies an example of the value of the coin machine itself.

Since the war, the music operators have come to the fore again in their work supporting the fight against infantile paralysis. When the returns are tallied, there is little doubt that their efforts and contributions will bulk very large in the campaign to fight polio. They supported this worthy cause not only with talk and posters but with cash contributions of a portion of their receipts during the drive. They even went further in many instances and persuaded location owners to kick in their shares as well.

Impressive Record

These efforts add up to a very impressive record, which has built them inestimable good will that should be invaluable in the years ahead. Especially during the war, the music operator has found himself in a position to be of great service to his community, but the operators of vending and service machines and other coin devices have not been laggard. As private citizens, they have done their bit unflinchingly during the war; some quietly, others with that flare for the spectacular which prompted one Southern operator to paper his office with War Bonds. Others made collection of scrap part of their route work, others served unpaid on ration boards.

The vending machine itself, of course, made a mighty contribution to the war effort, as any war-plant worker will testify when he recalls how often he found it ready to serve him when he was hungry or thirsty. It would be impossible to calculate how many man-hours were saved by the handy food and soft drink venders.

But even with this job done, the coming years no doubt will offer coin machine operators even greater opportunities to serve. Many have sensed this and plunged already into such public services as helping the returned veterans find their niche in the world at peace. This service need not be limited simply to putting as many veterans as possible on the pay roll.

Vets Need Help

Many returnees need assistance other than financial aid. They need counsel in starting new enterprises, they need guidance in businesses already started, they need social assistance in getting adjusted to a non-military society, which some have nearly forgotten.

The coinman's public service, however, should not be limited merely to the charitable or welfare field. He should never forget that he is a citizen of his community as well as a member of a trade and a business man. It has been well said that what helps the community helps business, and this is just as true of the coin machine industry as of steel-making, grocery retailing or any other business. There are literally hundreds of civic organizations and projects to which any citizen may give his time fruitfully.

Some coin operators have found one of the most effective means of aiding such projects in active Chambers of Com-

merce. At least one coinman has taken such active interest in Chamber of Commerce affairs that he heads the one in his city.

Show Public Spirit

Others have shown their public spirit by enlisting in the work of fraternal organizations, others thru church and religious organizations. Coin operators, like other citizens, naturally represent a wide variety of political, social and civic opinion. The direction of their activities, of course, depends to a large extent upon their political or social bent.

But there is one axiom that applies to all, regardless of views. In a democratic society, all public service is voluntary. Except in campaign literature, no one is drafted. In some instances, a man's friends—or enemies—may persuade him to run for public office, serve on a city planning board, or assist with a State project, but the ultimate decision is his own. Only very rarely is a man chosen out of a grab bag. In public service, men reach positions of distinction and maximum service only by steps.

First of all, such men must show themselves willing to serve their communities by volunteering for small tasks. Sometimes these jobs seem not merely small, but infinitesimal. Like serving on the committee on arrangements for the annual fall picnic of a fraternal society. Or on the commission to study the need for bird shelters in Pinckney Park. Or an independent committee to get Marquette Avenue widened. These are small jobs that may take time out of all proportion to their actual value sometimes, but the farsighted business man will realize that they are just as important to his neighbors and fellow townsmen as some larger and more spectacular projects. In community service as in business, well-done small tasks have a way of opening the door to larger opportunities.

For the veteran returning to the coin trade or just entering it, the many organizations of ex-servicemen offer another opportunity for service to his community. They also have the great advantage of providing many immediate business contacts, but he should not lose sight of the fact that what he gets out of an organization is just about equal to what he puts into it. Unabashed joiners seldom get much benefit from an organization unless he is willing to carry his share of the organization's burden. Members frequently judge each other largely upon the basis of the way they perform their assigned tasks within the group. If a man is always quick to volunteer, but slow to deliver, his fellow members will be inclined to draw an estimate of his abilities that will be more harmful than helpful. A cardinal rule for members of any group is to volunteer only for work that they fully intend to do and that they are certain they have the time available for. And once given a job, whether they volunteer or not, they should carry thru until it is done competently.



New Locations in Tomorrow's World

Airport, highway development to boost number of potential spots—emporium locations upswing as coinmen put plans into work

Since shortly after Pearl Harbor, when machines were taken off the production lines, new locations were slowly tried. In the short period since V-J Day more new locations have been announced—or discovered—than in all the war years.

First on the list in new type locations should be the 6,200 National Airport Bill that Congress has just acted upon. During the war soft drink, candy, cigarette, bulk and cookie vending machines along with amusement game machines and juke boxes proved themselves highly successful along hangar row, in passenger offices and in the airports taken over by the army and navy. Installed in a small way in civilian airports, instant success was also reported.

Now with the large interest in planes—and the huge expansion program for the air fleets, more of these "top" locations are becoming available for coin machine operators. Arcades are planned for some of the larger airports, according to latest reports.

Highway Building

Also on a national scale is the huge highway building plan that promises rapid growth of new coin machine locations. With a \$3,000,000,000 fund set up for the giant project, new roadside stands, restaurants, taverns, hotels, gas stations and hundreds of other spots will spring up overnight—bringing as many locations as operators can handle.

Roadside rests, promoted by Pennsylvania officials, with disabled vets getting first crack at spots, are another form of coin machine location that will hit a boom era within 1946. More important than some city locations, operators claim that they can install older machines in these spots as long as they are "in workable order and not dirty in appearance."

Out of the war years have come the coin-operated laundries which are springing up thruout the nation. Coin-operated washing machines in apartment buildings are not new—but coin laundry stores are. Important to note in regard to these locations is that while the housewife is waiting for her washing to be finished, she may insert a few coins in amusement machines, buy a pack of

cigarettes from a vender, or eat a bar of candy that a candy vending machine installed in the location has dispensed.

Bus and railway stations have long been regarded as ideal locations for coin-operated machines and with many new stations being built now that materials are again available, new locations are noted here. Arcade machines are favorites in these types of spots. Newly proposed New York City Bus Terminal, larger than Grand Central Station, should provide operators with choice spots.

New Juke Spots

In the way of new type music machine locations comes the stories from New York operators of successful installation of juke in "hurry-up, stand-up hot dog stands" and in "men only" type locations. Last mentioned has been "extra good" to New York ops. Men will, as is generally known by the trade, insert more dimes and quarters into machines than women. A few barber shop type singing songs along with the regular type records is all the men ask.

Bowling alleys have always had amusement arcade leanings and many vending machines have also been installed in these locations. ABC bowling headquarters announces that there will be at least a thousand additional bowl-



M. S. Cisser

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2 Brown Anti-Aircraft Guns	\$ 65.00
1 9 1/2 Ft. Bowling League	150.00
1 9 1/2 Ft. Roll-a-Ball Barrel Roll, F.S.	320.00
2 Sky Fighters	125.00
4 Bating Practice	125.00
5 Chicago Coin Hockeys	135.00
3 Keeney Air Raiders	165.00
1 Evans Ski Ballette	85.00
6 Slap the Jap Guns	110.00
2 Rapid Fires	140.00
2 6 Ft. X-Ray Pokers	110.00
7 Bumper Bowlings	75.00
1 Buckley Deluxe Digger	110.00
1 Keep Punching	110.00
1 Peo's Bank-a-Ball	125.00
1 Periscope	125.00
1 Keeney Submarine Gun	125.00
1 U Pop It Popcorn Vendor, 5¢	125.00
3 Western Baseballs	95.00
1 Bally League	150.00
1 Evans Barrel Roll	125.00
2 Ten Strikes	65.00
1 Upright Watling 1¢ Scale	75.00

ONE BALLS

2 1940 One-Two-Three, F.P.	\$ 89.50
2 1938 One-Two-Three, F.P.	59.50
1 Bally Gold Cup, F.P.	59.50

CONSOLES

2 Maybells, 4 Nickel	\$295.00
3 Paces Races, Brown with Daily Double	195.00
1 Keeney 9 Head Pastime	195.00
2 '38 Track Times	125.00
2 Keeney Kentucky Clubs	125.00
2 Bally Club Bells, Combination	225.00
1 Evans Galloping Dominoe, Early Model	150.00
1 Evans Bang Tails, Early Model	150.00
1 Paces Reels Jr., With Rails	115.00
1 Paces Saratoga Jr., With Rails	110.00
2 Four Nickel Super Bells	475.00
1 Two-Nickel Super Bell	295.00

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Mills 5¢ Blue Fronts	135.00
Mills 10¢ Blue Fronts	160.00
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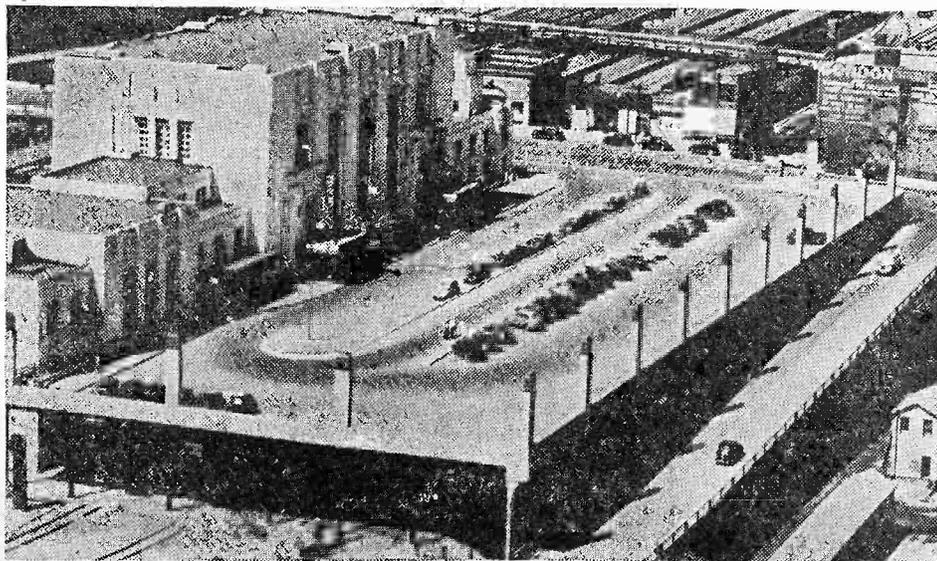
100 Du Grenier CHAMPION Cigarette Vendors, 9 and 11 column double shift plus King Size, 20¢ combinations. In lots of 10 or more—\$97.50 Ea.

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Modern Buildings—New Locations



MODERN RAILWAY terminals create new spots for coin machines of all type. Union Station in Omaha, above, is an example of these modern travel centers. Some railway terminal stations have coin machines by the score. (Acme photo.)



SYLVANIA ELECTRIC

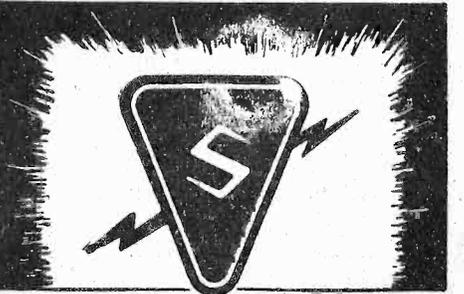
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g alleys built before 1947 rolls around thus more top locations. Coin changers have also proved themselves in these types of spots to draw more nickels to the amusement machines.

Wired and telephone music is on the growing—announcement comes from Detroit that they are planning installation on busses, and in New York a firm announces that it plans to install music at the subway stations. These help build coin machine locations. Subways in New York, the elevated and IC in Chicago and other subways and inter-city transit systems in the larger cities in the nation have always been top spots, and with new machines due out it is expected that the volume biz, without trying to predict the impossible, will at least double. This is based upon reports from operators who now have machines in these types of spots.

Banks, factories, department stores, business offices, beauty salons, YMCA and YWCA, shoe stores, old-fashion drugstores as well as the modern "sell all" drugstores and countless others have proven themselves as top locations, say vending operators. Vending machines are expected to enter spots that in the past considered them "too common." Department stores are finding—along with alert operators—that employee lockrooms are perfect for vending machines.

Venders in Banks

In New York City the National City Bank has 50 vending machines of one type on location in their various branches thruout the city. Other New York banks have followed suit and at least 10 others have vending machines. Banks have proved top spots for juke boxes also, according to current reports, which claim juke boxes were tried for the first time in New York as an off-spring of one music system used in many banks thruout the nation.

Hotels, which have always been spots for soft drink vending machines before the war, are being tested and used for countless other coin-operated machines. Typewriters, coin radios and amusement machines are starting to invade the better hotels as well as the cheaper ones in the East. Philadelphia and New York hotels have already planned installation of the radios. Arcades have

also been installed in hotels since before the war—but the trend is now for operators to install the machine in the lobbies themselves. This means more returns for the operators, as well as the hotels.

Railroad companies are said to be considering installing vending, game and bulk machines along with juke boxes right on the trains. Among those considering the project are rumored to be New York Central, Nickel Plate Railroad Company and the Pennsylvania Railroad Corporation. Last June 4 issue of *The Tide* news letter mentions that the New York Central Railroad "is considering a plan for putting candy and food vending machines on passenger trains after the war."

In England the English railway system, one of the first users of coin-operated devices at their stations, announces that they plan to install coin venders on the trains. American concerns are expected to follow suit.

Plan More Coin

The government seeing the widespread use of coin-operated venders announces that it plans to increase the output of "small coins" to new highs during 1946 and 1947. New mint expansions in Philadelphia and other cities are also planned as a result of the program.

On the whole it is easy to predict that coin machines will be in every type and kind of establishment in the near future. Few, if any, spots tested by operators have proved bad. Beauty shops and barber shops, overlooked for a long time, have already proved themselves—with venders in Chicago and New York and juke boxes in New York and Boston at last reports.

In the past, whenever a comic strip or newspaper told of coin-operated machines—or showed them in use it would arouse great interest in the trade. Now it is common to see all types of coin machines mentioned as being used in teen-age clubs, social clubs. Comic strips have featured vending and amusement machines as well as jukeboxes.

Simple conclusion to reach in this new coin machine age that has rapidly developed since 1939, is that any location, if properly serviced, can be a good location.

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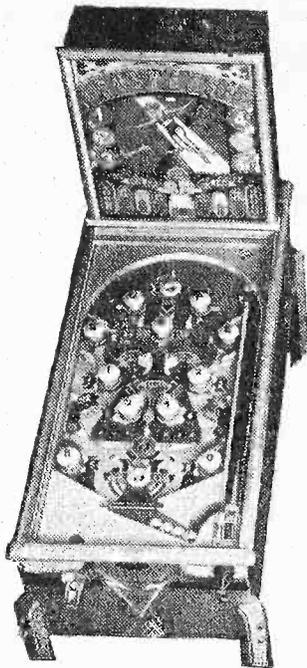
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SMALL LOCATIONS STILL STEADY BET

Amusement machines find smaller establishments continue high in certain results over long period after flashier spots fade away

By John Carlson
Coin Machine Staff

Technicolor predictions for bowling palaces, coin emporiums and super-airports, promising as they are to the trade, should not be allowed to obscure one homely fact:

Small establishments — and put the accent on small — remain the pay-dirt location for amusement games.

Here is the location which doesn't need or want high-powered promotion. It's there waiting and demanding exploitation, the key to post-war expansion.

This is no startling news to experienced coinmen, but keeping the overall industry picture in proper perspective suggests a new emphasis and a closer look at the trade's post-war relations with millions of small establishments thruout the country. To manufacturers and distributors interested in mass-marketing of amusement games, and to operators alert for new opportunities, these relationships are of paramount importance in 1946.

Tough Sledding

In 1946, ex-G.I.'s are abroad in the land, an honorable discharge in one hand, a "bill of rights" loan in the other, opening every type of small enterprise from six-stool "hamburger dan's" to drug and variety stores. For them there is tough sledding ahead. A pinball game or a juke with its ready profit, may give the extra boost needed.

Filling stations, deserted during the wartime gasoline famine, are again busy, thriving places. Trade sources report that they are ready for new amusement games and other coin equipment to increase income and draw customers.

Highway and resort spots, similarly blighted by the gasoline shortage, are coming alive, too. With a long-term reputation as solid locations for amusement games ranging from bells to pinballs, such rejuvenated units are clam-

oring for new equipment.

New restaurants, stores, taverns and bowling alleys everywhere are scheduled to open as fast as materials become available. Small establishments, in fact, appear to be headed for expansion of boom proportions.

Dynamic Element

Of first consideration in surveying this picture is the realization that small businesses are the dynamic element in the nation's economic framework. New business is largely small business. New initiative finds its opportunity in a small-scale beginning. Small business is as adaptable and ever-changing as "big" business is static and stable. These distinctions long have been axiomatic, but today, in a fluid post-war business scene, they are more and more to be reckoned with.

Briefly, this is the background for the trade dictum that the demand for amusement machines — and for all coin equipment — has its final limit in the number of retail enterprises. In other words, the future lies in mushrooming small business units.

Analysis of current reports reveal that demand for amusement games by small establishments will increase sharply in 1946 as a result of three factors. First, the accelerated net increase in the number of U. S. businesses as millions of units, shut down during the war, are reopened. Second, the extraordinary elements injected by 3,000,000 to 4,000,000 veterans who have registered hopes of going into business for themselves. Third, the comeback of existing businesses, such as filling stations, which were war casualties to the amusement machine operators.

What are the facts regarding normal gains? Even before V-E Day more Americans were rushing into business for themselves than ever before, according

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2 1939 Mills 1-2-3, P.O.	29.50	2 Foreign Colors, new rebuilt, F.P.	169.50
5 Mills 1940 1-2-3, F.P.	69.50	2 Big Three, new rebuilt, F.P.	169.50
4 Mills Five-In-One, F.P.	49.50	1 Foreign Colors, used, F.P.	120.00

A-1 RECONDITIONED CONSOLES

2 Bally Roll 'Em, P.O.	\$ 89.50	2 Keeney Kentucky Club, P.O.	\$ 89.50
8 Baker Faces, P.O.	189.50	1 Jungle Camp, P.O.	69.50
1 Jennings Silver Moon, P.O., 25¢	219.50	1 Mills Four Bells (4-5¢ chutes), P.O.	319.50
2 Jennings Silver Moon, 5¢, P.O.	109.50	1 Mills Jumbo Parade, F.P. (Fruit Reels)	75.00
3 Jumbo Automatics, P.O.	95.00	1 Slant Liberty Bell, P.O.	39.50
1 Jockey Club Console, P.O.	39.50	6 1937 Tracktimes, P.O.	39.50
1 Keeney Super Bell, 4-Way, P.O. (4-5¢ & 25¢)	549.50	2 5¢ Silver Moon, P.O.	109.50
3 Keeney 1938 Tracktimes, P.O.	95.00	2 Watling Big Game, P.O.	Write

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ARIZONA (Sunbeam)	\$235.00	LAURA	\$249.50
BIG THREE (Mills '39 1-2-3)	175.00	LIBERTY (Bally)	149.50
BIG TOP	199.50	MARVELS BASEBALL (Dixie)	169.50
BRAZIL (Do Re Mi)	235.00	OKLAHOMA (Leader)	235.00
BOMBARDIER (Follies)	169.50	RIVERIA (Big Parade)	269.50
EAGLE SQUADRON (Big Town)	169.50	SANTA FE (West Wind)	235.00
FOREIGN COLORS (Owl)	189.50	SOUTH SEAS (Knockout)	259.50
GRAND CANYON (Double Play)	235.00	STREAMLINER (Stars)	235.00
HOLLYWOOD (Sport Parade)	249.50	TRADE WINDS (Sky Blazer)	250.00
IDAHO (Zombie)	249.50	WAGON WHEELS (Duplex)	250.00

USED FIVE BALL FREE PLAY — A-1 RECONDITIONED

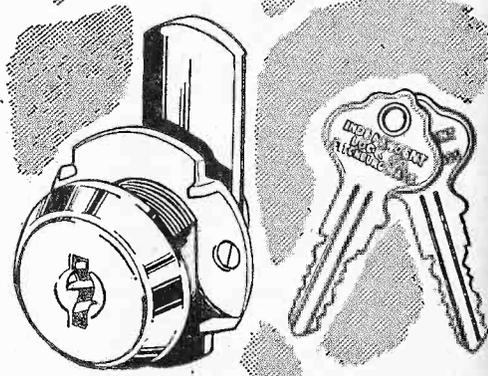
ACTION	\$125.00	LONE STAR	\$ 25.00
ARCHERY (Cadillac)	39.50	MIDWAY	175.00
BAND WAGON	49.50	MAJORS, 1941	45.00
BELLE HOPS	69.50	MILLS '40, 1-2-3, F.P.	69.50
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FOUR ACES	109.50	SKY RIDER	149.50
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to a recent Department of Commerce report. In the first three months of 1945, it was announced, a total of 130,000 new businesses were launched, most of them in the retail and service trades. During the same period only 50,000 businesses quit. This compares with the average pre-war rate of about 100,000 entering the field with a cancelling 100,000 quitting during the quarterly period.

Business Snowballing

Figures available for very recent months point even more strongly to a snowballing of new businesses limited only by shortages of materials and store space now plaguing the country. Typical is Chicago, where 3,000 new small businesses were recorded for 1945 with more than 50 per cent of them born in the final quarter of the year. The 3,000 figure compared with a mere 800 new units for the previous year.

Favored amusement machine locations such as taverns, filling stations and restaurants headed the list in Chicago as they have in surveys of other cities.

Samplings of plans of the three million-odd veterans who don't want to go back to punching time clocks, reveal that at least a million can be expected to act on their plans. 500,000 already have chosen which type of business they expect to enter and where to locate. A large percentage of these appear to have a yen for such small enterprises as luncheonettes, gasoline stations, and resort spots.

This latter group are seen by the trade as potentially enthusiastic rooters for amusement machines. Even with substantial loans, the G.I. in business is going to need every bit of income that can be squeezed out of his establishment. Here a wide variety of coin-operated games will help, bringing in a steady income, pulling overhead down, earning a profit on surplus space, attracting customers and giving the business an extra hypo of diversification.

Last-mentioned factor contributing to increased demand for amusement machines—comeback of war-hit businesses—hardly needs interpreting for the coin-machine trader. Filling stations, roadside stands, highway restaurants and vacationland resort spots will be bidding strongly for the coin machine industry's post-war amusement games as the nation abandons itself to the great



est travel and vacation splurge of all time.

Small Biz

With federal and State governments planning a whopping \$3,000,000,000 expenditure to streamline the country's highways, additional thousands of taverns, restaurants, hotels and roadside stands are expected to spring up, multiplying small-business locations again for amusement games.

Of the present and potential demand for amusement games from small establishments there is small question. What, then, of the existing supply and prospects for coming months?

Trade sources indicate that today there are fewer than 250,000 pinball games—all of them of pre-war manufacture—in operation thruout the entire U. S. Practically all of these need replacement. To complete the replacement job and to fill increasingly heavy orders for additional pins, manufacturers must set their production sights somewhere around 500,000 machines annually. Bells, consoles and other amusement machines must also reach high production quotas before operators will be able to get started on a wide-open peacetime basis.

Production problem is a great one and essential, but even more important is the maintenance of close relationships with the nation's small establishments. Fortunes of the coin machine industry are hitched to the fortunes of small business.

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Zig Zag	79.50
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Broadcast	69.50
Flicker	69.50
Texas Mustang	89.50
Mills Owl	79.50
Venus	89.50
Dixie	59.50
Marvel Baseball	129.50
Sea Hawk	69.50
Foreign Colors	169.50



Woolf Solomon

CONSOLES

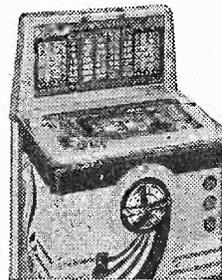
5c Superbells, F. P.-C. P. Comb.	\$245.00	Baker's Pagets, J. P.-D. D.	\$289.50
25c Superbells, F. P.-C. P. Comb.	305.00	Track Time, '38.	109.50
4 Bells, over 1000 Serial.	425.00	Jumbo Parades, C. P., Late Heads	109.50
Buckley Track Odds, D. D., late.	479.50	Jumbo Parades, F. P.	79.50
Mills 3 Bells.	775.00	Walling Big Games, F. P.	79.50
2 Way Superbells, C. P., 5c-5c.	315.00	Walling Big Games, F. P., Late.	99.50
2 Way Superbells, C. P., 5c-25c.	369.50	5c Bobtail Totalizer, F. P.	99.50
Bally Club Bells, Comb. F. P.-C. P.	219.50	25c Bobtail Totalizer, F. P.	159.50
Bally High Hands, Comb. F. P.-C. P.	169.50	5c Bobtail, C. P.	149.50
Keeney Kentucky Clubs.	89.50	5c Silver Moon Totalizers, F. P.	99.50
Keeney Triple Entry.	159.50	Jennings Fastimes, F. P.	69.50
Keeney Pastimes, 9 Coin.	219.50	Saratogas, C. P., with Rails.	119.50
Super Track Time, 9 Coin.	249.50	Double Bells, 5c-5c.	199.50

ARCADE EQUIPMENT

Rapid Fires, A-1. \$169.50	Voice Recorders. \$199.50	Windjammer . . . \$ 99.50
Air Raiders, A-1. 169.50	Periscope 149.50	Roovers Typer . . 109.50
Sky Fighters 249.50	Sea A Freak (new) 89.50	Batting Practice. . 119.50
Panoram, late. 379.50	Ace Bomber 249.50	Scientific Clock . . 89.50
Photomatics, late. 795.00	Tommy Guns. 109.50	Popmatic 75.00
Undersea Raider. 399.50	Daval 8' Bumper. 99.50	Exhibit Rotary. . . 229.50
Roll in Barrel. 145.00	3 Ex. Love Meters 119.50	Chi Coin Hockey. 209.50
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- Bally Undersea Raider
- Amusematic Life League
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- Genco Total Roll
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10¢ BLUE FRONTS	169.50	10¢ SILVER CHIEFS	199.50
25¢ BLUE FRONTS	179.50	25¢ CAILLE 2/4, LIKE NEW	99.50
5¢ COPPER CHROMES, LIKE NEW	205.00	5¢ CHERRY BELLS	159.50
10¢ COPPER CHROMES, LIKE NEW	210.00	5¢ SILVER CHROMES	179.50
25¢ COPPER CHROMES, LIKE NEW	225.00	10¢ SILVER CHROME, HAND LOAD	189.50
5¢ GOLD CHROMES, LIKE NEW	205.00	5¢ COLUMBIAS	79.50
5¢ NEW VEST POCKETS	74.50	50 BOX STANDS, LOCK BARS. EA.	15.00

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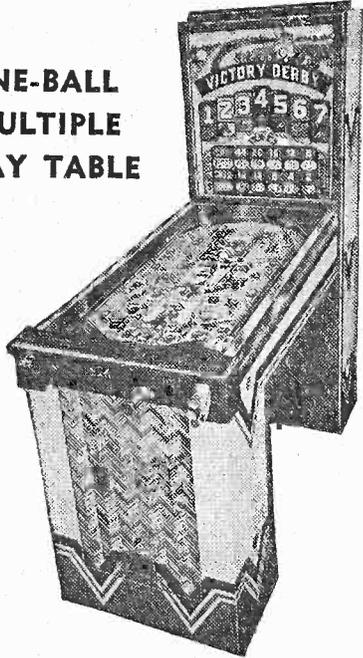
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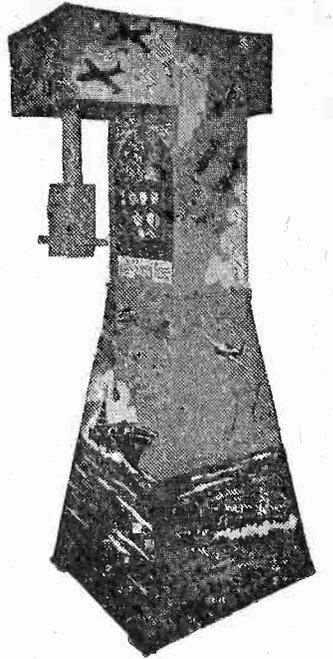
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VICTORY
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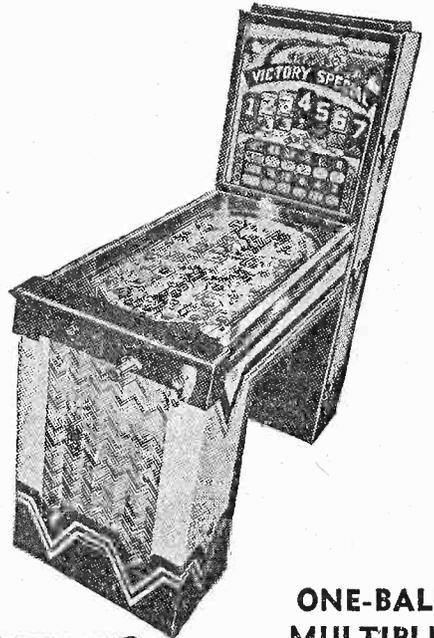
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BECOMING AN OPERATOR

Getting to be an operator takes more than wishing these days when hard work, knowledge of business methods, plus know-how in mechanics spells difference between success and failure

Many of the hundreds of thousands returning to civilian life after several years in the armed forces have begun to look on the coin operation field as a good business venture. Established coinmen—including manufacturers, distributors and operators—are heartened to see this veteran interest. At the same time, however, established coinmen have tried to point out that getting to be an operator is not quite as simple as it may appear on the surface.

In the early days, when coin machines and operators were both going thru the experimental stage, operators, like manufacturers, could learn from their mistakes. Those who pioneered the business had no precedent to follow. They did their best, and when they slipped up they made a note of the fact and made certain the mistake wasn't repeated.

Now that the coin machine business is established, however, newcomers to the trade can no longer approach it in the trial-and-error spirit. Coin operators have grown experienced thru the years, just as the machines they work with have been perfected. Both are giving a quality of service—whether they sell music, amusement or merchandise—which the public has come to expect and appreciate. For this reason, to keep the standards of the trade high, established coinmen have been cautious about advising veterans or any other inexperienced person to enter the coin machine business. Trade needs a constant flow of new blood to maintain it; but the trade likewise needs to make certain that this new blood will not damage the reputation for service which they have set up.

Business Knowledge

In the first place, to become an operator demands not only a general knowledge of business workings, but also a particular knowledge of the coin machine trade. Within the trade there are a number of "specialty" operations—each of which takes a particular kind of know-how to be successful.

For example, the man who operates any kind of coin machine must have more than a fundamental knowledge of salesmanship. Without this quality he may find it impossible to obtain locations, even tho the territory he has decided upon may be a good territory. In the case of arcade machines and amusement devices, the operator must be not only a salesman, but something of a showman, because these machines require a knowledge of the public's entertainment likes and dislikes.

Before even deciding to go into the field of coin machine operation, the prospective operator—who wants to make a success of his business—will cautiously investigate existing territories. If he selects a territory where established coinmen have operated for years, he may find himself faced with the impossible situation of being unable to get good locations. Studies made by numerous government agencies have pointed out that many established service and retail organizations have brought certain areas to the saturation point. Any additional attempts to set up similar operations will only mean a sad awakening for the newcomer. He not only will find it difficult to get good locations—because locations prefer to deal with experienced operators who know how to get the best returns from their machines. He may even find it difficult to obtain new machines, until the demand from experienced, established operators has been satisfied. These two obstacles may spell failure for the newcomer before the paint is dry on his sign.

Mechanical Experience

Over and above the general knowledge of business, which requires knowing elementary methods and procedures, the coin machine operator must also have wide mechanical experience. The more specialized the type of operation, the more mechanical knowledge the operator must have. Many veterans who

see a bright future in coin machine operation pin their hopes on such specialty machines as ice cream venders and hot sandwich venders without realizing that successful operation of these machines requires more than a passing knowledge of refrigeration and electronics.

To operate juke boxes successfully, as another example, the operator needs to know something of electricity, and this holds true also of operating amusement games. Few operators, just beginning, can afford the services of a full-time repair man. Organizations which have repair men are usually concerned with a greater number of machines than the newcomer could afford in his initial investment. Distributors and manufacturers have set up repair shops to take care of the larger mechanical troubles which the operator must face. But the operator who cannot make routine minor repairs for himself will soon be out of business.

Requirements List

It is not possible, in this brief space, to catalog all of the requirements by which newcomers can gauge their success or failure in coin operation. Briefly, those qualifications might form a check list resembling this:

A successful operator must have:

1. Personality—suited to meeting and getting along with a wide variety of people.
2. Initiative and sales ability — to realize the opportunities and take fullest advantage of them.
3. Resourcefulness and ingenuity—to be able to solve problems as they arise.
4. Business ability — understanding methods and procedures, bookkeeping and route management.
5. Mechanical knowledge — knowing how to take care of his investment so that the best service can be given and obtained.

This is a large order, and it does not begin to exhaust all of the details involved in successful operation of coin machines.

There are two ways of acquiring the know-how needed to operate coin machines, once a man has assured himself that he has the basic qualifications needed.

Those two ways are: 1. Going thru a business and mechanical training course to get the theory necessary, and 2, actually working with established operator as a repair and serviceman.

Actually, the man who only goes to a commercial school to pick up basic business methods and then goes on to a mechanical school to learn electronics, refrigeration and so on, may find himself still badly lacking in practical experience. Best insurance of probable success is for the newcomer to take his schooling and then go on to work for an operator where he can test his theories with actual practice.

By far the greatest majority of successful coin machine operators in business today have come to be operators after spending a few years working for another operator as repair and serviceman. Getting out on the route, working with the machines in the repair shop and on location, is the surest, best way of learning the trade. This holds true of any business, and is particularly true of coin machines.

Finance Problem

Having gone thru the necessity for meeting these personal, business and mechanical problems, the newcomer to the operating field has to secure sufficient funds to launch his business. Most newcomers do not bring large amounts of money into their business, but must rely on loans to get them started.

In this respect, the prospective operator is more fortunate than many who wish to start other business ventures. In addition to the regular loan banks, coin machine distributors and several financing organizations are available as

a source for procuring money needed to start a route of coin machines.

Getting a loan from a distributor, or having the distributor advance the machines on a small down-payment, depends, of course, entirely upon the newcomer's ability to prove himself. No distributor is willing to take a chance on a man whose abilities to succeed may be doubtful. Neither will the coin machine financing organizations or banks.

Veterans coming into the trade will find the same difficulty in obtaining funds provided they lack experience. Many vets had high hopes that the loans guaranteed under the G.I. Bill of Rights would give them an opportunity to go into business for themselves, and some wanted to go into coin machine operation. When G.I. loans are actually sought, however, the vet quickly learns the amount of red-tape he must go thru. Local bankers, who must underwrite the loans after interviewing the applicant and studying his proposed business proposition, are being overly-cautious, according to critics of the bill. Only a few thousand loans have been granted to date out of the countless thousands of applications made.

Little Caution Good

In a way, it is true, this caution is a good thing since it prevents inexperienced, fly-by-night newcomers from flooding the field and perhaps doing the business serious harm. But on the other hand, this caution likewise makes it difficult for the honestly capable to come into the business—and the established trade wants these kind of men.

Once the prospective operator has obtained the funds necessary to launch his new business, he must go thru the long, tedious process of finding a suitable area in which to operate. Too much emphasis cannot be placed on this point. It is as important to know *where* to operate as it is to know *how* to operate. Don't go into a territory which is already well supplied with long-established operators. At best, the newcomer can only succeed in drawing a few choice locations away from the established operator. More likely than not, he will even fail to do this unless he does it by methods which are certain to have a bad effect later on.

Many average operators and practically every beginning operator works out of his own home, or out of his garage. If he wants to expand, however, he will need more space and this means locating a building where overhead will not eat away too much profit. The operator needs room in which to work on those machines

which have to be repaired.

Once he has set up this much of his business—found a territory which is not crowded and then found a place from which to conduct his operation—the operator must begin the important work of lining up locations. Here his selling ability will meet its great test. To sell a location on the value of placing a coin machine means that the operator must, himself, know all of the best reasons why a location owner should have his coin machines. The best way to learn these reasons, in fact the only satisfactory way, is to work with an established operator for some time before setting out to set up a route.

Service and Repair

Having his headquarters, finances, machines and locations, the operator then must make sure that his service job is good. He cannot allow his machines to run down. He can't let complaints from the location owner go unanswered. His working hours are fixed by the hours of the location he is servicing, and his time is available whenever he is needed. On his own—without waiting for the location owner to tell him one of his machines is in need of repair—the operator must make regular checks of his mechanisms.

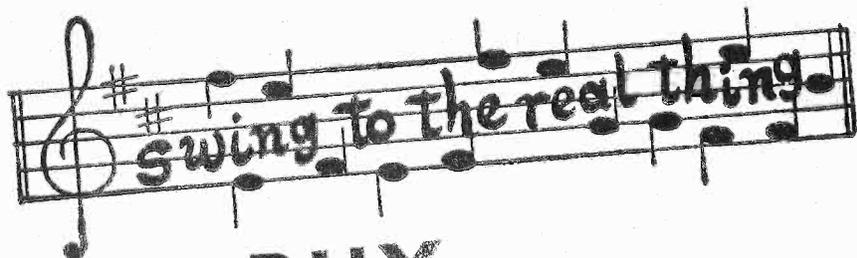
It might be well, too, to remember that if the operator is establishing a route of juke boxes or vending machines he also has to obtain either records or supplies for his vending machines. This presents difficulties of another kind. Records are still scarce. Until records become much more plentiful, those records which are produced will most likely go to the older operators since that is only fair. The same is true of vending machines. Candy, gum, nuts and soft drinks are as scarce, if not scarcer, than platters for juke boxes. All of these commodities will become more plentiful as 1946 wears on. Until the sugar shortage has been eased appreciably, however, gum, candy and soft drinks will not be sufficient to take care of demand. Embarking on any of these operations means making contact with distributors and selling that distributor on your own business ability.

Being a coin machine operator takes more than wishing. It takes personal, business and mechanical ability and experience. Everyone in the trade is agreed that coin machine operation has a fine future. But only those men who have the initiative and know-how will reap the advantages of that future.



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ROUTE MANAGEMENT

Buying, selling entire routes of machines, brought on by war years, certain to have permanent effect

By Walter W. Hurd
Coin Machine Editor

During the long years of the war an important shift in trade opinion about routes took place. Conditions developed which made the business of buying and selling of entire routes of machines take on a meaning it has never had before.

War conditions brought about these changes, but the effects are sure to be permanent. Many operators among the younger group were called to the service and they had to sell their entire routes. The smaller operators were usually affected, but some of the big operators also sold as well as bought routes. Distributors also played an important part in this business.

Trade reports have indicated the business of buying and selling routes, even by single distributing firms, sometimes amounted to millions. The practice gave an entirely new meaning to the business. For many years, some firms in their promotion plans had followed a system of establishing routes of machines and selling the route, but this practice had never become general to the trade until war conditions made it important.

It seems that thru the years most operators had thought of their business as buying, placing and servicing machines. Machines were the important item in their business.

Emphasis on Routes

But the war period seems to have put the emphasis on routes as the essential part of the coin machine business, and machines hereafter may be relegated to a minor place. In other words, the operator in the future will think of routes instead of just machines. Routes will be thought of as a unit, and will be bought and sold as any other business is bought and sold. The real heart of the business will be routes, while machines are merely a part of the equipment used in conducting business. As

operators come to grasp the full meaning of this idea, they will see the necessity of improving their business methods of operation.

The route idea will add dollar value to the whole coin machine business. The buying and selling of routes during the war attracted much attention because of the immense amounts of money involved. There was even much talk of "big money" coming into the business and taking it over. It was evident that some people had discovered a new value in routes.

When operators come to think more in terms of routes than of machines, they will find many other lines of business which also use routes as the basic unit of business. The food and soft-drink industries have many phases in which routes are used as the unit of business. In fact, before the war, there was a national trade association representing route men who performed various selling and service functions in the food and dairy business. Bottlers in the soft drink field are accustomed to think highly of routes and have had much experience in the business of managing routes. To them route management is all important.

Will Learn Much

As the route idea gains in the coin machine trade, operators will learn a good deal from older industries which

have always emphasized route management.

A casual glance at route management in any of these older industries shows that records are a basic part of the whole system. It is impossible to manage a route of any kind properly without keeping complete records. Operators of coin machine routes have been told for many years that they must keep good records, but it is still understood in the business that many men, after operating for years, still fail to keep accurate business records.

In order to manage a route successfully, an operator must have a clear picture of the route as a whole. The only way to keep that picture in mind is to have records that will show him what his business is doing and where the weak units are. Records are only a part of the system of route management, but they are an essential part. Without complete record systems, it is impossible to manage a route according to modern business methods.

The route management idea simply brings the operator to the place where he will begin to study business methods, methods that are well known in all lines of business, and apply them to his own route of coin machines.

Locations Need Study

When an operator begins to study route management, he will find loca-

tions have great importance. He will find that it is necessary to study all of his locations. Locations become the unit of his business, rather than machines. In these modern times, chain stores have shown how it is possible to devote much study to a location. This involves studying the people who patronize the place, how heavy the traffic is, what management of the local store means to drawing customers, etc.

The successful operator finds his locations already set up as local establishments. He must fit his machines into the local establishment as the proprietor or owner has developed it, but the operator can accomplish much in studying these locations. This study aids especially in selling the owner or proprietor of the establishment on how and where to place machines and how to get the best patronage for them.

In the operator's mind, every location is different and has its own special problems and opportunities for his machine business.

In the older industries that have routes, much attention and study is given to the question of transportation. Operators must also use cars and trucks. As the route idea develops, they will find that giving attention to these means of transportation will help improve business. Transportation is an important item in the expense of operating, and study must be given to the subject of cutting expenses in order to increase profits. Route management in other businesses include checking and rechecking of the actual expenses of transportation, trying to find ways in which such expenses can be reduced. Operators will, no doubt, be able to learn much from these older industries that have made more complete studies of transportation.

Employees Help

Operators who use help will find that employees also are a big factor in route
(Continued on page 115)



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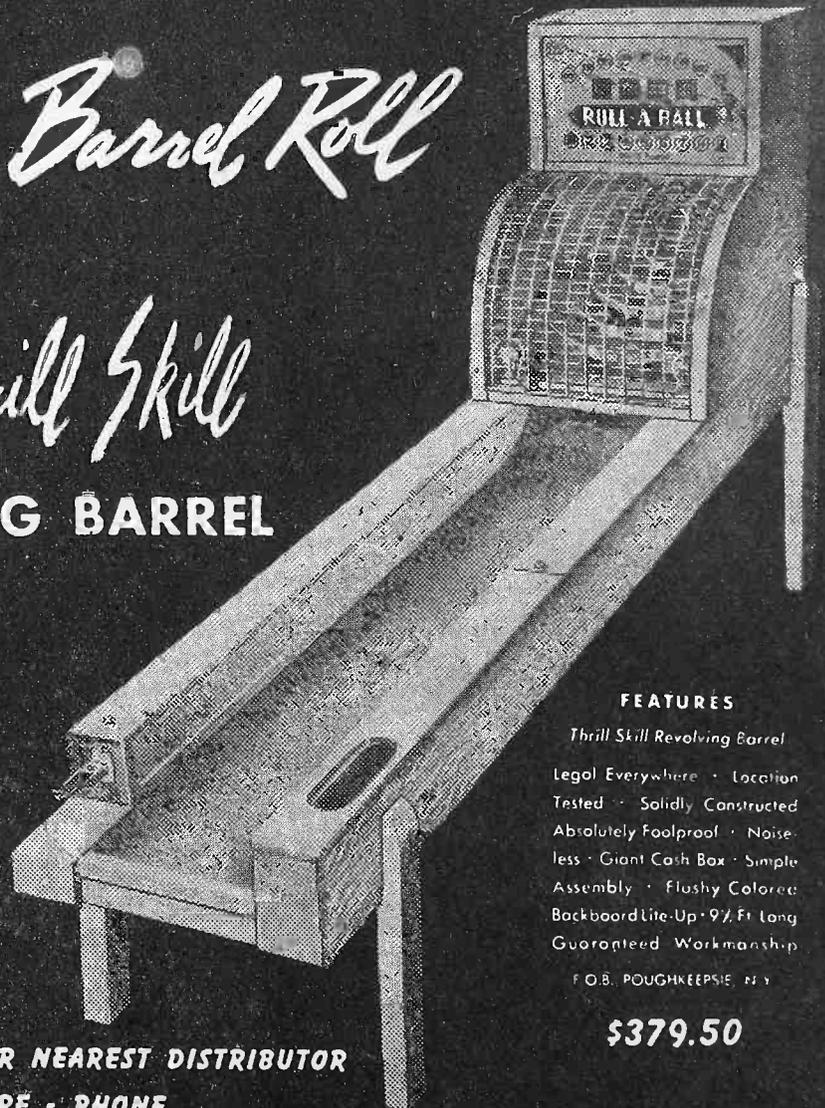


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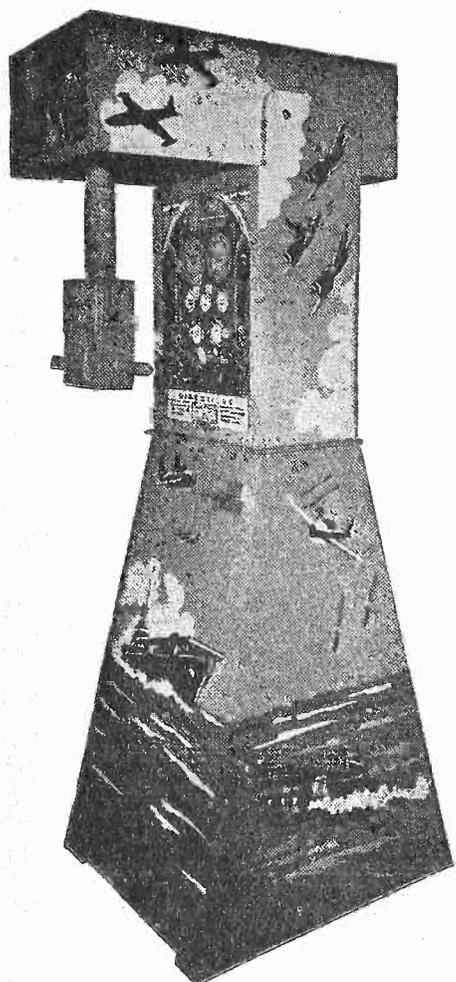
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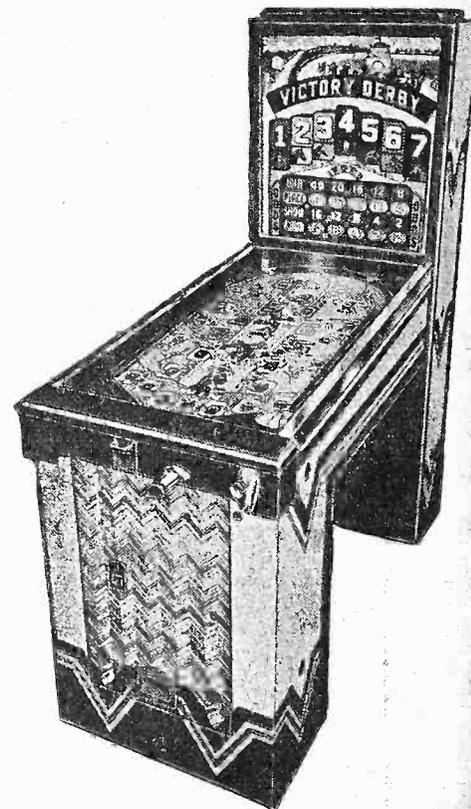
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ROUTE MANAGEMENT

(Continued from page 113)

management. Years of experience in older industries has shown that route men help or hurt the business on the basis of the service which they give to the stop where they call. This is a well-known point in the coin machine trade, too, but operators do not always give the study to this item that they should. In a small business, with just a few employees, every person working for the business must become a real salesman. Larger organizations can employ special salesmen and make selling a distinct department in their business. But in the small business, it is entirely different. Every employee must be a good salesman and do his best to sell the business as a whole. That is a part of the operator's route management. He gets employees who can sell his business to the location.



only one machine or gives the location all the different types that it wants.

What the operator will learn as he studies route management is that routes have great value, and that by proper management, the dollar value of the route can be greatly increased from year to year.

Better Route Management

The post-war outlook is that buying and selling of routes will continue thru future years. Better route management by operators will make them of more commercial importance. Distributors are likely to play the biggest role in the trend of setting up and transferring routes in the future. The setting up of routes by the manufacturers has been given a black eye in the past because of unscrupulous promoters.

Even at the present time, Better Business Bureaus and other organizations are warning veterans and others about investing in routes.

The distributor covers a limited territory and becomes acquainted with the possibilities in all such territory. If he stays in business in that particular territory, he must build a reputation for fair and honest practices. For that reason, he necessarily must play fair in establishing routes to sell to new operators for the men already in the business.

It is apparent that distributors can come to play a bigger part in the future in setting up routes and introducing newcomers into the operating field, but here, the distributors also emphasize over and over again the importance of route management. Successful operators in his territory are the best guarantee of an income for his distributing business thru future years. The distributor can well become the leader in promoting the idea of route management.

Route management also raises the old question of whether the operator will concentrate on one type of machine or whether he will use a variety of machines and supply each location with what it wants and needs. The answer to this question depends more upon the individual taste of the operator and what he wants to do himself. Some operators make good by concentrating on one type of machine, while other operators are just as successful by using a variety of machines.

From the standpoint of the location owner, the tendency is for the location to want to do business with only one operator, this operator to supply all the different types of machines needed in the place. Each operator will have to decide for himself whether he supplies

Delayed Yeni Letter Shows Frenchman Planned US Trip

NEW YORK, Feb. 16.—A letter dated April 17, 1941, to Ted Wolfram, New York staffman of *The Billboard*, from Oscar Yeni, Novelty Automatic, France, one of the largest coin machine distributors in Europe, has just been received. It was held by British censors, according to stamps on the envelope, and was released in January.

In the letter Yeni talks of coming to the United States, but nothing has been heard of him. He last was in the States in 1937, when he talked to several coin machine manufacturers about exports to France.

Holding the Good Customers



OPERATING AMUSEMENT machines calls for business judgment because customers include business and professional leaders. Babe Phelps and Luke Hamlin, big league ball players, carefully study a baseball game. Games must be modern and kept in good condition to cater to such patrons. Better route management will be the operator's best assurance of success. (Acme photo.)

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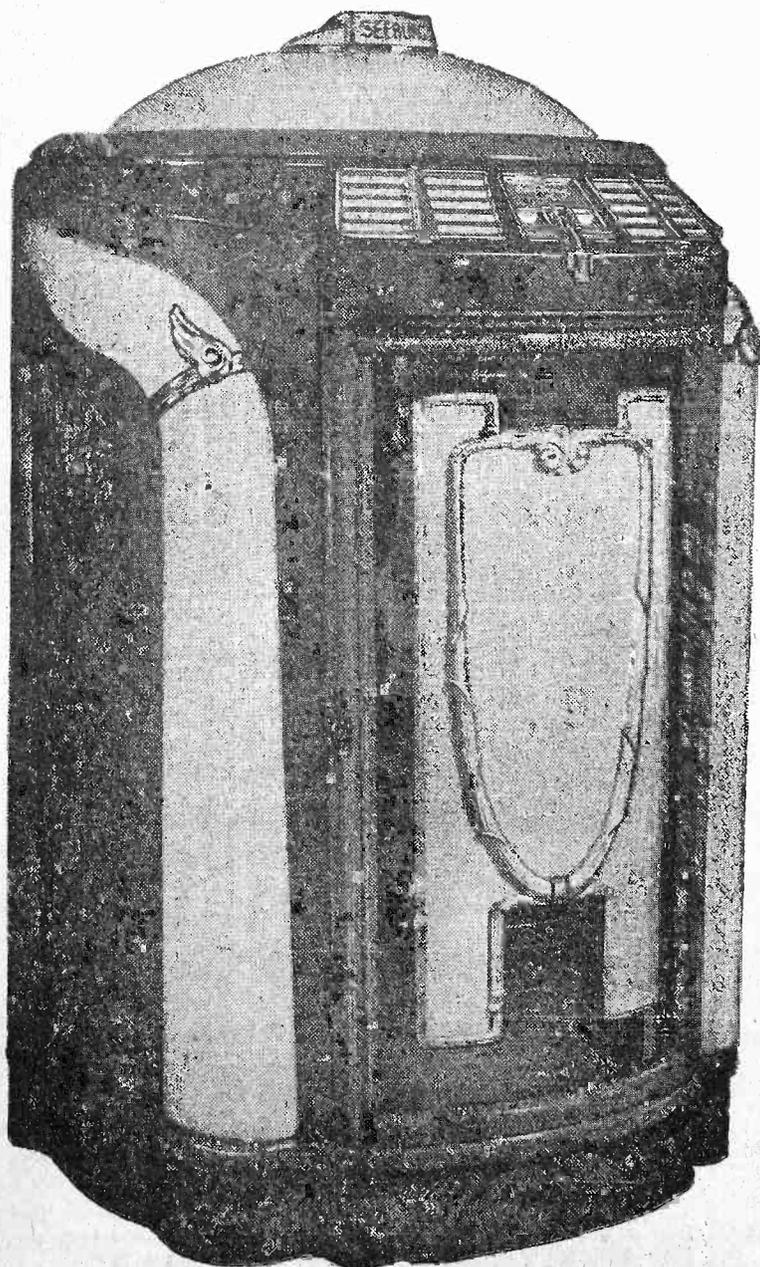
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Market Reports

INDUSTRY'S SHIFT TO PEACE

COIN machine industry, like every other business, has felt the pinch of current unsettled economic conditions and wage disputes, but reports from operators thruout the nation and in Canada make it plain that the trade generally has made a quick and successful shift to peacetime operation.

Music operators, of course, have scarcely noticed a change since V-J Day except that in some places records are getting more plentiful, altho still below pre-war wearing quality.

Arcade owners, along with operators of amusement games on locations, have been more affected by the reconversion, especially since the hords of wartime travelers—G.I. and civilian—were among their best customers. The tight real estate situation also has hit arcades in some sections, but most of the top operators have been able to keep business humming with new gimmicks and some of the old pre-war push for business.

Venders Most Affected

Vending machines probably have been most affected by the changing economic conditions which have followed the abrupt end of a four-year war. This is especially true of operators who specialized in factory locations, where labor disputes have broken out as labor and management jockeyed for the best possible bargaining position. Confronted by shortages of everything from peanuts to soft drinks on one hand and a strike-bound plant on the other, their business has looked pretty dark at times in the last few months. Nevertheless, they are more than optimistic over the prospects for automatic selling, and they look upon their routes with the same high regard bankers have for gilt-edged bonds.

High Level Now

Service machines, such as locks, coin lockers, napkin venders and stamp dispensers, naturally profited greatly from the ebb and flow of civilians and soldiers across the country during the war years, and today their business appears to be running at high level. Stamp sales, however, probably have been slowed somewhat by the drop in correspondence that was bound to follow the discharge of millions of men and women from service. This decline, tho, was more than offset by a Christmas holiday boom that established new precedents. Stamp machine operators also are optimistic about the future of their business, especially once druggist and other "courtesy" dealers in stamps, as well as the mailing public, have become accustomed to greater convenience of the venders.

Coinmen thruout the nation have expressed the conviction again and again in the survey made by representatives of The Billboard that the great burst of peacetime prosperity they see developing now will produce thousands upon thousands of profitable new locations. The candy industry, the soft drink bottlers, the cigarette makers, the peanut growers and many other trades have accepted the vender wholeheartedly as a modern method of merchandising. In the candy industry, for example, it has produced virtually an entirely new market for sweets that confectioners a generation ago didn't suspect existed.

Steel Hampers Production

At the present moment, with the shortage of steel putting a sharp

Regional, market reports record problems, hitches of conversion from war troubles to peacetime

crimp in vender production and lack of cabinets hampering output of amusement games, the music operators and distributors are the most optimistic of all coinmen. Without exception, they foresee a period of tremendous growth for the coin vending of melody as the new and strikingly modern jukes come on the market.

Few, however, expect a great in-surge of new operators for several reasons. They forecast that the great immediate development will be a widespread expansion of routes by present operators. For one thing, the cost of establishing a route of coin phonographs is not peanuts. Even with the backing of the business loan provisions of the G.I. Bill of Rights, veterans will find themselves hard put to set up more than a tiny route unless they have a good-sized handful of their own money. Most of them, unfortunately, don't.

Experience Counts

Moreover, in the competition for locations, the established operator with a record of service in many other business places has a considerable edge in satisfying a location owner that he can provide the kind and quantity of music he wants. Thirdly, phonograph operating is no business for a greenhorn. It requires a large amount of know-how to keep a precision instrument like the modern juke operating properly; it requires no end of business acumen to keep such hard-headed business men as tavern owners, restaurant men satisfied, especially under current conditions of record and parts shortages; it requires solid standing in the commercial community to get the necessary credit and business connections to operate a route profitably. All these items add up to a task for a seasoned, alert business man with plenty on the ball.

Taking for a moment, just the matter of credit. Loans are easier

to get today than a room in a flop-house in the 1930's, but the bankers and loan brokers still aren't putting their money out for free. Interest is still the fashion in financial circles, and nothing will cut into profits deeper than a heavy burden of debt hanging over a small, freshly started business. Take as example a tyro juke box operator who manages to borrow \$15,000 to start into the business. The per centum to the bankers runs day and night, whether the jukes play or not, and before he can take a dime out for himself or pay a nickle to whittle down the debt, his machines have to earn \$750 a year if he is lucky enough to get the money at the low rate of 5 per cent.

Dollar Reserve Needed

Moreover, if he is any business man at all, he must set aside some kind of reserve for depreciation, to buy new machines when his present ones wear out, because even the best jukes don't last forever. And even if he has the stamina to take care of the business details and service his machines himself, he still will have many incidental expenses in addition to the wear and tear on his automobile or pick-up truck. And it is nearly impossible to run even a small route without some outside help.

It is consideration of these facts which has led a number of distributors and operators to remark, in effect, "The veterans will make a determined effort to get into the business, but they will need more than their G.I. loans to finance their entry. Yet we keep getting dozens of inquiries from veterans who want to plunge into the business, especially those who were in it as servicemen or salesmen before they donned uniforms."

Distributor Backing Good

The latter, who have some knowledge of the business, have fair

chance of success once machines become plentiful again, or if they get a chance to buy into an established route now. Of course, if they are lucky enough to get the backing of a good distributor, their chances are just as good as those of anyone else, provided they have the push and business sense to meet current conditions.

In most cases, tho, the returning veteran's best bet is to go back to the old firm, bent on steadily increasing his knowledge of the trade, and await a more favorable opportunity for setting up a new business. As one distributor put it: "If business is as good as I think it's going to be, there will be plenty of opportunities ahead. And if it isn't, then a guy with a little dough is better off to keep his War Bonds."

Other Phases Brighter

In other branches of the coin machine industry, the outlook for the newcomer with comparatively little knowledge of the business is brighter. But, at the moment, things aren't quite so rosy for the established operator or distributor.

Already beset by the shortage of sugar and the consequent shortages of candy and soft drinks, combined with the short market on peanuts and some other staples, the vending machine operator is having his difficulties over most of the country. Now comes the steel strike, which has begun to look like a long-drawn-out affair, to dim the prospect of getting the new machines he so badly needs in any large quantity soon.

Most manufacturers, at the onset of the strike, reported themselves in pretty good shape on steel supplies, but even at best these can't last more than 45 to 60 days. And that is an especially hard blow to makers of vending machines since most of them are largely built of steel. A 60-day strike could throw their production schedules completely out of kilter.

Locations Transferred

At the moment, the closing of many large industrial plants—prime locations for venders of all types—has hit some operators pretty hard. And one large operating company had reported sales lagging nearly 12 per cent because of merchandise shortages before the outbreak of labor disputes. Closing of the plants, however, has not hit them quite as hard as might be expected at first glance. For one thing, those with department store, office building and public locations have been able to transfer the supplies freed by strike-bound factories to these other spots. Result is that sales have held up generally better than had been expected when the walkout broke.

Service Field Best

The vending and service machine field, of course, probably offers the returning veteran and war worker, with a little cash saved up, his best opportunity in coin machines. To begin with, the initial investment is much smaller. Secondly, the trade is more staple, and altho the margins may be smaller, so are the risks. And the little business man should not forget that big risks are something he seldom can afford, unless he has a lawyer friend that wants to get some practice in bankruptcy procedure.

Here, too, the development of new types of machines—like electronic sandwich machines, fruit juice venders, newspaper dispensers and frozen food machines—offer the newcomer

(Continued on page 118)

Aircorps Popularizes Pinball



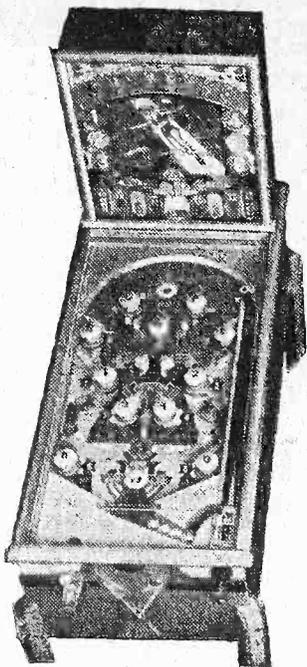
PINBALL HAS HAD much publicity since its first appearance in 1931. Aircorps uses pinball idea in scoring hits on target planes. Each hit is scored by a light which flashes in the nose of the plane. (Acme photo.)

WE WILL KEEP YOU IN—

"SUSPENSE"

IN
PENNSYLVANIA
AND
NEW JERSEY

DISTRIBUTORS FOR
Williams
MANUFACTURING
COMPANY



SCOTT-CROSSE COMPANY

1423-25 SPRING GARDEN ST. PHILADELPHIA, PA.

INDUSTRY'S SHIFT TO PEACE

(Continued from page 117)

an opportunity to get in at the beginning of a business with tremendous potentials for growth. In every growing business the first-comer naturally gets the gravy if he just hangs on thru that tough sod-breaking period.

Outlook Given

Swinging around the country with correspondents of The Billboard, the coin machine outlook at mid-February was something like this:

CHICAGO—Considerable consolidation has been going on in the coin-phonograph trade with some operators selling their routes to other established operators and leaving for the stock brokerage and other businesses. Few newcomers in sight altho a good many veterans have taken advantage of the Veterans' Administration program to take jobs as servicemen with distributors and learn the business from the ground up.

Despite size of the city and the small number of strikers in comparison with the total population, effect of the steel tie-up has been felt especially in Gary, Indiana, and other near-by steel towns. Music play, however, continues excellent with taverns, restaurants and lunchrooms jammed and small change plentiful.

Supply Shortage Felt

Most vender operators were able to make quick shifts of machines to expanding plants after V-J Day and those venders in department store, beauty shop and office locations have no complaints except the shortage of some supplies and the needs for new machines. Penny venders on public locations, such as electric railroad waiting platform, elevated

stations and bus and train depots, appear to be doing a brisk business. Arcades and other amusement game locations have reported some drops, but the gradual appearance of new, attractive and novel games has lately offset that to certain extent.

Nearness of Fort Sheridan and Camp Grant discharge centers naturally have turned a large number of veterans loose in the city, and they are mostly free-spenders. Arcade owners with photo machines also have turned the need for photostats of discharge and other military papers to good account, and the adaptations of the Link trainer have supplied some nice earnings. In an age as airminded as the present, anything with an aerial angle is bound to do all right if handled properly, and some Chicago arcade men have shown themselves excellent showmen in promoting these games.

Target Games Click

Target guns also have taken the fancy of many former soldiers and sailors, especially on tavern locations. For most discharges, it has been a long time since they were on the rifle range qualifying for the various weapons, and at sight of a ray-gun, they usually get to wondering how their shooting eye is now. If the wife or sweetheart is along, she also has to have a whirl. Result is some pretty good play records shown for machines thruout the city.

Down-State Illinois towns also have been registering good business, some as result of special local conditions such as oil booms, and others like Champaign and Urbana because they are bulging with ex-servicemen

IOWA

WE ARE EXCLUSIVE **BALLY DISTRIBUTORS** IN THESE TWO STATES

NOW DELIVERING

VICTORY DERBY ONE-BALL MULTIPLE PAY TABLE
VICTORY SPECIAL ONE-BALL MULTIPLE FREE PLAY
UNDERSEA RAIDER UPRIGHT GUN
SURF QUEEN 5 BALL FREE PLAY GAME

Other Lines Are:

JENNINGS—in Iowa

Now delivering the BRONZE CHIEF and the SUPER DELUX CLUB CHIEF

WILLIAMS—in Nebraska and Iowa

Now delivering SUSPENSE 5 BALL FREE PLAY GAME

CHICAGO COIN—in Iowa

Now delivering the GOALEE

H. C. EVANS—in Iowa, Nebraska, Missouri, Southern and Western Illinois

Now delivering new line of Consoles, including PACES RACES

We are also delivering the HOMER CAPEHART new improved PACKARD WALLBOXES with new 30 wire cable

All of the Above Machines Are Now on Display in Our Showroom

We Offer a Convenient Time Payment Plan to Our Customers

FRANKEL DISTRIBUTING CO.

OMAHA, NEBRASKA

1209 Douglas St.—Phone Atlantic 3407

ROCK ISLAND, ILLINOIS

2532 Fifth Ave.—Phone R. I. 153

NEBRASKA

taking advantage of the educational provisions of the G.I. Bill of Rights to go back to college.

Chicago also has a good share of these veterans, with all colleges and professional schools reporting classes jam-packed.

General Conditions Good

Employment thru the State is picking up steadily, and banks are jammed with customers with pay-checks to cash. Business generally is perking, and returning veterans looking for work report that jobs are beginning to get filled up altho there still are plenty in the lower pay brackets, particularly clerical, available.

All in all, business is good, and prospects are that it will get much better as supply holes are filled and new machines appear.

NEW YORK—Activity thruout the industry, from music to amusement games, is almost feverish as coinmen get set for the opening of what looks like a genuine new era. Realignment within firms, establishment of new distributors, construction of plant and office additions, purchase of new buildings and all the other shifts and changes that go with preparations to handle record volumes of business are everyday occurrences.

Cig Activity Heightens

Recent weeks has seen considerable activity among cigarette vender manufacturers and distributors, and boom business for operators as smokes come back on the market in full supply again. A large national cracker and cookie making concern has thrown its support behind a bid for development of cookie venders as a major branch of the vending industry. A Fifth Avenue milliner with a bent for mechanics has announced a large-capacity vender of news-

papers and magazines, and coin-controlled typewriters have made their appearance in several midtown hotels.

Thru New England, the stamp vending trade has been very active with the New England Postage Stamp Operators' Association planning a big session in Boston this month as the industry seeks to stabilize itself for peacetime operation. Talk has been prevalent of organizing a national association of stamp vendors, and the same view was brought up in Chicago at the last meeting of the association there.

The strike at General Electric has held up production of the electronic sandwich vender, it was reported, but engineering work on the device is said to be completed. The walk-out at GE and Westinghouse also has probably interfered with output of the soft drink venders both companies announced that they were making.

Eastern Picture Bright

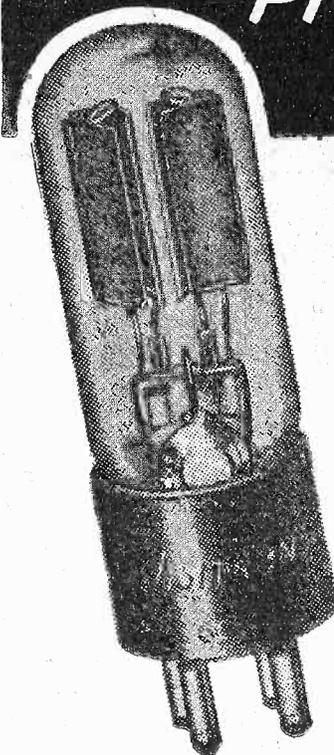
Employment in Manhattan, and thruout the industrial Middle Atlantic and New England States, naturally has been less stable than in some more diversified sections of nation, but the help wanted columns of the metropolitan dailies show plainly that there is no great scarcity of jobs especially in the electrical, radio and mechanical trades.

Tremendous flow of travelers in and out of New York City has continued at nearly wartime levels with hotel rooms reported scarce as Haig & Haig at a WCTU meeting. Commerce Department also reports that departures of U. S. citizens for foreign countries has been stepping upward steadily since V-J Day, and the Port of New York as usual is getting the bulk of this business. Several world-girdling steamship

(Continued on page 120)

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SPECIAL PURPOSE
PHOTOTUBE**

No. 60 A



60A — Rauland VISITRON Phototube having high value on applications for double track sound systems or wherever dual cell operation is required and space is a factor.

Available with caesium surface, either in gas filled or in vacuum for high stability.

To be sure... specify VISITRON!

Rauland

RADIO • RADAR • SOUND

COMMUNICATIONS • TELEVISION

Electronicing is our business

THE RAULAND CORPORATION • CHICAGO 41, ILLINOIS

Rauland employees are still investing 10% of their salaries in War Bonds

acme UNBREAKABLE PHONO PLASTIC REPLACEMENT PARTS

- NON-INFLAMMABLE
- NON-BRITTLE
- SHRINK-PROOF
- RIGID MATERIAL
- EXPERTLY MOLDED

PERFECT FIT
GUARANTEED
FREE REPLACEMENT IF BROKEN WITHIN 3 YEARS

WURLITZER MODELS

24 Top Corners	Each \$ 1.20
24 Lower Sides	4.00
61-71-41-600-500 Top Corners	4.00
700 Top Corners	7.00
700 Lower Sides	9.50
700 Back Sides	8.50
800 Top Center, Right or Left Red	8.00
800 Back Sides, Green	9.50
800 Lower Sides	13.50
750 Top Corners	8.75
750 Lower Sides	8.75
750 Top Center	4.25
750 Middle Sides	2.00
850 Top Corners	9.50
850 Lower Sides	8.75
850 Top Center	11.00
850 Lower Sides	10.50

MILLS

Available in Red, Yellow or Green	
Throne—Empress	Each \$14.00
Top Corners	
Throne—Empress	
Lower Sides	14.00

SHEET PLASTIC

20"x50"—Non-Brittle, Pliable. 60 Gauge Red, Yellow or Green (Thickness of a New Half Dollar). Per Sheet \$14.50
IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!

TERMS: 1/3 Deposit With Order, Balance C.O.D., F.O.B. New York. Remit Full Payment and Save C.O.D. Charges. Checks Acceptable!

ORDER FROM YOUR NEAREST DISTRIBUTOR!

