The Billboard

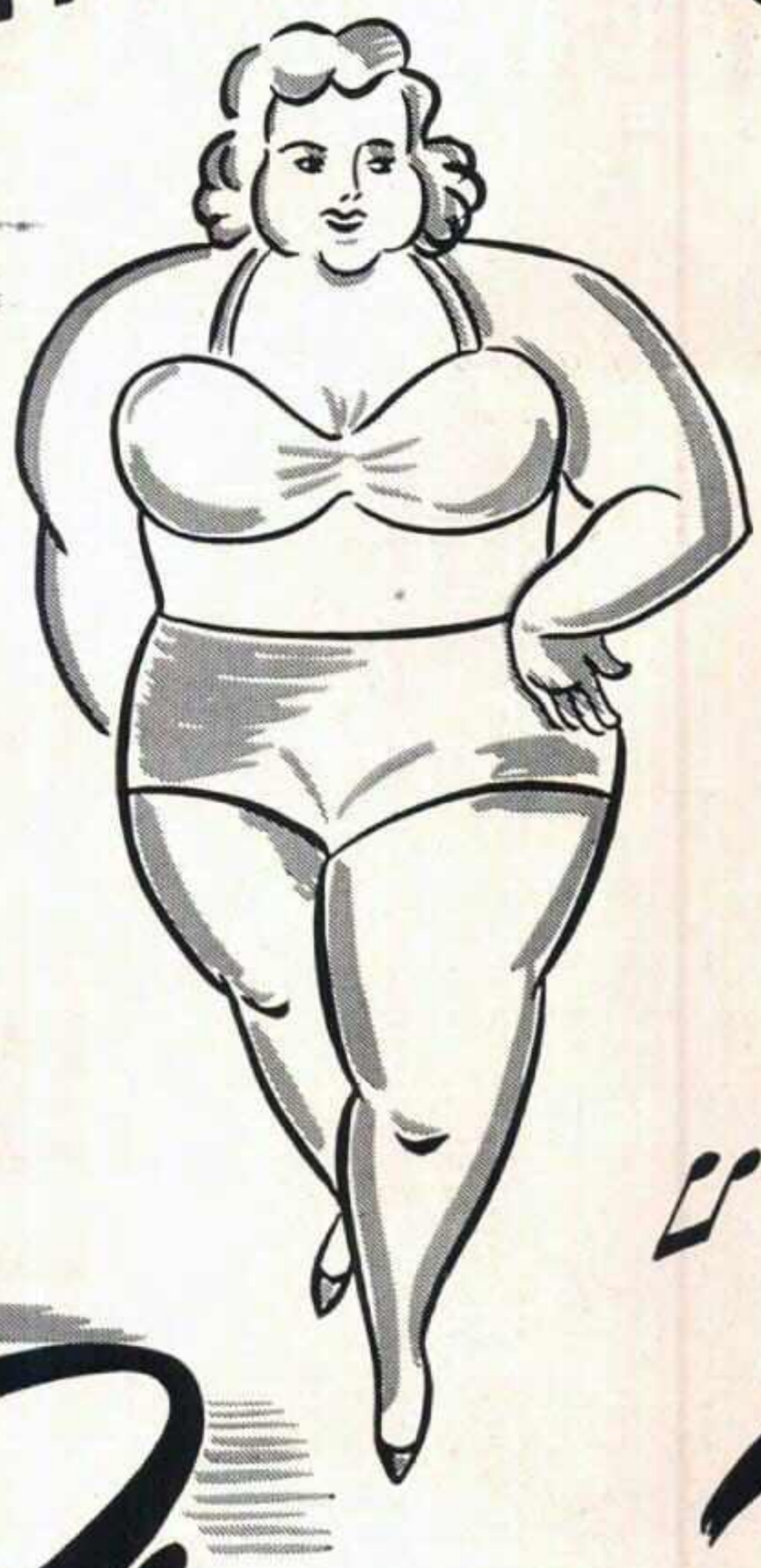
THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

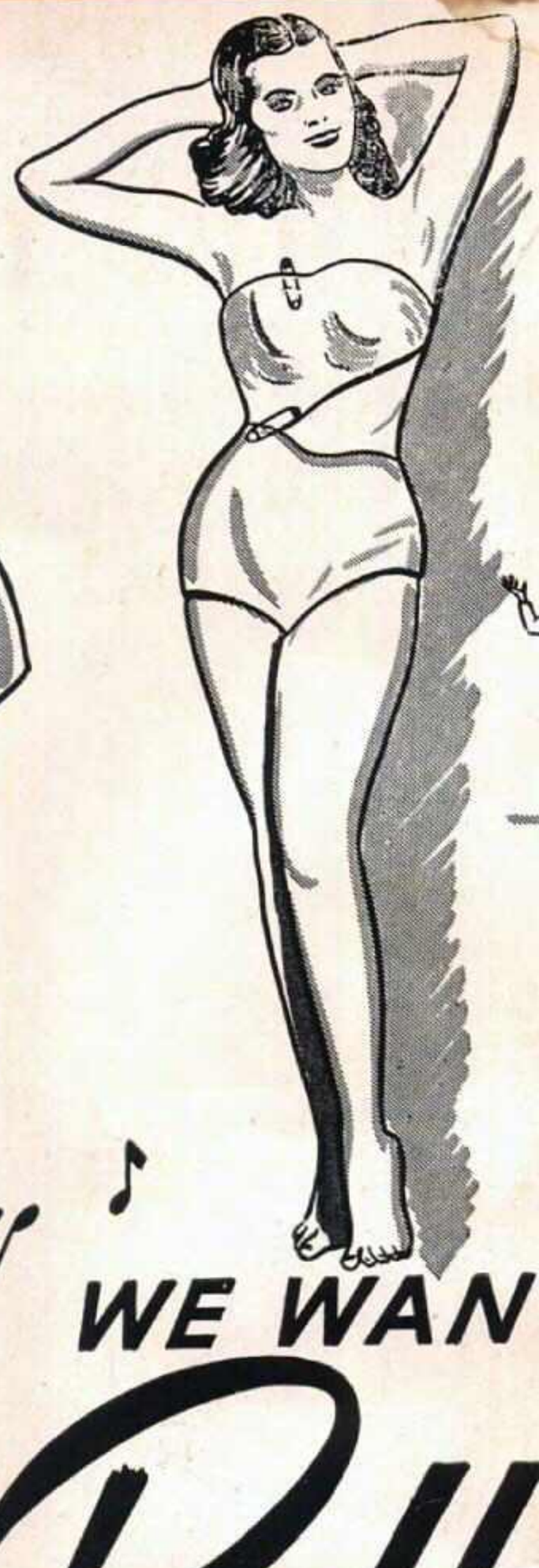
FEBRUARY 21, 1948

If [illegible] sic Publishers' Contact Employees' Union (songpluggers' group) and disk exploitation men (gen- erally [illegible] contest winners) don't arise and revolt over this, the music-record business will be mildly sur- prised. [illegible] people in the sweaters are a new type of plugger. They, and a flock more like them, are going to [illegible] every major town in the country, banging away at a new tune called (you guessed it) "Pi[illegible] Up [illegible] was written by Irving Fields and Al Gamse only three weeks B.B. (Before the Ban), five platters [illegible] been cut. The two gents on top (l. to r.), Enoch Light (and his Light Brigade ork) and vocalist Jerry S[illegible] it for Crown Records. And the fella trapped between the twosome with the pretty teeth is sing[illegible], who introduced the ditty on NBC. Walter Thornton, head of the model agency of the same name, [illegible]ializes in Pin-Up people, is backing this drive by the world's most beautiful songpluggers with an ex[illegible]licity and advertising campaign in national and trade media. Pluggers are (l. to r.) Louise Hyde and Gl[illegible]halen. Phone numbers not available.

www.americanradiohistory.com

You can have her





WE WANT

Pin-up Polka

Says the Youth of the Nation

With two gorgeous pin-up girls supplying the atmosphere, Jerry Sellers, Crown recording star, warbles the new hit tune "Pin-Up Polka," to the musical accompaniment of Enoch Light and his Light-Brigade.

"Pin-Up Polka" sure juke box hit, predict famous disc jockeys from coast to coast.

CROWN RECORDING COMPANY

293 EAST 2ND ST., NEW YORK CITY

Copyrighted material
www.americanradiohistory.com

Vol. 60. No. 8

The Billboard

The World's Foremost Amusement Weekly

February 21, 1948

TV SPONSOR FOR POLITICOS?

Diskers in IMC Mull More Legal Tests on AFM Ban; Kearns on "Final Touches"

Industry Would Still Prefer Negotiations

WASHINGTON, Feb. 14. — New legal action against James C. Petrillo is seen here as a forthcoming possibility as the result of a first-time discussion of the idea at the Industry Music Committee's (IMC) session in New York Tuesday (10). A highlight of the closed-door meeting, it was learned, was a suggestion made for introduction of new anti-Petrillo legal steps, this time by waxeries. Idea would be to bring the American Federation of Musicians (AFM) president before the National Labor Relations Board (NLRB) on charges of violating the Taft-Hartley Act's anti-secondary boycott provision. Another plan would be to start a new legal action against Petrillo on the charge of "coercion" in violation of the Lea-Vanderberg Act. This action would be brought in a federal court other than the Chicago federal district where the government suffered a recent defeat in its anti-Petrillo case on the Lea Act.

Possibility of recourse to legal action is still in a discussion stage with diskeries still ready to discard the idea if an end to the disk-making impasse can be negotiated with Petrillo.

Meanwhile, IMC is sticking to its original plan to keep its segments informed on talks with Petrillo by any industry member, with the IMC having aired the whole problem of future unity at its Tuesday meeting, as foretold *(The Billboard*, February 14). The session wound up without any final action taken on whether Verne Burnett will be retained as IMC public relations counsel. Decision has been deferred until a later meeting of the IMC executive committee pending study by individual members of an 18-page report sub-

(See IMC Waxers on page 19)

Las Vegas Desert Inn Set for June Deb; Houses KRAM

LAS VEGAS, Nev., Feb. 14.—Big-time night club acts will have another showcase when Las Vegas's newest resort hotel, Desert Inn, opens its doors in June.

Costing $2,000,000, the 130-room hotel will boast numerous modern attractions, according to Owner Wilbur Clark.

Construction of some wings are already completed. Broadcasting studios house the 1,000-watt station KRAM, which is already in operation. A glass-enclosed sky room tops the hotel and casino. Stores, a kennel, nursery, swimming pool and stables will be other features. Acts will be booked from New York and Los Angeles.

Desert Inn is located on Highway 91, opposite the Hotel Last Frontier. Clark headed El Rancho Vegas for some years.

PL 7-2800!

The telephone number of *The Billboard's* New York office has been changed to PLaza 7-2800. You'll save time by dialing the new number instead of the old.

20th-Fox in FCC Bid for Tele Station

Boston Channel Sought

WASHINGTON, Feb. 14.—Twentieth Century-Fox Films, which recently concluded a television newsreel deal with NBC, has moved further into the video picture. Company this week filed a bid with the FCC for a Boston tele channel. Fox becomes the second company to move in this direction, Paramount having tele interests both on its own and thru an interest in DuMont. A sale of the latter holdings has been reported pending.

Fox's bid brings it into competition with New England Theaters, a Paramount subsidiary, as well as New England Television Company and Matheson Radio, all of which are bidding for the same assignment.

Paramount subsids are also bidding for CP's in Dallas and Chicago but are being held up pending an FCC hearing on the company's connections with DuMont.

Two '48 Natl. Conventions For Telesale

Breaks a Precedent

PHILADELPHIA, Feb. 14.—Possibility that telecasts of the two major political parties' conventions next June may go on the air has come up. The intra-industry group handling the arrangements for the pooled TV coverage was told this week by representatives of both the Democratic and Republican national committees that they would be open

(See Conventions May Go, page 15)

Schools' Non-Co-Op Stance Hurts Legit

ELT Flounders

NEW YORK, Feb. 14.—Except for the occasional use of one high school, the efforts of the Equity Library Theater (ELT) to get itself established in the city schools and bring acting to the family trade has been stymied. The ELT had planned to establish a regular repertory of plays within a circuit which first would be performed free and then at a nominal charge.

To this end the ELT has produced some exceptionally good shows—

(See School Apathy on page 44)

Coast Trio's Non-AFM Plans

Zucca, Schooler, Lewin Set Three Non-Union Spots

By Lee Zhito

HOLLYWOOD, Feb. 14. — A chain of ballrooms operating sans blessing of the American Federation of Musicians (AFM), was formed last week by Harry Schooler, Joe Zucca and Harold Lewin, it was learned by *The Billboard*. Dancery chain, which says it will book only non-AFM bands, plans to operate 12 locations. Three spots now operating are the Majestic, Long Beach, Calif.; Terrace, at Hermosa Beach Hotel, and Culver City's Mardi Gras (formerly Meadowbrook).

It was reported that all attractions playing these ballrooms will be set by the U. S. Booking Corporation, a newly-born agency formed by Stillman Pond, real estate enterpriser who has given financial backing to numer-

(See COAST OPS on page 19)

The Full Story

NEW YORK, Feb. 14.—Even before the current American Federation of Musicians' (AFM) ban on recordings—years before—many key bookers, operators and other buyers of bands were "confidentially" crying about AFM scales making it impossible for them to operate at a profit. Lush business during the war years proved this complaint without substantial foundation. Scales were high but band buyers were still making money.

Since the record ban there have been reports of small diskeries who have been making platters with non-union musicians. Many diskers, including some of the majors, have said that if the current ban runs to the point where the backlog of masters gets dangerously low

(See The Full Story on page 19)

For the Record: Review of Gates' AFM Defiers

Charley Gates

(Reviewed at Majestic Ballroom, Long Beach, Calif., February 8. Booked thru the U. S. Booking Corporation.)

TRUMPETS: Ward Clark, Jack Gibson and Tom Delaney.
TROMBONES: Pat Delaney and Chuck Gates (leader).
SAXES: Bill Maloney, Pat Chartrand, Bill Reupin and Ed Hess.
RHYTHM: Dick Stern, piano; Dick Backus, drums, and Chuck Brown, bass.
VOCALIST: Charley Gates.

The Gates outfit is composed mostly of youngsters currently attending school during the day under the provisions of the G.I. Bill of Rights. They deliver an ensemble tone somewhat better than the average college band. This brand of

(See GATES BAND on page 19)

Stagehands Ask Strike Vote OK

NEW YORK, Feb. 14.—The Theatrical Protective Union, Local 1 (stagehands), appealed to its parent body, the International Alliance of Theatrical Stage Employees (IATSE, AFL), yesterday for the right to take a strike vote. If the okay is forthcoming (and it is virtually assured) March 29 the grips will vote on whether to walk out.

The stagehands' union has also notified the League of New York Theaters that it is rejecting the League's last offer. The producers' association was willing to grant the deckhands a 3 per cent increase for heads of departments, 5 per cent for key men and 7 per cent for most of the other grips. This was not satisfactory, the original grips' demand being for 20 per cent which they have modified.

The stagehands also requested improvements in other conditions, but the feeling is that they may be willing to forget them if the coin is right. However, without substantial wage increases the deckhands will not be budged from their position according to inside trade info.

Copyrighted material

www.americanradiohistory.com

Backlog Boost From E.T.'s

Decca, Morgan Switch May Set Pattern

RCA Victor-NBC Possibility?

NEW YORK, Feb. 14.—Possibility that a whole slew of disk firms may do business with transcription companies (unaffiliated or otherwise) and cull selections for use in commercial records pressing has developed here with RCA Victor spokesmen pointing to a recent Decca pop-disk release of Russ Morgan's *All Dressed Up With a Broken Heart* as the legal basis for Victor or any other plattery to effect deals with e. t. firms without fear of legal action from the American Federation of Musicians (AFM).

Victor position is that the Decca platter actually was picked up from

(See E. T. SHOT on page 18)

Theater Video Rights Need Clarification

NEW YORK, Feb. 14.—National Broadcasting Company (NBC) is "eager" for a test of the ownership of theater television rights on shows originated or completely controlled by the telecaster, an exec of the network stated this week. Only thru such court action, the network feels, can the issue be determined authoritatively, since the views not only of the various parties concerned, but of legal counsel, are all at variance.

NBC's desire for a court ruling—since the present outmoded copyright act makes no provision for such mod-

(See NBC EAGER on page 14)

In This Issue

American Folk Tunes 108
Broadway Showlog 46
Burlesque 47
Carnival 58-73
Circus 53-54
Classified Ads 81-83
Club Activities 66
Coin Machines 92-140
Continuing Program Studies 12-13
Fairs and Expositions 55-57
Final Curtain, Births, Marriages 48
General Outdoor 49
Honor Roll of Hits 24
Legitimate 44-46
Letter List 84-85
Magic 47
Merchandise 77-88
Music 18-38
Music as Written 22
Music Machines 102-108
Music Popularity Charts 24-33
Night Clubs 39-43
Parks and Pools 50-51
Pipes for Pitchmen 86-88
Radio 5-17
Repertoire 76
Reviews: Legit 45-46
Night Club 42-43
Television 16
Vaudeville 40
Rinks and Skaters 74-75
Roadshow Films 76
Routes: Carnival 72
Circus 72
Legitimate 45
Miscellaneous 72
Salesboards 89-91
Television 14-16
Vaudeville 39-43
Vending Machines 94-101

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

Mpls. Gabber May Run for Mayor

ST. PAUL, Feb. 14.—A Twin Cities radio personality has St. Paul's mayoralty campaign tied into a knot—and he hasn't even filed for the job.

Max Karl, educational director and gabber for WTCN, American Broadcasting Company affiliate here, was endorsed for St. Paul's top elective post by a liberal group.

Karl hasn't given the word yet, and filings close Tuesday (17), but politicos feel he holds the key to the situation. Friday night (13) he was to go after endorsement by St. Paul Trades & Labor Assembly, powerful labor group. If they come thru either with full approval or close division, Karl's hat goes into the ring; if his defeat is decisive, he'll stick to announcing election returns on election night.

The race, if he gets into it, will be Karl's second. In 1947 he unsuccessfully sought a seat in the Legislature.

Meanwhile, another radio man, Cedric Adams, top newscaster at WCCO, Columbia Broadcasting System outlet, has denied reports he would file against U. S. Senator Joseph Ball (R., Minn.).

Showbiz Ain't Dead But It's Sho' Nuff Going to the Dogs

NEW YORK, Feb. 14.—Whatever the current beef as to diminishing customer coin for showbiz, same was completely absent this week when the Westminster Kennel Club staged its parade of poochdom's finest at Madison Square Garden, Wednesday (11) thru Thursday (12). Club's 72d annual classic drew 15,000 dog lovers thru the turnstiles on the first day and bettered that figure by 5,000 on the second.

After the smoke cleared away in

(See Showbiz Ain't Dead on page 37)

Aussie Revenue Up, Tax Slash Sought

SYDNEY, Feb. 14. — Australian showbiz pulled in $35,000 more in amusement taxes the first half of this financial year than last, and the industry is asking Prime Minister Chiffley to cut the rate.

With the exception of August and November, monthly receipts exceeded those of corresponding months of last year. The total receipts in six months thru to December 31 were $8,050,000 and an estimated $16,543,732 is expected by the end of the year.

Tower Pix's New Save-$-on-Sets TV & Film Idea

HOLLYWOOD, Feb. 14.—A California corporation, tentatively called Tower Pictures, Inc., has been organized here to introduce a new shooting technique for motion pictures and television. New process is reported able to effect substantial savings in cost of designing and building expensive sets. It employs special patented lenses and a new type of art work, and was developed over the past several years by Frank Caldwell, firm's prexy, who formerly worked for the Walt Disney Studios.

Firm plans to rent equipment and personnel to film studios and telecasters and also will produce shorts of its own. Several musicals, featuring name bands, are planned as Tower's introductory product. Other corporation execs are Milton Ebbins, vice-president, and Sidney Fields, assistant v.-p. Ebbins is personal manager for Count Basie, Johnny Moore's Three Blazers, Billy Eckstine and other attractions. The William Morris Agency is repping Towers.

New Orleans's Fat Tuesday

NEW ORLEANS, Feb. 14. — The 1948 Mardi Gras, greatest in years, ended here in a mad, carefree celebration Tuesday (10). Record crowds attended the carnival, and spending appeared to be as liberal as ever.

A record number of parades and balls during the week-long festivities made the city especially lucrative for the annual influx of venders and pitchmen. Hotels were packed and clubs and restaurants did a monstrous business. Price hikes in bistros were relatively moderate, and gouging was the exception rather than the rule.

N. Y. Rivoli Changes Hands

NEW YORK, Feb. 14.—The Rivoli Theater, old pic and stageshow landmark of 50 years ago, was bought Tuesday by a syndicate represented by Jack D. Weiler and Benjamin H. Swig from the heirs of Charles T. Barney. It will continue with a straight pic policy. In the early days stageshows were directed by the late S. L. Rothafel (Roxy) and later under Hugo Risenfeld, former Roxy musical director. The property was reported held by the Barney heirs at $1,500,000.

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

No. 1 *On the Honor Roll of Hits*
I'M LOOKING OVER A FOUR LEAF CLOVER by Art Mooney, MGM 10119

No. 1 *Sheet Music Seller*
NOW IS THE HOUR

No. 1 *Most Played on Disk Jockey Shows*
I'M LOOKING OVER A FOUR LEAF CLOVER by Art Mooney, MGM 10119

No. 1 *Disk Via Dealer Sales*
I'M LOOKING OVER A FOUR LEAF CLOVER by Art Mooney, MGM 10119

No. 1 *Disk in the Nation's Juke Boxes*
I'M LOOKING OVER A FOUR LEAF CLOVER by Art Mooney, MGM 10119

No. 1 *Folk Disk in the Nation's Juke Boxes*
I'LL HOLD YOU IN MY HEART by Eddy Arnold and His Tennessee Plowboys, Victor 20-2332

No. 1 *Race Disk in the Nation's Juke Boxes*
I LOVE YOU, YES I DO by Bull Moose Jackson, King 4181

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 24 to 33 in Music Section.

Commerce Report Says Hitler Was Hot for Theater TV

WASHINGTON, Feb. 14.—Public television theaters had reached a high state of development in wartime Germany, Commerce Department disclosed this week in a special report on German video progress. Largest of some half-dozen such theaters was located in Berlin and featured a screen of about 13 by 16 feet. Seating capacity was 800.

The screen for a smaller video theater was formed by bending a glass sheet to a spherical surface of about 16 square feet. Some 300 patrons were accommodated by this size screen, Commerce reported. More than 1600 small receivers were used in German hospitals in 1943, altho set production had been halted in 1940. A six-hour daily program schedule was maintained until 1943 when the chief Berlin transmitter was bombed, Commerce stated.

British Tele Set Production Upped 3-Fold Since '46

WASHINGTON, Feb. 14.—British video set production is now averaging 2,700 units monthly, Commerce Department reported this week. Nearly 28,000 sets are now in operation, the majority concentrated within a 50-mile radius of London. Total production in 1947 was approximately 25,000 receivers, according to Commerce estimates.

Video sets production did not begin until July, 1946, and the monthly average for the last six months of that year was 978.

Tax Drop Reflects Slump

ST. PAUL, Feb. 14.—A sharp slump in admissions and cabaret taxes collected in Minnesota was reported for January over the same month in 1947. Elmer Kelm, collector of internal revenue, said amusement admissions taxes fell from $517,000 in January, 1947, to $337,000 this year. Cabaret returns dropped from $104,000 to $62,000 for the same periods.

The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson

Publishers
Roger S. Littleford Jr.
William D. Littleford

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

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

Managers and Divisions:

W. D. Littleford, General Manager Eastern Division
1564 Broadway, New York 19, N. Y.
Phone: PLaza 7-2800

M. L. Reuter, General Manager Midwest Division
155 North Clark St., Chicago 1, Ill.
Phone: CENtral 8761

Sam Abbott, General Manager West Coast Division
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 5831

F. B. Joerling, General Manager Southwest Division
390 Arcade Bldg., St. Louis 1, Mo.
Phone: CHestnut 0443

C. J. Latscha, Advertising Manager
B. A. Bruns, Circulation Manager
Cincinnati, Ohio Phone: DUnbar 6450

Printing Plant and Circulation Office
2160 Patterson St., Cincinnati 22, Ohio

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

The Billboard also publishes:
The Billboard Encyclopedia of Music
Vend

Copyrighted material
www.americanradiohistory.com

CBS SHIFTS HIT MORALE

Muse Almost Smites Alex Off Mutual

NEW YORK, Feb. 14.—A. L. Alexander, who reads those lush verses over Mutual Broadcasting System, this week invoked the Muse, marshalled his trochees and anapests, and came off a winner in a bout with Pete Maddux, Mutual vice-president. That faceless mass, the people, rallied to Alexander's aid when he indicated to them over the air that Maddux didn't think the show was so hot.

It's reported Maddux didn't like the way Alexander scanned some of his tetrameters. Be that as it may, Alexander indicated to the faithful that they might never hear his verses again if they didn't flood Maddux with letters. Alex then read another piece of classic tempo, a lovely thing with not a misplaced iambus. Alex asked whether the listeners liked it—strictly a rhetorical question, inasmuch as he knew they loved that piece of schmaltz. He told all who wanted copies to tell it to Pete Mad-

(See Alex Almost Smitten on page 9)

P&G Mulls B.-R. Of 'Gangbusters'

NEW YORK, Feb. 14.—Procter & Gamble (P&G) this week was considering taking over sponsorship of *Gangbusters*, veteran crime show, for its new cleanser, Tide. Benton & Bowles, one of P&G's agencies, was reported handling negotiations for the show which will be available for sponsorship after March 15, when the Waterman Pen Company bows out as bankroller.

Opus airs over the American Broadcasting Company (ABC).

ABC Using New Gim as Sponsor Lure

NEW YORK, Feb. 14.—A new wrinkle in web sales techniques will be unveiled next week by American Broadcasting Company (ABC), when Sales Veepee Fred Thrower and several of his staff will go on the road in search of four sponsors for the new Sunday night hour show, *Stop the Music*. The web will put its emphasis on acquiring bankrollers new to radio, whose total budget for time and talent is under $500,000 per year. This device, which will split the program into quarter-hour periods, is intended to make possible the entry of smaller national advertisers into big time web radio by cutting up a $2,000,000 annual time and talent package. It underlines once more the paucity of bankrollers capable of financing major network programs.

The show, which will begin airing in mid-March on Sundays, from 8 to 9 p.m., combines the features of a number of program types. Basically, it will air the most popular tunes of the week, as determined by a leading survey, with Harry Salter's ork handling the musical chores. It also will utilize the quiz and telephone prize elements in a manner reminiscent of ABC's late *Pot o' Gold* airer.

Altho the program will buck two of the big members of the National Broadcasting Company comedy lineup, Edgar Bergen and Fred Allen, ABC officials believe it has a good chance because of the cash angle and its position just preceding Walter Winchell. Reichold Chemical's *Sunday Evening Hour*, now in the 8 to 9 slot, will be moved back one hour when *Stop the Music* makes its bow. *Music* is a Lou Cowan package.

Back Timing

NEW YORK, Feb. 14.—Arch Oboler and his wife left yesterday on the African Planet for a seven-month trek thru South Africa. While there, Oboler will record a radio series and produce a television film for Frederick Ziv. Just before he left Oboler was chatting with Johnny Sinn, New York head for Ziv. Said Sinn: "Arch, it's dangerous as hell where you're going, so please be careful. But if you do get killed, try to wait until you've finished a 13-week cycle."

"Ford Theater" Seen Staying As NBC Show

NEW YORK, Feb. 14.—Indications this week were that the *Ford Theater* would continue in its present Sunday afternoon National Broadcasting Company (NBC) time, despite eagerness of the sponsor to get the one-hour show into a mid-week evening spot. No satisfactory time has been forthcoming from NBC, nor from Columbia Broadcasting System (CBS) and American Broadcasting Company (ABC), which have been pitching heavily for the prestige program.

It's understood Ford hasn't been sold on the idea of a shift to ABC, even tho a choice clocktime hour Thursday nights has been offered. A Wednesday hour proffered by CBS hasn't worked out either. Ford has

(See "Ford Theater" Staying, page 9)

Sales and Seg Recoup Makes Staff Fidget

New Ideas, New Pay Roll?

NEW YORK, Feb. 14.—There is a growing feeling of insecurity, verging in some cases onto demoralization, within the personnel ranks of the Columbia Broadcasting System (CBS). The agitation is manifest in many quarters and is in odd contrast to reported top management satisfaction stemming from a consolidated profit of almost $6,000,000 for 1947.

CBS staffers trace their concern to Columbia's moves to recapture for the web its position in sales and programing. They are growing increasingly aware, too, of the lengthening list of departures from the CBS pay roll. In addition, recent personnel switches seem to have instilled the fear that new brooms may sweep clean.

Reports of still further changes, following last week's departure of Larry Puck (programs) and Tom Connolly (promotion), both decade CBS men, have done little to dispel the staffers' nervousness. One department head commented this week that the atmosphere of uncertainty was hardly conducive to co-operation or high ratings, and added that, "Peo-

(See CBS Shifts on page 17)

New MBS Seg Ribs Tyro Act

HOLLYWOOD, Feb. 14.—Mutual Broadcasting System (MBS) closed a deal with Frank Cooper last week for purchase of Cooper's *Going Nowhere* stanza, which the web will add to its programing push, probably as a Saturday night entry. At the start show will originate in New York, beginning late in March, with Herb Moss handling the production reins and scripting by Will Glickman, Joe Stein and Sid Zelenka. Seg is said to be strictly in the zany format, broadly burlesquing the current rash of talent shows by digging up weird and unorthodox acts for radio airing. Deal was handled by the web's Walter Lurie on the Coast and program topper Phil Carlin in New York.

Mutual is experimenting with its *Leave It to the Girls* by bringing the show to the Coast for two-week trial run. Stanza is tentatively skedded to return to Gotham for the February 27 session, but web programers may keep the seg in Hollywood permanently in order to utilize flicker and radio names on the Coast. Web looks to injection of Hollywood glamour to give the show a strong Hooper lift.

HATHAWAY'S CBS POST

NEW YORK, Feb. 14.—Neal Hathaway, of the program promotion department of the Columbia Broadcasting System (CBS), has been promoted to head that division, replacing Tom Connolly, who is leaving. Hathaway was Connolly's assistant.

Connolly is mulling plans to buy into a radio station.

Actors' S. S. Status Periled

Gulf's Refusal To Pay Poses Thesp Hazard

AFRA Protests to T-Men

NEW YORK, Feb. 14.—A move which could possibly end payments of Social Security benefits to all radio actors other than those under specific employee contracts has been started by Gulf Oil, sponsors of *We the People*. The action is being contested by the American Federation of Radio Artists (AFRA), but if Gulf is successful it could conceivably affect every performer in radio, other than staff people and those with specific, clear cut employee contracts. Dramatic actors who work intermittently on many different programs would be especially hard hit.

Gulf's action, thru its agency Young & Rubicam, has been to classify the actors on *People* as independent contractors and therefore exempt from Social Security withholding

(See Actors' S.S. Periled on page 9)

At Card Rate

NEW YORK, Feb. 14.—George Crandall, Columbia press head, was telling Abe Schechter, of Mutual, recently about a new machine he'd bought for his upstate New York farm. It's a wind charger," George said, "a power plant that's charged by the wind."

Popped Schechter: "Better not tell Mutual about it. Might sign it as a new affiliate."

ABC Mulls Book Discussion Seg

CHICAGO, Feb. 14. — American Broadcasting Company (ABC) is considering a new forum program based on a discussion of the great books of the past and present. Great Books Foundation, a non-profit and endowed organization, which has been promoting reading of the top volumes in all fields of literature, made the pitch to ABC execs. Foundation has a video show on WBKB and also

(See ABC Mulls Book on page 10)

New Writers Due for Break Via NBC Show

NEW YORK, Feb. 14.—National Broadcasting Company (NBC) has approved plans for a half-hour program designed to encourage new writing talent. The idea is the brainchild of Richard McDonagh, manager of the web's script division, and will be called *The New Writers' Theater*. The program will be slotted in prime evening time and will run as a summer replacement, with a starting date likely in June. The series is assured at least 13 weeks, and may run longer if it shows promise.

McDonagh's angle is to eschew the experimental type of program. He's of the opinion that potentially commercial material of a type not usually found on the air-waves can be gleaned from scripts written by young men and women out of college, ex-servicemen and others.

Material Available

NBC script chief reached the conclusion that good material is available from such sources largely thru his experiences with NBC staff

(See Writers Due for Break, page 10)

Copyrighted material
www.americanradiohistory.com

4 WEBS OKAY DST REPEATS

Now All Nets Plan Summer Dupe Casts

Copy ABC 2-Year Set-Up

NEW YORK, Feb. 14.—With the full approval of the American Federation of Musicians (AFM) and American Federation of Radio Artists (AFRA), all four major networks this year will utilize recorded repeat broadcasts during the daylight saving time period so that all web shows will be heard at their accustomed hours over all affiliated stations. Only the nod of the two unions was needed for the plan, in use for the past two years by American Broadcasting Company (ABC), to be adopted by the other three webs. The formal announcement is expected from the networks shortly. In addition, the Federal Communications Commission (FCC) has eliminated the rule demanding that such repeats be labeled as transcribed shows.

Charles Rynd, ABC vice-president who authored the concept, has been meeting with top officials of the other networks during the past few weeks, aiding them in seting up the intricate operation. The ABC viewpoint, in lending an assist to its competitors, is that the plan is industrywide in importance and should not be confined to the web that conceived it.

The immediate effect of its adoption by the National Broadcasting Company (NBC), the Columbia Broadcasting System (CBS) and the Mutual Broadcasting System (MBS) will be to end the twice-a-year hassle of their affiliates' program directors and sales departments. The onset and ending of the daylight saving

(See 4 Webs Okay on page 17)

Hooper Withdraws N. Orleans Service

NEW YORK, Feb. 14.—Because he believes that a promotion campaign now under way at WNOE, New Orleans, is resulting in distortion of survey data, C. E. Hooper has withdrawn his city report audience measurement studies from that city. Hooper notified the N. O. stations this week, and also advised them that they may no longer use his station listening index figures in advertising or promotion.

WNOE's promotion, Hooper states, offers listeners cash prizes for telling survey reporters that they are listening to that station. The researcher said that in August about 18 per cent of listeners listing WNOE as being tuned in didn't know the program, but that after the giveaway started 52 per cent of the listeners identified the station but couldn't name the program. The conclusion, he said, was that the money was influencing the figures and wrecking the accuracy.

James E. Gordon, veepee and general manager of WNOE, issued a statement yesterday in which he said it was "absurd" to assume that one promotion, the *Don't Say Hello* program (the giveaway show), could so markedly influence ratings, and traced the ratings to the general programing policy.

He can cook, too!

BILL JONES

He's "Uncle Bill" on the "Funny Paper" show, featured announcer on the Saturday night Barn Dance, an actor, a newscaster and works the early morning wake-up shift. He's as good as he is versatile.

KLZ, DENVER

AFRA, WOWO Nearer Peace

CHICAGO, Feb. 14.—Controversy between the American Federation of Radio Artists (AFRA) and WOWO, Fort Wayne, Ind. (*The Billboard*, February 14), came a step closer to a possible settlement this week when the station agreed to a wage increase for announcers, around whom the controversy has raged. Wage settlement, which was agreed upon Tuesday (10) and becomes effective on or before March 7, still does not clear up the main cause of conflict — whether or not the station is going to allow a union shop, which AFRA won in an election among employees. This matter is still under consideration, with AFRA now adopting the strategy of dealing with top eschelon of Westinghouse, which owns WOWO.

Station granted a wage increase ranging from $5 to $8 per week for announcers. Under agreement, scales

(Se AFRA, WOWO Peace on page 10)

Navy Censorship Interest Grows

WASHINGTON, Feb. 14.—Mounting radio interest in Defense Secretary James Forrestal's plan for voluntary radio and press censorship was disclosed this week, with the secretary's office revealing that more than 100 letters and phone calls have been received in the last two weeks asking for invitations to appear at the forthcoming conference.

About one-fourth of the communications are from radio broadcasters. Altho few indicated what stand they will take, it is known that several influential broadcasters plan to put up a stiff fight against the Forrestal proposal.

Forrestal had originally hoped a radio-press conference could be arranged in the next week, but the flow of requests is causing a lengthy delay. Officials said an invitation list will be drawn up in about two more weeks, with the confab date to follow two weeks later.

Among radio folk certain to be invited are the four major networks and the National Association of Broadcasters (NAB).

ABC Spends 100G in Shift From Wax to Tape Repeats

HOLLYWOOD, Feb. 14.—Taking a radical step in methods of program transcribing, the American Broadcasting Company (ABC) will become the first network to abandon the use of disks in favor of magnetic tape. The switchover is scheduled to be completed by early March in preparation for ABC's heavy load of delayed broadcast transcriptions when daylight saving time goes into effect April 25. The web has placed an order for 12 tape recorders with Ampex Electric Company, San Carlos, Calif.

The reconversion in Hollywood alone will cost ABC $100,000, since the net will have to build amplifiers to take sound off the tape for direct airing. The first machine is now enroute to ABC's New York headquarters. However, the bulk of recorders will be divided between Chicago and Hollywood, the two broadcasting centers hit hardest by the Eastern time switch. ABC this year will continue its policy of airing shows in their regular time slots, irrespective of the East's summer time clock turning.

Tho the web will have to stand the initial expenditure of $100,000 for the new equipment, it was estimated here that it will save between $30,000 and $50,000 this summer in Hollywood alone. According to Russ Hudson, ABC's Western division recording manager, the tape will more than pay for itself, since the net will no longer have to buy disks for delayed broadcast airings. In recording on platters, once the airing is made, a disk is usually destroyed. With tape, the same strip can be used indefinitely for the next recording. Aside from the financial saving, ABC feels that tape reproduction is superior in tone quality to platters.

Magnetic tape first caught ABC's eye last summer when the web was looking for methods to facilitate transcribing of Philco's Bing Crosby show. After investigating all other methods, tape won. According to insiders at the Crosby office, Der Bingle was so impressed with the new recording process that he immediately sewed up the Ampex firm with an exclusive distribution contract. Hence, ABC's order for the dozen Ampex recorders was placed with Bing Crosby Enterprises, Inc.

NBC Surveys Its Affiliates' Use of Promotion Devices

NEW YORK, Feb. 14.—Promotion efforts of NBC affiliates vary considerably, especially insofar as use of the material furnished them by the network is concerned, it was disclosed this week in a survey of audience promotion operations. It was the first such study of its kind by NBC. Greatest emphasis is on spot announcements, with 80 per cent of the 107 stations responding to the network inquiry stating that they use live spots. Twelve per cent of the stations used the Parade of Stars announcements and 8 per cent never use them. Of other kit materials used most often, stations expressed a preference, in order, for glossy photo prints for displays, suggested press releases, one-column newspaper ad mats, glossy prints for publicity, two-column ad mats and glossy prints for direct mail.

Stations also indicated they found most use, in the field of transcribed promotion spots, for the briefer type. Most used, in order, were 12-second spots, 25-second spots, one-minute transcriptions, five-minute disks and 13 to 15-minute waxers. Single program promotion also proved more popular than block promotion, with the three most popular types of promotion being live announcements for single programs, transcribed promotion for single programs and window displays for block programs. Ten per cent of reporting stations also accepted NBC's plan to supply a series of 24-sheet posters monthly for six months at $5 to $5.50 per poster.

Mayflower Delay Rejected by FCC

WASHINGTON, Feb. 14.—Federal Communications Commission (FCC) yesterday revealed it will proceed with its radio editorializing hearing March 1, as scheduled, despite a petition filed this week by the National Association of Broadcasters (NAB) asking that the date be postponed to April 15.

Witnesses for network will be the first to testify, the FCC announced in a proposed order of testimony. Missing from the web list is the Mutual Broadcasting System, which filed no intention to appear. The American Broadcasting Company, the Columbia Broadcasting System, the National Broadcasting Company and the Yankee Network will present their testimony in that order.

Individual broadcasters will present testimony next, followed by some 40 organizations representing broadcasters, radio unions and citizen groups. According to the proposed order of testimony, the NAB and FM Association (FMA) will be among the last to appear.

NAB's request for postponement stated that certain key witnesses will be absorbed in talks with the American Federation of Musicians on contracts around March 1.

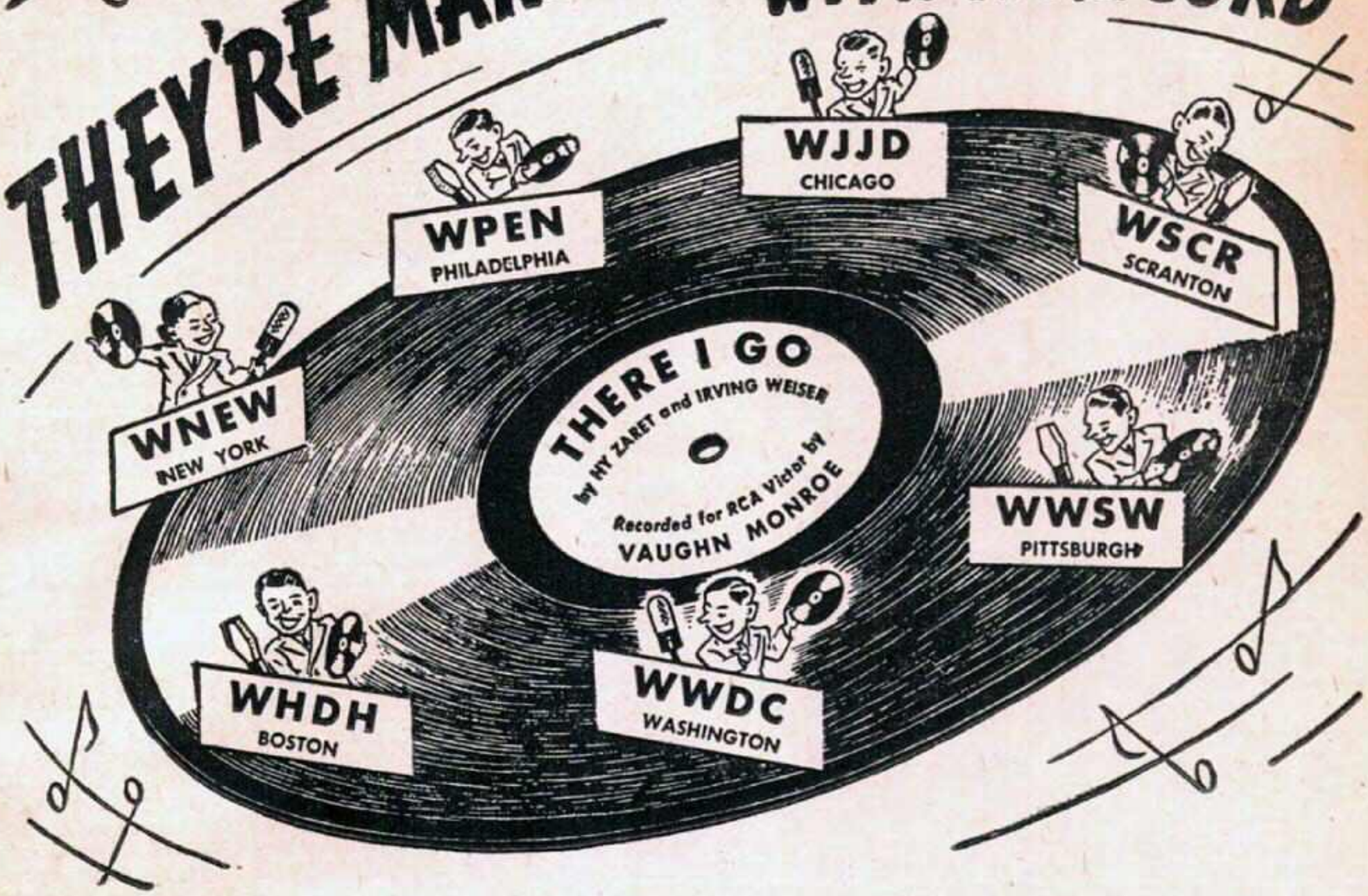
WHAM, Rochester, Opens a Radio City

ROCHESTER, N. Y., Feb. 14.—WHAM opened its new Radio City here last night with a dedicatory dinner at the Rochester Club. Dr. Harry Hanson, director of the Eastman School of Music, a principal speaker, urged broadcasters to devote more time and energy to developing local programs and charged that too much reliance on New York and Hollywood was unhealthy for the radio industry. He urged WHAM's management to use its new facilities for further development of regional programing.

Other speakers included William Fay, WHAM general manager; Louis B. Cartwright, city manager, and Easton Woolley, National Broadcasting Company (NBC) station relations head. Rep. Kenneth B. Keating (R., N. Y.) aired a special talk over the NBC web.

Copyrighted material
www.americanradiohistory.com

THEY'RE MAKING A HIT! WITH A RECORD



Yes, they're making a hit . . . these seven prominent independent stations. They're conducting their own private campaign and demonstrating the impact of radio performances in making song hits. And they're doing it with a record!

Working as a team, these seven broadcasters selected a song popular in 1940 — a song that hadn't been performed to any great extent for more than seven years. The song: "THERE I GO"—by HY ZARET and IRVING WEISER—*Recorded for* RCA Victor *by* VAUGHN MONROE.

WNEW, New York conceived this idea of proving radio's effectiveness in making popular song hits thru independent stations' programs. Five to ten performances of this Vaughn Monroe record each day, for a period of several weeks, by each of these seven indies, brought about these

RESULTS

1. **Dealer demands for the record convinced RCA Victor that "THERE I GO" should be re-pressed and re-issued.**
2. ***Within three weeks* more than 100,000 records were sold in the market areas of these seven stations.**
3. **Growing public demand is evidenced by more and more performances in juke boxes.**
4. **Name artists are filling numerous requests with performances of the song on their network shows.**

MELLIN MUSIC TAKES OVER "THERE I GO"

With the revived interest in "THERE I GO," publisher Bobby Mellin, an affiliate of BMI, has taken over the song to exploit it nationally.

BMI, original publishers of "THERE I GO," extends to
WPEN, WJJD, WSCR, WWSW, WHDH, WWDC and to WNEW
its appreciation and thanks for demonstrating
THAT RADIO CAN WORK FOR RADIO

BROADCAST MUSIC, INC. 580 FIFTH AVENUE, NEW YORK 19
NEW YORK • CHICAGO • HOLLYWOOD

Copyrighted material
www.americanradiohistory.com

FIRST GALLUP EQ SURVEY

"Irma," Dot Shay, Lynch High EQ-ers

NEW YORK, Feb. 14.—Results of the first published Audience Research, Inc. (Dr. George Gallup) Enthusiasm Quotient (EQ) survey show that among the less well-known acts currently on the air those which show the most promise of stardom include *My Friend Irma;* Dorothy Shay; Carson and Arden and Christopher Lynch. In addition, Abe Burrows, Jim Backus and Danny Thomas are showing promise in the comic field, but in all three cases it is still too early for full evaluation.

Gallup's EQ studies have been standard in the picture business for some years, but this survey is the first to be released in radio, altho tests have been going on for some years. In 1944, when Perry Como, Jo Stafford and Art Linkletter were just beginning in Radio, trial EQ results showed that they had great promise, with subsequent events having proved the validity of this estimate.

Unlike other surveys, which are measurement of relative audience size, the ARI study shows the relationship of a personality's exposure and recognition by listeners to the enthusiasm those who know him feel. The survey was made during December, and embraced about 3,000 people representing all ages, geographic sectors and types of communities, including farm area, phone and non-phone homes, in proportion to the population and corrected for set ownership by States. The EQ audit will be made three times annually: in the spring, at the end of the summer, and in midwinter.

In each of the categories into which acts are divided, one or two veteran performers of known popularity were included, to serve as a "pilot" or control for comparison with the development of newer talent, primary subjects for study.

Apart from Backus, Burrows and Thomas, whose shows are comparatively new, relatively high enthusiasm marks were racked up by Arthur Treacher, now appearing with Jimmy Durante, and Henry Morgan.

Tops in enthusiasm among the fem chirpers was Jo Stafford, who just nosed out Dinah Shore, altho she had far less penetration than Miss Shore, Kate Smith, Ginny Simms and Frances Langford, all radio mainstays. Among the newer warblers, better than average promise was indicated from the enthusiasm accorded Dorothy Shay, Margaret Whiting, Peggy Lee and Evelyn Knight. Both Dinah and Kate had been off the air some time when the survey was made.

Bing Crosby's EQ graph virtually ran off the chart, it was that high. But among the latter day groaners, Irish tenor Christopher Lynch aroused exceptional enthusiasm among the comparatively small audience which has heard him. Perry Como, highest in enthusiasm after Crosby, also fared well, as did newcomer Vic Damone.

Spike Jones, whose own network show made its bow last fall, scored among orchestras; Fred Waring, among the pilot orks, drew the most enthusiastic response, altho Kay Kyser had the highest recognition. Among fictitious radio characters, Mr. District Attorney was tops in enthusiasm of those listed, while Henry Aldrich was known by most listeners. Upcomers in the field included *My Friend, Irma*, which began its commercial career some months before the study, and *Sam Spade* and the *Fat Man*. Arthur Godfrey headed the emsee list in enthusiasm, altho a web feature for only a relatively short time. Art Linkletter ran Godfrey a close second, with George V. Denny showing high enthusiasm among a smaller body of listeners. Walter Winchell topped the commentators in both enthusiasm and penetration in his capacity as pilot, while Red Barber, until recently a local sportscaster, showed up very well. Edward R. Murrow, back after a lengthy hiatus, also scored high in enthusiasm, with Cedric Foster showing promise.

Bing's EQ in both pix and radio far exceeds that of all other performers.

Simonize, Sir?

CINCINNATI, Feb. 14. — WCKY has introduced what is a new radio gimmick here thru its *Auto Auction Time*.

The show auctions off used cars to top bidders who-file their offers via phone. Sponsor is the American Motor Company, local used-car dealer, with Felix Adams Jr., and Larry Brunner handling the program.

No offers yet on Jack Benny's Maxwell.

T. Martin, Texaco Split; MacRae to Balladier's Post

HOLLYWOOD, Feb. 14. — Tony Martin and Texaco parted last week following a long period of disagreement. Martin ends warbling for the oiler March 17, to be replaced by Gordon MacRae, Texaco's dark-horse balladier currently riding out Martin's former Sunday night time over Columbia Broadcasting System (CBS). With Martin's exit, the bankroller will give added push to the comic slot allotted Alan Young. Evelyn Knight, Victor Young's ork and the Jeff Alexander Chorus remain on the Wednesday night American Broadcasting Company (ABC) show, with Ed Cashman continuing to hold production reins.

Big beef centered around the show's format, with Martin holding out for a straight musical stanza and the bankroller insisting on comedy element. Young's addition found favor with Texaco, who refused Martin's request to revert to a straight musical pattern. Success of MacRae, a virtual unknown a few months ago, was the clincher, and the parting with Martin resulted. Exit is said to be amicable, with the Kudner Agency radio topper, Myron Kirk, reported prepping a new Martin program idea for submission to another client.

Showdown was forced to a head earlier than option time when CBS asked for a definite commitment on Texaco's Sunday time slot. Bankroller gave up the air time and notified Martin of its decision shortly thereafter.

Chicago NAB Votes Against Code's Commercial Limits

CHICAGO, Feb. 14.—Members of the National Association of Broadcasters' (NAB) ninth district, meeting here Thursday and Friday (12-13), voted against a code which would include specific rulings on amount of commercial time allowable for various types of programs in various time periods. At the same time members went on record as being in favor of a general non-restrictive code. Action of the members will be relayed to NAB headquarters for consideration by NAB board.

At the instigation of local independent broadcasters, secret ballots on code votes were taken. According to one veteran broadcaster this was approved only after a verbal fight with NAB bigwigs who tried to use standing vote procedure which would have revealed opponents. About 35 NAB district members voted on the two code ballots.

Before the vote-taking session, agency execs and members of the Chicago Radio Management Club spoke against the code and at one point, it was said, NAB execs Charles Caley, Harold Fair, Howard Lane and Frank Pellegrin were the only men upholding the code.

Thursday's meeting was concerned with a code. Friday's sessions were devoted to discussion of station labor problems and a Broadcast Measurement Bureau (BMB) session chairmaned by Hugh Feltis, BMB head.

At the labor meeting Richard Doherty, labor expert for the NAB, pointed out that stations should not expect a quick and easy settlement with the American Federation of Musicians (AFM) and that the AFM still represented a threat to the broadcasters.

Doherty also pleaded with the broadcasters to fight against labor unions' (principally AFRA's) request for blanket arbitration clauses and requests for special fees per commercial program. He claimed that AFRA was attempting to get blanket arbitration clauses which would make all disputes subject matter for arbitration.

Ray Jones, Midwest head of AFRA, later called Doherty's statements "pure poppycock." He claimed that Doherty had been wrong in saying individual members could take advantage of arbitration clauses and that only the union could ask for arbitration proceedings. Fact that broadcasters did not have to expect this clause would be abused was indicated, he said, by the fact that Chicago stations have had arbitration clauses in their contracts for 10 years and that the union has exercised its arbitration right only once in this period.

Relative to fees, Jones said broadcasters' objections were based on their desire to sell not only time at a profit but also a hope that they could sell talent at a profit, too, without sharing profit with talent.

At the same labor meeting Friday Doherty also pleaded with broadcasters to keep a united front. He said that every time one broadcaster gave in to union demands he considered to be unfair it weakened the entire industry in that it decreased the size of the force the broadcasters could use against unions.

"Light" Goes West For Film Names

NEW YORK, Feb. 14. — The National Broadcasting Company's (NBC) *Eternal Light*, produced in co-operation with the Jewish Theological Seminary of America, will trek to Hollywood for a series of seven broadcasts, using film names in the lead roles. The starter will be done Sunday, March 7, with Melvyn Douglas as the narrator in *The Trees of Galilee*.

For the duration of the Coast visit, Andrew Love will direct. In New York Frank Papp is the director.

Bids Mob FCC; Chance To Miss Hearing Wanes

WASHINGTON, Feb. 14.—Broadcasters submitting bids for new stations of all types—AM, FM and TV alike—now face less than an even chance of escaping a hearing, a survey of pending applications at Federal Communications Commission (FCC) revealed this week. With TV and FM regarded as creeping toward big-city saturation, the FCC now has on hand 858 station bids of all kinds, out of which 461 have already been designated for hearings, and several more are about to be so designated.

The situation in processing television bids is tightening rapidly because of an unprecedented demand for last remaining channels in metropolitan and medium-sized areas. Of 119 video bids on hand, 61 are already in hearing, and the number of hearing cases is considered likely to mount fast. In FM, 50 out of 115 applications have been designated for hearing, and here, too, the number of additional hearing cases is expected by the FCC to grow as urban channels get scarcer. Prospective standard station bidders have little chance to escape a hearing, with 350 of 624 pending bids now set for hearing and challenges stirring against dozens of other applications.

FM, TV Bids Expand

Altho the AM saturation situation has been apparent for more than a year, it is considered significant that the percentage of TV and FM bids going into hearing has now reached a substantial figure, despite the fact that there are plenty of available bands available in sparsely populated communities in contrast with the AM picture.

The apparent answer is that applicants for new FM and video outlets are concentrating their efforts on obtaining grants for cities where the chances of making a profit are the best. This is borne out by the examination of pending FM and TV bids. For example, Philadelphia, Pittsburgh, Miami; Hartford, Conn.; Boston, Detroit, Cleveland; Akron, O., and Harrisburg and Wilkes-Barre, Pa., all have more TV bids than available channels. On the other hand, 18 States have no bids in at all.

The same picture holds true for pending FM bids. New York, Hartford and a dozen smaller cities in the congested East have more bidders than channels, while 15 States have no bids at all, and another 10 have only one or two pending bids. In most of the large cities, the FM situation has already been resolved by hearings, and without exception, there were more bidders than frequencies.

Copyrighted material

www.americanradiohistory.com

CYCLE VS. MOOD PROGRAMING

Webs, Stations Clash Over F-M Shows in Option Time

CHICAGO, Feb. 14. — Conflict betweeen the networks and their affiliates owning FM outlets over whether affiliates will have to air on FM all shows in network option time during AM-FM duplication periods will be aired at the Frequency Modulation Association's (FMA) Region 3 meeting at the Sheraton Hotel here Wednesday (18). According to Bill Bailey, FMA executive director, there has been considerable controversy among AM and FM broadcasters, since Petrillo's decision permitting AM-FM duplication, as to how much net stuff must be carried by FM stations. Nets have contended that if an AM outlet duplicates net shows on FM, it will have to take all shows on network option time. FM stations contend that their net contracts pertain to AM operations only and that they can carry as much net stuff as they want. Their desire to operate with this freedom is based on their unwillingness to discontinue local shows which have built good followings in FM, and claim they don't want to air net shows which can be heard on AM anyway and thus tear down their FM following.

The FMA has taken no position on that matter, but it is expected that resolutions asking the association to get into the controversy will be forthcoming at Wednesday's meeting.

Sessions will also include discussions of FM set manufacturing, promotion, programing, networks and sales. Election of regional officers will also be held.

When the meeting was first discussed, Bailey said, about 20 manufacturers stated they would back a special showing and promotion for dealers. Now, however, because most manufacturers have fallen behind on production, the dealer confab has been canceled.

Start Syndication On First BGI Show

HOLLYWOOD, Feb. 14.—Broadcasters Guild, Inc. (BGI), electrical transcription syndicate founded last May by Donald Dwight Davis (WHB, Kansas City) and Jimmy Parks, today revealed it was releasing its first show to member stations in 60 markets thruout the 48 States and Hawaii. Show, *The New Adventures of Michael Shayne*, will start spinning nationally March 14. Hollywood's KMPC will start the series March 28.

According to BGI's method of operation, show was first auditioned by member stations before it was accepted for syndication. Org does not produce shows, but acquires them from producers or its member stations for distribution.

Shayne was carried regionally on Don Lee for 104 weeks by Union Oil Company, and was later picked up on a Coast-to-Coast basis by Hastings Piston Ring for 26 weeks on Mutual.

Waxed show is directed by Bill Rosseay and written by Larry Marcus with Jeff Chandler as Shayne.

ALEX ALMOST SMITTEN

(Continued from page 5)

dux—and hoped he'd get so much mail that he wouldn't be able to open the door of his office.

Request for mail was made Wednesday, and despite the Thursday holiday, the mail count by Friday was over 12,000. So Alex will continue to read those pash quatrains—but instead of the 9:15 p.m. across-the-board strip he'll spout on Thursday and Friday at 8:15 p.m.

Network pre-empted the old time (network option time) for Zenith's sponsorship of *Mutual Newsreel*.

NBC Toppers Want Swing

NEW YORK, Feb. 14.—National Broadcasting Company (NBC) is reported interested in adding news analyst Raymond Gram Swing to its schedule. It's understood that topmost web brass expressed the opinion that Swing should be on the air, and despite tight schedules, an attempt would be made to clear time.

Swing recently concluded a long-time run with the American Broadcasting Company.

WMCA Adds to Sales Staff, Revamps Press

NEW YORK, Feb. 14. — WMCA, New York indie, is taking steps to bolster its sales staff, having added one new salesman a week or so ago and two more this week. They are Arthur Poppenberg, formerly in network spot sales, and Frank X. Fitzpatrick, formerly with Free & Peters. Tom Lynch joined the station a fortnight ago.

The station is also revamping its press department staff following the resignation of Helen Lee. Miss Lee leaves at the end of this month for the Coast. Meanwhile, Ted Worner starts Monday (16) to concentrate on exploiting the station's disk jockey shows, which include Tommy Dorsey, Duke Ellington, Bea Wain and Andre Baruch and Ted Steele. Miss Lee's replacement has not been set.

CBS DIV. REPS WCAU

NEW YORK, Feb. 14.—A deal was set this week for Radio Sales, the spot broadcasting division of the Columbia Broadcasting System (CBS) to represent WCAU, *Philadelphia Bulletin* station, in AM and video. Paul H. Raymer has been repping the station on the Coast.

ACTORS' S.S. PERILED

(Continued from page 5)

procedure. It is understood that such funds as Gulf had been holding on S. S. have been returned to the actors involved. Under Social Security, both the employer and employee contribute.

AFRA is appealing the action to the Treasury Department, and George Heller, union's national executive secretary, stated this week that the union would carry the case thru whatever legal steps are necessary should the T-Men rule against them. He pointed out that a similar instance was settled by the New York courts a few years ago in favor of the actor involved. The latter was Jay Velie, who had been classified as an indie contractor by the Kated Corporation (Kate Smith and Ted Collins). Velie worked on *My Son and I*, but later was given Social Security rights.

College Debates in Comeback; WHN, WJZ Airing Them

NEW YORK, Feb. 14.—Kilocycle intercollegiate debates, a staple radio format in the early days of radio, seem headed for a revival, with two leading New York stations, WJZ and WHN, adding the genre to their schedules. This makes the second old-time format revival this season, the first, of course, being the flood of talent shows, similar in nature to the Major Bowes amateur hour.

WHN has booked three debates and probably will lengthen the series, which will be aired in the Sunday, 2:30-3 p.m. slot starting March 7 and extending thru March 21. Rutgers University will debate New York University in the first seg, Hunter College in the second, and Columbia University in the third. Topics will be "Should College Athletes Be Subsidized?" "Should Women Combine Marriage and a Career?" and "Should We Adopt a System of Universal Military Training?" George Hamilton Combs will be moderator on the series.

Starting tonight (14), WJZ, American Broadcasting Company key in New York, launches a similar series of college debates, also featuring Rutgers against opposing teams. Moderator is Marshall G. Rothen, director of broadcasting at Rutgers. Time slot is 10:30-11 p.m.

One point of difference between old and current air debates is the time allotted. In old days stations let them run to one hour. Current scheduling calls for 30 minutes. WHN, for instance, plans a two-minute opening statement by each of the four student speakers, leaving 15 minutes for open discussion and 1½ minutes' summary by each side.

NBC Folds Overseas Ear; No Further Need

NEW YORK, Feb. 14.—National Broadcasting Company (NBC) is folding its shortwave monitoring department. The reason is that no national emergency exists, and, therefore, the expenditure is not warranted. In lieu of reports from the monitors, the web will rely on material submitted by its overseas correspondents.

Monitor activities of NBC, which had reached a high point in the war years, have been dwindling sharply. The last two people who will leave are Charlotte Huber and Karl Korter.

Foy, Cohan Jr. Package

NEW YORK, Feb. 14.—National Broadcasting Company (NBC) this week auditioned a new Eddy Foy Jr., George M. Cohan Jr., musical show. Script for the juniors was written by Mark Lawrence and Dick Maury. Tom Elwell is packaging the show.

'FORD THEATER' STAYING

(Continued from page 5)

until February 27 to notify NBC of its plans.

Meanwhile, to spike trade rumors of the show's folding, Jack Davis, Ford ad and sales veepee, is writing all dealers next week that the company's intent to sponsor *Theater* as a long-term project remains unchanged and stating flatly it will continue.

Kenyon & Eckhardt is the agency; Bill Chalmers the account exec.

Shows for All Tastes Every 120 Minutes

News and Music Are Base

PULLMAN, Wash., Feb. 14.—Cyclical programing, as opposed to the mood programing or specialization approach pursued by the majority of American stations, has been developed with a marked degree of success by KWSC here, non-commercial station owned and operated by the State College of Washington.

Cyclical programing, developed by Fred Hayward, KWSC's manager, as a means of competing with web stations here, operates on a rotation basis whereby a complete programing cycle is completed every two hours During those two hours, programs designed for virtually all tastes are aired, with news and music as the basis appeal. Thus, by partially standardizing the various cycles within the two hours, so that popular music, familiar, novelty, semi-popular concert, semi-classical and, finally, classical music are presented in that order on a regular basis, listeners who favor a certain type of music stay tuned in, knowing their preference is coming.

Hayward and Pete Barr, KWSC director—who is blind—program their music with extreme care. Either news or pop music open each period, and in any event, the pop music is on after 15 minutes at most. The station guards against any abrupt transition, since this, it has been found, alienates pop listeners. Station also has found that most pop listeners stay along, as do the longhairs, to hear Beethoven and Brahms—provided the transitions are carefully worked out. This is true to the extent that the station's semi-classical and concert audience, according to Hayward, is as large as the popular audience. All of which, of course, is proof that the listeners can be successfully weaned from one music type to another.

In addition to building audience via this method of weaning listeners from one type of music to another, KWSC feels it is educating listeners to good music. "The more they listen the more nearly we achieve our purpose—only, we never use the word educate. People like to educate themselves," says Hayward.

In general, the station's programed musical cycles are long in the mid-morning and mid-afternoon, and shorter in the late afternoon. Current scheduling also includes a warm-up with two hours of popular music and news the first thing in the morning.

'Gregory Hood' Back To Mutual March 2

NEW YORK, Feb. 14.—*The Case Book of Gregory Hood*, written by Ray Buffum and with Elliot Lewis in the lead role, returns to the Mutual Broadcasting System (MBS) March 2, in the 9:30-10 p.m. slot.

The deal was set by Frank Cooper and Woody Klose, of Frank Cooper Associates, and Phil Carlin and Walter Lurie, MBS program execs.

www.americanradiohistory.com

Stations in Rush To Sell As Prices Hold to Peak; 150G for Fla. 250-Watter

WASHINGTON, Feb. 14.—Stepped-up wave of cashing in on the current high-priced market in radio stations is seen here in a mounting load of processing at the Federal Communications Commission (FCC), where bids for transfer of $2,500,000 worth of radio properties have developed since the turn of the year. In addition, nearly $500,000 worth of transfers have been granted by FCC in that period, plus a backlog of an additional $2,000,000 worth of other radio stations in transfer bids carried over from 1947. With this total processing involving $5,000,000 worth of radio stations, economists here see the break-neck pace likely to continue thruout most of 1948. Thirty-one stations are involved in the total transfers, with five grants for sales made since January 1, nine new bids entered since that date, three others about to be accepted by FCC for filing, and 14 held over from last year.

Prices for stations, even those losing money, are still running high. The largest amount of money involved in bids since the turn of the year is a proposed deal for the sale of Houston's 5,000-watt KXYZ by Harris County Broadcasting Company, to Shamrock Broadcasting Company for $75,000. Original cost of building this station in 1930, according to the application, was $94,-579. Proposed sale of WBMS, Boston 1,000-watt daytime station, calls for payment of $175,000 by "the friendly group" to the present owner, Templetone Radio Corporation. The only station in Fort Lauderdale, Fla., 250-watter WFTL, commands a price of $150,000, according to the pending bid to transfer it from the Fort Lauderdale Broadcasting Company to the Gore Publishing Company. Among others seeking transfer since January 1 is WEAM, 250-watter daytime station in Arlington, Va., suburb of Washington, which has a price of $67,000 (*The Billboard*, February 14), even tho it has been operating hardly a year and has lost money.

Among applications expected for filing shortly is one for sale of KSO, Columbia Broadcasting System (CBS) outlet in Des Moines, for $450,000. Also due is one for transfer of WOV, New York, for an over-all amount around $450,000, including $300,000 in outright payment.

Partial sale of stations is also bringing a good price, according to bids pending since the year's start. Proposed sale of 38 per cent of the stock in KCOL, 250-watter in Fort Collins, Colo., calls for $26,800, while 40 per cent of KRLN, 250-watt outlet in Little Canon City, Colo., is going for $12,000.

In another partial sale, half the stock in KTOP, Topeka, Kan., station with 250 watts, will bring $34,-027 if the transaction gets FCC approval, while 80 per cent of KTSW—Emporia, Kan., 250-watter—goes for $52,130 in a proposed sale. Even construction permits have a good value, with Norwalk Broadcasting Company proposing to take over the CP of WMLK, Norwalk, Conn., from the Norwalk Company for $26,000.

Sales approved by FCC this year include WFEA, Manchester, N. H., from WFEA, Inc., to New Hampshire Broadcasting Company, for $170,000; WJOB, Hammond, Ind., from Robert Adair to O. E. Richardson, for $52,-000; KSUN, San Diego, Calif., from Frank Burke to Copely Press, for $68,174; WPTR, Albany, N. Y., from H. E. Blodgett to Schine Chain Theaters, for $101,500, and WABJ, Adrian, Mich., from Adrian Broadcasting Company to James Gerity Jr., for $62,000.

AFRA, WOWO PEACE

(Continued from page 6)

will range from $55 minimum to $62 maximum for straight announcers and from $55 to $67 for news announcers. Before agreeing to wage increases station management got AFRA to agree that they would not file unfair labor practice charges with the National Labor Relations Board (NLRB) against the station because of the increases. This would have been possible under negotiation rules, which state that offers of increases during negotiations can be construed as an attempt to buy off employees. AFRA originally asked for wage increases about a month ago but station management refused them.

Whether or not AFRA will call a strike against WOWO and other Westinghouse stations when contracts at other stations come up for renewal, if a union shop is not allowed, has not been decided. This is now being considered by the AFRA national executive board.

WHN Mulls Sports Seg Around Balogh

NEW YORK, Feb. 14. — WHN is considering a half-hour show built around Harry Balogh, noted Madison Square Garden fight announcer. The script would include stories of noted fighters, referees and other sporting figures and would have a tie-in with the Police Athletic League. Balogh would also incorporate a showbiz touch via guests available in New York.

The package is owned by Balogh and Sydney Rubin, the latter acting as Balogh's agent. Broadcasts will presumably be in English, not that fawncy stuff Harry spouts at the Garden and St. Nick's.

NAB BD. NOMINATIONS

WASHINGTON, Feb. 14.—Nomination of 16 new members of the 26-member National Association of Broadcasters (NAB) board gets under way Monday (16) when member stations will receive nominating forms from Ernst & Ernst, certified public accountants. The forms are to be returned by midnight March 2. The board will stage its first meeting at the NAB national convention May 19. The last meeting of the existing board takes place in Hot Springs February 24-26. New NAB directors will be nominated and elected in later balloting prior to the NAB convention.

WRITERS DUE FOR BREAK

(Continued from page 5)

writers during the past years. His staff consists of eight writers, of whom four were apprentices from schools and the armed forces.

Details are not quite set but it is planned to give the series a high production polish, with perhaps name performers in the leads, and a good orchestra.

Writers whose scripts are used will be paid fees comparable to what their scripts would bring on regular commercial programs, and contracts will conform to the basic agreement of the Radio Writers' Guild.

ABC MULLS BOOK

(Continued from page 5)

sponsors discussion groups in various regions.

Jim Stirton, ABC general manager here, has heard a few records of Great Books discussion forums and has relayed them to New York for consideration of web officials there. Program is still embryonic, but net is pondering the possibility of either a sustaining public service feature, a sponsored show or a co-op airing.

WBAL, Balto., Fate May Hinge On Buck Power

WASHINGTON, Feb. 14.—The Federal Communications Commission's (FCC) ultimate decision in the WBAL, Baltimore, license renewal squabble may hinge largely on the issue of financial ability to operate a 50-kw. station, it developed this week following a stormy hearing over the assets of a competing applicant, Public Service Radio Corporation and its chief stockholders, newsmen Drew Pearson and Robert Allen. The FCC has never before based a decision on financial capability in the case of a clear channel station. Even in decisions involving lower-power stations, the FCC has skirted the economic factor as a main issue, despite the fact that the FCC is known to be perturbed by radio's economic situation generally with soaring radio costs and overcrowded frequencies.

In the WBAL case, the commission is seen unable to escape the financial issue which has been pointed up in the testimony of both Hearst Radio, which is seeking renewal of its license for WBAL, and of Public Service Radio. An attempt by Public Service to introduce evidence this week that its original capitalization of $500,000 will be increased to $900,-000 was thwarted in a ruling by FCC Commissioner Rosel Hyde, presiding at the hearing. WBAL attorney William Dempsey had objected strenuously to the introduction of such evidence at "this late date," claiming that a major portion of the WBAL case is based on the ground that Public Service is not financially qualified to operate a 50-kw. outlet. Dempsey then moved that Public Service's bid be dismissed.

Altho denying the dismissal motion, Presiding Commissioner Hyde ruled that the increased capitalization plan could not be introduced. Unless Hyde is later overruled by the full commission, Public Service will have to stand on its original capitalization. Financial statements filed by the two newsmen show Pearson's net worth to be $246,000 and Allen, $235,000.

Sheet Sues WWBZ Over Race Returns

ATLANTIC CITY, Feb. 14.—Charging that WWBZ, in nearby Vineland, N. J., is broadcasting horse race results by using the horses' names instead of numbers keyed to a sporting publication, George R. Brown, local printer, this week appealed to Chancery Court here for a restraining order against the station.

The order is sought against the Community Broadcasting Service, operating WWBZ. Hearing is set for next Tuesday (17) before Vice-Chancellor Vincent S. Haneman. In his petition, Brown states that he contracted to pay the station $500 a week for broadcasting sports results, including horse races, 1 to 7 p.m. every day except Sunday.

The petition said that instead of giving the names of the horses, the contract called for using "particularly designated numbers known as *Atlantic City Sports Daily* numbers," corresponding to those contained in the *Sports Daily* published by Brown. The broadcasts started January 19, the petition states, but on January 23, the station started broadcasting the results by giving the names of the horses instead of the numbers. As a result, the sponsor claims, subscriptions to the publication fell off and he had to discontinue the sheet.

The petition also states that under the contract, the station had the right to cancel the programs on seven days' notice if they jeopardized the station's standing with the Federal Communications Commission.

Attention: Disk Jockeys!

Laughing Stock Series, Nos. 1 to 5 . . . $1 Each
Master Monologues, Nos. 1 to 4 . . . . . $2 Each
Hits & Bits, Nos. 1 to 3 . . . . . $1 Each
Ask About Perry's Platter Patter.
Available on Exclusive Area Basis.
SAM PERRY
Rm. 301, 1650 Broadway, New York, N. Y.

Stars' Cold Shoulder To Flack Luncheon Gives NBC a Burn

NEW YORK, Feb. 14.—National Broadcasting Company (NBC) execs were outspoken this week in their criticism of some of the web's top talent for refusing to participate in a luncheon thrown for publicity and promotion directors of the network's affiliates. The luncheon Wednesday (11) was part of NBC's three-day clinic on sales promotion activities. The web had invited six of its top acts in New York and said they could eat if they wanted to, do five minutes and then blow.

Invites were extended to Fred Allen, Milton Berle, Bob Hope, the cast of *Can You Top This?*, Peter Donald and Horace Heidt. Heidt was the only one to show, bringing three of the amateurs currently participating in his Capitol Theater vaude show.

About the only one NBC isn't really miffed at is Fred Allen, who wrote one of his customarily hilarious letters to explain that his blood pressure keeps him virtually confined to his home. The *Top This* cast begged off on the ground that the guys had to take it easy on Wednesday, since that's the day they do a local airing on WOR. Donald, it's said, advised NBC that he'd be glad to come over and take a bow, but that if he was called on to work, it would have to be arranged thru his agent, presumably for cash moo. No reason for Berle's non-showing was given.

NBC feels that since those attending the luncheon were the people who beat the publicity drums thruout the years, the comics could have returned the favor. They're particularly burnt at Hope, who was en route Wednesday from Washington to New York. Hope recently has come in for criticism from religious circles, and NBC and its stations have made a special effort to counteract this unfavorable publicity.

Copyrighted material
www.americanradiohistory.com

Market Dive No Threat--Yet

WJLB Drops 250G To Switch To English; AFRA in Beef

DETROIT, Feb. 14.—Decision by John Lord Booth, WJLB, to remove all foreign programs, effective March 1, will leave Michigan without a foreign AM outlet. WJBK dropped foreign shows three months ago here.

WJLB is dropping $250,000 annual business out of a $500,000 gross, but Booth believes the future of radio is solely in English. Station is currently spending $200,000 on technical improvements for a better signal, and decided to stake all on English shows. With nine hours daily of foreign being dropped, station is engaging a new program director and reprograming with emphasis on sports and news commentators.

Some personnel is being discharged, partly because their value or experience was in connection with foreign language shows. However, the American Federation of Radio Artists (AFRA) is taking exception to firings, and Boaz Siegel, Detroit executive secretary, confirmed that a strike notice had been filed with the State Labor Mediation Board, assumed effective in 10 days, as well as unfair labor charges with NLRB, based on alleged refusal to bargain and discriminatory dismissal of union members. Siegel said the old contract expired November 15, but an agreement was reached verbally with the station manager, Hugh M. Gray, about a month ago providing for minimum scale increases from $20 to $48 and some other minor increases and protective clauses under the Taft-Hartley Act. Siegel says the station has refused to put it in writing, however.

Siegel said practically the whole announcing staff is involved, with three announcers fired, Alan Douglas, George Kendall and Bill Randle, and firing of two of three remaining men anticipated. AFRA is asking for reinstatement and for back pay. Notices to individual announcers, effective in two weeks, were given the past few days.

There appeared to be some misunderstanding involved. Booth stated AFRA had discussed the contract only with Gray, and did not come to him, as president, until Monday. Booth says he did not refuse to sign, and that remaining announcers are not slated to be fired. Booth said dismissals were made for cause upon Gray's recommendation.

AFRA also has filed a strike notice against WJEF, Grand Rapids, Mich., claiming the station refused to recognize the union as bargaining agent, altho all but one eligible staff member are members of AFRA. Unfair practice charges will also probably be filed with NLRB Monday.

AFRA also is starting negotiations with Detroit's two 5,000 watters, WWJ and WXYZ. Both contracts expire April 15. Organization activity is also under way at WJR, 50,000 watter, not yet organized.

Webs Sales Execs Differ On Effects

Increase Competish Factor

NEW YORK, Feb. 14.—Sales executives of the networks this week were taking a cautiously optimistic view of the effect on broadcasting of the current slump in the stock and grain markets. While some warning voices were raised, the sales boys generally felt that a stabilization at less inflated levels ultimately might prove beneficial and may even stimulate some network business.

One web official, who requested his name not be used, took issue with the latter point of view, however. He voiced the somber opinion that advertisers in the main would pull in their horns, at least until the market clarified its direction. This might take the form of holding back from bankrolling new shows, or in the case of some sponsors now on the air, may mean dropping web time completely during the summer months, rather than replacing current airers with less expensive talent during the hiatus period, as customary. He doubted the likelihood of any mass cancellations, however, unless complete disaster occurred.

This stand was disputed by Fred Thrower, vice-president in charge of sales for American Broadcasting Company (ABC). Thrower said the financial penalties for dropping summer time periods were severe enough to induce most sponsors to retain their slots. The current peak demand for goods, he continued, meant no likely nosedive for production or employment, unless the bottom drops completely out of the market. In any

(See Dive No Threat on page 17)

Should Be Easy

DETROIT, Feb. 14.—Quiz contests have been built up around practically everything, and now the question is, how cold it's going to be at 3 o'clock. *Beat the Weatherman* program took the air on WJBK this week, handled by Clay Dopp, as a daily 8 a.m. feature. Three phone calls are made, after announcing the official weather prediction for that day, and the callees are asked to give their guess for seven hours ahead. The show is being sponsored by the Sinclair Coal Company, placed by the Rolfe C. Spinning Agency.

2 Indie Webs Start Operating in Conn.; State-Wide Shows

HARTFORD, Conn., Feb. 14.—Two independent networks in Connecticut, formed by a number of radio stations thruout the State, are getting organized and lining up extensive development of State-wide radio shows.

The webs are the Connecticut Independent Broadcasters (WCCC, Hartford; WLCR, Torrington; WNOC, Norwich; WMMW, Meriden; WAVZ, New Haven) and the Connecticut State Network, Inc., (WTHT, Hartford; WNHC, New Haven; WNAB, Bridgeport; WNLC, New London; WSTC, Stamford; WATR, Waterbury).

Officers of Connecticut Independent aren't set. Dick Carlson, of WAVZ, is temporary chairman pending elections shortly. The net has inaugurated a State-wide spelling bee program and a State-wide news roundup.

The Connecticut State Network has been incorporated as a non-profit organization, with C. Glover Delaney, station manager of WTHT, as president. Other officers: Sam Elman, WATR; James T. Milne, WNHC; Gerald Morey, WNLC; Kingsley Gillespie, WSTC; Terry McGough, WNAB; Paul Baumgartel, WHTH. The web has started a series of Saturday night presentations of dance music from various cities thruout the State. Baumgartel says it will use facilities intensively for public service features.

N. Y. Sets in Use Level Off in '47

NEW YORK, Feb. 14.—Upward climb of sets in use since 1942 was finally halted in 1947, according to Pulse figures for New York. Organization states that it is still too early to predict whether the listening will level off on the high 1946 and 1947 plateau, but Pulse states it is unlikely that listening will drop to the low levels of the early war years unless television and other competitive entertainment make serious inroads.

In the New York area, from 1942 to 1947, average quarter hour sets in use from 6 a.m. to midnight, on a weekly basis, were as follows: 1942, 17.9; 1943, 20.2; 1944, 21.7; 1945, 23.3; 1946, 24.1, and 1947, 24.0.

ABC Ups Harrell, Ryan, Helen Guy

NEW YORK, Feb. 14.—Charles C. Barry, vice-president in charge of programs for the American Broadcasting Company (ABC), this week named Charles Harrell Eastern program manager, replacing Tom Everitt, who resigned the post last week. Everitt has announced his entry into free-lance production.

Morgan Ryan of the ABC sales force, was upped to manager of commercial program sales this week. The web also named Helen Guy manager of the program department. She will supervise administrative and contract items.

Det. School Board's FM Outlet in Debut

DETROIT, Feb. 14. — Long-projected Station WDTR, operated by the Detroit Board of Education, went on the air Thursday as a 1,000-watt FM operation under the direction of Kathleen Lardie. Miss Lardie has headed radio activities in the Detroit school system for several years and received national acclaim in 1946 as the winner of the seventh annual Award of Merit of the School Broadcast Conference.

Programing for the new station will feature regular shows for 4½ hours every school day. Plans call for installation of FM receivers in every school in the city by May.

A co-operative dedicatory program was carried in a multiple hook-up Thursday by all local stations except two, WWJ and WXYZ. These, unable to clear time, rebroadcast it later.

CKLW, Det., Debuts Joint-Sponsored Seg

DETROIT, Feb. 14.—A new jointly sponsored civic show, *Your Good Neighbor*, will be aired over CKLW starting February 28. It will originate on the stage of the Fox Theater, which will share sponsorship with the Good Housekeeping Shops, appliance dealers. The show is slated to be the largest give-away program which has been produced in this area, with four major appliances as the prizes each week.

The seg will run from 11:30 to 12, with the original series signed for 13 weeks by David M. Idzal, managing director of the Fox. Appliance prizes will be displayed in the Fox lobby. The show is being produced by the Silbert Agency, with Bill Silbert, of the agency, and Marion Morgan, fashion editor of CKLW, doing the actual talent work in the theater.

By every measurement WTIC dominates the prosperous Southern New England Market

This One
3CGW-Z5Y-SORQ

Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Assistant Gen. Mgr.—Sls. Mgr.

WTIC'S 50,000 watts represented nationally by Weed & Co.

www.americanradiohistory.com

CPS-Nielsen Radio Index:

The Billboard CPS "D. A.," "T or C," "Scouts" Climb in Nielsen Ratings

TOTAL AUDIENCE (EVENING—ONCE WEEKLY)

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
1	2	LUX THEATER	31.9	+0.8
2	8	AMOS 'N' ANDY	29.2	+3.0
3	1	FIBBER McGEE	29.0	—2.2
4	4	FRED ALLEN	28.3	+0.1
5	7	CHARLIE McCARTHY	26.5	—0.4
6	12	TRUTH OR CONSEQUENCES	25.2	+3.1
7	3	BOB HOPE	24.9	—3.6
8	6	FITCH BANDWAGON	24.8	—2.6
9	NR	MR. DISTRICT ATTORNEY	24.4	+8.1
10	10	MY FRIEND, IRMA	24.4	+1.2
11	NR	GODFREY'S SCOUTS	24.1	+5.0
12	5	RED SKELTON	24.0	—4.0
13	9	JACK BENNY	24.0	—0.4
14	NR	LIFE OF RILEY	23.9	+4.1
15	NR	KRAFT MUSIC HALL	23.7	+8.7
16	NR	DUFFY'S TAVERN	23.6	+9.2
17	NR	YOUR HIT PARADE	23.2	+5.8
18	NR	INNER SANCTUM	21.7	+5.4
19	15	ADVENTURES OF SAM SPADE	21.5	+0.6
20	NR	BURNS AND ALLEN	21.5	+7.4

TOTAL AUDIENCE (EVENING—TWO TO FIVE A WEEK)

1	1	LONE RANGER	19.3	+4.1
2	NR	BILL HENRY NEWS	13.2	+1.5
3	2	SUPPER CLUB	12.9	+0.7

TOTAL AUDIENCE (DAYTIME—TWO TO FIVE A WEEK)

1	8	RIGHT TO HAPPINESS	12.8	+3.7
2	4	BACKSTAGE WIFE	12.7	+2.8
3	NR	WHEN A GIRL MARRIES	12.1	+3.8
4	11	STELLA DALLAS	11.6	+2.8
5	NR	YOUNG WIDDER BROWN	11.5	+3.4
6	3	OUR GAL, SUNDAY	11.3	+1.4
7	NR	PORTIA FACES LIFE	10.9	+3.6
8	12	PEPPER YOUNG	10.8	+2.3
9	NR	LORENZO JONES	10.8	+2.8
10	5	BIG SISTER	10.7	+1.1
11	9	MA PERKINS (CBS)	10.5	+1.4
12	1	ARTHUR GODFREY	10.4	0.0
13	6	WENDY WARREN	10.1	+0.8
14	2	MY TRUE STORY	9.8	—0.3
15	10	ROMANCE OF HELEN TRENT	9.6	+0.6

TOTAL AUDIENCE (DAY, SATURDAY OR SUNDAY)

1	4	TRUE DETECTIVE MYSTERIES	16.2	+2.2
2	3	THE SHADOW	15.9	+1.9
3	NR	HOUSE OF MYSTERY	14.3	+3.5
4	1	ARMSTRONG THEATER	13.5	—1.3
5	NR	QUICK AS A FLASH	13.5	+0.5

NR—Indicates not in top Nielsen 20 in December 7-18 report.
Copyright, 1948, A. C. Nielsen Company.

C. E. Hooper Survey:

The Billboard CPS "Radio Theater" Tops Sponsor Identification

Program	Commercial Impact Rating*	Sponsor Identification Percentage**	Sponsor	Product	Agency	Network	Nov. 30 Hooper
RADIO THEATER	18.8	86.4	Lever Bros.	Lux Soap & Flakes	J.W.T.	CBS	21.8
FIBBER McGEE	18.8	75.1	S. C. Johnson	Johnson's Wax	N.L.&B.	NBC	25.0
BOB HOPE	18.6	71.7	Pepsodent	Various	F.C.&B.	NBC	25.9
JACK BENNY	16.1	63.8	American Tobacco	Lucky Strikes	F.C.&B.	NBC	25.3
WALTER WINCHELL	14.7	72.6	Jergens	Jergens Lotion	Orr	ABC	20.3
RED SKELTON—CH	14.3	65.6	B. & W. Tobacco	Raleigh	Seeds	NBC	21.8
EDGAR BERGEN	13.8	56.7	Standard Brands	Chase & Sanborn Coffee, Royal Puddings, Royal Desserts	J.W.T.	NBC	24.4
AMOS 'N' ANDY	13.4	59.2	Lever Bros.	Rinso	R.&R.	NBC	22.6
TRUTH OR CONSEQUENCES	13.0	63.9	Procter & Gamble	Duz	Compton	NBC	20.3
ARTHUR GODFREY'S TALENT SCOUTS	11.9	68.6	Lipton	Lipton's Tea, Noodle Soup Mix	Y.&R.	CBS	17.4
BANDWAGON	11.0	62.1	F. W. Fitch	Various	Ramsey	NBC	17.7
HIT PARADE	10.0	64.7	American Tobacco	Lucky Strikes	F.C.&B.	NBC	*
MUSIC HALL	9.7	53.6	Kraft Foods	Phila. Cream Cheese	J.W.T.	NBC	18.1
BOB HAWK	9.1	74.4	R. J. Reynolds	Camels, Geo. Washington Smok. Tob.	Esty	NBC	*
BING CROSBY	9.0	62.4	Philco	Radios and Refrigerators	Hutchins	ABC	*
TAKE IT OR LEAVE IT	8.9	68.0	Eversharp	Pens and Pencils	Blow	NBC	*
PEOPLE ARE FUNNY	8.7	61.3	B. & W. Tobacco	Raleigh Cigarettes	Seeds	NBC	*
BURNS & ALLEN	7.9	47.8	General Foods	Maxwell House Coffee	B.&B.	NBC	*
DR. I. Q.	7.7	78.9	Mars, Inc.	Candy	Grant	NBC	*
MY FRIEND, IRMA	7.4	40.4	Lever Bros.	Swan Soap	Y.&R.	CBS	18.2
SUPPER CLUB	7.1	66.5	Liggett & Myers	Chesterfields	Newell-Emmett	NBC	*
EDDIT CANTOR —CH	7.0	53.1	Pabst	Pabst Beer	Warwick & Legler	NBC	*
MR. DISTRICT ATTORNEY	6.9	32.9	Bristol-Myers	Vitalis, Sal Hepatica	D.C.&S.	NBC	21.2
FANNIE BRICE	6.9	61.6	General Foods	Jell-O	Y.&R.	CBS	*
MYSTERY THEATER	6.8	57.0	Sterling Drug	Molle Shave Cream, Double Danderine	Y.&R.	NBC	*
TOP THREE SUNDAY AFTERNOON SHOWS							
TRUE DETECTIVE MYSTERIES	4.3	49.2	Williamson Candy	O. Henry Candy	A.M.&W.	MBS	8.8
HARVEST OF STARS	3.3	46.3	International	—	McC.-E.	NBC	7.1
EDDY HOWARD	3.1	46.7	Sheaffer Pen	—	Seeds	NBC	6.7

*Commercial Impact Rating is Hooperating multiplied by percentage of audience correctly identifying product.
**Percentage of listeners correctly identifying product.
Jack Benny and Walter Winchell data includes repeat broadcasts.
CH—Computed Hooperating.

J.W.T.—J. Walter Thompson; N.L.&B.—Needham, Louis & Brorby; F.C.&B.—Foote, Cone & Belding; R.&R.—Ruthrauff & Ryan; Y.&R.—Young & Rubicam; B.&B.—Benton & Bowles; D.C.&S.—Doherty, Clifford & Shenfield; A.M.&W.—Aubrey, Moore & Wallace; McC.-E.—McCann-Erickson.

'Radio Theater' 1st in B. R. Plugs; Ties McGees on Product Punch

NEW YORK, Feb. 14.—Tops in socking home the name of its bankroller and product is *Radio Theater*, according to an analysis of the top 25 nighttime and three Sunday afternoon shows with greatest commercial impact. The study, prepared for *The Billboard* by the C. E. Hooper research organization, shows *Radio Theater* far out in front in sponsor identification percentage, with 86.4 per cent, and deadlocked for the commercial impact lead with *Fibber McGee*, both hitting 18.8 ratings. The basis for the study was the C. E. Hooper report for November 30, 1947.

One of the outstanding features of the study is the high sponsor identification mark obtained by some shows well down on the commercial impact list, and in some cases, not even among the top 15 Hooperated shows of the period surveyed. The best example is that of *Dr. I. Q.*, which ranked second in sponsor identification percentages with 78.9, for Mars candy, also hitting only 7.7 in commercial impact and not breaking into the top 15 in Hooperatings. Another airer selling its sponsor hard was Bob Hawk, whose sponsor identification mark was 74.4 per cent, altho he hit only a 9.1 commercial impact rating and was not among the top 15.

Hope and Benny

Bob Hope and Jack Benny ranked third and fourth in commercial impact behind *Radio Theater* and *Fibber McGee*, with Walter Winchell

(See "Radio Theater" First, page 17)

NBC Resumes Teentimer Seg

NEW YORK, Feb. 14.—After a lay-off of several months, Teentimers, Inc., dress manufacturer, will resume its Saturday morning *Teentimers Club* over the National Broadcasting Company beginning March 13. The show will be aired on a co-op basis, with dealers which handle the Teentimer line in various cities footing local bills as in the past.

The program, packaged by General Artists' Corporation, will regain its old 11 to 11:30 a.m. slot. Johnny Desmond will be the singing emsee, with a different name band backing him each week.

Set Tentative Plans For Okla. U Confab

CHICAGO, Feb. 14.—Tentative plans for the annual Oklahoma University Radio Conference at Norman, February 29 thru March 2, were announced this week by Sherman Lawton, director of radio for the university and co-ordinator of the conference. About 300 educators, broadcasters and agency execs from the Midwest and Southwest are expected to attend the meeting.

Theme of the conference will be "A New Look at Radio." Session will be held on functions of advertising agencies, transcribed commercials, FM, public relations, radio editorializing, promotion and research.

Copyrighted material
www.americanradiohistory.com

4 Webs Okay DST Repeats

(Continued from page 6)

period has always meant a reshuffling of local programing and advertising, on those web affiliates retaining standard time, to fit into the web sked. This often has meant alienating the station's clients, who, naturally, regard their own business as of equal importance with any network advertiser. With the effect of the annual switch upon Hooperatings problematical since some 60 per cent of listeners reside in the standard time zones, web officials believe dips might be eased with shows in their usual periods.

The ABC rebroadcast plan, involving key stations feeding the affiliates in their regions, will be put into effect by the other webs for the 22-week daylight time period. ABC utilized two such points, Chicago and Hollywood, where the live programs were recorded for rebroadcast an hour later to stations retaining standard time. CBS and NBC plan to have five or six such points for the period between April 25 and September 26.

The widespread trade conjecture, following the approval of the plan by CBS and NBC, is whether the adoption of transcribed repeats might not be the opening wedge for use of wax on original shows aired on these webs. Such a development has been considered increasingly likely at CBS.

White Rock Develops Spot Jingle Series

NEW YORK, Feb. 14.—A spot radio campaign was being developed this week by the White Rock Bottling Company, to support new franchise location. The spots, which feature a jingle to the tune of *Chopsticks*, have been placed on several stations in Miami and Palm Beach. The campaign will be enlarged as new franchises are appointed.

Chain breaks and one-minute jingles were set with WIOD, WQAM, WGBS, and WKAT, Miami, and on WEAT, WJNO, and WIRK, Palm Beach. Sixteen time signals daily also were placed on WWPB, Miami. The agency is Kenyon & Eckhardt.

DIVE NO THREAT

(Continued from page 11)

event, he said the radio industry "can dig its own grave by going overboard" onto a fear psychosis at this stage.

John Karol, sales executive at Columbia Broadcasting System (CBS), took an even more hopeful stand. He looked for the market drop to have a salutary effect upon radio advertising, reasoning that a price fall would mean a sharpening of competition, particularly among such products as food and soaps, with some prices cut already. This, he pointed out, might lead to a "battle of the giants," which in turn, would necessitate more aggressive advertising campaigns. This factor is buttressed by the increasing number of new products now making their appearance on the store shelves. The only grave danger, he opined, would be if business uncertainty led to large scale unemployment.

OMAHA, Feb. 14.—James Stuart yesterday (13) became the new president of the Stuart Investment Company, of Lincoln, owner and operator of KOIL, Omaha; KFOR, Lincoln, and WDGY, Minneapolis. Charles T. Stuart, brother of the new president, formerly headed up the organization. William J. Newens, station manager, was elected a vice-president and director.

Talk of the Trade

Station Relations

PAUL WAGNER, manager of WCSI-FM, Columbus, Ind., is airing a new program titled *Manager's Report*, Sundays at 8:10-15 p.m. Wagner sits down at the mike and talks with listeners, explaining developments in FM, advantages of FM over AM, answering letters written about FM, and telling WCSI's accomplishments in that field. . . . Herbert Anderson, a baritone whose *Chapel Echoes* is heard 15 minutes weekly over WICC, Bridgeport, Conn., is celebrating his 20th year with the same program over the same station. He has 636 programs to his credit, perhaps a record for a sustainer.

Henry Untermeyer, former director of special features and public service at WCBS, Columbia's New York key, joins the sales staff Tuesday (17), and the station's N. Fletcher Turner, formerly with the sales department, joins CBS radio sales Monday (16). . . . Bill Ewing, formerly Eastern sales rep for Arthur B. Church Productions, has joined the sales staff of KLX, Oakland, Calif.

LOU POLLER'S new 1,000-watter in Chester, Pa., WPWA, is adding new personnel. Delamere Parks, formerly with WILM, joined last week. Others who came over recently are Raymond E. Mulderic, formerly with Philadelphia stations; George Edwards, formerly with WPEN, Philadelphia, and Larry Menkin, former New York writer.

Network Operations

Walter T. Bruzek, promotion manager of KROC, Rochester, Minn., has been awarded a Ford convertible for winning the promotion contest sponsored by *Ford Theater of the Air*, thru Kenyon & Eckhardt Agency. . . . Red Barber, CBC director of sports, is back in New York after a month's stay in Europe where he covered the winter Olympics. Red will soon trek to the Brooklyn Dodgers's spring training camp in Santo Domingo.

WILLIAM F. BROOKS, NBC vice-president in charge of news and international relations, treks to the Coast for a three-week trip to confer with news managers of web's Western division in Hollywood and KNBC and KOA, web-owned outlets in San Francisco and Denver. . . . Ernest De La Ossa, NBC personel director, to Chicago to attend American Management Association personnel conference February 16-18. . . . J. Milton Seropan, formerly with KNBC, has joined KGO local and ABC spot sales staff in San Francisco. He replaces Dick Sprott, resigned. . . . Eunice (Scotty) Fisher has joined KGO auditing department, replacing Jane Masters, resigned.

CBS's research division has started a 16-session orientation course for its more than 70 workers, with research chief Elmo C. Wilson conducting the opening class. Oscar Katz, assistant research chief, will be the instructor for the finals. . . . Tom Mahoney, formerly assistant trade press editor at CBS, has moved to WCBS-TV, where he is production assistant on *The Missus Goes a-Shopping*.

Agencies and Advertisers

ROY W. MADISON, former WLW publicist and more recently an account executive with Ralph H. Jones and Roy S. Durstine agencies, Cincinnati, left the last-named org Thursday (5) to assume his new duties as public relations director of the Hamilton County Republican Party, with headquarters in Cincy.

Batten, Barton, Durstine & Osborn Agency readying for its big convention, to be held at the Ritz-Carlton February 18 and 19. Officials of all BBD&O branches will assemble for the proceedings, and all departments are preparing exhibits of their work for the occasion. . . . U. S. Steel has just prepared an elaborate 200-page book, consisting of the comments made by George Hicks on Steel's *Theater Guild on the Air* radio show. Book is titled, *The Radio Story of the Industrial Family That Serves the Nation*.

MIKE CARLOCK, veepee of Benton & Bowles, and Dick Bellamy, press agent, back from a trip to Los Angeles on a special mission for Prudential Insurance, B&B client. Journey was made to arrange transcontinental shipment of a hunk of rock weighing one ton, chipped from the Rock of Gibraltar and brought to this country. Prudential wants the rock set up in the lobby of its new building, being constructed in Los Angeles, to represent its Gibraltar trademark. After the chip has been shaped into a miniature model of the big rock, it will be sent to the Coast. Bellamy and Carlock are trying to figure out how.

Seems Like Only Yesterday

Radio Items From The Billboard 10 Years Ago

NEW YORK—Bernice Judis, manager of WNEW, New York, wrote in *The Billboard* that "it is easier for a woman to make good in radio than a man. The real reason for the success our sex has had in radio lies in the fact that women are adaptable. Women are so new in the business world that they are willing to learn."

NEW YORK—Joe Ranson, as radio editor of The Brooklyn Daily Eagle, said that "the major trouble with radio press agent copy is too much and too little quality; and therein lies the radio editor's headaches and calloused fingertips from opening bulky envelopes." (Ranson now is press chief at WHN, New York.)

WASHINGTON—Federal Communications Commission ordered Cincinnati's 50,000-watter, WLW, to appear before the full committee in order to justify its existence.

NEW YORK—A new indie television firm, Kolorama Laboratories, demonstrated its mechanical scanning unit, projecting images three by four feet and four by five feet.

NEW YORK—An experimental license for facsimile broadcasting had been requested from the Federal Communications Commission by WOR, New York.

NEW YORK—The 1937-1938 radio season failed to develop much in the way of new programs. There were shiftings here and there of talent, bands and sponsors, but actual production formulae remained the same, with much of that a carry-over from further back.

CBS Shifts Hit Morale

(Continued from page 5)

ple feel they are being picked on and are wondering, 'am I next?' "

The growing list of CBS ex-staffers (some of whom left voluntarily and for better jobs) also figures. It includes such names as Dave Frederick, Bob Trout (virtually a symbol, for years, of CBS news coverage), Ed Murrow, Herschel Williams, Meff Runlon, Goodman Ace, Bill Spier and the fore-mentioned Connolly and Puck.

Rumors this week went even so far as to include two vice-presidents on the unhappy list. It was reported that one or both might part—or be parted—from CBS.

The recent influx of new execs and the reshuffling of assignments for others have, naturally, resulted in the thought that new policies may be installed and with them, new personnel to implement them. A typical instance is the program department with its additions of Hubbell Robinson, Harry Ackerman and Lester Gottlieb and departures of others.

Columbia's television set-up also enters into the picture, with the web having marked time for a long while, following its unsuccessful campaign for color. The lack of studio operation, contrasted to the enormous gains chalked up by National Broadcasting Company resulted in discontent on the part of the web's TV staffers. Now, however, plans have developed to a point where the situation soon may be resolved on three fronts, including opening of studio facilities, hypoed programing and web expansion. A bracing of morale insofar as video is concerned seems indicated.

In addition, there is pressure thruout all of CBS, in line with its drive to recapture its erstwhile star status programwise and to fill in open chinks in the commercial schedule. This heat makes itself felt not only in the program department, for instance, but in sales and promotion. Osmosis, presumably, spreads it elsewhere.

"RADIO THEATER" FIRST

(Continued from page 12)

sandwiched into fifth place before two more comics, Red Skelton and Edgar Bergen. That a show may rate high in Hooper points, but produce only mediocre commercial impact and sponsor identification marks may be seen from the status of *Mr. District Attorney* and *My Friend, Irma*. The latter show, with an 18.2 Hooper, hit only 7.4 in commercial impact and 40.4 per cent in sponsor identification. The show had not been airing long under Lever Brothers' sponsorship, however, when the study was made. *Mr. D. A.*, hitting a lusty 21.2 Hooperating, achieved only a 6.9 commercial impact mark and 32.9 per cent sponsor identification for Bristol-Myers.

In the Sunday afternoon bracket, the top three shows were *True Detective Mysteries, Harvest of Stars* and Eddy Howard, in that order, both in Hooper points and in commercial impact rating.

U. S. A.'s LARGEST REPRODUCTION HOUSE
GENUINE GLOSSY PHOTOS 5½¢ EA. 8"×10"
Unsurpassed in Quality at any Price
NO NEGATIVE CHARGE—NO EXTRAS OF ANY KIND
100, 8"x10", $6.73
1000, 8"x10", $55.00
Fan Mail Photos
1000, 5"x7", $34.00
1000 Postcards, $22.00
MOUNTED ENLARGEMENTS
30"x40" $3.85 EA.
20"x30" $2.50 EA.
Made By J. J. Kriegsmann, The Man Whose Photographs Grace Billboard's Covers
JJK CopyArt Photographers 165 West 46th St. BRyant 9-1723 N.Y.
WE DELIVER WHAT WE ADVERTISE

www.americanradiohistory.com

E.T. Shot in Arm for Diskers

Backlogs May Be Built Via E.T. Cutting

Decca Does a Morgan

(Continued from page 4)

a transcription cut by Morgan prior to the ban. Recognizing that Decca under its old contract with the AFM had the right to use its World e. t. material for phono pressing provided it pays the addition set of scales (e. t. and commercial recording scales are separately levied by the union), the Victor position is simple. Spokesman claims that the company has in its old AFM contract, as does the standard AFM contract with other diskers, a clause along the lines of the familiar "favored nations" treaty provision which automatically grants the company any concessions granted any other recording company but not specifically covered in the contract. "So," argues the Victor exec, "we're entitled to go to our NBC-Thesaurus library, pick up anything we want to use and release it for retail-record consumption. This, of course, provided we pay the usual publisher fees and are legally clear to use the talent performing on the e. t.'s."

Kapp Confirms "Heart"

Decca Prexy Jack Kapp confirmed that *All Dressed Up* had been taken from a transcription but pointed out that all Decca recordings were always cut at 33 1/3 speed (standard e. t. revolution rate), since it "makes for better records." He verified that Decca had the right from AFM to make commercial use of its e. t. recording provided the scales for each type of recording were separately met and disbursed. Kapp pointed out, however, that very few World e. t.'s had been used as Decca records, since the e. t. artists' contractual agreements with other diskeries often intervened.

Most of World's e. t. artists, he pointed out, e. g. Eddy Howard, are signed for exclusive retail-recording contracts with other platteries.

Significance of the Victor thinking, if put into practice, means that the backlog to combat Petrillo's ban may be considerably extended beyond current calculations. E. t. firms, it is pointed out, were restrained from recording with AFM musicians after January 1, as were the diskeries, but in the pre-ban period the e. t.-ers cut probably 16 times the amount of tunes and material that the commercial diskeries could embrace. Practical complications—the artist problem such as Kapp illustrated—would cut down the availability somewhat, but the increased number of masters on tap would certainly become more formidable. The general run of e. t. library recording are over-simplified and standardized for normal commercial companies, but as a cushion against the Petrillo ban, they conceivably would make ideal stuffing.

Question of whether e. t. firms (independents) would be willing to sell their masters to commercial record companies was affirmatively answered by the Victor exec, who claimed that some e. t. firms had actually cut some pre-ban masters for that very purpose. He claimed, moreover, that one e. t. firm had gone so far as to distribute copies of its cuttings to disk jockeys to get reaction as to commercial merits.

West Coast's West Into Edison in Green Rm. Switch

NEW YORK, Feb. 14.—Hotel Edison's Green Room, a stanch user of lesser name orks who are given heavy time at the spot, made a switch in booking policy this week when Owner Erwin Kramer signed Alvy West and His Little Band, a six-piecer, for a date beginning March 26. West, who will share the stand with an as yet unselected trio (Buddy Greco's Three Sharps are under consideration), is skedded for six weeks with several four-week options. In addition Kramer will hold an option on West's services for a return to the Edison prior to any other New York stand for the group.

West's little ork has caused some stir among the Hollywood musicker set and has recorded musical backgrounds for some Frank Sinatra disks in addition to having made an album of originals for Columbia Records. This job will mark his initial New York appearance with his Little Band. He is remembered for his work with the old Paul Whiteman and Frank Dailey orks.

To Alexander?

The booking papers were drawn by attorney Henry Jaffee, whose clients include Sinatra and Dinah Shore. West reportedly will sign a management pact with Willard Alexander when he comes east. He is expected to hit town three weeks prior to his engagement to help build exploitation for the date. He will retain the current Edison airtime sked.

West will follow Claudia Carroll's all-male ork into the Green Room. The Carroll ork, a new tenor-fiddle crew, opens February 18 replacing current tenant, Tommy Reed.

CAC Adds New Dept. and Davis

NEW YORK, Feb. 14.—Continental Artists' Corporation (CAC) expanded operations this week by adding Mort Davis to its booking staff and starting a small unit and acts department. Davis, former personal manager of warbler Ray Dorey and the Vagabonds and one-time cocktail booker for the General Artists' Corporation, will be in charge of band locations for Continental and will discontinue his activities as personal manager. The new small acts department will be handled by Larry Grengo.

The four-month-old firm, headed by Milt Deutsch, Abe Turchen and Jack Archer, is also dickering for larger office space, expecting to switch quarters around March 1. The current talent roster of CAC includes Woody Herman, Spade Cooley, Noro Morales, Sacassas and lesser-known American and Latin-American orks.

PAN-AM., BELG. DEAL

HOLLYWOOD, Feb. 14.—The Pan-American diskery here has contracted with the Discotrade waxery in Belgium to release the latter's European platters over here. The first releases under the new arrangement, will be a disking of *Brazil* and *Frenesi*, cut in London by the Phil Green ork.

Licensing Org Members Plug And Sell Platters

DETROIT, Feb. 14.—American Federation of Authors and Publishers (AFAP) local, small-scale music-licensing group, is pushing a device to use its claimed 200 writers and pubber members in, a combined "songplugger and disk salesman" pool.

Apparent object would be to circulate AFAP material nationally on disks without normally formidable expense. Pitch is to have the members act as local pluggers in respective areas contacting jockeys and retail stores. Members are offered a commission of 5 cents on every disk sold by the stores they contact, in addition to "mutual gain" if and when one of their own tunes becomes an AFAP plug.

Promotion gimmick was launched by Robert Seibert, of Detroit Music Publications, who heads AFAP. According to Seibert, first ditty to enjoy co-operative plugging will be *Olivia From Bolivia* on the little-known Rego label.

Modern Disks Sets N. Y. Office

NEW YORK, Feb. 14.—Modern Records' top brass, the Bihari brothers, (Jules, Saul and Joe), are in from the Coast to supervise the initial organization of the diskery's new branch office here, which moved into full operation this week, with Gloria Freeman as office manager and Bob Duberstein in charge of outside sales.

Both Freeman and Duberstein are former employees of the Runyon Sales Distributing Company and are well known in the disk sales and juke box field.

With the establishment of a New York office to handle local distribution, the Hollywood plattery falls in line with the general trend among independent labels to set up branches on both coasts and supervise independent distribs in other territories by employing a field sales representative system.

Cap Songs' Hq. Moves to Coast

NEW YORK, Feb. 14.—The old question of whether the East or the West deserves billing as the key center of music biz operation was resolved in favor of California this week, at least by Capitol Songs' topper, Mickey Goldsen. Goldsen revealed that he will move to the Coast in March to establish main offices for his pubbery in Hollywood.

The basis for Goldsen's move is his claim that for his purposes the best writers and sources of material are holed up in Hollywood. He also maintains that artist-pubber relations have a looser basis on the Coast which, when applied to both mechanical and performance contacting, gives the younger pubber a greater opportunity.

The pubbery will maintain an office and staff here following the shift of its main headquarters and will continue to do its printing here.

Sly Guy

NEW YORK, Feb. 14.—Allen Funt's *Candid Microphone* airer on the ABC network Thursday (12) caught up with the music biz and provided a mirthful, rapid-fire exchange between orkster Guy Lombardo and George Pincus, Shapiro-Bernstein general professional manager.

For tradesters, the extra zest to the show came in knowing that the dialog had been picked up right in the Grill Room of the Hotel Roosevelt here completely without Pincus's previous knowledge (as customary, however, Funt had to obtain clearance from the participants and delete unsuitable conversation for radio), therefore giving genuine insight into the routine of a professional man promoting an artist for plugs.

Funt, prior to the broadcast actually had wire-recorded three different Lombardo exchanges with Murray Baker, Robbins pro manager; George Dalin, Leo Feist Song Man, and Pincus. Only the latter's was used on the air.

Funniest moment (not aired) came when Lombardo worked up one of the pluggers (let him be unnamed) by commenting: "You're getting to be as big a liar as X and Y (the other plugger's employers).

Whereupon the music man burned and angrily retorted: "Why don't you stop that, you know nobody could be as big a liar as X or Y."

Free-Lancers Offer Pre-Ban Masters Galore

NEW YORK, Feb. 14.—The flock of the free-lance recordings cut before inception of the Petrillo ban has come home to roost with "masters" currently being offered around town like bagels in Lindy's. Artists and agents who cut the non-committed wax already are scrambling to cash in—just in case the ban should end before the reserves of the moneyed diskers are depleted. A cute wrinkle is that some of the talent and handlers are sluffing off cash deals in favor of getting a post-ban, major-label disk deal, with their own masters serving as bait.

MGM and Capitol Records are known to be the heaviest targets for master peddlers, while Columbia, Victor and other smaller diskers have been filing away many a proposition.

Waxes Touted

The proffered wax reportedly includes 20 sides by a group called the Batchelor Trio, a Three Suns type of unit, which are being offered around by personal Manager Dick Gabbe; some Derry Falligant matrices, which p.m. Bullets Durghom is touting, and a dozen sides featuring chirp Ginnie Powell, supported on some by the Boyd Raeburn ork, submitted by Willard Alexander. In addition, arranger-composer Phil Moore has some 40 semi-symphonic pop sides for sale at $14,000, and lyric mag pubber Lyle Engel is trying to sell some Canadian-made pop sides. There are many others kicking around, with some already having been bought up like the 104 Les Paul masters and the 12 Jan Garber masters picked up by Capitol Records.

www.americanradiohistory.com

"Toolie" Requests Flood Continental; One Week, 75,000

NEW YORK, Feb. 14.—Latest in a procession of small wax firms to make sizable dents in the pop hit-disk market appears to be Continental. One of the older indies, and one which heretofore has relied mostly on international sales for the bulk of its sustained sales volume, the diskery this week was rushing to fill orders on a Vaughn Horton disking of *Toolie Oolie Doolie*. Southern music pop-polka ditty is due out soon also on an Andrews Sisters (Decca) platter.

Donald Gabor, Continental prexy, reported that advance orders for *Toolie* had gone over 75,000 in one week, and stated that the entire production of the firm's new 40-machine plant in Massachusetts was going into the disk, with additional pressing jobs being farmed out to Allied in Los Angeles and United in Chicago.

With orders coming in pell-mell, Gabor also indicated that four new distribs had been acquired by the label strictly on the strength of *Toolie's* mounting demand. Distribs are Anthony Dillon, Chicago; the Foren Company, Buffalo; the Inter-State Electric Supply Company, New Orleans, and Radio Products, Los Angeles.

Toolie Oolie Doolie, also called *The Yodel Polka*, was brought to America by Emery Rozsa. Vaughn Horton, musical director for Continental, wrote an American lyric for the Swiss song and recorded it with the Polka Debs.

Shaw to Brit After More Be-Bop Bucks

NEW YORK, Feb. 14.—Billy Shaw, Gale Agency veepee, takes off for a European business trip Tuesday (17). Shaw set the Dizzy Gillespie tour of Europe and, impressed by reported heavy grosses and top money drawn by the be-bopper, intends to try peddling a string of his artists for concert tours. He will also represent several non-Gale Agency artists. He will cover Sweden, France and England in his 10-day-to-two-week sojourn.

While in London, Shaw will make an effort to arrange a deal to re-set Gillespie for some English concerts. The Gillespie deal for England snafued last week when the British Ministry of Labor turned thumbs down on the orkster after he had been cleared for the concerts by the British Musicians' Union. Shaw may even make an effort to bring some top European leaders to the United States and have them form orks with American musicians to play concerts and theaters.

Mooney Gets 7½G Roxy 'Clover' Deal

NEW YORK, Feb. 14.—The Art Mooney ork is definitely set into the Roxy Theater here (March 10 or 17, depending on film bookings) at a reported $7,500 weekly stipend. The big-time fee illustrates the old maxim that a solid disk smash *Four Leaf Clover* is an ork's biggest box-office booster.

Mooney last week gathered more clover from his MGM *Clover* platter, hitting a reported gross of $31,000 for his stint at the RKO State Theater in Boston, the top band figure since Vaughn Monroe's run six weeks back. The house management even handed the Mooney man an extra $1,000 bonus.

"Out in the Open" AFM Defy

Gates Band One Of 3 Working $10 Under Scale

(Continued from page 3)

music is coupled with attendance-building gimmicks (i.e. *Tuno, Crazy Auction*, etc.) plus a reduced admission charge. Dancery's week-day admission is 25 cents for women, 55 cents for men; Saturdays and Sundays, 35 cents for women and 55 cents for men.

Gates uses stock arrangements thruout. For the most part, group holds a steady beat and works with the ardent fervor found only in kids who still think playing dance dates is fun. Customers seem to enjoy themselves. Spotlighted attraction with the band is 13-year-old Pat Chartrand, whose jazz tenor saxing brings 'em to the bandstand. *Lee Zhito.*

Coast Adds Dana, RegentPressings

HOLLYWOOD, Feb. 14. — Coast Records, local indie, will channel extra pressing facilities and distribution contacts to handle pressing and sales of platters produced by a quintet of small Eastern indies. Deal closed last week brought the Dana and Regent labels into Coast's distribution family. Plattery is already tied up with the Bibletone, Gala and Manor labels on similar deals.

The arrangements gives Eastern platteries a break at cracking highly competitive markets in California, Washington and Oregon. Heretofore many Eastern indies have been unable to make headway against competition of local indie platteries that sew up Western dealers with personal contacts. For Coast, the tie-up means extra pressing revenue and sales commission as well as first crack at snagging potential hit disks for Western exploitation. For example, Coast acquired Dana's up-and-coming disking of *Helen Polka* and Regent's *Sabre Dance* waxing by Don Henry's harmonica group, both growing in Eastern popularity. Offering a good selling Eastern import to dealers thus paves the way for future entry of Coast's own product as well as additional Eastern imports.

The Full Story

(Continued from page 3)

they will resume recording . . . with non-union musicians.

Now, as the story and band review adjoining this piece, indicate, a group of West Coast operators have openly defied the AFM and, have given as their reason, according to spokesman Harry Schooler, the belief that it is impossible to operate profitably and pay union scales.

The Billboard takes no editorial stand on this at this point. The Schooler - Zucca - Lewin story simply reports the facts and the review of the Charley Gates band merely describes the general type and ability of the orchestra. The story and the review are published only for the purpose of informing the trade of a precedent-breaking development in the music business.

There is no question that the AFM (beginning with Los Angeles Local 47, and probably proceeding with national action) will fiercely combat this open effort to tear down what has for years been one of show business's strongest unions. When the union takes such action *The Billboard* will report the developments as they occur.

Hall To Pilot Merc Longhair

CHICAGO, Feb. 14.—Mercury platters this week appointed David Hall, authority on classical disks, director of classical repertoire. He will be responsible for selection and promotion of the vast longhair library recently acquired by Veepee John Hammond from the Czech Gramaphone Industries for U. S. distribution.

Hall, who wrote *The Record Book*, a tome on platter collecting in the classical field, in the past had been associated with Columbia, National Broadcasting Company, Victor and the Julliard School of Music as a writer and music program annotator.

Coast Ops Plan To Spread Non Union Ork Idea

(Continued from page 3)

ous bands and showbiz attraction Pond has another agency calle Metro Artists Agency, which he ma drop in favor of the new non-AF commission house. Pond was n available for comment at press tim

Schooler-Zucco-Lewin have alread kicked off their non-AFM policy b booking the Charley Gates band in the Majestic (Long Beach) and th Glenn Thornton outfit into the He mosa Terrace. Neither of the band hold union cards.

Backers of this radical innovatio in dancery biz expect their idea catch on nationally. According Scholler, ballrooms can no longer op erate on a profitable basis by payin union scale. He feels that thousand of musicians are currently out work mainly because ops cannot a ford to pay AFM rates and are there by forced to either fold or exist sa live talent. With potential custome no longer having the ready dollar f splurging in ballrooms, the only wa to get them in is by trimming admi sions to the bone, Schooler said. Thi according to Schooler, is only po sible by doing away with union rate As an example he pointed to the Lon Beach Majestic where he said AF scale is $60. He said he is payin $50 on the Charley Gates band an is passing on the saving to the pa trons

Week-day admission at the Ma jestic is 25 cents for women, 55 cen for men; Saturdays and Sunday women 35, men 65 cents. Spot op erates on a six-day-a-week polic Mardi Gras, also open six nights week, is admission free during th week and charges 90 cents on Satu days. Doing away with union sca rates has saved ops $200 weekly o operating nut at the Majestic, Schoo er said. By giving customers a brea in price, plus using such gimmick as *Tuno, Crazy Auction*, jitterbu contests, etc., ops feel they can bui attendance and claim they are pro ing that now at the Majestic.

Neither the Majestic nor the He mosa Terrace have been picketed, n has any adverse action been take by the union, it was reported. AF could not be reached at press tim for comment.

IMC Waxers Mull Legal Steps Vs. Petrillo Altho Radio Issue May Be Thorn

Negotiations Still Preferred; Kearns Readies Bill

(Continued from page 3)

mitted by Burnett to the IMC last Tuesday.

It was learned that IMC's discussion of its problem of future unity was "frank and forthright," with several of those attending acknowledging difficulties facing the group as a result of the continued stalemate for waxeries amid current negotiations by Petrillo to settle with radio. One member who attended the session disclosed that the discussion was "nervous and timid" until A. D. (Jess) Willard, executive vice-president of the National Association of Broadcasters (NAB) rose and suggested that "everybody put their cards on the table." As a result, it was reported, an increased "sense of friendliness and harmony" developed, even tho it still is not certain whether diskeries will take a separate hand in developing their own strategy in coping with Petrillo.

Rep. Carroll D. Kearns (R., Pa.), meanwhile, is still putting final touches on his copyright bill which, he said, is slated for introduction early next week. This bill, authorizing separate commercial-use record labels to sell higher than domestic-use labels, faces serious opposition from within both industry and labor ranks unless drastic revisions are made to suit both interests.

Campus Competish Chills Two Eddies In Detroit Area

DETROIT, Feb. 14.—The team Eddie 'n' Eddie, independent dan promoters, has folded as a result competition from college dances this area. The two Eddies—Gree and Jamian—started a year ago, d ing variously well with occasion one-nighters Alvino Rey, Sunny Dun ham, Bob Chester, etc., at Conventi Hall, but gradually found themselv frozen out by the strong promotio put on by colleges, notably the Law rence Institute of Technology's seri at the State fairgrounds.

The promotion team tried out on nighters in the Saginaw territory, b the smaller drawing area didn't gi them a chance and they've decide to call it quits, with Green goi back to songwriting.

Copyrighted material

www.americanradiohistory.com

Another
JOE GUMIN
Sales
Sensation

EVEN A BIGGER HIT
THAN HIS FAMOUS
"JINGLE BELLS"

"HAPPY BIRTHDAY"

A CLEVER NOVELTY DISC

SUNG IN
FIVE
LANGUAGES

The Greatest Birthday Record of Them All!

BACKED BY
"JUST BECAUSE"
CHORD No. 644

CHORD RECORDS

Morris, B-VH Stymied as Yet In Pact Huddles

NEW YORK, Feb. 14. — Negotiations to readjust the contractual agreement between the Edwin H. (Buddy) Morris publishing group and its Burke-Van Heusen (B-VH) subsidiary—the pact runs out next month—have reached a temporary deadlock. Discussions among principals (Buddy Morris, general manager; Henry Spitzer and attorney Lee Eastman for the Morris firms; Sidney Kornheiser, B-VH professional manager, and attorney Arnold Grant representing pic cleffers Johnny Burke and Jimmy Van Huesen) have been stalemated on the question of financial terms for the writers, it is understood, altho parties stress the temporary quality of the stymie.

Discussions have been going on all this week in an effort to implement earlier plans (announced in *The Billboard)* to change the present B-VH relation with the Morris group and effect, possibly, some kind of absorption into the parent org which would actually not involve staff personnel to any extent. Under the current agreement, the Buddy Morris firm and writers Burke-Van Heusen have a 45 per cent-45 per cent split-stock interest in B-VH pubbery with 10 per cent held by Sid Kornheiser. The latter over a period of time has brought Hoagy Carmichael and Mel Torme into the writer fold for B-VH; set up a Vaughn Monroe pub subsid and has been negotiating with Carlos Gastel for a King Cole Trio affiliate. Recently B-VH snipped its tie with folk subsid, Hometown Music.

Morris to Coast

If current discussions wind up with no resolution by end of next week, it is expected that Buddy Morris will take time out for a short return to the Coast and then come back East to pitch into further B-VH confabs.

Meanwhile, it is understood that attorneys for Gastel are holding up papers for a B-VH-King Cole deal (the proposed Progressive Music subsid reported earlier in *The Billboard)* pending the outcome of the Morris-B-VH confabs. The holdback is understood to stem from Gastel's reticence to go further, since his dealings originally had been more or less personalized with Kornheiser and the B-VH firm.

Meanwhile, the Morris firm last week drew in the belt on its Sinatra Songs subsid with Mannie Sacks, trustee for Sinatra's children who titularly own half-interest in Sinatra Songs, okaying a personnel slash as a necessary economy move. Under the new arrangement which probably wil cut down the professional staff to one man—Lester Sacks and slim office help as well—the firm figures to save over $50,000 a year in expenses. Operating methods will be set up so that Sinatra Songs gets a profit royalty on its copyrights, with Morris staffers to fill in should a potential "hit" break out.

BG To Bounce Back Into Active Band Biz

NEW YORK, Feb. 14.—Prospective plans of Benny Goodman indicate that the orkster may bounce back actively into the band biz in about two months. Goodman reportedly is contemplating reforming his pop crew for theater dates and possibly annexing English warbler Denny Dennis as a feature of the ork. The clarinet tootler also has been approached to make a tour abroad, either doing a solo or with his swing sextet.

Goodman, who had been cutting disks for Capitol prior to the ban, is presently confining his energies to classical concerts thruout the country.

Cats' Woes Mount; Univ Sues Buckley, Garrett for $16,000

CHICAGO, Feb. 14.—Legal hassle over Jerry Murad's Harmonicat waxing of *Peg o' My Heart,* which started last week with guitarist Sid Fisher filing suit for in excess of $100,000, which he alleges is due him in royalties and personal appearance fees (*The Billboard,* February 14), was further complicated by a complaint, filed in Superior Court here this week. Newest addition to the *Peg* litigation was filed by Universal Records, which seeks $16,000 in payments which it alleges is due it from Lloyd Garrett and Jack Buckley, of Vitacoustic.

Newest suit, involving the over-a-million selling disks of 1947, resurrects the tiff which started early last fall, when the Vitacoustic Record operation was split, with Garrett and Buckley remaining with the firm, while other partners Bill Putnam, George Tasker and Bernie Clapper returned to Universal Records, the firm which Putnam originally formed early in 1947.

Universal complaint claims that Garrett and Buckley made only the first four of their promised $2,000 per month payments toward a $24,000 yearly total payment, while the Vita duo, when contacted maintained that they felt the agreement to make the payments was severed when the current Universal duo left the firm.

Universal complaint seeks to direct Vita to return the 12 Harmonicat masters (six of which already have been released by Vita) to Universal, halt the manufacture and sale of the Cats' platters by Vita and to enjoin Vitacoustic from using that firm name.

Vitacoustic has been given until March 15 to answer the complaint, after which time the case will be slated in Superior Court. Actual hearing of the case will not take place for at least six weeks, because of a heavy Superior Court calendar, it was learned.

Educators, Waxers Set Kidisk Confab

NEW YORK, Feb. 14.—A considerable number of children's record manufacturers will attend a conference this week to discuss the possibility of forming an organization to co-operate with the teaching profession in facilitating the use of children's records as an auditory aid in the classroom.

The conference has been called by Albert Millet, local public relations man, who had previously discussed the idea with some of the manufacturers and will take place at the Audio-Visual Aid Information Center of the New York Museum of Natural History Wednesday (18).

Record men will be addressed by several authorities in the field of audio-visual aids in education. Dr. George F. Ramsey, curator of school services, New York Museum of Natural History, will speak on *The Importance of Auditory Aids.* Pincus Sugarman, regional audio-visual librarian, New York Board of Education, will discuss *How Record Manufacturers Can Aid the Teacher.* Marguerite Newgarden, supervisor of the Audio-Visual Aid Information Center New York Museum of Natural History, will deal with *The Need for a Central Information Source for Children's Record.*

A program for the proposed organization, including plans to focus public attention on children's records by means of *A National Children's Record Week,* will be presented by Millet for discussion.

According to Millet, among those who have thus far agreed to be present at the meeting are: Paul Affelder, Columbia; Arthur H. Wyman; RCA Victor; Charles Roberts, MGN; Simon Rady, Decca; David Hall, Mercury; Wilma Freeman, Majestic; Jules Fraun, De Luxe; Larence Green, Vox; Herbert Plattner, Mayfair; John Byrne, Tiffany; Leroy Pearlman, Picturetone; Morton Klein, Melody; Julie Marvin, Willida; Sol Goodman, Adventure; Marvin Adler, Synthetic Plastics; William Feldstein, International; Tom Valentino, Major; Murray Winant, Winant; George Wechsler, Classic, and Roland Bibletone.

Waller To Buy Glen Is. Nitery Lease for 60G?

NEW YORK, Feb. 14.—Late-week reports indicated that Joe Waller, owner-operator of the Post Lodge nitery, Larchmont, N.Y., for the past 10 years, was negotiating to buy the remainder of the lease on Glen Island Casino. If the deal is successfully culminated, Waller will hold solid control of the two key competitive Westchester County niteries using name orks. Both are seasonal spots, their run of business covering summer and early fall months.

Waller, reportedly, is skedded to reach an agreement with the current Glen Island lease holder, Michael DeZutta, sometime next week. The lodge op is said to be offering about $60,000 for the lease, which includes the Casino and the fixtures that go with the nitery. Following DeZutta's expected approval of the offer, Waller will have to be okayed by Westchester County officials (the county actually owns and leases out the Casino and surrounding concessions) and then meet the approval of the county liquor license board. Both of these figure to approve Waller's prospective purchase of the lease, since he has been an accredited county operator for a decade.

DeZutta to Fields, Etc.

DeZutta originally held the Glen Island lease before and thru the war. He sold it to orkster Shep Fields last year. After operating about eight months, Fields resold the lease to DeZutta for a reported $25,000. The Casino's only area competition is Waller's spot. Waller figures to use name orks like Claude Thornhill, Ray Eberle and Elliot Lawrence at the Casino, while Post Lodge would operate with lesser-name scale-priced bands.

Irving Fields Inked By GAC for 5 Years

NEW YORK, Feb. 14. — Irving Fields, pianist and songwriter, this week inked a five-year management pact with the General Artists Corporation (GAC). Fields previously was signed with the Leonard Green Agency and had 18 months to go on an original three-year agreement. Green sanctioned the 88-er's switch, on the basis that he receives a 5 per cent split of agency commissions with GAC until expiration of the contract, 18 months hence.

Fields and his trio are current at the Crest Room here, having started the run last April.

FOUR-THREAT SHAHIN

CHICAGO, Feb. 14.—Speaking of ambitious music firms, Paul Shahin Enterprises here claims operations in four distinct fields—Latin-American records, music pubbing, dance instruction and radio production. The firm says it has 36 masters of L-A rhythms on its label Pan-A-Mer, all ditties penned by Shahin and pubbed by the firm. In addition, the company produces two weekly Chi air shows on the instruction of L-A dances.

Copyrighted material

www.americanradiohistory.com

ASCAP Ballot Bout Begins; Move Afoot To Bloc-Back Bregman's Board Return?

"Comparative Politics" Choice of Shaping Minority?

NEW YORK, Feb. 14.—With the annual general election for board posts in the American Society of Composers, Authors and Publishers (ASCAP) only a few weeks off, and the Society's publisher nominating committee already set, strong undercurrents in the trade indicate that a spirited bloc to get publisher Jack Bregman "on the ballot" and "back on the board" already has formed, with a lively battle predicted between ASCAP's "country club set" and Bergman's backers. Altho neither Dave Dreyer nor Redd Evans, only nominating committee members to be reached by press-time (see adjoining story), would comment, tradesmen pointed to the presence of Dreyer and Evans on the committee as encouragement for smaller pub and writer circles who are nurturing a Bregman campaign. The pitch for Bregman appears to be developed without the pubber's knowledge by ASCAP "little guys" who have no particular brief for him personally (the B-V-C exec, in a strict sense, represents no small pubbery) but who are convinced that such a move would make for a smart "comparative politics."

The angle pushed forward is that Bregman would be favored by middle-size and small pubs, as last year he was voted off the board allegedly because superior ballot power of the big three among ASCAP pub chiefs, namely Max Dreyfus (Chappell group), Herman Starr (Warners'-MPHC), and Louis Bernstein (Shapiro-Bernstein), turned against him. Reportedly, Bregman won the displeasure of the Society brass by locking horns on the question of giving higher classification rating to the Irving Berlin firm.