New! Unbreakable Guaranteed! Clear, transparent plastic windows for Model 850 Program Holder. \$5.00 Per Set.

ROCK-OLA MODELS

Standard, Master, DeLuxe or Super	Each
Top Corners	\$12.75
Lower Sides	12.75
Top Door Plastics	6.75
The Above Available in Solid Red, Yellow, Green.	

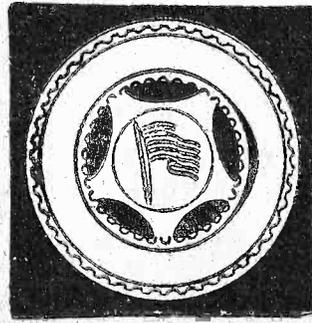
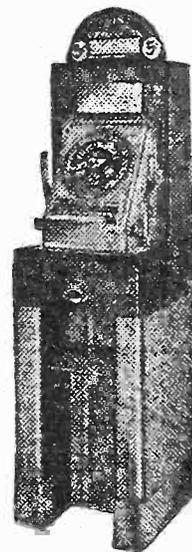
COMMANDO	Each
Top Corners	\$ 8.00
Top Center	7.00
Long Sides	12.75
Combination Yellow & Red Color Scheme	

SEEBURG MODELS

"Hi Tone"—Model 8800, 8800, 8200, Lower Sides	Each \$14.50
"Classic"—"Colonel"	
Top Corners	6.00
"Cadet"—"Major"	
Top Corners	2.80

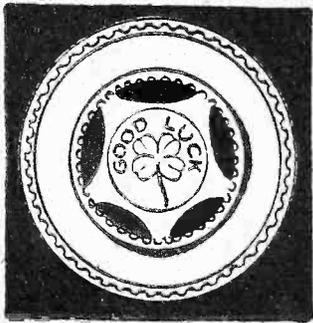
**THE NEW
IMPROVED MODEL
GROETCHEN
METAL TYPER
MACHINES**

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**USED GROETCHEN
METAL TYPER MACHINES**
FACTORY RECONDITIONED BY US
Guaranteed Mechanically O. K.



**QUALITY
ALUMINUM
DISCS**

THAT WORK RIGHT
Made With Original
Groetchen Dies



IT WILL PAY YOU TO GET OUR PRICES
WRITE DIRECT TO THE

STANDARD SCALE CO.

"Manufacturers of the New Groetchen Metal Typer"
715 N. KINGSHIGHWAY ST. LOUIS 8, MO.

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Wisconsin's Leading Distributors
UNITED COIN MACHINE COMPANY

Announcing
 our appointment as distributors
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BALLY MFG. CO.
H. C. EVANS & CO.

Bally

- ★ Victory Special
- ★ Undersea Raider
- ★ Victory Derby
- ★ Five-Ball Surf Queen

EVANS

★ TEN STRIKES
 and all future outstanding devices from Evans

WATCH FOR FUTURE UNITED ANNOUNCEMENTS



And—as always—the Best Buys
 on the Used Machine Market

SLOT MACHINES	ONE BALLS	PHONOS AND SPECIALS
5¢ Blue Front . . . \$125.00	Jockey Club \$300.00	Two Door Double Stands, complete except for Locking Bars . . . \$ 35.00
10¢ Blue Front . . . 135.00	Santa Anita 110.00	Single Box Stands . . 12.50
25¢ Blue Front . . . 175.00	Sea Biscuit 40.00	Capehart 20-Sel. Phono 120.00
5¢ Brown Front . . . 140.00	Race King 125.00	Melotone 16-Rec. Phono 225.00
10¢ Brown Front . . . 175.00		Singing Towers, 20-Sel. 275.00
25¢ Brown Front . . . 225.00	ARCADE EQUIPMENT	Rock-Ola Imperial, Remote Unit . . . 220.00
5¢ Melon Bell . . . 135.00	Bowl-a-Ball \$195.00	Wurlitzer Twin 12 Units, Complete . . 195.00
5¢ Cherry Bell . . . 140.00	Bowl-a-Bomb 175.00	Paokard Boxes, Like New 29.50
5¢ Brown Front, Rebuilt 125.00	Evans Play Ball . . . 135.00	Bowling Leagues . . 195.00
5¢ Original Chrome, 2-5 225.00	Drivemobile 250.00	Supreme Skee Rolls . 275.00
Face All Star, 10¢ . . 65.00	Lucky Strike 135.00	Bank a Ball 195.00
25¢ Calle, 2-4 49.50	Periscope 125.00	Mills Slot Locks, Keys, Ea. 2.00
Jennings Chief, 5¢ . . 95.00	Sky Fighter 225.00	
Jennings Silver Moon, 5¢ 145.00	Submarine 135.00	
Calle Round Jackpot, 3-5, 5¢ 49.50	Rapid Fire 125.00	
Calle Round Jackpot, 3-5, 10¢ 59.50	Tommy Gun 130.00	
Calle 25¢ Round Jackpot, 3-5 79.50	Victory Pool 100.00	
	Zingo 150.00	

We want NOW all models of phonographs and 5-ball free-play games. Send list, cash is waiting.

ALL MACHINES GUARANTEED — READY FOR LOCATION

Terms: 1/3 Certified Deposit, Balance C. O. D.

Wisconsin's Leading Distributors
UNITED COIN MACHINE COMPANY

6304 W. GREENFIELD AVE. PHONE, GR-6772 MILWAUKEE 14, WISCONSIN

INDUSTRY'S SHIFT TO PEACE

(Continued from page 119)

lines also have announced the resumption of regular cargo and passenger traffic to ports thruout the world this month.

Florida Boom On

MIAMI—Florida in general, and the East Coast cities in particular, is groggy with tourists, but local business men including coin machine operators, have been able to take care of all loose money the sun-seekers brought with them.

This winter season has witnessed the heaviest spending in years, with all records broken. Return of an ample cigarette supply during the latter months of 1945 prepared cigar venter operators for record business, but the candy and soft drink operators have plenty of headaches just trying to meet demand. If supplies were as good as in the mid-1920s, current prosperity from Key West to Jacksonville east and to Tampa west would make the real estate boom of those days look like a very small bubble.

Too-often-empty venders has held profits in check considerably, but the music machines are doing an excellent business in spite of the difficulties of getting records and the fewer plays that some disks produce these days. Servicing also continues to give music operators some problems, and with the ceilings off wages generally, costs have risen. Amusement games naturally are enjoying steady play both from natives and tourists.

Used Machines Wanted

Altogether, Florida has hit the travel jackpot this year with the long-planned vacations of thousands of war workers, executives and veterans coming to reality.

Demands for used machines of every type reported at high pitch as the State looks forward to a big or a bigger season next year. New machines still haven't made any appearance on the Florida market, but distributors report that they still are booking orders steadily.

LOS ANGELES—Coin machine row on West Pico Boulevard still is busy with preparations for the biggest business of history once machines start rolling, and the street is flush not only with plans but constructions, expansions and consolidations.

Independent record makers here on the West Coast, as in Chicago and some other Middle Western points, have been working feverishly to give the trade the disks it needs and at the same time get a large slice of the peacetime platter market. Record demand continues to outstrip supply as the 9,000 or so juke in L.A. keep rolling out the sweet, swing and jive.

West Coast Stable

Abrupt end of the war and the consequent employment drop in the aircraft and shipbuilding industries up and down the Coast have had their effect upon the coin trade as upon all other lines of business. But by and large, the West Coast appears to be just on the threshold of tremendous economic development, especially with powerful figures like Henry Kaiser in the lead.

California and the other Pacific States have been much less affected by wage disputes and labor tieups than most other sections of the nation. Kaiser's steel plant, for instance, is one of the few still operating. Demobilization of the armed forces, of course, has hit some California towns where large army, marine or naval installations furnished a great source of business. In the large cities, particularly San Francisco and Seattle, the arrival of Pa-

cific troops has largely offset the shipment of others eastward to the separation centers, or westward to the Pacific islands.

Oregon Sellers' Market

PORTLAND, Oregon—Despite the alarm aroused in certain quarters over Oregon's increasing number of unemployed the coin machine industry has yet to feel the pinch. Collections, after a brief slump, continue to roll in and all lines remain in a sellers' market.

L. C. Stoll, director in Oregon of the U. S. Employment Service, recently struck a sour note in announcing that the State had 58,000 jobless, of whom 15,000 were war veterans, and he characterized the outlook as "black."

Yet operators find the nickels are flowing into their machines in a steady stream. Some are inclined to regard this as "war industry money," earned in the shipyards and war plants, the kind of money that seems to find its way out of pockets regardless of future prospects.

Wages Higher

However, prospects are far from black in that several million-dollar construction and industrial projects are under way or ready for an early start. Wages in general have been released from the wartime down-hold, and the clamor is great for nearly every kind of merchandise.

Used machine market continues lively, but the cloudy outlook for delivery of new machines, whether venders or juke, has many jobbers fretting. Music play, of course, still is good as taverns and eating places draw a good portion of the loose "war cash."

Altho near-by California is the leading U. S. producer of beet sugar, the candy and soft drink situation in the Pacific Northwest is little different than in Boston, Keokuk or Houston. Nut supplies also are reported short in some places, but venders on public locations lately seem to be generally pretty well filled. Cigarettes all over the nation are in good supply, but here as elsewhere there has been some price clipping by chain stores.

New Operators Appear

Distributors report the appearance of a good many new operators among their customers. One declared that there are more newcomers buying than established operators. He estimated one-third of his business at least was with new operators. As a result, tho, even used machines are becoming scarce, he said. The cry for new games, venders and juke, of course, is lusty and insistent.

MILWAUKEE, Wisconsin—Overall picture of the coin trade in Milwaukee is bright despite the recent clamp on pinball games by a high court ruling that they were gaming devices.

Stamp vending machines have been producing good business, but

(Continued on page 122)



FRANK O'BRIEN

proudly announces his

POST-WAR PLANS



We Are Exclusive Regional Distributors for the State of Texas and Northern Louisiana for All Products of

J. H. KEENEY & COMPANY

COMING VERY SOON

The new "Super Bonus Bell Console" in single and twin heads, with a world of new improvements you would not think possible.

Also a new and entirely different One-Ball in Pay-Out and Free-Play Models, and the greatest Cigarette Machine ever manufactured, Keeney's All-Electric Cigarette Machine, that has us swamped with inquiries already.



Exclusive Regional Distributors for State of Texas, Northern Louisiana All Products of...

EXHIBIT SUPPLY CO.

First new 5-Ball now on display—"Big Hit"—It's all the name implies! Can be had in the regular Free-Play or with the multiple feature. Here's something really different in a 5-Ball. We suggest your early commitment.

Exclusive Distributors for

O. D. JENNINGS & CO.

We are now delivering the "Bronze Chief," "Standard Chief," and the "Super DeLuxe," the most beautiful Bell Machine ever manufactured.

Exclusive Texas Distributors for the

SENSATIONAL NEW SPEED IRON

Gun Type Soldering Iron

Instant Heat, Hot or Cold in 5 Seconds in Stock, Ready for Delivery

PRICE \$12.95

Full Cash, Please, With Order



ACME AMUSEMENT CO.

"Your Complete Wants Under One Roof"

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WANTED

★ **SEEBURG CHICKEN SAM AND JAILBIRDS**
Must Be Complete with All Parts—Not Necessarily In Good Working Order

★ **WILL PAY \$50.00**

IMMEDIATE DELIVERY—FROM STOCK
THE GAME YOU'VE BEEN WAITING FOR
LITE-LEAGUE \$425

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

TUBES FOR THE COIN MACHINE INDUSTRY

OZ4	\$1.60	6A7	\$1.00	6X5GT	\$1.00	24A	\$.90
1A5GT	1.10	6ABG	1.00	12A8	1.00	26	.75
1A7GT	1.30	6C5	1.00	12K7	1.00	27	.70
1A5GT	1.10	6C6	1.00	12SK7	1.00	38	1.10
1LA6	2.35	6D6	1.00	12SQ7	1.00	43	1.10
1LN5	2.35	6F5GT	1.00	25L6	1.30	47	1.10
1N5GT	1.30	6F6G	.90	25Z6	1.00	71	.90
2A3	1.95	6J5	.90	35Z5	.85	75	.85
2A4G	2.35	6K7GT	1.00	35A5	1.30	76	.90
3Q5GT	1.60	6L6	1.95	35Z3	1.30	77	.90
5U4G	1.00	6Q7G	.90	50L6	1.10	78	.90
5Y3	.70	6SA7	1.00	2051	2.55	80	.70
5Z3	1.10	6SK7	1.00	117Z6	1.60	84	1.10
6A4	1.60	6V6GT	1.10				

WE HAVE MANY MORE TUBES TOO NUMEROUS TO MENTION

NEW COINEX RIFLE RANGE RAY GUN

NEW LOW PRICE

\$159.50

F. O. B. Chicago

Converted from Seeburg Chicken Sams and Jap. Cabinets are completely refinished and repainted. Entire mechanism rebuilt from top to bottom. Looks like a brand-new machine—operates like a brand-new machine. Has top player-appeal and is a consistent year-round money-maker. Hundreds of units already on location. Ask the operator who "owns" one.

Coinex Rifle Range Conversion

Can be installed on location in twenty minutes. Pays for itself and allows a profit in one week's time. Colorful, with top player appeal, it makes a new piece of equipment out of your old Seeburg Chicken Sams, Convicts or Japs. Complete conversion ready for installation.

SAMPLE \$17.50 • \$14.75
LOTS OF 3

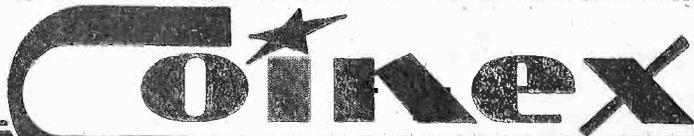
SEND FOR DESCRIPTIVE CIRCULAR

SEEBURG RAY GUN AMPLIFIERS, RIFLES REPAIRED

—24 HOUR SERVICE

MAZDA NO. 1489 GUN LAMPS

for All Seeburg and Bally Guns Shipped Immediately from Stock. No Waiting. **49c ea.**



COIN MACHINE EQUIPMENT CO., INC.

Telephone GRAceland 0317 • 1348 Newport Ave., Chicago 13, Ill.

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$.85
520	5¢	EASY AGES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.00
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

WRITE FOR OUR LATEST PRICE LIST

Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢ stating your requirements. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

INDUSTRY'S SHIFT TO PEACE

(Continued from page 120)



these devices have scarcely begun to get going full blast in this area yet. Some operators, with venders on location in good downtown spots, report excellent business, but everywhere it takes substantial play to build up a large volume for devices operating on the narrow profit margin these do. However, all reports are that they are having a steady growth, especially among new operators. One thing that makes the machines particularly attractive to the newcomer is their low initial cost. A fairly sizable and profitable route can be established for \$1,000 distributors say.

Local Tests Few

Recently, change makers have been placed on some location around the city. They are reported getting a very heavy play in such spots as cigar and drugstores where there are batteries of pay telephones.

Few tests of new venders have been made in the Milwaukee area, but results of these are said to be favorable. But distributors are rather gloomy about prospects for early deliveries as the steel dispute drags out.

Music machines still are the backbone of the trade hereabouts, and operators are growing eager for new phonographs as reports of restaurant and tavern openings mount. Increased demand for juke also is said to be coming from teen-age clubs as civic organizations, Parent-Teacher Associations and similar groups redouble their efforts to stem juvenile delinquency. One operator summed it up this way: "Organizations engaged in juvenile betterment activity have found the juke the answer to the ever-present demand for music. The kids will have it or go where they can get it. This means an increased and continued demand for juke. I look for a steady demand for more and more juke for location in juvenile recreation centers as 1946 goes on. In fact, we have a far greater demand right now than we can fill."

Cry for Records

Juke operators here still are crying for more and better records. They say the battle of supply for platters to keep their routes going still is on. Confections are equally short, but local operators are hopeful that the situation will ease after April 1, when they expect the sugar ration to be revised upward for candy and soft drink makers.

General business conditions are healthy, and arcade operators still are pulling a good trade, altho the volume is not as great. Week ends now are showing the best play, but operators anticipated a general upturn as soon as business conditions settle down and labor-management relations are smoothed out again.

DES MOINES, Iowa—This city is expected to grow into a coin machine center with possibly eight phonograph distributors establishing headquarters here in an effort to tap the lush rural business, which was hardly touched before the war. Some coinmen expect Des Moines to develop into a coin machine center rivalling Omaha and Kansas City as a distribution point.

Iowa Trade Watched

To back up their forecast, they point particularly to the well-heeled rural section of Iowa, which has been described as the richest section of farm land in the world, surpassing even the famed Nile Valley of Egypt. In war, the farmers have put themselves back on their feet financially. Hundreds of farmers who five years ago were staggering under a load of mortgage now has his place clear and money in the bank. Operators are anxiously awaiting the release of new equipment and

many new in the business are expected to make a try along with some coin machine men who worked for other operators before the war. Phonographs expected to be most in demand include remote and hidden machines, but operators expect the eye-smiting new juke to draw good play. Fast action five-ball pins also are in strong demand.

Arcade Possibility Here

Outlook for arcades in Des Moines is excellent, largely because of civic group action against bell machines and free-play machines. Arcade machines have never been strongly pushed here, and operators feel the time may be ripe. Prospects for vending machines likewise is excellent since venders never have been given a full tryout on a really substantial scale here or elsewhere in the State.

KANSAS CITY—End of the war dealt a sharp blow to Kansas City's industrial economy since a great portion of its war income had been drawn from three large ammunition plants, a plane factory and an airplane engine works plus such smaller war babies as the radio crystal industry.

K.C. business men, however, have an axiom that their city prospers as the agricultural Southwest prospers, and the farmers of Kansas, Missouri, Oklahoma, Nebraska, Northern Texas and Arkansas still are doing all right even without the huge demand of the armed forces for food. Moreover, the prospects are good for at least another two years as the farmers of Asia and Europe strive to rebuild their flocks and fields.

Manufacturing Increases

Coin machine industry of the two Kansas Cities has been building up rapidly since the war. Three major manufacturing concerns now are producing coin equipment, and a fourth has been reported established in Kansas City, Kans., recently, to make venders.

Always a good pinball town, the city has seen some leveling off of play since return of peace, but games in downtown locations, particularly cigar stores and office buildings up and down Walnut, Grand and McGee, are doing good business. Juke box play also is holding up well in the city's many taverns and restaurants, but the slowdown of industrial production has been felt by vender operators. Cigarette venders, however, still are registering an upward trend of business with all except Camels of the major brands now off allotments, operators said.

BUFFALO, N. Y.—With 44,000 workers drawing jobless checks and 29,000 out on strike in Erie County, the business picture here is far from rosy. Business of all sorts is currently suffering a marked slump.

Coin machines, of course, have shared in the pinch, but some operators naturally have been hit more than others. Amusement games are

reported to be the hardest hit since a large portion of their play comes directly from working people, but some operators reported phonograph collections were down as much as 30 per cent since last fall. Hardest hit phono operators are those with routes in Lackawanna and South Buffalo, where the bulk of the steel workers live. Many families there are said to be near destitution.

Operators in fancier residential districts, and even in the so-called middle class section, have not felt the squeeze nearly so much. Taverns and other popular juke spots in these sections continue to be jammed, especially over week ends.

Vending machines mostly are still doing a good business, with cigarettes of course well in the lead. Sales of candy, beverage and nut vendors have dropped noticeably. Operators with machines on location in strike-bound or reconverting factories have been hurt most, but they are full of enthusiasm for the prospect ahead once industrial peace is restored.

Dairy drink and ice cream vending probably is the most rapidly developing branch of the industry, but operators still are having some difficulty getting sufficient supplies of milk. In addition, like other vendors, they are being hard hit by the strikes since nearly 80 per cent of their locations are factories. Despite their tribulations, operators have a clear memory of the boom business that was the year 1945, and they expect even bigger and better things when they are able to get the new machines they want. Ice cream vendors particularly have been virtually out of the picture since 1941, but a number of them still are in operation here and doing good business.

Candy operators have nothing to be particularly cheerful about at the moment, especially concerning their supply of merchandise. One large operator declared that the supply is the worst in many, many years including those lean war years.

Cheering news, however, comes from the coin phonograph operators who report that disks have been in much better supply the past 30 days. One estimated that there is nearly 20 per cent more disks available for the trade than in the latter part of 1945. Increased production and distribution is reported on the major labels as well as on the smaller independents. Operators report that some of the latter have given them fine co-operation.

Sharp complaints, however, are still heard about the quality of platters. Quality varies greatly with individual disks with poor ones sprinkled thru most labels and not limited to any one company, the juke operators complained. Wear

varies from 25 plays to 100 whereas, in the pre-war days, plays were counted in hundreds, they said. Interesting sidelight is that most operators interviewed said there appears to be a strong trend to ballads among the nickel-dropping public and old-time tunes are doing brisk business.

Arcade trade also has been clipped by the labor dispute, but not as much, it was said, as pins and other amusement games on locations. Arcade men said that photographic and voice recording machines still are pulling the customers into the spots and airplane-type usually draws a few extra coins.

All told, the coin machine outlook for the moment is a little clouded, but operators realize it is a transitory situation which will clear up with the restoration of peace in the plants. Once the strikes are settled, amusement game operators as well as music merchants expect a good business for the remainder of the year. Cigarette vending is expected to hit a new high, and the other vendors will sell anything they can get. While not looking for a repeat of the boom trade of 1945, coinmen generally foresee a healthier, steadier trade.

MEMPHIS, Tenn.—The record problem still plagues phonograph operators here, the general outlook for coin machines is good. Altho operators are eager for new machines, most of the old ones still are in playable condition.

Coinmen thru the city report business is good, but slightly below last year. Supplies, of course, are the major problem of the vending trade here as everywhere else.

MINNEAPOLIS—Most activity here and in St. Paul is in the music branch of trade with talk about the forthcoming phonographs at high pitch. Distributors of phonographs are predicting that juke operation is just opening the brightest period of its history.

There is little doubt that with plenty of good records that wear and new machines, business would jump considerably. Operators generally made a good showing thru the war and they have the cash to lay on the line for new machines of all types. But distributors are divided in their views about the coming of new blood into the industry.

Some think entry of veterans into the trade—especially those without previous coin machine experience—is going to be much slimmer than some think. Others foresee a big influx of ex-servicemen and war workers into the field with beneficial results to the business as a whole. These statements probably are true, each in its way, with regard to the

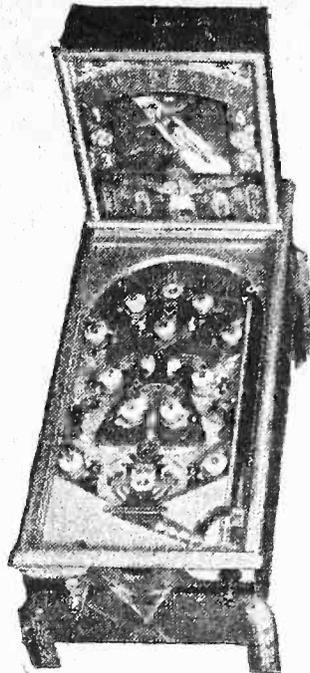
(Continued on page 124)

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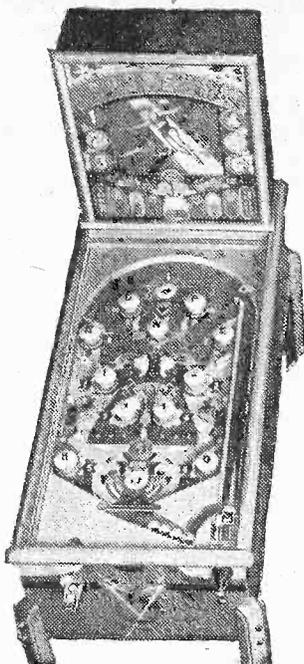
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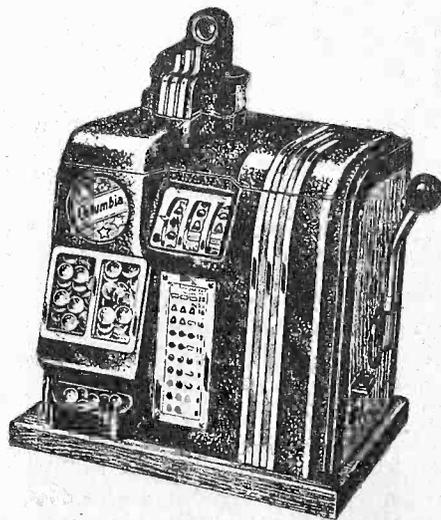
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INDUSTRY'S SHIFT TO PEACE

(Continued from page 123)

operation of phonograph routes, but as distributors of other coin machines, such as venders and amusement games, point out it is different there. These coinmen argue that phonographs have lead the industry in expansion up to now, and they undoubtedly will expand tremendously in the next few years, but they expect the most spectacular development in the vending field. Here, they point out, are dozens of products just waiting for sale by vender—from coffee to frozen foods and newspapers. And a veteran or war worker can get a start in these branches of the trade with a considerably smaller stake than in the music business.

Other phonograph distributors counter with the remark that, in the present money market, there is plenty of financing available for whoever can obtain the machines.

Turning northward to Canada, the overall picture is very similar to that of the United States. Canadian industry also is engaged in the huge job of reconversion to peacetime production. Here are two local reports, one from the maritime provinces on the East Coast, and the other from British Columbia on the West:

VANCOUVER, B. C.—Business generally is on the rebound in British Columbia, and plans on foot to enlarge and modernize the Port of Vancouver promise big things for the entire province.

Coin trade says business is brisk, and one operator of wired music

said his returns were up in December to 10 per cent above any previous month in the six years he has been operating. Similar figures were quoted by other coinmen including operators of pinballs, bell games, jukes and other amusement games. Arcade business recently has been marked by a number of consolidations resulting from the expiration of some operators' leases. The combined firms, however, reported trade better than on the separate operations.

Record supplies are very slow, and good disks are scarce. Most orders come in eventually, but some times it takes quite a while, operators said.

ST. JOHN, N. B.—Removal of the big military and naval stations from the maritime provinces at the close of the war has slowed coin trade thruout the region, which includes New Brunswick, Newfoundland, Prince Edward Island and Nova Scotia.

But phonographs, amusement games and venders pulled out of the armed forces installations have been shifted to various civilian spots, where they are reported doing good business. Jukes have won a wide popularity among the Coastal people thru their favor with soldiers and sailors, and this winter the phonographs and games have found their way into fishing ships and into lumber camps. Venders naturally are having trouble obtaining sufficient candy and soft drinks to meet their needs.

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NEW HOPE FOR ARCADES

Permanent, seasonal, traveling arcades loom large in future of successful coin machine industry; estimate increase of from two to three times as many arcades to satisfy pent-up public demand

STEP by step with the advance of other branches of the coin machine industry—vending and music—will go the amusement phase of the trade, the strongest part of which is the operation of arcades.

Thruout the war, instead of standing still and being fraught with handicaps preventing continued operation, arcades became a great factor in entertaining G.I.'s the world over as well as civilians and service men and women on the home front. Operators, without exception, took the challenge and flung it at the taunters and said, "Despite the lack of new equipment and other wartime difficulties America needs entertainment and we as part of the amusement industry will see that she gets it."

What has this to do with "New Hope for Arcades" might be a logical question, and it is therefore pointed out that these patrons of amusement arcades both at home and in overseas encampments and locations thru those war years grew accustomed to the play of coin-operated amusement machines in arcades, and they will not forget. Many of these patrons never played an automatic amusement device before the war. Some, perhaps a lonely G.I. in a strange town near a crowded camp; perhaps a fatigued war worker in a jam-packed war center; perhaps a worried parent, thinking of that boy overseas; perhaps a wounded vet in a G.I. hospital, or many other G.I.'s in service centers in camps and in large cities and hick towns, had heard of coin-operated amusement machines before and had played them prior to the war. But they won't forget that they played them when amusement and recreation meant much to them. Not some but all of these patrons played amusement machines to while away lonely hours, at one time or another. Job performed by arcade operators in bringing this recreation to millions during the war, is accredited as being one of the greatest morale builders during the years leading it most. Out of this performance springs the new hope for arcades which are destined to become one of the most potent factors in making Americans and people thruout the world smile again.

Kinds of Arcades

Before the war, trade estimates showed that there were almost 2,000 arcades in operation. These arcades, broken into three branches were: permanent arcade locations; seasonal arcades and traveling arcades.

Permanent arcades, those which are located in large cities, remained thru the war and did a great morale job. Seasonal arcades, dropped in number as many resort areas, curtailed because of various war restrictions, such as gas, travel and the call for manpower, were forced to close completely. Traveling arcades, those operated in conjunction with carnivals, fairs and expositions, were the hardest hit.

Some of the traveling arcade operators and those who formerly operated in resort cities or areas, packed their equipment and moved to the larger towns or cities or service centers. By so relocating they, too, took part in maintaining civilian and G.I. morale.

As in all lines of business, there was a definite drop in the number of locations, and as a result the play accorded each arcade in operation was extremely heavy. Cost of operation, too, was heavy as in keeping with a higher cost of living the personnel was paid greater wages. Enterprising arcade operators spared no expense in bringing revamped equipment into the locations. Best in attendant service was given in the case of photo concessions and voice recorders.

Two of the best money makers during the war proved to be photo machines and voice recorders. G.I.'s and civilians alike took advantage of these devices to keep in touch with their loved ones.

These machines will continue to reap great revenue in arcades in peacetime now that a large share of the public has become accustomed to their amusement and practical value.

More Spots Demanded

Trade authorities with many years' experience in manufacturing arcade equipment and in operating locations state that it will take perhaps two to three times as many arcades in the post-war world to satisfy these war-born patrons who will continue to seek entertainment therein now that they have found the key to economical and wholesome amusement.

Returning G.I.'s who have accumulated war savings and mustering-out checks have already begun to inquire into arcade operation.

Already, in most of the large cities, some of the first business enterprises being opened by former business men, coinmen, civilians and returned vets as well, are coin machine arcades.

With the establishment of these new businesses has appeared the ingenuity of the average young American returned from service, who, come hell or high water, is going to be a success. This ingenuity will bring a wave of promotion and enterprise which should prove

healthy to the arcade business.

The number of potential locations for arcades haven't even been scratched, according to experienced coinmen. With the coming of the air-age, as these next 10 years have been tabbed by some forecasters, will come uncountable airparks and airports wherein waiting depots and terminals will offer profitable arcade locations.

A travel-curtailed populace, penned in for five years, is itching to hit the road as soon as vacation time rolls around. This avalanche of tourists will make profitable the establishment of roadside arcades. Many of these latter locations, naturally without appended concessions such as lunch counters and drinkeries, will not be the main source of revenue.

Fairs, expositions, circuses and carnivals once again are hitting the road in greater numbers. One of the most profitable sections of these traveling shows has been the amusement arcade. It will continue to hold this position.

Arcades, now opening in many of the larger cities, are building equipment around shooting galleries which are foreseen to be natural arcade attractions. With over 5,000,000 ex-servicemen having from one to five years slept with a gun by their sides, the thrill of target shoot-



ing afforded in shooting galleries will assure the success of many establishments.

Transit Points

Bus stations, which before and during the war proved themselves as amusement machine locations, will blossom forth as top arcade locations. Many of these depots, as well as those connected with railroads and airlines, had no space during the war for the establishment of arcades. Now that building of terminals is permitted once again, arcades will be as necessary as restaurants and other shops selling commodities. Amusement, always has been a necessity for Americans and it will continue as such.

Bowling alleys, which have experienced a prosperity never achieved in pre-war years, will continue to prosper and along with them will step amusement arcades which in many instances have proved themselves necessary business companions.

Not yet tapped to their greatest potentiality are locations in country clubs and golf clubs, where players will be recruited from waiting golfers. Baseball parks have potentialities both during the regular season and during the pigskin sessions when the football clubs take over the stadia.

Race tracks, where between races trackgoers have additional time to spend, arcade amusement in scattered instances have been found to be top arcade locations. This type location, according to many coinmen, is to be tried more often in the next year or two.

Association Work

Prior to the war arcade operators in many sections of the country organized themselves in groups to advance the welfare of their businesses, and promoted and advertised their enterprises as "general amusement places." This was a good move and one which has begun to assert itself again. By use of organization, arcade operators can advertise and promote and adhere to rigid rules on the operation of their establishments in regard to certain type equipment. Thus, the public good will which is necessary for a business which caters to the public will be gained, and part of the success of its operation achieved.

With proper promotion and advertising, arcades will become healthful, wholesome and necessary recreation to the welfare of the amusement-seeking public just as the bowling alley, the ballroom, the golf course and the theater.

With proper operation, holding the interests and good will of the public in mind at all times, war-born patrons as well as arcade enthusiasts convinced before the war, will continue to seek their amusement in coin-operated amusement arcades and thus this hope for arcades now looming as new locations spring up all over the country will be insurance that it will be the backbone of the coin machine industry for many years to come.

Can It Be War Game?



RANKING HIGH in bid for best coin machines picture of 1945, is the above sketch of Field Marshal Montgomery. Picture was taken in British war zone in Europe and was published in Canadian newspapers. (Wheeler photo.)

BROADER HORIZONS SEEN FOR ARCADES

Amusement arcades can become coin-operated emporiums where a wide variety of machines will be found—amusement predominating

BY BARNETT R. BERKENS

Executive Secretary, Arcade Owners' Association of America

ONE tuneful melody, not too long ago a favorite on the hit parade of national favorites, makes reference to the Penny Arcade. That reference, and countless others, establishes the fact that the Penny Arcade has become an institution and a tradition which means genuine amusement to the vast majority of the American public.

During the years of war the arcade gained countless new patrons and friends. Servicemen and women by the thousands often found the arcade the sole means of constructive relaxation while on leave from military duty. In every town and city in the United States where an amusement arcade was located it was patronized on a larger scale than ever before not only by those in our armed forces but by war workers and civilians generally.

Future Brighter

It is reasonable to conclude from the sum total of these experiences that the influence exerted by the arcade will remain intact and that the future for arcades is brighter than it has ever been at any one particular time.

The Penny Arcade, as such, however, belongs to yesterday and is replaced by the Amusement Arcade of today and the future. Machines are going to be improved immeasurably in both appearance and function. Nor will they be of the penny type of player. The term "Penny Arcade" becomes a name that falls short of an accurate description. The name "Amusement Arcade," then, is more appropriate.

The Amusement Arcade of the future will nevertheless have to undergo many basic changes if it is to maintain its position as the center of interest and render the unique services the public has been accustomed to receiving. It is elementary that no industry can survive in the same era with the atomic bomb when it is operating along horse-and-buggy lines.

Some arcade owners have already shown keen foresight and made vast improvements in the appearance of the front of the arcade to the point where

they are a distinct advantage. This single improvement will become more widespread as soon as conditions permit. The facade of an arcade will show careful planning with modern lighting equipment and outdoor signs that will attract people in larger numbers.

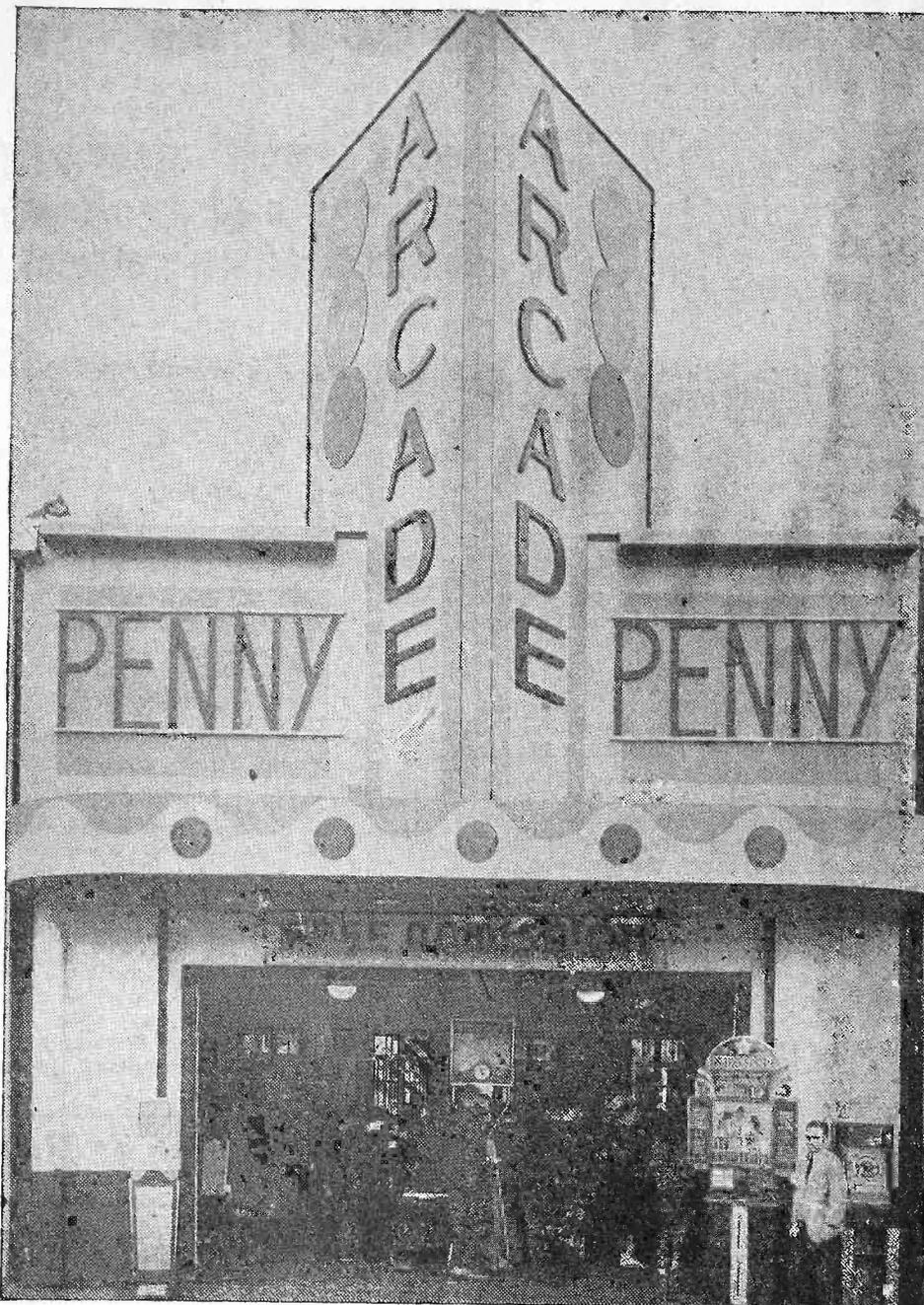
Amusement Hypo

With the high standards of living enjoyed by the mass of the people the demands for entertainment will increase manifold. After all is said and done, amusement means giving entertainment to an individual when he seeks relaxation and no person is always satisfied with one or two types. The arcade owner who is conscious of this psychology and makes his arcade attractive and pleasant will find new customers in his place with every passing day.

The interior of the arcade is subject to streamlining with its physical appearance transformed in such a manner that every patron will feel he is in a modern and congenial environment. Instead of bare walls over machines electrically controlled signs, showing the start and finish of the game and legible, simple instructions, will be prominently displayed. The present trend is to group machines with the same general playing features and also provide for easy accessibility from one to the other. Employees of Amusement Arcades are not very much different from ushers in a movie house. They should be trained to guide customers to machines or answer questions in a competent and courteous manner. When employees wear uniforms in an arcade they create an air of confidence that will mean continued patronage. Change booths should be rebuilt or decorated where they will resemble the box office of a theater. With attractive signs directing customers to the booth it becomes unnecessary to attract attention to it by vocal gymnastics.

In many communities the Amusement Arcade will feature coin-operated machines that are not essentially of the amusement type. While at the present time many arcades have one or two such machines it would be well to consider

Wide Range of Locations



OPERATING AMUSEMENT machines includes the one-machine location as well as the elaborate arcade shown above. This arcade was in operation at New York World's Fair and received national publicity. Amusement operators bank chiefly on their locations using one or two machines. But the opportunity for elaborate locations such as the above is now greater than ever.

increasing the use of music and vending machines.

Add Other Types

Music machines or juke boxes have won great favor in recent years and will continue to be a favorite. Soft drink vending machines are beginning to enjoy popularity. It is a quick-service, sanitary way of buying citrus fruit drinks and many others. The amusement arcade will give greater attention to the possible use of such machines.

Many other types of coin-operated machines such as shoeshine and frozen food machines will become available some time in the future. While a few will look with scorn upon this idea and brand it as outworn or extreme others will gain trade when improvements are instituted and the public indicates its acceptance.

The Amusement Arcade can well become a coin-operated emporium wherein a wide variety of machines are to be found with the amusement machines in dominance. As an Atlantic City arcade operator said, "They come in with a smile and go out with a smile."

Licenses Hit 4,990

COLUMBIA, S. C., Feb. 16.—State licenses have been issued for a total of 4,991 coin-operated machines in South Carolina during the current fiscal year, according to T. M. Howell, director of the License Tax Division of the State Tax Commission.

Of the total, 374 were vending machines. The remainder were coin phonographs, pinball machines, target games and other amusement devices. Operators of the latter devices, which numbered 4,617, paid a total of \$69,255 in fees toward support of the State government, Howell disclosed.

More Operators on Hunt for Machines At Portland, Oregon

PORTLAND, Ore., Feb. 16.—Increasing number of new operators currently active with a large additional group shopping for equipment is being noted by members of the trade here.

"There is more activity among new operators than among the old right now," said Budge Wright, manager of Western Distributors office at Portland, in an interview this week. "A third of our sales are among newcomers," he added.

Wright said that his firm is taking a conservative line in dealing with new business. The prospective operator receives a detailed explanation of the essentials of the business and the varieties of equipment available for different locations. He is also offered guidance in overcoming many of the obstacles which plague inexperienced operators.

Financing of new business, Wright said, is limited to a modest scale and credit is extended largely on a character basis rather than on ability to pay.

For new operators, as well as veterans, the big problem today is slowness of deliveries, Wright emphasized.

"We're all handicapped right now by lack of deliveries," he said. "Operators have the money to spend, and manufacturers will accept payments, but it seems as tho we will not get much in the quantity line before summer."

Until new merchandise delivery gains volume the used machine market will remain the big stand-by, according to Wright.

Traveling Arcades Here



ARCADES HAVE PROVED successful in wide variety of situations. They are commonly thought of as best suited for busy thoroughfares in downtown districts, but traveling arcades with fairs, carnivals and other shows have also proved them to be very successful. (Acme photo.)

Op Back From War Finds Going Rough for Awhile

IF YOU'VE played a pinball game in the Southgate section of Los Angeles during recent months, chances are that you played one that is serviced and operated by Thomas Barry Beauregard. He returned to the business the latter part of 1945 after serving overseas with the army.

He did not have too difficult a time getting back into the swing of things—that is, mechanically. Since no machines had been manufactured since 1942, Beauregard went to work on the same type of machines he had left when he joined the army.

"But, if machines had been manufactured, I'd have had a pretty hard time of it. It was bad enough getting on to those I knew so well. I hate to think that it would have been had many changes been made," Beauregard said.

Never Left Field

Beauregard was born in Los Angeles 17 years ago and entered the coin machine field at the age of 16. There was no paternal influence—he was just looking for a profitable business to get into. And, finding coin machines profitable, he never left the field. Even during war-times, he kept his hand in by fixing machines near the camps where he was stationed.

When he was 15 and ushering in a theater, he liked to play the pinball game in the cafe next door. After a time he became adept in the manipulation of the game and was offered a job as a mechanic. He immediately accepted and this was launched into his life work.

Beauregard drifted along as a serviceman working for Sol Gottlieb and later for Irving Bromberg until he went into the army late in 1941. Before entering the service he sold his route to Sam Ser, who in turn went into the service later.

But army life did not stop Beauregard's interest in machines. Stationed at Camp Roberts near Paso Robles, Calif., the operator of the equipment in the bowling alley learned that Beauregard, who was a frequent visitor, could fix machines. When any of the equipment went on the blink, it was Beauregard who was called to fix them.

To Australia

The same penchant for fixing machines was carried to Australia, where he was later stationed. On one occasion the soldier met an operator who had an assortment of five machines. He asked Beauregard to put them in shape and offered a pound sterling for the job. The corporal decided that his mechanical skill was worth more and finally settled at a price of five pounds sterling per machine.

Two hours later Barry had finished the machines, collected his money (approximately \$16 per machine). The Aus-

tralian operator was pleased with the job—and Beauregard with the pocket money.

Beauregard is proud to be an operator today. And his entrance into the business by the mechanical angle has helped him greatly. He admits he's not a finished repair man but that he can handle many of the mechanical difficulties.

"I wouldn't be able to do it if development of machines had not languished during the war years. The mechanisms would have progressed way ahead of me," Beauregard declares.

Today, with his 20 pieces of equipment, he is working on Thoroughbreds and Long Acres, machines he'd never seen before.

"The '41 Derby was the last machine I worked on before I went to war. But this machine is similar to the Thoroughbred and I'm having no trouble," he explained.

"I can fix most mechanical troubles but if any real technical problem occurs, I have to take it to an expert. However, this doesn't happen too often," Beauregard adds.

Getting Locations

"It was tough getting locations. Just because you're a former G.I. you get no special consideration. The boys don't expect or want anything of a charity nature. But they do want consideration.

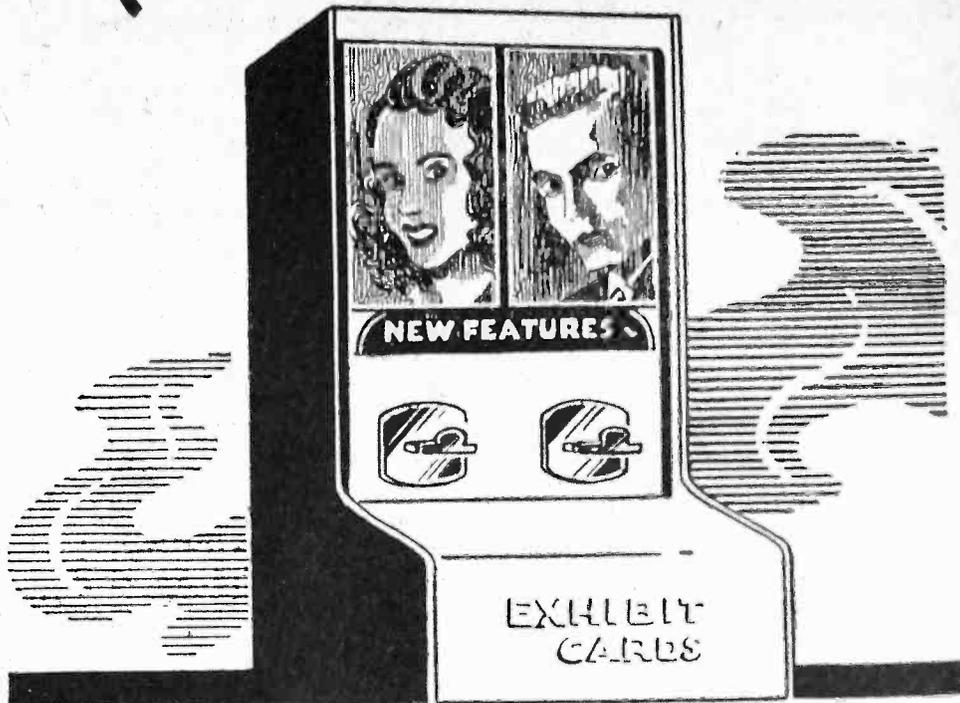
"When I began to look for locations, the discharge button was not yet generally recognized. Now and then I had to put the location owner, and especially the people around the location, on the right track. They wanted to know why I wasn't in the service. After I explained that I had been overseas for two years and showed them the discharge, people became very co-operative."

Beauregard admits that it was tough getting locations. He explained that when an operator had been in a spot for three years or more it is hard to get him out. "I'm not much of a salesman. I depend mostly upon friendship and personal contact for my spots. I kept writing location owners when I was overseas and some had promised me the spots when I returned. I had enough of these to get a start.

"Don't ever think that getting back into the swing of things is easy. I had to buy an automobile. Then there were new taxes that I had never heard about. All these things created problems.

"One thing that helped me get started was the feeling that I have for the Associated Operators of Los Angeles County, Inc., and especially Curley Robinson. They did a lot for me when I was in the army. There were letters, gifts, magazines and ever so often a check. Knowing that I could be affiliated with such a group was an added incentive for working hard to stay in this business."

Calling All OPERATORS



PLACE ANYWHERE • LEGAL EVERYWHERE

Hundreds of spots in your territory to make extra big money. Collect the Pennies with the Nickels with this hustling

EXHIBIT IDEAL CARD VENDER

Takes little counter space. Vends cards (post card size) of fine reproductions of popular MOVIE, RADIO and Sports Folk wanted by most everybody. Big selection of 44 series to keep each location a live money maker for you.

OPERATORS—Write for our special proposition for you.

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"That's Phil T. Lucrel He comes in every day since G-E Lamps were put in the pinball machine!" Watch 'em stock in when you light up with G-E Lamps that stay brighter longer. Ask your coin machine wholesaler or write General Electric Lamp Dept., Div. 166—B-3-23, Nela Park, Cleveland 12, Ohio. Adv.

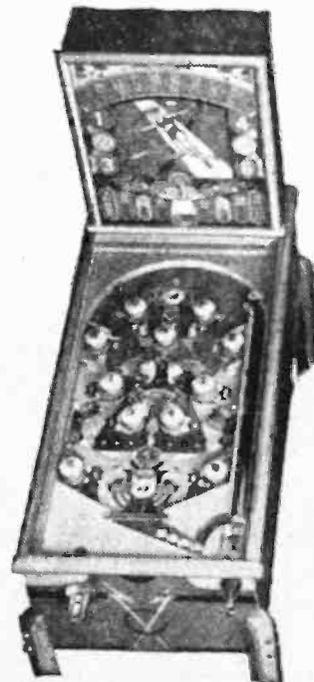
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PIN GAME PARTS

Madza 1489 Gun Bulbs, 65c Ea. Per 100\$50.00	Rubber Plunger Tips, Small Hole. Per 100\$ 3.50
Silver Sleeves (25). Pkg... 2.75	Bally Solenoid Plunger With Fibre Plate. Ea.75
Silver Sleeves, Extra Large (20). Pkg. 3.00	Extra Large Spring Kit for All Pin Games, Over 300 Springs 2.75
7½ Amp. Glass Fuse. Per 100 2.25	Bell Timers. Ea. 1.50
Duo Locks, 7/8" Barrel, 65c Ea. Per 100 60.00	ABT 5c Brass Slides. Ea. .. 1.00
Illinois Locks, 7/8" Barrel. Ea.50	150 Ohm Payout Resistors. Ea.38
Illinois Locks 7/8" Barrel. Ea.50	Live Rebound Rubber, Beveled Edge, 36c Doz. Per 100 2.50
Mills Jackpot Glasses\$1.50	Mills Idler Gears. Ea.\$1.50
Mills Reel Glasses. Ea..... .50	Main Clock Gears. Ea. 2.50
Mills Escalator Glasses. Ea.. 1.00	
Dumbell Pins. Doz. \$ 3.00	
Wurlitzer Main Fibre Gear, Ea. \$3.00. Doz. 33.00	
Volume Control Keys. Ea...\$3.95	12" P.M. 20-Oz. Speakers. Ea. \$9.50
Tone Arm Scales. Ea. 1.50	
Rock-Ola Coin Credit Gear\$3.25	Rock-Ola Cancel Plate Spring10c Ea.
"Original" Slot Spring Kit (Over 70 Springs)\$9.75 Kit	

TUBE SPECIALS

6L6 TUBES \$.95 EA.
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"Parts and Supplies for Coin Machine Service"

HARRY MARCUS COMPANY

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CHICAGO 22, ILL.

Two Vets, Together With Florida Coin Man, Form New Firm

CHICAGO, Feb. 16.—Two returned veterans and a coinman from Florida have launched a new distributing firm known as Amusement Games, Inc., at 1335 E. 47th Street here, according to Barney Schutz, one of the G.I. partners.

Schutz said that he and his brother, Charles, have joined with Aubrey Weinzelsbaum, formerly with Miami Coin Machine Exchange, Miami, to form the new company which will distribute all types of coin-operated amusement games and vending machines.

The Schutz brothers were formerly connected with the trade here. Barney said that the firm expects to represent a number of manufacturers and will also deal in used equipment, for which the partners have set up a reconditioning shop and hired a staff of mechanics.

Service Records

Barney entered the service more than three years ago and served as a sergeant with a special services company. He saw action in Africa, Italy, France, Germany and Austria and returned to the States three months ago after spending two and one-half years overseas.

Schutz said that the coin machine trade continued active in France at the time he was there. He said that there were many amusement machines in use, both on locations as single units and in arcade arrangements. Majority of the machines, he said, were made by American manufacturers and had obviously been shipped abroad before the start of the war.

Trade in Europe is badly in need of machines to build up their establishments, Schutz said. He added that his firm hopes to engage in the export business just as soon as the markets open up sufficiently.

Charles Schutz spent over four years in the army with the air transport command. He was stationed in the Alaska-Alutian theaters and returned just a few months ago to form this partnership.

Ontario Town Eyed As Coin Device Site

TORONTO, Feb. 16.—Canadian coin machine operators this week were eying Oshawa, fourth largest manufacturing city of Ontario, as a possible source of future expansion as soon as new machines and adequate supplies of vendable merchandise are available.

Reports are that the city's retail sales increased 82 per cent in the past decade, while average earnings per citizen have jumped 22 per cent, and its population has grown 14.4 per cent.

Just northeast of Toronto, on the shore of Lake Ontario, the city sometimes is called Canada's Motor City because of the large General Motors plant there. Its industry, however, is widely diversified, ranging from lumber, wood boxes and crates, to auto parts, leather, dairy products, drugs and woolen underwear. Population is 26,800.

Building Purchased By Ponser, Kaye Co. For Factory Space

NEW YORK, Feb. 9.—Amusement Enterprises Company, headed by George Ponser and Irving Kaye, recently bought its own building in Brooklyn to house its factory and to provide warehouse space. Showrooms are located at 2 Columbus Circle, New York City.

Firm now has two games on the market, a skee-ball alley named Bank Ball and a new type of Pokerino, but it plans to introduce several others this year. Kaye said, however, he was not yet in a position to give any details on the new ones.

Ponser also owns the Pilot Trainer Sales Company, which introduced an amusement game adaptation of the Link Trainer used by the armed forces in training pilots. Game simulates the flight of an airplane. It is being built by the Albro Metal Production Corporation.

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The sensational, proven, location-tested money maker! Features the most colorful life-up backboard on any skeeball—larger playing field—steel runners to avoid ball jams—mechanical ball release—9 ft. long, 26" wide—simple mechanism—all natural wood—hard oak top—you must see it to compare!

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EMPIRE COIN MACHINE EX. 2812 W. North Avenue Chicago, Ill.	HEATH DISTRIBUTING CO. 217 Thlrd Street Macon, Georgia
AMERICAN COIN-A-MATIC MACH. CO. 1435 Fifth Avenue Pittsburgh, Pa.	ROTH NOVELTY CO. 54 Pennsylvania Avenue Wilkes-Barre, Pa.
SOUTHWEST AMUSEMENT CO. 2916 Main Street Dallas, Tex.	ATLAS VENDING CO. 410 No. Broad Street Elizabeth, N. J.
J. J. GOLUMBO & CO. 116 Newbury Street Boston, Mass.	LOUISIANA COIN MACHINE SERVICE CO. 931 Poydras Street New Orleans, La.
SILENT SALES CO. 200-206 11th Ave., So., Minneapolis 15, Minn.	JULES OLSHEIM & CO. 1100-02 Broadway Albany 4, N. Y.
MARLIN EQUIPMENT CO. 412 9th St., N. W. Washington, D. C.	CLARENCE BAGGETT 915 Northwest 21 Oklahoma City, Okla.
HY SINGER 1290 Delaware Avenue Buffalo, N. Y.	THE MARKEPP CO. 4310 Carnegie Ave. Cleveland 3, Ohio

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Pin Games

COMPLETE
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SEND IN YOUR
PUNCH or TOPS

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DIFFERENT
FREE PLAY GAMES

SEE YOUR DISTRIBUTOR OR WRITE

P & S MACHINE CO.
3017-19 SHEFFIELD AVE. CHICAGO

See Used Machine Market Firm; Exports Will Help

CHICAGO, Feb. 16.—Used machine market should be no problem to the coin machine industry this year, according to reports from distributors of all types of equipment thruout the country.

Consensus is that used juke boxes will remain a strong item, with pin games and other amusement games—which in many cases are obsolete—slated for a sharp drop.

However, expectations of a big jump in reports of coin-operated machines lead distributors to believe that this outlet will absorb used machines before they can become a complicating factor in placing new models coming off production lines.

See Jukes Holding Up

Thus, Ted Bush, of Bush Distributing Company, Minneapolis, forecast that the used machine market of the future would find jukes holding their own while pin games would be in for a decline. One big hope, he said, was the sport business.

Harry Winfield, of J. H. Winfield Company, Buffalo, declared that the used machine market will not drop, because new equipment is bound to be scarce for one or two years. After that, he predicted, much of it will be diverted to export.

Archie LaBeau, St. Paul distributor, thought the export market would so well take care of used machines that the transition period from old to new, which is ahead for the industry, will hardly be noticed. Used machines in this country—that is, fairly recent equipment—would be in demand for sometime, he predicted.

Milton Green, president of American Ending Company, of Miami and Brooklyn, indicated his confidence in the used machine market, saying that prices for such equipment will remain high.

As indicated in these and other reports, the trade is counting on the developing peacetime export business to

eliminate to a large extent the possible headaches of a large number of discarded machines hampering plans of operators, manufacturers and distributors.

Tourists Jam Florida, Coin Biz Increases

MIAMI, Feb. 16.—With Florida's mid-winter tourist rush at an all-time peak, coin machine men are enjoying phenomenal business while hotel men wring their hands over a scene of utter confusion.

Like swarms of locusts, vacationers are descending on hotels in Miami and other already overcrowded resort centers. Many of them are having a tough time finding any kind of lodgings.

Even guests with pre-arranged reservations are being turned away. Most common explanation for the situation is the inability of hotel owners to evict tenants who overstay their reserved time. But the hotel jam basically results from inadequate facilities with no new construction since before the war.

More Tourist Courts

One solution—which would open a highly favorable field for coin-operated machines—is the expected expansion of tourist courts.

Despite wartime travel conditions, 20,000 tourist courts thruout the country reported a flourishing business during the war years. With gasoline plentiful again, a tremendous growth is predicted in this form of lodging.

Florida tourist courts, as well as those operating in other resort areas now active, are taking care of much of the overflow from jammed hotels.

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If any machine is unsatisfactory notify us within 48 hours after receipt of machine and full refund will be given. No argument whatsoever.

MISCELLANEOUS MACHINES

1 Track Odds	\$450.00	Pikes Peak	\$ 17.50
1 Wurlitzer 500 Victory	595.00	New Bang Tallis Ticket	499.50
1 Sky Fighter	225.00	New Undersea Raider	399.50
Brand New Foreign Colors	90.00	5 Brand New Track Odds, J.P. Ea. . .	995.00
Brand New 1941 J.P. Dominos	499.50	1 Bally Club Bell, F.P., Only	165.00
New Super Skeeroll	350.00	2 Seeburg 8800's. Ea.	600.00
Buckley Colors, Late Style	65.00	1 Seeburg 8200, R.C. /	685.00
1 Shoot the Chute	75.00	1 780E Wurlitzer	695.00
Evans Pacers, Latest Model, Like New.	325.00	1 Hockey	185.00
Super Bells, Clean Comb.	275.00	4 Silver Moons, Ea.	100.00
Rebuilt A.B.T. 1¢ Pistols	35.00		

PIN BALLS

Cleanest F. P. Pin Balls in the U. S. A. Every one thoroughly reconditioned, rails scraped and guaranteed ready for location.

Vacation	\$ 35.00	Seven Up	\$ 59.50	Fleet	\$ 45.00
Smack the Jap	60.00	Sport Parade	59.50	Broadcast	69.50
Yank	99.50	Four Aces	129.50	Chevron	35.00
Marvel Base Ball	125.00	South Paw	74.50	Lime Light	35.00
Marines at Play	135.00	Big League	40.00	Sky Lark	139.50
Sky Rider	145.00	Ten Spot	69.50	Drum Major	35.00
Venus	99.50	Pan American	59.50	1-2-3	75.00
Hi Hat	80.00	Longaeros	375.00	Shangri La	149.50
American Beauty	115.00	'41 Derby	325.00	Laura (New Revamp)	249.50
Bally Beauty	55.00	Doughboy	39.50	Marines (New Revamp)	175.00
Keep 'Em Flying	145.00	Dude Ranch	44.50	Big Parade	135.00
Bosco	80.00	Skyline	50.00	Velvet	59.50
5-10-20	129.50	Four Roses	59.50	Victory	94.50
Topic	110.00	Fifth Inning	35.00	Spot Pool	74.50
Gun Club	75.00	All American	65.00	'41 Majors	69.50
Horoscope	69.50	Band Wagon	47.50	Eagle Squadron	99.50
Four Diamonds	69.50	Lead Off	49.50	Legionnaire	79.50
Santa Anita	95.00	Spottem	35.00	Paradise	59.50
Sea Hawk	60.00	Boom Town	35.00	'42 Home Run	99.50
Moniker	89.50				

SLOTS

4 Late Columbias, Fruit Reels, GA	\$ 69.50	3 Double Slot Safe Stands, Ea.	\$ 70.00
5¢ Brand New Mills Silv. Chrome, Reb.	275.00	1 Mills Vest Pockets (Chrome)	55.00
2 10¢ Watling Roll Top, Refinished, No Gold Award, No Vender	135.00	5¢ Gold Chrome, Rebuilt (Extra Clean)	225.00
1 5¢ Jennings 4 Star (Rebuilt Like New)	145.00	1 25¢ Mills Brown Front (Perfect)	250.00
3 Mills Vest Pockets. Ea.	50.00	1 10¢ Jennings 4 Star (Perfect)	165.00
10 Brand New Mills Vest Pockets, Ea.	79.50	1 5¢ Jennings 1 Star (Refinished)	120.00
		1 10¢ Jennings 4 Star, Fac. Recond.	210.00

We Are Now Delivering GOTTlieb's NEW "STAGE DOOR CANTEENS"
AND JENNINGS NEW SLOTS to All Georgia Operators.
ONE-HALF CERTIFIED DEPOSIT MUST ACCOMPANY ALL ORDERS.

HEATH DISTRIBUTING CO.

217 THIRD STREET Phones 2681 and 1611 MACON, GEORGIA

BLACKHAWK'S PERPETUAL PENNY CIGARETTE MACHINE

RED, WHITE AND BLUE JAR MACHINE

IMMEDIATE DELIVERY—NO FEDERAL TAX

SUPER COLOR BALL CABINET \$24.95

F. O. B. ST. LOUIS

Cabinet is filled with Colored Glass Balls. There is nothing to get out of order, nothing to adjust, no replacement expense, yet in spite of the extreme simplicity of construction, this cabinet is completely automatic and will give positive unflinching action.

Ruggedly constructed, practically indestructible, guaranteed to give positive results and your first cost is your only cost.

WE HAVE THESE MACHINES IN STOCK
READY TO SHIP
IMMEDIATE DELIVERIES

If you're looking for a machine which will give you trouble-free operation, is flashy and actually is fun to play, try this new machine.

The fastest little money-maker on the market today

EXCLUSIVE MISSOURI DISTRIBUTORS

WRITE, WIRE OR PHONE TODAY

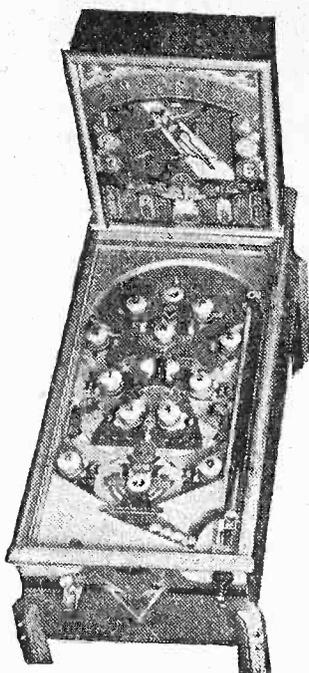
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KING-PIN EQUIPMENT COMPANY

826 MILLS STREET

KALAMAZOO, MICH.

Clubs in Erie
Use Games To
Add Services

ERIE, Pa., Feb. 16.—A total of 65 fraternal organizations, neighborhood clubs and veterans' groups in Erie are using bell machines to expand their services and finance building plans.

Erie clubs present an outstanding example of how successful the use of gaming machines as a money earner for worth-while purposes can be for private organizations.

Such long-established groups as the Elks, Moose and Central Labor Union have found that income from this source will support bowling alleys, dances with floorshows and orchestras and regular entertainment programs which before were prohibitively expensive.

More than one club building has been purchased with the proceeds, which amount to from 25 to 60 per cent of total income for many organizations.

Largely as a result of the popularity of bell machines, Erie supports a private club for every 2,000 citizens.

Plastic Society To
Hold N. Y. Display
During April 22-27

NEW YORK, Feb. 16.—Society of the Plastics Industry announced that it will hold an exhibition of the latest types of plastic materials and plastics-making machines in the Grand Central Palace, April 22 thru 27.

It is said the show will have been the first industry-wide display of plastics open to the public, at which both consumer and industrial plastic products will be exhibited. Public will be admitted the last three days.

Mail Swindlers
Now on Loose

WASHINGTON, Feb. 16.—William O'Brien, head of the mail frauds branch of the Post Office Department, warned business men as well as veterans and war workers with savings salted away to be on guard against mail swindlers.

O'Brien said his agency now is handling nearly 10 times as many fraud cases monthly as it was in the beginning of last year. Mail racketeers started speeding up their activities right after the end of the war in Europe, but after V-J Day they really got down to "business," he related.

During the war, the swindlers apparently were busy on the black market or elsewhere, he said, pointing out that the fraud cases dropped to one-sixth of their pre-war number except for a brief outbreak of activity in 1941.

Some coinmen recently have learned the truth of O'Brien's statement by mail swindlers attempting to prey on them. In most cases, coin machine distributors and operators have nipped the frauds before laying their money on the line, but in the present sellers' market, investigation is necessary in most transactions with strangers by mail, members of the trade have pointed out.

Coin Machine Sales
Co. of Houston Now
In New Headquarters

HOUSTON, Feb. 16.—One of the oldest distributing firms handling coin machine equipment in Houston, the Coin Machine Sales Company, has moved to new quarters at 3804 Travis Street.

A. H. Shannon, owner, had his business in the M & M Building for 12 consecutive years prior to moving into this new location.

Shannon owns the building which his firm now occupies, and states that after remodeling it will be distinctively different in appearance from any coin machine distributing plant of his knowledge.

BETTER BUYS
FROM BUCKLEY

JACKPOT BELLS

5c — 10c — 25c

GENUINE CHROME
COPPER CHROME
GOLD CHROME
BROWN FRONTS—BLUE FRONTS

Sold on Our
30 DAYS' MONEY-BACK GUARANTEE

WATLING 5c ROLATOPS

Rebuilt and Refinished
Look and Operate Like New, \$95.00

BUCKLEY DAILY DOUBLE
TRACK ODDS
REBUILT—LOOK AND OPERATE LIKE NEW

PACES SR. REELS (Brand New)
\$196.50

MILLS FOUR BELLS
Excellent Condition

Write for Complete List of Replacement Parts

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NOW DELIVERING
BALLY'S NEW

- UNDERSEA RAIDER
- VICTORY DERBY
Sensational 1 Ball Multiple Payout!
- VICTORY SPECIAL
1 Ball Multiple Free Play!

ORDER TODAY!

HOLD EVERYTHING
UNTIL YOU SEE

- BALLY'S NEW
 - FIVE BALL FREE PLAY
 - MULTIPLE MUSIC
- READY FOR DELIVERY SOON!

TRI-STATE SALES CO., INC.
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585 10TH AVE.

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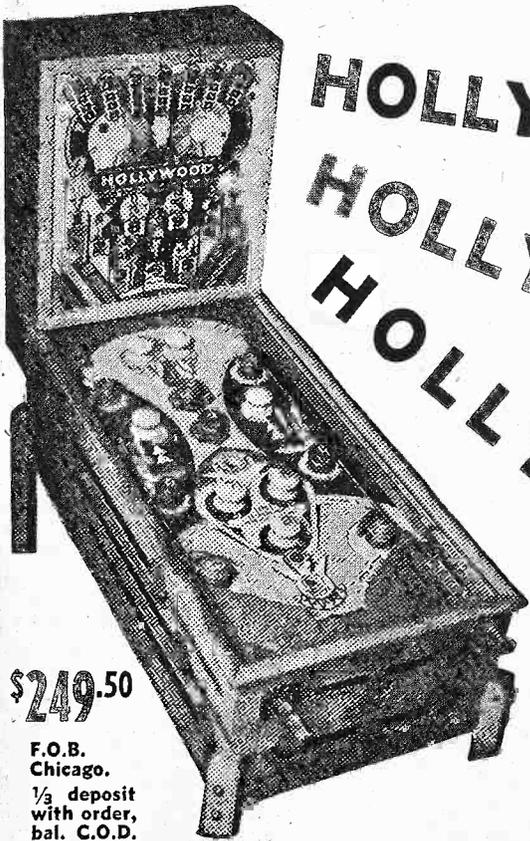
THE MOST SPECTACULAR FREE PLAY EVER BUILT!

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**SEE YOUR DISTRIBUTOR
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NOW
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**IMMEDIATE
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ORDER TODAY!**

**Every Operator
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Packed with ACTION
A Tested Money-
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LIVELY, APPEALING,
EXCITING FEATURES**

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PLENTY OF ZING!**

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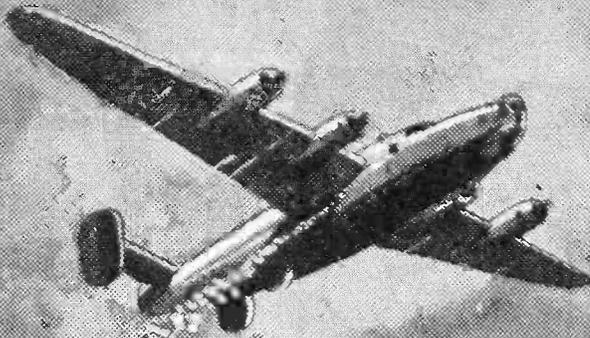
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SACRAMENTO 2691

Empire Coin

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NATIONAL IS ABOUT TO SPRING GREAT NEWS

Before long, National will offer you its latest and greatest development in cigarette and candy vending machines. Built on the knowledge that there is no substitute for quality and proved performance, it will provide everything essential to complete satisfaction

National Vendors Inc.

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MANUFACTURERS OF CIGARETTE AND CANDY VENDING MACHINES

NEW VENDERS WIDEN FIELD

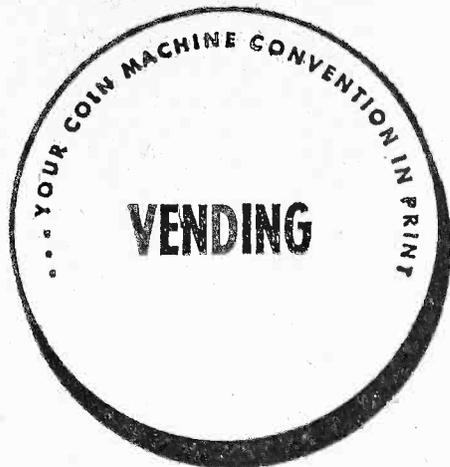
AS THE production snarls of the economic readjustment to peace un-
 tangle, a whole world of new products
 appears to be opening to the vending
 machine operator. Products being sold
 by vender, or slated to be soon, range
 from ice cream, popcorn, cookies, fruit
 juice, newspapers, ice, magazines and
 shoe shines to hot sandwiches of all
 sorts and frozen foods.

These new products, along with great
 improvements reported in venders of
 such standard products as soft drinks,
 candy, gum and nuts, promise to open
 many entirely new locations to the trade.
 Forecasting in any industry is risky, but
 now appears a certainty that the
 greatest development of vending ma-
 chine operation during the next few
 years will be thru new products. Each
 of the new venders can be expected to
 gain entry into business houses such as
 banks, offices, and stores that had hith-
 erto been virtually closed to other coin
 machines. Each has an individual cus-
 tomer appeal that cannot be matched by
 the others, and the result will be the
 acceptance of coin machines in an ever-
 increasing circle of locations.

Story of the coin machines' elevation
 from what might be called, without pun,
 a "peanut business" into a major indus-
 try is a repetition of the story of nearly
 every other machine from the automo-
 bile to the steel rolling mill. First it
 was greeted as a rather screwball novelty.
 Then, as it grew, feared as a rival and
 menace to the established way of life—
 a threat of jobs, to business. Finally it
 was accepted as an improvement of life,
 a means of making living more com-
 fortable and convenient and, at last, as
 a provider of additional jobs and busi-
 ness.

Entry of the vender into the candy
 trade is an example in point. When
 venders first began dispensing candy
 bars, retailers were alarmed that it might
 rob them of a good portion of their
 trade. Some of them saw lurid visions
 of all kinds of disaster ahead for candy
 retailers. Yet today, 15 years later, even
 with sugar rationed sharply, there are
 more retail candy stores than ever be-
 fore, candy bar sales continue to mount,
 and candy venders are doing more busi-
 ness than ever before, except in the early
 war years. The pothe about venders
 has been forgotten long since, and they

Specialty vending machines offering greater opportunities for operators entering trade; also promise opening of new type locations



now are an accepted part of American
 life, and in many factories and offices
 they are virtually a necessity.

Venders Up Business

Answer is that the vender of candy,
 like the vender of other products, tapped
 a secondary market for sweets that re-
 tailers of an earlier day didn't know
 even existed. The vender brought candy
 —and gum and nuts and soft drinks—
 to people who didn't have the time or
 the inclination to go to a regular retailer
 for them—to workers in factories far
 from regular stores, to office workers, to
 passengers hurrying between trains or
 busses or airplanes. At first candymen
 scoffed at the idea that these customers
 would make enough purchases to add up
 to a worth-while business. But the scoff-
 ing was short-lived.

It was true that this business was not
 sufficient to merit hiring a clerk to
 handle. Even in a good-sized factory,
 there is hardly enough candy buying,
 for instance, to make it profitable to
 hire a clerk to take care of it. And in a
 large factory it would take several, push-
 ing or lugging their wares about the
 plant, to meet the demand and still

show a profit. The vender offered a
 complete and satisfactory solution.

Another instance that brings the situa-
 tion into even sharper focus is that of
 the small railway or bus station. Even
 in rush periods the refreshment trade is
 not sufficient to provide a job for even
 a part-time clerk. Yet travelers in these
 stations frequently get hungry while
 waiting for their train or bus. This is
 especially true late at night when fatigue
 begins to tell. The easiest and most con-
 venient way of providing such persons
 with the snacks they want is the vending
 machine. Without the vender, there
 would have been no sale. So actually,
 an entirely new and hitherto unreach-
 able market has been tapped. Further,
 a genuine want has been satisfied. In like
 manner the venders of gum, peanuts
 and other confections on waiting plat-
 forms, in lobbies, in subways and else-
 where do not create a new market, they
 simply satisfy a want that often is quite
 as urgent as that for a full meal or a
 new pair of shoes.

As the products vendable by machine
 multiply in variety and number, the
 vender will become increasingly im-
 portant as a means of satisfying these
 needs. It was not simply for the sake
 of novelty that a candidate for the House
 of Parliament in England recently ran
 on a platform that included a plank
 calling for establishment of coin-oper-
 ated all-night eating places in his dis-
 trict. To test the validity of such a
 market, one need only recall how often
 late at night or in comparatively out-of-
 the-way places he has wanted a quick,
 hot sandwich, a glass of orange juice, a
 cup of hot coffee, a candy bar, or some
 other snack. It is surprising how often
 that occurs, and how often the want is
 left unsatisfied.

Meeting these relatively hidden wants
 will beyond doubt be one great field of
 expansion for venders. This will be
 especially true as Americans again take
 to pleasure traveling in great numbers.
 The fatigue of travel, even for pleasure,
 is a great stimulant of hunger as well

as other wants.
 Introduction of hot venders of various
 types, whether dispensing sandwiches,
 coffee, nuts or other foods, is expected
 to result in tremendous expansion in
 vending. Electronics have supplied the
 best source of compact heating units
 for venders, with the high-frequency
 radio heating coil. These units have the
 great advantage of speed, reportedly
 heating a hamburger sandwich thru-
 thoroly in 18 seconds.

An example of how important heat is
 to sales of certain products was given in
 the case of two nut venders located in
 a Chicago factory before the war. One
 vender happened to be placed near a
 radiator, and its sales thru the summer
 run along about evenly with that of the
 vender located across the plant from it
 and away from any radiators. But when
 winter came and the radiator was heated,
 sales of the first vender jumped to nearly
 three times the competing vender. The
 operator, seeking the reason, found that
 the nuts in the vender by the radiator
 always were warm.

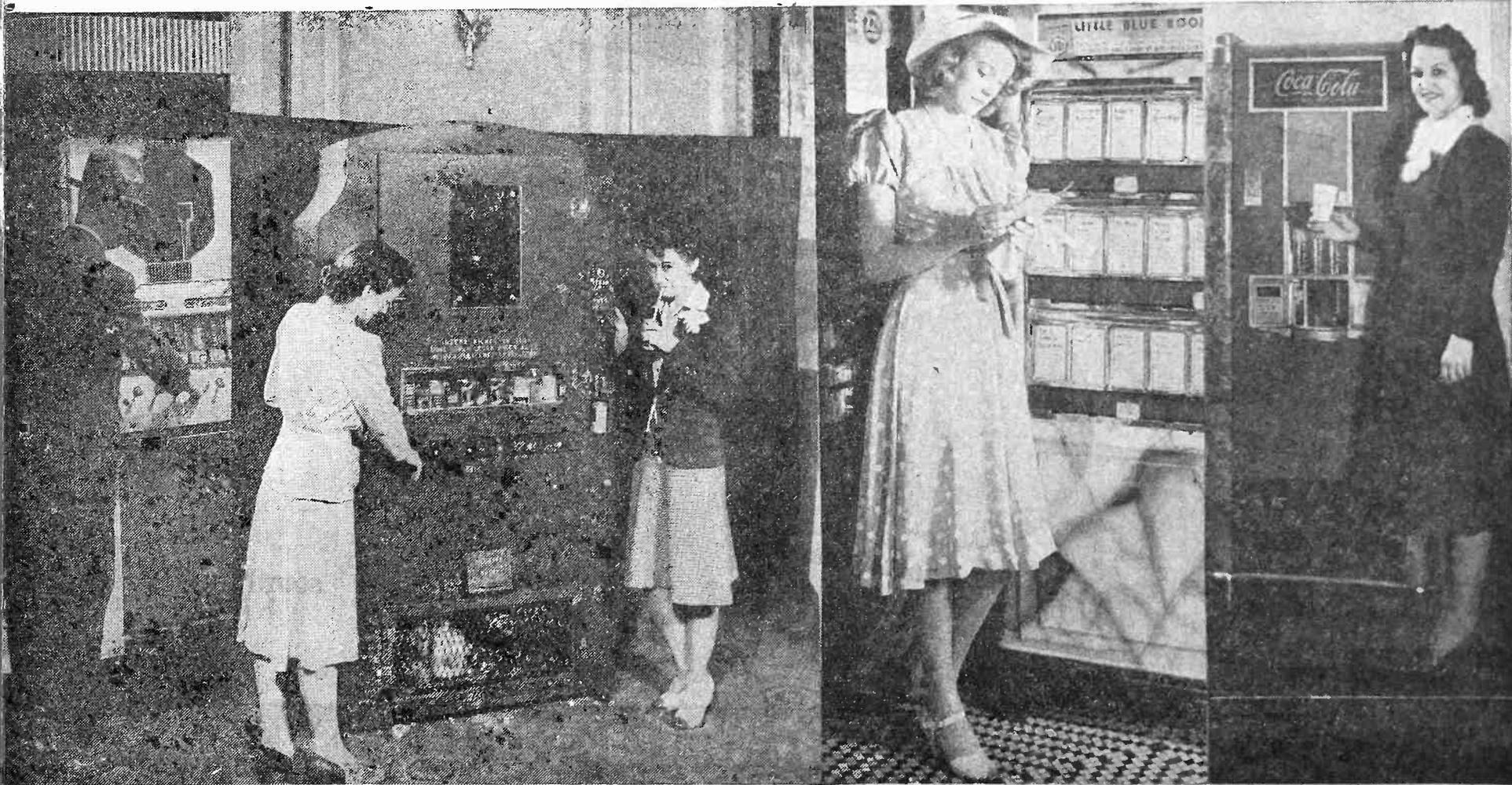
Ice Cream Year Round

Ice cream is another product that ap-
 pears to hold great promise as a develop-
 ing item for venders. Experience of the
 operators fortunate enough to have the
 few machines now on location report
 that, contrary to common belief, ice
 cream is not a seasonal item in venders.

One operator who has had machines in
 operation thruout the war said there is
 scarcely any change in sales from sum-
 mer to winter. Only slack times for ice
 cream venders are off-seasons, fall and
 spring, he reported. His only complaint
 on the machine is their small capacity
 compared with the potential trade, mak-
 ing it necessary, he said, to service some
 of them as often as twice a day to get
 maximum sales.

Coffee venders have long been a dream
 of the trade. Coffee remains the most
 popular beverage in America, and many
 small restaurants make the entire profit
 simply on their coffee and sandwich
 business. At least two companies now
 are working to perfect venders of this
 beverage, which must be sold hot. So
 far, however, no successful coffee vender
 has been reported on the market.

Industrial locations probably will be
 the richest immediate market for coin-
 operated coffee machines once they get
 on the market, but bus stations, airports,
 railway depots, office buildings and even
 (Continued on page 139)



REVOLUTIONARY NEW APPLICATIONS of coin machine principles will continue to make vending machines pacemakers for the industry. Already on the market are streamlined venders for candy, fruit juices, books and bulk Coca-Cola as shown above. Even newer are such developments scheduled for early release as the hot-dog vending machine, frozen food venders and many others.

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FUTURE BRIGHT FOR VENDING OPERATORS

Ancients Greeks had a slot for it—so will modern merchandisers now surveying present-day market possibilities and consumer demand

By Gene Barron
Coin Machine Staff

WITH the next decade or two, already tabbed as the Atomic Age, and with trips to the moon not beyond the realm of imagination now that army scientists have established radar contact with that celestial body, the use of vending machines to sell most any product under the sun is quickly becoming a certainty.

Use of vending machines of the coin-operated type dates back to 200 B. C. when the ancient Greeks used a coin-operated vender for the dispensing of beverages. Proof that these merchandisers of the long, long ago, were perhaps relatives of the modern merchandisers now vending cigarettes, candy, beverages, stamps and food is revealed in the many plans now being laid for extensive merchandising in the coming years thru the use of coin-operated vending machines. The ancient Greeks "had a slot for it," and so will the modern merchandisers now surveying the present-day market potentialities and consumers.

It is a recognized fact that the annual sale and consumption of candy bars during the past 10 years has been increased a hundredfold due to vending machines. The use of automatic equipment has made it possible to sell not only thru retail outlets as was the vogue up until 20 years ago, but it has opened thousands of sales avenues in many locations thruout the country which consider candivenders as necessary attributes to their total revenue getting agencies.

Many Innovations

During the war the total sales have dropped due to the sugar ration which has hit the candy industry hard. Many innovations, which candy manufacturers had on the planning boards for sweet products, are now being readied for bars soon to be vended once again. One particular type receiving much attention in the candy trade is the bar which will not only be "good for you" but will insure this healthful pledge by embodying vitamins in the bar itself. There is perhaps no railway depot, airport or bus terminal without candivenders on location today. Many improved models are being produced now and will soon be vending their share of "health food" as the sweet industry terms their product.

Since the advent of candivenders, hand and hand with them have advanced the varied type beverage venders which have sold virtually billions of soft drinks annually during the past 20 years. Problems which have plagued the manufacturers in the soft drink field have been much the same as those sugar headaches which troubled the candy manufacturers. But despite the sugar problem, manufacturers of beverage venders continued in 1945 the use of bulk and bottle venders to reach one of the highest years of revenue in their experience. Post-war plans for merchandising soft drinks thru coin-operated venders are now taking a large

share of the promotional time of aggressive beverage manufacturers.

Modern merchandisers, in every sense of the word, are modern "sales promoters" and already the quest for the consumer dollar has revealed plans for beverage vending machines which will vend coffee, soft drinks, fruit juices and milk. Machines already patented and produced for distributor display, and in many instances for actual operation, include coffee venders which will also vend sugar and cream according to the patrons' wish; venders which will uncap the bottle, pour the beverage and retain the bottle in the machine. The latter innovation, adapted into the device to eliminate the location headache of "empty bottles."

Ends Long Hunt

The "empty bottle" headache according to reliable soft drink sources, has done more to eliminate case sale of beverages in the past 10 years than any other problem. Manufacturers have been on the hunt for years for the vender which will vend either great quantities of beverage in bulk venders or some device which will retain the empty bottle in the machine.

Other drink vender innovations soon to appear on location which will sell millions of drinks per year include machines which will vend vitamin content fruit juice. For years, manufacturers of machines which vended fruit juices have argued with various authorities who claimed that fruit juice venders were incapable of retaining vitamins. They now have proof that they do. One firm, which some years ago produced an orange juice vender which sliced the orange just prior to vending the juice from the orange is once again planning distribution of these machines. The novelty of looking thru a vender window and watching the cutting of the orange and the squeezing of it before the juice is vended is predicted to be a sure-fire sales stimulant.

The popcorn venders which permitted customers and potential customers to view the popping of the kernels after insertion of a coin also had "headaches" which have since been eliminated, and these machines, too, are once again being planned for sale. In line with this novelty merchandising are coming venders which will electrically heat hot-dogs or other type sandwiches in as little time as 18 seconds, vend the sandwich in a toasted bun or roll, with mustard or relish garnishing.

Open New Locations

Such vending innovations will open thousands of locations which cater to a nighttime trade. Such locations in railway, bus and air terminals will be naturals for novel vending machines of this type which are not only novel but definitely practical.

It cannot be ignored that location proprietors who from the first welcomed the installation of coin-operated vending machines recognized in them a means of building traffic into their stores and locations and thus were able thru these vender services to interest customers in other products they might have for sale. It has long been recognized that novel plans of merchandising, as well as novel automatic machines, have been natural sales stimulators and sales "hawkers." The modern merchandiser, whether he be a retail location owner or a manufacturer's sales promotion and advertising agent, cannot fail to use vending machines as traffic builders.

An often repeated complaint against the use of vending machines to sell merchandise of most every type has been the complaint that vending machines eliminate manpower. Sales experts and modern merchandisers have proven and will continue to show any element of labor or management that the use of vending machines does not necessarily eliminate manpower. On the contrary, it increases the service potentialities of

Ice Cream Vender in France



VENDING MACHINES are spreading to all civilized countries and offer many different products. Ice cream is only one of a number of food items that will be conveniently purchased from vending machines in the future. Vending machines are being built to offer hot and cold food items. (Acme photo.)

manpower by allocating time and sales efforts to other jobs whereby they will have the time to do a real sales job. It is pointed out that, during the war especially, the time of sales personnel was often needlessly taken up by customers, in answering queries, and serving them. Whereas, if the location had had vending machines to serve automatically beverages, candy, gum, cigarettes, stamps and change, which more often than not are used merely as traffic builders and "services" with little profit, the sales personnel time could have been utilized to sell the profit-making items.

Change Makers

Change-making devices, will definitely be a part of modern merchandising. Many manufacturers of beverage venders, candy venders, cig venders and varied other types are adapting changers as part of the vending mechanism. Some machines already produced remit change in nickels and pennies. Several venders on the production lines now will vend their item and return change according to the number of purchases made. For instance, in the case of a beverage vender, it will be possible to choose three bottles of soft drinks, insert a quarter and get two nickels in change.

Stamp venders, too, where the sale involves amounts in odd cents are to be equipped with change mechanisms which will tend to revolutionize changers on the market before the war. Change mechanisms will be found to be definite assets to the sale of merchandise, especially in instances where the vending machines were on location in plants where employees used the equipment. In a few, machines were ordered removed from plants by the management when it was found how much time was lost by workers in seeking the proper change to make a purchase. Thru this one adaptation, it is estimated that many sales will be made and many machines placed in plants which have here-

before frowned on vending machines for this one so-called fault. Of course, there are many other locations which do not necessarily need the change-making facilities.

The sale of cigarettes, most everyone knows, reaches into millions of dollars every month of the year, and in keeping with modern merchandising cigarette manufacturers quickly grasped the one medium by which they can turn over their product with the most effective efficiency ever known to the trade.

Cig venders for many years have been naturals in taverns, restaurants and other locations where smoking is done right on the premises. With the increasing pace to be taken by modern merchandisers of tobacco, venders will be considered first by many as their principle medium of distribution. Again, the variance of locations which will be open to venders of all types, will be especially adaptable for location of cig venders.

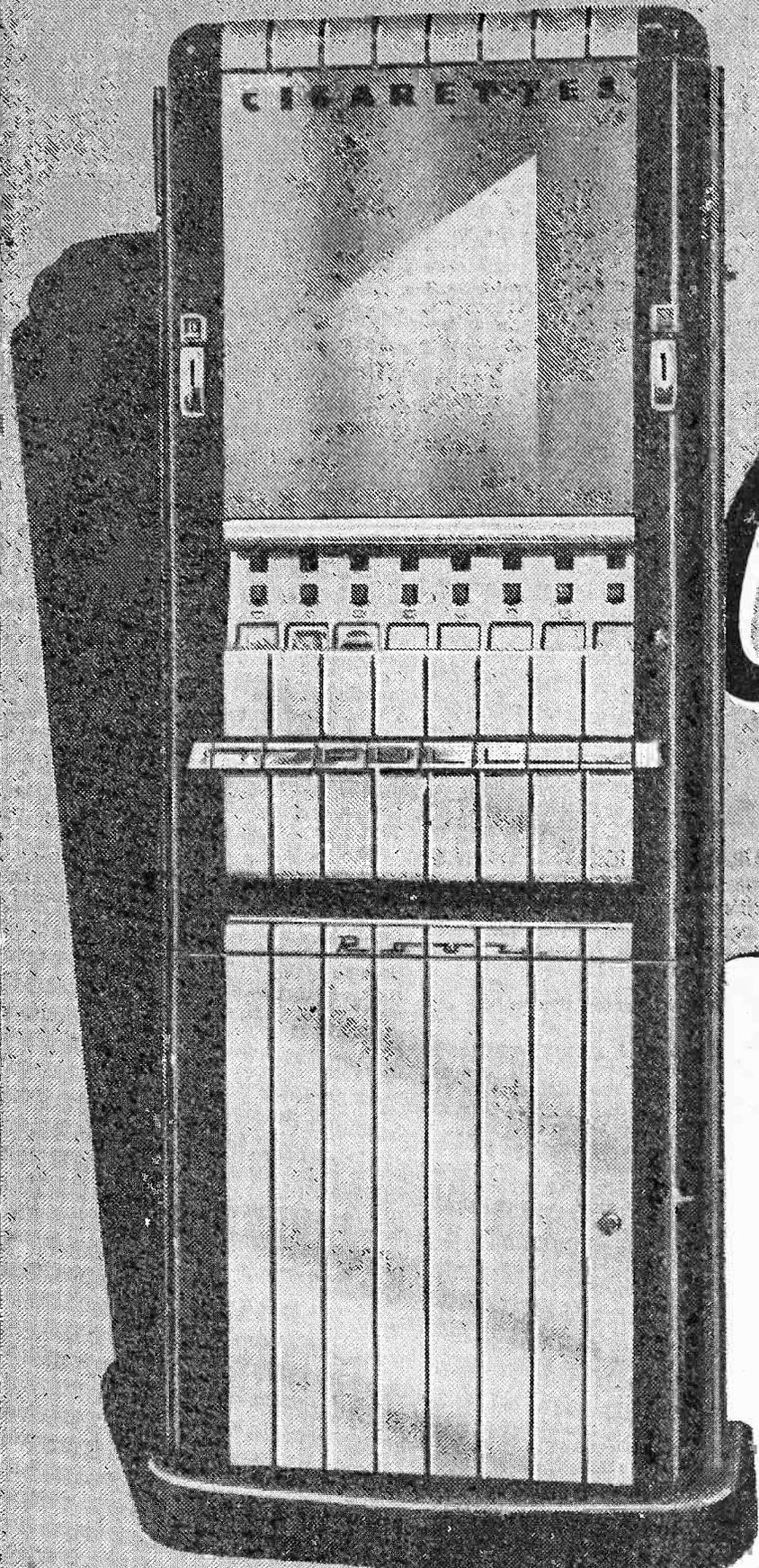
Seasonal venders which sell ice cream and cold beverages in the summer and those which will sell hot coffee and hot sandwiches during the fall and winter are to make their appearance in more and more new type locations within the next year or two. Each machine will do a modern merchandising job not possible before.

Proof of the success of vending machines since the first one appeared in the consumer picture are sure to hasten the appearance of varied other type venders which will fill every consumer need for merchandise and service.

With the tempo of business administration growing faster and faster there is bound to be a need for many of the venders now being planned which will make minute-photostatic copies of important papers and documents. There will undoubtedly be a great demand for vending machines which will make it

(Continued on page 139)





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THE ROWE Crusader

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BASIC MACHINES IN FIELD OF VENDING

Penny machines—nuts, gum and candy—still provide great opportunities for small operator in full or part-time occupation

By HAVILAND F. REVES

VENDING MACHINES are the average American's most familiar introduction to and continued form of contact with the coin machine industry — a condition that has prevailed since the turn of the century, thru the universal acceptance of that work horse of the industry, the penny vender. Only the pay telephone, which is not an operator-owned device, is more common.

Look at the figures. For the last pre-war year, when operating conditions were nearly normal in 1941, out of 4,879,500 coin machines on location, 3,329,500 of these were vending machines. And of these, 3,000,000 were the humble penny venders. Roughly two venders to every other type of coin machine in existence.

Specialty venders have attracted much of the attention in news and feature stories for years, because it "makes good copy" in the reporter's lingo when somebody sells fishhooks or ham sandwiches thru a vending machine, but the backbone of the vending industry remains still the standard venders—the familiar products, candy, nuts, gum and cigarettes.

Three Vender Classes

Penny venders themselves break down into the first three classes of machines with available figures showing 1,800,000 nut venders, 750,000 gum venders, and 450,000 candy venders on location. There has been some degree of interchangeability of product between the different penny venders, but not too much, so that the totals are an accurate picture of the actual situation.

Reasons for the prevalence of the nut venders lie partly in the convenience of a small serving of fresh nuts, serviced by operators at regular and frequent intervals—and the variety of nut tastes of the American public. The most common type of serving is, of course, the lowly peanut, whose 10-cent variety has become a true national tradition at ball games and circuses for generations. But there is a probably even greater demand, per capita, for the smaller penny sales, since this offers an even more attractive form of serving.

The nuts are fresh, shelled—there is no mess of shells to leave around, no bother of shucking them — sometimes hot, and they are salted. That last word is what makes up a large part of the difference in sales appeal. Men, women and children alike come back to the

venders again and again to get another cents worth of the luscious product. That salt taste brings them back.

And the location owner likes this repeat feature of the machines, so long as the operator keeps them properly serviced. It increases the operator's return as well as the amount going to the location owner. More important, in many types of locations, it helps the sale of beverages. In a tavern, this will mean more sales of beer, as the salted nuts build up thirst; in the soft drink parlor, corner confectionery or neighborhood grocery, it will mean another bottle of soft drink or another order at the soda fountain.

Gum Is Second

But gum and candy venders follow in order of popularity, the former outranking all types of coin machines in numbers except the nut venders, with candy venders coming third if the 250,000 nickel venders are added in.

The penny venders find opportunities for locations everywhere. There are few retail stores in the land, few factories or offices, any place where people work or gather, that there is not at least one machine. Sometimes a small battery is required to give a selection of the various types of products they sell. Not



CIGARETTE VENDERS with change-making device were offered before the war. Recent reports show strong trend toward fitting change makers in most modern venders, especially in soft-drink vending machines. (Acme photo.)

only in buildings—they are about the only kind of machine, except scales, found on the outside, bracketed onto buildings, posts or wherever a good location offers itself. Because they can be placed and moved so easily, they offer a practically universal, and at the same time flexible, market for the products they handle.

Flexibility of operating method is another factor that makes these little machines especially attractive. Sometimes they are operated by large companies, working perhaps on a State's right basis for the particular type of machine and product they are designed to sell. Some of the old-line companies, like Pulver, come to mind in this connection, and their history over several decades has shown the continued profitability of this type of operation.

But it is more significant that the machines are really the proverbial poor man's coin machine opportunity. A small route can be set up with the lowest investment in the industry. Figures indicate that the average investment per machine is only \$7.00, altho this

adds up to the substantial investment in plant of \$21,000,000 for the country's penny machine operators. It may take a substantial investment to start in the more expensive machines. Not long ago, it was estimated that a \$10,000 investment in music machines was about right for a one-man route. But only a small investment is required for either a full or part-time route in the vending business.

One Appeal

That is one reason these machines appeal so strongly to the new operator, starting in on a part-time business, running a few machines near his home. He can put in enough cash to justify spare-time employment, and then put his time on servicing the route. Thousands of men have started this way, and some have gone on to become full-time operators; others have stayed with the part-time operation if they did not want to take on the burden of expansion, others have dropped out—chiefly because they did not give the consistently



INSURANCE TICKET VENDING machines were tested in Chicago and other cities before war. New developments promise bigger fields for such machines. (Acme photo.)

high standard of service the public expects.

Volume of sales in penny venders is high—\$78,000,000 per year, back in 1941, or over three times the investment per machine. But the net profits are not high enough to entice the get-rich-quick artists. Vending machines may well seem an alluring opportunity to thousands of returned G.I.'s who are looking for a business of their own, but it should be pointed out that the returns are not too high in this penny business, despite the small investment, after the operator's time is figured out, at prevailing wage scales. The opportunity is there for the man who wants his own business, in contact with the public, and who is willing to work for a fair living, but it is no life of easy money.

Venders of this type will serve, however, as a good foundation for the man who is going on to expand into other types of service for his location, such as other types of coin-operated machines.

The quarter million nickel venders in the candy field have gone thru real war service, serving many types of substitute products, such as packaged cookies, when the bars they were designed for were unavailable. They are gradually returning to normal operation, and will resume their normal importance as volume sales media. Their annual sales volume was \$12,500,000.

The five-cent venders have generally been a more expensive kind of machine, averaging \$35 a piece in cost. Average annual sales were about one and one-half times the original investment. These figures appear low by comparison with other types of basic venders, but are offset by the fact that the average profit per unit of sale is higher. It takes less physical work to service the nickel vendor, per dollar of sales volume, than the penny candy vendor, as a checkup of the number of sales per dollar and the physical problems of handling the merchandise involved is made. It is this factor that makes the nickel vendor decidedly a good investment for the operator looking for a little different type of operation, often in combination with his regular penny vendor route on selected locations.

The nickel venders are, as wartime experience showed, more adaptable to changed merchandise conditions, and can be adjusted to the needs of the individual location readily.

Cigarette venders, the fourth basic



CHANGE MAKING mechanisms are an important new device in the trade. They are being built in the machines as well as being offered as entirely separate machines. The above device is the widely publicized Vendo change maker.

type of venders, are fewer in number, but bulk heavy in sales totals. There were 126,500 of these machines on location, dispensing 657,800 packs per year. At 15 cents per pack, that would come to over \$98,000,000, but it must be recognized that lower prices were in common use by various devices in the most populous states, and the average should be dropped a few cents, so that total volume might be around \$75,000,000. With a total investment in equipment of \$1,139,500, or around \$10.00 per machine, this branch of the industry has an annual turnover of something like 70 times its plant investment.

The cigarette picture is not quite so rosy, however, because of rigid restrictions on the sale of cigarettes, and because of the extremely low margin of profit in this field, so that cigarette operators must depend upon a high volume to make up for low per cent of earnings. The machines, as the war period showed, may be speedily cleaned out of stock, and require frequent servicing, so that the operating cost is very high in relation to profit per unit of sale.

All types of basic venders offer different opportunities for the established or new operator to build his business. Each type has its own special operating problems, some depending on establishing a large turnover, others on a wider spread of the route to establish a sizable business. In every case, the actual investment required is relatively small, offering a splendid opening to the small operator.

Public Dependence

The American public has learned to depend upon the vending machine for these special types of products. Who today asks the storekeeper for a penny's worth of candy or gum? The same condition is returning again in the case of candy bars and cigarettes, tho here a proposition of over-the-counter sales has always prevailed, and was enforced by wartime shortages. Most retailers prefer to deal out such products thru the machines, rather than thru direct person-to-person sales, since it reduces the stock they must carry on their own account, and makes it unnecessary for the busy clerks to wait upon customers for such small sales.

Because vending machines in these basic fields are strictly in line with the dominant thought of progressive business leaders today—reducing the costs of distributing, they are certain to take over an increasing proportion of the total sales volume of their products.



FROSTED FOODS promise to sell an ever-increasing quantity in packages. Tests have been made to prove value of vending machines to sell foods.



FUTURE BRIGHT FOR VENDING OPERATORS

(Continued from page 136)

ossible for persons to buy term-insurance when going on a trip. This latter-type device—which was in use before the war in some parts of the United States—will make it possible for thousands of air-travelers to insert a coin into a device which will vend an insurance policy to cover them for the duration of their airtravel. Tourists who have been curtailed from traveling thru the war because of the lack of new vehicles tires and gas as well as travel restrictions in some parts of the United States, will this year be taking to the road and what better protection or service could they get from a vending machine than a term-life or accident insurance policy. Tourists will travel by car, rail, boat and auto by the thousands every day of the year and the modern merchandiser of insurance will find in these insurance venders the prospect for millions of dollars in insurance sales.

Food Vending

Untouched beyond the surface, are the potentialities of selling and merchandising food in coin-operated vending machines. Yes, venders have sold millions of dollars in food merchandise—the beverage, candy, peanuts and gum fields, but these branches of the food industry are likely to be just a small percentage of the volume of coming years when super-marts and small stall grocers' stores take advantage of the automatic food venders which will vend varied grocery packs at the insertion of a coin and the touch of a button. Frozen foods, following the successful history of vending ice cream, will be

an important part of that history as the modern merchandisers go to work. Many of the large grocery chains are working on plans to adopt automatic vending as a part of their streamlined merchandising methods. In the future, not too far distant, is seen the possibility that the housewife or friend-hubby will be able to purchase frozen foods after store hours from coin-operated venders installed in the face of store fronts. Other necessity food products such as cold meats, bread, milk and cheese will be other products available to the housewife or midnight-snackshopper after store hours.

Many Now Installed

Many grocery super-mart chains have installed self-service and of these many are innovating automatic vending services for frozen food products which is the next step toward coin-operation of such vending devices.

Thus, the conclusion is drawn and based on years of experience in the merchandising fields as well as the coin machine industry itself, that modern merchandisers to meet consumer demands for products and services will grasp the facility of coin-operated vending equipment.

Modern merchandising, in other words, cannot be termed modern without the utilization of devices and equipment which will facilitate the reaching of sales quotas and the completion of sales promotional campaigns. The bandwagon has begun to roll and modern merchandisers almost without exception are riding along to higher and higher sales peaks.

NEW VENDERS WIDEN FIELD

(Continued from page 133)

Department stores should also offer lucrative spots for these machines. Coupled with sandwich venders, they should be natural for any locations where people work. The coffee "break" was established during the war in virtually every factory and office across the nation. But especially in small plants that are more or less remote from lunchrooms and coffee shops, it often is difficult for workers to get out for a snack in the 10 or 15 minutes usually allotted.

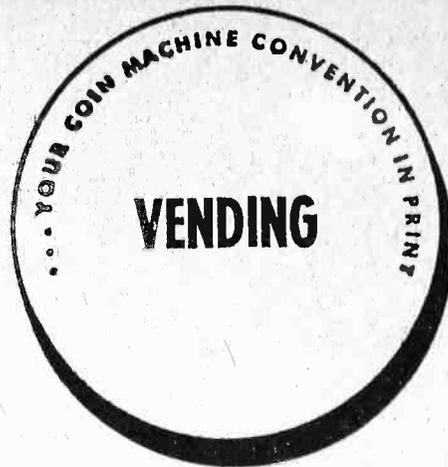
Fruit Juice Venders

Fruit juice venders, which now are reported to have the potent backing of the Florida Citrus Fruit Growers' Exchange, should also work out extremely well in these locations, but operators of them may find that such spots as banks, department store lounges for employees, and bus, rail and air terminals are among their most profitable locations. Another spot that may prove lucrative for juice venders are beauty salons, which have recently proven excellent locations for soft drink venders. As many of the women at these salons are watching their diets, venders of citrus fruit juice should supply them just the item

they want and one that is included in most slenderizing diets.

The popcorn vender, if it stages its expected post-war comeback, should go on to greater expansion than it ever saw in the pre-war years. It is reported that most of the bugs which hampered the machine prior to the war have been eliminated. Here, too, it may be that later on electronic heating units and similar recent developments will be employed.

Always one of the most popular of all between-time snacks, popcorn recently has achieved new peaks in popularity. In Des Moines, New York, Chicago and elsewhere, a number of prosperous stores have been opened in recent months that deal almost exclusively in popcorn. Flavoring with carmel and cheese also has boosted its popular appeal greatly. Theater lobbies, grandstands and auditoriums are the most obvious and profitable locations for popcorn venders, but these frequently have such heavy business that operators on these spots employ clerks. Operators of coin popcorn venders probably will find their best locations in places of lighter volume, pos-



slightly different turn than the growth of venders for smaller items. Coin-operated ice venders already have appeared in California and the Middle West, but always as separate retailing establishments, not on "locations" in the trade sense. But like coffee, sandwich, candy and newspaper venders, they probably will also find a place around the thousands of American filling stations. Many stations now sell ice as a sideline, but coin-operated venders should greatly simplify the job which sometimes takes too great a part of servicemen's time for the profit involved.

Frosted Food Vended

Frozen food venders probably will take their place in grocery stores, but it has also been suggested that they be located in batteries, along with other food venders in apartment houses. Coin-operated quick-freeze food lockers also have been discussed as a possibility for apartment dwellers.

One large chain store in Chicago recently introduced a frosted food dispenser which greatly resembles that food dispenser of the Automat restaurants in New York. The new device has not yet been adapted for coin operation, but it seems to hold great possibilities for development as an aid to the one-man grocery.

Most promising of all coin machines for operation as an independent business unit probably is the new automatic washing machine. Many such units now are being installed thru the Middle West and several already are in operation in the East. Most successful are said to be in New York and Boston, where great numbers of apartment dwellers have no access to laundry rooms.

Development of coin laundries was greatly advanced by the shortage of laundry help during the war, but backers declare that future development will be even greater. They point out that the speed with which the machines can do a large wash makes their expansion certain.

Thus it would appear that two general trends may be expected in growth of the vending machine trade. One is toward placement of machines vending smaller items on a much greater number of locations, while in another direction the new machines are providing the nucleus for a growth of small independent retailing establishments.

sibly hotel lobbies, office buildings, or at golf courses or tennis courts.

Newspaper and magazine venders also have shown great promise of future development since V-J Day with two concerns, one in New York and the other in California, reporting machines ready. Venders of periodicals, especially daily papers, should offer a great opportunity for opening of suburban locations and smaller railway stations and hundreds of other locations. These would also seem to have possibilities for use in rural areas where a large potential readership for papers exists that has never been developed. Farm people have largely been neglected as a source of newspaper readers because of the difficulties of individual delivery. Papers coming by mail usually are so stale as to hardly be dailies. Central location of venders might solve this problem for farm families, who frequently are as eager for the daily papers as their city cousins.

Another product, which has begun appearing in vending machines since the war, is cookies. Now one of the large biscuit, cake and cracker makers has ventured into the field, with a New York company making a special vender for its products. Reports are that the cookies have taken well in Eastern try-outs on all types of locations. One large vending company recently reported that in five years, 1941-'45, it had sold more than 125,000,000 packages of cookies and raisins thru its venders.

Development of ice venders and frozen food dispensers is expected to take a

VICTOR'S FAMOUS MODEL V

THE CHOICE OF THOUSANDS OF SUCCESSFUL OPERATORS



MODEL V GLOBE TYPE

During the long, hard years of emergency Model V earned new laurels for stability and the ease of adjusting for any available confections. Post-war Model V, further improved and 5 lbs. lighter, is universal and vends all kinds of bulk merchandise, including Ball-Gum. NO ADDITIONAL PARTS NECESSARY! Model V De Luxe Cabinet Type is built of steel and has transparent plastic front, making it strong and UNBREAKABLE CAPACITY: 25% more merchandise than globe type. Model V Globe Type Capacity: 5 to 6 lbs. of bulk merchandise or 1,000 to 1,200 balls of gum. Vends 1/2", 5/8" and 3/4" ball-gum.

Model V Deluxe Cabinet Type.	
Ea.	\$12.50
Model V Globe Type. Ea.	10.50
Model V Wall Bracket. Ea.65
Combination 1c & 5c Coin Counter. Ea.	1.25

Terms: 1/2 Cash with Order, Bal. C. O. D., or send full amount and save C. O. D. cost. All prices F. O. B. Chicago

Send for free circular illustrating New Victor DeLuxe Cabinet Type.

ASCO VENDING MACHINE EXCHANGE

55-57-59 Branford Street Newark 5, N. J.
Bigelow 3-7744-5

"Put Them Together for Increased Profits"

NEW MODERN DESIGN POST-WAR VENDING MACHINES

AND Pan's

HARD SHELL CANDIES

BE SURE YOU ARE ON OUR MAILING LIST—SEND US YOUR LETTERHEAD OR POSTCARD

PAN CONFECTIONS

311 W. SUPERIOR ST.
CHICAGO 10, ILL.



MAKE WAY FOR THE

U-NEED-A "MONARCH"

CIGARETTE MERCHANDISER

Time, Patience and Skill combined to make the U-NEED-A "MONARCH". And its breath-taking design . . . mechanical simplicity and startling capacity combine to make it the finest profit-producing cigarette merchandiser ever manufactured.

6 Columns	380 Packs
8 Columns	510 Packs
10 Columns	640 Packs

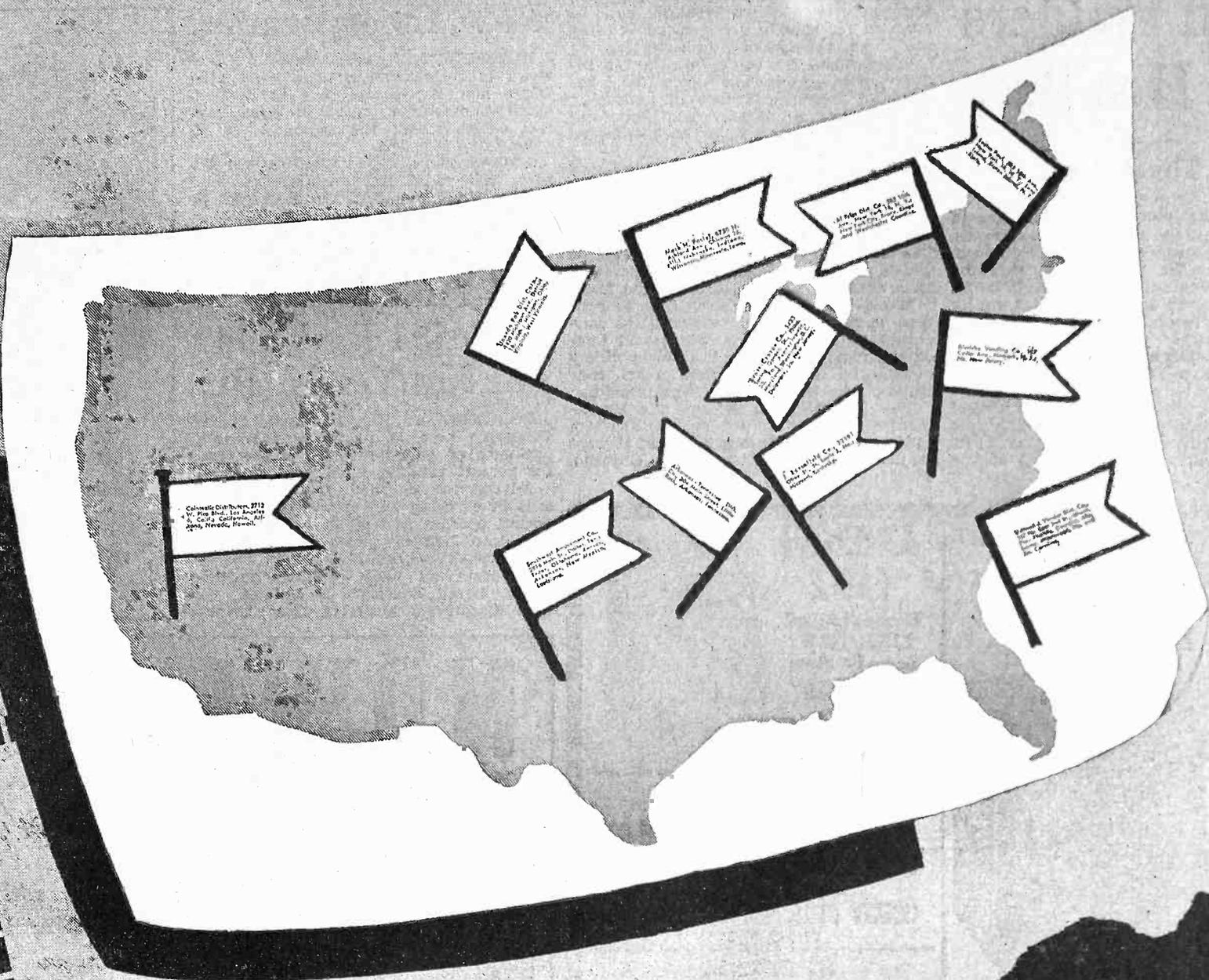
U-NEED-A VENDORS, INC.

OFFICES: 2715 SUMMIT AVENUE, UNION CITY, N. J.

OWNERS OF THE ORIGINAL U-NEED-A-PAK
TOOLS, DIES AND PATENTS

PLANT: 225 NORTH AVENUE, GARWOOD, N. J.

THE U-NEED-A "MONARCH" WAS DESIGNED BY NORMAN BEL GEDDES



HERE'S THE COMPLETE U-NEED-A ORGANIZATION



William J. Moore



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U-NEED-A VENDORS, INC.

OWNERS OF THE ORIGINAL U-NEED-A-PAK TOOLS, DIES AND PATENTS
 OFFICES: 2715 SUMMIT AVENUE, UNION CITY, N. J. • PLANT: 225 NORTH AVENUE, GARWOOD, N. J.

Coin Frozen Food Venders Get Headline

N. Y. Times Has Story

NEW YORK, Feb. 16.—Possibilities of coin machine vending of frozen foods, frequently discussed in *The Billboard*, came in for wide attention outside the trade this week as *The New York Times* carried a report indicating that major refrigeration companies now are working on the problem.

The story, printed under the heading "Coin Machine Sales of Frozen Foods Seen," follows:

"CHICAGO, Feb. 8. — Coin-operated vending machines designed for the sale of frozen fruits, vegetables and meat were predicted today by officials of the

Refrigeration Equipment Manufacturers' Association, following disclosure of new developments in mechanically refrigerated machines.

"Other packaged foods requiring low temperatures for preservation can be adapted for sale in refrigerated vending machines, the association reported.

"Spokesmen for the coin machine industry pointed out that frozen foods, because of their uniformity of packaging and keeping qualities, make an ideal product for sale thru coin-operated vending machines.

"Previous experiments with the sale of fresh foods thru the machines have proved unsuccessful because of the difficulty in establishing uniformity in price and quality, REMA officials explained. The danger of spoilage was another factor which prevented coin machine operators from entering the food distribution field.

"Foods requiring refrigeration to prevent spoilage can be vended thru machines as easily as ice cream and beverages, two items which have been widely distributed in refrigerated coin machines," the refrigeration experts said.

The Refrigeration Equipment Manufacturers' Association has headquarters at Pittsburgh, and no officials of it were available for comment here or in Chicago.

A&M Sales Company Of Arkansas Applies For Incorporation

BLYTHERVILLE, Ark., Feb. 16.—Articles of incorporation have been filed for a new Blytheville firm to deal in vending machines, farm products and real estate under the name, A. & M. Sales Company, Inc.

Authorized capital is listed as \$20,000, with \$900 paid in. Incorporators are Marjorie M. Gunn, J. L. Gunn and W. R. Bishop, all of Blytheville.

Jesse Taylor, also of this city, is named a resident agent for the concern.

Nut Firm Adds New Special Packaging For Nut Vender Ops

LOS ANGELES, Feb. 16.—Reliable Nut Company here is plugging five-pound packages of salted nuts as convenience for peanut vending machine operators.

Advantages claimed include greater ease in carrying one or two of the five-pound caddies instead of a large 25 or 30-pound box or paper bag. Caddies have wax-liners, eliminating oil absorption occurring with ordinary unlined bags. Small boxes, it is claimed, will also discourage kibitzers from helping

themselves when op is servicing machines.

The same firm offers charms to be used as premiums with Spanish peanuts.



ATLAS ACE

'WEATHERPROOF'

All Aluminum—Weight, 9 Pounds.

Vends all kinds of Bulk Merchandise — Candies, Nuts and Ball Gum.

No Additional Parts Required.

Capacity—5 to 6 pounds Bulk Merchandise or 1,000 to 1,200 Balls Gum.

\$12.50

F. O. B. CLEVELAND

Vends 1/2", 5/8", 3/4" Ball Gum.

1/2 Deposit—Balance C. O. D.

THE ATLAS MFG. & SALES CO.

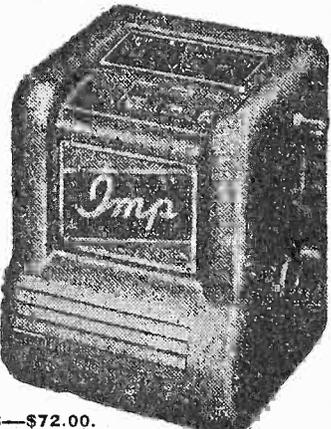
12220 Triskett Road Cleveland 11, Ohio

START A PROFITABLE ROUTE WITH THE WORLD'S SMALLEST 3-REEL MACHINE BRAND NEW IMPS

CIGARETTE OR FRUIT REELS

1c OR 5c

SAMPLE \$13.50



Carton of 6—\$72.00. 5 or More Cartons. Each Carton—\$69.50.

BRAND NEW MILLS VEST POCKET Blue and Silver \$74.50

Used Mills' Vest Pockets



Blue and Gold, \$54.50
Green, \$44.50

RUSH YOUR ORDER TODAY!

USED COUNTER GAMES

- Marvels, Cigarette Reels only, 1¢ or 5¢ Slots. Ea. \$19.50
- Kicker & Catcher. Ea. 29.50
- Steepchase New. Ea. 19.50
- Lots of 5. Ea. 17.50
- Yankoo, Klux, Wings, Pok-o-Reels (Divider Models). Ea. 12.50
- Sparks with Gold Award, like new. Ea. 29.50
- A.B.T. Guns, Model F, blue cabinet and challengers, late model, thoroughly reconditioned, like new. Ea. 35.00
- Stands for these Machines. Ea. . . . 4.00
- Victor View-o-Scopes, thoroughly reconditioned. Ea. 25.00
- Mercury, 1¢ Cigarette Reels only, special. Ea. 17.50

PIN GAMES—USED

- | | |
|--|----------------------|
| Each | Each |
| Seven Up . . \$69.50 | Invasion . . \$99.50 |
| Attention . . 49.50 | Alert 75.00 |
| Broadcast . . 55.00 | Towers . . . 74.50 |
| Flicker . . . 49.50 | Air Force . . 79.50 |
| 3 Score . . . 45.00 | Click 74.50 |
| Big Time . . 40.00 | Ten Spot . . 59.50 |
| Target Skill. 40.00 | Gold Star . . 45.00 |
| World Series (Converted from 7 Up) \$60.00 | |

DEPOSIT REQUIRED WITH ALL ORDERS

AMERICAN EAGLE

Reconditioned LIKE NEW. 1c or 5c Slots Sport Symbols and Fruit Symbols

\$24.50 Each

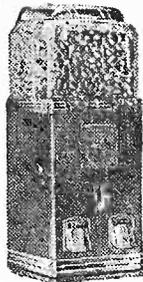


LIBERTY BELL

1¢ or 5¢ Sport Symbols, same payoff as Fruit Reels, token or quarter payout. Fill the tube with quarters and it will dispense quarters instead of tokens. \$24.50 Ea.

ALSO BRAND NEW LIBERTY BELLS. Each \$39.50 FRUIT REELS

SPECIAL!



NORTHWESTERN DE LUXE 1 AND 5c PEANUT VENDOR Like New \$16.95 Ea.

25 or More, \$15.95 ea.

MUSIC

All in perfect working condition
Wurlitzer 12 \$149.50
Rock-Ola 12 149.50
Symphonola—Marble Glow 169.50

CIGARETTE MACHINES

Look like new and work to perfection
U-Need-a-Pak, 9-12 Cols. Ea. . . . \$59.50
DuGrenier 7 Col. Model VD, Double Shift. Ea. 72.50
DuGrenier 11 Col. Split Champion. Ea. 95.00
DuGrenier 7 Col. Model V. Ea. . . . 69.50
Stewart & McGuire 7 Col. Model S. Ea. 49.50

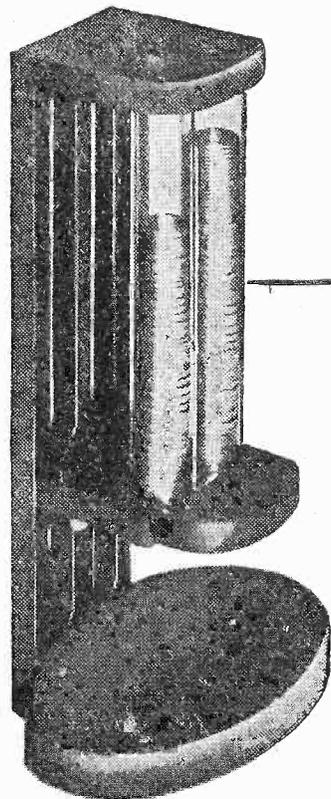
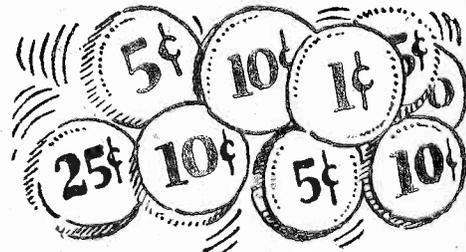
CONSOLES

All in Perfect Condition
Jennings Bobtail and Totalizers. Ea. \$99.50
Jumbo Parade. Ea. 99.50
Royal Flush, Cash Payout. 69.50
Pages Reels, Ralling or Without. . . 69.50
Hi-Hands. Ea. 169.50

USED MACHINES

Eat-Em-Hot Peanut Machine, 5¢ Slot. Ea. \$25.00
Duplex, all-aluminum base. Ea. . . . 12.50
U-Chu Ball Gum Machines, chrome base. Ea. 6.50
Columbus Tri-Mor, 3 Globe Floor Model Machine. Ea. 25.00
Columbus Bi-Mor, 2 Globe Floor Model Peanut Machine. Ea. . . . 22.50
Northwestern Tri-Selector Peanut Machine, with three compartments. Ea. 22.50
DuGrenier Candy Man, 5¢ slot, capacity 72 bars, with base. Ea. . . . 45.00
Without base. Ea. 39.50
Shipman 2 Col. Stamp Machine: New. Ea. 29.50
Used. Ea. 25.00
Shipman 3 Col. Stamp Machine, New. Ea. 39.50

NOW!



\$17.50

Patent Pending

Jobbers or Distributors, Write.

\$5 Deposit With Order

Accurate change with twin trigger action delivers 5 or 10 coins with a flick of the fingers.

OPERATORS CLUBS · STORES RESTAURANTS CONCESSIONS

A coin vander of simplicity that makes an attractive addition to your back bar, change counter or show case.

Made of durable aluminum, heavy non-marring or slipping base, twin tulox non-breakable coin tubes, Mahogany Krinkle finish.

VEND O MATIC SALES CO.

ELLICOTT SQ. BUFFALO 3, N. Y.

"BEST NEWS SINCE V-J DAY"

MASTER NO. 77 PENNY-NICKEL VENDERS

READY FOR DELIVERY

THE GREATEST MERCHANDISE VENDER EVER BUILT \$15.63 IN LOTS OF FIVE OR MORE

Orders Filled in Rotation

YOU WILL NEVER BE HAPPY UNTIL YOU OPERATE MASTERS

1/3 Deposit, Balance C. O. D.

TRI-STATE VENDING CO.

561 10TH AVENUE

NEW YORK 18, N. Y.

RAKE COIN MACHINE EXCHANGE

2014 MARKET STREET

PHILADELPHIA 3, PA.

OPA Official Foresees 15% Sugar Boost

For Soft-Drink Makers

LOUISVILLE, Feb. 16.—Walter Kallbrier, OPA District Director of Foods, told Kentucky soft-drink bottlers that they are due for "a probable 10 to 15 per cent increase" in sugar allotments beginning April 1.

Kallbrier made his disclosure, first word from an OPA official on the much-rumored increase, at a meeting of the Kentucky State Bottlers' Association in the Brown Hotel. It was greeted with applause from the assembled bottlers.

He said that while there was no possibility of sugar imports from the Philippines being resumed during 1946, it was indicated that sugar from Cuba and Puerto Rico will be "up by 20 to 25 per cent."

Other problems discussed at the session included those of the veteran entering the bottling business, by a panel including Edward Wagner, of Cincinnati, and Loring F. Overman, assistant to the secretary of the American Bottlers of Carbonated Beverages.

Vincent W. Herold of Newport was elected president of the association. Jabe Taylor, of Greensburg; J. K. Hatmaker, of Pikeville, and R. E. Sanford, of Fulton, were named vice presidents, and Martin F. Schmidt of Louisville, secretary-treasurer.

No Let-Up in Bottler Ills

MILWAUKEE, Feb. 16.—Machinery, trucks and tin for bottle caps are chief bottlenecks troubling the soft drink bottling industry.

Giving small hope for early relief, E. Robert Anderson, member of the board of directors, American Bottlers of Carbonated Beverages, pointed to these headaches in a speech before the recent annual meeting of Wisconsin bottlers.

Anderson told bottlers that even after government controls are lifted it will take two or three years for the industry to boost production to desired levels.

ABCB Postpones Confab to 1947

CHICAGO, Feb. 16.—John J. Riley, secretary of the American Bottlers of Carbonated Beverages, announced that the ABCB has postponed its first post-war exposition of soft-drink bottling and dispensing equipment until the fall of 1947.

Riley said the delay was made necessary by several factors in spite of the bottlers' plan to spend \$50,000,000 on plant expansion and modernization in the next few years. Among these are the current shortage of equipment and the limitation of sugar use to 50 per cent of that used in 1941, which has forced current output of soft drinks to the lowest level in years, he said.

Refrigeration Mfg's Meet in Chi March 4-7

CHICAGO, Feb. 16.—Manufacturers of refrigeration equipment, who recently were reported considering the possibility of making coin-operated frozen food venders, have scheduled a four-day convention in Chicago next month.

The group, members of the Refrigeration Manufacturers' Association, will hold its meeting jointly with the Refrigeration Equipment Wholesalers' Association. Sessions will be in the Stevens Hotel March 4 thru 7.

Plans for an exhibition of refrigeration and air-conditioning equipment at Cleveland, O., in October will be formulated at the March gathering, officials said.

The Chicago session will feature group meetings for discussion of problems of material shortages, strikes and other impediments to production and distribution. Individual conferences between manufacturers and wholesalers also are on the agenda, and a joint session of wholesalers and manufacturers is scheduled for the final day.

Wisconsin Bottlers Re-Elect Officials

MILWAUKEE, Feb. 16.—Re-election of all officers of the Wisconsin Bottlers of Carbonated Beverages wound up the association's 31st annual meeting, held recently at the Schroeder Hotel.

Officers include: Walter Ledger, Lake Geneva, president; John Plein, Oshkosh, vice-president; Marshall Hughes, Eau Claire, secretary and treasurer.

REGAL KING OF THEM ALL



To insure your future security, operate a route of our Penny Bulk Merchandisers.

WRITE FOR PARTICULARS
REGAL PRODUCTS CO.
GAYS MILLS, WISCONSIN

RADIO DEALS

NO IF'S, ANDS OR BUTS
IMMEDIATE DELIVERY

For Salesboard Operators.
Write for Descriptive Literature.
Also for New Deal Literature.

ABCO NOVELTY CO.
809 W. Madison Street Chicago 7, Illinois
Phone: Haymarket 3695

Has Fruit Wrapping Machine

CHICAGO, Feb. 16.—Step toward coin vending of fresh fruits and vegetables was seen by trade observers in the announcement of the Package Machinery Company that it has developed a new automatic machine to wrap these products.

Candy-Tobacco Salesmen To Hold Victory Dinner

NEW YORK, Feb. 16.—Local No. 22030 of the Wholesale Candy and Tobacco Salesmen's Union will hold a victory dinner and show at the Hotel Commodore Saturday evening (23), according to Irving Dworet, business manager.

FORGE AHEAD IN FORTY-SIX WITH THESE NEW NORTHWESTERN VENDORS!

DELUXE

Single Unit All Purpose Bulk Vending Machine. Capacity 6 Lbs.

\$18.95 in lots of 100 or more
\$19.50 in lots less than 100
\$19.75 in lots less than 25

MODEL 33

Peanut Vendor. Capacity 6 Lbs.

\$9.60 in lots of 100 or more
\$9.75 in lots less than 100
\$9.95 in lots less than 25

ORDER BOTH TODAY!

Here are the finest merchandisers Northwestern has ever produced—expertly constructed—steady, dependable money makers. They're tried—tested—proven—and they're brand new!

ALL ORDERS FILLED IN ROTATION RECEIVED!

SEND FOR LIST OF USED MACHINES, PARTS AND SUPPLIES!

Terms: 1/3 Deposit, Balance C. O. D.

NORTHWESTERN SALES & SERVICE COMPANY

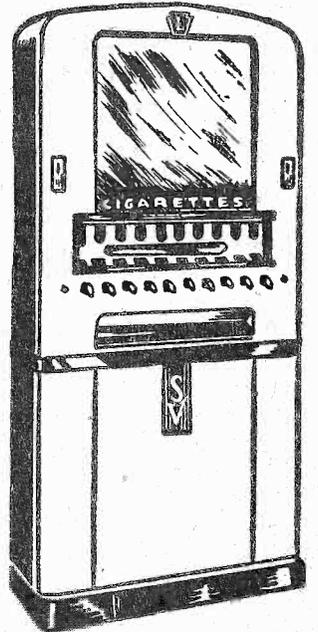
AUTHORIZED "NORTHWESTERN" DISTRIBUTOR

4105 16th AVE., BROOKLYN 4, N. Y.

PHONE: WINDSOR 8-3600

When...

you have put the best part of a lifetime in the coin machine business you have a good idea of what features to put into a perfect vending machine.



Look for them in
STANDARD

SIMPLICITY • STURDINESS • MODERN DESIGN • EASE OF REPLACEMENT • EYE APPEAL • FEWER MOVING PARTS

Coming Soon!

STANDARD VENDORS DIVISION
LEHIGH FOUNDRIES, INC.
Plant and General Offices . . . EASTON, PA.

..An organization with the facilities, the experience and the resources to do the job right. Inquiries are invited.

BALL GUM

is still scarce and will be for the coming year; better order Marbles now, the best substitute!

CAN STILL SUPPLY

Glass, Agate, Assorted Color Marbles.
Barrel of 50,000\$54.50
Keg of 21,000 23.80

NUTS-4-U PEANUTS

90 Pound Carton, Blanched\$24.30

CHARMS

Fine Selection, 15 Cr.\$13.25
Penny or Nickel Counter, 1c or 5c. Ea. 1.25
Parcel Post Paid

Full Cash With Order,
F. O. B. Factory

ROY TORR

LANSDOWNE PENNA.

New York Sun Plugs for Coin-Operated Frozen Food Venders

NEW YORK, Feb. 16.—The New York Sun in an article on February 14 gave several plugs to the coin machine industry in general and the frozen food field of the coin machine industry. The article is reprinted below:

Venders Planned for Frozen Foods

Reports to the Refrigeration Equipment Manufacturers' Association from coin machine producers disclose that new developments which may be expected before long include mechanically refrigerated machines for vending frozen fruits, vegetables and meats.

Other machines are being planned for the sale of delicatessen items such as cold meats, potato salad, prepared salads, cheese, bakery specialties and other foods, it was reported to REMA.

Vending Sales

Spokesman for the coin machine industry point out that frozen foods, because of their uniformity of packaging and keeping qualities, are adaptable for sale thru coin-operated vending machines.

Previous experiments with the sale of fresh foods thru vending machines have proved unsuccessful because of the difficult in establishing uniformity in price and quality, and size in the case

of fruits and vegetables. The danger of spoilage was another factor that prevented coin machine operators from entering the food distribution field.

Developments in mechanical refrigeration, however, have opened a new market to the coin machine operators, the industry authorities believe. With refrigerated machines, frozen fruits, vegetables and meats can be sold in standard-sized, convenient packages thru machines in theater lobbies, apartment building foyers and other places easily accessible to the public, they point out.

Other foods which require refrigeration to prevent spoilage also can be vended thru machines as easily as ice cream and beverages, two items which already are being widely distributed in refrigerated coin machines.

Tractor Maker Has Electronic Heating Device

MILWAUKEE, Feb. 16.—Allis-Chalmers Manufacturing Company of Milwaukee announced the production of an electronic heating unit which it said was capable of preparing a complete dinner in five minutes. Company said the unit, built on the dielectric principle, also is adaptable to wide use in industry.

Announcement indicated that it is similar to the electronic heating unit being used on hot sandwich venders. The latter employs high frequency radio waves to heat the sandwiches.

Company spokesmen said the Allis-Chalmers unit is designed to reduce heating time for all non-conducting materials—foods, plastics, glass, paper, rubber, wood and cloth. Materials are placed in a field of radio waves of about 2,000,000 cycles per second in frequency.

Industrial-type heater, given its first public showing at the National Metals Congress and Exposition in Cleveland recently, was said to generate two kilowatts of heating power. It was encased in all-steel cabinet 37 inches high, 30 inches wide and 25 inches deep.

Allis-Chalmers is best known as a maker of tractors and farm equipment.

Choose Shapiro To Head Sales Force At Universal Match

ST. LOUIS, Feb. 16.—Universal Match Corporation announces the appointment of Joseph Shapiro as sales personnel manager for all of its divisions, one of which is Schutter Candy Division, makers of Old Nick and Bit-O-Honey candy bars.

Shapiro, who came to Universal Match in 1936, will select all of the firm's salesmen and district managers, also conduct its sales training course.

Subsequent to Shapiro's appointment, Universal announced the addition of six new salesmen. They include William H. Seybold for the Pittsburgh area, John C. Henrich for the firm's Memphis office, Edward A. Renkel and Glenn Staples working from St. Louis, Thomas M. Zonneville and Fred G. Zander for the Buffalo office.

Venders May Get Wrigley's Gum Soon

CHICAGO, Feb. 16.—The Wrigley brand of Spearmint gum is on the threshold of appearing in vending machines thruout the country, according to a reliable source here.

The old familiar Spearmint wrapper with silver foil gum wrapper has already appeared in the hands of some gum chewers, but there is no information available as to when quantity supplies will be available. Latest reports point to late February or early March.

Company advertising continues to use the "suspense" theme.

ADVANCE VENDING MACHINES

For Vending All Types of Packaged Items



ADVANCE MODEL D. BALL GUM NOW DELIVERING

Model D Ball Gum Vendor
#11 Peanut Vendor
Duplex E Napkin Vendor
Model 21 Small Pkg. Vendor

ACCEPTING INQUIRIES ON

Acme Electric Shock Machine
Model 46B Bar Vendor
Postage Stamp Vendor

Advance's New Bulk Vendor is "just around the corner." It is worth waiting for.

NEW OPERATORS: Write us for information on establishing a route of venders.

WRITE US if you have a problem in vending any type of packaged goods.

ADVANCE MACHINE CO.

4641-47 Ravenswood CHICAGO 40



BIG PROFIT BUSINESS

of YOUR OWN!

Start a Route of

1c Match Venders

OPERATORS, SALESMEN, AGENTS, VETERANS, WAR WORKERS

Here's the answer to your post-war plans

Nothing to get out of order

Simple and easy to operate

No rents to pay

Tax free

Matches are always in demand

Build up a route or sell the machines outright to Drug Stores, Taverns, Night Clubs, Pool Halls, Tobacco Stores; in fact, any store will welcome a 1c Match Vender

BETTER HURRY! SUPPLY LIMITED!

PROFITS from Matches are Tremendous.

Sample \$6.50. All Metal Construction.

AMERICAN MERCHANDISING CO.

Dept. B-MV-2

703 Vandiver Bldg. Montgomery 4, Ala.

Automatic Canteen Declares Dividend

CHICAGO, Feb. 16.—Directors of the Automatic Canteen Company of America have declared an initial dividend of 25 cents per share on its new common stock. It is payable March 1 to stockholders of record February 18.

Stock currently is quoted by security dealers at \$28 bid and \$29.50 asked. Dividends on the old common stock in 1945, before the recent three-for-one split, amounted to \$2.25 per share.

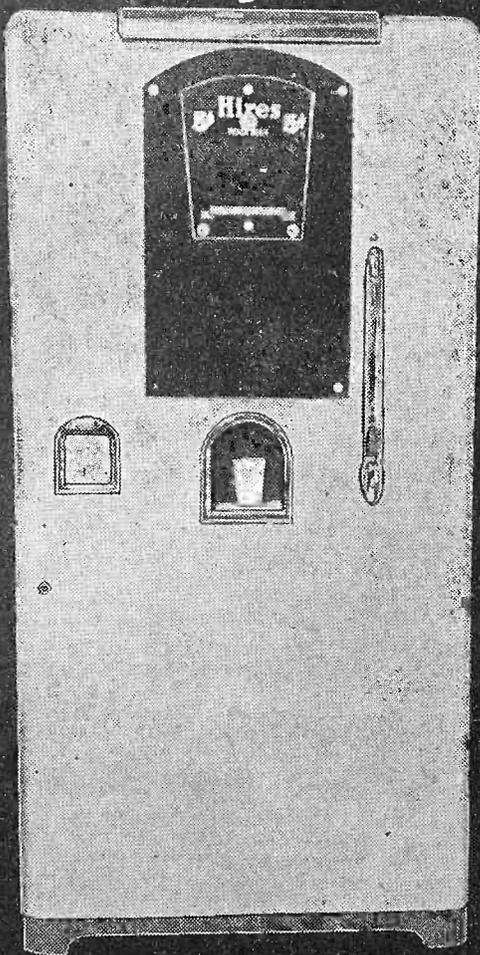
WANTED

Buy type Beverage Vendors. Must be in good condition and priced right. Send full information first letter.

FRANK'S POPCORN & VENDING CO.

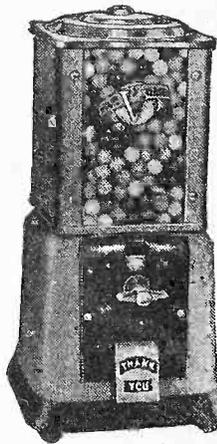
1201 S. W. 37th Oklahoma City, Okla.

Presenting



AUTOMATIC VENDORS, INC.
25 W. Court St., CINCINNATI 2, O.

MODEL "V" DELUXE



Victor's newest Model "V" Deluxe Cabinet is built of steel with an unbreakable transparent front. Capacity over 7 lbs. of bulk merchandise or 1250 to 1500 Balls of Gum. Vends 1/2", 5/8", 3/4" Ball Gum. No additional parts required. \$12.50 EACH.

CHARMS

52 Assorted Varieties. \$4.00 Per Thousand.

1c and 5c Combination Coin Counters—\$1.25 Each.

COIN PACKER

Count and wrap \$12.00 in Nickels per minute. 1c, 5c or 10c size—\$2.00 Each.

STAMP FOLDERS

For Shipman, Schermack, New York, Victory, Etc.—10M \$4.85; 25M \$11.75.