Smaller Pub Interests

The presence of Evans and Dreyer on the nominating committee is considered by Bregman supporters as helpful in implementing initial strategy. The feeling is that both committeemen represent smaller pub interests (Dreyer, ex-Irving Berlin general manager, also is fully familiar with the Berlin case with ASCAP) and will respond to pressure urging that Bregman be named on the ballot. A numerical voting system at ASCAP, which gives greatest-catalog pubs the heaviest percentage of ballot power, normally means that ASCAP's big three can "call its shots," they point out. The only chance of bucking the power, however, would be to get someone who enjoys veteran reputation as a large enough pub, but who at the same time would "show more compassion for the interests of the smaller firms." If the minor-party strategists can get Bregman posted on the ballot against a pub-board incumbent, they say, the tactic of appeal on a "comparative politics" basis will be pushed hard.

Minority-Bloc Stymied

The small-pub tradesters figure the campaign to be thorny, perhaps futile, but have even got to the point of looking for an incumbent board member who "can be knocked off." The minority-bloc formation is stymied by lack of accurate information as to the number of votes actually controlled by the Dreyfus-Starr-Bernstein interests, but at least one small pub felt he could gather reasonably exact dope which he intended to use as a rallying point for other pub reps. Such a campaign, however, would have to be carefully initiated, he admitted, as the possibilities of tangling with the Department of Justice on "conspiracy" charges were problems to consider.

ASCAP Nominates

NEW YORK, Feb. 14.—With its regular annual director-board ballots going out to the membership probably next week, the American Society of Composers, Authors and Publishers (ASCAP) already has rounded up its nominating committee for publishers.

The committee, which is expected to huddle this week and name pub candidates to run against incumbents on the ballot, will consist of Adolph Vogel, of Elkin-Vogel Standard music firm; Redd Evans, of Jefferson-Valiant firms, and Dave Dreyer, of Dreyer Music. In addition to nominations for director posts, the committee must name sparring mates for incumbents on the appeals board.

Late this week ASCAP was still sifting out writer names for the cleffer nomination committee, with the actual line-up indefinite until all "acceptances" come in.

Davis To Issue Celebrity Label

NEW YORK, Feb. 14.—Joe Davis, veteran music publisher and disker who has amassed a flock of masters thru a long career in the wax biz, has re-entered the pop platter field and will market pressings of his biscuit backlog under a new label called Celebrity. Davis last year had placed more than 1,000 masters on the sales block, with an attached $50,000 sales tag. No buyers were reported at the time.

The first releases of the diskery, Savannah Churchill's *Fat Meat Is Good Meat* backed by *Tell Me Your Blues and I Will Tell You Mine;* a Sammy Kaye disking of *My Buddy* and *Angel Child,* and *Without a Song* paired with *I'm falling In Love With Someone,* warbled by Jan Peerce, are skedded for the retail market March 1. Celebrity then plans to release disks twice a month.

The diskery has named Larry Newton as sales manager and is trying to line up national distribution.

According to Davis, this will have no effect upon his Davis label, which will continue its separate operation, confining activities, for the most part, to the Latin-American field.

Reisman Decish Appealed

NEW YORK, Feb. 14.—Still claiming that band leader Leo Reisman was paid sufficient over-scale to cover a hike in sidemen pay, the management of the Waldorf-Astoria appealed a year-old decision to Local 802 of the American Federation of Musicians this week. The local's original ruling, in favor of Reisman, found the hotel responsible for retroactive scale pay increases to musicians in the Reisman ork.

THE TRUE ECHO OF THE SWISS ALPS COMES TO YOU

on

CONTINENTAL'S original

TOOLIE OOLIE DOOLIE

(THE YODELING POLKA)

by VAUGHN HORTON (composer)

and his POLKA DEBS

BACKED by

THE SKATERS WALTZ

Continental #C1223

The Billboard MUSIC POPULARITY CHARTS PART VI

Record Possibilities

THE BILLBOARD PICKS and SAYS:

"Continental has one of their best recordings in a long time"

IMMEDIATE DELIVERY FROM STOCK

COPIES AVAILABLE by

Southern Music Publishing Co.

1619 BROADWAY, N. Y. C.

Write for Complete Catalogue of Continental hits

SEE YOUR Local Distributor OR

CONTINENTAL RECORDS

NEW YORK ..... 265 WEST 54th ST., NEW YORK, N. Y.
CLEVELAND ..... 626 HURON ROAD, CLEVELAND 15, OHIO
DETROIT ..... 415 BRAINARD ST., DETROIT, MICH.
CHICAGO ..... 1941 N. WESTERN AVE., CHICAGO 47, ILL.

Copyrighted material

www.americanradiohistory.com

MUSIC—AS WRITTEN

New York:

RCA Victor's general merchandise manager, Jack Hallstrom, takes a man-to-man stand on the recorded classical music field in his new *Relax and Listen* book. Among pop-music followers who harbor secret passions for things longhair but dread the erudite language of the usual symph-concert literature, Hallstrom's tiny tome should mark a good jump-off point for conversion. With rare candor, simplicity and laconic charm, the Victor exec makes it easy for jaded Tinpanalleyites to get cultured.

Original six-disk release of Rocking Horse diskery, which label claims sold 2,500,000 platters, was written, directed and produced by Justin Stone and does not feature Jack Arthur as previously reported. . . . Manie Sacks to the Coast Sunday (15). Bobby Mellin goes West the same date for 10 days. Mellin added the Dorothy Shay waxed ditty *Mountain Gal* to his Robert pubbery. Tune originally belonged to Irv Gwirtz's Saunders firm. . . . Fred Fischer music pub opens West Coast office March 1 under direction of Marvin Fischer. Dan Fischer and Charlie Lang will continue operations here.

Vaughn Monroe's first concert effort Thursday (12) in Louisville, hit an all-time one-night take topper for the town, drawing $10,759. . . . Ray McKinley's ork opens at Roosevelt Hotel, New Orleans, next week for a six-week date. . . . Stan Kenton ork and the King Cole Trio will team for one week at Radio City Theater, Minneapolis, beginning March 23, working a 50-50 split from the first dollar. . . . Teen-Timers airer returns to the National Broadcasting Company March 13 with Johnny Desmond featured and different name orks skedded for weekly appearances.

Comedienne-chirp Toby Deane, who formerly worked with the Ray Eberle ork, will sign a personal management paper with Eddie Greene. She now is appearing as a single at Leon and Eddie's nitery. . . . Disk jockey Jerry Roberts subs for spinner Paul Brenner when the latter takes his vacation. . . . Sonny Dunham ork skedded for four weeks at the Deshler-Wallick Hotel, Columbus, O., beginning March 29. . . . Tony Pastor will return to Frank Dailey's Meadowbrook April 27 for two weeks. . . . Joe Mooney Quartet goes into the Mel-o-Dee Bar, Johnstown, Pa., for two weeks with options beginning February 16.

Frankie Carle's ork into Frank Dailey's Meadowbrook March 23 for a couple of weeks. . . . Johnnie Halonka last week became sales manager for Dana Records, which currently is sporting the hit, *Helen Polka*. . . . Regent Records added two distribs this week—Record Sales, Charlotte, N. C., and Allen Distributors, Richmond, Va. . . . RCA Victor's 1948 edition of its catalog off the presses and being distributed. . . . Jean Metcalfe is England's first fem disk jockey on the British Broadcasting Corporation. . . . Tootie is holed up at the Barbizon Plaza composing tunes for his next London album. . . . George Gilbert last week switched his plugging activities from Bourne, Inc., to Bobby Mellin's music pubs.

There's talk that Rexall Drug Company may experiment with the sale of major-label pop disks (if they can be gotten) in three retail outlets. Admitting that there's been some discussion, company officials claim, however, that it hasn't gone beyond that. No purchases made, no stores picked out, no final plans, in other words. . . . Buddy Clark takes off this week to make his permanent abode in California.

Eddy Wolpin at Famous-Paramount forced to stall off release of disks from the Paramount pix *Paleface* and *My Own True Love*. The Bob Hope *Paleface* vehicle has been pushed back to Thanksgiving and *True Love* is reskedded from June to October. . . . Larry Shayne to the Coast Sunday (15). . . . Santly-Joy feted orkster Frankie Carle Friday (13) in tribute to the *Oh, What It Seemed To Be* recording star. . . . Sigmund Romberg to play for President Truman by special request of the White House. . . . Harry Squires, who just took over the Phil Baker radio airer, handling Dolph Traymon, new singer on Nat Cohn's Gem label.

Apollo diskery last week appointed two new distribs, with Seaboard Distributors, Hartford, taking over the line in Connecticut and Western Massachusetts, and H. B. Enterprises jobbing the firm's disks out of New Orleans. . . . Larry Clinton's ork set for a week at the Kovakas Club, Washington, beginning March 5. . . . Shep Fields ork set for opening of an extended stay at the Hotel New Yorker February 25.

Paul Gayton and Annie Laurie open at the Apollo Theater, following their current engagement at the Tijuana Club, Cleveland. . . . London Records acquired Taron Distributors, Inc., in Jacksonville, Fla., this week as their new outlet for Florida. . . . Leo Pieper's ork returns to Donahue's in mid-March. . . . Irving Berlin due back from the Coast next week. . . . Warner's readying a new pre-Easter push on *April Showers* for pic tie-in. . . . Larry Clinton, Frankie Carle, Sonny Dunham, Shorty Sherock, Ted Straeter, Johnny Pineapple, Dick Jergens, Skitch Henderson, Murray Arnold and Larry Fotine are among band leaders skedded for ABC's coast-to-coast Treasury band shots this month.

Paul Baron leaves for London this week to conduct for Jean Sablon at the Palladium. Sablon is set for four Sunday concerts in London suburbs as well as two concerts on the continent in Paris and Liege, Belgium. He returns to open at the Palace Hotel, San Francisco, April 8. . . . Andy Russell leaves for the Coast Thursday (19) to prepare for his new radio show, which starts March 11. . . . Page Cavanaugh Trio into the Click in Philly this week then to the Dome in Minneapolis. . . . Peggy Lloyd, former Hal Kemp band canary, resuming as a single. . . . Russ Morgan, who goes back to Hollywood in April after completing a theater tour which includes the New York Strand, expects to return to the Biltmore Bowl, Los Angeles, for a full-year's engagement. . . . Pupi Combo's ork into the Latin Quarter April 25 with the Joey Adams show.

MGM added the Mills-Morris Company of Memphis as their disk distributor for parts of Tennessee, Mississippi and Arkansas. . . . First release of a new disk label here. Headline will be *The Girl With the Little Red Cross on Her Sleeve* and *Memories of Mine*.

McConkey Agency hired two new salesmen, Jerry Birn in cocktails and John J. White for road work on band and cocktail units. . . . Maxine Sullivan opens at Town Hall February 21. . . . Al Castellanos band held over again at Belmont Plaza. . . . Arden and Alexander join Art Mooney show at Melody Lounge in Johnstown, Pa. . . . DeLuxe artists Annie Laurie and the Paul Gayton Trio booked into Tiajuana Club in Cleveland February 13 following their New Orleans date at the Robin Hood. . . . Tootie Camarata back from Hollywood. . . . Roberts Distributing Company, London wavery's rep in St. Louis, has opened a branch office in Kansas City, Mo.

Robert Harris, new sales manager for Stinson Records, and Herbert Radin has replaced Noel Meadow as plattery's publicity director. . . . Willida diskery acquired two new distributors this week, Massachusetts Music Distributors in Boston, and Cherry Distributors in Jacksonville, Fla. . . . Le Mar Corporation named N. Y. distrib for Stinson Records.

Cincinnati:

Advance sale for Vaughn Monroe's appearance at Music Hall Wednesday night (18) hit in excess of $3,500, more than half of what the engagement is expected to gross and a record for a one-night stand at Music Hall. . . . Lou Platt, Akron promoter and ballroom manager, in town Thursday (12) to arrange for further name-band personals here in the near future. . . . Percy Grainger, pianist-composer, put in the week-end here visiting friends and filling several engagements. He was accompanied by Mrs. Grainger. . . . Melvin K. (Ding-Dong) Dinger, songwriter-publisher, is confined in Missouri State Sanatorium, Mount Vernon, Mo., with a lung ailment. His partner, Jack Chapman, continues to manage their Arcadia Valley Music Publishing Company at Ironton, Mo.

Barney Rapp, of the agency bearing his name, turned in a stout promotion job on Vaughn Monroe's one-nighter here. Department store cosmetic counters featured Ballerina perfume, while their millinery departments stressed Ballerina hats, but most effective was the tie-up with Kroger's super-market on Government Square, the city's busiest strand. Here a window-full of dates and photos of the Monroe contingent carried the sign, "Have a Date With Monroe," with passersby invited to guess the number of dates in the window, with a $25 prize offered to the one guessing nearest correct. Tickets to the Monroe performance went to those in the second and third slot. Inside the store, beside the ballot box and date counter, was a huge Vaughn Monroe display, with a juke box knocking out Monroe selections thruout the day. The display, which ran 10 days, also sold nearly 4,000 pounds of dates, according to Jim Mogan, store manager.

Frank Hanshaw, local GAC nabob, and Charles Beal, manager of Topper Ballroom, have cooked up a promotion that will have the disk jockeys from

(See Music—As Written, page 35)

MEL TORMÉ

IS TWICE AS GOOD ON MUSICRAFT #538

TWO TOP SIDES ON A SINGLE RECORD

Night and Day ...a terrific be-bop treatment of the great standard

and

But Beautiful ...a top plug for —the great new ballad from "Road To Rio"

Musicraft RECORDS

THE BEST IN MUSIC ON RECORDS

Copyrighted material

www.americanradiohistory.com

HERE'S THAT BAND AGAIN!

DICK JURGENS

and His Orchestra

WATCH FOR LATEST RELEASE ON . . .

COLUMBIA RECORDS

MAMA'S GONE GOOD-BYE

and

SIDE BY SIDE

Exclusive Management: **MUSIC CORPORATION OF AMERICA**

Personal Manager
WILL JURGENS

Press & Radio Relations
WAYNE VARNUM ASSOCIATES

www.americanradiohistory.com

LONDON RECORDS' SPECIAL

"there ought to be a society"

Vocal by

JOY NICHOLLS

with

HARRY ROY

and his orchestra

"SITTING ON EDGE"

Instrumental

Harry Roy and his orchestra

NO. 140

List Price 75c plus tax

LONDON

IMPORTED

LONDON RECORDS

FULL RANGE

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

The Billboard MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

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

Week Ending February 13

Billboard TRADE SERVICE FEATURE

HONOR ROLL OF HITS

(Trade Mark Reg.)

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

This Week — Last Week

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

Records available: Ray Bloch Ork, Signature 15177; Frankie Laine, Mercury 5105; Art Mooney, MGM 10119; Russ Morgan-Milt Herth, Decca 24319; Alvino Rey, Capitol 491; Three Suns, Victor 20-2688; Uptown String Band, Mercury 5100; Ferko String Band, Paida 110; Bert Henry String Band, Dot; Arthur Godfrey, Columbia 38081; King Odom Quartet-The Polka Dots, Musicraft 543; C. Fox and His Yellow Jackets, Columbia 38082; Alexander's Jazz Band, Trilon 220; the Harmonicats, Universal U-47; Tiny Hill, Columbia 36100; Jimmy Saunders, Rainbow 10043; Arthur (Guitar Boogie) Smith, Super Discs 1054.
(No information on electrical transcription libraries available as The Billboard goes to press).

2. BALLERINA *By Bob Russell and Carl Sigman* *Published by Jefferson (ASCAP)* — 1

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

3. NOW IS THE HOUR *By Maewa Kaihau, Clement Scott and Dorothy Stewart* *Published by Leeds (ASCAP)* — 3

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

4. BEG YOUR PARDON *By Francis Craig and Beasley Smith* *Published by Robbins (ASCAP)* — 8

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

5. GOLDEN EARRINGS *By Jay Livingston, Ray Evans and Victor Young* *Published by Paramount (ASCAP)* — 5

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

6. MANANA *By Dave Barbour and Peggy Lee* *Published by Barbour-Lee (ASCAP)* — 10

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

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

Records available: Bob Houston, MGM 10091; Sammy Kaye, Victor 20-2372; Kay Kyser, Columbia 37956; Guy Lombardo, Decca 24258; Jo Stafford, Capitol 15007; Vic Damone, Mercury 5090; Dick Haymes, Decca 24305; Glenn Davis, Skating Rhythms SR-277; Gene Autry, Columbia 38076.
Electrical transcription libraries: Nat Brandwynne, World; George Towne, Associated; Novatime Trio, NBC Thesaurus.

8. HOW SOON *By Jack Owens and Carroll Lucas* *Published by Supreme (ASCAP)* — 4

Records available: Bing Crosby-Carmen Cavallaro, Decca 24101; John Laurenz, Mercury 5069; Vaughn Monroe, Victor 20-2523; Jack Owens, Tower 1258; Dinah Shore, Columbia 37952; D. Farney, Majestic 1179; B. Andrew-E. Bieck, Hollywood Rhythms 1651; Jimmy Atkins, Continental C-11004; Guy Cherney-Dick Foy Ork, Trilon 195; Glenn Davis, Skating Rhythms SR-276; Phil Reed-Frank Picher, Dance-Tone 160.
Electrical transcription libraries: Eddy Howard, World; Lenny Herman, Lang-Worth.

9. I'LL DANCE AT YOUR WEDDING *By Herb Magidson and Ben Oakland* *Published by George Simon (ASCAP)* — 7

Records available: Vic Damone, Mercury 5090; Helen Forrest, MGM 10095; Peggy Lee, Capitol 15009; Jeanie Leitt, Decca 24266; Tony Martin, Victor 20-2512; Ray Noble-Buddy Clark, Columbia 37967; B. Clement Ork, Orpheus 256; Guy Lombardo, Decca 24318; Flash and Whistler, Universal U-41.
Electrical transcription libraries: Nat Brandwynne, World; Guy Lombardo, Ziv; Mindy Carson, Associated; Sunset Trio, Capitol; Lenny Herman, Lang-Worth.

10. TOO FAT POLKA *By Rose MacLean and Arthur Richardson* *Published by Shapiro-Bernstein (ASCAP)* — 9

Records available: Blue Barron, MGM 10106; Arthur Godfrey, Columbia 37921; Dick (Two Ton) Baker and His Music Makers, Mercury 5079; Slim Bryant and His Wildcats, Majestic 6022; Accordion Masters, Standard T-135; Andrews Sisters, Decca 24268; Jerry Butler, Harmonia H-1127; Louis Prima, Victor 20-2609; The Starlighters, Capitol 480; Seva All Stars Ork, Seva 2004; J. Dale and His Prides of the Prairie, Continental C-1220; Glenn Davis, Skating Rhythms SR-283.
Electrical transcription libraries: Dick Jurgens, Standard; The Song Spinners, World; Slim Bryant and His Wildcats, NBC Thesaurus.

Copyrighted material

www.americanradiohistory.com

THIS WEEK'S RCA VICTOR RELEASE

TEX BENEKE

The lush Beneke style, in medium tempo. Vocals by Garry Stevens. "A" is the current European smash hit.

Beyond the Sea

and

Strange and Sweet

RCA Victor 20-2691

CHARLIE SPIVAK

Now Is The Hour

This one's getting a big play! Mellow "farewell" lyrics by Tommy Mercer.

Who Are We To Say

Steady dance beat, with Charlie's sweet trumpet. Tommy Mercer and Irene Day blending voices.

RCA Victor 20-2704

WATCH THESE "CLIMBERS"!

LOUIS PRIMA

The Thousand Islands Song

Got "93" rating by Op's in Billboard!

RCA Victor 20-2819

THE THREE SUNS

I'm Looking Over a Four Leaf Clover

RCA Victor 20-2688

FREDDY MARTIN

The Dickey-Bird Song

RCA Victor 20-2617

VAUGHN MONROE

Matinee

RCA Victor 20-2671

LARRY GREEN

Thoughtless

RCA Victor 20-2714

TOMMY DORSEY

Sentimental Rhapsody

Reminds you of "Laura." Often used as a screen theme . . . now heard in 20th Century-Fox's "Kiss of Death."

You Can't Make Money Dreamin'

(Or I'd Be a Millionaire)

The old Tee Dee bounce! Zingy vocal by Harry Prime and the Clark Sisters.

RCA Victor 20-2665

PHIL HARRIS

"On The Record" Album P-199

Pappy's Little Jug
and
Minnie the Mermaid
RCA Victor 20-2684

The Dark Town Poker Club
and
44 Sycamore
RCA Victor 20-2682

That's What I Like About the South
and
Look Out Stranger I'm a Texas Ranger
RCA Victor 20-2681

Ain't Nobody Here But Us Chickens
and
Woodman, Spare That Tree
RCA Victor 20-2683

TONY MARTIN

with Earle Hagen and his Orchestra

4 hits from Tony's new Universal-International pic, "Casbah"!

For Every Man There's a Woman

and

What's Good About Goodbye

RCA Victor 20-2689

Hooray for Love

and

It Was Written in the Stars

RCA Victor 20-2690

DUDE MARTIN

and his Roundup Gang

A terrific success in the San Francisco area with his appealing, humorous style. Sure to click in your loc's.

Murder on the Radio

and

It's the Latest Style

RCA Victor 20-2699

ANOTHER NEW RCA VICTOR STAR!

ALL-TIME HITS RE-ISSUED!

CHARLIE BARNET

Cherokee

RCA Victor 20-1756

GLENN MILLER

Tuxedo Junction

RCA Victor 20-1754

ARTIE SHAW

Summit Ridge Drive

RCA Victor 26763

BILL BOYD and his Cowboy Ramblers

I'm Writing a Letter to Heaven and **Vacant Heart**

RCA Victor 20-2697

PAT FLOWERS and his Rhythm

Save the Bones for Henry Jones and **Google-Woogle**

RCA Victor 20-2698

NEW INTERNATIONAL HITS!

CUARTETO MAYARI, Director: Placido Acevedo

Cual Magica Vision and **Reflejos de Luna** (Boleros)

RCA Victor 23-0776

CANTOR MOSHE KUSEVITSKY with String Ensemble

Zamd Un Shteren (Sand and Stars) and **Der Chazan Un Der Gabai** (The Cantor and the President)

RCA Victor 38-1024

CHET ATKINS

and his Colorado Mountain Boys

My Guitar is My Sweetheart

A big hill-billy hit, tailor-made for Chet!

Bug Dance

Fancy strumming in barrel-house rhythm.

RCA Victor 20-2692

STILL AT LOW PRICES!

In the hope that we're not forced to follow the upward trend, RCA Victor is doing everything possible to maintain its current prices.

THE STARS WHO MAKE THE HITS ARE ON RCA VICTOR RECORDS

Copyrighted Material

www.americanradiohistory.com

"In my long career as orchestra leader, artist and recording manager, I haven't been so enthused about a record as I am about EVENING BELLS. I predict the music world will echo my enthusiasm. My sincere thanks to Don Rodney, Jimmy Carroll and Al Gamse. You are really wonderful artists."

Walter Dana

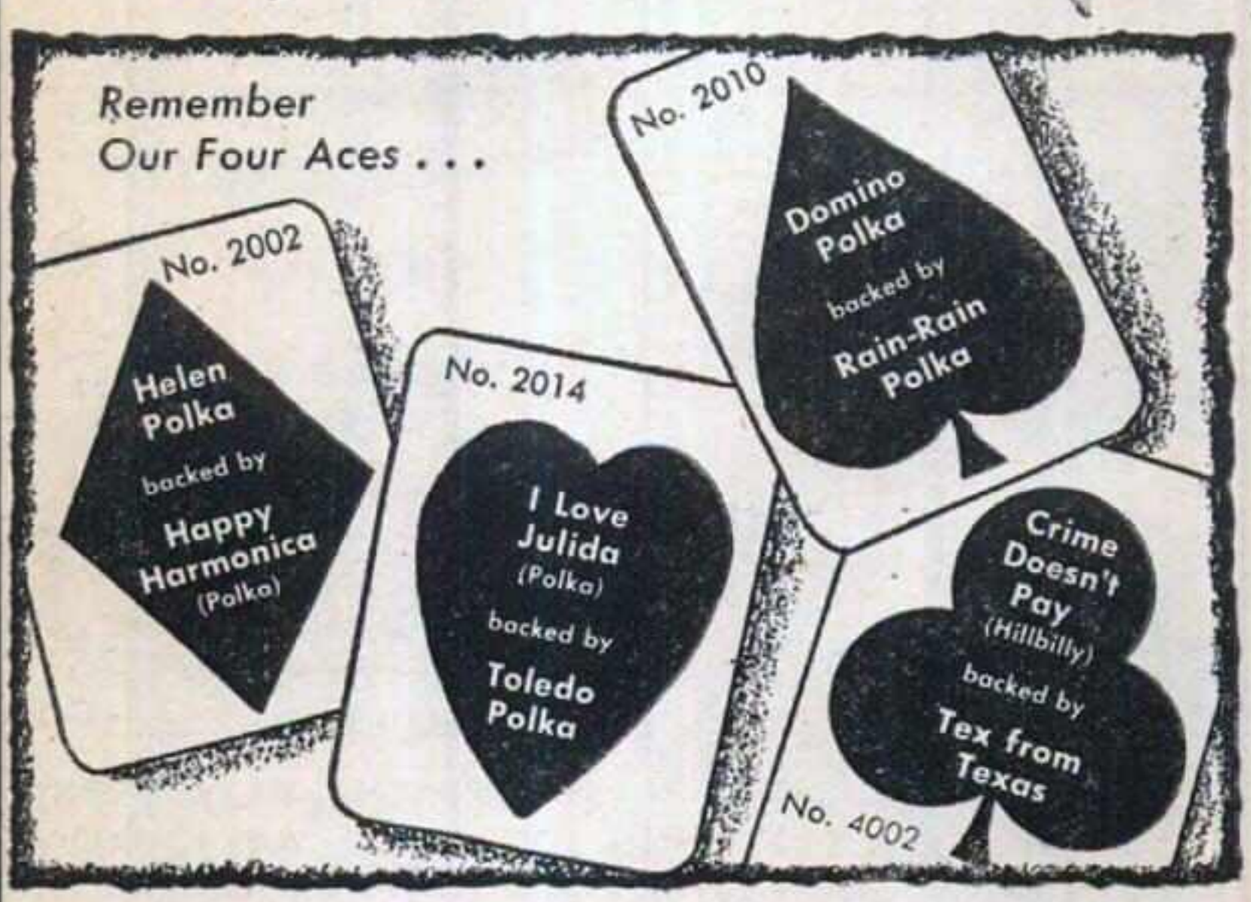
DANA Presents...

2003 A EVENING BELLS ..... Ballad
2003 B MY IRISH COLLEEN .... Waltz

The rich baritone voice of DON RODNEY finds a perfect medium for expression in a song beautiful in thought and melody and sung "right from the heart." Supported by the 20-piece "Dana Singing Strings," conducted by the renowned JIMMY CARROLL.

Released to coincide with the St. Patrick season, it's a great little song for any season.

Remember Our Four Aces . . .



WRITE, WIRE, PHONE YOUR DISTRIBUTOR

James H. Martin, Inc.
1407 Diversey Pkwy.
Chicago, Ill.

Kayler Co.
131 S. 24th St.
Philadelphia 3, Pa.

John Zmuda
558 Charles St.
Fall River, Mass.

Mid-Town Distributing Co.
1674 Broadway
New York, N. Y.

Niagara Midland
881 Main St.
Buffalo, N. Y.

Polonia Distributing Co.
3020 E. Canfield Ave.
Detroit, Mich.

Dana Distributors of New England
612 E. Main St.
Bridgeport, Conn.

Music Suppliers of New England, Inc.
17 Chadwick St.
Boston, Mass.

Milner Record Sales
110 N. 18th St.
St. Louis, Mo.

Schwartz Bros.
2931 12 St., N. E.
Washington, D. C.

Standard Distributing Co.
1729 Fifth Ave.
Pittsburgh, Pa.

Henry Schunke
1080 Broadway
Buffalo, N. Y.

Co-Mar Distributing Co.
1738 Eastern Ave.
Baltimore, Md.

All-State Distributing Co.
30 Warren Place
Newark, N. J.

Bargelt Supply
1131 S. W. Washington St.
Portland, Ore.

Ace Distributors
2534 West Pico Blvd.
Los Angeles, Calif.

Dana Music Company, Inc.

286 Fifth Avenue New York 1, N. Y.

WIsconsin 7-9093

The Billboard MUSIC POPULARITY CHARTS

PART II

Sheet Music

Billboard TRADE SERVICE FEATURE

Week Ending February 13

BEST-SELLING SHEET MUSIC

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

POSITION: Weeks to date	Last Week	This Week		Publisher
5	3	1.	NOW IS THE HOUR (R)	Leeds
14	1	2.	SERENADE OF THE BELLS (R)	Melrose
5	4	3.	I'M LOOKING OVER A FOUR LEAF CLOVER (R)	Remick
11	2	4.	GOLDEN EARRINGS (F) (R)	Paramount
17	9	5.	HOW SOON? (R)	Supreme
10	6	6.	I'LL DANCE AT YOUR WEDDING (R)	George Simon
5	10	7.	BEG YOUR PARDON	Robbins
15	5	8.	BALLERINA (R)	Jefferson
5	7	9.	THE BEST THINGS IN LIFE ARE FREE (F) (R)	Crawford
2	14	10.	I'M MY OWN GRANDPAW (R)	General
13	8	11.	TOO FAT POLKA (R)	Shapiro-Bernstein
2	—	12.	HOW LUCKY YOU ARE (R)	Peter Maurice
10	12	13.	THE STARS WILL REMEMBER (R)	Harms, Inc.
3	15	14.	MANANA (R)	Barbour-Lee
1	—	15.	BUT BEAUTIFUL (F) (R)	Burke-Van Heusen
8	—	15.	PASS THAT PEACE PIPE (F) (R)	Crawford

ENGLAND'S TOP TWENTY

POSITION: Weeks to date	Last Week	This Week		English	American
7	1	1.	A TREE IN THE MEADOW	Campbell-Connelly	Shapiro Bernstein
5	2	2.	NEAR YOU	Bradbury Wood	Supreme
7	3	3.	I WONDER WHO'S KISSING HER NOW	Feldman	E. B. Marks
14	3	4.	PEG O' MY HEART	Ascherberg	Robbins
16	2	4.	AN APPLE BLOSSOM WEDDING	Campbell-Connelly	Shapiro-Bernstein
3	6	5.	SHOEMAKER'S SERENADE	Kassner	*
9	5	5.	THE COFFEE SONG	Southern	Valiant
18	4	6.	I'LL MAKE UP FOR EVERYTHING	Peter Maurice	Peter Maurice
9	5	7.	THE COFFEE SONG	Irwin Dash	Mood
9	6	8.	MY OWN DARBY AND JOAN	Box and Cox	*
1	—	9.	SERENADE OF THE BELLS	Edwin Morris	Melrose
9	7	10.	—AND MIMI	Campbell-Connelly	Shapiro-Bernstein
4	11	11.	I AM HAPPY RIGHT HERE	Unit Publishing Co.	*
36	8	12.	COME BACK TO SORRENTO	Ricordi	Public Domain
6	9	13.	HAPPY-GO-LUCKY YOU AND BROKEN-HEARTED ME	Irwin Dash	Mills
9	10	14.	SOUTH AMERICA, TAKE IT AWAY	Feldman	Witmark
10	12	15.	THE GIRL THAT I MARRY	Berlin	Berlin
10	13	16.	HOW ARE THINGS IN GLOCCA MORRA?	Chappell	Crawford
23	14	17.	A GARDEN IN THE RAIN	Campbell-Connelly	Melrose
19	15	18.	MY FIRST LOVE, LAST LOVE AND ALWAYS	Irwin Dash	**

* Publisher not available as The Billboard goes to press.

CANADA'S TOP TUNES

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

SONG	Rank Order According to CMSG	Rank Order According to GVT	SONG	Rank Order According to CMSG	Rank Order According to GVT
SERENADE OF THE BELLS	1	8	I'M MY OWN GRANDPAW	15	4
I'M LOOKING OVER A FOUR LEAF CLOVER	2	—	NEAR YOU	16	3
NOW IS THE HOUR	3	—	THE BEST THINGS IN LIFE ARE FREE	17	—
BALLERINA	4	11	THE LITTLE OLD MILL	18	17
GOLDEN EARRINGS	5	15	PASS THAT PEACE PIPE	19	—
PAPA, WON'T YOU DANCE WITH ME?	6	—	THE TREASURE OF SIERRA MADRE	20	—
TOO FAT POLKA	7	12	BEG YOUR PARDON	—	5
CIVILIZATION	8	7	WITH A HEY AND A HI AND A HO HO HO	—	9
THE STARS WILL REMEMBER	9	—	DON'T YOU LOVE ME ANYMORE?	—	10
I'LL DANCE AT YOUR WEDDING	10	1	YA SHURE, YOU BETCHA	—	13
HOW LUCKY YOU ARE	11	—	YOU DO	—	14
HOW SOON?	12	2	I NEVER LOVED ANYONE	—	16
AN APPLE BLOSSOM WEDDING	13	—	PEGGY O'NEIL	—	18
I'M A-COMIN' A-COURTIN', CORABELLE	14	6	GONNA GET A GIRL	—	19
			THOSE THINGS MONEY CAN'T BUY	—	20

Copyrighted material

www.americanradiohistory.com

The Billboard MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending February 13

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, February 6, 8 a.m., and ending Friday, February 13, 8 a.m.)

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

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

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

The Top 30 Tunes (plus ties)

A Few More Kisses (And a Few Less Heartaches) (R) ..... Patmar—BMI
All Dressed Up With a Broken Heart (R) ..... E. B. Marks—BMI
Ballerina (R) ..... Jefferson—ASCAP
Beg Your Pardon (R) ..... Robbins—ASCAP
But Beautiful (F) (R) ..... Burke-Van Heusen—ASCAP
Civilization (M) (R) ..... E. H. Morris—ASCAP
Golden Earrings (F) (R) ..... Paramount—ASCAP
How Lucky You Are (R) ..... Peter Maurice—ASCAP
How Soon? (R) ..... Supreme—ASCAP
I'll Dance At Your Wedding (R) ..... George Simon—ASCAP
I'm A-Comin' A-Courtin', Corabelle (R) ..... Dreyer—ASCAP
I'm Looking Over a Four Leaf Clover (R) ..... Remick—ASCAP
Love Is So Terrific (R) ..... Mellin—BMI
Manana (R) ..... Barbour-Lee—ASCAP
Now Is the Hour (R) ..... Leeds—ASCAP
Papa, Won't You Dance With Me? (M) (R) ..... E. H. Morris—ASCAP
Pass That Peace Pipe (F) (R) ..... Crawford—ASCAP
Passing Fancy (R) ..... BMI—BMI
Pianissimo (R) ..... Santly-Joy—ASCAP
Saturday Date (R) ..... Southern—ASCAP
Serenade of the Bells (R) ..... Melrose—ASCAP
Shauny O'Shay (M) (R) ..... Chappell—ASCAP
The Best Things in Life Are Free (F) (R) ..... Crawford—ASCAP
The Stars Will Remember (R) ..... Harms, Inc.—ASCAP
The Treasure of Sierra Madre (F) (R) ..... Remick—ASCAP
What'll I Do? (R) ..... Berlin—ASCAP
Why Does It Have to Rain on Sunday? (R) ..... Johnstone—BMI
With a Hey and a Hi and a Ho Ho Ho (R) ..... Bourne—ASCAP
You Were Meant For Me (F) (R) ..... Miller—ASCAP
You've Changed (R) ..... Melody Lane—BMI

The Remaining 21 Songs of the Week

An Old Sombrero (R) ..... Shapiro-Bernstein—ASCAP
At the Candlelight Cafe (F) (R) ..... Witmark—ASCAP
Don't Call It Love (R) ..... Famous—ASCAP
Don't You Love Me Anymore? (R) ..... Oxford—ASCAP
I Still Love You ..... John Thomas—ASCAP
I'm My Own Grandpaw (R) ..... General—ASCAP
In a Little Bookshop (R) ..... Triangle—ASCAP
Let's Be Sweethearts Again (R) ..... Campbell-Porgie—BMI
Lone Star Moon (R) ..... Advanced—ASCAP
Made For Each Other (R) ..... Peer—BMI
Melancholy (R) ..... Bregman-Vocco-Conn—ASCAP
My, How the Time Goes By (R) ..... Chappell—ASCAP
Oooh! Look-A There, Ain't She Pretty? (R) ..... Leeds—ASCAP
Saturday Night in Central Park (M) (R) ..... T. B. Harms—ASCAP
Tell Me a Story (R) ..... Laurel—ASCAP
Teresa (R) ..... Duchess—BMI
The Dickey-Bird Song (F) (R) ..... Robbins—ASCAP
The Gentleman Is a Dope (M) (R) ..... Williamson—ASCAP
Thoughtless (R) ..... Feist—ASCAP
Too Fat Polka (R) ..... Shapiro-Bernstein—ASCAP
Who Put That Dream in Your Eyes? (R) ..... Stuart—BMI

RECORDS MOST PLAYED BY DISK JOCKEYS

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

(F) indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION Weeks to date	Last Week	This Week		Lic. By
5	2	1.	I'M LOOKING OVER A FOUR LEAF CLOVER	Art Mooney..MGM 10119—ASCAP
5	3	2.	MANANA	Peggy Lee..Capitol 15022—ASCAP
16	1	3.	BALLERINA	Vaughn Monroe (Vaughn Monroe) ..... Victor 20-2433—ASCAP
6	7	4.	BEG YOUR PARDON	Francis Craig..Bullet 1012—ASCAP
4	8	5.	NOW IS THE HOUR	Gracie Fields..London 110—ASCAP
15	4	6.	GOLDEN EARRINGS (F)..	Peggy Lee (Dave Barbour Ork).. ..... Capitol 15009—ASCAP
12	6	7.	I'LL DANCE AT YOUR WEDDING	Buddy Clark-Ray Noble..... ..... Columbia 37967—ASCAP
2	15	8.	NOW IS THE HOUR.....	Margaret Whiting .... Capitol 15024—ASCAP
19	12	9.	HOW SOON?	Jack Owens (Eddie Ballantine Ork)..... Tower 1258—ASCAP
3	11	10.	BEG YOUR PARDON.....	Frankie Carle .... Columbia 38036—ASCAP
10	9	11.	SERENADE OF THE BELLS	Jo Stafford (Paul Weston Ork).. ..... Capitol 15007—ASCAP
17	5	12.	TOO FAT POLKA	Arthur Godfrey (Archie Bleyer Ork)...Columbia 37921—ASCAP
1	—	13.	I'M LOOKING OVER A FOUR LEAF CLOVER	Alvino Rey....Capitol 491—ASCAP
1	—	14.	SLAP 'ER DOWN AGIN, PAW	Arthur Godfrey..... ..... Columbia 38066—ASCAP (Red Benson, Rainbow 10034; Esmeraldy, Musicraft 524; Patsy Montana and Her Buckaroos, Victor 20-2606)
9	10	15.	HOW SOON?.....	Dinah Shore (Sonny Burke Ork) ..... Columbia 37952—ASCAP

we gotta PROBLEM!

They say in show business —
"WHEN YOU'VE GOT A HIT ON YOUR HANDS — GIVE IT EVERYTHING YOU'VE GOT"

BUT what do you do when you've got

2 HITS

At the same time?

BEN LIGHT AMERICA'S FOREMOST PIANO STYLIST

TR # 516
GETTING SENTIMENTAL OVER YOU
I CRIED FOR YOU

TR # 564
BEGIN THE BEGUINE
I GOT RHYTHM

ask MELODY SALES CO. SAN FRANCISCO
ask MILLNER RECORD SALES CO., INC. IN ST. LOUIS
ask SCOTT-CROSSE CO. PHILADELPHIA
ask SHANK-COBLEY, INC. TOLEDO, OHIO

THEY'RE SELLING 'EM BY THE THOUSANDS!

ONLY LACK OF SPACE FORBIDS LISTING OF ALL THE TEMPO DISTRIBUTORS WHO ARE DOING AN EQUALLY SWELL JOB!

$ $

There are
TWENTY-FIVE MORE GREAT RECORDS
in the BEN LIGHT Repertoire
CUSTOM MADE RECORDS
DIRECT ELECTRONIC PROCESS

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

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

Copyrighted material
www.americanradiohistory.com

DECCA BUYERS GUIDE

WEEK ENDING FEBRUARY 18

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

UP and COMING

The new **"Songs of Our Times"** series (the hit tunes of each year—each year in a separate album—each record a delightful medley) is now available for the years 1927, 1928, 1929, 1930 and 1931.

OPERATORS—pick these up for extra plays at any location!

BEST SELLERS

1 NOW IS THE HOUR — *BING CROSBY*
Silver Threads Among The Gold . . . . . No. 24279

2 I'M MY OWN GRANDPAW — *GUY LOMBARDO*
Frankie & Johnny . . . . . No. 24288

3 I'M LOOKING OVER A FOUR LEAF CLOVER — *RUSS MORGAN with MILT HERTH*
BYE BYE BLACKBIRD . . . . . No. 24319

4 BEG YOUR PARDON — *RUSS MORGAN*
All Dressed Up With A Broken Heart . . . . . No. 24339

5 IF I ONLY HAD A MATCH — *AL JOLSON*
Let Me Sing And I'm Happy . . . . . No. 24296

6 GOLDEN EARRINGS — *BING CROSBY*
BALLERINA . . . . . No. 24278

7 YOU DO — *BING CROSBY and CARMEN CAVALLARO*
HOW SOON . . . . . No. 24101

8 LITTLE WHITE LIES — *DICK HAYMES*
The Treasure Of Sierra Madre . . . . . No. 24280

9 TERESA — *DICK HAYMES and ANDREWS SISTERS*
My Sin . . . . . No. 24320

10 EASTER PARADE — *BING CROSBY*
I've Got Plenty To Be Thankful For . . . . . No. 23819

COUNTRY

1 A WOMAN WRECKED MANY A GOOD MAN — *ERNEST TUBB*
A LONELY HEART KNOWS . . . No. 46113

2 EVERYBODY'S GONNA HAVE A WONDERFUL TIME UP THERE — *RED FOLEY*
RIDE ON KING JESUS . No. 46115

3 RAINBOW AT MIDNIGHT — *ERNEST TUBB*
I DON'T BLAME YOU . No. 46018

4 COOL WATERS — *SONS OF THE PIONEERS*
TUMBLING TUMBLEWEEDS . . . No. 46027

5 CAN'T YOU TAKE IT BACK AND CHANGE IT FOR A BOY — *DICK THOMAS*
ROSALINDA . . . . No. 46114

SEPIA

1 EVERYBODY'S GONNA HAVE A WONDERFUL TIME UP THERE — *SISTER ROSETTA THARPE*
MY LORD AND I . . . No. 48071

2 BEAMS OF HEAVEN — *SISTER ROSETTA THARPE—MARIE KNIGHT*
PRECIOUS MEMORIES . No. 48070

3 SADIE BROWN — *COUSIN JOE*
EVOLUTION BLUES . No. 48061

4 SERVES ME RIGHT — *BUDDY JOHNSON*
YOU CAN'T TELL WHO'S LOVIN' WHO . . . . . No. 48060

5 THEY ALL SAY I'M THE BIGGEST FOOL — *BUDDY JOHNSON*
SINCE I FELL FOR YOU
No. 48016

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

All Records Listed $.75 Each, Exclusive of Taxes

The Billboard MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Billboard TRADE SERVICE FEATURE

Week Ending February 13

BEST-SELLING POPULAR RETAIL RECORDS

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

POSITION: Weeks to date	Last Week	This Week			
5	2	1.	I'M LOOKING OVER A FOUR LEAF CLOVER *The Big Brass Band From Brazil (M)*	Art Mooney	MGM 10119
16	1	2.	BALLERINA *The Stars Will Remember*	Vaughn Monroe	Victor 20-2433
4	7	3.	NOW IS THE HOUR *Silver Threads Among the Gold*	Bing Crosby	Decca 24279
4	3	4.	MANANA *All Dressed Up With a Broken Heart*	Peggy Lee	Capitol 15022
13	4	5.	GOLDEN EARRINGS (F) *I'll Dance at Your Wedding*	Peggy Lee (Dave Barbour Ork)	Capitol 15009
4	9	6.	NOW IS THE HOUR *Come Back to Sorrento*	Gracie Fields	London 110
5	8	7.	BEG YOUR PARDON *I'm Looking for a Sweetheart*	Francis Craig	Bullet 1012
2	—	8.	BEG YOUR PARDON *The Dream Peddler*	Frankie Carle	Columbia 38036
14	6	9.	SERENADE OF THE BELLS *That's What Every Girl Should Know*	Sammy Kaye (Don Cornell-Choir)	Victor 20-2372
2	14	10.	NOW IS THE HOUR *True*	Eddy Howard	Majestic 1191
1	—	11.	I'M LOOKING OVER A FOUR LEAF CLOVER *Little Girl*	Uptown String Band	Mercury 5100
6	11	11.	BALLERINA *Golden Earrings (F)*	Bing Crosby	Decca 24278
1	—	13.	SLAP 'ER DOWN, AGIN, PAW *I'd Give a Million Tomorrows*	Arthur Godfrey	Columbia 38036
9	—	14.	SERENADE OF THE BELLS *The Gentleman Is a Dope (M)*	Jo Stafford (Paul Weston Ork) Capitol 15007	
1	—	15.	I'M LOOKING OVER A FOUR LEAF CLOVER *Bye, Bye, Beautiful*	Russ Morgan-Milt Herth Decca 24319	
1	—	15.	NOW IS THE HOUR *But Beautiful (F)*	Margaret Whiting	Capitol 15024

BEST-SELLING POPULAR RECORD ALBUMS

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

POSITION: Weeks to date	Last Week	This Week		
15	1	1.	Glenn Miller Masterpieces (Volume 2) Glenn Miller	Victor P-188
43	—	2.	Al Jolson Album Al Jolson	Decca 469
1	—	3.	St. Valentine's Day Album Bing Crosby	Decca A-621
2	3	4.	A Sentimental Date With Perry Como Perry Como	Victor P-187
3	2	5.	Goods News Album June Allyson, Peter Lawford, Joan McCracken, Patricia Marshall	MGM 17

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

POSITION: Weeks to date	Last Week	This Week		
124	1	1.	Clair De Lune—Jose Iturbi	Victor 11-8851
138	2	2.	Chopin's Polonaise—Jose Iturbi	Victor 11-8848
97	3	3.	Jalousie—Boston Pops, Arthur Fiedler, conductor	Victor 12160
112	4	4.	Warsaw Concerto—Boston Pops, Arthur Fiedler, conductor; Leo Litwin, pianist	Victor 11-8863
1	—	5.	Sabre Dance—Efrem Kurtz and N. Y. Philharmonic Symphony	Columbia 12498

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

POSITION: Weeks to date	Last Week	This Week		
130	2	1.	Rhapsody in Blue Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor	Columbia X-251
13	1	2.	Khactaturian; Gayne-Ballet Suite New York Symphony Ork; Efrem Kurtz, conductor	Columbia MM-664
55	3	3.	Tchaikowsky Nutcracker Suite Eugene Ormandy, conductor Philadelphia Ork.	Victor DM-1020
75	4	4.	Rachmaninoff Concerto No. 2 in C Minor Artur Rubinstein, pianist; NBC Ork; Vladimir Golschmann, conductor	Victor 1075
1	—	5.	Music of Ernest Lecuona First Piano Quartet	Victor CO-41

Copyrighted material
www.americanradiohistory.com

The Billboard MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

Billboard TRADE SERVICE FEATURE

Week Ending February 15

MOST-PLAYED JUKE BOX RECORDS

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

POSITION: Weeks to date	Last Week	This Week			
4	2	1.	I'M LOOKING OVER A FOUR LEAF CLOVER	Art Mooney	MGM 10119
16	1	2.	BALLERINA	Vaughn Monroe (Vaughn Monroe)	Victor 20-2433
6	3	3.	BEG YOUR PARDON	Francis Craig	Bullet 1012
8	4	4.	GOLDEN EARRINGS (F)	Peggy Lee (Dave Barbour Ork)	Capitol 15009
1	—	5.	NOW IS THE HOUR	Bing Crosby	Decca 24279
3	7	6.	MANANA	Peggy Lee	Capitol 15022
3	13	7.	BEG YOUR PARDON	Frankie Carle	Columbia 38036
1	—	8.	I'M LOOKING OVER A FOUR LEAF CLOVER	Russ Morgan-Milt Herth	Decca 24319
9	11	9.	SERENADE OF THE BELLS	Sammy Kaye (Don Cornell-Choir)	Victor 20-2372
14	6	10.	HOW SOON?	Bing Crosby-Carmen Cavallaro	Decca 24101
9	5	11.	I'LL DANCE AT YOUR WEDDING	Ray Noble-Buddy Clark	Columbia 37967
4	—	12.	I'M MY OWN GRANDPAW	Guy Lombardo	Decca 24288
13	8	13.	HOW SOON?	Vaughn Monroe (Vaughn Monroe-Moon Maids)	Victor 20-2523
2	12	14.	NOW IS THE HOUR	Gracie Fields	London 110
5	15	15.	BALLERINA	Bing Crosby	Decca 24278

MOST-PLAYED JUKE BOX FOLK RECORDS

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

POSITION: Weeks to date	Last Week	This Week			
27	1	1.	I'LL HOLD YOU IN MY HEART	Eddy Arnold and His Tennessee Plowboys	Victor 20-2332
5	3	2.	SIGNED, SEALED AND DELIVERED	Cowboy Copas	King 658
4	4	3.	HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys	Capitol Americana 40065
11	2	4.	NEVER TRUST A WOMAN	Tex Williams and the Western Caravan (Tex Williams)	Capitol Americana 40054
3	—	5.	BUBBLES IN MY BEER	Bob Wills and His Texas Playboys	MGM 10116
2	9	6.	TELL A WOMAN	Tex Williams	Capitol Americana 40081
4	8	7.	I'M MY OWN GRANDPAW	Lonzo and Oscar (Winston County Pea Pickers)	Victor 20-2563
38	—	8.	IT'S A SIN	Eddy Arnold and His Tennessee Plowboys	Victor 20-2241
13	10	9.	NEVER TRUST A WOMAN	Red Foley (The Cumberland Valley Boys)	Decca 46074
2	—	9.	THE WALTZ OF THE WIND	Roy Acuff	Columbia 38042

MOST-PLAYED JUKE BOX RACE RECORDS

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

POSITION: Weeks to date	Last Week	This Week			
10	2	1.	I LOVE YOU, YES I DO	Bull Moose Jackson	King 4181
20	1	2.	SNATCH AND GRAB IT	Julia Lee and Her Boy Friends (Julia Lee)	Capitol Americana 40028
2	4	3.	BARNYARD BOOGIE	Louis Jordan	Decca 24300
2	10	4.	KING SIZE PAPA	Julia Lee and Her Boy Friends	Capitol Americana 40082
20	7	5.	HE'S A REAL GONE GUY	Nellie Lutcher	Capitol Americana 40017
3	—	5.	THE SONG IS ENDED	Nellie Lutcher	Capitol Americana 40063
4	5	5.	WRITE ME A LETTER	The Ravens	National 9038
4	3	5.	I CAN'T GIVE YOU ANYTHING BUT LOVE	Rose Murphy	Majestic 1204
4	10	9.	THOSE THINGS MONEY CAN'T BUY	King Cole Trio	Capitol 15011
10	—	9.	EARLY IN THE MORNING	Louis Jordan	Decca 24155

Here's that "Horn O' Plenty" Harry James and his orchestra playing

"I UNDERSTAND"
Vocal by Buddy Di Vito

"EAST COAST BLUES"
Trombone Solo by Ziggy Elmer
Columbia 38059

COLUMBIA'S TUNE TIPSTER

BEST BETS

Frank Sinatra
with orchestra under the direction of Axel Stordahl
SURE FIRE!
"But Beautiful"
(from "Road to Rio")
"If I Only Had A Match"
Columbia 38053

Tony Pastor
and his orchestra
COMING UP FAST!
"I'm My Own Grandpaw"
"The Secretary Song"
(Bidibi Bot Bot)
Vocals by Tony Pastor and The Clooney Sisters
Columbia 38068

Woody Herman
and his orchestra
WATCH THIS ONE!
"Sabre Dance"
(from "Gayne Ballet Suite")
"Swing Low, Sweet Clarinet"
Vocal by Mary Ann McCall
Columbia 38102

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

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

Copyrighted material
www.americanradiohistory.com

The Billboard MUSIC POPULARITY CHARTS

PART VI

Record Possibilities

Week Ending February 13

THE BILLBOARD PICKS:

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

WHAT'S GOOD ABOUT GOODBYE....Dinah Shore.....Columbia 38094
Margaret Whiting.....Capitol 15038

Beautiful ballad from new pic score of "Casbah" is caressed vocally by soft-voiced Dinah and enhanced by pretty Zimmerman orking. Arlen-Robin tune also clicks on equally adept vocalizing job by Margaret Whiting with superb backing by Frank DeVol.

HOORAY FOR LOVE.....Dinah Shore with the Four Hits and Sonny Burke Ork.....Columbia 38094
Tony Martin.....Victor 20-2690

Another "Casbah" score tune rings the bell with Dinah's chirping (backed by "Goodbye") smooth and mellow. Four Hits give strong vocal support. Tony Martin's waxing of "Hooray" is warm and romantic and will get extra push since Martin features tune in the pic.

PIANISSIMO AND I'VE GOT A FEELING I'M FALLING.....Perry Como.....Victor 20-2593

Como polishes off pub plug tune in expert fashion. Disk is double threat item with "Falling" having strong chance of emerging as winner in popularity field. Perry sings the old rhythm ditty with charm and relaxed swing. Decca has a fine "Feeling" version by Ella Fitzgerald.

IT'S A QUIET TOWN.....Danny Kaye-Andrews Sisters.Decca 24361
(In Crossbone County)

Kaye is at his best in this hilarious, frankly satirical saga of the old West. Andrews Sisters give great vocal support but it's the funny man's record all the way.

MORE THAN EVER BEFORE.....Don Reid-Chet Howard Orchestra.....Metrotone M-1011

Reid, ex-Cugat vocalist, sings his own song in sincere straight fashion shuffle-like meter backing. Waxing is already going strong in Pittsburgh, and should spread. Tune is reminiscent of "I Love a Parade" oldie.

THE DISK JOCKEYS PICK:

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

1.	BUT BEAUTIFUL	Frank Sinatra	Columbia 38053
2.	LOVER	Les Paul	Capitol 15037
3.	BRAZIL	Les Paul	Capitol 15037
4.	THOUGHTLESS	Buddy Kaye	MGM 10137
5.	TAGOS, ENCHILADAS AND BEANS	Sam Donahue	Capitol 493
6.	MATINEE	Vaughn Monroe	Victor 20-2671
7.	MOONLIGHT WHISPERS	Tex Beneke	Victor 20-2667
8.	THE DICKEY-BIRD SONG	Freddy Martin	Victor 20-2617
9.	THOUGHTLESS	Vic Damon	Mercury 5104
10.	THOUGHTLESS	Gordon MacRae	Capitol 15027

THE RETAILERS PICK:

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

1.	MATINEE	Vaughn Monroe	Victor 20-2671
2.	BECAUSE	Perry Como	Victor 20-2653
3.	SATURDAY DATE	Kay Kyser	Columbia 38049
4.	THOUGHTLESS	Vic Damone	Mercury 5104
5.	I LOVE YOU, YES I DO	Sammy Kaye	Victor 20-2674
6.	PIANISSIMO	Perry Como	Victor 20-2593
7.	THE DICKEY-BIRD SONG	Freddy Martin	Victor 20-2617
8.	THOUGHTLESS	Buddy Kaye	MGM 10137

THE OPERATORS PICK:

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

1.	SLAP 'ER DOWN AGAIN, PAW	Arthur Godfrey	Columbia 38066
2.	BECAUSE	Perry Como	Victor 20-2653
3.	YOU DON'T HAVE TO KNOW THE LANGUAGE	Bing Crosby-Andrews Sisters	Decca 24282

Copyrighted material
www.americanradiohistory.com

The Billboard MUSIC POPULARITY CHARTS

PART VII

Record Reviews

With Ratings for Disk Jockeys, Dealers and Juke Box Operators

Week Ending February 13

The Billboard TRADE SERVICE FEATURE

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

How Ratings Are Determined

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

The Categories

Point listings are maximums. Song calibre, 15; interpretation, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't'g-promotion, film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST / TUNES / LABEL AND NO. / COMMENT	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
POPULAR				
PERRY COMO (Russ Case Ork) (Victor 20-2593)				
Pianissimo — Pub plug tune gets the usual expert Como polish. That Italian ah-ah touch in title pleasant.	87	87	87	87
I've Got a Feeling I'm Falling — On a hunch, this is the side to finally emerge. The old rhythm ditty has charm, as always does Como's singing.	89	89	89	89
PETE VIERA (Hands of Harmony-Nev Simon) (Rego 1031)				
I Send You This Rose — Romantic Simons crooning of average love ballad. Piano, organ and drum combo backing sweet but undistinguished.	70	72	69	70
What Is It — Lineup tries hard but material tough for them to sell.	65	68	63	65
SNOOKY LANSON (Owen Bradley Quartet) (Mercury 109)				
Beg Your Pardon — Craig style used quartet for "Near You" follow up. Lanson's relaxed warbling on current fave might catch some coin, tho late.	80	80	76	84
Dream Girl — Easy romantic Lanson piping dresses up new pop. Quartet supplies suitable soft dreamy backing.	81	83	78	81
JOE GUMIN (Chord 664)				
Just Because — Lively handling of novelty ditty. Short staccato-type group piping.	79	82	76	79
Happy Birthday — Standard opens with sentimental patter, then swings into chorus vocal in five languages.	68	71	74	60
PETER OCHS (Chord 125)				
Waltz Quadrille — Skating rhythm used here for waltz. Ordinary styling.	61	60	66	58
Boomp-Sa-Daisy — Oldie delivered same as flip, tho ork shows bit more life here.	62	62	67	58
DINAH SHORE (Columbia 38094)				
Hooray for Love (The Four Hits-Sonny Burke Ork) — Smooth Dinah chirps (with Four Hits batting strong in vocal support) top drawer material from pic "Casbah."	90	91	89	90
What's Good About Goodbye (Harry Zimmerman Ork) — Dinah's tonsils caress beautiful Arlen-Robin ballad from "Casbah." One of her best.	92	94	90	90
MILLS BROTHERS (Decca 24333)				
Manana — Peggy Lee's Capitol platter makes tune a "demand" item. But Mills can't get near Lee's inflections and rhythm.	82	75	85	95
I Wish I Knew the Name — Mills in slow-fast tempo contrast on pleasant ditty. Lots of surface grit.	75	65	79	80
MONICA LEWIS-BOB EBERLY-RUSS MORGAN (Decca 24328)				
Lucky in Love — Show-type tune from "Good News" flick lends nicely to duetting. Bob's bound to re-happen.	79	79	79	79
Just Imagine — Bob's voice fine. Monica getting closer to Shore every day. Morgan's orking o.k. But record noise and dirt are blemishes beyond norm.	77	70	80	80
ELLA FITZGERALD (The Day Dreamers) (Decca 24332)				
I've Got a Feeling I'm Falling — Everybody should like this. Revived ditty gets a light rhythmic lilt.	88	89	87	88
My Baby Likes to Be-Bop — Be-bop popped into commercial ditty form. Ella's a regular fella. Mop!	84	86	80	86
PATTI PAGE (George Barnes Trio) (Mercury 5098)				
It's the Bluest Kind of Blues — Blues on a commercial kick. Gal sings warmly and well.	71	72	65	77
You Turned the Tables on Me — Revived oldie moves along at swingy pace. Page sells vocal in relaxed manner.	70	75	63	72
MARGARET WHITING (Frank DeVol Ork) (Capitol 15038)				
What's Good About Goodbye — Whiting's crystal-pure tones handle difficult-but-lovely pic tune with ease.	88	90	86	88
Gypsy in My Soul — Bounces along in nice tempo. Vocal capable but not outstanding.	75	75	70	79
SHIRLEY MOORE (Jerry Jerome Quartette) (Apollo 1091)				
Dark Avenue — Ditty has merit and the Moore lass has an amazing range and Vaughan-like style that bears impressively.	76	79	70	79
My Love Dirge — Full, fine lament-vocal. Interesting ork backing on essentially dreary love-dirge.	65	66	62	67
THE KING COLE TRIO (Capitol 15036)				
I've Only Myself to Blame (King Cole) — Quiet rendition of pop in standard Cole style. Tasty instrumentally.	85	86	80	88
The Geek — Piano and guitar vie for honors in a boppy little instrumental.	76	81	78	70
HAL DERWIN ORK (Hal Derwin-The Hi-Liters) (Capitol 498)				
We Just Couldn't Say Goodbye — Bright danceable version of oldie. Pleasant vocally.	82	82	79	85
Worry, Worry, Worry — Infectious novelty with nice lilt. Nothing outstanding about vocal.	67	68	64	70
VIC DAMONE (Camarata Ork) (Mercury 5107)				
Worry, Worry, Worry — Vic's personable delivery at good tempo.	81	81	80	82
The Feathery Feeling — Gives "Feeling" the light and airy phrasing it needs.	85	85	83	87
XAVIER CUGAT (Columbia 38095)				
Oh'l Baby Doh'l (Aladdin) — Cugie's version of pic tune gay and cute.	75	74	73	78
Jungle Rhumba (Ensemble) — Latins from Manhattan-'ll love it. Interesting blend and instrumentation.	74	77	70	75
WOODY HERMAN ORK (Columbia 38102)				
Swing Low, Sweet Clarinet (Mary Ann McCall) — McCall vocal dominates disk which steals too much from Herman's clarinet mood. Still a good platter.	80	83	81	75
Sabre Dance — The Herd takes Khachaturian seriously with good results.	85	85	84	87
CHARLIE SPIVAK (Victor 20-2704)				
Now Is the Hour (Maori Farewell Song) (Tommy Mercer) — Sweet straight version of current hit song.	82	87	75	85
Who Are We To Say (Tommy Mercer-Irene Daye) — Vocal n.s.g. Only ordinary of Spivak's honey-sound horn clowing.	63	65	60	63
LES PAUL (Capitol 15037)				
Brazil — Paul goes one-man guitar band. Six guitars recorded individually then dubbed together. Effect awesome but brilliant.	86	92	85	80
Lover — Sextuplet guitaring again, all by the finger-dextrous Paul. Man this is gone. . . technique so good it's ridiculous.	88	95	90	80
VAUGHN HORTON AND HIS POLKA DEBS (Continental C-1223)				
Toolie Oolie Doolie (The Yodel Polka) — Corny novelty that should sell in a big way. This disk probably won't top Andrews' version but it's very good.	90	95	80	95
Continental Musette Ork — *The Skaters' Waltz* — Standard receives standard treatment. Strictly for rinks and retail.	58	60	65	50
THE PIED PIPERS (Paul Weston Ork) (Capitol 495)				
Oh'l Baby Doh'l — Pied Pipers frolic thru novelty nonsensical lyric from pic "Big City."	78	82	75	77
I'll See You in My Dreams — Group delivers sentimental oldie slow and dreamy. Voice blending and restrained styling well executed.	80	84	77	80
THE SPORTSMEN (Capitol 496)				
My Gal Sal — Sportsmen softly chant, hum tear-jerk oldie. Rhythm aid tasteful an effective.	77	79	73	8
Tutti-Tutti-Pizzicato — Lively novelty ditty done in competent style. Orking rates a bow.	82	84	79	8
TINY HILL ORK (Columbia 38100)				
I'm Looking Over a Four Leaf Clover (Tiny Hill) — Reissue which is Col's third try to cash in on hit; no banjo but bouncy with Hill's twangy vocalizing.	66	69	65	6
Show Me the Way To Go Home (Tiny Hill-Ensemble) — Live version of the soldier's lament which still bears some juke attraction.	66	65	63	7
BUDDY CLARK (Mitchell Ayres Ork) (Columbia 38115)				
Peculiar — Good piece of blues material sung well with good Ayres' orking.	75	82	76	6
BUDDY CLARK-THE CHARIOTEERS				
Now Is the Hour — First post-ban a capella waxing turns out very well; tune's suited to treatment; recording good. Clark good; disking is late.	88	87	88	8
KAY THOMPSON (Dick Jones Ork) (Columbia 38101)				
Back Home Again in Indiana — Disk debut of the hot nitery attraction; good cleffing; twin tempoed; good chirping—but verse is too long.	80	86	79	7
Jubilee (The Williams Brothers) — Original material comes off as a program item.	80	88	80	7
HARRY ROY ORK (London 140)				
Sitting on Edge — Roy's boogie-woogie instrumental no great shakes for modernists here. Mechanical recording is tops, tho.	60	70	50	6
There Ought To Be a Society (Joy Nicholls) — London's first on this calypso novelty. Gal can sing but can't grasp Trinidadian rhythm-feel.	76	80	70	7

(Continued on page 106)

CORRECTION—Thru a typographical error the Teddy Phillips National recording of *Yes, Sir, That's My Baby* appeared to have been reviewed twice in last week's issue of *The Billboard*. Actually the record was reviewed only on Page 121 of the issue. The seemingly-contradictory duplicate on Page 30 was the innocent result of compiling ratings intended for another disk under the wrong titles.

www.americanradiohistory.com

National Records
NOW ON SALE
BILLY ECKSTINE
"ALL OF ME"
"SHE'S GOT BLUES FOR SALE" NAT. 9041
★ ★ ★
"IN THE STILL OF THE NIGHT"
"GLOOMY SUNDAY"
NAT. 9037
Ray Smith FOLK MUSIC
"WHEN MY DAY ROLLS AROUND" "REMEMBER ME" NAT. 5016
Blue Mountain Boys
"SCARS UPON MY HEART"
"SUNDOWN AND SORROW" NAT. 5015
Teddy Phillips and his orchestra
"YES SIR THAT'S MY BABY"
"BLOOMING APPLE TREE" NAT. 7020
★★★★ NATIONAL Records ★★★★
ORDER FROM YOUR NEAREST NATIONAL DISTRIBUTOR
or NATIONAL DISC SALES • 1841 B'WAY, N. Y. 23, N. Y.

MEMO: TO ARTISTS, DISK JOCKEYS, RETAILERS AND OPERATORS
Put this down Big on your '48 Calendar of Record Hits...
1948 FEBRUARY 1948
SATURDAY
"Saturday Date"
A RHYTHM SONG WITH THAT LIFT
Recordings....
Kay Kyser.....Columbia
Tex Beneke.....RCA Victor
SATURDAY
The Disk Jockeys and Retailers pick it as one of tomorrow's hits—according to The Billboard (Feb. 7)
SOUTHERN MUSIC PUBLISHING CO., INC., 1619 B'WAY, NEW YORK, N. Y.

The Billboard MUSIC POPULARITY CHARTS

PART VIII

Advance Information

Week Ending February 13

Billboard TRADE SERVICE FEATURE

ADVANCE RECORD RELEASES

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

POPULAR

A Few More Kisses (A Few Less Heartaches)
D. Day (If It) Victor 20-2737
A Man Can Be a Wonderful Thing
P. Clayton (Nickels, Dimes) Bullet 1021
A Nation Is Born Album (3-10")
Miriam Kressyn, Narrator; Sholum Rubinstein, Dir. . . . Banner B-102
A Throne for Love
J. Livingston Ork (When It's) Southland 200
A Thought in My Heart for You
P. Viera (I'm Taken) Rego 1030
An Old Sombrero (and an Old Spanish Shawl)
T. Beneke (Dreamy Lullaby) Victor 20-2584
Au Revoir
G. Fields (Red Sails) London 129
Barrel House Boogie
H. Roy Band (Steppin' Out) London 116
Big Brass Band From Brazil
D. Kaye-Andrews Sisters (It's a) Decca 24361
Boogie on the Scale
A. Young (Habanera) London 126
Boomp-Sa-Daisy
P. Ochs (Waltz Quadrille) Chord 125
Brazil
P. Paul (Lover) Capitol 15037
Bread and Gravy
The Jesters (I Won't) Apollo 1096
But None Like You
P. Sinatra (We Just) Columbia 38129
Cantor on the Sabbath
A. Jolson (Kol Nidre) Decca 29251
Cincinnati
K. Kyser (Worry, Worry) Columbia 38106
Ciribiribin
T. Weems (Sally Won't) Mercury 5113
Cocoanut Song
E. Ross Ork (Manana) London 187
Counting
C. Trask Ork (Peachy Pie) Radio Artist 218
Crown Without a Thorn
V. Damone (Panis Angelicus) Mercury 15002
Crying for Joy
M. Lewis-R. Morgan (True) Decca 24334
Cut the Knot and Turn Me Loose
Hi, Lo, Jack and the Dame (I'm A-Comin') Bullet 1019
Dardanella
Ambrose Ork (Rose Of) London 120
Daughter Daughter
H. Roy Band (The Funny) London 116
Deep in a Dream
R. Deauville (Mad About) Super Disc 1049
Did You Ever See a Dream Walking
H. Jerome Ork (What More) Pleasant 106
Dreamy Lullaby
T. Bene (An Old) Victor 20-2584
El Toreador
Mantovani Ork (The Green) London 122
Emeral Isle Album
Four Ramblers . . . London LA 8
Eileen Oge
I'll Take You Home Again Kathleen
Mother Machree
Teddy O'Neil
The Dacent Irish Boy
The Mountains of Mourne
Fingerbustin' Album
Camarata Ork . . . London LA 4
Fantasie Impromptu
Fiddle Faddle
Fingerbustin'
Rhapsody for Saxophone, Parts 1 and 2
The Breeze
Goodbye, Sweetheart
L. McCall Ork (Philadelphia Boogie) 20th Century 20-55
Gypsy in My Soul
M. Whiting (What's Good) Capitol 15039
Habanera (From "Carmen")
A. Young (Boogie On) London 126
Happy Birthday
J. Gumin (Just Because) Chord 664
Haunted Heart
G. Lombardo (Saturday Night) Decca 24362
Highway To Love
T. Tucker (The Feathery) Columbia 38108
How Could We Ever Have Been Strangers
W. Van Dyne (The Loveliness) Tower 1273
I Hate To Lose You
M. Carson (The Feathery) Signature 541
I Hate To Lose You
J. Wald Ork (Now Is) Commodore C-7502
I Send You This Rose
P. Viera (What Is) Rego 1031
I Want a Big Butter and Egg Man
Ann McCall (Trouble Is) Columbia 38131
I Won't Marry You No More
The Jesters (Bread and) Apollo 1096
If It Were Easy To Do
D. Day (A Few) Victor 20-2737
If You Were the Only Girl in the World
J. Brooks (Seven Days) Musicraft 544
I'm A-Comin' A-Courtin', Corabelle
Hi, Lo, Jack and the Dame (Cut the) Bullet 1019
I'll Always Be in Love With You
J. Dorsey (The Same) Decca 24363
I'm Looking Over a Four Leaf Clover
A. (Guitar Boogie) Smith (New Look) Super Disc 1054
I'm Taken Away by You
P. Viera (A Thought) Rego 1030
It's a Quiet Town (in Cressbone County)
D. Daye-Andrews Sisters (Big Brass) Decca 24361
It's All Over But the Crying
R. Morgan (Matinee) Decca 24375
It's Got To Be
Bob Crosby (You're My) Bullet 1020
I've Only Myself To Blame
The King Cole Trio (The Geek) Capitol 15036
Juke Box Jenny
Kenmore Karavan (Rhapsody In) Palda 1001
Just Because
J. Gumin (Happy Birthday) Chord 664
Kol Nidre
A. Jolson (Cantor On) Decca 29251
La Bodega Del Nato (Delicatessen)
R. Font Ork (Temor) Apollo 1102
La Rosita
The Three Suns (There's a) Victor 20-2723
Laroo Laroo Lilli Bolero
F. Carle (Someone Cares) Columbia 38130
Lili Marlene
A. Shelton (What'll I) London 144
Little Fellow
R. Herbeck Band ('Nuff Said) Bullet 1015
Lover
L. Paul (Brazil) Capitol 15037
Love's a Lovely Thing
B. Daniels (That Old) Apollo 1101
Mad About You
R. Deauville (Deep in) Super Disc 1049
Mama's Gone, Goodbye
D. Jurgens (Side By) Columbia 38107
Manana
E. Ross Ork (Cocoanut Song) London 187
Matinee
B. Eberly-R. Morgan (It's All) Decca 24375
My Gal Is Mine Once More
T. Dorsey (Starlight Rendezvous) Victor 20-2724
New Look Blues
A. (Guitar Boogie) Smith (I'm Looking) Super Disc 1054
Nickels, Dimes, Quarters
P. Clayton (A Man) Bullet 1021
Now Is the Hour (Maori Farewell Song)
B. Clark-The Charioteers (Peculiar) Columbia 38115
Now Is the Hour (Maori Farewell Song)
J. Wald Ork (I Hate) Commodore C-7502
'Nuff Said
R. Herbeck Band (Little Fellow) Bullet 1015
Panis Angelicus (Bread or Angels)
V. Damone (Crown Without) Mercury 15002
Peachy Pie
C. Trask Ork (Counting) Radio Artist 218
Peculiar
B. Clark (Now Is) Columbia 38115
Philadelphia Boogie
L. McCall Ork (Goodbye, Sweetheart) 20th Century 20-55
Red Sails in the Sunset
F. Fields (Au Revoir) London 129
Rhapsody in Blue
Kenmore Karavan (Juke Box) Palda 1001
Rose of Washington Square
Ambrose Ork (Dardanella) London 120
Sally, Won't You Come Back
T. Weems (Ciribiribin) Mercury 5113
Saturday Night in Central Park
G. Lombardo (Haunted Heart) Decca 24362
Seven Days a Week
D. Beckner Ork (Texas) Bullet 1016
Seven Days a Week
J. Brooks (If You) Musicraft 544
Song Of Our Times (1932) Album
C. Cavallaro . . . Decca A-1932
1. April in Paris; 2. I've Told Ev'ry Little Star; 3. The Song Is You. . . Decca 24062
1. Brother, Can You Spare a Dime?; 2. Just an Echo in the Valley; 3. Let's Put Out the Lights . . . Decca 24063
1. Forty Second Street; 2. Of Thee I Sing; 3. Shuffle Off to Buffalo . . . Decca 24061
1. In a Shanty in Old Shanty Town; 2. Speak to Me of Love; 3. Play, Fiddle, Play . . . Decca 24060
1. Louisiana Hayride; 2. You're Getting To Be a Habit With Me; 3. Alone Together . . . Decca 24061
1. Mimi; 2. If I Love Again; 3. You're an Old Smoothie . . . Decca 24063
1. Soft Lights and Sweet Music; 2. Night and Day; 3. Underneath the Harlem Moon . . . Decca 24062
1. Star Dust; 2. Lullaby of the Leaves; 3. How Deep Is the Ocean? . . . Decca 24060

(Continued on page 118)

Copyrighted material
www.americanradiohistory.com

The Billboard MUSIC POPULARITY CHARTS

PART IX

Album Reviews

Billboard TRADE SERVICE FEATURE

Week Ending February 13

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

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

THE RATINGS

(100 points—the maximum)

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

THE CATEGORIES

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

NORMAN GRANZ' JAZZ AT THE PHILHARMONIC (VOL. 7) — 61

Illinois Jacquet-Jack McVea, J. J. Johnson-Johnny Miller-Red Callender-Lee Young-Les Paul-Shorty Nadine.
(Clef 101)

Tea for Two; Found a New Baby

Not up to the standards set in earlier JATP disks. Shorty (King Cole) Nadine puts in adept work, as does guitarist Les Paul, but much of the others' efforts are slipshod, meaningless, noisy with the exception of a bass duet on Baby and flashes of J. J. Johnson's tramming on Tea. Recording and surfaces leave much to be desired, but album is attractively packaged.

JUKES: **Not suitable.**

JOCKS: **Just an outside chance that a hip spinner may go for parts of the album.**

A NATION IS BORN (3-10") — 59

Miriam Kressyn, Narrator; Sholom Rubinstein, Dir.; Chaim Weitzman-Dr. Abba Hillell Silver-Moshe Shertok-David Ben Gurion-Dr. Emanuel Neumann-Rabbi Wolf Gold-Mrs. S. W. Halprin.
(Banner B-102)

An unusual album this. Using a March of Time-like technique, with actress Miriam Kressyn narrating in Yiddish, this is a fairly successful attempt to dramatize the UN's adaptation of the Palestine partition plan.. Makes use of wire recordings made of actual UN proceedings with brief speeches by top Jewry and some UN representatives plus a wax transcript of the actual Palestine partition voting. Hebraic institutions and the Jewish home should go for this package. Outside of Jewish nabes, this will be a tough one to sell. Royalties on the package go to rebuilding of Palestine.

JUKES: **Not suitable.**

JOCKS: **Narration will limit this to Jewish stations where good use can be made of it.**

SONGS OF OUR TIMES (Song Hits of 1931) — 77

Ray Benson Ork
(Decca 1931)

(1) By the River Sainte Marie; (2) Out of Nowhere; (3) River, Stay 'Way From My Door; (1) The Peanut Vendor; (2) Mama Inez; (3) When Yuba Plays the Rumba on the Tuba; (1) Dancing in the Dark; (2) Good Night, Sweetheart; (3) All of Me; (1) Where the Blue of the Night Meets the Gold of the Day; (2) Cuban Love Song; (3) Someday I'll Find You; (1) My Silent Love; (2) I Found a Million Dollar Baby; (3) When the Moon Comes Over the Mountain; (1) You're My Everything; (2) I Love Louisa; (3) I Love a Parade; (1) The Night Was Made for Love; (2) Sweet and Lovely; (3) She Didn't Say "Yes"; (1)Life Is Just a Bowl of Cherries; (2) My Song; (3) That's Why Darkies Were Born.

Fourth of four albums already released by Decca to initiate its plan of covering 24 years with Song Hits of . . . albums. This '31 package, as with the others, features medleys per side with authentic '31 rhythm styles and orkings. No wonder? These are '31 recordings. But the nostalgic element; the interest to be displayed by buyers in a given year's hits . . . to commemorate their own special recollections . . . subdues the ricky-tick musical qualities, might even give them intrinsic value. Valuable reference package, as is whole series, for researchers, libraries, radio stations.

JUKES: **Passing fair, altho medleys are so-so for boxes.**

JOCKS: **This, and whole series, becomes station reference must.**

BRUCH SCOTTISH FANTASY, OP. 46 (3-12") — 71

(Unbreakable)
Jascha Heifetz
(Victor DV 11)

Max Bruch's devotion to folk melodies reached out the highlands with the colorful, lush but little heard Scottish Fantasy. Heifetz is the usual master of the violin . . . tone, precision and poignancy are superior. Currently, tho dead some 30 years, Bruch still needs the specialized ear for true appraisal. Here on de luxe vinylite his work is probably best suited for the connoisseur who wants his representation complete.

JUKES: **Not suitable.**

JOCKS: **Limited use.**

GLUCK: ORFEO — 74

Kathleen Ferrier-Zoe Vlachopoulos-Anne Ayars-The Glyndebourne Festival Chorus-The Southern Philharmonic Ork.
(Fritz Stiedry, Dir.)
(Decca London EDA 39) (7-12")

The Gluck interpretation of the timeless Orpheus and Eurydice love legend was one of the forerunners of the 19th century Golden Era of opera. In this concise, somewhat abridged, recording the mastery of the composer in composition and orchestration holds up strongly. Contralto Ferrier does a superb Orpheus while American-born Anne Ayars' soprano makes a pleasing Eurydice. Recording and surfaces are excellent.

JUKES: **Not suitable.**

JOCKS: **FM and local longhair spinners could readily use for hour-long show that pleases.**

PIANO MUSIC OF CHOPIN AND LISZT (3-12") — 84

Vladimir Horowitz
(Victor DM 1165)

Liszt: Hungarian Rhapsody, No. 6; Chopin: Ballade No. 1, in G Minor; Liszt: Au Bord D'Une Source; Chopin: Nocturne in F-Sharp, Op. 15, No. 2.

As evidenced by the titles above, Horowitz records here some of the less popular Chopin and Liszt piano pieces. For an America overplaying both masters to the point of tears, these selections benefit from the associated "name" value. Add the fact that Horowitz stands as one of the world's foremost instrumentalists on the keyboard and the chances are good for wide sale. This is the "wildest" Chopin and a less surface-slick Liszt but they may be embraced by consumers on the classic fringe who heard Chopin and Liszt in the cinema. Recording is fine.

JUKES: **N. S.**

JOCKS: **FM program possibilities A-1.**

LITTLE SHAMROCKS — 80

Dick Haymes
(Victor Young)
(Decca A-630)

Hor Are Things in Glocca Morra (Gordon Jenkins Ork); 'Twas Only an Irishman's Dream (Gordon Jenkins Ork); There's a Dear Little Plant; Eileen Allanna; My Snowy Breasted Pearl; The Blarney Roses; Hush-a-Bye; The Ould Plaid Shawl.

A March 17th natural. Decca casts an old Haymes single . . . Glocca Morra and Dream . . . with three more Irish platters and it's a retail cinch for St. Patrick's Day. The warm, strong, barying by Richard means sales beyond the green-wearers' interest, and should win favor among young Erinites.

JUKES: **Dream sounds shure and begorra for nickel play.**

JOCKS: **Smart fodder for March 17 programs.**

SCHUMANN: CONCERTO IN A MINOR (4-12") — 81

Arthur Rubinstein
(RCA Victor Symphony Ork)
(Victor DM 1176)

The Schumann Concerto evidently has evinced enough latter-day popularity to command a Rubinstein performance, with Victor not content with its old Claudio Arrau-Karl Krueger version. Or the film cycle having touched Schumann, Victor may be anticipating. At any rate the market appeal should be great here. Rubinstein exemplary on Schumann's "true romantic" work. Steinberg's Victor ork, tho, seems more sublimated than the work prescribes.

JUKES: **N. S.**

JOCKS: **FM'ers can consider.**

I'LL SEE YOU IN MY DREAMS — 78

(Carmen Cavallaro)
(Decca A-624)

I'll See You in My Dreams, A Dream, I Dream Too Much, Girl of My Dreams, The Sweetheart of Sigma Chi, Dream Lover, Liebestraum; Good Night, Sweetheart.

Old standards knit into a Dreams package with Carmen gracing them with the now-famous octave-spanning piano technique that pop fans admire. Virtuosity is tops; production idea is a titular gimmick, however, that could have been improved upon in terms of selecting better "piano songs." Latter is obvious.

JUKES: **Some useful sides to be had.**

JOCKS: **Much here for the library in the piano-technique file.**

The Billboard MUSIC POPULARITY CHARTS

PART VI

Record Possibilities

Week Ending January 30

THE BILLBOARD PICKS:

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

JUNGLE FANTASY ..... Esy Morales ..... Rainbow 10050

Capturing Esy Morales' flute run wild in an echo chamber, this novel rumba production seems to be spreading after a solid New York starter.

GOSPEL BOOGIE ..... many Quartet ..... White Church 1084

An original five spiritual by Abernathy which caused enough stir in the Deep South to draw big dickery recordings from Mercury (Wally Fowler's Folk Range Quartet) and Decca (which did it two ways—with Sister Rosetta Tharpe on one and Red Foley on the other).

BECAUSE ..... Perry Como with Russ Case Orchestra ..... Victor 20-2653

Not in years since Deanna Durbin tapped the market for a little "Because" disk potential has a pop version of this stature come along. Don't ask why this will soon, just say "Because." Platternate, "If You Had All the World and Its Gold," may ring up coin in the "Sweet Sixteen" tradition as well.

SABRE DANCE BOOGIE ..... Freddy Martin and Orchestra ..... Victor 20-2721

There's a rash of sabre dance disks based on the familiar excerpts from Aram Khachaturian's "Gayne Ballet Suite" but this sounds like the most commercial variation. For more authentic, less commercial renditions, there's Don Henry Trio on Regent, Woody Herman on Columbia, Martin's should really score until someone comes along with a recorded lyric.

THE DICKEY-BIRD SONG ..... Freddy Martin and Orchestra ..... Victor 20-2617

This may have a s-r-r-r awful lyric for the cosmopolitan but the melody grows on you. It's just possible that it'll happen. Martin's choral treatment seems extraretentive.

EBONY RHAPSODY ..... Rosetta Howard, With Big Three Trio ..... Columbia 37573

Here's a race item that is showing signs of busting open in the Midwest. Rosetta Howard's vocal quality is much like Nellie Lutcher's tho her delivery bears none of the Lutcher delivery tricks. Trio backing sets a back room atmosphere.

Thank you, Disk Jockeys of America

Jungle Fantasy is now sweeping the country

FOUR OF THE LEADING MUSICIANS AND BANDLEADERS OF THE COUNTRY HAVE THIS TO SAY ABOUT...

TOMMY DORSEY says:
"JUNGLE FANTASY eminently distinctive performance . . . unusual record."

DUKE ELLINGTON says:
"JUNGLE FANTASY hits you like a triple zombie. A real gone record."

STAN KENTON says:
"Esy Morales' JUNGLE FANTASY greatest, hottest jazz flute I ever heard."

PAUL WHITEMAN says:
"Very exciting . . . very novel . . . never heard anyone make the flute sound the way Esy Morales does."

Order from your nearest Distributor or direct

RAINBOW RECORDS

156 West 44th Street New York, N. Y.

Copyrighted material
www.americanradiohistory.com

DO YOU HAVE ANY RECORD MASTERS!

WE WILL PLACE THEM FOR RELEASE WITH MAJOR RECORD COMPANIES

Wire or Write All Details, Including Artist, Tune and Type of Recording.

BOX #A-59, The Billboard
6000 Sunset Blvd. Hollywood 28, Calif.

KEEP YOUR **jukes jingling** with top talent, tunes, novelties on Capitol RECORDS

HILLBILLY-WESTERN AND NOVELTY ACT

Act has steady job and good salary for

MAN WHO CAN QUALIFY

Must play fiddle and sing harmony (Baritone). We are located in the Midwest. Let us know what you can do. Write

BOX 153, c/o Billboard
155 N. Clark St. Chicago 1, Ill.

Reliability — Quality

RECORD PRESSING

10" or 12"

RESEARCH CRAFT CO.
1226 E. 8th St. Los Angeles 21, Calif.

Willida Tosses 1st Tot Platter Party To Bally Kidisks

NEW YORK, Feb. 14.—Willida Records here is tossing a platter party for the chocolate milk set next month at the East Flatbush Neighborhood Center as its initial effort in a contemplated series of kiddie disk promotions tagged lollipop canteens.

If the Flatbush affair is a success, Willida plans to repeat the event every three months here and will also send a representative on the road to arrange similar tie-ups (via distribs) with youth centers and parent-teacher associations thruout the country. The record sessions will be divided into two main age brackets (3-6 and 7-11), with special quiz games, music and refreshments supplied for each group.

Willida artists Julie Haydon and trick-voice impersonator Jeanne Roy will furnish entertainment in Flatbush for an expected kiddie audience of 1,000.

Breese Quits Chi State-Lake Post

CHICAGO, Feb. 14.—Lou Breese, for the past year band fronter at the Chicago and later the State-Lake Theater, B & K Loop vauders, resigned effective March 11 to go out with his own band. Breese, it was learned, balked at taking a salary cut. He will be succeeded by Henry Brandon, who previously fronted a road band.

Breese said he would form a 12-piece band, which he intends to audition for a couple of local hotel bandstands. Previous to joining B & K, Breese worked six years at the Chez Paree, local nitery, as house ork batoner.

StanKentonBoff 8½G Advance on Carnegie Date

NEW YORK, Feb. 14.—Zooming into the present cushy jazz concert field, Stan Kenton appears to have set a new pop-house record at Carnegie Hall here. Kenton, who gained prominence with his seriously-stated intention to abandon regular dance locations and promotions, will gross in the vicinity of $8,500. The take for Kenton klambake, which goes on tonight (14) figures to establish an all-time high for Carnegie jazz or pop concert presentations. Promoted by Ernie Anderson with disk jockey Fred Robbins, the affair was sold out by last week, with tickets scaled up to $4.80.

Since going out on the concert trail a couple of weeks back, Kenton, with the exception of a solid week's location work at Philadelphia's Click nitery, has played to capacity concert houses. Advance sales on future concert dates indicate that takes will continue to attain bonanza proportions.

While concert moola rolls in in the next few weeks, tradesters figure that Kenton may run into some difficulty when he exhausts the current concert circuit which consists of a normal maximum of 60-day work. Kenton has conceded that to maintain his concert trend he must face some difficulties. Nevertheless, should the orkster pile up sellouts on the full length of a concert itinerary, it is estimated that the ork could gross about $250,000 the 60-day circuit.

Kenton's sellout tonight — 200 chairs will be used on-stage—will top by about $1,000 the previous high for Carnegie, which was set a couple of weeks ago by Illinois Jacquet and Ella Fitzgerald at $7,500. Tho both were sellouts at similarly priced ducats, the Kenton show has 36 Oakleys as opposed to 400 for Jacquet-Fitzgerald.

Local jazz concert activity will continue at a weekly pace at Town Hall, with Promoter Anderson having set Illinois Jacquet for a return February 21, Vic Damone February 28, Noro and Esy Morales March 6 and Dinah Washington and Cootie Williams March 13. Tentative plans call for March promotions with Lionel Hampton and Dizzy Gillespie, while expected for April presentations are Count Basie and chirp Billie Holiday.

Savoy Records Sets 6 New Distrib Deals

NEW YORK, Feb. 14.—Savoy Records this week appointed half a dozen new distribs to handle its line of hot jazz, race and folk platters. The additions include Trilon Distributing Company, Oakland, Calif.; Record Merchandising Company, Los Angeles; Music Sales Company, Memphis; Niagara Midland, Buffalo; Commercial Music Company, St. Louis, and Majestic Brands, Inc., New York.

H'W'D "DIRTY DISK" BAN

HOLLYWOOD, Feb. 14.—Local ban on the manufacture, transcription and sale of obscene disks goes into effect this week when an ordinance approved Thursday (12) by the Los Angeles City Council becomes law. Since the ordinance contains an emergency clause, it becomes effective immediately after it is signed by Mayor Fletcher Bowron. The ban was urged by the police commission, which claimed it had received numerous complaints that "obscene" disks were peddled in this area. What yardstick will be used in determining whether a platter is "obscene" the commission did not state.

Metrotone's 'More' Looks Like Latest Indie Dark Horse

PITTSBURGH, Feb. 14.—Out of left field, the small Metrotone label, located in Brooklyn, appears to have started something moving in the Pittsburgh area with a Don Reid disking of a ditty titled *More Than Ever Before*. Booming sales-orders have swamped local distrib, Triangle Records, with the latter reportedly ready to buy into the diskery on the strength of calls for the Reid platter.

The ditty, penned by Reid and pubbed by Jack Gale and Juggy Gayle's United Music firm, bears a 6-8 melody line reminiscent of *I Love a Parade* but the recorded version features a shuffle rhythm backing at a close-to-danceable tempo. According to Gayle, Reid brought the song to United last June but the pubbery wouldn't set any major platters during the pre-Petrillo-ban recording scramble. The 6-8 tempo also was shrugged off.

A few days prior to the ban, Reid, one-time piper with Xavier Cugat, decided to cut the ditty on Metrotone. He took samples with him to Pittsburgh while playing the William Penn Hotel there, hustled after disk jockeys himself, and public reaction zoomed.

WM, CAC Untie Valdes Booking Agreement Knot

NEW YORK, Feb. 14.—A booking agency entanglement between the William Morris Agency (WM) and the Continental Artists' Corporation (CAC) developed this week when WM signed Miguelito Valdes's Latin-American ork to a management pact beginning July, 1949, just after CAC had completed a one-year paper with the orkster which begins in July of this year. WM's band topper, Cress Courtney, and CAC's Milton Deutsch were skedded to meet today to iron out the contractual situation. It is believed that CAC will relinquish its paper with Valdes if WM agrees to split commissions on all Valdes dates in the contracted CAC period with the Deutsch agency.

Reason for the get-together over the Valdes contract and the expected settlement is based on the fact that an agency can book an attraction beyond the closing date on a contract provided the bookings are made and accepted before the pact expires. In this case, it figures that WM could book Valdes well into the CAC contract period, and the reverse could happen next year when WM will again assume management of the ork. Rather than stir enmity, the agencies are getting together to work out the split-commission deal.

Pubs Settle Tangle With 'Loaded Pistols'

NEW YORK, Feb. 14.—The pubbers' tangle over the tune, *Loaded Pistols, Loaded Dice*, was resolved this week with the firms involved, Capitol Songs and Herbert Music, working out an agreement to split the mechanical pot. The copyright ownership dispute resulted when the tune's writers, Johnny Lang and Hy Heath, signed with Mickey Goldsen's Capitol firm to set the song.

Herbert Music, pubbery owned by the Lutz brothers, entered a claim that they had both tunesmiths under a pact. The situation was straightened out with Goldsen settling for a share in the disk royalties for the tune. Disks on the song have been made by Gene Autry, Phil Harris, Lawrence Welk and others.

2 SURE FIRE Song Hits!

I Love You Yes I Do

Words And Music By Sally Nix And Henry B. Glover

1. Victor Record 20-2674 - Sammy Kaye
2. King Record 4181 - Bull Moose Jackson
3. King Record 4203 - Barbara Cameron
4. M.G.M. Record 10132 - Raymond Scott
5. Mercury Record 8065 - Dinah Washington
6. Deluxe Record 1131 - Annie Laurie & Paul Gayten Trio
7. Vitacoustic Record 1007 - Todd Rhodes Vocal by Louis Saunders
8. Vitacoustic Record 18 - Leo Diamond Vocal by Jeannie Williams

Signed, Sealed and Delivered

Words And Music By Cowboy Copas And Lois Mann

1. Columbia Record 37991 - Bob Atcher
2. King Record 558 - Cowboy Copas
3. Victor Record 20-2651 - Texas Jim Robertson
4. Capital Record 40088 - Jimmie Wakely
5. Sparton of Canada, Ltd. - C-994 - Bob Atcher

Lois MUSIC PUBLISHING CO.
1540 BREWSTER AVE., CIN. 7, OHIO
PLAZA 2211

Copyrighted material

www.americanradiohistory.com

Music—As Written

(Continued from page 22)

the various local radio stations do a regular Sunday night stint at the Topper to plug the current and coming attractions. Idea kicks off with Ray Anthony's ork February 22. . . . Sonny Dunham set for Joyland, Lexington, Ky., week of April 30, the first time the spot has held a name band for a week. . . . . Fred Benson, Ray Anthony's p. m., is making the territory on a promotion binge preparatory to the band's opening at the Deshler-Wallick Hotel, Columbus, O., for a four-week stand beginning March 1.

Chicago:

Mercury Records' new shipments of pre-release disks to jockeys and reviewers will carry a special two-sided, 10-inch disk, carrying six minutes of talk and disk previews narrated by Jackie Smith, who heads the firm's platter pilot promotion. . . . Lee Shearin, ex-Henry Busse and Phil Levant crooner, joined Teddy Phillips' ork, replacing Lane Adams. . . . Danny O'Neill, who joined Eddie Cantor's radio show this week for eight weeks, has been replaced by Bobby Breen on a series of concert dates being set by Freddie Williamson for Tiny Hill's *Village Barn Revue* in March.

Jack Payne, erstwhile disk jockey and writer for jockey Linn Burton, to wed Lois Prescott, nonpro, in Chicago April 10. . . . William A. Mills left his post as executive secretary of the National Association of Music Merchants because of ill health with William R. Gard replacing him. . . . Disk jockeys Linn Burton, Eddie Hubbard, Ernie Simon and Dave Garroway, who will work the stageshow at the State-Lake for a week opening March 12, met with leading record distributors and manufacturers' reps Monday (9) to receive suggestions for possible talent for their stageshow, with the jockeys footing the party bill.

Delmac record firm has been formed by A. B. McCue and Bob DeLeon, the latter a music publisher. Firm will plug new songs, done by the Mortonettes, an instrumental trio. . . . Dot, new Cleveland firm, which recently issued its first releases by Bert Henry's band, is made up of Cleveland's WHK staffers. . . . Miracle platters mulling a deal to link with another race label. . . . Contrary to reports, Bob Leighton's ork is not breaking up, with the band set for three weeks at the Pla-Mor, Kansas City, Mo., opening February 26, two weeks at the Rainbo, opening March 16, and a repeater at the Pla-Mor, April 8.

West Coast:

Al Kash added to promotion staff by Supreme Records. . . . Modern Records expanding its pressing plant, formerly owned by defunct ARA Records.

Decca's Hollywood Girl Friday, Jean Nugent, back from vacation trip to Gotham. . . . Specialty Records will shortly release sides cut by Joe Liggins's brother, Jimmy. . . . Coast Records releasing first album of Dottie Lamour's Hawaiian tunes, backed by Henry Russell's ork. . . . Adele Clark switched from William Morris to Century Artists. Thrush's first Decca disk hits the stalls next week, to be followed by guester on Bing Crosby's air show.

State's official California centennial song, penned by Jack Kenny and Leo Carillo, preemed at recent Coloma, Calif., celebration of the Gold Rush era. . . . Abbey Browne's ork held for another six months at Charley Foys. . . . M. B. Krupp, El Paso distrib, in town conferring with Imperial Records execs. . . . To keep their talent properties working, Gabbe-Lutz-Heller are packaging shows for local spots. First deal is with Angelino's, Santa Monica nitery, where Francis Wayne is teamed with Neal Hefti's combo.

Beryl Davis back from a swing thru the Northeast to meet the jockeys and press. . . . Nat Vincent, head of Ralph S. Peer's Western and hillbilly department, is celebrating his 38th year in the music business. Cleffer of the fave, *I'm Forever Blowing Bubbles*, he has been in Hollywood for the past nine years managing Peer's Western catalog. . . . Carolyn Grey, ex-Woody Herman and Gene Krupa chirp, is retiring from the road to settle in the Film City, aiming for pic and radio deals. . . . Don Swan was given a six-month contract to remain at Vivian Laid's Supper Club in Long Beach. . . . Pan-American Records closed a reciprocal deal with Discotrade Company, Brussels, whereby Pan-Am will handle American distribution of the European diskery's products. Virginia Maxie held over for an additional two weeks.

Leon Rene, Exclusive Records' prexy, scouting around for a vocal group to back Herb Jeffries on contemplated a capella waxings. . . . Abe Olman in Palm Springs.

Philadelphia:

Roger Kortland left the Howard Lanin band booking office to continue percenting on his own. . . . William Pugliese, baritone horn player in Temple University's band, has organized his own dance band for a fling in the commercial music field under the name of Bill Parsons. . . . Local 20th Century record label released Frank Knight's *Philadelphia Boogie*, cut before the Petrillo ban by Len McCall's band with Percy Rogers handling the vocal. . . . WFIL added a hot jazz record show, *Journeys Into Jazz*, for a Monday night ride, conducted by Al Rose, director of the local Jazz Festival Society staging jazz concerts in town and head of the hot jazz Arkay record label.

Detroit:

Gail Meredith joined Jan August's band at the Hotel Hollenden in Cleveland. . . . Jack E. Wiggins, former orkster who worked thru the Allsbrook-Pumphrey office in Richmond, Va., back in Detroit to do job work and some booking.

MR. AND MRS. PHILLYORK

PHILADELPHIA, Feb. 14.—A "Mr. and Mrs." combination for the ork whirl, along the old Red Norvo-Mildred Bailey formula, is being developed here around trumpeter Alec Fila and his wife, thrush Dolores O'Neil. Fila, one-time bugler with Benny Goodman and Glenn Miller, is building an eight-piece swing unit to be booked and managed by John J. Crowley. Maestro will share spotlight and billing with his spouse, who is now piping with Joey Kearns's band at WCAU here.

Fidelitone only
HAS THESE EXCLUSIVE FEATURES
• PERMOMETAL—PERMIUM—(OSMIUM ALLOY) TIP
• FLOATING POINT CONSTRUCTION
• V-GROOVE LOCKING DESIGN
• MINIMUM RECORD SCRATCH
• MAXIMUM KINDNESS TO RECORDS
• MAXIMUM NEEDLE LIFE

The needle is packaged in a useful record brush and fitted into a beautiful Lucite utility case (cigarette case size)

five dollars
The Fidelitone Classic
the ultimate
• in tonal reproduction
• in the preservation of records
• in eliminating record scratch and extraneous noises
• in increasing needle life thousands of plays
• in protection against needle damage (additional insurance for longer record and needle life)

Cutaway drawing shows exclusive Floating Point Construction.

Fidelitone Supreme $2.50

"The needle with Spring in its heart." The only straight type needle with both vertical and horizontal compliance — increasing needle and record life.

Fidelitone DeLuxe
Gives superb performance. Has all six standard Fidelitone features. $1.00

Fidelitone Floating Point 50c
Its precious metals tip assuring long life makes it worth much more than its modest price.

Fidelitone Master $1.50
Has all Fidelitone features plus vertical compliance. Gives thousands of fine reproductions. Truly a master of performance.

A Fidelitone Tip will never chip

PERMO, INCORPORATED
CHICAGO 26
MORE PERMO NEEDLES SOLD THAN ALL OTHER LONG LIFE NEEDLES COMBINED

STANDARD RECORDS

A STANDARD EXCLUSIVE!
The Polish TOO FAT POLKA

(The largest manufacturer specializing exclusively in Foreign and International Recordings made of the finest materials by expert workmen in our own plants.)

F-3035
ZA TLUSTA DLA MNIE—Polka (Too Fat Polka)
ROZTARGNIONY—Walc (Lonesome Lover)
Sung by FRANK CURYLO with Joe Lazarz Orchestra

and instrumental
T-135 TOO FAT POLKA
DOLORES—Waltz
by the Accordion Masters

Ask for Individual Language catalogs: Polish, Italian, Bohemian, Jewish, Greek, German, Latin-American, Scandinavian, Russian, Hungarian, Slovak, Irish, French-Canadian, International, Albums, etc.
APPLY TO YOUR NEAREST JOBBER OR WRITE TO

STANDARD PHONO CORP.
163 WEST 23D STREET NEW YORK 11, N. Y.

the Commanders
"Lonesome Road" 20-567
Modern Records Hollywood

Copyrighted material

www.americanradiohistory.com

HAWAIIAN GUITAR ORCHESTRATIONS

List FREE on Request. 20 Lessons Hawaiian and Spanish Guitar and Uke, $1.00. 52 Hawaiian Songs, $1.00. "MUSIC STUDIO NEWS", 25c per copy, $2.50 per year. GUITAR TEACHERS, write now for new Catalog and discount.

GOLDEN GATE PUBLICATIONS
5464 Foothill Blvd.
Oakland 1, Calif.

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

MUSIC OPERATORS . . .

How long does it take you to accumulate at least 500 *USED RECORDS*? We will buy and pay top price if you will ship them to us *REGULARLY*. CONTACT US NOW.

JALEN AMUSEMENT CO.
113 W. Redwood St. Baltimore 1, Md.
Phone: PLaza 4802

AT THE GALS
WITH THE GUYS
BIGGER THAN YOU
Yellen & Fain
131 W. 52 St., N. Y. C.

Seminole Record Dist., Inc.
1360 N. E. 1st Ave., Miami, Fla.
Tel.: 3-7492
Serving Florida With the Hits:
Popular, Race, Hillbilly, Latin

RECORD PRESSINGS
High quality Shellac Pressings available. Save freight cost, expedite delivery for Midwest distribution by using our plant in St. Louis, Mo. Any quantity accepted. Reasonable.
MID-WEST RECORD PRESSING CO.
4068 Eastern Ave. St. Louis 31, Mo.
(Phone: Newstead 9488)

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

WANTED
BOEHM SYSTEM PICCOLO
In Bb. Give complete details in first letter.
RALPH P. MOREY
87 Somerset Springfield 8, Mass.

ON THE STAND

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

Woody Herman

(Reviewed at Hollywood Palladium, Hollywood, February 5. Personal manager, Abe Turchen. Booked thru Continental Artists.)

TRUMPETS: Ernie Royal, Bernie Glow, Shorty Rogers, Stan Fishelson and Marky Markowitz.
TROMBONES: Earl Swope, Bob Swift and Ollie Wilson.
SAXES: Serge Shaloff, Zoot Sims, Stan Getz, Al Cohn and Sam Merowitz.
RHYTHM: Freddy Otis, piano; Don Lamond, drums; Jim Raney, guitar, and Walt Yoder, bass.
VOCALIST: Mary Ann McCall.
LEADER: (Vocal, clarinet-sax): Woody Herman.
ARRANGERS: Ralph Burns, Al Cohn and Shorty Rogers.

There's all the old drive and powerhouse punch in the Woody Herman herd but, more important, there's versatility. A particularly valuable factor in the new band is the maestro's happier blend of sweet and swing, altho the herd still rips out with a couple of jumpers that sparkle in tribute to the old trade-mark.

This prudent pairing of musical tastes, coupled with the advanced (but not radical) arrangements of Ralph Burns and the peerless instrumental of the sidemen, highlights the versatility pay-off at the box-office as evidenced here. Despite unusual weather conditions (rain and cold), the Palladium has been enjoying a brisk biz since Herman mounted the podium.

Advanced Scoring

Even when the beat is slow and easy and the blends are pretty there's still plenty left in the music to interest the ear.

Earworthy, too, are the examples of advanced scoring found in the Herman versions of *Stardust*, *Golden Wedding* and *And Mimi* which manage to retain dance flavor. Burns' synco adaptation of *Sabre Dance* gets great local response.

Mary Ann McCall proves to be as balanced vocally as the band is instrumentally, handling the lyric gamut from blues to ballads with ease. Herman's shouldering of vocal duties (in addition to tootling) takes both ballad and novelty items lightly.

The Palladium is Herman's first major location since the reorganization of the band last October. With his new Columbia disks aimed at sounder box-office build-up, Woodrow appears to be ready for a seven-league-boot right back into big-time band biz prominence. *Lee Zhito.*

Jack Olsen

(Reviewed in the Grand Ballroom of Hotel Stevens, Chicago, February 4. Booked by McConkey Music Corporation.)

SAXES: Carl Geisler, Bob Rehula, Al Serafini, Jimmy Anzalone and Carl Cook.
TRUMPETS: George Whitney and Rudy Scaffidi.
TROMBONES: Ken Martlock and Tony Leta.
RHYTHM: Ted Paskert, drums; Brooks Caperton, bass.
PIANO: Jack Olsen, leader, arranger and vocalist.
VOCALISTS: Gayle Stafford, Gene Paul, and Tony Leta.

Band features youth and what the combo lacks in experience is more than made up for in youthful enthusiasm and projection.

The Olsen style is close to that of the current Thornhill and Lawrence crews, with the reeds doing heaps of doubling on oboe, bassoon and claries to make for a blend that is brilliant as well as commercial. The rhythm section is well knit, with Olsen's solo piano work a standout while backed by Brooks Caperton's steady plucking. The brass contingent could use a revamping, as the book is difficult, with plenty of pretty be-bop figures dotting even the pop scorings.

Tho Olsen carries the entire scoring load, the band's library is primed with the current hits, bouncy jumpers and standards but still needs some slow-tempoed lesser known standards to fill it out.

The ork's harmony foursome, made up of Gene Paul, who coaches the group; Gayle Stafford, George Whitney and Tony Leta, has a world of polish and originality of arrangement and chirps with a drive and assurance that would warrant their doing more numbers. Paul has a big, mellow voice but must learn to stand properly and project more when singing. Blond Miss Stafford is a flexible worker, doing well both vocally and visually on novelty, rhythm and romantic ditties. Leta could use more showmanship in selling comedy novelties. *Johnny Sippel.*

Jimmy Palmer

(Reviewed January 26 at the Martinique, Chicago. Managed by Mus-Art Agency.)

SAXES: Carl Payne, Don Alliger, Lou Hite and Carl Janelli.
TRUMPETS: Joe Anzalone, Joe Raphael, Tedy Insinnia.
TROMBONE: George Wamser.
RHYTHM: Casey Casino, drums; Harold Brown, bass, and Eddie Carmen, piano.
VOCALS: Lynne Richards, the Beau Brummels.
LEADER, TRUMPET and VOCALS: Jimmy Palmer.
ARRANGER: Lou Hite.

Palmer has modified his band style to fit the more commercial trend, with sweet, danceable melodies highlighted always, saving the few instrumental specialties and flag wavers for show time. The ex-Les Brown vocalist is still the key point, displaying plenty of baton savvy and generally winning over audiences. Tho hampered by a strained back, Palmer did plenty of hopping around to keep eyes on himself.

Saxes are band's biggest asset, with alto man Carl Payne a standout. Displays a fine lead tone in section work and good technical work on such digit twisters as *Hora Staccato*. Tenor man Lou Hite has a top commercial tone that lends much balance during ensemble work as well as sock melody passages. Brass is suppressed with mutes on about 50 per cent of the time. Hite has worked out several effects, such as the blending of two low register claries and trombone to sound like three tram. With this addition band should get the "new sound" that many combos lack. Library is well supplied with current pops plus enough waltzes, rumbas and lesser requested material to get by easily.

Vocals are numerous, as both Lynne Richards and Palmer are able to do almost any type of lyric, but Miss Richards fails to take full advantage of her sales abilities. The Beau Brummels, three sidemen, work as well on their own as they do when working with Palmer and Miss Richards. *Johnny Sippel.*

Gold Seal-Musicana Yank-Canuck Deal

CHICAGO, Feb. 14. — Gold Seal diskery this week worked out a licensing deal with Musicana Limited of Canada for the latter to press Gold Seal's disks in the Dominion. The diskery's prexy, Leonard Klein, is also trying to arrange a similar European set-up, at the same time seeking to acquire a European classical catalog for distribution here.

Gold Seal also added a flock of distributors this week: ARA Distributing, St. Louis; Kayler Company, Philadelphia; Griffin Records, Jackson, Miss.; Nola Distributing, New Orleans; Dunbar Distributing, Dallas; Macy Distributing, Houston; Sunland, El Paso, Tex.; Delson & Stoken, Los Angeles, and A. L. Alpers Sales, San Francisco.

RECORD PRESSES FOR SALE

Five 35-Ton Toggle Presses, Standard #5B, complete with dies, 3-h.p. motor and ball bearing counter shaft, individual drive. Equipped for making phono records.

$5,000.00 TAKES THE LOT

Also two 40-h.p. high pressure boilers, water pump, multiple edges, complete record plant. Best offer accepted.

DE LUXE RECORD CO., INC.
LINDEN, N. J.

MEMO
from *Dick Bradley*

To All Tower Record Distributors:

Tower is scoring again—"All Dressed Up With a Broken Heart"—first on a Tower-iffic Jack Owens recording (#1263) burning the network shows—and listen to this, fellas — Tower now releases Jan Garber's "Teresa" (#1435), back with the Carmen Lombardo number "Ooh! Look-a There, Ain't She Pretty?"—and that's only the beginning.

Regards,
D. B.

TOWER RECORDS

HEAR YE! HEAR YE!
3 Minutes of
AMELIA YAH COMPRUNA
Robert Pope and His Foursome
3 MINUTE RECORD CO., Inc.
66 St. Nicholas Pl., Rm. 37A, New York, N. Y.
WA 6-4140

THE DICKEY-BIRD SONG
From M-G-M's "Three Daring Daughters"
BLUE BARRON ..... *M-G-M*
LARRY CLINTON ..... *Decca*
FREDDY MARTIN ..... *Victor*
GEORGE OLSEN ..... *Majestic*
JERRY WAYNE-DELL TRIO ... *Columbia*
ROBBINS MUSIC CORPORATION

VITAcoustic
MEANS
"LIVING SOUND"

Fast Service
RECORD ELECTROPLATING
MASTERS — MOTHERS — STAMPERS
MATRIX PLATING CO.
4224 JOY ROAD, DETROIT 4, MICH.
Not affiliated with any Recording Company.

Copyrighted material
www.americanradiohistory.com

De Luxe Hires Ward For New Coast Office

NEW YORK, Feb. 14.—De Luxe Records appointed Guy Ward as sales manager and promotion director of the diskery's new West Coast office in Los Angeles this week. Ward will work in close co-ordination with De Luxe's Los Angeles distributor and the plattery's recently acquired Northwest distribs (Bargelt Supply Company in Portland, Ore., and Herb E. Zobrist, Seattle).

De Luxe Prexy Dave Braun, who recently returned from a swing of firm's Midwest distribs, says he will continue to operate De Luxe on an outside-distributor basis, with field representatives placed strategically around the country. Braun added David Rosen, Inc., as the diskery's Baltimore distrib while on his trip.

Showbiz Ain't Dead But It's Sho' Nuff Going to the Dogs

(Continued from page 4)

the judging of 2,540 entrants and 104 different breeds, stemming from 39 States plus the District of Columbia and Canada, the highly coveted crown as the best pooch in dogdom went to a Bedlington terrier, William A. Rockefeller's Ch. Rock Ridge Night Rocket. The terrier, first of his breed ever to make the pinnacle grade, won handily over tough competition from a springer spaniel, a Pomeranian, a Boston bull, a Doberman pinscher and a greyhound, toppers in their respective variety classes.

Over the years the Westminsterites have linked their classic to showbiz with some sort of exhibition of canine histronics. Most of them have been an excellent customer draw in the final night. The standard this year took a beating with a showing of some supposedly sagacious pooches by a group of youngsters from up Boston way, highlighted by p.a. explanations from trainer, Burt D. Turnquist. A large percentage of the pups appeared forgetful of their cues, and plus corny intros and an over-propped finale, the sum-up deserved a Class D vaude-act rating.

Bob Francis.

Gastel Cancels Deal With Cienega, H'w'd

HOLLYWOOD, Feb. 14.—Personal Manager Carlos Gastel this week canceled a contract with Cezar's under terms of which he had agreed to make available to the La Cienega club Mel Torme, Nellie Lutcher and the King Cole Trio. Gastel's action came after Cezar's ops balked on clauses covering payment of the artists. According to the pact, Torme was skedded to open March 23 for four weeks with two two-week options. Nellie Lutcher was to have followed Torme on a similar basis, with the King Cole Trio coming in after Miss Lutcher closed.

The deal was for all attractions to work for a guarantee of scale against 25 per cent of revenue from all liquor sold plus all money coming in from cover charge The spot normally does not have a cover charge but was to have started a $1 tab during the Torme-Lutcher-Cole run The pact was signed by Sammy Mannis, the spot's manager. However, when the paper came to the attention of Mannis's two partners, Al Brown and Charley Nieman, the squabble started. Brown and Nieman demanded the pact be changed, claiming terms were too rough. Gastel, however, insisted the deal was fair, saying the spot should be willing to spend 25 per cent of the take for name entertainment. Also since ops refused to offer a sizeable guarantee, Gastel claimed the cover charge money was the only other way out to assure the attractions of coming out in the deal.

Barton Plans Liquidation

NEW YORK, Feb. 14.—A proposed plan for the liquidation of Barton Music will be drawn and mailed creditors of the pubbery Tuesday (17) at a board of creditors meeting. The mailing is expected to notify creditors that Herb Levine's Encore-Jewel Music firm has offered to buy Barton's copyrights for $20,000 under certain conditions which will be outlined. Levine has already wired willingness to post a $5,000 deposit pending approval of the purchase by the creditors.

Conditions of the Levine purchase would be met by a proposed plan for creditors to split into two categories, songwriters and general creditors. If the deal with Levine is consumated, the 20G will go into a pot with other Barton assets totaling $33,000 making a 53G fund. Since Barton's liabilities total about $81,000, it will be proposed that the songwriter creditors accept 75 cents on the dollar provided that Jewel exploits their songs. The balance of the pot would go to general creditors under the plan with the pay-off at the rate of up to 50 cents on the dollar.

John Shulman

John Shulman, lawyer for the Songwriters' Protective Association (SPA), will call a meeting of involved tunesmiths here to recommend and ask approval of the proposal. A similar tunesmith meet will be arranged for writers who reside on the Coast.

Should the plan be rejected, the only alternative remaining for the Barton firm and its creditors would be to file for bankruptcy and split current assets which total 33G. Meanwhile, no word has been received from Frank Sinatra or his legal reps as to whether the crooner is interested in submitting a better than 20G offer for the catalog in which he holds an original interest.

Hip Hips

NEW YORK, Feb. 14.—The band biz has moved to a new front. Starting March 1, the facial likenesses of 18 top orksters will adorn a line of teenage gal's shorts, pedal-pushers and slacks put out by a New York sportswear house called May Fair Togs.

Orksters who will grace togs are Johnny Long, Benny Goodman, Woody Herman, Guy Lombardo, Tex Beneke, Duke Ellington, Charlie Barnet, Les Brown, Louis Armstrong, Hal McIntyre, Sammy Kaye, Jimmy Dorsey, Gene Krupa, Vaughn Monroe, Frankie Carle, Ellict Lawrence, Kay Kyser and Freddie Martin.

A BALLAD THAT'S HERE TO STAY!
The Wildest Gal in Town
Yellen & Fain
131 W. 52 St., N. Y. C.

TOP presents
BLUE SUNRISE
DICK KUHN AND HIS ORCHESTRA
TOP 1162
DISTRIBUTOR TERRITORIES STILL OPEN
TOP RECORDS, INC.
1674 Broadway New York 19, N.Y. COlumbus 5-7838

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

RECORD PRESSINGS
High quality Shellac Pressings available. Save freight cost, expedite delivery for Midwest distribution by using our plant in St. Louis, Mo. Any quantity accepted. Reasonable. We specialize in Unbreakable Records.
BON GRAY MFG. CORP.
P. O. BOX 216 UNION, N. J.
(Phone: UNionville 2-4912)

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

MUSIC PRINTING
500 Prof. Copies $15.00
500 Lead Sheets 8.00
Orchestrations, etc. No order too small or too large. Samples.
AUTO-LITHO CO.
Jensen Beach, Fla.

Current Releases by KING
BULL MOOSE JACKSON
with
ALL MY LOVE BELONGS TO YOU
backed by
I WANT A BOWLEGGED WOMAN
KING 4189
KING
1540 BREWSTER AVE. CINCINNATI 7, OHIO

Catch JERRY MURAD'S "HARMONICATS" AGAIN ON

Universal Records, Inc. Chicago

FINE PHOTO PRINTS
8x10 Superbly reproduced. Exclusive Brilliantone finish. Quality guaranteed. Prompt service.
100 ... 9¢
500 ... 8¢
1M ... 7½¢
POST CARD
100 .$7.00
500 .16.00
1M .23.00
KIER PHOTO SERVICE Dept. B Cleveland 18, Ohio

10 INCH RECORD PRESSINGS
Shellac or Vinylite
Fast Service — High Quality
Small or Large Quantity
Labels — Processing — Masters
SONGCRAFT, INC.
1650 Broadway, New York 19, N. Y.

Records with MINIMUM SURFACE NOISE are made from
NEF COMPOUND LAC
A PRODUCT OF J.W. NEFF LABORATORIES INC.
Discover for yourself how this superior compound produces records with less surface noise — that play longer. Send for sample biscuits.
BINNEY & SMITH CO., 41 EAST 42ND STREET, NEW YORK CITY
Exclusive Sales Agents for U. S., Canada, Central and South America.

GLORIA FRIEDMAN and BOB DUBERSTEIN
Proudly announce their appointment as exclusive distributors of Modern RECORDS Hollywood
Drop in and say Hello . . .
MODERN RECORD DISTRIBUTORS
412 West 42 Street New York, N. Y.

Copyrighted Material

www.americanradiohistory.com

EXCLUSIVE VS. OPEN MARKET

Slump Forcing Ops To Choose

Acts rebel at extra 5%, now biz ain't so lush—who knows, is switch ahead?

By Bill Smith

NEW YORK, Feb. 14.—The problem f whether to have exclusive bookers r buy in the open market is becom-ng acute. The crisis is part and par-el of the general fall-off in cafe usiness for which everybody blames he other guy.

In practically all cases an exclu-ive booker is also an agent. He orks for 5 per cent, which is all ght with the owner, who gets his hows set for free, and it is also all ght with other agents, who sell the ooker their acts. In the past few ears, however, bookers have used the xclusive tie-up as a gimmick to get cts to sign with them. Failing to do hat, they have asked for a full 10 in-tead of the legal 5 per cent.

When business was good and there asn't much trouble about salaries, cts didn't mind paying 15 per cent 10 to their own agent, 5 to the ooker). Today the job sitch isn't ush, unless the act has name value, o the extra five is something to hich the act objects. In some cases his 5 comes out of the agent's 10; n others, the deals are for net. In he latter case, however, only the at-ractions are sold for net.

The Way It Works

A talent office like Music Corpora-ion of America (MCA) insists on net eals for all its properties in non-MCA jobs, a factor which theoreti-ally keeps many of its acts from orking regularly. To take the sting ut of the net deal, MCA also buys utside acts on a net basis, except that he office, with its large stable, seldom as to buy outside acts.

Biggest handicap for an exclusive ooker today is that independent gents, knowing that the booker will ant at least 5 if not 10 per cent, no onger submit their acts to him. This eans the booker has to approach he agent, or, as he frequently does, y-pass the agent and contact the act irect. This works, up to a point, rade sources say, but sooner or later here's a beef and charges and coun-er-charges are leveled.

All this, say agents, leaves the cafe p in the middle. Because his booker ants a full commission, he doesn't et a chance at all available acts the pot needs. Because he doesn't get he acts the club suffers by seeing ts competition getting the talent that eans a buck at the box-office.

In some areas where no competi-ion exists, it is charged that the ooker uses only his own acts and requently pays them salaries for hich he can get semi-names.

No Cure in Sight

Agents don't pretend to know a ure. In fact, they point out this ommission split is even worse in the Midwest. Agent-bookers in that ter-itory insist on a split of 15 per cent, r 7½, which, local agents say, keeps many good acts out of the area.

It has been suggested in the past hat one way to get around this 5-10 r split of 15 per cent is to take all ookers off the 5 per cent basis and ave them work for a spot on a straight salary. It's argued that a ooker who gets a straight salary will e able to buy cheaper because com-mission would no longer be a factor, and that outside agents who know they won't have to split will submit their acts more readily.

Insiders admit there isn't much hope this suggestion will be accepted. A cafe op who can hire a booker for free obviously isn't going to pay a straight salary. A booker worth his salt won't devote a lot of effort for the usual salary. Meanwhile, agents who don't want to deal with bookers are daily going over the heads of these bookers direct to the owners.

Complications

In some cases, if a booker comes in, the price asked of him is greater than that asked the owner, all of which tends to increase the feeling.

One solution being kicked around is to have a booker divorce himself from his agenting activities. It is admitted the procedure is drastic and if brought up before the Artists Representatives' Association (ARA), would cause a terrific tumult.

But whatever the cure, indies are beefing and acts calling on bookers complain they are being "deliberately" kept out of certain spots.

Vaude Review: Shelvey-4A's Court Show Pulls Few Yocks

NEW YORK, Feb. 14.—The Matt Shelvey-Associated Actors and Artists of America (Four A's) show preemed in the New York Supreme Court Tuesday (10) before Justice Samuel Noll.

Despite the headlining of two of the highest priced legal lads in the country, the show pulled only a fair house. Samuel I. Rosenman, who used to be the man behind FDR, now fronting for the Four A's, shared top billing with Morris L. Ernst, the Civil Liberties chap, who straighted for Matt Shelvey in absentia.

Ernst, looking darkly around the almost empty room, opened with strong hints of "underground forces" and mentioning a "nationwide smear campaign" which he charged was being waged against him. In a voice dripping with scorn, he recounted how Matt Shelvey had built up the American Guild of Variety Artists (AGVA) and charged that the Four A's had stopped Shelvey from running the union democratically.

Ernst, a sharp nosed, balding chap, is quite an actor. He showed a sock routine and used little bits of biz with effectiveness. His deep bary voice, almost a bass, was full of significant pauses. Ernst knows how to handle audiences, deliberately overplaying and padding with telling effects.

Unfortunately the thin audience wasn't impressed. For one thing, most of the people there were too concerned with their own troubles and waiting to go on to pay any attention to the stars up front.

"The law is quite specific," boomed Ernst, glancing toward the press section for approval. "There are cases involving local unions and international."

"You know I'm quite familiar with that," interrupted the judge getting into the act and stepping on Ernst's lines, throwing him off his timing.

Rosenman, on in two and closing, a short, rotund, rosy-cheeked guy, showed a benign manner. He underacted his part in a soft tenor voice which echoed around the room, informing the judge that Shelvey's firing was necessary, rightful, and that the Four A's had proof that Shelvey had czar ambitions which were undemocratic. He hinted that Shelvey was making AGVA a good thing for himself, pointing to Matt's indictment in Georgia on larceny charges.

Both sides sought injunctions against each other. Neither succeeded. Justice Noll reserved decision.

Sir William Blackstone.

Syracuse Nitery Hires a Hall for Concert Gimmick

NEW YORK, Feb. 14.—Andre's, a Syracuse nitery, has a new gimmick that involves concerts off the premises in conjunction with its floorshows.

The stunt will work this way: Andre's, thru a local benevolent or charitable org, will rent the Lincoln Auditorium (2,300 capacity) one night a week. In it, it will use its name talent plus whatever other acts it has on the bill at a $1.75 average admission. Purpose is twofold. Local papers will give publicity to concerts where they won't give cuffo space to straight niteries. It will draw trade from non-nitery customers who may eventually be lured to the club.

The plan will start with the Ink Spots, who open at Andre's February 24. The group will get $1,000 for the shot. In future dates acts expected to do concerts will be bought on a pro rata basis which will bring the cost down. The club buys its names for one-week stands.

The auditorium costs $75 a night.

Litman To Deb Copa, Old Lu Marba, Pitts.

PITTSBURGH, Feb. 14.—Club Lu Marba, a room which has housed niteries in Pittsburgh for years, has been sold by Lou Abrams to Len Litman, local op, who will reopen it March 8 as the Copa Club.

Litman, who sold Mercur's Music Bar a couple of months ago, has been negotiating for the spot for some time.

The policy will be a house band, lull-singing pianist and a name act. The first in will be Frankie Laine, followed by Vic Damone.

5-Act Package To Troupe As Warm-Up for Air Quiz

NEW YORK, Feb. 14.—A five-act vaude package to play theater-auditorium dates as a warm-up to a radio quiz show teed off Monday (9) at the Masque Auditorium, Richmond, Va. Successive dates the opening week are Municipal Auditorium, Charleston, W. Va.; Radio Center Arena, Huntington, W. Va.; Ryman Auditorium, Nashville; Administration Building, Knoxville; City Auditorium, Ashville, N. C., and Armory Auditorium, Charlotte, N. C. A bond has been posted with American Guild of Variety Artists (AGVA) to cover salaries for the first week.

Booked thru the Al Dow office, the unit will include Milton Douglas, Three Reddingtons, Hickory Nuts, Holler and Hayden and Lillian Whitmore.

The quiz show, *Come and Get It*, will be aired over local stations, with give-aways from promotional tie-ups.

No Peroxide?

DETROIT, Feb. 14.—A shortage of blondes snafued a new policy at the Club Manhattan, operated by Anthony Nihra and Thomas Loupenis. The idea was an all-girl, all-blonde revue, cooked up and produced by Harry Lee of the Amusement Booking Service as a fillip for sagging biz. The show used Jerry Kay, singing emsee, and featured Jeannie Wilson, acro-dancer, plus a line and several specialty girls. The idea worked for two weeks. Then a couple of blondes got sick—and no replacements were available. The spot tried filling in with redheads, but the novelty flopped and the whole thing was dropped.

WM Top Execs Change Posts

NEW YORK, Feb. 14. — A shift in the higher echelon of the William Morris (WM) office has put Harry Kalcheim in charge of television and Sol Shapiro as head of the theater department.

Kalcheim, who has been the theater topper of the office for the past five years, joined the outfit after leaving Paramount where he was the booker. In his new slot, Kalcheim will still keep a finger in the theater department, but his major job will be video.

Sol Shapiro has been with the Morris office about 10 years. In recent years he was Kalcheim's assistant. In his new job, Shapiro's new assistant will be Dave Shapiro (no relation).

Offices are now being shifted around to accommodate the new changes.

Hirsch, 4A's Rep At Miami, Beaten Up by a Hoodlum

MIAMI, Feb. 14.—The smoldering American Guild of Variety Artists (AGVA) situation threatened to erupt again Thursday (12) when Jerry Hirsch, official representative appointed by the Associated Actors and Artists of America (Four A's), was beaten up by an unidentified hoodlum. Hirsch answered the doorbell and a man asked if he could speak with him. Hirsch invited him in. Then the guy slugged him.

Earlier, Buddy Allan, agent, and Hirsch received phone calls threatening them if they persisted in putting on a show for a B'nai B'rith affair at the Spotlight Club, which was declared unfair when Matt Shelvey was still officially executive national director of AGVA. Tho the acts are being paid, according to Allen, who books the show, the gathering is still called a benefit. Allen said that before placing the acts he checked with Hirsch "because he is the only AGVA rep, as far as I'm concerned." Hirsch checked with Dave Fox, New York AGVA rep, and Fox ruled in the affirmative since the performers would not actually be working for, but only in, the spot.

Allen said that he and Hirsch received calls from Barney Barnett, who represents Shelvey, and Barnett told Allen that if he put the show in he'd "take care" of him. Shortly afterward, Hirsch was attacked.

Copyrighted material
www.americanradiohistory.com

Gambling Lid Slapped Down On Fla. Clubs

Colonial Inn Folderoo

MIAMI, Feb. 14.—The lid was clamped on gambling thruout Miami Thursday (12), with the Colonial Inn and the Brook Club, both using top talent, hardest hit by an injunction obtained by Assistant State Attorney D. L. Rogers.

The Colonial, with its $68,000 pay roll and a top show headed by Joe E. Lewis and Carmen Miranda, put up the closing notices to take effect Wednesday (18). The club canceled all newspaper advertising.

The Brook Club, recently bought by a group headed by Arthur Clark, has not decided what to do. With the spot also using top names, however, tradesters fail to see how it can continue without gambling. The drive against gambling in Dade County was started by local papers which charged that the Brook and Sunny Isles, which doesn't have shows, were running on a hush-hush basis. Agitation spread to neighboring Broward County where the Colonial Inn and others were operating.

The campaign apparently seems leveled at the entire Florida area. Even West Palm Beach spots are doing a quick fold.

No decision has been made on paying off acts which have unexpired contracts. It is possible that clubs like the Copa and Beachcomber may take over contracts if satisfactory deals can be arranged.

Adams, Newark, Has Full Sked of Bills Thru April

NEWARK, N. J., Feb. 14.—Adams Theater has set dates thru April, according to Ben Griefer, general manager. Following the current line-up of Robert Alda and Freddie Stewart, Cab Calloway opens February 12, Russ Morgan and Herb Jeffries come in February 19; Stan Kenton, February 26; Count Basie, March 4; Claude Thornhill, March 11, and the Lecuona Cuban Boys, March 18. The March 25 date is filled by the third repeat engagement of Vic Damone (a rare feat) and Henry Busse. Joey Adams, Mark Plant and Tony Canzonari tee off in April, heading the third annual Search for Talent contest. Then Lionel Hampton appears April 15 for a week, followed by Ray McKinley April 22.

Chi Spot Plugs Acts With Video

CHICAGO, Feb. 14.—Pete Johnen, op of Jumptown, South Side lounge, last week stole the march on local lounge and nitery ops by signing with WBKB for a 13-week video series of five-minute spots, after his first one pushed biz up a third over a normal Saturday night.

Johnen said that within 15 minutes after his first commercial, January 24, customers from lounges on the South Side with video sets started coming in to his spot. He called it the most immediate ad media he has utilized since he started the lounge 18 months ago.

Johnen's commercial format will revolve around Bud Young and Richie Victor, comics who will do a skit each week, with the spot's featured chirp doing a vocal, backed by an instrumental waxing.

Come Outside!