We buy Postage Machines. State type and price in first letter.

1/3 Deposit on All Orders, Balance C. O. D.

PARKWAY MACHINE CO.

3046-B Tloga Pkwy. Baltimore 15, Md.

Northwestern Vendors

De Luxe Merchandiser . \$19.75

Model "33" 9.75

Model "39" 11.35

Model 40 (4# Globe). 7.20

6# Globe, 15c Extra

33 Ball Gum (3 1/2 # Globe) 8.40

(5# Globe, 15c Extra)

All Quotations Net, F. O. B. Factory.

All orders filled in rotation received.

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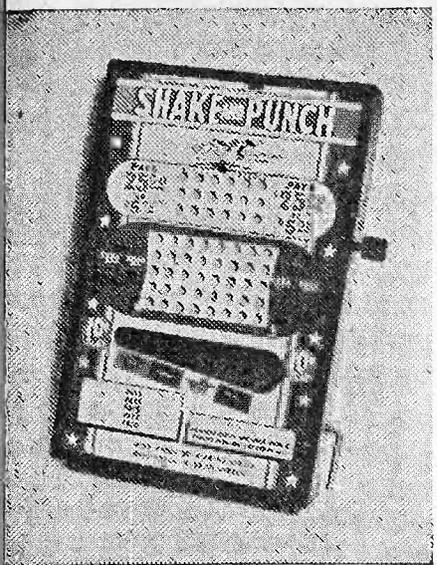
Send for List of Used Machines, Parts and Supplies.

IDEAL NOVELTY CO.

'Authorized Northwestern Distributor'

2823 Locust St. ST. LOUIS 3, MO.

Shake and Punch



The permanent race horse sales board that can be used over and over without additional cost. Shake and Punch has nine beautiful colors, which makes it very attractive and affords all the fascinating features of a race track. Pays out on win, place, show and daily double!

Average Gross Take \$57.60
Average Payout 29.00

Average Profit \$28.60

A proven winner with a fast turnover.
Try Shake and Punch at once—
Only \$6.75 Each.
Lots of 2 Only \$12.00.
Lots of 12 Only \$60.00.

IMMEDIATE DELIVERY

Terms: 1/3 Cash With Order, Balance C.O.D., or Send Full Amount and Save C.O.D. Cost.

MANUFACTURED BY

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO

Canada Facing Cig Shortage as Smoking Up 38%

TORONTO, Feb. 16.—Canada may be headed for a shortage of cigarettes if the present trend of increasing consumption and declining production continues, according to *The Financial Post*.

The Toronto financial paper said that during the first 11 months of 1945 Canadians smoked almost three billion more cigarettes than they did in the same period of 1944. It was an increase 38.3 per cent over the previous year, and a jump of 180 per cent over the average annual consumption of cigarettes in the period 1935-'39.

Cigarette smoking in the Dominion, as in the United States, has been increasing rapidly since the outbreak of war in 1939. Heavy consumption last year has reduced manufacturers' and wholesalers' stocks of cigarettes to such an extent that the 1945 crop may have to be drawn on by summer, altho ordinarily tobacco is aged from two to three years, *The Post* said.

Output Down 7%

Rounding up the whole Canadian tobacco production picture, the paper said: "Estimated total production for 1945 is 7.7 per cent lower than for 1944, even tho total planted area increased 5.9 per cent over 1944. Due to weather and other conditions, average yield per acre decreased from 1,191 pounds in 1944 to 1,039 pounds in 1945. Ontario's crop of 75,000,000 pounds of flue-cured tobacco (95 per cent of the total) represents a drop of 9.3 per cent from 1944 production, while slight increases were recorded in Quebec and British Columbia. Cigar leaf production dropped 17.6 per cent from 1944, but the pipe tobacco crop showed a good increase of 38 per cent last year."

Strikes Don't Hit Cig Vender

BUFFALO, Feb. 16.—Strikes here have put a crimp in coin machine play, but cigarette vending machines are holding their own, according to Earl Snyder, who operates 1,500 cig venders in addition to music and amusement machines.

With cigarettes now available in quantity, the outlook for venders in this area is rated as excellent by Snyder, who heads Empire Vending Company.

Cigarette vending is not nearly so much affected by current unfavorable economic conditions as other coin machines, according to Snyder. "Somehow folks smoke more or just as much when the going is tough," he commented.

Altho his main stake is in the cig vender route, Snyder has more recently branched out into the music and amusement machine field. About two years ago, during a visit to the West Coast, he acquired 500 target guns located in Los Angeles. With an eye to moving to the Coast himself, he has taken on Charles Broderick here as a partner, who may later operate the Buffalo routes.

Big Comeback Seen For Dairy Venders Thru Buffalo Area

BUFFALO, Feb. 16.—Dairy drink and ice-cream vending machines are scheduled for a big comeback in late 1946, according to Rittling, Inc., widely known operators thruout New York State and New Jersey.

Organization of three enterprising brothers who got out of college about six years ago to pioneer dairy products venders when they were new, Rittling, Inc., expects that new equipment and a more stable supply of milk will bring its business up to pre-war levels.

Current handicap is the fact that 80 per cent of the business is on industrial locations and thus affected by strikes.

Higher milk prices, with machines still selling at the same 5-cent rate, have cut profits, constitute another problem.

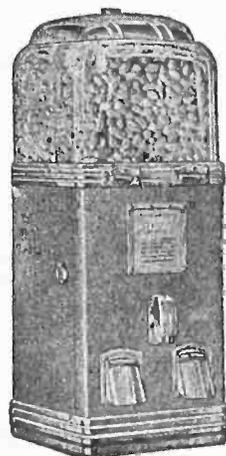
YOU BET!

There's a reason so many experienced operators —men who know the business and know machines—use nothing but

Northwestern

WORLD'S FINEST BULK VENDERS

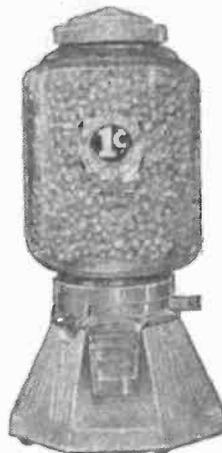
They're Built For Operating!



DELUXE MODEL 33

Expect the best from DeLuxe—because that's what you get in this outstanding machine. Dominating appearance, dependability, greater sales, plus every feature that spells success on your route.

Here is everything you could ask for in a simple, carefree peanut vender — a machine that is recognized by operators everywhere as being unbeatable for everyday operating.



MODEL 39

Operators' ideal all around, all purpose, all product bulk vender. Porcelain enamel finish inside and out. Designed by operators themselves to give you trouble-free performance at all times.



MODEL 40

When price comes first in your selection of equipment, you can't find a better machine than the Model 40. Simplicity of design makes possible many outstanding features.



33 BALL GUM

For biggest profits from ball gum, you'll want the 33 Ball Gum Vender on your route. Specifically designed to boost sales through striking appearance and foolproof performance.

And Watch For The New 1c Selective Gum Vender To Be Announced Soon!

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E. T. BARRON & COMPANY
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ADVANCE NO. 11 READY FOR DELIVERY!



PRICES:
1 to 9
Ea... \$9.63
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Ea... 8.75
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Ea... 8.13
50 to 99
Ea... 7.75
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Model V capacity: 5 to 8 lbs. of bulk merchandise or 1,000 to 1,200 balls of gum. Vends 1/2", 3/8" and 3/4" ball-gum.

Model V Standard Finish, \$10.50 Ea.
Model V Wall Bracket, 65¢ Ea.

Combination 1¢ and 5¢ Coin Counter, Plus Postage, \$1.25 Ea.

Orders Filled In Rotation

1/3 Deposit, Balance C. O. D. PIONEER VENDING SERVICE

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AND WE HAVE A
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● Without any doubt, "love" is the most used word in our business—either expressed or implied. We—music equipment manufacturers and music equipment operators—give voice to America's favorite love songs.

● But we don't want to talk about love songs particularly. We have a love-story to tell. We have said many times that we love the operators.

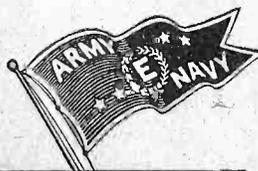
● Call our love for the operator materialistic if you will. It is. And that's the kind of love that counts—for you and for us. We love operators because they keep us in business. And we want the operators to love us in the same materialistic way.

That's why we ply them with profit opportunities—increasingly good ones. We enjoy helping them stuff their wallets. That's why every Packard Pla-Mor product is *good* when it's offered—and better and better as time goes on. That's why we keep reminding them of the new Pla-Mor phonograph—the greatest thing yet in the automatic phonograph world. And that's why the Pla-Mor Automatic Phonograph *is* the sensational, exciting instrument it is. We love the operator and we're dedicated to being steadfastly deserving of his love in return.

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MUSIC SYSTEM

PACKARD MANUFACTURING CORP.

1946 JUKE DISK SCENE OFFERS MIXED PICTURE

Steadily increasing flow of platters promised by big record manufacturers this year—more than 100 diskeries producing, with additional plant expansion space now on planning boards

By Al Schwarz

Coin Machine Staff

JUKE records probably will not be available in pre-war quantities and range of selection until late 1946.

Boiled down, fabulous production estimates must be qualified to that extent. With more than 100 diskeries in production now, plus numerous plants still in the drawing-board stage, it would still take a minor miracle to boost record output early this year to the hundred million bracket which prevailed before the war.

Interviews with executives of disk manufacturers, large and small, lead to the conclusion that most of the predicted figures for platter production are based on projected ideas and plans.

Approaching Pre-War

Actually, the big four—Columbia, Victor, Decca, Capitol—have been circumspect in giving out any production figures. It is considered a safe bet, however, that by year's end they will be approaching their pre-war levels. These included 56,000,000 for Victor; 39,000,000 for Columbia; 35,000,000 for Decca, and 20,000,000 for Capitol. The catch is that huge backlog of demand, built up thru years of wartime scarcity, may tend to warf these figures.

Production of 10,000,000 records a year by January, 1947, is the claim of Sonora executives. They have been very conservative in the past, causing distributors to give considerable credit to this prediction.

Cosmopolitan has guaranteed two bands—Hal McIntyre and Tony Pastor—production of 2,800,000 disks during the next year. Recently, plans have been announced for producing other bands also.

Smaller Concerns

Among the smaller concerns, Joe Davis has made a deal with the Starr Piano concern to turn out the Davis label with proposed output of 2,500,000 annually. Plasmatonic Record Company expects

to get its lines moving fast enough so that a 6,000,000-a-year basis by the end of 1946 will not be too high. Leif, in its first year, plans to hit 1,500,000 in 1946 and double output in 1947. Spotlight aims to reach a level of 7,200,000 a year. MGM record division boasts it will market "as many disks as the public will buy."

How successful both large and small diskeries will be in getting into really large-scale production is conditioned, as in other industries, by the developments in the country-wide problems of strikes, reconversion "bugs" and materials shortages.

Victor's Camden plant started the ball rolling to avoid labor difficulties in the record industry by signing a new contract with the United Electrical Radio and Machine Workers of America. Other waxeries have started discussions leading to new contracts. If this trend continues, the strike problems which has slowed and halted production in almost every other field will not plague the record producers.

Paper Plans

There is still the problem of setbacks for new plant facilities presented by the strikes in steel and other industries. Many record firms have new factories on paper; some have started building. Even after the big strikes are settled, there will be a lag before orders for consumers will be filled.

Production bugs are troubling the off-brand makers mostly. Biggest complaint is that off-brand disks are not being properly grooved—some don't start, others don't stop. Operators point out, however, that they are not complaining because they are grossing more from off-brands today than the regular records.

is going on with new processes and materials is being kept undercover by the manufacturers because of the tight situation and rapid copy methods of the industry. Rumors, however, have been floating around of late concerning the Victor vinylite process. It was used with great success in the V-disks, but now rejects at Victor's Camden plant are said to be reaching as high as 40 per cent because of production difficulties.

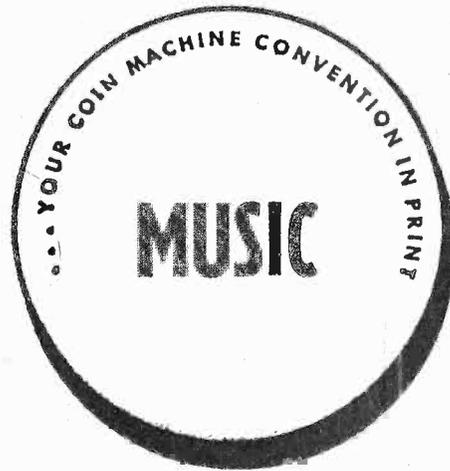
Juke operators have other questions regarding the 1946 outlook for records than merely those of production volume and new gimmicks. Complaints from operators thruout the country are being registered on the continued distributor practice of loading them down with old records.

Typical are protests from a group of operators in the East. Records they are receiving, these operators say, are at least two months old and already removed from machines along their routes.

One out of four records currently being received by small operators are already unusable at the time of arrival, they report. In other words, they are disks which would get little or no play if inserted in jukeboxes on location. Thus, some operators are being forced to buy from retail outlets in order to get fresh tunes. These and other understandable kicks from the ops are seen by the trade again as linked inevitably to the shortage and will not be ironed out until a more adequate supply is available from manufacturers.

Production is the issue, therefore, and an over-all survey of juke record prospects for this year points to a steadily increasing flow of disks but no abundance until the end of the year. Year 1947 may bring the trade an even bigger supply than in pre-war years, largely because of the many new companies which have entered the picture. A good rule for the present:

Don't plan for any sudden change in production of juke disks—if it comes—swell!



Concurrently with their struggle to get into pre-war scale production, record makers are pushing the development of many new-type gimmicks and plastics. Vogue will market very shortly, in quantity, its new four-color picture platter, an all-plastic job. Tom Saffady, president of Vogue, has backed this project heavily and is sure that it will click from the start.

Of interest to juke ops are the current tests conducted by several disk firms, among which Vogue is one, showing that plastic records will give many times the normal play of an orthodox shellac job. Juke manufacturers have been conducting their own tests of plastic disks because of their possible importance to the operator. Final results of these studies are expected to be ready for release about the first of March.

Much of the experimentation which



INCREASED DEMAND FOR juke records thruout the industry has sped the production of disks in every record manufacturing plant. Above photographs depict, left to right, (1) breaking room, where the marked and pressed recording biscuits are cut singly in preparation for the pressing room; (2) close-up of automatic press, showing operator placing completed record on record spindle. Operation of the press is performed by placing the label on the upper die and the biscuit on the lower. Push of a button automatically presses the disk; (3) in this room, final inspection is made; imperfections in tone, quality, stains and ability to stand up under continuous play are checked on an automatic playback machine. (Pictures thru courtesy of Mercury Records)

MUSIC MERCHANDISING

CHALK up another pioneering job for the popular juke box. Music in merchandising has already become a big idea in retail selling, and the juke box started the idea back in 1934.

Published truth of the new trend was furnished by *Printer's Ink* last year in a special summary of merchandise trends for its readers. It said:

"Music for shoppers in food markets will be a feature in California. Cost of piping in the music will be borne by food packers and others, with very short commercial announcements presented at intervals. These point-of-sale reminders are expected to bring business to dealers who feature the extra service of soothing music."

Business Week magazine also reported that three music firms are supplying music to big stores on the West Coast. One of these is a nationally known juke box distributor. Another firm has the very suggestive name of "Market Music Company."

Telephone Music

The use of music in the larger stores has already passed beyond the mechanical size of the juke box, most of them using what is known in the trade as telephone music. These music systems are offered by independent firms and the music is piped to the store over rented telephone circuits just as is used by the well-known Muzak System. The independent services are using a type of record turntable known to the trade as automatic coasters, or other turntable mechanisms manufactured before the war by well-known juke manufacturers. Standard disk records are being used to furnish the music and these firms are proving very adept at forming programs suited to the special needs of the store.

These independent music systems for stores may be called an evolution of the juke box. The commercial juke started on its march toward world popularity in 1934, and in two or three years the music machines had been placed in thousands of small stores and establishments all over the nation. Soon they were being sold overseas to other countries for the same use.

For a number of years the music machines were heralded as a form of popular entertainment, and little attention was paid at first to the marvelous job the machines were doing in helping the small establishments sell goods of various kinds. The machines were placed in such popular types of stores as drug-stores, restaurants, cafes, candy stores and similar small places. If merchandising experts had checked on these establishments they would quickly have recognized the importance of music in helping to sell goods, but because of the small volume sold thru these retail outlets no survey was ever made by experts in the field of merchandising. So the machines continued to be used simply as a form of diversion, but at the same time they were putting the customers in a mood to buy.

Interesting Check

No official survey on the value of music to these small establishments has ever been reported. By accident an interesting check on how much juke box music helps the small establishments was made in an Oregon city in 1944. A zoning ordinance put a ban on the music in certain districts of the city while in other neighboring districts juke boxes continued to operate thru the day and evening. It was soon discovered that patronage of the small establishments where the music was banned dropped about 50 per cent. Complaints were made to city officials, and after investigation they decided to permit all establishments in the city to have music if they wanted it. While the report is unofficial, it does give the basic idea underlying the use of music in merchandising. Customers buy more goods when they can listen to popular music.

Business importance of juke box music in the thousands of small retail establishments over the country must not be overlooked. The total volume of goods sold thru these small outlets amounts to

Juke boxes, telephone music play important part soothing frazzled nerves of clerks in many stores

millions and millions of dollars each year and means much in the economic life of the nation. It will never be possible to estimate just how much the juke box music helps in the sale of goods because much of the effects is direct and intangible, but the juke box is on the job every day and evening, doing its work in drawing customers and also creating a pleasant mood in the mind of customers while they are in the place. The types of small establishments which have been able to use juke box music profitably ranges all the way from bus stations to small hotels. Even big department stores have found good uses for juke box music in salons or in special departments of the store.

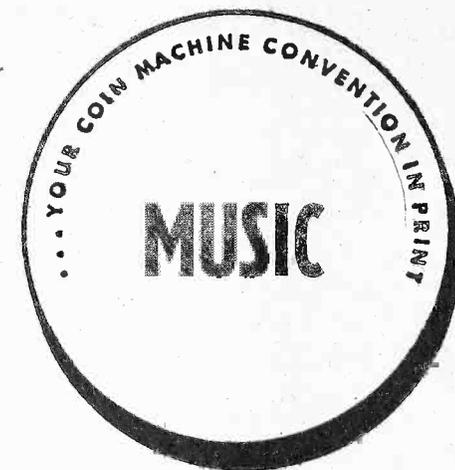
More Spectacular

Music in merchandising is much more spectacular in the larger stores and establishments, and the country will be hearing many more reports in the next few years of new uses and new types of stores that are able to use music to good advantage.

Among the most recent reports comes one from Mexico City that juke boxes in use in small stores there have helped the sale of a number of specialty items, including musical instruments. Music stores report that when people hear certain instruments on the records in juke boxes they get the idea of trying to learn to play the instrument themselves, and the sale of harmonicas, flutes, even violins has increased, and the proprietors say it is definitely traceable to juke box music.

According to a recent report, one music system in San Francisco includes 15 food markets where recorded music is used, and the business world is paying a good deal of attention to the system. The music is furnished free to the stores and advertising messages are interspersed with the music in order to pay for the services.

A novelty store in Detroit recently reported that the placing of a juke box in



the store has greatly boosted business. It has proved especially attractive to younger people and brings them into the store.

A department store in Boston had established a special teen-age clothing department and soon found that placing a juke box in this particular section was very helpful in pleasing both the teen-age people and their parents. Even the big department store of Marshall Field & Company, Chicago, has used juke box music in its sections for teen-age youngsters.

Please Customers

Quietly and without any publicity, more than 30 of the larger restaurants and bars in the center of Chicago's Loop and outlying business districts now have music services to please customers. Reports from these establishments indicate that the music service is very pleasing and shows good results in business.

The psychological value of music in encouraging workers to produce goods was well demonstrated during the war.

Teen-Agers Dance to Juke Music



JUKE BOX MUSIC spread all over the world in recent years. One of its most popular uses was to furnish music in teenage clubs for young people. These clubs have been established in many cities to provide good entertainment for the younger set. Above picture was taken in Quebec, Can. (Acme photo.)

Industrial music has become a well-known term in manufacturing circles. Its value to the workers in war plants became so evident that even the government took steps to encourage the use of music. Many books and important magazine articles have been written on the subject, so that industrial music is now generally recognized as a necessary factor in the operation of plants of various kinds. Juke box mechanisms were used in installing industrial music systems in many of the smaller plants and continue to be used in that way. Juke box manufacturers also turned out many of the record turntables that are used in the independent telephone systems for furnishing music to plants. Many of the large radio and electronic manufacturing companies now turn out full equipment for installing systems to furnish music to workers in industrial plants of various kinds.

With music proving so successful in the smaller stores for many years, and more recently in industrial plants, the larger establishments cannot any longer delay the use of music in merchandising. Thus the circle by which the American people hear their favorite music at their convenience will be completed. The home will be well supplied with instruments ranging from the home juke to television to furnish music and entertainment in the future. People who work in the plants will have special music services designed and selected to create the proper mood during working hours. When they step into any kind of retail establishment there will be music designed to create a happy psychological mood while spending money for needed goods or luxuries. It all means more business for the mass of the people and a happier mood for all.

Boosts Music Sales

The music world is by now well acquainted with another merchandising service which the juke box has been performing since its advent in 1934. This is in boosting the sale of popular music in all its forms. Musicians and artists now recognize that the thousands of juke boxes over the country are a continual boost for the performer whose recorded works are placed on the juke. Sheet music publishers recognize that the juke box is a good salesman for their merchandise. Even the makers of musical instruments are beginning to see, just as was recently reported from Mexico, that the juke box boosts the sale of all types of musical instruments.

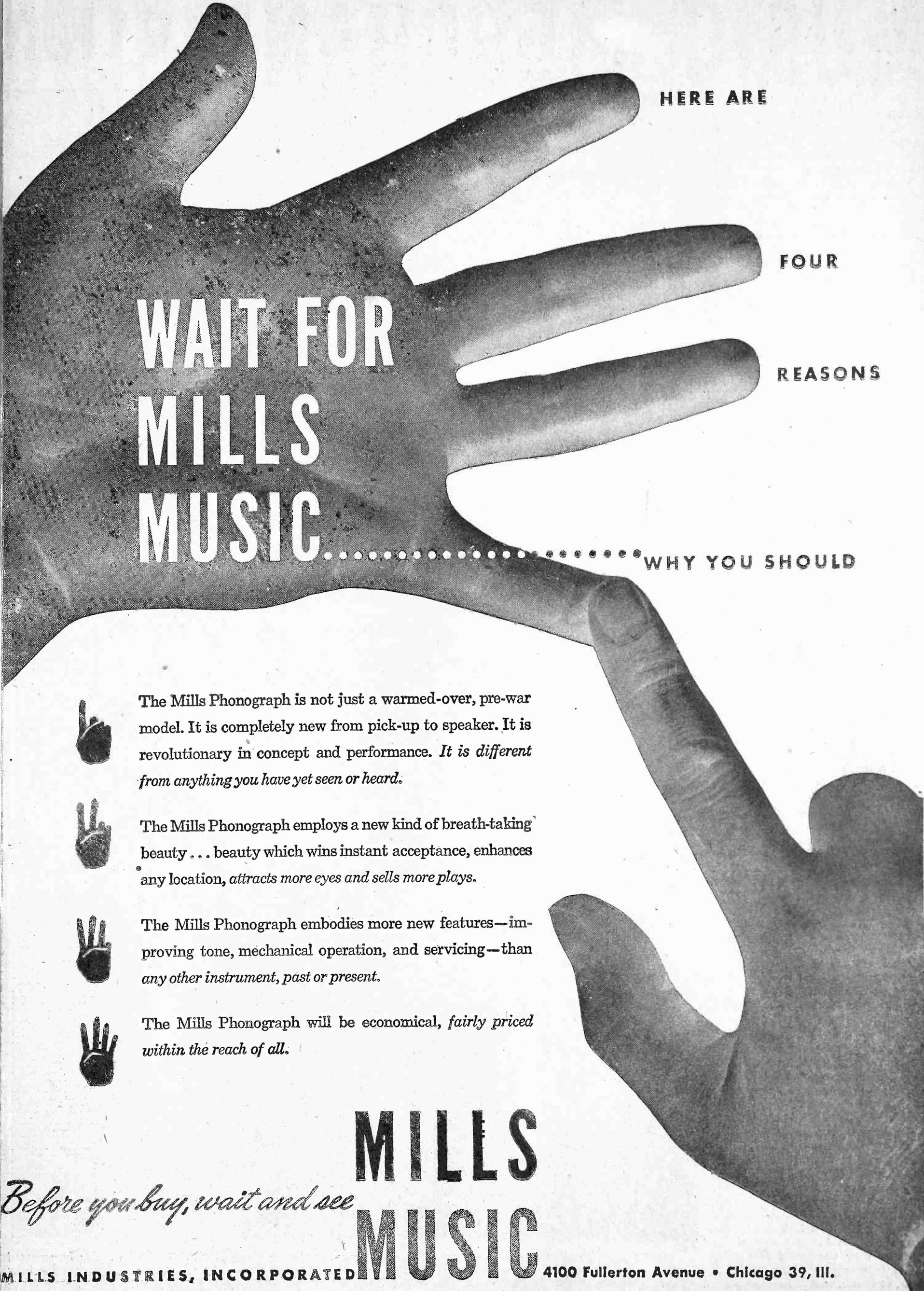
The juke box has done its best job of selling in boosting the sale of disk records. Many authorities in the retail and in the music world have long since publicly stated that the juke box deserves much credit for reviving the entire record industry.

Some years ago *The Billboard* stated that every one of the 400,000 juke boxes in use is an many retail establishments over the country were sampling stations for records. The average record played on a commercial juke box is heard by any number of persons, and if the music pleases it tends to create a desire to own the record and be able to play it on a phonograph in the home.

Greater Disk Demand

In this way the juke box industry has become the very foundation of creating a new and much greater demand than ever for disk records and also for phonographs in the home to play these records. The commercial juke also performed a wonderful selling job in creating a demand for record changers. In fact, it now appears that the post-war phonograph for the home will be called the home juke, will have a good record changer and will create a much bigger demand than ever for disk records.

This big spur to the sale of records and phonographs for the home is only one of the important selling jobs which the commercial juke has done. It is a very important one, but now that a definite trend has been started in the entire retail field to use music in merchandising, a much greater appreciation of the juke box is sure to arise in the minds of business men. Present prospects show that the juke box industry itself is scheduled for big expansion in the post-war era. As the juke box industry expands it will go on in its big selling job of furnishing music in merchandising in thousands of establishments of all kinds.



WAIT FOR MILLS MUSIC

HERE ARE

FOUR

REASONS

WHY YOU SHOULD



The Mills Phonograph is not just a warmed-over, pre-war model. It is completely new from pick-up to speaker. It is revolutionary in concept and performance. *It is different from anything you have yet seen or heard.*



The Mills Phonograph employs a new kind of breath-taking beauty . . . beauty which wins instant acceptance, enhances any location, *attracts more eyes and sells more plays.*



The Mills Phonograph embodies more new features—improving tone, mechanical operation, and servicing—than *any other instrument, past or present.*



The Mills Phonograph will be economical, *fairly priced within the reach of all.*

MILLS MUSIC

Before you buy, wait and see

MUSIC SERVICE COMPETITION

JUKE box manufacturers, many of them with showings of brand-new equipment out of the way, are settling down to the serious business of rebuilding where they were forced to leave off when war struck close to home. And even to the most casual observer, it is apparent that juke boxes are not going to be alone in the bid to satisfy the public's pent-up demand for music. Another kind of music operation is making its presence felt—an operation where tunes are piped into locations via telephone or direct wire from a central turntable.

Prior to the war, telephone music installations had already proved their worth in a number of areas thru the nation. Because the business was younger than the juke box industry, it was caught short when materials became scarce and plants had to stop music equipment production. Once material controls were lifted, however, telephone music systems—some national, some local operations—began to bid for locations ranging from top-notch niteries to department stores and banks.

On the face of things, it would seem that phone music systems offer a serious threat to the juke box trade. Actually, however, the systems will become a threat only if juke box men fail to realize the strength of this newcomer's pulling power. It is obvious that phone music systems fit in best with types of locations which would not ordinarily be a good juke box location, or in spots where juke boxes could not be installed for various reasons.

Field Is Broad

Music merchants are convinced that the field of music merchandising is broad enough to support both expanded and extensive juke operations as well as the newer types of phone and wired music systems. But the juke box industry has the challenge of meeting and surpassing any improvements which may be introduced thru phone music services. Should they fail to meet those challenges in improvement, juke box play could suffer.

Best way music men have of judging the extent of competition which a new service may offer is to examine the kinds of locations in which that service is being installed. If the service is slanted for the same type of location in which the juke has so far predominated, then the new service is real, immediate competition. If, on the other hand, the new music systems go out to develop types of locations which have not been good locations for juke boxes, the juke trade needs only to make every effort to improve its own operation and to keep its standards as high as they have been in the past.

So far, telephone music services like the well-known Mnzak have been most successful in locations like industrial plants, large restaurants spread over more than one floor or thru several separated rooms, and in similar locations where a single unit juke box could not possibly be heard thru the whole establishment without turning the volume control to a level which would make the juke sound like a threshing machine in harvest time. Those phone music services for which the location owner stands the entire cost of maintenance, have up to now been installed in locations where the location management wishes to offer the music to enhance the atmosphere of his location. This means, of course, that the establishment

Telephone music installations bid for a share of public's listening pleasure, challenging juke boxes

By Dick Schreiber

Coin Machine Staff

must cater to those income brackets which can afford food and beverage prices high enough to cover the cost of this additional, seemingly free service.

Profit for Both

On the other hand, the average cocktail lounge, tavern or restaurant, finds its customers quite willing to drop in their nickels to have music with their food or drink. The customers are satisfied, if the music they buy is good and the tonal reproduction is up to snuff. And the location owner is satisfied since the juke box brings him added revenue.

There is another kind of music service, carried by way of telephone lines, which charges the customer just as the juke box does and comes closest to direct competition with the juke. This is the phonette type of music system, or any similar method of piping music to a location when one of the patrons inserts a coin.

First and obvious advantage of this type of system, so far as the operator himself is concerned, is the matter of cutting operating expenses. The small, individual speakers—which formerly gave operators so many service headaches that they were nearly impractical to maintain—have now been improved and stand up well. From a turntable in one central location, an operator can pipe tunes to as many locations as he can sign up within the scope of the largest metropolitan area.

Has Its Advantages

It is true that the phonette music systems have been most successful in those locations where the noise in the establishment would keep patrons from hearing a single juke box in a fixed position. Another advantage to recommend the phonette system is the fact that the music itself is always subdued and never allowed to become noisy—one of the complaints which most juke box operators, sooner or later, hear from their locations. This brings up one very definite challenge which faces the juke box industry—that is, the problem of keeping the juke box's volume at a level where it can be heard thruout the establishment but is still not too noisy.

Another telephone music set-up which charges the customer for the disk he

wishes to hear, is the Automatic Hostess. This system is perhaps best known to coinmen. Advantage which the Automatic Hostess has over other telephone music, particularly the phonette type, is the fact that the customer can state his choice. This eliminates the bugaboos of phone music—absence of selectivity—which will be treated further on.

Sound engineers in the industry have invested countless dollars in an effort to control this problem. The very fact that the industry is aware that noise is a problem speaks well for the industry and holds forth definite promises that noise will be solved. The juke box men, perhaps even to a greater extent than the phone music operators, need the help of record manufacturers in overcoming noise. Next to improvements in the juke mechanisms, the juke box trade wants to see improvements in reproductive value of the disks they buy. They want surface noises cut to a minimum. They want the wax cut expertly, and the pressings made of even quality so that the platters will stand hard usage and still retain their quality.

Mechanical Improvements

Improvements in the juke box mechanism are being made from month to month to insure the best possible results. But unless record quality is maintained at the same level of excellence, and improved as the juke itself is improved, the reproduction will fall down along the way.

One serious disadvantage which telephone music systems have, and juke boxes do not have, is the fact that, generally, telephone music systems are non-selective. In other words, the customer who puts in his money gets back whatever tune or tunes happen to be playing at that moment. If he wants to hear Bing Crosby sing on a juke box, he can drop his nickel in the coin chute and push the button beside Crosby's name. He knows what kind of music he is buying. When the same customer puts his money in a phone music system he takes what happens to be playing, and if he has strong personal tastes he may be disappointed.

The fact remains, from the success of the phonette type of telephone music, that a large number of people do not seem to care what kind of music they

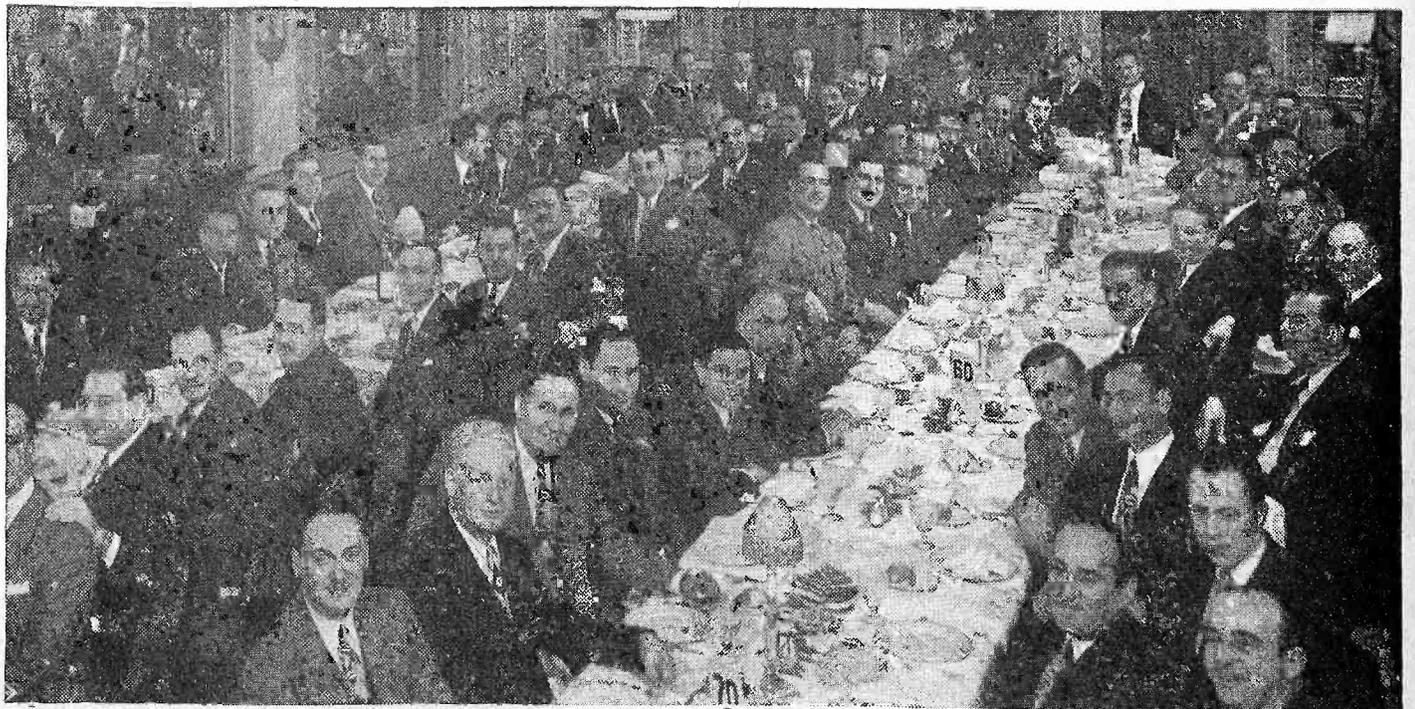


get for their coin just so long as they get music. It is a debatable question whether the same customer, given the choice of selecting his own music or having it selected for him, would prefer the second method. What the whole situation comes down to is the fact that the American public, and a large share of the rest of the world, is thoroughly sold on music. Offered one kind of music service in one kind of location the customer is likely to accept it and be pleased. So the principal difference between juke boxes and phone music systems comes down to the basic kinds of locations for which the two are best suited.

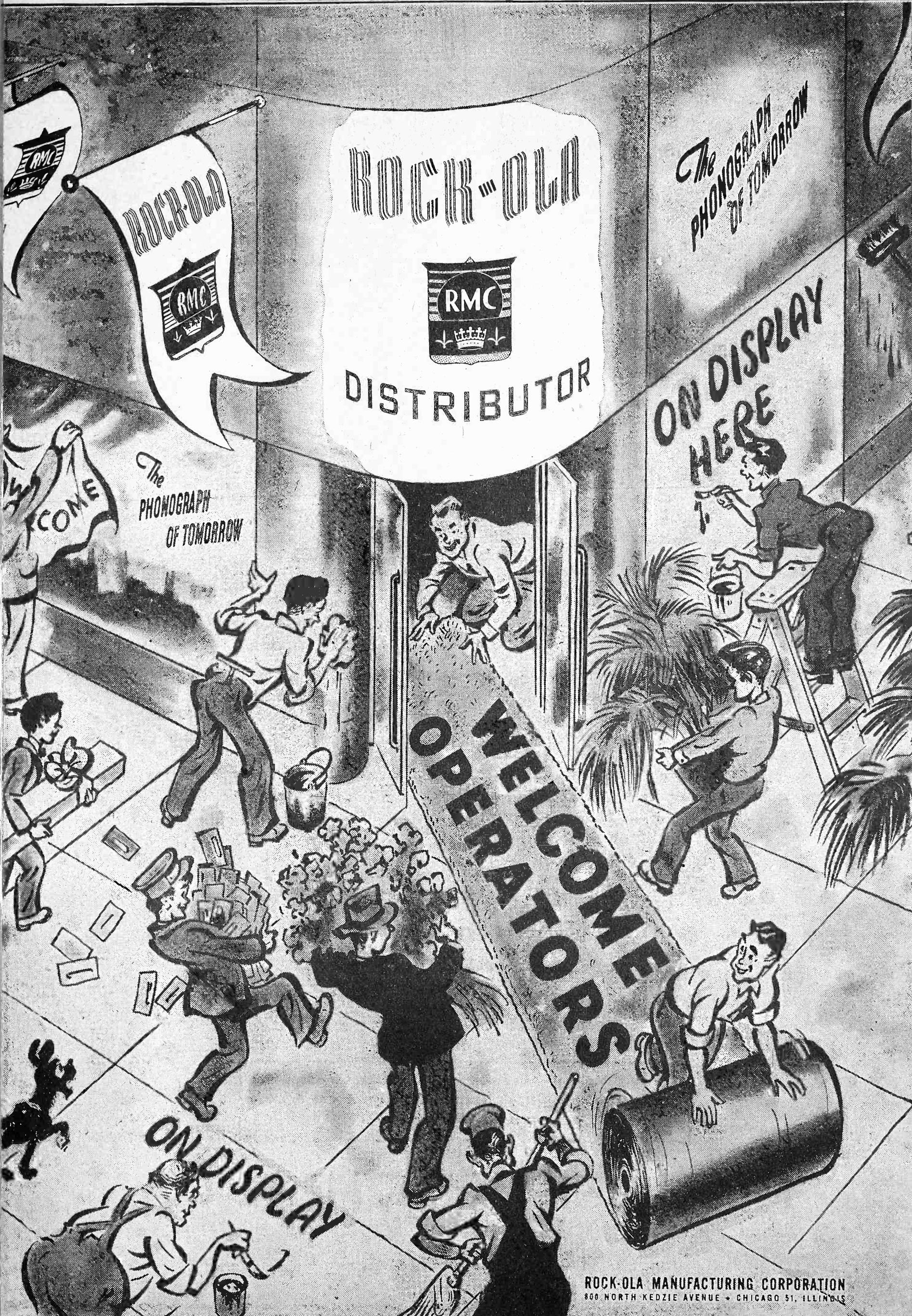
Op, Public Profit

There have been, manufacturers say, tremendous improvements in the juke boxes which will appear on the market during 1946 and 1947. Improved tonal reproduction, easy servicing facilities, quicker record change and the like will help the juke and juke operators do a better job of providing the public with listening pleasure. The full story of the improvements which have been made has not yet been told by the manufacturers. When it is, however, and when those improvements are available in the new juke boxes, the operator and the public will profit.

The two major types of music services—juke and phone or wired music—can complement one another in the years to come by keeping public interest in music at its current high pitch. But each will have to match and improve on the services rendered by the competition if it wants to survive. The challenge is big. Meeting it, and improving the service constantly, means that the public will get more satisfaction for its nickels. Keeping the public satisfied is the best possible insurance for continued success.



NAT COHN, well-known coin machine distributor, drew the plaudits of a host of friends in the trade who arranged a testimonial dinner on his behalf. The above picture was taken in the Jansen Suite of the Waldorf-Astoria Hotel in New York City, on the evening of the dinner, January 24, 1946.



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 OF TOMORROW

ON DISPLAY
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 PHONOGRAPH
 OF TOMORROW

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ATTENTION Iowa and Nebraska OPERATORS

You and Your Organizations Are
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Aireon
ELECTRONIC PHONOGRAPH

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Sunday, February 24
HOTEL FT. DES MOINES
Des Moines

• **NEBRASKA SHOWING**
Sunday, March 3
PAXTON HOTEL
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PHONE 4-9186
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Record Manufacturers

A-1 RECORDS OF AMERICA, 580 Fifth Ave., New York 19.

ALPHA RECORDS, INC., 501 Madison Ave., New York 22.

ALVIN RECORD CO., 230 East Ohio St., Chicago 11.

AMERICAN RECORDING ARTISTS' DIVISION, of Boris Morros Music Co., 686 N. Robertson Blvd., Hollywood 46.

APOLLO RECORDS CO., 615 10th Ave., New York 19.

ATLAS RECORDS & DISTRIBUTING CO., 5901 Lindenhurst Ave., Los Angeles 7.

AVALON RECORD CO., 117 West 48th St., New York 19.

BEL-TONE RECORD CO., 8624 Sunset Blvd., Hollywood 46.

BIBLETONE, 354 Fourth Ave., New York 18.

BLACK & WHITE RECORD CO., 2117 Foster Ave., Brooklyn 10.

BLUE NOTE RECORDS, 767 Lexington Ave., New York 21.

BLUE STAR RECORDS, 2211 Cottage Grove Ave., Des Moines, Ia.

CAPITOL RECORDS, INC., 1483 North Vine St., Hollywood 28.

CINCINNATI RECORDS, 521 W. Sixth St., Cincinnati.

COAST RECORDS, 1511 West Pico Blvd., Los Angeles 15.

CODA RECORD CO., 1291 Sixth Ave., New York.

COLLECTORS RECORD SHOP, 825 Seventh Ave., New York 19.

COLUMBIA RECORDING CORP., 1473 Barnum Ave., Bridgeport 8, Conn.

COMET, INC., 420 Lexington Ave., New York 17.

COMMODORE RECORD CO., INC., 289 Nepperhan Ave., Yonkers, N. Y.

CONTINENTAL RECORD CO., INC., 265 West 54th St., New York 19.

COSMOPOLITAN RECORDS, INC., 745 Fifth Ave., New York 22.

CRESCENT RECORDS, 1221 North Vine St., Hollywood 38.

CRESTWOOD PUBLICATIONS, 1585 Broadway, New York 19.

JOE DAVIS RECORD CO., 331 West 51st St., New York 19.

DECCA RECORDS, INC., 50 West 57th St., New York 19.

DE LUXE RECORD CO., INC., 1130 St. George Ave., Linden, N. J.

DISC COMPANY OF AMERICA, 117 West 46th St., New York.

DIX RECORDS, 1540 Broadway, New York 19.

DUKE RECORD CO., 769 Rockaway Ave., Brooklyn 12.

EMPIRE RECORDING STUDIOS, 1144 Madison Ave., Redwood City, Calif.

EXCELSIOR RECORD CO., 3661 South Gramercy Place, Los Angeles 7.

EXCLUSIVE RECORD CO., Sunset and Vine, Hollywood 28.

FABRICO DE DISCOS PEERLESS, Calzado Mariano Escobedo, 225 Mexico, D. F.

FRAN-TONE RECORDS, 2004 Holly Drive, Hollywood 28.

GALA RECORD CORP., 350 Fifth Ave., New York 1.

GENERAL RECORDS DIVISION OF CONSOLIDATED RECORDS, 1600 Broadway, New York 19.

GILT-EDGE RECORDING CO., 500 North Western Ave., Los Angeles 4.

GLOBE RECORD CO., 4716 South Hoover St., Los Angeles 37.

GUILD RECORDS, INC., 55 Day St., South Norwalk, Conn.

GULF RECORD CO., INC., 3104 Telephone Road, Houston.

(Continued on page 154)



In order to take care of the expansion necessitated by our being appointed Rock-Ola Distributors for the entire State of Georgia, the Mullinix Amusement Co. announces the purchase and complete remodeling of a new location at

**302 WEST VICTORY DRIVE
SAVANNAH, GEORGIA**

THERE WILL BE BEAUTIFUL NEW SHOWROOMS AND COMPLETE SHOP FACILITIES READY FOR OCCUPANCY WITHIN THE NEXT TWO WEEKS.

We are also planning a new location in Atlanta, Georgia, which at present is still undecided. An announcement will be made as soon as location is definite.

MULLINIX AMUSEMENT CO.
1514-1516 Bull Street
SAVANNAH, GA.

AIREON SPONSORS SERVICE SCHOOL



school's out! And the 200 regional and district sales managers, distributors and distributor's servicemen who attended Aireon's 4-day service school played hard and long at the "recess" party pictured here. The occasion was a Sunday evening cocktail party and dinner given by Aireon Manufacturing

Corporation at the Hotel Phillips for all concerned with the production, distribution and servicing of its sensational new Electronic Phonograph. Aireon's Photographer made the rounds of the various tables and groups and came up with these shots. Music operators will rec-

ognize many of Aireon's regional and district sales managers in the "shots," including W. E. Simmons, Fred A. Mann, Ben D. Palastrant, Ralph E. Rigdon, Frank Q. Doyle and others. Art Welch and "Rudy" Greenbaum, of Aireon, are in the group in the

upper left picture. Bill Brase, Director of Field Service for Aireon, and his assistant, Harold Hunt, are shown with their service representatives in the upper right photo. At top center Greenbaum is at the "mike," with President R. C. Walker at his left and other Aireon officials.—Advertisement.

FROM NOW ON...

Aireon

GUTSHALL SAID IT—
AND HE'S GLAD!

**JACK
GUTSHALL**

**DISTRIBUTING
COMPANY**

1870 W. WASHINGTON BLVD.
LOS ANGELES 7, CALIF.

LOS ANGELES

The Aireon

DON'T MISS "A" DAY!

SAN
DIEGO

The Aireon

THE NATION'S LARGEST
INDEPENDENT RECORD DISTRIBUTOR

Record Manufacturers

(Continued from page 152)

- HARGAIL RECORDS, 299 Madison Ave., New York 17.
- HARMONIA RECORDS CORP., 1328 Broadway, New York 1.
- HOT RECORD SOCIETY, 303 Fifth Ave., Room 1306, New York 16.
- JAMBOREE RECORD CO., 1650 Broadway, New York 19.
- JEWEL RECORD CO., 1514-20 Crossroads of the World, Hollywood 28.
- JUKE BOX RECORD CO., 2304 West Seventh St., Los Angeles 5.
- KEYNOTE RECORDING CO., 522 Fifth Ave., Suite 303, New York 18.
- KING RECORD CO., 1540 Brewster Ave., Cincinnati 7.
- KING JAZZ, INC., 140 West 42nd St., New York 18.
- LA MARR RECORD CO., 6233 Hollywood Blvd., Hollywood 28.
- LIBERTY MUSIC SHOPS, 450 Madison Ave., New York 22.
- LONE STAR MUSIC, 1158 N. Orange Drive, Hollywood 28.
- MCDONALD ENGINEERING CO., 500 North Western Ave., Los Angeles 4.
- MAJESTIC RECORDS, INC., 29 West 57th St., New York 19.
- MANOR RECORD CO., c/o Regis Record Co., 5 Pomona Ave., Newark 8.
- MEDLEE RECORDINGS, 423 1/2 W. Fifth St., Los Angeles 13.
- MELODISC RECORD CO., 6625 Sunset Blvd., Hollywood 28.
- MELODY MODERNE, INC., 6233 Hollywood Blvd., Hollywood 28.
- MELROSE RECORD CO., 601 East 19th St., Brooklyn 26.
- MERCURY RECORD CO., 215 South Peoria St., Chicago 7.
- MODERN MUSIC CO., 115 South San Pedro St., Los Angeles 12.
- MUSICRAFT CORP., 40 West 46th St., New York 19.
- NATIONAL RECORDS, 1841 Broadway, New York 23.
- ORPHEUS RECORD & TRANSCRIPTION CO., 1585 Broadway, New York 19.
- PAN-AMERICAN PUBLICATIONS, 115 East Walton St., Chicago 11.
- PAN-AMERICAN RECORD DISTRIBUTING CO., 619 Antonia Ave., Los Angeles 31.
- PHILO RECORDINGS, c/o Philharmonic Music Shop, 423 1/2 West Fifth St., Los Angeles 13.
- PREMIER RADIO ENTERPRISES, INC., 3033 Locust St., St. Louis 3.
- PREVIEW RECORDS, 4215 South Vermont St., Los Angeles 37.
- PROCESS RECORD CO., 19 Pennell St., Franklin, Pa.
- RCA-VICTOR DIVISION OF RADIO CORP. OF AMERICA, Camden, N. J.
- RANGE RECORDS, 1011 1/2 Washington Blvd., Venice, Calif.
- REGIS RECORD CO., 162 Prince St., Newark 3, N. J.
- RHYTHM RECORDS, 4710 South Hoover St., Los Angeles 37.
- RICH RECORD CO., INC., 2638 South Gladys Ave., Garvey, Calif.
- ROY RECORDS, 1619 Broadway, New York 19.
- ROYAL RECORD CO., 9163 Sunset Blvd., Hollywood, 46.
- SAVOY RECORD CO., 58 Market St., Newark 1.
- SCANDINAVIAN MUSIC HOUSE, 625 Lexington Ave., New York 22.

(Continued on page 156)



**WANTED—
RECORD SCRAP**

We will pay 7c a pound, F. O. B. Pasadena, Calif., for worn or broken Shellac records

WE DO NOT WANT Laminated, Glass, Aluminum or Synthetic Records

Shipping Instructions

Mark Bill of Lading, "Talking Machine Record Scrap"
Ship FREIGHT COLLECT ONLY, via truck or Carloading Co.
This is the least expensive way of shipping. For example, the rate from New York is only \$2.80/cwt.

We will weigh your shipment, deduct shipping cost and mail you a check for the difference.

No other arrangements necessary. We will buy—any quantity—until further notice in these pages.

NELSON MILLING COMPANY

295 South Fair Oaks

Pasadena 2, Calif.



The Favorite of Operators Everywhere!

For 16 years PERMO has supplied operators with the most practical and economical needles made. PERMO Point Round and PERMO Elliptical Phonograph NEEDLES — available at all Decca, RCA Victor and Columbia Record distributors.

..... and for the home:



PERMO, Incorporated presents the famous line of FIDELITONE needles — most popular of home needles: the FIDELITONE EM and the FIDELITONE De Luxe. These floating-point needles are beyond compare in finer reproduction, in kindness to records and in elimination of record scratch. Without doubt the greatest phonograph needle values at any price.



FIDELITONE DE LUXE... \$1

FIDELITONE MASTER... \$1.50

PERMO INCORPORATED 6415 RAVENSWOOD AVE., CHICAGO 26

The original and world's largest manufacturer of longlife phonograph needles

King JUKE



COIN
MACHINE
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The Eldeen Company
504 N. WATER ST. MILWAUKEE 2 WIS.

PHONO OPERATORS

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EXCLUSIVE AGENTS

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STAR TITLE STRIP CO., Inc.

PITTSBURGH 12, PENNA.

P. O. Box 6406

Record Manufacturers

(Continued from page 154)

SEECO RECORDS, INC., 1393 Fifth Ave., New York 21.

S & D RECORDS, 1225 North La Salle, Chicago.

SESSION RECORD SHOP, 125 North Wells St., Chicago 6.

SEVA RECORD CO., 45 East 49th St., New York 17.

SIGNATURE RECORDING CO., 601 West 26th St., New York 1.

MURRAY SINGER RECORDS, 1674 Broadway, New York 19.

SKATIN' TOONS RECORD CO., Box 264, Malvern, N. Y.

SONORA PRODUCTIONS, INC., 325 North Hoyne Ave., Chicago 12.

SORORITY FRATERNITY RECORD CO., 12 West 117th St., Suite 5-E, New York 26.

SPIN RECORDS, 74 Riverside Drive, New York 24.

SPOTLIGHT RECORDS, 6064 Hollywood Blvd., Hollywood 28.

STANDARD PHONO CO., 163 West 23d St., New York 11.

STAN-LEE RECORDS, 1697 Broadway, New York 19.

STARR RECORD CO., P. O. Box 1073, San Antonio 6.

STERLING RECORDS, INC., 7 West 46th St., New York 19.

SUNSET RECORDING CO., 10527 Felton St., Inglewood, Calif.

SUPER DISCS, 610 Fifth Ave., New York 20.

THE BRONZE RECORD CO., 623 East Vernon Ave., Los Angeles 11.

THE TURNTABLE, 810 Rollin St., South Pasadena, Calif.

TOP RECORDS, INC., 1674 Broadway, New York 19.

UNIVERSITY RECORDING CO., Hollywood 28.

URBAN RECORD CO., 1506 North Sierra Bonita, Hollywood 46.

VICTORY RECORDS, P. O. Box 684, Beverly Hills, Calif.

VOGUE RECORDINGS, INC., Book Building, Detroit 26.

WESTERN RECORDING CO., 12355 Rye St. (Box 243), North Hollywood.

NEALE WRIGHTMAN PUBLISHERS, P. O. Box 2645, Hollywood.

WOR RECORDING STUDIOS, 1440 Broadway, New York 18.

Dallas Distributing Firm Appoints Field Men to Service Jobs

DALLAS, Feb. 16.—A. C. Hughes, vice-president, S. H. Lynch & Company distributing firm, announced recently the appointment of H. W. Thompson as field sales supervisor, and C. R. Brewer as field service instructor.

Hughes says, "Thompson has had wide experience as an owner, distributor and operator of coin-operated phonographs for many years. We consider him one of the best-informed and most capable men in the business.

"Brewer," Hughes said, "is one of the most highly skilled technical men in the trade and will head an adequate staff of specialists."

Hughes also pointed out that the Lynch firm will maintain service facilities, with technicians in all six of its offices to teach the operators' own maintenance men the newest methods. Firm recently staged showings of the new Seeburg juke box and music equipment which included technical programs for servicemen of local operators.

Juke Operator Opens Record Shop in Tex.

HOUSTON, Feb. 16.—E. F. Rusk, juke box operator here, has just opened one of the city's outstanding record shops and sales headquarters for home juke boxes and supplies.

Rusk calls his place the North Main Record Shop.



News about workmen tossing bricks and mortar where but a few weeks ago architects were drawing pencil lines is being made and being read—about REDD!

At 881 Main Street, Buffalo, Redd Distributing Company's large, newly acquired building is undergoing a \$40,000 doll-up, inside and out.

To operators in Buffalo, Western New York and Northern Pennsylvania this "REDD HOT NEWS" means—

- ✓ A matchless showcase for WURLITZER PHONOGRAPHS, the nation's finest!
- ✓ Ultra modern sales and service facilities.
- ✓ 10,000 square feet of streamlined distributor space, devoted to WURLITZERS and YOU.

While Wurlitzer is extending its leadership, Redd is extending itself to give the best co-operation ever.

REDD DISTRIBUTING COMPANY

VINCENT R. McCABE

505 DELAWARE AVE.

SILAS REDD

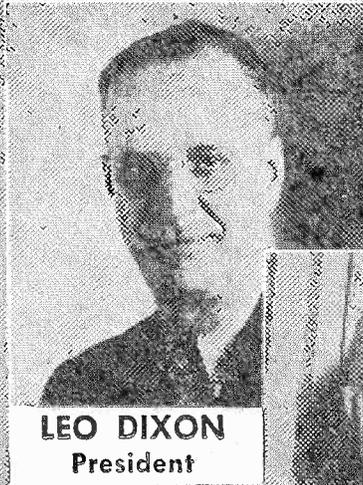
BUFFALO 2, N. Y.

FOR TOP PROFIT IN MUSIC OPERATION



We're Bringing You the

FINEST-FIRST...



The
Aireon
Electronic Phonograph

TRIANGLE DISTRIBUTING CO.

MARQUETTE DIST. CO. • MIAMI DIST. CO. • TRI-STATE DIST. CO.

LARGEST DISTRIBUTORS OF AUTOMATIC MUSIC EQUIPMENT IN AMERICA

AEROPOINT RED DEVIL

COIN PHONO NEEDLE

COMPANION TO
THE FAMOUS CURVED
SPRING NEEDLE

Here's the hottest thing in the field today!
It's the RED DEVIL, a new needle designed especially and exclusively for coin phono use. This latest addition to the Aeropoint line is a straight-shank model with all the features for which Aeropoint needles are justly famous. Up to 5000 plays. E-a-s-y on records.

Aeropoint will be glad to send a sample RED DEVIL to coin phono operators and to maintenance service men. Try RED DEVIL—it's the hottest thing in the coin phono field today!

RED DEVIL is:

Exclusively designed for coin operation
Good up to 5000 plays
Osmium-tipped for longer life
E-a-s-y on records

Coin phono operators and maintenance service men! Write on company letterhead for sample RED DEVIL—the best straight shank needle ever made for exclusive coin phono use.



Low Prices to Operators

1 - 100	46c each
101 - 250	44c each
251 - 500	42c each
501 or more	40c each

Write
right now!

AERO NEEDLE CO.

619 NORTH MICHIGAN AVENUE • CHICAGO 11, ILLINOIS



DISTRIBUTORS WHO CAN DELIVER AEROPOINT RED DEVILS RIGHT NOW:

ALL-STATE DISTRIBUTORS, INC.
45 Clinton St. Newark 2, N. J.

BARS RADIO & ELECTRONIC PARTS CO.
956 Main St. Buffalo 2, N. Y.

HENRY O. BERMAN CO.
12 E. Lombard St. Baltimore, Md.

CLEVELAND RADIOELECTRIC, INC.
2905 Chester Ave. Cleveland 14, Ohio

H. L. DALIS, INC.
17 Union Square New York, N. Y.

D. & H. DISTRIBUTING COMPANY
202 So. Pulaski St. Baltimore 23, Md.

D. & H. DISTRIBUTING COMPANY
311 S. Cameron St. Harrisburg, Pa.

GENERAL VENDING SERVICE CO.
306 N. Gay St. Baltimore 2, Md.

HARPER-MEGEE, INC.
Republican & Terry Seattle, Wash.

HARPER-MEGEE, INC.
1506 N. W. Irving Portland 9, Ore.

LEO J. MEYBERG COMPANY
2027 S. Figueroa St. Los Angeles 7, Calif.

LEO J. MEYBERG COMPANY
70 Tenth St. San Francisco 1, Calif.

MILHENDER DISTRIBUTORS, INC.
619 Atlantic Ave. Boston, Mass.

ORIOLE DISTRIBUTING CO.
512 Pennsylvania Ave. Baltimore, Md.

RCA VICTOR DISTRIBUTING CORP.
1930 E. Jefferson Ave. Detroit, Mich.

RCA VICTOR DISTRIBUTING CORP.
1422 Grand Ave. Kansas City, Mo.

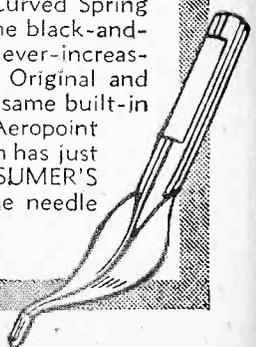
SOUTHERN MUSIC SALES
727 Poydras St. New Orleans, La.

STERLING RADIO PRODUCTS CO.
1602 McKinney Ave. Houston 3, Texas

TAYLOR ELECTRIC COMPANY
112 N. Broadway Milwaukee, Wisc.

WEBB DISTRIBUTING COMPANY
6 S. Kedzie Chicago 12, Ill.

The Aeropoint Original Curved Spring coin machine needle in the black-and-white package still enjoys ever-increasing popularity. Both the Original and the RED DEVIL have the same built-in quality as the famous Aeropoint "88" Home needle, which has just been designated by CONSUMER'S UNION as the best home needle among 30 brands that were tested.



List of Record Labels

A-1: A-1 Records of America, 580 Fifth Ave., New York 19, N. Y.

ACCOMPO: General Records Division of Consolidated Records, 1600 Broadway, New York 19, N. Y.

ALPHA: Alpha Records, Inc., 501 Madison Ave., New York 22, N. Y.

ALVIN: Alvin Record Co., 230 East Ohio St., Chicago 11, Ill.

APOLLO: Apollo Record Co., 615 Tenth Ave., New York 19, N. Y.

ARA: American Recording Artists Division of Borris Morros Music Co., 686 North Robertson Blvd., Hollywood 46, Calif.

ASCH: Asch Recording Studios, 117 West 46th St., New York 19, N. Y.

ATLAS: Atlas Records & Distributing Co., 5901 Lindenhurst Ave., Los Angeles Calif.

AVALON: Avalon Record Co., 117 West 4th St., New York 19, N. Y.

BEL-TONE: Bel-Tone Record Co., 8624 Sunset Blvd., Hollywood 46, Calif.

BIBLETONE: Bibletone, 354 Fourth Ave., New York 18, N. Y.

BLACK & WHITE: Black & White Record Co., 2117 Foster Ave., Brooklyn 1, N. Y.

BLUEBIRD: RCA-Victor Division of Radio Corporation of America, Camden, N. J.

BLUE NOTE: Blue Note Records, 767 Lexington Ave., New York 21, N. Y.

BLUE STAR: Blue Star Records, 2211 Cottage Grove Ave., Des Moines, Ia.

BRONZE: The Bronze Record Co., 623 West Vernon Ave., Los Angeles 11 Calif.

BRUNSWICK: Decca Records, Inc., 50 West 57th St., New York 19, N. Y.

CAPITOL: Capitol Records, Inc., 1483 North Vine St., Hollywood 28, Calif.

CLIMAX: Blue Note Records, 767 Lexington Ave., New York 21, N. Y.

COAST: Coast Records, 1511 West Pico Blvd., Los Angeles 15, Calif.

CODA: Coda Record Co., 1291 Sixth Ave., New York 19, N. Y.

CO-ED: Sorority Fraternity Record Co., 12 West 117th St., Suite 5-E, New York 26, N. Y.

COLUMBIA: Columbia Recording Corp., 1473 Barnum Ave., Bridgeport 8, Conn.

COMET: Comet, Inc., 420 Lexington Ave., New York 17, N. Y.

COMMODORE: Commodore Record Co., Inc., 415 Lexington Ave., New York 17, N. Y.

CONTINENTAL: Continental Record Co., Inc., 265 W. 54th St., New York 19, N. Y.

CORDION: Scandinavian Music House, 625 Lexington Ave., New York 22, N. Y.

COSMO: Cosmopolitan Records, Inc., 745 Fifth Ave., New York 22, N. Y.

CRESCENT: Crescent Records, 1221 North Vine St., Hollywood 38, Calif.

CRITERION: Capitol Records, Inc., 1483 North Vine St., Hollywood 28, Calif.

C. R. S.: Collectors Record Shop, 825 Seventh Ave., New York 19, N. Y.

CSARDAS: Continental Record Co., Inc., 265 W. 54th St., New York 19, N. Y.

JOE DAVIS: Joe Davis Record Co., 331 West 51st St., New York 19, N. Y.

DECCA: Decca Records, Inc., 50 West 57th St., New York 19, N. Y.

DE LUXE: DeLuxe Record Co., Inc., 1130 St. George Ave., Linden, N. J.

DIX: Dix Records, 1540 Broadway, New York 19, N. Y.

DUKE: Duke Record Co., 769 Rockaway Ave., Brooklyn 12, N. Y.

EMPIRE: Empire Recording Studios, 1144 Madison Ave., Redwood City, Calif.

EXCELSIOR: Excelsior Record Co., 3661 South Gramercy Place, Los Angeles 7, Calif.

EXCLUSIVE: Exclusive Record Co., Sunset & Vine, Hollywood 28, Calif.

FEATURE: WOR Recording Studios, 1440 Broadway, New York 18, N. Y.

FOUR STAR: McDonald Engineering (See List of Record Labels on page 162)

ANNOUNCING

The First Annual Convention of the MICHIGAN AUTOMATIC PHONOGRAPH OWNERS' ASSOCIATION, INC.

Will Be Held on Tuesday, March 12, 1946

We take this opportunity to invite all members, affiliates, associates and members of the trade to our Convention, to be held on Tuesday, March 12, at 1:00 P.M., at the Book-Cadillac Hotel, where topics of discussion will be held covering the trade and progress made by the Industry generally.

The Honorable Homer E. Capehart, United States Senator from Indiana, will be the speaker at the luncheon and will discuss matters of interest to the trade.

The Banquet will be held, in addition to the luncheon, at the Latin Quarter, where friends and members of the Association will be present. Any information desired may be obtained by writing to the MICHIGAN AUTOMATIC PHONOGRAPH OWNERS' ASSOCIATION, Inc., 712 Ford Bldg., Detroit 26, Michigan.

Reservations must be made in advance because of the limited seating capacity and because of the interest shown by the trade as well as members of the Association.

AGAIN... IN 1946

BUCKLEY

Music

WILL PREDOMINATE!

BEFORE LONG WE WILL ANNOUNCE:

BUCKLEY "Individual" Music
BUCKLEY Wall and Bar Boxes
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The plants being utilized for the production of coin operated automatic equipment have a modern manufacturing space of over 700,000 square feet. All the latest and most efficient mechanical and electronic methods are being used in producing better automatic products. These plants have a background of 90 years experience in manufacturing farm and railroad equipment which is sold through 7000 dealers in the United States and foreign countries.

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One of the largest staffs in the industry . . . electronic, mechanical and acoustics engineers . . . each man a highly specialized technician. These experts, combined and individually, were responsible for many of the most amazing developments in war production. The engineers in charge of our automatic music and vending divisions have for many years produced outstanding patented features now used in the automatic field. You can look forward to the achievements of our research and development department to provide you with all the newest advances in automatic equipment.

SALES POLICY

Under the direction of "men who know the automatic field" and have been actively engaged in it all their business lives, CHALLENGE offers a better deal for distributors and operators! We fully realize the tremendous financial investment which the music operator must make under the present sky-high prices. CHALLENGE OFFERS THE FINEST AUTOMATIC MUSIC EQUIPMENT DRASTICALLY LOWER THAN TODAY'S ESTABLISHED PRICES! Exclusive CHALLENGE distributors will be established in franchised territories throughout the United States. CHALLENGE distributors will be responsible, experienced organizations, completely equipped to render the very best in sales and service.

Franchised Territories are available to responsible distributors

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AUTOMATIC EQUIPMENT

DIVISION OF U. S. CHALLENGE CO.

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(30 Selections—one side)

REMOTE CONTROL WALL BOXES

SPECIAL SOUND SPEAKER SYSTEMS

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 "The House of Hits"
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Prevue reports proclaim these **BLACK AND WHITE** Records to be Sensational!

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MUSIC DISTRIBUTING COMPANY
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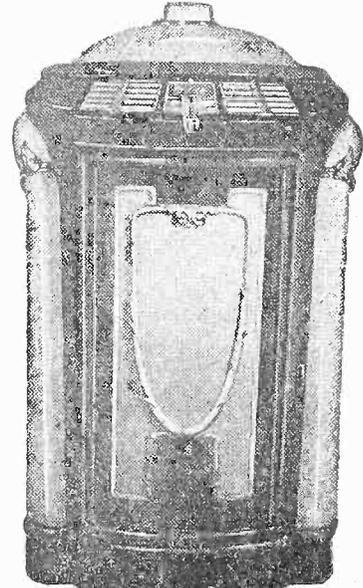
List of Record Labels

(Continued from page 159)

<p>Co., 500 North Western Ave., Los Angeles 4, Calif.</p> <p>G & G: Royal Record Co., 9163 Sunset Boulevard, Hollywood 46, Calif.</p> <p>GALA: Gala Record Corp., 350 Fifth Ave., New York 1, N. Y.</p> <p>GEM: Royal Record Co., 9163 Sunset Blvd., Hollywood 46, Calif.</p> <p>GENERAL: General Records Division of Consolidated Records, 1600 Broadway, New York 19, N. Y.</p> <p>GILT-EDGE: Gilt-Edge Recording Co., 500 North Western Ave., Los Angeles 4, Calif.</p> <p>GLOBE: Globe Record Co., 4716 South Hoover St., Los Angeles 37, Calif.</p> <p>GUILD: Guild Records, Inc., 665 Fifth Ave., New York 22, N. Y.</p> <p>HARGAIL: Hargail Records, 299 Madison Ave., New York 17, N. Y.</p> <p>HARMONIA: Harmonia Records Corp., 1328 Broadway, New York 1, N. Y.</p> <p>H. N. SOCIETY: Hargail Records, 299 Madison Ave., New York 17, N. Y.</p> <p>H. R. S.: Hot Record Society, 303 Fifth Ave., Room 1306, New York 16, N. Y.</p> <p>JAMBOREE: Jamboree Record Co., 1650 Broadway, New York 19, N. Y.</p> <p>JAZZ INFORMATION: Commodore Record Co., Inc., 289 Nepperhan Ave., Yonkers, N. Y.</p> <p>JEWEL: Jewel Record Co., 1514-20 Crossroads of the World, Hollywood 28, Calif.</p> <p>JUKE BOX: Juke Box Record Co., 2304 West 7th St., Los Angeles 5, Calif.</p> <p>JUMP: The Turntable, 810 Rollin St., South Pasadena, Calif.</p> <p>KEYNOTE: Keynote Recordings, Inc., 522 Fifth Ave., Suite 303, New York 18, N. Y.</p> <p>KING SOLOMON: Savoy Record Co., 58 Market St., Newark 1, N. J.</p> <p>LA MARR STAR: La Marr Record Co., 6233 Hollywood Blvd., Hollywood 28, Calif.</p> <p>LIBERTY: Liberty Music Shops, 450 Madison Ave., New York 22, N. Y.</p>	<p>MAJESTIC: Majestic Records, Inc., 29 West 57th St., New York 19, N. Y.</p> <p>MANOR: Manor Record Co., c/o Regis Record Co., 5 Pomona Ave., Newark 8, N. J.</p> <p>MELODISC: Melodisc Record Co., 6625 Sunset Blvd., Hollywood 28, Calif.</p> <p>MELROSE: Melrose Record Co., 601 East 19th St., Brooklyn 26, N. Y.</p> <p>MEMO: Melody Moderne, Inc., 6233 Hollywood Blvd., Hollywood 28, Calif.</p> <p>MERCURY: Mercury Record Co., 215 South Peoria St., Chicago 7, Ill.</p> <p>MODERN MUSIC: Modern Music Co., 115 South San Pedro St., Los Angeles 12, Calif.</p> <p>MUSICRAFT: Musicraft Corp., 40 West 46th St., New York 19, N. Y.</p> <p>NATIONAL: National Records Co., 1841 Broadway, New York 23, N. Y.</p> <p>NUVOGUE: Murray Singer Records, 1674 Broadway, New York 19, N. Y.</p> <p>ODEON: Decca Records, Inc., 50 West 57th St., New York 19, N. Y.</p> <p>OKEH: Columbia Recording Corp., 1473 Barnum Ave., Bridgeport 8, Conn.</p> <p>ORPHEUS: Orpheus Record & Transcription Co., 1585 Broadway, New York 19, N. Y.</p> <p>PAN-A-MER: Pan-American Publications, 115 East Walton St., Chicago 11, Ill.</p> <p>PAN-AMERICAN: Pan-American Record Distributing Co., 619 Antonia Ave., Los Angeles 31, Calif.</p> <p>PARLOPHONE: Decca Records, Inc., 50 West 57th St., New York 19, N. Y.</p> <p>PEERLESS: Fabrico de Discos Peerless, Calzado Mariano Escobedo 225 Mexico, D. F.</p> <p>PHILO: Philo Recordings, c/o Philharmonic Music Shop, 423½ West Fifth St., Los Angeles 13, Calif.</p> <p>PREMIER: Premier Radio Enterprises, Inc., 3033 Locust St., St. Louis 3, Mo.</p> <p>PREVIEW: Preview Records, 4215 South Vermont St., Los Angeles 37, Calif.</p>
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SEEBURG SCIENTIFIC SOUND DISTRIBUTION
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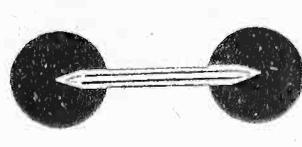
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DRexel 2341

PROCESS: Process Record Co., 19 Pennell St., Franklin, Pa.
RANGE: Range Records, 1011½ Washington Blvd., Venice, Calif.
RHYTHM: Rhythm Records, 4710 South Hoover St., Los Angeles 37, Calif.
RICH: Rich Record Co., Inc., 2638 South Gladys Ave., Garvey, Calif.
SAVOY: Savoy Record Co., 58 Market St., Newark 1, N. J.
SCANDINAVIAN: Scandinavian Music House, 625 Lexington Ave., New York 22, N. Y.
SEECO: Seeco Records, Inc., 1393 Fifth Ave., New York 21, N. Y.
SESSION: Session Record Shop, 125 North Wells St., Chicago 6, Ill.
SEVA: Seva Record Co., 45 East 49th St., New York 17, N. Y.
SIGNATURE: Signature Recording Corp., 601 West 26th St., New York 1, N. Y.
SKATIN' TOONS: Skatin' Toons Record Co., Box 264, Malvern, N. Y.
SONORA: Sonora Productions, Inc., 325 North Hoyne Ave., Chicago 12, Ill.
SPIN: Spin Records, 74 Riverside Drive, New York 24, N. Y.
STANDARD: Standard Phono Co., 163 West 23rd St., New York 11, N. Y.
STAN-LEE: Stan-Lee Records, 1697 Broadway, New York 19, N. Y.
STERLING: Sterling Records, Inc., 7 West 46th St., New York 19, N. Y.
STINSON: Asch Recording Studios, 117 West 46th St., New York 19, N. Y.
SUNSET: Sunset Recording Co., 10527 Felton St., Inglewood, Calif.
SUPER DISC: Super Discs, 610 Fifth Ave., New York 20, N. Y.
TOP: Top Records, Inc., 1674 Broadway, New York 19, N. Y.
UNITED HOT CLUBS OF AMERICA: Commodore Record Co., Inc., 289 Nepperhan Ave., Yonkers, N. Y.
UNIVERSITY: University Recording Co., Hollywood 28, Calif.
URBAN: Urban Record Co., 1506 North Sierra Bonita, Hollywood 46, Calif.
VICTOR: RCA-Victor Division of Radio Corporation of America, Camden, N. J.
Vogue: Vogue Recordings, Inc., Book Building, Detroit 26, Mich.
WESTERNAIR: Western Recording Co., 12355 Rye St., (Box 243) North Hollywood, Calif.
WHITE EAGLE: Continental Record Co., Inc., 265 West 54th St., New York 19, N. Y.
WRIGHTMAN: Neale Wrightman Publishers, P. O. Box 2645, Hollywood, Calif.

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LIFE NO. 1  **LIFE NO. 2**

UP TO 5000 PLAYS UP TO 5000 PLAYS

PAT. PENDING MADE IN U.S.A.

COIN PHONOGRAPH NEEDLE

WEARS LONGER BECAUSE IT IS MADE BETTER WITH FINER PRECIOUS METALS

THE ONLY PHONOGRAPH NEEDLE WITH

★ **TWO** ★

OSMIUM POINTS

Designed and manufactured especially for the heavy work and long life required of a needle in coin-operated phonographs.

UP TO 5,000 PLAYS WITH EACH POINT

WHEN ONE POINT SHOWS WEAR—REVERSE AND USE THE EXTRA POINT

ACTUALLY TWO NEEDLES IN ONE

You need only to buy half as many needles when using JACK NELSON'S DOUBLE-POINT . . .

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The shank is made of genuine tool steel, gold plated and hand polished.

For further information, write direct. Pin a dollar bill to your letter for a sample by first-class mail.

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National Distributor of Coin Machine Products

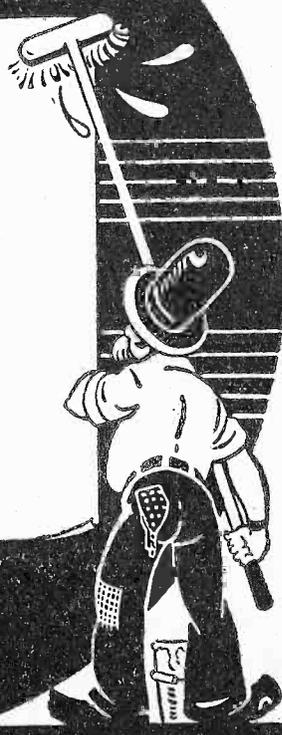
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Taking The Country By Storm . . .

wee BONNIE BAKER
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on Memo 7002
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and on Memo 7003
she sings "Just That Way"
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- Ginny Simms
- Frances Langford
- Morton Downey
- Luba Malina
- Dick Todd
- Lina Romay
- Joy Hodge
- Mills Brothers
- Connie Haines

- Barry Wood
- Dinning Sisters
- Ella Fitzgerald
- Lena Horne
- Marilyn Maxwell

COMEDIANS

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- Al Kelley
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Appeal Agrees With Trade's Teen Canteens

BUFFALO, Feb. 16.—U. S. Attorney George L. Grobe expressed the opinion that juvenile crime is "not as bad as it is painted," but added an appeal for support of parents and other adults in keeping youngsters out of trouble.

"The work of public officials can accomplish little unless it is supported by an enlightened public opinion," he said. "In my opinion, juvenile delinquency has not increased in proportion to the population. And certainly the increase in temptation and opportunity for delinquency has far outstripped the rise in delinquency."

"The girls and boys of today read the newspapers, listen to the radio, see the movies, learn much faster about some things, and their manner of learning is not altogether helpful," he added. "Modern youth is full of energy, and that gets them into trouble."

He suggested that, "the sooner adults realize the youngsters have as much right to care and attention and good treatment as automobiles, the sooner we will rid ourselves of the problem of juvenile delinquency."

SONORA SINGLES

Clear as a Bell—33c

- #3002 SLOWLY—Mark Warnow, & TAKE ALL—Vera Barton
- J-#3001 LITTLE BOWN JUG & LEONE JUMP
Joe Biviano & Accordion & Rhythm Sextette
- H-#7005 THE PRECIOUS JEWEL & THERE'S A NEW MOON OVER MY SHOULDER
The Carolina Playboys
- H-#7004 MAMA, I'M SICK & HAVE I TOLD YOU LATELY THAT I LOVE YOU?
Whitey & Hogan of WBT's Briarhoppers
- #1068 YOU'RE IRISH AND YOU'RE BEAUTIFUL & MOTHER MACREE
Frank Connors

BRILLIANT MUSIC COMPANY

4606 Cass Ave. Detroit 1, Mich.

CATALOG

OF HARD TO GET RECORDS

Over 20 labels—thousands of numbers. Send 25c in coin or stamps for our stock.

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Made for Phonograph Operators by Phonograph Operators
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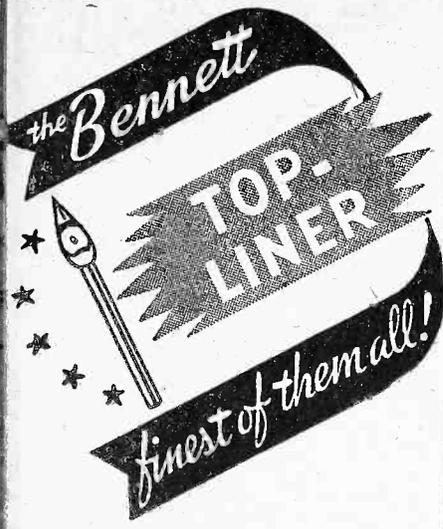
Complete with volume and tone control, tubes and switch. **\$46.50** Each
Fine tone quality. Every operator needs one as a spare while repairing amplifiers! Special price for short time only! or Two for \$90.00

1/2 Deposit, Balance C. O. D.

JAMES D. BLAKESLEE

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BUFFALO 13, N. Y.



★ Cushioned Shaft
★ Balanced Tone-Beauty
★ Full Record Protection
★ Smooth Playing

PRICE 1-49 44c ea.
50-100 42c ea.

Special Prices on Larger Lots

Hermitage Music Co.
423 Broad Street Nashville 3, Tenn.

Bandman Tiny Hill Builds Good Will For Juke Operator

CHICAGO, Feb. 16.—For the past month Tiny Hill, popular band leader recently signed by Mercury Records as head of their hillbilly disk department and customer relations man on juke operation, has been setting some kind of record while on the road dispensing good-will to juke operators.

While being interviewed by a disk jockey airing from WIBC, Indianapolis, recently, Hill told listeners that Mercury relied greatly on juke operators to plug company disks. He also mentioned during the course of the broadcast that, altho the public doesn't know juke operators personally, they have a lot to do with the records they get on their juke and that the operator is doing one fine job in giving the public the type of record music they want.

Hill referred to Tex Holley, popular and well-known juke operator in the Indianapolis area, as being a competent operator who especially knows the trend of folk records.

Davis Record Corp., New Disk Firm Name

NEW YORK, Feb. 16.—Joe Davis announces that his firm has changed its name from Joe Davis Record Company to Davis Record Corporation. In the past he has been issuing only his own recordings, but in the future he will issue two releases monthly of new hits.

New distributing and shipping points have been established in Los Angeles and Chicago, plus the one he has in operation here.

First of the new releases were put out yesterday (15). They were *Seems Like Old Times* and *I'm Glad I Waited for You*, recorded by the Five Red Caps, and *Personality* and *Doctor, Lawyer, Indian Chief* by Bill McCune.

Save Money on Midwest Shipments

RECORDS PRESSED

• Immediate Service
• All New Equipment

For Prices, Write or Wire

BLUE STAR RECORDS
2211 Cottage Grove Avenue
Des Moines, Iowa

THE TOP NAME FOR JUKES! HARRY JAMES

and his
MUSIC MAKERS

ON
COLUMBIA RECORDS

- I'M IN LOVE WITH TWO SWEETHEARTS 36933
- THE WONDER OF YOU
- I'M ALWAYS CHASING RAINBOWS 36899
- BABY, WHAT YOU DO TO ME
- 9:20 SPECIAL 36887
- AIN'T MISBEHAVIN'
- I CAN'T BEGIN TO TELL YOU 36867
- WAITIN' FOR THE TRAIN
- IT'S BEEN A LONG, LONG TIME 36838
- AUTUMN SERENADE
- 11:60 P.M. 36827
- CARNIVAL

Personal Manager, FRANK MONTE

ATTENTION, WISCONSIN OPERATORS

We are happy to announce that we have been appointed Packard distributors for South, Western and Central Wisconsin for PACKARD PHONOGRAPHS and PLA-MOR BOXES.

We have for immediate delivery Packard Pla-Mor Boxes, Adaptors, Steel Cabinets, 30 Wire Cable and Speakers. Watch for future announcement on the new PACKARD PHONOGRAPH.

PIERCE DISTRIBUTING COMPANY

BRODHEAD, WISCONSIN

Makes Wall Installations Neat and Clean

FOR EVERY TYPE OF COIN MACHINE AND BOX LOCATION

Make Wall Installations EASY With NEW "HORVATH" Masonry Bit . . . 75% Saving In Time Over Hand Chiseling Methods . . . Accurate, Clean-Cut Hole . . . Bit Made of High-Grade Carbon Steel With Tip of Tungsten CARBIDE . . . Can Be Used In Any Electric, Air or Hand Operated Rotary Drill . . . For Use on CONCRETE, TILE, STONE, ROCK, MARBLE, SLATE, CEMENT, HARD RUBBER and PLASTICS of Any Type . . . Bit Can Be Re-Sharpended After 150 to 200 Drillings.

Drill Size	Length	Shank Size	Price
3/16"	3"	1/8"	\$2.90
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3/8"	4"	1/4"	3.50
1/2"	6"	3/8"	4.40
3/4"	6"	3/8" or 1/2"	6.90
7/8"	6"	3/8" or 1/2"	8.40

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WEIDMAN NATIONAL SALES COMPANY
5911 4th Ave. DETROIT 2, MICHIGAN
Exclusive Distributors to the Coin Machine Industry

Sensational European Song Hit!

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RECORDED BY

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- CONNEE BOSWELL Decca #18793
- PHIL BRITO Musicraft #15051
- THREE SUNS Majestic #7168

- CHUCK FOSTER Mercury Record #2065
- BROOKS BROTHERS Diamond Record #2005

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MORE NICKELS
EVERY DAY

"King of
Western Swing"

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COOLEY**

and his WESTERN DANCE GANG

featuring
**TEX WILLIAMS and
SMOKEY ROGERS**

Last year it was "SHAME ON YOU"
on OKEH....This year it's "DETOUR"
and "YOU CAN'T BREAK MY
HEART" for Columbia



WATCH THESE Surefire HITS!

Wurlitzer Men Promoted As New Building Begins

NORTH TONAWANDA, N. Y., Feb. 16.—Roy E. Waltemade, works manager of the North Tonawanda plant of The Rudolph Wurlitzer Company, has been appointed general manager of the De Kalb, Ill., division, the company announced. Waltemade formerly was comptroller of the plant here and has assisted in nearly all phases of manufacturing, accounting and selling, officials said.

No appointment was made to the position he left, but two new assistant works managers were named. They are Irving O. Vaaler, who will take general direction of final assembly departments as well as all woodworking activities, and Ralph R. Wilson, who will be in charge of all metal-working departments, maintenance and building construction. Vaaler has been supervisor of woodworking.

Theodore Wensel Jr. has been promoted from chief inspector to assistant to the general manager in charge of investigation and analysis of manufacturing techniques, and Dole R. Carrigan was named assembly superintendent in charge of final assembly departments, and Charles H. Riley as metal-working superintendent.

Other promotions included: Eugene J. Loftus to factory controller; Daniel J. Goodman to maintenance superintendent; Ture Shelvin to chief inspector in charge of all factory inspection other than woodworking; Harry W. Harding to production manager in charge of production control, and Paul R. Bartram to assistant factory comptroller.

Carl E. Johnson, vice-president and general manager, also announced the resignation of Charles H. Parker as manufacturing superintendent and assistant to the manager.

At the same time, he revealed details of the \$1,000,000 expansion program the company previously announced for the North Tonawanda plant. He said the program is "proceeding as fast as material conditions permit," and the building and renovation work is expected to be completed by fall.

Floor space of the plant here will be increased by 250,000 square feet or approximately one-fourth, he said. This will include extension of the woodworking building and construction of an addition on the west side of the present building.

Johnson forecast that the plant's pay rolls will ultimately rise to 2,500, an increase of 1,000 above pre-war levels.

Bush District Firm Expands Operations By Buying Building

MINNEAPOLIS, Feb. 16.—Theodore T. Bush, president of Bush Distributing Company here, announced this week the purchase of a new building which will give the firm 30,000 square feet of space for showrooms, offices and shops.

The three-story structure, located at 255-59 Plymouth Avenue, North, is now in the process of remodeling.

"Additional floor space," said Bush, "will make it possible to give all operators in this territory the very best of service on all types of new and used equipment."

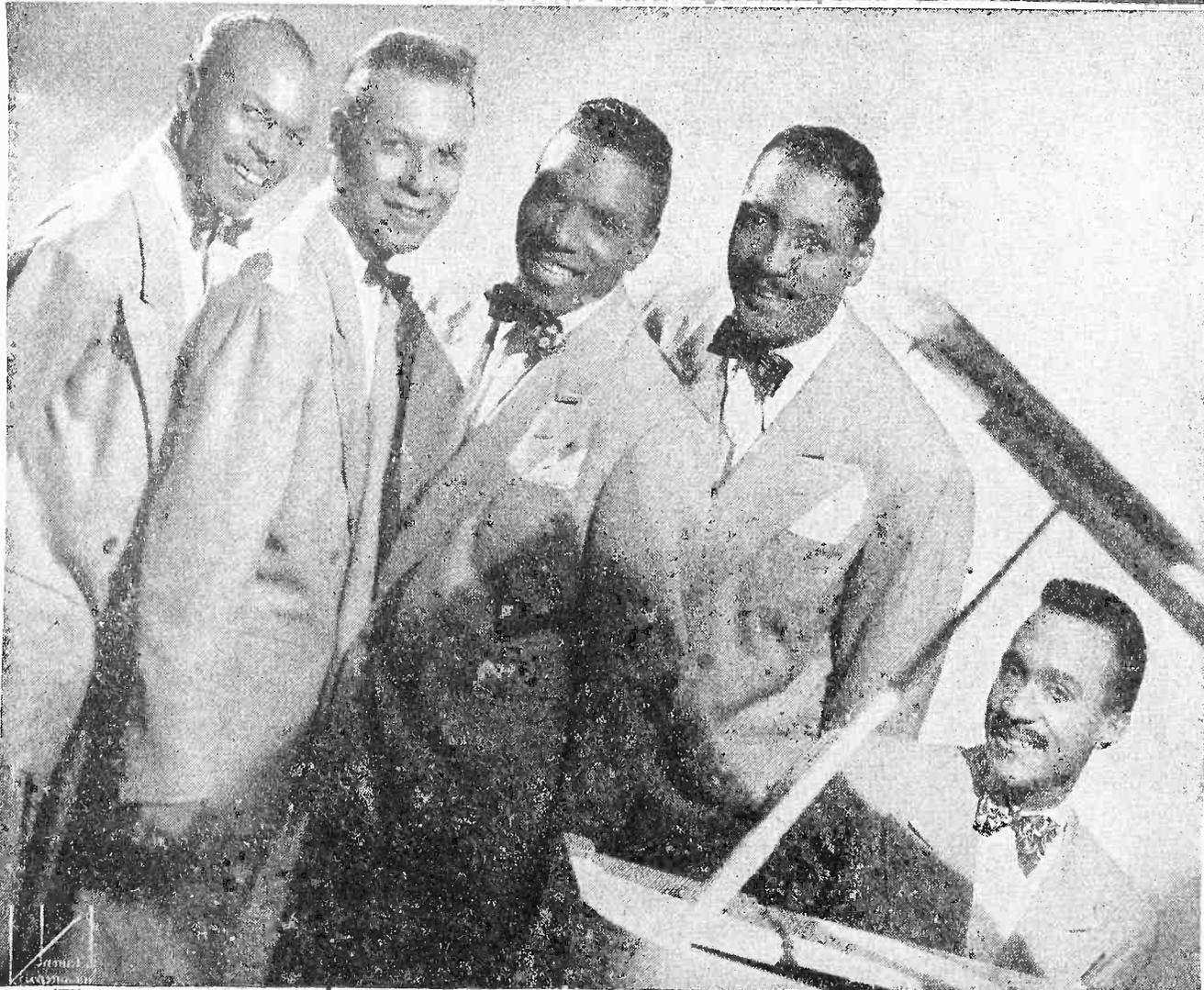
Firm is distributor for Aireon jukes and other coin-operated equipment.

WASHINGTON, Feb. 16.—Possibility was seen that the "printed" radio circuits used in tiny hand-size radios displayed by the U. S. Bureau of Standards might be adaptable to some phase of the coin machine industry.

In the radios, the wiring is stenciled on with silver ink while resistors are printed with ground carbon paste on the ceramic insulator panel which also serves as chassis for the sets. Even coils and condensers are "printed" on the panels.

It was said that these techniques might be adaptable to small counter games and other devices.

HIT The Juke JACK POT WITH THE DELTA RHYTHM BOYS ON RECENT DECCA RELEASES



Decca Record #18739

"JUST A'SITTIN' AND A'ROCKIN'"

(Lyrics by Lee Gaines)

backed by

"DON'T KNOCK IT"

Decca Record #23451

"THE HONEYDRIPPER"

with

JIMMIE LUNCEFORD'S ORCHESTRA

backed by

"BABY, ARE YOU KIDDING!"

PERSONAL MANAGEMENT

PAUL KAPP

CARL JONES • KELSEY PHARR • TRAVERSE CRAWFORD • LEE GAINES • RENE DE KNIGHT

Juke Operators To Be Active in Iowa Centennial

DES MOINES, Feb. 16.—Iowa juke operators and distributors have big plans to plug the State's Centennial this year, with a program which will show the public the publicity value of jukes.

Principal plan calls for a concerted drive on disk makers to turn out batches of Iowa records.

The motion picture *State Fair* developed *10-Way* nationally, and Meredith Willson recently plugged his Iowa song over the air. The famed Tall Corn song is the great State favorite.

The disk makers will be asked to turn out these already popular tunes and even to try for new ones. Deals will also be tried for cutting disks using well-known Iowa bands, including some of the pop cowboy type.

Operators would then place at least one of the Centennial disks in each machine in the State. Cut-in on the deal would be a well-placed newspaper and radio publicity program calling attention to the special records.

Operators feel that the deal would give favorable publicity to the juke boxes and at the same time offer an opportunity to share in the Centennial observance.

Background Music For New Film Is Supplied by Juke

CHICAGO, Feb. 16.—A coin phonograph that it always takes a nickel to operate supplies most of the background music in the new mystery film, *Fallen Angels*, produced and directed by Otto Preminger, maker of *Laura*.

Chicago reviewers have commended the movie for its everyday realism, and as one remarked, "the occasional background music comes, not from thin air as usual, but from a gaudy juke box which never plays without the required nickel."

Alice Faye and Dana Andrews are starred with a supporting cast including Charles Bickford, Bruce Cabot and John Carradine. It is a 20th Century-Fox production.

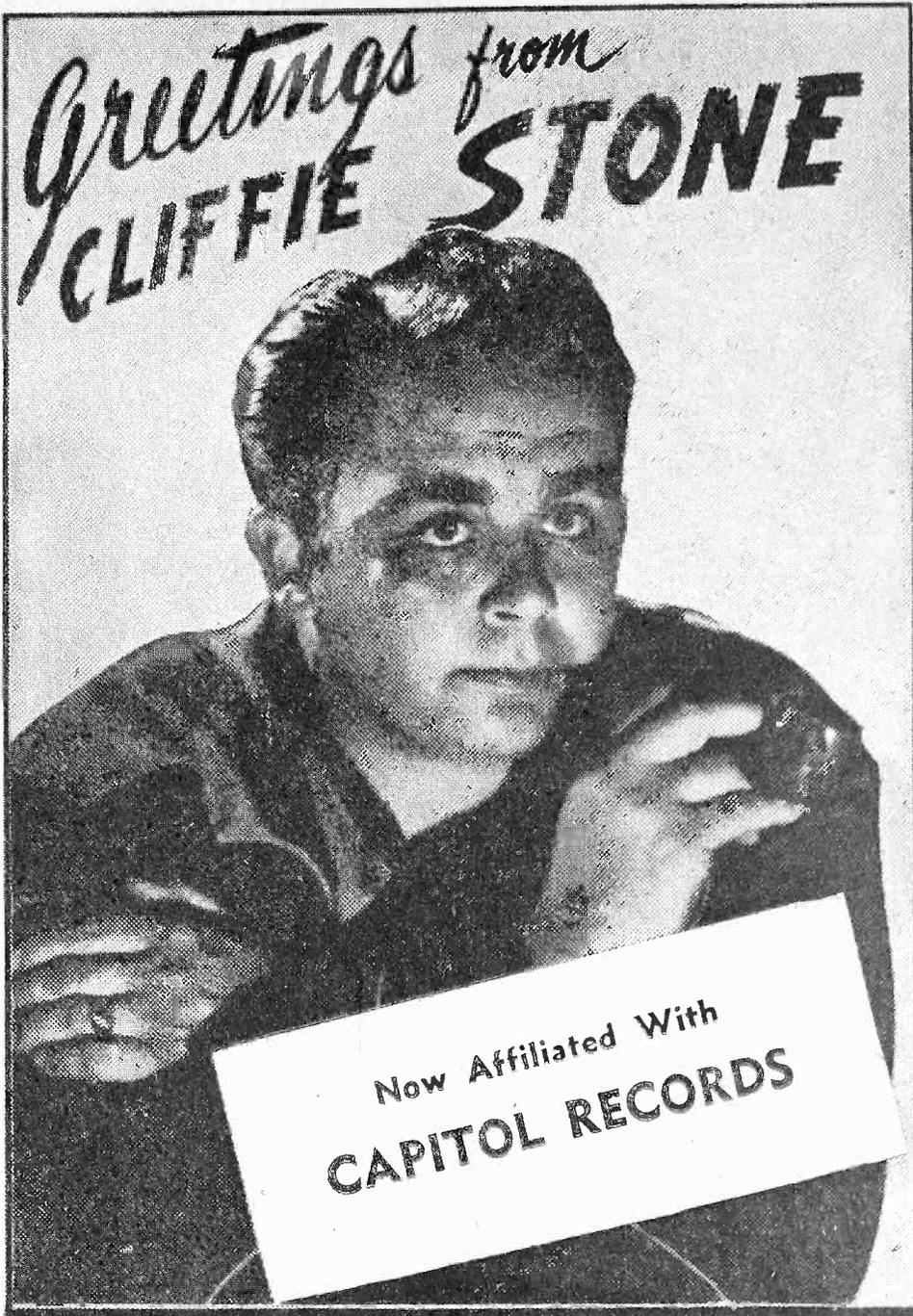
Distributors Appointed

CHICAGO, Feb. 16.—Sam Yaras of Dallas, and Ed Ponder of New Orleans have been appointed distributors for AMI coin phonographs in their respective States of Texas and Louisiana, DeWitt Eaton, sales manager of the Automatic Instrument Company, announced.

Yaras will handle Texas distribution thru his firm, Southwest Amusement Company, 2916-18 Main Street, Dallas, but he said he has just opened additional branches in Houston, San Antonio, Fort Worth and Mineral Wells.

Ponder will distribute AMI automatic music and phonographs thru his Louisiana Coin Machine Service, which has offices at 931 Poydras Street in New Orleans.

Bill Wolf of California Amusement Company, which has been named AMI distributor for the States of Washington and Oregon as well as California, Nevada, Arizona and the Hawaiian Islands, announced the opening of offices at 2313 Third Avenue, Seattle, Wash., and at 427 Southwest 13th Avenue, in Portland, Ore.



FREDDY MARTIN

THANKS YOU FOR YOUR CO-OPERATION ON "DREAM" * "LAURA" "RACHMANINOFF'S CONCERTO" "SYMPHONY" ON VICTOR RECORDS

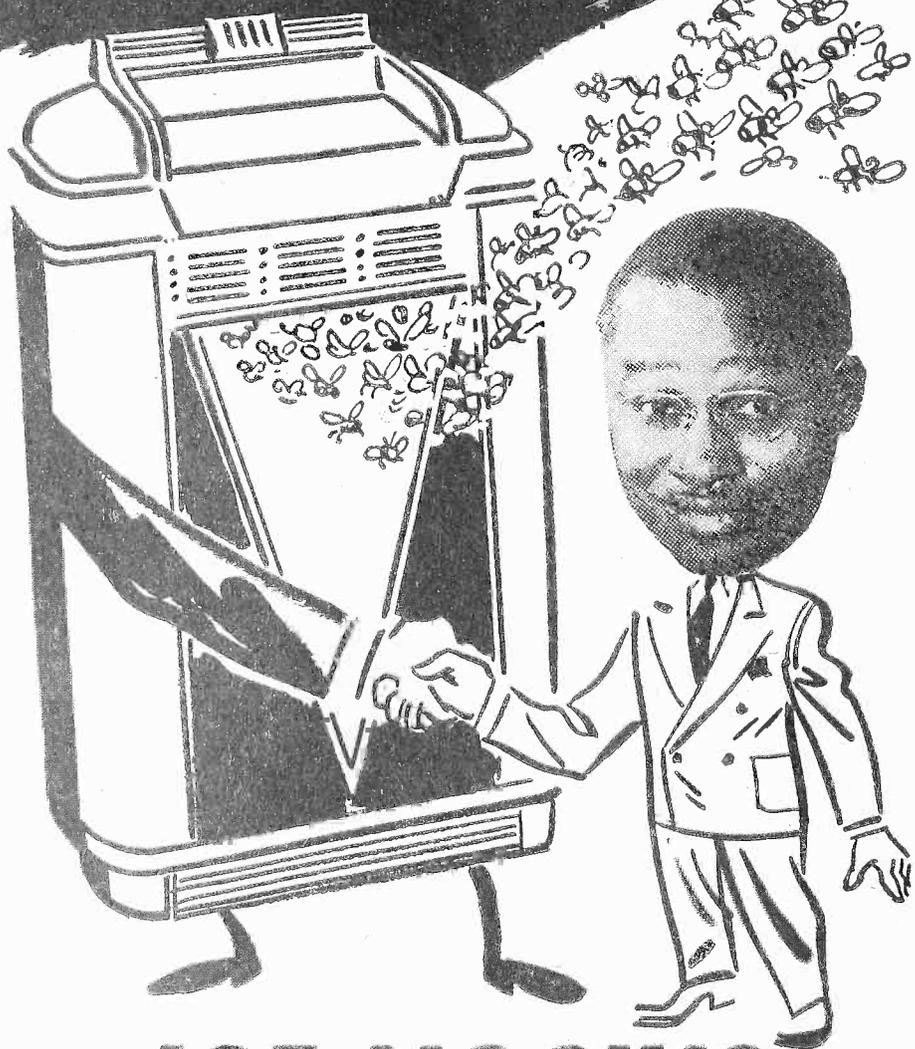


* Just Recorded! *

"ONE-ZY TWO-ZY (I LOVE YOU-ZY)" * "SLEEPY BABY" "BUMBLE-BOOGIE" * "CORNISH RHAPSODY"

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Thanks a
1,000,000!



JOE LIGGINS

and his original

HONEYDRIPPERS

ON EXCLUSIVE RECORDS

- I've Got a Right to Cry . . . 210A
- Blue Moods 210B
- Honeydrinker (Part 1) . . . 207A
- Honeydrinker (Part 2) . . . 207B
- I Know My Love Is True . . 212A
- Harlemesque 212B
- Lover's Lament 213A
- Miss Betty's Blues 213B
- Got Your Love In My Heart
Vocal: Herb Jeffries 211A
- Left a Good Deal in Mobile . 208A
- Here's Hoping (Herb Jeffries
on Vocals) 208B

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Chaw's Music

CHAW MANK'S Blue Ribbon Music Company of Staunton, Ill., has quite a list of popular hillbilly songs to its credit. Some of the most popular in which Chaw collaborated are: *Lonely Renfro Valley Rose* by CLIFF JAPHET; *Down Our Street*, music by JOHNNY WHITNEY; *Still Waiting for You*, *Thanks a Million*, by GEORGE CALDER; *Rose of Oklahoma* by ROSE E. BLACK and LEW MEL; *That Sinatra Swing*, music by JOHNNY WHITNEY; *Let's Talk About You* by LEW MEL and MARGARET HADLEY STATON; *When a Cowboy Goes Hawaiian* by PEARL CLARK.

After checking over a lot of mail, we find that on Saturday night when hillbilly music really comes into its own, there's a lot of dial juggling done so that the listeners don't lose out on their favorite numbers by their favorite singers. Many of the letter writers state that they tune in on several stations such as WSM, WLW, WWVA, WLS, WOWO, WSB, so that they get to hear the best of the folk music on all these stations.

BIG SLIM, of WWVA, Wheeling, who is heard on the midnight program, *The General Store*, has a following that keeps him going strong in all contests on that station. Slim, who is a Decca recording artist, has a book of his own songs that he gives with one of his sponsor's products. His songs seem to have that "old-time" touch to them. Breeding and training horses is Slim's hobby, and he has a favorite horse, Golden Flash, that has appeared in technicolor films with him.

RAMONA SCHWING and FLANNELS MILLER of two WWVA acts, joined up as lifetime partners a few weeks ago. RAMONA is the daughter of GAY SCHWING of WWVA.

Hayloft Frolic

The Hayloft Frolic is going places with

the show since the first one of January 26th. LITTLE EFFIE MAE was the hit of the second show they held. Each Saturday night they have a different act as guests on the show. February 9th they had JACK DONIGAN and His Trail Blazers, with GERTRUDE MILLER OF WKBN, Youngstown. They also have added attractions every Saturday. It looks like a really fine folk song show has started over Newcastle, Pa., way.

COWBOY COPAS, WSM, has been plugging *The Tragic Romance* and *Filipino Baby*. Copas is heard on the *Grand Ole Opry* every Saturday nite.

Altho several stations sent out acts right after gas rationing ceased, very few acts are going out on personals now. Too many good ones are on the air and not going out on p.a.'s. Many new acts have come to various stations and the listeners would like to be meeting up with them. Personal appearances are the life-blood of folk music.

RUSS HULL is back with *Country Music* again after four years' stint with the United States Navy. Among *Country Music's* newest selections are two that are going to be tops if all indications prove true. They are: *I Just Don't Know Why, But I Do*, waltz by BILL BOYD and BILL NETTLES, that has been recorded on Bluebird records by BILL BOYD. *Chocolate Ice Cream Cone*, the other one, is a kiddie tune for the youngsters. RUSS HULL songs are on many record labels by such singers as LOUISE MASSEY and WESTERNERS, TEXAS JIM ROBERTSON, LIGHT CRUST DOUGH-BOYS, HOSSIER HOT SHOTS, JOLLY JACK ROBER, RED RIVER DAVE, LAWRENCE WELK, KORN KOBBLERS, TOBACCO TAGS, BLUE SKY BOYS, CASS COUNTY KIDS, PATSY MONTANA, SHELTON BROS., PRAIRIE RAMBLERS, ELTON BRITT, BILL NETTLES, CLIFF BRUNER, BILL BOYD, RED FOLEY, EDDIE DEAN, PETE PYLE and many, many others. Three of their leading folios are: *Pete Pyle*

RUMBA NUMBA

OF THE YEAR

DE LUXE No. 1010

TAKE IT AWAY

VOCAL by JUDY LANG

BACKED BY

JEALOUSY

BY

EMIL COLEMAN

and his WALDORF-ASTORIA Orchestra

LIST PRICE 75c PLUS TAX

DE LUXE

RECORD DISTRIBUTING CO.

LINDEN, N. J.

Folio, Blaine Smith Album, and Chuck Harding Song Collection. They have just released a new one, Clyde and Slim's Farm and Fireside Songs.

Hank Sings

HANK SNOW, THE SINGING RANGER, who has been known as Canada's Good-will Ambassador, has a band now and is at present heard over WJPA, Washington, Pa. Hank intends booking his show solid for p.a.'s. from now until the first of May. That is, except Saturdays and Sundays. Hank, a Bluebird recording artist, has recorded such numbers as *When My Blue Moon Turns to Gold Again*; *Just Across the Bridge of Gold*; *We'll Never Say Goodbye*, *Just Say So Long*; *Sunny Side of the Mountain*; *You'll Regret Those Words*, *My Darling*; *Mother Is Praying for You*; *Your Last Kiss Has Broken My Heart*; *Don't Hang Around Me Any More*; *Rose of the Rio*; etc.

SMILIE SUTTER and "CRAZY ELMER" were on the WWVA Saturday morning preview Jamboree on February 9. Smilie is West Virginia's champion modeler.

Pat Returns

Reviving his role of Uncle Ezra, PAT BARRETT returned to emcee the *National Barn Dance* while JOE KELLY takes a much-needed vacation on doctor's orders. Pat, a *Barn Dance* regular for ten years had been living in retirement on his farm near Hebron, Ill. Guest stars on the *Barn Dance* last Saturday were SALLY FOSTER and the *Prairie Ramblers*.

The SHADY VALLEY FOLKS, busy with radio work and personal appearances at fairs and home-comings have found time not only to play various army camps and naval bases in the St. Louis area but to make the Veterans' Hospital at Jefferson Barracks a monthly habit.

The *Bluff Creek Round-Up* welcomed a recent appearance of RUSTY MARION. Program is broadcast from KOMA, Oklahoma City.

BORIS KARLOFF sang a cowboy song under the tutelage of ROY ROGERS on a recent request performance. Rumor has it that Roy is planning to invade the dude-ranching field early this spring. Intended site is Las Vegas, Nev.

New Tunes

You Are the One Who Will Cry by LEW MEL-MARTU DULANEY and JESSE C. MILAN, published by Peer Int. Corp., shows promise of being another folk tune that has what it takes.

ROY WEST'S RANGE RIDERS do a fine job of *Those Naggin' Blues* via their WGAR programs. The tune is published by Kelly Music Company of Franklin, Pa.

M. M. COLE CO., Chicago, has just brought out a swell DOC HOPKINS & His Country Boys de luxe edition folio containing such hits as *Too Late To Say You're Sorry Now*, *Whispering Bells* and *The Prairie Polka*.

RUSS HULL'S COUNTRY MUSIC, INC., has accepted *There's a Little Patch of Earth (That I Call Heaven)* by LEW MEL-GRADY COLE-EDNA WRIGHT and TED MATHESON.

Kelly Music Pub has brought out an All-Star Hillbilly Jamboree folio containing many hits, including *It's Texas*, *My Valley Home*, *My Ranger Joe*, *You Never Said Goodbye* and *Since Maw's Gone to Chicago*.

Guest Singer

SALLY FOSTER was guest singer on the WLS *National Barn Dance* on its annual Valentine's Day Hoedown.

KEN CHRISMAN'S Painted Post on Ventura Boulevard in Studio City, Calif., has become a national landmark with the nation's roving cowboys. Most rodeo performers and Western recording and radio artists invariably visit the Painted Post when in California. To them it is "home" because of its authentic Western atmosphere and because they meet all of their friends at the Painted Post.

Not only that, but many of them use the Painted Post as their Los Angeles address and have all of their mail forwarded there. Chrisman to them is the real Old Corral Boss of California because he's "real folks from back home."

TEX RITTER and JIMMY DAVIS, Louisiana's songwriting governor, have completed an entire musical comedy score called *Start Cheering*, planned for Broadway production.

Sombreros in the Sun, published by Kelly Music Company was written by LEW MEL and GEORGE CALDER, not GEORGE GREEN as previously reported.

**A SENSATION IN THE MOVIES
RED RIVER DAVE**

—SINGING—

"MY GAL FROM HOUSTON"

WRITTEN BY

JOE MARX & RED RIVER DAVE

JUKE BOX BOYS

ARE YELLING FOR

AMERICA'S HOTTEST HILLBILLY

He's Burning Up the Southwest

Currently Broadcasting—WOAI—San Antonio

Continental Records—Soundies

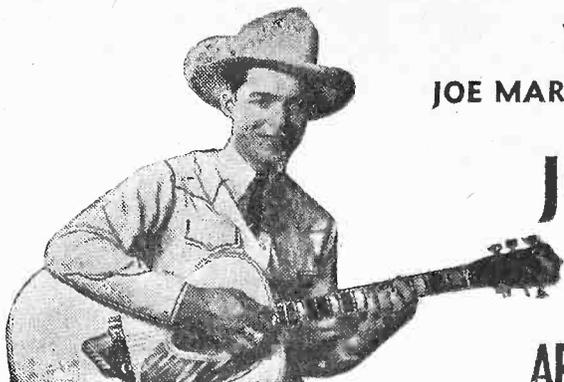
Starring in a new Western—"SADDLES UP"

(PROFESSIONAL COPIES AVAILABLE)

WRITE—WIRE

RED RIVER DAVE

SAN ANTONIO, TEXAS



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We've Ever Made

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Listen To Our New Singing Sensation, Gil Taylor

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★ SOME DAY

Decca No. 18745

A TEAR IN MY BEER TONIGHT
YOU TWO-TIMED ME ONE TIME TOO OFTEN

Decca No. 18738

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"BAGGIN' THE BOOGIE"

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AND HIS ALL STARS

also
"STORMY MOOD"
and
"BE-BOOGIE-BOO"

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Motion Picture's
Western Singing Star

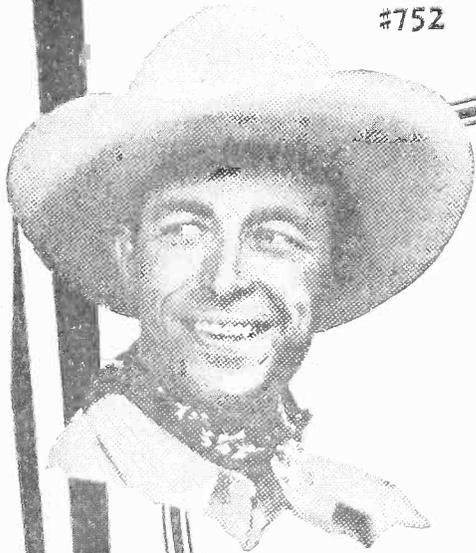
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"CRY - CRY - CRY"
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Record Reviews

GORDON MacRAE WITH WALTER GROSS AND HIS ORCHESTRA
(Musicraft 15052)

It's Anybody's Spring—FT; V.
Slowly—FT; V.

The MacRae is a competent warbler, he still worries too much about singing technicalities to really sell his tunes. He doesn't get enough of the meaning of the songs into his delivery. *Slowly*, for instance, is a ballad designed for the swoon kids, and if sung low, soft and pashy, it will stir 'em. Mac sings out on it. However, *Fallen Angel*, 20th Century-Fox filmer in which the tune is used, has been released, and possibly with the pic plugging, MacRae's version will sell. *Anybody's Spring*, billed as the "A" side, still seems like an awkward, hard-to-do song, with strange mismatching of pleasant melody and good lyrics (if taken individually). This one, tho, will get Crosby plugging in *Road to Utopia* pic and maybe Der Bingle will put it over enough for other platters to sell, too.

Ops won't find this one luring any coinage, except possibly on eventual build-up for the tunes themselves.

JACK LEONARD WITH PAUL BARON ORCHESTRA
(Majestic 7170)

In the Moon Mist—FT; V.
May Not—FT; V.

Jack Lawrence's (tunesmith) adaptation of the Gidard melody to make *Moon Mist* is one of the year's prettier jobs, and the blending of Leonard's romantic bary with soft, svelte Baron backing adds up to a good side, probably Leonard's best since he started diskings. *May Not* is a monotonous, uninspired ballad from the legit turkey *Nellie Bly*. Tune can't help Leonard any more than it helped the show. Bad guess on Majestic's part.

"Moon Mist" is the side here in a walk. It will get nickels where the fans like the pash bary-boys.

JEAN SABLON WITH PAUL BARON ORCHESTRA
(Decca Specialty Series 40002)

Symphony—FT; V.
It Might as Well Be Spring—FT; V.

First sides made by this top French songseller come off beautifully, tho the

market will definitely be limited because *Spring* is done in French lyrics only, while *Symphony* is delivered in both French and English. Musical quality of the French language definitely adds something to both tunes, even if you don't understand it, and Sablon's warm, throbbing voice enhances the wordage and melody. Paul Baron backing, with heavy emphasis on strings, is just right for Sablon.

For ops who have boxes in French restaurants or other locations with Gallic patronage, this is the disk of the year. For other locations, not much good.

GENE KRUPA (Columbia 36931)

Yesterdays—FT; V.
Hop, Skip and Jump (Honey, Hurry to Me)—FT; V.

Arrangement on Jerome Kern's *Yesterdays* is really a beauty and with the Krupa band, plus lovely flashes of Charlie
(Continued on page 172)

A NEW STAR ON THE HORIZON!

WESLEY TUTTLE

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"LOOKING FOR AN ANGEL LIKE YOU"
ZEKE CLEMENTS Grand Ole Opry Singer

No. 6 { "YOU LEFT a RED CROSS on MY HEART"
"I'VE BEEN LONESOME SINCE YOU WENT AWAY"
PAUL HOWARD and His Arkansaw Cotton Pickers

No. 7 { "CROSSING OVER JORDAN"
(Spiritual)
"NO DISAPPOINTMENT UP THERE"
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JOHN DANIEL'S GOSPEL QUARTET

No. 4 { "YOU'RE FREE AGAIN"
"HONEST, I'M HONEST"
ZEKE CLEMENTS Grand Ole Opry Singer

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CITY
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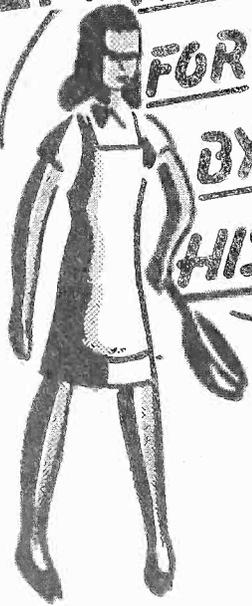


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EXCLUSIVE

RECORDS
 SUNSET AT VINE HOLLYWOOD

Record Reviews

(Continued from page 170)

Venturo's tenor sax, selling it up to the hilt, it should be a solid bet for dealers. Reverse with Anita O'Day vocal is also good, tho in much light, gayer mood than Kern number.

Good flipover coupling for ops. When the lush Kern ballad is worn down, "Hop, Skip and Jump" will collect coins.
THE FOUR VAGABONDS
 (Mercury)

When the Old Gang's Back on the Corner—FT; V.
Taking My Chance With You—FT; V.

This foursome of Negro harmonizers, heard regularly on ABC and NBC network shows, have built up a heavy following, especially in the Midwest. *Gang's Back* is a comer tune, dealing with pertinent demobilization theme, while other side is a pretty stereotyped love ballad, but it's done in typical Vagabond style. This is their first waxing in a couple years, so there should be a ready market among their horde of fans.

Both sides mean certain plays where ABC and NBC programs are aired.

DINAH WASHINGTON (Mercury)
I Can't Get Started With You—FT; V.
Joy Juice—FT; V.

In her first effort for Mercury, Dinah Washington, the ex-Hampton blues singer, shows plenty of promise, delivering a mellow brand of *Joy Juice* and then giving the reverse standard a sweeter but just as rhythmic treatment. Gus Chappell's nine-piece Negro crew rates kudos for the success of La Washington's initial spinings. Their sugary background to the standard and their bluesy obligato to J. J. compares favorably to the backing given Dinah on the

four blues sides she cut for Keynote in 1945, bringing her national recognition. "Can't Get Started" will start nickels rolling into jukes from all listeners. Reverse has clever lyrics for race locations.

LESTER YOUNG (Philo)
Lester Blows Again—FT. P-123
D. B. Blues—FT. P-123
These Foolish Things—FT. P-124
Jumpin' at Messners—FT. P-124

Lester Young fans will be happy to hear these four sides. *Lester Blows Again* was written by Lester and features plenty of his tenor sax, a trombone solo by Vic Dickenson and good piano work by Dodo Marmarosa. It's a clean performance of swing (or jazz) on the quiet side. Reverse, *D. B. Blues*, was also written by Young and features more of the same soloists. On the last chorus, Lester and Dickenson play an interesting duet.

These Foolish Things is a standard tune done in a slow tempo with plenty of Lester Young tenor. In fact, it's
 (Continued on page 174)

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RECORD No. 119 Whiskey Head Woman Doretha Doretha Boogie <i>Georgia Boy Jerry</i>	RECORD No. 115 I Don't Want The World Something Strange Happened <i>Betty Thornton and Her Trio</i>		
RECORD No. 120 Honey Bunny The Mack Sisters Stop Shakin' That Thing <i>Samuels Calypso Band</i>	RECORD No. 117 The Furlough Blues The G.I. O.P.A. Blues <i>Georgia Boy Jerry</i>		
RECORD No. 121 Gonna Pitch A Boogie Blues Mixture <i>Bob Camp and His Buddies</i>	RECORD No. 116 Tell Me Why You Like Roosevelt Part 1 and 2 <i>The Evangelist Singers</i>		
RECORD No. 122 Tee-U-Eee Don't Forget To Be True <i>The Little Four</i>	RECORD No. 104 Bobbie Town Boogie My Little Girl Blues <i>Willie Lee Brown and Band</i>	Southern RECORDS	ALREADY Best Sellers
RECORD No. 123 Jelly Shakin' Blues Bye Bye Mary <i>Allan Nurses Calypso Band</i>			

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presents its first "Pop" record in the Star Series
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in the Nation's Sensation

PAN. 036

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Record Reviews

(Continued from page 172)

about three minutes of his work. *Jumpin' at the Messners* refers to the owners of Philo records and is still another original by Young. Taken at a ride tempo, the first chorus features Lester Young, followed by Dickenson's trombone. Then comes an interesting piano solo by Marmarosa. Another duet by Young and Dickenson close this side. Balance is good on all sides and the record surface is much quieter than the average small-company platter. Norman Granz supervised all four sides with an eye to the jazz customers, and he won't be disappointed, because they will buy these disks. Disks will also sell to a wider clientele than most jazz records because they are not so wild and loud. "Foolish Things" will do best in most places, and all four sides will do very well in race locations.

THE PRAIRIE RAMBLERS (Mercury)

Make Room in Your Heart for a Friend—FT; VC.
Farewell Blues—FT; V.

This is the first record for Mercury by the Prairie Ramblers. The boys used to record for Columbia and Okeh. In *Farewell Blues*, a purely instrumental number, the boys shine with the guitars in a new arrangement of an old tune. Vocal trio, in *Make Room in Your Heart for a Friend* should please those devotees of folk music who like the commercialized version of so-called hillbilly music. Voices blend well and should hit a big juke-box audience with those who like the plaintive, new type of folk music that has sprung up in the last 30 years. Commercial value on "Make Room in Heart for a Friend" should be good.

TEDDY WALTERS (ARA)

Laughing on the Outside—FT; V. 135
You I Love—FT; V. 135

This is the first record released by Walters under his own name. Looks as tho ARA has a vocalist to compete with featured male singers on other top labels. *Laughing* is a very pretty ballad and Walters, formerly with Jimmy Dorsey, does a good job on it. He phrases in good taste, but doesn't seem to put as much warmth and feeling in his rendi-

tion as he usually does. Other side is a new Harry Warren tune, *You I Love*, which has a very unusual melody, intriguing to the ear and sounding better as it is heard. Like most Warren tunes, it should become a big hit. Teddy's vocal displays fine phrasing, but still lacks the feeling so necessary in putting over a song. Lou Bring directed the orchestra and provided wonderful backings. Well recorded and good balance.

Both sides will catch nickels, with emphasis on "You I Love" in the quieter spots and those catering to high school gals.

HARRY EDISON QUINTET (Philo)

I Blowed and Gone—FT. P-119
Laura—FT. P-119

First side, *Blowed and Gone*, is an original by Harry Edison, trumpet man with Count Basie. Edison plays with exceptional taste on his muted trumpet and has some of the top musicians on the West Coast in his small group. Solos by Willie Smith on alto and Arnold Ross on piano are completely relaxed and very listenable. Reverse is Edison's conception of how *Laura* should be played, but it's certainly a contrast to the first side. He plays unrelaxed and sounds uncertain of himself at times. Intonation is poor and it's a mystery why this side should have been released at all. Norman Granz dreamed up this session, but how he could record two such completely different sides is difficult to understand. *Blowed* will send to the jazz fans and folks with a taste for quiet swing. Recording and balance are good.

Jukes can use "Blowed" in race locations, malt shops, small cocktail bars and gathering places for young folks.

HELEN HUMES (Philo)

Voo-It—FT; V. 121
Did You Ever Love a Man?—FT; V. 121
Central Avenue Boogie—FT; V. 122
Please Let Me Forget—FT; V. 122

Helen Humes sings with an all-star band, including Willie Smith, Allan Reuss, Corky Corcoran, Arnold Ross, Red Callender and Snookie Young. *Voo-It*, with the right promotion, can easily become another Helen Humes *Be-Bobaleba* over-night sensation. It has the same

(Continued on page 176)

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Record Reviews

(Continued from page 174)

infectious rhythm and drive which characterizes the *Bobaleba* tune, but isn't quite as rugged or wild. Disk has Helen singing in great voice all thru, with short solos by Smith on alto, Corky on tenor and Snookie Young on trumpet. *Did You Ever Love a Man?* is a slow blues very well sung by Helen. The guitar solo by Allan Reuss couldn't be heard due to poor balancing. Lyrics on this blues have more meaning to them than most blues.

Central Avenue Boogie is titled after the Los Angeles Harlem. Altho Helen does a very good job on this, her voice shouldn't be wasted on such poor music. Side has some nice tenor work by Corcoran and a fine piano solo by Arnold Ross. *Please Let Me Forget* was written by Red Callender, bass player with the group, and has a pleasing melody line with fairly good lyrics. Played over a couple of times, the melody is very catchy and grows on one. Helen does it slow and with her usual good taste.

Voo-It is the outstanding side in this group and, altho all will appeal to jazz collectors and Humes fans, *Voo-It* will have a much wider appeal to buyers.

"Voo-It" will do a good job for jukes as a follow-up to "Bobaleba."

DAN GRISSOM AND LORENZO FLENNÓY TRIO (Melo-Disc)

Cherry—Ft; V. M-103
Poor Butterfly—FT; V. M-103

Dan Grissom, who has been out on the West Coast ever since he left Jimmie Lunceford's band, is singing much better than he has for a long time. He does *Cherry* with a good beat and in a very romantic but rugged voice. The Flennoy Trio do very little to help Dan along, but he sings despite the poor accompaniment and comes out on top. *Poor Butterfly*, the reverse, could have been very interesting and clever, as the idea of the band singing in back of Dan's vocal is fine if done right. Instrumentally, neither side has much to offer and the recording was made in a very poor studio, as the hollow sound in the disk is not pleasing.

"Cherry" will be a very good bet in race locations.

HENRY RUSSELL (Urban)

Pin Marin—FT; V. 112
How Can I Lose?—FT; V. 112

Pin Marin is a new novelty song written by Jay Milton, Henry Russell and Buzz Adlam, based upon a Mexican children's game. The recording by Russell is very well done and the balance is good thruout. With the orchestra playing the first chorus, Russell sings the next in a very pleasing baritone. He sings straight, without any of the tricks used by so many male vocalists nowadays and, as he developed a fairly good following during his Horace Heidt days, there should be no trouble finding buyers for this disk. On the reverse there is a noticeable similarity to the old Heidt style of band. Orchestra takes the first chorus again with Russell doing only one chorus. Tune is brand new and very pleasing.

"Pin Marin" will go in jukes where sweet music is desired.

SLIM GAILLARD QUARTET (Atomic)

Jumpin' at the Record Shop—FT; V. 216
Penicillin Boogie—FT. 216

Jumpin' is one of Gaillards's many novelty songs with which he convulses his listeners in night clubs in and around Hollywood. On record, the song loses some appeal. Disk will be played over and over for a short while and then forgotten. Lyrics mention most of the top recording artists of the day, much in the manner of a calypso singer. It's clever and will be one of those quick turnover sellers. Other side, *Boogie*, is instrumental but nothing happens. It isn't even based upon a good riff and Gaillard's guitar solo sounds very tired and uninspired.

"Jumpin'" will get the nickels in many spots.

SPELLBOUND (ARA Album A-2)

Alfred Hitchcock's *Spellbound* is one of the most talked about films of the year and the musical score is usually half of the discussions. ARA Records made a very smart move when they decided to

(Continued on page 178)

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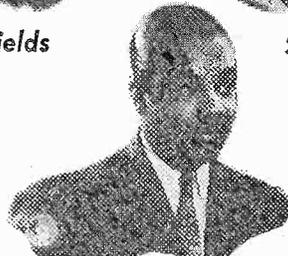
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Record Reviews

(Continued from page 176)

record the score with an orchestra conducted by Composer Miklos Rozsa and present it to the public in album form. Miklos Rozsa has been scoring for motion pictures for years, first in Europe, then in this country. Alfred Hitchcock selected Rozsa for *Spellbound* and received results far greater than he had anticipated. Rozsa has done many excellent scores such as *Jungle Book*, *Five Graves to Cairo*, *Blood on the Sun* and *Song to Remember*. His *Spellbound* work fits every mood and scene without stealing the scene from the actors.

Album consists of eight 10-inch sides, each side complete in itself with only one exception. Taking the sides in their proper order, *Prelude* is side one and contains the opening bars of the picture and then introduces the *Love Theme* which is heard thruout the picture. Score has probably caused more widespread comment and interest than any picture score since *Laura*, but so far no popular song has been concocted from any of the themes.

Dementia is very effective and thrilling music producing a tenseness amplified by the weird wail of the theremin, an almost obsolete electronic instrument played by hand motion toward and away from a metal rod. The theremin is used to advantage in this sequence, as it causes the excitement to rise just before the climax of the particular scene.

The *Love Theme* is on two sides and features excellent violin solo work by Eudice Shapiro. Various improvisations on the theme by the orchestra follow in sequence during which the violin weaves the melody in and out. This theme is the one which everyone will remember.

The only really happy music in the score is a short bit of frivolity named *Scherzo*. It has a lightness of spirit which seems to call for the outdoor scenes. It's such a contrast to the rest of the score, which is heavy and full of meaning, that it acts as some kind of a rest period in which you can take a deep breath before returning to the turmoil and confusion of a warped mind. The love theme is intricately woven into the *Scherzo* also.

Sub-Conscious is supposed to represent a dream sequence designed by Salvador Dali, but it misses being different and weird enough to give a true idea of Dali's surrealism. Only the return of the theremin again saves this particular music sequence from becoming just another example of modernistic music.

Terror on the Ski Run is really very terrifying when heard with the picture, but lacks force without it. However, the rapidly moving music near the end of this movement depicting Bergman and Peck speeding down the mountain side on skis, is thrilling without the picture and the appearance of the theremin once more will cause the pulses to race a little.

Eadie Griffiths and Rack Godwin, piano team from the smart Gala Cafe, Hollywood, were drafted to record the *Spellbound Concerto*, final movement of the score. Their work is excellent and the improvisations for the orchestra and two pianos are musically very interesting and thoroughly listenable.

As a whole, the album is very well performed and, of course, has a great commercial value because of the picture connection. The recording could have been better, as the over-all balance shows a predominance of highs which gives the whole album a slightly distorted screeching sound in many of the passages. This could possibly be laid to an instrumentation lacking sufficient bass instruments. Despite all this, the album will sell and sell well.

HOWARD MCGHEE (Melo-Disc)
Night Mist—FT; M. 1001

GEORGE'S DUKES AND
 DUCHESS (Melo-Disc)

Abernathy's Voo-It, Voo-It—FT; V. M-1001

There is no question about McGhee being one of the better newcomers in the trumpet field, but his attempt at exotic music on this recording of *Night Mist* falls short of any goal. The whole composition is played very slowly and plods along thru a very uninteresting melodic line. For four short bars the piece moves into a groove where McGhee sounds right at home, but this is short-

(Continued on page 180)

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Record Reviews

(Continued from page 178)

lived and McGhee returns to the struggle. *Voo-It*, on the reverse side of McGhee's opus and done by another little band headed by a trumpet player, Karl George, is ordinary blues. Singer Abernathy fails to enunciate clearly and is too far from the mike most of the time. Band has a good beat and shows much promise, but it will have to do better than this. Neither side strong for the jukes.

ART TATUM, PIANO IMPROVISATIONS (ARA Album A-1)

This is the second Art Tatum album to be released in the past two months but via different labels. Tunes in both albums were selected in good taste, but recording on this particular album is superior to the previously issued album. Art displayed excellent judgment here, as he plays the first chorus on each side straight before his improvisations, thus giving the average listener a chance to recognize the tune.

Poor Butterfly is in a medium tempo and starts out with a very complex bass against a simple melody line in the right hand followed by a second chorus of pretty improvisations and closing with some unusually interesting out-of-tempo passages.

Art does the first chorus of *Lover* in waltz time. This Rodgers-Hart melody lends itself perfectly to the piano, even in the four-four tempo into which Art moves following the waltz. At times he gets completely away from the tempo but never loses a beat.

Jerome Kern's *Yesterdays* has Art Tatum playing some very pretty ad lib on the first chorus, followed by a medium fast tempo with plenty of those famous Tatum right-hand arpeggios covering the keyboard.

On *Runnin' Wild*, Tatum plays a medium tempo and then he plays more intricate improvisations than other pianists. This rendition isn't up to his usual par. There is too much of a sameness thruout the side.

Memories of You is slow and contains some very strange yet pleasing chord

changes. Tatum maintains the melody for the full record.

Vincent Youman's *Hallelujah* starts out in a slow ad lib tempo and then becomes faster on the next chorus with intricate right-hand work. Last chorus Art plays double tempo, with both hands traveling at lightning speed.

Art's *Kerry Dance* version displays beautiful chording and subtle shadings and should prove of great interest to pianists, while the changes of harmonies in the next chorus will be of interest to all musically interested. He closes the selection with a humorous eight bars.

It is doubtful that Rudolph Friml would have believed any musician could take his *Song of the Vagabonds* and work it over as Art Tatum has done. Art's changes in bass chords against the straight melody in the right hand are a definite improvement over the original chords. The second chorus really swings, while the third chorus fairly romps along with that rapid left hand moving against the right hand arpeggios. Art slows down a bit and rocks on out.

Album will sell to jazz collectors, modern pianists and most of the dance band musician followers.

FREDDIE STEWART (Bel-Tone) *Out of Sight, Out of Mind*—FT; V. E-0266 *Diane*—FT; V. E-0266

Out of Sight has an uninteresting musical structure and the lyrics are below average. Freddie Stewart does the vocal in a colorless voice which is much too high-pitched for a man's voice. His phrasing is very poor and he has no vibrato to speak of. Lew Pollack's *Diane* on the other side was never rendered so dully before. First chorus is taken very slow by Stewart and then he is joined by the Sweet Swingsters at a faster tempo wherein Stewart endeavors to imitate Andy Russell and Donald Novis at the same time. And Joe Sann's orchestra plays so good on both sides, too!

Unless there are some Bobby Breen fans left, no nickels.

(Continued on page 182)

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Record Reviews

(Continued from page 180)

SIR CHARLES AND HIS ALL-STARS—(Apollo R1031)
If I Had You—Instrumental.
Takin' Off—Instrumental.

Since this all-star group of Charlie Thompson's features such righteous names as Buck Clayton on trumpet, J. C. Heard on drums, Charlie Parker on alto and Dex Gordon on tenor sax, Jimmy Butts on bass and Danny Barket on guitar . . . and since all of these jazz luminaries get ample show-space on both these sides, disk should go well in stores with hot jazz patronage. *Had You* is slower-tempered hot jazz, while *Takin' Off* is a real jumper.

Locations with a hot jazz group demand will do well with this platter.

RILEY SHEPARD—(King 523)
Blue Tail Fly—Ballads.
Silver Dew on the Blue Grass—Ballads.

Smart tune mating on this one by the Cincinnati outfit. *Blue Tail Fly* is, of course, the folk classic and mountain music lovers will go for it by any competent folksinger. *Silver Dew* has been a hot folk seller and juke bet for some little while and shows no immediate signs of a let-up. Shepard is right in the folk groove, carrying the sincerity necessary to folk success in his voice, and at the same time jazzing it up with the usual mountain music tonsil tricks.

Both sides good bets for locations where folk stuff goes well.

BARNEY KESSEL'S ALL-STARS
(Atomic)
What Is This Thing Called Love?—FT. 209
Atom Buster—FT.

Love gets into a very good groove with a solo by Kessel's electric guitar and followed by Dodo Marmarosa's tasty piano, Herbie Steward's tenor sax and Johnny White's vibes. All these musicians are top jazz men. Playing such fine solos as they do on this record, both sides will appeal mostly to the jazz collectors and musicians. *Atom Buster* is merely a riff on which this group shows off its individual ideas for solos. There is excellent piano work by Dodo, good tenor

sax by Herbie, interesting vibes by Johnny and very exciting guitar by Barney. Remainder is good and recording above average.

Jukes can count on nickels in spots where jazz is requested.

CAL AND BUDDY'S RANCH BOYS
(Coast-Rodeo Series)

Time Alone Will Tell—V. 2019
I Don't Want Anybody But You—V. 2019

Time is not the popular song of a couple of years back, but a Western poorly done by a vocal duo. A piano chorus follows the vocal and then an electric guitar solo takes off in Hawaiian style. Vocal on *Anyone* is even poorer than the first side, as there seems to be definite lack or disregard of blend and intonation. Neither song contains any real Western musical value, nor do the lyrics tell a story.

Very little choice here, but "Time" may be fair in Western spots.

SLIM GAILLARD QUARTET—
(Atomic)

Atomic Cocktail—FT; V. 215
Yep-Roc-Heresay—FT; V 215

When Slim Gaillard broke up the team of Slim and Slam by his entry into the army, Slam traveled east. Slim, upon his discharge, stayed on the West Coast and took on Tiny Brown as his partner in rhyme. Slim's activities have included coining new slang for musicians, writing songs and singing in doubtful Spanish. *Atomic Cocktail* is an example of his songwriting in which he explains, with clever lyrics, the effects of the above-mentioned concoction. Slim's vocal prowess lends itself admirably to such novelties, altho his partner, Tiny, is far from effective. Dodo Marmarosa on piano and Slim on guitar do excellent solos. *Yep-Roc-Heresay* is a long list of tasty Arabian dishes which Slim rattles off with ease. It sounds very funny and a bit like double talk. The disk is mostly vocal, with Tiny Brown adding his bit of poor seat singing.

Disk should really go in jukes as a novelty, but needs publicity.

(Continued on page 189)

GOING
—STRONGER
THAN EVER—
THANKS TO THE
JUKE BOX BOYS

WHAT A DEAL
Capitol RECORD #2222
RECORDED BY
Martha Tilton

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PERRY COMO'S

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SAMMY KAYE'S

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FREDDY MARTIN'S

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VAUGHN MONROE'S

Let It Snow! Let It Snow! Let It Snow!

TOMMY DORSEY'S

Boogie Woogie

CHARLIE SPIVAK'S

It's Been a Long, Long Time

PERRY COMO'S

Till the End of Time

ERSKINE HAWKINS'

Tippin' In

SAMMY KAYE'S

It Might as Well Be Spring

DUKE ELLINGTON'S

I'm Beginning to See the Light

\$

VAUGHN MONROE'S

There, I've Said It Again!

\$

ERSKINE HAWKINS'

Caldonia

CHARLIE SPIVAK'S

You Belong to My Heart

\$

PERRY COMO'S

That Feeling in the Moonlight

SAMMY KAYE'S

Walkin' with My Honey

\$

DUKE ELLINGTON'S

Don't You Know I Care?

TOMMY DORSEY'S

On the Atcheson, Topeka & Santa Fe

\$

VAUGHN MONROE'S

Fishin' for the Moon

FREDDY MARTIN'S

Lily Belle

\$

PERRY COMO'S

If I Loved You



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PART 1—The Billboard

HONOR ROLL OF HITS (TRADEMARK)

THE NATION'S TOP TUNES

1. SYMPHONY
2. I CAN'T BEGIN TO TELL YOU
3. LET IT SNOW! LET IT SNOW! LET IT SNOW!
4. OH! WHAT IT SEEMED TO BE
5. I'M ALWAYS CHASING RAINBOWS
6. DOCTOR, LAWYER, INDIAN CHIEF
7. PERSONALITY
8. SOME SUNDAY MORNING
9. AREN'T YOU GLAD YOU'RE YOU?
10. DAY BY DAY
11. IT MIGHT AS WELL BE SPRING
12. JUST A LITTLE FOND AFFECTION
13. THE BELLS OF ST. MARY'S
14. YOU WON'T BE SATISFIED (UNTIL YOU BREAK MY HEART)
15. DIG YOU LATER (A HUBBA-HUBBA-HUBBA)

The nation's 15 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. The title "HONOR ROLL OF HITS" and the listing of the hits have been copyrighted by The Billboard. No use of either may be made without The Billboard's consent.