NEW YORK, Feb. 14.—A sidelight in the legal fracas between Matt Shelvey and the Associated Actors and Artistes of America (Four A's) developed during the recess at the New York Supreme Court, Wednesday (10), between Arthur Cowan, Shelvey's attorney, and Dewey Barto, American Guild of Variety Artists (AGVA), member on the Four A's.

Some time ago Cowan had suggested that Barto see the *Winslow Boy*. Barto, meeting Cowan in the lobby, told him he had seen the play, found it interesting, and suggested that Cowan read something, too.

"What's that?"

"Read *Humpty-Dumpty*."

Cowan (about six feet tall, weight about 190) squared off and offered to take Barto (about five feet tall and 140) on right there and then. Dewey suggested that Cowan get a room, and he would accommodate him. Cowan then offered to go "outside" to have it out.

Aussies Stay Away, So Vaude Gives Up

BRISBANE, Australia, Feb. 14.—The closing of vaude here was caused by lack of public support, according to Harry Wren, of Harry Wren Theaters. Wren said he had bought Tommy Trinder for $5,000 a week and he did not once play to a full house. He added that unfilled seats, recent increases in staff wages and the 40-hour week made it impossible to make the business pay.

The Cremorne Theater reverts to Bob Geraghty, who holds the lease. He has not yet announced any plans, but it is considered certain that pix will be run there.

New Set-Up at Nicollet

MINNEAPOLIS, Feb. 14.—Neil R. Messick, general manager of the Hotel Nicollet, home of the Minnesota Terrace Room, has been named president, with Morgan O. Nichols, resident manager, promoted to general manager. The hostelry recently changed hands, but no change in policy is contemplated.

4A's Set AGVA Natl. Meet; Reps Get Fractional Vote

NEW YORK, Feb. 14.—The oft postponed convention of the American Guild of Variety Artists (AGVA) is now set by the Associated Actors and Artists of America (Four A's) for approximately April 30 in New York.

Delegates elected to the convention will vote on a fractional basis, one full vote for every 200 AGVA members. Branches having less than 200 members will get a quarter vote for every 50 members or any majority fraction thereof. For example, if an area has 76 members the delegate will get a quarter vote for the first 50 and another quarter for the additional 26. Where a branch has 234 members the delegate will have one full vote for the 200 members and a quarter vote for the extra 34 people.

There will be about 67 delegates elected. Nominations will be on a local basis, but elections will be national. The reason given for national voting is to give the migratory member a chance to vote for a favorite, even if he was not nominated by his own local branch.

Branches recently formed by the Shelvey administration will be consolidated into the nearest large population area. Providence and Springfield, for examples, will be assigned to the Boston area; Akron to Cleveland, and Reading to Philadelphia.

Branches will be entitled to the following number of delegates: Boston, 7; Baltimore, 1; Cincy, 3; Columbus, 1; Dallas, 1; Kansas City, Mo., 1; Miami, 1; New Orleans, 1; Philly, 4; Pittsburgh, 4; St. Louis, 1; Seattle, 1; Buffalo, 1! Chicago, 7; Cleveland, 4; Denver, 1; Detroit, 4; Los Angeles, 7; Montreal, 1; New York, 12; Phoenix, Ariz., 1; Portland, Ore., 1; San Francisco, 3, and Houston, 1.

All members in good standing as of July 31, 1947, will be permitted to vote or will be eligible for nomination as delegates. Members who acquire good standing after July 31, 1947, will also get voting rights.

The election and ballot counting will be handled by the Honest Ballot Association. It will also certify the list of nominees.

Lisbon Bids for Yank Name Acts

NEW YORK, Feb. 14.—Name acts with money no object can get two weeks work in Lisbon, Portugal, according to Leon Newman of the Marc Leddy office, with air transportation supplied both ways and only 2 per cent in foreign taxes deducted. Performers will be paid in American dollars held in escrow by the Portuguese government.

Foreign Agent Carlos Dubini, thru whom the acts will be booked, claims living expeses are low, with the best hotel in Lisbon charging $4.50 a day with meals.

Betty Bryden New Prexy Of Mich. Booking Agents

DETROIT, Feb. 14.—Betty Bryden, who heads her own booking office, was elected president of the Michigan Theatrical Booking Agents' Association (MTBAA) this week, succeeding Del Delbridge. Other new officers are Henry Lueders, United Booking Association, vice-president; Val Campbell, Gus Sun office, treasurer, and Jules Klein, Klein Agency, secretary. Officers will be installed at a banquet in the Book Cadillac Hotel February 18.

The MTBAA has voted additional agencies into membership, including Max Gail and Bill Gail, of Gail Orchestras, and Earl Perkins, of Benkelman & Perkins orchestra house.

Dry Sunday Move Fails in Miami

MIAMI, Feb. 14.—Attempts by the Greater Miami Council of Churches to throw a clamp on liquor selling hours in the Miami area were unsuccessful last week when the Miami City Commission took a fence-sitting position which in effect was a veto for the church group's proposal to ban sales on Sundays. Left undisturbed was the present code, which permits bars to operate from 1 to 7 p.m. on Sundays, large restaurants and hotels to sell at all hours from hidden bars, and night clubs to open at 5 p.m.

The whole matter stems from a prohibition movement on the part of the church group. The Rev. C. Roy Angell, pastor of the Central Baptist Church, told the meeting: "I am opposed to the sale (of liquor) at any minute on Sundays or any other day."

Louis F. Gerrard, topper at the American Brewing Company, answered the pastor with: "I dare you to put up a prohibition candidate. You know you would be snowed under."

O'Seas Army Jocks Jack Up Yank Acts' Brit B. O.

NEW YORK, Feb. 14.—One of the heftiest hypos for name acts (who also have currently hot records) playing English theaters comes from U. S. Armed Forces Network disk jockeys who broadcast from Germany and are heard in London. Effect is demonstrated by the fact that London audiences are often hep to waxings which haven't even been released in England. An example of this was seen when Danny Kaye preemed at the Palladium February 2. After he finished his set routine, shouts arose from the house for requests for *Bloop-Bleep* and other waxings which haven't yet hit the British market. Only explanation trade sources can give is that customers beamed regularly to Armed Forces Network (AFN) have caught Sgt. Ralph Moffat and others (see Music Department *The Billboard*, February 14) doing their disk shows. Belief gets added support from the fact that a number of Moffat fan clubs have sprung up over London.

In any case, after Kaye's opening show, word got around and house was sold out for the entire six-week run, breaking house record of 8,600 pounds set by Gracie Fields.

Trade, of course, doesn't attribute Kaye's entire success to his records. After all, obviously the comic is also a flicker fave. But without his wax rep, bolstered by the disk jocks, belief is his success wouldn't have been so phenomenal.

An example of simon-pure disk faves who've clicked in London are the Ink Spots. Current rave, according to trade sources, is Jean Sablon, whose London rep is based almost entirely on his platters.

Prime combo, say theater men, is a picture name with a couple of records. A Carmen Miranda is one. Jimmy Durante is another. But even taken singly, a good record rep, say trade sources, can bring a guy plenty of English pounds for personal appearances.

Chiller

NEW YORK, Feb. 14.—From Montreal, where the mercury is lower than the grosses at Loew's State, comic Danny Shaw phoned his New York agent to query where he goes from there.

"We've got 10 days for you emseeing the *Vox Pop* radio unit on tour," answered Howard Ross of the Abner Greshler office. "You leave New York Saturday (14) and fly to Great Falls, Mont., to join the Coast contingent of the group."

"Oh, boy!" interrupted the eager Shaw, thru the icicles on the phone mouthpiece. "Sunny California, Las Vegas, Mexico City—"

"And then," continued Ross, you go by government plane to play army camps—in Alaska."

Copyrighted material
www.americanradiohistory.com

VAUDEVILLE REVIEWS

State-Lake, Chicago

(Friday, February 13)

Capacity, 2,800. Price policy, 95 cents straight. Five shows weekdays, six shows week-ends. House booker, Harry Levine. Shows played by Lou Breese's house band.

This week's short (35 minutes) bill proves the fastest moving in weeks here, with headliners Dean Murphy and Marion Hutton, and a new adagio-acro turn, Wayne-Marlin Trio, displaying fresh material capably delivered.

Lou Breese house band trots out drummer Charlie Wagner to hammer out an up-tempo flag-waver on his xylophone to give proceedings a fast start. The Wayne-Marlin Trio, two males and a striking blonde in Trinidad garb, worked eight minutes, with the last five devoted to new eye-riveting acrobatics. Fem is unusual in that she does as much muscle work as her partners. Offer two and three-men stands, with the added allure of the gal doing the middle work. Each stand starts in an original manner, with each of the trio working slowly and gracefully to get the full effect of a big climax.

La Hutton, looking more like her sister, Betty, than ever, does four strong specialty numbers, each of which packed a subtle comedy wallop and received sock response. Gal never lets down the pace with a worn-out standard or an oft-heard pop.

Murphy, who is making his annual stay here, works meaty dialog into his standard mimicry of the celebs, touching the oil shortage, Truman's White House porch and the local curfew. His opening song parody, *Chicago Is the Place for Me* and his closing series of top political figures, are masterpieces of delivery and won him rapt attention and a deservingly big mitt.

Johnny Sippel.

Hippodrome, Baltimore

(Thursday, February 12)

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

The management gave an eye to the small fry this week, with Smiley (Frog) Burnette heading up a winning show.

Proceedings got off to a fast start with a personable ballroom duo, Wally and Jean Brown, who did several nifty numbers. The abundance of lifts and spins were handled by the slightly built lad with grace and ease and got them off to a good hand.

Walter Walters Jr., vent, scored smartly with his wooden family. Walters had a sharp line of patter and kept the pace moving. He wound up with a neat duet, with both dummies chirping, to win a huge mitt.

Jo Lombardi and the house band next ran thru a Gershwin melody, highlighting a beautiful, stringed *Summertime*, and introduced Ellen Stevens, an attractive chirp, who put a sultry voice to excellent use with *Embraceable You* for a good bow-off.

The kids waiting for Burnette were well rewarded. His folksy manner won them from the start. Skipping the usual Hollywood chatter, Burnette dispensed some good homey chatter which got laughs all the way. The cowboy comic took up the guitar for a couple of ditties, and then did a smash accordion bit on several songs from recent pix, closing with his own *It's My Lazy Day*, to terrific applause.

Pic, *T-Men* (hold-over).

Jimmy Carter.

Capitol, New York

(Thursday, February 12)

Capacity, 4,627. Price policy, 70 cents-$1.50. Number of shows, five daily. House booker, Sidney Piermont. Show played by name band on bill.

Horace Heidt, in his first date here in three years, has the rudiments of a good show with him. Surrounded by youngsters, acquired via amateur contests, the kids all have one thing in common—a spirited youthfulness and freshness that's always appealing.

But if the rudiments for a stage show are present, the professional touch, the polish necessary for the big time, appears only in isolated spots. For one thing, there are too many boy singers. Heidt, Harold Parr, Richard Melari and Grant Williams all do voice throwing of one sort or another. The only fem touch on the hour-long show comes from a few gals who are just props. The result is a kind of a high school jamboree rather than a finished product playing a top house.

The Heidt band is obviously built strictly for novelties and show-cutting purposes, which make it ideal for stage work. The boys' fooling around with *History of Music*, *Green Grass Grows All Around* and the election campaign number (done here before), got the desired results from the house. It was the handling of the simon-pures that failed to click.

Stiff Chatter

As for appearance and ability, the kids all passed muster. It was when Heidt started to throw his chatter bits around that stiffness resulted, a lot of it brought on by his patronizing manner. Dick Contino, for example, did a fine job on the accordion even if his open-mouthed stance needs correcting. But when Heidt began asking him questions, whatever else Contino has was completely lost.

Halyard Patterson, tall Negro pianist, wearing tails, was presented as an artist and lived up to his intro. But instead of having him walk off naturally, Heidt had him shuffle off a la Stepin Fetchit, then brought him back for some more of the same. So the good impression Patterson made on straight piano work was lost thru the irritating and silly darky bit.

Harold Parr, blind boy, was led on and off by a gal. The lad showed a pleasant speaking voice and fair bary. But leading him on and off (he did two numbers) seemed so obviously a sympathy pitch, it left a bad taste. The boy could have been presented so that his affliction was played down. Incidentally, his speaking voice would make him a good radio bet.

Peck and Melari

Two boys, Harold Peck, rubber-legged jitter dancer and clever hoofer, and Richard Melari, who did competent take-offs, were handled well and the house paid off with real hands.

The big comic chore was taken care of by Don Rice, a big round-faced guy who pulled every stop to get laughs. He shot pistols, had stooges out front, took a dive into the pit, in fact, did about everything except drop his trousers. He approximated that by wearing a prop suit cut out in the back so customers could get a look at his shorts. This kind of comedy killed them in the old days. It probably still kills 'em out of town. Here it's plain corn, and pretty wormy corn at that.

The show wound up with Heidt making a pitch for his air sponsor, Philip Morris, which brought out Johnny, the call boy, bawling the ciggie's trade-mark.

Pic, *Three Daring Daughters.*

Bill Smith.

Olympia, Miami

(Thursday, February 12)

Capacity, 2,100. Price policy, 74 cents and $1; 25 cents for children. Number of shows, four daily. House operators, Paramount. Manager, Al Weiss. Booking, Harry Levine. Show played by Les Rhode's house ork.

It would be unfair to say that Olympia payees are the easiest people in the world to please; the truth is, however, that even tho the current parlay is about the best seen here in recent weeks, performers will be interested to know that the audiences are about the most receptive encountered anywhere.

Keye Luke, of flicker fame, is the topper this week, with comedienne Jean Carroll. Luke has worked himself into a neat turn that is better paced and projected than a couple of years ago. He does neat impreshes of the film characters, using as a gimmick Edgar Allan Poe's *The Raven* to show how the various screen thesps would do it. He also sings in Spanish to get off to a big hand.

Jean Carroll clicks in a stint of special material which, tho on the racy side, is not offensive. Miss Carroll has a neat way of underselling, and her *Man That I Marry* hits the jackpot.

De Castro Sisters

The De Castro Sisters shouldn't have much to worry about if they register the way they did on the show caught. The gals (3) were gorgeously gowned and went over big in a mix-up of some socko harmonizing and song selling. Their Cuban stuff was especially effective, as was their *Beguine*, with the gals playing the bongos, maraccas and other paraphernalia for the swivel-hip music. It's a sure-fire act.

Carl and Arlene, recently at Don Lanning's, registered in some well-sold aero stunts, the tricks being just that much different from the run-of-the-mill act.

Saul Grauman and his tapsters also hit the jackpot, giving some new twists to the hoofing. The fencing tapping bit is solid.

House ork led by Les Rhode cut the show neatly. Pic: *Golden Earrings.*

Charles J. Lazarus.

Coast ACA Office Revamped

HOLLYWOOD, Feb. 14.—Artist Corporation of America (ACA), local booking office, will be reorganized on a national scale, with John Fratini Jr., California theater op, as president and general manager. Martin Ross, current ACA head, will move to Chicago to run Midwest branch of talent house. Frantini will go into band, cocktail, pic and radio fields, as well as video, and will open six Western branch offices. San Francisco set-up is expected to be in operation within 60 days.

Name Orks in Royal Roost

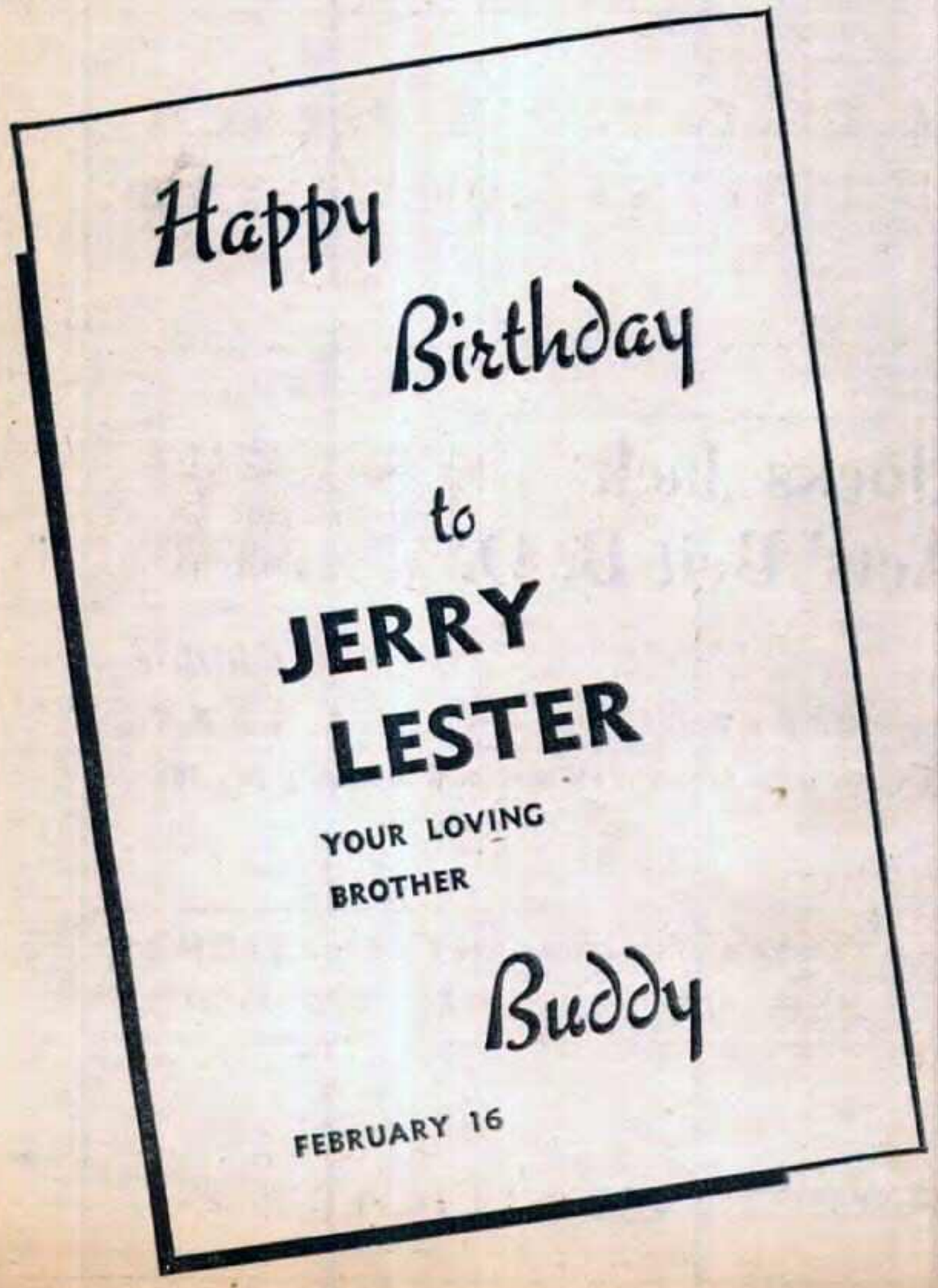
NEW YORK, Feb. 14.—The Royal Roost commences a name-band policy, when Jimmy Lunceford's ork opens, March 11. The 15-piece combine goes in at scale for two weeks with options. The piano-organ team of Boy Wyatt and Billy Taylor is being held over to play the relief and for sets in the lounge.

Lawrence Back to Detroit

DETROIT, Feb. 14.—Larry Lawrence, head of the independent booking office bearing his name, is moving back to Detroit from Hollywood.

Buddy Lester!

CHICAGO, Feb. 14.—In last week's issue of *The Billboard* (February 14), Buddy Lester who was caught at the Oriental was called Jerry Lester. Jerry Lester is currently at Ciro's, Hollywood.



Copyrighted Material
www.americanradiohistory.com

Adams, Newark, N. J.

(Thursday, February 12)

Capacity, 2,000. Prices, 50 cents-$1. Five shows daily. House booker, Mickey Aldrich. Show played by band on bill.

Cab Calloway, a bit older and a trifle slower, continues to pack the same wallop whether he is hi-de-hoeing, leading his ork (16) or giving out with his personality intros for the bill.

The Cab teed off with *The Calloway Boogie*, came up with *One for My Baby and One More for the Road*, then belted out *St. James Infirmary* and *Minnie the Moocher* to a packed house, which got what it expected and payed off for value received. The band's vocalist, Mary Louise, in a tough spot following Cab, held her own with nicely selected change-of-pace numbers. She torched *I Have But One Heart* and swung *Sometimes I'm Happy*, showing high-low range chords and a cute delivery. Panama Francis beat out a drum solo and Sam Taylor's sax specialty won added mitts for the band combine.

The Berry Brothers, extra added, closed the show with a pocket-size version of their standard act, retaining most of the pertinent features. They opened with the strut, went into their cakewalk and wound up doing their whirlwinds with twirling canes and lightning acro stunts. Conspicuous for its absence was the high spot jump into a split which was used to end their routine for years. They went off big nevertheless.

Apus and Estrellita are a refreshing comedy-singing team, bolstered by snappy, well-timed repartee finely knit with fitting specialty numbers. Apus, a short gent in oversized sports clothes, played straight for his tall, smartly gowned partner. Both displayed a know-how in the chirp department and wound with a big hand.

Hoofers Berk and Hallow (boy and girl), in the second slot, did a routine rhythm act registering okay. The lad had a few flash steps to sell when dancing against his partner, while the lass relied on looks and legs. Her skirt, slit up the left gam, gave the effect of heavy thighs—a definite miscalculation proven later in a swirling skirt-raising bit. A gown cut up either side would probably dress the act better.

Pic, *Pacific Adventure*.

Jack Tell.

Biz Up? Off 12G

NEW YORK, Feb. 14.—The seventh week of non-vaude at Loew's State grossed a top $21,000 which was $12,000 under the $33,000 in receipts registered during last year's corresponding flesh-flicker period. To date the $129,000 taken in showed a $120,400 drop, or an average of $17,200 per week, below the $249,400 netted in 1947.

Detroit's Eagle Reopens

DETROIT, Feb. 14.—The Eagle Cafe, one of the few outlying spots in Detroit to have a floorshow policy during the past year, has reopened under the management of Dick Kerwin, who bought out Sam Tamarindo. The spot, redecorated and modernized during the shift of ownership, is now using an expanded show policy. The opening show includes Lee Caron, emsee; Jerry Kay, vocalist; Betty Gray, musical-vocal novelty, and Art Mee, working with Caron as a comedy team. The King Kole Kombo is on the stand.

Reynolds Sells Red Roof

WORCESTER, Mass., Feb. 14.—Reynolds' Red Roof, dine and dance location here, changed ownership this week. Sale price was reported to be in exceess of the $29,500 assessed value. The new owner, James J. Dunn, operator of Bigelow's Tavern here, bought the property from Edward T. Reynolds. No change in name or policy is planned.

New York:

Stem's 375G, 62G Drop; Strand 64G, MH 117, Cap 45

NEW YORK, Feb. 14.—The five Stem vaude-pic theaters grossed $375,000, a 62G drop from last week and only $1,500 above the low for the year. Besides tail-enders in most of the de luxers, a reported blizzard which never materialized hampered prospective theatergoers with sleet all day Saturday (14). The Capitol slumped to a poor $45,000 session to dampen the all-over take. Start of Lenten season did not affect the grosses reported today, but will probably be a factor in next week's tabulation.

Strand (2,700 seats; average $40,000) continued in the top-drawer bracket with a high of $64,000 in the third period after preeming at a sock $70,000 and splitting at $68,000. The three-week total garnered $202,000 with the Lionel Hampton ork, Red and Curly and *Treasure of Sierra Madre*.

Roxy (6,000 seats; average $89,000) dropped from the strong opening week's take of $117,000 to a fair $83,000 for a total so far of $200,000 with the Louis Armstrong ork, Fred Robbins, Robert Lamouret and *You Were Meant for Me*.

MH Barely Over Par

Radio City Music Hall (6,200 seats; average $115,000) barely hit par with $117,000 in the fifth inning after opening at $142,000, then doing $130,000 twice and $126,000, the run's total amounting to $645,000 so far with Ernie and Marquita, Ronalde, the Fredarrys Trio, Margaret Sande and George Tater. Pic, *The Paradine Case*.

Paramount (3,654 seats; average $76,000) dipped to $66,000 in the third period after opening at a big $90,000, followed by a fair $80,000 session. The 21-day total was $236,000 for Andy Russell, Helen Forrest, Jerry Wald's ork, Dick Wesson, Mack and Desmond and *I Walk Alone*.

Capitol (4,627 seats; average $66,000) continued to scrape bottom with a $45,000 third and final week after opening to a slow $52,500 and splitting with a weak $46,000. The total was $143,500 with Sammy Kaye's ork, Florence Desmond and *If Winter Comes*. New show (reviewed this issue) has Horace Heidt's ork and Don Rice. Pic, *Three Daring Daughters*.

Evelyn WEST

America's Most Publicized Exotic Star

DIRECTION

ALEXANDER CHARLES

601 SO. VERMONT • LOS ANGELES, CALIF.

THE CELEBRATED FRENCH AND INTERNATIONAL STAR

ROBERT LAMOURET

NOW APPEARING AT THE ROXY FOLLOWED BY COPACABANA, N. Y.

ALL MATERIAL UNDER INTERNATIONAL PATENTS AND ALL SKETCHES COPYRIGHTED

DIRECTION: M.C.A.

Copyrighted material

www.americanradiohistory.com

NIGHT CLUB REVIEWS

Cafe James, New York

(Tuesday, February 10)

Capacity, 85. Price policy, $2.50-$3.50 minimum. Shows at 12 and 2. Operator, Jimmy Reardon. Publicity, Jeff Jones. Booking, non-exclusive. Estimated budget this show, $650.

The attempted comeback of Libby Holman was satisfactory from a business viewpoint opening night, but considerably less than that artistically. La Holman's effort to recapture the style and delivery of her early days, when she was so wonderful in *The Little Show* in her famous *Moanin' Low* number, failed completely. The chirp's voice is gone. Her routine is a jumble of torcheroos and folk songs showing poor pacing and practically no imagination. The tiny room filled with friends gave her an enthusiastic response, but the customers in left field sat on their hands.

Best thing about canary's act was the lighting job. Illumination segued from blues to ambers to rose in such beautiful sequence the effect was amazing. It was too bad that Miss Holman couldn't live up to the lights.

The gal worked with piano handled by Gerald Cooke, who did a fine backing job. Lulls were taken care of by Cass Harrison, who showed plenty of know-how on the 88.

Bill Smith.

Iceland, New York

(Wednesday, February 4)

Capacity, 850. Price policy, $2 minimum. Shows at 7:30 and 12. Operators, Abe Goldstein and Noel Lee. Booking policy, non-exclusive. Publicity, Hal Weisman. Estimated budget this show, $1,300. Estimated budget last show, $1,300.

Present package is a shoo-in at the smorgasborderie price set-up. Four solid acts and a Guy Martin chorus (7) doing three smart routines clicked into a neat show which should put bleacher seats in this indoor Yankee Stadium at a premium.

Carl and Faith Simpson, billed as the Simpson Marionettes, working from a large box, had puppets bouncing thru acrobat, zulu, black light and ice skating numbers for juicy pay-offs, while a strip bit which wound up with a big-bosomed doll practically stopped the show.

Boyd Heath, good-looking he-man type emsee, kept the show moving rapidly with easy lingo delivered in friendly style. In his own spot, Heath showed a powerful bary for a couple of oldie pop tunes, then did a quick sight change into a cowboy outfit for a set of yodeling. The lad caught on from his tee-off and had

(See Iceland, N. Y. on opposite page)

Sheraton-Biltmore Garden Room, Providence, R. I.

(Wednesday, February 11)

Capacity, 250. Price policy, $2.50 minimum week-days, $3 Saturdays, $1 cover Saturdays after 9 p.m. Shows, 8:45 and 11:45. Operator, Hotel. Publicity, James P. Wilbur. Booker, Stanley Melba. Estimated budget this show, $750. Estimated budget last show, $1,000.

A new chirp, Therese Gay, gave out with her lilting songs on this show. Lilting is hardly the word, for this girl's got plenty of strength in her pipes—so much so that the mike, in the limits of the garden room, was unnecessary. She proved this when, after her first couple of numbers, she set it aside and really went to town with her high notes.

Said to be a discovery of Stanley Melba, the Sheraton chain's booker, the lass was well showcased, even to an armful of roses waiting after her final number—not to mention Boston columnists and Providence press at the ringside on invitations. She showed no nervousness and her only shortcoming would seem to be lack of experience.

It's certain that she has a voice—demonstrated in a variety of numbers. Miss Gay opened with *Papa, Won't You Dance With Me?*, followed with *Golden Earrings*. Her poorest was *Chauncey O'Brien*, meant as a bow to Irish listeners. She then went into the *Sequidilla* number from *Carmen* and really showed what she can do with the classics.

Sonny Kippe and his ork, closing here Saturday night after a six-month run which has included twice weekly half-hour air shots, played for Miss Gay's numbers and for dancing. Kippe is a Huck Finn-ish guy who apparently enjoys his work and wins his listeners, whether he's playing the accordion or piano, directing or singing.

Alternating with the Kippe group for dancing during the evening is the Al Banks Trio. *Charles A. Rosskam.*

Embassy, New York

(Wednesday, February 11)

Capacity, 325. Price policy, $2-$3 minimum. Operator, Sam Marcus. Booking policy, non-exclusive. Publicity, Charles Dreyfus, Alan Delynn. Estimated budget this show, $800.

Poor business caused by the combo of Lent, bad weather and generally bad conditions has hit this room pretty hard. But if biz is bad, the two-act show is quite good.

Dorothy Blaine, girl singer, showed a routine that was right on the button and skillfully tailored for her smoky voice. She opened fast with *Just One of Those Things*, went into an excellent *Gentleman Is a Dope* followed by a novelty, then an oldie with a bounce, and wound up with a pop and *I Wanna Get Married*. She had a cute second chorus on the last-named which took it out of the tired class.

Miss Blaine is a singer with class and ability. Her dark hair worn shoulder length, a gorgeous black off-the-shoulder gown and an easy delivery make her a delicious package to watch. Her phrasing was unusually competent, even if the voice wasn't too big. If pipes lack range, they have a rich finished quality that help make her a top seller.

Edwards and Diane, ballroomologists, have progressed amazingly since last caught. The two nice looking kids have an imaginative routine with little tricks and nice timing. The gal has a tendency to over-mug but there was nothing wrong with her footwork or appearance. The boy, a slim, thin faced lad, handled his chores with grace and proper timing to give the act heft.

Jose Cortez cut the show proctically without a flaw. Marita's rumba band relieved. *Bill Smith.*

Beachcomber, Miami

(Monday, February 9)

Capacity, 600. Beverage minimum, $3.50 until 10, then $5. Shows at 8:45 and 12:45. Operator, Ned Schuyler. Publicity, Les Simmonds. Booking, non-exclusive. Estimated budget this show, $27,500. Estimated budget last show, $20,000.

The Ritz Brothers-Harry Richman-Sophie Tucker parlay now at Ned Schuyler's emporium should stack up as one of the strongest box office bills to play a nitery. It should stack up, but whether it will or not remains to be seen.

Business has been good since the opening Friday (6), but not out of this world. At the preem night dinner show they were hanging from the rafters; at the late show, however, there were enough empty tables to raise eyebrows. For if a layout like this couldn't pack the joint all the time, what could?

As a show it's great, but it's pretty tough for a singer to follow a noisy, whacky comedy act like the Ritzes, even if his name is Harry Richman. Tho his voice isn't what it used to be, Richman is a great showman. However, after Al, Harry and Jimmie beg off, it's like walking into a jungle for him.

Sophie Tucker tees off and, as always, she murders 'em. She packs so much punch into her turn that she has a tough time getting off. Miss Tucker throws in a community sing of oldies, and you should see the plushy playboys, soused sophisticates and nitery juries at the ringside giving with *School Days*, etc., at the top of their lungs.

Ritzes Are Sock

The Ritzes get screams with their intro bit when they walk on wearing blond wigs a la Tucker, then segue into a sock bit of take-offs on Sablon, Chevalier, Trenet, Brisson and the other continental chanteurs. After that it's mayhem and screams. There's enough slapstick to satisfy the most ardent Keystone fan, and tho the act does lapse into occasional vulgarism, it's tough to tie it down, because the boys, with their slick pacing and timing, are off on another bit of business before you know it.

Richman's Oldies

It's a little sad to see Richman having to fight his way. However, after a weak opening he gets better results with some of his trade-marked oldies. The 88'ing doesn't really click, neither does *The Whiffenpoof Song*. During the nostalgia periods, he goes over great.

A circus-idea finale, which brings back Tucker as the fat lady looking like Baby Snooks, the Ritz Brothers as the wild men of Borneo and Richman as the barker, gets laughs but is more like a college revue finale then anything else. But it's a good bow-off.

June Taylor's line numbers are imaginative, with terper Ray Arnett's feature contrib clicking. This lad is worth watching. The gals are easy on the eyes. Dave Tyler's band cuts the show on the button.

Charles J. Lazarus.

1948's Box Office Dynamite

BONNIE BAKER

The Most Imitated Voice in America

Just closed 4 weeks

COLLEGE INN—HOTEL SHERMAN

Chicago

Currently

NICOLLET HOTEL—MINNEAPOLIS

February 27th

CHASE HOTEL—ST. LOUIS

UNIVERSAL RECORDS

Latest Release

"I'm Goin' To Be a Bad Girl"

"I've Been Waiting for Your Phone Call for 18 Years"

Management

FRANK E. TAYLOR, 203 N. Wabash, Chicago

Direction: Music Corp. of America

Publicity: Sam Honigberg

RADIO: DENTYNE GUM

THANKS

★ Mr. President, for saying that our act was wonderful at the dinner in your honor on February 7

★ Bob Hope, for your fine cooperation

★ Larry Puck of CBS

★ Mark Leddy, our agent

Rollingly yours

THE SKATING CARTERS

ALAN GALE

★ AMERICA'S NO. 1 COMIC ★

TIC TOC CLUB, MILWAUKEE

Weeks of February 16 & 23

Write, Wire, Phone WAlnut 2-4677 WAlnut 2-9451

JOLLY JOYCE

Earle Theater Bldg.

PHILADELPHIA, PA.

WIGS BEARDS MAKE-UP

FREE CATALOG

F. W. NACK 30 N. Dearborn St. CHICAGO 2, ILL.

www.americanradiohistory.com

Club Charles, Baltimore

(Tuesday, February 10)

Capacity, 325. Price policy, no cover or minimum. Shows at 9:15 and 12:15. Operators, Tom Shaw, Lou Shaw, Moe Levy, Si Bloom. Booker, Sol Tepper exclusive. Publicity, Irving Klein. Estimated budget this show, $3,200. Estimated budget last show, $4,500.

This smart supper club provides an excellent setting for another snappy and entertaining revue, sparked by Hal Fisher and Copsey and Ayres.

The opening show was marred somewhat by the absence of Copsey and Ayres, held up by an automobile mishap, but the management came up with tapper Walter Long filling in. The lad did several numbers, all well received, and closed with a neat jive tap to a drum accompaniment which sent him off big. His constant brow-mopping detracted a bit from an otherwise well flashed act.

Carrying the crooning chores is a newcomer, Jimmy Thomas, in his first big club date. Pleasant personality, coupled with a good baritone, helped Thomas do a nice job of selling, especially in his *Song of Songs*. He was a bit nervous, his intros were a little weak, but his work left a good impression.

Hal Fisher Scores

All of which set it up for Hal Fisher, who made the most of it. Fisher has a double portion of sharp material, and knows how to put it across with a good sense of timing. This room is perfect for his fast and subtle style, and the comic got plenty of response, particularly with some zany impressions of lighthouses. The lad has a tickling belly laugh to punch his lines, which had the customers howling; even the hecklers couldn't help themselves.

The Wally Wanger line (6) displayed some eye-filling wardrobe and smooth routines, to open and close the show.

Norman Brooks and his ork backed the show creditably. Relief was provided by Herbert Curbelo and his rumba combo, featuring Aileen.

Jimmy Carter.

AS ONE ARTIST TO ANOTHER!

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

PHOTOGRAPHS

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

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

HARBENT, INC.

507 5th Avenue • New York 17, N. Y.
MU 7-9049 VA 6-2550

ACTS WANTED

Break your jump East or West. Can offer many night club, theater, convention and banquet bookings now. Write, wire, come in!

RAY S. KNEELAND
AMUSEMENT BOOKING SERVICE
75½ West Chippewa St., Buffalo 2, N. Y.
A.G.V.A. Franchised

OUR PARTY LINES, No. 1

64 pages (8½x11) of Comedy Material Gags, Jokes, Monologues, Minstrels, Acts, Male and Female, Ventriloquists, etc., PLUS Words and Music of

EIGHT NOVELTY SONGS

A handy Reference Folio of Modern COMEDY
ONLY $1.00 POSTPAID

DAWSON MUSIC CO., Inc.
1650 Broadway New York 19, N. Y.

Comedians—M. C.'s—All Acts!

Colossal Value! Professional INDEX CARDED Gag File & Monthly Service. (1) 2,000 Gags, Quips, Heckler Stoppers, Comedy Stunts, etc., on 3 by 5 inch INDEX CARDS, Classified 38 Subjects. (2) Portable File Cabinet. (3) Plastic TRANSPARENT Windowed Wallet holding 48 Gags VISIBLE for Quick Study on Trains, at Lunch, etc. OUTFIT as above, plus 3 Months' Service, Fresh Gags, etc. (LIMITED), $10 postpaid. SAMPLE 600 Gags on Cards (January Issue), $4. "PATTER-DEX" GAG-DEX, BOX 2 WOODSIDE, N. Y.

IN SHORT

New York:

Ella Fitzgerald and Illinois Jacquet grossed $216,000 on 17 one-day concerts. . . . Dizzy Gillespie played before 15,000 at his first concert in Sweden. . . . Ink Spots set for Latin Quarter in May following Joey Adams and Tony Canzoneri. . . . A stock answer to agents from most of the cocktail lounge ops in the East: "If it don't snow by the end of the week, call me." . . . First flesh on Palace Theater stage since September, 1935 (except one-shot promotions), is Johnny Olsen and his *Movie Matinee* radio quiz show.

The tangle between KNBC (Kansas City, Mo.) and the American Guild of Variety Artists (AGVA) over the hillbillies appearing in the *Bush Creek Follies* is in the negotiation stage with a $10 per day settlement (instead of $6) likely. . . . Agent Stanley Willis threw a $50,000 slander suit at *The Boston Record* and columnist George Clarke. . . . Maxie Rosenbloom's preem as a single at Fish and Hunt Club, Pittsburgh, March 10. . . . Hope Emerson bought by 20th Fox. . . . Three Suns back to Town Casino, Buffalo, March 22.

Chicago:

Fred Joyce, advertising and publicity for the Hilton Hotels, resigns next month to open his own public relations office in Chicago and Hollywood.

United Amusement Enterprises, Dallas booking agency, has been organized by Harry Greben and Dick and Sonny Millard, ex-vaude team. Office is already exclusive booking agent for the Nite Spot, Dallas, and is angling with several other Lone Star State spots for exclusives.

Marvin Moss, ex-publicity department assistant to Phil Bernstein, MCA flack chief here, is now assisting Danny Graham in the act department.

Here and There:

Jerry Bergen planed in from Detroit to substitute for Senor Wences at the Chanticleer, Baltimore, after Wences was forced to cancel and return to New York because of illness. . . . Frankie Laine goes to the Harem, New York, April 18 for four weeks, follows with some concert dates, and June 24 opens the Starlight Roof of the Chase Hotel, St. Louis, for the season. . . . May Johnson Associates, Inc., has been chartered by the Delaware secretary of state to organize bands.

Little Samson, strong man, who headlined at the Merry-Go-Round, Youngstown, O., week of February 2, returns there for the week of March 5. . . . RKO Albee, Cincinnati, resumes its vaude policy Thursday (19) with Yvonne DeCarlo, Joe Howard and Alan Carney headlining. . . . Woods and Bray opened at the Trocadero Club, Evansville, Ind., February 13 after a two-weeker at Hotel Jefferson, St. Louis, February 12.

Biltmore Rendezvous, Biltmore Hotel, Los Angeles

(Wednesday, February 11)

Capacity, 400. Price policy, no cover or minimum. Shows at 1:30 p.m. daily, 7:30 p.m. Sundays. Booking policy, non-exclusive. Owners, Biltmore Hotel. Manager, Sid Siboni. Estimated budget this show, $1,250. Estimated budget last show, $1,250.

New bill offered noontime customers four acts, with accent heavy on the terp side. Only downtown spot boasting a midday floorshow, bill was generally uninspiring with acts earning only mild audience reaction. Lacking was comedy or novelty stints needed to give the show a change of pace.

Best selling act was the acro team of Del and Darnell, whose feats of balance and muscular co-ordination shine with showmanship and superb timing. The twosome makes simple stunts look exciting and difficult routines appear effortless. Smart costuming, good background music and flash combine to give the act that look of perfection.

In the terp department Jeanne Blanche scored best, both in precision and acro tap numbers. Lass is eye-filling and has the knack of making the knife-and-fork crowd look up and take notice. Especially effective is a routine done without music, accentuating the accuracy of her talented toes. Joyce Bayne, the other terpster, displays amazing back and leg bending skill, but she fails to make the opening slot pay off. Lack of sales savvy, stiffness in appearance and a dead pan expression dulls an otherwise sharp act.

Tenor Ben Klassen rounds out the offering, doing okay. He, too, was stiff, loosening up only after payees had given his third number good mitting. Choice of semi-classical tunes proved wise, best being a polished version of *Granada*.

Al Gayle's ork (7) cuts the show and does dancing honors. Gayle handles emsee chores capably.

Alan Fischler.

ICELAND, N. Y.

(Continued from opposite page)

little trouble holding them all the way.

Ginger Kinney

Baby-faced Ginger Kinney, a newcomer, did a brace of acro-tap routine using whirls and kicks to good advantage. Her slight stiffness at the opening show should disappear in short order. All the rudiments of a sock act are on view when this redhaired terp hits the floor. She's clean, has plenty class and could brighten any show, including a legit, with her well-gammed chassis.

The comic take-offs of Jack Ripley, on midway, held up well thru Gabriel Heatter, H. V. Kaltenborn, Cary Grant, Humphrey Bogart, Edward Everett Horton and Archie, of *Duffy's Tavern*. The Winston Churchill bit was a let-down and could easily be eliminated, while the Gary Cooper offering rang the gong and should be used as an encore. Ripley displayed a good sense of timing and enhanced his delivery by a well-knit line of chatter, which carried him from name to name in rapid succession.

The line-kids, each a tall, different-type beauty, displayed handsome unison and good rhythm thru three numbers, best of which was the *Top Hat, White Tie and Tails* for the wind-up.

Ben Ribble and his ork (5) cut the show with no kinks, and organist Gertrude Gale filled in for relief dancing.

Jack Tell.

PLAY A SAW

C. J. MUSSEHL, pioneer artist, has taught thousands since 1921. Many become well-paid entertainers.

Back again—the famous pre-war Musical Saw! You can quickly produce music of amazing, voice-like beauty from the Musical Saw—using bow or soft hammer. No notes to read—no dreary practice—you don't have to know a thing about music. If you can sing, whistle or hum then you can play the Musical Saw.

You Play or No Pay
5 DAYS' TRIAL

To prove how quickly and easily you can learn, we allow you FIVE DAYS' TRIAL. For details write TODAY.

MUSSEHL & WESTPHAL
Musical Saws to the Profession since 1921
22 Fort Street, Fort Atkinson, Wis.

NEEDED AT ONCE
SINGERS, DANCERS, CHORUS LINES, NOVELTY ACTS, EMCEES
SEND PHOTOS AND PUBLICITY TO
PETER MUSTO
Associated with the
RAY SANTORO THEATRICAL AGENCY
Loew's State Theatre Building
NEWARK 2, NEW JERSEY

Always—
THE SHOWMAN'S FRIEND
in Los Angeles
•
500 Modern Rooms
with bath and radio
"Everything New but the Name"
ALEXANDRIA HOTEL
Fifth at Spring • Los Angeles
FRANK WALKER, General Manager

COMEDY PATTER
FUN-MASTER
"The Show-Biz Gag File"
Nos. 1 to 22 @ $1.00 Ea.
10 Parodies for $10.00.
"How To Be an Emcee"
$3.00, Including 2 Gag Files.
Send for list Comedy Material, Parodies, Comedy Songs, Minstrel Patter, Black-Outs, Bits, Skits, etc.
No C. O. D.'s.
PAULA SMITH
200 W. 54th St. New York 19

SCENERY
Dye Drops, Flat Sets, Cycloramas, Draw Curtains, Operating Equipment.
SCHELL SCENIC STUDIO 581 S. HIGH Columbus, O.

THEATRICAL and RADIO HEADQUARTERS
HALIFAX HOTEL
in the "HEART OF HOLLYWOOD"
Write or Wire
6376 YUCCA ST.
HOLLYWOOD 28, CALIF.
SPECIAL ATTENTION TO BANDS

Copyrighted material

www.americanradiohistory.com

School Apathy Stymies ELT Production Plans

(Continued from page 3)

June Moon, The Warrior's Husband, Prologue To Glory and *The Corn Is Green,* which neighborhood audiences would be sure to appreciate. However, the school authorities, while promising co-operation, haven't made the facilities available, and the ELT instead of expanding has continued its regular showings. Plan is not only important for New York, but for other localities. Its success here would mean employment in other areas.

John Golden, the ELT angel, who has plunged some heavy sugar into the project, is concerned about this. If some sort of arrangement isn't worked out he probably will withdraw his financing of the library legit group. If this should happen, Equity itself might be forced to throw some dough into the ELT, for it has proven itself extremely valuable in developing talent among younger union members.

"R. Marie" Hits Boff 55G in Det.

DETROIT, Feb. 14.—*Rose Marie,* the first production of the Detroit Civic Light Opera's 10-week annual season, grossed $54,800, in the week closing Sunday (8), with an attendance estimated at 29,000. This figure was broken only twice last season, with the record of $57,549 on the opening week set by *The Firefly* with Allan Jones. This time, Jones again starred in the opener.

Currently Fritzie Scheff and Jack Goode are co-starring in *Roberta* for the second week, with a slightly weaker opening that is expected to mean a $50,000 gross—based on 26,000 attendance—for the week.

The proposal to publish grosses daily by the opera on the ground that it was a quasi-public institution was turned down by Barrie O'Daniels, director. He figures the requests probably originated from some smart promoter of a new "numbers" racket.

"Streetcar" To Hit Tracks

NEW YORK, Feb. 14.—Sets for a second company of *A Streetcar Named Desire* are now being built. This means that the show probably will take to the road early next season. Scenery is under construction now probably because it can be done cheaper when studio business is slack. There are also rumors in the trade that *Mister Roberts* is contemplating sending out a radio company fairly soon after it preems, but as yet nothing definite is set.

Morgan Revue in Offing

NEW YORK, Feb. 14.—Henry Morgan is shopping for a producer for a revue in which he plans to star himself next season. Arnold Stang has also been mentioned for the show. Joe Stein, his radio gag writer, is doing the skits, and Yip Harburg the lyrics for the production. No one has been signed for the music.

Soviet Pact Sought

NEW YORK, Feb. 14.—The Dramatists' Guild (DG), with the backing of the Russian authors' group, is dickering for a copyright agreement with the Soviet Union thru the State Department. The deal has been hanging fire for a long time, but DG is still hopeful that it can be concluded.

Dramatist Org Mulls TV

NEW YORK, Feb. 14.—Moss Hart, prexy of the Dramatists' Guild (DG), will appoint a committee of scripters to investigate tele contracts and problems. The DG hasn't been too active on this question but the trade believes the committee's findings will stimulate the playwrights to greater action.

"Skipper" Sets Raise Squabble

NEW YORK, Feb. 14.—A crisis has arisen in the career of *Skipper Next to God* and the Experimental Theater (ET). Blevins Davis, the show's producer, during its commercial run, has refused to rebuild *Skipper's* set, as he had originally promised to do when the show went to a Broadway house, and there is a good chance that the production may be closed down by the fact-finding committee of the unions.

The position of the ET and Davis is that the set was built by union labor in a commercial scenic studio, the cost being about $2,800. T. B. MacDonald, the builder, waived his profit which the ET is now willing to pay. The ET feels that it is not right to build the set twice, and some of the execs there feel so strongly about the question that they will resign from the ET if it gives in to Solly Pernick, head of the fact-finding committee.

Pernick for his part has Davis's original agreement and is trying to hold the producer to it. His story is that the first set was built for an experimental, not a commercial production. Nevertheless, the ET claims that the prices paid for the set are in line with regular Broadway production costs.

All this wrangling is to be deplored because the ET has accomplished great things this season. In fact, there is more than an even chance that *Skipper* will be turned into a movie with the producer's cut going to the American National Theater and Academy, the sponsor of ET.

"Burlesque" Starts Paying Off for Die-Hard Angels

NEW YORK, Feb. 14.—Investors in *Burlesque* who eased themselves out of the show by taking advantage of the offer of Jean Dalrymple, the show's producer, to buy them out may have cause to rue their decision. The production, now on the road, is really getting hot. It made 6G profit last week in Washington on a $27,000 gross.

After a substantial run on the Stem, *Burlesque* returned only 15 cents on each buck invested. However, Miss Dalrymple offered another 45 per cent to angels who wanted out. Most of the backers took her up. The few who remained are now getting double the cut that came to them while the show was on Broadway. So, if *Burlesque* winds up with some gravy—and its chances on the road look solid—they will get more than drippings.

Bert Lahr is signed for the lead until June 1 and Miss Dalrymple has an option on him for another three months.

Tallu Boff 31G In Twin Cities

MINNEAPOLIS, Feb. 14.—Tallulah Bankhead drew a hefty $31,000 for eight performances of Noel Coward's *Private Lives* in Minneapolis and St. Paul.

Leo Murray, manager of Lyceum Theater, Minneapolis, (2,100 seats), reported a Bankhead gross of $21,000 for five performances (2-5). Ed Furni, manager of St. Paul Auditorium Theater (2,800 seats), said gross for three performances (6-7) was $10,000.

Song of Norway, winding up eight performances today at the Lyceum, is expected to gross $30,000, Murray said. The musical skips St. Paul now but returns later in the season for dates there.

Tuesday Edmund Lowe opens at the Lyceum in *Mary Had a Little.* The next St. Paul date is Cornelia Otis Skinner in *Lady Windermere's Fan,* March 1-2, followed by *I Remember Mama,* March 21-22.

Well, If a Thesp Needs a Job, He Can Always Sell Whiskey

NEW YORK, Feb. 14.—An unusual new form of theater, industrial three-act documentaries, successfully tested this season for the first time, may prove to be still another source of employment for actors if plans for a series materialize. Altho nothing definite is set yet, the click of *This Is It,* the documentary sponsored by Seagram's, has impressed high exec echelons in the ad agencies. It may presage an expanded use of this legit-advertising format.

This Is It is the brainchild of John Malone Jr., of the Roy S. Durstine ad agency, who supervised the production and wrote the outline of the script. The finished play was scripted by Bernie Giler, who also directed. The purpose of the play was to stress to Seagram salesmen that business honeymoon is over and they have to get back on the ball to sell liquor. That the actors played their parts convincingly can be seen in the fact that many Seagram distributors offered them good jobs as whiskey salesmen.

The play, which closed in November after a two-month tour, played one-week stands here and in Chicago and one-nighters in Los Angeles, San Francisco and New Orleans. Hotel ballrooms were used as theaters. It ran an hour and a half, had seven actors and two stage managers and used a 70-foot theatrical baggage car to carry its 60 crates of scenery. The thesps were paid $150 plus hotel expenses.

The virtue of legit to the agency, as opposed to the use of a film for the same purpose, is that it is flexible, especially since lines can be changed and locales shifted to meet specific conditions. Movies generally run from 15 to 20 mniutes and cost much more to do. In addition, the audience reaction appears more favorable.

The scenery for the documentary was built in Pittsburgh at the Gardner Display Studios and everything else in connection with it was handled by union labor. The stage was portable.

All this doesn't mean that this will be a tremendous source of employment for actors next season in this field, but there will probably be an increasing number of thesps working on documentaries.

Co-Op Corp. Bill Gets Legislative Hearing in N. Y.

ALBANY, N. Y., Feb. 14.—A new law which would allow the formation of theatrical production co-operative corporations similar in legal structure to consumer and farm co-ops has been introduced in the State Legislature here. The measure was proposed as an amendment to the existing statute covering corporate workings of regular co-ops.

Under the proposed bill, which has been referred to the Committee on Judiciary, a theatrical co-op can be created "for the purpose of conducting any lawful theatrical enterprise." The co-op could be formed, if the bill passes, by three or more persons, at least two of whom would have to be residents and citizens of New York State. Each member of the co-op would be entitled to one vote, regardless of the amount of money he invested, and the management of the production would have the right to apportion net earnings at least annually, after setting aside 10 per cent for reserve funds until reserves equal at least 30 per cent of the operating fund.

Relative to liability for debts accrued in the event of unsuccessful production, the bill states "no member shall be liable for the debts of the corporation to an amount exceeding the sum remaining unpaid on the member's membership fee."

Ed Sullivan To Script Biog. on Lee Shubert

MIAMI, Feb. 14. — Columnist Ed Sullivan was in town for a few days this week to check with Lee Shubert on a biography which Sullivan is scripting.

The book, Sullivan told *The Billboard,* will be a biography of the theatrical biggie and will naturally attempt to bring back incidents and anecdotes around the life of one of the most famous personalities of the legitimate stage.

Sullivan said that publishing details have not as yet been finalized.

Raye Wins $1,250 Claim

NEW YORK, Feb. 14.—Carol Raye, English singer in the ill-fated *Bonanza Bound,* won a $1,250 arbitration award from the producers, with Equity defending her position. The chirp had claimed that managment owed her the dough on a five-week contract she signed before the show opened out-of-town. It only lasted two weeks, and the arbitrators sustained her for the other three.

Utah Skeds Laughton

NEW YORK, Feb. 14. — Charles Laughton will appear at the Utah festival in Salt Lake City in Berchtold Brecht's *Galileo* and in *Measure for Measure* in May. Laughton will take six actors with him to the festival and draft the rest of the cast from the University of Utah drama department. The rep will be performed at the University Theater. The actor will also do the same scripts in his country-wide tour next season.

E. E. Hale Back to Equity

NEW YORK, Feb. 14.—Edward Everett Hale, a former Actors' Equity exec, is returning to his administrational duties with the org. Hale was with Equity until 1941 when he left for the army where he became a lieutenant colonel. Since his discharge he has appeared in *State Of The Union.* His duties commence Monday (17).

Copyrighted material
www.americanradiohistory.com

BROADWAY OPENINGS

JOHN BULL'S OTHER ISLAND

(Opened Tuesday, February 10)

MANSFIELD THEATER

A comedy by George Bernard Shaw. Staged by Hilton Edwards. Settings by Molly MacEwen. Company Manager, Richard Skinner; Stage manager, Norman Barrs. Press representatives, William Fields and Walter Alford. Presented by Aldrich and Meyers in association with Brian Doherty.

Hodson ..... Norman Barrs
Tom Broadbent ..... Hilton Edwards
Tim Haffigan ..... Reginald Jarman
Larry Doyle ..... Michael MacLiammoir
Father Keegan ..... Edward Golden
Patsy Farrel ..... Roy Irving
Norah Reilly ..... Meriel Moore
Cornelius Doyle ..... Denis Brennan
Father Dempsey ..... Bryant Herbert
Aunt Judy ..... Nora O'Mahony
Matthew Haffigan ..... Liam Gannon
Barney Doran ..... Patrick Nolan

Patricia Kennedy, Lilian Bolt, Helena Hughes, Betsy Bogues, William Dalzell and Edna O'Rourke.

The Dublin Gate Theater players have taken 20 years to come over to Broadway. The Dubliners' home-base reputation is such that their visit has been looked to with more than considerable interest. It is, however, unfortunately necessary to report that in the opinion of one pew sitter at least, the troupe has started off on the wrong foot. This is no criticism of the merits of the acting company, but rather of bad judgment in the selection of a bow-in vehicle.

It may be that Shaw's satirical lambasting of Anglo-Irish relationships (circa 1904) is the answer to a modern Ireland's prayer in the matter of theatrical fare, but it seems incredible. At any rate, after nearly half a century the problems, social, political and economic, lampooned in *John Bull's Other Island*, stack up as mustily irrelevant and immaterial. Too much water has rolled over the dam to make such questions as home rule, land ownership, etc., more than faintly amusing targets for the barbs of Shavian wit. There is still wit in *Island* and some occasional hearty chuckles, but over-all it is talky, windy and often tedious. Judicious trimming might take some of the creak out of the joints. However, since the master will allow no tampering with his word pearls, *Island* might better be left on the library shelf. It is not gaited to modern Broadway.

However, breaking the veil of discontent with the subject matter, there is no question but that the Dublin troupe has some actors of exceptional

(See John Bull's on page 46)

PATIENCE

(Opened Monday, February 9)

CENTURY THEATER

Operetta by W. S. Gilbert and Arthur Sullivan. Staged by Anna Bethel. Business manager, R. Hugh Jones; stage manager, Robert S. Gibson; musical director, Isidore Godfrey. Press representatives, Leon Freedman and June Greenwall. Presented by the D'Oyly Carte Opera Company.

Colonel Calverly ..... Richard Walker
Major Murgatroyd ..... C. William Morgan
Lieut. the Duke of Dunstable ..... Leonard Osborn
(Officers of Dragoon Guards)
Reginald Bunthorne (a Fleshy Poet) ..... Martyn Green
Archibald Grosvenor (an Idyllic Poet) ..... Charles Dorning
Mr. Bunthorne's Solicitor ..... Milton Rees
Rapturous Maidens:
The Lady Angela ..... Joan Gillingham
The Lady Saphir ..... Gwyneth Cullimore
The Lady Ella ..... Muriel Harding
The Lady Jane ..... Ella Halman
Patience (a Dairy Maid) ..... Margaret Mitchell
Chorus of Rapturous Maidens and Officers of the Dragoon Guards.

Even with the winter winds howling up the New York streets, playgoers found it well worth their while to catch the final presentation in the D'Oyly Carte Company's repertory—*Patience*. The Gilbert and Sullivan lampoon of phony poets and aesthetes is a visual as well as vocal delight, with the performances all up to an equal standard of excellence.

What gives the play a timeliness is the idolization among us of the very same things the scripters were satirizing—intellectual sham, pretentiousness and posturing without, of course, realizing the vapidity behind what is being worshipped.

The thing, however, that makes this show a standout is the high standard of thesping thruout the company. As usual Martyn Green leads the performers with his interpretation of Bunthorne, the fleshy poet. As has been noted before, Green comes very close to the American concept of an all-round comedian. His style of comedy is universal in that it appeals to all kinds of customers from gallery to boxholders. Currently Green is given some close thesping competition by the idyllic poet of Charles Dorning, the Patience of Margaret Mitchell and the Lady Jane of Ella Halman. Dorning hits it just on the nose as a strutting bumpkin of a poet and offers a fine contrast to Green. Margaret Mitchell is a pretty, confused dairy maid with a fine voice. Ella Halman is a formidable maiden out to capture a versifier as her last fling.

Osborn, Walker, Dragoons

Leonard Osborn makes a comic Duke, an officer of the Dragoons, who is a bit mystified by the recent adoration that has come to the longhairs, and Richard Walker registers as an officer of the Dragoons. Among the maidens, both Joan Gillingham and

(See Patience on page 46)

DOCTOR SOCIAL

(Opened Wednesday, February 11)

BOOTH THEATER

A drama by Joseph L. Estry. Staged by Don Appell. Set and lighting, Stewart Chaney. General manager, Lee K. Holland. Stage manager, William Lilling. Press representatives, Harry Davies and Marjorie Barkentin. Presented by Harold Barnard.

Ann Harris ..... Eda Heinemann
Dr. Tom Morrisey ..... Ronald Alexander
Mrs. Hamilton ..... Nelly Malcolm
Dr. Norman Farrar ..... Dean Jagger
Yvonne Tompkins ..... Mae Questel
Dr. Isaac Gordon ..... Al Shean
Dr. Fleming ..... Donald Foster
Lee Manning ..... Haila Stoddard
Paul Harris ..... Drake Thorton

Since it is reported that author Joseph L. Estry had the benefit of expert medical advice in scripting *Doctor Social*, it may be assumed that the scientific points involved are reasonably plausible. A layman wouldn't know. Anyway, the laboratory gadgets look sufficiently authentic and the premise for a cancer cure is acceptable.

However, aside from its rather grim medical implications, *Social* is just another play about a doctor who has to choose between venal selfishness and his Hippocratic duty to humanity. Naturally there is a girl in it. Dean Jagger is the plastic surgeon who caters to the top coin-brackets and keeps a canny eye on his personal bankroll. Haila Stoddard is the gal in question.

To take it from there, the society medico has discovered a serum pointing the way to a cure of skin cancer. Despite the pleas of a mentor of the Hippocratic school, he refuses to turn his discovery over to the American Cancer Society. He will sell it to a medical manufacturing firm for a fortune. Enter the gal, who has a cancerous scar on her face to be removed. She is ready to play human guinea pig to his serum. He operates. It is successful. They fall in love. It looks as if the operation isn't successful after all. He is tortured, but he goes right on with his deal with the drug company. Comes an interlude of lab mumbo-jumbo and mouse

(See Doctor Social on page 47)

ROUTES

Dramatic and Musical

Annie Get Your Gun (Shubert) Chicago.
Blossom Time (Ford) Baltimore.
Burlesque (Cass) Detroit.
Carousel (Shubert) Philadelphia.
Chocolate Soldier (Forrest) Philadelphia.
Dunham, Katharine (Studebaker) Chicago.
First Mrs. Fraser (Lyric) Bridgeport, Conn., 19; (Bushnell Aud.) Hartford 20-21.
Glass Menagerie: Syracuse, N. Y., 18; Schenectady 19-21.
Hallam Wives (Wilbur) Boston.
Harvey, with Joe E. Brown (English) Indianapolis.
Inspector Calls, An (Hanna) Cleveland.
I Remember Mama (Shubert-Lafayette) Detroit.
John Loves Mary (Harris) Chicago.
Joy to the World (Shubert) New Haven, Conn., 19-21.
Linden Tree (Walnut St.) Philadelphia.
Lady Windermere's Fan (Erlanger) Chicago.
Mary Had a Little (Lyceum) Minneapolis.
Me and Molly (Locust St.) Philadelphia.
Oklahoma (Home) Oklahoma City, Okla.
O Mistress Mine, with Lunt and Fontanne (Selwyn) Chicago.
Private Lives, with Tallulah Bankhead (Davidson) Milwaukee.
Pick Up Girl (National) Washington.
Romance (Shubert) Boston.
Red Mill (Blackstone) Chicago.
Student Prince (Nixon) Pittsburgh.
Schwartz, Maurice (Plymouth) Boston.
Song of Norway (American) St. Louis; Little Rock, Ark., 22-23; Shreveport, La., 24.
San Carlo Opera Co. (City Auditorium) Portland, Ore., 19-22; (Auditorium) Sacramento, Calif., 24; (Auditorium) Stockton 25; (Auditorium) Fresno 26; (Philharmonic Aud.) Los Angeles 27-28.
Sleep It Off (Metropolitan) Seattle.
Sweethearts, with Bobby Clark (Music Hall) Kansas City, Mo.
Show Boat (Emery Auditorium) Cincinnati.
Wolfit, Donald: Vancouver, B. C., Can.
You Never Can Tell (Colonial) Boston.

OUT-OF-TOWN OPENINGS

THE HALLAMS

(Opened Thursday, February 5)

ERLANGER THEATER, BUFFALO

A new play by Rose Franken. Directed by Miss Franken. Production associate and general manager, Richard E. French. Settings Raymond Sovey. Costumes, Bianca Stroock and Trigere. Stage manager, Robert Champlain. Press representative Marian Bryan and Phyllis Perlman. Presented by William Brown Meloney.

Mrs. Hallam ..... Ethel Griffies
Etta Hallam ..... Mildred Dunnock
Paul Hallam ..... Royal Beal
Grace Hallam ..... June Walker
Helen Hallam ..... Mildred Wall
Victor Hallam ..... Alan Baxter
Walter Hallam ..... Matt Briggs
Harry Hallam ..... Frank M. Thomas
Mr. Halam ..... John McKee
Jerry Hallam ..... Dean Norton
Kendrick Hallam ..... Katharine Bard

Buffalo playgoers were the first to meet the Hallams, as stimulating and diversified a family as you'd want to meet, thanks to Rose Franken. Sequel to *Another Language*, *The Hallams* is a dramatization of family life and problems, radiating warmth, pathos and humor. Its preachings against prejudice don't hurt its entertainment values. Here's a show that appears headed for a long and thriving future on Broadway. Miss Franken has assembled a cast that fits her play like the proverbial glove. Her direction sets a leisurely pace, with steadily mounting interest.

The Hallam clan is ruled by a tyrannical matriarch who endeavors to run the lives of four sons, their wives, and the grandchildren. At the opening, the family gathers to celebrate the old Hallams' anniversary. The grandson, a t. b., patient, turns up with a new wife who quietly and unjustifiably defies family rule, and causes members to choose sides. Family interference ultimately hastens the youth's death. As secondary complications, one son is incurably ill unbeknown to the family, while a granddaughter breaks tradition by marrying a Jewish doctor.

Portrayals are sparkling and contrasting, all deserving praise. Ethel Griffies is the meddling matriarch Hallam; John McKee her quiet, philosophical husband; Matt Briggs is the pompous, rich, prejudiced son; June Walker his gabby, bustling, empty-minded wife; Frank M. Thomas is the quietly courageous son, faced with incurable disease, and Mildred Wall his sharp-tongued glib wife, with plenty of hidden warmth. Royal Beal is the devoted, worrying son; Mildred Dunnock his prudish, religion-hepped spouse. As their t. b. suffering son, Dean Norton gives credence to the boy's eagerness for love and life. Katharine Byrd plays his attractive, self-sacrificing wife who bucks family tradition and fights for personal happiness. Alan Baxter, as the youngest Hallam son who has broken the family ties, is handsome, strong and human.

Raymond Sovey's settings are in perfect harmony with the play. The Hallams as a play and a family ring so true to life that their universal appeal can't be denied. This warm, folksy quality should endear them to many playgoers and assure success.

Eva Warner.

MY ROMANCE

(Opened Thursday, February 12)

SHUBERT THEATER, NEW HAVEN, CONN.

Musical adapted from Edward Sheldon's play, "Romance." Book and lyrics by Rowland Leigh. Music by Denes Agay. Additional music by Philip Redowski. Settings, Watson Barratt. Costumes, Lou Eisele. Musical director, Ving Merlin. Staged by Rowland Leigh. Company manager, Edward Scanlon. Press representative, C. P. Greneker. Production supervisor, E. W. Rosenfeld. Stage manager, Byron R. Kelley. Presented by the Shuberts.

Tom Armstrong (Bishop Armstrong) ..... Charles Fredericks
Suzette ..... Judy Searles
Alice ..... Marion Mason
Miss Potherton ..... Hildegarde Halliday
Harry ..... William Berrian
Lucille ..... Vivian Baule
Fred Putnam ..... Robert Eckles
Mrs. Vanderwitt ..... Barbara Patton
Miss Veronica Vanderwitt ..... Gail Adams
Bertie Wessell ..... Charles Graves
Corinne Brewster ..... June St. Clair
Dewit Bodean ..... Lawrence Weber
Thyra Winslow ..... Florine Moore
Lawrence Riley ..... Andrea Aprea
Margaret Joyce ..... Lorraine Carroll
Siegfried Herzig ..... William Leonard
Jean Salvert ..... Ruth Thomas
Mrs. Fred Putnam ..... Jean McBride
Rupert Chandler ..... Warde Donovan
Mrs. Fotheringham ..... Mary Jane Sloan
Percival Hawthorne-Hillary ..... Tom Bate
Susan Van Tuyl ..... Melville Ruick
Vladimir Luccachevitch ..... Nat Burns
Mme. Rita Cavallini ..... Anne Jeffreys
Rosella ..... Allegra Varron
Miss Armstrong ..... Madeleine Holmes
Organ Grinder ..... Toto Coral
German Waiter ..... Manfred Hecht
Arleen ..... Florine Moore

As it stands now, the Shuberts' newest musical is not a good show. Unless some drastic changes are made, it hasn't a prayer on Broadway. While the meat of the original Edward Sheldon play has been retained, the action is slow, the pacing is poor and the lyricists have burdened it with a complete undistinguished score. There is not a moment in the play that might be tabbed sparkling.

The Shuberts did nobly in both costuming and scenic design, but without the saving graces of good comedy, smart music and snappy dialog, the show is bound to be just exactly what it was on its bow-in here—a dull, monotonous recital.

Cliches Abound

Rowland Leigh, who did the book and lyrics, has come up with a completely uninspired story of the clergyman who loves a notorious woman, and while the theme is just as timely today as it was 35 years ago, the stilted dialog seems even older than the play. For a full evening of cliches, familiar bon mots and just plain storybook talk, this play is the thing.

Anne Jeffreys, however, did her budding career no particular harm as she revealed a lovely voice, an excellent stage presence and a real ability in histrionics. She is lovely to look at and gave the show the only real life it enjoyed.

Charles Fredericks, who played opposite as the wandering rector, made an engaging hero, and his grand pipes blended perfectly with the pleasant Jeffreys soprano. Their duet in the *Magic Moment* number brought the only hand of the entire night.

Watson Barratt's settings were top drawer, and Lou Eisele did a grand job with the period costumes.

The show can be saved by a complete rewrite of the book in which liberal doses of real comedy are added, together with the injection of some good tunes and a general speeding up of the production by better plot motivation.

Sidney Golly.

Copyrighted material

www.americanradiohistory.com

OFF BROADWAY

LADY OF FATIMA

(Opened Thursday, February 12)

BLACKFRIARS THEATER

A play by Father Urban Nagle, O. P. Staged by Dennis Gurney. Settings and lighting by David Reppa. Costumes by Irene Griffin. Stage manager, Allen Kramer. Presented by the Blackfriar's Guild.

Domingos .....Edmund Larra
Father Boniface.....Lionel Edward Mac-Lyn
Dr. Forbes.....David P. Perkins
Paul Andre .....David Mason
Lucia .....Anna Stubits
Jacinta .....Nomi Mitty
Francisco .....Edward Villella
Antonio Dos Santos.....Paul Lynch
Maria Rosa Dos Santos.....Grace Powers
Olimpia Marto .....Roberta Hewitt
Manuel Marto .....Wilke De Martel
Carolina Dos Santos.....Maye Austin
Our Lady of Fatima.....Margaret Culley
Gloria .....Rita Ann Akerson
Maria Carreira.....Grace de Carleton Ross
Teresa .....Beatrice P. Adams
Stefania .....Irene M. Riker
Jose .....Jack O'Connor
Alvarez .....Allan Stapleton
Margarida .....Carol Dow
Delfina .....Florence Stanley
Castro .....William Garnell
Pedro .....Daniel Lahey
Anselmo .....John L. Brewster
The Canary .....John Fox
Policeman .....Thomas Collins
Arturo, the Administrator....Robert J. Latta
Pop .....Joe Nathan
Father Ferreira .....Edmund M. McCaffrey
Father Formigao .....Angus MacDonald
Sister Maria Das Dores.....Florence Stanley
Pilgrims..Messrs. Conifrey, Davis and Preston

While *Lady of Fatima*, the annual Lenten play presented by the Blackfriar's Guild, is good fare for regular customers, the play could easily amount to much more. In several scenes the script packs a punch that comes close to the Broadway mark.

Father Urban Nagle, O. P., the scripter, is telling a story of a miracle that happened to three children in Portugal in 1917 which he claims prophesied World War II and perhaps a third conflict, unless Russia is converted to religion. The writer uses the device of a narrator plus three friends who discuss the pros and cons of the question of visions, but in doing this he unnecessarily hampers himself. Theatrically the narration slows up the action with their arguments and is a heavy burden to the director because of the Blackfriar's limited playing area.

Their labored talk does not convert anyone or remove any doubts of a skeptic, especially since the scripter claims he is only reporting what went on. Their arguments also reinforce their status as puppets because they are not allowed any action to develop characterization.

Nomi Mitty

Fortunately, the play was sparked by three unusually good performances from the kids. Nomi Mitty was the most capable of the trio and handled her part like a veteran trouper. Both Anna Stubits and Edward Villella gave the same kind of rounded, full portrayals as companions of the miracle. Edmund Larra was a competent, believing commentator with a nice Portuguese quality. As the ne'er-do-well father of one of the visionaries, Paul Lynch reveals an ability to project capably. Grace Powers is the hysterical unbelieving mother of the same girl but overdoes her role. She springs to anger too quickly and almost chews the scenery. Margaret Culley is atmospherically right as the Lady of Fatima. Dennis Gurney, the director, does very well in a minor part, except that his accent is out of place.

Gurney, also, is deserving of great praise for his staging of the production. He is a director who can get the most from his players. The sets and lighting by David Reppa were both of great aid to the production. Irene Griffin's costumes were similarly effective. *Leon Morse.*

AN EVENING OF TWO PLAYS

(Opened Monday, February 9)

NEW STAGES THEATER CHURCH STREET

A fantasy by Lennon Robinson. Staged by John O'Shaughnessy. Set by Robert Grundlach. Costumes by Dorothy Croissant. Lighting by David Hellweil. Production supervised by Norman Rose and Hellweil. Business manager, Morton Gottlieb; production manager, Charles Bellin. Press representative, Reginald Denenholz. Presented by New Stages, Inc.

Kate Riordan.....Dorothy Patten
Hugh Riordan.....Earl Hammond
Eugene Paul*
Aunt Moll.....Charme Allen
Hester Sondergaard*
Jack Riordan.....Frank Butler
Mollie Riordan.....Shirley Eggleston
Miss Sarah Pettigrew.....Florida Friebus
Mrs. Lucy De Lacy.....Ann Eliot
Nancy R. Pollock*
Sallie Long.....Gertrude Corey
Jim Daly.....Lon Clark
Honor Bewley.....Barbara Joyce
Joan Tompkins*
Joseph Riordan.....Edgar Stehli
Sid Cassel*
Evoked Hugh.....Eugene Paul
Hal Studer*
Dr. Smith.....Morton Lawrence
Nurse Smith.....Sarah Cunningham
Clergyman.....William Brower
*Plays Sundays, Tuesdays and Wednesdays.

THE RESPECTFUL PROSTITUTE

A drama by Jean-Paul Sartre. Staged by Mary Hunter. Set by Robert Grundlach.

Lizzie McKaye.....Meg Mundy
The Negro.....John Marriott
Fred.....Karl Weber
John.....Willard Swire
James.....Sid Walters
Senator Clarke.....Wendell Holmes
A Man.....Martin Tarby

That new off-Broadway production group, calling itself the New Stages, which holds forth in a converted movie house down on Bleecker Street, has definitely come of age. The current offering, a combo of Lennox Robinson's *Church Street* and Jean-Paul Sartre's *The Respectful Prostitute*, is better than good in all departments, excellent on the technical side, finely paced in staging and boasting some top-drawer performances. New Stages may be experimental, but it is an experiment obviously conducted by people who know their theater. If they keep to their present standard, it shouldn't be long before cash customers are beating a path downtown.

Church Street, of course, is not one of Robinson's best plays. It is a brittle fantasy about an unsuccessful young Irish playwright who returns home to a humdrum town he cannot stand. He finds to his surprise that his boring, dreary family and neighbors pack drama and tragedy in themselves to spark a series of playscripts. Robinson uses the play-within-a-play technique to show what really goes on beneath the dull exteriors. His denouement can be accepted as fact or merely the product of the young playwright's imagination. Either way, *Church Street* sums up to a thin but frequently poignant bit of writing. Set, lighting and costuming are excellent, and John O'Shaughnessy has managed a small miracle in the staging. He creates an illusion of a half dozen diversified scenes encompassed by the walls of a single living room.

Friebus Moving

Florida Friebus gives a superlatively moving performance as a aging, genteelly starving gentlewoman. Charme Allen paints an effective portrait of a peppery, observant old aunt, and Earl Hammond does well by the playwright. Edgar Stehli is fine as the father.

The last half of the bill is devoted to the eminent Existentialist's notion of American race prejudice, a tale of an honest harlot who gets mixed up in a Deep-South lynching. It is a distorted one-sided caricature with an ending that just doesn't make sense. But leaving aside the fact that Sartre obviously doesn't know what he's writing about and that its content is thin going, it packs a wryly bitter scripting slant that is highly effective. Also New Stages has given *The Respectful Prostitute* a sock production. Mary Hunter's direction is a little short of superb, and it is acted by a cast that is really top-drawer.

Meg Mundy is excellent as a bewildered decent whore who is tricked into perjuring herself against an innocent Negro. John Marriott contributes ditto effectively as the hunted man. Wendell Holmes brings a crafty, venal Southern senator to life—to end all c. v. S. s. Karl Weber is obscenely fine as his sex-crazy son.

Sartre's lines pack a bit too much raw meat for commercial Broadway, unless it is toned down in another translation. But it's none the less sharp theater down on Bleecker Street.

Bob Francis.

PATIENCE

(Continued from page 45)

Gwyneth Cullimore are decorative and highly competent.

The scenery by George Sheringham is adequate altho a bit outdated. Hugo Rombold's costumes are nicely in key with the tuneful proceedings. The orchestra under Isidore Godfrey very capably backs up the production. *Leon Morse.*

BROADWAY SHOWLOG

The Billboard TRADE SERVICE FEATURE

Performances Thru February 15, 1948

Dramas

	Opened	Perfs.
A Streetcar Named Desire (Barrymore)	12- 3, '47	85
Antony and Cleopatra... (Martin Beck)	11-26, '47	93
Born Yesterday ..... (Lyceum)	2- 4, '46	856
Command Decision..... (Fulton)	10- 1, '47	157
For Love or Money..... (Henry Miller)	11- 4, '47	119
Happy Birthday ..... (Plymouth)	10-31, '46	536
Harvey ..... (48th Street)	11- 1, '44	1,890
Heiress, The..... (Biltmore)	9-29, '47	161
Man and Superman..... (Alvin)	10- 8, '47	149
Medea..... (Royale)	10-20, '47	131
Skipper Next to God.... (Playhouse)	1-30, '48	19
Strange Bedfellows..... (Morosco)	1-14, '48	37
Winslow Boy, The..... (Empire)	10-29, '47	125

Musicals

Allegro..... (Majestic)	10-10, '47	147
Angel in the Wings..... (Coronet)	12-11, '47	76
Annie, Get Your Gun... (Imperial)	5-16, 46	732
Brigadoon ..... (Ziegfeld)	3-13, '47	388
D'Oyly Carte Opera Company..... (Century Theater)	12-29, '47	56
Finian's Rainbow ..... (46th Street Theater)	1-10, '47	477
High Button Shoes..... (Century)	10- 9, '47	148
Look, Ma, I'm Dancing.. (Adelphi)	1-29, '48	20
Make Mine Manhattan.. (Broadhurst)	1-15, '48	36
Oklahoma ..... (St. James)	3-13, '43	2,204

ICE SHOWS

Icetime of 1948..... (Center)	5-23, '47	301

OPENED

John Bull's Other Island. (Mansfield)	2-10, '48	7
Doctor Social..... (Booth)	2-11, '48	6

CLOSED

A Young Man's Fancy... (Cort Theater) Saturday (15)	4-29, '47	335
Crime and Punishment.. (National) Saturday (15)	12-22, '47	64

COMING UP

(Week of February 17, 1948)

Ghosts..... (Cort)	2-16, '48
Old Lady Says No, The.. (Mansfield)	2-17, '48
Mister Roberts..... (Alvin)	2-18, '48
Tonight at 8:30..... (National)	2-20, '48

Foreign Opening

EVER SINCE PARADISE

(Saturday, February 7)

STADSSCHOUWBURG MUNICIPAL THEATER, AMSTERDAM

A play in three acts by J. B. Priestley. Sets by Jaap Habold; director, August Defresne; hairdresser, Fa. D. H. Michels.

Commentator (Female) .....Loudi Jijhoff
Commentator (Male).....Johan Schmitz
Actor.....Jacques Snoek
Actress.....Mary Smithuysen
Musicians.....Lenie Rovers and Han Beuker

J. B. Priestley's *Ever Since Paradise* had its Netherlands premier December 20 at the Stadesschouwburg (Municipal) Theater in Amsterdam.

Six protagonists weave the plot and counterplot: two musicians, a man and wife whose principal dialog is made musically on two grand pianos; two commentators, also a man and wife, seated mid-stage at each end of a stage within the stage on which play a young couple whose marriage is on the rocks.

Priestley has chosen a grand theme. It is a theme that touches all peoples in all climes at all times. Unfortunately he has not exploited it to the fullest and thereby misses reaching his mark. However, he has introduced a novel, ingenious idea. The music is integrated so completely and artistically with the dialog that it forms an essential part of the dramatic action and gives the play a little of a revue-music hall air.

August Defresne has done a good staging job. Loudi Jijhoff and Johan Schmitz are passable as the chorus-commentators, tho their inhuman number of costume changes (about 30 in all) will have to be speeded up to be less jerky. Lenie Rovers as the woman musician does well, altho she is a professional pianist making her debut as an actress.

This is certainly Priestley's highlight to date and should be a welcome asset, theatrically and financially, to a brooding Broadway.

Jean White.

JOHN BULL'S

(Continued from page 45)

merit. Hilton Edwards and Micheal MacLiammoir share starring honors. Edwards projects the bumbling, complacent Englishman with fine good humor and after a slow start—due to exigencies of the script—comes into his comedy own in the latter half of the evening. Not so successful is MacLiammoir, with the Irish expatriate who has outgrown his illusions. The latter plays almost in one key thruout and enunciates so rapidly that a hefty percentage of his lines are lost to the customers. There is a restrained and rounded performance from Edward Golden as the unfrocked priest-philosopher and another from Bryan Herbert as the current parish incumbent. A real standout in the Shavian proceedings, however, is the valet of Norman Barrs, who hates the Irish "when they are in Ireland." Barrs contributes some of the play's most amusing moments in the telling off of a peppery Irish farmer.

Productionwise, there is little fault to be found with *Island*. Molly MacEwen's simple drops are effective backgrounds for the interiors, and her exteriors look to have an authentic Irish flavor. Edward's stage groupings are occasionally off the beam with the merry villagers lined up like a cheering section. This, however, may be a result of laying out the show to new theater dimensions.

In sum, the Dubliners' chief trouble is that they have showcased their wares with an out-dated, out-moded museum piece. They still have three items on their rep which may show them to better advantage. But their opening gun is very moderate entertainment at best. *Bob Francis.*

Copyrighted material
www.americanradiohistory.com

Magic

By Bill Sachs

FRANK HERMAN, Los Angeles magician-vent, is on the staff of Station CFRN, Edmonton, Alta., where his kiddies' program, *The Magic Shop*, is heard Monday thru Friday. Herman displays his own magic and encourages local talent to perform on the half-hour show. He winds up each progam with a vent number. In addition to his own show, Herman appears on the station's *Play It Or Pay It* program and serves as emsee on the weekly *Search for Talent* show which barnstorms the province on Saturday night. Proceeds of the latter show are turned over to the local crippled children's fund. Herman served with the American army in Edmonton during the war, married a local girl, and settled down there after the conflict. . . . Charlie Beckler typewrites from West Chester, Pa., that he's still fooling and entertaining the public with his three-act program of vent, chalk talks and magic, while teaching school "on the side." After playing 10 straight dates for the United Telephone Company, Charlie has just contracted to do 12 shows for the Bell Telephone Company in Pennsylvania. . . . Ricardo is playing Texas with a full-evening show using eight people. Jumps are made in a large bus, baggage trailer and new Plymouth car. . . . George Dexter and Company opened at Weber's Hof Brau, Camden, N. J., February 10 for a two-week stand, presenting hypnotism, pickpocket magic and illusions. . . . Tom Osborne is still televising his magic nifties every Monday night over WFIL-TV, Philadelphia. . . . Gus Bohn, generally considered the dean of Philadelphia magicians and one of the busiest club performers in the area, is featuring a new one-man mental turn that is netting him much favorable comment. . . . J. C. Admire is piloting the Gordon Magic Show, a five-people unit playing schools and auditoriums thru Louisiana and Alabama. . . . O. K. Professor Maguire, playing school assembly dates in North Carolina, has been forced to cancel several dates recently due to the snow and icy roads which cut off transportation for his kiddie customers.

* * *

DR. REXFORD NORTH, who claims to be the only deaf mentalist in the business, is rolling along on a strong exploitation campaign in the Bergen-Hudson counties areas of New Jersey based on the theme, "Stone Deaf and Blind-Folded—Yet He Reads Your Mind!" In addition to newspaper stories, a tie-up has been made with numerous stores in the area who are using his professional photos in window displays. Last fall, North took several 7,000-foot power dives in a plane in an unsuccessful attempt to regain his hearing. . . . Pour-a-Drink Dornfield is current at Club Top Hat, down-river Detroit nitery. . . . Lady Frances is back in New York after a week at the Gayety Theater, Montreal, where one of the newspaper crix spoke of her as "an exceedingly expert magician and a pretty one." . . . Mark Fischer is doing his manipulative magic, working tables by request, at Ted Lipsitz's Supper Club in downtown Detroit, in addition to doubling on drums in Sammy Dibert's ork at the same spot. . . . T. W. Jackson (Bel-Ami) typewrites from San Angelo, Tex., that among those present for the official banquet and granting of the charter to the new IBM Ring in Austin, Tex., recently were Willard the Wizard, Birch, Virgil and Frank Werner, each of whom did a stint on the program. "Am now chasing down Birch to catch his show," writes Jackson. "Saw Virgil down in the Valley; Willard at La Grange, Tex.; Bobo in Sweetwater, Tex., and Alla Axiom out here, all doing topnotch shows." Aside to Jackson—thanks for the other info. It'll be held in strictest confidence. . . . Joseph Willis Jr., who recently closed his Detroit magic shop, has teamed up with George Dittner (Dites) in a magic duo. He plans to go into trick manufacturing later. . . . Robert DeVoy and wife are reported clicking with their magic turn in the Arkansas-Oklahoma territory. . . . Lucille and Eddie Roberts move into the Mount Royal Hotel, Montreal, February 27 for a fortnight's stand, their third stopover there in the last several years.

Vets in Showbiz

WASHINGTON, Feb. 14.—About one in every 100 World War II vets who started in business with the aid of G.I. loans is in the entertainment or recreation field, the Veterans' Administration reports. This includes niteries, theaters, amusement parks, etc.

Worcester May Yet Get $750,000 Arena

WORCESTER, Mass., Feb. 14.—Hopes for construction of an arena here were kept alive this week by the granting of a new permit to the Worcester Arena Corporation for its proposed $750,000 building. The original permit had expired.

Work on the project was halted after rough grading was completed last spring. According to Robert H. Cook, general manager, it was stopped at the request of federal housing expediters. Cook says he plans no use of materials used in construction of homes.

The project was first announced in October, 1946. The proposed 320 by 185-foot building, with a seating capacity of 9,000, would give the city a much needed spot for ice shows, rodeos, circuses, legit road shows, sports and other events. The Municipal Auditorium, only other building available for such events, seats only 3,000 and has poor acoustics and a bad seating arrangement for shows. These facts admittedly have been responsible for poor attendance at shows there.

Philly Theater Chain Caught in Tax Mess

PHILADELPHIA, Feb. 14.—Accounts of theater box offices and ticket agencies are being investigated by agents of the Bureau of Internal Revenue. Probers have uncovered a shortage "amounting to thousands of dollars" in a tax payment made by a Philly theatrical chain. Checks of tax payments made by other theaters and circuits are continuing.

It was reported that the tax returns of the chain here were in such bad shape that help had to be called in to investigate. The tax payment, it is said, may be short by as much as $300,000. The name of the theater chain was not disclosed, nor was it indicated whether it was a flicker or a legit theater chain.

The investigation is being conducted by two agents sent here from New York. Prime purpose of the over-all action is to uncover such short items, particularly where ticket scalping is suspected.

No Pipes, No $10,500

BIRMINGHAM, Feb. 14.—With Municipal Auditorium sold out for her concert, Jeanette MacDonald had to cancel last Saturday (7) because of a sore throat and cold. She also scratched a date at Raleigh, N. C., Monday night (9) but left here for a concert in Greensboro, N. C., Wednesday. The Birmingham Music Club refunded the $10,500 gate.

Burlesque

By UNO

MIKE SACHS, blind comic, is recording for posterity several of of his best sketches including *The Telephone* for Crystal Tone Records, a Boston waxing outfit. . . . Edna Dee, former ace soubrette, is now a beauty consultant with a drugstore in Union City. She also conducts two columns for *Beauty Fashion* mag. . . . Allen Cameron, assistant to Bob Levy, manager of the Burbank, Los Angeles, is in a local hospital for an operation. . . . Flo O'Leary and Gloria (Bootsie) Wood, from the Gayety, Washington, and Elaine (Mrs. Walter) Collins, chaperoned by 3-year young Wally Jr., are new Montgomery-ites at the Hudson, Union City. . . . Al DeMarco replaced Carl Kilroy as emsee at Club 26, Milwaukee. . . . Gertie Beck, whose soubrette talents were discovered by Jack Reid, former show operator and comic, now ticket taker at the Grand, St. Louis, shifts from the Hirst Circuit for a return to the Midwest, opening February 27 at the Gayety, Columbus, along with I. B. Hamp, Margo and Walt Collins. . . . Pat Burns and Jack (Duck Nose) Pershing are new at the Empress, Detroit, where Buddy O'Day, comic, is doubling with magic. House is undergoing general remodeling with new seats and marquee by Manager Frank Crowe.

* * *

JACKIE WHELAN, emsee, opened at the Zamboanga Club, Hollywood, February 10. . . . Beverly Carr is the new producer at the Follies, Los Angeles. Kenny Brenna opened January 30. Louise Miller, Follies owner is recovering from a cold at Palm Springs. . . . Walt Collins, straight man, back on the Hirst Circuit after an absence of seven years, three of which were as stage and house manager at the Grand, St. Louis. Last time he did straights was when he played opposite Monkey Kirkland. . . . Margo, Georgia born and raised in Boston, is another first-time strip and talking woman on the Hirst wheel from niteries in Chicago and stock houses in the Midwest. . . . Billy Ainslee, comic, whose Washington week on the Hirst wheel was substituted for a return to the Hudson, has made a record of his "3 a. m." bit for a Boston Company. . . . Chuck Brown, horizontal bar gymnast, is being spot-booked as extra attraction in Hirst houses. Following these, come vaude dates in Chicago and Detroit. . . . Rosie McNab, former chorine at the Empress, Milwaukee, is now in charge of the lobby concession. . . . Pops Karlavagn (Kelly), former operator of Karlavagn's Hotel and then Old Dad's, Philadelphia, burly rendezvous, has retired. He celebrated his 79th birthday recently. Daughter Vie, ex-burly ace, is now Mrs. Arthur Gabriel, living in Buffalo, where she is in charge of the Golo Vets' Club's female auxiliary.

Mich. Court Rules 3% Tax On All Showbiz Programs

DETROIT, Feb. 14.—Progams sold at theaters, assorted promotions, ice shows, both indoor and outdoor, are subject to the State's 3 per cent sales tax, according to a ruling of the State Supreme Court. The decision applies principally to special events in the major stadiums here and to legitimate theaters, but potentially affects all branches of showbiz.

Programs are usually sold at a flat price, 25 or 50 cents, so that the sales tax, unlike that imposed on most retail businesses in the State, would normally have to be carried by the retailer instead of being passed on to the customer.

Detroit Roof Garde Atop Club Mulle

DETROIT, Feb. 14.—Detroit v have its first roof garden in a qua ter century—since the old Tuller R days—this summer, according to pla being mulled by John C. Culberts who reopened the swank Penobs Sky Club two months ago. The r of the skyscraper right over the cl itself will be used, with entran by stairway from the club's priva elevator.

Policy will probably be strai dancing with ork. The Penobs itself now uses the Bob Routh ba and vocalist Janie Palmer, with Cl Everhart, pianist, for the lulls. T roof will hold about 200 peop slightly more than the present in mate room used for the night cl but less than the 350-seat Cha pagne Room, now used only for p vate parties and luncheons, which part of the set-up.

Miss. Blue Law on Skids

JACKSON, Miss., Feb. 14.—Miss sippi's House of Representatives changed its mind about continu an absolute ban on Sunday flick and other entertainment. It pass by 72-58 a bill that would requ cities to call an election on the bl law issue if 25 per cent of the vot so petitioned. Present blue law pr hibits Sunday pix, ball games a many forms of entertainment.

The House earlier turned down 62-59 a bill that would have r pealed the absolute ban.

Showbiz Tax in Samson, Al

SAMSON, Ala., Feb. 14.—A 5-ce tax on amusements and a levy of cents per package on cigarettes h been imposed by the city council raise funds for schools. The cigare tax will be collected thru stam affixed to each package.

DOCTOR SOCIAL

(Continued from page 45)

dissection. Result: Another step the right direction and a bigger a better deal with the drug huckste

Of course, the gal has to be cur or the show's romantic interest ge out the window. But when she fir out what he's up to, she's almo cured of love, too. So, to pile hoku on hokum, wind-up has him at t phone telling the kindly old doc th humanity wins. He'll be down at t cancer society's headquarters tomo row morning to continue his r searches at $150 per week.

Harold Bernard presents all th handsomely in a fancy set by Stewa Chaney. Nor has he stinted on ac ing talent. Dean Jagger is sufficien forceful as the hard-boiled med who sees the light. Haila Stodda is equally eye-filling, with or wit out scar tissue. Al Shean contri utes one of his familiar portraits a kindly old codger, and there a competent performances from su good players as Edna Heineman Ronald Alexander and Donald Fost

However, *Social* is a bit too pat formula to have much semblance reality. It may predicate a noti for scientific advancement. There little or no advancement as far as t theater is concerned. *Bob Francis*

COSTUMES
Rented, Sold or Made to Order for all occasions.
Custom MADE GIF
Send 25¢ for Se and Net Hair O ment and receive
Circulars FRE
THE COSTUME
238 State St., Dep Schenectady 5, N.

WANTED
EXOTIC DANCERS & STRIPS
For Theatres and Clubs from New England California.
Be a Booster for
MILTON SCHUSTER
127 North Dearborn St. CHICAGO 2, IL

Copyrighted material
www.americanradiohistory.com

THE FINAL CURTAIN

ARNOLD—Billy, 60, vaude and nitery producer, February 9 in New York. He was formerly general producer for the Paul Salvin-Jimmy Thompson cabarets, Rector's, Moulin Rouge and the Garden in New York. In 1927 he joined Noel Sherman, aiding in directing dances for vaude and niteries. His mother, a son and three sisters survive.

BECK — Koon C., 72, amusement park owner, recently in Hutchinson, Nev. He started the zoo and Riverside Park, now the Carey Park, in Hutchinson. His widow, three daughters and two sons survive. Burial in Memorial Park.

BENSEE—Charles E., former vaude performer, January 31 in New York. He and his former wife, Florence Baird, formed a vaude team. His widow survives.

BROIDY—Mrs. Lena, 63, mother of Steve Broidy, president of Monogram Pictures Corporation, in Cedars of Lebanon Hospital, Hollywood, February 2. Survived by her husband, two sons and two daughters. Services in Los Angeles February 3.

CHAPMAN—Charles S. (Sandy), 79, former vaude ballad singer and repertory actor, recently in Boston. He also had done some composing.

COOMBS—Harry, singer with the Herald Square Quartet years ago, and before that with the Ted E. Faust Minstrels, recently in Columbus, O.

DAVIS—Gertrude E., 53, Connecticut concert pianist, in Seymour, Conn., February 7. Survived by a sister, Florence. Burial in Trinity Cemetery, Seymour, February 10.

EILERMAN—Robert A., 49, brother of Arthur Eilerman, president and general manager of Station WZIP, Covington, February 7 in St. Elizabeth Hospital, Covington. He also leaves his widow, Aline; two daughters and two other brothers. Burial in St. Mary's Cemetery, Fort Mitchell, Ky., February 10.

FAULKNER—Rex E., 65, founder of the American Newsboys' Quartet, recently in Los Angeles.

HAZEL—John, 82, noted cornetist of the early '90's, January 26 in the Williamsport (Pa.) Hospital. As a youth he made a coast-to-coast tour with Buffalo Bill's Wild West Show, toured with Sousa's Band and recorded for the old Edison Phonograph Company. Regarded by many as the greatest cornet soloist of his time, Hazel was also a composer of note, was guest soloist with the 22d Regiment New York National Guard Band in 1890 and played at Atlantic City resorts in 1891-'92. At the time of death he was conductor of the Repasz Band in Williamsport, one of the oldest bands in this country. Survived by a brother, George.

Robert Burns Mantle

Robert Burns Mantle, 74, drama critic and anthologist of best plays, died February 9 in Forest Hills, N. Y.

He began his newspaper career in 1892 in California and served as drama critic in Denver, Chicago and New York. His first New York play review was George M. Cohan's *The Little Millionaire* in 1911. His first annual volume of "best plays" was published in 1920, and the last, covering the 1946-'47 season, had just passed the editing stages.

Besides his last post on *The New York Daily News*, from which he retired in 1943, he was critic for *The Evening Mail*.

His widow, the former Lydia Sears, and his daughter, Mrs. Edward Gerard Jr., survive. Cremation was at the Cypress Hills Crematorium.

Burial in Wildwood Cemetery, Montoursville, Pa.

HENRY—Pete, promoter, January 28 at his home in Harrisburg, Pa. Survived by his widow, Mildred, and son, Tommy.

KABISCH—William F., 81, years ago a member of the John Robinson Circus, and cousin of Doc Waddell, veteran circus parson, recently at his home in Jackson, O. Survived by two sons, Thomas C. and James S. Burial in Fairmount Cemetery, Jackson.

KAILIMAI—Henry, 65, musician and composer, February 7 in Detroit. He played in a Hawaiian band in the Panama-Pacific Exposition in 1914 and later headed a Detroit orchestra. He was composer of *On the Beach at Waikiki* and lesser known numbers. Survived by his widow and four children.

KNECHT — Klara, circus press agent and since 1942 associated with the Chicago office of Decca Records, in Garfield Park Hospital, Chicago, February 8. Services in Danville, Ill., February 10, with burial in Springhill Cemetery there. (Details in Circus section.)

LINKE — Charles L., 60, viola player with the Chicago Symphony Orchestra, February 7 in Shreveport, La., following a heart attack aboard the symphony's special touring train. His widow, son and daughter survive.

LOFTUS—Frank J., 59, associated with Cole Bros.' Circus the past two years in an executive capacity, February 10 at his home in Oswego, N. Y., of a heart attack. Prior to his association with Cole Bros., he was accountant for the Sells-Floto Circus for several years. Survived by two sisters, Mrs. Ethel Lynch, Stockton, Calif.; Mrs. Laura Barry, Oswego, and a brother, John, Kearney, N. J. Burial in St. Paul's Cemetery, Oswego, February 13.

LOSEY—Ralph P., 59, former circus auditor and carnival general agent, in Los Angeles January 29. He was auditor of the Al G. Barnes Circus for several seasons following which period he entered the motion picture business as a film salesman for most of the major movie studios. Later he became general agent for various carnivals, including the Steffens and Ferris Greater shows. In 1942 he became a manufacturer and jobber of luminous flowers and novelties, continuing in that business until 1947. Survived by his widow.

MAHONEY—Francis X., 63, actor, at his home in Hollywood January 27. Survived by four sisters and a brother. Burial in Glendale, Calif., January 30.

McKENZIE — William, 49, singer and organizer of the Mound City Blue Flowers, February 7 in New York. A son, two sisters and a brother survive.

McSWEENEY—Michael J., 73, former dancer with the Al G. Field Minstrels, January 31 in Leetonia, O. He was a member of the Mack and Mack team while with the Field show. His two sisters survive.

In Loving Memory of
WILL MORRIS
"The Merriest Wag on Wheels"
February 18, 1944
SARAH, SHIRLEY & BOB

PEACH—John, 77, candy concessionaire, February 4 at his home in Leipsic, O., of a heart ailment. Peach had worked celebrations in Northwestern Ohio for half a century. Survivors include three daughters and three sons.

PEMBERTON—Ruth, 64, sister of Brock Pemberton, New York theatrical producer, February 11 in Emporia, Kan. She also leaves another brother.

RENARD — Paul, aerialist, February 12 in New York. He toured the world with the original Atenos Troupe and had been associated with Barnes & Carruthers Theatrical Enteprises, Chicago, since 1924. Cremation in Fresh Pond Road, L. I. His widow, Clara, survives.

RHODES—Alfred (Dusty) Hollywood stunt man, killed in publicity plunge from the San Francisco Golden Gate Bridge February 6. Survived by his widow, Lorraine, and two children.

RUVINSKY—Abram, 57, violinist, February 2 in Columbus, O. He was the musical director of WHKC, that city, and director of the Toledo Symphony. Besides organizing the Marion, O., Symphony and radio's Cities Service Orchestra, he had played in the pit at the Hartman Theater, Columbus, 14 years. His daughter, Paula Ruvinsky, pianist, survives.

SCHOENHERR—Michael W., 77, motion picture theater manager, February 11 in Detroit. He was Detroit's first motion picture theater manager, opening the Casino Theater March 3, 1906, for the Kunsky & Caille Circuit. He later managed the Star Theater and the Casino, first de luxe theater in Detroit, remaining with the Kunsky organization until 1930. From 1911 to 1926 he managed the Columbia Theater as a vaudeville house. Survived by three daughters. Interment in Woodmere Cemetery, Detroit.

SEXTON—William F., 38, office manager for Burke & Van Heusen, music publishers, in Hollywood January 27 of injuries sustained in an auto accident. He joined the Burke & Van Heusen company four years ago after six years as West Coast representative for Music Publishers' Holding Corporation. Survived by his widow, mother and a son. Services in North Hollywood, Calif., February 4.

SHATTUCK—Edward F., 58, actor and former vaude performer, in Los Angeles recently. For many years he was a juggler on the Orpheus, Pantages and Keith circuits. Survived by his widow. Services in Hollywood February 4.

SIMS—Mrs. Helen Dunn, former entertainer, January 25 at her home in Savannah, Ga. Survivors include two daughters, Mrs. Helen DeVere and Mrs. Frances Fouche; her mother and several sisters and brothers. Burial in Bonaventure Cemetery, Savannah.

TRAPP—John V., 77, for several years president of the Campbell County (Ky.) Agricultural Society, which sponsors the Alexandria (Ky.) Fair each year, recently in Alexandria. Survived by his widow, Katie; two sons, George and Joseph, and three daughters, Mrs. Amos Rinehardt, Mrs. Arthur Reinhardt and Mrs. Cletus Bellum. Burial in Alexandria.

VALENTIN—Karl, 61, nitery comedian, February 9 in Frankfurt, Germany. His gibes at Hitler caused him to be banned during the recent war.

WEAR—William, 76, father of Bennie Wear, Merry-Go-Round foreman on the Mound City Shows, February 6 in Jefferson City, Mo.

WEBB—Augusta N., 78, former actress and vaudevillian, February 10 in New York. She first made her appearance in *Fairfax* and *The Silver King* before joining her father, Bobby Newcomb, and her sister, Blanche, as an addition to their vaude team. Her sister survives. Burial in National Variety Artists' plot, Kensico Cemetery, Westchester, N. Y.

WILKINSON—Ruth C., 63, wife of H. K. Wilkinson, manager of the South Georgia Fair, Valdosta, Ga., and former advance man for carnivals, recently in Valdosta.

WINGFIELD—Conway, 81, actor who appeared in the United States, England, Australia and South Africa, February 7 in New York. His appearances here were in *The Rainbow, Daddy Long Legs, Sherlock Holmes, Within the Law, White Cargo* and *The Holmses of Baker Street*.

Marriages

ANTALIK - HALEY — Edward Antalik, orchestra leader and trumpeteer, and Louise Arnay Haley, in New York January 29.

DODD-STARK—William E. Dodd, non-pro, and Mrs. Loretta (Abie) Stark, side show operator, January 24 in St. Louis.

GENURIO - MASTROMINO — Roland (Rip) Genurio, owner-operator of the Turf Club, Darien, Conn., nitery, and Anita Mastromino, in East Norwalk, Conn., January 28.

GORDON-KREMER—Shelby Gordon, radio and tele writer, and Phyllis Kremer, Columbia Broadcasting System writer, February 1 in Chicago.

GORDON-ROSS—Paul Vincent Gordon, director, and Anne Ross, of the Theater Guild's play department, February 8 in Ossining, N. Y.

GRANOFF-KALLEN—Bud Granoff, press agent, and Kitty Kallen, nitery and legit singer, February 8 in New York.

GRUBER-KOPSENG—Les Gruber, owner of the London Chop House, Detroit night club, and Cleo Kopseng, recently in Detroit.

HAIGIS-VATCHER—John William Haigis Jr., general manager of WHAL, Greenfield, Mass., and Eleanor Parsons Vatcher, February 7 in New York.

HELLER-THALMONDE — Little Jackie Heller, entertainer and operator of the Carousel nitery in Pittsburgh, and Phyllis Thalmonde, model, February 7 in Pittsburgh.

JOSEPHSON - FRIEDLANDER — Barney Josephson, operator of Cafe Society Downtown, New York nitery, and Sylvia Friedlander, legit producer, January 7 in New York.

KOLKEBECK-WILLIAMS — Kenneth Kolkebeck and Eleanor Ruth Williams, writer for Station WGVA, Geneva, N. Y., February 7 in Bellerose, L. I.

QUINN-CONNORS — Peter Quinn and Jane Connors, commentator on WICC, Bridgeport, Conn., in that city January 31.

ROCKEFELLER - SEARS — Winthrop Rockefeller, nonpro, and Mrs. Barbara Paul Sears, legit actress known as Eva Paul, February 14 in Palm Beach, Fla.

VAN DER MASS-O'LEARY—Neil Van Der Mass and Mary O'Leary, WXYZ staffer, February 7 in Detroit.

WEISSMULLER-GATES —Johnny Weissmuller, film actor, and Allene Gates, non-pro, in Reno, Nev., January 29.

Births

A son to Mr. and Mrs. Mortimer Becker February 3 in New York. Father is a theatrical lawyer; mother is Barbara Becker, radio actress.

A son to Mr. and Mrs. George Tasker February 3 in Chicago. Father is veepee of Universal Records.

A son to Mr. and Mrs. Ted Corday February 6 in New York. Father is a radio director-producer and program packager; mother is Betty Shay, director of the Pedlar & Ryan Agency.

A daughter, Nancy Elizabeth, to Mr. and Mrs. Jack Eno February 6 in Buffalo. Father is announcer at WKBW there.

A son, Albert, to Mr. and Mrs. Louis Del Flore at St. Elizabeth Hospital, Youngstown, O., February 5. Parents are concessionaires with Del-Mar Shows.

A son to Mr. and Mrs. Irving Goldberg, in Detroit, February 4. Father is a partner in the Community Theaters Circuit, Detroit.

A daughter, Susan, to Mr. and Mrs. Dana Andrews at St. Joseph's Hospital, Burbank, Calif., January 29. Father is a film actor.

A daughter, to Mr. and Mrs. Don DeFore at the California Lutheran Hospital, Los Angeles, January 30. Mother is a former orchestra vocalist; father is a film actor.

A daughter to Mr. and Mrs. Sol Kaplan, last week in Paris. Father is a Hollywood composer.

Copyrighted material
www.americanradiohistory.com

Communications to 155 No. Clark St., Chicago 1, Ill.

Bridge Leap Fatal To Dusty Rhodes; SLA Holds Services

SAN FRANCISCO, Feb. 14.—Funeral services for Alfred (Dusty) Rhodes, stunt star, who failed to survive a leap from the Golden Gate Bridge, were held here yesterday, with interment at Mt. Olivet Cemetery.

Services were completed by Show Folks of America, Inc., after the stuntman's widow, Mrs. Lorraine Rhodes, of Port Chicago, declared she was penniless.

Rhodes was not a member of the show folks' organization, officials reported. They agreed to defray funeral costs after learning of the widow's plight.

Rhodes jumped from the Golden Gate Bridge Friday (6), using three small parachutes. The leap had been planned as a publicity stunt. Surviving Rhodes is his widow and two children, Oowala and Rockey.

Phillips Gets Green Light On Fredericton Centennial

FREDERICTON, N. B., Feb. 14.—Fred H. Phillips, centennial manager, has been given the green light by Mayor Roy T. Forbes and the city council to arrange details for the elaborate program being prepared for the Fredericton Centennial, July 25-31.

The program includes parades, pageants, a civic banquet, masquerade ball, horse racing, sports and aquatic events, fireworks displays and other features.

In all probability the Bill Lynch Shows will play the date, under auspices of the local Kinsmen's Club.

Grand Rapids Stadium Leased to Jim Williams

DETROIT, Feb. 14.—Clarence Eugene Rogers Bigelow confirmed here Wednesday (4) that he had leased the Bigelow Field and Stadium at Grand Rapids, Mich., to James T. Williams, of Chicago, who will stage midget auto races there this summer. Racing will be held Wednesday nights, starting in May, for a season of 20 weeks.

Bigelow also said that a major carnival has been booked for a two-week stand in August at the field, which is used primarily as a ball park.

British Showmen Elect

LONDON, Feb. 14.—At the annual meeting of the Central Council of the Showmen's Guild (British outdoor showmen) held here recently, reports on Guild activities during the past year were read and officers for 1948 elected. W. Lennards was re-elected president. Other officers-elect are W. Pullen, vice-president; G. J. Hill, deputy vice-president; F. Mellor, treasurer, and D. Embling, sergeant at arms. Trustees chosen were M. Walker, D. Embling and A. Bates.

Allen Rodeo Set for A. C.

ATLANTIC CITY, Feb. 14. — Resort gets its first rodeo show with the opening Wednesday (18) of a Wild West spectacle in the Atlantic City Armory by Rodeo, Inc., managed by Jimmy Allen. The show, continuing until Sunday (22), will benefit the Work Shop of the Blind. The rodeo circus will have more than 20,000 feet of dirt and tan bark covering the Armory floor and 5,000 seats are being erected.

Yackety-Yacking Ebbs Over Calif's. Centennial Girl

SACRAMENTO, Feb. 14. — The centennial girl controversy, which has attracted State-wide attention and hundreds of inches in California newspapers in recent weeks, has simmered down to a low hum so far as Mary (Toni) Doyle, allegedly dethroned "Centennial Girl," is concerned, but now another erstwhile (and somewhat disgruntled) contestant is heard from, proving that when publicity is at stake everyone wants to get in the act.

Loser Sounds Off

Statuesque Jessica Cavitt, local beauty who was Miss Sacramento County in the contest for Centennial Girl last September in connection with the California State Fair, has this suggestion concerning the Toni Doyle incident: "Let Hollywood take care of her own."

Miss Cavitt, former student at the Pasadena Playhouse and currently a fashion model, has no sympathy for Miss Doyle's predicament.

"At the risk of being called a poor sport," said the beauteous loser, "I'll tell you how I feel about the contest: "It was a wonderful idea but it fell flat. With due respect to the State fair people, I say that Hollywood ran the contest from start to finish. Mr. Darby (Raymond Darby, Los Angeles County supervisor) and the motion picture people who acted as judges in the finals here, are personal friends of Miss Doyle. They selected her to represent Los Angeles County in the State contest and then came to the fair and selected her as California's Centennial Girl.

Calls It Cut-and-Dried

"It was a cut-and-dried affair. Everyone knew that," declared Miss Cavitt, "including the 48 girls who participated in the finals. My friends knew it and so did 50,000 other people."

Miss Cavitt declared that Hollywood named Toni Doyle to the job of celebration queen and, to quote Miss Cavitt, "If she isn't satisfied with the deal she is getting from the State fair or the Centennial Commission, then let Hollywood take care of her."

Miss Doyle claims she expected to receive $100 a week for three years, trips thruout the United States and to all centennial celebrations in California with all expenses paid. She refused to sign a contract providing for a six-week airplane trip last November to Chicago, New York, Washington and Dallas, with $1,750 for her expenses and those of her chaperon, with the comment: "That wouldn't have paid for our plane fare, hotels and meals."

Commented Miss Cavitt: "My understanding was that the winner of the contest would carry the title for three years, but would receive $100 a week and expenses only while on official centennial trips. I'm sure no one promised a salary of $100 a week for three years. Being California's Centennial Girl was not pictured to us as a money-making proposition, and no one should expect it to be. If she (Miss Doyle) was offered a trip to Washington and refused it, then I think the matter is closed."

. . . And so, far, far into the night.

Wren Sponsors Show

NEW HAVEN, Conn., Feb. 14.—Mickey Wren, of the *Journal-Courier*, is sponsoring the Connecticut Sport and Boat Show which will be held here May 5-9.

Shreveport Thriller Aids Cops' Benefit

SHREVEPORT, La., Feb. 14.—Four nights of snow, sleet and rain failed to dim interest in or deter patrons from attending the fourth annual Hippodrome Thrill Circus, which wound up a successful run here January 31 under Shreveport Police Department auspices.

Capt. June Merrett, general chairman, said the circus will add a considerable sum to the police department's benefit fund. Merrett also said that negotiations have been concluded to stage the show in 1949, with Edwin N. Williams as director.

Among features were Fussner, spiral tower; the Latinas, tight wire; Virginia Lynne, balancing; DeKohl Trio, juggling; Great Weber, rope walk; King's elephants and ponies; Lamont's Birds; Aerial Gibson; Evelyna Rossi, toe and heel catches; Plunkett's seals and chimps; Snyder's bears; Ol Guinn Trio, Risley; Rooney's dogs, DeRue Troupe and Jack Harrison.

Gladewater, Tex., Rodeo Elects Six New Directors

GLADEWATER, Tex., Feb. 14.—Six of the 16 directors of the Gladewater Round-Up Association and three of the five-man rodeo committee are new, following the annual election February 6. Contracts are expected to be awarded soon for the 11th annual Round-Up Rodeo here June 15-18, nights only.

Jack Yates, who as a top sergeant produced Uncle Sam's first rodeo for the AEF in France in 1918, and Murray C. Sells, independent oil man, were re-elected president and chairman of the board respectively. Others elected include W. O. (Bud) Chambers, first vice-president; Carl Everett, second vice-president; Allen Caldwell, treasurer, and William T. (Tommie) Randolph, secreary. Board members include W. W. Bradley, Dell J. Everett, W. M. Day, Ollie Milliorn, Ralph Prince, Glenn Kincaid, H. B. Walker, Hugh White, B. H. Broiles and Dale Brookings.

Rodeo committeemen to contract stock and specialty acts and regulate the show include Chairman Chambers and Walker (both holdovers) and Milliorn, C. Everett and Prince, all new.

Stockholm Opening Set For Circus Schumann

COPENHAGEN, Denmark, Feb. 14.—Circus Schumann, Denmark's leading circus, will open its season at the end of this month with an extended indoor run at Stockholm, Sweden. As usual the circus will occupy the Circus Schumann Indoor Arena in Copenhagen, for its annual spring run, early in May.

There has been little activity in the Danish circus field during the winter months but several Danish circus acts, including the famous Schumann Horses, have been playing at indoor circuses in England and on the Continent. At least seven circuses are set to hit the road in Denmark this spring.

Macleod Names Officers

MACLEOD, Alta., Feb. 14.—Officers of the Macleod Stampede Association are: President, D. A. Boyle; vice-presidents, F. P. Walshe, Charles Reach, N. Grier; secretary, James Burke; treasurer, Charles Mason; assistant treasurer, T. L. Halpin. Dates for the annual are June 29-30. Opening day will be a civic holiday.

Watta Your Plans? Lead Op Now Asks, As 2 Cross Her Up

LONG BEACH, Calif., Feb. 14. — Caroline W. Johnson, who operates a lead gallery on the pike, is thinking of asking prospective customers if there is a suicide clause in their insurance policies before letting them patronize her concession.

Recently a man walked up to the gallery at 1:30 a.m., rented a pistol, took three shots at the targets, and then turned the gun on himself, dying almost instantly.

Miss Johnson, shaken by the tragedy, nevertheless opened for business next day. At approximately the same time another man approached and asked her which was the most accurate gun in the gallery. She pointed to the one with which her previous night's customer had killed himself. The man smiled, paid the rental, took three shots at the targets, and shot himself thru the head with the fourth bullet. He, too, died instantly.

Polack, Sunbrock Vie for Camden Biz

CAMDEN, N. J., Feb. 14.—Polack Bros.' Eastern Unit Shrine Circus and Larry Sunbrock's Rodeo and Thrill Circus have been battling for attendance here this week. Sunbrock's show, at the armory, runs thru Sunday (15), while Polack, at Convention Hall, wound up its four-day run Friday night (13).

Sunbrock has been making a play for the juvenile biz with ducats for the kids at half a buck for all performances excepting Friday's matinee when they were admitted for 25 cents. General admission to the Polack Circus was $1.

Polack Circus, presenting its regular Eastern Unit line-up of acts, is featuring Polack's Elephants and Pallenberg's Bears. Sunbrock is offering its usual rodeo fare, plus the thrill stunts of King Kovas.

Mills Bros. Opening Set For Circleville April 17

CIRCLEVILLE, O., Feb. 14.—Mills Bros. will open the season here, its winter quarters home, April 17. A civic banquet is scheduled the night before.

According to Charles Schuler, show will play Columbus, April 19, with the Rainbow Division veterans as sponsor.

Tony Diano Re-Elected Prexy of Palomino Assn.

CANTON, O., Feb. 14.—Tony Diano has been re-elected president of the Palomino Exhibitors' Association here. Other officers are Russel Woodyard, vice-president, and Harry Polen, secretary.

Details will be worked out at the February directors' meeting for the annual horse show here. Show has been held in Eaton, O., the past two years.

Murray Books Army Show

NEW YORK, Feb. 14. — Fred Murray announces that the International Fireworks Company will again provide the fireworks display for the big Army Show in Honolulu in April. This year's contract calls for a bigger and more spectacular display than preceding shows. Material and personnel to handle the fireworks will travel to Hawaii by plane.

Copyrighted material

www.americanradiohistory.com

Jackson Buys Crystal Pier On West Coast

Reported Price Is 200G

PACIFIC BEACH, Calif., Feb. 14.—Purchase of the 1,000-foot-long Crystal Pier by L. M. Jackson, Seattle real estate operator, from Philip M. Light for a reported $200,000 has been announced here.

Jackson said he is planning the extension of the pier and facilities to include a salt-water plunge on a portion of 500 feet of private beach adjoining the pier.

Also considered is a 200-foot extension and installation of an underwater light system to attract fish at night, Jackson indicated.

The pier, completed in July, 1927, at a cost of $105,000, originally was designed as an amusement center with a large ballroom at the outer end. The ballroom was closed the following year.

The pier today contains 21 cottages, a hotel, apartment house and cocktail lounge.

Plans for the establishment of an amusement zone are being considered by the new operator, it is reported, but definite decision on the move is being held in abeyance at this time.

Fred L. Markey, secretary of the New England Association of Amusement Parks and Beaches, has returned to his Exeter, N. H., home from a Florida vacation.

WILL BOOK
MERRY-GO-ROUND
in
SWELLEST KIDDY PARK IN SOUTHWEST
HAVE 8 RIDES, 15 PONIES
Open Year Around—Never Closed
2 Bus Lines to Gate
Between 2 Main Highways
FREE GATE
DON COTTON
5021 El Paso Drive
El Paso, Texas

WANTED
RIDE SUPERINTENDENT
Must know operation of all major rides and maintenance, including Coaster. Good deal for right man able to stay on job year round. Tell all first letter, including salary wanted.
PLEASURE PIER
PORT ARTHUR, TEXAS

Sitting 'Round the Table

(Editor's Note: Another new question is in the hopper. The new question up for discussion is, "Are you in favor of reduced prices on rides and concessions for 'off nights?' What nights do you consider as 'off nights?'" Send in your views on this new subject. With the following comments, we wind up the current question, "Are you in favor of giving industrial plants the exclusive on your park for a day in the event they stage a picnic, thereby excluding regular patrons?"

No Dice, He Says

As far as the United Kingdom is concerned, it is my opinion that on no account would I give the exclusive to any picnic (we call this a work's outing). The reason is that it takes considerable time to develop a regular clintele and you can only hold them by a consistent policy of service, etc. To lose this clintele, or upset it for what really constitutes one day's takings, would, I think, be a short-sighted policy.

In this country we are faced with so many difficulties, such as the difficulty in replacing rides and the national registration of our key staff, under the industrial call-up deal. It would add to our difficulties to exclude our regular patrons for the patronage of a one-day customer that we may never see again. There-

(See Sitting 'Round on page 88)

Fontana, Calif. Spot Revived

FONTANA, Calif., Feb. 14.—The A. B. Miller Park will be cleared and restored, it has been announced here by the recreation committee of the chamber of commerce, and a contract between the group and V. F. Poor, Fontana, has been formally approved whereby Poor will set up a kiddie park which will include rides and other amusements.

Fred A. Loehr, committee chairman, said that Poor plans to install a Ferris Wheel, miniature train, boat ride and ponies. He will add other recreational facilities later.

Poor, the lessee, will maintain and supervise the park and already has begun preliminary work. Rides are expected to be in operation within 60 days. Park will be available for picnics.

Poor has operated kiddie rides and other park features for more than 15 years and is well known to Southern California amusement operators.

Judge's Decision Favors Palisades In $260,000 Suit

NEW YORK, Feb. 14. — Federal Judge William F. Smith, at Newark, N. J., Monday (9) ruled that a private amusement park is not required by the constitution to admit persons it considers objectionable.

Decision was handed down in the course of a suit for $260,000 brought against Rosecliff Realty Company, Inc., operators of Palisades Amusement Park, Palisade, N. J., and Chief of Police Fred Stengel, of Fort Lee, N. J., by a group of nine Negroes and a white man, all of New York.

Suit resulted from a series of incidents last summer when members of the suing group were refused admittance to the swim pool at Palisades Park and were arrested for creating a disturbance. Complainants charged unlawful exclusion from the park pool and false arrest.

Important part of the court's ruling, dismissing 20 counts in the damage suit but permitting revision of six counts alleging false arrest, was the following: "The full and equal enjoyment of the accommodations and facilities of a private amusement park is not a right or privilege secured by the constitution. It necessarily follows that the (civil rights) act, as heretofore construed may not be invoked."

Cincy Zoo $ Relief Looms In New Food Show Set-Up

CINCINNATI, Feb. 14.—Better financial conditions appeared to be on the way for the Cincinnati Zoo Tuesday (10) when it was announced, following the zoo society's annual meeting, that the 1948 31st annual Food and Home Show would be conducted under new sponsorship this year with all profits going to the society.

At the same time it was announced by the Cincinnati Retail Grocers and Meat Dealers' Association, which had sponsored the show for the past 15 years under the supervision of A. E. (Tony) Scheffer, that it would conduct its own show this year at a time and place to be announced later. Heretofore, the grocers had received a share of show profits, and the decision that all profits should go to the zoo was responsible for the split between the groups.

The new sponsors are *The Cincinnati Times-Star*, Cincinnati Electrical Association, Cincinnati division of the National Association of Manufacturers' Representatives and the Cincinnati Gas & Electric Company. E. P. Zachman was elected chairman of the committee named to handle the show.

At the zoo meeting it was announced by President James A. Reilly that it was practically certain that adult admissions would be hiked to 50 cents this year, with the charge for children under 12 remaining at 5 cents. Admissions for children 12 to 14 would be kept as low as possible, it was said.

Officials revealed that negotiations are being conducted for purchase of an orangutan, gorilla, additional gibbons and an Indian elephant and its calf. Plans are also being made for a new penguin exhibit.

Attendance in 1947, exclusive of opera patrons, was reported at 753,996. The difference between revenue of $124,226 and operational costs of $223,718 was made up from concession fees and a donation of $12,000, it was disclosed. Improvements costing $30,608 were made during 1947, officials stated. Additional improvements will be made this year with part of $100,000 appropriated for zoo use by the city park board.

FOR SALE AMUSEMENT PARK FOR SALE
One of the largest and most popular in Eastern Pennsylvania. 105 acres, including 5-acre lake. Ballroom, 3,500 capacity; modern concrete 2,000 locker swimming pool, roller skating rink. Many popular rides. Financing available.
COLONIAL-BERKS REAL ESTATE CO.
35 N. 6th St. REALTORS Reading, Pa.

Multi-Million A. C. '47 Biz

Dollar volume doubles '46 take despite drop in conventions—hotels improved

ATLANTIC CITY, Feb. 14.—Despite a drop in the number of conventions at this South Jersey resort during the past year, Atlantic City enjoyed a boom of major proportions in 1947, according to Al Skean, convention bureau manager, and Mall Dodson, city advertising manager. It was pointed out that the resort's two leading banks reported a dollar volume of $515,531,000 for 1947, which means gross business approaching $2,000,000 a day for a banking year or 300 days. From a dollar standpoint business in the resort almost doubled that of 1946 and was better than 2½ times the $200,000,000 reported for 1945. In the height of the summer season the local banks handled as much as $3,000,000 a day at various times during the summer.

It was also emphasized that the resort's 19 major hotels, accommodating 14,000 persons in 8,500 rooms, one of the major assets of the resort, are in better condition than before the war and better than comparable hotels anywhere in the country. In the past year the Hotel Traymore spent $800,000 to dress itself up while the Brighton Hotel spent $1,000,000 for improvements, including the construction of its outdoor swimming pool, the only one at the resort.

Competition Felt

During 1946 Atlantic City was the nation's major convention center. Its

(See A. C. '47 Biz on page 88)

Hodges Again To Place Freak Show at Eastwood

DETROIT, Feb. 14.—Charles H. Hodges, freak and special attraction producer, has renewed his contract with Eastwood Park for his Freak Show for the third consecutive season. Hodges also will have another show, not yet disclosed, at Eastwood.

In addition, he will produce a Midget Village in Edgewater Park here this summer, the first time a show of this type has played a local park, he reports. Hodges is booking a troupe of 12 midget entertainers and musicians. A special building 30 by 50 feet is now under construction to house the village.

ACRES OF CONCESSION SPACE
For Rides, etc., available at Northern New York's finest and most popular bathing beach, Ballston Lake, N. Y. Address:
THE WHITE BEACH, Inc.
Suite #16, Arcade Bldg.
SARATOGA SPRINGS, N. Y.

FOR RENT
Ideal location for Kiddy Park with Auto Parking. Properly zoned. Only 2 miles from Chicago Northwest limits. Property bounded by 3 main highways.
P. BISCHOFF
6101 Dakin St. CHICAGO 34, ILL.

FOR SALE
DENTZEL PARK MERRY-GO-ROUND
50 Stationary Horses, 2 Coaches. Set up in Park. Perfect running condition. Sacrifice for $2,800.00. Must sell. Write
FRANK S. PUZA, P. O. Box 106, Shamokin, Pa.

DROME RIDERS
Male and Female, for long season in world's largest Amusement Park. Top wages—No teardowns. Write
BOX 154, c/o Billboard
155 N. Clark St. Chicago 1, Ill.

Copyrighted material
www.americanradiohistory.com

RIDE EQUIPMENT
FOR SALE!

MINIATURE RAILROAD—Complete and in perfect running condition. 2,600 feet rail; 3 coaches, 12 passengers each—size 15 ft. x 2 ft. 8 inches. Engine 14 ft. 2 in. x 2 ft. 8 in. Streamlined and equipped with new 1946 Jeep motor; actual value over $5,000.00 **Sacrifice price, $4,000.00.** Will sell track or cars and engine separate. Price of track, **85¢ per foot.**

KIDDIE JEEP RIDE—Good as new, built only two years ago; complete with 6 Jeep cars, motor, turntable and flash center-piece. Cannot be duplicated for $1,500.00. **Priced to sell quick at only $650.00.**

KIDDIE KOASTER—Practically new and in perfect condition. This is famous Koaster built by Mr. Oscar Bittler which set the pace in Kiddie Koaster designing and operation for past two years. Motor, 3 cars, track, ramp and platform. **Sacrifice price, $4,100.00.**

KIDDIE AIRPLANE—Ready to operate; complete with motor and 4 cars. This is a dandy unit as a portable or permanent ride. **Priced to sell quick at $350.00.**

ROLLER COASTER—2,500 feet long, good as new, built only six years ago; complete with incline chain, flywheel, motor and cars. Will sell complete as is, or cars and other parts separate. **Sacrifice price.**

All above equipment formerly at Bay Shore Park, recently purchased by Bethlehem Steel Company for industrial site, who have closed the Park. Write, wire or phone:

BAY SHORE AMUSEMENT PARK, INC.
24 Knickerbocker Bldg.
Baltimore, Md. Saratoga 7738

MAJOR RIDES KIDDIE RIDES
RIDES WANTED
Developing New Amusement Park

On banks of Lake Erie, one of the most beautiful and best kept beaches on South shores. Draws large summer vacation trade. Live town. Surrounding territory, city officials, all are back of it.
This park has a bright future and will prove to be wonderful opportunity for the right operator or operators. Prefer full season lease but will consider shorter stays. Percentage basis.
Dance Hall, Skating Rink and Eating under present management. Opening for some clean Park Concessions.
Come and see for yourself; you will be convinced. Now is the time to start things going.

EARLY OPENING. Contact
ANDY SUNDBERG, *Manager*
414 Detroit Ave., Conneaut, Ohio
Phone: 71-704

WANTED

An experienced operator or manager of an amusement park or pier, to establish a new large-scale enterprise at a New Jersey seashore resort. Write, stating experience, background and giving references. Salary or percentage of earnings to be agreed upon. Be available to start soon for June opening.

Box 280, The Billboard, 1564 Broadway, New York, N. Y.

ROCKET
RIDE FOR SALE

A-1 Mechanical Condition
Come and see it

Best steel, better than a new one

CHAS. FREEMAN
700 Boulevard
Revere Beach Massachusetts

RESORT FOR SALE

Popular Resort in historic and scenic land of Evangeline, includes Hotel, Cabins, Amusement Buildings, etc., etc. Excellent proposition. For information write to

A. A. TURNER
Grand Pre, Kings Co., Nova Scotia, Can.

HARRY STORIN

Big Attendance Predicted for N. E. Convention

BOSTON, Feb. 14.—The 20th annual convention of the New England Association of Amusement Parks and Beaches, skedded for the Parker House, Wednesday, March 10, will be a pre-season warm-up for East Coast owners, managers and concessionaires, according to reservations on file, association Prexy Harry Storin, Riverside Park, Agawam, Mass., announces.

Anticipating the largest attendance since before the war, the program committee, headed by Julian Norton, of Lake Compounce, Bristol, Conn., has arranged for extra facilities. A major change will be the shift of the business meeting from the old Bost Room at the hotel to the larger Hawthorne Room. The Roof Garden has again been reserved for the banquet with additional space added this year. In addition, the group will have the Roof Cocktail Lounge for its exclusive use prior to the banquet.

Applicants for hotel reservations are advised to mention the association in filing their requests.

Topics slated for discussion are price policies for 1948, roller skating, transportation, advertising, attraction ideas, taxes and legislation.

Plan To Give Away Detroit Zoo Park Hit by Finances

DETROIT, Feb. 14.—Plans to give away the Detroit Zoological Park were snagged this week by a question of finances. The city council proposed informally to turn the zoo, located two miles outside the city limits in the next county, over to the Huron-Clinton Metropolitan Authority, a five-county development body. The council's idea was that the property was used by residents of the entire area, not just the city of Detroit, and so should be financed by the wider authority. The latter group, however, decided it didn't want the animals, because of the costs of feeding, etc.

Pleasure Beach Returns Profit of 30G in 1947

BRIDGEPORT, Conn., Feb. 14.—City Comptroller Adolph D'Alizzo announced that Pleasure Beach Park here, municipally operated, returned a profit of $30,000 during the past season. Budget requested for '48 is $385,300.

John C. Molloy, veteran amusement park operator, is managing director of the park.