ENGLAND'S TOP TWENTY

Weeks to date	POSITION		SONG	ENGLISH	AMERICAN
	Last Week	This Week			
5	1	1	KENTUCKY	Campbell Connelly	BMI
7	6	2	CRUISING DOWN THE RIVER	Cinephonic	*
7	2	3	IT'S A GRAND NIGHT FOR SINGING	Chappell	Williamson
6	4	4	(DID YOU EVER GET) THAT FEELING IN THE MOONLIGHT	Francis Day	Paull-Pioneer
3	19	5	MY HEART IS DANCING WITH YOU	Irwin Dash	*
10	8	6	I'LL CLOSE MY EYES	World Wide	*
10	7	7	OUT OF THE NIGHT	Southern	*
16	5	8	UNDER THE WILLOW TREE	Mac Melodies	*
9	3	9	IT'S BEEN A LONG, LONG TIME	Bradbury Wood	Morris
1	—	10	IT MIGHT AS WELL BE SPRING	Chappell	Williamson
18	10	11	I'M IN LOVE WITH TWO SWEETHEARTS	Irwin Dash	Music Makers
2	12	12	NANCY	Chappell	Stanwood
6	16	13	TWO CAN DREAM AS CHEAPLY AS ONE	Campbell Connelly	*
12	9	14	LET'S KEEP IT THAT WAY	Noel Gay	*
6	11	15	THE MOMENT I SAW YOU	Peter Maurice	*
6	14	16	ROSE OF SANTA LUCIA	Feldman	*
16	15	17	SYMPHONY	Chappell	Chappell
1	—	18	CHICKERY CHICK	Campbell Connelly	Santly-Joy
2	17	19	THAT'S FOR ME	Chappell	Williamson
2	—	20	WHEN THE GANG MEET AGAIN	Strauss-Miller	*

*Publisher not available as The Billboard goes to press.

PLAY STATUS OF FILMS WITH LEADING SONGS

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

- AREN'T YOU GLAD YOU'RE YOU? (Burke-Van Heusen). Sung by Bing Crosby in Rainbow Productions' "The Bells of St. Mary's." National release date—December, 1945.
- AS LONG AS I LIVE (Witmark). Background theme in Warner Bros.' "Saratoga Trunk." National release date—January 26, 1946.
- DIG YOU LATER (A HUBBA-HUBBA-HUBBA) (Robbins), sung by Perry Como in 20th Century-Fox's "Doll Face." National release date—January, 1946.
- DOCTOR, LAWYER, INDIAN CHIEF (Burke-Van Heusen), sung by Betty Hutton in Paramount's "Stork Club." National release date—December 28, 1945.
- GIVE ME THE SIMPLE LIFE (Triangle), sung by John Payne and June Haver in 20th Century-Fox's "Give Me the Simple Life."
- I'M GLAD I WAITED FOR YOU (Shapiro-Bernstein). From Columbia's "Tars and Spars." Sung by Alfred Drake. National release date—January 10, 1946.
- JUST A LITTLE FOND AFFECTION (Shapiro-Bernstein). Sung by Connee Boswell in Monogram's "Swing Parade of 1946." National release date—January 12, 1946.
- SOME SUNDAY MORNING (Harms, Inc.), in Warner Bros.' "San Antonio." Sung by Alexis Smith. National release date—December 29, 1945.
- SLOWLY (Rudy Vallee). Background theme in 20 Century-Fox's "Fallen Angel." National release date—December, 1945.
- THAT'S FOR ME (Williamson). Sung by Dick Haymes in 20 Century-Fox's "State Fair." National release date—October, 1945.
- WAIT AND SEE (Feist). Sung by Kenny Baker in Metro-Goldwyn-Mayer's "The Harvey Girls." National release date—December, 1945.

Music Popularity Chart

Week Ending
Feb. 15, 1946

RADIO

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, February 8, 8 a.m., and ending Friday, 8 a.m., February 15)

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

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

Wks. to date	TITLE	PUBLISHER	LIC. BY
11	Aren't You Glad You're You.....	Burke-Van Heusen	ASCAP
9	As Long As I Live (F) (R).....	Witmark	ASCAP
3	Atlanta, G. A. (R).....	Stevens	BMI
	Chickery Chick (R).....	Santly-Joy	ASCAP
	Come to Baby, Do (R).....	Leeds	ASCAP
	Day by Day (R).....	Barton	ASCAP
5	Doctor, Lawyer, Indian Chief (F) (R).....	Burke-Van Heusen	ASCAP
3	Everybody Knew But Me (R).....	Berlin	ASCAP
	Gee, It's Good to Hold You (R).....	Criterion	ASCAP
2	Gimme a Little Kiss (R).....	ABC	ASCAP
	Here Comes Heaven Again (F) (R).....	Robbins	ASCAP
	I Can't Begin To Tell You (F) (R).....	Bregman-Vocco-Conn	ASCAP
11	I'm Always Chasing Rainbows (F) (R).....	Miller	ASCAP
	I'm Glad I Waited for You (F) (R).....	Shapiro-Bernstein	ASCAP
	It Might As Well Be Spring (F) (R).....	Williamson	ASCAP
	It's Been a Long, Long Time (R).....	Morris	ASCAP
	Just a Little Fond Affection (F) (R).....	Shapiro-Bernstein	ASCAP
1	Just A-Sittin' and A-Rockin' (R).....	Robbins	ASCAP
11	Let It Snow! Let It Snow! Let It Snow! (R).....	Morris	ASCAP
2	Oh! What It Seemed To Be (R).....	Santly-Joy	ASCAP
1	One-Zy, Two-Zy.....	Martin	ASCAP
1	Penthouse Serenade (R).....	Famous	ASCAP
3	Personality (F) (R).....	Burke-Van Heusen	ASCAP
	Some Sunday Morning (F) (R).....	Harms, Inc.	ASCAP
	Symphony (R).....	Chappell	ASCAP
	That's for Me (F) (R).....	Williamson	ASCAP
7	The Bells of St. Mary's (F) (R).....	T. B. Harms	ASCAP
4	Tomorrow Is Forever (R).....	Advanced	ASCAP
	Waitin' for the Train to Come In (R).....	Martin Block	BMI
	Walkin' With My Honey (R).....	Republic	BMI

RECORDS MOST-PLAYED ON THE AIR

Records listed here in numerical order are those played over the greatest number of record shows. List is based on reports received by The Billboard from disk jockeys throughout the country. Unless in-

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

POSITION	Wks. to date	Last Week	This Week	TITLE	Lic. By
8	1	1	1	LET IT SNOW! LET IT SNOW! LET IT SNOW	Vaughn Monroe.....Victor 20-1759-ASCAP
11	5	2	2	DOCTOR, LAWYER, INDIAN CHIEF (F)	Betty Hutton.....Capitol 220-ASCAP
12	4	3	3	SYMPHONY	Freddy Martin.....Victor 20-1747-ASCAP
12	11	4	4	I CAN'T BEGIN TO TELL YOU	Bing Crosby-Carmen Cavallaro.....Decca 23457-ASCAP
5	2	5	5	PERSONALITY (F)	Johnny Mercer.....Capitol 230-ASCAP
3	—	6	6	OH! WHAT IT SEEMED TO BE	Frankie Carle.....Columbia 36892-ASCAP
6	6	7	7	SYMPHONY	Bing Crosby.....Decca 18735-ASCAP
8	4	8	8	SYMPHONY	Jo Stafford.....Capitol 227-ASCAP
12	3	9	9	SYMPHONY	Benny Goodman.....Columbia 36873-ASCAP
11	9	10	10	I CAN'T BEGIN TO TELL YOU (F)	Harry James.....Columbia 36899-ASCAP
2	—	10	10	SYMPHONY	Guy Lombardo.....Decca 18737-ASCAP
4	8	11	11	YOU WON'T BE SATISFIED (UNTIL YOU BREAK MY HEART)	Les Brown.....Columbia 36884-ASCAP
4	11	12	12	I'M ALWAYS CHASING RAINBOWS (F)	Perry Como.....Victor 20-1788-ASCAP
1	—	12	12	YOU WON'T BE SATISFIED (UNTIL YOU BREAK MY HEART)	Perry Como-The Satisfiers.....Victor 20-1788-ASCAP
1	—	13	13	I'M ALWAYS CHASING RAINBOWS (F)	Dick Haymes-Helen Forrest.....Decca 23472-ASCAP
2	10	14	14	OH! WHAT IT SEEMED TO BE	Frank Sinatra.....Columbia 36905-ASCAP
3	—	14	14	MONEY IS THE ROOT OF ALL EVIL	Andrews Sisters.....Decca 23474-ASCAP
11	4	15	15	DIG YOU LATER (A HUBBA-HUBBA HUBBA) (F)	Perry Como.....Victor 20-1750-ASCAP
8	7	15	15	I CAN'T BEGIN TO TELL YOU (F)	Andy Russell.....Capitol 221-ASCAP

Coming Up

AREN'T YOU GLAD YOU'RE YOU (F) .. Bing Crosby.....Decca 18720
JUST A-SITTIN' AND A-ROCKIN'..... Delta Rhythm Boys.....Decca 18739

JO STAFFORD

SINGS

'I DIDN'T MEAN A WORD I SAID'

FROM 20TH-CENTURY-FOX

"DO YOU LOVE ME"

and

'YOU MAY NOT LOVE ME'

From "NELLIE BLY"

With PAUL WESTON and Orchestra

Two top Stafford tunes, backed by Paul Weston's distinctive arrangements... a double disc that's packed with juke box demand.

CAP. 238 50c plus taxes



Capitol RECORDS

FROM HOLLYWOOD

Sunset and Vine



THE BINNING SISTERS

WITH ORCHESTRA

'WAVE TO ME, MY LADY'

and

'DO YOU LOVE ME'

FROM 20TH-CENTURY-FOX

"DO YOU LOVE ME"

Rhythm from the railroads backed by the title song from a great pic... the latest coupling by these three Capitol Stars who've really arrived.

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and his Orchestra

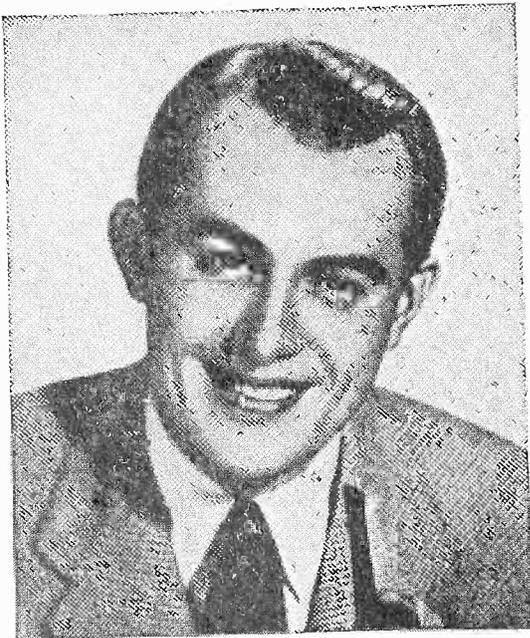
SEEMS LIKE
OLD TIMES
AND

GEE! I WISH

(The 'G. I. Wish' Song)

Vocals by Vaughn Monroe
and The Norton Sisters

RCA VICTOR 20-1811



SAMMY KAYE

and his Orchestra

I'M A BIG
GIRL NOW

Vocal refrain by
Betty Barclay

AND

PUT YOUR
LITTLE FOOT
RIGHT OUT

(from the Warner Bros.
picture "San Antonio")

Vocal refrain by Betty
Barclay and Billy Williams

RCA VICTOR 20-1812



INTERNATIONAL HITS!

NARCISO MARTÍNEZ

(El Huracán del Valle)

Acordeón con Guitarra por Santiago Almeida

FLOR MARCHITA—Shottis

CONCHA PERDITA—Polka

RCA VICTOR 25-1053

MARÍA LUISA LANDÍN

with Orchestra conducted by Rafael Hernández

AMOR CIEGO—Canción Bolero

(Blind Love)

LLORA, CORAZÓN—Bolero Moruno

(Weep, My Heart)

RCA VICTOR 23-0307

PART 2—The Billboard

RETAIL SALES AND

BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received from more than 20 jobbers in all sections of the country. Songs are listed according to greatest number of sales. (F) Indicates tune is in a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

Weeks to date	POSITION	Last Week	This Week	
10	1	1	1	1. SYMPHONY (R).....Chappell
15	2	2	2	2. I CAN'T BEGIN TO TELL YOU (F) (R).....Bregman-Vocco-Conn
7	4	3	3	3. LET IT SNOW! LET IT SNOW! LET IT SNOW!(R).....Morris
8	3	4	4	4. SOME SUNDAY MORNING (F) (R).....Harms, Inc.
17	5	5	5	5. IT MIGHT AS WELL BE SPRING (F) (R).....Williamson
3	6	6	6	6. I'M ALWAYS CHASING RAINBOWS (F) (R).....Miller
1	7	7	7	7. OH! WHAT IT SEEMED TO BE (R).....Santly-Joy
7	7	7	7	8. JUST A LITTLE FOND AFFECTION (F) (R).....Shapiro-Bernstein
2	9	8	8	9. PERSONALITY (F) (R).....Burke-Van Heusen
2	10	9	9	10. DOCTOR, LAWYER, INDIAN CHIEF (F) (R).....Burke-Van Heusen

BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on reports received from more than 700 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) Indicates tune is in a film; (M) indicates tune is in a legit musical. The B side of each record is listed in italic.

Weeks to date	POSITION	Last Week	This Week	
9	1	1	1	1. LET IT SNOW! LET IT SNOW! LET IT SNOW!.....Vaughn Monroe..Victor 20-1759 <i>When the Sandman Rides Again</i>
6	3	2	2	2. PERSONALITY.....Johnny Mercer.....Capitol 230 <i>If I Knew Then</i>
10	5	3	3	3. DOCTOR, LAWYER, INDIAN CHIEF (F).....Betty Hutton.....Capitol 220 <i>I'm Just a Square in a Social Circle (F)</i>
14	6	4	4	4. I CAN'T BEGIN TO TELL YOU (F).....Bing Crosby-Carmen Cavallaro.....Decca 23457 <i>I Can't Believe That You're in Love With Me</i>
6	7	5	5	5. SYMPHONY.....Benny Goodman.Columbia 35874 <i>My Guy's Come Back</i>

(Continued on page 196)

BEST-SELLING POPULAR RECORD ALBUMS

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

Weeks to date	POSITION	Last Week	This Week	
2	3	1	1	1. State Fair Dick Haymes.....Decca A-412
19	1	2	2	2. On the Moonbeam Vaughn Monroe.....Victor P-142
5	2	3	3	3. Polonaise Album Earl Wrightson-Rose Inghram-Mary Martha Briney and Chorus (Al Goodman Ork).....Victor P-145
8	2	4	4	4. Nutcracker Suite (Tchaikowsky) Spike Jones and His City Slickers.....Victor P-143
1	—	5	5	5. Showboat Tommy Dorsey and His Orchestra.....Victor P-152
13	—	5	5	5. After Dark Morton Gould and Ork.....Columbia C-107

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers). List is based on reports received from more than 350 dealers in all sections of the country. Records are listed according to greatest sales.

Weeks to date	POSITION	Last Week	This Week	
21	1	1	1	1. Clair De Lune Jose Iturbi.....Victor 11-8851
14	3	2	2	2. Warsaw Concerto Sanroma Boston Pops.....Victor 11-8863
35	2	3	3	3. Chopin's Polonaise Jose Iturbi.....Victor 11-8848
42	5	4	4	4. Warsaw Concerto Wallenstein, Los Angeles Philharmonic Ork.....Decca 29150
27	4	5	5	5. Warsaw Concerto Mathieson, London Symphony.....Columbia 7490-M

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION	Last Week	This Week	
31	1	1	1	1. Rhapsody in Blue Oscar Levant, Philadelphia Ork, Eugene Ormandy, conductor.....Columbia X-251
32	2	2	2	2. Rhapsody in Blue Sanroma (Piano) Boston Pops.....Victor DM-358
5	4	3	3	2. Bolero (Ravel) Andre Kostelanetz (The Robin Hood Dell Ork).....Columbia MX-257
3	4	2	2	2. Rachmaninoff Concerto No. 2 in C Minor Rachmaninoff, Philadelphia Ork.....Victor M-58
38	—	3	3	3. Music to Remember (From the Life of Chopin) Jose Iturbi.....Victor SP-4
1	—	3	3	3. Tchaikowsky Concerto for Piano and Orchestra No. 1 in B Flat Minor Vladimir Horowitz, Pianist, with Arturo Toscanini and the NBC Symphony Orchestra.....Victor DM-800

Music Popularity Chart Week Ending Feb. 14, 1946

JUKE BOX PLAYS

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on more than 500 reports received direct from operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune.

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Label
7	1	1	LET IT SNOW! LET IT SNOW! LET IT SNOW! —Vaughn Monroe (Vaughn Monroe-The Norton Sisters)... Victor 20-1750 (Connee Boswell-Russ Morgan, Decca 18741; Danny O'Neil, Majestic 7162; Woody Herman, Columbia 36909; Bob Crosby, ARA 129)	Victor
11	2	2	SYMPHONY —Freddy Martin (Clyde Rogers)... Victor 20-1747 (Marlene Dietrich, Decca 23456; Benny Goodman, Columbia 36874; Jo Stafford, Capitol 227; Danny O'Neil, Majestic 7162; Guy Lombardo, Decca 18737; Bing Crosby, Decca 18635; Phil Moore Four, Musicraft 15048; Harry Cool, Signature 15007; Barry Wood, Cosmo 469; Jean Sablon, Decca 40002A)	Victor
10	5	3	DOCTOR, LAWYER, INDIAN CHIEF (F) —Betty Hutton (Paul Weston Ork)... Capitol 220 (Hoagy Carmichael, ARA 128; Les Brown, Columbia 36945)	Capitol
14	3	4	I CAN'T BEGIN TO TELL YOU (F) —Bing Crosby-Carmen Cavallaro... Decca 23457 (Andy Russell, Capitol 221; Harry James, Columbia 36867; Sammy Kaye, Victor 20-1720)	Decca
5	4	4	PERSONALITY (F) —Johnny Mercer... Capitol 230 (Dinah Shore, Victor 20-1781; Pearl Bailey, Columbia 36930; Helen Carroll-The Satisfiers, Victor 20-1807; Bing Crosby, Decca 18790)	Capitol
3	12	5	OH! WHAT IT SEEMED TO BE —Frankie Carle (Marjorie Hughes)... Columbia 36892	Columbia
7	6	6	SYMPHONY —Bing Crosby (Victor Young Ork)... Decca 18735 (See No. 2)	Decca
13	11	7	I CAN'T BEGIN TO TELL YOU (F) —Harry James (Ruth Haag)... Columbia 36867 (See No. 4A)	Columbia
9	5	8	I'M ALWAYS CHASING RAINBOWS (F) —Perry Como (The Satisfiers-Russ Case Ork)... Victor 20-1788 (Dick Haymes-Helen Forrest, Decca 23472; Continental Dance Ork, Continental C-1170; Harry James, Columbia 36899; Ted Martin-The Mack Triplets, De Luxe 1006; Barry Wood, Cosmo 469; Guy Lombardo, Decca 18789)	Victor
11	13	8	DIG YOU LATER (A HUBBA, HUBBA, HUBBA) (F) —Perry Como (The Satisfiers-Russ Case Ork)... Victor 20-1750	Victor
3	9	9	YOU WON'T BE SATISFIED (UNTIL YOU BREAK MY HEART) —Les Brown (Doris Day)... Columbia 36884 (Perry Como, Victor 20-1788; Louis Prima, Majestic 7144)	Columbia
7	4	10	SYMPHONY —Benny Goodman (Liza Morrow)... Columbia 36874 (See No. 2)	Columbia
1	—	11	I'M ALWAYS CHASING RAINBOWS (F) —Harry James (Buddy Di Vito)... Columbia 36899 (See No. 8A)	Columbia
3	7	12	YOU WON'T BE SATISFIED (UNTIL YOU BREAK MY HEART) —Perry Como-The Satisfiers (Russ Case Ork)... Victor 20-1788 (See No. 9)	Victor
1	—	13	OH! WHAT IT SEEMED TO BE —Frank Sinatra (Alex Stordahl Ork)... Columbia 36905 (See No. 5)	Columbia
1	—	13	AREN'T YOU GLAD YOU'RE YOU (F) —Bing Crosby... Decca 18720 (Tommy Dorsey, Victor 20-1728; George Olsen, Majestic 7158; The Pied Pipers, Capitol 225; Les Brown, Columbia 36875)	Decca
5	—	14	I CAN'T BEGIN TO TELL YOU (F) —Andy Russell (Paul Weston Ork)... Capitol 221 (See No. 4A)	Capitol
3	—	14	LET IT SNOW! LET IT SNOW! LET IT SNOW! —Connee Boswell-Russ Morgan... Decca 18741 (See No. 1)	Decca
4	—	15	I CAN'T BEGIN TO TELL YOU (F) —Sammy Kaye (Nancy Norman)... Victor 20-1720 (See No. 4A)	Victor

Coming Up

LET IT SNOW! LET IT SNOW! LET IT SNOW—Woody Herman... Columbia 36909
YOU'RE NOBODY 'TIL SOMEBODY LOVES YOU—Russ Morgan... Decca 18724
FULL MOON AND EMPTY ARMS—Ray Noble... Columbia 36893

MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Label
4	1	1	GUITAR POLKA ... Al Dexter... Columbia 36898	Columbia
18	2	2	SIoux CITY SUE ... Dick Thomas... National 5010	National
3	3	3	HONEY, DO YOU THINK IT'S WRONG? ... Al Dexter... Columbia 36898	Columbia
4	4	4	SIoux CITY SUE ... Hoosier Hot Shots... Decca 18745	Decca
1	—	4	SILVER SPURS (ON THE GOLDEN STAIRS) ... Gene Autry... Columbia 36898	Columbia
13	—	4	IT'S BEEN SO LONG, DARLING ... Ernest Tubbs... Decca 6112	Decca
3	—	5	SIoux CITY SUE ... Tiny Hill... Mercury 2024	Mercury

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Label
7	1	1	BUZZ ME ... Louis Jordan... Decca 18734	Decca
5	3	2	DON'T WORRY 'BOUT THAT MULE ... Louis Jordan... Decca 18734	Decca
9	—	3	BEULAH'S BOOGIE ... Lionel Hampton... Decca 18719	Decca
1	—	4	DRIFTING BLUES ... Johnny Moore's Three Blazers... Phil PA-112	Phil
2	—	5	THE HONEYDRIPPER ... Cab Calloway... Columbia 36894	Columbia
6	4	5	BE-BABA-LEBA ... Helen Humes... Philo PV-106	Philo

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PART 3—The Billboard

ADVANCE RECORD

ADVANCE RECORD RELEASES

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

- A MEIDEL IN DIE JOHREN Isa Kremer (Shura Olshanetsky Ork)...
Seva J. M. 700
- A WIEGLIED Isa Kremer (Shura Olshanetsky Ork)...
Seva J. M. 702
- AFTER YOU'VE GONE Frank Humphries Ork (Frank Humph-
ries) Pick-Up 1001
- AS IF I DIDN'T HAVE ENOUGH ON MY MIND Dick Haymes (Earle Hagan Ork).....
Decca 18792
- AVE MARIA Kenny Baker (Victor Young, dir. ork)...
Decca 18794
- BEGIN THE BEGUINE Nino Morales and Sextet Coda 5001
- BLESS YOUR HEART, LITTLE GIRL.. Hank Penny King 521
- BURL IVES ALBUM Burl Ives Decca A-407
- (1) Aunt Rhody; (2) Saturday Night..... Decca 23507
- (1) Dublin City; (2) Cockle Shells..... Decca 23504
- Lolly-Too-Um..... Decca 23506
- (1) Old Dan Tucker; (2) The Erie Canal..... Decca 23504
- (1) The Eddystone Light; (2) Hullabaloo-Belay..... Decca 23505
- The Fox..... Decca 23506
- Venezuela..... Decca 23505
- Wake Nicodemus..... Decca 23507
- CALLANDO, CALLANDO (SHH,
QUIET) Jose Luis Monero (A. Mendez Ork).....
Standard F-4002
- CARRIE MAE BLUES Don Redman Ork Pick-Up 1003
- CLAIR DE LUNE Jascha Heifetz Decca 23498
- CONFESSIN' THE BLUES Walter Brown (Skip Hall Ork).....
Queen 4106
- CORNISH RHAPSODY (Parts 1 and 2) Victor Young Concert Ork. Decca 23497
- DARK GLASSES Don Redman Ork Pick-Up 1003
- DARLING, WHAT MORE CAN I DO?.. Ernest Tubb Decca 9002
- DER REUTE PRISIF Isa Kremer (Shura Olshanetsky Ork)..
Seva J. M. 702
- DIE MAHATONIM Isa Kremer (Shura Olshanetsky Ork)..
Seva J. M. 701
- DO YOU LOVE ME? Dick Haymes (Earle Hagan Ork).....
Decca 18792
- DRIVER, DRIVE ME TO THE YAR ... Russian Male Quartet... Standard F-2001
- EASTER PARADE Guy Lombardo (Tony Craig-Rosemary
Lombardo) Decca 18791
- EASY STREET Pat Kay and Her Jive Bombers. Urban 109
- ECUE Alberto Iznaga Ork Coda 5032
- FEELING ZERO Pat Kay (Thomas Peluso Ork) .. Urban 114
- GEE! I WISH Vaughn Monroe (Vaughn Monroe-The
Norton Sisters) Victor 20-1791
- COLLIWOG'S CAKEWALK Jascha Heifetz Decca 23493
- CUAJIRA GUANTANAMERA Conjunto Cuba Libre Coda 5031
- HAZLICHONO Isa Kremer (Shura Olshanetsky Ork)..
Seva J. M. 700
- HIT THE SPOT (POLKA) Espe Musette Ork Standard F-101
- HOT JAZZ ALBUM Continental No. 27
- Blues at Dawn..... Timmie Rosenkrantz and His Barons. Continental C-6012
- Bouncy Timmie Rosenkrantz and His Barons. Continental C-6012
- Esquire Jump..... Leonard Feather and His All Stars... Continental C-6009
- Esquire Stomp..... Leonard Feather and His All Stars... Continental C-6009
- The Beat..... Cozy Cole and His All Stars..... Continental C-6014
- When Day Is Done..... Cozy Cole and His All Stars..... Continental C-6014
- HOW CAN I LOSE? Henry Russell Ork Urban 112
- HOW DEEP IS THE OCEAN? (How
High Is the Sky) Guy Lombardo (Tony Craig) .. Decca 18791
- I FALL IN LOVE WITH YOU EVERY
DAY Connee Boswell-Paulette Sisters (Cama-
rata, dir. ork) Decca 18793
- I SEEM TO SEE MY LOUISIANA Pat Kay and Her Jive Bombers. Urban 107
- I WISH I HAD NEVER MET SUN-
SHINE Denver Darling ("Wild Bill" Davison
and His Range Riders) Decca 9001
- IF YOU'D ONLY BE TRUE Hank Penny King 521
- Sammy Kaye (Betty Barclay)
- I'M A BIG GIRL NOW Victor 20-1812
- I'M ALWAYS CHASING RAINBOWS .. Guy Lombardo Decca 18789
- Walter Brown (Skip Hall Ork).....
- I'M GLAD TO BE BACK Queen 4106
- I'M IN LOVE WITH TWO SWEET-
HEARTS Connee Boswell-Paulette Sisters (Cama-
rata, dir. ork) Decca 18793
- I'M JUST THE WORRYING KIND ... Pat Kay (Thomas Peluso Ork)
- IT MIGHT AS WELL BE SPRING ... Jean Sablon (Paul Baron, dir. ork).....
Decca 40002
- JALOUSIE The Electones Goody 3000
- JAMIN' AND JUMPIN' Bull Moose Jackson Queen 4107
- JOSEFINA Nino Morales and Sextet Coda 5002
- LINDA MUJER Noro Morales and Sextet Coda 5001
- LINDEN TREE WALTZ Ernest Benedict Quartet .. Standard F-103
- LONESOME MOOD Frank Humphries Ork (Frank Humph-
ries) Pick-Up 1001
- LOVE ME NOT Pat Kay and Her Jive Bombers.. Urban 109
- MAKE BELIEVE Guy Lombardo Decca 18789
- MEADOWLAND Russian Male Quartet Standard F-2001
- MICKEY FINN Don Redman Ork Pick-Up 1002
- MID NITE MOODS Don Redman Ork Pick-Up 1002
- MINNESOTA (POLKA) Espe Musette Ork Standard F-101
- MONTUNO IN A FLAT Noro Morales and Sextet Coda 5002
- MY HEAD UPON YOUR SHOULDER.. Pat Kay and Her Jive Bombers. Urban 108
- NAO TENHO LAGRIMAS (I Have No
Tears) Don Jose Ork Goody 3001
- NINA Kenny Baker (Victor Young, dir. ork)..
Decca 18794
- ON THE BEAM WITH A DREAM ... Pat Kay (Thomas Peluso Ork) .. Urban 114
- OO-OO-EE-BOB A-LEE BOB Bull Moose Jackson Ork Queen 4107
- PERFIDIA The Electones Goody 3000
- PERSONALITY Bing Crosby (Eddie Condon Ork)
- Decca 18790
- PIN MARIN Pat Kay (Thomas Paluso Ork) .. Urban 115
- PIN MARIN Henry Russell Ork Urban 112
- PLEASURE TIME ALBUM Fred Waring Decca A-418
- A Cigarette, Sweet Music and You..... Decca 18771
- Besame Mucho (Kiss Me Much)..... Decca 18773
- Beyond the Blue Horizon..... Decca 18775
- Day In-Day Out..... Decca 18772
- Have Ya Got Any Gum, Chum..... Decca 18774
- Louise Louise 18776
- Marcheta..... Decca 18773
- My Ideal..... Decca 18775
- Play Fiddle Play..... Decca 18774
- Remember Decca 18772
- So Beats My Heart for You..... Decca 18771
- While We're Young..... Decca 18776

Music Popularity Chart

Week Ending
Feb. 14, 1946

DATA AND REVIEWS

RECORD POSSIBILITIES

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

try into best selling, most played or most heard features of the Chart.

PUT YOUR LITTLE FOOT RIGHT OUT Sammy Kaye and Orchestra, with vocals by Betty Barclay and Billy Williams. Victor 20-1812

The billed as the B side of this pairing, "Little Foot" is the one that will catch first. It's golden bantam and dished out thataway by the Swing and Swayers, with trimmings in the Betty Barclay-Billy Williams boy-girl vocal. Simple, bouncy melody that should catch on with Kaye's fans and plenty others. Reverse is a cutie called "I'm a Big Girl Now," with Barclay lass doing baby-voiced complaint that she's grown up and wants grown-up attention. Latter probably will catch quicker over retail counters than in the boxes.

DAY BY DAY Les Brown and Orchestra, with vocal by Doris Day

DOCTOR, LAWYER, INDIAN CHIEF Les Brown and Orchestra, with vocal by Butch Stone. Columbia 36945

Either of these two sides of this Les Brown coupling could make the grade and in a hurry. "Day" is getting a terrific air-ride by Sinatra, who is determined to push this pretty ballad, pubbed by Barton Music, his own firm, to the top and is doing all right in disk jockey circles with his own recording of it. With the Brown aggregation supplying a sock ork version of the tune, aided by a smooth Doris Day vocal it looks as tho there'll be a big day for record users with "Day." Similarly with "Doctor, Lawyer," tune has been big on the Betty Hutton platter, which of course is all-Hutton and all-vocal, and this better-than-fair Brown version should join la Hutton's "Doctor" in top company.

RECORD REVIEWS

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

(Continued from page 180)

GUY LOMBARDO (Decca 18730)
Take Care (When You Say "Te Quiero")—Rumba, V.
The Coconut Song—Fox Trot Rumba, V.

"Coconut Song" might just be silly enough to catch on. Ditty, dispensed vocally by the Lombardo trio, is a recipe for having happy dreams by letting a coconut bounce off your noggin. "Take Care," however, is much more standard Lombardo, with the Don Rodney vocal fitting tune and ork like a drape-shaped evening gown. Lombardo is never a bad bet for the boxes, tho this is hardly among the band's top efforts.

VAUGHN MONROE (Victor 20-1811)

Seems Like Old Times—FT; V.
Gee! I Wish (The G.I. Wish Song)—FT; V.

In this pair Victor and Monroe seem to be trying to cover all the G.I.'s and their gals (which is admittedly a substantial hunk of the disk market). "Old Times" is a ballad for those guys who've just come back and are with their lovelies again, while "Gee!" is a yen song for the lads who are still away from their babies. Vocal on both by Monroe and Norton Sisters. Neither tune is anything to rave about, but on basis of lyrical content and Monroe's present hot-as-a-pistol status, disk might be big. With Monroe busting box-office records all over the lot, and with his "Let It Snow" piling up nickels, operators can't miss with this latest coupling.

BARNEY KESSEL'S ALL-STARS (Atomic)

Man I Love—FT. 210
Slick Chick—FT. 210

Gershwin's "Man I Love" is in a slow tempo and features very good solos by Kessel's guitar, Johnny White on vibes, Dodo Marmarosa on piano and a long solo by Herbie Steward on tenor sax. Tune, of course, has been recorded by almost every jazz group in the country and lends itself well to hot improvisation. This conception is very smooth and has much musical interest to it. "Slick Chick" is an original by Barney, and altho the music has no great value, the improvisations by all soloists make up for it. Jazz collectors will find these sides right up their alley. "Man I Love" should go in juke locations.

GEORGE'S DUKES AND DUCHESS (Melo-Disc)

Abernathy's Boogie—FT; V. M-1003
Hour of Parting—FT; V. M-1003

Marion Abernathy sings her own song patterned after the customary blues in which, despite the boogie tittle, the boogie rhythm becomes lost completely and is never heard after four bars. The band plays with a steady beat, but sounds thin and very inadequate. Abernathy's vocal does little to help. Reverse side is much better, as the band seems to fall into a good rhythmic groove and keeps it while trumpeter Karl George, recently with Stan Kenton, plays very clean and pretty. "Hour of Parting" is an excellent tune for solo improvisation and George's ideas are in very good taste. "Hour" will get nickels in jazz locations after a few hearings.

FREDDIE STEWART (Bel-Tone)

Always—FT; V. E-0265
Mother Darlin'—FT; V. E-0265

First chorus on "Always" is sung by Stewart, who sounds too much like a girl with a bad cold and isn't likely to set the world on fire. Joe Sann's orchestra, composed of woodwinds and strings, does what it can to help by providing an interesting background, but Stewart remains the most unexciting vocalist on record. Reverse is "Mother Darlin'" sung also by Stewart as an Irish ballad. Stewart is no great tenor, but he might be Irish. Sorry, no nickels in sight.

JIM WYNN'S BOBALIBANS (Gilt-Edge)

Shipyards Woman—FT; V. 527
Deed I Do—FT; V. 527

"Shipyards Woman, Get Out of the Shipyards, Woman, Blues!" was written by the pianist with this group, Luther Luper Jr., and has a poor blues vocal by Pee Wee Wiley. Vocal starts the side, followed by a sad alto sax solo, probably Wynn's, and then returning to the vocal once more. Band sounds very thin and adds nothing to music in general, while the lyrics are all about women war-workers who will soon be forced to leave their lucrative jobs and return to the kitchen. If these lyrics don't inspire material from now on, then progress has come to a standstill. On the other side the band plays the standard "Deed I Do," which sounds worse than the blues side partially because of a poor vocal by a quartet. Both of the arrangements, with their solos and ideas, date back about 15 years. No coins.

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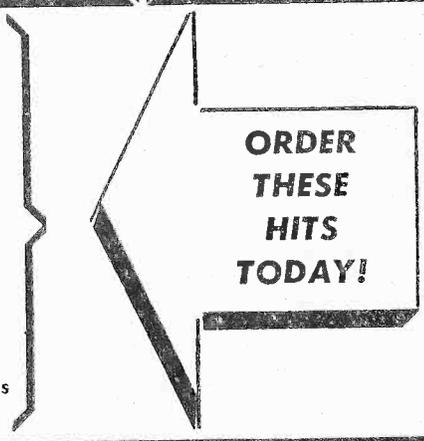
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<p>No. 207 "The Honeydripper" Parts 1 & 2 Joe Liggins</p>	<p>No. 208 "Left a Good Deal in Mobile" "Here's Hoping" Herb Jeffries</p>	
<p>No. 209 "Blues at Sunrise" "You Taught Me To Love" Ivory Joe Hunter</p>	<p>No. 205 "You Taught Me To Love" "Johnnie's Boogie" Johnny Moore</p>	
<p>No. 203 "Please Believe Me" "So Glad" Frank Haywood</p>	<p>No. 202 "I Wonder" "Skyline" Dan Grissom</p>	
<p>No. 201 "How Come?" "Ev'rything About You Appeals to Me" Leon Rene</p>		



NEW "G. & G." RELEASE! NO. 1017
"I'VE BEEN DOWN IN TEXAS" Effie Smith, Accompanied by Darby Hicks and His Rhythm
"ROOT-LIE-VOOT" Effie Smith

Retail Price, \$1.00 Plus Tax—Regular Discount to Operators and Dealers

AMERICAN COIN-A-MATIC MACHINE CO.

SAM STRAHL
EXCLUSIVE DISTRIBUTORS IN WESTERN PA., W. VA. AND VA.
1435-37 FIFTH AVENUE PITTSBURGH 19, PA.
PHONE: ATLANTIC 0977

GAMES FINANCE CLUBS

Among the uses for coin machines for which the trade may confidently expect considerable increases in coming years will be that of gaming devices to finance clubs. Since 1938, the idea has gained considerable legal sanctions that promise to be foundations for the future.

It is well understood in the trade that in many years before 1938 gaming devices were allowed to run in clubs with legal sanction. This has happened in some of the most conservative cities in the States in the country simply because enforcement officials did not bother the machines in clubs. Public officials well understood that popular sentiment was in favor of such practices. Machines were permitted in civic, fraternal and similar clubs just as bingo has been permitted to churches in many cities and cities throught the land.

It is always easy, however, to start legislation against gaming devices even in civic and fraternal clubs, and for that reason, the trade should seek legal actions wherever possible.

Three States Lead

Three States now have statutes which promise to set an example for other States in the future. They are Washington, Montana and Idaho. The fact that these three States are in the far North suggests that the liberal political attitude which prevails in that section may be responsible for the statutes. These three States, now having such statutes, furnish something concrete for study and analysis and for observing as actual operation.

Washington was the first of the three to try such a statute. It has been in operation long enough to declare it a pretty stable thing in the State's legal system. It has already stood court tests and is turning in so much revenue to the State that officials are strongly back of the law. This does not preclude the possibility that some new political group some day, of course, try to overthrow the law.

In general, the Washington statute provides for gaming devices to operate in bona fide clubs if a percentage of the gross take is turned over to the State. The percentage has been set at 20. Gaming in the State section is merely a part of a general statute which licenses amusement machines of various types throught the State. It may be said that the licensing of amusement machines, commonly known as games of skill, really prepared the way for licensing of gaming devices clubs.

Revenue Producer

The Washington statute has been on the books long enough now to show what it will produce in revenue. Statistics in the State revenue department are available, and they show that the revenue has been increased from year to year until it has become an important factor in the State's finances.

During the years that this statute has been on the books, it might be said that the biggest controversy over it has come between cities and the State. In other words, the cities have been wanting to get a bigger share of the revenue. When the bill was originally proposed this was one of the big issues. Cities opposed the State licensing of gaming devices because they wanted to reserve this source of revenue to themselves. The reason here may be that when proposals came up in other States, some provision could be made for passing on a share of the revenue to local governments.

The club statutes of Montana and Idaho are somewhat similar, and both were passed during the early part of 1945. At the time, their passage suggested that a new trend had set in with reference to the licensing of gaming devices for clubs.

At the time, a similar proposal was introduced in the Georgia Legislature, but it differed chiefly in that it was merely an enabling act which would permit cities and counties to license gaming devices if a popular vote approved it. In other words, the licensing of gaming devices would have been put on a local option basis.

Definition of Club

The Montana and Idaho club laws are interesting for study because they attempt to define a club, and name an interesting list of different types of clubs.

Washington, Montana, Idaho have statutes which offer good leads for other legislators to follow

For example, the Idaho law mentions non-profit corporations, unincorporated associations, fraternal, benevolent, educational, veterans, athletic, social and similar clubs. The test for a club to qualify under the Idaho law is that it must be able to show exemptions from Federal Income Tax Laws. In other words, the club must be a non-profit organization. Labor organizations, scientific groups, public welfare groups

and various other kinds of societies are included in the Idaho law.

The Montana law goes still further and mentions religious organizations as having the privilege of employing gaming devices as a source of revenue.

The Idaho and Montana statutes may still be considered experimental, but reports for practically one year's operation show that clubs are finding gaming devices very helpful and the States are getting good revenue.

Mississippi and Nevada also have

statutes which permit the use of gaming devices in clubs, but the Mississippi statute does not legalize such operation at all. Mississippi's law simply provides that if local officials permit gaming devices to operate anywhere in clubs or other places, the State will collect a tax on such machines. It is well known that the Nevada law is somewhat liberal and that it actually licenses and permits gaming devices to operate in the State as a source of revenue. Clubs naturally can use such devices if they pay the State license fee.

Keep Idea Separate

In order to promote the widest use of gaming devices to finance clubs, the trade should keep this idea separate from the commercial use of gaming devices in strictly commercial spots. The use of gaming devices to finance clubs should be promoted as a civic and patriotic idea because it is such.

The wider use of gaming devices to finance clubs will not interfere with the use of such devices in strictly commercial spots. The club idea may be expected in the long run to encourage the wider use of gaming devices in other establishments. The wide use of amusement machines of the pinball variety has, thru the years, encouraged the wider use of pay-out devices of various kinds, and the same result may be expected as the use of gaming devices in clubs spreads also.

There is much meaning in the use of gaming devices to finance bona fide clubs of all kinds. Just a glance at the wide variety of social, civic, fraternal, patriotic, educational, labor and other organizations that need finances will show what the idea may mean.

These organizations of various kinds are the essence of democracy in the United States today. They are the nearest approach to the old-time town meeting that we have in our modern age. All of these organizations, especially the smaller groups, need encouragement. The biggest problem they have is that of finances. If some practical way for financing small groups could be found, the democratic ideals of discussion and education would spread considerably.

Recent experiences in using gaming devices in these clubs shows that it is the most practical means yet devised for financing their activities. Remarkable experiences are available in many parts of the country to show just what can be done.

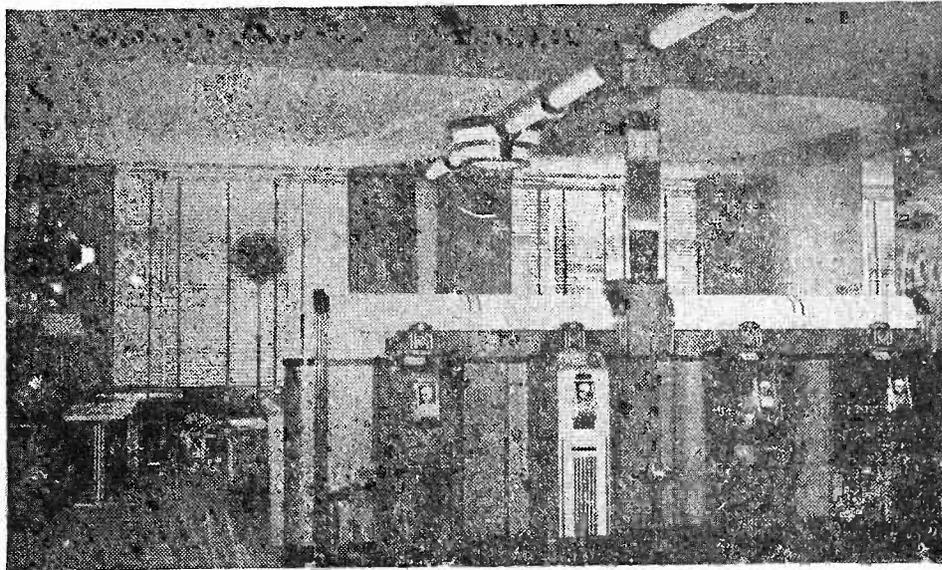
Forecast Spreads

When the gaming device trade surveys the number of clubs already in existence, it will find a fertile field to cover, but from a business angle, this part of the picture is still in the future. Once gaming devices become widely accepted as a source of revenue for bona fide clubs, then such organizations will spread by leaps and bounds.

It can always be assumed that the average man wants to belong to a small club of some kind, and, in a democracy, every citizen is entitled to belong to some organization that permits expression of social, benevolent and other functions.

In promoting the idea of the gaming device, the trade needs to hold to true ideals of bona fide clubs. Naturally, city and State statutes which become law, will define a bona fide club. Past experience has already shown that many efforts will be made to cheat on the law. In other words, purely commercial establishments try to get by as bona fide clubs in order to use gaming devices. The gaming device trade itself must have enough courage and enough principle to oppose such cheaters wherever they are found.

It is expected that the year 1947 may provide favorable opportunity for expansion in the club program. More than forty of the State Legislatures will again be in session during the year and with three States already having favorable statutes, a good start has already been made. The statutes already on the books in three States can be used as a spring board, and as an example for other legislation. The gaming device trade perhaps has its biggest opportunity during the next few years in this club field. It will give gaming devices a new dignity and a permanent place in our democracy.



FINANCING CLUBS by the use of gaming devices is spreading rapidly. Three States now have statutes licensing such use. Above picture shows interior view of popular club with machines well placed to attract members.

COINMEN YOU KNOW

New York:

BOB PACK and MONTY LINES, well-known coinmen, hit Gotham in the midst of the fuel situation which closed all amusement spots and other places of business last week, and after a few hours spent in the Edison Hotel, they set out for home, saying they'd return when they could get some action along coin row.

FRANK ENGEL, Philadelphia, announces that GEORGE ASHE is no longer connected with him in the Automatic Equipment Company there. . . . ARNOLD GREENE, Greene Distributing, Boston, is now back at his desk after service in the Army Air Force.

JULIAN R. JACK, Rockaway's Playland, is in town looking around for ideas and locations. . . . MARTIN LEIN, Buffalo operator, was in town the first of the week and reported that things are picking up in that city.

BEN D. PALASTRANT, Aireon sales manager for the New England States, was in town at the Edison Hotel. He helped JAMES E. BOYACK and HENRY E. ROSE, Eastern public relations representative for Aireon, with plans for the showing this month of the new juke box. Ben will make a circuit of the larger cities along the Coast right after the showing to set up the local affairs. Early reports of tests of the new machines are reported to be tops.

LESTER WOHLMAN, Chicago vending machine operator, has been seen in and out of the 10th Avenue distributor's offices the past week. Rumor has it that he is planning to open up in an Eastern city, also. . . . New York tobacco show in March is expected to bring out in the open several other out-of-town operators who plan expansion plans along the East Coast.

S. HOFFMAN, Tri-State Music Company, announces that the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey will be reorganized in the near future. . . . Other trade organizations that were operating before

the war announce that they are trying to reorganize and will be in operation soon.

RAYMOND KNOSS and JACK ZACHARAIAS are back in the biz with their Tri-State Vending Company. They recently opened at 561 10th Avenue, with big plans and ideas.

JAMES BOYACK, Aireon, operated from his home during the recent shutdown of the city. . . . HENRY E. ROSE found lines of 20 to 30 people in front of all phones Tuesday (12) when he tried to reach some of his accounts and explain about the shutdown. Like thousands of others, he was barred by the police from his own office.

DAVE MARGOLIN is up in the air about the showing of his new juke line. He is trying to get a date in black and white from the firm so that he can send out invites in plenty of time.

SIDNEY LYONS, Lyons Sales, announces that he is the father of a seven-pound son. His wife, Martha, gave birth to Sidney Jr. the day of the shutdown here. Mother, baby and father are reported to be doing well.

Chicago:

JEFF LANDERS and PARKER N. BROWN, two ex-vets with former coin machine experience, have opened headquarters for their new company, Mercury Coin Products, at 6651 North Clark Street. . . . RAY CUNLIFFE, head of the Associated Buyers' Club and a well-known juke operator here, announced that meetings of the club, henceforth, will be held at 725 North Western Avenue, location of the ABC Music Service Corporation. First meeting at the new location was held February 12. . . . GEORGE Y. SAMSON, operator from Sherbrooke, Que., hit town to look over new equipment last week and was seen at Empire Coin, as was Ken Wilkinson, (See Coinmen You Know on page 192)

RECORD DISCS

For 61, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old discs the same dimensions as when new and guarantee them to give satisfaction. Price \$7.50 for set of 12, or \$6.00 a set in lots of 5.

HUGO JOERIS

3208 Jackson St., Amarillo, Texas

Wurlitzer 24 in Hideaway Cabinet, equipped with Seeburg Wireless Adapter and Receiver, can use either 20 or 24 Button Wireless Wallomatics with it, \$250.00; 10 Seeburg WS-22 Wireless Wallomatics, \$30.00 each; 2 DS20-1Z Deluxe Selectomatic 3-Wire, \$25.00 each.

Melody Music Company

113 N. E. 9TH STREET — MIAMI 36, FLA.
Phone: 9-1301

COINMEN YOU KNOW

(Continued from page 191)

representative of United Amusement, San Antonio.

ART COHEN, that hard working salesman for JIMMY MARTIN, head of James H. Martin & Company, record distributors, is working harder than ever these days, according to his boss. They have all they can do to get records out to operators. "SINGER" CASEY, the former marine now working for Jimmy, is catching on fast and shows great promise as a jack-of-all-trades.

AL STERN, owner of World Wide Distributors, spent several hours supervising the installation of the new Packard chandelier-type speaker in his headquarters for demonstration to visiting operators and, according to Al, the speaker is "out of this world." Speaker is partly made of glass and revolves as the music flows. Visitors during the week to Al's office quarters to get the straight information on local coin news from Al, himself, were WILLIAM WRIGNEY, well-known operator

from Peoria, Ill.; VINCE SCHWENOHA, operator of phonographs and games in Lincoln, Ill., and IRVING BROMBERG and son, MARTIN, who stopped while passing thru Chicago en route to New York. The Brombergs are distributors of Genco products in Los Angeles. Others seen looking over equipment at World Wide and confabbing with Al were EDDIE and GEORGE PETERS, pin game operators in Peoria, and those well-known coinmen-partners, PARROT and CHILDERS, from Fort Madison, Ia., where they operate and distribute phonos and games.

MURRAY ROSENTHAL, head of Coin Machine Equipment Company (Coinex), is enthusiastic about the results they're getting on the newest machine on the market, the Amusematic Lite-League. Caught at Coinex the latter part of the week were: MR. AND MRS. JORDAN SPRING, Detroit, where Spring operates a varied route of machines. While here he was especially interested in rifle ranges. . . . DOC EATON is in the land of the sun, soaking up a good tan, while Chicago is piled under a four-inch snowfall. Doc is holding regular conferences with other sun-seeking coinmen from the Windy City and other parts of the country, and is expected to complete many a deal before the snow here melts or his tan is completely taken down yonder.

O. J. MULLINIX JR., representing the Mullinix Amusement Com-

pany of Savannah, distributors of all types of coin machines, was a recent visitor to Chicago manufacturers and distributors. Mullinix announced that an important distributorship of a new phonograph is forthcoming in the near future. . . . KEN ZEIGLE, partner of Jack Kelner, head of Kelner Vendors, just returned from Minneapolis where he closed arrangements with a group of engineers on a new coin machine venture to be announced shortly. . . . JACK KELNER, himself, reports having an inquiry from the William Wrigley Jr. Company on the prospects of selling increased supplies of chewing gum thru vending machines. According to Kelner, an authority on gum and cig venders "round town, the Wrigley firm is looking for an improved vender and is surveying the field for the right answers. Jack for sometime has been working on an idea of his own for an improved gum vender and has made an appointment for a Wrigley delegation to call on him to discuss it.

(See COINMEN YOU KNOW on page 194)

SPECIAL—ALL RECONDITIONED 100%

- 5 2-Col. Deluxe Card with Stands \$35.00
- 20 1 5-Col. Andrews Nut, Like New 24.95
- 50 1 3-Col. Snack Nut Venders . . . 15.00
- 100 1 5 1/2 Comb. Nut, Cap. 5 Lbs. . . 8.50
- 10 7-Col. DuGrenier Cigarette . . . 39.50

Wanted—5 1/2 Candy Machines, All Nut Machines.

Cameo Vending, 432 W. 42d, 18, N. Y.

Look To The GENERAL For LEADERSHIP

GET READY TO SEE AND HEAR Aireon

Get ready for the most important day in coin machine history . . . the day when the curtain will be raised on AIREON, the completely new and different automatic phonograph with 24 exclusive revolutionary features. It's years ahead of anything you expected . . . so wait before you invest!

WE'RE EXCLUSIVE FACTORY DISTRIBUTORS FOR MARYLAND, DISTRICT OF COLUMBIA, NORTHERN VIRGINIA, SOUTHERN PENNSYLVANIA

Established 1925

Growing Steadily Ever Since



Formerly The General Vending Service Co.

GENERAL Vending Sales Corp.

306 N. GAY ST. ★ BALTIMORE, 2, MD.

Economy Supplies The Nation!

SOLDERING IRONS, Fast Heating
\$1.75 Ea.

FAULTLESS CASTERS FOR ALL MUSIC BOXES
Per Set of 4—\$1.25

Terms: 1/3 Deposit With Order, Balance C. O. D.
Write for Price List of Parts, Supplies, Tubes, Fuses, Wire, Lamps, Etc.

ECONOMY SUPPLY COMPANY
615 TENTH AVE. ★ NEW YORK ★ BRYant 9-3295

ATLANTIC SERVICE
IS THE NATION'S BUY-WORD

EXCLUSIVE DISTRIBUTORS FOR

J. P. SEEBURG CORP.
AND
GENCO MFG. CO.

BRANCH OFFICES
HARTFORD, CONN.
NEWARK, N. J.

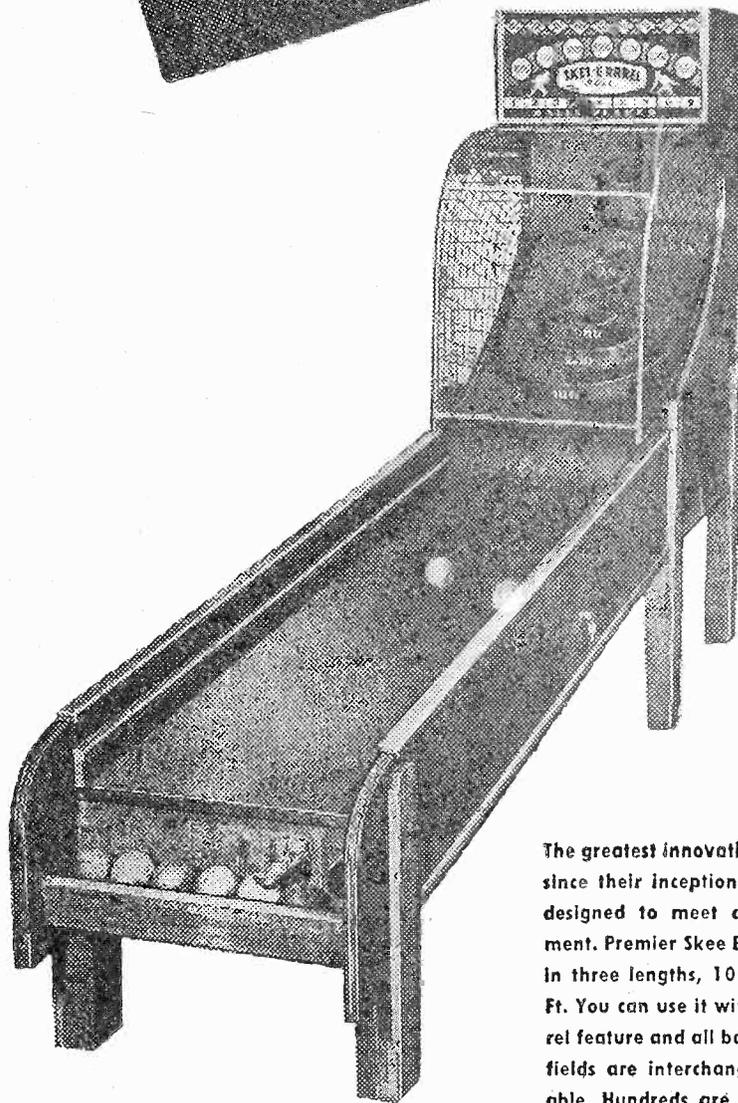


ATLANTIC DISTRIBUTING CO.

458-460 TENTH AVENUE · NEW YORK 18, N. Y. · LACKAWANNA 4-8193

The New

PREMIER SKEE BARREL ROLL COMBINES 6 GAMES INTO 1



The greatest innovation in skee ball games since their inception—six games in one—designed to meet any location requirement. Premier Skee Barrel Roll is available in three lengths, 10½ Ft., 12 Ft. and 14 Ft. You can use it with or without the barrel feature and all backboards and playing fields are interchangeable and interlockable. Hundreds are now on location and the interchangeable feature keeps the play high at all times.

The Premier Skee Barrel Roll is solidly constructed in our own modern plant. It's built for heavy play—and, it's built well!

PREMIER COIN MACHINE MANUFACTURING CORP.

FORMERLY F. P. & K.

577 TENTH AVENUE, NEW YORK 18, N. Y.

OPERATORS—Save Time— Save Money—Keep Your Location Working With a TRIMOUNT UA-15 ALL-PURPOSE AMPLIFIER

A universal replacement for most all phonograph amplifiers. Various Seeburg, Wurlitzer and Rock-Ola numbers are stamped adjacent to each socket.

A Terrific Value—Packs Plenty of Wallop

Every operator should carry one of these amplifiers as part of his standard equipment.

✓ CHECK THESE FEATURES ✓

√15-Watt, high impedance amplifier, solid metal chassis . . . √Line fuse 3 amps . . .
√Dimensions 14½"x17"x8½" . . . √Two 6N7 tubes in input stage, part of volume
and tone control circuits cut in for proper bias and less distortion in grid circuit . . .
√6L6 tubes beam power amplifier used in push-pull output stage. Output voltage
appears across output transformer with resistor across output winding to control tube
load . . . √Thordarson push-pull output transformer used for matching external P.M.
speakers (tapped at 4-8-15 ohms). Switch controls P.M. speakers . . . √Power supply
uses heavy duty transformer with 5U4 full wave rectifier and Thordarson high filter
choke with regular filter condensers of 10 MFD at 400 volts . . . √Carbon mike can
be used and may be converted for any phonograph other than those specified . . .
√Condensers and resistors are standard radio parts and are mounted on one block for
easy service.

Limited quantity available. Individually packed. Send ½ deposit together with shipping instructions. If not satisfied on receipt, return express collect for full refund.

Trimount UA-15 Amplifier complete with Tubes

\$45.00
each

Special Deal for Distributors and Quantity Buyers.

TRIMOUNT AUTOMATIC SALES CORP.

40 Waltham Street

Boston 18, Mass.

LIBerty 9480

COINMEN YOU KNOW

(Continued from page 192)

EDDIE GINSBURG, genial headman at Atlas Novelty, has been conferring regularly since the culmination of the Seeburg showing schedule with R. HORSWELL, of the Veterans' Administration, regarding the placement of returned veterans in the coin machine industry under a job-training program. Other firms interested in hiring vets on a job-training set-up can get in touch with Horswell, Veterans' Administration, 366 West Adams Street, Chicago. In all, the Atlas Company has 10 veterans on their employment rolls, and if Eddie Ginsburg has anything to say about it, there'll be a lot more before their employment needs are completed.

RALPH McMANN, Quincy, Ill., operator, and his wife visited in Chicago during the week and were seen playing equipment in the Atlas Novelty showroom, as were MR. AND MRS. JACK GARLINER, Rochester, N. Y., where Jack operates a large string of machines. . . . JOE KLEIN, that master salesman, is back on the staff at Atlas Novelty after 37 months in the army, 27 of which were spent (brrrr) in the Aleutians. . . .

GENE WILHELM, the outstanding arcade promoter and merchandiser of the year, according to coinmen about town, is doing a great employee relations job at his Wabash Avenue spot, as well. When lunch and dinner time rolls 'round, Gene digs down in his pocket and buys his kids their lunch, free, for nuttin'. Gene, by the way, is an old-timer in the coin machine business, having operated pin games and jukes during various phases of his career. He at one time worked for LOU KOREN, that well-known head of the Distributing Corporation of Illinois, which he runs with MAX BERENSON, for the distributorship of the new Alreon phonograph.

MORRIS LEVINE is the new owner of the Penny Arcade at 315 E. 47th Street, which was once owned by WILHELM. . . . TINY HILL, popular band leader and now with Mercury Records, has just returned to Chicago after a lengthy trip interviewing juke operators throuthout the country. . . . AL DOUGLAS, that popular coinman who has thousands of friends in the trade, just completed arrangements to commence production of Daval Products once again. . . . DAVE HELFENBEIN,

another well-known trade man, is associated with Douglas in the revived venture. . . . O. J. MULLINIX JR., in Chicago recently, is a flying enthusiast and flies his own plane. On the trip here he took advice that our town is known as

CORRECTION

An incorrect cut was used in the ad of Asco Vending Machine Exchange, Page 101, February 16 issue. A cut illustrating the De Luxe Model Machine of Northwestern Corp. was used instead of a cut illustrating the Model V De Luxe Cabinet Machine of the Victor Vending Corp.

ASCO VENDING MACHINE EXCHANGE

are distributors for

The Victor Vending Corp.

ATTENTION

WHOLESALE AND JOBBERS

WILL BUY IN LARGE QUANTITIES Linoleums, Electric Appliances, Wash Tubs, Buckets, Blankets, Bed and Desk Lamps, Notions of all kinds, etc., etc.

MURPHY'S NOVELTIES AND NOTIONS

LILBOURN, MISSOURI

WANT TO BUY

8 to 12 Mutoscope Sky Fighters, A-1 condition. Mounted on trailer preferred. State quantity and price.

BOX CH-103

The Billboard, Ashland Bldg., Chicago 1, Ill.

WANT EXPERIENCED MECHANIC

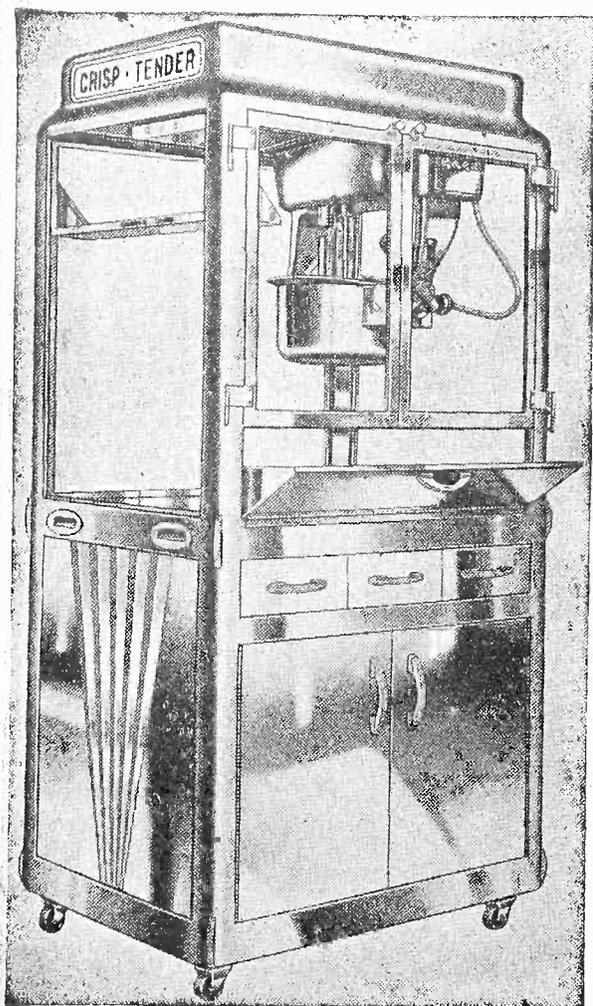
We need a good all round mechanic for Rock-Ola, Wurlitzer, and Seeburg machines, also must know remote installations, be able to service pin ball and arcade equipment. Must be sober, married and reliable. If you can qualify please contact us for full particulars.

SYDAH VENDING CO.

159 S. College St.

Akron 4, Ohio

HEY, YOU! You can surprise yourself and plenty—what you can profit—with a POPCORN MACHINE!! \$100 weekly and up net earnings are common!! Pictured below are the two best POPCORN MACHINES ever made. We have all types and priced machines, however. Counter Models—Gas or Electric—and Jumbo Units that pop as much as 50 lbs. raw corn per hour. What more can we say? What more can you ask? Get busy!!!



SILVER STAR CONSOLE \$358.00

SIZE: Height to top of cabinet 73½". Length 36¾". Width (or depth) 27". When combination lower door and working shelf is in down position the depth is increased by 6". Lots of capacity for storing popped corn. . . . One hundred 10c boxes of corn can be popped and stored ahead in this big cabinet.

EXTREMELY LARGE POPPING CAPACITY: Over \$20.00 per hour . . . Approx. wattage, 2800 . . . Approx. net weight, 300 lbs. . . . Approx. shipping weight, 400 lbs. Genuine stainless clad steel cabinet with chromium panels . . . fool-proof popping unit . . . kettle fully thermostatic controlled, indeed a most important feature. Automatic corn and oil feeder optional.

SILVER STAR COUNTER MODEL \$286.00

Size: Height 40½"
Length 27"
Width or Depth 24"
Shipping Weight
240 lbs.

Terms: \$100.00 with order, balance C. O. D. Specify freight or express shipment.

POPMATIC \$285.00

ALL ELECTRIC — COMPLETELY AUTOMATIC. Specify 5c or 10c COIN OPERATION. ELIMINATES ATTENDANT. BEAUTIFUL DESIGN: Designed to harmonize with the finest of fixtures. Brilliantly illuminated. Passers-by and customers stop, marvel and BUY.

AUTOMATIC OPERATION: Fully automatic, it feeds the corn, pops it, seasons it and delivers it to your customers hot and fresh. Continuous operation for 10-hour period costs less than 10c for power.

STURDY CONSTRUCTION: Sturdy construction of the best materials available, the Popmatic is built to endure and to give many years of trouble-free dependable service.

DIMENSIONS: 62" Height, 17" Width, 17" Depth. Shipping Weight, approximately 150 Pounds.

Exclusive distributorship available upon application. State you qualifications and territory by counties immediately. Machines ready May 1, completely new 1947 Models.

Terms: ½ deposit, balance C. O. D. Full cash with order, deduct 5% discount.

ORDERS FILLED IN EXACT ROTATION AS RECEIVED, ONLY LIMITED NUMBER AVAILABLE. ACT NOW!

THE P. K. SALES CO., 507-509 Wheeling Ave., CAMBRIDGE, OHIO

the Windy City and left the plane at home, trusting the iron horse instead.

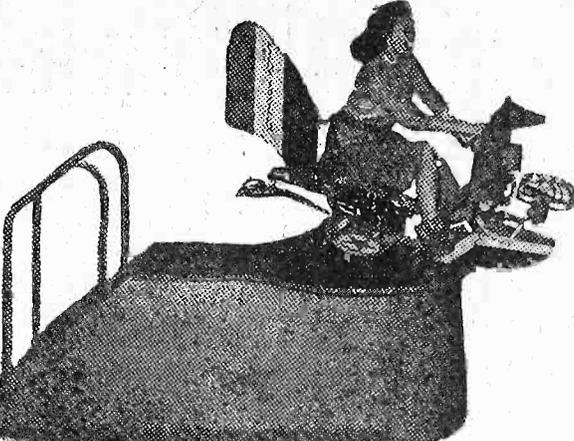
AL SCHEUNEMAN, experienced bell salesman formerly with O. D. Jennings & Company, is again back with the firm as a salesman and leaves soon for a six-week trip thru Southern Illinois and points South. . . . WILLIAM PARR, general music rep, and C. A. ROBINSON, are expected in Chicago, flying in from the Coast. Will be here a week or two. . . . SHIRLEY CORUSH, the gal with the charming telephone voice and girl Friday to RALPH SHEFFIELD and GILL KITT at Empire Coin, had a birthday this week and said: "I'm only using one candle on my cake so you'll have to guess my age."

they might have had to walk. . . . Florida sunshine, which has been beckoning many of the local coinmen, added the names of MR. AND MRS. DAVE GOTTLIEB to the list of sun enthusiasts. . . . SID STEIBEL, distributor from Southern Automatic, St. Louis; EWING, representing Automatic Amusement, Evansville, Ind., and WILLIAMS, of Capital Amusement, Denver, were seen making the rounds of manufacturers on the North Side and inquiring about new equipment prospects.

BEN LAPOTA, photo concessionaire in the Funland Arcade at the Sherman, is in California taking the baths and checking on arcade operation while there. Ben is expected back about March 15. . . . IRVING OVITZ, who has been sunning himself on the sands of Miami Beach for the past few weeks, is back in town and OSCAR SCHULTZ, his biz partner at Automatic Coin Machine Exchange & Supply Company, is chaffing at the bit to get away for his vacation. Schultz reported that remodeling of (See Coinmen You Know on page 198)

IRVING BLUMENFELD and GEORGE GOLDMAN, two of the "three generals" of General Vending Sales Corporation, Baltimore, stopped off in Chicago while making a trip to the Aireon plant in Kansas City, Mo. While here they spent a few anxious moments at the Municipal Airport waiting for plane accommodations. For a while it looked like

HERE'S THE NEW "PILOT TRAINER"



Brother, the first "Pilot Trainer" model is making big money — but wait till you start operating the new ones! They've got everything — fingertip control, everything completely enclosed, faster revolving action—speed!

GET SET NOW FOR THE SPRING AND SUMMER SEASON WITH THE NEW "PILOT TRAINER." ORDER TODAY!

IMMEDIATE DELIVERY ASSURED! **\$850.00**

DISTRIBUTORS, WRITE! 25% Deposit, Balance C.O.D., F.O.B. N. Y.

THE NEW "PILOT TRAINER" IS NOW ON DISPLAY AT THESE DISTRIBUTORS:

Clark County Amusement Co. 6819 N. Olin Ave. Portland, Ore. State of Oregon	David Rosen 855 N. Broad St. Philadelphia, Pa. Eastern Penn. and South Jersey	Walbox Sales Co. 1503 Young St. Dallas, Texas Texas & New Mexico	Bell Products Co. 2000 N. Oakley Chicago, Illinois Illinois, Iowa, Indiana, Wisconsin
Cliff Wilson Dist. Co. 1121 S. Main Tulsa, Okla. Oklahoma	Oley Amusement Co. 422 W. Broad St. Richmond, Va. Virginia		



TRAINER SALES Co.

2 COLUMBUS CIRCLE
NEW YORK 19, N. Y.
Circle 6-6651

WANTED

100

LOT-A-FUN LITE-A-CARDS

ALL GAMES MUST BE COMPLETE
BUT DO NOT HAVE TO BE IN
WORKING ORDER

WANTED

250

MILLS BLUE FRONT NO GOLD AWARD

\$75.00 EA.