THE KIDDIELAND FEATURE!
A NEW MODERN WATER BOAT RIDE IS A SURE WINNER

5 REASONS WHY U SHOULD HAVE A —

LUCAS BOAT RIDE

1. **ALL METAL BOATS** —Completely eliminates all possibilities of leaking. They last indefinitely.
2. **ELECTRICALLY POWERED** —Means trouble-free performance with a minimum of operating costs and practically no maintenance.
3. **APPEAL** —Built and designed in miniature to please children. Equipped with ship's bells, steering wheel and sails that lend realistic atmosphere to delight every child.
4. **EARNING POWER** —Capacity of 18 or more children results in greater earning power. A natural fast loader with many steady repeaters.
5. **GUARANTEED** —Spring delivery is assured, if a bona fide order is received within 15 days of date.

EASTERN SALES AGENT

J. L. LUCAS MFG. COMPANY 2521 RIVERSIDE DRIVE LOS ANGELES 26, CALIFORNIA

TRAVER ENTERPRISES, INC. 84 RICHMOND PAINESVILLE, OHIO

GOOD TENT FOR SALE

65'x110', one 30' Middle, two steel telescope Center Poles, Dramatic End, Proscenium, 9' Side Wall around complete Tent, Quarter Poles, Stakes, Pulleys. Complete, ready to fly for $1,000.00. Can be inspected at Buck Lake Ranch, Angola, Ind. Contact

HARRY K. SMYTHE
1229 CALIFORNIA FORT WAYNE, IND.
Eastbrook 2115

WANTED FOR GRUBERG FUN AND KIDDY LAND

Located on Boardwalk & Jackson Boulevard, Long Beach, L. I., N. Y.

Will book Rides and Concessions, two Flat Rides, facing the Boardwalk. Rides must be modern and up-to-date.
CONCESSIONS—Popcorn and Candy Apples, Candy Floss, Custard, Hot Dogs, Drinks, Arcade and Nickel Picture Machines, Novelties, Age and Scale. This is one of the finest beaches on Long Island with thousands of people to show to. This is the ONLY amusement spot in Long Beach. We have 10 Kiddie Rides. Everything new and modern. We open April 1st for week-ends. Regular season opens on Decoration Day week and will operate till late in October.
Wanted—Handy Man who can assist with 10 Kiddie Rides, with some experience. All year round job.

MAX GRUBERG, P. O. Box 101, Philadelphia 5, Pa.

ROTATION OR ELECTRIC BINGO

PAT. #2,127,396 PAT. #2,211,617

ORDERS NOW BEING TAKEN FOR THESE SUCCESSFUL MONEY EARNING GROUP GAMES OPERATING IN CONEY ISLAND AND ROCKAWAY. ESP. 7-3162

FABER'S AMUSE. CORP., 501 AVE. "M", B'KLYN 30, N. Y.

FOR SALE

Kentucky Derby Group Game, 33 tables and stools. Also Jigsaw Group Game, completely equipped, 40 tables and stools, with living quarters. Priced right, best locations on Boardwalk. Must sell due to illness. For information:

OSCAR TENENBAUM
3309 New Jersey Ave., Wildwood, N. J.
Phone: 2-3467

WANT LOCATION
in Park for
LONG RANGE SHOOTING GALLERY
State details.
J. McGRAW
P. O. Box 365, Covington, La.

Copyrighted material
www.americanradiohistory.com

Polack Opens Strong for Cincy Shrine

First 4 Days Top '47

CINCINNATI, Feb. 14.—Polack Bros.' Western Unit, making its ninth annual appearance here under Shrine auspices, got away to a good start the first four days at Taft Auditorium (2,500 seats) here. Ten-day run, which ends February 21, includes 24 performances, with two night and one matinee show each Friday, and two matinees and one night performance each Saturday. Paul Ross, assistant manager, said that business for the initial four days was running slightly ahead of last year for the same period. Good advance sale indicates business will hold its pace for the remainder of the engagement.

Local promotion again was under direction of George W. Westerman, who did his usual efficient job. Justus Edwards, assisted by Harry Martin, handled the public relations end. George F. DeSilver is general chairman of the Shrine committee, with Frank J. Ruehrwein heading the orphans' committee.

Program Socko

Owners Irv. J. Polack and Louis Stern are again presenting topflight entertainment, with the talent line-up including Truzzi, juggler; the MGM motion picture elephants, worked by Slivers and Jo Madison; the Berosini Troupe of high-wire walkers; the Great Franzcisco, on the high-swaying pole; Ward-Bell Troupe of fliers, who also perform on the trampoline; Don Dorsey, trapeze; Harold Barnes, dancing on the wire; Dwight Moore's dogs; Roland Tiebor's seals; Ivanov Trio, ground bar act, and Chai and Somay, gymnasts; Prof. Asevera and Mlle. Dorita, in horsemanship. (Program was reviewed in previous issues.)

Clown alley includes Chester (Bo-Bo) Barnett, Ed Raymond, Paul Jerome, Harry Dann, Dennis Stevens,
(See Polack Starts Well on page 72)

Leonard Higgs Buys Into Martin Bros.

TAZEWELL, Tenn., Feb. 14.—Leonard Higgs, who started the season with Carl Balmer on Martin Bros. this year as concession manager, has purchased a half interest in the show. He will continue his duties as concession manager.

George Hubler continues as general manager and Balmer continues ahead as special agent. Recent staff changes include Jimmy DeForrest, formerly of King Bros., who has replaced J. C. Admire as general agent; Bob Stairs has replaced Bill Osborn as promotion director, and Roscoe Dougan, press and radio department, is back at his regular post after filling in as general agent until DeForrest's arrival.

With a break in the sub-zero weather, business has perked up. The org battled icy highways and snow in Kentucky for two weeks. Russellville produced a good matinee but Franklin, where only a night show was given, was off. Scottsville and Leitchfield were canceled because of impassable roads. Bowling Green was fair. With the start of the thaw, business zoomed at Glasgow, Somerset, Corbin, Pineville and Middlesboro, the latter being a two-day stand. At Williamsburg the matinee was lost and the night show didn't start until 9:15 p.m. Because of truck breakdowns, a half house was on hand.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Denim, S. C.
February 14, 1948.

Dear Editor:

If Manager Upp hadn't kept his overland wagon show equipment when he put his circus on rails we wouldn't be trouping this winter. According to the boss, he expects to make enough dough on this tour to pay his winter quarter expenses where the bulk of his show property is barning. Upon his arrival there, the boss noticed an abandoned 50 by 90-foot top in the air behind a blacksmith shop. Hunting up the top's owner he learned that it belonged to a camp meeting sky pilot, who had folded because of bad weather and poor attendance The sky pilot said that if the boss would frame a one-ring show under it, he would pilot the circus into towns on his circuit. Furthermore, he agreed to let the show use his title for the winter tour. So, under the title, Deacon Dawson's Jumbo Circus, we started on a grits and gravy tour.

The deacon said he thought a circus was a worthy cause because it made little children happy However, he insisted on our ballet gals going all-out on the new look, which eliminated tights. That was all right with the gals who had suffered the colds of other winter circuits. The deacon further insisted that dancing in the side show's blowoff be eliminated even tho the banner read, "Pharoh's Daughter."

In a downpour of rain, the show opened at Lost Hope, Ga., to a two-thirds house. The deacon told the audience that "The rain may have
(See Won, Horse & Upp on page 72)

Bud Anderson Partner in Stevens Org

Joins Bob Stevens as Owner

HUGO, Okla., Feb. 14.—Bob Stevens, owner-manager of Stevens Bros.' Circus, with headquarters here, and Bud E. Anderson, Emporia, Kan., circus owner, who operated Seal Bros.' Circus and Bud E. Anderson's Jungle Oddities, have formed a partnership to operate an enlarged Stevens show this season.

The former Greer 12-horse Liberty act and two other Liberty acts owned by Anderson and now in Emporia will be brought to the Stevens' winter quarters soon. Also to be brought here from Emporia are elephants, camels and other show property.

New side show canvas has arrived, and the new four-pole big top is due soon. The org is to go out with all new canvas and with a double-deck banner line.

Several new trucks and trailers are to be added. Sleeper for the band and three new cages are under construction.

John Foss will be general agent, with two cars ahead. Bob Grubb will be superintendent of ring stock, which is expected to total 40 head.

Due in quarters soon are Harry Fitch and Eddie Dionne, who are vacationing at Aransas Pass, Tex.

Romig-Rooney Show To Troupe With Dale

DETROIT, Feb. 14.—The Romig and Rooney Troupe, headed by C. A. Romig, will go out with the Dale Bros.' Circus this year, instead of having its own show. Last season, Romig and R. W. Couls had the Romig and Rooney Combined Circus and Wild West Show, with winter quarters in Birmingham, Mich., playing dates thru the Midwest.

However, they will supply the menage and other acts for the Dale show this season. Irvin Romig will also be with Dale Bros., doubling at clowning and doing the comedy in the riding acts.

Clyde Beatty Announces Acts

DETROIT, Feb. 14.—Clyde Beatty, who played the Detroit Shrine Circus here, announced he has signed the following acts for his show: the revived Harold Voise double flying act, with two catchers and five flyers for the first time in several seasons, in addition to two other Voise aerial acts; the new George Hanneford riding act; the Martys, English wire act in its first appearance in the U. S.; the Antaleks, perch; Bill Powell, wire; Dorothy Herbert, equestrienne; the De Wayne Troupe, teeterboard, and a revival of the swinging routine for the aerial ballet.

The Beatty show opens March 11 in Shreveport, La., under Shrine auspices for four days, and then moves to Big Springs, Tex., playing across Texas and thru Phoenix and Yuma, Ariz. It opens March 31 in Los Angeles. Show will return to the Midwest for the annual midsummer tour, with a trek across Southern Michigan as a possibility.

Gainesville Spring Dates Announced

GAINESVILLE, Tex., Feb. 14.—Gainesville Community Circus has its first four spring dates set, with opening of the 1948 season scheduled here during the circus roundup sponsored by civic organizations April 21-23. Governors of Texas and Oklahoma have been invited.

Other spring dates include: Denton, Tex., auspices Optimist Club, April 29-30; Lubbock, auspices City Federation of Women's Clubs and Lions Club, May 7-8, and Sherman, auspices Kiwanis Club, May 12-13. Matinee performances will be given only at Lubbock.

Contract has been let to the United States Tent & Awning Company, Chicago, for a new dressing tent 50 by 140 feet and new marquee, 20 by 30 feet. Lanquay Costume Company, Chicago, is making new wardrobe for the show's opening spec.

Banard Not To Tour; Buck Lucas Plans Park

ETNA, O., Feb. 14.—Buck Lucas, owner of Banard Bros.' Circus, this week announced that he will not take his show on the road this season but, instead, will open a park here. Lucas reports that he has a 10-acre grove set.

Park will have free admission Monday thru Saturday but a charge will be made Sundays when, Lucas says, the spot will feature hillbilly bands, rodeo and circus acts.

Other features planned for the funspot are a picnic grove, zoo, dance floor and concessions. Lucky Kit Carson will have the eating stands, Faith King will present her dogs and ponies and John Kramer will have the pony ride. Last named also will serve as superintendent of the zoo.

Cold Hampers Davenport's Cleveland Bow

7,000 Attend Opening

CLEVELAND, Feb. 14.—Attendance at the Orrin Davenport Shrine Circus, which opened here Monday (9) and runs thru Saturday (21), was slightly off thru Thursday night (12).

Show has been hampered by cold weather. Opening night, the weather was the coldest of the year. However, the show drew 7,000 customers, which officials considered excellent.

Shows the following three days, Tuesday, Wednesday and Thursday, had half houses at the matinees and three-quarter ones at night. Seating capacity is 9,500.

While official figures were not available early Friday morning (13), estimated attendance for the first seven shows was 49,000.

New acts here, which didn't show in Detroit, include the Les Kimris Duo, aerial, and the Cristiani family, equestrian troupe.

Detroit Is Big

The 14-day stand in the State Fair Coliseum in Detroit apparently hit an all-time record as a result of consistent capacity houses, both matinee and nights, after the first few days. Unofficial estimates gave a net figure for the stand of $180,000.

Saturday afternoon's (7) turnaway crowd was believed the largest in the event's history, according to General Manager Tunis (Eddie) Stinson. This crowd was in addition to the morning show, the second on record for the Shrine here, which drew about 5,000 persons, scheduled because of the repeated daily turnaways.

Far Ahead of '47

Total attendance for the two weeks was estimated at slightly in excess of 300,000 by Stinson, which was 10 to 15 per cent over the total for '47, when the show ran three weeks instead of two.

Ortans Cristiani, doing the double-back somersault from teeterboard to perched chair, tumbled Saturday as the chair, insecurely fastened, fell off its perch and landed on her. She suffered only slight injuries, however.

Klara Knecht Dies; Vet Press Agent

CHICAGO, Feb. 14.—Klara Knecht, veteran circus press agent and since 1942 associated with the Chicago office of Decca Records, died Sunday (8) in Garfield Park Hospital here following a major operation. Funeral services were held Tuesday (10) in Danville, Ill., with burial in Springhill Cemetery, Danville. Surviving is a brother, Karl Kae Knecht, cartoonist of *The Evansville* (Ind.) *Courier* and one of the organizers of the Circus Fans' Association.

Born in Freeport, Ill., Miss Knecht moved with her parents to Danville in 1904 where she was graduated from high school. For a time she was a schoolteacher, playground director and commercial artist. She pioneered radio broadcasts for circuses and was employed in 1929 by the late John Ringling, who placed her on the advance of his recently acquired circuses of the old American Circus Corporation. Previously, she had been with Sells-Floto, Hagenbeck-Wallace and Al G. Barnes. She also was with Cole Bros., Clyde Beatty and the Brookfield Zoo, Chicago. She authored several circus and animal books.

Copyrighted material
www.americanradiohistory.com

DRESSING ROOM GOSSIP

Circo Atayde

A local comic book is carrying a strip in which the leading character works thru the performance of the circus. Working in all the leading acts, using names and likenesses, the publicity is far-flung. The artist is photo-exact in his drawings.

The Ibarra brothers, ground bar act, are tops. Using five bars, they do tricks we used to hear about, and some they forgot to mention. First to third bar routines are in the makings. Doubles-away is their accepted finish for all routines. Incidentally, Juan Ibarra is receiving choice English lessons from Behee, Castle and Hanneford.

The George Hanneford act is wowing them. Tommy's comedy is riotous, and I believe that George has the horses he uses for somersaults outweighed. He's good!

George Hanneford Jr. hit the lottery for 60 pesos. As Castle says, that's $1.98, less tax.

Practice sessions take place daily in the big top. They include not only most of the circus performers but any act in town that is laying off. There's a lot of talent here.—BOB BEHEE.

Martin Bros.

The fifth week out finds the show rolling along after fighting Old Man Winter for some 14 days. The natives went into hibernation for the period along with several members of the show. Bill Shelford left at Glasgow, Ky., to play the Mardi Gras in New Orleans. His floss spot was taken over by Van Camp who, because he has been out of the spinning game for some time, wound up with more candy on his head than in the mouths of the hungry kids.

The various outdoor shows boast of their softball, football, swimming and fishing teams, but this opera lays claims to the indoor basketball championship of the circus world. Show has two complete teams, Leonard's Lizards and Mully's Marauders. For outside games the cream of both teams is combined. We played the Bowling Green, Ky., Eagles (semi-pro) team in Bowling Green's Quonset Sports Arena and eaked out a 58-54 victory.

Despite the victory, coach Willie Rawls said his boys had not yet reached their peak and must cut out at least two more cigars every day. Leonard Higgs suffered a sprained watch crystal and Eddie Clark was nursing a bruised hand pad from the

(See Martin Bros. on page 72)

Wanted-FREAKS-Wanted

FOR

EASTWOOD PARK, DETROIT

Can place: Any outstanding FREAK OR WORKING ACTS

****

Long season, permanent location in million-dollar building, toilet facilities, etc. Night work only except Sundays and holidays.

****

Can use: One more good TALKER, $75 per week, no deductions.

****

All acts quote salaries in first letter.

CHAS. H. HODGES

Coldwater, Mich.

Clyde Bros.

Manager Howard Suesz returned to the show at Galveston, Tex., after a business trip. Frank Lemoind, Buzzy Potts and the writer entertained the crippled children at the University of Texas Hospital.

A birthday party was given for Happy Kellems and a cake was presented him by Mr. and Mrs. Johnny and Roxy Hansen. A party for the bunch was staged by Bill and Luella Porth.

The Townsends and Freddie Valentine will join at Oklahoma City. Recent showfolk and circus fan visitors were the Aerial LaZellas, Bill Valentine and family, Bill and Luella Porth, members of the John R. Ward Shows, Mr. and Mrs. Bob Bushnell and daughter, Johnny and Roxy Hanson and Mr. and Mrs. Bill Lathan.—VAN WELLS.

Orrin Davenport

The sixth week of the indoor season, as this is written, and everything is clicking in high gear. The most important events of the past three weeks were the after-hours performances by the boys and girls. In Grand Rapids, Mich., nightly festivities were the rule at the Pantlind Bar and the Allied Veterans Club. It was at the latter that a new term was born in show business. It is the atomic wolf. There are several in the running for the title but out front at present are

(See Orrin Davenport on page 72)

Winter Quarters

Dailey Bros.

Friends of Chuck Satija are receiving pictorial postcards from Hawaii with the following inscription: "It's beautiful here; wish you were here." We wish we were, too. Weather in quarters has been cold and damp and rubber boots are a must if you do much tramping around.

The trampoline act headed by Corky and Norma Plunkett; the clowns, Walter Schuyler and Ernie Burch, and concessionaires Red Rumbell and Ray Morrison went to Harlingen, Tex., for an indoor circus date.

Louis Reed arrived to take charge of training the young elephants and revamp the bull acts. Eddie Murrillo arrived from Monterey, Mex., to assist Tommy O'Brien with a bear act. Melvin Hall, assistant to Ed Martin on ring stock, has returned from Globe, Ariz. Several hands have found their way to our front gate from the cold North.

Paul Pyle recently showed his movie shorts of Dailey, Kelley-Miller, Stevens and Cole shows. Could his feet be itching? Paul has bought a pinto pony, with saddle and bridle, for his daughter Donna. Looks as tho "Aunt" Hazel will have another riding pupil. Francis Doran and her mother visited recently and invited all to attend the Rogers Bros. opening at LaGrange, Tex.

Guy Smuck, Lew Stone and Walter Main visited quarters for a few hours en route to the West Coast—HAZEL KING.

Dales Bros.

UNION, S. C., Feb. 14.—Work in local quarters is in full swing, with a crew of 15 under supervision of David McIntosh. Mickey Dales and Deacon McIntosh recently purchased the last piece of equipment for the new show.

Show now boasts 16 trucks and an 80-foot top, with three 40's and a seating capacity of 1,000. Most of the personnel for all departments has been contracted. — CHARLOTTE MILLER.

Polack Bros.' Western

Louisville gave us an all-out welcome, including the heaviest snowfall in years which confined most of the performers to their card tables thruout the week.

Excellent business was accredited to Morris (Shorty) Gebhart and Carl Barnett, who always drew well in their home town. The home town of Charley Raimer still is undecided. The local boys were entertained thruout the week by friends and relatives. Other parties were given by the Shriners and the dressing rooms had a constant stream of visitors.

Visitors seen were Mr. and Mrs. Zack Terrell, Mr. and Mrs. Noyelles Burkhart, Charley Sparks, L. Russell and family, Mr. and Mrs. Harry McFarlan, Joe Kuta, P. J. McLear, Irish Dedee, Ace Dunavan, Benny Murray, Waxie Dyke, Bill Bush, G. A. Gephart, Herbert Leeman, Mr. and Mrs. T. P. Lewis, J. H. Hartman, Mr. and Mrs. Earl Page, Laughing George Davis, Mr. and Mrs. W. C. Jackson, H. E. Watson, Jimmy Villano, Harold Gutekunst, Mr. and Mrs. J. D. (Jimmy) Kline, Joe Lynch and his gang and Capt. Lee Allen Estes.

I. J. Polack and Kris Krinkle (not Santa Claus) made another flying visit from the Eastern Unit to be on hand for the Cincinnati debut.

Fines rolled into the NPLSP club's kitty in a continuous flow due to the intimate atmosphere of the "cozy" dressing room which looked like Sunday before Wednesday rolled around. The official detective is Tsi (Chai) Tuang, whose title is Charlie Chan. The rules for Cincinnati (Be Kind To Animals Week) have been altered to allow Massimiliano Truzzi one burn per act.—HAROLD BARNES.

Polack Bros. Eastern

Business in Richmond, Va., was okay but the weather wasn't too good. We had one severe snowstorm and the weather was cold.

Dime Wilson is now referred to as the Eddie Cantor of the circus. Mrs. Wilson presented him with a girl. This makes five daughters for the Wilsons. The new arrival was named Donna Jean.

In Wilmington, Del., business called for three shows the final day. Pepi Borza suffered a bump on his forehead, the result of a tumble down a flight of steps in the school he was attending there.

Richard and Else Sidney have a

(See Polack Bros. on page 72)

PUBLICITY MEN WANTED

BY A FINANCIALLY RESPONSIBLE SHOW

ONLY THOSE WHO ARE RELIABLE AND HAVE OUTSTANDING ABILITY.

Must be able to originate new ideas, write good copy and get it into large city papers.

Please give us names of Shows you have been with, how long with each. Also reliable references, which we will check. IF YOU CAN DELIVER, WE WILL PAY YOU TOP SALARY. NAME YOUR PRICE.

You will open MAY 15TH for a guaranteed 20 weeks, with a possibility of more.

Write, wire

JOHN C. HATHAWAY

VAN CURLER HOTEL TROY, N. Y.

ANIMALS FOR SALE

Baby Chimps, all ages; Monkeys, all varieties; Bactrian Camels, all ages; Male Llamas, Water and Cape Buffalo, Fallow Deer; Birds, large and small; Leopards, Lions, Tigers, Pumas. Immediate delivery.

WANT LARGE CHIMPANZEE

CAN PLACE GOOD PERMANENT ANIMAL TRAINERS.

World Jungle Compound

Thousand Oaks, California

FOR SALE HERMAPHRODITE STEER

Most unusual and remarkable freak. Full description upon request. For details, write

RALPH A. WILLIAMS

Route #2, Republic, Ohio

WANTED FOR MILLS BROS.' CIRCUS SIDE SHOW

Ticket Seller, Oriental Dancers, Mitt Reader, Half and Half, Inside Lecturer, Girl for Blade Box, Punch and Judy, Girl Snake Act or one to handle our Snakes, all good Novelty Acts. Write, stating lowest salary. We feed everybody.

Open April 17.

PAUL HUBBARD

GEN. DEL. AKRON, OHIO

P. S.: Bobo Collin, please write.

FOLLOWING SHOW PROPERTY FOR SALE

2 SEMI TRAILER POLE WAGONS, 1 SEMI TRAILER SEAT WAGON, 1 SEMI TRAILER COOK HOUSE COMPLETE, 1 SEMI TRAILER WARDROBE WAGON, 1 SEMI TRAILER OFFICE WAGON; HEAVY DUTY SEMI TRAILER (Light Plants mounted on same), INT. DIESEL 25 KW. LIGHT PLANT, COMPLETE; CABLE, TOWERS, FLOOD LIGHTS, ETC. PERFECT CONDITION.

1 80-FT. TENT WITH 3 40's, 1 60-FT. TENT WITH 1 30-FT. MIDDLE.

8 TRACTORS—FORDS, DODGES, INTERNATIONALS. (All in good shape.) Tractors and Trailers all have good rubber.

ALSO MUCH OTHER CIRCUS PARAPHERNALIA OF ALL KINDS.

All above equipment in good shape and priced right. Property can be seen here in El Dorado. If interested, wire or phone—don't write.

C. R. MONTGOMERY, c/o El Dorado Hotel, El Dorado, Kansas

CLYDE BEATTY CIRCUS

CONCESSION DEPT.

Want to hear from following people:

Stern Collins Healy

Kasher Shippler Duncan

Vic Perkins

Can use capable Concession Help. Write

MAX TUBIS

CLYDE BEATTY CIRCUS SHREVEPORT, LA.

BUD E. ANDERSON and BOB STEVENS Want for

STEVENS BROS.' BIG 3 RING CIRCUS

Capable People in all Departments, Family Acts, Aerial Acts; DeKohl Troupe, Bantas, Elly Ardelty, Violetta, la Tosca, Thresa Morales, answer; Girls for Menage; Elephant Men Grooms, Oriental Dancers, Billposters, Lithographers, capable Banner Man, 24-Hour Man, Musicians (all instruments), Clowns, Candy Butchers and Boss Butcher. Homer Cantor and Jack Burslem, answer. **Advance, write JOHN FOSS, c/o Stevens Bros.' Circus; all others, STEVENS BROS.' CIRCUS, Hugo, Okla.**

OPENS APRIL 1 IN PHILADELPHIA, PA.

Copyrighted material

www.americanradiohistory.com

. MIDGETS, ATTENTION .

CHAS. H. HODGES

WANTS FOR

Midget Village, Edgewater Park, Detroit

MIDGETS, DWARFS, ETC.
White or Colored

★★★★★★★★★

Permanent location in beautiful special-built MIDGET THEATER

★★★★★★★★★

CAN USE: MIDGET Singers, Dancers, Entertainers, etc.

★★★★★★★★★

Will consider Organized Troupe. Department store booking following park engagement.

ALL REPLIES

CHAS. H. HODGES
Coldwater, Mich.

MORRIS BROS.' CIRCUS

WANTS

Banner Men, Ticket Men. Can use one more good Advance Agent who can book auspices. Six more weeks. Don't write, wire.

Shelbyville, Ind., Feb. 16-17; Oakland City, 19; Franklin, 20-21.

CLYDE BEATTY CIRCUS

WANTS BILLERS

Opening early, Shreveport, La. Write

FRANCIS KITZMAN
c/o MAJESTIC PRESS
1207 W. Washington Blvd.,
Los Angeles, Calif.

ELASTIC NET OPERA HOSE

Black, Suntan and White, $4.95. Elastic Net Tights, $7.50. Rhinestones and Settings, Metal Spangles, all sizes and colors. Chainette Fringes. Other items. Folder? Yes.

C. GUYETTE
346 W. 45th St., New York 19, N. Y.
Phone: Circle 6-4137

FOR SALE

Five-legged red-spotted bull calf, one year old, in good health. Walks on three legs—the front right leg is double. Will sell to the highest bidder. Write

ELTON TIEDE
Parkston, S. D.

FOR SALE

COMPLETE SMALL TRUCK CIRCUS

Real proposition for someone. Reply

CIRCUS—BOX D-233
The Billboard, Cincinnati 22, O.

FOR SALE

Circus Annex Museum Show. 20x40 Tent, Stakes, Poles, Bannerline, 7 good Banners, Fish Girl, Two-Headed Calf, Stone Girl, Ape Boy and other attractions. Complete Show, reasonable. A money maker. Picture of show on request. Write

JOE LEMKE
3617 W. McMyron St. West Allis 14, Wis.

HAVE IMPORTANT INFORMATION FOR

F. J. BRADY

Who was connected with Bailey Bros.' Carnival and Circus in 1945. Anyone knowing his whereabouts forward information to

BOX D-232
The Billboard, Cincinnati 22, O.

WANTED

AGENT WITH CAR

Book under auspices. Contact

BUCK OWENS
Blue Springs, Mo.

SPARKS CIRCUS

1947 Withholding Tax Statements are ready. Contact

DAVID M. SCHWARTZ
210 South Franklin St. Tampa, Fla.

UNDER THE MARQUEE

Joe Short, midget clown, assisted Kenneth Waite with his sword number during the Detroit Shrine Circus.

Old-timer hasn't been able to distinguish managers from performers since sideburns went out of style.

Capt. Dee Ni Fong cards from Indianapolis that he will be with Milt Robbins on Dailey Bros.' Circus Side Show.

If we can again convert beginners to the glory of trouping, what we save will be worth the preaching.

Lew A. (Bozo) Ward, pantomimic, is playing Midwestern night clubs. He plans to make his annual trek of fairs this year.

Steve Crowe, who was in clown alley with the Mills Bros.' Circus in 1947, has signed for the coming season with the same org.

Only an inexperienced trouper will run into a winter quarters' cookhouse and ask: "Are we gonna have beans today?"

A. Hymes will be in charge of novelties and programs for the February 22-28 run of the Shrine Circus in Hartford, Conn.

Captain Waterman, with various circuses the last five years, is in Veterans' Hospital, Bath, N. Y., recovering from a recent operation.

Dick Lewis, circus clown, has been booked for Tom Packs's Thrill Circus, booked thru the Gus Sun office, for the season.

Advantage of trouping with a small circus instead of a big one is that you get all the news without waiting for an office announcement.

Felix Adler, Ringling-Barnum circus clown, bought a new Hudson during the Shrine Circus date in Detroit.

George Bell has signed with the James M. Cole Circus as bandmaster. He was with Mills Bros. last year. His brother, Jack, will be bandmaster on King Bros.

Anne Dzizzo, formerly, with the Marguerite White Dance Troupe, has settled down and is assistant manager of the Photo Supply Department of Walgreen's Drugstores in Milwaukee.

Those who worry over what is going to happen to showbiz are the ones who probably trouped thru the depression by letting managers do the worrying.

Walter A. Stevens has been contracted to again direct the band on the Al G. Kelly & Miller Bros.' Circus, where he also will be *The Billboard's* sales agent.

When the Shrine Circus played Detroit, James Woolsey, Detroit Hudson dealer, gave a party in his showrooms for Felix Adler and Dick Lewis, members of clown alley.

Karl Cartwright, with Sparks Circus's Side Show last year and currently employed at Smitty's Fun Shop in Birmingham, reports he does not expect to return to the road in 1948.

Last season after an armistice had been called in a billing war, someone made the mistake of asking "Who won?" which started it all over again.

Billie Burke, currently with E. K. Fernandez Circus in Honolulu, has signed with King Bros.' Circus for 1948 where he will clown and work the come-in.

Doc Waddell held remembrance services in his new parsonage at 605 Front Street, Columbus, O., for three old-time circus friends, Dr. B. F. McElroy, William F. Kabisch and Harry A. Coombs.

Glen Tracy, member of the Loyal Repensky-John Robinson Tent, CFA, Cincinnati, will have his circus paintings on display at the Loring Andrews Galleries, Cincinnati, February 16-28.

Managers who want to take John Barleycorn away from their workingmen first will have to pass the qualifying test by snatching a rump of horse from his lions.

Jack Darling, better known as Uncle Hiram, rube clown, is vacationing at Hot Springs after a successful run at fairs in Lakeland,
(See Under the Marquee on page 72)

Circus Historical Society

WICHITA, Kan., Feb. 14.—A hobby show staged by the Bell Telephone Company, Allentown, Pa., offered a prominent circus display by Jim McInnis, Alburtis, Pa., featuring old-time lithographs.

Phillip Gardner, Broken Bow, Neb., has returned after 20 months of overseas duty and will enroll at Omaha to finish his education.

E. J. Jensen, who was with the Kit Carson Wild West Show in 1912, resides in Tacoma, Wash.

Harry Simpson, newly elected editor of *Bandwagon*, plans to catch Polack Bros.' Shrine Circus in Cincinnati.

John Crowley has been elected director and Allen Wescott second director of Division No. 2. Crowley will take over editing *The Spud-Pile Gazette.*

Dad White, Fredonia, is soaking up California sunshine at San Diego and visiting Jake Posey and Mr. and Mrs. Joe Shields. White planned on a trip to New York before returning to his Fredonia home.

Mrs. Elizabeth Dobbs, Allentown, Pa., is recuperating from a fall down a flight of stairs. Her brother, Edmond Holt, is assisting with her care.

Eddie Jackson and the Elwells visited Bert Shephard, who has been in the hospital the past four years. The Elwells have visited him every Sunday, bringing gifts, ever since his fall while working in the Art Concello act. Eddie plans on catching the Orrin Davenport Circus at Cleveland.

Replying to the question by F. Wendler: S. C. Massey was bandmaster of the Hagenbeck-Wallace Circus in 1912, Ned Brill, band leader of the Barnum & Bailey Circus, had 40 men, and William Sweeney had 38 men in his cowboy band with the Buffalo Bill Wild West in 1912.

The CHS convention will be held at the Hotel Oliver, South Bend, Ind., dates to be announced later.—BETTE LEONARD.

Circus Clown Club

LOS ANGELES, Feb. 14.—A meeting was held Friday (6) to discuss the 1948 membership drive. Letters were received from Ray Higgimson, clown cyclist, now appearing in and around London with Lord Sanger; Stan Bult, European representative of the club, Dr. C. S. Karland, and Bill Treadwell.

Phil Kallail, of the 20th Century Shows, spent some time in Los Angeles in connection with the membership drive. He has returned to Tucson, Ariz.

The club operates on a non-profit basis, with funds going to help children of show folks who are in need. All club correspondence should be directed to Marge V. Kelly, secretary, Box 606 G. P. O., Los Angeles 52.

The next meeting is March 16.

L. A. Elks Show A Huge Success

LOS ANGELES, Feb. 14.—The annual Elks Circus here Wednesday (4) was the biggest ever, it is reported. Attendance was more than 2,000, with several hundred being turned away. Event was staged by well-known Southern California showfolks, including S. L. Cronin, former manager of the Al G. Barnes Circus; Paul Eagles, Hunter Farmer, J. Eddie Brown and Norman Carroll. Show was presented by the members of the Pacific Coast Showmen's Association. PCSA membership was out in force and were honored guests at the event.

Following acts worked: Poodles Hanneford family, riding act; Swede Johnson, whip-and-rope; Acevedo Troupe, juggling; Bill Dedricks, military ponies; Gregg Sisters, web and ladders; Penny Parker, barrell contortionist and single traps; Stanley and Company, dogs and slack wire; Earl and Michele, roly-poly; Si Otis and his trick mule. Closing act brought Louise Rich out of retirement for Roman rings and one-arm planges. Clowns included Bobbie Kay, Harold Hall, George Perkins, Bernie Griggs and Gus Lind.

Bob Stevens, Bailey Bros.' Circus, had charge of the menagerie and presented his display in front of the Elks Buildings.

Visitors introduced included Vernon Reaver, J. W. (Patty) Conklin; Arthur Springer, equestrian director; Theo Forstall, of Ringling-Barnum; Curtis Little, concessionaire; Walter Trask, circus booking agent; Judge Westy Westover, exalted ruler of the Elks, and Norman Carroll, circus announcer.

Bradford Moves Snake Farm; To Tour With Monster Show

NEW YORK, Feb. 14.—Brad Bradford announced during a visit to *The Billboard* offices Tuesday (3) that he had moved his reptile farm from Davisboro to Waycross, Ga., where it will be operated by David A. DaLier, at Okefenokee Swamp Park. The new enterprise will be known as The Den.

Bradford said he plans to tour this year with a combination monster and snake show. While here he made tentative arrangements for a flight to Colombia, S. A., where he hopes to secure additional snakes.

Howard Marshman writes from Memphis that he has closed with Martin Bros. and joined Hamid-Morton Circus for the spring tour. He also reports that Mike Malas will be boss props, assisted by Andrew (Fingers) Castle, and that Frank Dougherty, formerly with H-M, is with Polack Bros.' Western Unit.

AT LIBERTY

GENERAL AGENT, ADJUSTER, SECRETARY

or anything on Staff, ahead or behind. Will furnish car if wanted. State your proposition. Truck or railroad.

J. S. RAMSEY
SOUTHERN PINES, NORTH CAROLINA
Thanks for letters and calls during my 6 months illness.

WANTED

Van Bros. & Dickman Combined Circus

Dog and Pony Acts, Clowns, Wire Acts, good Family Acts, Wild West People, any kind of Circus Acts doing 2 or more, small Side Show with own outfit, Lunch Stand, Pop Corn and Peanuts, Ball Game, Penny Pitch. Will buy small Marquee and Chairs. Buy or rent Elephant. Will buy any kind of Animal Acts. Horses, Ponies, Dogs, Monkeys. Will buy any kind of Circus Property for cash. Organ wanted.

WILLIAM VAN ETTEN
232 Broadway Newburgh, N. Y.

FOR SALE

All aerial and acrobatic equipment used by Four Harters. 8 lengths 6-tier seats, 18-foot Concession or Pit Show trailer, 140 feet of 8-ft. Side Wall, Kohler light plant, panel Front for Marquee, 4 metal light poles, other equipment. State your needs.

WALTER HARTER
R. R. 4, Greenfield, Ind.

Copyrighted material
www.americanradiohistory.com

N. Y. FAIRMEN PLAN SCHOOL

Merrill Sees 6 Mil Gate at WFA Annuals

Forecast at Fairman's Fair

By Sam Abbott

SACRAMENTO, Feb. 14.—Nearly 400 county, district and State fair officials were told to expect 6,000,000 people at WFA events in 1948 when Louis S. Merrill, general manager of Western Fairs' Association, addressed the group at the first Fairman's Fair which closed here today after a four-day clinic at the California State Fairgrounds. To accommodate the increase in turnstile clickers, the fairs are engaged in a three-to-five-year $50,000,000 building program.

Presiding over the meeting was C. B. (Jack) Afflerbaugh, WFA president and head of Los Angeles County Fair, Pomona. It was Afflerbaugh's first annual meeting as president, as he succeeded E. G. Vollman, secretary-manager of San Joaquin County Fair, Stockton, to that post in December.

53 Exhibitors on Hand

Dispensing with its college of fairs held the past two years at California Polytechnic College, San Luis Obispo, the WFA this year featured a fairman's fair with 53 exhibitors representing carnivals, poster companies, talent agencies, and equipment and other suppliers displaying in Governor's Hall. The fair was reported successful and will be staged again next year. A number of exhibitors have already committed themselves for space.

Two sessions were run concurrently thruout the meeting in the little theater of Governor's Hall, while panel discussions were underway in the press-radio building.

Out-of-Staters Attend

A. E. Snider, chief of the division of fairs and expositions, spoke opening day on *A Paper-Work Fair*, describing the vast amount of paper work necessary in the preparation and operation of a fair. Louis J. Heinzer, administrative advisor of the State department of finance, talked on laws governing fairs. Others heard included J. F. Brady, insurance adviser; J. R. Dieffenbacher, State food and drug inspector; Eric McLachlan, deputy chief of the division of adults; E. P. (Ned) Green, secretary-manager of California State Fair, and Anson Boyd, State architect.

Out-of-State fair representatives

(See 6 Mil Gate Seen on page 90)

Conscience

PHOENIX, Ariz., Feb. 14. — Treasury of the Arizona State Fair commission was boosted $5 a few days ago when Paul F. Jones, executive secretary, found in his mail a letter from a Princeton, Ill., preacher containing that amount. The sender confessed he had crawled over the fairgrounds fence 15 years ago to see auto races. "Since then," the letter said, "I have been saved from my sins and I am determined to straighten up the past and live my future for the glory of God."

Around the Grounds:

Santa Barbara Plans New Plant; Extended Memphis Run Praised

Approximately $400,000 has been earmarked for acquisition of a fairgrounds and for erection of the first buildings at Santa Barbara, Calif., by the 19th District Agricultural Association, Manager Charles Perkins announced. Money is coming to the district from the State, he said. Additional money will come from the same source, according to Perkins, who said that the fair plant would represent an expenditurre of about $1,000,000. Plans for the fairgrounds call for it to be located on East Cabrillo Boulevard.

The powerful *Memphis Commercial Appeal* Monday (9) hailed the decision of "the powers that be" to make an eight-day run of Mid-South Fair and Livestock Show. The editorial characterized the move as another indication of the fair's "determination to make itself one of the finest of its kind in the nation."

Back in from Tampa where he and his partner, Gaylord White, had the big car auto races, Al Sweeney reported that their org (National Speedways) had closed contracts to supply races at the Northeast Missouri State Fair, Bethany, Mo.; Lyon Fair, Rock Rapids, Ia., and the Jackson County Fair, Jackson, Mo. Signing of these gives the White-Sweeney combo 37 fair racing dates. The opening Saturday auto races at Tampa pulled the largest grandstand attendance for auto races in the 22-year history of the Florida State Fair, Sweeney said.

Bill Brown, publicity director for Frank R. Winkley's All-American Thrill Drivers and Auto Racing, Inc., is currently handling publicity for the $15,000 Metropolitan Miami Fishing Tournament and the Biscayne Jai Alai Fronton in Miami. The 100-night Jai Alai season ends in early April and the fishing competition April 18, after which he will take up his duties with the Winkley org. Brown, a veteran broadcaster, now opens his day with a short stint on WKAT, then hies to the fishing tournament office, where he remains until 5 p.m. before going to the Fronton to spend the evening digging up new angles on the Cesta-Pelota Players.

Fred H. Kressmann, of the Barnes-Carruthers Theatrical Enterprises, Chicago, reports closing contracts to supply the grandstand attractions at the Red River Valley Fair, Fargo, N. D.; the Western Washington Fair, Puyallup, Wash.; the Pennington County Fair, Thief River Falls, Minn., and the Eastern Idaho State Fair, Blackfoot, Idaho.

Al Porter, veteran fair executive, has been named secretary of the Northern Virginia Fair, Tappahannock, Va., scheduled for September 6-11. He already has booked Buddy Wagner's Airplane Thrill Show and has contracted the J. J. Kirkwood Shows to play the midway.

More tickets for July's Calgary Stampede and Exhibition were sold in the first four days of February than in the whole of February last year. Line-ups are daily events at the exhibition office and mail orders are arriving daily from all over Canada and the U. S., all of which is taken to mean that attendance this year will be excellent.

Frank R. Winkley wires that he has closed to provide all the afternoon attractions at the Hutchinson, Kan., Fair. He will present three days of big car races, two days of hot rod races and one performance of his automobile thrill show.

A picture story about Mr. and Mrs. Cal Thompson and their White Horse Ranch in Nebraska is included in the Interesting People section of the February issue of *American* magazine. The Thompsons are owners of the White Horse Troupe featured in grandstand shows.

Ft. Worth Gate Put at 257,000, Off From Peak

FORT WORTH, Feb. 14. — Attendance at Southwestern Exposition and Fat Stock Show, which closed Sunday night (8), was announced at 257,000 by Manager Edgar Deen. Figure is 18,000 under the record attendance two years ago when, as this year, the exposition lasted 10 days and nights. It is about 85,000 under last year when the show ran 12 days and nights.

Inclement weather—snow or rain every day—held down attendance on the grounds. The rodeo (19 performances) played to a total of 98,000 persons. All seats sold at $3, including tax. Rodeo admission included ground admission which was only 50 cents for those who did not enter rodeo gates.

This was the first year the show has ever been held in any month other than March. Despite the fact that inclement weather is more likely this time of the year in Texas, the dates will remain the same, Deen said.

"The primary purpose of the show is to promote the livestock industry," he said. "Entertainment is secondary. By having the February dates we get the livestock returning from the show at Denver."

Crowned champions of the rodeo were: Bill Linderman, Billings, Mont., bareback bronk riding; Johnny Tubbs, Valley, Wash., saddle bronk riding; Sonny Lavender, Holliday, Tex., Brahma bull riding; Toots Mansfield, Big Spring, Tex., calf roping, and Barney Willis, White Salmon, Wash., steer wrestling.

Statesville Signs Pacts For Acts, Pyro Shows

STATESVILLE, N. C., Feb. 14.—Dates for Irdell County Fair, sponsored by the Kiwanis Club, have been set for September 27-October 2. Clyde Alexander is general manager, and James C. Smyre is secretary-treasurer of the fair.

Contracts have been signed with the George A. Hamid office for the grandstand attractions, and with Tony Vitale for the fireworks display. Lawrence Greater Shows will occupy the midway.

To Ask More State $$ Aid

Would ban help for new fairs until they have shown three years, spent 15G

By Jim McHugh

ALBANY, N. Y., Feb. 14.—Members attending the fourth annual meeting of the New York State Association of Agricultural Fair Societies at the Ten Eyck Hotel Monday (9) and Tuesday gave strong support to a proposed fair school, with the result that it may get under way this spring. The plan, sponsored by Carl W. Lohnes, Schachticoke, and Edward L. Hardeman, Elmira, provides for the school to be held in a city convenient to most members for one or two days and to be patterned after successful schools in California and Michigan.

A resolution was adopted asking for an increase in the maximum amount of State aid from $10,000 to $12,000. Since there are now about 50 eligible fairs, the granting of this request would mean a total increase of about $100,000. Fairs this year will receive about $450,000, to be applied against the $600,000 disbursed in premiums.

Included in the resolution is a request that the Legislature ban new fairs from participating in the aid program until they have operated for three consecutive years and paid annual premiums of not less than $5,000 in that period. The stated purpose is to forestall an influx of promotional events.

Re-Elect Dodds

Bligh A. Dodds, of Gouverneur was re-elected president for a fifth term. All other officers were re-elected. They are: J. Alfred Valentine, East Williston, first vice-president; W. Ray Converse, Palmyra, second vice-president; Edward L. Hardeman, Elmira, secretary; James A. Carey, Albany, executive secretary and William A. Dardess, Chatham, treasurer.

The meeting attracted an estimated total attendance of 600. All business sessions were well attended and the banquet Tuesday night (10) drew capacity.

C. Chester DuMond, State commissioner of agriculture and markets, spoke of the revival of the State fair but gave no hint as to when or how soon. He said the State fair should

(See N. Y. Fairmen Plan on page 57)

John Sentell Named Prexy of La. State

SHREVEPORT, La., Feb. 14.—John M. Sentell, owner of Cairo Plantation near here, was elected president of Louisiana State Fair here Thursday (5). Walter B. Jacobs, president of the First National Bank, was elected first vice-president, and Mike Meltzer, New Orleans, second vice-president. Justin R. Querbes Sr. and W. R. Hirsch were re-elected treasurer and secretary-manager, respectively.

Sentell is a founder of the fair which was started 42 years ago. In 1946 he was a member of the group which went before the Legislature to obtain funds for the Youth Activities Building now under construction on the fairgrounds at a cost of $1,300,000

Copyrighted material
www.americanradiohistory.com

ATTENTION
FAIR SECRETARIES
CONTACT
ERNIE YOUNG
For Your Grand Stand Show
155 N. Clark St.
CHICAGO 1, ILLINOIS

NEW . . .
EXCITING . . .
DIFFERENT . . .
"Swing & Sway the Orton Way"
Juggling-Swaying AERIAL ACT
of
The SENSATIONAL ORTON
Al Martin Agency, Hotel Bradford, Boston

AMERICAN THEATRICAL AGENCY, INC.
Suite 1806, 203 N. Wabash Ave., Chicago 1
WARD (FLASH) WILLIAMS ATA EDGAR I. SCHOOLEY
SOME DATES STILL OPEN
FOR THE HELICOPTER SHOW, RODEO OR THRILL SHOW
Write-Wire-Phone Andover 6087-6088
Cable Address: ATAINC

FAIR SECRETARIES
CELEBRATION COMMITTEES
ARRANGE FOR
FIREWORKS NOW
• WRITE FOR SPECIAL DISPLAY PROGRAMS
• JOBBERS, ATTENTION ALL KINDS IMPORTED AND DOMESTIC FIREWORKS
• WRITE FOR DISCOUNTS
RICH BROS. FIREWORKS CO.
Write Dept. S, Box 514, Sioux Falls, S. D.

POLK COUNTY FAIR
LAKELAND, FLA., MARCH 18 TO 27
Exhibits, Fireworks, Horse Show and Amusements. Have space for sale in Exhibit Tents. Want Decorator, Phonemen to work Tickets, Booths and Book.
POLK COUNTY FAIR ASS'N
Suite 103, Old Western Union Bldg.
Phone 48081 Lakeland, Fla.

ATTENTION, ACTS
We are now contracting for high-class Acts for our 1948 Indoor Circuses and Fairs. State full details. Mail photos, state price first letter.
WILLIAMS AND LEE
464 Holly Ave. ST. PAUL, MINN.

ACTS WANTED
ill contracting Acts of all kinds for our 948 Fairs and Celebrations. Long season—ort jumps.
J. C. MICHAELS ATTRACTIONS
0 Reliance Bldg. Kansas City, Mo.

FAIR SECRETARIES
d Celebration Committees in Kansas and Oklahoma. e have a few open dates in September and October.
NTERNATIONAL SHOWS
COLEMAN LEE, Mgr.
Box 171, Hope, Ark.

Tampa Annual Hits New Biz, Attendance Marks; Gasparilla Day Big Despite Bad Weather

Total Gate Expected To Exceed 1947 Count

TAMPA, Feb. 14.—Still favored most of the way by ideal Florida weather, the Florida State Fair this week rolled merrily toward new attendance and gross business records, and fair officials and concessionaires and others all over the 55-acre lot were optimistic about the 11-day exposition which closes tonight (14).

A fair spokesman said the fair went off the nut Thursday, leaving two money-making days, with fine weather both days.

There was one unfortunate break in the weather when at 2 p.m. Monday (9)—Gasparilla Day, of all days—rain poured down in the midst of the beautiful parade marking the invasion of the city by Ye Mystic Krewe Pirates.

According to Police Chief J. L. Eddings, more than 500,000, and possibly 600,000 persons, jammed the city that day. Even with the bad weather break, attendance at the fair soared to an all-time record for one day. Total of 186,270 admissions were counted as compared with 181,708 on Gasparilla Day last year, the previous one-day record.

Other successful days included Children's Day, Friday (6); Saturday (7) and Thursday (12), Shriners' Day. Thru Thursday, total attendance, according to a spokesman, was 959,640 as compared to 850,273 last year during nine days.

Carl D. Brorein, president of the fair association, reported that revenue ran between 10 and 15 per cent above last year's. He explained that until Gasparilla Day total revenues were 17 per cent above the preceding year, but bad weather on that day caused slim attendance and revenues dropped accordingly.

General Manager P. T. Strieder predicted that the total attendance would go well over 1,000,000, which the fair reached last year for the first time.

Fair executives and showmen from all over the country visited here. One spokesman said that grandstand acts have been booked heavily during their appearance here, with Selden, the Stratosphere Man, inking many contracts.

Royal American Shows reported a brisk business on the midway, and Carl J. Sedlmayr Sr., owner-manager, reported it was way ahead of last year.

The electrical exposition continued to pack them in. Other exhibits in the livestock, floral and art buildings drew attention.

Distinguished guests included Florida's Governor Millard F. Caldwell and Maryland's Governor William Preston Lane Jr. on Governor's Day Tuesday (10). Fair association gave a dinner in honor of the governors. On Friday the association entertained the 13 county agents who brought displays to the exposition.

Darlington Sets Dates; Francis Shows for Midway

DARLINGTON, Wis., Feb. 14.—Lafayette County Fair will be held here August 12-15, with the John Francis Shows previding the midway for the third consecutive year, Elmer E. Putman, vice-president and concession manager, announced this week.

Putman, who is beginning his third year as concession boss and who recently took over the duties of vice-president, said that Jimmie Lynch's Death Dodgers have been booked for a matinee and night performance. The White Horse Troupe, booked thru Sunny Bernet, will present afternoon and night shows the last day.

Free attractions, not yet designated, also will be presented between races, Putman said.

Reid Stone Gets New Term As Oregon City, Ore., Sec

OREGON CITY, Ore., Feb. 14. — Reid Stone, Oswego, has been given a new term on Clackamas County Fair board by order of the county court. Stone, completing the unexpired term of John Telford, will serve a three-year term beginning January 1. The court order also named Stone secretary of the fair board.

Preps Adult-Youth Event in Ft. Wayne

FORT WAYNE, Ind., Feb. 14.—An adult fair, the first since 1939, returns to Allen County this year when the recently incorporated Allen County Fair Association, headed by Charles McKinley, president, stages its August 16-21 event at Fort Wayne Speedway. Repeated requests by the rural population for a fair in which adults and young people could take part was given as reason for the promotion.

McKinley, owner of the speedway, stated that there will be a program of harness and running races and adult farm-product competitions. It is hoped to combine youth activities with the event, and negotiations are currently under way with 4-H Club officials, sponsors of an annual 4-H Club event here, to effect a combine.

Since the 1939 fair several improvements have been made on the speedway. There are now three speed barns, new lighting systems and added parking space for 10,000 automobiles. The five-eighths mile speedway, which has been using auto races sanctioned by the AAA, now has a banked asphalt track. Turns of the half-mile horse track have been widened, and last year a quarter-mile midget auto track was built.

J-Bar-S Ranch To Open In May; Staff Announced

NEWFOUNDLAND, N. J., Feb. 14.—The J-Bar-S Ranch, formerly the S. M. S. Ranch Rodeo, will open its season in May, Joe Daly, general agent, announced at the organization's headquarters here. Daly says the unit will carry about 60 head of rodeo stock and from 25 to 30 people and will play under auspices until the opening of the fair season.

Frank Shields again will handle the arena director's duties, with Florence Shields as arena secretary and official timer, Barney Jaeger as assistant arena director and business manager, and Earl May as superintendent of livestock.

Tresmer Johnson Re-Elected President at De Ridder, La.

DE RIDDER, La., Feb. 14.—Tresmer Johnson, De Ridder, was re-elected president of the Beauregard Parish Fair Association at the annual meeting here this week. Booth Jones, vice-president, and O. J. Hood, secretary-treasurer-manager, are the other officers of the 12-man board.

Dates for the '48 event will be set February 28.

Attention, Bookers!

A list of attraction agencies selling to fairs or amusement parks will be published in the spring issue of *The Billboard*. Agencies seeking free listing in this compilation are requested to submit the following information: Complete firm name, office address and representatives selling to fairs and parks. Such information should be mailed to the Outdoor Department, *The Billboard*, 155 North Clark Street, Chicago, not later than March 1.

Calif. Fashion Industry Wants In at State Fair

SACRAMENTO, Feb. 14.—California's rapidly expanding fashion industry may play a greater role in the California State Fair this year, it is indicated following a recent meeting of the annual's board of directors. The board considered a letter from the editor of a national fashion magazine who stated that the fashion industry wishes to have a State-wide fashion show on the fairgrounds prior to the opening of the fair. The winners would then exhibit California fashions daily in Governor's Hall during the 11-day run of the fair, it was suggested.

The board instructed Secretary-Manager E. P. (Ned) Green to work out details with the fashion people and give them all the encouragement possible.

Other business taken up at the meeting included official return of the women's building to the women of California. Action resulted from controversy aroused last year when customary jams, jellies and needlework exhibits were removed from the women's building to the dairy building. The women's building housed art exhibits exclusively in the 1947 event.

Dr. J. E. McConnel, board member, read a report concerning suggestions for decorative effects to carry out the Gold Rush Centennial keynote, adopted for the 1948 fair. Suggestions included use of amber lights at night to throw a gold color on the buildings; naming streets in honor of early day figures, contrasts in exhibitions to show the growth and development in California industry and economy in the 100 years since the discovery of gold; redecorating the entrance to the fairgrounds in a frontier motif.

The board voted to invite the national convention of the American Legion in San Francisco to include the State fair in its itinerary this year, and an invitation to the Native Sons and Daughters of the Golden West to use the fairgrounds as the focal point for their 1950 centennial celebration. Both measures were approved.

Other subjects, originally slated for discussion by the board were postponed until a later meeting. Subjects included revision of the concession policies to reduce the price of midway amusement kiddie rides, selection of judges and completion of premium lists.

Green reported that revenues of the State fair for December totaled $8,972.68.

J. F. Sweeney Quits Regina Post, Moves to Winnipeg

REGINA, Sask., Feb. 14. — J. F. Sweeney has resigned the directorate of Regina Exhibition Association and moved to Winnipeg, Man., where he will have an executive post on *The Citizen*, a new daily.

Sweeney was chairman of the attractions committee here.

Copyrighted material
www.americanradiohistory.com

N. Y. Fairmen Plan School To Ask More State $$ Aid

(Continued from page 55)

be designed to attract city people in order to show them what agriculture does.

Charles Figy, director of the Michigan Department of Agriculture, urged use of fair plants as much of the year as possible. He cautioned, however, against use of grounds in any manner which would result in competition for private enterprise. A total of $120,000 in State aid was granted 163 Michigan fairs last year.

N. H. Fairs Receive Aid

Dr. R. W. Smith, secretary of the New Hampshire Fairs' Association, told of the gains made by member fairs since 1939 when pari-mutuel racing was legalized and agricultural fairs received 0.25 per cent of the State's share of the betting. The aid enabled the fair at Plymouth to increase its attendance from 5,000 to 70,000 in that period.

Andrew C. Beam, a member of the board of managers of Erie County Fair, Hamburg, said that a fair to be successful had to be properly financed, have a well-rounded program to appeal to all groups, and have a capable organization. School people are the only ones who can make children's days a success, he said.

Suitable building materials, reasonably priced, are available in quantity, R. J. Pearse, fair designer and architect, told the group. He said he had recently completed construction of a building which would house 200 head of cattle for $7,400. He said that modernization was catching up with fairs and that old-fashioned agricultural buildings and displays were outmoded.

Human Nature Stressed

Judge Leon D. Howell, chairman of the advisory committee of the Mineola Fair, cautioned managers to pay particular attention to human nature in planning their programs. Other speakers were Henry Knauf, president of the United States Trotting Association; Glenn O. Carter, secretary of the American Institute, and Col. Hugh Barclay, of Pulaski.

Carl Lohnes urged members of the association to join the International Association of Fairs and Expositions, since dues for county annuals are only $25.

George A. Hamid appeared at the open forum to urge fairmen to pay particular attention to their programs. He said that each director should be responsible for the operation of a department. Jim Carey urged adoption of a uniform system to identify cattle.

Seek Tax Cut

A resolution urging elimination of federal tax on admissions to grounds was adopted.

A top-notch floorshow was presented by George A. Hamid, Inc. Talent included the Dancing Taynors; Cappi Barra, harmonica; Allan Gianetti, vocalist; Florida Trio, pantomime, and Scotty Burbank, marimba and novelty musical presentation. George A. Hamid Jr. was emsee. Horace B. Bowman led group singing.

Attractions firms and their representatives registered with the fair association included George A. Hamid, Joe Hughes and Lee Barton Evans, George A. Hamid, Inc.; Kline Attractions; Al Martin, Al Martin Agency; Frank Wirth, Frank Wirth Booking Agency; Jolly Joyce; Frank Melville, W. L. S. Barn Dance; Harry Cooke, Cooke and Rose; Gaiety Shows; Westcott's Circle W Rodeo; Fred C. Murray, International Fireworks Co.; Joe Godin, Interstate Fireworks Co.; James E. Strates and Harry Parker, James E. Strates Shows; Mr. and Mrs. King Reid and Leonard Parley, King Reid Shows; Continental Shows; O. C. Buck and Jim Quinn, O. C. Buck Shows; Mr. and Mrs. Justin Van Vliet, B & V Shows; Gerald Snellens, World of Mirth Shows; B & C Shows; Ross Manning and Pat Hanlon, Ross Manning Shows; Ralph and Mollie Decker, Joseph J. Kirkwood Shows; Mickey Percell, Pioneer Shows; Dick Coleman, Coleman Bros.' Shows; Jack J. Hornfeld, Ferris Shows; Mr. and Mrs. Sam Levy and Herb Shuve, Lawrence Greater Shows; Lawrence Carr, Lawrence Carr Shows; Lloyd Serfass and Jack Wright, Penn Premier Shows.

Buddy Wagner's Thrill Show; Lee Crosby, Crosby's Thrill Show; Jimmie Van Cise, Jimmy Lynch Death Dodgers; J. F. (Irish) Horan, Joie Chitwood Thrill Show; B. Ward Beam, Beam's Hell Drivers; Jack Kochman, Kochman's Hell Drivers; Lee Lott, Lucky Lott Hell Drivers; Sam Nunis Auto Races; Don Strong, Eastern States Racing Attractions; American Stock Car Racing Association; Henry Roeller Sound Systems; George Handy Sound Service; Hubbard Sound; Dingman Sound; Fribley's Radio Sound Service; Ben S. Allen, Posters, Inc.; Prescott Brace, ice cream and custards; Freddy Blyth, bingo; Frank Caravella and Ben Herman, Caravella Amusements; Caledonia Shows; Max Cohen, American Carnivals' Association; Consolidated Vaudeville Exchange; Roland Champagne, Continental Shows; W. Earl Duncan; Globe Poster Corporation; George L. Grogan; John Smetzler; Hex Manufacturing Co.; Morris Gomberg, Metropolitan Printing Co.; Robert W. Mallett, sound and show equipment; Regalia Manufacturing Co.; Emil Solomon, Manhattan Amusements, Inc.; Triangle Poster Co.; Bert Lowe and Frank Prystas, Fair Publishing Co.; G. T. Fitzpatrick, concessions; McCombs and Bowdish, highway trailers, and Weaver Tent & Awning Co.

Fred Dole Re-Elected Prexy At Shelburne Falls, Mass.

SHELBURNE FALLS, Mass., Feb. 14. — Fred B. Dole was re-elected president of Franklin County Agricultural Society at the recent annual meeting at which plans were discussed for the 100th anniversary of the fair, September 13-15.

William C. Conant, re-elected treasurer, reported 1947 was not as successful as '46, but the association was able to add $1,000 to its treasury balance. He outlined plans to renovate the grandstand area for an industrial display and for a special centennary souvenir program. New construction will include improved poultry houses and permanent quarters for the fish and game department.

Other officers renamed were George Fuller and J. B. Kennedy, vice-presidents; Whitman B. Wells, secretary, and Roger B. Ladd, secretary of races.

Push Campaign To Start Annual at Abbeville, La.

ABBEVILLE, La., Feb. 14.—Plans are being pushed for a fair here. A drive, sponsored by the Rotary Club, to raise $75,000 for the construction of a plant is under way, with Chairman Richard Putnam, of the civic advisory planning board, directing the campaign. C. B. Caldwell is temporary head of the fair, which will incorporate in the near future.

North Haven Names Execs

NORTH HAVEN, Conn., Feb. 14.—At a recent meeting of North Haven Fair Association the following officers were elected: Robert Bartlett, president; Robert Clinton, first vice-president; Erwin Smith, second vice-president; Franklin Wooding, treasurer; Laura Bartlett, corresponding secretary; Harry Wooding, recording secretary; Lillian Stephens, secretary of entries, and Joseph Bartlett, general manager. The 1948 annual will be held September 10-12.

Kentucky Elects '48 Slate

LOUISVILLE, Feb. 14.—Elected recently to guide the September 12-18 Kentucky State Fair here were J. R. Rash, president, Henderson; Scoggan Jones, vice-president, Buechel, and three board members of Louisville, J. O. Matlick, manager; John C. Wehrley, general superintendent, and Anna Beard McCrocklin, secretary.

Motor Speed Round-Up:

Test of PCSA Strength Looms At Las Vegas, Nev., Feb. 29

LOS ANGELES, Feb. 14.—The currently muddled Southern California midget auto racing picture has begun to clear up. As anticipated, promoters making up the Pacific Coast Speedways Association (PCSA) will come out with what they want—open competition at five tracks, including the highly disputed San Diego saucer. At a recent meeting the PCSA started to sign drivers regardless of affiliations. Previously the United Racing Association (URA) told the promoters that drivers and owners would not agree to open competition at San Diego, stronghold of V8's and drakes and where the offies have been banned.

But the PCSA refused to agree and has begun using a Las Vegas, Nev., racing date (February 29) as a test case. Thirty-six car owners and 35 drivers signed. They include such car owners as A. J. Walker, Ray Gardner, Ernie Cerdo, Arnold and Burt Krause and the Famaghetti brothers. Among the drivers are Lyle Dickey, Roy Ruttman and Johnny Garrett.

Meanwhile, Roscoe Turner, URA prexy, announced that he will call a special meeting of his outfit during which URA members will get their last chance to decide if their organization is going to stay in one piece, or go the way of previous ones.

It is expected that most of the URA members will finally vote to accept the PCSA set-up. That will give them 14 tracks on which to race under their own sanction. Otherwise, judging by the number who individually signed to race for PCSA, they'll run under the promoters' banner.

Under the PCSA set-up, open competition this summer will prevail at Gilmore Stadium, Los Angeles; Culver City, San Diego, San Bernardino and Fresno, with the rest of the tracks closed to the offies.

Burness Scores Win

NORWALK, Calif.—Chuck Burness captured the 25-lap main event of the hot-rod races at the Firestone Boulevard Motordrome here before a crowd of 1,500 fans Sunday (8). Bruce McClaire was second and George Seegar third. Dan Maruffo nabbed the semi-main and Bill LeRoy won the trophy dash.

Wins at Gardena, Calif.

GARDENA, Calif.—Art George, of South Gate, was the victor in the 30-lap big car feature race at Carrell Speedway here Sunday (8) before 7,450 spectators. He was trailed to the wire by Bill Steves and Joe Gemsa, second and third respectively. Four top-flight drivers went out of the big race with broken gears; two others were forced out by bad tires in the last few laps. Semi-main was won by Eddie Linden, and Frank McGurk copped the trophy event.

Regina Sets Rodeo Budget

REGINA, Sask., Feb. 14. — Directors decided to retain the rodeo as a feature at this year's fair and set a budget of $18,000, exclusive of the cost of chuck wagon races. Last year's rodeo cost more than $29,000, which included a $4,200 initial outlay for arena construction and $4,000 for chuck wagon races. Prize money will be kept up to last year's level. Directors gave credit to last year's rodeo for boosting grandstand revenue and attendance.

HOW FAIR BOARDS-THEATERS CAN MAKE MORE MONEY THIS YEAR!

Profits are a cinch in 1948 if you act early and book famous Hillbilly Acts direct from World's Original WWVA Radio Jamboree! These are same Hillbilly Stars that are heard weekly on nationally known Jamboree broadcast over powerful 50,000-watt WWVA. Over one million paid admissions to see Saturday night Jamboree broadcast during past 15 years! For complete details write, wire or phone Radio Station WWVA, Wheeling, W. Va.

★ DAZZLING DISPLAYS
★ ANIMATED CHARACTERS
★ FIREWORKS
THE WORLD'S GREATEST CROWD ATTRACTION
Each Show Complete With Expert Operators and Liability Insurance.
NOW BOOKING FOR FAIRS AND EXPOSITIONS FAIRMEN SEND FOR PROGRAM AND INFORMATION
COMPLETE "SHOOT YOURSELF" PACKAGE SHOW CATALOG SENT ON REQUEST.
P. O. BOX 2005 PEERLESS FIREWORKS CO. TULSA 1, OKLA.

ST. LOUIS OPPORTUNITY
AMUSEMENT PARK–FAIR GROUNDS
Amusement Park tie-in with Greater St. Louis Fair. Midget Racing, half-mile track. Complete Amusement Park set-up proposed. 2,500,000 potential to draw from. Inquiries solicited from financially responsible parties able to take active part in operation Fair and Park. Address
VERNON M. HUFF, St. Louis Fair Assn., Inc.
320 N. GRAND, ROOM 401, ST. LOUIS 3, MO.

JOE BREN AGENCY Talent Co.
THEATRICAL AND ENTERTAINMENT PRODUCTIONS
6533 HOLLYWOOD BLVD. HOLLYWOOD 28, CALIF.

Copyrighted material
www.americanradiohistory.com

TAMPA BIZ GOOD ROAD OMEN

RAS in Sock 11-Day Stand

New shows, rides, fronts dominate midway—Raynell, Claxton acts stand out

TAMPA, Feb. 14.—New shows, new rides, new fronts and many revisions mark the first 1948 appearance of the Royal American Shows, which closes another successful run at the Florida State Fair Saturday (14). From here, shows go to the Central Florida Exposition at Orlando.

There is a bright, lively atmosphere about the midway that may serve as an omen for a good season on the road. Relaxed after the midwinter vacations, showmen appear cheerful and optimistic about 1948. Tampa, winter quarters of RAS, always gives the shows a big welcome and backs it up with a good turnout at the fair. Best day was Saturday (7), when Florida sunshine played on the midway all day, and the evening was warm and comfortable. Show officials are checking their books to see if this wasn't a record business day for them at the local fair.

Minstrel Clicks

As usual, Leon Claxton's Minstrel Show is getting a big run. This show, for some reason, has always been a drawing card at the fair here. Line-up, costumes and lighting this year are tops.

The Four Notes, a versatile quartet that has been heading for fame on the networks, recordings and television, are outstanding. Claxton, an old friend of Jimmy Sapp, one of the quartet, signed up the team for the road. With Sapp are Tommy Adams, Ollie Johnson and Gene Smith. Their take-off on the Ink Spots is terrific. The Four Notes came to Royal American from the Club Ebony in New York.

Others in the line-up include Raul and Bonnie, dance team; Gilbert

(See RAS in Sock on page 65)

OFFICERS OF THE MISSOURI SHOW WOMEN'S CLUB were snapped at the annual installation dinner in the Mark Twain Hotel, Kansas City, Mo. Left to right: Peggy Grimm, social secretary; Adele Miller Brunk, secretary; Estelle Regan, third vice-president; Lotis Francis, president; Ann Jane Bunting, emsee; Ida McCoy, first vice-president; Daisy Davis, chaplain; Norma Lang, treasurer, and Ethel Hesse, sergeant at arms.

Two N. Y. Fair Dates Go To Strates; Buck, Reid, Coleman, Van Vliet Score

25 ACA Members Scramble for Biz

ALBANY, Feb. 14.—A handful of favored carnivals, entrenched in this territory for a long time, walked away with the cream dates at the annual meeting of the New York State Association of Agricultural Fair Societies at the Ten Eyck Hotel Monday and Tuesday (9-10). There was plenty of action, however, with 25 members of the American Carnivals Association (ACA) on the firing line, according to a count by association counsel Max Cohen. Since this was the last Eastern meeting, agents who were still in need of dates were on tap virtually 24 hours a day.

James E. Strates, owner of the shows bearing his name, had no trouble in wrapping up Hamburg and Cortland, the only two fairs he needed. He remained thruout the doings, however, to supervise the entertainment furnished by his org. After the meeting he and Mrs. Strates left for the show's winter quarters at Jacksonville, Fla. Gerald Snellens, of the World of Mirth Shows, the only other railroad unit represented, was just there for the fun, since his org was booked solid in advance.

Oscar C. Buck, owner of the shows bearing his name, attending his first meeting this season, added Elmira to his route. The date was formerly held by Strates, who had to vacate because of prior bookings. Buck's route includes Gouverneur for the 12th year, Malone for the 10th year, Little Valley and Dunkirk, and the Great Barrington (Mass.) and Danbury (Conn.) fairs. Buck, who journeyed here from Florida, will spend the rest of the winter at adjacent Troy where his home and winter quarters are located. Mrs. Buck and their son will join him there.

King Reid, his wife, Hilda, and show secretary Leonard Farley set-

(See 25 ACA Members on page 64)

Frank Peppers Lists 1948 Staff; Says Org Will Play New Area

ST. LOUIS, Feb. 14.—Frank W. Peppers, owner of the shows bearing his name, announced his 1948 staff while on a business trip here.

Tom Mehl will serve as manager, with B. C. McDonald as secretary; Oliver McAninch, treasurer; E. H. Broome, business manager; Harold J. (Chick) Young, billposter; Bill Dunn, master mechanic; James E. Fisher, Diesel engineer, and Danny Peppers, utility and purchasing agent. A general representative and concession secretary have not been named.

Peppers disclosed that Charley Aldrich has contracted to have the Monkeyland. T. L. Poole will have the side show and Clifford Houser the Minstrel Show. Aldrich, Poole and Houser are due to report soon to the org's Florence (S. C.) quarters. Crew at work there is headed by Roy Rankin, Gene Roher and Frank Pernetti. Also at quarters are Roy and Anna Rae McCurdy and Mrs. J. L. Kennon.

Peppers said his org will be routed over 12 States and will play much new territory. Opening is scheduled for the latter part of March.

6 Fairs to Manning; Plans Refurbishing

NEW YORK, Feb. 14.—Ross Manning, owner of the shows bearing his name, announces the contracting of six fairs. They are Damariscotta and Orland, Me.; Norwich and Brookfield, N. Y.; Great Barrington, Mass., and Danbury, Conn. Danbury will be played in conjunction with the O. C. Buck Shows.

Manning left here for Florida Thursday (12). He will vacation there for about a month before starting full-scale operations at his winter quarters on the grounds of the New Jersey State Fair, Trenton.

All units will be overhauled and painted and new canvas has already been ordered, Manning said.

D. & H. Combined With Va. Midway; Southern Tour Set

SAINT GEORGE, S. C., Feb. 14.—D. & H. Shows and Virginia Midway Shows which have been combined under the former title for 1948, will open their tour in Ludowici, Ga., February 23, it was announced from local quarters this week.

Shows plan to tour the Southern States with 5 office-owned rides, 10 concessions and 3 shows. Equipment includes transformer wagon, sound car and new marquee.

Elected to direct shows' activities at a meeting here February 8, were Frank E. Dickerson, general manager; Evrit T. Byrant, assistant manager and traffic director; Clarence E. Smith, secretary, and James McCraw, trainmaster and builder.

ELMIRA, N. Y., Feb. 14. — Fire early Wednesday morning (11) heavily damaged a large commercial building on East Water Street, of which James E. Strates is part owner.

Weather Clouts Bill Hames Org

Ft. Worth Stock Show hit by ice, snow, rain — unit to return to road March 10

FORT WORTH, Feb. 14.—Bill H. Hames Shows Sunday (8) moved back into winter quarters here after a disappointing 10 days at the Southwestern Exposition and Fat Stock Show on the Will Rogers Memorial site.

Bad weather slashed attendance and midway biz. There was not a day which was not marred by either ice, snow or rain. On numerous occasions crowds formed on the grounds only to be driven to cover by rains.

"What shaped up as a successful stand proved a flop," O. O. Vlack, shows' auditor, said in summation.

In the past the Hames org usually moved on to another Fort Worth lot after the close of the exposition, which in those years had been held in March.

"Weather at this time of year does not permit us to follow past practices in this respect," Black explained. "Our next engagement will be at the Tulsa (Okla.) Livestock Show, March 10."

Hames personnally was in charge of the shows at this stand.

Operators of shows and rides with the org here included L. O. Weaver, Dodge 'Em; O. O. Black, baby planes; T. G. Ledel, Baby Auto Ride and Bughouse; J. D. Steinbach, Roller Whip; W. B. Morgan, Merry-Go-Round, Caterpillar and Looper, from William Snapp's Shows; Sam Caldwell, Motordrome; W. W. Mosier, Spitfire; J. W. Byers, Pretzel and Funhouse; E. E. Botham, Flying Scooter; George Trotter, Fly-o-Plane, and the Roller Plane from Rockwell Shows. Show owned and operated units were Octopus, Ferris Wheels, Funhouse, side show, Minstrel Show and Girl Show.

Jimmie Williams operated a string of concessions. Frank Roberts had popcorn and peanuts, and Lonnie Cooper operated the bingo.

Royal Expo Bows Well at Delray's Gladiola Festival

DELRAY BEACH, Fla., Feb. 14.—Royal Exposition Shows, midway attraction at the seventh annual Gladiola Festival and Fair here, played to good business the initial two days of the event despite rain the second night. Annual opened Monday night (2) to attendance estimated at 4,900, but rain the following night held the crowd to 900 paid admissions.

Shows' line-up included 12 rides, 8 shows and 64 concessions.

Caravella Amusements Contract Five Annuals

NEW YORK, Feb. 14.—Frank Caravella, owner of Caravella Amusements, announces the signing of five fairs. They are Luray, Va.; Camden, Kingstree and Manning, S. C., and Gratz, Pa.

Caravella and his business manager, Genny Herman, attended the annual meeting of the New York Fairs Association in Albany, Monday and Tuesday (9-10).

Copyrighted material
www.americanradiohistory.com

SHOWMEN!

Ready for '48?

The '48 season is close at hand. All outdoor show people are getting equipment in shape for the first stand. Is your equipment in tip-top shape to stand the long, hard haul?

AVAILABLE IMMEDIATELY

Limited supply of van, rack and platform trailers, tractors and straight trucks. Will finance and trade.

Berman Sales Company

Phone: Pennsburg 521 Pennsburg, Pa.

JOHNNY T. TINSLEY SHOWS

"AMERICA'S MOST MODERN MIDWAY"

Want—SHOWS . . . SHOWS—Want

We offer a very liberal proposition to high class shows with their own outfits and offer an outstanding route where you can make money. WANT Monkey, Mechanical, Side Show, Illusion, Penny Arcade or any clean money-getting show.

Address

JOHNNY T. TINSLEY SHOWS

22-A E. Court Street Greenville, S. C.

WANTED ACTS

FOR JR. CHAMBER CIRCUS, WEEK MARCH 8, CHARLESTON, S. C.; ALSO WEEKS APRIL 5, 26 AND MAY 3

Elephant, Horses or Ponies, Seals, Lions, Ground Acts, Aerial (Charleston, 40-foot height), Clowns. Address

EDWIN N. WILLIAMS

Francis Marion Hotel Charleston, S. C.

MODEL SHOWS, INC.

WANTS FOR MARCH OPENING

CONCESSIONS—Ball Games, Photo, String, Airplane, Clothes Pin, Guess Weight, Jewelry.
SHOWS—Good Minstrel, Snake, Mechanical, Fun House, Glass House, Wild Life, 10-in-1.
RIDES—Will book Roll-o-Plane and Kid Airplane. All address:

JOHN L. ROBINSON

1302 BUCHANAN TEXARKANA, TEX.

FOR SALE, TRADE OR LEASE

FLY-O-PLANE

In good condition. Will sell ⅓ down, balance on terms. Am interested in Parker or Ell 5, 12 or 16 Wheel. I would be interested in leasing Fly-o-Plane to a park on a flat or percentage rate.

E. L. BATES

343 ATLAS AVE. GRAND RAPIDS 6, MICH.

Easy to sell . . . easy to make

Kraft Powdered Mix takes the work out of ice cream making. And yet it gives you smooth, rich cream every time. Just add water, stir and freeze . . . presto! ice cream with that bring-'em-back again goodness. Flavor variations are no problem either . . . simply add nuts, fruits, confections or flavors to your taste.

CHECK THESE ADVANTAGES:

- ✓ Homogenized, pasteurized fresh milk and cream and other ingredients in convenient powdered form.
- ✓ Easy-to-handle 4¼ pound vacuum-packed tin . . . compact in volume, needs no refrigerated storage space.
- ✓ Saves time and labor . . . no weighing and mixing of numerous ingredients.
- ✓ Danger of mix spoilage reduced to the absolute minimum.
- ✓ High quality and uniformity insured by Kraft's modern laboratory control.

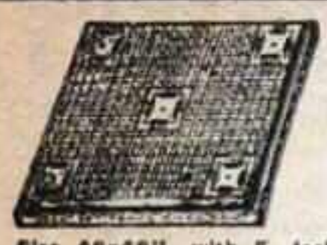
FROSTED "MALTS ARE EASILY MADE, TOO!

With Kraft Powder Mix for Frosted Mal all you do is add wat mix, freeze and ser direct from the freez

Address inquiries for more information and prices to

KRAFT FOODS COMPANY
Department BB-2
500 Peshtigo Court, Chicago 90, Ill.
Branches in all principal cities

Copyrighted material
www.americanradiohistory.com



PENNY PITCH GAMES

Size 46x46", Price $37.50.
Size 48x48", With 1 Jack Pot, $45.00.
Size 48x48", with 5 Jack Pots, $50.00.

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price $22.50

BINGO GAMES

75-Player Complete $6.00
100-Player Complete 8.00

1/3 Deposit on All Orders.

SLACK MFG. CO.

116-122 W. Illinois St. CHICAGO, ILL.

ASTRO FORECASTS

All Readings Complete for 1948

Crystal Balls; Imported

...n hand in these sizes: 2½; 3 inch; 3 9/16; 3 3/16. Write for prices.
...ingle Sheets, 8½x14, Typewritten. Per M. . $5.00
...-p. Goldfish Pamphlet, 8½x11, 12 Signs, Any Quantity. Each ..... 1½¢
WHAT IS WRITTEN IN THE STARS. Folding Booklet, 12 P. 3x5. Contains all 12 Analyses. Very Well Written, $5.00 per 100; sample 10¢
ORECAST AND ANALYSIS, 10-p., Fancy Covers. Ea. ..... 5¢
Sample of each of the above 4 items for .... 25¢
...e. 1, 45 Pages. Assorted Color Covers ..... 50¢

NEW DREAM BOOK

...20 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample ..... 20¢
...OW TO WIN AT ANY KIND OF SPECULATION, 24-p., Well Bound, 8½x11 ..... 25¢
...ACK OF 79 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. 50¢
...igns Cards, Illustrated. Pack of 36 ..... 15¢
...raphology Charts, 9x17. Sam. 5¢. Per 1000 $7.50
...ENTAL TELEPATHY, Booklet, 21 P. ..... 25¢
...hipments Made to Your Customers Under Your ...abel. No checks accepted. C. O. D. 25% Deposit. ...ur name or ads to do not appear in any merchandise. ...amples postpaid prices. Orders are P.P. Extra.

SIMMONS & CO.

...West Jackson Blvd. CHICAGO 4, ILL.
Send for Wholesale Prices.

NEW SUPER KETTLE

Ideal popper for large volume business! 35-qt. capacity kettle, 19½" diameter by 15" deep of 3/32" aluminum. Gearless agitator. Sturdy. Makes money for You! $37.50. Also 12-quart Saratoga, $20; 8 quart kettle, $10. Write for details. Terms: 25% with order, balance on delivery.

CONCESSION SUPPLY CO.

3916 Secor Road, Toledo 6, Ohio

America's Pioneer Manufacturer of Corn-Popping Machines

CRETORS

Since 1885

1948 IMPROVED SUNSHINE CHOO CHOO TRAIN

Biggest money maker on any Midway for labor required, space needed and money invested. Prices—Three Cars, 18 passenger, $1800.00; Four Cars, 24 passenger, $1955.00; Five Cars, 30 passenger, $2100.00; all F. O. B. Tampa, Fla. Fast truck delivery and set up for 15 cents mile one way. Send dollar for large photo and complete description.

MEMBER ACA INC.

SUNSHINE MFG. CO.
2105 E. CHELSEA ST.
TAMPA, FLA.
Member Tampa Chamber of Commerce

EDWARD BAKER

...ormerly of Peppers All States Shows, please contact immediately
SAPP & MOORE, Attorneys
Greensboro, North Carolina. Urgent.

MIDWAY CONFAB

John M. and Bill Phillips are readying a new all-metal high striker at their Van Dyke, Mich., shops.

Time is a great healer. It also fixes everything for the guy who healed a cookhouse last season.

Betty-Lou Timberlake and Jimmie Hatfield, mentalist, are working theaters and clubs in Hot Springs.

Frank Zorda has been contracted to operate the side show on Mighty Page Shows again in 1948.

Rex, Fannie and Milton Ingham recently visited Mr. and Mrs. James Hodges, retired showfolk, at Salisbury, N. C.

Buddy Gentry, former Motordrome operator with the Johnny J. Jones Exposition, has been released from Veterans' Hospital in Nashville.

Yesteryear showman philosophied: "A strong bally is the main thing; the performance is secondary."

Edward Sweeney started work Thursday (12) on the program for the Elks Fair, to be held in Lakeworth, Fla., March 4-13.

Pinky Pepper, after playing the Club Colony, Louisville, is making a return engagement at McFarland's night club, Louisville.

Victor Ferguson has returned from New Orleans to join the Joyland Midland Attractions at Detroit with his corn game.

Fifty-four underprivileged children last week were gifted with pairs of rubbers by the Michigan Showmen's American Legion post.

What no showman has discovered is how cold does it have to get to kill one's desire to remain on the road.

Maj. Earl Bender, first commander of the Michigan Showmen's Association's American Legion post, was a recent Detroit and clubroom visitor.

Mr. and Mrs. F. S. Woolsey, accompanied by F. S. Nagel, played the Fort Worth Fat Stock Show. Their next stands will be the Fat Stock Shows in Oklahoma.

Mr. and Mrs. W. B. Reece, who have booked their five concessions on Midway of Mirth Shows for 1948, are wintering in Tampa. Their son, Gene, recently enlisted in the navy.

Mrs. Don Brashear, wife of the general agent of American Midway Shows, last week returned to org's North Pleasanton, Tex., quarters after a visit with her mother in California.

The report that a manager signed a State fair at his own figure reminds the skeptic that it wasn't the first time even tho it's too high.

Sam Adler, photo gallery and cookhouse operator, has been working for some time on a new-type photo machine which he may put on the market.

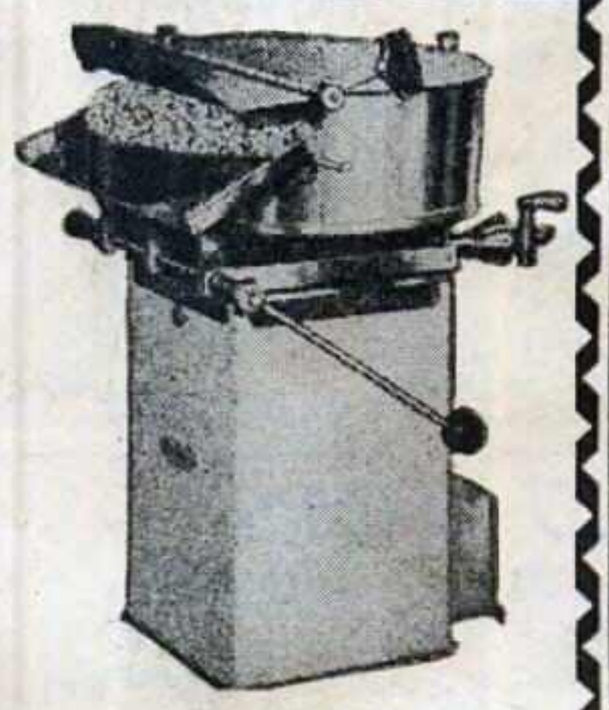
Donald Gauthier, former concession trailer manufacturer, is operating his Frozen Custard stand at Jefferson and Greater Lakes avenues in River Rouge, Mich., to good business.

Peter Percell, of the Pioneer Shows, advises that Jerry Higgins has again signed his *Chez Paree Revue* on the org, with Joan Mansfield as featured dancer. Higgins plans to sell the

Popcorn Profits Doubled

with CRETORS auxiliary GIANT MODEL 41

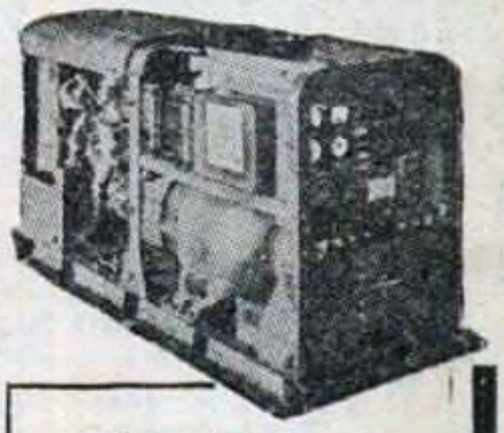
A fast, trouble-free popper that pops corn direct in the seasoning and salt. Pops two pounds of raw corn each popping, giving about 15 bushels of popped corn per hour. Patented popper pan construction keeps heat where needed . . . patented cover construction relieves the popping corn of pressure, insuring maximum popping volume. Enclosed transmission.



HEADQUARTERS FOR PURDUE HYBRID S. A. CORN

Immediate delivery on Cocoanut Oil, Peanut Oil, Salt, Boxes

POPPERS BOY PRODUCTS CO. 60 E. 13TH ST. CHICAGO 5



10 KW.—120-240 Volts—60 Cycle-Single Phase
WILLYS JEEP GAS ENGINE
GENERATOR SETS

IMMEDIATE DELIVERY!
(Subject to Prior Sale)

Engine 4 cylinder, 4 cycle L-head, water cooled, rated 35 horsepower at 1800 RPM.
Generator: 120 or 240 volts, single phase 60 cycle AC; rated power 10 kw. at power factor of 1.0; 12.5 k.v.a. at 80% power factor. (Voltage change is accomplished by changing jumper connection on terminal strip.

$745 Each

F. O. B. Kentucky. (Boxed for Export.) 25% Dep., Bal. C. O. D.

THESE PLANTS ARE UNUSED GOVERNMENT SURPLUS, MODEL PE-95. THEY ARE READY FOR IMMEDIATE USE.

Also have same series PE-95 5 Kw. units, same general specifications as the 10 Kw. except output is exactly half, 5 Kw., 6.25 K.V.A. Price $545.

HARRY HAYKIN
290 EMPIRE BLVD. BROOKLYN 25, N. Y.

THE NEW D-140 ELI POWER UNIT

★—★—★—★
25 HORSE POWER
Ample Horse Power for any ride.
★—★—★—★

TRUCK

The ELI Power Unit is mounted on the famous ELI Truck, known to ride men as the most sturdy, convenient mounting for power units.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

POWER WORRIES ENDED

With an ELI Power Unit that is constantly ready to go, you can rest easy on busy days. When the rides are operating continuously, patrons are handled regularly and the money keeps rolling in. Yes, and ELI Power Unit is RELIABLE POWER.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

The ELI Power Unit is not the cheapest Power Unit at first cost, but its dependability and long service make it the cheapest in the long run.

ELI BRIDGE COMPANY

800-820 Cass Avenue Jacksonville, Illinois

BOOMERANG

1948 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1947

WRITE FOR CATALOG, ETC.

U. S. RIDING DEVICES CORP.

HARRY WITT
298 Junius St., Brooklyn, N. Y.

SHRUNKEN HEADS

As the natives of the jungle prepare them. White native and others. Female heads with long hair, prepaid $8.00. Male heads prepaid $6.00. Many other manufactured attractions: Wolf Boy, Fish Girl, Ape Boy, Cannibal Heads and Bodies, Shrunken Bodies, life-size Mummies and Bodies. Attractions made to order. Write for Prices and Photos.

TATE'S CURIOSITY SHOP

5240 EAST VAN BUREN
PHOENIZ, ARIZONA

OHIO SUPER YELLOW
and
DWARF WHITE HULLESS
POPCORN

In 50 and 100-lb. moisture-proof bags. Also Cartons and Supplies. Write for catalog.

BETTY ZANE CORN PRODUCTS, INC.

688 Bellefontaine Ave. MARION, OHIO

Lawrence Greater Shows

Now booking FAIRS, CELEBRATIONS and SPECIAL EVENTS
also
SHOWS — RIDES — CONCESSIONS CAN ALWAYS PLACE
Useful Show People in all Departments.
WINTER QUARTERS, KINGSTREE, S. C.

PORTABLE
DARK RIDE
FOR SALE

Now on R. R. Show.
Best over $6,500.00 Cash.

GENESEE AMUSEMENT ENTERPRISES
616 Genesee Bank Bldg., Flint, Mich.

ROCKY MOUNTAIN AMUSEMENT COMPANY

Opening Feb. 21, Casa Grande, Ariz.

Want Shows with own transportation. Will book Merry-Go-Round or any Flat Ride. Want Photos, Candy Floss, Diggers, Hanky Panks of all kinds—only one of each. Good proposition for small Cook House. Want Hanky Pank Agents.

Address: Casa Grande, Ariz.

FOR SALE
2000 PIECES
10c EACH LARGE PLASTER.
SEND MONEY WITH ORDER.
HOWERTON NOVELTY PLASTER CO.
P. O. Box 25, Eureka, Mo.

Reproduced from unlimited material
www.americanradiohistory.com

LIMITED PRODUCTION IN 1948!

TO BE SURE OF PROFITS IN THE COMING SEASON, PLACE YOUR ORDER NOW FOR THESE TIME-TESTED, SURE-FIRE

MONEY MAKERS by EVANS!

- EVANS' JUMBO DICE WHEEL
- EVANS' HORSE RACE WHEEL
- EVANS' CANDY RACE TRACK
- EVANS' HIGH STRIKER
- IMPROVED COUNTRY STORE WHEEL
- AUTOMATIC DEVIL'S BOWLING ALLEY
- EVANS' AUTOMATIC ROLL DOWN
- EVANS' 7-11 BASEBALL GAME
- IMPROVED BEE HIVE
- EVANS' AUTO BUMP GAME
- EVANS' CHUCK CAGES
- EVANS' SHOOTING GALLERY SUPPLIES
- EVANS' WALKING CHARLEY
- EVANS' MONKEY SPEEDWAY
- ADD-A-BALL GAME
- PADDLE WHEELS
- RAFFLE WHEELS
- EVANS' BALTIMORE WHEELS (Any Combination)
- PONY TRACKS

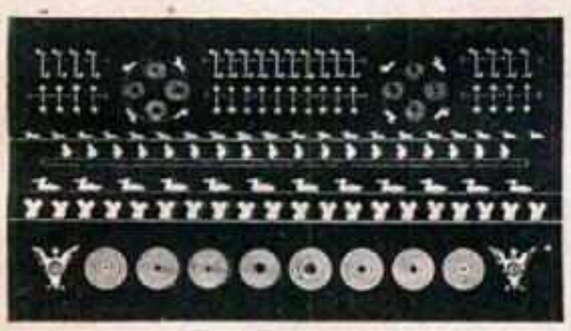
Write for Complete Catalog

CARNIVAL SUPPLIES, EQUIPMENT, GAMES, ETC.

H. C. EVANS & CO.

1528 W. Adams St., Chicago 7, Illinois

SHOOTING GALLERIES

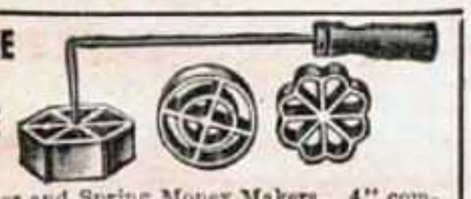


Complete line of Shooting Galleries, Rifles, Loading Tubes and Supplies for immediate delivery. Write for catalog.

KING AMUSEMENT CO.

82 Orchard St. MT. CLEMENS, MICH.

ROSECAKE OR WAFFLE MOLDS



Best Winter and Spring Money Makers. 4" commercial size of cast aluminum. Complete with wooden handles and formulas. **$2.50** each. Get the "originals"! Terms: 25% with order, balance on delivery.

CONCESSION SUPPLY CO.

3916 Secor Rd. Toledo 6, Ohio

Frozen Custard Machines

CONCESSION TRAILERS

Order now for sure spring delivery. Write for latest free catalogue.

Frank Thomas

GENERAL EQUIPMENT SALES, INC.

814-824 South West Street
Indianapolis 2, Indiana

HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.
Open all year round
Want Freaks and Novelty Acts.
State salary and all particulars in first letter.

SILVER STATE SHOWS

Want For All Winter

Slum Stores of all kind, Mitt Camps, Ball Games, Snake Shows, we have set-up. Winter rates to all.

DICKINSON, TEXAS, FEBRUARY 16-22

All replies

HARRY RICHMAN

restaurant he has operated for the past five months.

Mrs. King Reid was gifted with a corsage by Steve Fisher to wear at the banquet of the New York fairs meeting. The custom is of many years' standing.

George (Peg) Van Camp, who has been wintering at his home in Clinton, N. J., since closing last season, letters that he has signed with Sheaks's concessions for 1948.

Following an icy winter stand in the South a press agent wrote: "Our manager is wearing smiles." We wonder what those who paid privileges were wearing.

W. L. Borror, cookhouse operator with Midwestern shows prior to the war, is in the fruit and vegetable business in Clute, Tex. He hopes to return to the road this season.

Roland Page, assistant manager and son of Owner Bill Page, of Mighty Page Shows, and his bride of a few weeks, the former Janet Cox, are honeymooning in the South.

The Miller brothers, Chicago, who operate rides in and around Chicago, recently visited Los Angeles. They also operate rides in San Gabriel, Calif., and may put rides in the Los Angeles area.

John (Duckie) Miller reports from Phoenixville, Pa., that work in AMP Shows' quarters there is well under way. Miller recently visited P. S. McLaughlin, old-time showman, at the latter's home in Wilkes-Barre, Pa.

L. E. (Doc) Brown, pictorial and scenic artist with Tennessee Valley Amusement, is readying two concessions, with inside and outside lights, for his season at Beach Park, Panama City, Fla.

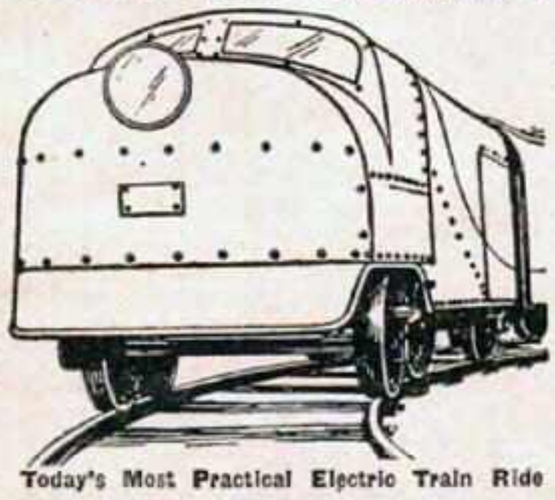
In spite of what they said about a small-town liar in his native burg, he turned out well—if writing jackpots for concessionaires is considered a good job.

J. C. Duncan Jr. pens from Dothan, Ala., that he signed the Johnny J. Denton Shows to provide midways at 1948 fairs in Russell Springs and Columbia, Ky., during a recent booking tour thru the Blue Grass State.

Leo Tennent, clown, scale man and sign painter, reports from Yorktown, Tex., that he's planning to return to the road this season and is making arrangements to close his sign shop for the summer.

Paul Stahl, Lloyd Schaffer, Joe Croder, Ruby Maytong, Paul Mentzel and Manager Al Zellers, of Zellers' *(See Midway Confab on page 62)*

Bowers 1948 Streamliner



Today's Most Practical Electric Train Ride

— CHECK THESE FEATURES —

★ Goes up or down in 30 minutes.
★ Operates by one person from ticket box.
★ Loads on small two-wheel trailer.
★ Runs on new type track with regulation 8-lb. rail.
★ Precision built in modern machine shop.
★ Complete with fence and ticket box.

PRICED AT ONLY $1,500.00 F. O. B. Factory
Write or wire your nearest branch.

K. MAX SMITH ENTERPRISES

Box 173, Russells Point, Ohio — Box 9107, Tampa 4, Fla.

POPCORN HEADQUARTERS

TOP-POP Hybrid Popcorn is backed by a Money back guarantee if you are not completely satisfied in every respect. Send your order in today.

Finest quality roasted peanuts—attractive circus bags.

5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks.

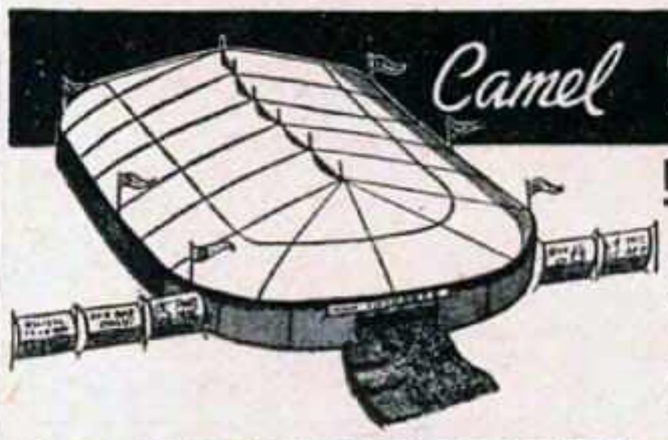
Immediate Delivery Star Poppers. Midway Marvel Candy Floss Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

CHUNK-E-NUT PRODUCTS CO.

Serving You From Coast to Coast

MATTY MILLER	HANK THEODORE	JOE MOSS
231 N. Second St.	2908-14 Smallman St.	1261 E. Sixth St.
Philadelphia 6, Pa.	Pittsburgh 1, Pa.	Los Angeles 21, Cal.

Camel SHOW TENTS



have the rest Beat a Mile!

Camel HAS BOTH THE EXPERIENCE AND FACILITIES FOR MAKING ANYTHING FROM A SMALL CONCESSION TO A CIRCUS "BIG TOP"!

WRITE FOR OUR FREE LIST...

DESCRIBING ALL SIZES, COLORS, STYLES AND TRIMMINGS. OUR DUCK IS WATER PROOF, MILDEW PROOF & WEATHER PROOF.

Quick Delivery!

COMPLETE OFFERING OF CAMP EQUIPMENT

Serving Showmen Of The Southeast SINCE 1919

CAMEL Mfg. Co.

329 S. CENTRAL STREET KNOXVILLE 60, TENNESSEE

OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

EVERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

SNOW CONES-POPCORN

Our 1948 Catalogue on Concession Supplies will be ready in a few weeks, over 50 pages of items for the Snow Cone, Popcorn, Candy Floss and Candy Apple stand, the biggest and most complete line in the business. Be sure you get your copy, everything you need at money-saving prices. Many new items, scarce items and valuable information. Get your name on our list today.

GOLD MEDAL PRODUCTS CO.

318 E. THIRD ST., CINCINNATI 2, OHIO

FOR PROFIT AND FLASH

SPITFIRE

WORLD'S MOST BEAUTIFUL RIDE
Always a Money Maker

HI-BALL

WORLD'S MOST MODERN RIDE
For Parks and Carnivals

WRITE FOR DESCRIPTIVE CIRCULARS

FRANK HRUBETZ & CO., Salem, Oregon

MODERN *IMPROVED*

CHAIRPLANE AND KIDDIE AIRPLANE RIDE

WRITE FOR CATALOGUE.

Immediate delivery on Chairplanes. Also on Gears and Clutch Parts.

SMITH & SMITH, SPRINGVILLE, N. Y.

WE HAVE THE "GREATEST" POPCORN MACHINE VALUE IN "ALL" AMERICA READY FOR DELIVERY NOW.

Floor Model, Kettle Type. Built for years of "profits". (Pops one pound raw corn per filling.) High volume when needed. We have only a few at this price for immediate delivery. Dimensions: 54x44x29. Shipping weight: 560 lbs. We also accept trades (your old machine) on the above machine we are not permitted to name in advertising. Get the details today by Western Union wire. You'll be amazed at this offer. RUSH.

THE P. K. SALES COMPANY

507-09 Wheeling Ave. CAMBRIDGE, OHIO

Prices Effective March 1, 1947

ROLL TICKETS

PRINTED TO YOUR ORDER

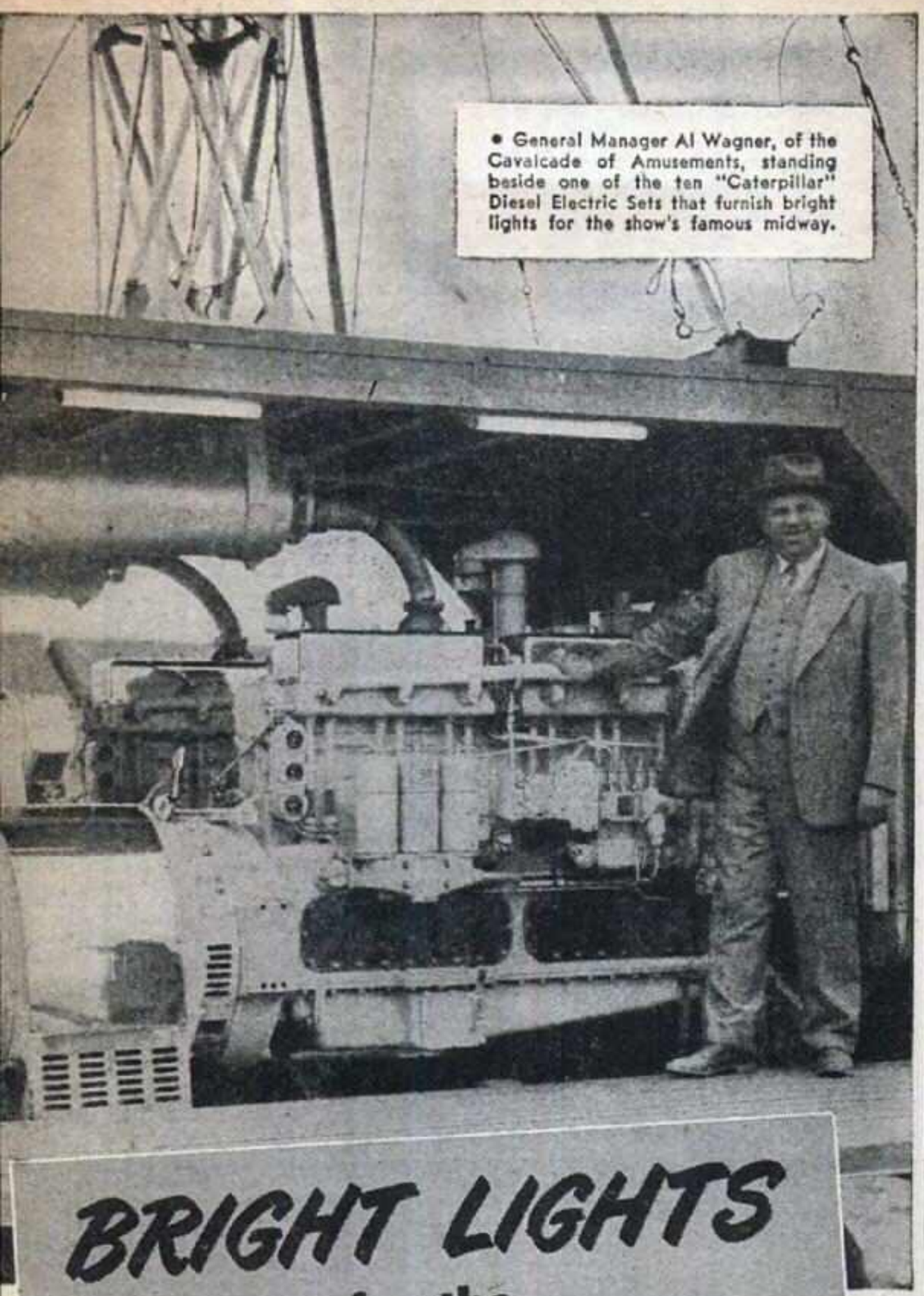
Keystone Ticket Co. DEPT. B SHAMOKIN, PA.

Send Cash with Order. Stock Tickets, $20.00 per 100,000.

100,000 $25.00

10,000	$ 8.50
20,000	10.25
50,000	15.75

Copyrighted material
www.americanradiohistory.com



• General Manager Al Wagner, of the Cavalcade of Amusements, standing beside one of the ten "Caterpillar" Diesel Electric Sets that furnish bright lights for the show's famous midway.

BRIGHT LIGHTS for the "Cavalcade of Amusements"

When this famous 50-car railroad show comes to town, you'll see a brilliantly lighted midway that draws the cash customers like a magnet.

"More light" is the motto of the Cavalcade of Amusements. To make certain of an ample and unfailing supply of illumination, the show is powered by ten portable, self-governing "Caterpillar" Diesel Electric Sets.

Here's what Al Wagner, General Manager, says about the "Caterpillar" Diesels:

"They give us all the light we want—and they do it at low cost. They are simple to operate, easy to maintain, very economical on fuel—and they never fail us. They are as dependable as the sun, and we know, as we travel throughout the United States, that no matter where we are showing, there's always a 'Caterpillar' dealer close by to give us prompt service when and if we need it."

CATERPILLAR TRACTOR CO. • PEORIA, ILLINOIS

CATERPILLAR
REG. U. S. PAT. OFF.
DIESEL ENGINES AND ELECTRIC SETS

Midway Confab

(Continued from page 61)

Indoor Attractions, have completed six weeks of indoor bazaars, featuring a free show which included a magician and hillbilly act.

Richard Blittschau, former grab stand op, and Freddie Miller, both of Lemay, Mo., have completed a new bingo which they have booked on Model Shows. Blittschau and Miller will also have several other stands on the shows.

Theodore Meadows reports that Mr. and Mrs. Alfred Jensen are winding up their business in Ashland, Ore., to join Tennessee Valley Amusement Shows, which open March 1 at the Beach Park, Panama City, Fla. They have booked five concessions.

Worst risk a manager takes when he books only one State fair is that he has to build a midway large enough to play it, which is too large for the other fairs on his route.

Mrs. Clyde Wilson, co-owner of the Joseph J. Kirkwood Shows, recently entertained 10 friends at her anniversary dinner at the General Oglethorpe Hotel, Savannah, Ga. Mrs. Wilson was gifted with 150 pieces of silver by her guests.

H. V. Rogers, owner of Rogers Greater Shows, accompanied by Mrs. Rogers, Secretary Bob Sickels, Leonard Sickels and Allen Brewer, motored from quarters in Jackson, Tenn., to Jackson, Miss., to attend the Mississippi fair meeting February 11-12.

R. A. (Fats Norton) Nathanson, general superintendent of World of Pleasure Shows, thinks his weight did it; he had just climbed into his berth en route to Tampa on the Sunbeam Limited when the train jumped the track just outside of Detroit.

Edmond Reed Maxey and Hayward Bates Maxey, who presented their life-size wax figure exhibit of *The Last Supper* at Atlantic City Steel Pier for the past four summers, are on tour of the Southern States with their exhibit. The Maxeys contracted with Steel Pier for a *March of Time* exhibit this summer.

Max Gruberg, who was on the sick list, reports that he has recovered and is now vacationing in Miami Beach, Fla. Gruberg, who reports receiving many cards, telegrams and flowers while confined, said his shows will open in Philadelphia April 1 and his kiddie amusement park at Long Beach, L. I., will bow the same day.

Members of the Ladies' Auxiliary, National Showmen's Association, attending the New York Fairs' Association banquet at the Ten Eyck Hotel, Albany, Tuesday night (10) included Queenie Van Vliet, president; Mrs. James E. Strates, Mrs. Doris Agne, Mrs. Helen Colgrove, Mrs. Dolores Peck, Mrs. Mollie Decker and Mrs. Julian O'Donnell.

Study of midway photos to be used for publicity purposes convinces us that midwayites are still attempting big things by trying to get a shows' entire personnel on a thumbnail photo made with a flash camera off of a bingo stand.

Mr. and Mrs. Jack Norman, who will have the Girl Show and Posing Show on Hennies Bros.' Shows this season, narrowly escaped injury recently and only a stroke of good luck prevented by-standers from being mowed down by their trailer. Motoring thru Nashville, en route to Tampa, February 1, their car and trailer skidded on ice, causing the trailer to break loose from the car and sending it careening thru a busy intersection. Fortunately a green traffic light permitted the trailer to run thru the

This Way to the Big, Top PROFITS with C-CRUISE

America's Newest 4-STAR RIDE THRILL!

The beautiful, easy-to-operate, different ride that appeals to young and old — keeps 'em coming back — *ride after ride*, SEASON AFTER SEASON!

★ A WACKY, DAFFY RIDE! Thrills and laughs, but NO danger, means re-rides every time.

★ NO OPERATING PROBLEMS! Simple one-lever control; self loading!

★ A CINCH TO SET UP! No ground preparation. A 3-man crew sets it up in only 4 hours!

★ A CINCH TO MOVE! One truck and semi-trailer does it. Knockdown time, 2 hours!

Take the first step to a bigger profit season! Send postcard for colorful illustrated booklet.

C-CRUISE CORPORATION
Seventh St. and Murlark Ave.
WEST SALEM, OREGON
C-4

FOR SALE

Custard Machine complete with Trailer, hot and cold running water, fluorescent lights, stock; Mills Freezer, 30 gal. per hour. $1850.00 for all, ready to go. For sale or lease—No. 12 Eli Wheel with or without Transportation, 1940 model, new Le Roi motor, ready to go.

JOHN L. ROBINSON
1302 Buchanan, Texarkana, Texas

RIDE FOREMEN AND
RIDE HELP
WANTED FOR ALL RIDES
EXCEPT WHEEL — WRITE
CRAFTS 20 BIG SHOWS
7283 BELLAIRE NO. HOLLYWOOD, CAL.

FERRIS WHEEL
No. 5 ELI WANTED
Will guarantee owner 15 straight weeks, no long jumps, playing Maryland and a few in near-by Pennsylvania. Start May 31 to Sept. 11, possibly a few Fairs to follow. Wheel owner takes first $150 and 75%. Write at once for further details. Address
BOX D-230
The Billboard Cincinnati 22, O.

Copyrighted material
www.americanradiohistory.com

PUNKS FOR CAT RACKS

Uniform faces. Eight (8) flashy colors. LOUD? YES! 4" best grade wool, well sewed, heavy sail canvas, machine stuffed and WASHABLE with mild soap without the color coming out. Send $2.50 for sample. They are ready for delivery now. This is the best cat ever made barring none. It pays to buy the best—they last longer.

DUCKS FOR DUCK PONDS—Plastic head, wooden base, weighted so they must float right. Now ready after long experiments. The most beautiful duck you have ever seen on a duck pond. Send $1.00 for sample.

PENNY BOARDS—Continuous action type. This board gets the real money.

ADDEM UP DICE TABLE with numeraled dice numbered from 1 to 6, with dice box charts for coupons or points—and when you order 4 we make a nice carrying case to carry same with—size of table, 14" x 16".

HARD WOOD MILK BOTTLES—Pints or quarts with a heavy lip so they won't chip.

ALUMINUM BOTTLES—The type that don't crack up so easy.

Our new LAMP HOOP LA with the high block and real clearance for the hoop. You are right—it looks so easy and you really can flock this outfit. We will also make our shelves for your punk rack. $1.25 per foot, well padded—not rubber.

If you buy our punks and shelves we will give you the designs free for an open hood style background or a closed in type outfit. If we have what you want, why wait until April 1st and then wait. WE ARE VERY BUSY.

RAY OAKES & SONS

BOX 106 BROOKFIELD, ILL.

BROOKFIELD 7624

FOR SALE

1-Onan Gas Engine Driven Generator

25 Kw.—120/208 Volts AC. 3 phase

BRAND NEW — ORIGINAL CRATE

Never Opened

Price $1850.00 F. O. B. Chicago

PACE MFG. CO., INC.

2909 Indiana Ave.

Chicago 16, Ill.

Own an Army Tested

2 WAY TELEPHONE

$3.25 Complete

Requires No Electricity, No Batteries. Hear a whisper at 1/3 mile with this wonderful device. Needs no installation or repair, just an ordinary double wire. Establish communication immediately.

ORDER TODAY We Prepay Postage. by check, money order or cash. C.O.D.'s O. K. with $1.00 deposit.

WYN CASTLE CO.

221 South Los Angeles St., Dept. C

Los Angeles, California

WANT MERRY-GO-ROUND

Will buy or lease 2-Abreast Merry-Go-Round. Give age, full description and price if for sale, or terms for lease. Can use good Ferris Wheel Foreman.

R. C. BEATTY

3348 Gillham Road, Kansas City 3, Mo.

NEW IMPROVED CHAIR PLANE SWINGS

V Belt Drives. Steel Cut Pinions. Disk Clutches. Le Roi Power Units. Steel Tubing Fences. Split Towers.

RIDE-HI MFG. CO.

Pinckneyville, Ill.

intersection without striking car or person and it finally crashed against a pole. Car and trailer were damaged but both were fully insured. Ferne Gentzen, dancer, and Red Rogers were passengers in the Norman's car. They managed to make their way into Tampa, but at snail's pace.

Mrs. Gladys Schaum, secretary of the W. G. Wade No. 2 Shows, visited New Orleans and took in the Mardi Gras.

Jimmy Love reports seeing Frank Harrison, Harrison Greater Shows, driving his new 1948 Cadillac in Columbia, S. C.

Eugene Jenkins, assistant to Claude Bantley, owner of the side show on the Strates midway, will return for his third season. Bantley will have two side shows on Strates.

Swazette, annex attraction on the James E. Strates Shows the past two years, will have the annex on the Jack Rodgers Side Show, booked with Caravella Amusements for the coming season.

After three years on the West Coast Fannie Blais has gone east to work the annex on Claude Bantley's No. 2 Side Show with the James E. Strates Shows. Bertha Bert's *Beauty and the Beast* will be the annex attraction on the No. 1 show. Margaret Clark, double-bodied woman, will be on the No. 2 annex.

Mr. and Mrs. Jack H. Woods, Russells Point, O., who are wintering in Sarasota, Fla., gave a birthday party for Lion (Slim) Spencer, of Flint, Mich., February 5. In addition to Mr. and Mrs. Spencer, guests included Mr. and Mrs. Joe Sierman, Georgetown, O.; Mr. and Mrs. John Bolton, Lansing, Mich.; Mr. and Mrs. Ed Schneider, Gohanna, O.; Mr. and Mrs. Orville Woods and daughter, and the host and hostess and their son.

Both the King Reid and Joseph J. Kirkwood shows scored direct hits in making their presence known at the meeting of the New York fairs in Albany. Reid provided an attractive lobby board with free listing for all carnival and attractions people present. Ralph Decker parked a new 36-foot tractor-trailer, appropriately lettered with the Kirkwood shows title, in front of the main entrance of the Hotel Ten Eyck, where the meeting was held.

FOR SALE

#5 ELI WHEEL, perfect condition.

NEW ELI POWER UNIT, V drive.

Also CALLIOPE, ENGINE BLOWER, 2 SMALL MARQUEES.

L. TAMARGO

128 Franklin St., Elmont, N. Y.

FOR IMMEDIATE SALE AND DELIVERY

FEMALE TIGERS (2), $650.00 each; both for $1,150.00. Male Leopard, $395.00. Male Llama (2), $450.00 each. Female Llama (beauty), $550.00; this Llama is halter broke. Lions, several of both sexes, ranging in age from 4 months to 6 years. Mouflon male Ram, $150.00. Herd of Karakul Sheep, $25.00 a head. Several good buys on Monkeys available at this time. ALL LIVESTOCK GUARANTEED A-1 HEALTHY AND SOUND. A BETTER DEAL FROM THE SHOWMEN'S DEALER. R. NEIL ALTENBURG, 3404 W. Wells St., Milwaukee 8, Wis.

World of Pleasure Shows

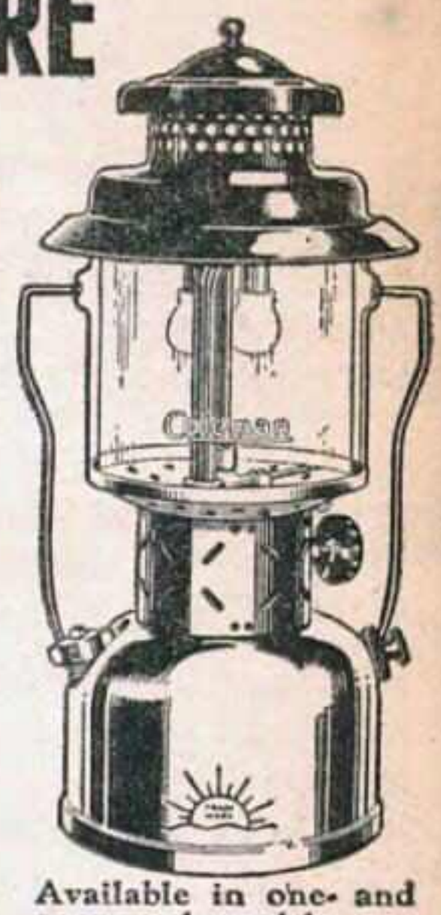
NOW BOOKING FOR 1948 SEASON

RIDES—CONCESSIONS—SHOWS

Opening in APRIL—Vicinity of DETROIT

JOHN QUINN MANAGER Temple 3-6822 3550 Cass Ave. Detroit 1, Mich.

Concessionaires! SELL MORE with a Coleman Floodlight LANTERN



Good lighting helps bring in the customers! Brighten up your place of business with a high candlepower Coleman Floodlight Lantern! Lights up a 100-ft. area—gives more light than 20 ordinary wick-type kerosene lanterns. Storm-proof—a 105-mile wind can't put it out, by actual test! Safe, too—can't spill fuel even if tipped over. Use it anywhere—makes and burns its own gas from gasoline. Ask the Coleman dealer to demonstrate it for you. Send for free booklet—use coupon.

THE COLEMAN COMPANY, INC.
Dept. 164B WICHITA 1, KANSAS

Available in one- and two-mantle models—one with wide ventilator top which serves as a reflector to throw light downward.

COOK with GAS . . . ANYWHERE!

Coleman APPLIANCES for SHOWMEN

◀ Handy Gas Plant—complete one-burner stove—high heat output, portable, durable. Makes and burns gas from gasoline.

Coleman ▶ Burner—provides quick, clean heat for any need.

CUT ME OUT!

THE COLEMAN COMPANY, INC., Dept. 164B WICHITA 1, KANSAS

Send me further information on products checked ☐ Floodlight Lantern, ☐ Handy Gas Plant, ☐ Burner, at no obligation to me.

Name_____

Address_____

NOW!

Complete Blevins Stocks and Service in

ATLANTA and NASHVILLE

★ BEE-HIVE Popcorn
★ Pops-Rite Seasoning
★ Bags and Boxes
★ Popcorn Machines
★ Ice Ball Machines
★ Snow Cone Supplies
★ Candy Floss Machines
★ Treatum Trailers
★ Coleman Equipment
★ French Waffle Irons
★ Corn Cribs
★ Food Equipment
★ Peanut Roasters
★ Kettle Kleening Kits

BLEVINS POPCORN CO., Inc.

In Southeastern Industrial District
650 Murphy Ave., S. W., Unit 8, Bldg. E
Phone: Amherst 7141 Atlanta, Ga.

In Popcorn Village
3098 Charlotte Ave.
Phone: 7-3272 Nashville, Tenn.

Popcorn and Supplies in Public Warehouses in New Orleans, Louisville, Memphis

ALLAN HERSCHELL

Park and Carnival Amusement Devices

Makers of THE LOOPER, CATERPILLAR, MOON ROCKET, KIDDIE AUTO RIDE, CARROUSELS and other famous riding devices. Order now for early delivery. Free catalog sent on request.

ALLAN HERSCHELL COMPANY, Inc., N. Tonawanda, N. Y.

World's largest manufacturers of amusement rides

OUR FACTORY IS WORKING FULL BLAST FOR SPRING DELIVERIES

DOWNEY "TELESKOPIC" LIGHT TOWERS

The most practical, easy to handle, and all-purpose Light Towers ever constructed. Get your Orders in NOW so that you have your Towers for your Opening.

DOWNEY GLASS PITCH BEDS (The Finest) 60" square, 15" high—$35.00 each

1948 - - MISSOURI LICENSE PLATES - - 1948

Send for particulars and details as we are glad to secure these for you.

DOWNEY SUPPLY CO.

392 ARCADE BLDG. ST. LOUIS 1, MO.

Copyrighted material

www.americanradiohistory.com

CRESCENT CANADIAN SHOWS

OPENING MARCH 26, NEW WESTMINSTER, B. C.

14 RIDES 4 SHOWS 20 CONCESSIONS

20 Railroad Cars Playing British Columbia and Alberta

Finest, Cleanest Canadian Railroad Show

FLY-O-PLANE
STREAMLINE CATERPILLAR
SILVER STREAK
SUPER ROLLO PLANE
MERRY-GO-ROUND
TILT-A-WHIRL
ELI FERRIS WHEEL
STREAMLINE TRAIN
OCTOPUS
BOOMERANG
JEEP KIDDY RIDE
AERIAL JOY RIDE
LINDY LOOP
SPITFIRE
WILD ANIMAL ARENA
SUPER FUN HOUSE
SIDE SHOW
MOTOR DROME

FOR SALE — Lindy Loop; Super Fun House, 80' long, 35' high, 25' wide; Silver Streak; Jeep Kiddy Ride, excellent condition. Can be seen on route. Will consider sale of entire show or any unit at close of present season.

CRESCENT SHOWS, LTD.

HENRY MEYERHOFF, *Manager*

PENTICTON, B. C.

MIGHTY PAGE SHOWS

Established three years ago; over three times as large in 1948

Playing Our 1947 Route of Fairs, With Four Additional Fairs

WANT SHOWS—Animal or Wild Life, Snake, Fat, Life, Wax, Mechanical City, Monkey Show, Fun or Glass House. Good proposition to Motor Drome; Speedy Baabs, answer.
WANT all Stock Concessions except Bingo, Cookhouse, Popcorn and Custard. Sell exclusive on Age, Scales, Photos and Diggers.
WANT to book Sound Car with Concessions.
WANT Show Builder who can design Semi Fronts and build them.
WANT sober Girl Show Operator with flesh and wardrobe. Must furnish reference.
WANT to contract Free Act for seven weeks beginning Sept. 13th through Oct. 30th.
WANT reliable Side Show Acts. Salary guaranteed out of office.
WANT Ride Help on all Rides. Man to handle Twin Ferris Wheels, semi-drivers given preference.

Jessie Lauley, come on to Winter Quarters. Address all replies to

BILL PAGE

P. O. BOX 166 WILSON, N. C.

Harry Lottridge Shows

AMERICA'S NEWEST AND BEST AMUSEMENT EQUIPMENT

CONCESSIONS

Will have only a limited number. If you can furnish from 6 to 8 will offer very favorable proposition. Canvas must be Royal Blue and in good condition. Especially interested in the following: Knife Rack, Cane Rack, Bowling Alley, Blower, Pitch-Till-U-Win, String Game, Photos, Bumper, Fish Pond, Duck Pond, Cigarette Pitch, Clothes Pin Pitch, Huckley Buck, Coke Bottles, Add-'Em-Up Darts, Basket Ball, or any other kind operated for Merchandise and are legitimate and do not conflict with what we already have booked. Apply to

HARRY LOTTRIDGE, Manager

P. O. BOX 833 BIRMINGHAM, ALABAMA

LAST CALL
HARRY BURKE SHOWS

Opening week of March 8th, Port Allen

WANTED

Bowling Alley, Mug Outfit, High Cigarette Striker, Watch-La or any 10-cent Stock Concession. No gypsies or flaties.

HARRY BURKE SHOWS, PORT ALLEN, LA.

FLASH . . . SCOOP . . . AND MORE FLASH—"THIS IS IT"

We allow you up to $300.00 in trade for your old Popcorn Machine in trade on a new one—any model, any price. Floor Models available for immediate delivery. Kettle type (wet pop), chrome fittings, built for years of "profits". Get in on this deal now. Wire us what you have to trade and tell us what you want—today sure.

THE P. K. SALES COMPANY

507-09 WHEELING AVE., CAMBRIDGE, OHIO

25 ACA Members Scramble for Biz At N. Y. Conclave

(Continued from page 58)

tled down to entertaining early, since they announced their bookings virtually secured upon arrival. Reid's fairs include Boonville, Lowville, Sandy Creek, Rhinebeck, Schaghticoke, Morris and Cobleskill.

Justin Van Vliet, of the B & V Shows, corralled a full share of the choice dates. His route includes Owego, Whitney Point, Ithaca, Canandaigua, Greenwich and Fonda. His wife, Queenie, president of the Ladies' Auxiliary of the National Showmen's Association, helped with the entertaining.

Coleman Books Three

Owner Dick Coleman and his son, of Coleman Bros.' Shows, contracted Middletown, Ballston Spa and Altamont, where they have held forth in the past. The shows have some choice New England dates which provide virtually the same route for the org each year.

Phil Isser and Isidore Trebish, owners of the I & T Shows, have the Mineola contract for the fifth consecutive year. Owner Ross Manning, signed Norwich and Brookfield for his show.

Huge sums were reported bid by some agents facing a dwindling supply of available fairs, with their routes far from being complete. New York fairs are less vulnerable when confronted with heavy bidding than fairs in other sections of the East because each can secure up to $10,000 annually in State aid.

Much in evidence were Lloyd Serfass, owner, and Jack Wright, agent, of Penn Premier Shows, and Mr. and Mrs. Sam Levy, owners, and Herb Shive, agent of Lawrence Greater Shows. Also Ralph and Mollie Decker, owners, Joseph J. Kirkwood Shows; Paul J. Mattle, rides; Frank Caravella, owner, and Ben Herman, business manager, Caravella Amusements, and Jack J. Hornfeld, Ferris rides and shows.

STEAM TRAIN

BURNS COAL

Hauls a big load of kids or adults on every trip.

Attracts CROWDS in any amusement park or recreation center

You can't beat steam for appeal and repeat rides; it will outdraw any other type of train. Walter Foster, Concession Operator, says: "Grossed from $75.00 to $300.00 per day with M. A. Srader Shows."

OTTAWAY AMUSEMENT COMPANY

Mfrs. Steam Trains and Kiddie Auto Rides

224 W. Douglas Wichita 2, Kansas

BLUE GRASS SHOWS

NOW BOOKING FOR 1948

SHOWS—RIDES—CONCESSIONS.

Address: BOX 621, OWENSBORO, KY.

HENRY'S GREATER SHOWS

Want to book or lease No. 5 Wheel, Concessions of all kinds, nice Bingo. Starting out around first of March at Union, S. C. Write:

General Delivery, Union, S. C.

The Crystal Coach Jr.

1948 MODEL

Fully equipped for popcorn. Includes exhaust fan, dispensing corn bin . . . infra-red heater optional.

Immediately Available Through Our Distributors or Write Dept. B

The Calumet Coach Co.

11575 S. Wabash Ave., Chicago 28

WANTED

Candy Butchers for 6-Day Bike Race in New York. Also for 6 weeks of Indoor Shrine Circuses to follow.

FOR SALE

3 Pennant Machines which sew names on Hats, also small Pennants and Hearts—all bargain priced! Want Candy Floss Operator. Write to

A. HYMES

General Post Office Box 262, Brooklyn, N. Y.

WANTED

Agents for Bowling Alley, general all around Outside Help for Wheels.

SAM EPPLE

c/o HEART OF TEXAS SHOWS

Brownwood, Texas

Carnival and Concession

TENTS

Serving the Showmen of the Southwest

JOHN M. COLLIN CO.

18 E. KIRK ST. SHAWNEE, OKLA.

NOW CONTRACTING FOR 1948 SEASON

RIDES—SHOWS—CONCESSIONS

W. G. WADE SHOWS

G. P. O. Box 1488 Detroit 31, Mich.

RIDES—RIDES—RIDES

At liberty for FAIRS AND CELEBRATIONS for Pennsylvania territory. Have a few open dates. Write

THOMPSON BROS.

2906 4th Ave. ALTOONA, PA.

OHIO VALLEY SHOWS

Now booking Rides, Shows and Concessions. Open April 24 in Ohio.

ROXIE HARRIS

P. O. Box 142 FINDLAY, OHIO

SHOOTING GALLERIES

And Supplies for Eastern and Western Type Galleries. EST. 1927. WRITE FOR CIRCULAR.

H. W. TERPENING

137-139 Marine St. OCEAN PARK, CALIF.

Copyrighted material

www.americanradiohistory.com

TENTS SHOW CANVAS

CARNIVAL, CONCESSION, CIRCUS

Prompt delivery any type tents to order.

Tents of Royal Blue, Forest Green and Khaki Dyed or Flameproofed. Red, Blue and Orange for trim.

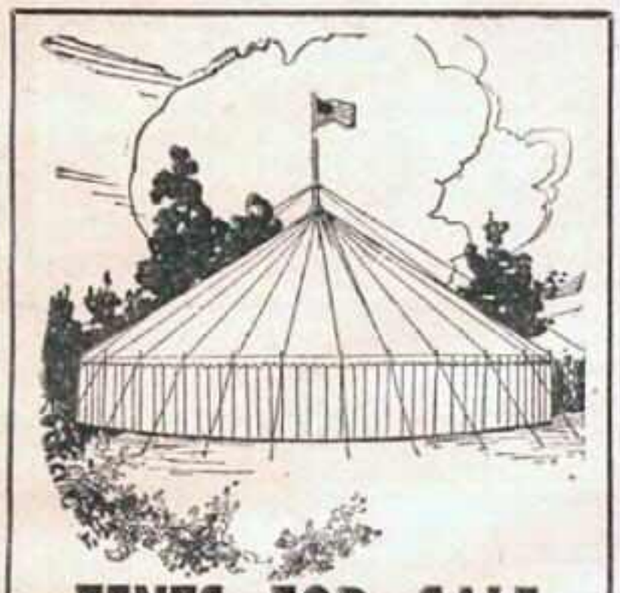
S. T. JESSOP at Sarasota, Hotel Sarasota, Feb. 14th to Mar. 1st

Hoopers Flameproofing Compound

UNITED STATES TENT & AWNING CO.

2315-21 W. Huron CHICAGO 12

Chicago's Big Tent House Since 1870



TENTS FOR SALE

80x200, 1 year old. Priced right, $4,800.00. Other sizes available.