**WILL PAY HIGHEST CASH PRICES FOR
BUCKLEY TRACK ODDS D.D.**

WE ARE NOW DELIVERING THE FOLLOWING NEW GAMES

Mills Vest Pockets \$74.50 (Express Prepaid Anywhere)	Chicago Coin Goalee \$525.00
Mills Black Cherry Bells—Write (Genuine)	Genco Total Roll 425.00
	Stage Door Canteen 249.50

Tyler 7-2770 ROBINSON SALES CO. 7525 Grand River Detroit, Michigan

The wise old owl says

From now on

Aireon

A NAME YOU WILL REMEMBER



SPRING SPECIALS—ORDER NOW FOR THE RESORT SEASON!

1. Smile-a-Minute . . . \$450.00 2 Photomatics, Late . . . 750.00 2 Talkie Horoscope . . . 125.00 2 Ten Pins 39.00 3 Anti-Aircraft 59.50 1 5¢ Chester-Pollard Golf 65.00 1 5¢ 3-Col. Card Vender 35.00 8 2¢ Muto. Card Venders 19.50 4 5¢ Mills Viewing Machines 93.00	ARCAD E QUIPMENT 1 Sky-Battle \$175.00 1 Exhibit Punching Bag 135.00 1 Rainbow Penoll Vender 45.00 1 Ace Bomber 255.00 2 Mountain Climber . . . 75.00 1 Drivemobile 295.00 2 Skyfighters 275.00 1 Stamp Vender Roll . . . 39.50 1 Keeney Submarine . . . 165.00 1 Scientific Baseball . . . 67.50	1 Wind Jammer \$ 45.00 2 Seeburg Astrograph 34.50 5 1¢ Exh. Card Venders 22.50 1 X-Ray Poker 70.00 1 Super Bomber 245.00 1 A.B.T. Six Gun Automatic Rifle Range . . 1995.00 3 Dart Air Guns, Complete with 2 Gross Darts 45.00
1 Longshot \$295.00 5 Jockey Club 335.00 2 Grand Stands 85.00 3 Grand Nationals . . . 75.00	ONE BALL PAYOUTS 1 Stables \$ 27.50 2 Turf King 345.00 2 Fortune 155.00 2 Santa Anita 135.00	1 Stepper Upper \$ 55.00 2 Kentuckys 295.00 1 Winning Ticket 65.00
1 Mills 4 Bells, 5¢ . . . \$575.00 1 Mills 5¢ & 25¢ Super Bell 495.00 1 Cigarolla V Model . . . 125.00 1 5¢ War Eagle, 3-5 Pay 135.00	CONSOLES 1 5¢ Century, D.J.P. . . \$ 55.00 10 1¢-5¢ Goose-neck, Ass't 20.00 1 5¢ Superior Bell . . . 45.00 1 Mills Square Bell . . . 85.00 1 Liberty Bell 19.50	5 Pace Saratogas . . . \$ 85.00 2 1¢ Twin Jack Pot . . . 25.00 4 1¢ Little Dukes . . . 17.50 12 1¢ Bantams, S.J.P. . 27.50 1 25¢ Superior Bell . . . 65.00
1 Band Wagon \$49.50 1 Show Boat 59.50 1 Lone Star 32.50 1 Miss America 42.50 1 Four Diamonds 59.50 1 Captain Kidd 72.50	FREE PLAY GAMES 1 Vacation \$37.50 1 Speed Demon 22.50 1 Bright Spot 32.50 1 School Days 69.50 1 Genco Defense 99.50 1 Spot Pool 69.50	1 Big Chief \$34.50 1 Salute 32.50 1 Zombie 69.50 1 Boomtown 45.00 1 Stars 72.50

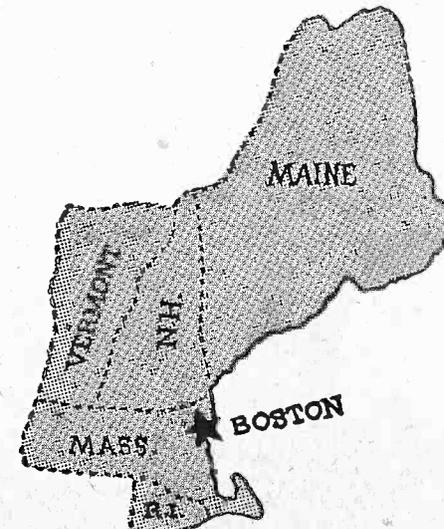
COMPLETE STOCK OF PARTS. LET US KNOW WHAT YOU NEED—WE WILL FILL IT

NOW DELIVERING MILLS BLACK CHERRY BELLS AND VEST POCKET BELLS. \$15,000 STOCK CONTAINER SALESBOARDS AT LOWEST PRICES. WE MANUFACTURE MERCHANDISE SALESBOARDS.

5¢ 1000-Hole Hand-Dipped Chocolates \$25.00	Costs Operator \$32.50	Sells to Dir. \$50.00	Takes In 75.00
5¢ 1000-Hole Novelty Doll Deal 19.50			
5¢ 1500 Western Deal 32.50			

WRITE FOR SAMPLE NOW!
Want to buy Rock-Ola Playmaster or 1940 Counter Model and Chicoin Hockey.

STEWART NOVELTY COMPANY
250 South State Street, Salt Lake City, Utah Phone 3-5055



SEEING IS BELIEVING

Nothing we can possibly say will do justice to the great AIREON ELECTRONIC PHONOGRAPHS. You must see these electronic marvels to appreciate how wonderful they really are.

OPERATORS:

If you are not on our mailing list, get in touch with us immediately.

GREENE DISTRIBUTING CO.

JULIAN S. GREENE JOSEPH GREENE ARNOLD H. GREENE

25 HUNTINGTON AVENUE, BOSTON 16, MASS.

WE HAVE ON THE FLOOR THE FOLLOWING NEW MACHINES:

- Mills VEST POCKETS
- Mills 5c BLACK CHERRY BELLS
- Mills 25c BLACK CHERRY BELLS
- Chicago Coin GOALEE
- Bally UNDERSEA RAIDER
- Gottlieb STAGE DOOR CANTEEN
- Bally VICTORY DERBY
- Packard PLA-MOR Wallboxes and Speakers.

Also These Used Machines:

- 1 Singing Tower
- 2 Seeburg Rollaways
- 1 Mills Thrones of Music
- 1 Wur. Victory Models (24's)
- 2 Mills 25c Gold Chromes, 2/5
- 1 Mills 25c Brown Fronts, 3/5
- 4 Gold Q.T.'s 5c Orig.
- 7 Chrome Vest Pockets . \$57.50
- 8 Blue and Gold Vest Pockets \$49.50
- 3 Super Bells Comb., 5c \$249.50

Terms: 1/3 Certified Deposit, Bal. C.O.D.

STERLING NOVELTY CO.

669-671 S. Broadway, Lexington 20, Ky.

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 186) FEB 14

Weeks to date	POSITION Last Week	This Week	RECORD	Label
7	4	5.	SYMPHONY <i>Beautiful Love</i>	Bing Crosby Decca 18735
11	2	6.	SYMPHONY <i>In the Middle of May</i>	Freddy Martin Victor 20-1747
2	10	7.	OH! WHAT IT SEEMED TO BE <i>As Long as I Live</i>	Frankie Carle .. Columbia 36892
1	—	8.	OH! WHAT IS SEEMED TO BE <i>Day by Day</i>	Frank Sinatra.... Columbia 36905
3	—	9.	I CAN'T BEGIN TO TELL YOU (F) <i>Waitin' for the Train To Come In</i>	Harry James Columbia 36867
1	—	10.	YOU WON'T BE SATISFIED. <i>Come to Baby, Do</i>	Les Brown Columbia 36884

CMI Program

(Continued from page 72)

and to make plans for extending the work on thru the years.

All signs point to the fact that the industry will be growing rather fast during the coming years, and we want to keep our public relations work growing accordingly. The industry has attained such a position in American business that it must do a public relations job.

Other Objectives

While a real trade public relations program will be our main objective, there are other plans which will follow in due time also. The work of CMI will be expanded and organized to give to the trade all the services that a modern trade organization should give.

For example, CMI will set its organization up to do research for the industry. Every modern industry today must have reliable data to use in many ways. When an industry takes its place among other businesses in the country, it will be called upon for reliable trade data. Chambers of Commerce and many other business organizations ask for this information and they want to use it for good purposes.

CMI is the logical organization to gather the trade data and also to use it for the advancement of the industry. One of the reasons why newspapers so often publish such wild figures about our

business may be that they don't know where to get the real facts and figures. This trade data will be an important part of the new CMI program, and it will also be of great use in carrying on our public relations work.

Real Legal Service

The national association will also set up a real legal service for the trade. An attorney will be employed just as soon as possible and will be set to work on getting a legal service and information into good working order. There will always be legal and tax problems coming up in various parts of the country and operators and distributors for years have been wishing for some agency where they could go for information. CMI, in its new program, will undertake to set up such an agency and offer such a service to other operators' groups and for local situations in various parts of the country as difficulties arise.

General legal information and help will also be offered to the industry as a part of the bigger program of the organization. So many things can be done in this field as time goes on, but the best thing to do now is to complete plans as soon as possible and get the work going.

These statements will give the trade at large some idea of what the new CMI program includes and what we will be doing just as soon as everything can be put into action.

OPERATE IN CLUB SPOTS

Experienced operators can make a killing with the finest and fatted machine ever designed for operation in private clubs.

Sales restricted to operators exclusively. Not sold to clubs.

No waiting until next month or next year; limited quantities are available right now.

Most used machines taken in trade.

SELL-A-MATIC CORPORATION

(NATIONAL DISTRIBUTORS)
100 W. CHICAGO AVE.
CHICAGO 10

GUN LAMPS #1489

For Bally and Seeburg Guns—original pre-war guaranteed quality—not seconds or rejects—50¢ each—no waiting.

TUBES

For Radio, Phonograph and Amusement Machines—2A4G, 30, 38, 75, 80 and hundreds of others—20% discount on all tubes.

PHONOGRAPH NEEDLES

Distributor
Gem Sapphire Jewel (\$2.50 Retail)
Duotone and Permatone (\$1.50 Retail)
Mirotone and Permatone (50¢ Retail)
30% Discount—Minimum Order One Dozen.
Write for Quantity Purchases—Special Rates.

TRIANGLE SALES CO.
6415 N. Hamilton Ave. Chicago 45, Ill.

PHONOGRAPHS

WANTED

WILL PAY CASH FOR WURLITZER

61 \$ 70.00
71 100.00

Also highest prices paid for other types of phonographs. Write

BYRON NOVELTY CO.
2045 Irving Park Rd. CHICAGO 18

WANTED

Wating Scales, Guesser and Fortune Tellers with Mirrors, in good condition. Write.

BOX 1593
LAREDO, TEXAS

FOR SALE

4 Wurlitzer Skee Balls (2 Hi Score); 2 Genco Skill Rolls, 8 ft.; 1 Keeney Bowlette, 14 Ft.; 1 Gottlieb Liberty.

All For **\$1250**
1/3 Deposit.
MAX BASKIN, 2486 Elmhurst, Detroit 17, Mich.

FOR SALE

One A.B.T. Six-Gun Rifle Sport, used five months. First good offer takes.

FRED W. LAVELL
E. 517 Sinto Ave., Spokane, Wash.

Hercules

"A NAME YOU CAN TRUST"

YOU can trust the Hercules name because the principals behind that name . . . Dave Engels and Irv. Orenstein . . . have delivered 100% satisfactory service to their operator customers for more than 17 years.

Watch For Announcement
Of The
**GRAND OPENING OF
OUR NEW BUILDING**
You'll Be Invited

HERCULES SALES AND DISTRIBUTING CO.

415 FRELINGHUYSEN AVENUE, NEWARK 5, N. J.

CABLE ADDRESS—HERDISCO

DAVE ENGELS

IRV. ORENSTEIN

GEORGE SAX

... invites you to enjoy the finest, luxury hotel on Miami Beach. An entire block designed for gracious living, pleasure and entertainment. Moorish Decor. - modern conveniences.

Restaurant & Bar
The Finest International Cuisine in the World"

El Morocco

HOTEL and VILLAS
Collins Ave. 32nd. to 33rd. Sts.

PRIVATE BEACH—
G. S. Pickard, Manager

MIAMI BEACH



WOLVERINE SPECIALS—GRAB THESE BUYS

Five-Ball Free-Play Tables

GOTTLIEB		GENCO		BALLY	
10-20	\$109.50	Defense	\$92.50	Play Ball	\$ 45.00
School Days	54.50	Victory	89.50	ONE BALLS	
Lustang	67.50	Argentine	89.50	Sp. Special	\$145.00
Keep Em Flying	137.50	Dude Ranch	42.50	Record Time	155.00
Miami Beach	67.50	Jungle	70.00	Whirlaway Stakes	195.00
Little Hop	65.00	Seven Up	57.50	'41 Derby	285.00
Three Score	35.00	Zig Zag	65.00	Dark Horse	165.00
1-Hat	75.00			Blue Grass	175.00
				Grand National	58.00

EXHIBIT		CHICAGO COIN		KEENEY	
Big Parade	\$117.50	All American	\$45.00	Clover	\$ 75.00
Knockout	125.00	Show Boat	55.00	4 Diamonds	80.00
Slide	47.50	Home Run, Rev.	65.00	Speed Demon	40.00
		Venus	90.00	Contest 1 or 5	104.50
		Sport Parade	47.00		
		AND MANY OTHERS			

CONSOLES		COUNTER GAMES		SLOTS	
Super Bells, 5¢ Comb.	\$245.00	Keeney Anti-Aircraft, Br. Cabinet	\$ 65.00	Bantam, 5¢	\$ 35.00
Daily Hi-Hands Comb.	165.00	Super Bell, Two-Way	375.00	Comet, 10¢	75.00
Patting Big Game	85.00	COUNTER GAMES		JENNINGS	
Exhibit Jockey Club, C.P.	65.00	Eagles	\$ 12.50	4 Star, 5¢, \$125.00; 10¢, \$150.00; 25¢	\$175.00
Annings Derby Day, S.T. Comb.	75.00	Marvels	12.50	Victory Chiefs, 5¢, \$175.00; 10¢, \$200.00; 25¢	250.00
		Chicago Club House	5.00	Silver Moon Club, 5¢, \$200.00; 10¢, \$225.00; 25¢	250.00
		Reel Races	3.50	Silver Chiefs, 5¢, \$175.00; 10¢, \$200.00; 25¢	225.00

SLOTS		SLOTS		SLOTS	
Blue Fronts, 5¢, \$145.00; 10¢, \$165.00; 25¢	\$195.00	Blue Fronts, 5¢, \$175.00; 10¢, \$200.00; 25¢	225.00	War Eagles, 5¢, \$135.00; 10¢, \$150.00; 25¢	175.00
Bonus, 5¢	175.00	Gold Chromes, 5¢, \$250.00; 10¢, \$275.00; 25¢	300.00	Cadet, 5¢, \$95.00; 10¢	\$125.00

WOLVERINE SALES COMPANY
54-156 INDIANA, N. W. GRAND RAPIDS 4, MICHIGAN

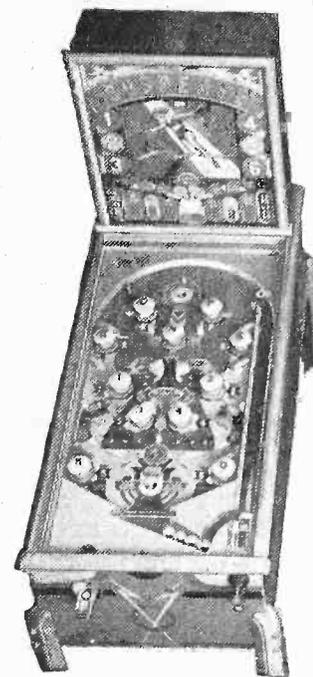
WE WILL KEEP YOU IN—

"SUSPENSE"

IN
OHIO
AND
SOUTHERN
INDIANA

DISTRIBUTORS FOR

Williams
MANUFACTURING
COMPANY



SICKING, INC.

1401 CENTRAL PARKWAY CINCINNATI, OHIO | 927 FORT WAYNE AVE. INDIANAPOLIS, IND.

ATTENTION, OPERATORS
IN SOUTHERN ILLINOIS AND MISSOURI
NOW DELIVERING—JENNINGS ★ BRONZE CHIEF ★
★ DE LUXE CLUB CHIEF ★ ★ STANDARD CHIEF ★
★ SUPER DE LUXE CLUB CHIEF ★
THE WORLD'S BEST AND FINEST SLOT MACHINES THAT MONEY CAN BUY
Will Follow Soon With
★★★ THE JENNINGS 2-COIN CHALLENGER ★★★
A real Hit and Sensation—Don't Wait—Place Your Orders NOW for early Delivery.
This Machine is absolutely TOPS.
WE ARE ALSO DISTRIBUTORS FOR CHICAGO COIN MACHINE COMPANY'S NEW SENSATIONAL GAME "GOALEE"—LEGAL IN ANY TERRITORY AND A PROVEN WINNER.
ORDER NOW!
SEND FOR CIRCULARS ON THE ABOVE, AND KEEP IN TOUCH WITH US FOR THE NEWEST AND LATEST RELEASES.
When in our city, pay us a visit. If you cannot visit us—we will have our Representative call on you.

SLOT MACHINE OPERATORS, ATTENTION

—Here Are Some Real Buys—

FACTORY REBUILT GLITTER GOLD Q.T.'s, NEW, 5¢	\$ 89.50
FACTORY REBUILT GLITTER GOLD Q.T.'s, 1-5, and 1-10¢, Used 3 Days, but will pass for New, Each	79.50
1 5¢ JENNINGS CLUB BELL	120.00
1 5¢ TRIPLEX, that plays Nickels, Dimes and Quarters, Like New	125.00
1 5¢ WAR EAGLE, 2-4	80.00
1 10¢ BLUE FRONT	125.00
1 25¢ BLUE FRONT	175.00
1 5¢ EXTRAORDINARY 3-5	99.50

We are offering the above machines subject to prior sale. Our Terms are One-Third Deposit, Cashiers Check or Money Order Balance C. O. D.
SPECIAL—NEW STEEL HAND TRUCKS, Rubber Wheels, Limited Supply, Each.....\$9.95

BAUM DISTRIBUTING CO.

2718 GRAVOIS AVE. (Phone Prospect 3900) ST. LOUIS 18, MO.

WANTED

WILL PAY—\$165.00—FOR WURLITZER 616

HIGHEST PRICES PAID FOR

WURLITZER	SEEBURG	ROCK-OLA
412	600	STANDARD
616	700	DELUXE
24	750E	MASTER
500		MILLS
		THRONE
		EMPRESS

SEND LIST OF WHAT YOU HAVE FOR SALE AND PRICE

WE BUY USED PHONOGRAPH RECORDS—Pay 8c ea.

NO CRACKS • NO CHIPS

All Machines Must Be Working and Clean—No Broken or Out-of-Order Machines Wanted.

CALL—WRITE—AIR MAIL—WIRE

N. Y. DISTRIBUTING CO.

630 10TH AVENUE
NEW YORK 19, N. Y.
Phone: Circle 6-9570

WANTED

Open for Proposition for Arcade Within a Radius of 200 Miles of Columbus, Ohio. Prefer Lake Resort or Amusement Park. Nothing but Late Model and New Equipment. Capital No Object.

The Billboard BOX D-119 Cincinnati 1, O.

SEEBURG SERVICE—ALL WAYS!

No Priority Promises . . . But . . .

THE FIRST

To Make Delivery!



Another reason why Automatic Equipment Company is one of the nation's foremost distributors. We never make idle promises . . . but we always deliver the goods!



FRANK ENGEL

AUTOMATIC EQUIPMENT COMPANY

Seeburg Distributors

EASTERN PA., DELAWARE, SOUTHERN N. J.

919 NORTH BROAD STREET • PHILADELPHIA 23, PA.

PARTS and SUPPLIES

FOR IMMEDIATE SHIPMENT!

ORDER YOUR REQUIREMENTS

FROM THE ORIGINAL PARTS SUPPLY HOUSE IN THE U. S. A.

SUPER QUALITY TUBULAR COIN WRAPPERS

\$2.00 Nickels — 25M to Case
 1 Case 75c M | 6 Cases 63c M
 3 Cases 70c M | 15 Cases 60c M

REGULAR QUALITY TUBULAR COIN WRAPPERS

50c Pennies — 19M to Case
 \$ 5.00 Dimes — 20M to Case
 \$10.00 Quarters — 15M to Case

LESS THAN CASE LOTS ASSORTED DENOMINATIONS

Super Quality 80c M | Regular Quality 70c M
 Specify "Super" or "Regular" Quality When Ordering.

MALLORY IMPROVED RECTIFIERS POPULAR F24C3P TYPE
 EACH \$6.65 — DOZ. LOTS, EACH \$6.25

FINEST QUALITY MAPLE SKEE BALLS

2 1/2", Each 42c; per 100 \$37.50
 2 3/4", Each 55c; per 100 52.00
 3 1/8", Each 55c; per 100 52.00

GLASS CARTRIDGES FUSES — BEST QUALITY IN U. S. A.

1 1/2, 2, 3 Amp. per 100 \$3.25
 5, 7 1/2 Amp. per 100 2.25
 10, 15, 20, 25 Amp. per 100 2.00

Less 25c per 100 in 1,000 lots assorted

DON'T LOOK FOR BARAINS IN FUSES—THE BEST QUALITY IS CHEAP ENOUGH!

2-WIRE ZIP CORD — UNDERWRITERS APPROVED

250 Feet to Spool, per spool \$ 4.75
 2000 Feet to Case (8 Spools) 35.00

TUNG-SOL BULBS—UNEXCELLED FOR QUALITY!

	Per 10	Per 100	Per 1000
Nos. 51, 55, 63	\$.45	\$ 3.85	\$35.00
Nos. 40, 44, 46, 47	.55	4.95	45.00
Nos. 50, 81, 1455, 1456	.60	5.50	50.00
Nos. 1457, 1458	.90	8.25	75.00
No. 1129	1.25	9.35	85.00
No. 1503	2.50	20.00	

BLOCK MARBLE CO
 1527 FAIRMOUNT AVE. PHILADELPHIA 30, PA.

Get it from BLOCK — They have it in stock!

Silent Sales Co.

ARE EXCLUSIVE NORTHWEST DISTRIBUTORS FOR . . .

MILLS

BLACK CHERRY BELLS

VEST POCKET BELLS

Available For Immediate Delivery

COMING SOON MILLS MUSIC

Place your order NOW for early delivery on

KEENEY'S

NEW BONUS SUPER BELL

COMB. F. P. AND P. O.

EITHER SINGLE OR TWIN HEAD

5-COIN MULTIPLE HEAD

WATCH FOR OUR ADS IN THE BILLBOARD EVERY WEEK

Silent Sales Company

SILENT SALES BLDG., MINNEAPOLIS 15, MINN.
 Mpls. Phone GENEVA 3645. St. Paul Phone NESTER 5720

★ COIN MEN YOU KNOW

(Continued from page 195)

their new headquarters at 4135 West Armitage is progressing well and it's his pledge that they'll have one of the most modernistic offices and showrooms in the trade.

Philadelphia:

LOUIS FORSTEIN has been elected president of the Automatic Cigarette Vendors' Association of Eastern Pennsylvania, located in Philadelphia. His brother is Magistrate Jules Forstein in that city. . . . LIEUT. and MRS. ALAN TRIPP became the parents of a daughter, Barbara Ann, in Philadelphia on January 5. Mother is former MADGE BERESIN, daughter of JACK BERESIN, head of Berlo Vending Company. . . . The Popcorn Sales Company has located at 1226 Vine Street in Philadelphia to distribute and sell popcorn machines and equipment.

LARRY GOLDMEIER, head of the Popcorn Supply Company and Viking Popcorn Machine distributor in the Philadelphia area, reports that the public's response to proper popcorn merchandising in this section has exceeded his fondest expectations. . . . CHARLES HANNON, former business manager of the Phonograph Operators' Association of Eastern Pennsylvania, and present manager of the Atlas Distributing Company, of Philadelphia, is moving about strictly under his own steam these days. He has discarded the cast which protected his broken foot.

Detroit:

ELIZABETH LUND, office manager of the Michigan Automatic Phonograph Owners' Association, reports another move of the MAPOA offices—this time to the seventh floor of the Ford Building. . . . DIAMOND T. PHILLIPS, who has established the Diamond Music Company at 11806 Wade Avenue, may go into the beverage vending field. . . . EDWARD KIELY, music operator, who also owns the Mellow Record label, is resuming active production on the record line again for the first time since before the war.

ROBERT WOLFE, who used to be a music machine mechanic in Virginia and South Carolina before the war, has joined the Willis Coin Machine Service as a partner after his discharge from the Air Forces. . . . BRADLEE WILLIS, senior partner, reports he is steadily adding additional music machines to his route. . . . ALVIN SCHNEIDER, of the Schneider Specialty Company, has just installed a new oven and additional equipment for handling refinishing of all types of coin machines.

Day Phone 125 Night Phone 352-W

F. & W. AMUSEMENT CO.

FRED BURKS, Mgr.

COOKEVILLE, TENNESSEE

CHECK THIS AD AND BE FIRST TO GET IN ON THIS SALE OF NEW AND USED EQUIPMENT AT THESE PRICES.

PHONOGRAPHS

850's	\$825.00
750E's	800.00
750M's	775.00
780M's	675.00
600R	400.00
616	189.50
412's	125.00
Envoys, ESRC	479.50
Envoys, ES	439.50
Royals	225.00
Symphonola, 12 Record	110.00
Mills 12 Record	50.00

PINBALL & ARCADE EQUIPMENT

A.B.C. Bowlers	\$ 49.50
O-Boy	19.50
Vacation	24.50
Show Me	59.50
Bol-a-Way	69.50
Captain Kidd	69.50
Liberty	139.50
Jungle Camp, F.P.	89.50
Yankee Doodle, Floor Sample	172.50

EQUIPMENT & REPAIR PARTS

3 145 Impulse Steppers, Fast	@ \$40.00
8 Music Transmitters	@ 12.50
2 Wireless Speak Organs	@ 20.00
1 Metal Outside Speaker	20.00
9 320 2-Wire Wall Boxes	@ 19.50
1 8800 Speaker	20.00
1 600 Speaker	20.00
7 Buckley 24 Selection Boxes	@ 10.00
7 Keeney Boxes	@ 2.00
1 412 New Tone Arm	20.00
1 8800 Used Tone Arm	20.00
New Slug Ejectors, Super & Master	@ 22.50
New Turntable Motors	17.50
Plastics, Rock-Ola Top or Bottom	@ 10.00

NEW EQUIPMENT

Goalee	\$525.00
Total Roll	425.00
Hollywood	249.50
Wagon Wheel	249.00
The New Post-War Five-Ball Counter Game "Smiley"	39.50

NEW RECONDITIONED GAMES

Streamliners	\$249.50
South Seas	249.50

Wire, write or phone your orders.

1/3 deposit with order, bal. C. O. D.

GET ON OUR MAILING LIST FOR THE LATEST IN NEW EQUIPMENT, USED EQUIPMENT, REPAIR PARTS AND THOUSANDS OF USED RECORDS.

F. & W. AMUSEMENT CO.

FRED BURKS, Mgr.

COOKEVILLE, TENNESSEE

Day Phone 125 Night Phone 352-W

PARTS AND SUPPLIES FOR MUSIC MACHINES

3 Wurlitzer #300 Adapters	\$32.95
1 Wurlitzer 24 Adapter	39.50
2 Keeney Adapters	24.95
1 Rock-Ola Adapter	29.50
1 Packard Adapter	39.95
3 Wurlitzer 616 Amplifiers	39.95
1 Wurlitzer 600 Amplifier	49.50
1 Wurlitzer 500 Amplifier	49.50
1 Seeburg 8800 ES Amplifier	55.00
2 Wurlitzer #304 Steppers	19.50
1 Wurlitzer #145 Stepper	40.00
8 Solenoid Drums for Wurlitzer	21.95
2 Wurlitzer #320 Sweet Music Boxes	22.95
1 Watling Scale	65.00
2 Buckley 32 Selection Chrome	\$14.95
15 Wurlitzer #125, 5-10-25¢	22.50
4 Seeburg 24 Selection 5¢ Wireless Wall-o-Matics	27.50
Astatic B2 Crystal Pick-Up Cartridges	4.75
2 Seeburg 20 Selection 5-10-25¢ Wireless Wall-o-Matics	47.50
2 Wurlitzer Original Lite-Up Speakers	30.00
17 National 5¢ Slug Relectors	3.75
2" Hard Rubber Casters. Per Set of 4	1.50
Zip Cord, 500' Rolls. Per Ft.02
Program Strips, 500 Sheet Pkgs.	3.00
Wurlitzer Main Gears	5.00
1 Ideal Scale, Back Door Missing	40.00

WE CARRY A FULL LINE OF TUBES, KEYS, PLASTICS, ACCESSORIES AND PARTS

WANT TO BUY ALL TYPES OF MUSIC MACHINES WILL ALSO BUY YOUR ROUTE SEND LIST AND PRICE

UA-15 ALL PURPOSE AMPLIFIER
 A UNIVERSAL REPLACEMENT FOR ALL PHONOGRAPH AMPLIFIERS
 SEEBURG — WURLITZER — ROCK-OLA
 Complete With Tubes \$45.00

1/2 Deposit, Balance C. O. D., F. O. B. New York

DAVE LOWY & CO. 594 10th Ave., New York 18, N. Y.
 Phone: Bryant 9-0817

WANTED TO BUY 25 WURLITZERS MODEL #71

WRITE, WIRE OR PHONE

ATLAS PHONOGRAPH SERVICE

4848 PAGE BLVD. ST. LOUIS 13, MO.
 Phones—FOREST 6200 and DELMAR 1234



RIVIERA

CONVERTED FROM

"BIG PARADE"

OTHER CONVERSIONS FROM . . .

- | | |
|-------------|------------|
| ZOMBIE | STARS |
| SUN BEAM | LEADER |
| DOUBLE PLAY | DUPLEX |
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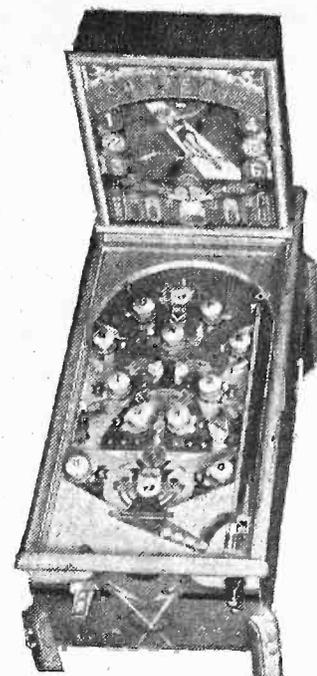
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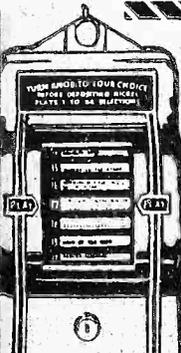
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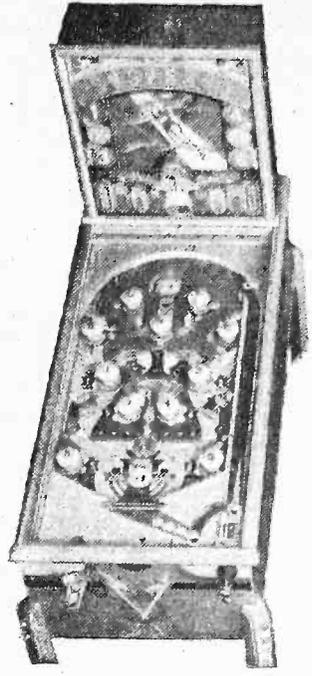
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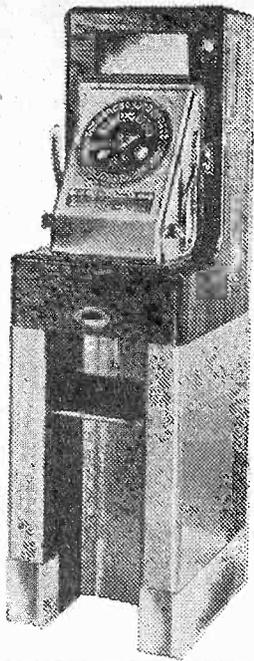
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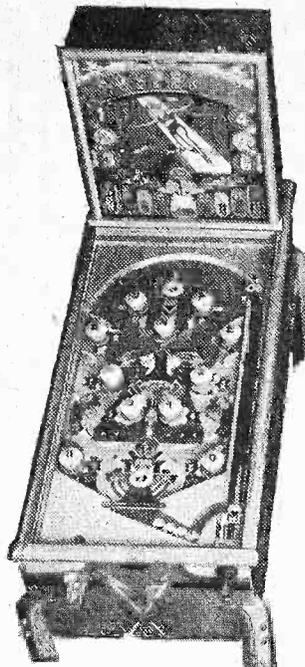
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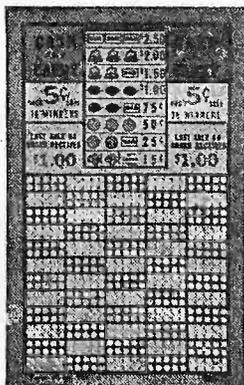


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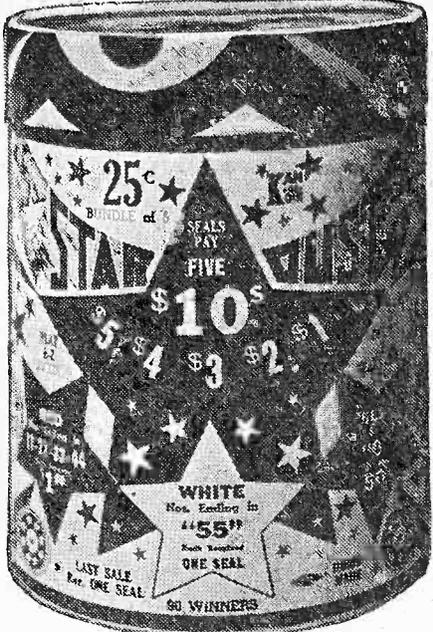
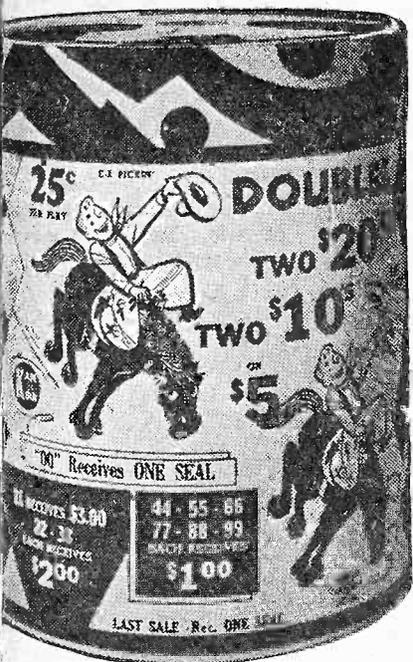
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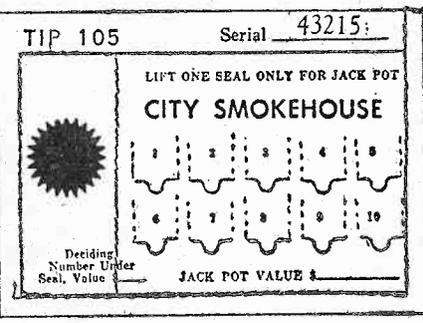
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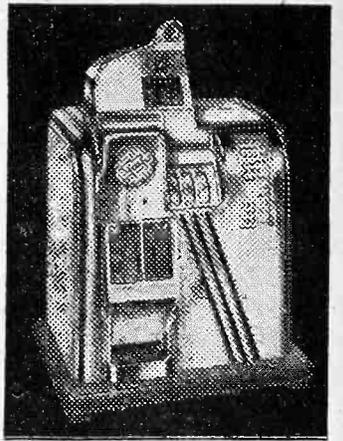
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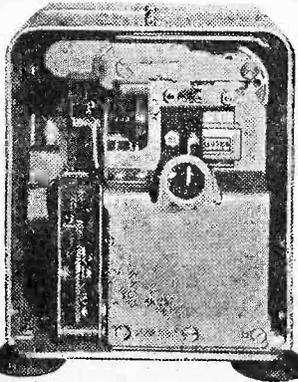
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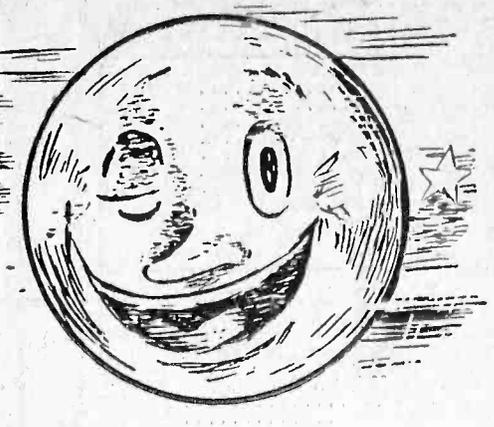
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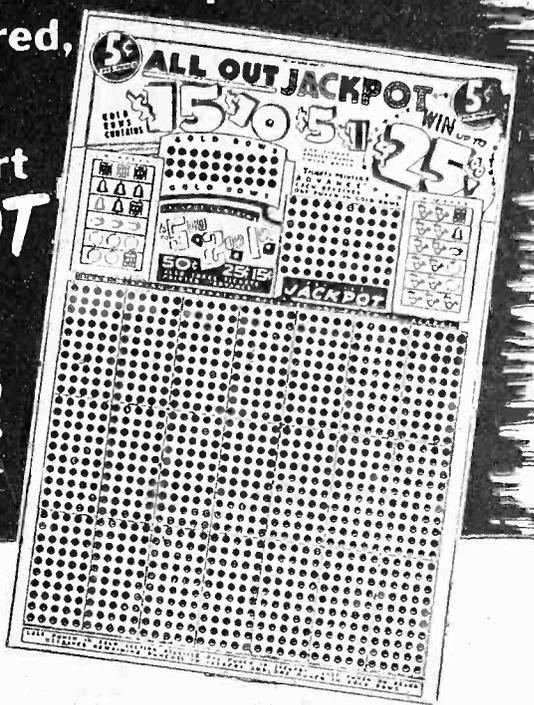
Mr. Moon Says - "From my vantage spot I can see operators going wild over Superior's new salesboards"



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FOR KNOCKOUTS AND
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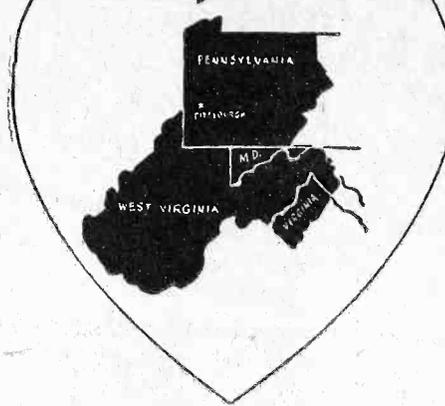
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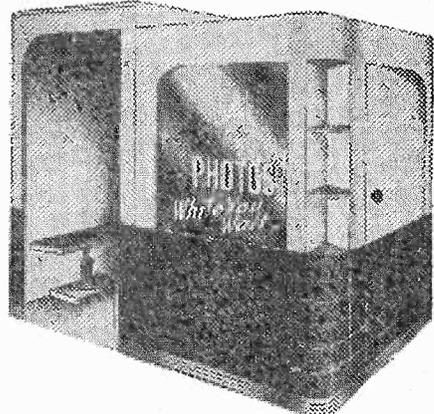
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Guaranteed—High Serial Numbers

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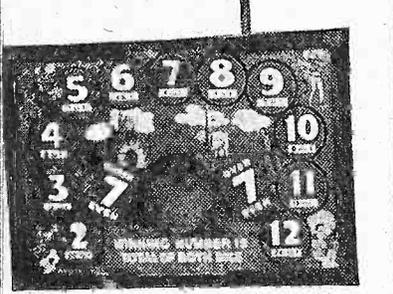
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\$22.50 EACH
 Top glass with Field Layout, Odds Imprinted. Under and over 7 feature sure fire trip for shaker. 9 colors in top glass, very flashy. Top money getter in Tap Rooms, Cafe, and any place there are people.
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 Bally Bells, 5 & 25 125.00
 Bally Club Bells 245.00
 Bally Royal Draw 105.00
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 '40 Dominos 175.00
 '41 Dominos, JP, 5¢ 205.00
 '41 Dominos, JP, 25¢ 475.00
 Jenn. Silvermoon 145.00
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 Jenn. Golfball, 25¢ 195.00
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 Super Bell, 25¢ 395.00
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WE WANT 1000 5-BALL F. P. PIN GAMES
CASH WAITING SEND US YOUR COMPLETE LIST

EXPORT TRADE! With the lifting of Export Restrictions we have opened our Foreign Sales Department. Send for information about all coin operated equipment.

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 Exhibit Rotary Merchandiser, Pusher Type, in Beautiful Condition \$349.50
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TERMS: 1/3 Deposit, Balance C. O. D. or Slight Draft.

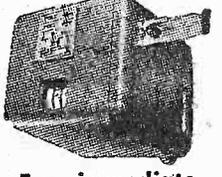
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SUPER BELLS, COMB. SUPER BELLS TWINS, 5/25 COMB. HI HANDS THREE BELLS CLUB BELLS '41 DERBY PIMLICO
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BIG GAME FAST TIME BIG TOP SUN RAY ESCALATORS ORIGINAL 50c MILLS & JENNINGS SLOTS ORIGINAL JENNINGS \$1.00 SLOTS

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MILLS NEW VEST POCKET
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 FLORIDA DISTRIBUTORS! — IF YOU WANT TO BE EXCLUSIVE JOBBER IN YOUR COUNTY ON PACKARD PHONOGRAPH, WIRE OR PHONE IMMEDIATELY THE FLORIDA OFFICE 58-1619 WHILE YOUR COUNTY IS STILL AVAILABLE.

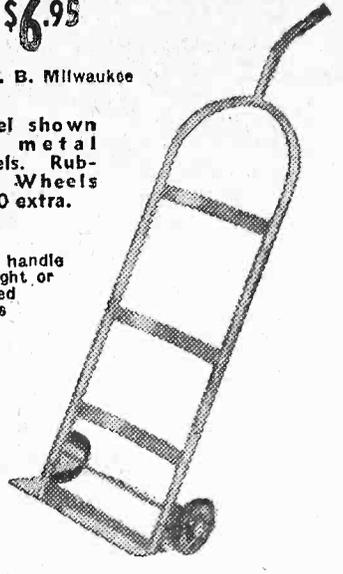
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Model shown with metal wheels. Rubber Wheels \$1.50 extra.

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Baker's Pacers Dally Double, Factory Overhauled, Like New \$250.00
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Pace Royal, Double Slot, Nickel and Dime, Completely Overhauled and Repainted \$275.00
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WANTED

More Coin Machine Operators, Distributors and Manufacturers that can see the value of Decals for marking their equipment ATTRACTIVELY, PERMANENTLY, QUICKLY, CHEAPLY.

Send us a card for samples and prices

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TO LOCATE AND ESTABLISH AN UP-TO-THE-MINUTE ARCADE IN A SUMMER RESORT. FINANCIALLY SOUND—A-1 REFERENCES. What have you to offer? Write at once with full details. BOX NO. 746, THE BILLBOARD 1564 Broadway, New York 19, N. Y.

Pokerinos, \$49.50
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 A-1 Condition. Ideal for Arcades or Parks.

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NEW AMI STREAMLINERS Factory Crated **\$595.00**
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 Want Any Quantity, On or Off Location, or Complete Routes Anywhere in the United States!
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5 AMI Telephone Studios; Complete, Slightly Used. WRITE—PHONE—WIRE FOR DETAILS!

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10 Packard Boxes \$32.50	5 Rock-Ola Amplifiers, Less Tubes \$ 30.00
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3 Seeburg 24 Boxes, 3-Wire 5¢ 26.50	
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NEW WURL. RECORD TRAYS, From Model 412 to 950. No Counter Models. In lots of 100, 42¢ each in lots of 100 or more.

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For all Wurlitzers, Rock-Olas and Seeburg Machines. Tone quality and plenty of volume. Complete with switches, volume control and tone control. **\$47.50**

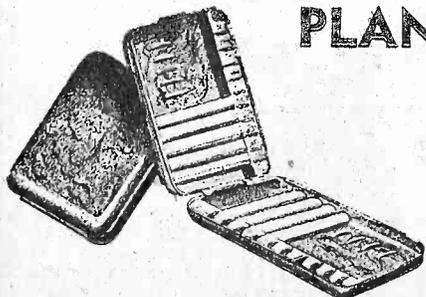
ORDER IMMEDIATELY!
 We will take all your used amplifiers and allow a credit on the purchase of the above amplifier.

1/2 Deposit, Balance C. O. D., F. O. B. Newark.

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PLANET CIGARET CASE

Plastic-Leak Proof. Holds Full Pak Slotted To Hold Cigarettes in Place. Packed 2 Doz. to a Beautiful Display Case.

\$7.20 Doz., F. O. B. Cleveland

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HAND PAINTED CONVERSIONS

For Seeburg Guns that CAN BE WASHED! A picture that will attract attention—comes in BEAR or OWL ready to install. 1 sample \$16.00—3 or more, \$14.00 each.

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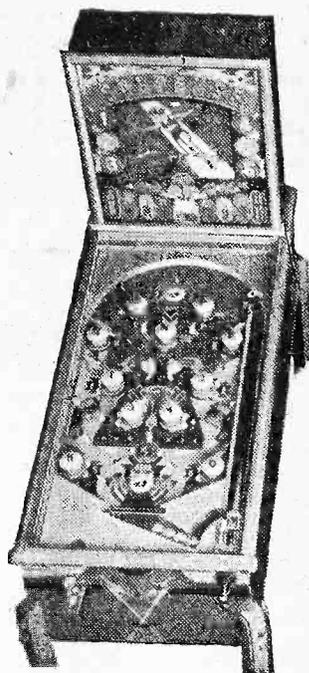
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 NEW
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For used equipment bringing satisfactory results
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our **NEW LOCATION** we are completely equipped
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Same best quality--lowest prices

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WALLOPING DOMINO—41—New Head	\$375.00
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CLUB BELLS—Comb. FP-PO	200.00
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MANY MORE—WRITE FOR COMPLETE LIST

NOW DELIVERING — BALLY—VICTORY DERBY, VICTORY
SPECIAL, UNDERSEA RAIDER. PACKARD—PLA-MOR WALL BOX,
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PORTABLE OUTFIT
PLUGS IN ON ANY
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34.50

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A Dependable
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for Every Operator

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The Game You've Been Waiting for!
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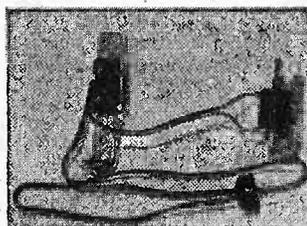
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**NOW AVAILABLE FOR SEEBURGS
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A trial of the Harman Electric Tone Arm Trip will quickly convince operators of phonographs that its use will greatly extend the life of records as side pressure on the needle is eliminated. In addition our trip permits the needle to feed into the cut-out groove without pressure acting on the needle to cause its jumping out of the groove. Complete with wiring—with either lugs or male plug (specify which is desired in ordering). Can be installed and adjusted in short time. No drilling or tapping required. Installation diagram with few simple instructions furnished. Can also easily be wired to operate from remote cancel button.

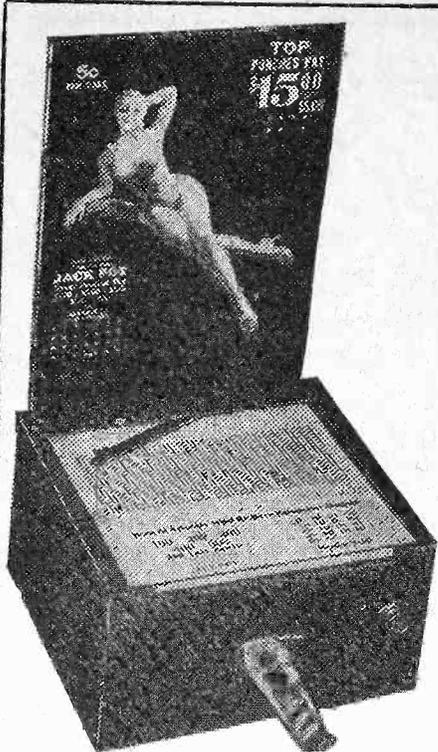
Price Each **\$7.50 C. O. D., Galesburg, Ill.**

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WE CAN SUPPLY YOU WITH

BLACK CHERRY BELLS
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PACKARD WALL BOXES

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WE WILL BUY EXTRAORDINARY CASTINGS AND CABINETS.
WE WILL BUY MILLS ESCALATOR TYPE MACHINES.



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**WURLITZER SKEE BALLS
GENCO BANK ROLL ALLEYS**

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GENCO TOTAL ROLLS
GOTTLIEB STAGE DOOR CANTEEN**

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MILLS SLOTS**

Escalator Models, in any condition.

Cash or Trade In on Precision Rebuilds.

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Rock-Ola Three Up Automatic Payout 1-Ball Machines. State quality and price.

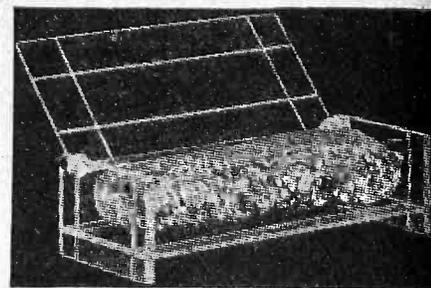
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One or fifty, any condition. State condition and price. Cash waiting.

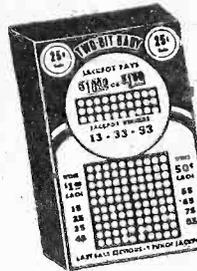
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LATEST SALES BOARD NOVELTY
Boxes made from Plastic during the war used in Airplanes. A sample assortment will convince you.



Put up in assortments as follows:
5 Love Boxes with Pecan Log \$26.89
27 Pecan Logs

If Board Wanted, Give Size:
1000 Hole Card \$.93
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**WHILE THEY
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Sample Dozen \$11.52

A Trial Order With Full Information Will Convince You.

Get on our mailing list now. We may have something good to offer later on.

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**IMMEDIATE DELIVERY
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LITE LEAGUE \$425.00
No Other Games Ever Built Like It. Entirely New Idea.

Also

Bally Undersea Raider \$399.50
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Roll-a-Ball, 7' 6" Lg. 200.00
Large List Five Ball Games on Hand. Write for List.

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TEN STRIKES or TEN PINS and Five Ball Games. Send for List.

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OF MILWAUKEE

3734 N. Green Bay Ave. Milwaukee 6 Wis.

FOR SALE

5¢ Baker Pacer Daily Double Console. At present slightly out of order. Misses payouts occasionally. Will sell as is. A good money maker, needing adjustment for \$145.00; or after professionally reconditioning will sell for \$175.00. Machine almost A-1 as is, so buying either way is a bargain. If you have machines to sell send me list and lowest acceptable prices first letter. No junk wanted. Will pay \$5.00 for Marvels, American Eagle, Liberty.

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WE WANT

TEN STRIKES

STATE QUANTITY, PRICE AND CONDITION, ALSO WANT TO BUY ESCALATOR TYPE SLOTS AND ANY QUANTITY 5 BALL FREE PLAY GAMES.

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100 FOUR BELLS
ALSO SEVERAL 4 WAY
SUPERBELLS
AND 3 BELLS

Give guaranteed serial
number, condition and
price first letter. Will
send deposit.



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SUPPLY CO.**

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SELLING OUT ALL SALES BOARDS LESS THAN FACTORY PRICES OUR LOSS—YOUR GAIN

Qts	Name	Profit	Price
10	5¢ American Beauty	Avr. \$28.00	\$3.23
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0	5¢ Deal Me In	Avr. 33.15	3.14
0	5¢ Doggy	Avr. 29.00	2.88
0	5¢ Dog Gone Cute	Avr. 30.58	2.60
7	5¢ Dollar Book Spcl.	Avr. 38.85	3.93
0	5¢ El Toro	Avr. 32.41	3.17
8	5¢ Eyes of the Fleet	Avr. 32.00	3.28
0	25¢ Fiver	Def. 40.00	.84
0	5¢ Flamingo	Avr. 32.25	3.06
0	5¢ Follow the Fleet	Avr. 32.50	3.20
0	25¢ High Five	Def. 40.00	1.06
0	5¢ High Stepper	Avr. 38.50	3.26
0	5¢ Hot Corner	Avr. 34.25	2.84
0	25¢ Jack Pot Charley	Avr. 53.25	1.00
0	5¢ Liberty Smokes		3.06
0	25¢ Lotta Charley's	Avr. 53.25	1.59
0	5¢ Nice Form		3.06
0	5¢ On Defense	Avr. 35.02	2.70
0	5¢ On Guard	Avr. 23.91	2.65
0	5¢ Our Defense		3.11
0	25¢ Queter	Avr. 50.50	2.54
0	5¢ Rapid Play	Avr. 33.43	3.25
0	5¢ or 10¢ Red-White-Blue Candy Boxes (Def. 5¢, \$18.00), (Def. 10¢, \$45.50)		1.70
0	5¢ Rough Riders	Avr. 28.02	2.77
0	5¢ Special Award		3.14
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0	5¢ Speedway Special		3.95
0	5¢ Star Bell	Avr. 37.60	3.16
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	mediate Delivery. 1/3 Cash, Balance C.O.D.		

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Consoles, Slots, One
Balls, Plus All the New
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Five Balls, One Balls
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Equipment. Also the
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BELL. WRITE, WIRE,
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WANT Anything Coin-Operated
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NOTE We do NOT Buy
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Phone: Cliffside 6-2892

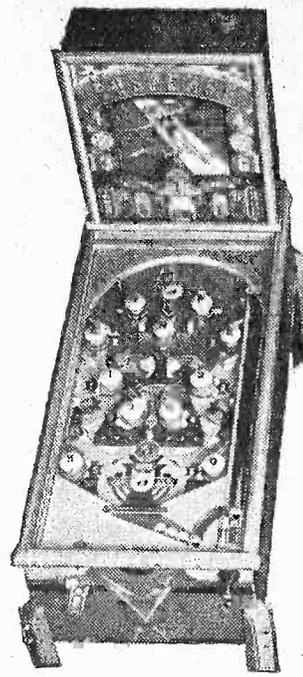
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Early and Late Models, All in Good Working
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5c PLAY ONLY\$74.50

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5c 10c 25c 50c
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GIRLS AHOY for Sea Hawk FOLLIES OF '45 for Hi-Hat

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\$9.50 Each F. O. B. Chicago.

Convert your old Pins now into a
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We send you a NEW FLASHY SCORE
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120 Tips on Pads
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One Gross Pads With J. P. Complete
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C.P.D.D. 80.00
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All Above Machines in Good Working Order
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Double Revolv-Around Safe Cabinet in good condi-
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SMART SHOWMEN QUICKLY SAW THE DIFFERENCE BETWEEN ORDINARY GAMES AND **AMUSEMATIC - Lite League**

THEY WERE LOOKING FOR AN EXCITING • LIGHTNING-FAST • MACHINE
A NEW KIND OF FAST-MOVING GAME
A SIMPLE, STURDY MECHANISM
NO GADGETS WHICH RAISE UPKEEP COST —
So THEY SWAMPED US WITH ORDERS

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A new, modern, streamlined cabinet with deep, natural maple molding in full rich color.



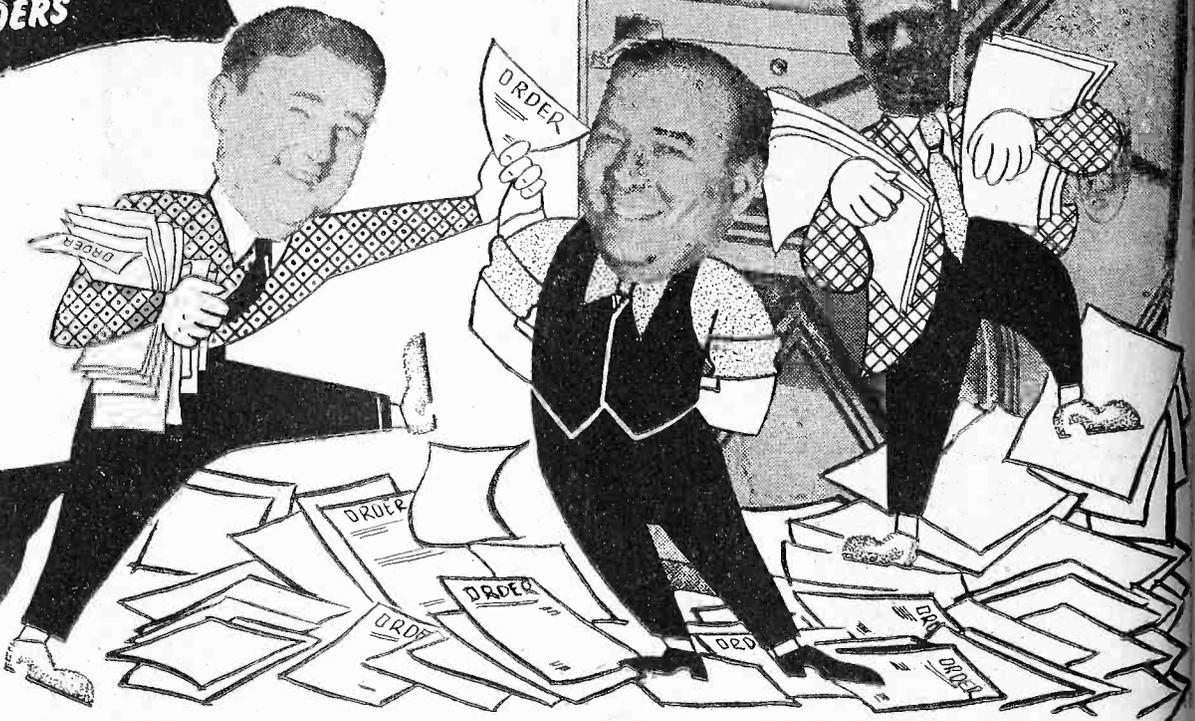
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SIMPLICITY OF CONSTRUCTION — ELIMINATION OF PINS, PLUNGERS, BALLS—Spells LESS UPKEEP, BIGGER NET PROFITS

WE'RE CATCHING UP WITH ORDERS NOW

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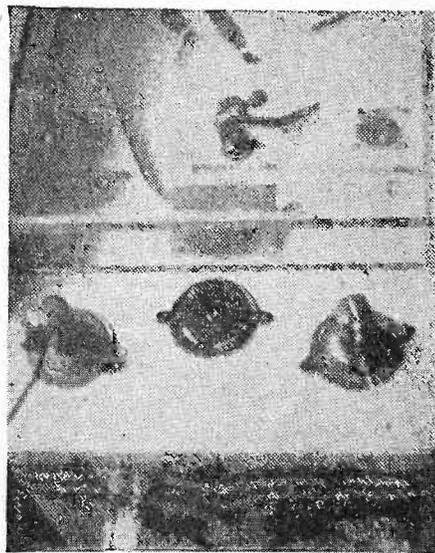
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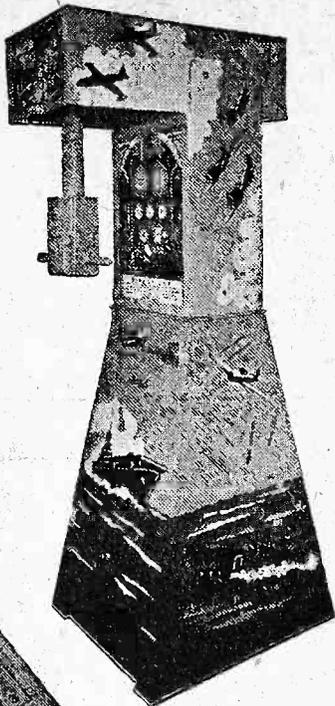
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BALLY 5-BALL FREE PLAY



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New Post-War Design One-Ball Multiple PAYTABLE with changing odds, mystery selections, win, purse, show awards, NEW DAILY DOUBLE FEATURE, big build-up reserve and spell-name feature.

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VEST POCKET BELLS

Complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE and SILVER or GOLD and SILVER. New Post-War Design. **\$74.50**

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This wonderful new Bell is now ready for delivery in 5c, 10c, 25c, 50c play. This machine actually glows and sparkles with brilliant dashes of Silver, Black, Red and Green. New Post-War Design.

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EVANS BANGTAILS, 25c COMB. F. P. & P. O.—7-COIN.....	799.50
BALLY VICTORY DERBY, 1 BALL PAYOUT	574.50
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HOLLYWOOD	249.50
EVANS TEN STRIKE	372.50
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Airco Victory	84.50	Spot Pool	72.50	Snappy	64.50
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Toplo	82.50	Sluggo	72.50	Seven Up	59.50
Knicker	79.50	Argentine	72.50	Ten Spot	59.50
Venus	79.50	Star Attraction	69.50	Zig-Zag	59.50
Sun Club	74.50	Texas Mustang	69.50	Wildfire	49.50
		Torpedo Patrol	69.50	Big Chief	49.50

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25' ROCK-OLA '39 COUNTER MODELS. 1939 Rock-Ola Deluxe, Standards, Supers, Masters. Wurlitzer 616, 500 Kybd., 600, 700, 750E, 750M, 800, 850, COUNTER MODELS 71 and 81. Zombie, Midway, Sun Beam, Double Play, West Wind, Do-Re-Mi, Stars, Leader, Duplex, Sky Blazer, Knockout, Big Parade.

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Bally Club Bells, Comb., Late	\$239.00	Keeney Anti-Aircrafts, Exc. Cond.	\$ 85.00
4 Super Bell, Comb., F.P. & P.O.	249.50	Tommy Guns	95.00
Humbo Parade, P.O.	115.00	Keeney Submarine	125.00
Humbo Parade, F.P.	85.00	Slap the Jap	125.00
Algarolla, Lat., Exc. Cond.	75.00	ABT Target, F, Blue Cab.	24.50
ONE BALLS		Gott. Triple Grip	17.50
Furt King, P.O.	\$325.00	Chicago Coin Hockey	210.00
Jockey Club, P.O.	325.00	SLOTS	
Pimlico, F.P.	325.00	2 Wall. Rotatops, 5¢. Ea.	\$ 95.00
41 Derby, F.P.	325.00	Mills O.T.'s Glitter Gold, Rebuilt, 5¢ ..	89.50
Dark Horse	195.00	Mills 5¢ Vest Pocket, Refinished	45.00
Sport Special, F.P.	155.00	Jenn. Sky Chief, 5¢, Chrome Front	139.00
Record Time, F.P.	155.00	Mills Blue Front, 5¢	125.00
Club Trophy, F.P.	275.00	Mills Blue Front, 10¢	150.00
Blue Grass	195.00	Mills Brown Front, 5¢	150.00
Long Shot	250.00	Mills Brown Front, 10¢	175.00
Sport King	225.00		
Kentucky	275.00		

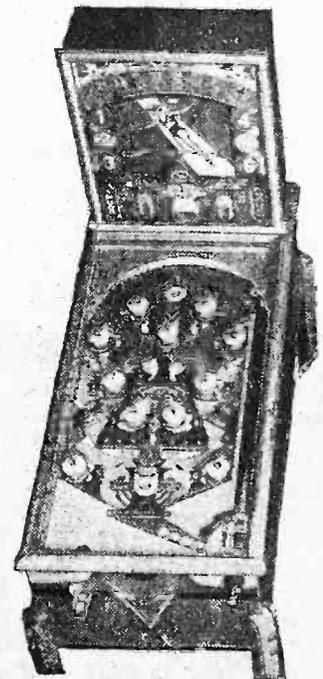
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KEENEY SUPER, 5¢, F.P., P.O.	\$295.00
KEENEY SUPER, 25¢, F.P., P.O.	349.50
KEENEY 4-WAY, 5¢-5¢-5¢-5¢, P.O.	475.00
KEENEY 4-WAY, 5¢-5¢-5¢-25¢, P.O.	550.00

KEENEY TWIN, 5¢-5¢, F.P., P.O.	\$575.00
KEENEY TWIN, 5¢-25¢, F.P., P.O.	585.00
KEENEY TWIN, 25¢-25¢, F.P., P.O.	595.50
KEENEY 4-WAY, 5¢-5¢-25¢-25¢, P.O.	575.00

KEENEY TWIN, 5¢-5¢, P.O.	\$375.00
KEENEY TWIN, 5¢-25¢, P.O.	395.00
KEENEY TWIN, 25¢-25¢, P.O.	450.00
KEENEY 4-WAY, 25¢-25¢-25¢-25¢, P.O.	595.00

CONSOLES

MILLS LATE HEAD 4 BELLS, 5¢-5¢-5¢-5¢	\$595.00
MILLS ORIGINAL HEAD 4 BELLS, 5¢-5¢-5¢-5¢	345.00
MILLS JUMBO LATE HEADS, P.O., 5¢	149.50
MILLS JUMBO LATE HEADS, P.O., 25¢	195.00
MILLS JUMBO (COMB.), F.P., P.O.	213.75
BALLY CLUB BELLS, F.P., P.O.	239.50
BALLY HI HANDS	189.50
BALLY ROLL'EM, P.O.	129.50
EVANS DOMINOES, LATE, D.D., J.P.	275.00
EVANS LUCKY LUCRE, 3-5¢, 2-25¢	275.00
EVANS LUCKY STARS	129.50
PAGE TWIN REELS, 5¢-25¢, P.O.	395.00
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ARCADE EQUIPMENT

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KEENEY SUBMARINE	119.50
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MILLS REGULAR CHROME 10¢	310.00
MILLS REGULAR CHROME, 25¢	335.00
MILLS REGULAR CHROME, 50¢	445.00
MILLS BLUE FRONTS, 5¢	159.50
MILLS BLUE FRONTS, 10¢	169.50
MILLS BLUE FRONTS, 25¢	189.50
JENNINGS CHIEFS, 5¢	125.00
JENNINGS CHIEFS, 10¢	145.00
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BLUE CRACKLE O.T., 5¢	79.50
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BALLY SPORT SPECIAL	149.50	BALLY RECORD TIME	149.50

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MILLS EMPRESS	395.00	ROCK-OLA SUPER ROCK-O-LITE	495.00
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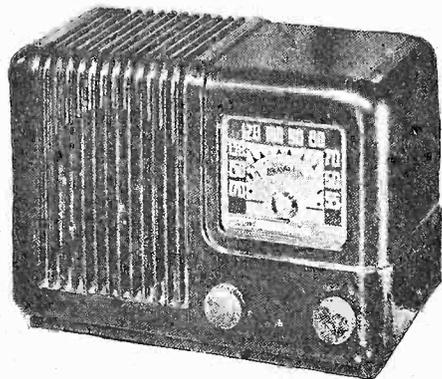
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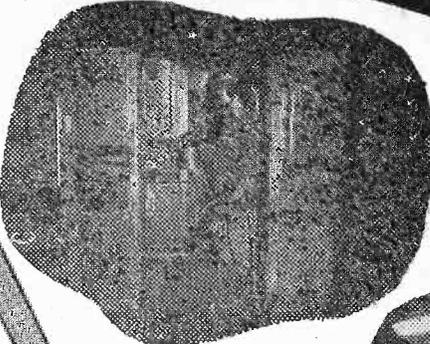
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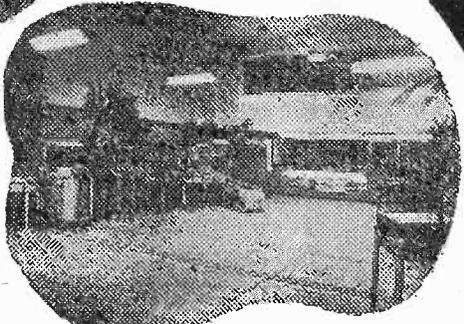
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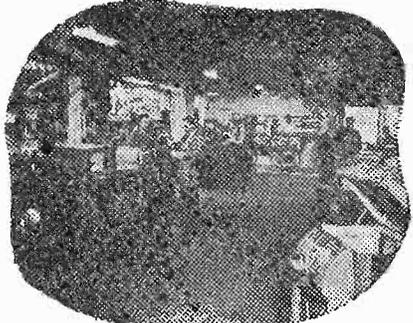
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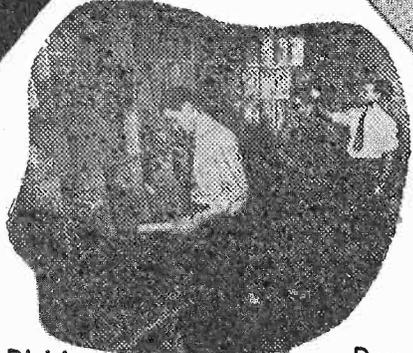
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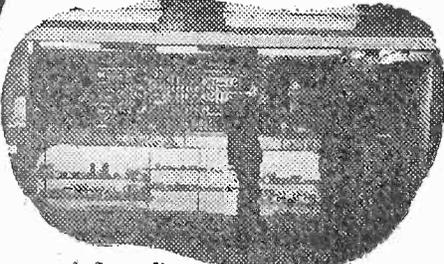
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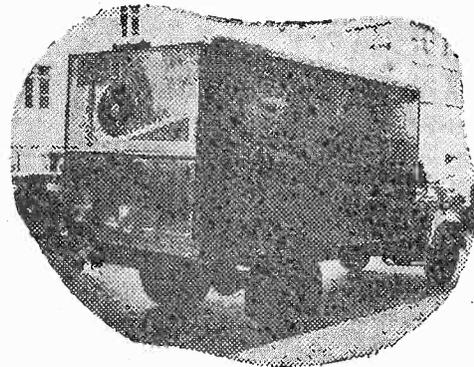


Record Division

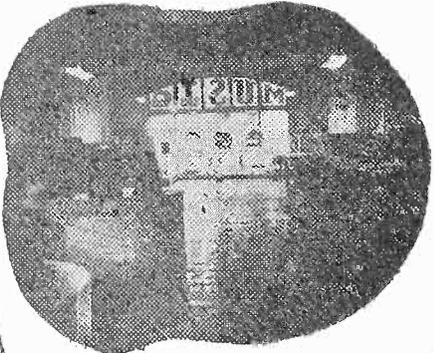


Parts and Supplies Division

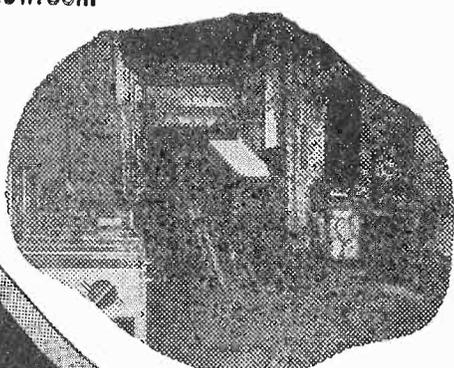
Draw your own conclusions why David Rosen has had such a meteoric rise in the past few years. The answer is... the most complete set-up for all out service to the operator.



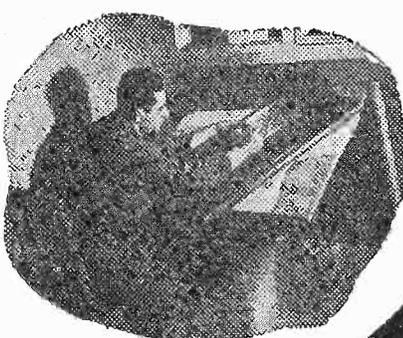
Modern Delivery Trucks



Upper Showroom



Interior Driveway and Heavy Duty Elevator



Engineering Division



DISTRIBUTORS FOR

AMI EAST, PENNSYLVANIA AND DELAWARE
BALLY MANUFACTURING CO. EAST, PA. AND PHILA.
DE LUXE RECORDS, INC. EAST, PENN. AND SOUTH N. J.
AMUSEMENT ENTERPRISES CO. EA. PA., SO. N. J., AND DELA.

DAVID ROSEN

855 NORTH BROAD STREET, PHILADELPHIA 23, PA.
PHONE: STEVENSON 2258-2259

TESTED Empire Coin MACHINES

NOW DELIVERING! NEW EQUIPMENT LISTED

NEW JENNINGS SLOTS, ALL MODELS WRITE FOR PRICE LIST

HOLLYWOOD, 5-BALL	\$249.50	GOALEE	\$525.00
ANDERSEA RAIDER, GUN	399.50	STAGE DOOR CANTEEN	249.50
VANS BANGTAILS, 5c COMBINATION FREE PLAY & PAY OUT, 7-COIN	799.50	VANS TEN STRIKE, \$372.50; WITH FREE PLAY	435.00
VANS TEN STRIKE, \$372.50; WITH FREE PLAY	435.00	LEER-FLO PARTS CLEANER AND 30 GALLON DRUM OF FLUID	129.50
VALLY VICTORY DERBY, ONE BALL PAY OUT	574.50	VALLY VICTORY SPECIAL, ONE BALL, FREE PLAY	589.50
MILLS NEW BLUE & SILVER VEST POCKETS	74.50	CTOR MODEL "V" NUT & GUM VENDOR	10.50
REMIER SKEE BARREL ROLL, CRATED	404.50	MUSEMATIC'S LITE LEAGUE	425.00
UPER SKEE ROLL	349.00	EW HEAVY SLOT SAFES, DOUBLE, \$175.00; TRIPLE	245.00
GROETCHEN COLUMBIA BELL, CONV. 1-5-10-25 CENT PLAY, J.P.	132.50	NEW BUCKLEY TRACK ODDS, D.D., J.P., EACH	945.00

SPECIAL!

MILLS CLUB BELLS, HAND LOAD	5c \$300.00	10c \$325.00	25c \$350.00
25 LATE COLUMBIAS, WIDE FRUIT REELS, J.P.	325.00	350.00	375.00
30 LATE COLUMBIAS, WIDE FRUIT REELS, C. A.			\$ 99.50
			89.50

CONSOLES

1 SUPER BELL, COMB.	\$294.50
11 HANDS, COMB.	179.50
WAY SUPER BELL, 4-5c	489.50
MILLS JUMBO, C.P.	89.50
WATLING BIG GAME, P.O., 10c	149.50
WATLING BIG GAME, P.O., 25c	189.50
VALLY BIG TOP, P.O.	109.50
1 GALLOPING DOMINOES	225.00
2 BANGTAILS	225.00
WIN SUPER BELL, 5 & 5	325.00
VANS 5c LUCKY STAR	149.50

ARCADE

RAPID FIRE, A-1	\$165.00
SHOOT THE CHUTES	109.50
RAPID FIRE GUN CASTINGS, New	19.50
CHICAGO COIN HOCKEY	219.50
SKILL JUMP & STAND	59.50
TOMMY GUN, LATE MODEL	149.50
PENNY PHONO, CINEMATONE	99.50
ROCK-OLA WORLD SERIES	99.50
SHOOT TO TOKYO	139.50
AIR RAIDER	174.50
ZINGO PERFECT	179.50
ROOVERS NAME TAPE MACHINE & TAPE	149.50
DEL. TEXAS LEAGUE	59.50
PIKES PEAK	19.50
MUTOSCOPE DRIVEMOBILE	279.50
EVANS TEN STRIKE	79.50
BATTING PRACTICE	119.50
GENCO HOOPS	49.50

ONE BALLS

CONTEST, 1 OR 5 BALL	\$ 94.50
AIRGROUNDS	49.50
PORT KING	239.50
BLUE GRASS	189.50
11 DERBY	339.50
IMLIGO	369.50
VALLY DARK HORSE	179.50
OCKEY CLUB	339.50
KENTUCKY	299.50
CLUB TROPHY	315.00
URF KING	395.00
ONG SHOT	269.50
ANTA ANITA	185.00
PORTSMAN, F.P.	195.00
KYLARK, F.P. or P.O.	175.00
PORT SPECIAL, F.P.	169.50
EGORD TIME, F.P.	174.50
ONGACRE, F.P.	435.00

SLOTS

10c JENN. SKY CHIEF, SPECIAL	\$189.50
5c WATL. ROLATOP, REBUILT	119.50
1c MILLS O.T.	49.50
25c JENN. CLUB CONSOLE	249.50
5c CHERRY BELL, C.H.K.A.	169.50
10c BLUE FRONT, PERFECT	169.50
10c MILLS CHROME	295.00
GROETCHEN COLUMBIA, G.A.	89.50
5c VEST POCKETS, BLUE & GOLD	54.50
5c MILLS SILVER CHROME	265.00
25c CAILLE, 3-5, RED ENAMEL	89.50
5c BLUE & GOLD VEST POCKETS	54.50
5c CHROME VEST POCKETS	59.50
5c BROWN FRONT	179.50
10c WATLING ROLATOP	99.50
1c AMERICAN EAGLES	14.50
5c AMERICAN EAGLES	19.50
5c MILLS MELON BELL	169.50
5c JENN. SILVER CHIEF	149.50

WANTED!

HI DIVE, LEADER, ZOMBIE, STARS, DO-RE-MI, DOUBLE PLAY, SUN BEAM, DUPLEX, SKY BLAZER & WEST WIND @ \$45.00. ALSO ALL MUSIC AND OTHER EQUIPMENT. SEND YOUR LIST. WE NEED F.P. CONSOLES!!

USED PIN GAMES

MOROSCOPE	\$ 69.50
PLAY BALL	59.50
MIAMI BEACH	79.50
-10-20	129.50
CAPT. KIDD	79.50
VICTORY	94.50
IG ZAG	69.50
GOTT. LIBERTY	169.50
CLICK, 1942	74.50
HI DIVE	94.50
TEN SPOT	64.50
BIG TIME	47.50
BIG CHIEF	49.50

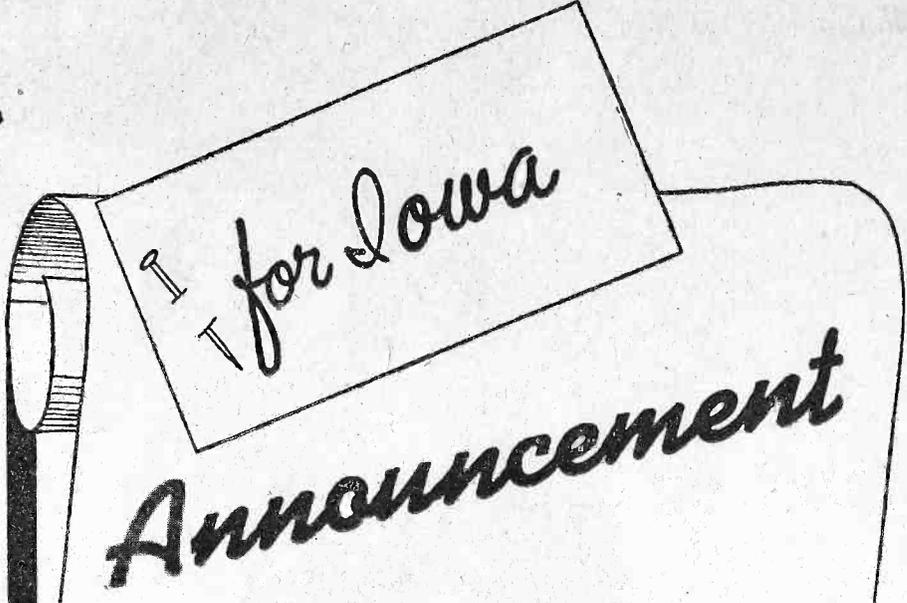
NEW REVAMPS

RIVIERA	\$279.50
HOLLYWOOD	249.50
BIG THREE	109.50
BIG TOP	249.50
SOUTH SEAS	279.50
LAURA	249.50
MARINES	109.50
FOREIGN COLORS	109.50
GOLD STAR	54.50
FLYING TIGERS	139.50
FOUR ACES	129.50
ROLLER DERBY	44.50
KEEP 'EM FLYING	154.50

USED PIN GAMES

24 MAJORS	\$ 67.50
SNAPPY	69.50
ALL AMERICAN	64.50
DUDE RANCH	54.50
SCHOOL DAYS	69.50
SUPER CHUBBY	79.50
SPOT POOL	74.50
GUN CLUB	74.50
SEVEN UP	67.50
REPEATER	49.50
NEW CHAMPS	69.50
TOPIC	84.50
ATTENTION	64.50

ONE-HALF DEPOSIT WITH ORDERS, BALANCE C. O. D. OR SIGHT DRAFT.



Announcement



We have a double reason for presenting Gilbert Kitt and Bob Kniess to you at this time. First of all we announce with extreme pleasure the formation of a new coin machine distributing company under the name of

GILBERT DISTRIBUTING CO.

3203 FOREST AVENUE
DES MOINES, IOWA

BOB KNIESS

(Our Address At 3203 Forest Avenue Is Temporary)
We Will Announce Our Permanent Address in the Very Near Future.

The Gilbert Distributing Company is a subsidiary of the Empire Coin Machine Exchange and will endeavor to render the same fine service to you men of Iowa as we have for so many years out of Chicago. In fact, we have even more to offer operators in Iowa because we have been appointed exclusive distributors for the

PACKARD MANUFACTURING CORP.

in your State.

Bob Kniess will be in charge of the Gilbert Distributing Co. Bob has been associated with the coin machine business for many years. He comes to Iowa with a wealth of experience. His past connection with Homer S. Capehart gave him the additional experience you'll find very helpful in your selection of music and accessories for your route.

Come In and Visit With Bob Kniess and Get All the Dope on the Finest Automatic Music.

PLA-MOR AUTOMATIC PHONOGRAPHS AND PLA-MOR WALL BOXES



GILBERT KITT

Empire Coin MACHINE EXCHANGE



2812 WEST NORTH AVENUE • PHONE: HUMBOLDT 6288-9 • CHICAGO 47, ILLINOIS

IT'S A SCOOP!

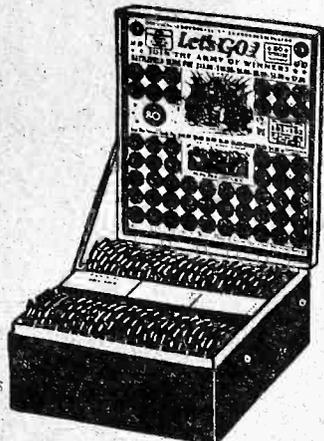
"BOX-O'-DO" — BY "JAR-O'-DO" — WILL PUT YOU IN THE DOUGH!!!

HERE'S THE NEWEST IDEA IN TICKET DEALS AS ONLY ORIGINAL "JAR-O'-DO" CAN MAKE THEM!!

THE "BIG THREE" (Tickets Are Placed on Revolving Spindles, Which Lay Flat in Box)

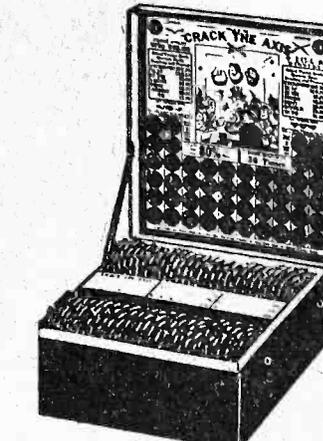
← THESE THREE BOX DEALS LITERALLY CONTAIN "ROLLS OF DOUGH" — STURDY AND COMPACT, THESE BOX NUMBERS ARE AN INSTANT HIT ON ANY COUNTER! VERY GOOD FOR CLOSED TERRITORY!! VERY GOOD ANYWHERE!!

"LET'S GO!"
In Candy Box
(Tickets on Spindles)



Takes In 1260 Tickets @\$63.00
Pays Out:
Card (Avg.)\$14.68
Consolations 18.30
\$2.98
Profit (Average)\$30.02
80 WINNERS

CRACK THE AXIS
Slot Symbol Tickets
(on Spindles)



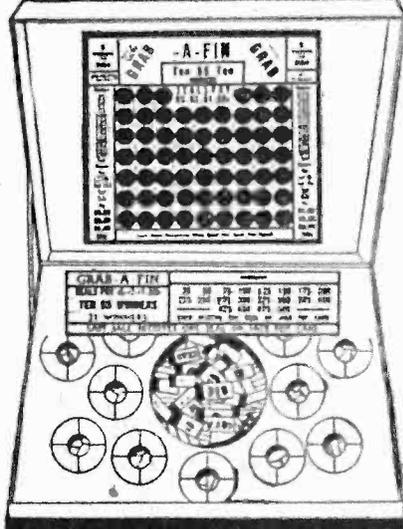
Takes In 1260 Tickets @ 5¢ ...\$63.00
Pays Out:
Card (Avg.)\$13.52
Consolations 21.30
\$4.82
Profit (Average)\$28.18
164 WINNERS

PLAY KEEN'O
(Tickets on Spindles)



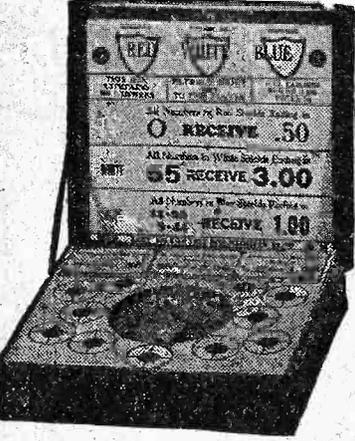
In Candy Box
Takes In 1600 Tickets @ 5¢ ...\$80.00
Pays Out (Actual) 55.00
Profit (Actual)\$25.00

▼ **MEET THE KING!!!**
YES, IT'S ANOTHER VERSION OF THE FAMOUS "GRAB-A-FIN" DEAL! REIGNING OVER ALL OTHERS AS BEING ABSOLUTE TOPS IN POPULARITY, QUALITY AND SATISFACTION!!



Takes In 1000 Tickets @ 5 for 25¢\$50.00
Pays Out 21 Seals (Average) 26.00
Profit (Average)\$24.00

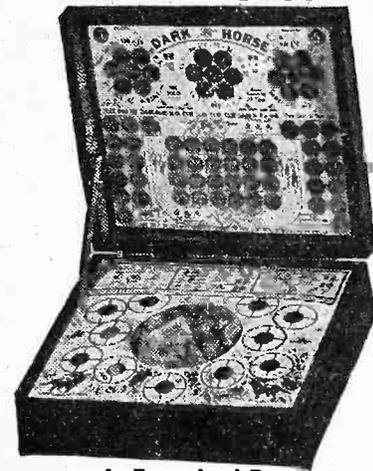
ORIGINAL JAR-O'-DO
RED, WHITE, BLUE



In Candy Box
(Red, White, Blue Symbol Tickets)

Takes In 1380 Tickets @ 5¢\$69.00
Pays Out (Actual) 51.00
Profit (Actual)\$18.00

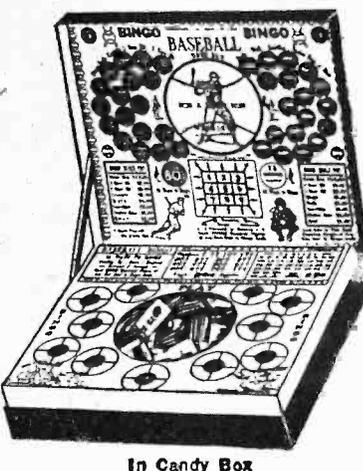
DARK HORSE



In Fancy Jewel Box
(Horse Racing Symbol Tickets)

Takes In 1050 Tickets @ 5¢\$52.50
Pays Out (Average) 27.47
Profit (Average)\$25.03

BINGO BASEBALL



In Candy Box
Takes In 1600 Tickets @ 5¢ ...\$80.00
Pays Out (Average) 49.62
Profit (Average)\$30.38

A SURE REMEDY TO PEP UP LOCATIONS
They all will be coming back for more, once they discover that these deals are loaded with action, have an extremely fast turnover and guarantee fast repeats! Notice the variety of box styles — candy box, fancy jewel box, attractive vanity case! Prove to yourself how incomparable these unique new numbers are to anything else on the market! Send your order now!!

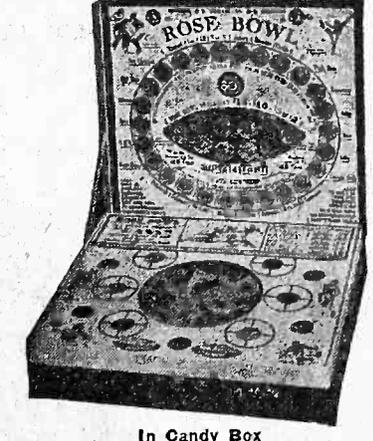
V... — FOR VICTORY



In Fancy Jewel Box
(Red, White, Blue Symbol Tickets)

Takes In 1380 Tickets @ 5¢ ...\$69.00
Pays Out (Average) 39.75
Profit (Average)\$29.25

ROSE BOWL



In Candy Box
(Football Symbol Tickets)

Takes In 1260 Tickets @ 5¢\$63.00
Pays Out (Average) 26.90
Profit (Average)\$36.10

THE SCOREBOARD



In Candy Box
(Baseball Symbol Tickets)

Takes In 1260 Tickets @ 5¢\$63.00
Pays Out (Average) 33.98
Profit (Average)\$29.02

PACIFIC PATROL



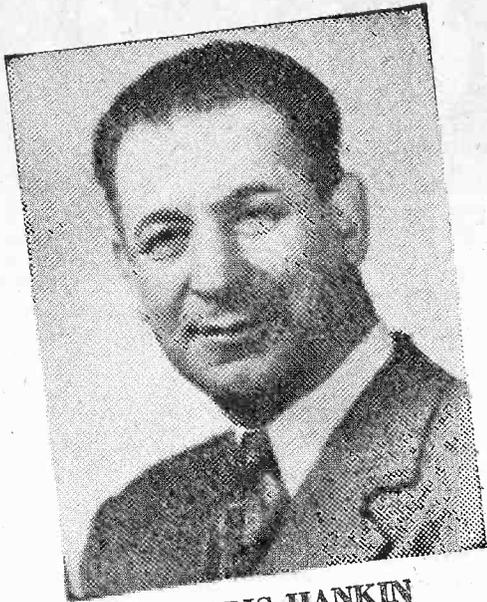
In Fancy Vanity Case
(Slot Machine Symbol Tickets)

Takes In 1260 Tickets @ 5¢\$63.00
Pays Out (Average) 36.38
Profit (Average)\$26.62

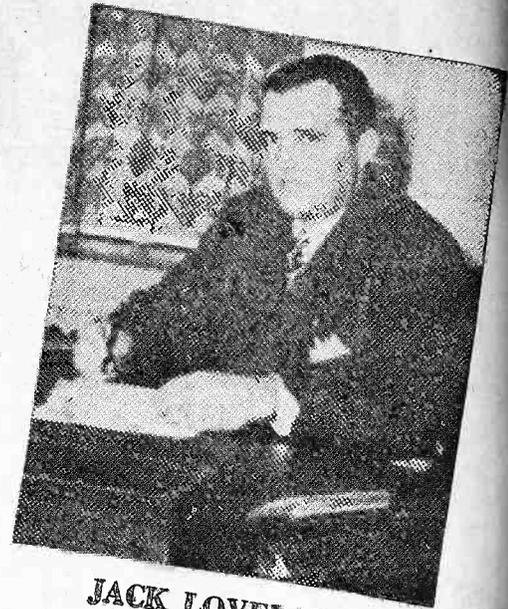
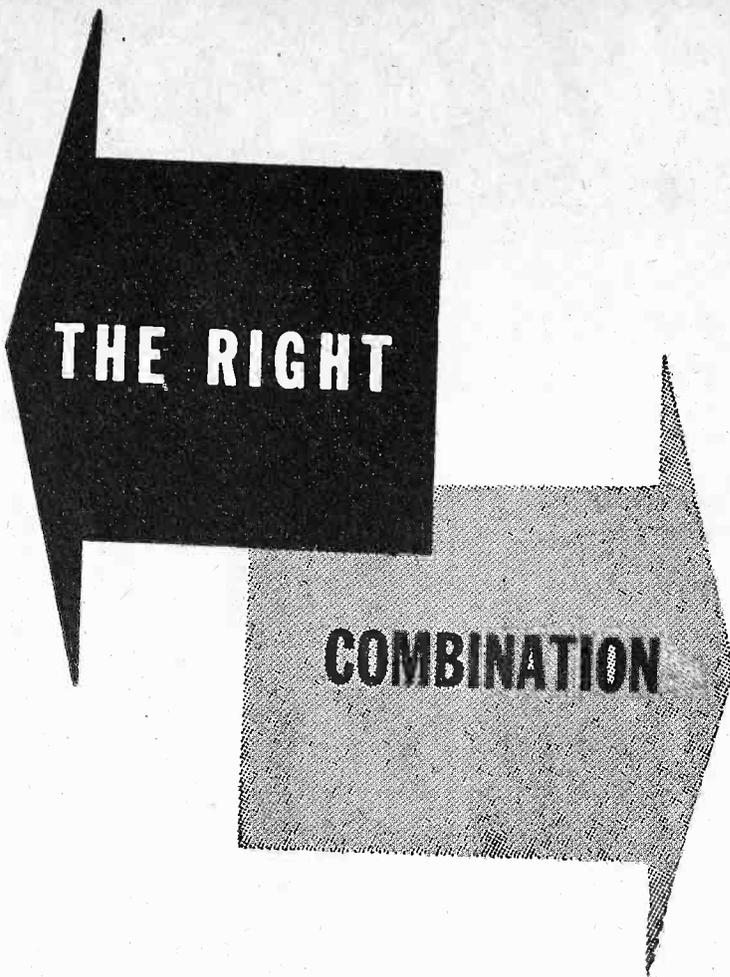
UNIVERSAL MANUFACTURING COMPANY
"World's Foremost Mfr. of Jar Games"
405-411 East 8th St. Kansas City 6, Missouri

COMING!
The Next Issue Will Contain Still Further Illustrations of Additional "Box-O'-Do" Deals
DON'T MISS IT!

ORIGINAL JAR-O'-DO



MORRIS HANKIN



JACK LOVELADY

MUTOSCOPE PRODUCTS

FOR GEORGIA, ALABAMA, FLORIDA

AMI MUSIC

FOR SO. CAROLINA, GEORGIA, ALA.

and other important lines to be announced soon

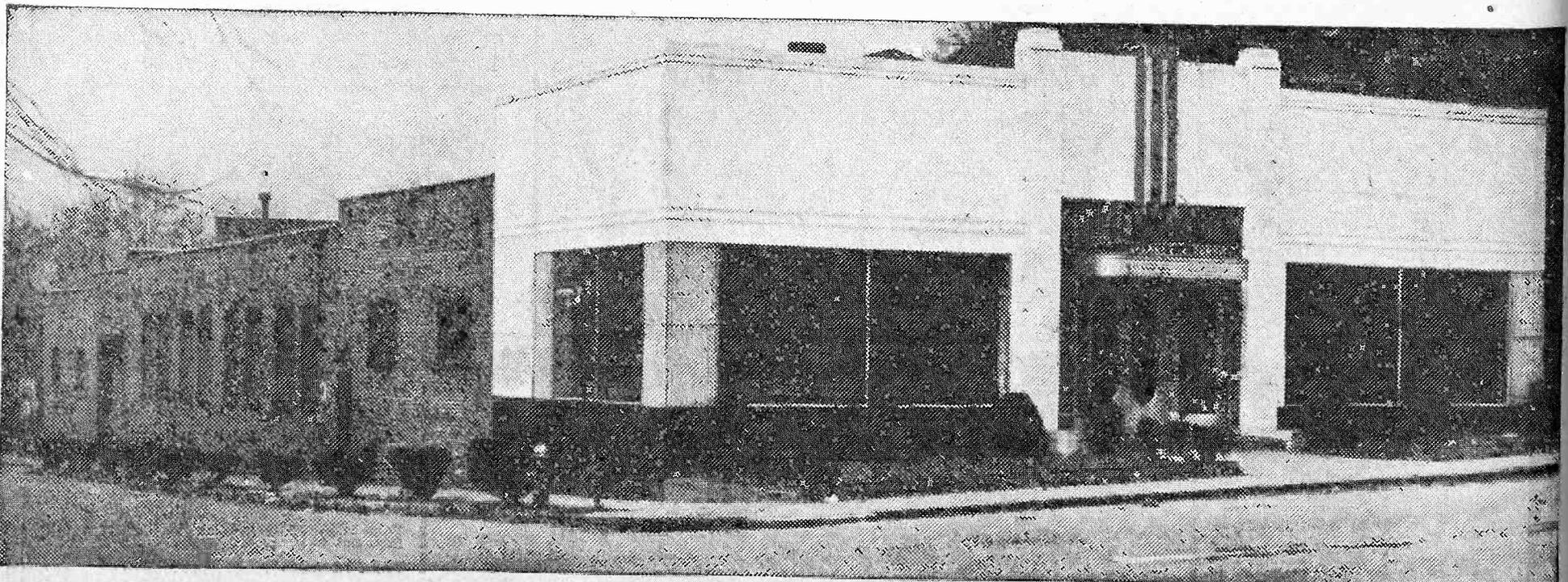
Not only will H & L Distributors deliver the nation's great coin-operated devices but it will also continue to deliver the nation's top service— The Operator's Best Guarantee for Top Earnings!

H & L DISTRIBUTORS, INC.

MORRIS HANKIN

JACK LOVELADY

708 SPRING STREET, N. W., ATLANTA, GA.



A NEW ERA FOR COINMEN!



AL SEBRING

Our Policy

Each and every coin machine you own is your stock in trade.

When you buy a machine for replacement or for a new location you want that machine to be the best that money can buy. Above all you want that machine to be mechanically perfect and "trouble-free."

BELL PRODUCTS help YOU serve YOUR locations with credit to yourself. Here you can get the latest new machines or the finest reconditioned used machines. It has always been my policy, during the many years I have been in the coin machine business to give an operator what he wants WHEN HE WANTS IT and to be FAIR in my dealings with that operator.

Buy from Bell Products with the utmost confidence. You will be more than satisfied.

Al Sebring

BELL PRODUCTS COMPANY

WE ARE ALSO DISTRIBUTORS FOR OTHER FAMOUS MANUFACTURER'S PRODUCTS.

1 HERE AT LAST! THE ANSWER TO YOUR CHANGE MAKING PROBLEM!

THE NEW ATLANTIC AUTOMATIC CHANGEMAKER

(ELECTRICALLY OPERATED)

We Have Been Appointed as Exclusive National Distributors of This Sensational AUTOMATIC CHANGEMAKER, Now in Production. WRITE FOR DETAILS.

THE AUTOMATIC CHANGEMAKER HOLDS \$40.00 IN NICKELS!

Changes quarters and dimes into NICKELS. Has been in operation more than 2 years. Can be operated in coin machine locations, bus stations, hotels, theaters, locations using many telephones, subways, elevated stations, railroad stations and many other locations too numerous to mention.

- CHEAT PROOF
- FOOL PROOF
- TIME SAVER
- MONEY SAVER

QUALIFIED DISTRIBUTORS—WRITE FOR TERRITORY

2 AL SEBRING is Proud To Announce the Appointment of

BELL PRODUCTS CO.

as exclusive distributor of all the products produced by the

WILLIAMS

MANUFACTURING COMPANY

for the following states

OREGON • WASHINGTON
NORTHERN CALIFORNIA

WILLIAM'S "SUSPENSE"

Now on display in
San Francisco . . .
AT 1085 MONADNOCK BLDG.
Phone Douglas 4475

3 WESTERN OPERATORS

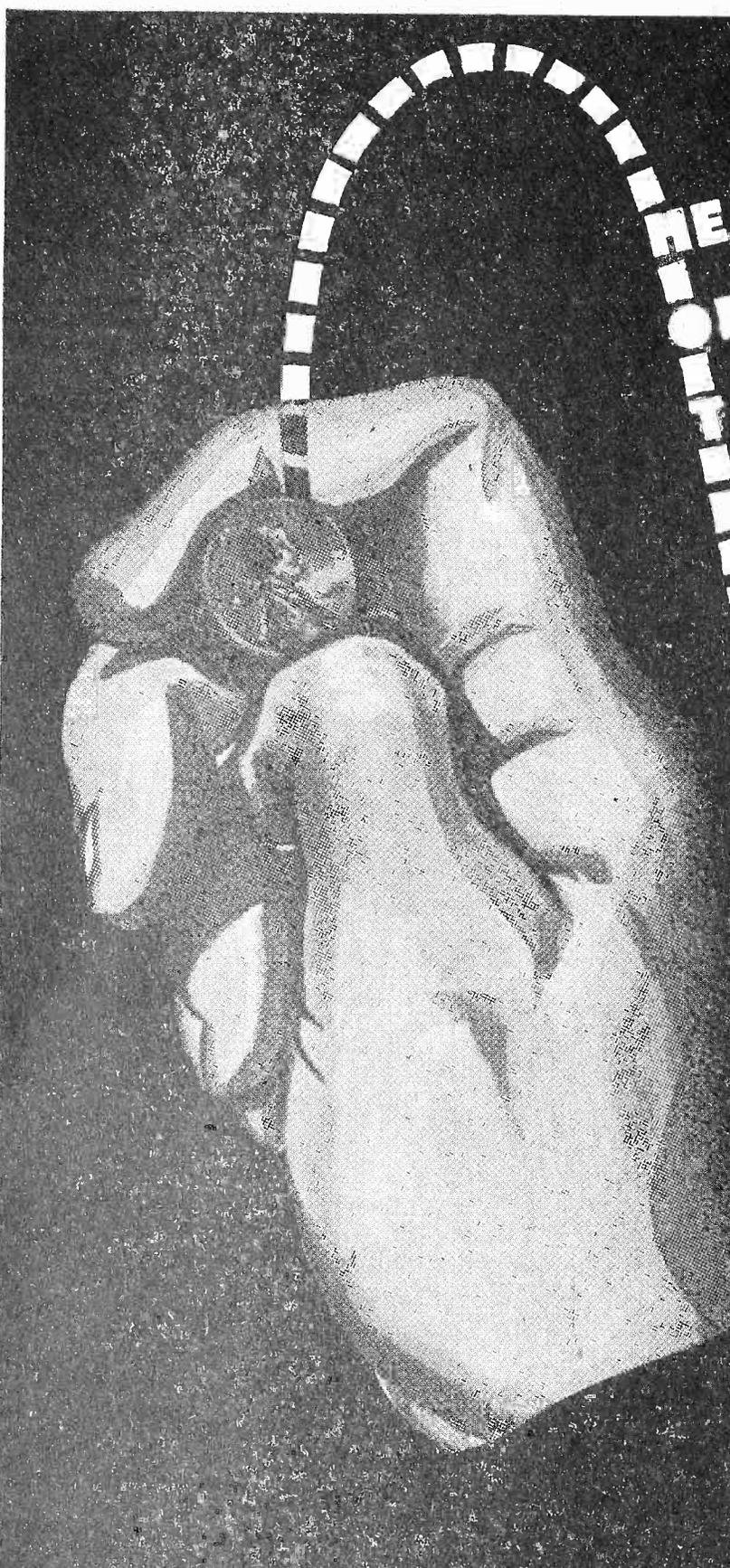
SO THAT WE MAY SERVE YOU WITH GREATER SPEED AND MORE EFFECTIVELY WE HAVE OPENED AN OFFICE AT

1085 MONADNOCK BLDG.
SAN FRANCISCO 5, CALIF.

Phone Douglas 4475

BELL PRODUCTS CO.

2000 N. OAKLEY Humboldt 3027 CHICAGO 47, ILL.



HEADS
OR
TAILS

YOU CAN'T LOSE WITH SCOTT-CROSSE'S LEADERSHIP IN THE EASTERN COIN MACHINE MARKET

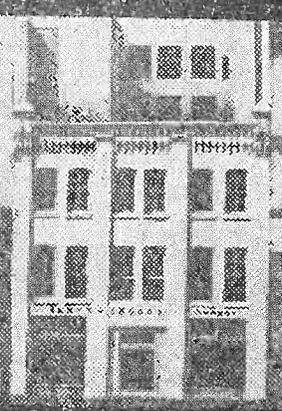
No, sir, the coin has two "heads" as far as you're concerned, Mr. Operator. No matter which side you look at you can't lose with Scott-Crosse because we distribute the best lines in the East to give you topnotch, money-making equipment—we have a complete service department at your disposal constantly—we warehouse the lines we distribute in our own building to assure you of immediate delivery of the equipment you buy.

Our sales staff is on the move now anticipating delivery of the first post war machines; and, our facilities are "reconverted" to peace-time pitch.

No matter what type of equipment you want—music—amusement—vending—you can't lose when you do business with Scott-Crosse.



SAM STERN



SCOTT-CROSSE BUILDING



SHOW ROOM

SERVICE DEPARTMENTS

DISTRIBUTORS FOR

Rock-Ola Mfg. Corp.	Pfanstiehl Chemical Co.
U-Need-A-Vendors, Inc.	General Electric Co.
H. C. Evans & Co.	Cosmo Records, Inc.
Williams Mfg. Co.	Savoy Record Co.
	Frigidrink Corp.

SCOTT-CROSSE COMPANY

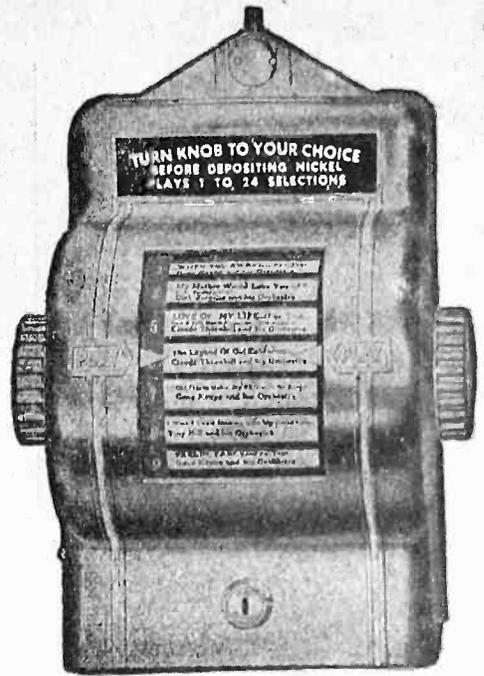
DISTRIBUTING TO OPERATORS SERVING OVER 50,000 LOCATIONS IN PENNSYLVANIA, NEW JERSEY, DELAWARE, MARYLAND & WASHINGTON, D. C.

1423 SPRING GARDEN STREET • PHILADELPHIA 30, PA.

EXCLUSIVE DISTRIBUTORS IN STATE OF VIRGINIA FOR PACKARD MFG. CO.



H. F. MOSELEY
REGIONAL MANAGER FOR VIRGINIA,
NORTH AND SOUTH CAROLINA,
SOUTHERN GEORGIA AND FLORIDA

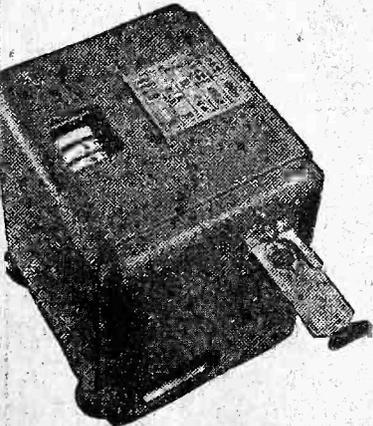


CODE	ARTICLE	PRICE	CODE	ARTICLE	PRICE
PHONOGRAPHS					
la-Mor	Packard Pla-Mor Phonograph, Floor Model	Prices Not Yet Announced	ADAPTERS—FOR PHONOGRAPHS TO PLAY FROM FLOOR		
Decorative	Packard Pla-Mor Chassis in Decorative Steel Cabinet		Cedar	500-A Wurlitzer Adapter	Prices
Hideaway	Packard Pla-Mor Chassis in Hideaway Steel Cabinet		Juniper	700-800 Wurlitzer Adapter	Not Yet
			Spruce	Adapter—All Curved Front Cabinet, Seeburgs	Announced
PACKARD PLA-MOR WALL BOXES					
Antler	Packard Pla-Mor Wall Boxes	\$ 36.95	CABLE		
PACKARD PLA-MOR SPEAKERS					
Paradise	1000 "Out of This World"	\$159.50	Roach	Packard Pla-Mor 30-Wire Cable, 100'	\$ 19.00
Rose	900 in Steel Cabinet	49.95		Non-Returnable Spool	1.00
Saisy	800 in Steel Cabinet	33.95	BAR BRACKETS		
Shelia	700 in Steel Cabinet	19.95	July	Packard Pla-Mor 1-Piece Bar Bracket	\$ 5.00
ADAPTERS—HIDEAWAY					
Walnut	Single 24 Wurlitzer Adapter	Prices Not Yet Announced	STEEL CABINETS		
Willow	Single 20 Seeburg Adapter		Ruby	Steel Cabinet for Single Chassis, Hidden	Prices Not Yet Announced
Line	Single 20 Rock-Ola Adapter		PACKARD PLA-MOR TITLE SLIPS		
			Ribbon	Roll Around (500)	\$ 3.25
			Ribbon	Roll Around (1000)	6.00
			Lace	Perforated (27 to Each Sheet) (500)	2.55
			Lace	Perforated (27 to Each Sheet) (1000)	4.75

ABOVE PRICES SUBJECT TO MANUFACTURERS' EXCISE TAX WHERE APPLICABLE
ALL PRICES ARE F. O. B. FACTORY AT INDIANAPOLIS, INDIANA, AND SUBJECT TO CHANGE WITHOUT NOTICE
TO THE PRICE EXISTING ON THE DAY OF SHIPMENT.

ALSO DISTRIBUTORS FOR
MILLS NOVELTY CO. — EXHIBIT SUPPLY CO. — A. B. T. MFG. CORP.
AND OTHER LEADING MANUFACTURERS

WRITE FOR FURTHER INFORMATION AND PRICES ON OUR
COMPLETE LINE



\$74.50 MILLS VEST POCKET
F. O. B. Factory

USED AND RECONDITIONED	
4 Jack in Box Stands, No Locks	\$ 30.00
2 Chicago Metal Single Slot Machine, Revolveraround Safes, Like New	75.00
4 Wurlitzer 24 Record Adapters and Stepper Units	65.00
1 Bally Play Ball	49.50
1 Bally Chevron	19.50
1 Exhibit Stars	74.50
1 Exhibit Short Stop	39.50
2 Exhibit Knockout	129.50
1 Exhibit Sky Chief	160.00
2 Wurlitzer Bar Boxes	10.00
8 24-Record Selectomatic	\$ 8.00
3 Seeburg Transmitters (New)	35.00
2 Spottem	18.00
1 Sky Fighter	200.00
1 Super Torpedo	275.00
1 Liberator	175.00
1 Supreme Rocket Buster	225.00
5 Gottlieb 5-10-20	119.50
1 Chicago Coin Roxy	29.50
1 Super Torpedo	225.00
1 Rocket Buster	199.50
1 Liberator	179.50
4 Kentucky Clubs	79.50

FULL CASH MUST ACCOMPANY ORDER IN FORM OF POST OFFICE, EXPRESS, TELEGRAPH MONEY ORDER OR CERTIFIED CHECK.



NOW DELIVERING
MILLS BLACK CHERRY BELLS
In 5-10-25-50c Play
Coming Soon in 2/5 or 3/5
Payout on 1 Cherry
Place Your Order Now

MOSELEY VENDING MACHINE EXCHANGE, INC.

100 BROAD STREET, RICHMOND, VA. OFFICE PHONES—3-4511, 3-4512. RESIDENCE PHONE—5-5328

GLOBE—A Smart Place To BUY!

—Read This Ad for Reasons WHY!

REBUILT! REFINISHED! COIN TESTED! QUICK DELIVERY!

SLOTS

5c Club Consoles\$300
5c Club Consoles, Hand Load	325
10c Club Consoles325
10c Club Consoles, Hand Load	350
25c Club Consoles350
25c Club Consoles, Hand Load	375
50c Club Consoles900
50c Club Consoles, Hand Load	950
5c Silver Chromes200
5c Silver Chrome, Hand Load	225
10c Silver Chrome225
10c Silver Chrome, Hand Load	250
25c Silver Chrome250
25c Silver Chrome, Hand Load	275
5c Bonus Bells225
10c Bonus Bell250
25c Bonus Bell275
10c Golf Ball Venders200
25c Golf Ball Venders250
5c Jennings Silver Chief	...150
10c Jennings Silver Chief	...175
25c Jennings Silver Chief	...200
50c Jennings Chief450
5c Watling Rol-a-Tops100
10c Watling Rol-a-Tops125
25c Watling Rol-a-Tops150

1c Blue Q.T.'s\$ 50
5c Blue Q.T.'s75
10c Blue Q.T.'s100
25c Blue Q.T.'s125
1c Glitter Gold Q.T.'s75
5c Glitter Gold Q.T.'s100
10c Glitter Gold Q.T.'s125
25c Glitter Gold Q.T.'s150
Mills Box Stands (Specify Color)20
Chicago Metal Double Revolaround250

CONSOLES

Four Bells, 5-5-5-25\$600
Four Bells, 5-5-5-5400
Galloping Domino225
Bang Tails225
Baker Racer, 25c450
Baker Racer, 5c250
Jumbos (Cash Pay), 25c	...200
Jumbos (Cash Pay), 5c	...125
Jumbos (Free Play), 5c	...115
Jennings Silver Moon (Cash Pay), 5c100
Pace Reels Jr. (With Rails), 25c200
Pace Reels Jr. (With Rails), 5c100

4-BELL PAYOUT FANS (Specify Early Head, Late Head or 25c Unit), \$2.50 Each. Lots of 25 or More, \$2.00 Each.

ROTARY MERCHANDISERS ... \$250.00

BALLY PRODUCTS

IMMEDIATE DELIVERY

NEW MACHINES (SOLD ONLY IN NORTHERN ILLINOIS, INDIANA AND WISCONSIN)

VICTORY DERBY SURF QUEENS VICTORY SPECIAL
USED PAYOUTS USED FREE PLAY

Turf Kings\$375	Longacres\$425
Fairmont425	'41 Derby325
Jockey Clubs325	Pimlico375
		Club Trophy325

Just a few HIGHLIGHTS about GLOBE'S Organization

OUR FINISHING DEPARTMENT—

A good finishing job on used equipment is important. We pride ourselves on the fine finishing we do at GLOBE. We spare neither time nor money to give you the best. John, our capable foreman, has been doing refinishing for many years. By trade he is a cabinet maker. Been doing that work for 20 years. John is as fine a craftsman you'll find anywhere. He does a good job and knows his business. Here's a man who LIKES his work! We do refinishing on phonographs for some of the largest operators in the Middle West.

OUR REBUILDING DEPARTMENT—

This department is in the hands of competent veterans of the coin machine industry. Every machine is thoroughly tested for accuracy, timing, and correct payout awards with NEW COINS RESULT REAL COIN-TESTED MACHINES!

OUR COIN TESTER—

Our coin tester is really a colorful character and he knows what it's all about. Casanova Reilly is his name. An ex-marine and a Chicago Golden Glove winner. Here's a guy who likes to play slot machines himself to keep his right arm in fighting condition.

OUR SALES DEPARTMENT—

No double talk from this department. We advertise only what we've got, and we deliver the goods as advertised. Jimmy Johnson makes it his business to see that you get the machines you order. YOU'VE GOT TO BE SATISFIED!

TRY GLOBE ONCE AND YOU'LL NEVER BE SORRY

COMPLETE STOCK OF MILLS PARTS

DON'T LOSE MONEY WAITING FOR THOSE MYTHICAL NEW MACHINES

SAVE TIME and MONEY with the Money End of your Business!

JOHNSON LIGHTNING CASHIER

This remarkable change-making machine is known from coast to coast. It is truly "America's LOW PRICED Change-Maker." Wherever QUICK CHANGE must be made the Johnson LIGHTNING CASHIER will do the job right and accurately with a radically LOW INVESTMENT!

SAVE TIME. SAVE SPACE. SAVE MONEY. This Change-Maker will pay for itself in no time at all when you consider how it ELIMINATES short changing which usually results in lost patronage. It will save cost of extra help during rush periods.

DEPENDABLE. SPEEDY. ACCURATE. EASY TO OPERATE.

WRITE FOR PRICES

TUBULAR "POP-OPEN" COIN WRAPPERS

1 CASE65c Per M
3 CASES60c Per M
6 CASES53c Per M
Less Than Case Lots, Assorted Denominations70c Per M

HERE'S HOW THE WRAPPERS COME PACKED:

\$.50 PENNIES19 M to Case
2.00 NICKELS17 M to Case
5.00 DIMES20 M to Case
10.00 QUARTERS15 M to Case
10.00 HALVES15 M to Case

Order in Quantities Conforming to Packing if Possible.

★ Case Lots Shipped, One Denomination to a Case.

Terms: One-Third Deposit With Order, Balance C. O. D. or Sight Draft.

JORGENSEN COIN SEPARATOR

SEPARATES—

- PENNIES
- NICKELS
- DIMES
- QUARTERS
- HALVES

MOTOR DRIVEN A.C. OR D.C. AS ORDERED Press the button—note the time—in ONE MINUTE 450 mixed coins are cleanly separated. Always operates the same way. No trouble. No errors. High speed. Good service year after year.

THE JORGENSEN COIN SEPARATOR IS GUARANTEED FOR ONE YEAR by the GLOBE DISTRIBUTING CO., EXCLUSIVE NATIONAL DISTRIBUTOR.

WRITE FOR PRICES

DOWNEY-JOHNSON PORTABLE COIN COUNTER

COUNT PORTABLE WRAP COMPACT and BAG LIGHT IN WEIGHT

Pennies, Nickels, Dimes, GUARANTEED Quarters and Halves. FOR 1 YEAR

OPERATING FEATURES:

- Portable—weighs only 17 1/2 pounds
 - Quick-setting lock for package count
 - Double-check on every package count
 - Feed roller adjustable for long wear
 - Quick removal of hopper ring for easy cleaning
 - Large hinged hopper tray
- #### CONSTRUCTION FEATURES:
- Compact . . . simplified, sturdy construction
 - Hardened steel helical gears
 - Silent chain drive friction-free, easy to operate
 - Bronze main bearings, ball bearing thrust collar
 - Outboard bearing on main drive insures long life
 - Visible, self-sealing oilers

PRICE \$147.50

1/3 Dep. With Order. F. O. B. Chicago. Price Subject to Change.



CHARLES (JIMMY) JOHNSON

GLOBE DISTRIBUTING CO.

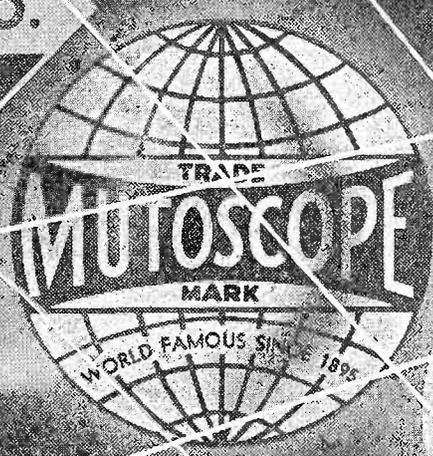
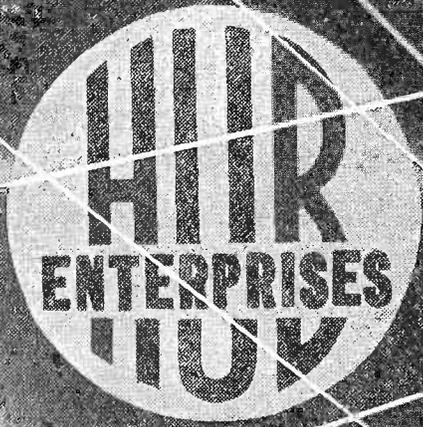
1623 NO. CALIFORNIA AVE., CHICAGO 47, ILL. • ARM. 0780

NEW HORIZONS

Cliff

DISTRIBUTING CO.

Wilson



INTERNATIONAL MUTOSCOPE CORPORATION

LONG ISLAND CITY 1, NEW YORK

Takes Pride in Announcing the Appointment of the Following Distributors

FOR—PHOTOMATIC*—PHOTOFRAMES*—CHEMICALS & SUPPLIES

...OTHER MUTOSCOPE MACHINES AS RELEASED.

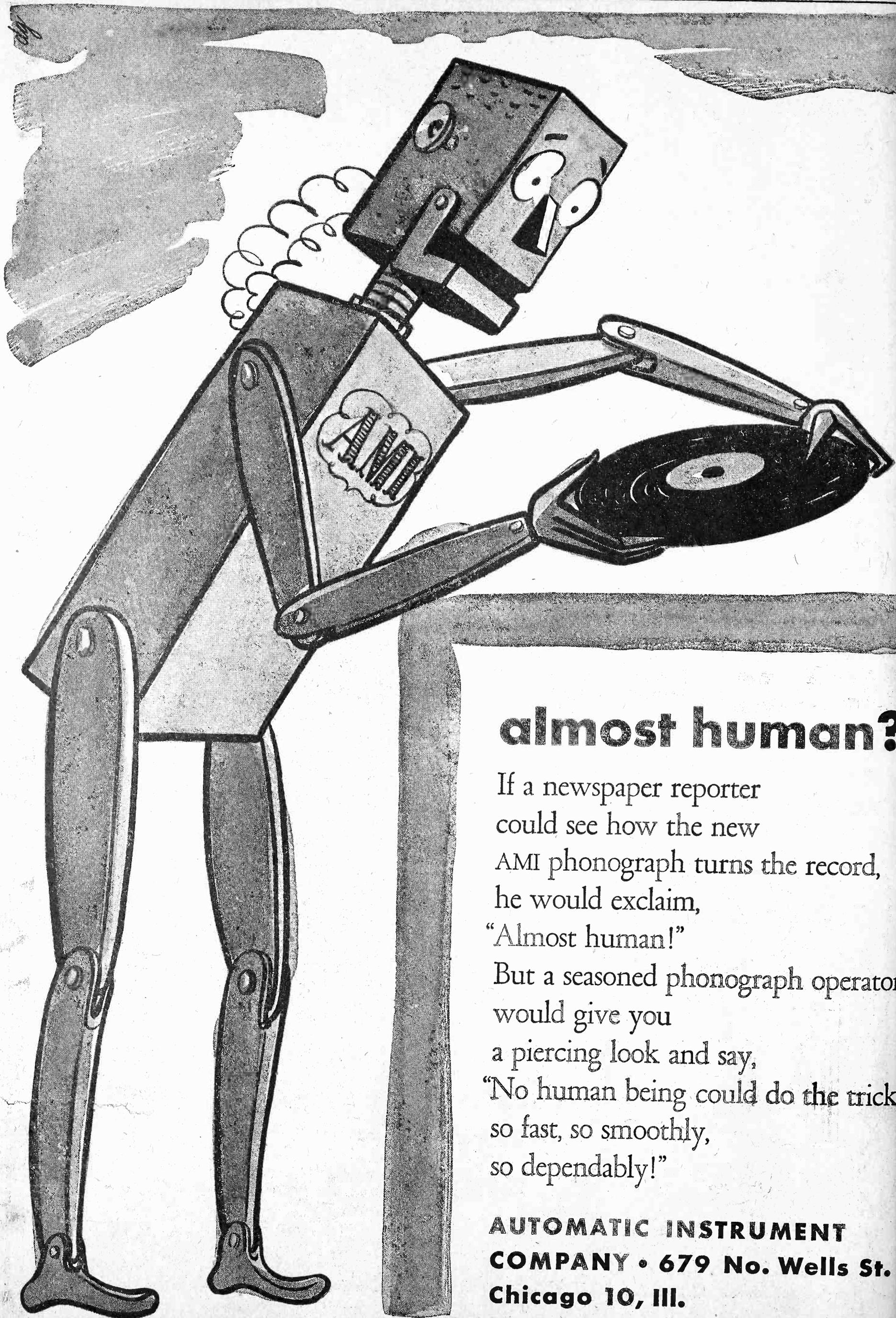
**CLIFF WILSON
DISTRIBUTING CO.**
1121 So. Main Street
Tulsa, Okla.
for
STATE OF OKLAHOMA

HUB ENTERPRISES
32 So. Charles St.
Baltimore 1, Md.
for
MARYLAND, DISTRICT OF COLUMBIA,
NORTHERN VIRGINIA, AND 7
NORTHEAST COUNTIES OF
WEST VIRGINIA

KLEIN NOVELTY CO.
2696 W. Fond Du Lac Ave.
Milwaukee 6, Wis.
for
STATE OF WISCONSIN
in cooperation with
AMALGAMATED DISTRIBUTORS CO.
OF CHICAGO

**ROANOKE VENDING
MACH. EXCH., INC.**
13 So. Jefferson St.
Roanoke, Va.
for
VIRGINIA (except Northern Counties),
and 4 SOUTHEASTERN
COUNTIES OF WEST VIRGINIA

*TRADE MARK



almost human?

If a newspaper reporter could see how the new AMI phonograph turns the record, he would exclaim, "Almost human!"

But a seasoned phonograph operator would give you a piercing look and say, "No human being could do the trick so fast, so smoothly, so dependably!"

**AUTOMATIC INSTRUMENT
COMPANY • 679 No. Wells St.
Chicago 10, Ill.**



SERVICE SEXTUPLETS

FOR SEEBURG

IN THE GREAT SOUTHWEST

DALLAS



Local branch with complete facilities and thoroughly trained personnel . . . to teach local operators service on Seeburg Automatic Music Systems. Factory-like methods to renew local operators' equipment.

HOUSTON



Local branch with complete facilities and thoroughly trained personnel . . . to teach local operators service on Seeburg Automatic Music Systems. Factory-like methods to renew local operators' equipment.

SAN ANTONIO



Local branch with complete facilities and thoroughly trained personnel . . . to teach local operators service on Seeburg Automatic Music Systems. Factory-like methods to renew local operators' equipment.

MEMPHIS



Local branch with complete facilities and thoroughly trained personnel . . . to teach local operators service on Seeburg Automatic Music Systems. Factory-like methods to renew local operators' equipment.

NEW ORLEANS



Local branch with complete facilities and thoroughly trained personnel . . . to teach local operators service on Seeburg Automatic Music Systems. Factory-like methods to renew local operators' equipment.

OKLAHOMA CITY



Local branch with complete facilities and thoroughly trained personnel . . . to teach local operators service on Seeburg Automatic Music Systems. Factory-like methods to renew local operators' equipment.

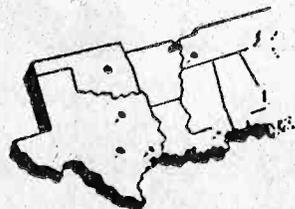
● Yes . . . now S. H. Lynch & Company will have six complete plants at your service! Plants that offer all the facilities necessary to teach installation and maintenance of SEEBURG AUTOMATIC MUSIC SYSTEMS, including technicians highly trained in the technique of Seeburg Systems. For better service and better music systems . . .
Select SEEBURG!

S. H. Lynch & Co.

Exclusive Southwest Distributors

FOR

SEEBURG *Music Systems*

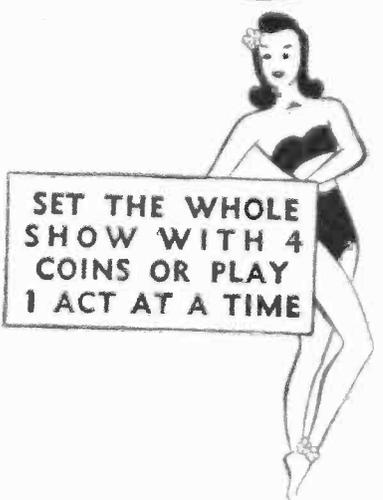


SOUTHERN HAS IT! IMMEDIATE DELIVERY EXHIBIT'S STAR ATTRACTION

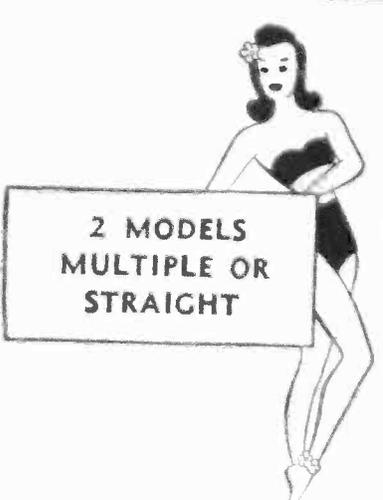
B I G ★ H I T



BIG HIT IS IN
1-2-3-4 ACTS



SET THE WHOLE
SHOW WITH 4
COINS OR PLAY
1 ACT AT A TIME



2 MODELS
MULTIPLE OR
STRAIGHT

6 BIG HIT SCORING FEATURES
PLUS HIGH SCORE



SEE IT! HEAR IT!
AT OUR 8 SOUTHERN OFFICES!
SEEBURG SCIENTIFIC SOUND DISTRIBUTION

IMMEDIATE DELIVERY!
GOTTLIEB'S
"STAGE DOOR CANTEN"

Exclusive Factory Distributors
J. P. SEEBURG CORP. | D. GOTTLIEB & CO.
EXHIBIT SUPPLY CO. | J. H. KEENEY CO.

SOUTHERN AUTOMATIC MUSIC COMPANY

542 S. 2nd ST., LOUISVILLE 2, KY.
228 W. 7th ST., CINCINNATI 2, OHIO
325 N. ILLINOIS, INDIANAPOLIS 4, IND.
425 BROAD ST., NASHVILLE 3, TENN.

211 E. 10th ST., CHATTANOOGA 3, TENN.
242 JEFFERSON, LEXINGTON, KY.
603 LINDEN AVE., DAYTON 3, OHIO
1329 S. CALHOUN ST., FT. WAYNE, IND.

ON APRIL 1st SOUTHERN WILL BE OPEN IN EVANSVILLE, IND., 710 N. W. 2nd ST.

A NEW DAY DAWNS IN AUTOMATIC MUSIC

Aireon

Electronic

PHONOGRAPHS

WATCH FOR
"A" DAY

Aireon Electronic Phonographs and remote control equipment open a new profit era for music operators—an age of greater play appeal through electronic beauty and tone . . . an age of quicker, easier servicing and continuous trouble-free performance . . . of lower operating costs and higher profit levels. The servicing of Aireon's radically improved record changer is faster and easier. Service troubles have been largely eliminated by replacing nearly half the moving parts with electronic impulses, so simple and foolproof that no special skill is required by servicemen. Your serviceman can handle far more locations with Aireon—Swing out the Aireon Swing-Free Mechanism, a quick change of records, a reading of the positive money register which totals wall boxes as well as machine deposits—and be on his way, in a fraction of the usual time. Top play in every location is assured by the accurate register of individual record preference—no "dead disks"—no arguments. Yes, Operators, your servicemen will shout—

FROM NOW ON... Aireon
MANUFACTURING CORPORATION

Kansas City • New York • Chicago • Los Angeles • San Francisco • Oklahoma City • Greenwich, Conn. • Mexico, D.F. • Slater, Mo.

WHERE WILL YOU BE ON "A" DAY?

MAKE A DATE WITH
Bally's SURF QUEENS
 FOR TOP EARNINGS
 IN NOVELTY SPOTS



Make a date with Bally's new sparkling SURF QUEENS—fastest five-ball novelty game ever built. Designed by a practical operator known for his ability to pick winners, SURF QUEENS is packed with all the elements of a money-making game combined with new angles that will bring the slowest novelty spots back to life in a hurry. Location tests definitely prove SURF QUEENS a winner in a class with Bumper. Get your share of the first SURF QUEENS off the assembly line. Order from your Bally distributor today.

**FAST ACTION
 HIGH SCORES
 "LAST-MINUTE"
 SUSPENSE**

Designed by a successful operator, SURF QUEENS is packed with the "come-close, try-again" thrills which guarantee continuous repeat play and long life on location.

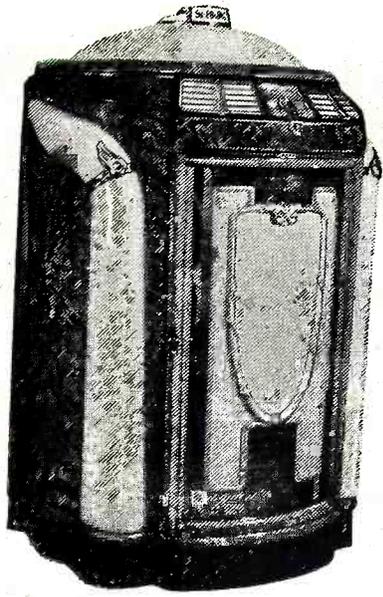
Every bumper, every roll-over builds up score when hit. Value of center-lane pockets boosted by lighting bumpers in groups—a profit-proved play-stimulating feature. Side roll-overs return out-balls when lit.

**IMPROVED
 SIMPLIFIED
 MECHANISM**

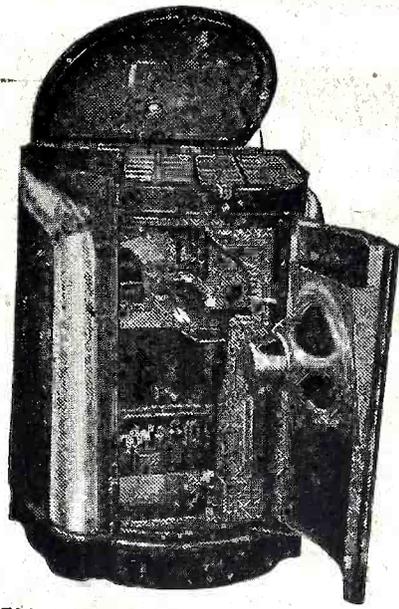
**FLASHY
 BACKGLASS
 AND
 PLAYFIELD
 COLORFUL CABINET**



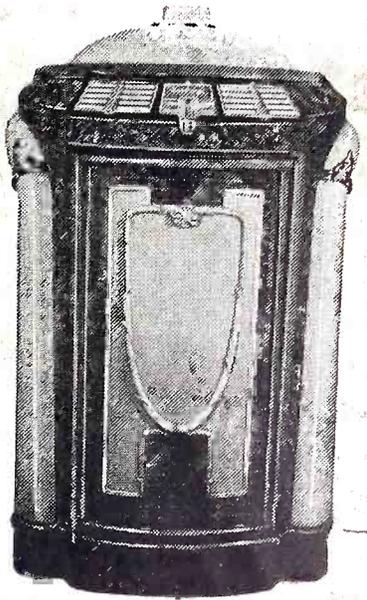
Bally MANUFACTURING COMPANY
 DIVISION OF LION MANUFACTURING CORPORATION
 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



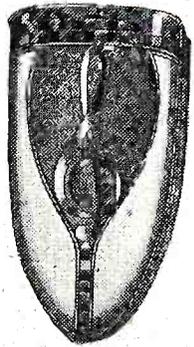
3/4 VIEW SYMPHONOLA "146"



OPEN VIEW SYMPHONOLA "146"



FRONT VIEW SYMPHONOLA "146"



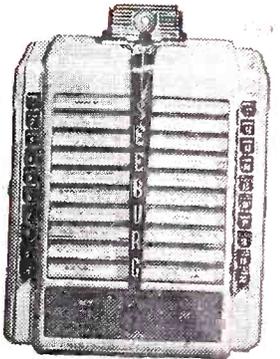
12-INCH MIRROR SPEAKER



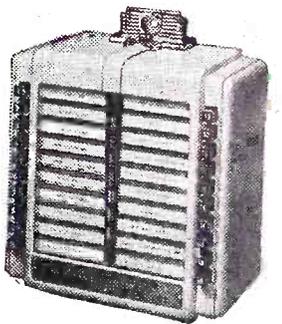
SEEBURG SCIENTIFIC SOUND DISTRIBUTION

There's no longer any need to look for a "seat away from the noise", or "up close where the music is" . . . SEEBURG SCIENTIFIC SOUND DISTRIBUTION is pre-determined volume of sound reproduced throughout all areas of a location . . . controllable from a central point. It's a music operator's post-war dream come true!

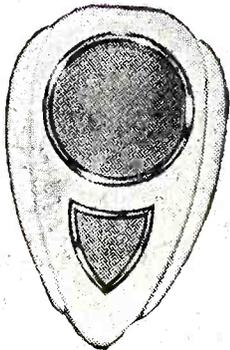
THE GREATEST MUSIC SERVICE OF ALL TIME
SEE IT - HEAR IT - INSPECT IT!
See Your Seeburg Distributor



1946 WIRELESS WALLOMATIC



1946 3-WIRE WALLOMATIC



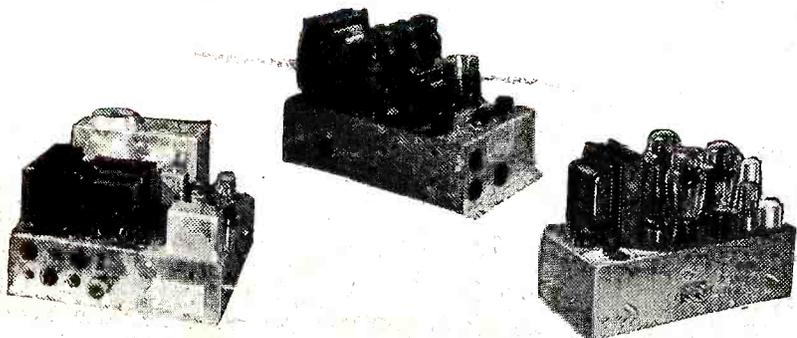
8-INCH TEAR DROP SPEAKER



1946 REMOTE CONTROL SPECIAL



DUAL REMOTE VOLUME CONTROL



MASTER ELECTRONIC ASSEMBLY

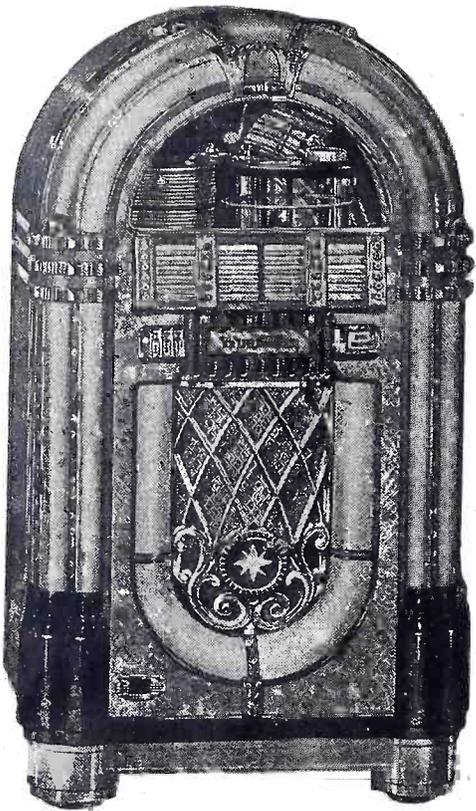
Seeburg

1902 • DEPENDABLE MUSIC SYSTEMS • 1946
J. P. SEEBURG CORP. • CHICAGO

"BE SURE - BUY SEEBURG"

Leadership

IN TONE



Model 1015

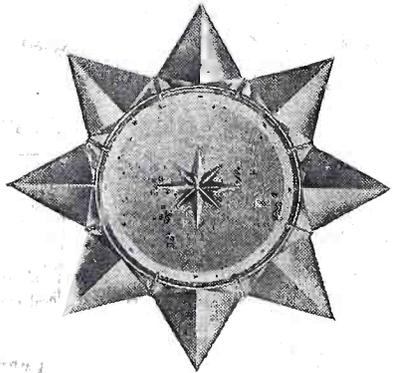
WURLITZER'S

**Glorious TONE
Invites Repeat Plays...
Multiplies earnings!**

If you're a Music Merchant, you know play-stimulating tone when you hear it. Listen to the new Wurlitzer Model 1015. You'll agree its tone is superb—excelling that of any phonograph ever built. Then hear its music reproduced by Wurlitzer's new "Star" Speakers. Again your ears will tell you, "Wurlitzer leads in tone!"

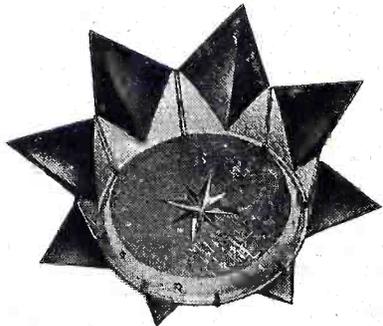
That leadership extends to looks, to mechanical features and to service accessibility.

The end result? Leadership in earning power—another consistent Wurlitzer quality. The Rudolph Wurlitzer* Company, North Tonawanda, New York. *The Name That Means Music to Millions.



Silver Star Wall or
Ceiling Speaker
Model 4000

Multi-Color Wall or
Ceiling Speaker
Model 4002



Watch **WURLITZER**
EXTEND ITS *Leadership*