R. LAACKE COMPANY

1025 W. Walnut St. Milwaukee 5, Wis.

Tents for Rent.

"AMERICA'S FINEST SHOW CANVAS"

We use 1st Grade MANILA ROPE exclusively in our tents.

ORDER NOW FOR 1948

Tents—Side Show Banners

The Best Flameproofed Fabric Available.

- Forest Green
- Royal Blue
- Orange
- Khaki

BERNIE MENDELSON—CHARLES DRIVER

O. Henry Tent & Awning Co.

4862 N. CLARK ST. CHICAGO 40

SIDEWALL

NEW WATERPROOF FLAMEPROOF

Following finished sizes, complete with Grommets. Made of double filled duck or twill.

6'x100' ...$54.56 9'x100' ..$80.00
7'x100' ... 63.04 10'x100' .. 88.48
8'x100'....$71.52

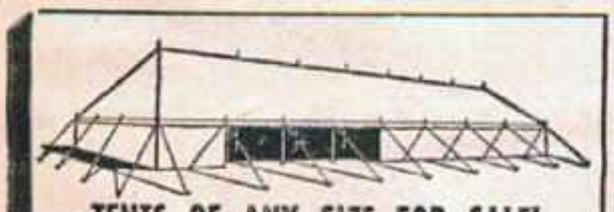
Made in any length at the above rate per running foot.

- Satisfaction Guaranteed. Prompt Delivery. "If It's Made of Canvas, We Make It."

25% Deposit—Balance C. O. D.

MICHIGAN SALVAGE

417 W. Jefferson Ave., Detroit 26, Mich.



TENTS OF ANY SIZE FOR SALE!

Fully hand-roped Concession Tops, Cook Houses, Bingo Tops, Merry-Go-Round Tops, etc.

"If It's Made of Canvas, We Make It!"

MAHAFFEY BROS.

Tent & Awning Company

195 SOUTH PAULINE

MEMPHIS, TENNESSEE

"Comfort and Protection"

RAS in Sock 11-Day Stand At Tampa Fair

(Continued from page 58)

Adams, crooner; Willie Toosweet and Billie Mills, comedians; 14 girls and the Junior (Owens) Hunt band. It is an excellent production and destined to be a crowd-drawer thruout the season.

Raynell a Hit

Down at the other end of the midway, and also a hit with Tampa fans is Raynell's *Show Girls Revue*. Raynell is bubbling over with activity as she whips her production into shape to go on the road with Cetlin & Wilson Shows in the East. This marks her first performance in the East since she used to kick chorus on Broadway some years ago. She has been connected with Royal American for 13 years and is leaving on a perfectly friendly basis. C. J. Sedlmayr Sr., owner and manager of RAS, announced this week that he had signed Sally Rand for the road tour.

Raynell has big plans for her new show, and is hustling around making final arrangements for an entirely new wardrobe, a tent 65 by 140, which she claims will be the largest tent ever to be set up on any midway. She also plans a turntable stage, allowing crewmen to set up another scene while one scene is being used during the performance. She said she will have a front 110 feet long by 22 feet high, a Hammond organ as part of a twin organ number, and has signed a four-piece orchestra.

In her Royal American show at Tampa, she had Bobby and Betty Carr, sensational roller skaters performing on a five-foot special platform on the stage; Bolten and Blue, dancers; Arline Rogers, dancer; Joe Patane and Stormy Dale, vocalists, and Billy Rogers, emsee. Bob Williams's combo provided music.

Feature of her production is the pretty new costumes and lighting effects.

MSA Benefit

New rides on the midway include the High Ball and the Tiny Tot speedboat ride. They got a good play during the fair.

On Wednesday night (11), most of the performers at the fair gave a benefit show for the Miami Showmen's Association building fund. Mr. Sedlmayr is president of the organization, which plans to construct a new building. Featured on the midnight show was Merle Evans and his band, the grandstand show, Raynell's show and Leon Claxton's Minstrel Show. Tickets went for $1 each.

SHOW CIRCUS CONCESSION MERRY-GO-ROUND **TENTS**

CENTRAL Canvas Company

HARRY SOMMERVILLE—FOREST GILL

121 West 8th Street Kansas City 6, Mo.

D. M. KERR MFG. CO.

TENTS

1954 W. GRAND AVENUE

CHICAGO 22, ILLINOIS

CONCESSION TENTS

Immediate delivery.

DELTA TENT & AWNING CO.

475 Beale Memphis 3, Tenn.

GOLD BOND Shows

A Smart Show—for—Smart Showmen

LARGE OR SMALL FEATURING WE PLEASE THEM ALL

FEARLESS GREGG—SUPER CANNON ACT

MAN SHOT FROM CANNON

8 RIDES—LIGHT TOWERS—GIANT SEARCHLIGHT—SOUND CAR

SHOWMEN—RIDE MEN—CONCESSIONAIRES

CAN PLACE SEVERAL WORTHWHILE SHOWS, ALSO MOTORDROME, MECHANICAL AND GLASS HOUSE.
WILL BOOK ANY RIDE NOT CONFLICTING.
WILL PLACE LEGITIMATE CONCESSIONS OF ALL KINDS.
WANT COOKHOUSE.

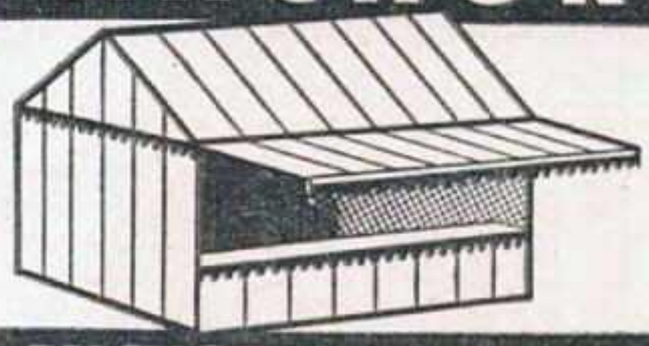
We promise you territory with population. Fair route to interested parties. WINTER QUARTERS NOW OPEN

WATCH FOR FURTHER ANNOUNCEMENT

MICKEY STARK, Mgr., Box 229, MT. STERLING, ILL.

A GREATER "GOLD BOND" MIDWAY IN 1948

ANCHOR TENTS



SQUARE UMBRELLAS—BALL GAMES

SHOW TENTS

BEAUTIFULLY TRIMMED CONCESSIONS — BINGO TENTS

PROMPT DELIVERY OR FREE STORAGE TILL SPRING

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

TENTS

All Sizes—NEW AND USED—All Styles.

BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

E. G. CAMPBELL TENT & AWNING CO.

100 CENTRAL AVE. (Phone 38885) ALTON, ILLINOIS

TENTS

TENTS—Concession, Gypsy, Camping. Flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops.

ANYTHING IN CANVAS

WIRE, WRITE OR PHONE

Now is the time to order tents! Any color. Flameproof or regular.

TENTCO CANVAS, INC.

130 GREENE STREET Phone: Walker 5-1299 NEW YORK 12, N. Y.

T-E-N-T-S

CARNIVAL, CONCESSIONS, CIRCUS, SKATING RINK.

"Tents With That New Look."

Individually designed by Jimmy Morrissey. Beautiful lustrous colors.

Write—Wire—Phone

ALL-STATE TENT & AWNING CO.

300 E. 9TH ST. (Phone: Harrison 6867) KANSAS CITY, MO.

FLYING SCOOTERS

QUEEN OF THE FLYING RIDES

With 1948 Streamlined Cars

EIGHT RIDE PORTABLE RIDE • STATIONARY & ELEVATED PARK RIDE • NEW JET KIDDIE RIDE

BISCH-ROCCO AMUSEMENT COMPANY

5441 S. COTTAGE GROVE CHICAGO 15, ILL.

FOR SALE

A PORTABLE 8 CAR FLYING SCOOTER

With 2 gasoline Motors and 1 Set Solo Lift. Ride in perfect condition, has been at Playland at the Beach four years.
Will sell or trade for Eli #12.

Contact

N. A. FERRARA

Playland at the Beach, San Francisco, Calif., or phone Overland-1-4201 after 6 p.m. P. S. T.

Copyrighted material

www.americanradiohistory.com

3000 BINGO

No. 1 Cards, heavy white, black back, 5½x7½. No duplicate cards. These sets complete with Calling Numbers, Tally Card: 35 cards, $3.50; 50 cards, $4; 75 cards, $4.50; 100 cards, $5.50. All cards from 100 to 3000 @ $5 per 100. Fibre Calling Numbers, 50c; Wood Calling Numbers, $1; Printed Tally Card, 15¢. Colored Heavy Cards, #3, same weight as #1 in Green, Red, Yellow @ $6 per 100. DOUBLE CARDS, No. 1 size, 5½x14½. 10¢ each.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, $3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, $1.25. In lots of 1,000, $1 per 100. Calling markers, extra, 50c.

Ping-Pong Balls, printed 2 sides	$30.00
Replacements, Numbered Balls, Ea.	.58
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 5 colors, loose only, no pads. Size 4x5, M	1.50
3,000 Featherweight Bingo Sheets, large size 5½x3; 5 colors; loose no pads. M	1.75
Adv. Display Posters, Size 24x36. Each	.10
Cardboard Strip Markers, 10 M for	.75
Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3 piece layout for	15.00
Thin Transp. Plastic Markers, Bwn., ¼ M	1.00
Red or Green Plastic Markers, ¼, Square, Round or Scalloped, $2.50 M; ⅝ths Size	$2.00 M

All above prices are transportation extra. Catalog and sample cards free. No personal check accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. JACKSON BLVD., Chicago 4, Illinois

PHOTO Machines (all types)

Original

Amsco means more profits. Fastest delivery. Plenty supplies. New — Used. Beautiful, durable, portable. $475 now

Simplified so anyone learns in hour. Sign below for literature. American Stamp & Novelty Mfg. Co., Dept. 221, 1132 W.N. 2, Oklahoma City 4, Okla.

Name .....

Address .....

FOR SALE

Hand carved Little Farm Show, brand new, ideal to mount as walk thru. Uses 5x8 pit. Carved by an artist. Reasonable price. Write

CHAS. M. BROCK
1229 18th St., c/o Victor Hotel, Denver, Colo.

ORANGE BLOSSOM SHOWS WANT

One more week till opening date. Have opening for few more Stock Concessions—Jewelry, Novelties, Dart, String, Age, Scales. Show wanted, Monkey or Animal. All people holding contract for this Show, come on. A. P. HINNANT—BILL MEYERS
Valdosta, Ga.

FOR SALE

Sixteen seat, adult, factory made Chairplane, complete with ticket box and fence. Wisconsin engine. Used only 10 months, gearing good as new. Truck to haul same, 1936 Chev., new tires, ready to go. Complete unit, $1,450.00. Chairplane only, $995.00. Also 6x6 Jewelry Outfit. Anchor Top, engraver, stock, three large sample cases, complete, $150.00. T. O. THORNER, Rt. 6, Box 215B, New Orleans, La.

CLUB ACTIVITIES

Greater Tampa Showmen's Association

406 Fortune Street, Tampa

Ladies' Auxiliary

Bee Miller, Evelyn Clain and Kate Murray are on the sick list. Eddie and Dolly Young donated their colored revue tent for the jamboree held January 30. The ladies took up a separate collection of $42, which, with the $176 worth of tickets sold, helped make the jamboree a big success. Clover Fogle, auxiliary temporary president, and Carl Sedlmayr Sr., president of the Miami Showmen's Association, spoke at the jamboree.

A social was held Monday (2) and bingo was played. Mrs. Irene Beatty, in charge, said the cash prizes from 13 of the 16 games were donated to the club. A $10 donation was received from Morris Lipsky. A cake auction, which netted $4, was held. Total night's receipts were $136.74. Billy Cooper was chairman of the refreshment committee.

Dolly Young will hold a bingo party at Winter Haven, Fla., Wednesday night (18) for the benefit of the auxiliary.

Show Folks of America

San Francisco

SAN FRANCISCO, Feb. 14.—President Whitey Monnette, who presided at the regular session Monday (2), announced the death of Joseph Litchell. Services were held January 30, with Harry Seber presiding as chaplain. Burial was in Show Folks Rest, Olivet Memorial Park.

Correspondence was read from Show Folks of America, Chicago; Dr. Joseph D. Seiff, Gene Rosencrantz, J. J. McCarron and Nellie Baker.

Elected to membership were Victor Knight, E. S. Hightower, Dan Congdon and A. H. Jeffers. Knight donated $10 to the Cemetery Fund. A donation of $25 was made to the sick and relief fund by Mrs. Lillian Coles.

Dan Meggs and President Monnette visited George Dunn, a patient in Agnew's Hospital, and J. J. McCarron at the Hasseler Health Home. Meggs also visited Robert Novak and Eddie English. Dr. Mannheim announced that Estelle Rosenthal and Charles and Jane Albright are on the sick list.

Chairman Euena Mack, of the entertainment committee, reported she obtained a permit for a float in the St. Patrick's Day parade and that plans are going forward for the St. Patrick's dinner and entertainment.

March to the clown's head netted $12.25 for the Christmas Dinner Fund. Mrs. Lillian Cole won the $22 pot of gold.

National Showmen's Association

1564 Broadway, New York

NEW YORK, Feb. 14.—Meeting Wednesday (11) brought out good attendance of the members and officers. President James E. Strates presided and others on the dais were Vice-President Ross Manning, Secretary Ralph Decker, Treasurer D. D. Simmons, Chaplain Fred Murray, Dr. Jacob Cohen and accountant Herbert H. Levess. Several of the officers came on from Albany to attend the meeting.

Ross Manning is set to fly to Miami to continue his vacation, and Ralph Decker is headed for Savannah, Ga. Counselor Max Hofmann is on a 10-day trip to Tucson, Ariz. Max Tubis and his wife have left for Shreveport, La., to join the Clyde Beatty Circus.

Members on the sick list include Murray Friedland, who is at the Knickerbocker Hospital in New York, and Raymond A. Young, confined to his home. Our deep sympathy is extended to William C. Fleming, whose wife died in Buffalo February 8, and to Edward Turbin, whose mother died February 4.

New members who visited club rooms for the first time were Herbert H. Shive, sponsored by Sam S. Levy, and Dr. Emil Eichel, sponsored by Chaplain Fred Murray. Recent visitors were Tom Coffey, Jack Cherry, Ted Barton, Leo Suggs, William Hornfeld, Sam Ostfeld, Glen Childers, Ben Glass, Morris Batalsky, Jerry Gottlieb, Richard Gilsdorf, Ben Herman, Joseph McKee, Herman Moskowitz, Sam Peterson and Charles Smith.

New applications are just received from Eugene Lasky and Thomas Hirsch, sponsored by Dave Brown; Harry Haykin, by President James E. Strates, and George Clyde Smith, by Ben Braunstein.

Letters were received from Ben Braunstein and John McCormick. Mail sent to following members, has been returned to this office: Ernest Curl, Robert Hansen, Sidney W. Kirk, Toby Kneeland, Mack McFarland, George Regan and Harry A. Farber. Francis Murphy, address unknown, should contact office as several letters are awaiting him.

The entertainment committee is planning a barn dance in March—details shortly. Next meeting Wednesday (25).

Ladies' Auxiliary

Wednesday (11) meeting was conducted by President Queenie Van Vliet. Mabel Strates and Mollie Decker were greeted and the president welcomed her daughter, Margaret Van Vliet Snyder, back from her honeymoon. Jeannette Finkel substituted for the recording secretary, Lillian Elkins, who is vacationing in Florida.

Rae Gruberg and husband are in Florida. Midge and Herman Cohen are en route from the Coast.

Rose Rosenberg is convalescing at home. Reported on the sick list are Kitty Rausch, Sylvia Stern, Jennie Bruderlein and Helen Young's husband. A wire was received from Sweetwater, Tex., reporting that Irene Goldberg was entering Municipal Hospital for an operation. Members were saddened by news of the death of May Howe Fleming.

The auxiliary is donating $100 to the infantile paralysis fund. A letter of thanks was received from the Red Cross for the afghans distributed to veterans thru Anita Goldie. Donations were made to the kiddie and sunshine funds by Mabel Strates. Anna Peterson donated three dozen "get well" cards.

Plans are under way for erection of a bronze plaque for departed members. Contact Theresa Janpol or the club if you wish to participate in the secret pal party be held in the clubrooms in March. Admission is $2. Send all news to Fredi Coleman, 720 West 171st Street.

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Feb. 14.—About 125 members of the HASC and Ladies' Auxiliary attended the president's dinner February 6. Meal was prepared and served by the entertainment committee of the Ladies' Auxiliary, with Edna Marie Pray, co-chairman, in charge of the dinner and table decorations in the absence of Ruth Martone.

Following the dinner, President Harold Elliott was in the chair at the regular weekly meeting. Other officers present were Secretary Homer Pennington and Treasurer George Carpenter.

Membership applications of Joseph Murray and Leo Maloney were approved. Communications from Leo Tennent and Richard A. Jones were read.

Lem Harrington has been released from the hospital and is again in good health. Mr. and Mrs. Raymond Clayton and Mr. and Mrs. L. K. Cater have returned from a motor trip to Mexico City and California.

Regular initiation night will be held the last Friday of this month.

Ladies' Auxiliary

May Hart, second vice-president, presided and Secretary Loretta Rayn and Treasurer Hattie Howk also were on the rostrum. Despite inclement weather, the meeting drew 32 members. Ruth Ann Levin was warden.

Letters were read from Esther Weiner and Virginia Patterson.

Leola Campbell and Blanche Francis are on the sick list. The door prize, donated by Edna Marie Pray, was won by May Hart.

Following the joint presidents' party, a card party was held.

Ruth Gordon, recovered from a long illness, was present.

Ohio United Showman's Association

136 Tuscarawas St., W., Canton, O.

CANTON, O., Feb. 14.—President Adam Shorb presided at the semi-monthly meeting. Officers installed, in addition to Shorb, were Curt McClelland, vice-president; R. Jay Meyers Jr., secretary, and L. A. Hufler, secretary. Members of the board are Tony Diano, chairman; John Haubert, James Harris, Don Mercier, Harry Keller, Lester Mallboff and Bert Crawford. Members of the advisory board are Dave Betz, chairman; Paul McKenna, Charles Heinbeck and William Flinn Sr., who also is in charge of publicity.

Plans are being made for the Spring Round-Up, scheduled April 18 at the Diano Palomino Ranch here. All showmen in this territory are invited.

FOR SALE AT BARGAIN PRICES

1 Mills Ice Cream Machine (used only three months)
1 20-Horse Evans Candy Race Track (reconditioned last August)
5 Kestenbaum 5-gallon stainless steel drink dispensers (used only three months)
1 Solatone Solo-Lift Device (the customer lifts himself)
25,000 Vinegar or Dressing Bottles (for give-away prizes)
4 12½-foot Premier Skee Ball Alleys (almost new)

Write or wire your best offer for any or all of these items.
Reasonable offers will be accepted.

STATE AMUSEMENT CORPORATION
23 East North Temple Salt Lake City 3, Utah

BRIGHT LIGHTS EXPOSITION SHOWS
World's Brightest Midway

WANT WANT WANT

SHOW OPENS EARLY IN APRIL IN VIRGINIA

Place Shows of all kinds, good opening for 10-in-1, Girl and Posing Shows, Snake, Half and Half, or any Shows not conflicting. We have Tops, Banners, Panels, Fronts, everything complete for Shows. Place Concessions of all kinds; no Strong Outfits. Minstrel Show People, get in touch at once. Ride Help, also all of our old Help, write at once. Want Lot Man; Porter Curly Marsh, write at once.
Write or wire 722 Empire Bldg., Pittsburgh, Pa.

FOR SALE

CLOSING OUT ODDS AND ENDS

Beautiful Deluxe Cookhouse, stainless steel trim, big flash; 2 light towers complete with eight floods, switches, $500.00; beautiful modernistic aluminum front entrance, fake neon lighting, $300.00 (both for $700.00); 1 16x20 show top, new, never been out of bag, complete with poles and banner line, $225.00; 2 7x8 concession tops, practically new with frames, $50.00 ea.; 12x16 grab outfit, practically new, lot of equipment with it, $225.00.

H. W. STECK
Plainview, Minn.

SECRETARY-TREASURER

Desires connection for coming season. Experienced Auditor and Bookkeeper. Expert in all phases of Taxes. Past 2 years with Johnny J. Jones Expo. Can join at once. Address

ROY DE LANO
Bayside Park, 11295 Biscayne Blvd. Miami, Fla.

Copyrighted material
www.americanradiohistory.com

Showmen's League of America

400 So. State St., Chicago

CHICAGO, Feb. 14.—Past President Fred H. Kressmann presided at the February 12 meeting. Also at the table were Treasurer Walter F. Driver and Secretary Joe Streibich.

The welfare committee reported Vice-President Lou Keller in Billings Hospital for an operation, Al Latto confined at the American Hospital, Frank Berry still on the sick list but improving, and W. C. Deneke, H. D. Wilson, Pete Kling and Tom Vollmer still confined. Earl Bunting is making efforts to get a full report on the illness of John Sweeney, now confined to his sister's home in the East.

Charles Trimaj and Col. Harry Thomas were elected to membership.

Irving J. Polack has invited members to be his guests at the Shrine Circus here March 1. He also wrote pledging his full support to the committees to which he has been appointed.

Mike Wright, back from his Florida vacation, gave an interesting talk. Among those present after an absence were Past President Kressmann, Al Sweeney, John Lempart and Mickey Blue.

Rube Liebman is expected in for a week-end business trip. Jack Duffield is still hobbling with a foot in a cast, Ed Kornrumpf is vacationing in Florida. Max Brantman, chairman of the house committee, and Mrs. Brantman are on a trip to New Orleans.

Ladies' Auxiliary

President Lee Gluskin presided at the regular session. Other officers present were Margaret Filograsso, first vice-president; Lena Schlossberg, second vice-president; Carmen Horan, treasurer, and Elsie Miller, secretary.

Auxiliary donations during the past two months included $1,000 to Walter Winchell for the Damon Runyan Memorial Fund for Cancer Research; $500 to the Illinois Research for Cancer, $500 to Father Flannagan's Boys Town; $50 to Hattie Wagner for her Kiddie Christmas Fund and $50 to five Chicago orphanages.

Social given by Evelyn Hock, assisted by her mother, Margaret Hock, raised a neat sum for the club. Linen luncheon cloth was won by Margaret Filograsso. The social given by Mrs. Leah Brumleve and Blanche Latto drew 40 patrons despite severe weather.

An organization birthday party, marking 30 years of auxiliary activities, was held. President Gluskin, who lit the birthday cake, was presented with a gift by members.

Committee appointments by President Gluskin are: Lillian Glick, chairman of the 1948 open house bazaar; finance, Mrs. Leah Brumleve, chairman; Marie Brown, Phoebe Carsky, Margaret Hock, Blanche Latto and Nan Rankin; reception, Del Hoffman, chairman; Leah Brumleve, Evelyn Hock, Mrs. Irving J. Polack, Billie Wasserman and Lillian Woods; press, Viola Blake, chairman; Viola Fairly, Virginia Kline, Claire and Mae Sopenar; relief, Ida Chase, chairman; Rose Jarboe, Lillian Lawrence and Lena Schlossberg; ways and means, Lillian Glickman, chairman; Ann Belden, Margaret Filograsso, Carmen Horan and Evelyn Hock; hostess, Del Hoffman; membership, Viola Fairly, chairman; Myrtle Hutt Beard, Ann Doolan, Raynell Golden, Sadie Goodman, Margaret Pugh, Nan Rankin, Ann Roth, Edith Streibich and Hattie Wagner; official greeter, Margaret Hock; assistant greeters, Phoebe Carsky, Louise Rollo and Billie Wasserman; chaplain, Lillian Glick; sentinels, Lillian Lawrence and Viola Blake.

New members are Ivah Dell Anthony, Marg Jeske, Adeline Paddock, C. Sorenson and Jean Garden.

Donations came from J. W. (Patty) Conklin, Walter Driver and Ida Cohen.

Esther Weiner is ill at her home in Sioux City, Ia. Ann Sleyster is reported on the mend after an accident.

Mrs. Lena Schlossberg has returned from Hot Springs and Mrs. Eddie Sopenar returned from a trip to Canada.

Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, Feb. 14. — President Harry Stahl was in the chair at the February 9 meeting. Also on the rostrum were Ben Morrison, first vice-president; Roscoe T. Wade, second vice-president; Louis Rosenthal, treasurer; Bernhard Robbins, secretary, and Jack Dickstein, past president.

Ed Douglas and Julius Berk were reported on the sick list. Calvin Lee Lovejoy and Samuel Herscovitch were elected to membership.

Communications were received from Floyd E. Gooding, W. G. Wade, Morris Tisser, Playland United Shows, and Samuel S. Levy, Lawrence Greater Shows.

Talks were given by Haviland Reves, representative of *The Billboard;* William Zakoor and Roscoe T. Wade. Drive for the reinstatement of members delinquent in their dues opened strong.

Art Grzann, commander of the Joey Moss MSA American Legion Post, reported the advance ticket sale for the Legion dance above expectations.

Ladies' Auxiliary

Group met February 9, with the following on the rostrum: Bernice Stahl, president; Dot Miller, first vice-president; Peggy Cohen, second vice-president; Rose Lewiston, third vice-president; Dorothy Gold, treasurer, and Bell Powers, secretary.

Elected to membership were Margaret Purdy, Mary Ragan Kanthe, Florence Wolke and Alice Marie West. Lottie Johnson was reported on the sick list.

By-laws were revised and approved, and a new by-law book will be published. Carrie Dear and Mae Bernard were the winners of the night's prizes.

Ann Boker, entertainment chairman, distributed tickets for the St. Patrick's Day dance March 17.

B & B Wire Rope

FOR YOUR RIDES

Prompt Shipment for:
FERRIS WHEEL
CATERPILLAR • WHIP
TILT-A-WHIRL
HEY DEY • LINDY LOOP
RIDEE-O-RIDE

Midway Mike Says:
Let's play it safe in 'Forty-eight;
Replace worn ropes before too late.

Broderick & Bascom Rope Co

4203 N. Union Blvd. St. Louis 15, Mo.
32-30 43rd Avenue Long Island City 1, N. Y.
Airport Way at Edmunds S Seattle 8, Wash.

Or Order B&B Wire Rope from Your Ride Manufacture

LAWRENCE CARR SHOWS

New England's Finest

FIRST CALL FIRST CALL

Opening April 19 in a Large Industrial City of 180,000 Population.

WANT FROZEN CUSTARD

Want Concessions of all kinds, must work for Stock. Will sell X on t Wheels, must carry two or more Slum Concessions. Book percenta with other Concessions. Sell X on two Mitt Camps, also X on followir Penny Pitches, Fish Pond, Watch-La, Slum Bowling Alley, or any oth Store that works for 10c.
WANT—First and Second Men for following Rides: Twin Wheels, Merr Go-Round, Chairplane, Tilt, Octopus. Man to handle two Kiddie Rid Man to take complete charge of 150-ft. Side Show with Acts. Girl Sho Operator with Girls for two Shows, man to handle 110-ft. Monkey Spee way; other Useful Show People, write, will place you. Will frame a finance any Show of Merit for responsible Showmen not conflicti with above Shows. Will book Fun House.

LAWRENCE CARR, Owner and Manager JOHN TERRY, Business Manag
196 WILDWOOD ST., WILMINGTON, MASS.
P.S.: Hank Sylow, get in touch immediately.

DICK'S GREATER SHOW

RICHARD E. GILSDORF, *General Manager*
NOW BOOKING FOR 1948
WANT TO BOOK — SUPER ROLL-O-PLANE
CONCESSIONS WANTED — All Legitimate Concessions. Long a Short Range Shooting Galleries, Penny Arcade.
RIDE HELP—Foremen on Rocket and Chairplane, Second Men on Fer Wheel and Merry-Go-Round. Top salaries—Semi Drivers giv preference. Address
RICHARD E. GILSDORF
BOX 1582, NORFOLK, VA.

WANT FOR DADE COUNTY FAIR, MIAMI, FLA.
OPENING MARCH 5 AND ALL SEASON WITH
ENDY BROS.' RAILROAD SHOW
Side Show Acts, Talkers, Grinders, Pitchman, anything Outstandin
Billy Kennedy, Ralph Leemaster, Tick Tack, J. Gould, all answer.
GEORGE VOGSTADT
ENDY BROS.' SHOW
743 Seybold Bldg., Miami, Fla.

20 RIDES & SHOWS — CENTRAL STATES SHOWS — 35 CONCESSIONS
OPENING MARCH 1ST, NEW BRAUNFELS, TEXAS; THEN WACO, TEXAS, MARCH 8TH, COTTON PALACE LOT.
Can place a few more Hanky Pank Concessions and Ball Games, also Photos. Will furnish equipment for Grind Shows or Side Show People. Attractive proposition for people with own equipment. Want Scenic Painter. Have 15 of the best Fairs and Celebrations in the Kansas, Nebraska and Oklahoma territory. Winter Quarters now open. Write or wire
W. W. MOSER, Box 127, Aransas Pass, Texas. Phone 35-W.

NEW 1948 KING FUN HOUSES
Beautiful newly designed Fun Houses built on Semi-Trailers. Erected and dismantled an hour's time. New models complete with full line of tricks. Write for full informatic Terms available.
KING AMUSEMENT CO.
82 ORCHARD STREET MT. CLEMENS, MIC

WANT—QUEEN CITY SHOWS—WANT
OPENING EARLY IN MARCH
CONCESSIONS—Photos, Scales, Guess Your Age and Weight, Ball Games, Dart Games, Fish Pond, Pitch-Till-U-Win, or any Legitimate Stock Joint. Will book small Cookhouse or Sit-Down Grab that will cater to show people. Diggers, Penny Arcade and American Mitt Camp. Positively NO GRIFT. Bingo, Popcorn and Cotton Candy already booked. SHOWS—Will book any Show with own equipment. Geo. West, answer. RIDES—Will book one Flat Ride. Want capable Ride Help on Ferris Wheel and Chair Swing. Second Men on other Rides. Russ Simmons, wire me at once. Noodle Family, contact me. Winter Quarters now open. Plenty of room to paint and build.
All answer "Curley" Little, c/o QUEEN CITY SHOWS, Smithfield, N. C.

STOCK TICKETS
One Roll ..... $ 1.00
Five Rolls 4.00
Ten Rolls 6.00
Fifty Rolls 20.00
100 Rolls 38.00
ROLLS 2,000 EACH.
Double Coupons.
Double Prices.
No C. O. D. Orders.
Size: Single Tkt. 1x2".

TACT: Ability to Pull the Stinger From a Bee Without Getting Stung.
Roll, Machine Folded, Reserved Seat. TICKETS Coupon Books, Strips, Contest.
THE TOLEDO TICKET COMPANY
114-116 Erie
Toledo (Ticket City) 2, Ohio

SPECIAL PRINTED
Cash With Order Prices
Roll or Machine
2,000 ... $ 6.60
4,000 ... 7.45
6,000 ... 8.30
8,000 ... 9.15
10,000 ... 10.00
30,000 ... 14.00
50,000 ... 18.00
100,000 ... 28.00
500,000 ... 108.00
1,000,000 ... 208.00
Double coupons. Double pric

Copyrighted material
www.americanradiohistory.com

JOHNNY J. DENTON SHOWS

10 Rides — 10 Shows 10 — 40 Concessions
Light Towers, Search Lights and Free Acts

CAN PLACE CAN PLACE CAN PLACE

For 31 Weeks of Bona Fide Fairs and Celebrations.
The Show Has 14 High Class Bona Fide Fairs Booked.
(No More Pending.)

SHOWS—Can place Side Show, have new 20x110 ft. Top and Banners. Good opening for Jig Show, have complete outfit. Give good proposition to Motor Drome, Animal Show and Posing Show.

RIDES—Can place Foremen and Second Men for the following 10 rides: Twin Wheels, Octopus, Merry-Go-Round, Kiddie Auto Ride, Caterpillar, Roll-o-Plane, Flying Scooter, Tilt-a-Whirl.

CONCESSIONS—All open except Pan Game, Candy Floss, Pop Corn, Lead Gallery, Bingo, Diggers and Percentage. Good opening for Cookhouse. Sell "X" Mug Outfit.

WINTER QUARTERS now open at Napier Field, Dothan, Ala. Plenty of room for everybody. Herb Prator, answer at once.

All replies to

JOHNNY J. DENTON or FRED CANTRAL
NAPIER FIELD BLDG. #104, DOTHAN, ALABAMA
P.S.: Have For Sale—One 24-Seat Chairplane, $800.00. Transportation for same, $600.00.

B & V SHOWS

OPENING IN NEW JERSEY, APRIL 15

All Concessions open except Cook House, Long Range, Frozen Custard, Bingo, French Fries, Candy Apples, Pop Corn and Floss.

10 FAIRS GUARANTEED STARTING JULY 25 AT OWEGO, N. Y.

WANT SHOWS: Midget, Monkey, Side Show, Girl Revue, and any good Grind Shows—have outfits. WANT OUTSTANDING PERFORMER FOR GIRL REVUE.

MOTORDROME
Show offers a golden opportunity for a Motor Drome since our Fairs have not been played by a Drome since before the war.

WANT RIDES: Tilt-a-Whirl, Fly-o-Plane, Roll-o-Plane, Kiddie Train.
WANT HELP: Ride Help and Help for all Departments.
FOR SALE: 2 50 Kw.'s mounted on Mack Diesel Truck and ready to operate. Reason for selling: Have bought new plants.

All communications to
J. VAN VLIET, 404 Garibaldi Avenue, Lodi, N. J.

BAKER UNITED SHOWS
"A CLEAN MODERN MIDWAY"

"A Clean Modern Midway"
Opening April 22nd, Vicinity of Indianapolis.
Still playing the choice route of Indiana's celebrations.

WANT—Concessions, PHOTO, must be good; NOVELTIES, JEWELRY, STOCK CONCESSIONS OF ALL KINDS, MERCHANDISE WHEELS that can work for STOCK, AMERICAN PALMISTRY. All Catering Concessions sold.
SHOWS—Any Show of Merit with own outfit, except Monkey and Penny Arcade. A splendid opportunity for FUN HOUSE, GLASS HOUSE, MOTOR DROME. Will place POSING SHOW or REVUE that will comply with our standards. WILL FEATURE WILD ANIMAL CIRCUS or ONE RING DOG and PONY SHOW.
RIDES—Can place one or two MAJOR RIDES not conflicting with Wheel, Merry-Go-Round, Tilt, Roll-o-Plane, Octopus or Chairplane. Can use one or two Kiddie Rides.
RIDE HELP—First and Second Men for all above Rides. Must be sober, reliable and licensed to drive. No other need apply. Address all communications to

TOM L. BAKER, Mgr. Baker United Shows
2257 Madison Ave. Phone: Garfield 4584 Indianapolis, Ind.

BRIGHTS LIGHTS EXPOSITION SHOWS

WANT AGENTS

Wheel Agents, Clothes Pin Agents, Razzle Dazzle Agents, Over 12 Agents, Bingo Countermen, and General Help. All boys who worked for me before, contact me. Will be in Winter Quarters first week of March. Curly and Steve, contact me.

MR. DAN DONNINI
c/o BRIGHT LIGHTS EXPO. SHOWS, P. O. Box 851, Lynchburg, Va.

CLUB ACTIVITIES

Pacific Coast Showmen's Association
1106 S. Broadway, Los Angeles 15

LOS ANGELES, Feb. 14.—Short session Monday (9) was conducted by Vice-President Joe Krug with Treasurer Al Weber, Past President Harry Hargrave, Moe Levine, Secretary Ed Mann, and guests Poodles Hanneford and Walter L. Main on the rostrum.

Arthur G. Hughes, brother of Chaplain Jack Hughes, was elected to membership.

Visitors and members present after absences were Walter L. Main, Poodles Hanneford, David Kauim; Charlie Walpert, just returned from Honolulu; Vernon Reaver, general agent of Clyde Beatty Circus; Sam Druker, Mike Walsh, Ray Langford, Eddie Ritro, Will Smith and Eddie Edward.

A committee from the Ladies' Auxiliary was received and an invitation by the ladies to attend a dinner in their clubrooms Monday (17) was accepted. Julia Smith and Doreen Dyke comprised the committee.

It was announced that a total of $1,665 had been added to the furniture fund and that more pledges are on the way.

Official opening of the new clubrooms will be held Monday (23) with a lavish program of entertainment, dancing and refreshments being planned.

Members on the sick list include Ed Smithson, now taking treatments at the Los Angeles General Hospital; Harry Wills, a patient in the same hospital; Johnny Castle, recovering at a Monrovia sanitarium, and George Dunn, at a sanitarium in Agnew, Calif.

Drawing was won by Curly Cummins.

Ladies' Auxiliary

First board meeting in the new clubrooms was called to order by Past President Betty G. Coe, in the absence of Chairman Jessie Loomis, also a past president. Thirty-one members were present. The committee in charge of fixing up the new clubrooms included Nina Rogers, chairman; Margaret Farmer, Edith Hargrave, Peggy M. Forstall and Mary Taylor.

The regular meeting was presided over by President Madge Buckley, with 67 members and 4 guests present. Clara Zeiger, Gladys Mackey and Jean King, the latter a member of the Miami Showmen's Association auxiliary, were invited to sit on the rostrum and gave short talks. Others called on for talks were Sue Cummins, Alice Cochran, Barbara Trent, Gladys Keenan, Dorothy Enfield, Sally Maggiano and Grace Hanneford. Guests introduced were Mrs. H. E. Brown, Mrs. Guy F. Bush, Stella Hamilton and Jean King.

Reported on the sick list were Grace De Garro, Nancy Myers and Maybelle Bennet.

A letter was received from Hazel Work, thanking the club for the flowers sent at the time of her husband's death; from Lucille Dolman for the flowers sent at the time of her sister's death, and from Sally Flynn and Jessie Loomis for the flowers when they were ill.

Opal Manley, in the absence of Chairman Lill Schue of the bazaar committee, requested all members to start bringing in donations for the bazaar. Lucille King started a collection for drapes and a carpet and the sum of $62 was realized. Clara Zeiger, Mora Bagby, Jessie Loomis and Gladys Mackey made donations to be used as the club sees fit.

Emily Bailey, a new member, was introduced.

Caravans, Inc.
P. O. Box 1902, Chicago

CHICAGO, Feb. 14.—Because of inclement weather, attendance at Tuesday's session was small. President Lucille Hirch presided, and Chaplain Lorraine Dugas gave the invocation.

Correspondence was read from Alma Baylis, Bonnie Ayers, Esther Weinter, Ann Doolan, Pearl McGlynn, Rev. Marcel La Voy; Joe Streibich, secretary of the Showmen's League of America; Lotus Hanson, secretary of the Ladies' Auxiliary, Miami Showmen's Association, and Edna Stinson.

Welfare Chairman Irene Coffee reported Kate Potenza, Billie Lou Foremen and Annette Rohr on the sick list. On the convalescent list are Joicy Williams Gray, Bessie Lamonde and Esther Weinter. Josephine Glickman, corresponding secretary, will enter the hospital shortly for an operation.

Mae Oakes, third vice-president, recently returned from St. Louis and gave an account of the installation ceremonies conducted by the Missouri Show Women's Club. Midge Cohen, New York, en route to California, visited her sister, Edna Stenson, in Chicago. Edna, incidentally, plans to leave for Tampa to visit another sister, Evelyn Blakely.

The award of the evening, donated by Lorraine Dugas, was won by Marianne Pope. Claire Sopenar was named chairman of the spring party, which will be held in the Gray Room of the Sherman Hotel, March 13.

All meetings and socials will be held Tuesdays from now on instead of holding meetings only Tuesday and socials on Saturday.

FOR SALE
TWO BUSSES
One 1942 Ford, 41-passenger, in excellent mechanical condition; one 1939 Yellow Coach, stub nose, 22-passenger, new Chevrolet motor. Going out of business and will sacrifice. For further information, write
FLAMINGO SERVICE STATION
or call 9139, Delray Beach, Fla.

L. J. HETH SHOWS
NOW BOOKING FOR 1948
Shows, Rides, Concessions, Acts.
WINTER QUARTERS
North Birmingham, Ala.

FOR SALE
WALK-AROUND SHOW TRAILER
22-Ft. Body, ideal for Mechanical Show or Iron Lung or any Pit Show. Beautiful flashy Trailer, $1,500.
HOWERTON TIRE CO.
P. O. Box 25, Eureka, Mo.

—AVAILABLE—
"SILLY-SULLY"—THE GREAT STRIP-TEASE KING
A new and different comic strip with lots of laughs. Burlesk experience; prefer carnival. Notify before February 28th.
ALBERT SCULLY
9156 Bryden Ave. Detroit 4, Mich.

WANTED WANTED
CANNON BALL
Man shot from cannon. No experience required. Help that can drive semi-trailers. Long season.
F. O. GREGG, Plymouth, Wis.

FOR SALE
24-ft. Kiddie Merry-Go-Round, 20 horses, 2 chariots, loads on bobtail truck, $1,850.00; Grab Outfit (on factory built trailer), grill, stove, ice box, root beer barrel with carbonator, all one season old, $450.00 complete; Photo (1½"x2"), hauls on two-wheel trailer without dismantling, $200.00. All replies to JOHNNY'S UNITED SHOWS, Winter Quarters Lincoln Beach Park, R. R. 4, New Orleans, La.

FOR SALE
10x10 Dart Shooting Gallery, two boards, 30 new guns, new canvas and frame, $175.00; 8x14 Basketball Game, complete with two official balls (one new), return net, $175.00; 9x14 Ball Game Hood with return apron, $68.00. CLARENCE BUTTEDAHL, All States Trailer Ct., Hot Springs, Ark.

Copyrighted material
www.americanradiohistory.com

GRADE A COACHES

Vagabond, Peerless, Dixie Queen, Royal, Superior, M System, Cabana, Invader, Marville Dwyer, Whirlabout and many others, 12 ft. to 33 ft. Prices to fit any pocketbook.

ERNIE JORDAN

SALES & SERVICE TERMS & TRADE

Satisfaction Guaranteed

505 N. E. 23rd Oklahoma City, Okla.

Oklahoma's Trailer Boy

WANT CARNIVAL

For Belleville, Illinois

FRATERNAL ORDER OF EAGLES FESTIVAL

August 26, 27, 28 and 29. Contact

A. E. JOHNSON

Committee Chairman, Belleville, Ill.
Phone: Belleville 2247-J
or St. Louis, Mo. Garfield 0360, Sta. 394

BARGAIN

COIN COUNTER, $1.00

Counts pennies, nickels and dimes. Lightweight. Counts money in half the time. Send $1.00 bill and we will prepay to your door.

ADAMS-FAIRFAX CORPORATION

5729 W. Jefferson Blvd., Dept. 1
Los Angeles 16, Calif.

FOR SALE

12 BIG ELI FERRIS WHEEL

Seats with covers and crates, in good condition, used last season, $875.00.

DEALINGS RIDES

2681 Falls Blvd., Tonawanda, N. Y.

FOR SALE

Cigarette Gallery, 10x10 Anchor Top Pin Hinge Frame, 6 Daisy Pump Guns, good condition, $100.00. One complete Evans make Devil's Bowling Alley, 10x14 Top Pin Hinge Frame, $350.00. One 10x14 Top Pin Hinge Frame, 4 sets Pickaninny ...al cost $50.00 set, substitute for ...ttles, $150.00.

...AYLOR BROS.

...gh Martinsburg, W. Va.

Arizona Showmen's Association, Inc.
317 W. Washington, Phoenix

PHOENIX, Ariz., Feb. 14.—With President Denny away on business, First Vice-President Paul Pisuka presided at the February 9 meeting which drew 35 members. Second Vice-President Norman Prather was appointed chairman of the farewell party to be held at the Siebrand Bros. Shows' quarters the first week in March. Assisting him will be Bill Carter and Delton Yeakle.

Babe Gallimore is recovering from a recent illness; Bill Bishop is reported improving, and Ed Smithson is back in a Los Angeles hospital. Elected to membership were Mrs. L. M. Gallimore and Mary Domane. Frank and Rose Menow left for their home in San Diego, Calif. Weekly award went to Harry J. Eckart, who donated it to the sick and relief fund.

Regular Associated Troupers
106 E. Washington, Los Angeles

LOS ANGELES, Feb. 14.— Thursday (4) being the 24th wedding anniversary of Bill and Nancy Meyer, 50 members tendered them a celebration. Gladys Macky emseed and presented the couple with 24 red roses. A wedding cake, sandwiches and coffee were served.

Inez Allton, fourth vice-president, presided at part of the meeting. It was reported that John Castle had been taken to Pottinger's Rest Home, Monrovia, Calif. T. Dwight Pepple had as his guest, Vernon Reaver, of the Clyde Beatty Circus. Charles Crause had his mother as his guest.

Tom and Peggy Bailey came in from the Valley and reported good business. Virginia Kline reported she was leaving for Salem. Ivan and June Gilligan also announced they were leaving for Salem.

WORLD of TODAY SHOWS

TWO SHOWS COMBINED IN ONE

L. C. REYNOLDS
OWNER
ART SIGNOR
SEC.-TREAS.

H. WELLS
OWNER
BILL STARR
CONCESSIONS MGR.

SEASON 1948

OPENING FT. SMITH, ARK., APRIL 10.
Followed by Strongest Still Route in Middle West.
Fairs Starting August 1 Until Middle of October, Including Faribault, Minn.; Austin, Minn.; New Ulm, Minn.; Sioux Falls, S. D.; Bethany, Mo.; Tulsa, Okla.; Muskogee, Okla.

WANT

CONCESSIONS: All types Slum Stores, Custard, Long and Short Range Galleries, Penny Pitch, Age, Scales, Basketball, Cigarette Gallery, Mug, Fish Pond.

RIDES: Pony Ride and Streamlined Train. Must be first class, clean and flashy.

SHOWS: Penny Arcade, Motordrome, Fat, Unborn, complete Minstrel. We invite correspondence from Showmen with New Ideas. Will build to suit.

HELP: Octopus Foreman. Must know Ride and drive Semi. Second and Third Men on all Rides. Must drive. Glass House Operator (percentage proposition to right man).

Plenty of room on Fairgrounds for you to build, repair and paint.
(Pete Freeman and Jimmie Chavanne, get in touch at once.)

WINTERQUARTERS:
FAIRGROUNDS,
MUSKOGEE, OKLA.

MAILING ADDRESS:
BOX 782
MUSKOGEE, OKLA.

REDWOOD EMPIRE SHOWS

PLAYING THE GREAT NORTHWEST

CAN PLACE FOR SEASON OF 1948

PLENTY OF FAIRS AND CELEBRATIONS

RIDES—Merry-Go-Round or Flying Jenny, Kiddie Auto Ride. SHOWS—Shows of all kinds, must be first-class. Will furnish tops for worth-while attractions. CONCESSIONS—Legitimate Concessions that do not conflict. HELP—Can use reliable Help on Wheel and Octopus who can drive semis. Can place Free Act. Opening March 1st.

ANTHONY MASSETH, Mgr. & Owner

P. O. BOX 391, SAN LEANDRO, CALIF.

P.S.: Will buy or lease small Merry-Go-Round or Flying Jenny.

WANTED-SHOWS AND LEGITIMATE CONCESSIONS-WANTED

www.americanradiohistory.com

ALAMO EXPOSITION SHOWS

WANT WANT WANT

FOR THE BATTLE OF FLOWERS

Biggest Spring Celebration in the U. S. A.

On the Streets of San Antonio, Tex., April 19-24 Inclusive

MERCHANDISE CONCESSIONS OF ALL KINDS, EATS, DRINKS.
(No "Ex." outside of Novelties.)

COOKHOUSE THAT WANTS TO MAKE MONEY AND WILL PLEASE OUR PEOPLE FOR SEASON 1948. ALSO WANT FOR ENTIRE SEASON OF 1948: PHOTO GALLERY, ARCADE, JAM PITCH, IRON LUNG, MICKEY MOUSE AND WILD LIFE SHOW. WILL BOOK PONY AND BABY TRAIN RIDES. CAN ALSO PLACE AMERICAN PALMISTRY (no gypsies). Reliable Special Agent and Billposter who has his own transportation. Man to take care of Sound Car and Front Arch. Louis Hodgkins, come on.

WE HAVE 15 FAIRS AND CELEBRATIONS CONTRACTED. MORE CELEBRATIONS PENDING. WE OPEN APRIL 5 AT AUSTIN, TEX. CAN GIVE YOU A 34 WEEKS' SEASON.

FOR SALE: No. 12 Eli Ferris Wheel, in perfect condition. Will put up in air for purchaser. 14-Car Kiddie Ride, in perfect condition. Just been overhauled and painted.

All Address

JACK RUBACK, Mgr. ALAMO EXPOSITION SHOWS
2240 E. HOUSTON STREET, SAN ANTONIO, TEXAS. (Phone: Fannin 1812)

LAST CALL . . LAST CALL . . LAST CALL . . LAST CALL

35th ANNUAL TOUR — GREAT — BEST ILLUMINATED MIDWAY IN AMERICA

SUTTON SHOWS

"AMERICA'S LARGEST AND MOST BEAUTIFUL MOTORIZED CARNIVAL"

Can Place the Following for the Finest Route in the Midwest

RIDES: Due to disappointment can place Roll-o-Plane, Pretzel, Spitfire, Fly-o-Plane, Flying Scooter or Caterpillar.
SHOWS: Can place Glass House, Monkey Show, Wild Life; also Motordrome.
CONCESSIONS: Can place Frozen Custard, Candy Floss, Candy Apples, French Fry and any legitimate Stock Concessions.

WINTER QUARTERS

Pleasureland

VALDOSTA, Ga., Feb. 14.—Altho hampered by several weeks of inclement weather, quarters' work is about completed. All rides have been overhauled and repainted, as have the trucks and light plants, and everything was in readiness for today's opening at Morven, Ga., under American Legion Post auspices.

First unit carries the Merry-Go-Round, Carl Ford, foreman; Clyde Walden, second man; Sky Ride, Richard Welch, foreman, and Kiddie Auto, with Dena Welch in charge. Ed Faulkner is in charge of the light plants and electrical work, while Fred Coates directs the paint department. Bob Huddleston is carpenter, and Pop Welch, mechanic.

Shows plan to carry about 25 concessions, with the following already lined up. Eddie Herman, 4; R. E. Barter, grab; Tommy Delph, popcorn; Ray Panizzi, French fries; Bill Reece, 5; D. C. Sullivan; A. J. Mitchell, 2; R. Jones, 3; B. Butler, 4; P. Z. Israel, 2, and N. E. Carpenter, 2.

H. G. Hockett, co-owner and manager, currently on a booking trip, reports favorable results. A. O. Coffman is rounding up necessary parts and equipment. Quarters' work was in charge of the writer, who will fill the duties of secretary and lot man on the road.—JACK RATERINK.

Midway of Mirth

TRENTON, Ill., Feb. 14.—Tommy Davis in charge of quarters work, assisted by Jimmie Rogers, W. H. Ellis, Red Martin and Bill Brown. Cold weather delayed truck repairs and painting, but ride make-ready proceeded satisfactorily in heated quarters.

Mrs. W. H. Ellis is the official coffee maker at the women's afternoon get-togethers. Mr. and Mrs. Ray Steele returned from California to prepare their concessions.

Mr. and Mrs. Carl Pope, who have the corn game, are wintering in East St. Louis, Mo. W. H. Candler, Francis and B. C. Hines are expected soon from Arkansas.

Ralph and Jackie Mulkey and Frank Lavall are visiting Babe and Bill Goodrich at their Gautier, Miss., home. They will head north together March 1. Mr. and Mrs. Ware will be back this year with their photo gallery.

Esther Speroni cut her Southern trip short due to business, and reports there wasn't much difference between weather in the North and that in the South.

Dad Waters, 79 years young, is mailman in quarters.—ROSIE DAVIS.

Silver Slipper

CHATTANOOGA, Feb. 14.—Overhauling of trucks and painting of

www.americanradiohistory.com

GRADE A COACHES

Vagabond, Peerless, Dixie Queen, Royal, Superior, M System, Cabana, Invader, Marville Dwyer, Whirlabout and many others, 12 ft. to 33 ft. Prices to fit any pocketbook.

ERNIE JORDAN

SALES & SERVICE TERMS & TRADE

Satisfaction Guaranteed

505 N. E. 23rd Oklahoma City, Okla.

Oklahoma's Trailer Boy

WANT CARNIVAL

For Belleville, Illinois

FRATERNAL ORDER OF EAGLES FESTIVAL

August 26, 27, 28 and 29. Contact

A. E. JOHNSON

Committee Chairman, Belleville, Ill.
Phone: Belleville 2247-J
or St. Louis, Mo. Garfield 0360, Sta. 394

BARGAIN

COIN COUNTER, $1.00

Counts pennies, nickels and dimes. Lightweight. Counts money in half the time. Send $1.00 bill and we will prepay to your door.

ADAMS-FAIRFAX CORPORATION
5729 W. Jefferson Blvd., Dept. 1
Los Angeles 16, Calif.

FOR SALE

12 BIG ELI FERRIS WHEEL

Seats with covers and crates, in good condition, used last season, $875.00.

DEALINGS RIDES
2681 Falls Blvd., Tonawanda, N. Y.

FOR SALE

Cigarette Gallery, 10x10 Anchor Top Pin Hinge Frame, 6 Daisy Pump Guns, good condition, $100.00. One complete Evans make Devil's Bowling Alley, 10x14 Top Pin Hinge Frame, $350.00. One 10x14 Top Pin Hinge Frame, 4 sets Pickaninny Heads, original cost $50.00 set, substitute for Coca-Cola Bottles, $150.00.

TAYLOR BROS.
927 N. High Martinsburg, W. Va.

Arizona Showmen's Association, Inc.

317 W. Washington, Phoenix

PHOENIX, Ariz., Feb. 14.—With President Denny away on business, First Vice-President Paul Pisuka presided at the February 9 meeting which drew 35 members. Second Vice-President Norman Prather was appointed chairman of the farewell party to be held at the Siebrand Bros. Shows' quarters the first week in March. Assisting him will be Bill Carter and Delton Yeakle.

Babe Gallimore is recovering from a recent illness; Bill Bishop is reported improving, and Ed Smithson is back in a Los Angeles hospital. Elected to membership were Mrs. L. M. Gallimore and Mary Domane. Frank and Rose Menow left for their home in San Diego, Calif. Weekly award went to Harry J. Eckart, who donated it to the sick and relief fund.

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, Feb. 14.— Thursday (4) being the 24th wedding anniversary of Bill and Nancy Meyer, 50 members tendered them a celebration. Gladys Macky emseed and presented the couple with 24 red roses. A wedding cake, sandwiches and coffee were served.

Inez Allton, fourth vice-president, presided at part of the meeting. It was reported that John Castle had been taken to Pottinger's Rest Home, Monrovia, Calif. T. Dwight Pepple had as his guest, Vernon Reaver, of the Clyde Beatty Circus. Charles Crause had his mother as his guest.

Tom and Peggy Bailey came in from the Valley and reported good business. Virginia Kline reported she was leaving for Salem. Ivan and June Gilligan also announced they were leaving for Salem.

WORLD of TODAY SHOWS

TWO SHOWS COMBINED IN ONE

L. C. REYNOLDS, OWNER
ART SIGNOR, SEC.-TREAS.

SEASON 1948

H. WELLS, OWNER
BILL STARR, CONCESSIONS MGR.

OPENING FT. SMITH, ARK., APRIL 10.
Followed by Strongest Still Route in Middle West.
Fairs Starting August 1 Until Middle of October, Including Faribault, Minn.; Austin, Minn.; New Ulm, Minn.; Sioux Falls, S. D.; Bethany, Mo.; Tulsa, Okla.; Muskogee, Okla.

WANT

CONCESSIONS: All types Slum Stores, Custard, Long and Short Range Galleries, Penny Pitch, Age, Scales, Basketball, Cigarette Gallery, Mug, Fish Pond.

RIDES: Pony Ride and Streamlined Train. Must be first class, clean and flashy.

SHOWS: Penny Arcade, Motordrome, Fat, Unborn, complete Minstrel. We invite correspondence from Showmen with New Ideas. Will build to suit.

HELP: Octopus Foreman. Must know Ride and drive Semi. Second and Third Men on all Rides. Must drive. Glass House Operator (percentage proposition to right man).

Plenty of room on Fairgrounds for you to build, repair and paint.
(Pete Freeman and Jimmie Chavanne, get in touch at once.)

WINTERQUARTERS: *FAIRGROUNDS,* *MUSKOGEE, OKLA.*

MAILING ADDRESS: *BOX 782* *MUSKOGEE, OKLA.*

REDWOOD EMPIRE SHOWS

PLAYING THE GREAT NORTHWEST

CAN PLACE FOR SEASON OF 1948

PLENTY OF FAIRS AND CELEBRATIONS

RIDES—Merry-Go-Round or Flying Jenny, Kiddie Auto Ride. SHOWS—Shows of all kinds must be first-class. Will furnish tops for worth-while attractions. CONCESSIONS—Legitimate Concessions that do not conflict. HELP—Can use reliable Help on Wheel and Octopus who can drive semis. Can place Free Act. Opening March 1st.

ANTHONY MASSETH, Mgr. & Owner
P. O. BOX 391, SAN LEANDRO, CALIF.

P.S.: Will buy or lease small Merry-Go-Round or Flying Jenny.

WANTED-SHOWS AND LEGITIMATE CONCESSIONS-WANTED

THE WEST'S GREATEST SPRING CELEBRATION

NATIONAL ORANGE SHOW

SAN BERNARDINO, CALIF.

ELEVEN BIG DAYS, MARCH 11 TO 21 INCLUSIVE, 1948

1947 ATTENDANCE, 300,000

All Legitimate Concessions open. Also Shows not conflicting must conform to this show's standards

WRITE, WIRE OR PHONE SUNSET 2-3131

CRAFTS 20-BIG SHOWS

7283 BELLAIRE AVE.
NORTH HOLLYWOOD, CALIF.

Copyrighted material
www.americanradiohistory.com

ALAMO EXPOSITION SHOWS

WANT **WANT** **WANT**

FOR THE BATTLE OF FLOWERS

Biggest Spring Celebration in the U. S. A.

On the Streets of San Antonio, Tex., April 19-24 Inclusive

MERCHANDISE CONCESSIONS OF ALL KINDS, EATS, DRINKS.
(No "Ex." outside of Novelties.)

COOKHOUSE THAT WANTS TO MAKE MONEY AND WILL PLEASE OUR PEOPLE FOR SEASON 1948. ALSO WANT FOR ENTIRE SEASON OF 1948: PHOTO GALLERY, ARCADE, JAM PITCH, IRON LUNG, MICKEY MOUSE AND WILD LIFE SHOW. WILL BOOK PONY AND BABY TRAIN RIDES. CAN ALSO PLACE AMERICAN PALMISTRY (no gypsies). Reliable Special Agent and Billposter who has his own transportation. Man to take care of Sound Car and Front Arch. Louis Hodgkins, come on.

WE HAVE 15 FAIRS AND CELEBRATIONS CONTRACTED. MORE CELEBRATIONS PENDING. WE OPEN APRIL 5 AT AUSTIN, TEX. CAN GIVE YOU A 34 WEEKS' SEASON.

FOR SALE: No. 12 Eli Ferris Wheel, in perfect condition. Will put up in air for purchaser. 14-Car Kiddie Ride, in perfect condition. Just been overhauled and painted.

All Address

JACK RUBACK, Mgr. ALAMO EXPOSITION SHOWS
2240 E. HOUSTON STREET, SAN ANTONIO, TEXAS. (Phone: Fannin 1812)

LAST CALL . . LAST CALL . . LAST CALL . . LAST CALL

35th ANNUAL TOUR — GREAT — BEST ILLUMINATED MIDWAY IN AMERICA

SUTTON SHOWS

"AMERICA'S LARGEST AND MOST BEAUTIFUL MOTORIZED CARNIVAL"

Can Place the Following for the Finest Route in the Midwest

RIDES: Due to disappointment can place Roll-o-Plane, Pretzel, Spitfire, Fly-o-Plane, Flying Scooter or Caterpillar.
SHOWS: Can place Glass House, Monkey Show, Wild Life; also Motordrome.
CONCESSIONS: Can place Frozen Custard, Candy Floss, Candy Apples, French Fry and any legitimate Stock Concessions.
HELP: Can use good Billposter and General Help in all departments. Also can place Man in charge of Towers and Front Gate. Jess Odell wants Acts for Sideshow. Eugene McWilliams wants Girls for Dancing and Posing Shows. Want Couple for office-owned Cookhouse. Good proposition.
This show opens Saturday, March 13th, in Mississippi for two weeks, and then into Illinois and Iowa; 33 weeks of operation in the cream of the Midwest.

Address all correspondence

F. M. SUTTON, JR., P. O. Box 742, Meridian, Miss.

Harry Craig's

HEART of TEXAS Shows

OPENING BROWNWOOD, TEXAS, FEBRUARY 28TH, ON FORT WORTH HIGHWAY.
10 OFFICE-OWNED RIDES—40 CONCESSIONS—7 SHOWS—FREE ACT.

WANT **WANT** **WANT**

CAPABLE MAN FOR TEN-IN-ONE. Have beautiful Front and Top. You put something inside. Doc Burns, let me hear from you! POSING AND GIRL SHOW OPERATORS WITH THREE OR MORE GIRLS. MAN AND WIFE TO TAKE CHARGE OF SNAKE SHOW. WILL BOOK FUN OR GLASS HOUSE, OR BOTH. Good route for this type of Show. WILL BOOK MOTORDROME, MECHANICAL CITY, ILLUSION OR HILLBILLY SHOWS. MUSICIANS AND PERFORMERS FOR "BRONZE REVUE." RIDES: Will book Octopus, Caterpillar, Whip, Looper, Roll-o-Plane or Ridee-O with own transportation. CONCESSIONS: Novelties, String Game, Coke Bottles, Huckly-Buck, Photo Gallery and High Striker. Man to take charge of beautiful office-owned Bingo. Want Agents for Ball Games and Penny Pitches and Hoop-La. Frank Chase wants Cook House Help. RIDE HELP: First and Second Men on all Rides. Semi drivers preferred. Ticket Sellers. Davis, Sound Car Man, let me hear from you. All address: **HARRY CRAIG, Box 158, Brownwood, Texas.**

GRUBERG WORLD FAMOUS SHOWS

WANT CONCESSIONS AND RIDE HELP

We play different lots in the city of Philadelphia all season. Concessions do a terrific business. Will sell exclusives: Ball Games, Long and Short Range Galleries, Hoop-La, Pitch-Till-You-Win, String Game, Six Cats, Mitt Camps, Photos, or any other Legitimate Grind Stores. Eats and Drinks sold. No Wheels of any kind.
WANT—Ride Foremen and Second Men for Merry-Go-Round, Tilt-a-Whirl, Octopus, Loop-o-Plane, Chairplane, Ferris Wheel. All rides are practically new. Would prefer men who can drive Semi-Trailers. All Foremen must know their ride. If you misrepresent, you will not last. Hopscotchers and drunkards, please stay away. We pay the highest salaries in the Carnival Business, no meal tickets.

MAX GRUBERG, P. O. Box 101, Philadelphia 5, Pa.

WILSON FAMOUS SHOWS

Want for 1948 Season, Opening May 1st

This Show booked solid. We have the best still dates, Celebrations and Fairs in the State of Illinois. 7 office-owned Rides. Foremen and Second Men on all Rides, must drive. WANT—Side Show, Monkey, Mechanical or any Show of merit with own equipment. WANT—Manager to handle new Fun House. Agents for Huckley Buck, Devil's Bowling Alley and Scales. Will book a few more Merchandise Concessions.
FOR SALE—8-Tub Octopus Ride in very good condition, $5,700.00. Will also sell 24-ft. Springfield Trailer special built to haul Ride. This is a bargain, come and see it. Address

RAY WILSON, Astoria, Ill.

PAUL'S AMUSEMENT CO.

OPENING MARCH 15TH, CONWAY, ARK.

For one of the best routes of Fairs, Celebrations and still dates in Arkansas, Oklahoma and Missouri. This Show carries 6 office-owned Rides, 30 Concessions, and the flashiest Sound Car in the business. CONCESSIONS—Few more Legitimate. No Gyps. Also good proposition for Cookhouse. Special inducements to Shows with own outfits, or will furnish Tops for worth while Attractions. HELP—Agents for Hit or Miss Ball Games. Foremen for #5 Eli and Super Roll-o-Plane, Semi Drivers preferred, Second Men on all Rides, Useful Show People in all Departments. All reply to

F. A. SCRIMAGER

c/o PAUL'S AMUSEMENT CO. CONWAY, ARK.

WINTER QUARTERS

Pleasureland

VALDOSTA, Ga., Feb. 14.—Altho hampered by several weeks of inclement weather, quarters' work is about completed. All rides have been overhauled and repainted, as have the trucks and light plants, and everything was in readiness for today's opening at Morven, Ga., under American Legion Post auspices.

First unit carries the Merry-Go-Round, Carl Ford, foreman; Clyde Walden, second man; Sky Ride, Richard Welch, foreman, and Kiddie Auto, with Dena Welch in charge. Ed Faulkner is in charge of the light plants and electrical work, while Fred Coates directs the paint department. Bob Huddleston is carpenter, and Pop Welch, mechanic.

Shows plan to carry about 25 concessions, with the following already lined up. Eddie Herman, 4; R. E. Barter, grab; Tommy Delph, popcorn; Ray Panizzi, French fries; Bill Reece, 5; D. C. Sullivan; A. J. Mitchell, 2; R. Jones, 3; B. Butler, 4; P. Z. Israel, 2, and N. E. Carpenter, 2.

H. G. Hockett, co-owner and manager, currently on a booking trip, reports favorable results. A. O. Coffman is rounding up necessary parts and equipment. Quarters' work was in charge of the writer, who will fill the duties of secretary and lot man on the road.—JACK RATERINK.

Del-Mar

YOUNGSTOWN, O., Feb. 14.—Manager Al Del Flore said this week that the shows will open their season in April and that the 1948 tour is already set. Org will carry 5 rides and about 20 concessions. George A. Grant, of Pleasantville, Pa., has booked his Ferris Wheel and concessions. Shows' new office has been completed, and all rides are ready for opening.

Elmer and Daniel Wilcox report they will have three concessions again this year. Harry Lehew also will have three stands. Tom Hughes, of Akron, has signed his grab stand.

Recent visitors included Mr. and Mrs. P. George, Jim Hershey and Mr. and Mrs. Novak.—M. CIRCELLO.

Wolfe Amusements

ROYSTON, Ga., Feb. 14.—Satisfactory progress has been made in all departments. All trucks are in good shape and will be repainted as soon as work on the rides is finished.

Shows were contracted to provide the midway at Greenville, S. C., Fair for the third consecutive season. Roy Halstead is remodeling his popcorn truck. John Tinsley visited en route to the Tampa Fair. Shows plan to open here March 27.—ERNIE SYLVESTER.

Al Zellers Attractions

JEANETTE, Pa., Feb. 14.—Shows will play Pittsburgh territory this year. New ground cable has been delivered and rides will be painted in time for opening.

Org will carry four rides and about 20 concessions, with the writer and Lloyd Schaffer in charge of the stands.—PAUL MENTZEL.

Midway of Mirth

TRENTON, Ill., Feb. 14.—Tommy Davis in charge of quarters work, assisted by Jimmie Rogers, W. H. Ellis, Red Martin and Bill Brown. Cold weather delayed truck repairs and painting, but ride make-ready proceeded satisfactorily in heated quarters.

Mrs. W. H. Ellis is the official coffee maker at the women's afternoon get-togethers. Mr. and Mrs. Ray Steele returned from California to prepare their concessions.

Mr. and Mrs. Carl Pope, who have the corn game, are wintering in East St. Louis, Mo. W. H. Candler, Francis and B. C. Hines are expected soon from Arkansas.

Ralph and Jackie Mulkey and Frank Lavall are visiting Babe and Bill Goodrich at their Gautier, Miss., home. They will head north together March 1. Mr. and Mrs. Ware will be back this year with their photo gallery.

Esther Speroni cut her Southern trip short due to business, and reports there wasn't much difference between weather in the North and that in the South.

Dad Waters, 79 years young, is mailman in quarters.—ROSIE DAVIS.

Silver Slipper

CHATTANOOGA, Feb. 14.—Overhauling of trucks and painting of rides, shows and concessions is under way. Two additional shows are being constructed and several improvements are being made to build up the back end of the midway. A 40-foot Funhouse front has been purchased from the Johnny J. Denton Shows and will be brought to quarters to be overhauled and repainted.

William O. Hammontree, general manager, has been attending fair meetings and has made several buying tours. Bob Hammontree has begun remodeling the cookhouse. Shows plan to carry 6 rides, 4 shows and about 30 concessions. Opening has been set for mid-April.

Tennessee Valley Amusement

VALDOSTA, Ga., Feb. 14.—Moderate weather has helped quarters work, with rides being checked, cleaned and painted. To enhance appearance and individualize each ride, picket fences are being built and painted in two colors. Neon lighting has been added to the Ferris Wheel.

Jim L. Forbus, ride superintendent, has the motors in shape, and L. E. (Doc) Brown has finished designing the entrance archway.

Shows will open March 1 at the Beach Park, Panama City, Fla., where transformers and other rides and concession equipment has been installed. —THEODORE MEADOWS JR.

Ganote's Greater

KANSAS CITY, Mo., Feb. 14.—Work has been started in quarters and a new Merry-Go-Round has been added for the 1948 tour. A new bingo stand is being built and everything is being put in shape.

Current plans call for the shows to leave winter quarters about April 10. Owner W. W. (Curly) Ganote reports a good line-up of fair and celebration dates.

Advertising in the Billboard Since 1905

ROLL OR FOLDED TICKETS — DAY & NIGHT SERVICE — SPECIALLY PRINTED

CASH WITH ORDER PRICES --- 10M, $10.00 --- ADDITIONAL 10M's AT SAME ORDER, $2.00

Above prices for any wording desired. For each change of wording and color add $3.75. For change of color only, add 75c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS
1 ROLL.....$1.00
5 ROLLS.....@.....75c
10 ROLLS.....@.....60c

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS
Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

www.americanradiohistory.com

Virginia Greater

SUFFOLK, Va., Feb.14.—Activity in quarters has been stepped up, with the crew working indoors repainting ride equipment.

Rocco Masucci, general manager, has returned from his New Jersey home and will remain until shows take to the road. Mr. and Mrs. Ed Curtin came in from Miami and will remain here until opening.

Cynthia Speight, who will take over the Cotton Club Minstrel Revue, arrived with her Minstrel troupe. She and her late husband, Sol, formerly were on the shows. Jimmy Winters booked his frozen custard.

W. C. (Bill) Murray, general agent, left for the North on business. Manager Musucci was host Sunday (8) at a spaghetti dinner served by Leo Matina, winter quarters' chef.

Joe Conley, still enjoying Florida, infoes he will join in time for the shows' April 9 opening. Jerry Gerard advises from Philadelphia that he will arrive a few weeks before opening to prepare his concession equipment.

Mr. and Mrs. Bob Coleman, bingo operators, are at their home in Johnson City, Tenn. Mrs. Masucci is at her new home in Montclaire, N. J.—BOB MILLIGAN.

Wonder

SACRAMENTO, Feb. 14.—Org has booked the celebration at Portuguese and picnics at Bryte, Riverside, Freeport, Rio Vista and Lincoln. G. L. Patrice left for a trip to the Northwest. Upon his return he will finish building several concessions. Patrice recently visited Charles Fuller, of the Fuller Amusement Company, Perkins.

SUNFLOWER STATE SHOWS
Opening
SAN ANGELO, TEX., MARCH 3
Annual Stock Show Rodeo
WANT ALL CONCESSIONS except Diggers, Candy Floss, Popcorn, Bingo. All other open. SHOWS and SHOW PEOPLE. Duke, wire. Good opening for Girl Show Manager. RIDE FOREMEN for Octopus, Mix-Up, Roll-o-Plane. Second Men on all Rides. Man to handle Sound Car. Want Man to build and operate Fun House, also Manager for Bingo.
FOR SALE—BARREL FUN HOUSE. Cost new $1200.00 to build. Has solid panel front. Will take $750.00.
WILL BUY OR BOOK 2 nice Kid Rides.
C. A. GOREE, Mgr.
HASKELL, TEXAS

PINE STATE SHOWS
WANT WANT
Now booking all Concessions, Rides not conflicting, and Shows. Open early in March.
All address
MGR., PINE STATE SHOWS
Warner Robins, Ga.

WALLACE UNITED SHOWS
Lease, book, buy Rides that don't conflict. H. Scott, Riley, wire. Foreman for Looper. Operators for Kiddie Rides. Sober Ride Help. Useful People in all Depts. Slim and wife, place you. Showmen with own outfits. Party with Big Hog and Athletic, wire. Legitimate Concessions of all kind open. Sell Exclusive on small Cook House, Photo, Bingo, Popcorn, Mitt Camp, Floss, Candy Apples, Frozen Custard, Diggers. Address
SUITE 28, BACHELOR HOTEL, Conway, Ark.
P. S.—Buy small House Trailer.

WANTED
TO BOOK RIDES FOR
ANNUAL PICNIC
IN MIDDLE OF JULY. Contact
C. W. WATSON, Sec'y & Treas.
Sullivan Booster Club., Inc., Sullivan, Mo.

M. A. SRADER SHOWS
Booking for 1948; good proposition for Penny Arcade or Crazy House. Few Concessions open. This show will play 12 Fairs and Celebrations. Will open in April. Address:
Box 1895, Wichita, Kansas.

BARLOW'S BIG CITY SHOWS
Opens in St. Louis early. Want Concessions, Ride Foremen, Useful Carnival People, Family Free Act. Will book one more Ride. This is our 37th year.
Address
HAROLD BARLOW, Mgr.
529 N. 52nd St.
East St. Louis, Ill.

Mad Cody Fleming

HICKOX, Ga., Feb. 14.—Sam Spell, Jack McCarty, Este Blount, John (Dad) Davis and Ed Popham are overhauling equipment. Two trucks arrived this week, and paint, lumber and supplies are arriving daily.

At the close of the '47 season members of the show went their various ways: The Lewis Porter family, Mr. and Mrs. Pop Keith and Mr. and Mrs. Wesley Keith to Brunswick, Ga.; the C. D. Dean family to Thomaston, Ga.; Chris Davenport to Atlanta; the Greens to Punta Gorda, Fla.; Bill and Mae Briggs to Odessa, Tex.; Mr. and Mrs. Ed Diebert to Cleveland; Mr. and Mrs. Tiger Mack to Hollywood, Ark.; Birdie Wilsie to Tolosa, Ga.; the midgets to Fort Pierce, Fla.; Jackson Evans to Thomson, Ga.; B. G. Dorsey to the merchant marine for the winter; Frankie Shelton to Hilliard, Fla.; Johnnie (Popcorn) Burgess to Nahunta, Ga., where he is running his photo gallery; Johnnie Leffler to Punta Gorda, Fla.; Mr. and Mrs. George Lucas to Tampa; Mr. and Mrs. L. W. Huffman to Bradenton, Fla.; Jim Bridger to Savannah, Ga.; the Sorrow boys to Augusta, Ga.; Callie Butters and Willie Walden to Greensboro, Ga.; the Jack McCarty family, Mr. and Mrs. Sam Spell, Este Blount and John (Dad) Davis, Mr. and Mrs. Mad Cody Fleming, White and Vannie Hardman, Dutch and Ginger Schilling and Mr. and Mrs. Clyde (Judge) Dowdy to Ruskin, Fla.—MAD CODY FLEMING.

Bill Lynch

HALIFAX, N. S., Feb. 14.—Work will get under way shortly on the reconditioning and repainting of equipment. Shows again will go out in two units. The No. 1 Unit, the larger of the two, will tour the larger centers of Nova Scotia, Prince Edward Island and New Brunswick, and the No. 2 Unit will play the smaller spots in Nova Scotia.

William P. (Bill) Lynch, owner of the shows, has entered a tender to buy some city-owned land on the northwest arm of Halifax. . . . Frank Handlon, veteran concessionaire, is visiting in New York and Florida. While in New York he was the guest of Morris Levi, another Lynch concessionaire. . . . Eddie Rogers, front gate manager for many years, is ill in the Morris Street Hospital, Halifax. He is one of the vets of the Lynch shows. . . . A stag party for Joe Cohen, who will be married to Naomi Rosenfeld, Halifax, will be staged by Lynchmen March 2 in the Halifax Hotel.

American United

SEATTLE, Feb. 14. — Oscar O. Smith and O. H. Allin have completed a 70 by 24-foot carpenter shop equipped with all necessary machinery, and Smith and Andrew Brown are now repairing rides. They recently completed work on a Tilt-a-Whirl and sent it to the paint shop. Max Snowbar is rebuilding the generator wagon. O. H. Allin Jr. is enlarging his kiddie wonderland. Crazy Sweed has refurbished his Motordrome and is now rehearsing drivers.

Mother Allin will again have bingo. Jolly Tina is busy with new wardrobe. John Buckingham will be back with his Merry-Go-Round. Andrew Brown will start his fifth season with the show with two wheels.

Grand Valley Amusement

GRAND JUNCTION, Colo., Feb. 14.—Owners John and Lois Bishop are readying plans to open the shows in Eastern Colorado about May 1. They wintered on their fruit ranch here.

Shows' route will take them thru Kansas, Nebraska and Colorado.—DAVID GRAM.

RALPH DECKER presents
JOSEPH J. KIRKWOOD SHOWS
AMERICA'S BEST ADVERTISED MIDWAY

LAST CALL ***LAST CALL***

EAGLES' SPRING FESTIVAL
SAVANNAH, GA.
SIX BIG DAYS — SIX BIG NIGHTS
MARCH 1 TO 6

RIDES Can place one new 1948 Ride. Will furnish transportation if booked for season.
SHOWS OWING TO DISAPPOINTMENT, WANT SIDE SHOW.
LEW ALTER AND JIM THOMPSON
Write, wire or call. We have complete Outfit, but will book Show with or without equipment. Want man for Snake Show. have complete Show, all you need is Snakes.
MOTOR DROME Good opening for Drome over here. We give you long season, best territory and people. Will book any new or novel Show. Let's talk it over.
CONCESSIONS Photos, Age, Scale, Palmistry, Ball Games, String Game, Hoop-La, Penny Pitch, Duck Pond, any Stores that work for Stock.
ARCADE If you are not booked, get in touch with us.
HELP Diesel Man that knows Caterpillar Plants and Electrical Work.
ROY JOHNSON WIRE, WANT MAN FOR MARQUEE AND TOWERS.
PAINTER ALL SEASON'S WORK FOR REAL SHOW PAINTER.
JIMMIE CUNNINGHAM LET ME HEAR FROM YOU.
RIDE MEN Top pay to good Ride Men that can drive Semis. Can always place useful Carnival Help, Ticket Sellers, Canvas Men, etc.
ALL ADDRESS RALPH DECKER
BOX 1370, SAVANNAH, GA.—WIRE OR PHONE SAVANNAH HOTEL

JOHN McKEE SHOWS
OPENING MARCH 12 AT YAZOO CITY, MISS.
WANT WANT WANT
RIDES: 1 or 2 Major Rides that do not conflict.
SHOWS: Fun House, Glass House and Ten-in-One.
CONCESSIONS: Stock Concessions of all kinds.
RIDE HELP: Second Men on Merry-Go-Round, Ferris Wheel, Octopus, Tilt-a-Whirl, Chairplane and Loop-o-Plane. Must drive Semis. All address:
JOHN McKEE, MGR., Yazoo City, Miss.

AL G. KELLY & MILLER BROS.' CIRCUS WANTS
Steward, Chev Mechanic, one more strong Trumpet, Banner Man, Clowns, Two Girls for swinging ladders, cloud swing or web, one must work in riding act; small Colored Band for side show and two more Lithographers and Billposters.
Show opens May 1 in Hugo.
ADDRESS: HUGO, OKLA.

J. L. (JIMMIE) HENSON SHOWS
Opening Feb. 28th
Can place Chairplane, Octopus, Spitfire or any Ride that does not conflict. Can place Legitimate Stock Concessions. Bingo and Photos sold. Will book clean Shows with own equipment. No Racket. Free Gate.
FOREST HILL, LOUISIANA

WANTED - - - WANTED
Agents for Roll Down and Razzles. Only two Grind Stores on Show. Can place Agents for the following: Slum Stores, Coke Bottles, Cigarette Gallery, Balloon Darts, Milk Bottles, Cat Rack. Get in touch with me, Red McKenney, Bernie Fieldman and all others that have been with me before. Bill James, answer this ad.
JOHN (MIDDLE) TERRY
2107 Holbrook Ave., Cairo, Ill., till March 15; then Laselle Hotel, Boston, Mass.

CONCESSION AGENTS WANTED
For Milk Bottles, Cork Gallery, Fish Pond, Hoop-La, Add 'Em Up Darts and Clothes Pin Pitch. Most beautiful outfits of their kind on the road. Booked with one of the largest shows in Midwest, carrying 14 Rides. Long route of best fairs. Couples or Singles, sober and dependable.
EARL TAUBER
PHONE: BESSEMER 9416 BESSEMER, ALA.

Copyrighted material
www.americanradiohistory.com

WANTED
RIDES . . CONCESSIONS . . FREE ACTS
5 BIG DAYS
FOURTH OF JULY CELEBRATION
JULY 1, 2, 3, 4, 5, 1948
at
MONTICELLO, ILLINOIS
COUNTY SEAT
Sponsored by
Roy Hamm Post of the American Legion.
CHAIRMAN, F. A. BOWMAN
Monticello, Ill.
Phone: 474 Day—358R2 Nite

Big Profits
PHOTO
MACHINES
New Street and Booth Models Ready!
Shipped in 2 days! Exclusive features — easy to operate. Hands not in chemicals. KD or 1 piece. 5-year warranty. Cameras only or complete. 10 sizes — single, double or triple. Supplies. Write — phone — wire.

$495
Federal Identification Co.
Dept. 48, 1012 N.W. 17, Oklahoma City, Okla.

CARNIVAL WANTED
FOR
RIDGE PEACH BLOSSOM FESTIVAL
MARCH 17, 1948, JOHNSTON, S. C.
Expect between 4,000 and 5,000 people.
If interested, contact
BEN BOATWRIGHT, Exec. Secy.
Johnston, S. C. Tel.: 64-W after 2:30 p.m.

CARNIVAL WANTED
For OLD HOME WEEK, July 3 to 10
Auspices Vol. Fire Dept.
Must have Ferris Wheel, Merry-Go-Round and some smaller Rides. Also clean Concessions.
S. R. MORTON
Sandy Lake, Pa.

WANTED
First Class Carnival
For big Labor Day Celebration, September 4th, 5th and 6th. Carnival may come in September 3rd. Sponsored by Cornell Lions' Club, Cornell Junior Chamber of Commerce, Cornell American Legion, and three local unions of the Pulp and Sulphite Workers, Cornell, Wis. For further details, write CHARLES E. STICKLER, Sec., Cornell Junior Chamber of Commerce, Cornell, Wisconsin.

WANTED
Concessions and Rides for
FIREMEN'S HOMECOMING AND STREET CARNIVAL
July 14, 15, 16 and 17, 1948.
Mail offers to
R. E. GOODMAN
Bettsville, Ohio

RODEO or CIRCUS
Wanted for SYRACUSE
JUNE, JULY or AUGUST
THIRD WARD MEN'S CLUB of SALINA, Inc.
316 Brookfield Road, Syracuse 3, N. Y.

CARNIVAL WANTED
Any Time in June.
NICK ANGELEFF
Curtisville, Pa.

Lodges, Clubs & Schools
Additional revenue from amateur entertainments. Write for souvenir copy of music, musical skit and revenue plan—$1.00 postpaid.
THE NEWTOWNE NOVELTY CO.
BOX 868 ELMIRA, N. Y.

WANTED
RIDES AND CONCESSIONS
FOR BIG CELEBRATION IN OXFORD, OHIO
July 5
10,000 attendance. FIREWORKS, BINGO, SWIMMING, BAND CONCERT, PRIZES.
Contact E. M. KENNEL, American Legion Post #150

Polack Starts Well On Cincy Stand

(Continued from page 52)

Rudy Docky, Dukie Anderson and Charles Raimer. Jack Klein, emsee and announcer, keeps program moving smoothly. A local band is directed by Bee Carsey, with drummer Rex Ronstrom, who has been with Carsey for a number of years, also on hand.

Ohio's Governor Present

Ohio's Gov. Thomas J. and Mrs. Herbert attended Thursday night's (12) performance and were introduced during intermission. Mr. and Mrs. Irv J. Polack were here, having joined the show in Louisville Sunday (8). They will return to the Polack Eastern Unit at Camden, N. J., next week. Polack was a guest on Frazier Thomas's *What's The Answer* program televised by WLW's Station WLWT Wednesday night (11), while Dwight Moore and several of his dogs appeared on WLWT's *An Evening at Gaylord's* Tuesday night.

Two-day lay-off between Louisville and the local stand gave the personnel its first breathing spell since this year's tour began.

Louisville Pars '47 Date

LOUISVILLE, Feb. 14.—A severe snowstorm here Thursday night (5) kept Polack Bros.' Western Unit from setting a new local record, show officials said this week. Despite the inclemency, however, it was believed that a final accounting on the run would put results on a par with last year's good business. Friday (6) provided the stand's biggest night house when a capacity crowd turned out.

Final matinee Sunday (8) was delayed a half-hour while emergency seats were installed to accommodate the largest crowd in the nine years Polack has played this city for Kosair Temple.

POLACK BROS.

(Continued from page 53)

new trailer. Else is still hobbling around. Wanda Malihova is a new addition to the program. She is doing web. June Wilbert makes a good appearance as assistant to her husband, Ray. Conchita went to Florida to pick up a new car and trailer. Others who went to Sarasota were the Borzas, Lopezes, Elmer Santana and Carl Erickson. Mr. and Mrs. Emil Pallenberg drove to San Antonio.

Dime Wilson, Kinko and Gene Randow Jr. campaigned on the street in Wilmington for the March of Dimes. They got quite a few dimes and also frost-bitten fingers.

Celebrating birthdays recently were Harry and Hedy May and Else Sidney.

Personnel attending a rodeo in Wilmington included Mr. and Mrs. Skip Manley, Mr. and Mrs. Nate Lewis, Mr. and Mrs. Cheerful Gardner, Mr. and Mrs. Harry May and Mr. and Mrs. Bobbie Harrison — IRENE HARRISON.

MARTIN BROS.

(Continued from page 53)

Bowling Green scrimmage but otherwise the warriors came thru okay.

Johnny Frazier celebrated his 12th birthday in Bowling Green and was feted with a party and celebration. Ice cream, cake and presents were the order of the day.

With the addition of Bob Stairs, the trampoline act now sports five participants. A new two-high routine with Eddie Clark and Johnny Frazier panics them. First matinee at Middlesboro, Ky., found an epidemic of pants losings, one on purpose, two completely unrehearsed. Sabotage in the dressing room!—GEORGE HUBLER.

A. Lee Hinckley, who had the band on King Bros. in 1947, will have the band on Stevens Bros. this season.

Carnival Routes

Send to
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

American Midway: Eagle Pass, Tex.
Big State Am. Co.: Harlingen, Tex.
Bohn & Sons United: Pleasant Hill, La.
Crafts 20 Big: Brawley, Calif.
D. & H.: Ludowici, Ga., 23-28.
Dixieland: Rhine, Ga.
Endy Bros.: Miami, Fla., 24-28.
Florida Am. Co.: (Fair) Fort Myers, Fla.
Frierson & Garrison: Thomson, Ga.
Gentsch, J. A.: Natchez, Miss., 25-28.
Great Sutton: Meridian, Miss.
Greater United: Laredo, Tex., 16-29.
Majestic Greater: Fort Myers, Fla.
Midwest: Niland, Calif.
Midwestern Expo.: Lake Charles, La., 23-28.
Palmetto Expo.: Greenville, S. C., 16-28.
Pine State: Warner Robins, Ga.
Pleasureland: Morven, Ga.
Robertson Bros.: (Napier Field) Dothan, Ala., 20-28.
Rocky Mountain Am. Co.: Casa Grande, Ariz., 21-28.
Royal Amusement: Shellman, Ga.
Royal Crown: Winter Haven, Fla.; (Fair) Palmetto 23-28.
Royal Expo.: (Fair) Sarasota, Fla.
Silver State: Dickinson, Tex.
Southern Valley: Natchitoches, La., 25-28.
Tassell, Barney: Miami, Fla., 16-28.
Tropical Am. Co.: Bainbridge, Ga., 23-28.
Wonder City: Waynesboro, Miss.
W. E. Attrs.: Patterson, Ga.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Clyde Bros.: Dallas, Tex., 17-21; Oklahoma City, Okla., 22-25; Abilene, Tex., 27-Feb. 1.
Davenport, Orrin: Cleveland, O., 17-22.
Hamid-Morton: Memphis, Tenn., 16-20.
Morris Bros.: Shelbyville, Ind., 17; Oakland City 19; Franklin 20-21.
Polack Bros. (Eastern) (Auditorium) Camden, N. J., 17-20; (Auditorium) Elizabeth 25-28.
Polack Bros. (Western): (Taft Theater) Cincinnati, O., 16-21; (Medinah Temple) Chicago, Ill., 27-March 14.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Bradley & Benson Hillbilly Jamboree: Cheyenne, Wyo., 21.
Holiday on Ice (Auditorium) Chattanooga, Tenn., 16-22; (Armory) Tampa, Fla., 24-March 3.
Ice Capades: Hershey, Pa., 16-21; St. Paul, Minn., 25-March 2.
Miller's, Irvin C., Brown-Skin Models (Roxy) Lakeland, Fla., 18; (Lincoln) Tampa 19-20; (Hazel) Plant City 21; (Park) Clearwater 22; (Harlem) St. Petersburg 23-24; (Lincoln) Orlando 25-26.
Plunkett's Stage Show: Sinton, Tex., 16-18; Robstown 19-21.
Skating Vanities (Coliseum) Des Moines, Ia., 20-25; (Olympia) Detroit, Mich., 27-March 7.

WON, HORSE & UPP

(Continued from page 52)

dampened your persons, but not your amusement-hungry spirits." His announcement was self-explanatory that the top would continue to leak. We had a long drive to our Thursday's stand, Daniel, Ga., and arrived there just as day was breaking—lush and clear. The lush got the best of our workingmen, performers and musicians causing the show to blow the matinee. At 7:30 p.m. a small crowd gathered at the ticket wagon. The boss was just getting ready to open the window when a nester approached him with: "Who gave yo'all permission to sot up on these hyar premises?" He was the lot owner who insisted that the grounds had been donated for a camp meeting and not a show. With him was the burg's license collector, who insisted that the free permit only covered a camp meeting. The lot owner agreed to take a sawbuck and the collector agreed to accept the same amount. The boss stalled in paying them for another hour, but when he saw that there wasn't $20 worth of admissions in the crowd he called the night performance off.

The show opened one day behind the advance crew. Because the show was on his heels, the deacon rode with the brigade. He booked Nary-A-One, Ga., for Friday, which lived up to its name. Arriving in Shut Out, Ga., he instructed the billers to start wrapping the town up with paper while he went to the city hall for a permit. When turned down, the deacon rushed to where the men were working, they had half of the burg billed by then, and told them we were passing it up. They then drove to this hamlet. When our wagon train came thru Shut Out the drivers saw the posted paper, asked a native where the circus lot was located and pulled onto it. The show was in the air when the burg's mayor broke up its opening by stating that we couldn't show, causing us to lose another day. Which, perhaps, is the first time a show was booked in one town and set up in another. Faith and good cheer, next week may be a better one.

ORRIN DAVENPORT

(Continued from page 53)

Mogodar and Pete Cristiani, Buddy Richards and Gallifonte Bagongi.

In Detroit, nightly floorshows were held in the halls and nooks of the Hotel Detroiter and many prominent actors did solos. A spot which will be remembered a long time is the 29 Club. The elite and socially prominent of Woodward Avenue gathered at that spot and were entertained by Felix Adler, who staged nightly engagements with his Happy Hollow Five.

Purchasing cars in Detroit were Harry Haag, Felix Adler and Orrin Davenport. Newcomers to the Detroit show were Florence Tennyson, the Kate Smith of the white tops; Les Kimris, Kenneth Waite, Joe Short, Rink Wright, the Mrs. Wen Hai Canton Troupe, the No. 2 section of the Flying Artonys, Mickey Freeman, Eva Lewis, Corrine Dearo, the Aerial Solts, La Lage; Clyde Beatty, replacing Joe Walsh; John Smith and Alabama Campbell with Nos. 2 and 3 sections of Cole Bros. horses, and the Shyrettos.

The Oranto perch act, which met with a bad accident, will be out of the line-up but we hope not for too long. Curt and Hilda are in Highland Park General Hospital, Detroit.

Visitors have included Whitey Harris, Vern E. Woods, Rose and Clary Bruce, Pinky Hollis, Mrs. Nelson, Irving Romig Sr., Phil Fein, Freddie Freeman Jr., Mrs. Buddy Richards and Junior, Lyman Keyes, Judge Scallon and Wilma Hoestling. Incidentally, Mr. and Mrs. Freddie Freeman Sr. are now grandparents.

Emmett Kelly will be at the Alpine Village two weeks. . . . Otto Griebling, after a tearful plea by Joe Lewis, opened a bottle of Canadian Club in the dressing room and gave all the boys a drink. . . . Brownie's atomic rocket has been temporarily blacked out. . . . Jeanie Sleeter, Bobbie Peck, Rose LaMont and Gee Gee Powell are in the show. I missed them somehow. . . . The Free Roll Club came into its own in Detroit.—DICK LEWIS.

UNDER THE MARQUEE

(Continued from page 54)

Jacksonville and Largo, Fla. He begins his rodeo and stock show dates at Tulsa, Okla., in March.

Since closing his school show January 6, L. E. Roba Collins has been at his home in Patterson, Mo., waiting for the circus season to open. He plays an occasional date and is booked at Greenville, Mo., February 28 for the American Legion Circus. He will present his magic act as a curtain raiser. Collins was with Patterson Bros.' Circus last year.

Kurt Oranto, who fell in the third night show of the Detroit Shrine Circus, advises that his fall was caused when his foot strap broke, rather than in a slip as observers and doctors earlier believed. He was operated for injuries to both feet, and is to require a second rebreaking of the left ankle. He expects to remain in Highland Park General Hospital for about two months. His wife will remain in Detroit.

Copyrighted material
www.americanradiohistory.com

Hill's Greater Inks 8 Straight Weeks of Celes Before Fairs

ARANSAS PASS, Tex., Feb. 14.—Eight successive weeks of celebrations have been contracted to precede the fair route of Hill's Greater Shows, H. P. Hill, co-owner and general agent, announced at winter quarters this week.

Five South Dakota events were signed for July. Beginning with the Belle Fourche July 4th Celebration, the others are the annual Hot Springs Race Meet and Water Pageant; Black Hills Range Days at Rapid City; Miners' Celebrations at Lead, and the Gold Discovery Days at Custer.

Three rodeos in Western Nebraska will precede the South Dakota stands, the first of the Nebraska stands being Scotts Bluff the second week in June, with Chadron and Alliance following in that order.

Five Montana and Wyoming fairs have been contracted, Hill said. They are Miles City and Sidney, Mont., and Powell, Worland and Douglas, Wyo.

Preparations are well under way in quarters for the season's opening the first week in March. C. O. Hill and Clyde Runnels head up the activity. Hill will serve as secretary and Runnels as electrician while shows are on the road. Other staff members are H. N. Reeves, legal adjuster, and Mrs. C. O. Hill, office assistant.

A. W. (Art) Martin will have two girl shows and a side show; Bill Dusen will operate his own big dog-little horse show. Pee Wee will have the Minstrel Show and Mac Donner the Crime and War shows. Monkey Show will be office-owned and operated.

Concessionaires will include: Joe Williams, corn game and 11 hanky panks and percentage stores; Foots Reeve, blower, age and balloon darts; Whitie and Catherine, fish pond; Nick Evans, mitt camps; Pete Wilson, snow cones; Rocco, candy floss; Mr. and Mrs. Bob Seitzer, frozen custard; Hazel Martin, popcorn, peanuts and candy apple; Heavy and Kenneth Guiton, bowling alley and clothespin store; Eddie Clark, rolldown; Owen Jones, slum skillos; Mrs. Roy Jones, ball game, and Mrs. H. P. Hill, beat the dealer.

International Again Signed By Red River Valley Circuit

HOPE, Ark., Feb. 14.—International Shows again have been signed to play the Red River Valley Fair Circuit in Minnesota, Coleman Lee, general manager, announced at org's local quarters. Circuit, which consists of eight fairs, opens July 2 at Ada.

Org also has been signed to play two South Dakota fairs, one Nebraska annual and the Hutchinson (Minn.) Water Carnival July 25-27.

Shows' season is set to open the latter part of March, with the route to take it near the Canadian border and back to the Gulf Coast in the fall.

CARNIVAL WANTED
July 4th Celebration, July 2, 3, 4 & 5.
Want Carnival of six to eight Rides, two to four Shows. Cassville, Missouri, county seat. Population 2000. Auspices V. F. W. Wire or write
BOB HAWK
104 WEST 14TH CASSVILLE, MO.

J. J. PAGE EXPOSITION SHOWS
Want account of disappointment. Man to take over 10-in-1. Also have opening for Girl Show. Want Performers and Musicians for Colored Minstrel. Will book Grind Shows with or without own outfits. Will book legitimate Concessions. Good opening and reasonable privilege for Diggers, Custard, Photos, Palmistry, Fishpond and other Hanky Panks. Bingo, Cookhouse, Popcorn, Candy Apples and Candy Floss sold.
Address:
J. J. PAGE SHOWS, P. O. Box 705, Johnson City, Tenn.
P.S.: Have for sale 1 Male Lion, 2 Hyenas and 2 Bears, each in separate cage. Also 3 Banners for Animal Show. Sell all or separate. Make an offer.

BARNEY TASSELL UNIT SHOW
WANTS FOR MORNINGSIDE SCHOOL DADDY'S CLUB FESTIVAL, WEEK FEBRUARY 23, MIAMI, FLORIDA
At Northeast 75th and 2nd Avenue, Right in the Heart of Little River Section.
Can place Merry-Go-Round, Pony Ride and any other Ride not conflicting with what we have, such as Ferris Wheel, Kiddy Auto Ride, Train Ride, Roll-o-Plane, Comet, Octopus, Chairplane, Spitfire and Caterpillar. Can also use Shows of merit and Concessions of all kinds (no grift).
LAKE WORTH, FLORIDA
To Follow the Peer of Them All
Write-Wire: This Week, Northwest 7th Avenue and 103rd Street

PLAYLAND UNITED SHOWS
WANT FOR SEASON 1948
Opening May 6, Van Born and Telegraph Rds., Suburb of Detroit
WANT—Legitimate Concessions of all kinds. Bingo, Popcorn, Lead Gallery, French Fries, Cook House, Diggers, Candy Floss are SOLD. Can place Girl Show, Fun House, 2 Pit Shows, Glass House, Penny Arcade on small percentage.
8—OFFICE OWNED RIDES—8
MICHIGAN, OHIO, INDIANA CELEBRATION and FAIR SECRETARIES, CONTACT US.
Have few dates open. All address
C. J. BENNETT 5619 Decatur, Detroit 27, Michigan Phone: Hogarth 0689
or
JOHN GALLAGHER 15610 Veronica, East Detroit, Mich. Phone: Roseville 0665-W

NEW REGAL SHOWS, INC.
OPENING MARCH 12-21
ROUTE FURNISHED TO INTERESTED PARTIES
Four good spots in Georgia, then into the smoke-stacks.
Want Ride Foreman and Second Man. Will book Side Show and furnish top for any other Shows of merit. Will book Bingo. Danny Dorso, contact. Cookhouse that will cook for workingmen; must be clean and attractive. Custard, Floss, Sno-Cones, Scales, Grind Stores. Sam Housner wants Grind Store Agents. Want Promoter for banners and contests. Louie Duchene, contact. Sam Housner wants Painter and Carpenter now. Address all replies to
B. M. SCOTT
c/o Winter Quarters, Lenox, Ga.

5 RIDES, 4 SHOWS AND ARMY SEARCHLIGHT
ANDERSON'S GREATER SHOWS
OPENING MARCH 27 IN ALABAMA
ALL CONCESSONS OPEN.
Will sell "X" on Bingo, Diggers, Popcorn, Snow Cone, Candy Apples. Have good proposition for small Cook House or Sit-Down Grab. Want Foremen of Ferris Wheel, Octopus, Chair-o-Plane. Want Operator for new Kiddy Airplane Ride. All address:
ANDERSON'S GREATER SHOWS (Grand Old Show With Fine Old Name)
2700 JEFFERSON AVENUE, KNOXVILLE, TENNESSEE
P.S.: Sandy and Marie, wire H. Kermit Sumner. Have good proposition for right man. Operate four Concessions for office.

SOUTHERN VALLEY SHOWS
Opening Feb. 25th, Natchitoches, La., with De Ridder, Mansfield, Delhi, La., Stock Shows to follow.
Can use few more Stock Concessions, Shows with own outfits, Agents for Hit-and-Miss, Bottle Outfits, Bingo Help, Ride Help (must drive truck). Want to book Spitfire and Chairplane for season. Show leaves winter quarters Feb. 22nd. Write or wire
EDDIE MORAN

AT LIBERTY
TOM TERRILL
General Representative
193 King Street Phone: 31245 Charleston, S. C.

WANTED FOR TROPICAL AMUSEMENT CO.
High class Shows of merit, Vaudeville Show, Ten-in-One, Platform Shows, Fun House and Glass House, or other Shows. Place Merchandise Concessions of all kinds. Place Ride Help for following Rides: Merry-Go-Round, Ferris Wheel, Chairplane, Spitfire and Loop-o-Plane. Can place two Kiddie Rides.
This Show heading North. Bainbridge, Ga., week Feb. 23; Blakely, Ga., week March 1. Columbus to follow.

CALL D & H SHOWS CALL
Open Ludowici, Ga., Feb. 23 to 28; Lumber City, Ga., to follow. 2 more good ones in Georgia; then North to Coal Fields.
We have 5 office-owned Rides, 3 Shows, 4 Fairs in Va., 3 in N. C., 2 in S. C. Plenty Festivals and big 4th of July Celebration. All Grind Concessions open. Place P.C. if you have 3 or more Stock Concessions. Place Shows that don't conflict. 2 more Flat Rides. Place Kiddie Train or Airplane. If you are tired playing blanks, come on and get well. You know what this was last year. Fair Men and Committeemen in East, we have some open dates. Contact us. Everybody come on.
FRANK E. DICKERSON, General Delivery, Ludowici, Ga.

JOHN F. REID PRESENTS
Happyland Shows
THE BEST IN OUTDOOR AMUSEMENTS
NOW BOOKING FOR OUR 20TH SEASON—1948—RIDES, SHOWS, CONCESSIONS
Opening vicinity of Detroit, Mich., in April.
3635 SEYBURN, DETROIT 14, MICH. PHONE: PLaza 7924

J. R. LEERIGHT SHOWS
WANTED—OPENING 1948 SEASON MARCH 12—WANTED
Shows of merit not conflicting with what we have. First and Second Men on Wheel, Merry-Go-Round, Mix-Up, Tilt. Man to handle two Kiddie Rides. Will work on Concessions or Tickets. Must drive trucks. No ushers or chasers. Concessions: Basket Ball, Novelties, Jingle Board, Scales, Clothes Pin, Bumper, Huckley Buck, Cork Guns, String, High Striker, Coke Bottle, or what have you? Al, write me. Fraser, call. For Sale: Two 25-Kw. Transformers. Want Advance Man to advertise, locate lot and book as told. Will furnish car. We play two spots a week. You must be with it.
Write-wire (do not phone) J. R. LEERIGHT, Mgr., Walters, Oklahoma.

HELP — WANTED — AGENTS
for POPCORN, CANDY APPLE and CUSTARD. Concessions booked season 1948 with
JOSEPH J. KIRKWOOD SHOWS
OPENING MARCH 1ST.
Only reliable, experienced people considered. State all first letter and if you drive.
AL C. BECK
JOSEPH J. KIRKWOOD SHOWS, Box 1370, Savannah, Ga.

Copyrighted material
www.americanradiohistory.com

Pros and Cons of Search For Those Illusive Bucks

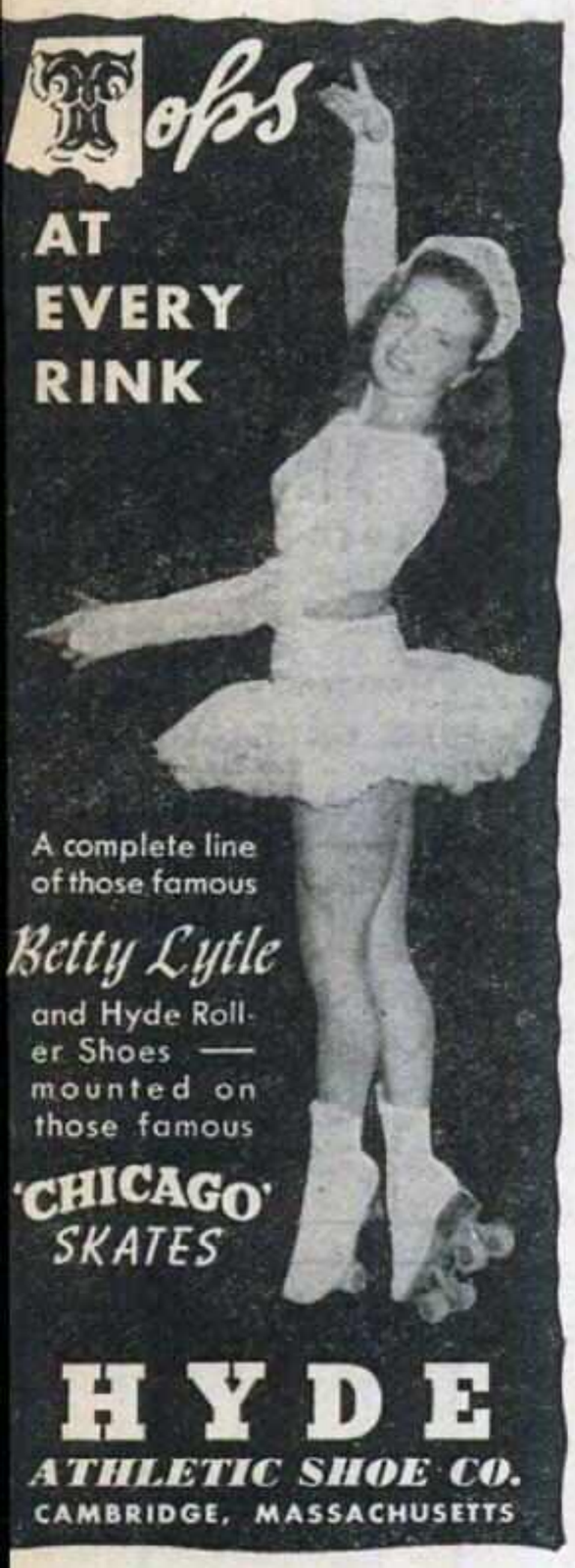
THE February 14 issue of *The Billboard* contained two fine articles, one by Walter Ware and the other by S. C. Asab. Both gentlemen are to be commended for taking the lead for the manufacturer in the open discussions which have appeared in *The Billboard*. Mr. Asab conceded that some recent criticism has merit, while Mr. Ware gives freely of his views as to what can be done toward further advancement of roller skating.

I agree with Mr. Ware when he states that the industry must fight and plan in order to maintain the position it has attained as a participating sport and that a collective effort is desirable. The future of roller skating is not just the problem of Victor J. Brown, Perry B. Rawson or the Chicago Skate Company, nor is it the problem of any one organization. However, it definitely is the obligation of everyone even remotely connected with the industry. Mr. Ware points out that he does not care to enter into any arguments with anyone. I certainly wish to respect his request, so I sincerely hope that he will not misinterpret some of the exceptions I take to his article. Further, I can only use the Cincinnati Rollerdrome as an example. Therefore, it may not be taken as a national condition, and any statements I make may not coincide with the opinion of my brother, Bill.

In Preferred Position

I do not agree with the statement that inflation and scarcity of the en-

(See Pros and Cons on page 88)



Okay Crowd Attends N. E. "Dimes" Party

REVERE, Mass., Feb. 14.—Despite bad weather, a fair crowd turned out for a March of Dimes benefit party at Michael Della Russo's Revere Skating Arena January 26, reported Carl Russo, assistant manager and pro. Features offered included a voodoo game, grand march and 15 extra dances.

Revere continues its dance-of-the-month contests with finals taking place the last Thursday of each month. January's barn dance contest was won by Hilda Rodriques and Stephen Sardella, followed by Anna Makarevich and Richard D'Entremont and Anna Mozzetta and Andrew Cotreau. The collegiate has been selected for the February dance. Competitions are open to skaters who have never placed in a championship dance contest. Eliminations are held each week, with three teams qualified for the finals. Trophies are awarded winners of finals.

Altho weather was a drawback, excellent attendance was reported for a matinee kiddies' winter carnival held January 31 at Revere.

Len Winter, who recently completed a three-month engagement in the Satire Room Lounge of the Sheraton Hotel, Pittsfield, Mass., returned February 2 as Revere organist.

"CHICAGO"
TRADE MARK REG. U.S. PAT. OFF.
FOR A VALENTINE PARTY

Full Grain Elk Leather Lined Box Toe. 10° or 45° Action Skate. Fibre or Maple Wheels.

Adjustable Cones or Precision Bearings.

Keep Your Shoes White With
CHICAGO SHOE SOAP — 25c Per Jar or $1.80 Per Doz.

CHICAGO ROLLER SKATE CO.
4427 W. Lake St. Chicago 24, Ill.

RSROA Awards 16 Membership Pins

DETROIT, Feb. 14.—According to Fred Martin, secretary-treasurer of the Roller Skating Rink Operators' Association of the United States, gold pins have been presented to 16 members during the past month, commemorating their completion of 10 years of active membership. Awards are made thru the national office monthly and began with six awards to members of the board of control at their semi-annual meeting in Cleveland in December.

Recipients of the latest awards are Earl J. Dunn, Mount Clemens (Mich.) Area; Charles F. Horvath, Skateland, Cleveland; William F. and C. V. (Cap) Sefferino, Sefferino Rollerdrome, Cincinnati; Harry L. Denis, Coliseum, Mansfield, O.; Rodney R. Peters, St. Louis; Benjamin F. Morey, Eli Skating Club, New Haven, Conn.; J. R. Singhiser, Fourth Avenue and Fontain Ferry rinks, Louisville; Edwin Ruth, Garden Midway Rink, Burlington, N. J.; Alfred B. Dexter, Niagara Falls, N. Y.; E. H. and Robert Bollinger, Oaks Park Rink, Portland, Ore.; Cecil Milam and Raymond Smith, Arena Recreation Center, Washington, Pa.; William H. Carpenter, Town Hall Skating Rink, Scranton, Pa., and Glenn C. Hubbard, Monterey Roller Skating Rink, Spokane.

Finish 2d Round Of New England Dance Contests

WORCESTER, Mass., Feb. 14.—Second in a series of New England inter-club dance competitions was held at Holland Skating Rink here January 24 in juvenile, novice and junior classifications, reported Phyllis M. Decker. Competitors came from Bridgeport, Hartford, Milford and Waterbury, Conn., and Boston and Worcester.

Winning juvenile teams competing in the straight waltz and collegiate were Theresa LaMountain and Warren Storkioski, and Shirley LaMountain and Arthur Turesky, Dance and Figure Club, Worcester, and Barbara Fyfe and Paul Cottrell, Holland Skating Club, Milford. Novice winners in barn dance competitions were Maryann Kaczerci and Alfred Marquiss, Skating Club of Hartford; Lippilanti and Donald Glasberg, Dance and Figure Club, Worcester, and Jean Gryoski and Anthony Coscia, Holland Skating Club, Bridgeport. Junior skaters winning in the 14-step contest were Josephine Graden and Daniel C. Ryan, and Alice Woerner and Robert Benn, Holland Club, Bridgeport, and Rose Derin and Louis Cardone, Skating Club of Hartford.

Judging the events were Ozzie Nelson, secretary of the United States Amateur Roller Skating Association; William Brewer and Enid Brundage. Donald Decker, Bridgeport, was tabulator. The Worcester club served buffet lunch following the contests.

2d Great Leopard Contest

CHESTER, Pa., Feb. 14.—Second dance-of-the-month contest held January 30 at Great Leopard Skating Rink here was termed a success by Emma S. Ellis, pro, who reported 29 couples took part in the two-step competition, with gold medals going to the winning team and certificates to second and third-place winners. The grand trophy went to Playland Dance & Figure Club for having largest attendance at the contest. On the same night five skaters passed the bronze dance test, two the junior bar test and one the test in bronze figures.

Chicago Skate Raps Industry Critics' View

CHICAGO, Feb. 14. — Joseph F. Shevelson, of the Chicago Roller Skate Company, has voiced objections to the Perry B. Rawson article, *1947 Lab-Built Challengers Set Stage for B.-O. Drive* (*The Billboard*, January 31), denying that any of the leading manufacturers' skates are dangerous.

Shevelson particularly refers to a section of the article speaking of "safe skating on a safe mechanism against dangerous scooting on a dangerous mechanism."

"There may be a few dangerous skates on the market," said Shevelson, but charges that the article implies that this is true of all present-day rink equipment. He claims that some of the views expressed in the article deride the manufacturing industry and are critical and libelous in character.

RSROA Enrolls 6 New Members

DETROIT, Feb. 14.—Addition of six member rinks by the Roller Skating Rink Operators' Association of the United States was confirmed this week by Fred A. Martin, secretary-treasurer.

Operators of the new rinks are Thomas and Alfred Burtnett, Chaybeate Roller Rinks, Bedford, Pa.; Everett R. and Violet K. Lupien, Bedford Grove Rollaway, Bedford, N. H.; Rich Paul and W. T. Blackwell, Club Casino Roller Rink, Lakewood Park, Atlanta; Terrel E. and Lee K. Stearman, Reno (Nev.) Rollerland, Inc.; Joseph V. Murray, Fordham Skating Palace, Bronx, N. Y., and Mr. and Mrs. Karl Nichols, Pacific Roller Rink, Coos Bay, Ore.

Reno Rollerland also made simultaneous application to hold the Nevada State championships for the first time. Among its patrons are a number of skaters rink officials hope to enter in the Pacific Coast regional meet, scheduled to be held at Oaks Park Rink, Portland, Ore.

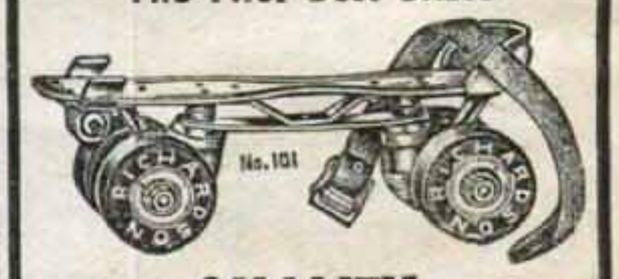
Bedford Grove Rink, practically a State line proposition, is formally located in Massachusetts, where it has been operated for several years by the Lupiens.

Club Casino is developing local skaters in both classes and competition work. Virginia Shewbridge has been given the professional appointment.

Chaybeate Rink, sponsored by J. J. Cicoro and K. D. Strayer, adds another Pennsylvania member in one of the heaviest States in enrollment.

Emphasis upon increased activity of RSROA professional instructors was symbolized by two of the additions, with local teachers placed on the staff at Fordham Skating Palace, while Coos Bay Rink is planning to use visiting pros from Western States.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3313 Ravenswood Ave. Chicago, Ill.
The Best Skate Today

Copyrighted material
www.americanradiohistory.com

Illuminating Skates Patent to Galgoczy

WASHINGTON, Feb. 14.—Self-illuminating skates for rinks are proposed in a patent described in a list of inventions available for licensing or sale put out by the Patent Office recently.

The patent is held by Mikaly Galgoczy, Cleveland, who invented the lighting attachment in 1938. It consists of a detachable device for skates to illuminate the floor for dancing or exhibitions. A spring clips a flashlight gadget to the skate to throw a light on the floor. Batteries may be changed without removing the device from the skate.

Patent number of the invention is 2,140,224, and the registration number is 9,019.

RSCC Sets February Events

CHICAGO, Feb. 14.—Roller Skating Club of Chicago has scheduled three events for February, the first being a party at Armory Rink here February 15. This will be followed by an afternoon bus trip to Ing Rink, Rockford, Ill., and a continuation of the trip to Belvidere in the evening for skating. The club has planned a leap year party for February 29 at Madison Gardens Rink here.

Set B'port Amateur Benefit

BRIDGEPORT, Conn., Feb. 14.—A "circus" on skates will be staged February 23 by Holland Skating Club at Holland's Skateland here, with clowns, "wild animals," games, wheelbarrow races and pie-eating contests. Proceeds will be used to send local skaters to national competitions this summer.

12G Fire Hits Smith Rollery

GABLES, Mich., Feb. 14.—An estimated loss of $12,000 partially covered by insurance, was incurred in a recent early-morning fire that destroyed Mr. and Mrs. Leroy Smith's North Lake Roller Rink here.

10G Long Beach Fire Damage

LONG BEACH, Calif., Feb. 14.—Fire, which started in the kitchen of an adjoining cafe January 26, caused $10,000 damage to Hippodrome Skating Rink here. Five engine companies brought the blaze under control.

Roller Rumblings

Dick Lebbon and Lindy Donadoni, two skaters of J. H. Ambrose's Spinning Wheel Roller Palace, Canandaigua, N. Y., contributed a spinning number in a minstrel show staged January 26 and 27 by the local Kiwanis Club.

Operator Andrew Fisher, inactive for the past two years, has taken over Skateland at Orbisonia, Pa., while his new rink at Harrisburg, Pa., is being built.

A new concrete rink has been opened at Grand Falls, N. B. for ice skating in the winter and roller skating in summer. Benches seat 1,700.

RIEDELL ★

The Accepted Leader in

SKATING SHOES

Riedell Sportshoe Co. Berkeley 3, Calif.

FOR SALE

Established Roller Rink, Greater Cincinnati. Floor, 40'x100'—ample aisle space, etc. Frame building, insulated. Gas automatic heat. 110 prs. Chicago Rink Skates, 40 prs. Shoe Skates. Now netting $600.00 per month. Opportunity — $12,750.00 complete.

W. G. SCHMIDT, 950 Elberon Ave., Cincinnati 5, O.

Cure Your Box-Office Aches With Emphasis on Amusement

By E. M. Mooar

Carman Roller Rink, Philadelphia

EXPRESSIONS of rink men's ideas on the business slump in recent issues of *The Billboard* have interested me greatly. There is nothing new about the slump. Since I can remember, roller skating has moved in cycles. To my knowledge there have been three or four times when many thought the sport was dead. However, it has always revived. With each revival came something to give it a stronger toehold, and every cycle has brought forth new operators, each of whom had his ideas of operation. However, most of them eventually fell back on ideas of former operators to stimulate business. A number of successful present-day operators have continued the use of former methods, which have entertainment of patrons as the basic ingredient.

Today, as I predicted not long ago, patronage consists of a younger generation. Many of this generation are grandchildren of former patrons who have told the youngsters of the fine times they had at the old rinks, which offered many simple and amusing contests and carnivals in which all could indulge. The old-timer used to get a kick out of these novelties and was ready to participate in a peanut pushing event or dress in some outlandish garb to compete in a grand masquerade. Those were the days, and operators have a great chance to revive these box-office events at little expense.

Walter Sutphin, of Detroit, recently recalled the box-office appeal of the rube carnival. I emphatically agree with him. I believe I was one of the first managers to dig this one up—from way back in the '80's when I had taken part in one. If my memory hasn't failed, the first one I produced was at Grand Boulevard Rink, Chicago. When I look back, it was somewhat crude for the high-class patronage we drew, but it went over with a bang. In a pen in the center of the floor I installed four or five good-sized hogs from the stockyards. A load of hay decorated the bandstand. All rink help was in rube attire, and the crowd of skaters, also dressed for the occasion, had a great time.

Annual Cincy Event

A carnival of this type was an annual event for years at the Cincinnati Music Hall. Immense floor space there permitted the building of a facsimile country town street. At Kansas City, Mo., in the old Hippodrome at 12th and Charlotte Street, a rube event drew more than 5,000 people. As this place housed practically everything in an amusement park, the job of costuming and decoration was a task in itself. The weekly house organ, *Hippodrome Hip*, carried advertising and publicity weeks in advance. Incidentally, it was here that I pulled a piece of publicity the afternoon of the event that was not on the program. Borrowing a clown cart and trick mule, a couple of assistants and I dressed in rube costume to do a street bally. One assistant rode the back end of the cart leading a midget bull obtained from the stockyards. While driving down a street traversed by a trolley line, the bull decided to rest in the middle of the car tracks on a busy corner. Try as I might, I could not get him started, nor could several traffic officers anxious to get the car line unsnarled. While this was happening a local paper sent a reporter to the scene, and a story and picture made the afternoon edition. Soon after the picture was taken the bull without further urging, decided to continue the route. I never forgot that little bull. He helped the box office that night, altho I cussed him plenty that afternoon.

Several modern rinks have used these old-timers to stimulate the box office, and prizes awarded are 10 times the value of those given in the old days. One well-known rink stages one of these stunts nightly.

I do not think roller skating is on its way out. Today's young skaters will be patrons for several years, but they must be given plenty of fun. This can be done by reintroducing some of the old time stunts, many of which can be improved and made valuable to the box office.

Skaters also need schooling in rink rules. A recent question in *The Billboard's* discussion column, *Operators Talk It Over*, asked whether floor men were necessary. My answer to this is a decided "yes." Today we are introducing a new generation to rinks and the old system of a well regulated floor crew is a must. Altho there are many proficient juvenile skaters today, they still need schooling in rink deportment. In too many cases these juvenile experts have been coddled to such an extent that they have become spoiled. They get the idea they are immune to discipline and can do no harm.

I have also been asked by rink men to discuss the matter of year-round operations of winter rinks. I believe (regardless of cooling systems) the old policy of closing as soon as outdoor centers begin operations, and reopening in the fall, makes for better attendance. For years this was the system used at the old Music Hall Rink in Cincinnati. As fall approached skaters would begin asking about the reopening date, and I believe that rink outlived many others. When fall came the skaters were hungry for skating. I believe the Sefferino brothers follow this system at their rollerdrome. Both are former Music Hall employees.

Black and Hood are reported to have opened a maple-floored rink at Raton, N. M., in late December.

FOR SALE

Model A Hammond Organ

3 B40 SPEAKERS

1 SOL-O-VOX

Excellent Condition. Price, $1,800.

DEXTER'S RINK

1212 Main St. Niagara Falls, N. Y.

SKATE CASES AT A NEW LOW

★ STEEL CASES (Metal Over Wood)—Assorted color combinations. Finest made. $29.64 Doz. Sample $2.47.

★ ALL ALUMINUM CASE—"The Featherweight Champion." Light, sturdy, with satin finish. Former OPA ceiling $6.50. NOW $36.00 Doz. Sample, $3.00.

L & L PRODUCTS

7019 Glenwood St. Chicago 26, Ill.

Distributors of Heiser Products, Midwest and Skating Rhythm Records, Champ Skate Brakes, Skaters' Jewelry, Stickers, Laces, etc. Write for price list.

SKATING RECORDS

with

STANDARD DANCE TEMPOS

Write for Complete List

SKATING RHYTHMS RECORDING CO.

P. O. Box 1838 Santa Ana, Calif.

FOR SALE

ONE COMPLETE ROLLER RINK

37x92 Maple floor, 100 pr. good Chicago skates, lot of extras, plates on trucks, one amplifier with speaker, 6 or 110 volt, one pull pole tent.

This Rink will be sold for first reasonable offer, due to partnership disagreement.

KILROY'S ROLLER RINK

INVERNESS, FLA.

HIT PARADE

in

SKATING RHYTHMS

PRICE 75¢, PLUS TAX

Write for List.

MARS RECORD CO.

719 N. Atlantic, Compton, Calif.

For information about

CURVECREST "RINK COTE"

THE PLASTIC RINK SURFACE

Write

PERRY B. GILES, Pres.

Curvecrest, Inc. Muskegon, Mic

Originator and Sole Distributor.

FOR SALE

150 pair Chicago skates, good condition, $3.00 pair, assorted sizes; 1 new Chicago skate grinder (motor), $70.00; 1 Hammond organ. See ad under Musical Instruments in Classified.

DON McELHINNEY

BOX 207, MARION, IOWA

Phone: 6410, Cedar Rapids, Ia.

Write Johnny— for everything in rink skates

Guaranteed Same-Day Delivery

MOUNTED OUTFITS—CHASSES ONLY

PRECISION FIGURE & DANCE SKATES

PARTS & BEARINGS—Regular & Precision

SKATE CASES—LACES—ACCESSORIES

"CHICAGO" New and Used Clamp Skates —available at all times.

FACTORY DISTRIBUTORS Write for New Lowered Prices.

JOHNNY JONES JR.

51 CHATHAM ST. PITTSBURGH 19, PA.

The Most Famous RINK SKATES in the world

Advertised to many millions in the Official Roller Derby competition. Manufactured to highest quality standards.

MODEL "B" ROL-O-WAY Precision Dance Skates with the Patented Cushioning.

ROLLER DERBY SKATE CO. 4533 Payne Ave. Cleveland 3, Ohi

COMPLETE PORTABLE RINKS

SECTIONAL FLOORS

The World's Largest Manufacturers of Complete Portable Rinks and Northern Rock Hard Maple Floors

Roll Skating Mats a Specialty.

BILT-RITE FLOORS AND RINKS

Dealers in Hard Maple Flooring

Mailing address: 1413 Crescent Drive, Tyler, Texas Factory: 1016 East Locust St., Tyler, Texa

Phone: 2968 Night Phone: 719-W

Copyrighted material

www.americanradiohistory.com

School Shows Plentiful In Southern Louisiana; New Rep Units for 1948

Standards To Return to Road With New Look

EUNICE, La., Feb. 14.—A check this week of the Southern Louisiana area, especially this sector, reveals that there's an abundance of school shows making the rounds. Among them are Doug and Lola Couden, Birch and Company, and Lucille and Rai Baille's unit. The Coudens and Baille are doing assembly shows, while Birch is presenting a full-evening show of magic at high schools and colleges.

Barten Theater is presenting its one-nighter, *The Importance of Being Earnest*, making this city its home base. Considerable interest prevails among rep folk over the Oscar Wilde play but up to now reports on its success in this sector have not been forthcoming.

The Coudens are presenting a wide variety of acts, including juggling, magic, music, rag pictures, punch show and their trained dog, Honey, interlaced with plenty of comedy, according to Rai Baille, who caught the show recently. They make a good appearance and Doug does his Juggler in a Lunchroom routine that he presented in vaudeville. Birch has been presenting his show at $1.20 to excellent business.

Baille says that he is currently doing two shows in this sector, the first one being a one-hour magic stint; the other a dramatized version of the fairy tale, *The Three Feathers*, plus three acts of vaudeville, consisting of a comedy skit, some magic and a paper-tearing act presented by Lucille. The Bailles are preparing for their forthcoming rep tour but are undecided as yet as to what org they will troupe with.

Two for 1948

"I understand," Baille says, "that Harley Sadler will be too busy with his political duties to go out this season, but two new shows will hit the road in 1948. They are the Jewell-Harris Show and Marian McKennon Players.

"Jewell-Harris will feature Jewell's magic and there's a possibility that Mack Johnston, star dancer with Sadler last season, may be one of the features. Trixie Maskew (Mrs. Bush Burichter) currently wintering in Kansas City, Mo., has been signed. Joe McKennon probably will take out the Marian McKennon Players some time in June."

Also on the road this season will be such standards as the Rotnour Players, Slout Players, Henry L. Brunk's Comedians, and Bisbee's Comedians, with Boob Brasfield. Altho nothing definite has been reported on the Jack Stanley Show, there's a possibility that it may go out in Oklahoma.

"There are a few dance-show units," Baille says, "touring Nebraska and other Northwestern States. There is plenty of territory for other tent rep shows with their new look, fresh talent and the old bills. A fast show, with plenty of fast vaude acts, clicks whether it be in a theater, night club or in a tent. So why not put it in a tent, get a territory and acquire some of that money?"

TACOMA, Wash., Feb. 14.—Arthur Rosso, former repster, who has made his home here in recent years, is mulling plans for organizing a tent flesh outfit.

GO INTO SHOW BUSINESS
$10 STARTS YOU
PAY OUT OF PROFITS
16MM. MOVIE OPERATORS
Make good money showing films in schools, churches, granges, institutions, theaterless towns, etc. We furnish machine, films . . . EVERYTHING to start you in your own biz full time, part time. Write for our attractive offer today. Address Roadshow Division.
Institutional Cinema Service, Inc.
1560 Broadway New York 19, N. Y.
If equipped already send for our catalog today . . . serving hundreds of dealers, roadshowmen, schools, churches, amateurs, etc.

AUTO THEATRE EQUIPMENT
Complete new equipment for small Drive-In Theatres as low as $2,975.00.
Also equipment for large Drive-Ins, including DeLuxe All-Cast Aluminum In-the-Car Speakers and complete Towers. Free advisory service. Write today for literature.
THEATRE EQUIPMENT CO.
109 Michigan St. Toledo 2, Ohio

NEED A 16MM. SOUND PROJECTOR FOR YOUR ROADSHOW CIRCUIT?
On straight rental, we can supply a high-powered postwar Victor at a weekly rental of only $5.00 On our liberal rental-purchase plan we can supply either a new Victor "Triumph" 60 ($468.00) or a good used postwar Victor 40B ($267.50) at a weekly rental (with purchase option) of only $7.50
Write today for full details.
EASTIN PICTURES
DEPT. BF
707 Putnam Bldg., Davenport, Iowa
Colorado Savings Bank Bldg., Col. Spgs., Colo.
830 Cherry Street, Chattanooga, Tenn.

6,000 BEAUTIFUL THEATRE CHAIRS
Rebuilt, Refinished $3.95 UP
nd for Chair Bulletin, also 48-page Bargain Catalog on Motion Picture Projection and Production uipment. World's Largest Mail Order House.
S. O. S. CINEMA SUPPLY CORP.
9 West 42nd Street New York 18, N. Y.

WANTED
r 1948 summer season under canvas, people in all es. State salary and all details in first letter. Peodoing Specialties preferred. Show plays Iowa ritory.
VINCENT J. DENNIS FAMOUS PLAYERS
(Originated by Geo. D. Sweet)
Rainbow Court, Largo, Florida

FOR SALE!
WINSTEAD'S MIGHTY MINSTRELS
Full Equipment and Title. 20 years on the road. Can be seen at Surles Motor Court, 4 miles south of Fayetteville, N. C., on U. S. 301. Or write
DAVID SURLES
P. O. Box 1011 Fayetteville, N. C.

Never Ending

CINCINNATI, Feb. 14.—Bruce Rinaldo, in a communication to *The Billboard* this week, said that reminiscences of many older troupers makes for pleasant reading. "This is not to imply, however," Rinaldo continued, "that I am not interested in the younger lot of thespians—They have come in, and are continuing to come in, to succeed us oldsters, just as we succeeded those before us. The traditions of the theater probably will be carried on endlessly."

Filmack Trailers Adds N. Y. Office

CHICAGO, Feb. 14.—Filmack Trailer Company, with headquarters here, is opening a branch office in New York Monday (16).

New set-up is the second to be established by the local firm in the last three months, the other being in Los Angeles. Irving Mack, general sales manager, said that the firm's growth necessitated the establishment of the two new branch offices.

New York branch also will feature a special exploitation department to assist exhibitors in the Eastern area in the proper promotion of pic attractions and special events, Mack says.

Hanson Preps Plans For Casper Flesher

KAYCEE, Wyo., Feb. 14.—C. L. Hanson, who has been vacationing here since before the holidays, is making arrangements to move soon to Casper, Wyo., where he will ready a flesh tent trick, using E. F. Hannan's *Ah, There Professor*.

Show also will feature 16mm. pictures.

Trainor To Direct Charlottetown Play

CHARLOTTETOWN, P. E. I., Feb. 14.—J. Austin Trainor is directing a cast of players for the annual Easter Monday benefit show to be held in Prince Edward Theater here.

Trainor, who was awarded the Canadian Drama Award in 1937 for outstanding dramatic work, for many seasons has been handling a special Christmas program on Station CFCY, which he instituted.

Rep Ripples

BIRD'S SHOW has been around Vicksburg, Miss., recently. . . . Tremble Players are around Utica, N. Y. . . . Forrest Players is a new group for Detroit. . . . Doss & Mae Show continues in Eastern Colorado. . . . Ronald E. Sykes has 16mm. films in the Marietta (O.) sector. . . . Lanier Players, five in cast, are in the Atlanta area. . . . Penn Players recently have been doing sponsored dates around Hackensack, N. J. . . . Wallace Davis, old-time minstrel, wants someone to send in the roster of I. W. Marshall's Minstrels, 1903-'04. He played in the band with the org which opened at Gloucester, Mass. . . . Gitt's Show has been playing to poor biz in Colorado, due to cold weather. . . . Hawley Players is a new group in the Allentown (Pa.) area. . . . Foster Gray reports Florida has been overdone with traveling film shows. He has been in Pennsylvania recently and is moving toward Canada.

Brunk Maps Plans for 1948 Jaunt

Readies Org for March Bow

WICHITA, Kan., Feb. 14.—Brunk's Comedians, which returned to the road August, 1947, after a five-year hiatus occasioned by the war, will inaugurate the 1948 tour late in March in Texas and then enter Colorado, their established territory, sometime in May, Henry L. Brunk, owner-operator announced from his home here this week. Show is to remain out until Thanksgiving, Brunk said.

Henry Brunk is the youngest of the seven Brunk brothers, who have had

HENRY L. BRUNK

units on the road since 1916, with the first companies being organized by Glenn D. and Fred G. Brunk, eldest of the brothers. In the early '20's there were seven companies on the road under the Brunk title, with each unit featuring a large band and orchestra. Each of the Brunks played in his own band.

Operating the seven shows were Glenn D. Brunk, Fred G. Brunk, Harley Sadler, Charles Brunk, Ray Howell, L. D. Brunk and C. F. Elton. Pete Palmer also operated one of the companies for two seasons, while Sam Bright managed the Glenn Brunk-directed unit in later seasons.

Henry Brunk entered the field in 1927 and, except during the war, has had a unit on the road since. He has been spending much of the winter here directing 1948 tour activities and readying the org for the March opener.

FLASH — FLASH — FLASH
LOUIS-WALCOTT FIGHT
1 REEL 16MM. SOUND FOR SALE, $18.50
Top Box Office draw! Wire! Write! Call us for early delivery. Orders filled in order received. First come, first served.
16MM. FILM EXCHANGE
EUGENE M. WILSON, Sales Mgr.
302½ S. Harwood St. Dallas, Texas
Tel.: R-5650

BARGAIN SALE
Universal 35mm. sound projector complete with sound system, only $195.00; large list of 35mm. and 16mm. features at $50.00 each; 16mm. single reelers, price $7.50 per reel; Ampro 16mm. sound outfit, $295.00. Rental programs at $7.50 two days. Free lists.
SIMPSON FILMS
155 High St., Dayton, O.

Copyrighted material
www.americanradiohistory.com

The House of Hits presents

CLOCKS

#111 BOAT CLOCK

17" High, 19" Long.

$9.60 ea. in doz. lots
Sample $10.50

Westinghouse licensed Self-Starting Movement. Lights in Port Holes. Chrome spokes on marine wheel. Hand-rubbed walnut finish with chrome plated sails and metal trims.

#110 Same as above, without electric lights in port holes... $7.75 ea. in doz. lots
Sample $8.50

#130 MARINE WHEEL

Westinghouse licensed Self-Starting Movement. Gold-plated metal dial and spindles. Mahogany colored case.

8½" High, 6½" Wide

$4.50 ea. in doz. lots
Sample $5.00

25% DEPOSIT—BALANCE C. O. D.

CUTTLER & COMPANY, INC.
928 Broadway...New York 10, N. Y.

Get Your Winter Bankroll

#548 Knobby Balloons. Gr.	$ 7.00
#428 Knobby Balloons. Gr.	3.50
#546 Spiral Balloons. Gr.	7.00
#327 Spiral Balloons. Gr.	3.50
Knobby and Spiral Workers. Ea.	.60
#9 Two Side Print Balloons. Gr.	5.50
#14 Cat Balloons. Gr.	8.50
24" Reed Balloon Sticks. Gr.	.75
50L St. Patrick's Buttons. Per 100	2.00
Per 1,000	17.50
Lancaster R. W. B. Bell Batons. Gr.	14.50
Heavy Maple Walking Canes. Gr.	48.00
Crew Hats for Sewing Machine Operators Doz.	5.50
50L Freedom Train Buttons. Per 1,000	17.50
70L Freedom Train Buttons. Per 1,000	35.00
Freedom Train Pennants. Per 100	13.00
Plastic Pinwheels. Gr.	4.50
Jumbo Rabbit Feet. Per 100	3.50
Keychain, Spunky the Pup. Gr.	13.50
Chinese Paper Snakes. Gr.	8.00

Headquarters for Rodeo & Circus Merchandise

We Take Orders for Special Buttons & Pennants.

KIM & CIOFFI
912 Arch St. MA-7-2283 Philadelphia 7, Pa.

Chinese Flash
FIRECRACKERS
1280—1½" CRACKERS.....$3.95
Latex Rubber
BALLOONS
NO. K10—PER GROSS.....$1.50
CASH WITH ORDER

STANDARD SPECIALTY CO.
Oostburg, Wisconsin

PRICE SLASH

Evans Lighter
Expansion Watch Band
Swanky Key Chains
Zippo Lighter
Dunhill Lighter
Dice Shakers
Snake Ring

WRITE FOR CATALOG OF 250 PREMIUM SURE SELLERS.

GORDON M CO.
Dept. SL, 110 E. 23 St., N. Y. 10, N. Y.

OPPORTUNITIES

A Display-Classified Section of
Business, Sales and Employment Opportunities

RATES: Display 70c an agate line . . . . Minimum 10 lines
Classified 12c a word . . . . . Minimum $2.00

IMPORTANT—All Classified Advertisements Must Be Accompanied by Remittance in Full

FORMS CLOSE
THURSDAY NOON IN CINCINNATI
FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

FOR SALE—COLLECTION OF CONCERT ORchestra music (some foreign numbers); cornet solos; 45 numbers made into books for band (some foreign numbers); teachers' books for beginners' band. For information write Lora A. or Nettie Reiter, 3206 Holmes St., Kansas City 3, Mo.

FRANKEL'S ENTERTAINERS' BULLETINS—Containing parodies, monologues, band novelties. Five different issues, $1; add 25c for the "Emcee," dynamic new comedian's magazine. Frankel, 1508-B S. Homan, Chicago 23.

MASTERS, RECORDS MADE FOR JUKE boxes. Transcriptions. Any quantity. Catalog (stamp). Reasonable. Urab, BB-245 W. 34th St., New York 1, N. Y. fe28

PARODIES, SPECIAL SONGS, BITS, MATErial for any act. 1948 catalogue free. Kleinman, #1735 N. Bronson, Hollywood 28, Calif. fe21

PIANO ARRANGEMENTS OF YOUR SONG BY song-writer arranger whose songs and piano arrangements of same have been published by leading ASCAP publishers—coast to coast. Satisfaction guaranteed! Send material today to Ralph Bolton, 21 Irving St., Cambridge 38, Mass.

SENSATIONAL SONG PARODIES—DIFFERent situations, original material, socko endings. 1948 list on request. Manny Gordon, 819 W. North Ave., Milwaukee, Wis. mr6

12-PIECE ORCHESTRATIONS (WITH WORDS) "How Often Must I Tell You?" (Foxtrot) $1. John Popeff, 603 Holden Bldg., Vanvouver, B. C. fe21

100 LEAD SHEETS OF YOUR SONG FOR $5—Good quality paper, satisfaction guaranteed. Lupine Music Co., Box 2762, Kansas City 13, Mo.

AGENTS & DISTRIBUTORS

AGENTS—CALL ON GARAGES, FILLING stations with $24.50 quality Wheel Balancer. Competing models to $2,000. Virgin market. Five-minute demonstration means sales. $10 cash commission. Twenty sales possible daily. Exclusive territory. Write B & B Mfg. Co., Box 816, Sioux City, Iowa. fe21

AGENTS—OUR COMIC THEATER TICKETS sell like hot cakes. Now only $5 per gross; generous samples, 25c. Walter B. Fox, Mobile 2, Ala.

AMAZING OFFER—$25 IS YOURS FOR SELLing fifty $1 boxes of entirely different, new DeLuxe All-occasion Cards. Each box sells for $1, your profit, 50c. It costs nothing to try. Write today for samples. Cheerful Card Co., Dept. 228, White Plains, N. Y. fe28

ABALONE PEARL AND SEA CORAL JEWelry, Rings, Necklaces, Earrings, Pins. Real Sea Horse Fish Pins. Grass Hula Skirts, Armadillo Baskets, Stuffed Armadillos and Horned Toads, Butterfly Wall Plaques, Dress Fleas, Mexican Carved Walking Canes, Copper Cowboy Hat, Ash Trays, Indian War Drums, Carved Coconut Faces, Coconut Electric Lamps, Stuffed Tarpon Fish. Joseph Fleischman, 1535 Broadway, Tampa, Fla. fe28

AMERICAN WRIST WATCHES—BRAND NEW, $3.29, $3.48, $4.98; Alarm Clocks, $1.79, $2.38; Electric Alarms, $3.37. Samples C.O.D. Send $1. Descriptions free. United Wholesale Watch Company, Saint Cloud 3, Minn.

BEAUTIFUL SHELL JEWELRY AND GLASS Novelties, wholesale only. $2 brings 5 samples, returnable. Free illustrated folder on request. Wonderland Studio, Inc., P. O. Box 709B, St. Petersburg, Fla. mh6

BIG CASH PROFITS DAILY TAKING ORders. Uniforms, Shirts, Ties, Personal Initialed Individualized Buckles, Belts, Cap Badges, Tie Holders, 2,000 emblems. Repeats. Write today. Special outfit offer. Hook-Fast Co., Box 480-BB, Roanoke, Va. fe28

CANADIAN PLASTER ITEMS—MIDWAY AND carnival objects with plenty of splash. Popular figures, end of trail, masked cowboy on horse, police dog, etc. Samples, $5; no catalogue. Nelson Plastics, Goderich, Ont.

CLEAN UP ON THIS BIG SELLING ITEM—Heavy Mexican Rings at jobber's prices. Direct importer. Sigfrido Trading Co., 309 Fifth Ave., N. Y. City. mh6

EARN MONEY QUICKLY, EASILY—SHOWING Greeting Cards, Stationery, Wrappings, many unusual items. No experience. Up to 100% profit. Send today for Everyday Assortment on approval. Free display folder. Thomas Terry Studios, 200 Union Ave., Westfield, Mass. fe28

EXCELLENT SIDELINE FOR PRINTING AND advertising salesmen. Decalcomania Name Plates in small quantities. Great demand. Also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," XL-Roxbury, Boston 19, Mass. np

FAST MONEY SELLING HAND-MADE JEWelry. Samples, $5. Catalog free. N. Mitchell, Box 521, Raleigh, N. C. fe28

GET 300 MONEY MAKING IDEAS—RARE Formulas, Success Plans, Schemes, Exposes, Secrets, Folio free. Formico-KA, Box 572, Dayton, O. fe28

HOW TO START A MAGAZINE SUBSCRIPtion Agency. Sources and know-how from a successful agent. Only 40c. Cliff Morgan, Blue River, Wis.

I'M NEW—SENSATIONAL GET ACQUAINTED offer. Quarter brings sample ball pen, plus folding razor knife free and list of other special values. S. A. Brill, 475 Ocean Ave., Brooklyn 26, N. Y.

MAKE QUICK CLEAN UP SELLING PERfume Beads. Jobbers prices. Particulars free. Sample line, $1. Mission, 2328F West Pico, Los Angeles 6, Calif. apr3

MEN, WOMEN—TRY SELLING MYSTERY Edge Blades. Samples, prices, 10c. 100% profit. Sylva's Variety, 3-BB Stanton Ct., New Bedford, Mass.

MERCHANDISE—COMPLETE STOCKS FOR midway stores, genuine alligator Ladies' Hand Bags, Belts, Shoes; Cuba manufactured, the prize they all want. Casper's Gator Jungle, P. O. Box 266, St. Augustine, Fla. ap3

MEXICAN FEATHERS BIRD PICTURES—Bamboo frames, 7x9, $7.50 dozen; retail, $1.25. Also 9x16, not framed, $15 dozen; will send C.O.D. on approval. Yes, you may return if they don't suit you. Liberty Sales, 2624 South Central Park Ave., Chicago. fe28

OPERATE PUSHCARDS—$5 PROFIT. SAMple, 10c. Varsales, 1058-B N. Rockwell, Chicago 22, Ill. fe21

PENNY THAT NAILS TO FLOOR—140% profit! Dozen, $1.25, on cards. Sample, 25c. Scheetz's, Sellersville 5, Pa.

PIC-TEASE — BAROMETER PHOTO GAMES. 20 beauties to box, with Magic Developing Tissues. Also Photo Finish Races. All packed 20 to box; $1 retail. Big profit, repeat. Dozen boxes, $6.50. 3 samples, 25c. 20, $1, prepaid. List other fast sellers with order. Lewis, 1108-B East 42nd Place, Chicago 15, Ill. mh6

PHEASANT PLAQUES AND STATUETTES—Hand-painted natural colors, also Deer, Dog and other animal Novelties, Book Ends, etc. Souvenirs made to order. Every price level. Items manufactured from hydrocal. Sample kit of 36 items, all different, for $15. Representatives wanted. Write for price list. Novel, Inc., Box 249, Sparta, Wis.

PLASTIC WATCH STRAPS—MEN'S OR LAdies' styles. Assorted colors, carded. Your price, $2 per dozen postpaid, retails 59c. Cash with order. Clinton Sales Co., P.O. Box 577, Rochester 2, N. Y. fe28

POCKET PAL—REPLACES POCKET KNIVES—New, safe, beautiful. Always razor sharp. 50c seller. 231% profit. $15 or more daily. Agents, salesmen, distributors. Nelson Mfg. Co., 222 W. Kellogg, St. Paul 2, Minn. fe24

RUN MENDERS—BIG YEAR 'ROUND PROfits. Full particulars, 5 samples, one of each, $1. Run Mender Works, Dept. B, Waukesha, Wis. mh6

SPECIALS—1000 BLADES, $3.75; GROSS Squibb's 25c can Toothpowder, $7.20; gross Key Chain Novelties, $2.95; Pocket Combs, $1.35 gross; 1000 Needles, $1.15; Can Openers, gross, $1.44. 32 years value giving. 1001 other bargains. Free catalogs. Order nearest store, Globe Trading Co., 109 W. Flagler St., Miami, Fla., or Mills Sales Co., 901 Broadway, New York mh31

UNPAINTED MARBLITE FIGURINES AND Plaster Plaques. Free price list. Bijou Novelties, 1795 Stillwell Ave., Brooklyn 23, N. Y.

2 HOT NUMBERS—KILROY WAS HERE Plastic Statuettes, $11.50 a hundred. Sample dozen, $2. Rubber Man in Barrel, $19.50 a hundred. $2.50 sample doz., delivered. M. S. Posner, 4851 N. 8th St., Philadelphia, Pa. fe21

FIRST AGAIN . . .
IMMEDIATE DELIVERY!
NEWEST, MOST IMPROVED
BINGO SPECIALS
Regulars—7 colors, 1500 series
Padded 4-5-6 or 7 to the pad
3000 Sets—7 colors
Wire or Write for Samples . . . Jobbers Invited
John A. Roberts & Co.
235 Halsey Street, Newark 2, N. J., MA. 2-6657
LARGEST BINGO MANUFACTURERS IN THE U. S. A.

SAM WIENER KING of RINGS

12 years in the ring game taught me all the angles!
Deal with the King . . and save!

No. 3489 Sterling. No. 3670 1/20 K. Gold Filled
$22.50 Dozen

No. 6230 Cluster Ring, Sterling. Also 1/20 12 K. G. F.
$12.00 Dozen

No. 6242 Man's Ring, Sterling, $12.00 Dozen. 1/20 12 K. G. F.
$18.00 Dozen

No. 3542 Guard Ring
$10.00 Dozen

No. 6228 Man's Onyx Ring, Sterling, Gold Plated
$15.75 Dozen

SUPERIOR
JEWELRY COMPANY
740 SANSOM ST., PHILA. 6, PA.

ENGRAVING MACHINES . . . $4.50 EA.
WRITE FOR FREE 1948 CATALOGUE

DIRECT FROM MFR.
AT LOW PRICES

Complete Line of Leather Goods

- Billfolds, Keycases, Purses, kiddy and Ladies' Bags, Belts, Novelties and related Leather and Plastic Items. All price ranges. (Will make to order from your patterns.)
- These Fast Selling Items will give you plenty of Profits because of our Low Prices. Send for samples today. If not rated send $15. (Refundable for 20 days.)

CUTTING LEATHER NOVELTY
48 Howard St., N. Y. C. CA 6-3973

PENNY CANDY and 5¢ CANDY BARS
BIGGEST SELLER IN EVERY STORE!

Now being offered for the first time; assorted case containing 24 boxes, no two alike, 12 boxes big selling penny candies, 12 boxes big value 5¢ candy bars. Dealers' price $21.60 per case, costs you only $15.60. Send $15.60 today for trial case and details on our complete line. Satisfaction guaranteed. Exclusive territories still available. ACT NOW!

CASTERLINE BROS. 2030 Sunnyside Ave. Dept. S, Chicago 25, Ill.

WHOLESALE ONLY

Fine quality. Popula flavors. 5-stick pack — also 4 multi-colo "BUBBLINGUMS."

AMERICAN CHEWING PRODUCTS CORP.
4th and Mt. Pleasant Ave., NEWARK 4, N.

Copyrighted material

www.americanradiohistory.com

the famous Majestic clown. Everyone is wild about 'Happy' . . . as a give-away prize or a sale, he's designed for pleasure, priced for quick profits.

'Happy' is made in a combination of choice rayon fabrics, with a two-colored suit and a snappy shirred neckband. He has a happy mask face with painted, smiling features, and his metal buttons just sparkle.

★ ★

HERE'S THE PITCH:

"Happy" is available in either 21" size or 30" size, both marked by the same fine workmanship and quality that distinguish all Majestic creations. 21" "Happy" sells for $14.25 a dozen, $162 a gross ($13.50 dozen). Sample $1.50. 30" "Happy" is $27 a dozen, $288 a gross ($24 dozen). Sample, $2.50. Please send 25% with order, balance C.O.D., F.O.B. New York.

Other fast-moving Majestic dolls from $8 doz. Write today for the complete Majestic catalog.

See us at the TOY FAIR Room 633 Hotel McAlpin New York March 8-20

MAJESTIC DOLL & TOY CORP.
Manufacturers of Dolls, Toys & Novelties
112 BLEECKER ST., NEW YORK 12 - GR 3-0744

SLUM
(GIVE-AWAYS)

Novelties, Toys, Brooches, Pins, Kids, Necklaces, Jewelry, Cosmetics, many other items too numerous to mention.
3,000 Pieces, Asst.
$25.00
SOME ITEMS RETAIL UP TO 25¢ EACH.

NEW ITEM!
LUCKY NOVELTY
PRIZE BOXES
ASSORTED NOVELTIES OF ALL KINDS
$4.50 Gr. Boxes
5 Gross Lots—$4.00 Gr.
25% Deposit, Balance C. O. D.
Mdse. Distributing Co.
19 E. 16 ST. NEW YORK, N. Y.

NEW ITEMS
FOR NOVELTY GIFT SHOPS

	Per Dozen
Dizzy Discs	$2.00
Perfect Bed Partner	1.50
Plastic Back Scratchers	3.00
Metal Bowling Pin Keychain	1.20
Novelty Whiskey Glass, Boxed	5.40
Jerry, Atomic Mouse	1.20

Samples above six numbers mailed U. S. A. postpaid, $1.75. Always something new, no catalogue, order from this list.

KANT NOVELTY COMPANY
323 Third Ave., Pittsburgh 22, Pa.

NATIONALLY KNOWN AUTOMATIC
POP-UP TOASTER
AGENTS! We are fortunate in securing allotment from old reliable manufacturer. You earn $4.95 to $6.95 per unit. You can sell all we give you with no effort as they are scarce as new cars. Fully guaranteed. Write for information.
TRIAD DIS., INC., 334 Cleveland St. Brooklyn, N. Y.

ANIMALS, BIRDS, PETS

A GOOD STOCK OF RATTLERS, BOAS, SMALL Animals. Stock arriving monthly: Agoutis, Pacas, Ocelots, Capybaras. Order now! Snake King, Brownsville, Tex. mh13

BEAUTIFUL ROUND BRIDLES — MARTINgales, silver ferrules, diamond face piece, black russett, $37.50 set. Photograph on request. Bridles, Saddles Trimming, Hearts, Diamond, Stars, Conchas. Send $2 samples trimming. Revolver Show Bits, $12.50 each. Johnnies Saddlery, 362 Seneca St., Buffalo, N. Y.

CUB BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Company, Winnipeg, Canada. my15

FIVE MONTHS OLD FEMALE PUMA, IN perfect condition, $150. Young Black Bears, $75 each. Charone Animal Ranch, Burlington, Wis.

FOR SALE—OSTRICHES BY PROF. F. W. Anderson, stand six feet high, six months old, hand raised, perfect condition, $250 F. O. B. St. Augustine, Fla. Four feet, pen-fed Alligator, $20; have all sizes up to 12 feet, several thousand. Casper's Gator Jungle, P. O. Box 266, St. Augustine, Fla. mh27

FOR SALE—FOUR LIBERTY PONIES, MENage Horse, Comedy Mule, Six-Dog Act. Well broke, ready to go. Want Trained Monkeys. Will trade, what have you? Bill Blomberg, Wabasha, Minn.

MONKEYS—WHITE-FACED RINGTAILS, SPIders, Baby Rhesus, Giant Rhesus, African Monas, Sooty Mangueby, etc. Immediate shipment. Don Compton, Box 93, Mt. Vernon, Ill.

MOTHER AND BABY RHESUS MONKEYS, Bonnet Monkeys, Young Ringtails, Javas, African Greens, Baboons, Eagles, Vultures, Civets, Puma Cubs, deodorized Skunks, Ringtail Cats, Agoutis. Chase Wild Animal Farm, Egypt, Mass. fe28

ORDER NOW—10% WILL HOLD 90 DAYS. Monkeys $27.50, Kinkajous $47.50, Sloth $32.50, etc. Snakes from $5. Birds, Rare Animals from all over the world. All stock 100% guaranteed. Will locate birds, animals and snakes from anywhere. Animal Importers Exchange, Rt. 2, Box 853, Miami, Fla. mh6

PAIR GIANT RHESUS MONKEYS, FEMALE very tame, $175. Kinkajou, very tame, $50. Young tame Marmoset Monkey, raised locally, $75. Syrian Golden Hamsters, $5 pair. Ringneck Doves, $5 pair. Java Monkey, $50. Female Canaries, $15 dozen. Lamb's Pet Shop, 4550 Grand River, Detroit 8, Mich.

SHOWMEN!—BOOK ORDERS NOW, DEposit will hold until April, all types animals, birds, reptiles; write your needs; will quote price on lot wanted. All guaranteed feeders. Charone Animal Ranch, Burlington, Wis. fe28

TALKING PONY—BEAUTIFUL, INTELLIGENT mare, 42 inches high; well behaved. Now working. Will sell reasonable. 7251 Archdale, Detroit 28, Mich. Cedar 8858.

WILD CATS—LARGE AND HEALTHY, $17.50 apiece or $30 a pair. Jack Caldwell, Riceboro, Ga. fe28

BUSINESS OPPORTUNITIES

A BUSINESS OF YOUR OWN—START IN THE shortest time on the least possible capital. Starting your own advertising agency, shows you how. $1 prepaid. Satisfaction guaranteed. Harold B. Eisert, Publisher, 218 Beach 81st St., Rockaway Beach, N. Y. fe28

ADVERTISE YOUR BUSINESS—5,000 6x9 Circulars, $14, postpaid. Limit 400 words. Journal Printing Co., Box I-85, Newark, Ark. apr24

AMAZING CASH PROFITS FOR YOU WITH Vagabond Alarm Clocks. Get free new idea booklet now! Thies Jewelry Store, Genoa 18, Illinois. fe28

AMUSEMENT PARK—20 ACRES, WELL SITuated on busy highway, midway between 2 good college towns, modern 2-bedroom home for owner, Service Station, Dance Hall, Swimming Pool and Bath House, Race Track. Wonderful opportunity. $25,000 will handle. Easy terms. Owner, Robert Boger, Benton Lane Park, Junction City, Ore. fe21

BE YOUR OWN OPERATOR OF PUSH CARDS —Make $200 a week. Buy premiums at rock bottom prices; details free. American Distributors, 5421 Nelson Ave., Baltimore 15, Md. fe21

DISTRIBUTORS WANTED — EXCLUSIVE franchise, small investment, exceptional profits commensurate with efforts. Alan Products Company, Box 2587, West Palm Beach, Fla. mh6

FOR SALE—ONE OF THE NICEST ZOOS and Game Farms in Wisconsin. Newly built, including 14 acres of land. Will sell with or without stock. Reasonable terms to right party. Reason for selling—I wish to retire. Rose Park Zoo, John Pettera, Prairie Du Chien, Wis.

FOUR GREAT BOOKS ON HOW TO OPERATE a Mail Order Business. Many ideas, plans, methods. Included free, a complete course in mail order work. $2 post paid. Nichols Service, 4716 N. Winthrop Ave., Chicago 40, Ill. mh20

GET 400 MONEY MAKING DEALS, PLANS, Formulas, Tips, Ideas, Success Secrets, Schemes. Folio free. Formico Mil, Box 572, Dayton, O. mh6

MANUFACTURE QUALITY PAINT — PIGments, 2 cents per lb. Used by me many years. Reason: age. Formula, $5. Charles M. Bensinger, Donaldson, Pa. fe28

OPERATE PROFITABLE HOME MAIL ORDER Business on $5 capital. Free details. Margaret Hantzis, 315 N. Walcott, Indianapolis, Ind. fe21

OPERATORS — MAKE YOUR OWN NOVELties, molds furnished. Sample, $1. Details free. Ohio Novelty, 42A, Lowellville, O. fe28

PRICED TO SELL — PRACTICALLY NEW Short Range Lead Gallery, including four Winchester Rifles and ten thousand shells. Entirely mounted on all steel and aluminum four wheel trailer with convenient, comfortabe living quarters in one end. Good Buick automobile to pull trailer. First twenty-two hundred buys all. Will sell trailer separately. L. A. Russell, Santa Rosa, Tex.

RESORT OPERATORS, CONCESSIONAIRES— Cash in with new production inflated Sports Boats. Finest rental opportunity at every water resort. Wholesale prices. Telegraph Boat Sales, Distributors, R. 2, Monroe, Mich.

RODEO 'N' SHOW — PERMANENT SET-UP, own grounds, road. Singles, units, equipment, talent, ideas, checks invited. Veterancho 'Deo, Nevada City, Calif.

ROLLER SKATING RINK WITH BUILDING— Only one other in midwest city of 200,000. Nice 6 room apartment. Net over $15,000. Complete, $65,000. Box C-449, care Billboard, Cincinnati.

SHOOTING GALLERY EQUIPMENT—A.B.T. Rifles and Tommy Guns, 40,000 shot, 2,000 tubes, Canvas Compressor, etc., all or part for sale. Stanley Surowiak, 2820 W. 21st. St., Chicago. fe21

WOULD YOU PAY 3%—FIRST $350 MADE? Color-illustrated book "505 Odd Successful Enterprises" free! Proven! Work at home, office. Expect something odd! Pacific-I, Oceanside, Calif.

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 91 of this issue.

An Outstanding Value!

Write for Additional Literature on Other Fast-Selling Merchandise

The Nationally Famous NEW PERFEX
ELECTRIC SHAVER

NOTE THESE 10 PROFIT-PRODUCING FEATURES

- New POST-WAR Non-Slip Rubber Grip
- New De Luxe Shaving Head
- Self-Starting—Self-Sharpening
- 110-120V. 60 Cycle A.C. Operation
- Precision-Built Vibrator Type Motor
- Distinctive Streamlined Design
- Ground and Lapped Steel Cutting Blades
- No Radio Interference
- Available in Ivory Plastic
- Fully Guaranteed

LIST	EACH	Lots of 12 Ea.
$5.00	$2.17	$2.08

POUCH FOR SHAVER, EA. 25c

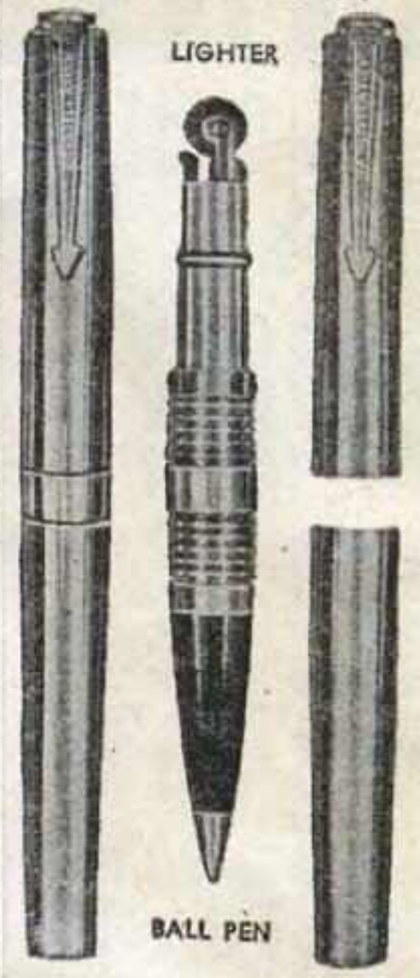
HARVARD DOUBLE HEAD SHAVER WITH POUCH, LIST $7.50—EA. $3.00

OTHER SENSATIONAL BUYS . . .
Rollit Ball Pen . . . Never Stops Writing . . . . . $ 7.20 Doz.
Dutch Mill Electric Clock . . . Now Only . . . . . 24.00 Doz.

25% WITH ORDER, BALANCE C. O. D.
NOTE NEW ADDRESS
MUTUAL DISTRIBUTING CO.
6240 N. Western Ave. Chicago 45, Ill.

ATTENTION, WEST COAST HUSTLERS
HERE COMES THE FREEDOM TRAIN
Sell Souvenir Post Cards, Photographs, Declaration of Independence Certificates.
HOTTEST DEAL IN YEARS
Complete Sample Line Sent Postpaid—50c.
Quantity prices and train route included.
MONETTE AND GORDON
1013 Mission Street San Francisco, Cal.

Operators, Attention!
New 2-in-1 Combination
"CONSTELLATION"
LIGHTER AND BALL PEN



⅔ ACTUAL SIZE

A SMASH HIT!

It's a PEN with a LIGHTER as an added feature. All metal, gold finished and hand polished. FREE push card with each 2 items—300% profit. Refills available.

$132 Gross Lots **$12.00** Per Doz. **$1.50** Sample

25% Deposit, Balance C. O. D.

STANLEY'S
1216 W. Baltimore St. Baltimore 23, Md.

JEWELRY ENGRAVERS!
No Larries—No Squawks—No Comebacks!
IDENTIFICATION BRACELETS
Each one with a written guarantee.

	Doz.	Gr.
1927ACH Ident. Silver-Plated Chain	$ 4.00	$45.00
1927AA Ident. Alum. Chain and Tag	4.00	45.00
1925 Ident. Ladies' Silver-Plated Chain	4.00	45.00
1928A Double Heart Ident.	4.00	45.00
1915 Cameo Earring Set and Brooch	4.00	45.00
Charm Bracelet—7 Gold-Plated Charms	5.50	60.00
1948 Mexican Rings—Extra Large (Larries)	12.00	
Ident. Bracelet Boxes—Plush Lined	1.80	21.00

Jewelry Boxes—All sizes and shapes.
Over 200 other Engraving Items.

Send for Catalogue
MILLER CREATIONS MFG.
I'm With It Since 1907
6628 Kenwood Ave. CHICAGO 37, ILL.

6000 SMASH HITS

In 324 page wholesale book. Dealers, Agents, Salesmen and Jobbers, you will find this book bulging with Tested Money Makers. Latest catalog shows average price reduction about 21% on many items. A guarantee of satisfaction or money back, stands back of every purchase you make from us. Why not see how you can make more money by sending for this New, Thrilling Wholesale catalog, NOW!

SPORS CO.
2-48 Lamont Le Center, Minn.

NEWEST TOP SELLERS
MAGIC CHINESE TRICK BOX (All Plastic) . . . . . $7.20 Doz.
GIANT RUBBER THUMB JOKE (Just Out) . . . . . 3.60 Doz.
Special Prices to Jobbers and Distributors.
ERNIE'S ENTERPRISES
725 PINE ST., ST. LOUIS 1, MO.

Copyrighted material
www.americanradiohistory.com

LAMPS for PROFITS

For Premium Users
Sales Promotions, Etc.

$1.45 Each Gross Lots

APPROX. 15" HIGH

POTTERY LAMPS

5 STYLES—5 COLORS

Complete with 6 Ft. Cord, Plug and

SILK SHADES

- Matching Colors
- Hand Sewn
- Washable
- Cellophane Wrapped

NOTE: Also Available POTTERY LAMPS with parchment shades at 40¢ less, each.

$1.45 Ea. Gross Lots

$1.55 Ea. 6 to 12 Doz.

$1.60 Ea. 1 to 6 Doz.

Sample $2.00

ORDER NOW—Immediate delivery. Terms: F. O. B. Chicago, net 10 days to rated firms. Unrated firms, 25% deposit, balance C. O. D.

BANNER NOVELTY CO.
729 W. Madison St. CHICAGO 6, ILL.

Short of CHAIRS?!!

IMMEDIATE DELIVERY!
ALSO NON FOLDING CHAIRS
MANY STYLES

FOLDING CHAIRS

MINIMUM ORDER 2 DOZ.

CLUBS HOTELS SCHOOLS CHURCHES AMUSEMENTS

WRITE FOR PRICES.
STATE YOUR PRESENT REQUIREMENTS.

ADIRONDACK CHAIR CO.
1140 Broadway, New York 1, N. Y.
Dept. 5 Corner 26th Street

THE HOUSE BUILT ON BINGO MARKERS

BINGO

MARKERS

Transparent Plastic, ⅝" round, ¾" round and square. Vesco Plastic, ⅝" round. Rubber, ¼" and ⅝" round. 1M or 1# to 10 million or 1 ton.

WRITE FOR SAMPLES AND PRICES

V. E. SUPPLY CO.
282 W. Market St. AKRON 3, OHIO
Phone: BLackstone 2169

CARNIVAL FAVORITES
Fast Selling Souvenir

PAPER SNAKES

$12 per gross

Attention Jobbers: Special discounts for jobbers and wholesalers!

NANKING COMPANY
423 Second Ave. N.Y. 10, N.Y.

COSTUMES, UNIFORMS, WARDROBES

COMEDY SUITS, $7; CLOWN RED WIGS, $4; beautiful Gowns, $5; Velvet Curtains. Several Men's Suits. Overcoats. Striptease. Rhinestone G-Strings. Red Band Coats. Caps. Wallace, 2416 N. Halsted, Chicago.

COSTUME BARGAINS — 6,000 CHORUS AND Individuals, $1 and $2. No catalogue. Lester's warehouse stock. Lester, 14 W. Lake St., Chicago, Ill. fe28

FANCY MOCCASINS—ESKIMO, ALASKAN INdian, Canadian (Carrier) Indian. Retail. Stamp for price list. Northwest Indian Novelties, 2186 N. W. Glisan, Portland 10, Ore. fe21

MINSTREL MEN—FULL LINE OF MINSTREL needs and accessories for sale, new goods. The Costumer, 238 State St., Schenectady, N. Y. mh20

SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; principals, three up. No catalogue. State wants. Guttenberg, 9 W. 18th, New York 11, N. Y. ma27

FOR SALE SECONDHAND GOODS

ALUMINUM GEARED POPPING KETTLES—All electric Popping Units, Peanut Roasters, Copper Carmel, Candy Kettles, Display Cases. Northside Co., Indianola, Iowa. ma20

FOR SALE—250 VULCANIZED FIBRE SAMple or Theater Trunks. 36x26x19 at ¼ of original cost. Will sell any amount while they last. Uncle Max, 675 N. Clark, Del. 2578, at Huron St., opposite Wacker Hotel, Chicago. fe21

65 PAIR RINK SKATES—COMPLETE SOUND system, all in good condition. $185 for outfit. Write Glattfelder, 1800 Olive, Burlington, Iowa.

FOR SALE—SECOND-HAND SHOW PROPERTY

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, $225; compete set. 50 All-Electric, from $155. Krispy Korn. 120 S. Halsted, Chicago, Ill. mh6

CAMP TRAILER, 4x8x6, SLEEPS 4, CARRIES French Fry, Popcorn, Potato Chip Concession. 10x10 new Tent, $9.50. A. Furst, 83 18 North Blvd., Jackson Heights, N. Y.

COLEMAN HANDY GAS PLANTS, BURNERS, Tanks, Tubing; 20% discount. Bottled Gas Burners, Regulators. Northside Sales Co., Indianola, Iowa. apr24

COMPLETE EQUIPMENT FOR 400 SEAT Movie Theater. Excellent condition. Movie Supply Co., 1318 Wabash Ave., Chicago. fe21

CONCESSIONARY BUS—EQUIPPED. GOOD condition, good rubber, General Motors, painted white. Information and picture, write C. E. May, Colonial Hotel, Gulfport, Miss.

DRIVE-IN THEATER EQUIPMENT — NEW, complete, $2974. Ace Camera, Florence, S. C. ap3

EXCITING ARTS — 8MM., 16MM. SILENT S.O.F. Comedies, Newsreels, Features, Slides. Write Grand Mesa Film Supply, Grand Junction, Colo.

FIVE HUNDRED BUYS BAND ORGAN NOW at factory. Adrian Sharpe, Cooper Arms Apt., Long Beach, Calif. mar6

FOR SALE—DE LUXE PHOTOMATICS PICture Machines. Used only two months, $1,500, which includes all supplies. E. N. Neu, Carroll, Iowa.

FOR SALE — FLAT KID ROCKET RIDE. David Lyman, 332 N. Delsea Dr., Glassboro, N. J.

FOR SALE — 9-CAR MANGEL'S WHIP, A-1 condition. Can be seen at Waukesha Beach Park, 23 miles from Milwaukee, Wis. For details, write Elmer H. Fox, 1421 Orchard St., Milwaukee 4, Wis. fe28

FOR SALE—10 ELECTRIC HOIST DIGGERS built in special trailer. Will sell diggers separate. This is no junk. Weldon T. Hale, Box 116, Lenox, Iowa.

GOVERNMENT SURPLUS THEATER SOUND Projectors, Arcs, Rectifiers, Chairs, Drapes, Screen. Catalog mailed. S. O. S. Cinema Supply Corp., 449 W. 42d St., New York 18. fe28

KIDDIE LAND—8 RIDES, GOOD CONDITION. Light plant, concessions, trucks. Ideal for playing fairs and rodeos. Write H. R. Brouhard, 11922 W. Olympic Blvd., Los Angeles, Calif.

MAGIC OR SIDE SHOW BLADE BOX—COFfin type, uses 14 blades, instructions and pattern, $5. ABEnterprises, Box 875-B, Peoria, Ill.

MECHANICAL CARNIVAL—MOUNTED ON A 4x8 table. 6 Ride Show. $700. Howerton Tire Co., Box 25, Eureka, Mo.

NEW PRINT OF (NEW ADV. OF TARZAN) serial, 2000-ft. reels, $225. Christensen, 3082 N.W. 65th St., Miami 38, Fla.

POPCORN TRAILERS — NEW. TEN AVAILable; two sizes. Krispy Korn, 120 S. Halsted St., Chicago, Ill. mh6

THE ARLEY'S AERIAL RIGGING—READY TO set up. Huge Spotlight, etc. Bargain for $500. Particulars, 33 Somerset St., Providence, R. I. fe21

THEATER SEATS—PROJECTORS, SCREENS, Folding Chairs, Tents, Stage, 16mm. Film Fiber Cases. Lone Star Film Co., Dallas, Tex.

TOP, POLES, 84x121. MARQUEE, 11 LENGTHS Blues, Concession Top, 110 Volt Light Plant, $750. ABC, Box 837, Omaha, Neb. Stored Southeast.

YOU CAN BUILD 12-PASSENGER KIDDIE Chairplane for $100. Plans, $5. Free 9-plan catalog. Brill, 228-B North University, Peoria, Ill.

16MM. FILMS RENTED, $5—ADVERTISING furnished. Used 16mm., 35mm. Projector bargains. Ace Camera, Florence, S. C. ap10

16MM. SOUND WESTERN FEATURES—TOP stars; money-making roadshow attractions. New prints. Low prices. Write! Grand, 2506B 52nd, Kenosha, Wis. apr3

35MM. SOUND FILM AT BARGAIN PRICES—Westerns, Features, Comedies. Free list. West Shows, Erwin, N. C. fe21

35 AND 16MM. FILMS FOR SALE — FEAtures, Westerns and Shorts. Harry Whitestone, Fair Mount, Ga. mh6

35MM. SOUND FEATURES, SERIALS, SHORTS. New listings. Low prices. Also rental service. Oakley Films, 242 Kentner, Nelsonville, O. fe28

★ ★ BORDER NOVELTY CO. ★ ★

★ ★ WE SHIP TO FOREIGN COUNTRIES ★ ★

Manufacturers, Importers or Distributors of the following:

	Per Doz.
Norman Automatic Ball Point Pens, Gold color	$ 8.00
Hering all Brass Reed Harmonicas (IMP.)*	12.00
Patricia Formosa Double Reed Harmonica (IMP.)*	12.00
Memba Chromatic Harmonicas (IMP.)*	72.00
Ladies' 4-Jewel sweep second hand, luminous dial Watch (IMP.)	78.00
Men's (Swiss) Cinimer Wrist Watch, luminous dial, sweep hand	48.00

	Per Doz.
Evans Automatic Cigarette Lighter	$21.60
Evans Graduation Lighter in heart-shaped Gift Box	36.00
Glub Glub Drinking Duck, Fair Traded	14.40
Brass Flat Top 4 Nickels to Dimes (New Magic)	9.00
Spartus Full View Cameras (Each $6.65)	73.80
Ringsider Binoculars (Very Powerful)	15.00

*All Harmonicas are made of Brass, Steel, Wood (No Plastic)

	Per Doz.
Electric Razors, Double Head	$36.00
Electric Razors, Single Head	27.00
Kutmaster Hunting Knives with Leather Case	9.00
Zippo Lighters (Guaranteed for life)	18.00
Berkley Lighters (Free Cabinet)	14.40
Flashlights, all metal (Best)	7.20
Flashlights on Key Chain (None Better), Asst. Colors	6.00
B.B. or Windsor Gold Color Ball Pens	7.20
Boker 4-Blade Scout Knife	18.00
Boker Barber's Shears	21.00
Silent Flame Touch Lighters	18.00
Schrade Spring Knife, #6000 Candy Stick	30.00
Schrade Spring Knife, #610 Office Type or Reg.	24.00
Metal Book Banks with Key	7.80
Hold-A-Pak Spring Top Metal Cigarette Case	3.60
Airplane, Marine Wheel or Gaiter Table Lighters	36.00
Liquor Flasks, Large, Leather Coated	10.50

	Per Doz.
Liquor Flasks, Small, Leather Coated	$ 4.80
Curtis 2-Blade Pocket Knives	4.00
Miniature Knives on Key Chain, Carded	4.00
Svengali Magic Cards	7.20
Legionnaire 75 Special Water Guns, Automatic	6.00
Wobbly Match Box, metal	4.00
Wobbly Cigarette Package	4.20
Shooting Fountain Pen	4.80
Shooting Face Cream	3.00
Boudoir Bed Dolls, Ind. Boxed, Retails $6.00	36.00
Giant Size Pandas, Asst. Colors (May Delivery)	36.00
Giant Size Fawn, Asst. Colors (May Delivery)	42.00
Squirt Rings, Large Stone and Bulb (Gr. $22.00)	2.00
Poo Poo Cushions (Gr. $22.00)	2.00
Voice Testers, Betty Bubbles	1.20
Rubber Commando Daggers, Boxed	3.00
Electric Bow Ties (Best Made, Boxed)	9.00

	Per Doz.
Scripto Automatic Pencils	$ 1.50
Dime Bank, opens when filled—$5.00	1.50
Soap De Jour—John Bowl Pipes	2.50
Finger Nail Clippers or Nail Files, Carded	1.50
Elmo, the Clown, or Sir Wobbly	7.20
Takitapart Puzzle Fortune Telling Cards	1.50
Laugh Station, brings in $3.60 (Per Card, $1.25)	14.00
Children's Comb. Ice and Roller Skates. Retail $3.00	15.00
Gold Horses, Sq. Guns, Bugle Boys	1.50

	Per Gr.
Pencil Sharpeners, Retails 10¢, Carded	$ 7.20
Pocket Combs, Carded With Clips	4.80
Combination Fluid, Wick and Flint, Boxed	9.00
Novelty Women Decals for Glasses	6.00
8-Ball, Basket Ball, Orange Key Chain	7.20
Dog Puzzle, Spunky Key Chain ($1.25 Doz.)	14.40
Squirt Flowers, Best Made ($2.50 Doz.)	27.00
Cig. Loads, Ex. Loud (5 Gr. $15.00)	4.00
Rings, Rakes, Hoes, Shovels, Slum	1.00
Bowling Pin or Beer Bottle Lighters	28.00
Watch Bands, Stainless Steel, Carded	24.00
Funny Man in Barrel (50 to Box)	28.80

BALLOONS	Gross
12 Kat	$ 8.50
548 Nobby	8.00
428 Nobby	4.50
8 Circus	5.00
9 Oak	3.60
1030 Airship	10.00
16 Round	8.95
8 Asst.	1.50
7 Kat, Plain	3.00
10 Latex	1.25
5 Round	1.50
6 Round	2.00
8 Round	3.00

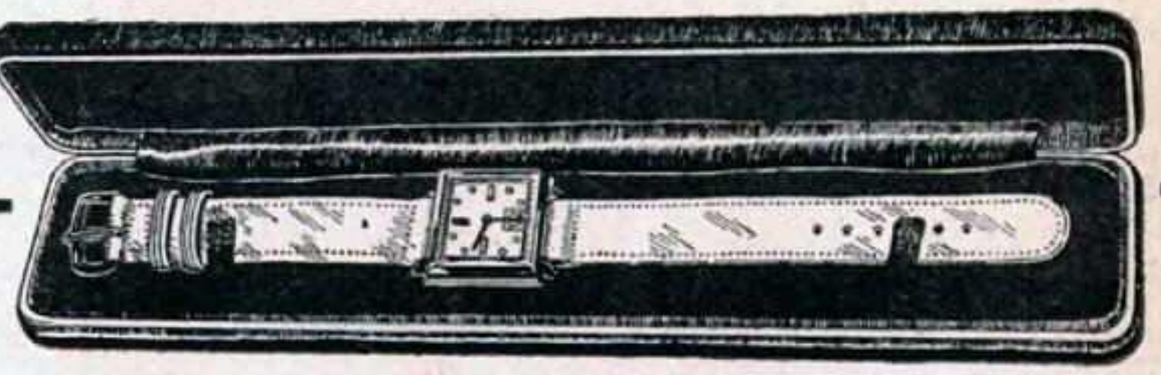
	Gross
Nobby Workers, Ea.	$ .75
Sticks, 24"	1.00
Sticks, 36"	1.44
Sticks, 48"x¼"	4.32
Sticks, 20" Alum.	1.50
GUNS	**Doz.**
Plainsman	$12.00
Bango	6.00
25 Jr.	3.75
Mountie	8.00
Fargo	15.00
Hero	2.70
Peacemaker	7.20

CAPS	Gross
Disc	$ 4.80
Perforated	4.80
Bang	4.00
Single Shot	3.60
	Per 1000
Comic Buttons, 1⅛"	$ 9.00
Comic Buttons, 4"	60.00
Cigarette Labels	7.50
Miniature Charms	3.00
Tin Footballs	30.00
Aluminum Balloon Sticks, 19"	10.00
Hot Peppermint Gum	40.00

MEMBER OF MICHIGAN SHOWMEN'S ASSOCIATION

No Orders Filled Without a Deposit, Balance Shipped C. O. D.

BORDER NOVELTY COMPANY
405 WOODWARD AVE. DETROIT 26, MICHIGAN



BRAND NEW 17 JEWELED WATCHES

Individually Boxed in Beautiful Case

A BEAUTY of a watch—with a dependable 17-jewel movement and rich looking rhinestone dial. These are not rebuilt—not reconditioned — but absolutely BRAND NEW! You'll be proud to wear one yourself.

IMMEDIATE DELIVERY

ONLY **$16** Ex. Collect.

Same low price for 1 or 100!

CALVERT NOVELTY COMPANY
708 N. HOWARD ST. BALTIMORE 1, MD.
Vernon 3034

Something New for the Youngsters

EZY-SPIN Cowboy LARIAT

With a little practice, any child can use this lariat. The swivel does the trick.

Jobbers and Distributors: Write for quantity prices.

Sample **$1.00** Postpaid

Manufactured by
HERMAN FRIEDRICK
306 W. 48th St. N. Y. 19, N. Y.

WRITE

FOR OUR SPRING CIRCULAR—NUMBER 248

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

Copyrighted material

www.americanradiohistory.com

CONCESSIONAIRE'S STOCK PRICE LIST

	Per Gross
Miniature Glass Mugs	$ 3.25
Wh. Metal Band Rings	.70
White Paper Flag Bows	.65
Black Paper Domino Masks	.90
Plaster Dogs, Cats, etc.	1.00
Rayon Flag Bows	1.15
Mirror Memo Books	3.50
Color Books, stiff covers	3.50
18" Comic Hat Bands. Per 100	1.25
1¼" Comic Buttons. Per 100	1.50
⅞" Comic Buttons. Per 100	.90
Stone Set Rings	.90
Steamboat Whistle, carded	3.50
2" Paper Squawkers. Per 100	.75
Worth Base Balls. Dozen	2.25
Weighted Feather Darts. Doz.	1.25
4" Dart Balloons	1.00
Large "Pin Up" Plaques	2.00
Lancaster Batons, with bells	15.75
Flying Birds $10.00 to	12.00
Lancaster 36" Swaggers. Gross	9.00
Aluminum Milk Bottles. Each.	1.50
Wood Milk Bottles. Each	.65
Crook-Handled Plastic Cane. Per 100	15.00
Fur Tails. Per 100 $6.00 to	35.00
Enameled Tin Cig. Case	4.00
27" Shoe Laces, Blk. or Bwn.	1.44
Glass S & P Shakers	3.00
Plastic Thimbles	.75

LEVIN BROTHERS
TERRE HAUTE, INDIANA — 25% Deposit Required With All C. O. D. Orders

BRAND NEW
Guaranteed

15 Jewel Waterproof Gent's Watch With Expansion Band. Only $12.50

★ 15 Jewels
★ Shock Proof
★ Water Proof
★ Anti-Magnetic
★ Radium Dial and Hands
★ Large Sweep Second
★ Stainless Steel Band

Minimum order, 6 watches.
Sample, $13.50.
25% with order, balance C. O. D.
Free catalogue showing our complete watch line.

TRYLON WATCH CO.
93 NASSAU ST. N. Y. C.

NEW 1948
BINGO BLOWERS
NOW READY FOR DELIVERY

HEAVY DUTY MOUNTED
BINGO CARDS
3000 To Set

And other BINGO SUPPLIES. SEND FOR CATALOG. SPECIAL DISCOUNTS TO JOBBERS.

MORRIS MANDELL, INC. • Dept. B
131 West 14th St., New York 11, N. Y.
Phone CHelsea 2-3064

MEN'S HIGH GRADE RECONDITIONED WATCHES

ELGIN AND WALTHAM

12 & 16 Sizes		18 Size	
7 J.	$10.50*	7 J.	$ 8.00*
15 J.	12.50*	15 J.	9.00*
17 J.	14.50*	17 J.	11.00*

*Add 10% Fed. Tax to these prices if not for resale.
25% with order, balance C. O. D., or send full amount and we pay postage.

WE DO EXPERT WATCH REPAIRING AND REBUILDING
All work guaranteed. Make your old watch look like new. Send your watch for free estimate.
SEND FOR FREE CATALOG
KANE WATCH CO. 104 Canal St., Dept. B2-21 New York 2, N. Y.

HELP WANTED

AERIALISTS—CRADLE BEARER, HIGH LADder experience preferred, or will teach any good gymnast; 150-170 lbs. Early spring opening; Florida rehearsals. Describe yourself fully with experience you've had. All photographs returned. Write Crash Dunigan, 237 Osgood Avenue, New Britain, Conn. fe21

AERIALISTS—NEED CAPABLE PERFORMERmanager who can routine three people high rigging act; also use other good performers. Everybody state full qualifications, experience, salary considered, age, weight, height. Send photos, will return. Write The Concordians, Box C-428, care Billboard Publishing Co., Cincinnati 22, Ohio. fe21

CIRCUS ACTS OF ALL KINDS FOR SMALL Trunk Show. Also Small Animal Acts. State all and salary expected. Open early May. Clark-Robinson Circus & Museum, 1418 W. Congress St., Chicago 7, Ill.

DANCE MUSICIANS—PERMANENT JOBS; territory bands, $50-$75 weekly. Jimmy Barnett Orchestras, Sioux Falls, S. D. fe28

DEMONSTRATORS, EXPERIENCED (FEMALE) —On open demonstrations only. To sell horoscopes in chain stores. $40 week and commissions. Give references and phone number. Zolar Publishing Co., Inc., 33 West 60th St., New York 23, N. Y. mh6

DIRECTOR—LADY, 25-45; SUPERVISE LOcal talent; theatrical productions, old established company; interesting, profitable. Personnel Director, 3419 Broadway, Kansas City, Mo. fe21

EXPERIENCED GIRL AERIALIST FOR HIGH Ladder Act. Long season, top salary with bonus. State all first letter; photo returned. Disorganizers save stamps, reason of ad. Write Jerry Martin, Box 9058, Tampa, Fla.; Savannah, Ga., after March 1. fe21

NAVY PUBLICATION—22 YEARS OLD, DEsires special edition and phone men or women. Liberal commissions with expenses. Those with labor and veteran publication experience preferred. United States Navy Magazine, 12 So. 12th St., Philadelphia, Pa. fe28

NEED LEAD TRUMPET MAN—TOP WAGES. Must be sober and reliable. Rex Pine Orchestra, Box 94, Glencoe, Minn. fe21

ORGANIST — ATLANTIC CITY'S LEADING bar and restaurant, our own Hammond, steady work, good salary, union optional. Write full particulars regarding yourself and places employed. Box C-452, c/o Billboard, Cincinnati 22, O.

ORGANIST FOR DANCE BAND—WILL TAKE good Piano Man who is willing to learn. Don Strickland, 506 10th, Mankato, Minn. mh13

TENOR BAND ORGANIZING — ALL INSTRUments wanted, prefer vocalist, not essential. No drunks or characters. Box C-445, care Billboard, Cincinnati.

TROMBONIST DOUBLING BALLAD VOCALS— Other instrumentalists that sing, please write. Established band; salary. Box C-448, care the Billboard, Cincinnati. fe28

WANTED—SINGLE, SOBER YOUNG MUSIcians all chairs, very commercial band out of Omaha; new sleeper bus. Salary $50 per week. Write all details to Box C-437, care Billboard, Cincinnati, Ohio. fe21

WANTED—TENOR AND PIANO, MUST READ, fake, society. Location. Wire Doc James, Gen. Del., Jefferson City, Mo.

WANTED IMMEDIATELY — VERSATILE AND talented accordion man doubling on piano. Small cocktail and nite club unit, good memory for tunes. Characters and temperamentals need not apply. Good looking. State salary. Musician, 724 Washington St., Winona, Minn.

WANTED—SERVICE MAN FOR SHOP WORK on coin operated phonographs. 48 hour week. State qualifications and references. Wolf Sales Company, 2401 Alameda Ave., El Paso, Tex.

WANTED—MED. SHOW PERFORMERS, ALL lines. Novelty acts, magician, small animal acts; two week stands, long season, early opening. Write details, salary wanted. Dawson Players, Metropolis, Ill. fe28

WANTED—MAN OR WOMAN OR BOTH THAT can ride and work domestic stock. Also Team that can ride jumps. Menage Trick Rider. Also good dog and pony Trainer and Presenter. Must be sober and reliable. Bill Blomberg, Wabasha, Minn.

INSTRUCTIONS BOOKS & CARTOONS

LEARN PIANO TUNING AT HOME — COMplete course by Dr. William Braid White. Write Karl Bartenbach, 1001 J. Wells St., LaFayette, Ind. fe28

KINGS BROS.' CIRCUS OFFICIAL 1947 ROUTE Book. Profusely illustrated. You troupe day by day from the show's opening, Apr. 7, until the close, Dec. 13. Complete in every detail, a handbook of the season's tour; mileage, route; interesting facts, details and statistics. Pictures of all the stars. Scenes on the lot and backyard illustrations. Handsome lithograph cover. Every trouper and showman will want a copy. Limited edition, while they last, $1 postpaid. Address: M. C. Carter, King Bros.' Circus, Fair Grounds, Macon, Ga.

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures. Catalog, 10c. Balda, The Lightning Cartoonist, Oshkosh, Wis. mh13

YOU CAN APPARENTLY PREDICT WINNERS of ball games, sporting events, sex of unborn. Surefire. Information for stamp. Leslie Duncan, Mendon, New York.

MAGICAL APPARATUS

A BRAND NEW CATALOG—MINDREADing, Mentalism, Spirit Effects, Magic Horoscopes, 1948 Forecasts, Crystals, Palmistry, Graphology, Facial Charts, Books. 148-page illustrated Catalogue plus Magic Catalogue, 30c. Wholesale. Nelson Enterprises, 336 S. High, Columbus, O. fe21

A NEW SUB-MINIATURE RADIOPHONE FOR Mentalist, Mindreaders, Horoscope pitch. Each unit weighs less than pound, easily concealed. Write for brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus O. mh6

ILLUSIONS OF HOUDINI AND HARDEEN— Send for list. Douglas Geoffrey, 537 East 21st St., Brooklyn 26, N. Y.

LATE JOE OVETTE'S COMPLETE MAGIC COLlection. Illusions, small magic. Send stamp for list. Carl Bosse, 1035 Michigan Ave., Sheboygan, Wisconsin.

MAGIC CIGARETTE VANISHER — WILL fool even your wife! 25c, including 1948 catalog. Scheetz, Sellersville 5, Pa.

MAGICIAN'S HEADQUARTERS — 400-PAGE professional catalog, pocket, parlor, stage tricks. World's finest magic. Send $1 for catalogue (refunded first $5 order). Kanter's, B-1311 Walnut, Philadelphia 7, Pa. ap3

SPIRIT CABINET, TALKING SKULL, DRIVERless Clown Automobile. Anything operated from distance or thru walls without connection. Better than magic, good as spirit. Baughman, 4211 Park Ave., Ashtabula, Ohio.

USED MAGIC—WE BUY AND SELL. WRITE now. Wel-Made Products, 124 W. 4th St., Los Angeles 13, Calif. mh13

SENSATION OF THE YEAR
For Quality — Price — Eye Appeal

JOSEPH BROS. Offers
Men's and Women's Beautiful
CHATHAM WATCHES
with RHINESTONE DIALS that look like real diamonds.

Assorted dials: black, white or white with red stones.
LOWEST PRICE IN 10 YEARS
6 or 7 Jewel..... $9.95
15 JEWEL, $10.95 17 JEWEL, $12.95
Reconditioned like new.
Also available in Benrus, Bulova, Gruen, Elgin, Waltham at slightly additional. Write for new Free Catalog.
ORDER TODAY (3 WATCHES MINIMUM ORDER)
None sold retail—wholesale only.
25% with order—balance C.O.D.

JOSEPH BROS. MEMBER JEWELERS' BOARD OF TRADE
59 E. Madison St., Dept. B-21, Chicago 3, Ill.

LOWEST PRICE IN HISTORY!

GOLD FILLED ANKLET
gross $54.00 min. order 1 gross
SEND $1.00 for 2 SAMPLES
Mary
Originalities Inc. of New York
104 Fifth Avenue, New York

RINGS
NEW BIG SELLERS!

4R65—Gold Filled ..... $27.00 Doz.
4R64—Sterling ..... 22.50 Doz.

2R269—Gold Filled, $10.80 Doz.
2R268—Sterling, $9.00 Doz.

2R249—Gold Filled, $9.00 Doz.
2R256—Sterling, $7.20 Doz.

2R255—Gold Filled, $7.80 Doz. ...
2R254—Sterling, $6.75 Doz.

2R307—Gold Filled, $6.75 Doz.
2R301—Sterling, $6.00 Doz.

STATE YOUR BUSINESS

HARRY PAKULA & CO.
5 NORTH WABASH AVENUE
CHICAGO 2, ILLINOIS

BALLOONS!

#20	#10
$3.00 Per Gross	$1.45 Per Gross

CAP GUNS
Famous Stevens Line

Peacemaker	$7.50 Doz.
Bango	6.00 Doz.
Spitfire	5.40 Doz.
.25 Jr.	4.00 Doz.
Hero	2.80 Doz.
Caps	1.60 Box

CHECK WITH ORDER OR 1/3 DEPOSIT, BALANCE C. O. D.

THRIFTY MERCHANDISERS
1301 S. Union Ave. Chicago 7, Ill.

FIREWORKS and NOVELTIES!
• Housewares • Cutlery
• Kitchenware • Toys
• Wheel goods • Novelties
Order Now • Lowest Prices
ACME SALES CO.
P. O. Box 53, Sta. D - Atlanta, Ga.

ATTENTION: DEALERS
Stock this Sheer-Edge knife set. The lowest-priced cleaver set on the market. Housewives clamor for it. ALSO AVAILABLE at same price, the Miracle-Edge 5-piece cutlery set with the serated edge—the edge that's always sharp. All stainless steel.
Sample set: $2.25 prepaid; per doz. $24.00. F. O. B. Chicago.
Write for further information on other outstanding products.
EARL PRODUCTS CO., Dept. B
221 N. Cicero Ave., Chicago 44, Ill.

CARNIVAL ENGRAVERS!
Identification Bracelets that really sell and very flashy looking and another feature, the prices are right. Also have Brass Whitestone Rings and Sterling Whitestone Rings, Charm Bracelets with 10 charms at low prices. Send $2 or $5 for samples. Money refunded if not satisfactory.
MILWAUKEE NOVELTY CO.
224 Metropolitan Block Milwaukee 3, Wis.

Copyrighted material

www.americanradiohistory.com

B. B. 100—10K Yellow Gold Ring, set with fine Diamond. Each.. $4.10
B. B. 101—3 Diamond Wedding Ring to match. Each 4.50
Sizes 5 to 7

ROHDE-SPENCER CO.
223-225 W. MADISON STREET
CHICAGO 6, ILLINOIS

Electric Eye Dog	$ 7.40 Dz.
Auto Bombs (best)	15.00 Gr.
Esquire Ash Tray	8.50 Dz.
#5 Balloons	1.05 Gr.
Kilgore Bang Caps (60)	1.80 Ctn.
Kilgore Perf Caps (60)	1.95 Ctn.
DOTY EXPLODING PENCIL	10.00 Dz.
Kilroy Statuette	1.50 Dz.
Exploding Matches	3.00 Gr.
Squirt Rings (large)	2.00 Dz.
Viz View with film	9.00 Dz.
Clip Combs (12 on card)	4.50 Gr.
Sir Wobbly	7.20 Dz.
Spunky Puzzle Pup (12 on Cd.)	1.20 Cd.
Chinese Paper Snakes (large)	10.50 Gr.
Scripto Pencil (12 on Cd.)	1.50 Cd.

Write for catalog of numerous other sales tested items.

DAYTON NOVELTY & MDSE. CO.
P. O. Box 593, 419 Wayne Ave., Dayton 1, O.

AGENTS—SALESMEN—DISTRIBUTORS —RETAILERS

—BIG MONEY—

SCREWY GOLF BALL

WIGGLES — TWISTS — WRITHES — SHATTERS! Retailed up to $1.00 each before the War. NOW GOES LIKE CRAZY FOR 25¢.

GROSS, $14.40. SIX DOZ. (Minimum), $8.00. (Packed 1 Doz. to a Box.)
Send 25% Deposit for Immediate F. O. B. Shipment. Open Account Shipment—2% 10 Days—if Rated.

R. & D., INC. 310 W. Washington St. Dept. B, Chicago 6, Ill.

SHAMROCKS
Kelly Green
Made of Chenille
Size 2" x 3"
$4.50 Gross
25% Deposit, Balance C.O.D.
MATT MILNER
3702 Polk St. Minneapolis, Minn.

MISCELLANEOUS

BALLROOM AND RINK EFFECTS—CRYSTAL Showers, Spotlights, Motor Driven Color Wheels. New only. Newton, 253 W. 14th, New York, N. Y. mh6

BELLY TANKS — FREE PICTURE. ANZIO Boat Co., Box 89E, Merced 14, Calif. fe28

SPECIAL ARRANGEMENTS—ANY SIZE COMbo. We have special voicing that produces bigness and fullness in orchs with only four front line. Send for details. Box 155, Billboard, Chicago, Ill.

WE ACCEPT YOUR OLD POPPER IN TRADE on a new one. Up to $300 in trade on the new. Better act on this and get set now. We have all makes and models ready. PK Sales Co., Cambridge, Ohio. fe28

MUSICAL INSTRUMENTS, ACCESSORIES

A BARGAIN—HAMMOND ORGAN, SPEAKER style D20, with reverberation unit and control switch. Eight months old, perfect. Price, $300 cash. Tiny Day, 1277 Main St., Bridgeport, Conn. fe21

BE INDEPENDENT—TUNE PIANOS. MUSIC unnecessary. "Practical Piano Tuning" shows you how. $2 postpaid. Chord-Slide Co., Dept. A2, 3122 Lawrence Dr., Corpus Christi, Tex. mh13

FOR SALE—ONE HAMMOND B ORGAN, WITH new $300 Vibrato attachment, DX20 speaker (revolving drum in top), extra good condition. Complete with shipping crates. $2250 complete. Don McElhinney, Box 207, Marion, Iowa. Phone 6410, Cedar Rapids, Iowa. fe21

HAMMOND ORGAN—1947 MODEL VC, DR-20 Speaker, $2,190. D. Johnson, R-501, 830 S. Mich., Chicago. Immediate sale.

PIANISTS—SENSATIONAL POPULAR MUSIC Chord Charts show names, symbols, readings, notations, for 648 treble, 180 bass positions. Positively practical! Only $1. Carole Charts, P. O. Box 21, Lefferts Sta., Brooklyn 25, N. Y. fe28

PHOTO SUPPLIES DEVELOPING-PRINTING

COMPLETE LINE OF EASTMAN AND MARful Direct Positive Supplies. Write for price list. Marks & Fuller, Inc., 70 Selo Street, Rochester 4, N. Y. fe28

DIME PHOTO OUTFITS CHEAP—ALL SIZES. Drop in and see them; latest improvements. Real bargains. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill. fe28

DIRECT POSITIVE CAMERAS AND BOOTHS— Complete collapsible packed flat machines. $349.50, F. O. B., ready to go to work. Descriptive literature on request. Old Mission Co., 209 Masonic Temple Bldg., Raleigh, N. C.

FOR SALE—MARKS & FULLER INSTANT Photographic Identification Unit, junior size, takes pictures ½x2", with Camera F.4.5 lens, comprising dark room and posing booth, all for $150, F. O. B. Bridgeport, Conn. Write R. E. Worden, Dictaphone Corp., 375 Howard Ave., Bridgeport, Conn.

FLASHY 1½x2 WABASH CAMERA, 2.9 LENS, Booth complete, good condition, $100. 3x4 Camera Lens, $45. Studio, 4840 West Fort St., Detroit 9, Mich.

PHOTO MACHINES — SINGLE, DOUBLE, TRIples, 1948 streamliners. Also Cameras only. Best made. Federal Identification Co., Box 3586, Oklahoma City, Okla. np

STREET CAMERAS, ALSO BOOTH CAMERAS at new low factory prices. Send for new catalog. Glossick Mfg. Co., 544 Monson St., East Peoria, Ill.

PRINTING

ATTRACTIVE 100 8½x11 LETTERHEADS and 6¾ Envelopes, Hammermill Bond, four lines copy, $2 postpaid. Samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. fe21

DRAWINGS AND CUTS MADE TO ORDER— Send for samples, prices. Also Printing. Lee Cressman, Washington, N. J.

LETTERHEADS, ENVELOPES, CIRCULARS, Booklets, Cards, Ruled Forms, other quality printing, lowest prices. Large, small quantities. Journal Printing Co., Newark, Ark. ma27

PERSONALIZED STATIONERY—200 SHEETS 6x7, 100 envelopes printed in Gothic or Old English type. Choice blue, black, brown or green ink. Only $1.50 postpaid. Fowler, Centerville, Mass. fe28

"SHOWY" EMBOSSO LETTERHEADS — Striking colors, distinctive illustrations: Circus midways, concessions, clowns, magicians, orchestras, acts. Sample, 10c; be surprised. State profession. Sollidays since 1897, Knox, Ind.

100 8½x11 LETTERHEADS AND 6¾ ENVElopes, Hammermill Bond, 4 lines copy, $2 postpaid. Samples. Ace Press, Clearwater, Fla. fe21

MAKE MONEY EASILY!

Earn BIG PROFITS ALL YEAR ROUND!

Wonderful chance to go into business. Anyone can operate this DIRECT-POSITIVE MACHINE without previous experience or knowledge of photography. Take hundreds of pictures daily and finish each within a few minutes. Precision-built of the finest grades of metals, woods, cameras and lenses. Price, $371.00 F.O.B. Baltimore — $125.00 down, $20.50 monthly for 12 mos. Pay out of your profits. Immediate or future delivery. Write, wire or phone your order now! Don't delay.

INTERNATIONAL SALES CO.
414 E. Baltimore St. Baltimore 2, Md.

How to be FIRST with the LATEST NEW ITEMS at LOWEST COST? Buy DIRECT from Billboard Advertisers!

The Billboard 221
2160 Patterson St.
Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, 52 consecutive issues, for which I enclose $10. (Foreign countries $15.)

Name .....
Company .....
Address .....
City .....*Zone* .....*State* .....

JOBBERS! DISTRIBUTORS!

ATTENTION! Here is news of importance to the leading jobbers in each city!

NOW READY . . . A NEW LINE OF REAL FUR, STUFFED ANIMAL TOYS!

We have re-designed our line, revamped our prices and set up a completely new jobber-distributor structure for 1948. You can now be the ONLY JOBBER IN YOUR CITY to handle the popular, fast-selling Ace Toy line at lower prices and greater profits.

SEND FOR SAMPLES ON APPROVAL

Let us ship you, immediately, a sample assortment for your inspection. You'll be delighted with the merchandise and pleased with the low prices. Act quickly . . . start early . . . do bigger business!

When you're in New York, please drop into our showrooms and see the complete line. It will pay you!

ACE TOY MANUFACTURING CO.
Manufacturers of Fur Stuffed Toys
122 WEST 27TH STREET NEW YORK 1, NEW YORK

SENSATIONAL SELLER—FAST $$$

2 in 1 — COMBINATION BOTTLE CAP AND OPENER
HOT COUNTER CARD ITEM
YOU MAKE 100% PROFIT ON EACH ORDER

Here's one of those little necessities every housewife buys the first time she sees it; every drug, grocery, variety, tobacco, liquor and hardware store as well as restaurant, cafeteria, tavern, night club and dairy orders several after only one look. TITE-FIT quickly opens any crown seal bottle, then just as speedily vacuum seals it again. That's all there is to it — simplicity itself. Comes mounted 24 on attractive counter card. Costs you only $1.00 plus postage; sells for $2.40. Also individually carded. You make unbelievably BIG PROFITS — FAST. Helps to sell your slow-moving lines. Be first in your territory to reap a harvest of dollars with TITE-FIT. Write today sure for unusual profit set-up and other amazing profit-makers.

MODERN METAL PRODUCTS CO.
18 Ames St., Dept. B8A, Cambridge 42, Mass.

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster, Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready — Write for Copy Today

IMPORTANT To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

Copyrighted material
www.americanradiohistory.com

WE'RE OUT TO GET ALL THE WATCH BUSINESS AVAILABLE . . . SO WE'VE MARKED DOWN ALL JEWELRY TO ALLOW YOU BIGGER PROFITS! HERE'S OUR NO. 1 SPECIAL

BULOVA

MAN'S WATCH WITH DAZZLING RHINESTONE DIAL

ONLY $18.50
15 Jewels
17 Jewels . . . $20.50

Very impressive replica of a high priced diamond watch. So smart and so easy to sell!

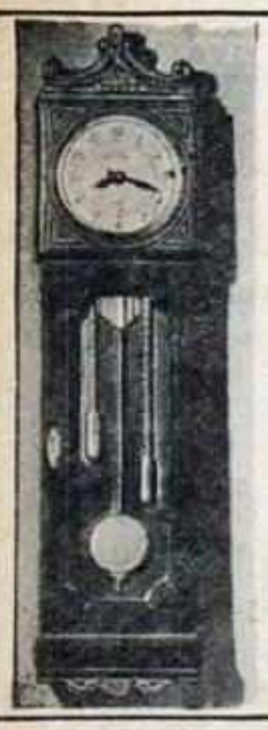
- 10K. r. g. p. case
- Stainless steel back
- Genuine leather strap

GUARANTEED!
Reconditioned like new

WHOLESALE ONLY
25% with order, balance C. O. D.
Sample order . . . . . $1.00 extra

WRITE FOR OUR NEW CATALOG AND FOLDER OF HUGE PROFIT MAKING JEWELRY ITEMS

LOUIS PERLOFF
737 Walnut St., Dept. C
PHILADELPHIA 6, PA.



"GRANDPAPPY" ELECTRIC WALL CLOCK

5 or more, $5.80 Ea.
Sample, $6.85.
Size 19½ x 4½.

SWISS STRAP WATCHES
6 or more, $3.85
Sample, $4.65
Western Bronze Horse, Leather Saddle.
Size 8½ x 7½.
6 or more, $2.75.
Sample, $2.89.
#1 DeLuxe $1.00 Pen, $5.50 Doz.
#8 Drinking Duck, $7.80 Doz.

OPERATOR'S ASSORTMENTS
Blankets, Chocolates, etc. Push Cards.

Write for New Catalog.

DELUXE SALES CO.
Dept. 3, Deluxe Bldg.
Blue Earth, Minn.

New . . .

TRULY YOURS AUTOGRAPH
Cigarette Case

Shaped like an envelope, with simulated postmark. Available in assorted colors, including gold. For men and women. Retails at $1.00. Complete addressing outfit included with each cigarette case free. Individually boxed 6 to a carton. Liberal discounts. Send for samples and details.

CLEEVELANDT CORPORATION
33 West 46th Street New York 19, N. Y.

New! P.D.Q. AUTOMATIC PHOTO MACHINE
Today's Big Money Maker!

TAKES AND FINISHES BEAUTIFUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS IN 1 MINUTE.

NO EXPERIENCE REQUIRED

NO FILMS — NO DARK ROOM. Direct Positive Photos, size 2½ by 3½ inches. NOT TIN TYPES. Big attraction. Watch photos develop in daylight in one minute. Easy to operate. Simple instructions show you how. P. D. Q. Photos are guaranteed NOT TO FADE. In this interesting, BIG MONEY business—anywhere—indoors or outdoor, you will make BIG MONEY with the P. D. Q. . . . A real "Portable Photo Studio." Write or wire

PDQ CAMERA CO., Dept. B
1161 N. CLEVELAND AVE. CHICAGO 10, ILL.

Fancy Assorted
CHOCOLATES, 40c lb.
Attractive Cellophaned Two-Layer 1-Lb. Boxes, Two Doz. to Case. Less than 10 Cases $6.40 Doz. 10 Cases $6.00 Doz. 25 Cases $5.40 Doz. 100 Cases $4.80 Doz.
Sample, $1. 25% Cash on C. O. D.
Barbara Fritchie Chocolates, Frederick, Md.

SALESMEN WANTED

JUST TAKE ORDERS—WE DELIVER. 100% profit. "How to Win Prize Contests." Sample book, $1. Box 28E, Jkn Hgts, N. Y. mh6

TRADE MAGAZINE SALESMEN — HANDLE this fast selling exclusive-in-its-field publication. Eleven years old. For commission rate write Box C-438, care Billboard, Cincinnati, Ohio. mh6

SCENERY AND BANNERS

BANNERS AND FRONTS. DON LUTTON, 534 Harris, K.C. Mo., La Cygne, Kan. fe21

BEST CARNIVAL AND CIRCUS BANNERS—Positively no disappointment. Nieman Studios, 1236 S. Halsted St., Chicago 7, Ill. Canal 2544. fe28

CLOTH BANNERS — HEAVY 3x10 FEET, $7.25. Side Show and other Banners; also Banners for rent. W. Courtney, Barboursville, West Va. fe21

SHOW BANNERS—FOR ALL MIDWAY ATtractions by experienced pictorial artists. C. T. Buell & Co., Box 396, Newark, O. Home of the Walk-Thru Shows.

TATTOOING SUPPLIES

SPECIAL — ELECTRIC TATTOO MACHINES, bronze frame, $7.50 each. Supply list mailed on request. Rogers, 1704 N. Broadway, Baltimore, Md. mh13

TATTOOING MACHINES—WORLD'S FINEST outfits, designs, colors, supplies. Plenty No. 12 English Needles. Free catalogue. Owen Jensen, 120 W. 83rd St., Los Angeles 3, Calif. mh27

TATTOOING OUTFITS AND SUPPLIES—Illustrated literature free. Diamond-equipped Engraving Outfits for jewelry concessionaires. Zeis Studio, 728 Leslie, Rockford, Ill. au14

TATTOO ARTISTS—SEND FOR FREE ILLUStrated list of new improved chrome plated machines, brightest full strength colors. Latest designs and professional Knurled-Venturi tubes. Quality plus low prices. Northeast Tattoo Supply, 18 Monument Sq., Portland, Me. fe28

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING MAchines, all other coin equipment. Mac Postel, 6416 N. Newgard Ave., Chicago. ma13

ALL KINDS PEANUT ROASTERS, CANDY Floss Machines, Popcorn Vendors, Potato Chip, Doughnut Machines. Northside Sales Co., Indianola, Iowa. ma20

WANT — MODEST LIGHTWEIGHT FRONT, 30 to 40 feet, suitable for Penny Arcade, 21284 Margareta, Detroit 19, Mich.

WANT—USED THEATRICAL COSTUMES, ANY character, preferably men's or women's Gay '90's or 1860; also Colonials. Can use odd coats, pants and vests; also period shoes, etc.; also sets of Minstrels. Costumers Supply Co., 73 Belgrove Drive, Kearny, N. J.

WANTED — 500 FOLDING CHAIRS, TENTS, poles, etc. Will want same shipped to Texas. Bennett Family, Indio, Calif.

WANTED — 35MM. SILENT AND SOUND films. Give full particulars. Williams Donnachie, 1332 Earl, Philadelphia 25, Pa.

WANTED TO BUY — LATE MODEL HAMmond Electric Organ. E. N. Neu, Carroll, Iowa.

WILL INVEST IN OR BUY GOOD CONCESsion or promising proposition. L. Werner, 1055 E. 47 St., Chicago, Ill.

$20 REWARD INFORMATION ABOUT LOcation Pipe Organ we buy from church, Theater organ acceptable. Dollar for first ten telling location bona fide organ for sale. Hugh Sweeney, Lewiston, Idaho. fe28

At Liberty—Advertisements

5c A WORD, MINIMUM $1, CASH WITH COPY

AGENTS AND MANAGERS

JOIN ON WIRE—AGENT. HANDLE ANY kind of show or act. Any territory. State all. Tom Alton, Reid Hotel, Columbus, Ohio.

THEATER MANAGER — 10 YEARS' EXperience in Class "A" motion picture, vaudeville and combination houses, booking and presentation. Thoroughly experienced in advertising and publicity. Married, no children, do not drink. Bondable. A1 references, go anywhere. A. M. Horater, 1977 Kings Highway, Fairfield, Conn. fe21

BANDS AND ORCHESTRAS

BOOKING AFTER MARCH 25—CHOICE LOcations that desire versatile dance music, impromptu vocals featuring our Solovox. Now fifth month upper Broadway; last location 14 months. Union. Wire, write for clippings. Charlie Walters and His Four Moods, care Anchor Cafe, 192d St., Broadway, New York 33.

COLORED BAND FOR NIGHT CLUBS, COCKtail lounges, taverns, etc. Four men, entertaining and singing. Jump Jackson, 4719 S. Dearborn, Chicago, Ill. fe28

FRED ROBSON FOUR DISTINCTIVE SOCIETY Quartette, featuring Fred Robson's tenor saxophone and clarinet with trumpet, piano and drums. Now playing club dates. Available for smart clubs, cocktail lounges and resorts. Will travel. Fred Robson, 777 Lexington Ave., New York City.

TENOR, ALTO, CLAR.—NO TAKE OFF. READ fast. Play in tune. Semi-name experience. Dependable. At liberty February 17. References. Ralph Hockaday, Roslyn Hotel, Cairo, Ill. fe21

TRIO — AVAILABLE NOW. MAN, VIOLIN, sax; wife, piano, Solovox; daughter, vibraharp. Feature dinner music. A-1 references. Want location. Address Trio, 504 Perry, Vincennes, Ind.

5 PIECE BAND AVAILABLE — 2 SAXS, trumpet, drums and piano. Featuring celeste and Solovox. Willing to travel anywhere. Ernie Mitchell, 12249 McDougall Ave., Detroit 12, Mich. fe21

CIRCUS AND CARNIVAL

HALF AND HALF ANNEX — CHARLOTTE, clean, refined, intelligent lecture. Drapes, blowups, etc. Work straight or flash. Write, state all details. Charles Hunter Jr., 1910 Luzerne Ave., Silver Spring, Maryland.

MISCELLANEOUS

AT LEISURE — ONE OF THE WORLD'S great Healers. E. Spies, 202 Lyell Ave., Rochester, N. Y.

AVAILABLE — HARVEY THOMAS. VAUDEville Show, Singers, Dancers, Comedians, Musicians, Clowns, Jugglers, Ventriloquists, Punch-Judy. 162 N. State, Dearborn 2734, Chicago, Ill. np

1948 — 1948 — 1948

Brings back these great products:

	Per Doz.
Cook's Nail Clippers	$ 1.20
B.B. Ball Pens	7.20
Wearever Ball Pens	7.20
Regens Automatic Lighters, #200	10.80
Solo Nickel Automatic Lighters	10.80
Bowers #1 Storm Lighters	5.75
Silent Flame Girl, Table Lighter	18.00
Golden Hold-A-Pak Cigarette Cases	3.60
Aluminum Featherweight Cigarette Cases on display cards	2.75
Midget Key Chain Knives, #84KC	4.00
Spunky Puzzle Pup Key Chain	1.20
Scripto Pencils	1.35

	Per Doz.
Simulated Pearl Handle Pen Knives, #29½T, brass lined, two fine blades, provision for Key Chain	$ 4.00
Lord Elson Stainless Steel Expansion Watch Bands: #41	7.20
Men's Gold-Plated, #51	10.80
Ladies' Gold-Plated, #71	10.80
Top Quality, out-sells them all	
Nifty Combination Corkscrew and Bottle Opener (Minimum 3 dozen)	.80
Magnetic Tricky Dogs (Minimum packing, 4 dozen). Per Doz. Pr.	1.25
Moocher Matches, contains assortment of 42 packs of Trick Matches and Cigarette Loads. Per Card	1.20

You are always safe with World Novelty Company products because of return privilege within 30 days after purchase.

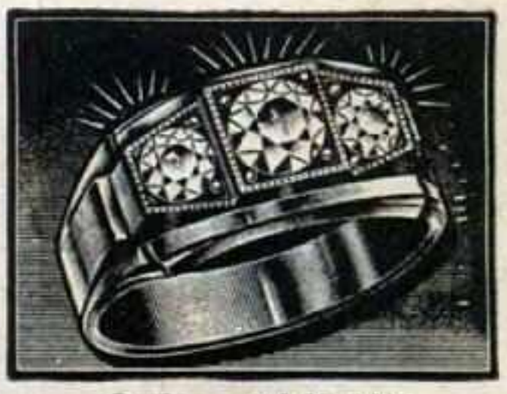
WORLD NOVELTY COMPANY
Manufacturers' Distributors
238 W. JEFFERSON AVENUE DETROIT 26, U. S. A.

GIANT LOLLY POPS

Fine Hard Candy on 18" Hardwood Dowels. $2.20 per dozen; $17.00 per hundred, F. O. B. Baraboo. Flashy colors. A winner Outdoors and Indoor.
4 Samples—Prepaid $1.00.

SWANSON'S CANDIES, Baraboo, Wis.

ATTENTION!
Jewelry Workers
Let's Get Acquainted!



Order #MB404
HEAVY RING AS ILLUSTRATED
All White or Red Center Stone
1/20 12K. GOLD FILLED $18 PER DOZEN

Order #MB410
MASSIVE MOUNTING AS ILLUSTRATED
Here Is Real Flash
1/20 12K. GOLD FILLED $18 PER DOZEN

SAMPLE—$1.60 Each in ADVANCE
Why Pay More?
TERMS—C. O. D. or MONEY ORDER.
No Catalogue—State Business.
DES MOINES RING CO.
1155 26th St. Des Moines, Iowa

ATTENTION!
GOLD WIRE ARTISTS

● Square and round rolled gold plate wire, all gauges and qualities. ● Stone-set and plain bangles as follows: ● hearts ● stars ● clovers ● crescents ● beaded hearts ● wagon wheels ● crosses, etc. ● Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls. ● 3-stone ring top of beaded stock. ● Beaded band wire ● Plain findings, such as crosses ● anchors ● bowknot pins ● springrings ● jumprings ● swivels ● chains ● plain and twisted hoops ● earwires ● earscrews, etc. ● Hoop earrings ● earrings for pierced and unpierced ears. ● Hand-made adjustable bangle bracelets. ● Wire knot rings of rolled gold plate. ● Pearl plates of snail shell. ● Cameos, etc.

Write for $5 sample order with price list. Deposit, $2, bal. C.O.D.

EMROW JEWELRY CO.
Box 93, North Station, Providence 8, R. I.
Buy Direct From Manufacturer and Save

NEW IMPORTED SWISS WRIST WATCHES

★ Precision Built
★ Stainless Steel Back
★ Genuine Leather Band
★ Styled for Beauty
★ Built for Accuracy
★ Sweep Second Hand
★ Immediate Delivery

$3.95 Each
In Lots of 6 or More.
Sample orders, $1.00 extra.
25% deposit with order, balance C. O. D.

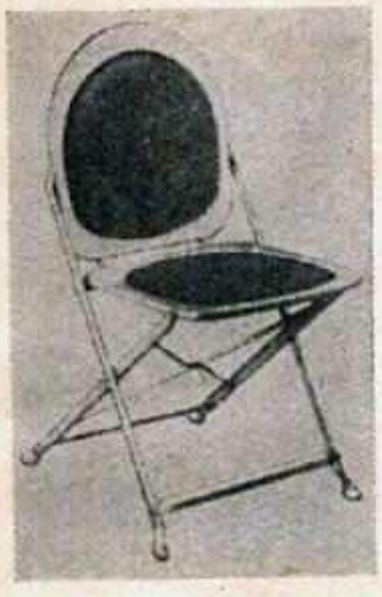
ALLIED SERVICE CO.
929 Fifth Ave.
Pittsburgh 19, Pa.

Copyrighted material

www.americanradiohistory.com

Showmen! SEATS!

Circuses, Fairs, Carnivals, Auditoriums for Groups of 10 to 10,000.



Folding Chair

- Steel or Wood Folding Chairs, Singles or Sections.
- Folding Bingo and Pie Car Tables.
- Blues and Bleachers, Steel or Wood, 60-Day Delivery.

Ask About Our $1.98 Special!

U. S. SEATING CO.
450 7th Ave. (34th St.) NEW YORK 1
LO 4-3524

HEY, IRISH!!
Look This Way For St. Pat's Day

Plain Shamrocks. Gr.	$1.85
Shamrocks with Clay Pipe. Gr.	2.40
Shamrocks with Clay Hat. Gr.	2.40
Irish Flags. Gr.	1.25
Green Radio Snakes. Doz.	.80
Gr.	9.00
#7 Green Balloons. Gr.	3.50
#5 Green Ribbon. 50-yd. roll	1.65
#9 Green Ribbon. 50-yd. roll	2.15
Evergreen Pencils. Gr.	2.15
Green Cellophane Carnations. Per 100	5.00
St. Pat's Day Party Hats. Gr.	2.00
St. Pat's Day Party Horns. Gr.	2.25

Prices Above Do Not Include Postage
25% Deposit With Orders.

KIPP BROTHERS
Wholesale Distributors Since 1880
117-19 South Meridian Street
Indianapolis 4, Indiana

BIG BUSINESS FOR YOU DAY AFTER DAY WITH LEE COUNTER CARDS!

LEE RAZOR BLADES

Lee Carded Merchandise. For immediate delivery, huge selection from fine Razor Blades to Sun Glasses. Beautiful display cards of fast-selling staples, notions and specialties. High quality, attractive prices. Large profits for you. Write for FREE Catalog and Price List.

LEE PRODUCTS CO., INC.
437 Whitehall St., S. W., Dept. B, Atlanta 2, Ga.

5,000 ITEMS AT FACTORY PRICES
Largest Variety Stock in U. S. A.
LONG PROFIT MERCHANDISE
Your complete needs at one source—
Scarce Merchandise, Specialties, Dry Goods, Notions, Automobile Supplies, Drugs, Carded Goods, Saleboards and Deals, and Job Lots. Send stamp for price list.

H. L. BLAKE
Broker-Factory Distributor Little Rock, Ark.

SPECIAL PRIZE BOX

We have 25,000 special prize candy boxes in Xmas design boxes. **Regular price, 90¢ dozen; we offer as close-out at 3¢ each.** Each box contains 5¢ bag of candy, also other candy and prizes. Some prizes retail as much as 25¢. These are packed 240 boxes to shipping case.

SPECIALTY SALES CO.
NORTH, S. C.

MAN AND WIFE WANT TO OPERATE COOK-house on carnival for 1948 season. West Coast preferred, but will consider other offers. George A. Pugh, Box 1223, Los Angeles 53, Calif.

THE SHRIMPLINS — MAGICIANS. FAST, showy apparatus, comedy. Open for schools, evening shows under auspices, or tie-in with product demonstrations by industrial companies. Agent considered. Box 416, Alliance, O. fe21

MUSICIANS

ACCORDIONIST — STROLLER, ANYWHERE immediately. Does not drink. Consider room, board, tips, small salary in bar. Bartender, Box 961, Bristol, Va.

ALTO SAXOPHONE, CLARINET, BASS CLARinet. Experienced. Prefer Florida or Southwest. Don Lazaron, 6307 N.W. Third Ct., Miami, Fla. fe28

ALTO, TENOR, BARITONE CLARINET — Travel or locate anytime you need a man. Immediately or later on. Musician, 31 N. Spring St., Blairsville, Pa.

AT LIBERTY—TENOR SAX, READ, FAKE, etc. Age 31. Location only. Join immediately. Write, wire, phone Glenn Thorson, Spooner, Wis.

AT LIBERTY—HAMMOND ORGANIST. PROfessional and Solovox player. Write Majorie Ekedahl, Pianiste, 14½ Cowing St., Jamestown, N. Y.

ATTENTION, SOCIETY LEADERS — AVAILable after Feb. 14. Drummer doubles Vibes, Timbales, name experience, radio, record, cut shows. Photo on request. Wire, phone: Billy Kay, 3370 W. 90 St., Cleveland, O. Melrose 4463.

AVAILABLE NOW — JAZZ TRUMPET MAN. Experienced. Age 18, union, go anywhere. Play go 2d in section, combo preferred. Sober and reliable. Ralph Lewis, 762 Butterworth, S. W., Grand Rapids 4, Mich.

BASS MAN — AVAILABLE IMMEDIATELY, experienced, sober. Musician, 3945 Washington, Apt. 3, St. Louis, Mo.

CLARINET—EXPERIENCED, UNION, CIRCUS band preferred. Sober, reliable. Play it, not play at it. Years with the Big Ones. Clarinetist, Box C-444, care Billboard, Cincinnati.

DRUMMER — SOBER, DEPENDABLE, CAN play all Latin rhythms. Just finished 8 months with MCA hotel unit. Have nice set. Location or travel. Musician, Room 419, Hotel Jefferson, Atlanta, Ga. fe28

DRUMMER—WANTS JOB. EQUIPPED WITH black pearl outfit. Reliable, sober. Prefer location work if possible. John Poole, Grand Jct., Colo., R. R. 2.

ENTERTAINING PIANIST — 3,000 TUNES. Parodies, stories. Nice style, appearance, personality. Play your Solovox. Union. Thoroly experienced. Jack Goodwin, Lingo Apts. No. 5, Rehoboth Beach, Del. fe28

FIFTEEN YEARS' EXPERIENCE — RADIO, records, dance, theater. Professionally. Flashy all round drummer with name bands. Address hometown, Lyons, Kan., Larry (Jerry) Malone.

FIRST CLASS RINK ORGANIST WANTS POSItion, any location. Co-operative, reliable, male. Only well conducted operations considered. Box C-450, care Billboard, Cincinnati, Ohio.

FIRST-CLASS RINK ORGANIST—AVAILABLE for progressive rink. Fully experienced all dances, tempos. Locate anywhere. Box C-451, c/o Billboard, Cincinnati 22, O.

HAMMOND ORGANIST — LADY WITH INstrument for lounge, dining room or club, preferably Elks club. Write Organist, 319 Pauline Blvd., Ann Arbor, Mich.

LYRIC TENOR—YOUNG, PERSONABLE, FREE to travel. Soloist or quartet work. Union. Wm. Curtis, E. 242d St., N. Y. C.

PIANIST—CAN ALSO HANDLE HAMMOND Organ. Available February 14. Small combo or single. Night clubs. Cut shows. Will travel. Thoroly experienced. Union. Eliminating band, cause of this ad. Gus Schulze, care Mrs. Anna Wallace, Kentwood, La. fe21

PIANIST AT LIBERTY — AVAILABLE IMmediately. Send details to Joe Mercer, 529 West Piper, Macomb, Ill. fe28

PIANO MAN AVAILABLE IMMEDIATELY — Age 22, married. Classical background, society, bon or commercial; will travel, no territory band. Musician, 2774 Losantiville, Cincinnati 13, O.

RINK ORGANIST—FIRST CLASS RINK EXperience. Available immediately. Write Box 447, care Billboard, Cincinnati, Ohio. fe28

STRING BASS MAN—TOP HOTEL BAND EXperience. 25. Good appearance, sober, dependable, union, will travel. Louis Gerardi, 213 W. Chestnut St., Glendale 4, Calif.

STRING BASS — EXPERIENCED, YOUNG, sober, reliable and neat appearance. Prefer location but willing to travel if necessary. Wire or phone Ernest Hoover, 1749 Cusick Pl., N. W., Grand Rapids, Mich.

TENOR SAX, ALSO TRUMPET MAN—BOTH single, sober, reliable. Go anywhere. Musicians. 5023 Minerva, St. Louis 13, Mo. Phone Forrest 1602. fe21

TENOR SAXOPHONE, CLARINET — READ, fake, jazz, etc. Location only. Prefer Florida or vicinity. Union. Lee Ulbrich, 1320 Market, Jacksonville, Fla.

TRUMPET, VOCALS — PLENTY SHOW EXperience. Single, sober, reliable. Go anywhere $ is. Double trombone, transpose, some arranging. Don't misrepresent. Musician, 495 Kitchener, Detroit 14, Mich. Phone VA 4-7199.

PARKS AND FAIRS

AT LIBERTY—AMERICAN PALMIST WOULD like concession in a park. Good reference. Katherine Welch, 247 Fellows Ave., Syracuse, N. Y. fe21

HIGH-CLASS TRAPEZE ACT—AVAILABLE INdoor events. Flashy silvered paraphernalia. Real act. For particulars address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

OUTSANDING HIGH ACT—AVAILABLE FOR for celebrations and fairs. Write Box C-446, care Billboard, Cincinnati, Ohio. mh20

VAUDEVILLE ARTISTS

FEMALE IMPERSONATOR—OPEN FOR NIGHT club booking. Outstanding wardrobe, sing, strip. Can send photos. Train transportation in advance. Salary, $125 net. Wesley Davis, 620 S. State St., Chicago, Ill. Webster 2449.

SENSATIONAL PREMIUM ITEM FOR CARNIVALS, FAIRS, CIRCUSES, PARKS!

Something NEW in an All-Purpose Lighter—Novelty "BAT-LITER" with EXTRA flints—extra fuel chamber!

Formerly retailed for 69¢.

YOUR PRICE $24.00 Gr.
$2.40 Doz.

F. O. B. Chicago—25% Dep., Bal. C. O. D.

Write for Our Novelty Catalog

The Bruce Company, Dept. B
63 E. ADAMS STREET CHICAGO 3, ILL.

BIG LEAGUER BAT-LITER The ALL PURPOSE LIGHTER
PAT. PEND. (REGISTERED IN CANADA AND OTHER FOREIGN COUNTRIES)

DEMONSTRATORS—JEWELRY WORKERS—ATTENTION!

No. 3R239
Per Doz., $5.25

No. 3R180
Per Doz., $4.50

No. 4R279
Per Doz., $27.00

No. 4R269
Per Doz., $12.00

No. 2X1
$22.50 Per Gross

WE CARRY THE MOST COMPLETE LINE OF ENGRAVING JEWELRY!

No. 4X3—Gold Finish ..... $2.10 Dozen

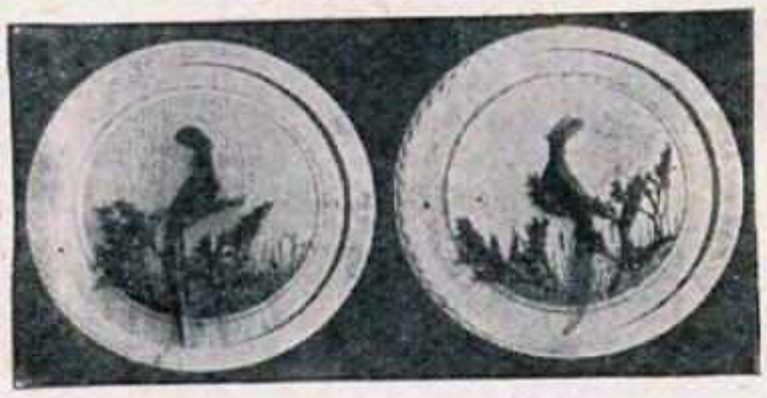
No. 1X7
$12.00 Per Gross

NO. 4X14—GOLD FINISH....$2.65 DOZ. | NO. 4X15—WHITE FINISH....$2.65 DOZ.

Over 1001 different ring numbers in stock!!!
WRITE FOR CATALOG—STATE YOUR BUSINESS
BIELER-LEVINE, 5 N. Wabash Ave., Chicago 2, Ill.

EXCELLENT SIDELINE FOR SALESMEN!
#4445K FEATHERED BIRDS UNDER CONVEX GLASS

In cream colored carved frames, with handcolored backgrounds, placing the birds in their natural habitat.



Gorgeous Wall Decorations
6¾ inches in diameter, boxed individually. 12 different birds.
$12.00 per doz. PIECES
In 3 doz. lots $10.80 doz. PIECES

WE HAVE THEM ALSO WITH PRESERVED TROPICAL FLOWERS FROM 3½ TO 9 INCHES IN DIAMETER, RANGING IN PRICE FROM $2.40 TO $30 PER DOZ. EVERY STORE BUYING THEM RE-ORDERS CONSTANTLY. LIBERAL COMMISSION ON ORDERS AND RE-ORDERS.

ILLUSTRATED PRICE LIST #288-K MAILED ON REQUEST

LEO KAUL IMPORTING AGENCY, Inc.
333 and 335 K South Market St.
CHICAGO 6, ILL.

1948 CATALOG NOW READY
•
ST. PATRICK SPECIALS
ST. PATRICK'S DAY SHAMROCKS—BADGES

#10—2 Ribbon Badge, 1 Dz. on Card. Single Gr., $4.50. 10 Gr. Lots	$ 4.20 Gr.
#11—Pipe or Hat Shamrock Badge, 1 Dz. on Card	7.20 Gr.
#12—Metal Shamrock, Dozen on Printed Card	4.80 Gr.
#13—Irish Harp Badge—Green or Gold	7.20 Gr.
50 Ligne Buttons—Erin Go Bragh or Free State or De Valera. Per 100	2.00
#5—Ribbon, Irish Green, 100 Yd. Roll	4.00
Flags—18" Irish Harp, $24.00 Gr.; 18" Free State	18.00 Gr.
Special! Target Balloons—Blow Up to 50"	.15 Ea.

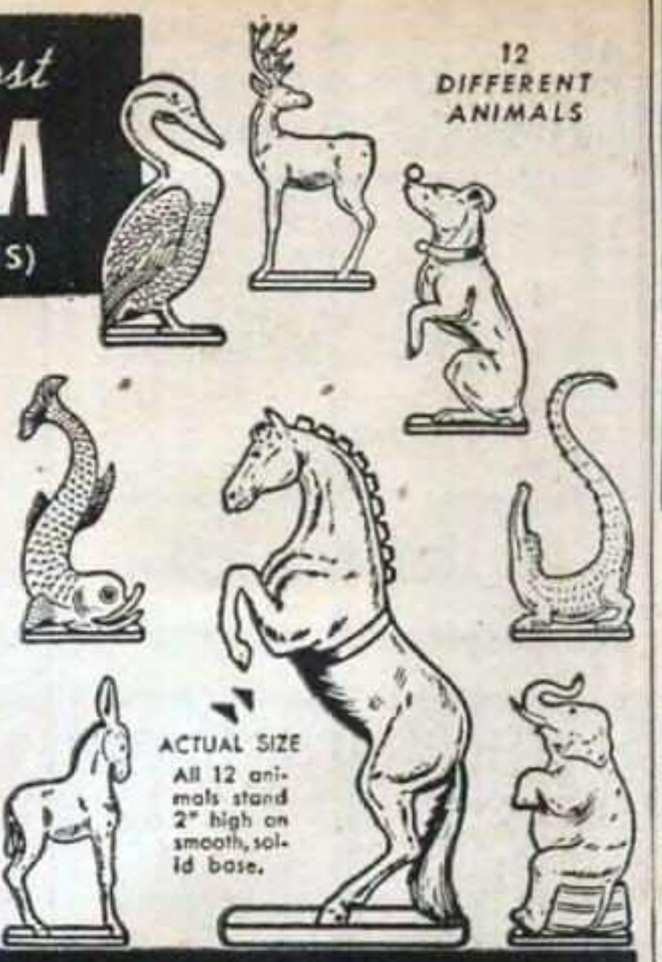
Same Day Service—25% Deposit, Balance C. O. D.

CHARLES SHEAR
150 PARK ROW
NEW YORK 7, N. Y.

Copyrighted material

www.americanradiohistory.com

Brand New, Low Cost Plastic SLUM (GIVE-AWAYS)



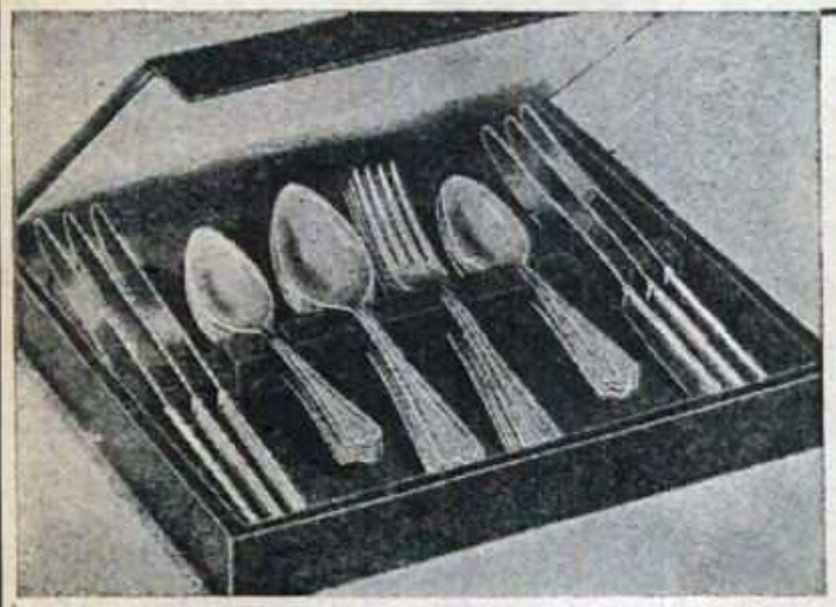
Lifelike animals that appeal to young and old alike. Stand 2" high on a flat, firm base. Molded in 5 bright, eye-catching colors. Never before has quality slum been priced so low. Ask your jobber or write direct for name of nearest jobber.

NOSCO PLASTICS Erie, Pa., U.S.A.

"NOSCO" PLASTIC ANIMALS

NEW DESIGNS Distributed by NEW LOW PRICES

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA



HEADLINE SPECIAL

30-PC. SET SILVER-PLATED FLATWARE

$4.95

COMPLETE WITH CHEST

PLENTY OF EYE-APPEAL. POPULAR PATTERN. BUILT FOR WEAR. Quality silver-plate over nickel-silver base. Lustrous satin finish. 30 pieces: 12 teaspoons, 6 dessert spoons, 6 forks and 6 knives with stainless steel blades . . . Each set with tan leatherette covered, wood frame chest. Attractive embossed cover. Don't miss this extraordinary value. 322S395C—30-Pc. Set. Complete with Chest . . . EACH $4.95. PER DOZEN SETS $57.60.

STAINLESS STEEL FEATURE BARGAIN. 24-pc. set in sleek satin finish with polished bowls, tines and blades. Complete with chest as described above: Limited Supply. 322S398C—24-Pc. Stainless Steel Set with Chest . . . EACH $4.75. PER DOZEN SETS $54.95.

Wholesale only. 25% Deposit on C. O. D. Orders.
Handling and postage charges on sample sets—50¢ additional.
Dealers—Write for new 1948 Catalog. 434 Pages . . . Over 5,000 Super Values.

JOSEPH HAGN CO. Wholesale Distributors Since 1911
217-225 W. Madison St. Chicago 6, Ill.

NEW 1948 FOBETTES, AND WE DO MEAN NEW!

No. 501-1 Football
No. 502-1 Baseball
No. 503-1 Basketball
No. 504-1 Bowling Ball
No. 505-1 Boxing Glove
No. 506-1 Roller Skate
No. 507-1 Ice Skate

PER DOZEN $1.85 (ALL MERCHANDISE INDIVIDUALLY CARDED AND CELLOPHANED) PER GROSS $21.00

ORDER YOUR SAMPLES FROM THIS AD — 25% DEPOSIT REQUIRED ON ALL C. O. D. SHIPMENTS — STATE YOUR BUSINESS. WATCH THE BILLBOARD FOR OTHER NEW ITEMS.

Frisco Pete Enterprises, Inc. 604 W. LAKE STREET CHICAGO 6, ILL.
MANUFACTURERS OF ENGRAVING JEWELRY

CHINAWARE and POTTERY
ATTENTION
JOBBERS and PREMIUM USERS
ANY QUANTITY. ALL PURPOSES. EVERY PRICE LEVEL.
Write for particulars. Samples at request.
BERKELEY MFG. CO. 2720 Archer Ave. CHICAGO 8, ILL.

LETTER LIST

Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of *The Billboard* where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Parcel Post

Kennedy, Al 25¢

Ackley, Wm. S. & Pearl
Adams, A. F. (Al)
Adams, Dewey P.
Adam, Helen
Allen, Mrs. Chas.
Allen, Mrs. Dode
Allen, Frank
Allen, Lucky
Allen, Ray Stephen
Allen, Roy
Ames, Geo. L.
Anders, James A.
Anderson, Francis (Dick)
Andreano, Frank
Archer, Willie
Arenz, Mrs. Lucy
Arturo, Great
Ashworth, Sam & Kaura
Atkins, Carl
Babel, Carolyn
Backman, Bill & Boots
Bailey, Mrs. Charlie
Bailey, Charley
Baker, Alma
Baker, Mrs. R.
Baker, Sally
Ballard, Jack
Bancroft, Harry L.
Barnes, Bette Jean
Barnes, D. Rex
Barringer, Manuel
Basha, Jos. Conrad
Batton, Harry J.
Baugher, Elmer S.
Beagles, Harry S.
Beard, Bobby
Beard, Claudia
Bell, Day-Break
Bell, Max G.
Belle, Billy
Bennett, Mrs. Frank
Benson, Howard
Birckett, C. L. Spooks
Bishop, Harry (Lucky)
Blocker, Clifton
Bloom, Bob
Bobbette
Boddie, Carrie
Boland, Walter Anthony
Bowers, Mrs. Gurtha
Boyce, Louis
Boyd, Howard
Boyd Triplets (Mildred, Edith and Elena)
Braeconnier, Henri
Bradshaw, Austin T.
Brasg, Mary
Branham, Earl G.
Bromell, Larry
Broome, E. H.
Brown, Milvert
Brown, Mrs. Pearl Jeanette
Brown, Vincent John
Burdge, Eileen L.
Burkhardt, Jos.
Burns, Alice
Burns, Mrs. Euhlee M.
Burwell, Tex
Byers, Thos. J.
Cain, Bill
Calvert, Elsie
Campbell, R. A.
Carlin, Robt.
Carlton, Mrs. L. (Skating Carlton)
Carper, Mrs. C. R.
Carr, Leland
Carroll, Henry Nathan
Carter, Ray
Carter, Zeno
Cartwright, Karl
Carver, Ella
Cash, R. A.
Cerrone, Vito
Chapman, E. A.
Chase, Frank A.
Chastain, Mrs. Wm.
Chavanne, James
Cheatham, Russell
Ching, Mrs. June
Christansen, Elmer (Swede)
Christo, Tom
Cibull, Frank
Cizol, Hank
Clemens, Fred G.
Coates, W. F.
Cochran, James T.
Coe, Edw. N.
Coleman, Tommy
Colleano, Winifred
Cooper, Miss Lee
Corkrun, Othel
Coven, Newman
Cox, Mrs. Jimmie
Craddock, Bob
Cramer, Harry W.
Cuthbert, Charlie
Daley, Jack
Daly, Edw.
Dando, Glenn
Darsey, Andrew C.
Davis, Chas. (Bimbo)
Davis, Frank James
Davis, Fred M.
Davis, Fred (Shorty)
Davis, Gene H.
Davis, Graham F.
Davis, Mrs. Marie
Davis, O. B.
Davis, Paul R.
DeCobb, Jimmy
Dean, Christopher
Dean, Larri
Deason, Roy & Ione
DeCosta, Romaine A.
Deesdorf, Whitey
DeFazio, Mrs. Julia
DeLano, Roy
Del Ceppo, Thos.
Diacofs, The
Dobbs, Lizzie
Doden, Kitty
Drury, Ray
Duchane, L. P.
Dunlevy, Mrs. Anna
Dunn, Bill
Dunn, Chester A.
Dunning, Don
Duson, Bill
Eckels, Junior Lee
Eddington, Cecil
Edwards, Clarence (Blackie)
Edwards, Frank E.
Elkins, Mary Lou
Ellis, Dick (Heavy)
Eller, Eli J.
Emerson, Eddy
Ephrem, Freddie
Ephriam, J.
Estill, James S.
Ethridge, H. W.
Evans, Daniel C. N.
Evans, L. W.
Everett, Mary Jane
Eversole, Keith
Fairbanks, Wm.
Fields, Mrs. Helen
Fisher, Doc
Fivel, Samuel B.
Flannigan, Thos.
Fleming, Mrs. Tom
Flemming, Mrs. Pearl
Flynn, Glenn
Folwer, Mrs. De-Vona
Frances, Kit
Frost, Mrs. L. D.
Fuentes, Joe
Fulks, Mrs. Emma Jean
Fulks, Mrs. P. E. Jr.
Fuller, Mrs. Greta
Fustanio, Porky
Fykes, Bill
Gabbard, Anna & John
Gabble, Jack
Gallagher, Miss Jackie
Gallgher, O. L. "Skeets"
Galluppo, Jack
Gardineer, Richard
Garner, James
Garner, Mrs. J. H.
Garner, Robt.
Gateson, Marjorie
Gates, Robt. G.
Gaurlean, G. H.
George, Gus
George, Peter
Gibson, Donald I.
Gilbert, A. J.
Gilbert, Mac
Gibson, Raleigh
Gillem, Gladys
Gillispie, Eddie
Givens, Bob
Glenn, Ernest Montgomery
Goodman, Frank
Gordon, Geo.
Gorman, Johnny
Grainer, Andy (Musician)
Gregory, Jr., Otliel
Grigsby, Ray
Grooms, Lucille
Guillemette, Jos.
Haag, Mrs. Ernest
Hackman, Emery
Hadden, Cecil (Cook)
Hale, Walter
Hall, Harold
Hammelbacher John
Hammond, Billy
Hampton, R.
Hansen, John
Harmon, Geo.
Harms, Geo.
Harrell, Boso
Hartford, Gertrude
Hartso, Hugh Ross
Harvey, Luther B.
Hauck, Harry
Hayes, Wm. J.
Hazen, Benny (Southern Valley Shows)
Hedrick, Elmer (Magician)
Heerdink Bros.
Henry, Clifford P.
Herchell, Allan
Hill, Phillis
Hilton, Mrs. Eileen
Hinkle, Milt, Mgr. Rodeo
Hoar, Geo.
Hodge, Mrs. Charlie
Holden, Tom & Alice M.
Holman, Geo. M.
Hopkins, Wm. T.
Horner, Chester C.
Hoskins, Wm.
Hoskinson, Juanita
Houze, Roy
Howath, Mary (Butch or Horvath)
Hubbard, A. L.
Hug, Edna
Hunter, LeRoy (Frog Man)
Hurd, Wm.
Insley, Stan & Polly
Jablosky, Francis
Jackson, Edw.
James, Heavy
Jo Ann, Madam
John, Nido
Johnson, Geo. & Gene
Jones, Charles
Jones, Maurice
Jordan, C. Hilman
Justus, Don
Kantell, Joe
Kearns, Jim
Kearns, Paul J.
Keating, Robt. J.
Kelliiholaikai, Bobo
Kelliihulokia, David Unauna
Kelly, James
Kelly Jr., J. W.
Kemplin, Jasper C.
Kemp, R.
Kennedy, Chas. B.
Keuter, Abram
Kerwin, Paul L.
Kings, James
Kirkwood, Eugene
Knodell, Emil R.
Kornfeld, Alvin
Kramblassa, Betty Jo
Kramer, R. L.
Kranz, Dave
Kyle, Floyd
Ladd, Wm. H.
Lafayette, Mrs. Arthur E.
Lampinos, The
Lancaster, Arthur
Land, Jack
LaMour, Babe
LaPalma, De
LaVale, Lorraine
Lamon, Harry
Langsford, Harry
Lanning, Geo. W.
Larkin, Chas.
Lasure, Thad B.
LaTour, Wm.
Lee, Floyd
Lee, Gorden T.
Lee, Patsy
Leon, Nate
Lewis, Chas.
Lewiston, Harry
Lewis, W. T.
Lindsey, Lelia M.
Llewellyn, J. G.
Loomis, Joe Lee
Long, Al & Flo
Losch, Tilly
Loughry, Virginia
Lumley, Jerome
McAbee, Louis (Mack)
MacLaughlin, Mac & Marie
McCarthy, Mrs. Gertrude
McCarthy, Grace McConnell
McCaw, Vonnie
McCoy, Bob
McCree, Reno
McDonald, Bobby & Lucky
McDonald, Bronson C.
McGimpsey, Don
McGraw, John
McKeown, Eddie
McKinney, Mrs. Roy
McKinnon, Walter
McLemore, Vester
McMurray, Erin Q.
McNamee, Danny
McSpadden, Mrs. Myrtle
Madison, James
Main, James R. & Nancy
Maiz, Monte L.
Malman, Manny
Manzi, Mickey
Marbra, Curley
Marcus, Robt.
March, Walter (Curley)
Marino, Joseph
Marks, Pearl
Marlowe, Sam
Marshfield, Artie
Marshall, Paul (Tex)
Marteney, Alma G.
Maruso, Henery
Mason, Thomas & Velma
Maximos
Maxwell, Ike
Maynard, Ken
Meml, M.
Mercy, Nat
Merkle, Fred J.
Merrett, Ray Duke
Mespelt Jr., Wm. J.
Mespelt, Alva
Mewsome, Brodie
Meyer, Walter
Meyers, Sr., Earl
Meyers, Wm. S.
Miller, Doyle J.
Miller, Ida Mae
Miller, Paul S.
Miller, Red & Pauline
Miller, Roy R.
Milligan, Mrs. Ted
Mills, Robt. A.
Misuraca, A.
Mitchell, Allen A.
Mitchell, G. L.
Mitchell, Joe
Mitchell, W. M.
Mitze, Prof.
Mix, Sonnie
Molino, Margarito P.
Montanaro, Dorothy
Montello, Jimmie
Moore, Ed.
Moore, Mike
Moran, Mrs. Babe
Morgan, F. A.
Morgan, Lamon
Morgan, Max
Mort, Benney
Mort, Geo.
Mudry, Pete
Murphy, Jack
Murphy, Rex Reckless
Nalbone, Russell
Nash, Wally
Nazar, Nick
Nelson, Toney
Nicholas, E.
Nielsen, Henry N.
Noe, Leo Chas.
Norwood, Al.
Hubson, Elmer T.
O'Bryan, Jack
O'Dell, Judy
O'Conner, Johnny J.
O'Connor, Michael J.
O'Donnell, Ronald
O'Hara, Joseph P.
O'Hara, Miss Sandy
O'Malley, John G.
O'Reilly, Jerry
O'Toole, Patrick
Odre, Frank
Olson, C. J.
Ornsellas, Mrs. Roxie
Olszewski, Chas. S.
Overstreet, Robt. L.
Palmer, Joe V.
Paradise, Tony
Parker, Miss Bobbie
Patrish, Mrs. Edna
Parsons, F. S. Winfred
Pease, Francis
Patterson, Mr. Pat
Paulson, Carlton
Owens, Richard (Irish)
Owens, Frank
Pace & Pace
Payne, Delbert
Pelkey, Chas. Burton
Peterson, Geo. W.
Phelps, Fred
Pike, Bill
Pierce, Max S.
Plane, Fred S.
Plummer, Earl Sandy
Pomperoni, Tony
Pong, Edwin Sutton
Poole, Forrest J.
Poole, Robt. Dow
Poole, Robt. Ostho
Postak, Wm.
Powell, Bill Barlow
Powell, Chas. M.
Powell, June
Powell, Lloyd
Praeckunas, Peter E.
Prezroso, Anthony Patrick
Price, Ray
Prima, Louis
Pringle, Prescott
Pugal, Mrs. Helen K.
Rabatim, Joseph
Radcliffe, Lillian
Ralla, Joseph
Randall, Harry
Raner, Geo.
Rankin, Mickey S.
Ray, Richard
Redford, R. W.
Reece, Mildred
Reed, Mrs. Annie Lee
Reed, Earl S.
Reed, Fred
Reed, Mrs. Jerry
Reed, Milt
Rivese, Manuel
Reilly, Chas.
Rella, Lew
Renaud, Thomas J.
Renton, Al
Rend, Roxanne
Rendinger, Albert Midget
Reynolds, Chas. Amos
Reynolds, Janet Martin
Reynolds, Jimmie
Rhoades, Virgil D. D. Everette
Richardson, Ed. V.
Richbe, Mrs. Vivian
Riley, Daniel
Ritchey, Mrs. Velma
Rivers, Catherine
Roach, Thomas Leo
Rod, Walter Hay
Rogers, Donna
Rolley, Joe
Rose, Blacky
Rose, Rheba
Ross, Diane
Ross, Ervin Wilson
Rothwell, J. H.
Rowe, Wm. C.
Ruby & Francis
Rueker, Elmer H.
Ruediger, Albert
Russ, Chas. J.
Russell, Franklin B.
Russell, R. D.
Rutter, Roy (Butch)
Sale, James H.
Sargent, Wm. H.
Saulsberry, Robt.
Schmuck, Guy G.
Schubert, John
Schultz, Jerry A.
Scott, Mrs. Blanche
Scruggs, Troy
Seehrest, Mrs. Irene
Sells, Virgil K.
Seng, V.
Serene, Signa
Sexton, Mrs. Lelmour A.
Shaw, John W.
Shafer, Walt (Wingy)
Sheehan, T. H.
Shepard, Bud
Shepherd, N. (K. S. Jarjoura)
Shore, Fred
Shoreck, Leo
Shumaker, H.
Siber, Harry
Siegrist, Billy
Simon, Leo
Sisler, Louis
Smiley, Zina
Smith, Fred (Cisco Kid)
Smith, Fred L.
Smith, Jim & Evelyn
Smith, Willie Lova
Smuck, Guy
Snyder, Pearl
Solomon, Henry
Sonders, Hubert Edward
Sorrensen, Robt.
Sowden, Jack
Spearburg, Henry
Spears, Geo.
Sproull, Mrs. A. J.
Stack, Wm. J.
Stancil, N. E.
Stanley, Bob G.
Stanley, Mrs. Kay
Stantos, Edward Michael
Staples, Thomas E.
Stanley, Albert M.
Stephens, Carl Lee
Stewart, Whitie
Stine, C. J.
Stoll, Carl
Stollmer, Edward F.
Stoval, Louis (Young Man)
Strond, Frank W.
Studebaker, Paul
Stutz, Jim
Stutzman, James F.
Styles, T. R.
Sullivan, Wm. Lee
Sweeney, Ed. J.
Switly, Wm.
Sylow, Henry C.
T. & B. Amusement Shows
Taska, Chas.
Taylor, Archie L.
Taylor, Fred
Taylor, Walter A.
Taylor, Wm. J.
Thames, Clarence
Thomas, Ben
Thomas, Mrs. Margie
Thomas, Nita
Tomas, W. A.
Thompson, Edith
Thompson, James E.
Thompson, Johnnie
Thompson, Richard Mickey
Thompson, Swede
Tilley, Milford Talton
Tilton, Robt. W.
Tobell, Allen
Trantham, Clifford Irwin
Treish, Chuck
Tubbs, Eddie O.
Tuer, Bill
Turner, Francis L.
Valier, Orvil Red
Veitch, Eleanor Craig
Wade, R. L.
Wagner, Mrs. Alemia
Wagoner, Mrs. Ruth
Waits, Nita
Walker, Garnett Mr.
Walker, Wm.
Wall, Ted
Walters, Walter
Ward, David
Ward, Thomas E.
Warren, Rose
Washburn, Chief
Waters, Tim
Webb, Mrs. Robt. L.
Weber, E. C.
Welden, Floyd T.
Weinstein, Louis
Werderman, Wm. A.
West, Sandy
Whalon, Melvin E.
Whiddon, Ed
White, Albert T.
White, Martah
Whitefeather, C. J.
Whiteside, Mrs. A. R.
Whitni, Monica
Williams, Rob Tex
Williams, Ed.
Williams, Gene
Willis, Geo. Tex.
Williams, Geo.
Williams, Gloria
Williams, Ted
Wilson, Daniel Preston
Wilson, Gilbert E.
Wilson, Kenneth
Wilson, Mrs. Lillian
Wixom, John D.
Wolf, Mrs. Verne L.
Woods, Claude
Woolard, Robt.
Woolrich, Peg
Woolsey, Alice Joyce
Woolsey, John R.
Wray, A. V.
Yeager, Ed
Younger, Cliff
Yacchini, Mrs. Elsie
Zacchini, Mrs. Hugo
Zacchini, Human Cannon Ball
Zand, Murray
Zane, Andy
Zeidman, Wm.
Zimmerman, C. C.
Zorn, Martin

Copyrighted material
www.americanradiohistory.com

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway
New York 19, N. Y.

Adams, Enid N.
Adams, Lynwood
Agne, Dorid
Alberta, Albert
Alzora, Turtle Girl
Applegate, L. M.
Austin, Mrs.
Balzer Sisters
Barry, Fred
Beagles, Harry S.
Brady & Leedy Circus
Brazell, Matthew
Cadona, Lulu
Casey, Allen
Conway, Rose
Court, Alfred
Crabtree, Jack
Del Rey, Monya
Dickens, Fred
Doherty, Joe
Edwards, Don
Goley, Larry
Harris, Terry C.
Jeanette & Paul
Johnson, Claude Anderson
Kensel, Ken E.
King, Charles
King, Ethyl
La Brie, Lloyd
Lewis, Stan
Lorraine, Blanche
Maleeta, Ruth
Morlowe, Sam
Martin, Daisy
McGair, Charles
Moore, Patti
Murphy, Edward P.
Murray, Harry (Doc)
Nicholas, J.
Northrop, Anna
O'Dara, Jack
Rice, Edward Leroy
Sanborn, Beatrice
Schubert, Erwin
Smithy, Diamond Tooth
Storms, Harry
Swenson, Joel
Sylow, Hank
Whitree, Victor
Wilson, Marriot
Wilson, Theodore
Williams, Mabel
Wolfe, T. A.

MAIL ON HAND AT ST. LOUIS OFFICE

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

Parcel Post

Neumann, Peggy 15c

Aldrich, Dee
Anthony, Marvel L.
Bailey, Jake R.
Baker, John
Bales, Pete J.
Bassett, D. Dennis
Bazaar Equipment Corp.
Beagles, Harry S.
Beckner, Cecil E.
Boatman, Henry
Boswell, Wm. T.
Bowling, Joseph H.
Boyd, W. D.
Bowman, Theo.
Briggs, Leonard Lee
Brant, Scott X.
Bryant, James
Budde, G. Edward
Buck, Buddy
Buck, Miss Dottella
Bunch, Francis
Byers, Jimmy
Caldwell, Sam
Carter, Wm. M.
Clark, James R.
Clarkson, Alfred
Clay, W. N.
Clemmons, A. B.
Cloutier, Catherine
Cohoon, George W.
Coleman, Austin
Collins, Esco
Cormack, James
Cotter, Ernest L.
Courtwright, Edith
Davies, Clara B.
Davis, Pearl E.
Deal, James E.
DeBarric, William Edwin
Dixon, Earl
Duffy, Roy T.
Eckles, George
Edwards, Donald E.
Edwards, G. R.
Enquest, Clarence (Tiny)
Evans, Joe
Ferry, Kathryn, A.
Fields Clyde A.
Finley, Evelyn
Foss, John D.
Frenzel, Mrs. M. E.
Fox, Thomas Jr.
Fulton, Gale
Fulton, L.
Good, Charly
Gorman, Miss Bernice E.
Gowdy, Pamela
Greenway, Wm. Lee
Griffin, James W.
Grimes, Lewis Delevan
Grimes, Miss Rosie Marie
Hale, Billie B.
Hall, Mr. & Mrs. Edward
Hamel, Henry
Haney, Harry I.
Harrison, B.
Hartley, William
Harvey, Harold C.
Harvey, Henry F.
Haun, Mr. & Mrs. Y. D.
Hawkins, Haden H.
Haywood, Mr. & Mrs. Clayton
Hensley, Marion
Hill, Harold
Hollis, Will Jones
Howard, Johnnie
Huffstutler, Lawrence G.
Hunt, Harry T.
Hutzler, Mrs. Margaret
James, George
Jellison, T. H.
Jeter, Mrs. Myrtle
Jeter, Van L.
Keel, John E.
Kelley, Edith & Bill
Kennedy, Charles
Kiely, John M.
Kerr, S. A.
King, Larry
Knight, Benton, C.
Lambert, Harold A.
Lampe, Fred G.
LaZella, Ariel
Levine, Joe B.
Levine, Sam
Lewis, Sam
Loghry, Henry
Loyal, Jules
Lusby, James
Lyons, Honest
MacBride, A. W.
MacDonald, Mac
McCormick, D. J.
McSparren, W. P.
Maddox, Ralph B.
Mann, Ivan
Marko, James E.
Marlow, Sam
Mason, James
Martin, Danny
Martin, R.
Melton, Geo. W.
Meredith, Irena A.
Meyers, Fred
Miller, Jacob E.
Morgan, Miss Dinna
Morgan, Wm. P.
Monjar, Harold
Musgrove, Ross
Neal, Mr. & Mrs. Jimmie
O'Bryan, Jack
O'leary, Dennis
Patrick, T. W. (Bill)
Patterson, J.
Patterson, Robert R.
Paxton, Mr. & Mrs. Pat
Perry, Bob
Persons, James A.
Peyton, Steward Robert
Phillips, Charles E.
Pierce, Jack
Pierce, Mrs. Jessie
Pierson, Orville L.
Pitre, Tiney
Powell, Charles M.
Prell, Abe
Price, Art
Pubanz, Earl
Puterbaugh, W. L.
Ragan, Mary E.
Randall, Archie L.
Randolph, H. F.
Rayard, Tex
Rich, Arthur
Rieknoff, William R.
Robertson, Queeniebeth
Russell, Chas.
Russell, J. W.
Ryan, Joseph F.
Sevant, Jack
Schmidt, Mrs. Helen
Sheehan, Edward P.
Shores, Edgar R.
Slayton, Goldie
Slayton, Wm. C.
Smith, Mr. and Mrs. H. Norman
Smith, Miss Loy
Somers, John A.
Steffen, John O.
Stevens, E. A.
Stevens, Grant
Stevens, Geo. W.
Stubblefield, W.
Summers, Victor Leon
Taylor, Robert C.
Thomas, John
Tomlin, W. F.
Townsend, C. L.
Townsend, Jack
Turovh, Julius
Turner, Leonard D.
Villemario, Joseph K.
Vonderpool, Mrs. Ruth
Waddeys, Howard E.
Walsh, Earl
Walsh, Jean
Waits, George Wheeler
Watson, Fred
Webb, Mrs. H. D.
Webb, John
Welch, Mrs. Jewell
Whitworth, Wilburn A.
Willard, Harry
Williams, Bert
Williams, Harvey
Williams, Mack
Winters, Jimmy
Wise, Jack
Witzker, Fred
Wood, Homer & Marion E.
Woodcock, Co. Bill
Woods, Ray
Worley, Wm.

MAIL ON HAND AT CHICAGO OFFICE

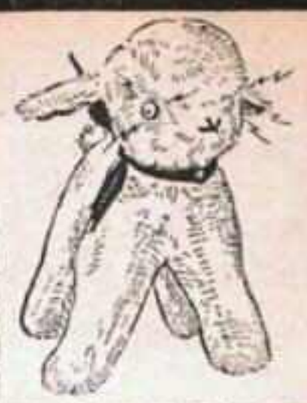
155 No. Clark St.,
Chicago 1, Ill.

Adaire, Arlette
Arnold, Floyd
Beagles, Harry S.
Benner, Harry
Burke, Erine
Byers, Sammy Mr. & Mrs.
Dalton, J. C.
Deseo, Gloris
Dick, Billie
Florie, Monty
Grauman, Saul
Grisson, Claude M.
Hale, Walter
Henderson, Etta
Hitchcock, Dee & Bud
Hogan, Daniel C.
Konout, Bros.
Lynn, R. B.
Mahon, Mike
Martin, Doris
Martin, Helen
Martz, Margie
Morrison, Babe
Morss, Geo. B.
Noe, Leo Charles
O'Dea, Shannon
Pappas, Helen
Pappas, Louis
Pease, Sharon
Plahn, Eugene
Presson, Philip
Renoch, Mel
Riskle, Marion
Roberts, Aleta
Rogers, Red
Rouse, Smokey
Schoeffer, Frank
Signor, Sig
Smith, Henrietta R.
Surface, Charles W.
Starr, Hedy Jo & Troupe
Thomas, Ray
Tiny, Prince
Tollman, Bill
Troth, Harry
Vaughn, W. M. J.
Vorrhees, Iva
White, Teo T.
Zimme, Florence

ELECTRIC EYE
Easter Sensation!

ALL PLUSH, COTTON STUFFED
THE EYES LIGHT

#120
BEGGING RABBIT
$18.00 Per Doz.
Color: Blue & White, Pink & White.
14 Inches Tall.
Sample Postpaid,
$2.00 Ea.



#125
BAMBI
$24.00 Per Doz.
Color: Beige.
11 Inches Tall.
8 Inches Wide.
Sample Postpaid,
$2.50 Ea.

#115
CUDDLY RABBIT
$18.00 Per D
Color: Blue & White, Pink & White.
11 Inches Tall.
Sample Postpaid,
$2.00 Ea.

#110 **BLINKIE THE DOG**

$18.00 Per Doz.
8 Inches Tall.
8 Inches Long.
Sample Post-paid.
$2.50 Ea.

ORDER BY NUMBER
25% Deposit, Balance C. O. D.
Doz. Price F. O. B. Asbury Park, N. J.

JERRY GOTTLIEB, Inc.
Summerfield Ave. & Post Office Place
Asbury Park, New Jersey
P.O. Box 356 Phone Asbury Park 1-1524

HERE'S SENSATIONAL NEWS!
(STATUARY) (STATUETTES)

Pure White Marble Dust STATUARY

In a Magnificent Variety of Famous Groups & Subjects.

QUALITY MERCHANDISE! NOT JUNK!
Not Plaster — But Real Marble Dust!

Statuary	Subject	Size	Weight	Price
#16A	Water Carrier	3x3x10	1½ lb.	$ .85 ea.
86A	Girl With Muff	3x3x 7½	1½ lb.	.85 ea.
97A	Girl With Basket	3x3x 7½	2 lb.	.85 ea.
98A	Girl With Dog	3x3x 7½	1½ lb.	.85 ea.
104NA	Horse Head	3x4x 6	2 lb.	.85 ea.
71A	Boy With Dog	3x7x 5	2¼ lb.	1.35 ea.
501A	Horse Group	3x7x 6	2 lb.	1.35 ea.
520A	Horse Grazing	3x8x 5	2½ lb.	1.35 ea.
28A	Venus De Milo	3x3x10¾	2 lb.	1.35 ea.
20A	Three Graces	3x5x 8	2 lb.	1.35 ea.
60A	Three Graces	4x7x12	5 lb.	3.50 ea.

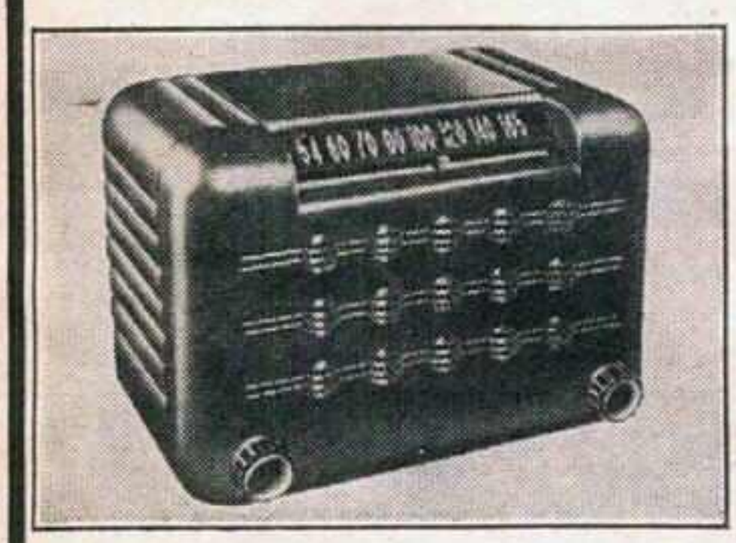
Statuettes,
Asst. Subjects 4½ x2x2 (40 lbs. per 100) .15 ea.
Minimum Quantity at above prices is 25 Statuaries (1 or Asstd. Subjects)
Minimum Quantity of Statuettes is 100, either Individual Subjects or Asstd.

INTRODUCTORY SAMPLE ASST.
One each of the above Statutary, plus 25 assorted Statuettes (complete group of 36 items, as above) $18.25
F. O. B. New York City. Immediate delivery. All individually boxed.

JOBBERS! Write for Quantity Discounts in larger quantities.

ACE TOY MANUFACTURING CO.
Manufacturers of Fur Stuffed Toys
122 WEST 27TH STREET NEW YORK 1, NEW YORK

A REAL FIRST IN FULL SIZE RADIO VALUE!



Here it is . . .
It's a Beauty!
10"x7¼"x6½"
Superheterodyne
Table Model!
$9.75 SAMPLE
F. O. B. New York
Walnut Cabinet

Combining These Features for TOP PERFORMANCE at All Times!

★ 5-inch ALNICO P.M. Speaker
★ Slide rule dial for perfect tuning
★ Built-in Loop Aerial
★ Automatic volume control
★ 117 volt . . . AC-DC Operation
★ Fully Guaranteed
★ Packed in Individual Air Cushioned Cartons

CARTER RADIO & APPLIANCE, INC.
43-45 43RD STREET LONG ISLAND CITY 4, NEW YORK

PRICE .....$68.50 EACH
3 OR MORE..... 65.00 EACH
REBUILT SINGER PORTABLE ELECTRIC SEWING MACHINE, with new electric motor, controls, electric wheel, luggage carrying case and equipment. All nickel parts chrome plated and new crinkle paint finish on the head. Every machine a perfect stitcher, ready to do your sewing in comfort.
F. O. B. New York. 25% with Order, Balance C. O. D.
Rebuilt Singer Drop Head, complete with treadle stand (foot power)—Price $52.50.

MITCHIE GOLDMAN
5 BRIGHTON 1ST ROAD BROOKLYN 24, NEW YORK

BE FIRST

CALLING ALL PIN BALL AND SALES-BOARD OPERATORS' ATTENTION.
RAYON PLUSH RABBITS, BUNNIES, CHICKS AND ROOSTERS — ALL SIZES.
BEAUTIFUL TWO-TONE PASTEL SHADES
UNSURPASSED IN WORKMANSHIP.

We urge you to write immediately for our full descriptive and illustrated folder on the above and other popular numbers. Sample orders on most popular numbers will receive our prompt attention. State sizes and amount of samples you are interested in. This line of stuffed toy Easter Specials is not to be confused with the general line of the past war years. All numbers in new high map Rayon Plush with well-shaped soft bodies and fancy bow trim.

WISCONSIN DE LUXE CO.
1902-12 N. THIRD ST. MILWAUKEE 12, WIS.

Copyrighted material
www.americanradiohistory.com

FIREWORKS

Chinese Firecrackers

1 Bundle or 1280 1½" Crackers $4.50

1 Bundle or 1600 1½" Crackers 5.35

BALLOONS

Latex Rubber

NO. K10—PER GROSS $1.50

NO. K20—PER GROSS 3.00

Cash With Order

United Fireworks Mfg. Company, Inc.

DAYTON 7, OHIO

AMAZING WALLET VALUE!

TODAY'S BIG SELLER — DIRECT TO YOU FROM MANUFACTURER

MAKE MORE THAN 100% PROFIT—*QUICK!*

NEW NON-SPILL COIN HOLDER

ZIPPER WALLETS

Genuine alligator grain leather. All-around zipper. Built-in, non-spill, plastic coin holder with different compartments for quarters, dimes, nickels, pennies. No more fumbling for change. 4-pocket cellophane pass case holds 8 pictures or identification cards. Special full-length billfold section. Separate pocket for extra cards. In black, brown, red or green. Sensational $2.00 retail value. Sample costs you just $1.25, dozen only $10.25. Pay only $9.75 a dozen in 3 dozen lots. You make $13.75 to $14.25 per dozen. Send 25% deposit, balance C. O. D. Write today for FREE ILLUSTRATED NEW 1948 CATALOG of big value wallets, billfolds, key cases, belts—items for all the family.

GOLDEN NOVELTY CO.

648 Broadway, Dept. E-7, New York 12, N. Y.

JUST ARRIVED!

Govt Surplus

A large quantity of

ELGIN WALTHAM BULOVA

16 jewel sweep-second wrist watch with stop-watch feature. Stainless steel-back case and stainless steel expansion band.

Watch and Band **16.75** Complete

Send for FREE illustrated catalog on your business letterhead.

nesper INC.

WHOLESALE JEWELERS

JEWELRY TRADES BUILDING

8th & SANSOM STREETS • PHILADELPHIA 6, PA.

COMPOSITION NUGGET JEWELRY

LOOKS LIKE GOLD!

Watch Chains and Charms, Dust Containers, Scarf Pins, unmounted Nuggets, etc. Free Catalog. Address:

J. P. EDGAR

P. O. Box 424 RED BLUFF, CALIF.

BINGO

Heavy Weight Cards, Specials, Cages, Blowers, Transparent Markets.

Write for bulletin.

AMUSEMENT INDUSTRIES, Box 2, Dayton 1, Ohio

Pipes for Pitchmen

By Bill Baker

SIGHTED WORKING . . . Gimbels in Milwaukee recently to lucrative business were Richard Dillon, Bob Leister and Jack Phelps.

Yesteryear's jam pitchman: "These watches are guaranteed to run on any railroad in the United States and Canada."

HENRY H. VARNER . . . tells from his Akron haunts that he'd like to see some of the pitch laddies begin extolling more than the usual even dozen workers that they have been carrying banners for in recent issues.

SELLING HOSE . . . in the Milwaukee Gimbels store to reported good business is Sarah Medolfsky Kuritz.

JOE THOMAS . . . is working cards, paddles and paper tricks to successful results in Los Angeles.

The term "proven spots" is okay. What we'd like to know is if it has proven good or bad.

THIS PILLAR . . . has on hand a query concerning the whereabouts of George Puddenhead, purveyor of the perpetual drinking birds. Come on, George, send in a pipe.

WHAT HAS BECOME . . . of Art Nelson, pitchman extraordinary and his "pawkut gopher"? It's been a long time since the genial Nelson took pen in hand to drop this corner a line. Let's loosen up a bit, Arthur.

BUBBLES SHAPIRO . . . returned to Cleveland in time to work the Grotto Circus there following a click stand in Miami.

Fancy Freddie says: "It's always the guy who yells about protecting free trade who squawks the most over a little empty-store-doorway opposition."

BEN (HOBO) BENSON . . . has returned to his New York headquarters after a six-week stay in Miami. He plans to remain in the Eastern metropolis for the rest of the winter, working sheet. Ben says he met a number of pitch lads working Flagler Avenue, Miami, and added that the South is no place for a working member of the tripes and keister fraternity.

PUSHING . . . their wares at the Grotto Circus in Cleveland, February 9-22, were Red Eye Martz, Frankie (Little Push) Rizzo, Red Lux and Ernie Newman.

It's "sound principles" with most pitchmen at most spots these days.

FRANK (POP) REBEDEAU . . . is reported to be working his Dial-O-Matic grater in the Newberry store, Phoenix, Ariz., and stacking up plenty of moola with the item.

BEA LOUIS . . . continues to ring up sales with her yuke oil layout in the F. W. Grand store, Milwaukee.

BARNEY SILVERS . . . has invaded Mobile, Ala., where he is working mechanical toys and novelties to good returns. "This territory," says Barney, "is well represented by old-time pitchfolk. Among them are Jack Herefoltz, jewelry; Abie Schultz, balloons, and Joe McCarthy, magic mice."

Salient facts on your operations, especially those that concern the closed and open towns you encounter on your travels, can be of immeasurable aid to your fellow pitchmen. Open up, boys and girls, and there will be better spots for everyone to work.

A. STEIN . . . and brother, who have been gathering the long green with pokes at their stand in Los Angeles, have left the City of Angels to play the fair at Indio, Calif.

REPORTS FROM . . . the West Coast indicate that numerous coil workers are making the Los Angeles territory, with the result that most of the good spots have been taken up with that type of item. A number of other pitchmen also are working the city.

PAUL AUSTIN . . . has returned to his home in Miami following a successful trip to Hon-

IN THE WINNER'S CIRCLE!

FOR VALUE, APPEAL AND PROFITS

IDEAL FOR PREMIUMS, SALESBOARDS, DEALERS

Beautifully sculptured bronze saddle horse, handsomely finished with striking highlights and intricate detail.

Stands full 10" high.

Similar horses sell as high as $25. retail.

WESTERN SADDLE HORSE

$4.50 Each In Doz. Lots

Less Than 1 Doz., $5.00 Ea. Sample Post Paid, $5.50 Ea. Write for illustrated circular of other sizes available.

Parksmith Corp.

250 4th Ave.

New York 3, N. Y.

25% Dep. with order, balance C.O.D.

WAIT: CHECK PRICES BEFORE YOU ORDER

NUMBER 5 DART BALLOONS, SPECIAL.....90¢ GROSS

DECORATED GLASS TUMBLERS (SECONDS) .....3¢ EACH

These and many more bargains listed in our new CATALOG—Your Copy is ready.

B. (BUD) PALMER SALES

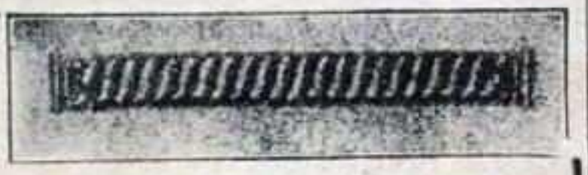
1433 Second Ave. Phone: Harwood 9339 Dallas 10, Texas

NEW PRICE

STAINLESS STEEL BANDS, $1.50 EACH

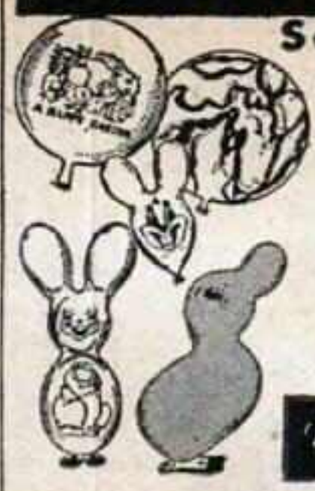
LOTS OF 12 OR MORE, $1.00 EA.

Also have Gold-Filled Bands at $2.50. Same price on quantities of 1 or 100. Our stock consists of 75% SS, 25% Gold Filled.



NATIONAL METAL CO., 168 N. Main St., Fall River, Mass.

OAK-HYTEX BALLOONS



See Your JOBBER for EASTER BALLOONS

No. 9 — Easter Prints.
No. 9—Easter Egg Balloon. (Mottled)
No. 6—Bugs Bunny Head. (with or without feet)
No. 615 — Easter Toss-ups.

The OAK RUBBER CO. Ravenna, Ohio

IT'S NEW

Swiss Pocket Chrome-Like Finish Case.

7 Jewel

$3.95

Dealers Only. Minimum 6. 25% Deposit, Bal. C. O. D.

1948 Catalog on Rec. Elgin and Waltham Watches.

IRVING BERK

145 West 45th Street New York 19, N. Y.

FLAGS AND PENNANTS

PAINTED SOUVENIR FELT PENNANTS

4x9" ....3¢	Ea.	9x24" .. 9¢	Ea.
5x12" ....4½¢	Ea.	9x27" ..11¢	Ea.
9x18" ....8¢	Ea.	12x30" ..12½¢	Ea.

Minimum order, 250. Plate charge of $2.00 for less than 250.

U. S. Flags, Mounted, 12x18". Gr. $21.00

Decorator's Centers, 3x3 ft. 100 for ..$100.00

50% deposit, balance C. O. D.

Send for flag and decoration price list.

H. A. WALES CO., INC.

261 W. 54th St. New York 19

MEDICINE MEN

Route Men, Credit Men, Debit Workers! Here's the package with everything. ZEST-O-LAX. It's Big — full pint capacity. It's Good — this formula has been giving satisfactory results for more than a quarter century. It Sells — the package and label see to this. It's Profitable — sells for $2.50 and costs you as little as 25c.

Write for full information on ZEST-O-LAX as well as hundreds of other money makers.

GOODIER COMPANY Dallas 8, Texas

DIVISION OF UNIVERSAL LABORATORIES

From STEVENSON'S "TREASURE ISLAND"

The Isle of Pines, Cuba

SEA SHELLS OF PRICELESS BEAUTY

Delicate yet vivid multi-colored pastel shades painted by nature on each shell. Only recently discovered in a submarine cave off the South Coast of Cuba, these shells range in perfect size from 1/3" to a little over 1". They are uniform in depth, width, and length . . . exquisite in design. Beautiful decorations for fish bowls, bracelets, necklaces, earrings, and many other ornamental purposes. Shipments in any quantities by mail, air mail, parcel post, or express.

Prices and terms quoted promptly on request.

CASA CANO

Habana 556-558 Havana, Cuba

ATTENTION!

Concessionaires — Salesboard Operators
Novelty & Gift Shops

Write for new 1948 money-saving catalog.

BERNARD FINE CO., INC.

Dept. KB, 501 Sixth Ave., N. Y. 11

MEDICINE MEN!

THERE IS NO SUBSTITUTE for QUALITY

WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. LOW PRICES—RAPID SERVICE! (Products Liability Insurance Carried). We are MANUFACTURING PHARMACISTS established 1934.

GENERAL PRODUCTS LABORATORIES, INC.

137 E. SPRING ST. Dept. X COLUMBUS 15, OHIO

PLASTER

WINTER SPECIAL—Well decorated, 8,000 assorted pieces up to 13½" high. $800.00 for all, or will sell in smaller quantities. Your pick-up.

M. ARONSON

262½ MARKET MUSKEGON, MICH.

Copyrighted material

www.americanradiohistory.com

olulu. He says he'd like to read pipes here from Eddie Gillespie.

"A tip's imagination is one of the pitchman's most valuable assets."—Rapid Ralph.

MAKING BIG . . .
passouts in Los Angeles are Lew Kennedy, Frank Neeck, Muddy Waters and Dick Allen.

FRANK POLK . . .
is corraling the geedus working the Kress store in Honolulu.

The average towner thinks that the pitchman works without readers and for free and screams: "I have to pay a license to operate my business in this town."

SVENGALI DECKS . . .
paper tricks and mice are bringing in the geedus in Los Angeles for Speedy Hascal and wife.

BILL BAKER . . .
is anxious to learn the whereabouts of the veteran Art Remsen, old-time rep and stock performer who in later years trouped with various med opries both as lecturer and magician. Remsen, who had also headed several med shows of his own, suddenly dropped from the picture some 10 years ago. Will Art Remsen or anyone knowing his present whereabouts kindly forward his address to the Pipes desk?

Pitchmen are unlike millionaires in that they have more in common than just millions.

SPEED HASCAL . . .
following a lengthy silence, comes up with the following on pitchfolk working the Los Angeles sector: "Expitchman visitors include Chief Johnny Vogt, med; Harry Fields; Doc Sentoc and Kid Carrigan. Business has been only fair here. We'd like to see pipes here from Art Fredette, George and Jean Hess, Mr. and Mrs. Al Salam, Eddie and Norma Murray, Pid and Frances Hale; Smitty, jam man; Al Rice, Ray Herbers, Madaline Ragan and Ray Anthony."

LET'S HAVE . . .
some pipes from you Eastern workers, as well as those boys and girls from the Midwest.

The local trader, who advertises a different kind of a bargain sale weekly featuring marked-down merchandise, is the one who brings this beef to city hall: "Pitchmen sell inferior goods."

CARD WORKERS . . .
are reported to be getting their share of the long green on the West Coast, with most of them centered in Los Angeles.

DOC SIMMONS . . .
coil worker of note, who has several concessions operating at Silver Beach, St. Joseph, Mich., is wintering in Kalamazoo, Mich. He's making his headquarters in the Milner Hotel, where numerous jackpot sessions are conducted daily. Cutting them up with the Doc are Lin (Shorty) Smetzer, Harry (Humpy) Betts and Harold (Pop Eye) Potts. Doc says that organizing pitchmen is a job that can't be accomplished.

Easter is coming. What's new in the exploitation line?

JIMMY LOMBAUGH . . .
and wife are hanging up good takes working Los Angeles and nearby points.

EXCERPTS FROM . . .
Joe Blow's notes on places he goes and the folks he knows: "At the Midwest State fairs I became acquainted with Chief Ray Eader, Frenchy Thibault, Al Rice, Harry Dempsey, Charley Casher, Speedy Ross, Frank (Humpy) DeBross, Bill Bean, Doc Yoder, Mike DeVine and Chief Little White Cloud, all of med note. Then there were Mr. and Mrs. Davis, of scope note; Greener and his 40 Gentlemen, and Charles Iseman, who sold us a new trailer and solved our housing problem. I traveled with a Buffalo Bill face and gathered material for a book I plan to publish soon. I plan to return to the road with a new stand and, in all probability, will work at intervals with Chief Don Napier, whom I've dubbed the King of Pitchmen."

Isn't it strange that when a guardian of the law sees a pitchman working across the street from a big department store, he worries the streetman's sales will break the million-dollar concern?

PAUL HOUCK . . .
letters from his home in Lexington, Ky., that he has consented to act as temporary secretary of a permanent pitch organization at the suggestion of Billie Bean and the requests of several other pitchmen. Houck says the newly formed organization, by its own strength and thru the co-operation of its members, should prove a big help to the pitch fraternity generally. "As specialized salesmen and saleswomen, a personal and financial gain can be derived from an organized program," Houck writes. "Big business," he continues, "should be organized and pitching is a big business. This is the idea of some hard-thinking workers. Men and women who want to go ahead, not stand still. We are soliciting constructive criticism. If you like the idea tell us so. Tell us what was wrong with the past organizations and we, in turn, will make every attempt to avoid like mistakes. We are not asking for money, as I personally will bear the initial expense of printing and mailing answers to your letters and suggestions. Let me have your reactions so that when the time comes to form a charter, everyone interested will have had his say concerning the organization of pitchmen. Remember, this isn't going to be a one-man organization. As soon as it is formed I will step down and do all in my power to make this fine idea a success."

Put a merchant on a city council and he'll be the first to attempt to pass laws to keep pitchmen out of his domain. And the chances are that his grandfather, the founder of his business, obtained his start by walking from farm to farm with a pack on his back selling slum jewelry to rustics.

PAT HARRIS . . .
continues playing night spots around Oklahoma City.

RAY SMITH . . .
is wintering in Texas where he is going over plans and making arrangements to open his med show March 1.

STILL CLICKING . . .
with his demonstration in a Youngstown, O., spot is Bert Kinney.

Daily scores are what open great opportunities for most pitchmen. What are you doing about your daily duties?

HUBERT HULL . . .
who is vacationing in Burnips, Mich., says he'd like to read pipes here from Doc George M. Reed and Burt Hull. The latter, when last heard from, was following the races and repairing harnesses.

SID SIDENBERG . . .
the genial whitestone worker of note, is at his home in St. Louis recuperating from a recent illness. Sid, a prolific pipes penner, plans to return to the road again this summer.

Years ago an Indian was pitching herbs on a horse-hitching lot. Since it was the first time a local doctor had seen a street merchant work, the doctor threatened to report the Indian to the American Medical Society. After listening to the medic beef, the street merchant purred in the squawker's ear: "Doc, if we put the hyp on people like you do when prescribing a laxative, we, too, could live on ethics."

EDDIE BENNETT . . .
scale man, has returned to his home in Detroit after a vacation at Hot Springs, where he met Danny (I Should Live So) Kline and Harry (Flat Foot Flooz) Barker.

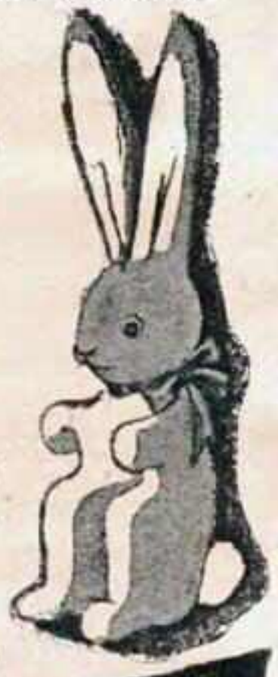
ANYBODY WORK . . .
the Florida State Fair at Tampa? How was business?

There's no shortage of pitchmen willing to do an honest day's work.

LET'S HAVE SOME . . .
pipes from the following: Bert Gow, Harry Dempsey, Jeanette Fox, Mabel

(See Pipes on page 88)

EASTER BUNNIES



Beautifully made of 100% Rayon Silk Plush. Cotton stuffed—assorted colors.

Available in following sizes:

14" high, $12.00 per dozen. Sample, $1.25 Ea.

20" high, $17.50 per dozen. Sample, $1.75 Ea.

36" high, $45.00 per dozen. Sample, $4.25 Ea.

Get a sample box of 12 assorted Bunnies, Chicks and Roosters—$20.00 per box.

PLACE YOUR ORDER NOW

25% deposit with order—balance C.O.D.

Joe End & Co.
INCORPORATED
435 W. B'WAY, N. Y. 12, N. Y., WA 5-8280

WE MANUFACTURE SHRINE CIRCUS FEZ
Perfectly Blocked—Looks like real Fez. Also PENNANTS for All Occasions.
THE G. B. FELD COMPANY
2137 E. 90th St. Chicago 17, Ill.
Phone: BAYport 8429

FOLDING CHAIRS AND TABLES
IN STEEL OR WOOD
WRITE FOR CATALOG
J. P. REDINGTON & CO
DEPT. 28 SCRANTON 2, PENNA.

Make Big Money—"BALONEY"
Amazing Profits—"HOOEY"
10,000 Yearly—"BUNK"
Easy Money—"NONSENSE"

You've read statements like the above and maybe even fallen for them the same as I have. NOBODY with a big money-making idea is going to sell it for a few dollars. The suggestions that I offer you will not make you rich, but should add a steady flow of extra dollars to your weekly income. Send $1.00 for book explaining HOW.

MR. H. KINZEL
West Ave. & Lake St. Elmhurst, Illinois

RINGS That SELL BETTER!

#7001 . gold filled
men's three whitestone ring — all white or ruby combinations.
$18.00 per doz.

#8212 . gold filled
men's wide wedding band. Also in ladies' sizes.
$6.75 per doz.

#0902 . rolled gold
men's three whitestone ring, all white or ruby combinations.
$18.75 per doz.

#3002 . 14 kt. rolled gold
men's heavy solitaire.
$18.00 per doz.

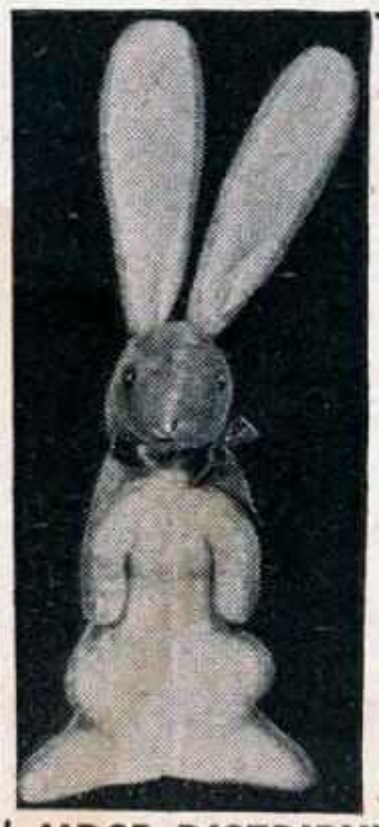
#MBSS . sterling silver
"Marcasite" Birthstone Ring. All birthstone colors.
$4.50 per doz.

Catalog upon request—sample ring assortment for $10.00.
STERLING JEWELERS
85 E. GAY ST. COLUMBUS 15, OHIO

NEW 3-WAY CHANGEABLE LETTER SIGN
● Upright ● Hanging
● All Lines Removable
18" High—20" Wide.

Retails for $8.75 Each.
Wholesale Price **$3.75 ea.**
Absolutely New—Wonderful Sideline!
Money Back Guarantee
Sample, $4.00 Prepaid
Sample case—$5 extra or FREE with your 1st order of 12.
Salesmen—Agents—Distributors!
Some good territories open.
BERK'S SPECIALTIES
4728 N. Manor Ave. CHICAGO 25, ILL.
Phone: IRVing 2837

CLOSE OUT
Regular 5¢ Fresh After-Dinner White Mints, 24 cellophane bags to the box and 24 boxes to the shipping case. **Special price, 30¢ box.** Original 72¢ box. We only have a limited quantity at this price. Rush your order today.
SPECIALTY SALES CO.
NORTH, S. C.



IMMEDIATE DELIVERY

Easter Bunnies
Beautifully made of 100% Rayon Silk Plush. Cotton stuffed—assorted colors.

STANDING RABBITS

No.	Size	
55	12"	$12.00 Doz.
15	15"	13.50 Doz.
56	16"	17.50 Doz.
18	18"	18.00 Doz.
22	22"	20.50 Doz.
27	27"	34.00 Doz.

CUDDLY BUNNIES

50	13"	$12.00 Doz.
50SP	13"	13.50 Doz.
51	17"	17.50 Doz.
52	19"	24.00 Doz.
53	21"	30.00 Doz.
54	24"	42.00 Doz.
57	29"	56.50 Doz.
00	34"	82.00 Doz.

ASS'T EASTER ITEMS

No.	Size	
59	Chick 14"	$19.50 Doz.
59	Duck 14"	19.50 Doz.
10	6"	10.50 Doz.
10X	10"	17.50 Doz.

CLOTH BUNNIES

50P	11"	$4.25 Doz.
90P	18"	8.50 Doz.

RUNNING RABBIT

54X	8"	$12.00 Doz.

FACE BUNNIES

19F	18"	$15.50 Doz.
29F	20"	20.00 Doz.
39F	23"	30.50 Doz.

RABBIT FACES

91E	18"	$15.50 Doz.
92E	20"	20.00 Doz.
93E	23"	30.50 Doz.

Less Than 1 Doz. Add 10%.

ORDER IMMEDIATELY
25% Deposit, Balance C.O.D.

MDSE. DISTRIBUTING CO., 19 E. 16th St., New York, N.Y.

Copyrighted material
www.americanradiohistory.com

Pipes for Pitchmen

(Continued from page 87)

Burns, James L. Osborne, Doc Bobby Dale, Doc Leon Streets, Jack Flowers, Dutch Vargo, Charley Fredricks, Fido Kerr, Blaine Young, Frank X. Lavell, A. L. Clark, Roy Thompson, A. J. Beard, Roy Wyant, Al Sears, Jack King and Aaron Stein.

ABE SCHMALL . . .
letters from Mobile, Ala., that the city is proving to be a convention spot for old-timers who have missed each other for many years. "Among the boys here," Abe writes, "are Barney Silvers, of the perpetual auto racer pitch; Ben (Horseback) Meyers, of slow-motion cigarette rollers at the time when money was scarce and people wanted cheap cigarettes; Dave Lamberti, of Philadelphia, noted for instantaneous helium balloon inflations and also a flock of J. C. L.'s who, I'm sure, will become able pitcheroos in a few years."

The successful pitchman is about the only person we know who not only gets in the first thought but the last word as well.

M. B. DUTROW . . .
is still operating his sharpener layouts in Newberry stores in Los Angeles and San Diego, Calif., to big tips and passouts.

The best way to take care of winter needs is to make provisions for them this summer.

UNUSUALLY COLD . . .
weather in almost all parts of the country has put a crimp in many of the boys' and girls' winter business.

THEY TELL US . . .
that novelty workers are plentiful in Havana, with most of them working the streets to good takes.

AMONG THE BOYS . . .
reported to have obtained a goodly share of lucre working the Mardi Gras at New Orleans were Slim McKnight, Paul Leavitt, Steamboat Bill, Penny brothers, Henry Hoffman, Morris Mann and Ben Turpin.

A highly successful pitchman once gave the writer the following reasons for his success: "I always make it a part of my business to watch the other fellow work. Noticing his system of approach and the general effect on his audience adds greatly to one's knowledge. I'm a firm believer of the old axiom: 'One can learn more by listening than talking!'"

ON OCCASION . . .
because of the paper shortage, it has been the policy of this pillar to operate on a first come, first serve basis. Please don't let this condition keep you boys and girls of the profession from continuing to send in news notes. And if you expect to see your contribution in a certain issue and it doesn't appear, don't be disappointed. It will appear in the following issue. Keep piping in!

"All he does is give 'em a honest-to-goodness show and then sits back and watches the kopeks roll in."—Jerry, the Jammer.

THE "Real" GRENADE 5" DESK LIGHTER

$12 a Dozen

Act promptly to get this genuine U. S. Army Hand Grenade, converted into a handsome Cigarette Lighter, 5" tall . . . ideal for your home, office or den.

Mechanism of engine-turned, solid brass throughout. Guaranteed. A Collector's Item. Below Cost — Fast selling, 5-inch tall Grenade Lighter.

Postpaid anywhere in U. S. A.

Send Cash or Money Order.

AN EXCEPTIONAL VALUE AT $12.00 DOZ.
TO DEALERS OR AGENTS
SEND $1.50 FOR SAMPLE LIGHTER
RELATED PRODUCTS CORPORATION
Dept. B, 358 Atlantic Ave., Brooklyn 2, N. Y.
ULster 5-0282

GOOFY GOLF BALLS
Jobbers—Agents—Pitchmen!

Switch the GOOFY GOLF BALL on the tee and watch the fun! If "Victim" tries to drive it, the ball explodes—if he tries to putt, the ball wobbles and rolls in a crazy manner.
FUN FOR THE GOLFER—PROFITS FOR YOU!
Packed 1 Gross Per Carton—1 Doz. to Box.
$14.40 Gross F. O. B. Chicago
Sample Doz.—$2 Postpaid.
25% Deposit—Balance C. O. D.
R. ANGELL 1431 S. CENTRAL PARK CHICAGO 23, ILLINOIS

NEWEST AND BEST SELLER IN RUBY CENTER OR ALL WHITE STONES
Send for illustrated ring circular and price list of the finest men's and ladies' costume ring line.
No. B-8142
$19.50 Doz.

(Sketch Slightly Enlarged To Show Detail)
America's Exclusive Ring House
HARRY MAHREN RING CO.
116 W. 34th St., Room 257, Herald Square Hotel Bldg., New York 1, N. Y.

HOT ITEMS IN ELECTRIC APPLIANCES
for Agents . . . Distributors . . . Wagon-men . . . Operators
AUTOMATIC POP-UP TOASTERS, WAFFLE IRONS, SANDWICH TOASTER and GRILL, MIXERS, BROILERS; PERCOLATORS: Two, Four and Eight-Cup, same also in non-electric; FLOOR LAMPS, also SMOKING STANDS to Match.
All Quality Merchandise. Immediate Delivery. Catalog Available.
BROOKS-DAVIS CO.
18-26 Astoria Boulevard, L. I. C., N. Y. Telephone: RAvenswood 8-7393

NEW RETRACT-O Ball Point Pen

98¢ Retail
Fair Traded
SALESMEN — JOBBERS
Big Profits—Fast Selling
Precision built RETRACT-O available in 3 beautiful, gleaming colors: Black, Blue, Maroon. Fully Guaranteed. Write for Quantity Discounts. $7.20 DZ. REFILLS, $2.52 DZ.
25% deposit with order, balance C. O. D.
SLOANE PEN CORP.
1310 N. Wilton Pl. Hollywood 28, Calif.

Pros and Cons of Search For Those Illusive Bucks

(Continued from page 74)

tertainment dollar has any appreciable effect on the business. I know this is a broad statement, yet I sincerely believe that all roller rinks offer a great deal more for a great deal less, and this fact gives us a preferred position during a depression. I can truthfully say that we have always managed to make the grade as well during what are termed tough times as we do when things are good. Don't misunderstand me, boom times are exceptions, and I am speaking of steady, solid business.

I disagree emphatically with the view that roller skating is predominately a child's sport, and to those rinks that depend upon the teen-ager for most of their support I would rather lay the blame for loss in this field to other high school sports such as football and basketball and the fact that in the last few years it has been practically compulsory for youngsters to purchase season books for these events. There is but one way to combat this opposition and that is to make roller skating more attractive, not only to the teen-ager but to the adult as well.

Mr. Ware points out that the adult stays away from roller rinks because he does not have the physical stamina, the capacity and the idle time that belongs to the teen-ager, and that there are too many other forms of entertainment available to the adult. I disagree with these points.

Adult File Bulges

First of all, adults do not stay away from all roller rinks. If Mr. Ware doubts this I can prove it by showing him our files. The files prove that adult membership applications outnumber those of youngsters by 10 to one.

The other parts of the statement by Mr. Ware are completely beyond me. I hardly believe that the majority of people 30 or over confine their activity to work, the fireside and the corner bar. There are millions of people of that age who swim, bowl or play golf, and there are just as many in this bracket who are still on the lookout for that certain party. So, if our sport is too strenuous, at least more so than swimming, bowling or golf, then perhaps Perry Rawson has been right for all these years. Perhaps we should have paid a little more attention to what he had to give away.

Perhaps we have made roller skating too tough for the adult and maybe the skates we have been furnishing him could stand a little more improvement. While I believe we have a number of good skates on the market, I do not agree that we have reached the ultimate in perfection. I believe that we perhaps have been too complacent about the matter.

Consider Automotive Biz

For the sake of comparison, let us consider the automotive industry. Certainly there is great competition in this field, but suppose all research in the industry had stopped 20 years ago. Would we today be enjoying free wheeling, self-starting, knee action, fluid and hydromatic drive, etc.? I am sure there is no doubt in any one's mind that automotive research will continue in an effort to make automobiles more attractive and effortless.

Of course, there is a vast difference in monetary return between the two industries, yet I hardly think anyone would rate the roller skating industry as peanuts. Therefore, I believe that the closing statement in Mr. Ware's article, wherein his concern pledges itself to a program of continued experimentation, is the most important and commendable statement that I have read in the past 20 years and should not be overlooked by the industry.

There is no doubt that we are making progress. Recent articles and advertisements in *The Billboard* by skate and shoe manufacturers, revealing the effort they are making to further the advancement of roller skating, are gratifying. It is fine to know that there are many within the industry willing to put their shoulder to the wheel and that Perry Rawson, the man who gives so much and asks nothing in return, and the little guy who started it all, Victor J. Brown, are not alone. One must have courage to carry the burden that has been stacked upon the latter's back. Yet he has the fortitude to stick his neck out gain and again. Someday I should like to repay him by writing his biography. It should prove mighty interesting reading.

SITTING 'ROUND

(Continued from page 50)

fore, we cannot, under any circumstances, give the exclusive at anytime to the casual park patron.—J. W. WATSON, general manager, Onchan Head, White City, Man.

Reserve Seats

We have a number of picnic grounds but these cannot be made exclusive as the park is a national institution. We do, however, reserve seats and tables on week days. On Saturdays and Sundays, when there are tremendous crowds, the picnickers must take their chance on finding a satisfactory place.—W. M. MANN, director National Zoo Park, Washington.

Finds Solution

We tell them that we cannot give them the exclusive use of the park for their picnics but will give them first preference on use of the picnic tables, athletic fields, etc., and will not book any other outings for that day that would be large enough to interfere with them. This always has worked out to everyone's satisfaction.—F. W. SEARLE, Suburban Park, Manlius, N. Y.

All Picnickers Welcome

We always have made all picnickers welcome. I do not understand what is meant by "exclusive regular patronage." Last year we had 122 picnics and we were well satisfied. We are looking forward to a better year in 1948. We will co-operate with the picnickers 100 per cent.—W. E. THORNHILL, Chattanooga.

A. C. '47 BIZ

(Continued from page 50)

concentration of hotels and its huge convention hall, with a capacity of 41,000, makes it ideal for such gatherings. Skean said there was a noticeable drop in the number of meetings in 1947. Pre-war convention cities, such as New York, Cleveland, St. Louis and particularly Chicago, he said, are back in competition with Atlantic City for convention business.

The business men's attitude toward the Atlantic City race track veered during the year. At the close of 1946 some were afraid the horse race center would draw off much of the local population's extra money. At the end of the track's 1947 split season they looked more kindly on the horsemen's efforts to have a full season rather than part of it then and part in the spring or fall.

COMIC
Fast Sellers for News Stands, Novelty Shops
FUN CARTOONS & FOLDERS
Send 10¢ for sample and list.
CHESHIRE'S FUN HOUSE
602 Gravier New Orleans 12, La.

Copyrighted material

www.americanradiohistory.com

LUCKY Seven Jars

Red, White and Blue
Tickets
Salesboards

Write for Circular and Prices

GALENTINE NOVELTY CO.
520 E. Sample St.
South Bend 18, Ind.

SALESBOARD SPECIALS

Hole	Description	Profit	Our Cost	Price to You
200	25¢ Special—5 Nos. in a Hole ....Avg.	$37.00	$2.16	$1.13
400	5¢ Cig., ½ Free, 27 P.O.		.62	.39
500	5¢ Rosie O'Grady ..Def.	14.25	2.01	1.60
570	5¢ Single Grady, Prize .....Avg.	15.19	1.85	1.00
600	3¢ Cig., 65 P.O.		.70	.40
700	5¢ More Smokes ..Def.	11.90	1.64	1.00
1000	10¢ Bingo Jumbo, Thin .....Def.	24.00	1.14	.75

25% Deposit, Balance C. O. D.

ALL ORDERS SUBJECT TO PRIOR SALE.
WRITE FOR OUR PRICE LIST.

TIC TOC MANUFACTURING COMPANY
BOX 504 OMAHA, NEBRASKA

SALESBOARD SIDELIGHTS

Dave Rice, vice-president of Empire Press, Chicago, shook off the ice and snow and finally arrived at the home office Saturday (7). "After all that snow in Pennsylvania, my next jaunt will be to warmer climes," Dave avows. He's off to the Southland, starting Monday (16), covering Illinois, Kentucky, Tennessee, Mississippi and a stay in New Orleans. Will be gone from four to five weeks. Firm's new line of "leg" boards, introduced at the showing in the Morrison Hotel last month, is meeting with good reception, Dave reports. Repeats on these boards are already coming in from Montana. The eight new coin boards also debuted at the showing are pulling in favorable comments and orders.

Bee-Jay Products' (Chicago) general manager, Reuben Berkowitz, was one of the many leading figures in the board industry present at the Novelty Manufacturers' Credit Bureau (NMCB) meeting at the Sheraton in Chicago last week (10-11). . . . F. W. James, executive director of NMCB, has been the subject of general praise from the member firms during recent weeks. Doing a good job.

Charles Leedy, Gardner & Company (Chicago) sales manager, came in from his Midwest trip the other day. He says that a number of Gardner's sales representatives covering the Eastern and Central sections of the country are snowbound. Harry Lazarus is covering Kansas and Nebraska territory for Gardner; Harry is well known in that area. Dave Lande, who has been with the firm's sales department for some time now, has just been transferred to Florida and adjacent territory, Charles reports.

Arnold Sax, assistant general manager of Consolidated Manufacturing Company, Chicago, states that Irving Sax, general sales manager, is now out on an extensive business trip, covering various parts of the country. Jaunt to last from six to eight weeks. . . . Pioneer Manufacturing Company's (Chicago) Charles Lucenti is recuperating from an illness. He should be back at the office next week.

Mort Secore, Secore & Secore, Chicago, reports that Irving Secore is out East with a new representative, Irv Weiss. Irving left Thursday (5) and will be back in Chicago February 21. . . . The McNamara Company, Chicago, producing the new illuminated pellet type salesboards, has upped production about 5 per cent during the last two weeks and is adding employees as its output mounts. P. Joseph McNamara, who co-ordinates all activities in the conduct of the business, is aided by his sons, Philip and Walter. Philip has charge of the sales end and is active in the field; Walter handles the production, material buying and in-plant details.

Sam Feldman, Harlich Manufacturing Company, Chicago, states firm's Manny Gutterman, sales director, left Thursday (12) for a 10-day trip thru the South and Southwest.

Morreo, of New York, has introduced a new premium item that is said to be favorably received by the salesboard operators. Item is the firm's recently debuted musical cigarette dispenser. It is going out to many sections of the country and is thought to hypo board play, according to field reports.

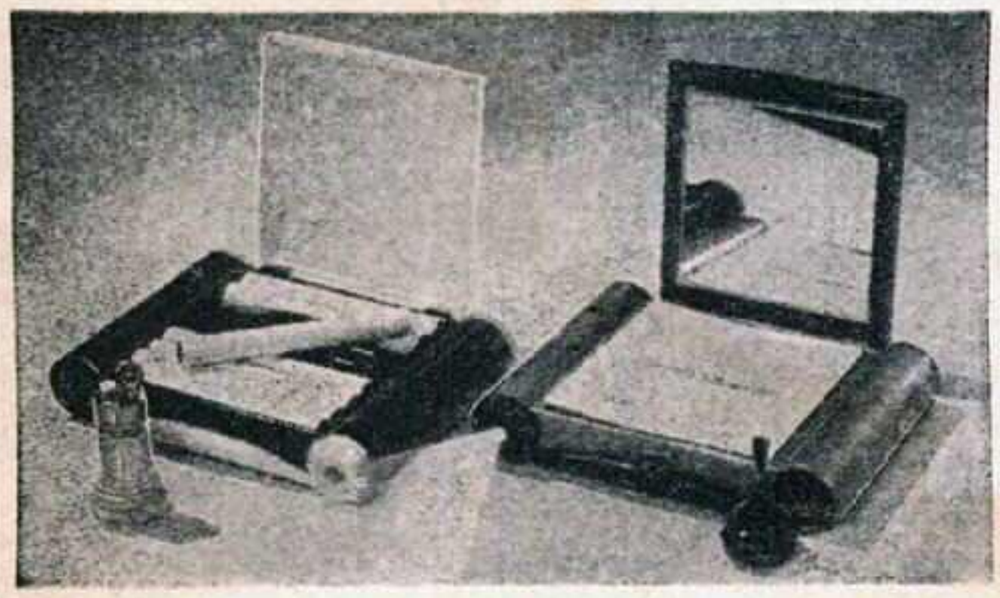
EMPIRE
FOR THE *Finest* in SALES BOARDS
WRITE FOR CATALOGUE
EMPIRE PRESS
637 SOUTH DEARBORN ST.
CHICAGO 5, ILLINOIS

PUSH CARD OPERATORS
Send for our circulars on exclusive irresistible novelties that sell on sight, complete with special cards.
ECONOMY DISTRIBUTING CO.
(Moved to larger quarters)
601 Wilshire Bldg., 328 W. Superior Ave., Cleveland 13, O.

TICKETS
BASEBALL — TIP — TAKES
JACKPOT OR JAR DEALS
WHEELING NOVELTY Co., Inc.
57 14th Street Wheeling, W. Va.

GUM BOARDS
150 Balls Bubble Gum to each board. Any number of Red Balls (Winners) you want, balance White Balls. Wonderful Penny Board or 5¢ Board. Your cost only 45¢ each, delivered. Minimum shipment, 35 boards to case.
SPECIALTY SALES CO.
NORTH, S. C.

Operators, Note!!!
A SURE FIRE MONEY MAKER FOR '48



- COMPACT
- LIPBRUSH
- LIGHTER
- FLASHLITE
- CIGARETTE CASE

ALL IN ONE

$3.00 each
$2.75 each in doz. lots

F. O. B. Kansas City
25% Dep., Balance C. O. D.

REVELLS 5-IN-1 GLAMOR KIT!!!

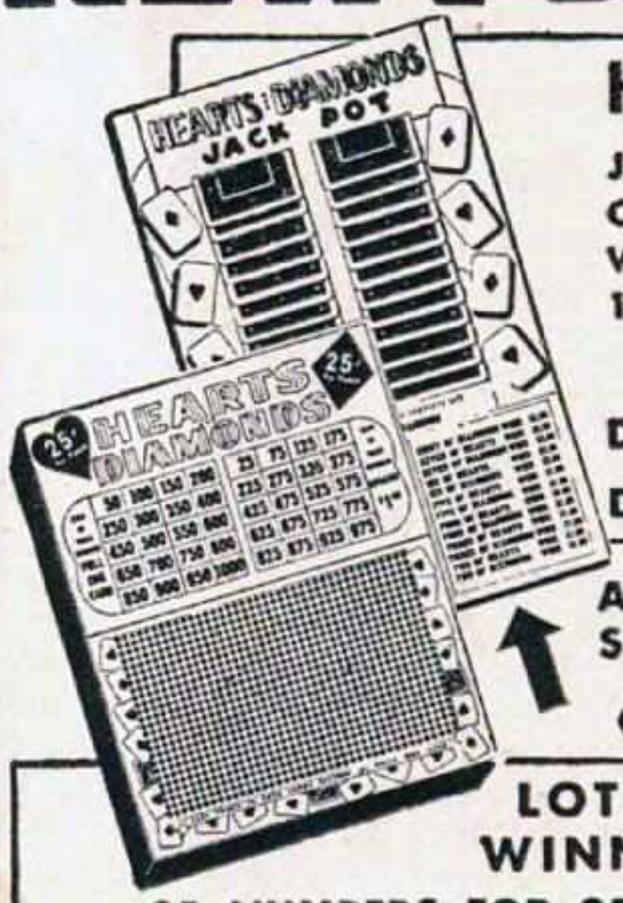
A hit wherever shown. Appeals to all women, young and old. Lightweight. Size: 4¼x3¼. Two-tone yellow and black. Self-contained ensemble for all 'round utility. Distinctly different.

Furnished with a 42-hole pushcard at 1 to 39c that takes in $15.04. Sell outright or leave on consignment using 1 for seller and 1 for winner. Card sells out in a few hours.

THE STEINBERG-WILLS CO. 105 W. 9th St. KANSAS CITY 6, MO.

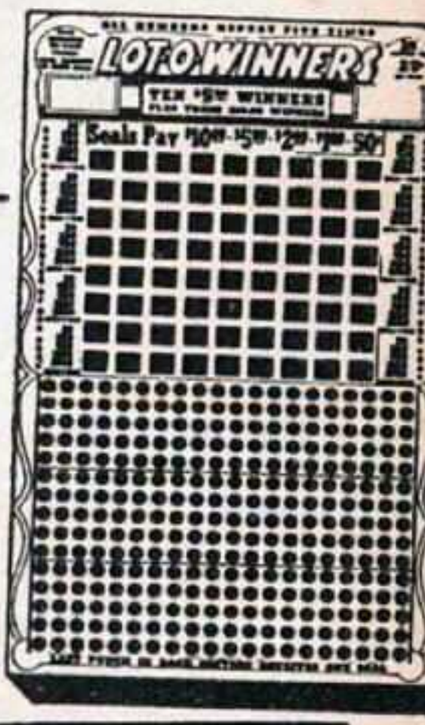
PULL TICKET CARDS
AT VERY, VERY REASONABLE PRICES — WE MANUFACTURE ONLY — WE SPECIALIZE IN
TIP—TAKE TIP—JACKPOT—BASEBALL
Write, Wire or Phone Our New Factory Address
PHONE: WHEELING 340 **COLUMBIA SALES CO.** 302 MAIN ST. WHEELING, W. VA.

NEW! Different!



HEARTS & DIAMONDS
Jackpot Contains 26 Reg. Playing Cards, Stapled to Separate Board
WINNING NUMBERS PULL CARD
1000 Reg. Midget Holes
25c Per Hole.....$250.00
DEFINITE PAYOUT.....$164.00
DEFINITE PROFIT.....$ 86.00

ALSO IN SPADES AND CLUBS



LOT-O-WINNERS
25 NUMBERS FOR 25c
5 TICKETS IN EACH HOLE — 72 SEALS — 28 ARE TAKEN
300 Super Jumbo Holes
25c Per Hole.....$75.00
AVERAGE PAYOUT.....$43.40
MAXIMUM PROFIT.....$61.00

Pioneer MANUFACTURING CO., Inc.
2352 W. CERMAK ROAD, CHICAGO 8, ILLINOIS

Copyrighted material

www.americanradiohistory.com

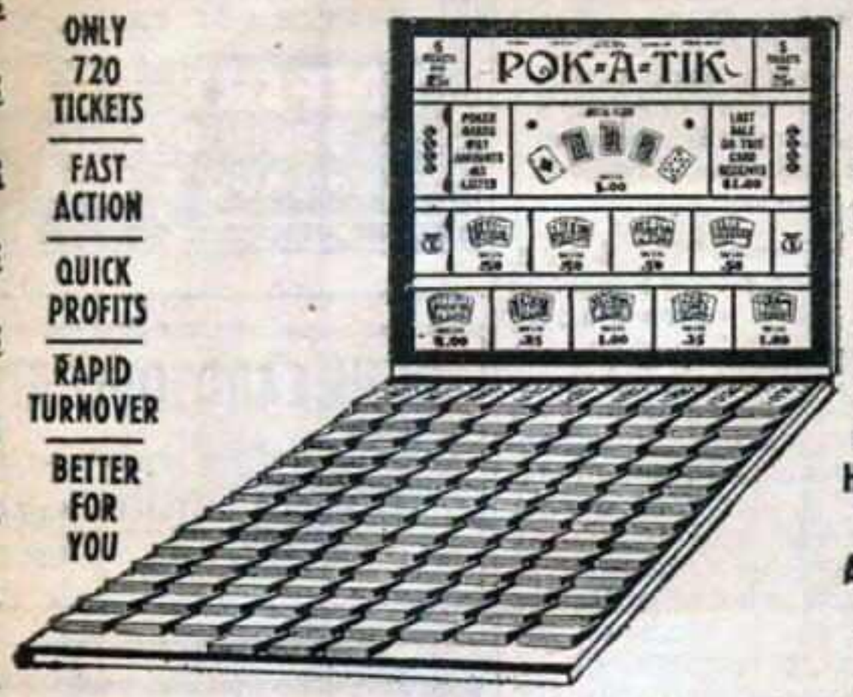
6 MIL GATE SEEN

(Continued from page 55)

included H. J. Adams, Central Washington Fair, Yakima; C. A. Hogan, J. H. McMurray and Robert E. Sconce, Western Washington Fair, Puyallup; Ray C. Baum, Union County Fair, Union, Ore.; A. H. Lea and Donna Chalker, Multnomah County Fair, Gresham, Ore.; H. H. Chindgren, Oregon Fairs' Association, Mollala; M. D. Fanning, Panhandle South Plains Fair, Lubbock, Tex.; Dave Dauphinee, Ken Davidson, Ida Rae, Les Smith and V. Ben Williams, Pacific National Exhibition, Vancouver, B. C., and Mike Paynter, Tillamook County Fair, Tillamook, Ore.

THE NEW LOOK!!

POK-A-TIK



ONLY 720 TICKETS

FAST ACTION

QUICK PROFITS

RAPID TURNOVER

BETTER FOR YOU

JUST THE DEAL FOR TIMES LIKE THESE

ZIP! ZIP! ZIP!

POK-A-TIK HAS PLENTY OF ZIP! AND THAT'S NO CRIP

POK-A-TIK

TAKES IN 720 @ 5¢ $36.00
PAYS OUT (ACTUAL) 21.00
PROFIT (ACTUAL) $15.00

! OPERATORS & JOBBERS !

Write Today for Prices and Free Descriptive Literature of JAR-O-DO's Profit Making Deals.

UNIVERSAL MANUFACTURING CO.

"World's Foremost Mfr. of Jar Games"

405-411 E. 8TH ST. KANSAS CITY 6, MISSOURI

PUSH PUSH

PUSH CARDS

Straight numbers 10 to 200-Holes Girl Names. Also 1-29 to 1-99¢ in 12 to 66-Holes Girl Names, or All Winners. Others from 10 to 600 Holes. In Stock.

FREE Order Guide. Write

W. H. BRADY CO., MFRS.
CHIPPEWA FALLS, WISC.

LEADING SALESBOARD MANUFACTURER

DESIRES

EXPERIENCED SALESMAN

For the following territories:

Mississippi, Arkansas, Louisiana, Indiana, Illinois and Michigan.

Drawing to the proper party. Write

BOX #281

The Billboard, 1564 Broadway, New York 19, N. Y.

FINEST SALESBOARDS AT BARGAIN PRICES

Name	Play	Holes	Profit	Net Price
Texas Charley	25¢	1200	$102.28	$1.95
Texas Charley	5¢	1200	23.10	1.95
Jackpot Charley	25¢	1000	52.00	1.25
Reg. Charley Bd.	25¢	1000	50.00	1.15
Jar of Jack	10¢	2000	56.00	2.95
Barrel of Jack	10¢	2000	56.00	2.95
Dollar Game	5¢	400	7.00	.75
E. Z. Pickin	5¢	2400	45.68	2.95
E. Z. Pickin	10¢	2400	91.36	2.95
Nickel Special	5¢	1000 (500 free H.)		.95
Baby E. Z. Pickin	25¢	140	17.08	1.50

Also Premium Deals—Coin Seal Boards—Coin Operated Machines. Shipments made promptly.

HOWARD MACHINE PRODUCTS CO.
2754 W. Diversey Blvd. Chicago 47
Phone: Everglade 1844

PAD DEALS & TICKETS

IMMEDIATE DELIVERIES—20% DEPOSIT

Size	Name		Profit	Price
200	25¢ Sure Shot (5 on 1)	Def.	$15.00	$ .75
200	25¢ Hit 'Em (5 on 1)	Def.	15.00	1.00
1000	25¢ Kwick Fin, 5's	Def.	24.75	1.29
1000	5¢ Bingo on Stk. & Card	Def.	$10.00	$ .75
1260	5¢ Bingo on Stk. & Card	Def.	23.00	.98
2200	5¢ Rd. Wh. Bl. Tk., Sgl.	Def.	38.00	1.29
2200	5¢ Rd. Wh. Bl., 5's	Def.	38.00	1.39

TIP BOOKS

120 Tips, 5 Nos. on Ticket.	Gr.	$8.95	Doz. $1.00
120 Tip Books, Singles	Gr.	18.75	Doz. 1.89
120 Tip Books, 5 in Bundle	Gr.	20.75	Doz. 1.98
120 Tip Books, 25 Seals	Gr.	22.75	Doz. 2.10

Write for Ticket Catalog Sheets

WORLD'S BEST TICKETS & DEALS

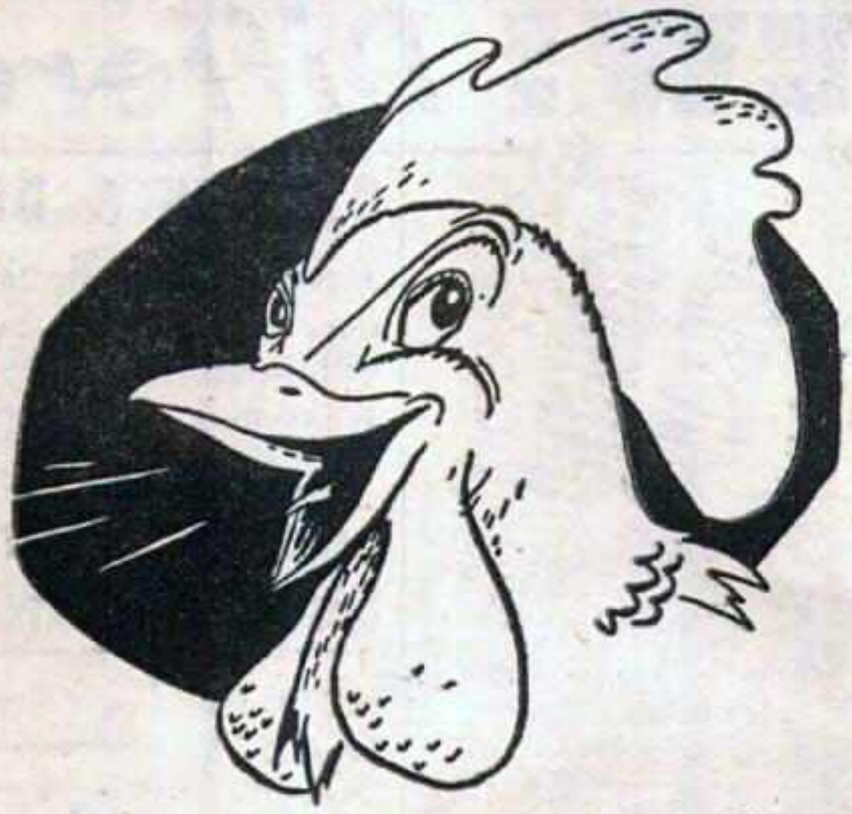
DELUXE SALES CO., Dept. T., DeLuxe Bldg.
BLUE EARTH, MINNESOTA

SALESBOARDS

LARGEST SELECTION IN THE NATION LOWEST PRICES

FREE: 64-Page Illustrated Catalog.

PROFIT MFG. CO.
41 West 23rd St.,
New York 10, N.Y.



Something to Crow About!

Muncie Ticket Manufacturers Lead the Nation in Producing Fine Quality, More Profitable Ticket Games

Concentrate Your Purchase of Ticket Games With These Independent Manufacturers of Muncie, Indiana.

GAY GAMES, INC.
COMMERCIAL PRINTING CO.
WERTS NOVELTY CO., INC.
MUNCIE NOVELTY CO.
HOME TALLY CO.
NOEL MANUFACTURING CO.

TRI-ONE!

3 for 10c Play!

Three Tickets in Each Hole!
TWO $5.00 WINNERS IN THE BOARD
27 Winners From 25c to $5.00

"TRI-ONE"
360 GL Holes
No. 13134

Takes In $36.00
Definite P. O. $18.00
PROFIT $18.00

HARLICH MFG. CO.
1200 N. Homan Ave.
Chicago 51, Illinois

BOARD AND TICKET SALESMAN

Here's your golden opportunity. A chance to handle two of the leading lines in Boards and Tickets, thereby doubling your earning volume. If you have some experience contacting operators or jobbers—write us a letter, including a photograph and complete details.

Universal Manufacturing Co., Inc.

405-411 E. 8th Street Kansas City, Mo.

Copyrighted material

www.americanradiohistory.com

Perfect Items for

SALESBOARDS

HAND PAINTED

COSTUME JEWELRY SETS **$12 Dozen**

Beautiful HAND-PAINTED Earrings and Pin combinations —with plenty of "eye appeal". No Slum—this is QUALITY merchandise.

Sample Set—$1.25 Prepaid

★ 2 HOT SPECIALS ★

Six 5¢ Numbers in Each Hole.

FULL OF FIVES

Holes	Play	Max. Profit	Net Price
200	25c	$23.75	$3.00

YOUR ACE

Holes	Play	Max. Profit	Net Price
240	25c	$31.80	$3.25

CALVERT NOVELTY COMPANY

708 N. Howard St.

Baltimore 1, Md. Vernon 3034

Genuine Silver Money Clip, $1 (Was $3) 3"x1½"

6 for $5. Gross $100. From Old Mexico. "Write for Cat. 1000 Premiums."

TED BURKE, 101 E. 16 St., New York 3.

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word . . . Minimum $2

Remittance in full must accompany all ads for publication in this column . . . No charge accounts.

Forms Close Thursday for the Following Week's Issue

A.B.T. CHALLENGERS—LATE 1947 MODELS. Guaranteed excellent condition, $22.50; single lots of five, one hundred dollars. Order shipped same day received. One or one hundred. Frank R. King, 664 Plum St., Macon, Ga. fe28

A.B.T. TARGETS, KICKER CATCHERS, PIKES Peaks, $15.50 each five or more; $16.50 single. Edford, 541 S. Dearborn, Chicago 5, Ill.

A-1 CIGARETTE AND CANDY VENDING MAchines. All makes, models, lowest prices. What have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago. ma13

A-1 BUYS—CANDY, GUM, PEANUT, POPCORN, Sanitary, Scales, Cent-a-Mint, Stamp Machines. Folders. U.S.P., 100 Grand, Waterbury 5, Conn. mh13

CIGARETTE MACHINES—ALL MAKES, ALL models. Equipment thoroughly reconditioned and refinished. Low prices; we buy equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EVergreen 6-4244.

CLOSING OUT—49 MILLS AND JENNINGS Slots, 5c, 10c, 25c, 2 Four Bells, 1 Rolletto Jr., 1 Skill Time, 1 Saratoga, all for $2000. Also 21 Columbia Cigarett Gold Award, $1200. Send for list. American Sales & Service, 515 17th St., Rock Island, Ill. fe28

DIGGERS—6 MUTOSCOPES, 4 PANAMA, hand operated, revamped, refinished; best offer. G. Pilant, 9 Auburn S. East, Grand Rapids, Mich. fe28

DIGGERS — ALL MODELS, ELECTRIC OR hand operated; buy now, at low prices. National, 4243 Sansom, Philadelphia, Pa.

ESTABLISHED DISTRIBUTION—WORTH INvestigating. Phonograph routes, rebuilt slots, phonographs, consoles, closeouts, parts. Request list. Coleman Novelty, Rockford, Ill. mh6

FACTORY PERFECT ADVANCE, COLUMBUS, Northwestern, Silver King Peanut Machines with 5 lbs. peanuts, $7. 1,000 Balls Gum, $9. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. ma27

FIVE 5c CANDY VENDING MACHINES—1947 Model Vendits with base, 150 bar capacity, $100 each. Illinois Mechanical Candy Sales, 1148 W. Van Buren St., Chicago 7, Ill. mh6

FOR SALE—ACE COIN COUNTING MACHINE, like new. Counts, wraps pennies, nickels, dimes, quarters. Bargain. Box 277, Billboard, N. Y. City. fe28

FULLY REBUILT "POPMATIC"—5-10c PLAY (specify) floor models. 5 only at $99.50 each. Get set for profits now. PK Sales Co., Cambridge, O. fe28

MINITPOP—FLOOR DEMONSTRATOR, ONE only @ $..... Make an offer. Guaranteed perfect condition. PK Sales Co., Cambridge, O. fe28

NEW A-F COIN COUNTER, $1 — COUNTS pennies, nickels, and dimes. Lightweight, fits the pocket. Counts money in half the time. Send $1 with order. We prepay postage. A-F Corporation, 5729 W. Jefferson, Dept. 2, Los Angeles 16, Calif. mh6

OPPORTUNITY! 5c CANDY, NUT VENDORS, 13 slightly used, 12 like new. Entering army, must sacrifice, originally $26 ea. Walter Stimler, 136 N. Centre, Cumberland, Md. 4863-J.

RAY GUN OPERATORS!—WRITE FOR INFORmation on extra moving target conversion units. Amplifiers, motors and rifles repaired. Coin Amusement Games, Inc., 1023 E. 47th St., Chicago 15, Ill. mh6

REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed. Priced from $150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. fe28

TWENTY-THREE TOM THUMB, TWO SILVER King penny bulk vendors, used two months, $120 takes or best offer. J. R. Steinmetz, 1036 Rood Avenue, Grand Junction, Colo.

TWENTY, MILLS, WATLING, PACE, 5c AND 25c Goosenecks, $20 ea. Will trade all for one Jockey Special. Earl Burns, 3729 Hamilton, Dallas, Tex.

WANTED TO BUY—FREEPLAY VICTORY Special, Special Entry, Jockey Special, Bally Victory Derby (automatic), Gottlieb Daily Races. Ideal Novelty Co., 2823 Locust, St. Louis, Mo.

WANTED—ERIE DIGGERS, ANY QUANTITY, any condition; no packing, we pick up. J. W. Landl, 323 Sanford, Upper Darby, Pa.

WE ACCEPT "ANY" TYPE COIN EQUIPMENT on brand new Popcorn Machines. Look around and get in on the "popcorn boom" now. PK Sales Co., Cambridge, O. fe28

1 DP SMILE A MINUTE PHOTO BOOTH FOR sale. Original model, German lenses, makes 2" and 4" pictures. $250; half cash. S & W Coin Machine Exchange, 2416 Grand River Ave., Detroit 1, Mich. fe28

JAR DEALS AND SALESBOARDS

FINEST QUALITY LOW PRICES

WRITE TODAY

CROWN PRODUCTS

322 E. COLFAX AVE.

SOUTH BEND 24, INDIANA

HERE IT IS

It's new — It's Different — It's Terrific

PUNCH-A-BALL GUM

2¢ and 5¢ Play

Board filled with colored and wrapped ball gum. Ball gum every play. Can be refilled when empty.

2¢ Play. Takes in $24. P. O. $6. Profit $18.

SAMPLE DEAL, 2¢ Play, $9.75 Each

5¢ Play. Takes in $60. P. O. $20. Profit $40.

SAMPLE DEAL, 5¢ Play, $12. Each

Each board with 1200 Ball Gum. Winners included. Instructions, ready to operate. Save extra shipping cost, $3.60 for 1200 Ball Gum Mixed with Winners. Rush for Sample Orders. No C. O. D. Write for Confidential Lot Prices.

JAMES CANTE

809 Montgomery St. Jersey City 6, N. J.

BASKET BALL

THE SEASON'S Sensation

ANOTHER SURE GLOBE MONEY MAKER

Profits Galore from the Nation's Most Popular Sport—Now in Board Form!

1040 Jumbo Holes.....@ 10¢

3 5c TICKETS IN EA. HOLE —1 5c TICKET FREE

TAKES IN—$104.00

MINIMUM Possible Profit $42.00

MAXIMUM Possible Profit ... 59.85

Immediate Delivery

Send for Illustrated Catalog of Our Full Line.

GLOBE PRINTING CO.

1023-25-27 Race St., Philadelphia 7, Pa.

Exclusive! New!

GENUINE

VARGA GIRL BOARDS

IN BEAUTIFUL COLORS

ORDER AS

720 SUNSHINE SALLY

3 TICKETS IN A HOLE

10¢ PER HOLE

AVERAGE PROFIT $40.16

6 — NEW — 6 VARGA GIRL BOARDS NOW READY

IN 6 TICKET GIANT HOLES

IN 3 TICKET JUMBO HOLES

MORE COMING SOON

SIMPLY BEAUTIFUL! VERY PROFITABLE!

GARDNER & CO.

2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.

THIS DEAL HAS BEEN ADV. IN BILLBOARD FOR THE PAST 44 ISSUES. OUR OPERATORS ARE DOING A REPEAT BUSINESS . . .

GET YOURS NOW - - IT'S REALLY HOT!!

Make $250 to $500 a week

BE YOUR OWN OPERATOR OF PUSH CARDS

A once-in-a-lifetime opportunity to make $250 to $500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band.

Watches Styled for Beauty and Built for Accuracy!

Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, card sells out in 2 or 3 days. You can place hundreds of these cards each week.

25% Deposit with Order. Bal. C.O.D., F.O.B. Chicago

PUSH CARD WITH 2 WATCHES

1 Watch to the seller and 1 Watch to the winning seat.

Push Card Takes in $21.

Your Cost .....$10.

EXTRA PUSH CARDS 10c EA.

Your Profit $11.00

Write J & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, 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 ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.60
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

WRITE FOR OUR LATEST PRICE LIST

Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 5¢ or 5¢, stating your requirements. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

Copyrighted material

www.americanradiohistory.com

COIN MACHINES

The Billboard

February 21, 1948

Communications to 155 No. Clark St., Chicago 1, Ill.

START CENSUS OF INDUSTRY

Govt. Agency Polls Mfrs.

Final tabulations to give production, value of most types of coin equipment

WASHINGTON, Feb. 14. — Most complete census of coin machine production ever taken was launched this week as the Census Bureau dropped comprehensive questionnaires into the mail addressed to several hundred manufacturers. The coin machine census is part of the general manufacturers' census being taken this year for the first time since 1940.

When final tabulations are made some time this fall, the coin machine industry will have available complete production figures for the following categories: juke boxes, cigarette venders, pinball games, bell machines, cup and bottle-type drink dispensers and food and candy venders—both package and bulk types.

Scale production will also be tabulated, but it will not be broken down to show how many of the scales produced are coin operated.

Other Types Tabulated

Over-all production of venders other than those mentioned will also be tabulated. This category includes stamp, sanitary napkin and similar venders. Another over-all category

(See Govt. Begins on page 116)

Push Ordinance On One-Ball in San Francisco

SAN FRANCISCO, Feb. 14.—An ordinance which would ban operation of one-ball pin games here, and the use of such games by children under 18, has been given a "do-pass" recommendation by the police committee of the board of supervisors. Passage of the ordinance by the board at its regular meeting Monday (16) is expected.

Meantime, the city supervisors' finance committee has postponed for two weeks the proposal to license pin games. The ordinance was delayed after the finance committee considered a suggestion by the chief administration officer, Thomas A. Brooks, that the annual pinball license fee be hiked from $36 to $50 per year. Operators here are protesting the proposed boost.

Hunt Teen-Age Pin Thieves

FORT LAUDERDALE, Fla., Feb. 14.—Local police are following up a tip that three youths believed to be about 18 years old are responsible for the looting of coin boxes of three pinball games on location in the bus station here. According to information received by the police the three youths have developed a skillful method of tapping the amusement games coin container without attracting the attention of passengers and workers in the terminal.

Chicago Arcade Ops Lament Lack of Suitable New Machs.

CHICAGO, Feb. 14.—Post coin show period still finds a lack of new arcade type equipment, Chicago operators told *The Billboard* this week. This is especially true locally, where many models of new amusement machines are not usable. General comment was that while play was holding steady, and in some cases on the increase, the rising cost of operation continued to hold down net returns.

What new arcade equipment is available is pegged at a high price, but operators say that purchases will have to be made eventually, as old machines are fast out-living their "last-stand" usefulness, and backlog of used units being offered will likewise soon be exhausted. One operator said that could present conditions have been foreseen, he would have stocked up on the relatively low-priced equipment offered immediately after the war.

Gene Wilhelm, operating Finer Amusements, an arcade in the Loop, and another spot on the north side of the city, stated that "nickel play was good." However, he added that if no new, lower priced equipment was offered and the present limited range of games was maintained, future of arcade operation locally was not "pleasant." Present high-play units in Wilhelm's Loop spot are voice recorders and photo machines. The shooting gallery is a steady favorite. Of the games, the baseball type unit was definitely leading all others.

Play "Normal"

Vince Connors, who with Ted Kruse operates a Michigan Avenue arcade and also a number of bowling alley amusement centers, said current play rate was "normal." The period from the middle of June until Labor Day is considered a peak period, the lull apparent from September to Thanksgiving Day is normal. The increased play beginning from Thanksgiving to New Year's Eve is another peak. January and February are part of another normal period, with St. Patrick's Day in March the starting point for the uptrend to the summer peak.

Connors declared that arcade operators could knife profits by too long use of old machines. Such units at peak periods bring in less money than would new machines and also require expensive and frequent repairs.

Added Changes In CMI Bureau As Two Resign

CHICAGO, Feb. 14.—More changes in Coin Machine Industries (CMI) public relations bureau were announced this week, with Dorothy Ellis and Marilyn Roble turning in their resignations. Mrs. Ellis had been appointed assistant to the director of the bureau following the resignation of Gwen Desplenter, but she announced this week that she had submitted her resignation. Both resignations were confirmed by Dudley Ruttenberg, who was named last week *(The Billboard,* February 14) to succeed Jim Mangan as head of the CMI bureau. Ruttenberg likewise heads up the association's legal department.

An official statement from the public relations bureau this week said that an adviser to Ruttenberg will be announced in the near future. The same statement announced the appointment of Barbara Humphrey, formerly of *The Chicago Sun,* and said that Miss Humphrey will make all future releases from the CMI public relations bureau.

Miss Humphrey spent four years on *The Chicago Sun.* She is a native of Junction City, Kan., where she worked on the local newspaper. She was graduated from the University of Kansas and did post-graduate work at the University of California at Los Angeles.

Proposal for Steel Ration Bogging Down

See No Trade Effects

WASHINGTON, Feb. 14. — Commerce Department's attempt to establish a steel allocation program is bogging down, officials indicated this week, altho Commerce steel experts are certain that a plan will be worked out "eventually." As the situation is developing, it appears likely that the coin machine industry will escape virtually untouched.

"It will be a long, long time before an allocation plan is drawn up," one high official commented. Present indications are, he said, that the list of steel users deemed essential will be limited to only four industries—low-cost housing, freight cars, agriculture machinery and oil refinery equipment.

According to recent remarks by Commerce Secretary W. Averell Harriman, such users take up only about 10 per cent of the total steel consumption. Commerce estimates are that only about 2 per cent of the steel going to all other consumers would have to be diverted to the four essential categories. When an allocation plan is finally set up, it therefore appears that coin machine makers would be able to get about 98 per cent of their normal requirements.

Will Form Committee

Commerce Department is waiting for the steel industry to submit a list of steel men to form an advisory committee. Until such a list is approved by Commerce, the agency will

(See Steel Bogs Down on page 116)

Rockaway C of C Fights New Tax

NEW YORK, Feb. 14.—The Rockaway Chamber of Commerce this week voiced a strong objection to a bill recently introduced by State Senator Joseph Parisi, whereby all coin machines would be taxed $50 each. Asserting that the bill would kill Rockaway's arcades, chewing gum machines and juke box operations, George Wolpert, executive secretary of the chamber, issued the following statement:

"This bill is so phrased that it applies to music instruments, scales, or any coin-operated machines which return entertainment or serviceable articles of value.

"Such a measure would surely drive the seasonal Penny Arcade owner out of business. Some in the Rockaways have from 200 to 300 machines. Parisi's bill would tax them $10,000 to $15,000 a year.

"And I am of the opinion that such would be the case with owners or lessees of other types of vending machines. They could not possibly afford to operate them.

"During the war the federal government applied a $10 emergency tax on (certain types) coin machines and this tax is still in effect."

Northwest Coinmen Foresee Early Upswing for Trade

PORTLAND, Ore., Feb. 14.—Coin machine distributors here are looking forward to an improvement in business, expected to result from better weather, revived resort activity and release from restraints of first-of-the-year taxation.

E. Roland Allen, of Columbia Music Company, says he looks for a spurt in April when the fishing season opens. "That always stirs things up," he said, "when the resorts begin to draw sportsmen. Then business should be good until July, when State and federal taxes come due."

Budge Wright, Portland manager of Western Distributors, voiced optimism over spring prospects. "Business can go only one way," he said, "that's up."

Bob Portale, branch manager for M. S. Wolf Distributing Company, expects trade to pick up in March, altho he says "business has not been bad for this time of year."

Frank Sandberg, manager of Mills Sales Company, Ltd., says business "should improve" within the next few weeks. Indications of leveling off of living costs were deemed hopeful signs.

ROCKY HILL, Conn., Feb. 14.—An annual pinball license fee of $250 was voted at a special town meeting held here recently. Ordinance as first proposed called for a $25 annual fee, but met opposition. Larger fee was voted by majority of the 130 voters present.

Copyrighted material

www.americanradiohistory.com

El Paso Operators Report Biz Upswing on All Type Machines

EL PASO, Feb. 14.—Coin machine business in this border town—with the exception of exports to Mexico, which have dwindled as a result of the Mexican Government's move to limit goods brought into the country—is moving ahead, with operators of all types of equipment reporting upswing in weekly gross.

Operators of music and games here report business began to climb shortly after the first of the year, altho no one has an explanation for the increase. Great number of conventions scheduled for El Paso during the past month undoubtedly helped pull up averages, but unseasonably cold weather—six degrees below two weeks ago—served to put a damper on the tourist business.

Gerald Berg, head of Franklin Vending Service, one of the larger operating concerns here, said he noticed a pickup in music and games and discovered that his averages for cigarette venders went up after the first of the year. He pointed out that past operating experience indicated no regular seasonal upturn.

Berg, whose routes extend as far as the New Mexico line, operates cigarette venders in the town's industrial plants and in cafes and restaurants. His music, games and vending routes likewise extend down the valley into neighboring smaller towns.

Few Candy Venders

At the present time, there are few candy bar vending machines in the city because of the length of the warm months and the extreme heat. However, the Ford Gum & Machine Company, Lockport, has thoroly covered the downtown area with ball gum machines which are being sponsored by the local Kiwanis organization.

El Paso locations have few brand new music machines on location, altho operators report they intend to replace a number of their machines during 1948.

Bally Begins Shipments of New Pin Game

CHICAGO, Feb. 14.—Bally Manufacturing Company has started shipments of its latest five-ball game, Melody, according to an announcement by George Jenkins, firm vice-president and general sales manager.

New game includes use of flipper action bumpers, which Bally calls kicker bumpers, and gives the player a chance to exert co-ordinated control over the course of the ball. Melody includes a bonus principle whereby the player not only receives the points that are directly transferred to the scoreboard upon contact with point bumpers but also can build up an extra bonus which is added to the total score when a player shoots a ball in the bonus hole. A new departure of the bonus score feature is a repeat action idea. Normally, when the bonus score is transferred to the total score, the bonus resets to 5,000 points. However, in Melody, if the player lights the word "hold" by hitting certain key bumpers and rollover switches, the bonus score does not reset after transfer to total score. Thus the player who has 50,000 points on the bonus score and gets a ball in the kick-out pocket that transfers the bonus to the total score after lighting "hold" still has 50,000 point bonus to try for on the next ball.

Some Added Features

Melody has three saucer pockets, five kick-out pockets, including one kick-back pocket at the bottom of the playfield which insures player interest until the final ball drops in the out hole.

Jenkins states that the game was developed thru the aid of a three-point program. First the firm had field men and regional distributors poll operators on what features players asked for. This survey was used as a yardstick to measure play appeal features. Second step was having the Bally engineering department try to convert these ideas to a playfield. Final step was to have the game, as developed by the engineers, tested on location to aid in putting the game out on a trouble-free basis.

Chicago Coin's New Five-Ball In Production

CHICAGO, Feb. 14.—Chicago Coin Machine Company here announced its new five-ball pin game, Catalina, this week. President Sam Wolberg stated that the game is in full production and models will soon be delivered to all distributors.

Catalina, depicting a beach and sailboat theme on its backboard and playfield, features twin flippers, controlled by buttons at either side of the cabinet, and high-score bonus pockets.

Wolberg said the eight bumpers spotted on the playfield give the player an additional 50,000 points when all are hit. Double bonus and super bonus build-up pockets and free-play lanes are additional features designed to stimulate interest and player appeal.

Mesler and Stormer Promoted by CMAC

CHICAGO, Feb. 14.—Coin Machine Acceptance Corporation, at a recent election of officials, promoted W. J. Mesler and Samuel Stormer to assistant vice-presidents, according to George M. Dick, executive vice-president.

Both Mesler and Stormer have been with the company several years and are well known in the coin machine industry.

Employment Picture for Coin Machine Mechanics Surveyed in Dallas Area

Director of Vocational School Issues Situation Report

DALLAS, Feb. 14.—One of the most comprehensive surveys of the requirements and availability of coin machine mechanics ever prepared was recently completed here by James Goode, director of the Dallas Vocational School.

The survey was prepared in order to obtain advance information with which to plan a coin machine mechanics school, which will begin in the near future. Sponsoring the school is the National Association of Automatic Machine Owners (NAAMO).

In pointing out the need for a training program for coin machine mechanics, Goode, in a report on the survey, said, "Such a program is badly needed, not only to meet the need for additional workers in an expanding field, but also to further train partially qualified workers already in the field."

Surveys 64 Firms

The survey included 64 coin machine firms which account for 98 per cent of the employment of coin machine mechanics in the Dallas area.

In the report, Goode pointed out that "at the present time about 110 men in Dallas County are engaged in the repair of coin machines. Employment in this occupation is relatively stable due to the high rate of remuneration received for such service. There are few opportunities presently open for partially qualified workers in this category, but there is an active demand for workers who are adequately skilled.

"It is currently found that the amount of experience needed depends on the nature of the equipment handled by the employer, since some firms service only one type of machine; whereas others have several lines of marble, phonograph and merchandise vending machines.

"Thus, a mechanic proving a very efficient employee in the former type of company might be worth very little to the latter concern. It is estimated by many establishments that probably not more than 10 all-round Grade A mechanics actually exist in the Dallas labor market area."

In the report Goode also pointed out that there is an increasing demand in the Dallas area for all types of coin machines and that as more machines are installed, heavier demands will be made on servicemen having a broader knowledge and skill.

The report states: "An especially ripe field exists for capable workers to free-lance both now and in the future." The report, however, gave no estimate of the actual number which will be required, saying that it could not for three reasons: (1) Impossibility of determining the exact number of new machines to be located; (2) no way of knowing what turnover of personnel there will be, and (3) new machines may offset

(See Coin Mechanics' on page 114)

Proposes New Colorado Bell Legislation

Seeks Vet Bonus Funds

DENVER, Feb. 14.—A proposal made here last week by E. Robert Strand, editor of *Veteran's World*, local publication, for payment of a bonus to all Colorado vets thru legalizing and taxing bell machines has met with disapproval of Denver's largest veteran organizations.

Strand has appeared before Governor Knous and announced that veteran groups, of which he is a member, planned to sponsor a measure for the bonus at the next meeting of the Legislature. Strand told the governor his organization had polled 32,000 Colorado vets and found 92 per cent in favor of the bonus. He estimated 10 or 12 million dollars could be raised over a three or four-year period. The money collected thru taxing would pay a maximum bonus of $500. The proposed bill would legalize bell operation by all non-profit organizations upon payment of a $100 yearly fee.

Veterans of Foreign Wars officials said their post was in favor of a bonus but would probably not support bell legislation, American Legion officers said their group had no intention of seeking a bonus at this time.

A bill to pay a State vet bonus failed in the Assembly last year, and a measure legalizing bells machines failed to pass in the State Senate.

Hold First Open Meeting For New California Assn.

LOS ANGELES, Feb. 14.—Initial open meeting of the newly organized Amusement Operators' Association (AOA) was held here Monday (9) with approximately 24 prospective members in attendance.

Meeting was called to order by A. Steven LaBarba, president and publicity director, and opening talk, outlining aims of the organization, was made by Nicholas Sutherland, managing director.

Sutherland explained proposed policies and stressed the point that they would be subject to final action by the membership and board of directors after a permanent board had been chosen.

Correspondence from George Miller, of California Music Operators' Association, Oakland, was read. Miller represents juke box operators in the northern half of the State. The AOA has been organized to promote the interests of juke box operators in Southern California from Fresno south to the Mexican line and east to the Arizona border, according to Sutherland and LaBarba.

Following outlining of the intentions of the new association an open discussion was held during which prospective members present were urged to ask any questions they were in doubt about concerning operation of the association. No final action was taken on matters of permanent policy or by-laws at the opening meeting, but membership application forms were distributed and signing up of applicants was begun after formal adjournment of the meeting. Notice by mail will be given to members relative to the date of the next meeting.

Marvel Production Job Given Roarke

CHICAGO, Feb. 14. — Marvel Manufacturing Company has appointed Phil Roarke as assistant to Nick Nelson, production manager, Ted Rubenstein, firm president, announced this week.

Roarke is well known in the Midwest as a mechanical engineer. He graduated from Illinois Tech, Chicago.

Rubenstein stated that the appointment marks another step in the firm's plans to enlarge its amusement game assembly line. Marvel's latest production is Gold Mine, a five-ball game that features flipper-type bumpers and the use of a novel out-hole scoring feature.

Copyrighted material

www.americanradiohistory.com

Candy Fair Trade Hearing Set

Loss Leaders, Sales Thru "Lottery" Plans Outlawed

Candy wholesalers' fair trade practices act grows out of talks starting in 1947—March 2 date fixed for hearing before Federal Trade Commission

WASHINGTON, Feb. 14.—Vending machine operators who also own candy wholesaling firms are carefully following proposals to establish a fair trade practice code for the candy wholesaling industry. The code was first proposed by the National Candy Wholesalers' Association (NCWA) in 1945 and will get a public hearing by the Federal Trade Commission (FTC) March 2. Among other things, the proposed code would prohibit loss-leaders—always a sore spot with vending operators—and would prohibit use of any form of lottery or premiums connected with candy sales.

Hearing on the proposed candy wholesaling code will begin at 10 a.m. in Room 332 of the FTC Building here.

When NCWA was formed in 1945, the wholesalers' organization listed fair trade practice rules as the first of three objectives for which the association was founded. Later, the association formed a committee to draw up proposed fair trade rules. Preliminary work between the NCWA committee and the FTC staff resulted in an industry-wide conference in September, 1947. At that meeting, NCWA Executive Secretary C. W. McMillan presented the set of proposed rules which the industry-FTC negotiations had produced.

Since that time, some minor changes have been made, altho the content of the fair trade rules remains unchanged.

Of particular interest are changes made in proposed Rule 6, dealing with the use of "lottery schemes."

The original rule read: "The offering or giving of prizes, premiums, or gifts in connection with the sale of industry products, or as an inducement thereto, by any scheme of chance, is an unfair trade practice."

As revised, the rule reads: "It is an unfair trade practice for any member of the industry to sell, distribute, or promote the sale or distribution of, industry products by any means of game of chance, gift enterprise, or lottery."

The new rule which pertains to selling below cost, or loss-leaders, would prohibit "the practice of selling industry products below the sellers' cost with the intent and with the effect of injuring a competitor and

(See Candy Trade on page 99)

Correction

CHICAGO, Feb. 14. — In a story in the Vending Section last week an error was made in quoting price of Lamont, Corliss solid chocolate bars at 95 cents per 24-count pack. The price should have read 80 cents for the 24-count pack.

Columbus Council OK's Vender Fee Cut

COLUMBUS, Ga., Feb. 14.—An amendment to the city's tax ordinance calling for a reduction in the flat fee for penny candy and chewing gum machines from $5 to $1 has been approved by the city commission here.

Detroit Business Down; Vender Ops Slow Buying

DETROIT, Feb. 14.—Persistent slacking off in business and an even more significant leveling off in buying by vending operators has been the outstanding feature of the trade in this area for the past two to three months. The condition prevails thruout the popular vending fields, possibly excluding beverage vending which is in a class by itself and still in the obviously expanding and developmental field.

Earlier symptoms were seen when operators of nut venders began to look forward to a break in prices, because the cost of nuts had reached a level where they figured they could no longer make an adequate amount of return on their operation. Buying dropped off in what amounted to a mild buyers' strike at the retail level.

Condition Spreads

This condition has now spread psychologically, tho perhaps not in actual fact to the same extent, to other vending machine fields—ball gum and candy venders especially. Curiously, the situation today is a reversal of that which prevailed not so many months ago, and supply has generally caught up with demand, except in the candy field—and there are enough substitute bars on the market to allow supplies to be purchased freely, tho the preferred brands may not be available in adequate quantity.

Operators here blame the drop in actual patronage on machines to the high price of food—resulting in less spending money for the youngsters to put into candy, nuts, and the like. Other factors, such as unemployment, which reached over 200,000 here last week because of the gas shortage which closed down many factories, jitters over war talk in recent weeks, and prevailing cold weather, have contributed to the slack in machine patronage.

The price level at wholesale has been the most disturbing factor in the local industry for sometime. Operators feel that, with the prices of supplies going up, they no longer have a margin that allows them to make a profit. The smaller operator, who fails to figure in his own time as a cost element, may get by, but the business-like operator who is keeping proper records finds that his margin is very slim. That's the consensus of reports from numerous operators.

There has already been some slacking of prices, however, especially in candy. Firms which raised prices recently have found such strong buyer resistance, or perhaps their own costs have been altered, so that a few cases of suppliers lowering prices again have been gratefully reported by operators.

Intro 3-Cent Per Pack Tax On N. J. Cigs

Would End Sales Thru Mail

TRENTON, N. J., Feb. 14.—The profit motive for bootlegging cigarettes out of New Jersey into Pennsylvania will almost vanish if Gov. Albert E. Discoll has his way. By the same token, it would mean a hypo to the cigarette vending business in Pennsylvania which has been hard hit since the State increased the 2 cents per pack tax to 4 cents against a no-tax competition in New Jersey.

The New Jersey governor asked his State Legislature to tax cigarettes 3 cents a package and a bill sponsoring his recommendations was introduced this week in the Legislature. The cigarette tax proposal, which will become effective July 1, if passed, is part of a tax revision program to provide more State aid to counties, schools and municipalities.

Should the New Jersey governor's proposal become law, the 1-cent differential on a package of cigarettes between the two States would be small enough to wipe out mail order sales.

Trenton Enacts Vender License

TRENTON, N. J., Feb. 14.—In addition to a license fee based on seating capacity, motion picture theaters here are now faced with an additional tax on vending machines. For each vending machine located in a theater, there will be a city tax of $25.

City officials expect the tax will bring the city a sizeable income. However, it is feared that the new vending machine tax will discourage the placement of additional vending machines, particularly at the smaller neighborhood houses. In most cases, the tax is being absorbed by the machine operator.

Release Itinerary on Rowe Op Schools

NEW YORK, Feb. 14.—John S. Mill, Rowe Manufacturing Company vice-president in charge of sales, has announced the itinerary of the Rowe Service School which is currently progressing in Pennsylvania.

Unit Vending Company, Philadelphia, leads off with classes February 9 to 21; Rowe Corporation, New York, February 23 to March 13; Cigarette Service Company, Medford, Mass., March 22 to April 3; Syracuse Cigarette Service, Syracuse, April 5 to 10; Radney's Cigarette Service, Akron, April 12 to 17; Howe-Shoemaker, Detroit, April 19 to May 8, and Wagg Cigarette Service, Louisville, May 10 to 22.

Rowe schools, open to all operators of firm's equipment, consists of three day classes. Operators or their mechanics who attend tear down and reassemble a Rowe vender during the course. Rounding out the instruction is detailed explanation of the function of all components of the firm's different models as well as question-and-answer periods.

Classes are limited to 15 members, thus permitting greater individualized instruction.

Va. Vender Tax Passes Senate

RICHMOND, Va., Feb. 14. — Bill providing that establishments in which vending machines are in operation shall be subject to both local and State retail license taxes was passed by the Virginia State Senate here this week. The bill requires all owners of coin-operated devices to pay a regular merchant's tax based at 34 cents on each $100 of gross receipts. Sponsored by Sen. A. E. Stephens, of Isle of Wight County, the bill would amend the existing status whereby vending machines are subject only to a flat $3 State tax.

Introduced at the same session was a sales tax bill to support improvements in public education. The bill provides no tax on retail sales of less than 15 cents; 1 cent on sales from 15 to 50 cents; 2 cents tax on sales from 51 cents to $1, and a straight 2 per cent tax on sales over $1.

Bottler Proposes 7½-Cent Coin To Offset Costs of Production

SAN DIEGO, Calif., Feb. 14.—Recent speech delivered here before the California Manufacturers of Carbonated Beverages by Edward W. Mehren, president of the Squirt Company, pointing out the need for a 7½-cent coin to supplement the nickel—which Mehren says is now only worth 3 cents—is being debated from coast to coast. Following his local address Mehren delivered a similar speech in Portland, Ore., during the annual convention of the Oregon Bottlers of Carbonated Beverages.

Mehren stated that the nickel has not been worth 5 cents in buying power since 1939, has consistently diminished in value until by 1947, when most of the general rises in essentials took place, it fell to a buying power value of 3 cents. Using statistics set up by the Bureau of Labor Statistics and the *United States News*, Mehren contends that the value of the nickel will level off at somewhere around 3¾ cents.

The beverage firm president explained that he first suggested the idea before the South Dakota bottlers' convention in May, 1947, and followed it up with a similar proposal at the November convention of the American Bottlers of Carbonated Beverages in Atlantic City. On both occasions, Mehren recalled, he recommended that soft drinks should sell for 7½ cents while the wholesale price on the product should be raised to $1.20 per case.

Mehren said one of the necessary requirements to make the suggested 7½-cent piece workable would be the minting of a 2½-cent piece to aid

(See Bottler Proposes on page 101)

Copyrighted material
www.americanradiohistory.com

Ready Convention Program For Frozen Food Industry

NEW YORK, Feb. 14.—Several major problems of paramount interest to frozen food men are to be considered at the second annual Frozen Food Industry Exposition and Convention to be held at the Stevens Hotel, Chicago, March 15-18, Howard F. Lochrie, exposition committee chairman, announced this week. Since many developments in the frozen food industry have become adaptable to coin operation in the past year, many vending coinmen are expected to attend the show.

Sponsored by the National Association of Frozen Food Packers, Washington, the exposition will include displays of manufacturing equipment, machinery, supplies and materials, with the possibility that more than one vending machine concern will show frozen food venders.

Running concurrently with the packers' show will be meetings of distributors and brokers at both the Congress and Morrison Hotels, Chicago. In addition, annual meetings of both the National Association of Food Packers and the National Wholesale Frozen Food Distributors, Inc., will be held March 16. Represented at the meetings also will be officials of the National Food Brokers' Association. The Quick Frozen Foods Association of Chicago has announced that it is co-operating in the handling of convention arrangements.

List Major Speeches

A list of some of the subjects to be discussed during the meet follows: *How the Banker Views the Frozen Foods Industry,* by Herbert Prochnow, executive vice-president, First National Bank of Chicago; *Importance of Research To Development of the Industry,* Dr. Franklin Snyder, president of Northwestern University; *Impact of Food and Drug Administration Standards on the Frozen Food Industry,* by Arthur Herrick, authority on FDA standards for food products; *Public Relations as a Factor in Industry Development,* John Moninger, American Meat Institute; *Warehousing Problems,* E. M. Burns, vice-president, National Association of Refrigerated Warehouses; *Distribution Problems Affecting Consumer Acceptance,* J. E. Hall, manager of production for Picsweet Foods Company, and *What the Consumer Expects,* by Elizabeth Sweeney, household equipment editor for *McCall's* magazine.

Other topics include discussions on domestic and international food problems, the chain store's relation to frozen food retailing, transportation and the merchandising outlook.

Subjects assigned for the technical sessions are recent developments in frozen food technology, nutritive values, sanitation problems, use of chlorine on frozen food production, fruit varieties for freezing, microbiological problems in quality control and vegetable varieties for freezing.

Adfax Tools Up For Nut, Candy Vender Output

LOS ANGELES, Feb. 14.—Adams-Fairfax Corporation, headed by Bernie Shapiro, is tooling and will soon be in production on a bulk vender for nuts and confections that will sell a penny portion or five or six portions for a nickel. Plans for the manufacture of the A-F cigarette machine have temporarily been halted because of high production costs.

The combination bulk vender will have a capacity of five pounds of nuts or small candy and automatically deliver the portions ordered by the insertion of either a penny or a nickel thru a single coin chute. According to Shapiro, the vender will be about 18 inches high. He said that the portions control is easily adjustable and an operator can give five or six times the penny portion by merely setting the machine.

Shapiro said that his cigarette machine received favorable acceptance at both the NAMA and CMI shows but that because of increased production costs its manufacture would be delayed.

Al Silberman, sales manager for the firm, is presently in New York in the interest of the new vender and the proposed cigarette machine.

Warn Hawaiian Sugar Planters To Lower Costs

HONOLULU, Feb. 14. — Sugar planters in Hawaii have been cautioned to lower their production costs this year to offset the possible loss of $12,500,000 in revenue due to current declines in the price of sugar.

According to Slator M. Miller, secretary of the Hawaiian Sugar Planters' Association, mounting stockpiles of sugar on the mainland caused prices to drop during December, marking the first time this has occurred since federal controls were removed. He stated that sugar had dropped $13.40 a ton in the last two weeks in January.

Miller advised that the sugar industry get behind an expanded research program to increase field production and cut processing costs thru the aid of advanced mechanization.

Conn. Cig. Revenue Up for January, '48

HARTFORD, Conn., Feb. 14. — Cigarette tax revenue for January totaled $625,100 compared with the $476,250 returned for January 1947, a gain of 31 per cent, the State tax commissioner disclosed last week.

For the first seven months of the current fiscal year cigarette taxes brought in $4,204,725, a 6 per cent gain over the $3,957,052 returned for the same period a year ago.

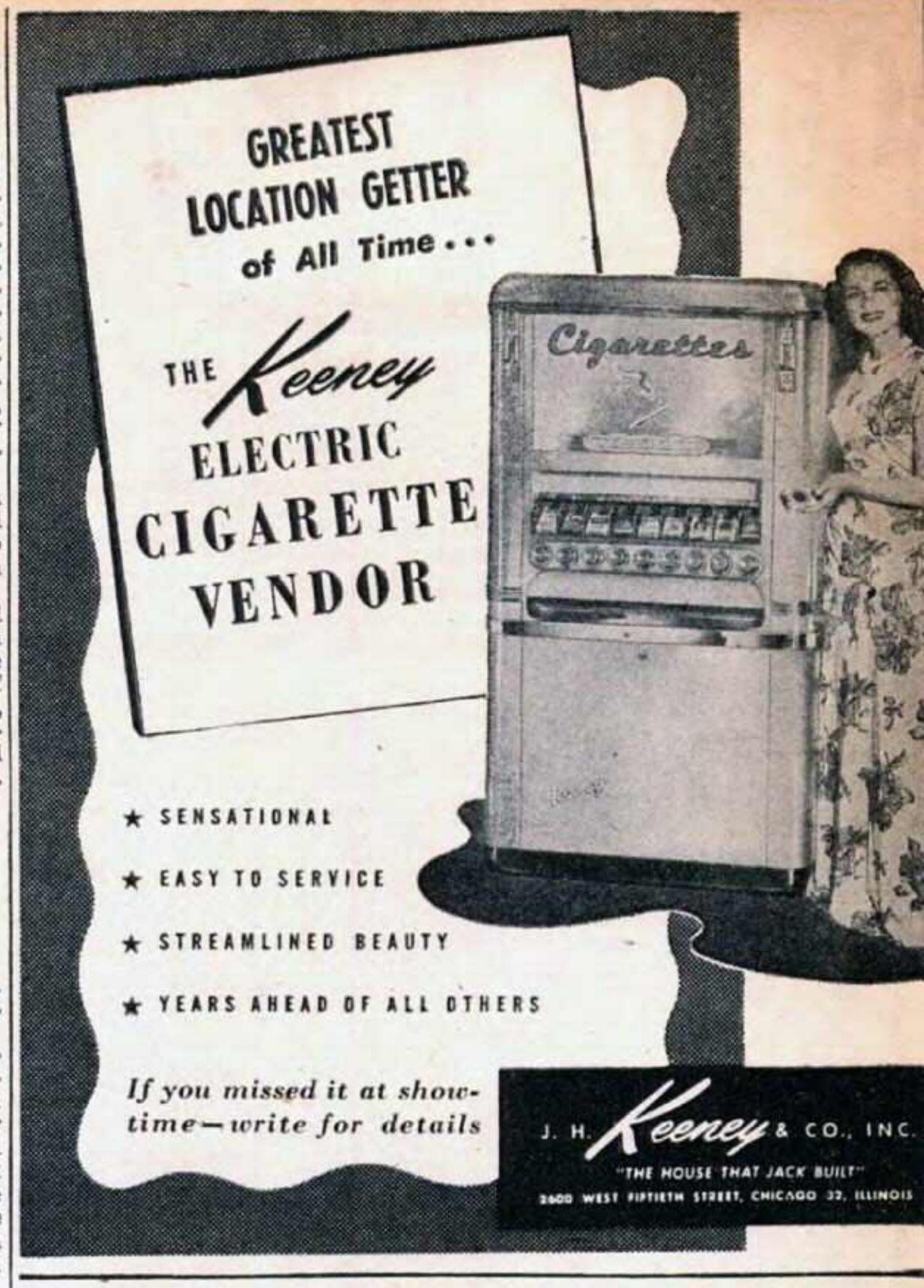
New Suit Protesting Pa. Drink Tax Filed

HARRISBURG, Pa., Feb. 14.—A sixth lawsuit contesting the constitutionality of Pennsylvania's 1947 soft drink tax has been filed in Dauphin County Court here.

The action was taken by the Tru-Ade Bottling Company of Harrisburg. Along with other bottlers and manufacturers contesting the levy, the firm claims the tax is unconstitutional because it imposes the same tax rate on merchandise of widely varying value.

Soft drinks are taxed at the rate of one cent for each 12 ounces of bottled drinks or one-half cent an ounce on sirup used in the fountain manufacture of drinks, under the controversial measure.

Pennsylvania's 1947 State tax on the soft drink bottling business brings in $10,000,000 a year, according to Clarence G. Stoner, of Harrisburg, vice-president of the Keystone Bottlers' Association.



Copyrighted material
www.americanradiohistory.com

HARD CANDY VENDORS

ALKUNO

for Charms, Lifesavers, Gum and similar sized products.

ALKUNO & CO.

408 Concord Ave., New York 54, N.Y.
MElrose 5-7757
Mechanical Manufacturing Laboratories

Candy Dollar Volume Hits New Highs; Bar Poundage Declines

WASHINGTON, Feb. 14.—Candy manufacturers' dollar sales hit an all-time high of about $930,000,000 during 1947 the U. S. Commerce Department estimated this week. Previous record year was 1946 when sales amounted to $687,000,000.

Despite the increase of approximately 36 per cent in dollar value, preliminary Commerce Department estimates report a poundage increase of only about 6 per cent for all types of candy. Pound sales of bar candy sagged about 2 per cent from 1946 levels.

Seven-Cent Increase

An average increase of about seven cents per pound for bar goods, however, gave bar candy a dollar increase of approximately 33 per cent over 1946. Estimated 1947 sales of bars came to 804,254,000 pounds, while the 1946 mark was 818,153,000 pounds. Dollar value of bars sold in 1947 was $289,235,000 as compared with $216,994,000 in the previous year.

Biggest 1947 candy gain was registered by package goods, with pound sales up 38 per cent and dollar sales up 48 per cent from 1946 levels. Pound sales of bulk candy increased 4 per cent, while the dollar value soared 45 per cent above the 1946 level.

Under November

December dollar sales for all types of confectionery were 25 per cent above December, 1946, but were off 3 per cent from November, 1947, according to Commerce Department estimates. Total pounds sold amounted to about 4 per cent less than in November, but were some 10 per cent above December, 1946.

Bar goods poundage sold in December came to 74,486,000 pounds as compared with 67,443,000 pounds the previous December. Dollar value amounted to $29,602,000, while in the previous December bars brought $22,063,000.

Regal Appoints New Carolina Distributor

WHITEWATER, Wis., Feb. 14.—Regal Manufacturing Company here, maker of bulk venders, has appointed Smith-Regal Company, Charlotte, N. C., distributor for the North and South Carolina territory, firm's sales manager, Charles Murray, announced this week.

Smith-Regal, headed by LeBon Smith, well known in local radio circles, also plans to place Regal bulk venders on its own routes in the two States.

Zeigler Cuts Price Of 144-Bar Cartons

MILWAUKEE, Jan. 14. — Ziegler Candy Company here this week announced a price cut in its Giant bar special pack for vending machine operators. Until now the special pack of 144 bars has been selling for $4.80 per carton. New price is $4.50 per carton.

Under the new price, therefore, vending machine operators will pay approximately 81.6 cents for each 24 bars.

It's Cheaper Thru Hot Coffee Vender

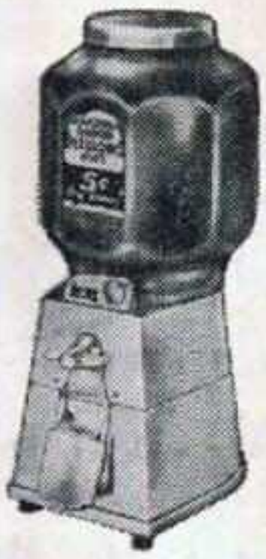
HARTFORD, Conn., Feb. 14.—A columnist writing in *The Hartford Times* last week lamenting the vanishing nickel cup of coffee, overlooked the last means of obtaining the drink at that price—the hot coffee vender.

To obtain a nickel cup of coffee, the columnist wrote, one must order food with the drink, otherwise the price is a dime. Most spots, however dish out the java at 7 or 8 cents per cup.

BUY ON OUR 16 WEEK PAYMENT PLAN!

50% WITH ORDER, BALANCE 16 EQUAL PAYMENTS
MINIMUM ORDER, 25 MACHINES

ASCO 5c HOT NUT VENDOR
$29.50
Not only the finest hot nut vendor on the market, but this amazing price reduction makes it a must! A big earner.



ASCO 5c STANDARD ALL-PURPOSE VENDOR
$17.50
Built to bring you big profits with Pistachios and other bulk products. Large capacity. Proven performance.

VICTOR MODEL V GLOBE TYPE
$11.75
LOTS 24 OR MORE
The famous year in, year out money maker. Vends Ball Gum and all other bulk products. Dependable.

NEW GROETCHEN PENNY WINNER!
CAMERA CHIEF

Child inserts penny and sees 9 three-dimensional pictures of famous comic strip characters, such as Flash Gordon, Captain Marvel, etc. Camera Chief is small counter size, 8" wide, 12" deep, 9" high, and will take the pennies quickly.

$19.95 Ea.
Including 3 Sets of 9 Pictures Each.

IMMEDIATE DELIVERY—ORDER NOW
SEND FOR CREDIT APPLICATION.
Complete Line of Vending Machine Equipment, Merchandise and Supplies at Low Prices. Send for Latest Price List.

ASCO VENDING MACHINE EXCHANGE CORP.
55 Branford Street, Newark 5, N. J.

WRITE FOR QUANTITY PRICES
FACTORY DISTRIBUTOR

U-NEED-A MONARCHS
(MANUALLY OPERATED)
Immediate Delivery

A limited number of Brand New 6 and 8 column manually operated Monarchs are available for shipment right now. Take advantage of these low prices while our stock lasts.

6 column—380 pack capacity.....$149.50
8 column—510 pack capacity.....$159.50
Lite attachment (optional).....$7.50 extra
25c coin chute (optional).....$2.50 extra

The MONARCH is outstanding for mechanical simplicity, large capacity and beauty of lines. Engineered with skill and precision . . . equipped with National Slug Rejectors. Write, phone or wire your order today.

Terms: Prices F. O. B. St. Louis, 1/3 deposit with order. Balance shipped sight draft.

J. ROSENFELD CO.
3218 OLIVE ST. ST. LOUIS 3. MO. NEWSTEAD 1582
EXCLUSIVE U-NEED-A DISTRIBUTOR
Missouri ● Kentucky ● Kansas ● Tennessee ● Central & Southern Illinois

GIVE TO THE DAMON RUNYON CANCER FUND

HEADQUARTERS FOR THE FIRST CHOICE OF SUCCESSFUL OPERATORS

MASTER #2
PENNY-NICKEL COMBINATION VENDOR
Handles Pistachios or Any Other Merchandise. Time Tested and Proved.
$17.50

MASTER #6-2 — Straight Nickel Vendor — Another Proven Money Maker $17.50
MASTER NOVELTY PENNY VENDOR—The Ideal Penny Play $13.95
ALL MODELS have adjustable merchandise wheel. Cabinets two-tone—all porcelain—capacity 5 lbs.

Parts, Brackets and Stands for MASTER VENDORS

TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. New York, N. Y.
FACTORY DISTRIBUTOR
TRI-STATE VENDING CO.
561 10th Avenue New York, N. Y.

BUILT for OPERATORS

Northwestern

WORLD'S BEST BULK VENDERS

Designed and built to meet the demands of experienced operators, *Northwestern* bulk venders are generally recognized as the world's best! Famous for dependable performance, long life, and trouble-free service, these rugged machines are real money makers from the start. Make sure of your investment—insist upon *Northwestern*. Write for the name of your nearest distributor.

THE NORTHWESTERN CORPORATION
83 EAST ARMSTRONG ST.—MORRIS, ILLINOIS

The POSTMASTER
TRIPLE-UNIT STAMP VENDOR

Vends direct from THREE Gov't rolls . . . no folder expense. Easiest to operate! Guaranteed! Outstanding!

ASK YOUR JOBBER OR WRITE

DAVAL PRODUCTS CORP.
1512 N. FREMONT ST., CHICAGO 22, ILL.

Copyrighted material
www.americanradiohistory.com

NEW! SILVER-KING HOT NUT VENDOR

WITH THE GUARANTEED HEATING UNIT

BIGGER PROFITS from locations are a natural with the all-new Silver - King Hot Nut Vendor. Completely redesigned for sales-compelling eye appeal. Flashing ruby red jewelled top Vendor only $29.95

Cup Dispenser extra. See Your Dealer

SILVER-KING CORP.

622 Diversey Parkway, Chicago 14, Ill.

ALL SILVER KINGS

Can be bought on

TORR TIME PAYMENT PLAN

16 weekly payments. Write for details.

ROY TORR

Lansdowne, Pa.

FEBRUARY SALE!

NEW

	Ea.
200 5¢ Cash Tray Vendors	$ 5.00
50 5¢ Advance Nut Vendors	11.00
25 1¢ Advance Ball Gum	11.00
4 1¢ Kicker and Catchers	24.50
25 1¢ Gottlieb Grippers	29.50
10 1¢ Pop-Ups	12.50
500 Silver Kings, Nut or Ball Gum. Lots of 25 or more	10.50

USED

	Ea.
3 5¢ U-Need-A-Pak Candy Vendors	$50.00
6 9-Col. National Cigarette Vendors	75.00
20 1¢ Post Card Vendors	7.00
5 1¢ Kicker and Catchers	15.00
50 1¢ A. B. T. Challengers (1947 Model)	32.50

⅓ Deposit with order, bal. C. O. D.

CAMEO VENDING SERVICE

432 W. 42nd St., New York 18, N. Y.
Phone: Medallion 3-1334

WRITE FOR OUR CATALOG

VENDORS' SPECIALS

Mdse. Stands, Solid Steel—Weight 35 Lbs.	$4.50
Double Plates for Two Machines	1.15
BUBBLE GUM — 140 Count and 170 Count — 25 Lb. Cartons. Per Lb.	.35

1/3 Deposit, Balance C. O. D. Fast Delivery.

VEEDCO SALES CO.

2113 Market St. Philadelphia 3, Pa.

5/8" BALL GUM

25 Lb. Case

1—4 CASES $7.75

5 OR MORE CASES 7.50

Cash With Order

Merchandise shipped same day order received.

WM. R. HARRIS

1731 Broadway Paducah, Ky.

P.O. Stamp Venders

COLUMBUS, O., Feb. 14.—Main post office here will shortly have its own stamp vender, Postmaster Nathan A. McCoy reported this week. Vender will be one of the 1,500 ordered by the government for installation in the larger post offices across the nation.

The Columbus post office installation, as will the other post office-located stamp venders, will serve as a supplementary service to existing postage stamp sales windows.

NCA Looks for Market Program Benefits in 1948

CHICAGO, Feb. 14.—National Confectioners' Association (NCA) distribution committee, which started a program in 1946 designed to revamp the merchandising techniques of candy wholesaler salesmen, will be able to show the candy retailer the first real effects of the "balanced selling" instruction during 1948, according to association officials.

NCA's program, advocating a more closely knit distribution network for the confectionery industry, has proven the value of such a relationship between wholesale and retail levels. James F. Mulcahy, merchandising director, has led the committee in laying the groundwork and in the subsequent setting up for the modern merchandising - selling techniques since 1946.

First put into nationwide operation in September, 1947, the balanced selling program has already been explained to over 1,000 salesmen representing confectionery wholesalers. Coaching requires 10 hours of classroom work, under a certified instructor.

Victor H. Gies, chairman of the distribution committee, states: "This year the candy industry will train another 5,000 wholesale salesmen, provided manufacturers' representatives aid our program by pointing out that the balanced selling program is available to wholesale distributors serving retail outlets and by explaining the benefits of participating in such a program."

Gies said that the confectionery industry will benefit at all levels thru an increased per capita consumption of candy products if the NCA program is carried out to its fullest extent.

Canner Uses Gum As P-R Program For Island Natives

NEW YORK, Feb. 14.—The bubble gum bubble is far from bursting in the U. S. or abroad. Latest news places the billowy confection on the Island of Tristan da Cunha in the South Atlantic in the form of a public relations program.

Seems that the island's 248 inhabitants, who are said to live in much the same manner as New England farmers of over a century ago, will soon see their sons chewing the gum because an American firm is sending quantities along with an expedition that will camp there for two months. Company is seeking to determine if the island can accommodate a fish canning factory.

THE LANDIS "Aristocrat"

The World's Finest Automatic Popcorn Vendor

THE MACHINE WITH A HEART

ACCLAIMED: the "HIT POPCORN MACHINE" at the CMI Show

LOCAL OPERATING CONTRACTS are open in States not covered by Distributors. Contact us direct for a contract or for the name of the nearest Distributor in your territory.

Exclusive State and Territorial Franchises Still Open for QUALIFIED DISTRIBUTORS.

Call for one of our Traveling Representatives.

NEXT WEEK MAY BE TOO LATE IN YOUR TERRITORY.

WRITE - WIRE - PHONE TODAY

Motor Driven
Mechanically Right
Strikingly Attractive

J. R. Giesler and Associates

Exclusive Manufacturer's Representative

334 NO. NORMANDIE AVE. LOS ANGELES 4, CALIF.

PHONE: NORMANDY 2-8309

SPIN IT

COMBINATION NUT VENDOR

1c OR 5c

Horse or Fortune Reels (interchangeable). $27.50 lots of 10. $28 each lots of 5. Sample, $28.50.

The Spinning Reel gets the play. Play high and low score! Tax free! A full portion of nuts with every play, regardless of what number horse stops in the little window. Rapid selloute! BIG PROFITS for the operator!

SHIPMAN

TRIPLEX STAMP MACHINE

Brand new! Vends 1¢, 3¢ and 5¢ Airmail Postage Stamps.

Slugproof, compact, foolproof.

Immediate Delivery.

Operator's Price $39.50

STAMP FOLDERS for Shipman, Schermack, University & all others.

10,000	$ 5.50
25,000	13.00

Distributors interested in selling our advertised machines, write for details.

1/3 Deposit on All Orders.

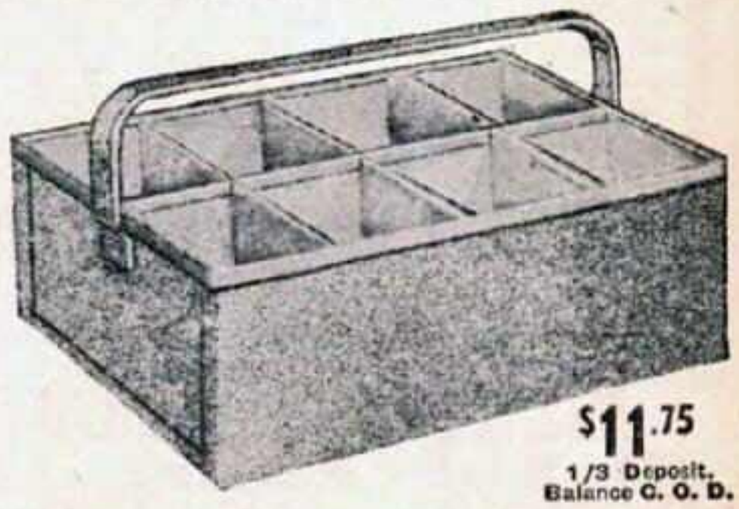
GLOBE DISTRIBUTORS

17 WEST 60 STREET
NEW YORK 23, N. Y.
Phone: Circle 5-6677

VEND-TOTE

HIGH COUNT CANDY VEND-PACKS MAKE CARRYING CASES NECESSARY

All candy manufacturers are planning large count packages and the Vend-Tote is the answer to servicing problems. Large capacity, sturdy construction, weighs approximately 5 pounds. Made of aluminum; polished inside, crinkled enamel outside. Detachable handle and interchangeable unit for use with shoulder strap. Size: 18" long, 13¼" wide, 7" high. Has 8 compartments sized 7" high, 4½" wide and 6½" long.



DISTRIBUTOR INQUIRIES INVITED

$11.75

1/3 Deposit, Balance C. O. D.

CENTRAL STAMPING & MFG. CO.

1520 N. HALSTED CHICAGO, ILLINOIS

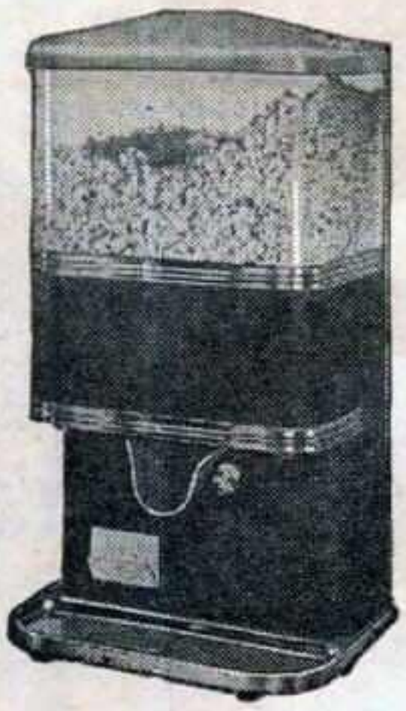
GIVE TO THE DAMON RUNYON CANCER FUND

Copyrighted material

www.americanradiohistory.com

The "Little Giant"
HOT POPCORN DISPENSER

8 gal. capacity. Size: 15" by 12" by 29". Portions controlled by size of bag or bowl. Bagging companies and vending operators will find servicemen can handle these dispensers in addition to present routes. It is more profitable to operate dispensers without a coin chute. Write for information.



TRIAL OFFER

ON PURCHASE OF FIVE DISPENSERS

$57.50 Each

If the purchaser is dissatisfied for any reason within a period of 30 days, a full refund will be made upon the return of the dispensers in good condition.

Manufactured by

ABC POPCORN CO.

Wholesale and Supplies

3441 W. North Ave., Chicago 47
DICkens 3375

Also Suppliers of

● Raw Corn ● Seasoning
● Boxes ● Bags
● Pre-Popped Corn ●

1948 IMPS

● 1¢ or 5¢ ● Cigarette or Fruit ●

$12.95 Lots of 12

$13.75, Lots of 5. Sample, $14.50. Here's the tiniest Bell in the world. A brand new Three Reel Counter Game that is worth its weight in gold. Finished in brilliant colors.

SHIPMAN TRIPLEX STAMP MACHINE

Brand new! Vends 1¢, 3¢ and 5¢ Airmail Postage Stamps.

Slugproof, compact, foolproof.

Immediate Delivery.

Operator's Price $39.50

STAMP FOLDERS

For Shipman, Schermack, Victory.

10,000 ... $ 5.75
25,000 ... 13.95

Distributors interested in selling our advertised machines, write for details.

1/3 Deposit on All Orders.

Write for Catalog on Bulk Vendors, Games, etc.

PARKWAY MACHINE CORPORATION

623 W. NORTH AVE., DEPT. B Phone: Madison 1447 BALTIMORE 17, MD.

POPCORN MAID

LOW PRICE—COIN OPERATED HOT POPCORN VENDER

5c OR 10c MODELS OPTIONAL

Vends 35—10c portions or 70—5c portions . . . Separate keys for corn compartment enables operator to leave supply of corn with location and have merchant keep machine supplied. It's the "sweetest" operating deal in the business. You have separate key for the steel cash box.

VERY ATTRACTIVE STREAMLINED ALL METAL CABINET

COUNTER MODEL $79.50

Immediate delivery. Send $20 deposit with order for your sample, balance C. O. D.

FLOOR MODEL $89.95

JACK NELSON & CO.

2318 MILWAUKEE AVE. CHICAGO 47, ILL.

ATTENTION, OPERATORS

Opportunity to secure several hundred display gum venders of proven quality for operation in the following cities on a liberal lease arrangement:

SCRANTON, BUFFALO, ALBANY, BALTIMORE; WASHINGTON, D. C.; CINCINNATI, LOUISVILLE, INDIANAPOLIS, ST. LOUIS, HOUSTON AND MILWAUKEE

Lease includes franchise agreement covering both equipment and nationally advertised brands of gum. Address all inquiries to:

BOX D-209, % THE BILLBOARD CINCINNATI 22, O.

Slug Spree Lands Slugger in Jail

LOS ANGELES, Feb. 14.—Slugging of vending machines, in the rare instances where this is possible, is still not a paying proposition, as truck driver Richard V. Winters discovered this week when he found himself in jail here under a federal grand jury indictment after a "slug spree."

Winters, who obtained the slugs by posing as a novelty jewelry manufacturer, had placed orders for 10,000 a month. He was arrested, however, when an official of the engineering firm from which he ordered the dime-size slugs tipped off the police.

Ray H. Kinnison, assistant U. S. attorney, stated that Winters confessed to using the slugs to buy cigarettes from San Diego venders for main purpose of obtaining the two pennies change in each package. When Winters was arrested he had 800 pennies and a large quantity of cigarettes on his person.

PHOENIX, Ariz., Feb. 14.—Parking meters here, assessed at a value of $46,050, will be taxed by the county assessor's office because they are considered the property of the manufacturer until they are completely paid for, it was ruled last week.

Meter manufacturer requested that the meters be tax exempt, contending that they were city property. Assessor's office ruling, however, means that a $2,643.27 tax will have to be paid.

PIONEER DEAL SPECIALS!

VICTOR MODEL V

DEAL #1 5 Globe-Type Victor Model V, $62.50, plus 45 lbs. ⅝" Bubble Ball Gum, all for $74.90

DEAL #2 5 Globe-Type Victor Model V, $62.50, plus 40 lbs. of Boston Baked Beans or Rainbow Peanuts, all for $70.90

DEAL #3 5 Globe-Type Victor Model V, $62.50, plus 60 lbs. Spanish Peanuts, all for $74.50

Prices quoted on above merchandise are subject to change without notice and hold only for complete deals.

FOR BIG PENNY PLAY, ORDER TODAY!

Groetchen's New **CAMERA CHIEF**

On insertion of penny child sees 9 three dimensional pictures of famous comic strip characters, such as Flash Gordon, Captain Marvel, etc. Camera Chief is small counter size, 8" wide, 12" deep, 9" high, and will take the pennies quickly.

$19.95 Ea. Including 3 Sets of 9 Pictures Each.

Virginia Peanuts, 30-lb. ctns. .....28¢ lb.
Spanish Peanuts, 30-lb. ctns. .....22¢ lb.
Licorice Lozenges, 38-lb. ctns. .....30¢ lb.
M & M's, 25-lb. ctns. .....42¢ lb.

BUBBLE BALL GUM

⅝", 45-lb. ctns. .....32¢
Full Cash With Order

Rainbow Peanuts, 40-lb. ctns. ....25¢ lb.
Boston Baked Beans, 40-lb. ctns. ..25¢ lb.
Write for quantity prices on Rainbow Peanuts, ⅝" Bubble Ball Gum, Boston Baked Beans and Burnt Peanuts.

FREIGHT PREPAID ON THE FOLLOWING:

Orders for 3 or more cartons of Rainbow Peanuts or Boston Baked Beans or ⅝" Bubble Ball Gum.

1/3 Deposit, F. O. B. Brooklyn, N. Y.; Balance C. O. D.

Send Money in Full and Save C.O.D. Charges.

PIONEER VENDING SERVICE

Exclusive Victor Distributor in N. Y.

461 SACKMAN ST., BROOKLYN 12, N. Y.
Phone: Dickens 2-7992

ADVANCE BALL GUM VENDORS

Sample	$13.75
2 thru 11	11.90
12 thru 19	11.40
50 and up	11.00

"ToT" Brand & Rain-Blo Bubble Gum

from

40¢ to 32¢ per lb.

Write

YES, WE HAVE—

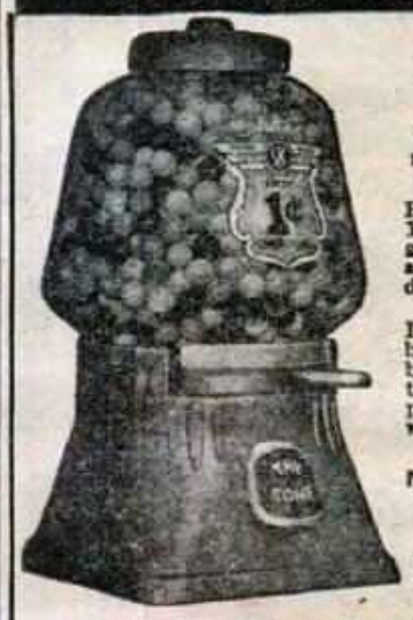
● Boston Baked Beans
● Spanish Peanuts
● Cinnamon Peanuts
● Pistachios

Terms: 1/3 Deposit, Bal. C. O. D.

T. O. THOMAS CO.

Phone 2131
1572 Jefferson Paducah, Ky

"Don't Gamble," Use '48 "SILVER KING" BALL GUM VENDOR



(PATENTS PENDING)

No missing—no adjustments

Handles 140, 170, 210 count gum, no breakage, and positive delivery.

If you want the best trouble-free ball gum vendor, try the new improved '48 "Silver King."

Nut and Ball Gum Vendors. 1¢-5¢.

U. S. and Foreign Coins

AT ALL THE BEST DEALERS OR WRITE

SILVER-KING CORP.

622 Diversey Parkway CHICAGO, ILL.

CUP VENDING MACHINES

35 Bally and Coledrinks, rebuilt by factory experts. A-1 condition ..... $195.00 Ea.

BEVERAGE DISPENSERS, INC.

3448 Greenview CHICAGO, ILL.
Phone: Wellington 3151

Have Your Own Business

on a part time basis. 25 Razor Blade Vending Machines and stock of nationally known blades—Gillette, Star, etc. $1,500.00 will buy machines and inventory. Write

M. K. DOKKEN

834 E. Gorham St., Madison 3, Wis.

Copyrighted material
www.americanradiohistory.com

BALL GUM

all sizes
140—170—210 count

Bubble Ball Gum
Rain-Blo Ball Gum
Prize Striped Ball Gum

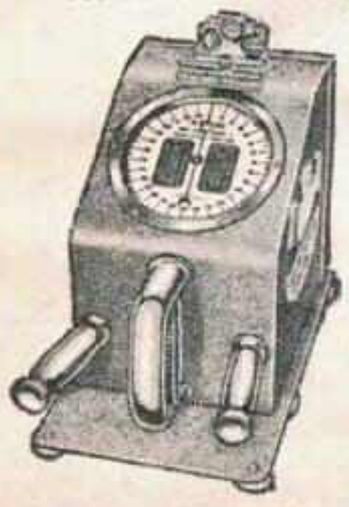
25 to 75 lbs., 34c per lb.
100 to 475 lbs., 33c per lb.
500 to 975 lbs., 32c per lb.
1000 or over — 31c per lb.

FULL CASH with order.
Freight paid to your door on 100 pounds or over.

ROCK-BOTTOM PRICES on
Bulk Candy-Coated Peanuts • Candy Chiclets • Salted Nuts
Write for a price list.

CASH TRAY 5c VENDORS
Late Models—New, in original cartons
Sample ..... $ 6.20
Carton of Six 32.80

GOTTLIEB GRIPPERS
100 Brand New. Write for price.



Can be bought on TORR TIME PAYMENT PLAN

NEW GROETCHEN PENNY WINNER!
CAMERA CHIEF

Child inserts penny and sees 9 three-dimensional pictures of famous comic strip characters, such as Flash Gordon, Captain Marvel, etc. Camera Chief is small counter size, 8" wide, 12" deep, 9" high, and will take the pennies quickly.

$19.95 Ea.
Including 3 sets of 9 pictures each.

ORDER TODAY!
Can also be bought on TORR TIME PAYMENT PLAN

ROY TORR LANSDOWNE PENNA.

WRITE FOR PRICES
Roasted and Salted Nuts of all types. Confectionery Items.
SPECIALISTS TO THE VENDING TRADE
San Filippo and Company
Nut and Confectionery Importers and Wholesalers.
104-14 37th Ave., Corona, L. I., N. Y.
Telephone: Havemeyer 9-8946

THE "CHALLENGER"
THREE MACHINES IN ONE
The Most Attractive Three Unit Hot Nut Machine Produced.
TROPICAL TRADING CO.
716 W. Madison St. Chicago 6, Illinois

Candy Trade Hearing Is Set

(Continued from page 94)

where the effect may be substantially to lessen competition or tend to create a monopoly or unreasonably restrain trade is an unfair trade practice. The costs, however, which are referred to in the rule are actual costs of the respective seller, determined in accordance with good accounting practice, and not some other figure or average costs in the industry determined by an industry cost survey or otherwise."

Selling practices, in which the word "free" is used, come under the scrutiny of the candy wholesalers' code which would make it unfair "to use the term 'free' or any other term or similar import or meaning to describe, designate, or refer to any industry product which is not given to the recipient thereof without cost and unconditionally."

Seek Cure for Ills Of Accra Cocoa Crop

NEW YORK, Feb. 14.—Continued concern is being shown for the British West African cocoa crop, which has been plagued by swollen shoot, a virus disease.

In a report issued last week by the New York Cocoa Exchange, it was stated that the Accra cocoa, as the British West Indian crop is commonly known, may be rid of this disease within the next 20 years. First stricken by the virus in 1932, the disease spread so rapidly in the next 13 years that by 1945 it had damaged several hundred square miles of the Accra cocoa bean area.

Thus far the only remedy used to combat swollen shoot has been to cut the cocoa bean trees down.

Produce Combo Box For Nuts and Candy

NEW YORK, Feb. 14.—An item that may prove of considerable interest to candy operators who have venders that handle several types of items is the six-in-one box developed by the Sylvania Division of the American Viscose Corporation of New York. With the use of this new type box it is possible to package nuts, gum drops and other confectioneries in combination.

The box may be used by candy manufacturers who wish to adapt its multiple unit package principle to their particular requirements.

John Gregory, Trade Vet, Passes Away in Wichita

WICHITA, Kan., Feb. 14.—John Estelle Gregory, 54, owner-operator of a route of coin-operated vending machines here, died last week.

Witnesses told police Gregory had loaded a vending machine on his truck and was seated in his truck when he collapsed. Cause of death was listed as a heart attack.

Gregory's widow, Beula, was associated with him in the business. He also left his mother, a daughter, a stepson, a stepdaughter and a sister.

NEW .. 104 ASSORTED CHARMS .. NEW
METAL PLATED
CHARMS
In bright gold and silver finish

	Per M
Metal Plated Charms, Series #1	$6.00
Metal Plated Charms, Series #2	7.50
Plastic Charms, Famous Series #1	3.50
Plastic Charms, Big Series #2	4.50

SAMUEL EPPY & CO., INC.
WORLD'S LARGEST CHARM MANUFACTURER
113-08 101st Ave.
RICHMOND HILL 19, L. I., N. Y.

New—Sensational!

Variety VENDOR
Nothing in the World Like It!
Over 20 Vendors in One

An ultra-modern streamlined 2-column inexpensive merchandising machine to fit the location.

Simply constructed to vend a variety of popular items, including most 5c and 10c popular candy bars.

- INTERCHANGEABLE 5 AND 10 CENT COIN MECHANISMS
- EASILY AND QUICKLY SERVICED. 2 INDIVIDUAL REMOVABLE COIN BOXES
- REASONABLY WEATHERPROOF Can be located INDOORS or OUTDOORS
- LOCATIONS PLENTIFUL Due to versatility, numerous machines can be on same location

DIMENSIONS—17¼ x9¼ x5¼.
WEIGHT—7½ lbs.
MATERIAL—Aluminum .051 gauge.
FINISH—Baked enamel.
MECHANISMS—Steel, precision built, magazine type, slug rejector (counter balance type). Returns coins when empty. No welding.
MERCHANDISE — Vends Hersheys and practically all popular 5¢ and 10¢ bars. Also adaptable for

Postage Stamps	Gum
Packaged Nuts	Razor Blades
Aspirin	Vitamin Tablets
Dental Kits	Mints
Cigars	Combs

Handkerchiefs and many other items
CAPACITY—Approximately 60 Hershey Bars—250 Stamp Folders—other items in accordance.

TERRITORIES NOW OPEN FOR VENDING MACHINE SALESMEN AND DISTRIBUTORS

OPERATORS' PRICE *Quantity Price* $36.50 F. O. B. Los Angeles

WRITE—WIRE—PHONE
AUTOMATIC MACHINES, INC.
Designers and Manufacturers
PHONES: CRestview 1-3777, BRadshaw 2-3962
971 No. La Cienega Blvd. Los Angeles 46, California

CIGARETTE MACHINES

Uneeda Model 500, 15 Cols., 425 Pack Cap.	$100.00
Uneeda Model E, 15 Cols., 350 Pack Cap.	62.50
Uneeda Model E, 12 Cols., 300 Pack Cap.	60.00
Uneeda Model E, 8 Cols., 240 Pack Cap.	57.50
Rowe President, 10 Cols., 475 Pack Cap.	125.00
Rowe Royal, 10 Cols., 400 Pack Cap.	100.00
Rowe, 6 Cols., 150 Pack Capacity	32.50
National 9-50, 350 Pack Capacity	100.00
National 9-30, 270 Pack Capacity	75.00
National 6-30, 6 Cols., 180 Pack Cap.	32.50
Stewart-McGuire, 8 Cols.	35.00
DuGrenier, 4 Cols., 100 Pack Capacity	25.00
NEW Rowe Crusader, 8 Columns	210.00
Lehigh PX, 10 Columns	160.00
NEW Uneeda, 8 Columns, 510 Pack Capacity	159.50
NEW Uneeda, 6 Columns, 380 Pack Capacity	149.50
NEW DuGrenier Challenger, 7 Columns	125.00

SPECIAL, $55.00
DuGrenier Model W, 9 Columns, 300 Pack Cap. "WD" — Extra Capacity 386 Packs — $60.00.

CANDY MACHINES

DuGrenier Candyman	$ 67.50
National 9-18, 9 Columns	110.00
Rowe Candy, 8 Columns	100.00

SPECIAL, $75.00
DuGrenier Champion, 9 Columns, 420 Pack Capacity.

10c CIGAR MACHINES
7 Column, Capacity 175 ..... $32.50 | Single Column, Capacity 50 ..... $22.50

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
One-Third Deposit With Orders—Balance C. O. D.
Parts and Mirrors available, including the 25c vending changeover parts for all makes and models.

UNEEDA VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET Evergreen 7-4568 BROOKLYN 11, NEW YORK

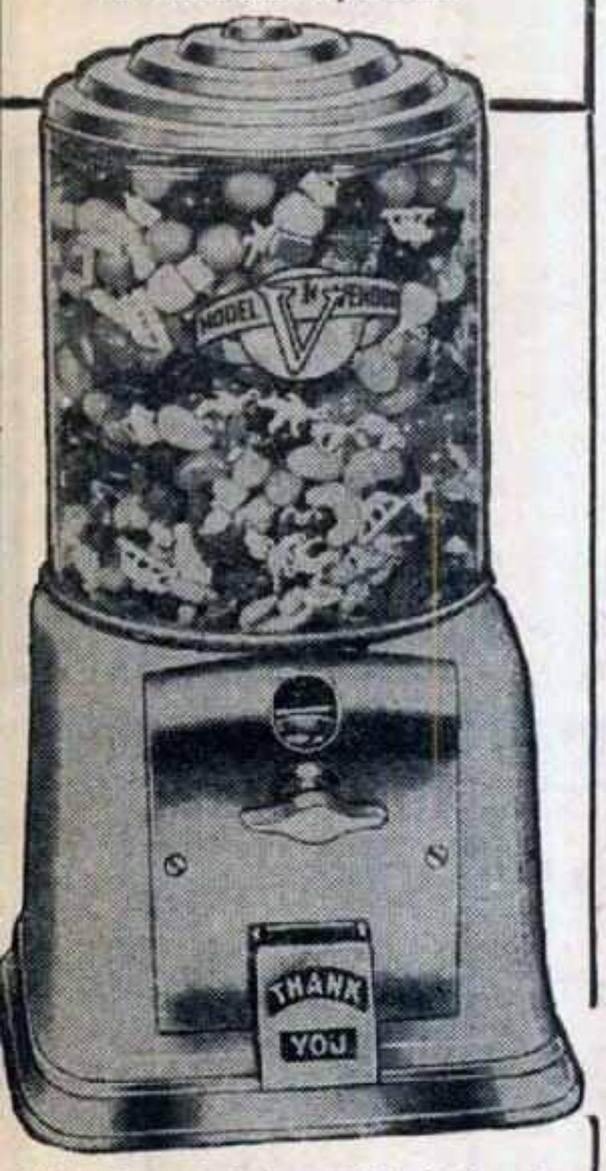
FOR SALE
15 Minit Pop Popcorn Machines, like new, at $300.00 each
Immediate shipment on receipt of deposit.
EASTERN SALES COMPANY
2011 East Main Street Rochester 9, N. Y.
Culver 5278

Copyrighted material
www.americanradiohistory.com

VICTOR'S
New MODEL K
With PORCELAIN ENAMEL FINISH

Featuring . . .
PLASTIC MERCHANDISE WHEEL
Guaranteed Non-Corrosive Regardless of Climate or Merchandise Vended.
- Porcelain Enamel Body
- Porcelain Enamel Delivery Chute
- Porcelain Enamel Merchandise Hopper
- Porcelain Enamel Coin Mechanism
- Quick, Easy Servicing
- Capacity: 5 to 6 Lbs. Bulk Merchandise or 1000-1200 Balls of Gum, ½", ⅝" and ¾".

VICTOR'S
New MODEL V
Mechanically Perfect—Unfailing Operation
Still the Choice of Thousands of Successful Operators



Globe Type or DeLuxe Cabinet Type for Vending All Types of Bulk Merchandise. Capacity: 5 to 6 Lbs. or 1000-1200 Balls of Gum. Cabinet Type 25% Greater.
WRITE FOR COMPLETE DETAILS AND PRICES
VICTOR VENDING CORP.
5711 Grand Avenue Chicago 39, Illinois
Tel.: NATional 0220

N. Y. Regulatory Tax for Coin Washers Off Books Feb. 10

NEW YORK, Feb. 14.—An amendment to New York's Sanitary Code, establishing a set of regulations for the operation of coin-operated washers in apartment houses, approved by the board of health here last month (*The Billboard*, January 31), was rescinded at a board meeting Tuesday (10). The amendment had specified a $2 annual license fee per machine on location.

While the rescission leaves the operation of coin washers in dwellings unregulated for the time being, a new amendment to the Sanitary Code for this purpose is now being drafted. The bill will be considered at the board's March meeting. If approved, it will go into effect in early spring.

The main change will be to set a fixed license fee per operator, with an additional small fee per location, a board of health spokesman told *The Billboard*. The old bill provided for no initial payment, but levied a fee on each machine used, regardless of the number in any particular location.

The change thus met the main objection to the original bill voiced by several large independent operating firms as well as the members of the Coin Metered Washing Machine Operators' Association (CMWMOA). These groups agreed that a per machine license was unwieldy. It was largely due to their efforts that the board is now revamping its bill.

Albert I. Gorner, public relations director of CMWMOA, says the board of health now is considering an industry-sponsored license proposal fixing an annual fee of $100 on each automatic laundry operator. In addition, this proposal suggests a 25-cent levy on each location.

While the exact provisions of the new board of health bill are still undisclosed, serious consideration is being given the proposals advanced by laundry machine operators.

Notre Dame Students Survey Candy Habits

SOUTH BEND, Ind., Feb. 14.—Results of a four-month survey conducted by 30 Notre Dame students to determine the candy-eating habits of local residents were announced last week. Survey, made for the J. C. Claeys Candy Company here, was undertaken by students studying advanced advertising and public relations and covered both retailers selling confectionery products and consumers.

According to the survey, 89 per cent of South Bend women, 92 per cent of the men, 97 per cent of the boys and 99 per cent of the girls are candy bar fans. In projecting these figures, 24 per cent of the city's population (101,268) eat a candy bar each day, 46 per cent eat from one to five bars a week, 20 per cent eat a bar occasionally and 10 per cent were stated to fall in the "infrequent customer" category.

Other Survey Results

Survey also revealed customer objection to the dime bar. In an attempt to overcome this objection, Claeys will use the slogan "Dine on a Dime" in an advertising campaign featuring their own 10-cent bar.

The student survey was directed by Prof. Brooks Smeeton of Notre Dame University. Smeeton was the instructor for the first South Bend balanced selling training class sponsored by the National Confectioners' Association's (NCA) merchandising division.

Central Stamping Intros Vend-Tote

CHICAGO, Feb. 14.—A new all-purpose metal carrying kit, designed for vender operators, was introduced here this week by Central Stamping & Manufacturing Company. Called Vend-Tote, new kit is now in production, according to Arthur H. Eichholz, president. Firm makes several other special purpose carrying kits for operators.

Weighing 5½ pounds empty, kit measures 18 inches long and 13¼ inches wide. Eight individual compartments are embodied in the case.

A detachable metal handle, or a strap fastened to lugs in place of the handle, may be used. It is made of aluminum, has a crinkle exterior finish and interior in polished aluminum.

LETITZ, Pa., Feb. 14.—Wilbur-Suchard Chocolate Company, Inc., has announced that its net earnings, for the six months ended October 31, 1947, amounted to $226,285. This was equivalent to earnings of $1.65 on each of the 125,848 common shares outstanding.

Nat'l Parts Depot For Coin Laundries

NEW YORK, Feb. 14.—Organization of a national parts depot to service owners of coin-operated laundry equipment was announced this week by William J. Doherty, head of the newly-formed William J. Doherty & Company. Quartered in the Grand Central Terminal Building here, the firm is national manufacturers' representative for Robco Corporation, producers of heavy duty parts specially designed for use with Bendix automatic washers.

Featured in the Robco line is a meter incorporating a coin counter, off-size slug rejector, and positioning the collection box on top of the washer. The meter, available in combinations of 10-cent to 35-cent operation, in 5-cent steps, is adaptable to the Bendix unit.

Other Robco equipment carried by the Doherty firm includes solenoid coils, funnels, hardened motor shafts, safety fuses, door bushing kits and clutch conversion kits. In addition, the supply house will stock a supply of standard Bendix accessories and tools.

Doherty, formerly vice-president in charge of sales for the Telecoin Corporation, said his firm would soon set up offices in other cities.

F. E. Barbour, Beech-Nut Co. Board Chairman, Dies

CANAJOHARIE, N. Y., Feb. 14.—Francis Edward Barbour, chairman of the board of Beech-Nut Packing Company, died at his home here recently. He was associated with Beech-Nut since 1910, beginning as a secretary, becoming a vice-president of the company in 1921, which office he held until 1946, when he became chairman of the board.

Barbour attended Yale University where he was a quarterback on the football team. In the fall of 1892 and 1893 he coached the University of Michigan football team, and was the first coach to be employed at Ann Arbor.

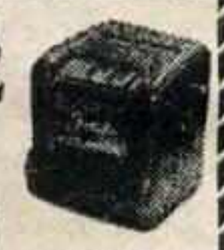
Before joining Beech-Nut, Barbour was a traffic clerk for the New York Central Railroad at Montreal, becoming general passenger agent of the Rutland Railroad, owned by New York Central at that time, before going with Beech-Nut.

Immediate Delivery in the East From Our Large Warehouse
Genuine Leaf
RAIN-BLO
BALL BUBBLE GUM
NO WAITING
ORDERS SHIPPED SAME DAY PREPAID
100 to 999 Lbs. .....34¢ Lb.
1000 Lbs. and Up .....33¢ Lb.
Full Cash With Order.
Packed in 25 Lb. Cartons.
Minimum Shipment Prepaid 100 Lbs.
Less Than 100 Lbs. Freight Collect.

NEW
CARD VENDOR
• MONEY MAKER
A route of these Card vendors will earn a steady income for you. Tax free.
List Price, ~~$20.50~~
While They Last
$7.50 EA.
Cards at $4.25 Per M

COLUMBIA BELLS
Twin Jackpot 1948 Models
List Price, ~~$175.00~~
$99.50 Ea.
While They Last.
Changeable to 1¢, 5¢, 10¢, 25¢ Play
LARGE DE LUXE MODEL $159.50

BRAND NEW IMPS
EITHER 1¢ OR 5¢ PLAY
Cig. or Fruit Reels
$12.95 ea.
LOTS OF 12 OR MORE
5 or More, Ea. $13.75
Sample 14.50
QUANTITY PRICES TO WHOLESALE BUYERS



MILLS VEST POCKET BELL
SIZE 8"x8"x8", 5c
OPERATOR'S PRICE
$65.00
Rebuilt, $49.50.
A pocket-size slot with automatic payout system. Awards from 3 to 20 nickels.

WRITE FOR COMPLETE LIST!
⅓ Deposit Must Accompany All Orders.

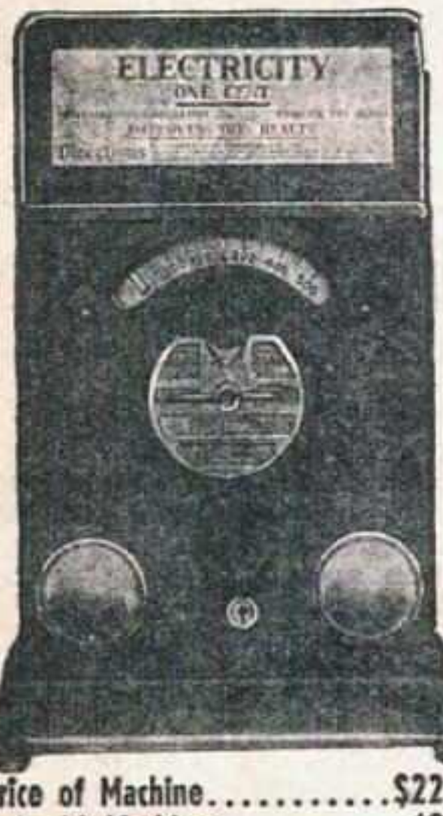
RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST., PHILA. 23, PA.
LOmbard 3-2676

VICTOR Model V
1 to 23
$12.50 Ea.
•
24 or More
$11.75 Ea.
•
DeLuxe Cabinet Type, add $2.00 additional to above prices.

Floor Stands (Steel Base), 32 Lbs. Each $4.00
Floor Stands (Cement Filled), 28 Lbs. Each 4.00
IMMEDIATE DELIVERY FROM STOCK ON ALL MODELS
Send for Free Catalog and Quantity Prices on All Machines.
1/3 Deposit Required With Orders.
FRANK DISTRIBUTING CO.
605 SPRING GARDEN ST., PHILA 23, PA.
MArket 7-5181

Copyrighted material
www.americanradiohistory.com

THE ACME ELECTRIC SHOCK



Price of Machine.....$22.50
2 to 11 Machines..... 18.75
Bracket (if desired)..... .50
Floorstand (if desired)..... 4.00

ORDER TODAY
⅓ Dep., Bal. C.O.D., F.O.B. N. Y.

J. SCHOENBACH
Distributor of Advance Vending Machines
1647 Bedford Ave. Brooklyn 25, N. Y.

Atlas

1¢ ACE VENDOR
All-purpose, all-product vendor . . . beautiful, sturdily constructed.
Write for prices and details. Jobber inquiries invited.

Atlas Mfg. & Sales Corp.
12220 TRISKETT RD. • CLEVELAND 11, OHIO
ESTABLISHED 1928

CIGARETTE MACHINES
REAL LOW PRICES
READY FOR LOCATION

National 9-30	$ 47.50
Rowe 7-Col. Mint & Gum. Ea.	10.00
DuGrenier W's, 9 Col.	40.00
DuGrenier 7-Col. Mod. S. Ea.	27.50
DuGrenier Champs, 9 & 11 Col.	55.00
National 9-A	85.00
National 9-50	75.00
UNEEDA MODEL 500, 9	80.00
UNEEDA MODEL A, 8	50.00
Rowe Aristocrat, 6 Col., operates on all combinations of 20 or 25 cents	22.50
Penny Inserting Mach., foot model	47.50

Half Deposit. Phone: BA 9-0606
HARRIS VENDING
2717 N. Park Ave. Philadelphia, Pa.

ATTENTION, DISTRIBUTORS!
Territory Available for the Following States on the New
Kayem Aspirin Vendor

Alabama	Maine	Tennessee
Arizona	Mississippi	Texas
Arkansas	Montana	Utah
Florida	Nebraska	Virginia
Kansas	North Carolina	Vermont
Louisiana	Oklahoma	West Virginia

Contact us immediately and be first in your territory with this attractive money maker.
McCLURE DISTRIBUTING CORP.
703 N. Vandeventer St. Louis, Mo. 3423 Main St. Kansas City, Mo.

Bottler Proposes 7½-Cent Coin To Supplement Nickel

(Continued from page 94)

the mechanics of making change with the already existing nickel and dime pieces. He added that this nickel problem was not only a matter of concern for the bottlers of the country but also affected sales of candy products, ice cream and numerous other vender items selling at traditionally low prices. Mehren points to consumer advantages with the suggested new coin, stating that fractional coinage will save the consumer money, for "thru the action of adequate supply commodity prices always seek lower and more reasonable profit levels."

Using his own organization as an example, Mehren explained that the Squirt firm had been polling its bottlers on how they feel about raising the price of the firm's product. The results of the survey indicated that the wholesale price would have to be increased and therefore the concern is permitting its bottlers to raise the price in certain cases above the customary 80-cents-per-case price.

Means Retail Hike

Mehren then stated that any wholesale price of more than 80 cents per case for Squirt products would naturally cause the retail drink price to run around 6 to 8 cents, excluding those outlets already established at the dime level. To back up his argument, he explained that about 50 per cent of beverage retailers are already charging 6 to 10 cents. "There is no question that in losing the one-coin sale we are losing an industry asset," he said, "but that asset must be surrendered in order to stay in business to redevelop volume."

Mehren summed up his stand with the following frank statement: "Signs of industry deterioration are on all sides today. Bottlers are switching to cheaper and cheaper products in order to continue to make small margins of profit, and in doing so are destroying the entire market for soft drinks."

While Mehren used the soft drink as a yardstick to measure the possible far-reaching effects of the new coin on low-priced items, if the 7½-cent coin became a reality there is little doubt that it would have more than a little effect on all items sold thru venders.

In Portland, where Mehren delivered his address last week at the annual convention of the Oregon Bottlers of Carbonated Beverages, the consensus was that the idea would be a good one if it were actually workable and could be fitted into our system of coinage. Some typical comments follow:

Possible Help

D. A. Estey, head of D. A. Estey & Company, vender operator, looked upon the 7½-cent proposal as a possible help to the industry because it enables the operator an appreciable profit. He favored the idea of minting the proposed new coin at the same size as the present nickel so that vender coin mechanisms would not have to be altered. To avoid confusion Estey said that nickels should be removed from circulation. "As it is now we are selling 6-cent candy for a nickel," he concluded.

Budge Wright, Portland manager for Western Distributors, thought that if the new coin could become a fact he favored keeping the present nickel and adding the 7½-cent piece in the form of a different size coin. "The new facilities of the coin mechanism manufacturing firms are such that coin chute changeovers could be made easily." Machines for export have been adapted to handle the coins used in foreign countries with comparative ease so we know the work can be done. The music machine business would probably benefit most, as music operators still sell their merchandise for the nickel despite sharply increased overhead costs. For many the 7½-cent piece might mean the difference between staying in business or dropping out."

A leading cigarette operator in the Portland area, J. H. Harris, of neighboring Vancouver, Wash., felt that the suggested coin would be feasible only if the nickel piece were eliminated.

Chi Ops Differ

Chicago coinmen who had weighed the Mehren idea for a new coin were not in agreement that the coin would be accepted. Bert Riel, of the Vendall Company, stated that operators in the Chicago area thought that the basic idea had possibilities. "If the theory behind the new coin is to raise the price of vending merchandise but keep the single coin idea intact in the mind of the consumer public, then the new coin might work. Operating firms I have been in contact with have tried the 6-cent price for candy thru venders without conclusive results. The customer of the vender seems to be repelled when the use of more than one coin is necessary."

Survey Shows How Stop for Coffee Aids Plant Help

PHILADELPHIA, Feb. 14.—Part of the promotional activities which Rudd-Melikian, Inc., makers of Kwik Kafe coffee venders, is directing toward personnel managers of industrial plants, concerns the benefits for workers who pause during the day to have a cup of coffee.

Rudd-Melikian states that, according to a survey of 58,000 plants made by the National Society of in Plant Feeding Engineers, the worker who pauses for coffee during a morning and afternoon rest period is 21 per cent more efficient at the end of the day than the one who works straight thru. The survey adds that coffee is a stimulus to production, and it has been observed that many employees go back to their jobs with increased enthusiasm after the midmorning and midafternoon coffee pick-up.

Kwik Kafe venders are now on location thru many of the cities on both the East and West coasts and also in certain Midwest cities.

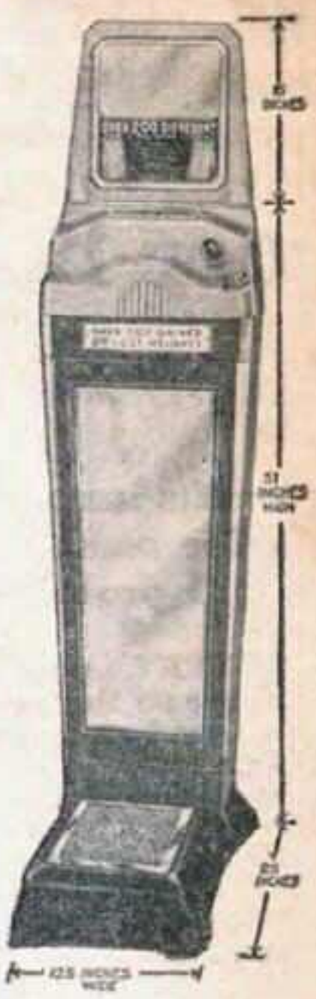
First Coin Laundry Opens in Philly Market Street Section

PHILADELPHIA, Feb. 14.—The first automatic laundry service in the Upper Market Street shopping section was opened at 5914 Market Street by Paul Brill, who is entering the vending field for the first time. Calling his place the Wash-o-Mat, Brill has installed 25 automatic laundry machines and two extractors to damp dry.

Candymen Given NCA Award

SANFORD, N. C., Feb. 14. — Nance Wholesale Confections here presented "certificates of accomplishment" recently to 14 of its salesmen who took the National Confectioners' Association (NCA) course on balanced selling, Thurman F. Nance, firm head, announced last week.

Sales representatives receiving the awards were Richard W. Brownlee, George Cooper, William Cox, Francis Currin, Elbert Fox, A. J. Gunter, H. O. Gunter, J. D. Haithcox, J. A. Lewis, Joe Long, J. G. Mahone, Jack Reece, C. H. Warner, and J. B. Webster Jr.



19% PROFIT
Not a Novelty
But an Investment
200 FORTUNE TELLING
NO SPRINGS SCALE
The only coin-controlled Fortune Telling No Spring Scale in the World.
Invented and Made Only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 2770.
Cable Address: WATLINGITE, Chicago.

STEADY PROFITS!
are yours when you operate the LATEST factory model Shipman Triplex Stamp Vendors. Vends 1¢, 3¢ and New 5¢ Air Mail. Compact! Foolproof!
Price, $39.50 Ea.
IMMEDIATE DELIVERY!
1/3 Dep., Bal. C. O. D.
★Send for free leaflet★
R. H. Adair Company
6924-26 Roosevelt Rd. Oak Park, Ill.
FOLDERS — Only $16.75 for 25,000, which return gross profit of $250.00.

PURE
LIQUID COFFEE
For KWICK-KAFFE MACHINES
$4.85 SAVE
Full Gal. Can $2.00 Per Gallon
Makes 500 Cups Per Gallon. Finest flavor and filtered.
A-1 Liquid Coffee Co.
2640 PRATT AVE. CHICAGO, ILL.
Operators, contact Andy Anderson c/o Automatic Beverage, 3448 Greenview, Chicago, Ill.

FOR VENDING MACHINES and SUPPLIES write
RUSS THOMAS CO.
2189 Central Ave., Memphis 4, Tenn.
Telephone: 2-6410

Copyrighted material

www.americanradiohistory.com

OK Jukes for Some Ala. Cafes

Liquor Board Issues Rules

No permits issued—means music for some large city cafes still prohibited

MONTGOMERY, Ala., Feb. 14. — Juke boxes are on their way back to certain Alabama beer parlors after an absence of five years.

The new Alabama Alcoholic Beverage Control Board, after a two-day hearing this week, announced Thursday (12) the approval of automatic phonographs as an "experiment."

No permits will be issued, the board's statement said, outside police jurisdictions of various cities "for the time being at least." In view of this regulation, juke boxes still will be banned in those cities which have ordinances outlawing them. Birmingham and many other large Alabama cities have ordinances of this type.

90-Day Trial

This new policy, the board explained, will not be changed for at least 90 days, and no immediate action will be taken on the question of music for hotels and private clubs.

(It had been indicated earlier that the board might put a ban on live music in hotels where liquor is served, and would grant no special privileges to private clubs, many of which already operate juke boxes.)

An explanation will be made at the board's next meeting, members said, as to how pending license applica-

(See Liquor Board on page 107)

Philly Ops Gird For Music Fete

PHILADELPHIA, Feb. 14.—Annual banquet of the Music Machines Association of Philadelphia, comprising local operators, will be held tomorrow night at Frank Palumbo's Click night club-restaurant.

The association, in co-operation with Palumbo's Click, sponsors the Click Tune of the Month record promotion. The city's teen-agers, selecting the hit song record each month, stage their party at the Click at a morning hour. For the operators' affair, Louis Prima's orchestra will be the headline attraction.

Rudolph Wurlitzer Gives Earnings; Up From 1946 Figures

NORTH TONAWANDA, N. Y., Feb. 14.—The Rudolph Wurlitzer Company last week reported consolidated net profit of $861,125 after all reserves and normal federal and State income taxes for the third quarter of the firm's fiscal year, which winds up March 31. The profit was equivalent to $1.03 a share of common stock. Net profit for the corresponding period in 1946 was $769,009, or 92 cents a share.

In releasing the report, R. C. Rolfing, president, said there was a good demand during the quarter for phonographs, pianos, accordions and electronic organs manufactured by Wurlitzer at the DeKalb, Ill., and North Tonawanda factories.

Chi's Teen-Age Curfew Hits Juke Box Play in Kid Spots

CHICAGO, Feb. 14.—Enforcement of the 10 p.m. teen-age curfew here during the past two weeks may slow juke box play in locations catering to the juvenile customer, local music operators report, but most say it is still too early to arrive at any definite conclusions. Until averages are totaled up within the next two weeks, any decline in play in such spots would be pure guessing, operators said. In any event, all operators went on record as being in favor of the curfew if it reduced juvenile delinquency.

Curfew has been on the city's books for 25 years and applies only to teen-agers 18 years and under. Overshadowing the effect the curfew may have on juke play, however, operators said, is the cabaret tax which places a 20 per cent tax on all public places where dancing is permitted. This law, which went into effect in 1941, greatly reduced the numerous teen juke parties that were so prominent during the 1930's.

Expect Slight Drop

Commenting on the present curfew, Andy Oomens, Walter Oomens Sons, said that while exact figures were not yet in, he thought a slight drop might be evident in juke play in such locations as ice cream parlors, school stores, hamburger spots, etc. Ray Cunliffe, Automatic Music Company, was of the same opinion, but stated he would be better able to make a complete report in two to three weeks.

Jack Morgan Jr., another Chicago music operator, said he thought his juvenile locations experienced about a 30 per cent drop in play due to the curfew. Proprietors not wishing to be censured by the police have been urging the 18 and under patrons to leave at 9:30 p.m. Drop-off was also attributed to the fact that many young people took it upon themselves to make certain they were home by 10 p.m. and thus left public places well in advance of that hour. Play may rise when they become accustomed to the idea and begin meeting earlier in the evenings and play the jukes more consistently in the hours before 10 p.m.

Decline Evident

Floyd Pedone, Little Amusement, stated that while he had only a few locations where many teen-agers gathered, the decline in play due to the curfew was already apparent. Some spots showed almost a 50 per cent drop in play, he stated.

Bob Gnarro, ABCO Music Service, was another operator to state that it would require a week or two before actual figures could be tallied as to how the curfew was affecting juvenile-catering locations.

Juke Box Roundtable

The Juke Box Roundtable is intended to offer the automatic phonograph trade an opportunity to exchange ideas on the problems currently facing the industry. The Roundtable's purpose is to focus attention on these problems in an attempt to find practical answers. Letters intended for publication in this column should be addressed to Coin Machine Editor, The Billboard, 155 North Clark Street, Chicago 1. Only letters including name and address of the writer will be considered for publication. Signature will be withheld upon the writer's request.

Rural Operating

R. M. Titus, Red Bluff, Calif.—I operate in what is really a rural area. The towns are small and the service stops are, in the main, miles apart. This means, of course, more service expense. As a result, the very least I can figure as a unit cost in operating a phonograph is $25 per month.

The locations are mostly small ones, and it is not possible to pay present prices and make it pay for these small spots. It is best in my case, and in any operator's business, to use all the remote players I can, and this takes away the necessity of too frequent replacing of phonographs with newer models.

30% Commission

The real pity of the operator's problem here is the commission given the location. I operate on a basis of 30 per cent to the location. This is as much as can be given and make any money. This is true because in all routes there are a comparatively few top spots and many small locations which the larger ones have to, in a sense, carry. If I had to give larger commissions I would not attempt to continue in the business.

Establish Minimum

Allegheny Amusement Co., Allison Park, Pa.—Barely 25 per cent of an operator's locations do enough business to warrant paying them 50 per cent commission.

We should all strive to get at least $1 per week for each $100 invested, and establish a minimum of $7 per week for any 20-record machine.

Management School?

John Buckley, Springfield, O.—We are attempting to secure "front" money from our locations, but we feel that that is not a complete answer. Cost of equipment is a primary factor and should be lowered if at all possible.

Distributors must assist the operator in more ways if he is allowed to remain. We feel that distributors' policies should be more closely controlled by the manufacturer. The distributors' schools for mechanics are very good. Why not a school for management?

Also, why cannot the major record companies give us dates when the industry is going to plug any certain record or group of records? This will help. For example, let the same song be played or sung three times on a Sunday night from 7 to 10 p.m. and the next week a majority of my locations want it.

Healthy Competition

Milton C. Casebere, Mankato, Minn.—How to strengthen the operator-location level of the industry is complex. Perhaps the greatest reason, in our opinion, is the tendency of operators to combine types of equipment in a location and then look at

(See Juke Box Roundtable, page 107 for study.

Sam Drucker Named Natl. Filben Exec

Bert Davidson Resigns

CHICAGO, Feb. 14.—Sam A. Drucker has been appointed vice-president of the National Filben Corporation according to an announcement made here this week by William A. Rabin, president of the Filben Corporation.

Bert B. Davidson, sales manager for National Filben, has resigned from the firm and Rabin has taken his place as sales manager, altho Rabin likewise remains president of the manufacturing corporation.

Rabin said that the two Filben companies—National Filben, the selling organization, and Filben Corporation, the manufacturing concern, will continue operations as they did previously. He said that there was no capital change.

Impossible To Combine

The licensing agreement, by which the firm produces the Filben mechanism, makes it impossible for the selling and the manufacturing companies to be combined at this time, Rabin added.

Rabin said that he has recently completed a trip on which he visited Filben distributors. He added that within a short time he will announce the appointment of additional distributors.

Meanwhile the new Filben floor model *(The Billboard,* January 17) is scheduled for delivery to distributors April 1, and the company's new speaker line is expected to be released to distributors March 1.

Davidson, reached at his home, said that he will announce a new industry connection within two weeks.

Packard To Publish Quarterly House Org

INDIANAPOLIS, Feb. 14.—Packard Manufacturing Corporation here is planning to issue a quarterly house organ called *Packard News,* according to Bill Bolles, the firm's advertising manager.

Following the Coin Machine Industries (CMI) exhibition in Chicago last month, Packard brought out its first issue of the house organ. The paper deals exclusively with the firm's products and was liberally sprinkled with photographs made at the show. Bolles said the factory paper was being mailed out to the firm's field men and to the company's operating firms.

Cut Harrisburg Juke Tax by 25 Per Cent

HARRISBURG, Pa., Feb. 14.—Harrisburg's proposed tax on juke boxes will be reduced from $10 to $7.50 per machine a year, city finance director A. A. Poist announced following a conference with the local operators.

About 200 machines are on locations affected by the proposed levy. The action was approved by city council after operators in a hurried effort to kill the tax submitted their operating records to the city fathers

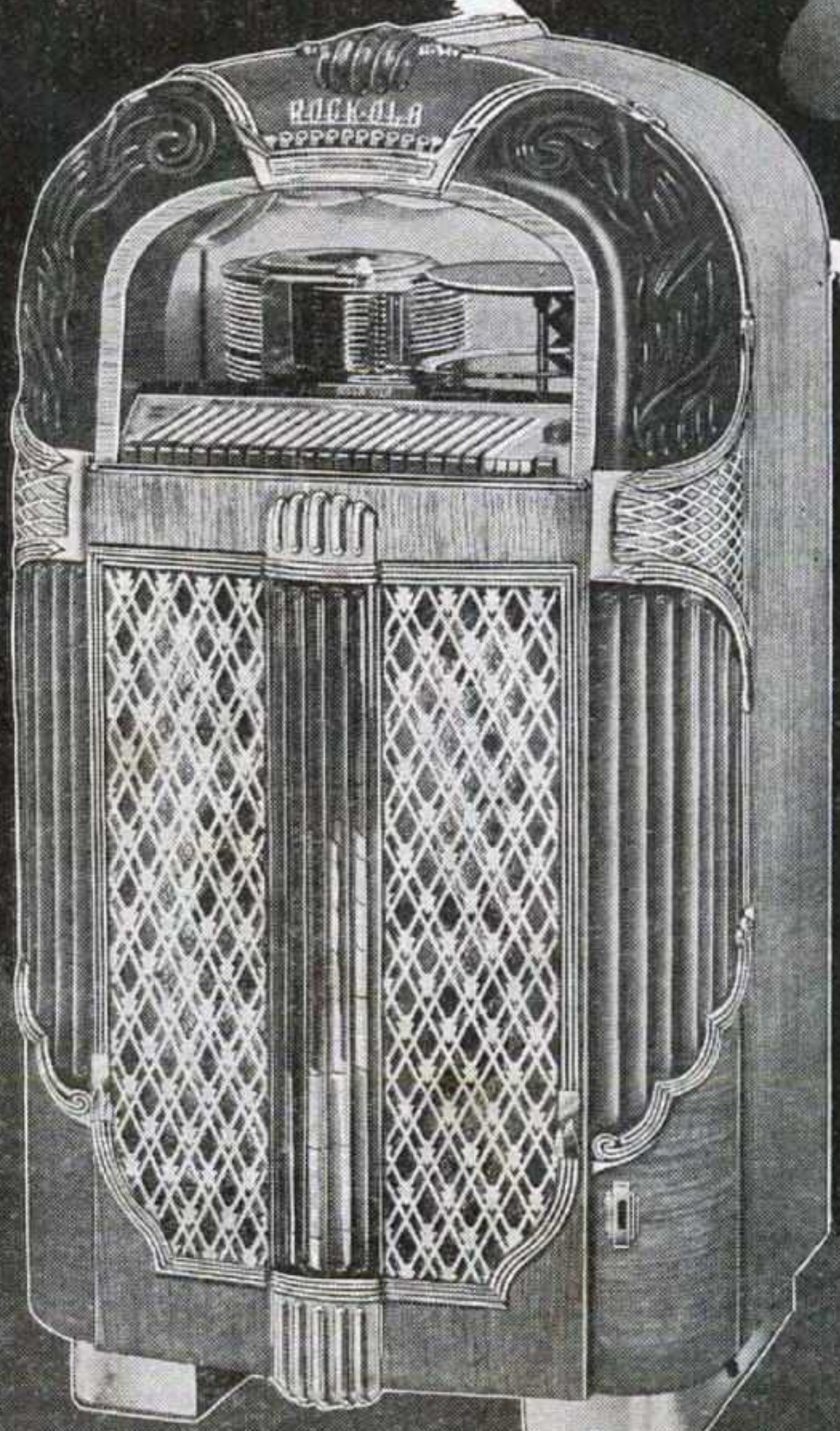
Copyrighted material
www.americanradiohistory.com

More Glitter More Glamour

ROCK-OLA

Magic-o

THE PHONOGRAPH THAT Sells MUSIC



RMC

ROCK-OLA Manufacturing Corp. 800 N. KEDZIE AVE., CHICAGO 51, ILL.

Copyrighted material

www.americanradiohistory.com

Columbia

COIN OPERATED
★ BOOTH RADIOS ★

ALL OUR OPERATORS SAY IT'S A

SMALLEST SIZE MADE
7½" wide, 6" deep, 6¾" high.

BIG MONEY MAKER

SMALLER INVESTMENT | 15 MINUTES FOR ONLY 10¢ | LIFETIME INCOME

Be the first in your territory to open up locations—a real money-making proposition like this is just what profit-hungry restaurants, bars, cafes are looking for; and it's a big money-maker for the operator.

CHOICE TERRITORIES OPEN

Operators, write or wire for additional literature and nearest distributor.
Phone: SUperior 2398.

COLUMBIAN PRODUCTS CO.
321 W. DIVISION ST. CHICAGO 10, ILLINOIS

SHAFFER GUARANTEED USED PHONOGRAPHS

CABINET COMPLETELY REFINISHED
MECHANISMS CLEANED AND DEGREASED
ALL PARTS CHECKED AND TESTED
DEFECTIVE AND WORN PARTS REPLACED
MACHINE REASSEMBLED AND TESTED
MACHINE CAREFULLY CRATED FOR SHIPPING

	Wurlitzer 1015 $525.00	Rock-Ola 1422 $359.50
SEEBURG CADET, R.C.		$215.00
SEEBURG MAESTRO, R.C.		199.50
SEEBURG 8200 VICTORY		169.50
SEEBURG REGAL OR CROWN		129.50
SEEBURG HIDEAWAY		189.50
ROCKOLA '40 SUPER		160.00
ROCKOLA '39 STANDARD		110.00
ROCKOLA MONARCH		89.50
ROCKOLA HIDEAWAY (metal cabinet)		89.50
AIREON 1200A		269.50
WURLITZER 750		275.00
WURLITZER 950		225.00
WURLITZER 600		100.00
WURLITZER 71		89.50
WURLITZER 61		89.50
WURLITZER HIDEAWAY (metal cabinet)		89.50

TERMS: 50% CERTIFIED CHECK, BALANCE C.O.D.

SHAFFER MUSIC CO.
606 S. HIGH ST., COLUMBUS 15, OHIO

SEEBURG LO-TONE R. C. $279.50

Baltimore Phono Ops Discount Effect of Television on Play

BALTIMORE Feb. 14.—Local juke box operators, altho experiencing a slight drop in play since television broadcasts began here recently, say that they feel video will have little over-all effect on their business.

Tavern owners, looking back upon experience of taverns in cities where television has been in operation for some time, will limit operation of television sets to major sporting events, leaving open time for juke box play.

Operators feel that there is a good chance that the extra patrons video will draw into locations will partially offset the drop in play while television programs are being shown. Many, they feel, will stay on for at least long enough to drop a nickel or two into the juke box.

Baltimore tavern owners have noticed a drop in sales across the bar while television is on. One innkeeper expressed his attitude: "I didn't think when I bought the set that it would affect my business the way it has but I've decided that I'm not running a motion picture theater and my set will only be on when something important comes down the line in the future."

Some change in tavern television showings may take place when NBC begins piping network video programs into Baltimore thru their WBAL-TV, but operators discount possibilities of much further cut in juke box play. Peter Mongelli, Jacham Enterprise, says, "I still don't think it will effect our jukes any more than it has already. It may become a fad and they may play consistently in the home, but we feel that inn-keepers have the right idea and that should work right in line with our conception of video not hindering business."

Trade-In Policy Featured by N. Y. Wurlitzer Dist.

NEW YORK, Feb. 14. — A liberal trade-in policy on old music equipment will mark the operation of Young Distributing, Inc., recently appointed distributor for Wurlitzer music machines in the New York metropolitan area according to Joseph R. Young, president of the new outlet. The former holder of the Wurlitzer franchise here was Emby Distributors.

Young, Wurlitzer distributor in Ohio for over eight years, has as his associate Daniel D. Kipnis, vice-president and treasurer. Kipnis, a navy officer during the war, has practiced law in Chicago.

In a statement explaining their business policy, the firm principals said.

"We feel that existing condition in the music business will require some degree of flexibility, both on the part of the active operator and ourselves as distributors. With this situation confronting us, we have pledged ourselves to do all within our power to make those changes that may be necessary in overcoming these temporary obstacles by evolving a concrete plan wherein a reasonable trade-in allowance be given on used equipment toward the purchase of Wurlitzer phonographs."

Foreign Markets

Used juke boxes taken in trade will largely be disposed of in the foreign market, Kipnis declared, and the distributing firm plans to concentrate on export as foreign dollar restrictions lift. Another market for used equipment is home use in play rooms, he added. Advertising in general circulation magazines such as *Esquire* and *American Weekly* is bringing in many prospects. These are turned over to regional distributors for sales. Sizable sales of used machines thru these channels should enable the outlet to maintain its liberal trade-in policy, Kipnis asserted.

Office manager of Young Distributing is James Healy. Jim Toman is in charge of maintenance.

Canadian City Council Levies Coin Radio Fee

LETHBRIDGE, Alta., Feb. 14.—City council set the fees for coin-operated radios at $50 to cover 50 machines and an additional $1 a year for each installation above 50.

Purvis Rash Electric Company, of Olds, Alta., an ex-servicemen's company, has 43 radios operating in Lethbridge hotels.

Roy Clason Gets Michigan Assn. Manager's Post

DETROIT, Feb. 14.—Roy W. Clason, who has been public relations director of the Michigan Automatic Phonograph Owners' Association (MAPOA), has been promoted to the new post of business manager. In this position he will continue in charge of public relations activities, as well as all ordinary operations of the MAPOA. Headquarters will continue to be in the Ford building.

The MAPOA is ready to launch an intensive drive for new members, particularly in the Southeastern Michigan area, Clason said. Plans now call for extension of the field served by the large Detroit chapter to include most of this section of the State.

Particular concentration of organization activity is planned in Port Huron and Jackson, and both cities will fit into the Detroit picture rather than in individual chapters, according to present plans. New organizational set-up will allow each local group to serve as a regional rather than just a city-wide association.

Illinois Music Ops In Annual Meet for Officers' Election

CHICAGO, Feb. 14.—Illinois Phonograph Owners, Inc. (IPO), will hold its regular annual meeting Monday (16) at the Sherman Hotel here, Mike Spagnola, executive secretary, announced this week.

Nominations and elections of officers will be the high point of the meeting. IPO officers who will be present are Ray Cunliffe, president; Walter Miller, vice-president; Robert E. Gnarro, secretary-treasurer, and Spagnola. A full turnout of the membership is expected.

WE PAY CASH FOR USED
JUKE-BOX RECORDS
Write
PARAMOUNT SERVICE
313 E. Market Wilkes-Barre, Pa.

Copyrighted material
www.americanradiohistory.com

THE PUBLIC PREFERS ▼

▲ THE COIN BOX CONCURS

higher earnings from your locations!

THE MILLS CONSTELLATION

no other phonograph has all these features:

plays 40 selections • six hits for two bits • wide range tone • aluminum cabinet • adjustable tone arm • table top service

Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois

Copyrighted material
www.americanradiohistory.com

DISTRIBUTORS WANTED

The best nationally known commercial phonograph manufacturer has available a few lucrative territories for reliable distributors and jobbers under a radically new distributing plan. Must be financially responsible. Those interested who can qualify write Box D-131, o/o The Billboard, Cincinnati 22, Ohio. All replies kept strictly confidential.

WE BUY

NEW OR USED

PHONOGRAPH RECORDS

Moline Furniture Store

734 Santa Fe Drive, Denver, Colo.

Phone: Ke. 8944

TUBES

2051 THYRATRON—REGULAR $1.70

OUR PRICE 59c Each

$35.00 Per Hundred

2A3 AMPLIFIER TUBE—98c EACH

Terms: 20% deposit, balance C. O. D. F. O. B. Dayton, Ohio

SREPCO

RADIO AND ELECTRONIC PARTS DISTRIBUTORS

135 E. 2d St. Dayton 2, Ohio

OPERATORS, ATTENTION!

TOP PRICES PAID FOR USED RECORDS

Sell to Chicago's Largest Distributor of Used Records.

WE PAY THE FREIGHT

WRITE, CALL OR SHIP TO

USED RECORD EXCHANGE

DICkens 7060

4142 W. Armitage Chicago 39, Ill.

SPECIAL BARGAINS

UNCONDITIONALLY GUARANTEED

The following low prices are for machines complete and in working order but not rebuilt.

Wurlitzer 500	$ 70.00
Wurlitzer 600	70.00
Wurlitzer 780	195.00
Wurlitzer 850	195.00
Seeburg Hitone	125.00
Seeburg Rex	35.00
Seeburg Envoy	125.00
Seeburg Classic	70.00
Seeburg Colonel	85.00
Seeburg Regal	70.00
Seeburg Gem	70.00
Seeburg Mayfair	50.00
Rock-Ola Spectravox and Playmaster Comb.	60.00
Rock-Ola Standard, '39	75.00
Rock-Ola Commando	70.00

If you want these phonographs professionally rebuilt add $25 per machine.

Terms: 1/3 Deposit With Order, Balance C. O. D.

STEPHEN AMUSEMENT CO.

14 Kinsey Ave. Kenmore 17, N. Y.

Phone: DE. 0656

RECORD REVIEWS

(Continued from page 31)

ARTIST / TUNES / LABEL AND NO. / COMMENT	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
POPULAR				
SAM BROWNE (Bert Thompson Ork) (London 143)				
Feathery Feelin' Britain's Sammy has a voice to please. Western-type pop ditty hears too fleeting for real importance.	72	74	70	74
Thoughtless Superior recording of a not-superior ditty. Ink Spots could crack this kind of ballad thru—here it's another disk.	75	75	75	75
FREDDIE "SCHNICKELFRITZ" FISHER (Decca 45040)				
Sugar Loaf Waltz Freddie's old German band on a Decca 50-center. Oom-pah-pah waltz has passing parade charm.	67	65	65	70
Village Tavern Polka This explains where "Too Fat" had its start. Here's authentic tuba-band polka in the old world style.	61	55	50	80
MILT HERTH TRIO-LARRY DOUGLAS (Decca 24324)				
My Cousin Louella Herth's pianorgan tones are bright as is material. Not sensational but good.	79	81	77	79
Lone Star Moon Herth saves this from being non-sequitur. Cowboy-vein plug tune is mildly pleasant.	64	63	60	69
AMES BROTHERS (Mary Osborne Trio) (Decca 24329)				
Tell Me a Story A new ditty in the old-style tradition. Ames-Osborne combination is pleasing but not earth-shaking.	73	75	71	73
If You Had All the World and Its Gold Trying to revive the old songs without particular tricks of rendition is tough. The kids won't like this. Ames harmony is good but square.	61	60	50	75
ARTHUR GODFREY (Decca 25348)				
Back Home on Sunday Night Godfrey sings ballads like a Nick Kenny patty poem. However, there are some faithful followers.	50	50	45	55
I'd Love To Live in Loveland Tune is ever-green, but Decca's old Godfrey can't talk a hit out of this.	71	72	69	71
RUSS MORGAN (Pat Laird) (Decca 24339)				
All Dressed Up With a Broken Heart Dressed up for good dancing; competent scoring but only fair vocal.	68	68	69	67
Beg Your Pardon Tune's growing, disking is late and tho attractive, not as good as the earlier competition.	69	66	70	72
CLAUDE THORNHILL (Dick Harding) (Columbia 36298)				
You Were Meant for Me Disk reissue of tune revived in flick of same name; good vocal, fine beat.	80	81	78	80
Paradise (Kay Doyle) More fine Thornhill treatment musically, but vocal is weak on reissue flip.	71	74	70	68
LARRY BEST-RAY CARTER ORK (Banner B-518)				
Off to the Races (Parts I and II) Distasteful use of Yiddish dialect and language tell a story of race track woes; Part II's the better juke side because of dialect take-off on Clem McCarthy.	63	NS	67	58

ARTIST / TUNES / LABEL AND NO. / COMMENT	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
RACE				
JOHNNY MOORE'S THREE BLAZERS (Exclusive 259)				
Scratch Sheet Brothers Moore — Oscar and Johnny — in guitar duet. Interesting but not earth-shattering.	64	73	66	53
Soothe Me Joe Greene blues done in the inimitable Charles Brown vocal style that sells in race spots.	77	73	76	81
BIG BILL (Columbia 38070)				
Just Rocking Blues vocal rides along in fine style.	71	70	68	75
San Antonio Blues Blues and saddle combination is strictly blues. Nary a giddyap.	69	69	63	75
BILL JOHNSON AND HIS MUSICAL NOTES (Gus Gordon-Quartet) (Victor 20-2618)				
So Tired Relaxed vocal with fine ork backing.	69	69	64	73
I Learned To Cry (When You Said Goodbye) Ballad is run-of-the-mill and vocal tries too hard for pathos.	59	60	54	62
PHIL HARRIS (Victor 20-2614)				
One More Time (Phil Harris) Harris sells and sells on brash, bouncy oldie. It's not art but who cares?	77	82	70	80
Old-Time Religion (Phil Harris-The Sportsmen) Personality boy pulls switcheroo and does almost straight spiritual, with choir type background. May disappoint customers.	65	68	60	68
WINI BEATTY TRIO (Coast 8045)				
Put Your Brakes On, Papa White gal has true race flavor to her on vocal. Blues a bit on "blue" side.	53	52	49	58
May I Never Love Again Wini torches on the nasal side. Background orking is tasty.	55	58	46	62
ROSE MURPHY (Majestic 1213)				
Miss Annabelle Lee Here's that cute kid again selling like mad.	81	82	77	85
Cecilia Contrived, commercial and a nickel coiner.	88	90	82	90
ARTHUR "BIG BOY" CRUDUP (Victor 20-2659)				
I'm in the Mood "Big Boy" shouts blues in exuberant style. Folksy guitar.	53	50	48	60
Mean Old 'Frisco Blues A more subdued Crudup sings his own blues in "Momma done told me" style.	51	49	45	58
ALBENNIE JONES-SAM PRICE TRIO (Decca 48069)				
Give It Up, Daddy, Blues 12-bar blues is well-delivered by a new promising fem race talent.	65	50	70	74
I Have a Way of Lovin' (Albennie Jones-Sam Price Quartet) Addition of tenor sax on this up-tempo blues helps less earthy, more commercial attempt.	66	59	64	74
BUDDY JOHNSON ORK (Ella Johnson) (Decca 48060)				
You Can't Tell Who's Lovin' Who Poor vocal, fair band, fair ditty in blues vein.	62	65	59	61
Serves Me Right (Arthur Prysock) Prysock's long on vibrato, short on voice, but is right for race boxes; tune's not important.	64	61	62	70

(Continued on page 115)

Jensen's new coin machine needle

The NEWLY IMPROVED Jensen Coin Machine Needle is SO GOOD that we want you to TRY ONE AT OUR EXPENSE. It's NEW in design, NEW in uniform construction. Write today on your letterhead for a FREE sample.

JENSEN INDUSTRIES, INC.

329 S. Wood St., Chicago 12, Ill.

WE BUY USED PHONO RECORDS

MERVIS TRUCKING COMPANY

7026 LEXINGTON AVENUE

CLEVELAND 3, OHIO

PHONOGRAPHS

ALL A-1 RECONDITIONED

WURLITZER 950 ..... $295.00

WURLITZER 780, COLONIAL .. 219.50

WURLITZER 500 ..... 165.00

1/3 Deposit, Balance C. O. D.

WE BUY, SELL AND EXCHANGE

Phone: Jefferson 1644

3147 Locust St. St. Louis 3, Mo.

Mc CALL NOVELTY CO.

"THE HIGHEST BIDDER"

TURN YOUR USED RECORDS $$ INTO CASH $$

WRITE, CALL OR JUST SHIP TO . . .

NATHAN MUCHNICK

1251 N. 52nd St., Philadelphia, Pa.

Phone: GRE 3153

WILL PICK UP WITHIN 100 MILE RADIUS.

TOP CASH FOR USED RECORDS

Any quantity. We pay freight. Pick up within 100 miles. Call—Write—Wire Today.

TOPS MUSIC ENTERPRISES

1418 So. Hoover St. Los Angeles 37, Calif.

ADams 0910

Copyrighted material

www.americanradiohistory.com

Juke Box Roundtable

(Continued from page 102)
the over-all net as a basis of determining a profit. This makes for poor music operating.

Our local competition is based mostly on the 50-50 commission. We are successful holding most of our locations on 40-60, utilizing the difference in advertising, better service, more records, etc. Just recently we computed our costs for last year on servicing locations. Without depreciation for equipment, but including everything else, we found that they averaged approximately $4 per week on music and $2.25 on pinballs. We divided the $4 on the music into $3.50 for individual phonographs, and $4.50 for set-ups, where we have a phonograph and boxes.

Our records are prepared in advance for all our spots. That makes for better looking title strips, and gives each location a more consistent choice of better tunes, altho it does cut down the speed with which requests are granted. When we have a request, it is entered in a notebook in which the changes are entered and the following time when records are made up it is filled if possible.

On Location Advertising

Because records are made up in the office, we can use location advertising effectively. Our program is this: Table tents calling attention to a certain piece are placed in booths every four weeks, and wall signs, 11x14, every six or eight weeks. With this advertising we believe we have stepped up our play. For example, during Lent of 1947, we increased our weekly play instead of dropping as during normal years.

Due to extremely virulent competition, tho, we can only operate on 40 per cent to the location where possible, and concede 50 per cent where the going is too tough. Locations in this part of the country do not even consider front money or guarantees. Ten cent play is out, too.

As we said before, our biggest problem is running competition with other operators who look at the net profit from their whole business instead of from each type of business. Sure, they'll probably go broke in the long run, but in the meantime, they're making things tough for you. Other locations say—well, he can do it, why can't you? This competition is healthy stimulation, tho. We owe all our small success to that very fact.

Liquor Board Issues Rules On Ala. Jukes

(Continued from page 102)
tions could be brought up to date. The previous ABC board had rescinded a regulation which permitted juke boxes in taverns, after charging that some operators had "jumped the gun."

In announcing that it would make further study of the situation, the present board said it had not determined whether the removal of juke boxes or wartime rationing by distilleries accounted for the decline in whiskey consumption in Alabama. This much stood out—juke boxes were removed from Alabama taverns in 1943, and the following year there was a marked decline in the State's whiskey consumption.

At the two-day hearing, music industry spokesmen and representatives of the general public made forceful pleas for the return of automatic phonographs.

Col. R. E. L. Choate, executive secretary of the Alabama Music Machine Operators' Association (AMOA), termed the board's latest proposal for the return of juke boxes as "workable . . . and in line with what we've (the association) always asked for."

For some unknown reason, Choate said, music machine operators had been put in a bad light with the Alabama public. Choate said there certainly was no logical reason for this, adding that the automatic phonograph "exerts no more bad influence than the radio in a home."

Colonel Choate said that the industry would co-operate with Gov. James E. Folsom's plan for promoting square dances by making certain that at least two such records would be placed in each box. Earlier (*The Billboard*, February 14), the governor had requested that tavern locations where jukes are placed, have square dances every Tuesday.

Attacks Proposal

Abe Berkowitz, counsel representing the Birmingham Vending Company, asserted that placement of automatic phonographs would not increase the consumption of alcoholic beverages. At the same time, Berkowitz attacked the board's proposal to confine music only to those places where beer is sold, asserting that there is "nothing more undemocratic."

Colonel Choate likewise asserted that his association was definitely not opposed to live music, or to music in places where liquor sales are licensed.

A strong argument was made by J. Allen Tucker, of Union Springs, who appeared to speak on behalf of the general public. Said Tucker: "The previous board's action in removing juke boxes was silly and bordered on the foolish.

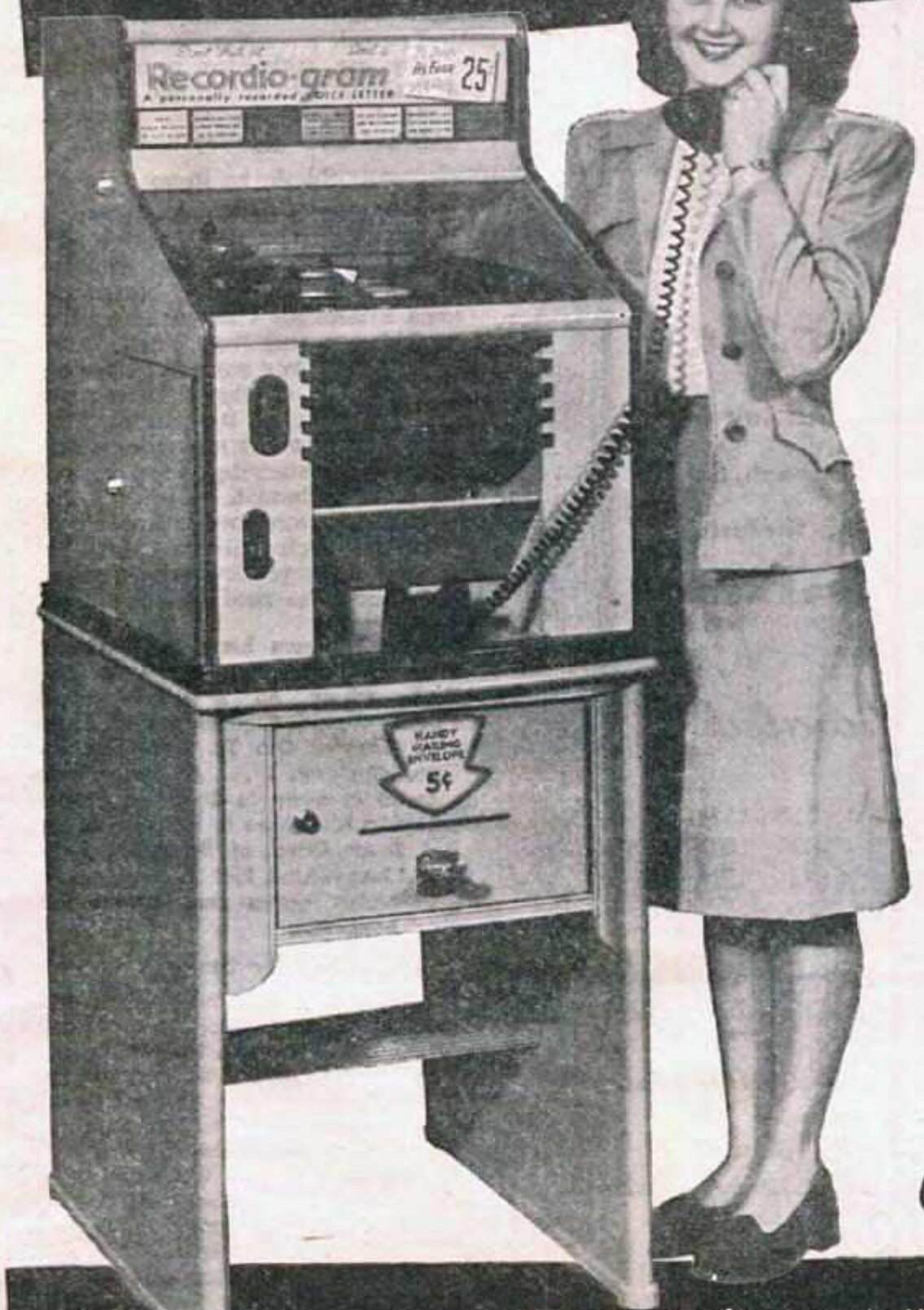
"Forty-seven of the 48 States do not regulate juke boxes in this manner," he said, "Alabama alone does. We want the right to go out in the evening where we can order a steak and a bottle of beer and dance with our wives. I cannot afford to pay a $5 cover charge, but I can afford to spend money in a juke box and have plenty of fun."

so simple! so profitable!

Just "pick up the phone" and make a record!

Everybody likes to make records—and COIN RECORDIO makes records so easily! The microphone looks and works like a telephone. The customer talks or sings into the mouthpiece—and then hears the completed record played back through the same "phone" in privacy, or if desired, through a self-contained speaker

COIN Recordio T.M. REG. U.S. PAT. OFF. by WILCOX-GAY



SELF-OPERATING

Makes "talking letters" at the drop of a coin!

COIN RECORDIO requires no attendant. Inserting a quarter makes a record, plays it back, and delivers it—all automatically. Easy-to-follow recording instructions light up in proper sequence. Compact (only 29½" high, 21¼" wide, 28⅜" deep without base) COIN RECORDIO takes little space, but makes BIG profits.

MAKES MONEY IN ALL LOCATIONS

COIN RECORDIO fiber discs are lightweight; ideal for mailing or souvenirs. COIN RECORDIO is good for ALL locations. Here are just a few:

• TAVERNS • STORES • DANCE HALLS • DEPOTS • AIRPORTS • THEATERS • HOTELS • COIN ARCADES • TOURIST CAMPS

Install Now!

Get your locations set *now* for spring and summer business. Write or wire for full information on COIN RECORDIO—manufactured and guaranteed by the makers of world-famous RECORDIO, the recording radio-phonograph.

COIN Recordio

There's Profit in it! Write or wire...

WILCOX-GAY CORPORATION • CHARLOTTE, MICHIGAN

Copyrighted material

www.americanradiohistory.com

FOR SALE

ALL EQUIPMENT READY FOR LOCATION

1015 WURLITZERS	$500.00
950 WURLITZERS	185.00
850 WURLITZERS	200.00
800 WURLITZERS	175.00
750 WURLITZERS	200.00
600 WURLITZERS, Rotary	95.00
125 WURLITZER BAR BOXES. Each	5.00

Terms: One Third Cash Balance C.O.D.
F.O.B. St. Louis, Mo.

ADVANCE PHONOGRAPH CORP.

4665 PAGE ST. LOUIS, MO.
Tel.: LUcas 8983

WIRED TELEPHONE MUSIC STUDIO
FOR SALE

70 Turn Tables in studio with complete outside equipment for same. Grossed $90,000.00 last year. Make me an offer. Centrally located in California.
BOX D-231, The Billboard, Cincinnati 22, O.

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

Harvest Festival

Nancy Lee and the Hilltoppers, the Vitacoustic platter foursome, will play the Harvest Festival at Fort Recovery, O., July 19-25. . . . Hank Penny, the King Records singer, made his television debut February 12 over WLWT, Cincinnati, emseeing the audience-participation show, *Musical Ponies*.

Two song folios by King recording artists Grandpa Jones and Cowboy Copas have just been pubbed by Lois Music, a King affiliate. . . . Cowboy Copas will work thru Alabama during March. His current hit, *Signed, Sealed and Delivered*, got him the feature spot on the *Grand Ole Opry* last week. . . . The York Brothers are working Michigan niteries this month.

Jimmy Wakely, film and Capitol platter star, reports that he has just been released in *Song of the Drifter*, for Monogram, with Cliffie Stone, Arthur Smith and Dick Reinhart also in the flicker. Tunes spotted in the film are *I'll Hold You in My Heart*, by Eddie Arnold, and *It's Been So Long, Darling*, by Ernest Tubb and John Henry. Wakely just finished location on *Oklahoma Blues*, his newest pic, and is currently doing a 45-minute morning disk jock show over KNX, Hollywood, five days a week. He has been using name guests and reports that Arthur Smith's *Orange Blossom Special* on Capitol is the big request number, while his own *Oklahoma Blues* is going good also.

Change Plans

Since the death of Jack Guthrie January 15 at Veterans' Hospital, Livermore, Calif., Cherokee Jack and the Rhythm Ridin' Wranglers, the band that Guthrie fronted, is mulling an offer to play a ballroom in Tacoma, Wash., in addition to their work over KMO, Tacoma.

Songwriter Lee Penny, now with Berle Adams & Associates, Hollywood, reports that Smiley Burnette broke house records in Birmingham last week, despite bad weather. Burnette, who tours until March and is set to do a picture in May, is cutting a transcribed disk jockey show in his home studios, with the e.t. show set for peddling by Broadcasters' Guild, the Jimmy Parks' firm.

Ozie Waters has forsaken Hollywood for his old stamping grounds, KLZ, Denver. . . . The Sons of the Pioneers do their next flicker in March, with leader Bob Nolan currently in Honolulu on a vacation. Their e.t. show is currently heard over 150 stations, via Teleway Transcriptions. . . . Tex Tyler has a new program over KGER, Hollywood. . . . Ken Curtis and Lee Penny are organizing a new music publishing firm under the banner of Berle Adams' Associates. Curtis has switched from Mercury to Decca.

Spade to Reno

Spade Cooley will start a tour May 1 with Reno, Nev., the first stop, then heading for the Pacific Northwest and Canada, swinging back to the Texas Interstate Theater circuit, then into Chicago and New York. Cooley's new ork features comedy. Spade will get a number of star folk combos to work for him at his Santa Monica Ballroom. Spade's new pic, with the leader in a starring role, is called *The Silver Bandit*. Cooley's house was partially wrecked last week when workmen high above the house loosened a huge boulder, causing it to fall thru the roof of his den.

Zeke Manners back in Hollywood after his recording junket in New York, where he recorded, among others, *Cigars, Cigarettes and Souvenirs*; *They're Out To Trap You* and *Tired Cowboy*. . . . Al Dexter was snowed in down in Texas last week, delaying his return to Hollywood. . . . Red River Dave, of WOAI, San Antonio, has added Mel Winters' piano, Jack Skiles' guitar and Marcus Morales' bass viol.

Philly Story

While several Philadelphia musical bars have been bringing in Western musical units to cash in on the growing popularity of the folk music form, Wilson's Night Club and Restaurant is the first major Philadelphia night club to feature a Western floorshow. For the innovation Wilson's is featuring Dick Thomas's Ramshackle Jamboree, the writer of *Sioux City Sue*, building an entertaining unit around his own singing and accordion playing.

Buddy DeVall, Canadian recording star for Yale platters, recently spent a month's business trip visiting publishers in Gotham.

John A. Lomax, whose hunts uncovered *Home on the Range, Dying Cowboy* and more than 10,000 other famous American folk songs, died in a hospital in Greenville, Miss., January 27. A heart attack cheated him of the first public appearance in his home State of Texas before he came to the end of the trail that his ballads foretold. A 40-year hunt for ballads took Lomax into every walk of life. Born in Goodman, Miss., he went to Texas at the age of two and grew up on a farm near Meridian. Funeral services were held in Austin, Tex. Lomax contributed largely to the folklore section of the Library of Congress.

In 38th Year

Nat Vincent, head of the Western and hillbilly department for the Ralph S. Peer Publishing Company, is celebrating his 38th year in the music business. He started in New York in 1910. In 1918 he wrote *I'm Forever Blowing Bubbles*. He has other hits to his credit, including *La Veeda*, often featured by Paul Whiteman, and *When the Bloom Is on the Sage*, one of the top standards in the Western field. For the past nine years he has been in Hollywood managing Peer's Western catalog.

According to Mel Shauer and Cliff Carling, a Carnegie Hall Western jamboree is being lined up for Tex Williams and His Western Caravan July 5. Williams will be on his semi-annual personal appearance tour of the East at that time.

Jimmy Wakely has placed his new plattered 15-minute program, *The Jimmy Wakely Show*, on the market. Series comprises 39 open-end transcriptions. This is in addition to Wakely's show for Columbia Broadcasting System, which is tagged *Jimmy Wakely's Western Music Shop*. After making his next Monogram Western pic about March 1, he will leave on a p.-a. tour covering the Carolinas, Florida and Alabama. Wakely is skedded to be a guestar on *Grand Ole Opry*, originating in Nashville via National Broadcasting Company.

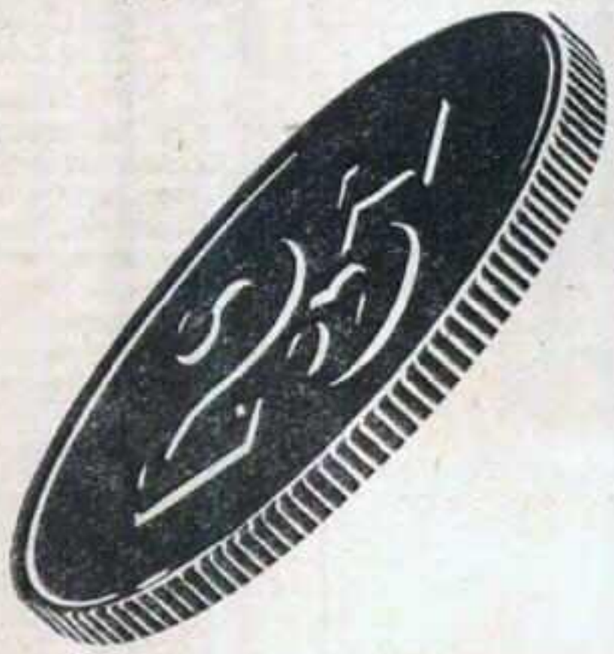
More on Smiley

Smiley Burnette is continuing his p.-a. theater tour with his itinerary taking him from a week's run at Baltimore's Hippodrome Theater (February 12-18) to Williamson, N. C., where he will appear at the Watts Theater February 19. Other North Carolina dates include: February 20, City Theater, Morehead City; February 21, Kehoe Theater, New Bern; February 22, Brake, Wilson; February 23, Onslow, Jacksonville; February 24, Columbus, Whiteville; February 25, Berry, Hartsville; February 26, Colonial, Kannapolis; February 27, the Dunn, Dunn; February 28, State, Newton, and February 29, Sunrise, Southern Pines.

Western song scribe Eddie Dean has two originals being released by the Crystal label of Los Angeles. Dean previously recorded for Majestic. Penned with Hal Blair and Dearest Dean as co-cleffers, tunes coming out are *One Has My Name, the Other Has My Heart*, and *Wake Me in the Mornin' by the Swanee River*.

Personal manager Richard Wiley East to line-up p.-a. tour for Merle Travis, Wesley Tuttle, Andy Parker and the Plainsmen. . . . Jimmie Widner is new vocalist with Spade Cooley while Cameron Hill takes over the guitarist's chair. . . . Jack Kenney's ditty, *T-E-X-A-S*, was recorded by Denny Beckner and his ork for Bullet. Dale Belmont is the vocalist. Tune was introduced at the inauguration of Texas's Gov. Beauford Jester. . . . Art Satherly, veepee in charge of Columbia Records's American folk and novelty catalog, returned to Hollywood following a five-month sojourn in the East. He leaves soon for Houston and other Southern points to visit artists.

more quarters in the bag



with AMI 6 plays for 25c

Deliver a selective package of music! Any 6 selections for 25c! Any AMI Phonograph, in the field, or brand new, can have this feature.

AMI 40 SELECTION PHONOGRAPH

AMI Incorporated

127 NORTH DEARBORN, CHICAGO 2, ILLINOIS

TYPICAL COMMENTS ON PACKARD'S NEW "DIRECT" SALES PLAN:

"Hit of CMI Show"
"Policy Trend of Industry"
"Boon to Ops"
"Capehart Scores Again"
"A Homer" "Sparker to Profits"
"Best News in 15 Years"
"Only Deal Today for Ops"

The "Manhattan" BY PACKARD

WRITE TODAY

PACKARD MANUFACTURING CORP.
Indianapolis 7, Indiana

Copyrighted material
www.americanradiohistory.com

COINMEN YOU KNOW

New York:

Nat Miller and Bob Hofberg, former distributors of the Kayem Dental Kit vender in this area, have dissolved partnership. The machines they had on test location at La-Guardia Field and several railroad stations have been withdrawn. Hofberg is now on the West Coast. . . . Photomatics have been installed in the terminals on both the New York and New Jersey sides of the 42d Street ferry.

Al Schwarz, public relations director of the National Association of Automatic Machine Owners (NAAMO), and assistant to F. McKim Smith, president, reports that remodeling of the NAAMO offices on Atlantic City's Central Pier is almost completed. The job should be done in another week. Meanwhile, the fast-growing association has added two girls to its secretarial staff.

Dick Cole, vice-president of Drink-o-Mat Industries, Inc., in Tennessee this week aiding preparations for the Nashville showing of the cup vender. He will be joined in Pittsburgh next week by Sam Kresberg, executive vice-president, now vacationing in Miami. Mel Rapp, Drink-o-Mat general sales manager, will also be on hand at the Pittsburgh showing.

Harry Krain, of the Sunflower Vending Machine Company, is adding Groetchen Camera Chiefs to his route. . . . Bernie Freidenberg, Boardwalk

(See New York on page 112)

Maritime Provinces:

Jukes are a factor in the revival of ice and figure skating thru the provinces. Each indoor rink seems to be equipped with the automatic machines. At St. John, N. B., an operator converted a wartime army drill shed into a rink exclusively for fancy, figure and acrobatic skating. Jukes have also been installed at many outdoor rinks. Waiting rooms at rinks are also good locations for pinballs and venders in addition to being another growing center for jukes. Play is reported to be much better this winter at rink locations.

The Coney Island Amusement Company is going ahead with distribution of AMI phonographs. . . . A thief broke into the home of Mrs. Alex Boudreau, Halifax, and took jewelry and clothing valued at about $550. Her husband is well known in coin machine circles. . . . Moose Jaw coin meters are doing almost double the trade they did a year ago due to the fact that little snow has fallen there this year compared to a year ago.

No late news this week from Canadian circles on the ban on coin machines that went into effect in mid-November. The general attitude seems to be that coinmen in the provinces will just have to wait until the picture is cleared. Main point is that coinmen will not begin to feel the pinch until some of the older machines just have to be taken off location.

Philadelphia:

R. Fleming McGuire has established the Quaker Music Company, headquartering at 121 North Broad Street. . . . Jackie Fields, of Smith & Fields, local Wurlitzer distributors, making a notable contribution in the name of the music machine industry, in providing a new music machine to the Servicemen's Center at 17th and Locust Street. The presentation will be made thru Gordon Hawkins, an executive at KYW, which will mean radio publicity for the public service gesture. Fields made the contribution as a result of a story in the local newspapers calling attention to the fact that the servicemen were without music because their machine had broken down. . . . Sidney Heldon, salesman, resigned from the Poppers' Supply Company, local popcorn vending concern.

El Paso, Tex.:

General Distributing Company branch here, which is managed by Leonard Furr, was recently named Rock-Ola distributor for the three Northern states of Mexico. Until the Mexican government lifts its restrictions on phono imports, however, the firm will be unable to ship to would-be Mexican buyers.

N. H. (Happy) Wightman, ex-showman who moved here and established two arcades some five years ago, has closed one of his downtown arcades. He will use equipment from the closed arcade to open a new amusement center in the valley. Contractors are now at work constructing a building for him there.

Gerald Berg, who heads up Franklin Vending here, reports cigarette averages have gone up since the first of the year. Berg, who has most of his machines in industrial plants and cafes, says he can't figure a logical explanation for the increase.

Portland, Ore.:

Bob Portale, manager here for M. S. Wolf Distributing Company, recently was host to Guy Wood, of Los Angeles, West Coast representative for DeLuxe Records. Wood signed up distributors here and at Seattle.

Arnold Caplan, head of the vending division of the A & B Candy Company, reports that the firm has added two salesmen and that several operators have been established at Tacoma, Wash. A & B plans to expand its territory in the spring to include Idaho and Montana, Caplan says.

Bill Goebel, operator, has been released from the hospital but is still convalescing at home. He fractured an ankle December 31.

Los Angeles:

R. E. Smith back at his desk at Automatic Enterprises, after recovering from an operation, just in time to take over the concern's affairs before his partner, Bob Bell, was stricken ill. . . . Al Meyers, formerly sales manager of Advance Automatic Game Company, and now general manager of Golden Gate Novelty Company, San Francisco, enjoying a vacation in Southern California. . . . Nicholas Sutherland and A. Stephen LaBarba, organizers of the new Amusement Op-

(See Los Angeles on page 112)

Cleveland:

Cleveland Phonograph Merchants Association (CPMA) contributed $600 to the March of Dimes campaign as one of their welfare activities. Harry Lief, CPMA secretary-treasurer, presented a check for that amount to Mrs. Eugene Morris at the last association meeting February 5 at the Hotel Carter. Mrs. Morris accepted the check for the Cuyahoga County Chapter of the National Foundation of Infantile Paralysis. She was presented with an album of popular records for herself.

Sidney Clark, a popular member of CPMA, and his wife recently returned from a three weeks' trip to St. Petersburg, Fla. Clark is now back in stride furnishing top tunes of the day via wax to his locations. Not that there was any let-up in service during his absence, but he likes to use the personal touch in his business.

Detroit:

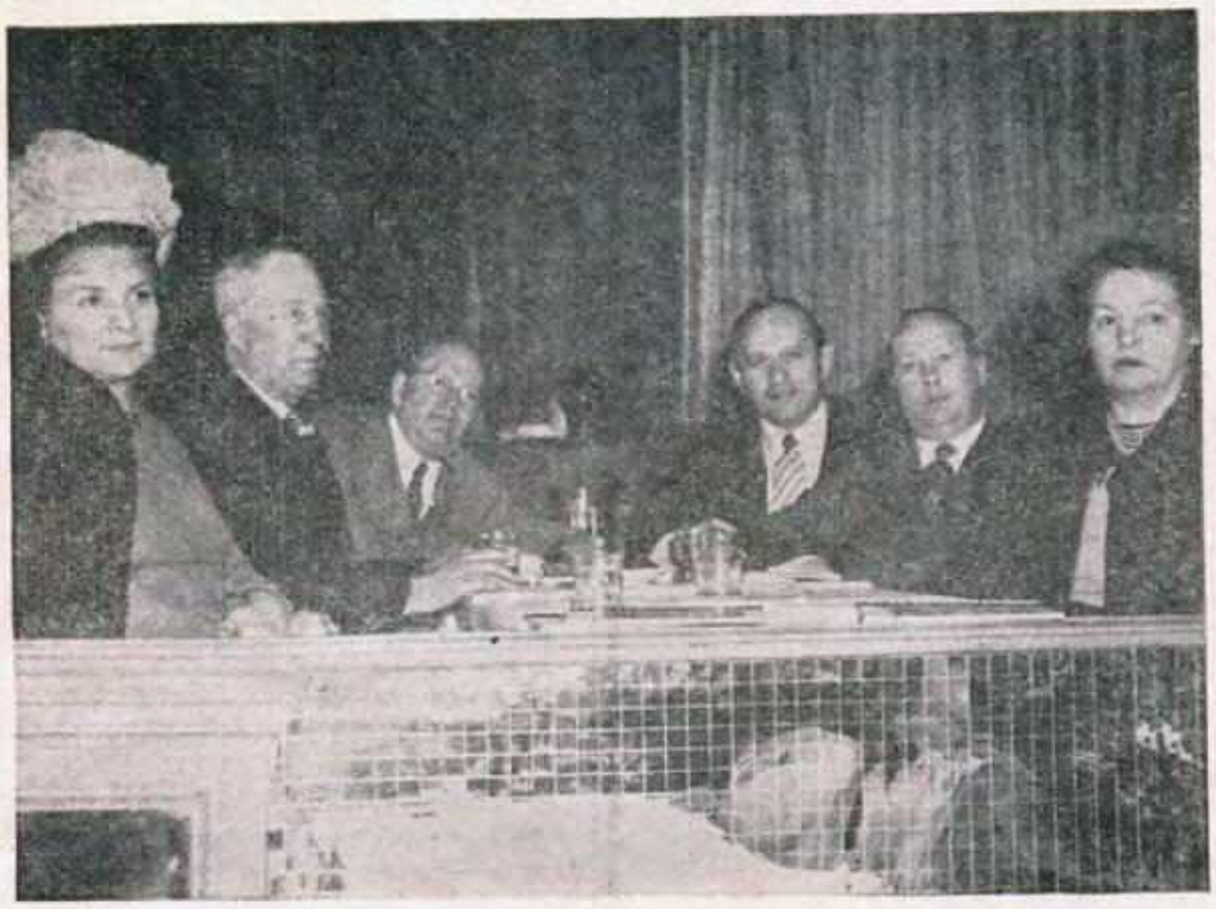
H. P. Haggerty, of Haggerty Sales Company, is representing the Alpha Wire Corporation of New York in the Michigan territory, specializing in wiring supplies for juke boxes, with such outlets here as the AMI organization in Grand Rapids and the Brilliant Music Company in Detroit. . . . George Hellmuth reports that Training Devices, Inc., manufacturers of the Quizzer, are

(See Detroit on page 111)

Cincinnati:

William Fitzpatrick, who has been confined to his home over two weeks with a strep throat, is back on his music route. . . . Mr. and Mrs. Louis Schoenlaub are the proud parents of a girl, named Martha. Lou now has four girls and a boy.

Ida Weiner, of the B. W. Novelty Company, left for a trip to New York Tuesday (10). She will be there about two weeks, combining business with pleasure. . . . Charles McKenny reports that he is now associated with Warren Deaton, Inc., Rock-Ola distributor in Campbell, Kenton and Boone counties, Kentucky. . . . The Automatic Phonograph Owners' Association of Cincinnati held its monthly board meeting Tuesday afternoon (10) in the association offices here followed by an evening monthly meeting of the membership in the Hotel Gibson.



HIGHEST BIDDER for the car auctioned off by Michigan phonograph operators during their recent convention was F. P. McHugh, second from right. Proceeds from auction were sent to the Damon Runyon Cancer Fund. Left to right: Mrs. McHugh; Dallas Utter, Monroe operator; Dutch Embach, Buhl Sons & Co., Columbia records distributor; Jack Brilliant, Brilliant Music Co.; F. P. McHugh and Mrs. Dallas Utter.

Chicago:

Al Sebring, Bell Products Company, is waiting the word that everything is set to go into full production on firm's new Beacon Junior mechanical coin changer. Unit, introduced at the recent CMI conclave with its "new look" die-cast face plate, should be coming off the production lines full swing in 40 to 60 days. Meanwhile, the large Beacon electric changer, production models of which have been on location here and in other cities for over a year, continues to meet location owner and operator approval. Latest installations are spotted in Chicago hospitals.

Atlas Novelty Company is having a nip-and-tuck race to keep up with delivery dates on the orders booked during the CMI show, Harold Schwartz says. It's a two-fold problem of first getting the orders and then filling them. But Atlas is making every effort to ship out the games to customers and will continue to do so, Harold promises. Of course, Nate Feinstein comes in for mention this week. Nate is a slick gin rummy

(See Chicago on page 110)

Indianapolis:

Mrs. Blanche Janes, Janes Music Company, has returned from the South and was greeted by near-zero temperature on her arrival in Indianapolis. . . . Helen Allason has been named manager of the record department at the Indiana Music Corporation record department, a new feature of the company. B. Manley, manager of the Indiana Music Corporation, has resigned his post. His successor has not been named.

Sam Brennen, head of the Indiana Music Corporation, spent several days in Chicago on business. . . . Robert Anderson, of the Anderson Distributing Company, has been appointed manager of the new Rock-Ola branch in Louisville, operated by the Indiana Automatic Sales Company, of Indianapolis, as announced by Peter Stone, Rock-Ola distributor. He will visit operators in Central Kentucky and Southeastern Indiana. He has been connected with the coin machine industry for the past 10 years.

Roy Snodgrass, Terre Haute, Ind., op; Robert Jones, Jones Novelty Company, Terre Haute; Dale Wiley, operator at Columbus, Ind., and Fred Slough, Plymouth (Ind.) Novelty Company, were among operators visiting coin row last week buying parts and new equipment.

***Packard News*, house organ of the Packard Manufacturing Company, Inc., made its first appearance Tuesday (10). The first issue was devoted to the CMI show, and filled with photographs of coin machine operators. According to William Bowles, advertising manager at the Packard plant, the new publication may be issued quarterly.**

St. Louis:

Offices of the Morris Novelty Company have taken on that "new look," as Lou Morris has refurnished his office with new streamlined furniture thruout. Morris boasts that he has one of the finest display rooms in the Midwest. . . . Family illness struck at the Morris personnel when the mother of Arthur Catlett, chief mechanic, was taken seriously ill and rushed to the Barnes Hospital. The wife of Ben Morris suffered a heart attack recently and was rushed to DePaul Hospital where last reports were that she is recovering.

Jack Rosenfeld, owner of J. Rosenfeld Company, is back at his desk daily after a sick spell. Rosenfeld returned several weeks ago from the CMI convention with exclusive distributorship contracts from various manufacturers and the firm is now distributor for Bally Manufacturing Company, O. D. Jennings Company, J. F. Frantz Manufacturing Company, Daval Manufacturing Company:

(See St. Louis on page 112)

Copyrighted material
www.americanradiohistory.com

Look To The GENERAL For LEADERSHIP

NOW DELIVERING . . . GOTTLIEB'S
LADY ROBIN HOOD
Exclusively in Md., D. C. and Va.

LOW CLEARANCE PRICES
ON RECONDITIONED GAMES

AMBER	$ 75.00	HAVANA	$ 89.50
BAFFLE CARD	79.50	HAWAII	159.50
BIG LEAGUE	39.50	HONEY	129.50
BOWLING LEAGUE	169.50	KILROY	89.50
CYCLONE	99.50	LUCKY STAR	129.50
FAST BALL	59.50	MAISIE	129.50
GOLD BALL	139.50	MARJORIE	149.50
		MISS AMERICA	89.50
		NUDGY	129.50
		SHOW GIRL	85.00
		SMARTY	75.00
		SPELLBOUND	69.50
		STAGE DOOR CANTEEN	39.50
		STATE FAIR	89.50
		SUPERLINER	59.50
		SUSPENSE	59.50
		TORCHY	139.50

AIREON PHONOGRAPHS
Special close-out! Brand-new 1947 Aireon Super DeLuxe Phonographs, with new Guardian accumulators, latest improved coin chute and coin reject, and all other latest 1947 features and improvements. Do not confuse with new or used 1946 models.
$395.00 Each

Terms: 1/3 cash with order, balance C.O.D. Write for our regular bulletins.

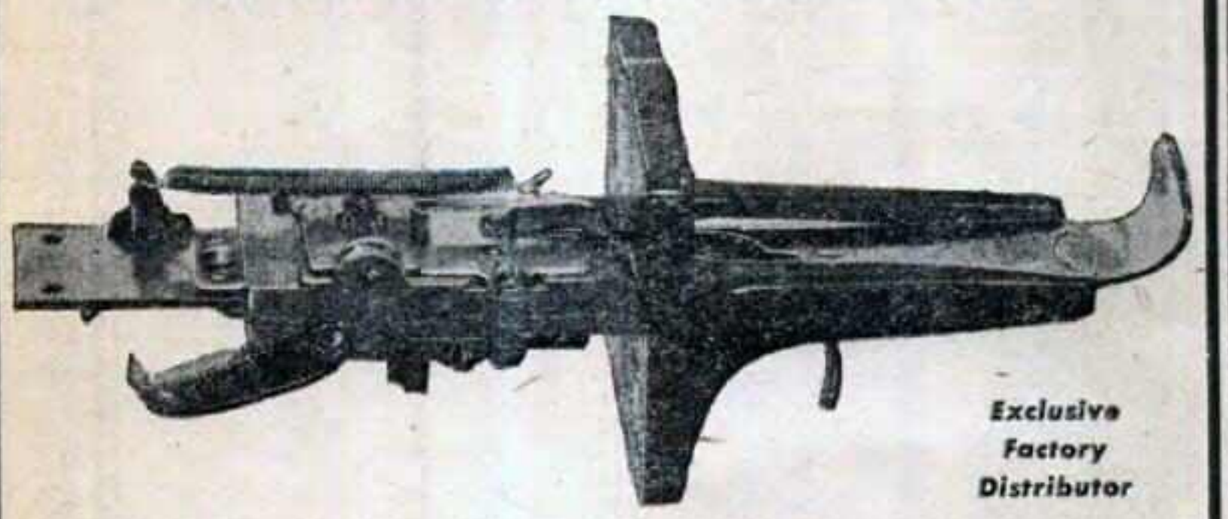
CMI MEMBER

Established 1925

Growing Steadily Ever Since

GENERAL Vending Sales Corp.
BIDDLE & HOWARD STS. · Phone: Vernon 4119 · BALTIMORE 1, MD.

HEATH'S "Feather Touch"
COIN CHUTES
For Pin Games • Roll Downs • etc.



Exclusive Factory Distributor

Sensation of the Coin Machine World. *FEATHER TOUCH*—now featured on Exhibit's latest hits and Gottlieb's Lady Robin Hood. Beautiful red plastic guard on solid metal face plate, plus shiny chrome feather-touch slide, makes *FEATHER TOUCH* most beautiful coin chute ever made. Highest quality materials assure long, trouble-free operation. Quit cussing slugs and pennies—*FEATHER TOUCH* won't take 'em. Guaranteed almost 100% slug proof. If you have a slug problem contact us at once. See your distributor today for *FEATHER TOUCH* chutes, or order direct from us.

Free Play Model . . . . . $3.95 Each
Non-Free Play Model . . . . . $3.65 Each

HEATH DISTRIBUTING CO.
217 THIRD STREET MACON, GEORGIA
Phones: 2681-2682
CMI MEMBER

COINMEN YOU KNOW

Chicago:

(Continued from page 109)

player and often takes Harold with the pasteboards. . . . Joe Kline returned from a frigid two-week trip on Illinois roads Monday (9), and has another jaunt lined up.

Joe Schwart, National Coin Machine Exchange, left Saturday (7) on an Eastern business tour. . . . R. Larson, Indianapolis, and Gus Romeo, Gary, Ind., were Coinex Corporation visitors last week, Murray Rosenthal's secretary, Ida Brotman, reports. . . . Herb Jones tells of the cordial reception given Ray Maloney, national chairman of the CMI cancer drive, Dave Gottlieb, CMI president, and himself by Walter Winchell last week. Trio made the presentation of the $130,000 check for cancer research just before Winchell's broadcast.

Jimmy Johnson, Globe Distributing, has some good things to say about Vince Murphy's work in Boston. Vince, who has set up his own firm there, is acting as a sub-distributor for Globe coin sorters and counters for the New England States. Business at the Chicago headquarters is proving top level, too, Jimmy says. . . . Sam Gensburg, Chicago Coin Machine Company, is enjoying a stay in Miami Beach.

Johnson Fare Box Company will show its coin changer, cup dispenser, and coin wrappers at the Coca-Cola Bottlers' Convention at the Municipal Auditorium in Atlantic City March 8-11, according to Tom Forester, Johnson vending division sales manager. Tom and E. K. Spaulding, firm's sales manager, will attend the meet. . . . Bob Gnarro, heading ABC Music Service, announces that Bob Manning is no longer with the firm. Manning left recently to carry out a business idea of his own.

Clayton Nemeroff, Monarch Coin Machine Company, says there is much movement of arcade equipment lately. The new Triangle vender, shown by Monarch at the CMI meet, is said to be pulling in some good-sized orders. Shipping them out on schedule, Clayton avows. Among callers here last week were C. Holbrook, Huntington, Ind., and Harry Galbasini, from Colorado. Monarch Bell Division, with Carl Huppert at the helm, is ringing along at a swinging pace. Repeat orders are coming in from buyers who signed on the dotted line when the division first began perking, Carl states.

Jimmy Martin, James H. Martin & Company, reports the disk business continues to roll along in high gear with no slack of waxings. Jimmy returned from New York Saturday (7) where he met with Ted Lewis, head of Decca's London label. Jimmy also closed a deal with Phil Spitalny whereby Martin & Company will handle the ork leader's new three-disk album. Firm's sales department was expanded by three new men, while the auditing personnel was increased by five, Jimmy reports.

Walter Oomens Sons is remodeling its headquarters, Andy Oomens reports. Retail record store division of firm's combo juke-disk sale business is being modernized. Andy has a service department off to one side of the record store proper. Juke play, he says, is holding its own these days.

Ray Cunliffe, heading Automatic Music Company, the juke operating firm, and Brown Music Company, a retail record and general music store, states that while juke play and record buying by the public may swing up and down, their taste for music while at home or out in public will require millions of disks and armies of juke boxes to satisfy them. Currently, disk buying and juke play is satisfactory.

William Nyland, manager of Western Automatic Music, Inc., reports that the present juke business is going along on a steady level. Since a 5 per cent drop in August last year, play has kept to a more or less constant pitch on their locations. . . . Herman Duenisch, music operator in Glen Ellyn, Ill., has been in the automatic platter business since 1935. He is well spoken of in his section of the woods for the highly polished appearance and perfect functioning of his machines. . . . McGowan Brothers, South Side music firm, is rolling along with some good reports to tell about the level of play in the various locations.

Empire Coin Machine Exchange business is good these days, Howie Freer says. Gill Kitt and Ralph Sheffield are busy lads keeping all the details of coin machine shipments and business transactions straight. Firm's Indiana representative, Eddie Wikoff, reported to home headquarters last week—will trek off to his Hoosier grounds next week.

Irving Ovitz and Oscar Schultz, Automatic Coin Machines & Supplies, concur in predicting a good year for the coin machine business. Activity here has been at a high level since the CMI show, boys say. Oscar intends sticking close to the home desk while partner Irving takes off for his annual vacation, which will commence any day now. Firm's roadmen, Morrie Ovis and Joe Simon, also bring in good tidings of the coin trade. Morrie, from his Iowa territory, reports increased buying among operators, and Joe, covering Illinois and Indiana with Art Schwartz, sends in the same word.

Phil Rubey, Mid-State Company, says the used game business is picking up, first signs of upped activity becoming apparent early this month. With partner Bruno Kosek, Phil is lamenting the fact that the new Marvel 5-ball, Gold Mine, is not coming in in sufficient quantities to shoot out to all customers. Will endeavor to get it out to all operators within shortest time possible, they promise.

Mike Spagnola, Automatic Distributing Company, cheerfully points up the increased business during the last few weeks. "Hope it continues," he says. As executive secretary of the Illinois Phonograph Owners, Inc. (IPO), Mike will be very much in evidence at the Monday meet (16) of the IPO at the Sherman Hotel, when elections will be held for new officers and board of directors.

Joe Goldberg, heading Ex-Cell Products Manufacturing Company, firm turning out the Ex-Cell cup vender, says the new plant is set up for full production. "We intend to turn out the venders better and faster with our new facilities," Joe states. To date, calls for the cup vender are sweeping the production time table upward, and with the word of approval coming back from the field, Joe thinks the factory's full output potential will be utilized.

Dave Gottlieb, president of D. Gottlieb & Company, and president of Coin Machine Industries, Inc., is off to a well-earned rest in Florida. Sol Gottlieb is still in New York, but is due back in Chicago soon. Nate Gottlieb reports that Lou Boasberg, head of New Orleans Novelty Company, phoned him that his wife had twins. The boy has been named Edward Julian, while the girl answers to Barbara Jane. In all, the Boasbergs have four boys and a girl. Lou says this gives him a backfield and a cheer leader. Football fans will recall that Boasberg was a stellar player for

Copyrighted material
www.americanradiohistory.com

some of Tulane University's best teams.

D. A. Wallach, sales manager for Marvel Manufacturing Company, reports that Jack Semel, of Supreme Distributing, Brooklyn, was among visitors at the firm plant last week. Phil Roarke, graduate engineer from Illinois Tech, has been named assistant to production manager Nick Nelson at Marvel. Ted Rubenstein, Marvel president, reports that Gold Mine inquiries are continuing at a stepped up pace. A recent one came from Okinawa. Monarch is getting ready to debut a game that both Rubenstein and Wallach believe will find a big following.

Exhibit Supply introduced a new five ball, Build Up, last week. Game has a pair of independently operated flippers and several scoring features that the firm believes will prove popular. . . . The weather was changeable, mostly bad to worse, but coin row firms were almost unanimous in the opinion that trade is going along on an even keel.

Buckley Manufacturing Company, thru R. E. Smith, reports things are approaching normal at the plant now that the last of coin machine conventioneers have headed for home.

Among those who stayed in town longest were several Buckley distributors who reside in Canada and Mexico. Smith states these good neighbors spent the week after the convention getting more familiar with the Buckley line. Among recent visitors at Buckley were Joe Hart, Seattle; W. C. Johnson, Rawlins, Wyo., and Hank Maser, San Francisco. Illinois callers included Les Louden, Galesburg; Elmer Wolfe, Ottawa, and Orville Marshall, Washington. Pennsylvanians making the Buckley stop were J. W. McCormick, Chambersburg; Carl E. Temple, John Boyer and Frank Guerini, Lewiston; Jack Kauffman, Philadelphia, and Carl Annas, Norristown. Remaining visitors were Hymie Branson, Louisville; Ralph Baughman, Portland, Ind.; William Barbera, Mishawaka, Ind., and H. V. Philips, Jamestown, N. Y.

Bally Manufacturing started shipments of its Melody game. New pinball features repeat action on reserve score points if the player can hit certain key bumpers in sequence. Melody has player-controlled flipper action bumpers, which Bally refers to as kicker bumpers. Both Herb Jones and Ray Maloney were part of Bob Elson's *On the Century* radio program recently. Dave Gottlieb was also on the interesting program.

B. O. Springer, of U. S. Vending, is off on a business trip to Indianapolis. Clarence Bayne, firm official, is getting set to launch an intensive locations public relations program. Part of the idea is to let workers in industrial plants who buy thru venders know that some of their expenditure is going into employee funds. U. S. Vending is getting ready to debut its long-awaited frozen food vender.

Billy DeSelm, United Manufacturing Company, lists Harry Rosenthal, Banner Specialties, Pittsburgh, as one of the United callers during the week. Billy reports the new plant is being put together, regardless of snow, wind or zero temperatures. Should be ready for occupancy by June—July at the latest. The new factory's enclosed shipping platform will accommodate four trailer-trucks, side by side, and will be air-conditioned.

FOR SALE

GOOD PHONO ROUTE

22 '47 Seeburg Phonos, 2 '41 750 Wur., 2 Pin Games, 2 Slots, all on location, percentages are the best. Richest territory in Middle West. Practically no competition. If you want a Route, this can't be beat.

BOX D-234

The Billboard Cincinnati 22, O.

Detroit:

(Continued from page 109)

buying a new station wagon, which will be used to take the new machine model around the country for demonstration purposes.

Mrs. James Carmody will continue the cigarette vending machine business which was headed by her husband until his death last month. Carmody was one of the oldest cigarette vending machine operators in this territory.

Isidor Edelman, head of Edelman Amusement Devices, is visiting his dentist. . . . John Milich is establishing another automatic laundry store, the Laund-Robot, in West Side Dearborn. . . . Sam Adler is continuing development work on the photo machine which he has been working on for the past two years.

Joseph Willis Jr. has closed the miniature arcade which he had in the Willis Magic Shop on West Vernor Highway. . . . Marie Calcaterra is readying the office of the new Pik-Ups Vending Company for opening. . . . The long established firm of A. P. Sauve & Company became A. P. Sauve & Son last week, with the addition of Dale C. Sauve as a full partner in the business with his father, Arthur P. Sauve.

Jay Kremski, of the Great Lakes Amusement Company of Flint, and "Harry," of Harry's Amusement, in Bay City, were recent visitors. John Lotos, new salesman for the King Pin Distributing Company, was on a sales tour of the Saginaw territory last week. . . . Sam J. Rose, of the King Pin Company, left last weekend for a month's vacation in California.

George Weston, former serviceman for the King Pin Company, has left to join Mike Benson, large bowling game operator. . . . Harry J. Gaines is establishing the new Tyler Music Company on Tyler Avenue.

Carl Trippe, owner of the Ideal Novelty Company, states that the new Rock-Ola phonographs are moving as fast as shipments are received here on the new "10-day free trial plan." Dale Rymer, manager of the Missouri Tavern Supply Company at Springfield, Mo., a subsidiary of the Ideal Novelty Company, is making the natives of Springfield look up and take notice when the two new flashily painted trucks go down the streets and highways of that Ozark territory.

Fred W. Moellman, who has opened a 38-unit Bendix installation in the Dearborn Launderette, plans to expand his operation soon with several other stores in the Detroit area. . . . Emmetts & Willetts, Battle Creek music operating firm, were represented in Detroit last week by both partners on a buying trip. . . . Eddie Rzadkowolski, of the Rookie Music Company, and John Czyzewski, of the Onyx Music Company, are both buying new Packards for their routes.

Madeline Gorman, of the Angott Sales Company, reports the wind sweeps right thru the display room on these blizzardy days while the construction continues on the new addition. . . . Leo Angott has returned from a sales trip to Manistique in the upper peninsula, where he ran into temperatures of 31 below. . . . Charles Andrews has left for a week's trip in the upper peninsula, his second trip in two weeks. . . . Nick Gregory, of Battle Creek, was a visitor on the local coin row. . . . Charles Lamb, Pioneer Music operator, is enlarging his route. . . . Mr. and Mrs. William Bolles, of Packard Manufacturing, Indianopolis, were in town recently meeting the trade.

free buyers guide for operators

PIN GAMES

READY FOR IMMEDIATE LOCATION

Big League	$ 37.50	Maisie	$115.00	Stage Door Canteen	$ 32.50
Big Hit	29.50	Marjorie	135.00	Suspense	52.50
Baffle Card	67.50	Midget Racer	35.00	Show Girl	65.00
Baseball (Chicoin)	120.00	Miss America	89.50	Step Up	47.50
Click	132.50	Monicker	15.00	Surf Queen	37.50
Carousel	80.00	Rio	80.00	Superliner	55.00
Cross Fire	60.00	Sea Breeze	49.50	Sun Valley	16.00
Cyclone	117.00	Smokey	85.00	Spellbound	75.00
Ginger	135.00	Smarty	65.00	State Fair	52.50
Lucky Star	95.00			Towers	26.50
Play Boy	100.00			Tornado	98.50

CMI

Established 1913

ROY McGINNIS CO.

2011 MARYLAND AVE., BALTIMORE 18, MARYLAND • PHONE: UNIVERSITY 1800

HERE IS THE AD YOU HAVE BEEN WAITING FOR

EVERY GAME CLEANED AND MECHANICALLY PERFECT. GUARANTEED UNCONDITIONALLY FOR 10 DAYS.

Baffle Card	$ 90.00	Marjorie	$130.00		
Ballyhoo	80.00	Play Boy	120.00		
Big Hit	45.00	Ranger	125.00		
Big League	40.00	Rio	90.00		
Canteen	50.00	Sea Breeze	65.00		
Carousel	95.00	Smarty	80.00		
Crossfire	120.00	Smoky	95.00	Superscore	$ 80.00
Cyclone	95.00	Spellbound	65.00	Surf Queens	40.00
Ginger (Fl. Sample)	185.00	State Fair	65.00	Suspense	65.00
Kilroy	85.00	Step Up	60.00	Tornado	95.00
Maisie	135.00	Superliner	65.00	Vanities	95.00

CMI MEMBER

WE WANT TO BUY—Bally SPECIAL ENTRY, Gottlieb DAILY RACES

OLIVE NOVELTY CO.

2625 LUCAS AVE., ST. LOUIS 3, MO.

(Phone: Franklin 3620)

Copyrighted material

www.americanradiohistory.com

"...but all I really want is some G-E lamps for my coin machines." General Electric bulbs are the ones most operators prefer. You can count on their dependable, trouble-free performance. So keep asking for G-E. General Electric Company, Nela Park, Cleveland 12, Ohio.

G-E LAMPS
GENERAL ELECTRIC

PRICES SLASHED ON USED EQUIPMENT
ALL EQUIPMENT LISTED IS CLEANED, CHECKED, READY FOR IMMEDIATE LOCATION

SEEBURG — USED	
8200, 8800, 9800, Lo-Tone, ES	$210.00
8200, 8800, 9800, Lo-Tone, RC	235.00
8200, 8800, 9800, ES	185.00
8200, 8800, 9800, RC	210.00
Colonel, ES	200.00
Colonel, RC	225.00
Vogue	225.00
Concert Master, RC	150.00
R.C. Special, W.B.	175.00
Regal	125.00
Gem	125.00
Plaza	125.00
Royal	90.00
Rex	90.00
Victory Model	90.00
MILLS — USED	
Throne	$ 75.00
Empress	100.00
AUXILIARY MUSIC EQUIPMENT	
Console with new 5-10-25¢ Wireless Wallomatic	$150.00
Speak Organs, Seeburg	10.00
Univ. Amplifier, Model A	25.00
New Amplifier for Seeburg Phono up to and including 1939 models	35.00
Seeburg WS2Z Wallomatic, 5¢ Wireless	18.00
Seeburg WB1Z Baromatic, 5-10-25¢	35.00
Seeburg DS-20-10Z Wallomatic (3-Wire) 5-10-25¢	80.00

WURLITZER — USED	
780	$275.00
950E	250.00
Model 500	140.00
600 Rotary Selector	125.00
Model 24	100.00
616	60.00
716	60.00
61 Counter Model	65.00
Victory Keyboard	125.00
Victory 24	75.00
Model 412	50.00
ROCKOLA — USED	
Standard	$110.00
Model #2, 12-Record	50.00
1946 Model	395.00
A.M. I. — USED	
Singing Towers	$ 75.00
A.M.I. Top Flight	75.00
Seeburg Selectomatics, DS20-12 (3-Wire), 5¢	$ 15.00
Small Speaker in Cabinet	75.00
Wurlitzer Bar Box, Model 331	5.00
Wurlitzer Wireless Wallomatic, Model 125	12.50
Universal Stand, NEW	19.50
Seeburg DeLuxe Stand, NEW	24.50
Seeburg Univ. Unit, USR2	65.00
Record Changer, minus motor	25.00
Rock-Ola Phono. Stand	7.50

W.B. NOVELTY CO., INC.
1012-14 MARKET ST., ST. LOUIS 1, MO.

IN NEW ENGLAND IT'S TRIMOUNT ★ IN NEW ENGLAND IT'S TRIMOUNT ★ IN NEW ENGLAND IT'S TRIMOUNT

We're back to Normal!!

The Truck Strike which has completely tied up our deliveries is over. We sincerely hope it hasn't caused you great inconvenience. We're back to normal, so:

LOOK TO TRIMOUNT for the BEST in COIN OPERATED MACHINES

TRIMOUNT IS NOW DELIVERING
Williams' "STORMY" Gottlieb's "LADY ROBIN HOOD"
United's TROPICANA
and
EVERYTHING NEW IN 5 BALLS

CMI MEMBER

TRIMOUNT
COIN MACHINE CO.
40 WALTHAM ST., BOSTON 18, MASS. PHONE: LIB. 9480

COINMEN YOU KNOW

New York:

(Continued from page 109)

(Atlantic City) arcade owner, has purchased a bar. . . . Sam Mendelson is no longer with Dynamic Devices, Inc. He was formerly Dynamic's sales manager. . . . Frank D. Register, of Perry, Fla., is a new addition to the publicity and research department of the National Candy Wholesalers' Association.

Atlantic City's Convention Hall will be host to the convention of the Coca-Cola Company, Sunday (15) thru Thursday (19). . . . Sol Kesselman, counsel to the Music Guild of America (MGA) and several New Jersey vending machine associations, is stealing time from his many duties to take a week's vacation at Grossinger's.

To hypo tourist patronage of Atlantic City, the Chamber of Commerce is requesting the State of New Jersey to earmark $150,000 for advertising purposes. This is in addition to the sizable amount spent each year by the city itself in promoting the convention city.

Al Denver, president of the Automatic Music Operators' Association (AMOA), announces that the next general meeting of the operators' group, scheduled for Tuesday (24), will take up the hit parade poster service. Designed for on-location promotion, to boost juke box play, the service was recommended to AMOA members by the association's board of directors last month.

Lew Jaffa, sales manager of Eastern Electric Vending Machine Corporation, says that the new Bedford plant of C-Eight Laboratories is now in quantity production on the firm's electric cigarette vender. Under the direction of Mario Caruso, president, a production rate of 1,500 units a month is scheduled in 30 days. This rate is to be upped to 2,500 in a few months, Jaffa says.

The Bronx Chamber of Commerce and Colonial Television, at a showing in the Concourse Plaza Thursday (12), introduced the latter's theater-size television set. . . . Kuno Hamann, president of Alkuno & Company, reports that his firm is now delivering its hard candy vender to ops.

Earle Backe, of National Novelty, in a letter to Meyer Parkoff, gives thanks for the fast parts and maintenance service offered by the Atlantic New York Corporation. . . . Murray Weiner, general sales manager of U-Need-A Vendors, now spending most of his time at the firm's New Jersey plant.

George and Victor Trad, Harry Rockafeller and George Hakim readied the Tradio projection television unit showing at the Park Central Hotel Friday (13). . . . New York subways now painting all coin-operated phone booths a bright red to conform with coloring of gum and other coin-operated equipment.

Ed Leeson, general sales manager of the Viking Tool & Machine Corporation (Minit Pop) in town from the firm's Belleville, N. J., headquarters. . . . Herman Weisser, local cigarette machine operator, reports the weather is still playing havoc with his servicing. . . . While Lincoln's Birthday is an official holiday here, business was transacted as usual on the avenue.

Nash Gordon, office manager for the Associated Amusement Machine Operators of New York (AAMONY), reports that the association's membership now totals 130. . . . Joe Hahnen, AAMONY president, is vacationing in Miami. . . . Bill Alberg, of Brooklyn Amusement Company, is back on the job after a pleasant stay in Florida.

Sol Tabb, of Hysol Music Company, mourning the death of his grandfather, who was a victim of pneumonia. . . . Manny Rake and wife, Jerry, are celebrating a blessed event. Linda Ann is the name of the new arrival. Manny's father is Joe Rake, of Rake Coin Machine Exchange.

Don Lerner, sales co-ordinator of Coradio, Inc., saw his nine-year-old Metropolitan A. A. U. record for the 600-yard dash broken recently. Don's time for the distance was 1 minute, 15 seconds. . . . Lou Brown, Coradio president, is completing arrangements with several new distributors to handle his coin-operated radio line.

Los Angeles:

(Continued from page 109)

erators' Aassociation, working hard in the field contracting music ops in Southern California.

Walter Gerke, Automatic Machines, Inc., recently obtained distributorship for seven Western States for the Brush-Up shoe machine. Gerke is also busy ironing out final details on his new two-column Variety Vender, soon to hit the market. . . . Interstate Associates have received the first two Mills coffee bar machines. They are Southern California distributors for vender and national sales representatives for the Interstate cup dispenser, the Revelation.

E. E. Brown, of American Venders, Inc., manufacturers of the American, selective vender, away on another business trip. . . . Duane (Tommy) Thompson, new head of SCAMOA, back from a trip to Oakland where he conferred with George Miller, head of the California Music Operators' Association. . . . Jim Giesler, of J. R. Geisler & Associates, manufacturer's sales representative of the new Landis popcorn machine, the Aristocrat, buzzing around town on business in his new Cadillac.

Norsoamerica, national sales agents for the Kunkel popcorn machine, will soon announce new features of this vender. . . . Hal Smoot, Kwik-Kafe of California, Inc., back from the East after visiting the Rudd-Milikian factory where the Kwik-Kafe machine is made. . . . Recent visitors at Badger Sales included E. R. Rippee, Compton; Mr. Crowley and Mr. Petteruto, both of San Gabriel; Jack Bahler, Inglewood; Frank Milano, Compton; L. J. Kliza, Gardena; Johnny Nelson, Inglewood, and R. L. Meline, Van Nuys.

St. Louis:

(Continued from page 109)

Uneeda Vendors, Inc.; Victor Vending Company, and the Capital Projector Midget Movies Corporation. Rosenfeld's executive staff is comprised of Jack Gorelick, sales manager; Nat Wolff, field representative; Fred Tempe, office and credit manager, and Earl Bowman, manager of parts and service department.

Walter Gummersheimer, of Universal Distributing Company, distributor of the Atlas-Hilco ice cream bar machine, is booking many orders. Gummersheimer and George Delf, president of the Atlas Tool & Manufacturing Company, who are manufacturing this and other vending machines, went to Chicago last week on business.

FOR SALE
12 EXHIBIT ROTARY MERCHANDISERS
PUSHER TYPE
Just been overhauled and painted.
Price $160.00 each
G & S AMUSEMENT CO.
Salisbury Beach, Mass.

Copyrighted material
www.americanradiohistory.com

Geo. Dardwin, Donahue Quit Mills Posts

Firm Plans Two New Mchs.

CHICAGO, Feb. 14.—D. W. Donahue and George Dardwin, who were vice-presidents at Mills Industries here, submitted their resignations in January and are no longer connected with the company, *The Billboard* learned this week. At the same time it was announced that Mills enjoyed its biggest January in 59 years and that the firm has a number of new products—two of them coin-operated—now nearing the test-location stage.

Donahue was executive vice-president of Mills, and Dardwin was vice-president in charge of manufacturing operations. The complete executive administration formerly held by Donahue has been assumed by Ralph J. Mills, chairman of the board. Herbert S. Mills, president of the firm, has assumed the administration of all manufacturing operations, assisted by Herbert Bendfelt, who has been named acting factory manager. Bendfelt formerly was Mills chief engineer.

Neither Donahue nor Dardwin could be reached for a statement concerning their future plans, but it was reported that Donahue might join a New York manufacturing corporation which produces items allied with the coin machine field.

Altho Mills did not release an official statement, it seemed unlikely this week that Donahue's post would be filled in the immediate future.

Of January, Gordon Mills, vice-president in charge of sales, had this to say: "Last month was the largest January in Mills' 59 years. Our two plants are in full production, and additional operating capital has been acquired. A number of new products are nearing the pre-production testing stage. For our employees, our world-wide distributing organizations and our thousands of customers everywhere, Mills' future is bright."

The additional capital to which Mills referred was a $500,000 loan, growing out of the corporation's petition for a four-year program to pay off existing obligations (*The Billboard*, January 10). No one at the corporation would comment on the new equipment except to say that two of the new products planned are coin operated and imply that the machines would probably be new automatic merchandising units.

Thomas W. Lamont, Founder Of Lamont, Corliss Co., Dies

BOCA GRANDE, Fla., Feb. 14.—Thomas W. Lamont, founder of Lamont, Corliss & Company, New York, and chairman of the board for both that firm and J. P. Morgan & Company, died last week at his home here after a long illness.

Lamont became the first president of Lamont, Corliss after it was organized in 1895. In 1903 he was elected chairman of the board, which post he held until his death. He was an uncle of Gordon Lamont, vice-president of the company.

His successor will be named at an early election, officials announced.

Form Auto-Bookstalls Co.

DOVER, Del., Feb. 14. — Auto-Bookstalls, Inc., has been chartered at the corporation department of the secretary of state's office here to deal in coin-operated machines.

The new company's capital is $1,000 and the principal office is listed at the Corporation Trust Company, 100 West 10th Street, Wilmington.

NAAMO Hits Unapproved School As Competition for Coin Firms

ATLANTIC CITY, Feb. 14.—Because of an increasing number of complaints received from manufacturers and distributors about unauthorized schools soliciting coin machines for coin machine mechanic courses, the National Association of Automatic Machine Owners (NAAMO) this week contacted manufacturers, warning and urging them to clear all requests for equipment thru the association. Pointing out that in at least one case it had been learned that a school planned to open a coin machine repair shop and offer a cut-rate repair service to local operators, thus, in effect going into direct competition with local members of the industry. F. McKim Smith, NAAMO president, sent the following letter to all manufacturers:

"It has come to our attention that unauthorized schools have been soliciting machines from manufacturers for alleged coin machine courses. NAAMO is the only organization having official approval of the Veterans' Administration under the G.I. Bill of Rights, to sponsor this course for veterans.

"No NAAMO-sponsored school has been authorized to contact manufacturers directly for soliciting machines. Requests for sufficient, suitable machines for instructions at schools which we are sponsoring will come from our headquarters.

"From our experience we know that a minimum of one year is necessary for this course and a standardized course is absolutely necessary for proper training. We will sponsor schools only where they are needed and where the course given is approved by a committee representing manufacturers, engineers, co-operating educators, and our own representatives.

"We are unalterably opposed to sponsoring a course at any school, which, under the guise of instruction, contemplates soliciting the repair of coin machines at cut prices in direct competition with private industry.

"We urgently ask your co-operation in the interests of these courses, our future mechanics, and our industry."

Exhibit Supply Intros 5-Ball With Flippers

CHICAGO, Feb. 14. — Exhibit Supply Company announced Tuesday (10) that it is now in production on Build Up, a five-ball game featuring one pair of independently operated flipper action bumpers.

Among the scoring high points of the new product is the use of roll-over switches that can have their point values changed by the skillful hitting of certain bumpers by the player; use of a reserve score board that allows a player to make up to 150,000 points if he can collect the reserve score and double that total (300,000 points) if certain patterns of bumpers are hit before dropping a ball in one of two holes marked "double reserve" down toward the bottom of the game's play surface. Play appeal of the possible high score from the reserve score keeps up the customer's interest until final ball drops in the out-hole.

As the game is played the customer hurls a ball on the play field by the use of the plunger, with the player trying to hit five bumpers at the top and middle of the playfield each bearing one letter of the game's name, Build Up. Each time one letter is hit, excluding the letter "u," which is located at the very top of the play field, the player rings up 5,000 points on the real score board and also 5,000 points on the reserve score board. Points can also be made on the Reserve Score board by going over two roll-over buttons placed in the center of the playfield and also toward the bottom of the game.

Maximum on the reserve score board is 150,000 points. This is collected by going thru a roll-over switch between two bumpers just above the lower roll-over button. If the player can light up the word "Build" and then drop a ball in one of the two kick-out holes marked "double reserve," he then can double his reserve score. Thus, if he had the maximum on the reserve score board and hits the sequence bumpers followed by a ball in the double reserve hole he could collect 300,000 points. Collection of the reserve points is accomplished by having the points automatically transferred to the main score board.

Two pairs of roll-over switches placed at the extreme left and right of the center of the playfield allow the player to make 25,000 or 50,000 points. If a ball goes thru these roll-overs after certain sequence bumpers are hit, the player may receive a free play for each time the ball goes thru the roll-over switch.

As previously stated, the flipper on Build Up is independently operated. Thus the player must exert co-ordination of both hands with the movement of the ball if he is to take full advantage of the flipper action.

Bell-o-Matic Organ Gets First Release

CHICAGO, Feb. 14.—Bell-o-Matic Corporation this week released its reinaugural issue of *Spinning Reels*, a house organ that proved popular with coinmen during its many years of publication before the war.

Edited by Grant Shay, firm vice-president, the house organ contains scenic photographs, feature stories of coinmen and addresses by Mills officials. Other highlights of the first issue are pictures of old-time venders, entertainers who helped make the recent Bell-o-Matic funfest at the Morrison Hotel here a success, scenes of bell equipment production lines and anecdotes.

METAL TYPER DISCS
FOR GROETCHEN TYPERS
$7.00 PER 1,000
Manufactured from Precision Dies from Finest Quality Aluminum. Standard Thickness. Satin Finish.
SAMPLE ON REQUEST
MONEY BACK GUARANTEE
⅓ With Order, Balance C. O. D.

MAX GLASS
DISTRIBUTING COMPANY
914 DIVERSEY • CHICAGO 14, ILL.

If your location wants something NEW and not all over your territory—try
"KICKER"
TOM TOM
P and S Machine Co.
3017 N. Sheffield Ave. Chicago, Ill.
Phone: DIVersey 2414

HIGHEST
CASH PRICES
Paid for 1 BALLS
THOROBREDS—LONGACRES
SPORT SPECIAL—SPECIAL ENTRYS
JOCKEY SPECIALS
UNITED AMUSEMENT CO.
310 S. Alamo San Antonio, Texas
Phone: Fannin 7521

FOR SALE
5 High Score Wurlitzer Skee Ball Machines, original oak finish, best operating and cleanest condition ..... $175.00 Ea.
5 Advance Rolls, like new ..... 175.00 Ea.
5 Total Rolls, best operating condition ..... 65.00 Ea.
⅓ down, balance C.O.D., F.O.B. Cleveland.
Automatic Coin Sales
1627-33 Superior Ave. Cleveland, Ohio

DISTRIBUTORSHIP
Representing leading coin machine manufacturers. Guaranteed net $100,000 in 1947. Approximately $65,000, plus 10%, takes complete going, well-established business. Located in large Texas city. Owner.
P. O. BOX 1368, Wichita Falls, Texas.

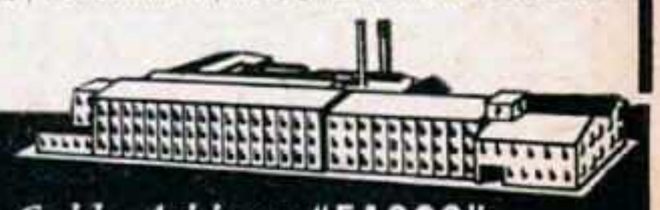
MUSIC
2 Wurlitzer 41 ..... $40.00 Ea.
1 Wurlitzer 51 ..... 40.00
2 Wurlitzer 61 ..... 45.00 Ea.
1 Wurlitzer 71 ..... 60.00
5¢ Coin Slides for Wurlitzers ..... $1.00 Ea.
Wurlitzer Star Wheels ..... .18 Ea.
Title Strip Holders ..... .03 Ea.

RECONDITIONED 5 BALLS—$12.50 each
1 Zig Zag, 1 Bola-Way, 1 Snappy, 1 Play Ball, 1 Star Attraction, 1 Sport Parade, 1 Flying Tiger, 1 Big Parade, 1 Speedway, 1 Bombardier, 2 Liberty, 1 Production, 1 Spot-a-Card, 2 Shangri-La, 1 Torpedo Patrol, 1 Congo
1 Mills 1-2-3 ..... $12.50

CONSOLES
Bally Triple Bells, 5-5-25¢, Slightly Used ..... $600.00 Ea.
5¢ Keeney Super Bells, Newly Painted and Reconditioned ..... 75.00 Ea.
5¢ Jumbo Parades, C.P.O., Red & Blue Cabinets, Late Head ..... $ 27.50 Ea.
5¢ High Hands, Late Serial ..... 40.00 Ea.
5¢ Silver Moons, F.P. ..... 27.50 Ea.
Keeney Super Bell Mixer Motors ..... $3.50 Ea.
Keeney Super Bell Sequence Motors ... 4.75 Ea.
Keeney Super Bell Spinner Motors ... 8.50 Ea.
5¢ P.O. Slides for Keeney Super Bells . $5.00 Ea.
Keeney Super Bell Glasses, Twin & Single 4.50 Ea.
Red Sheet Plastic, 20"x50". Per Sheet 9.00

SLOTS
15 25¢ Q.T., A-1 condition ..... $75.00 Ea.
New Columbias, in Original Cases ..... $75.00 Ea.

TERMS: 1/3 DOWN, BALANCE C. O. D. OR SIGHT DRAFT.



EAST COAST MUSIC COMPANY
Cable Address: "EASCO"
Branches: PENNSYLVANIA, DELAWARE, MARYLAND, FLORIDA
MAIN OFFICE: TENTH AND WALNUT STREETS, CHESTER, PA. • PHONE: CHESTER 2-3637-9300

Copyrighted material
www.americanradiohistory.com

EYE IT! • TRY IT! • BUY IT!

Which Simply Means You May Return Any Of This Equipment Within 30 Days If Not Satisfied.

WURLITZER 1015	$525.00
WURLITZER 616	69.50
WURLITZER 600	125.00
WURLITZER 24's	99.50
WURLITZER 500	119.50
WURLITZER 61 C. M.	79.50
WURLITZER 71 C. M.	99.50
WURLITZER 24—CELLAR JOB WITH PACKARD ADAPTER, STEEL CAB.	79.50
ROCK-OLA 1422	385.00
ROCK-OLA DELUXES	109.50
ROCK-OLA STANDARDS	119.50
ROCK-OLA MASTER	129.50
ROCK-OLA C. M.	69.50
AIREON (LIKE NEW) WITH NEW MECHANISMS	199.50
SEEBURG LO-TONE (THE HIT OF THE SHOW)	335.00
SEEBURG 1-46	450.00
AMI STREAMLINER	109.50
AMI SINGING TOWER	119.50
PACKARD BOXES	22.50
ROCK-OLA BOXES	3.00
BUCKLEY BOXES	2.00

WRITE, WIRE, PHONE TODAY!
WE CARRY THE LARGEST STOCK OF USED EQUIPMENT IN THE NATION—ALL TYPES, MAKES AND MODELS. WRITE TODAY FOR COMPLETE LIST.
⅓ Deposit With Order—Balance C. O. D.

DAVID ROSEN., INC.
Exclusive AMI Distributor
855 N. Broad St., Philadelphia 23, Pa.
Stevenson 2-2903
503 Evergreen Ave., Baltimore 23, Md.
Edmonson 5322

MONARCH SPECIALS!

Brand-New MILLS 4-BELL CABINETS. Renew your old machines	$12.50
Groetchen CAMERA CHIEF, sensational arcade and legal machine. Sample	$19.95
NEW SHOOTING STARS, 5-Ball Free Play	$69.50
NEW A.B.T. CHALLENGERS, complete with New Stands	$49.50
NEW PACKARD HIDEAWAY, 8 Pla-Mor Boxes, 100 Ft. 30-Wire Cable. Complete	$625.00

ALL NEW 5-BALL FREE PLAY GAMES
READY FOR DELIVERIES
Write for Prices!
Exh. Build-Up • United Tropicana • Chicoin Catalina • Gott. Lady Robin Hood • Williams Stormy • Keeney Cover Girl • Genco Triple Action and others.
Terms: 1/3 Dep., Bal. C. O. D. or Sight Draft.

MONARCH COIN MACHINE CO.
1545 N. Fairfield Ave. Chicago 22, Ill.
Phone: ARMitage 1434

OPERATORS
WRITE FOR THESE MONEY MAKERS

BANK BALLS, 9 Ft.	$179.50
BANK BALLS, 12 Ft.	199.50
STRIKES 'N' SPARES	495.00

All Reconditioned and Refinished.

NEW BEST HANDS, Special	$ 22.50
NEW SKILL THRILLS, Special.	27.50

50% OFF ON ALL RECONDITIONED SLOTS!
ALL LATEST PIN TABLES AVAILABLE.
PACKARD PHONOGRAPHS, SPEAKERS, WALLBOXES.
U. S. VENDING REFRIGERATED CANDY MACHINES.

TWIN PORTS SALES CO.
230 Lake Ave., So., Duluth, Minn.
2029 Washington Ave., So., Minneapolis, Minn.

Coin Mechanics' Employment Picture Surveyed in Dallas

(Continued from page 93)

somewhat the number of mechanics now required to service out-dated machines.

Report stated that no local job opportunities in the coin machine mechanic field exist for women. It also stated that there was no seasonality in such employment.

Average weekly earnings of a starting qualified serviceman are $60-$75 the report said, with potential weekly earnings much higher. "This industry is a fertile field for workers of this type," the survey indicated. "It is not uncommon for experienced workers to receive as much as $100-$125 per week. Others earn this amount by augmenting their weekly earnings by 'free-lancing' after hours," the report further stated.

Other information on wages included in the report included the following: "Altho collectors on coin machine routes, commonly called 'routemen,' are paid on a commission basis, mechanics' wages are computed on an hourly, weekly or contract basis. Some firms pay both routemen and mechanics a bonus at the end of the year.

"Workers hired without previous training in this occupation are usually employed at about 75 cents per hour. If a worker's electrical and/or mechanical background justifies such action, he receives slightly more. Experienced workers are hired at anywhere from $50-$100 per week, depending on the current demand and the degree to which the individual worker's qualifications and previous experience conform with the specifications of the job for which he is being hired."

40-50 Hour Week

On the matter of hours of employment, the report said, "Workers who perform their duties only in the shop are employed on a regular work week, but those subject to calls may work any number of hours in addition to their regular schedule. Some workers are on call the entire 24 hours, while others make no calls or only those scheduled during regular office hours. The usual work week ranges from 40-50 hours per week."

Working conditions for coin machine mechanics in the Dallas area are "usually quite satisfactory," the report said. "Some companies provide paid life, hospital, and surgical insurance policies, as well as sick leave and vacations with pay. Transportation may or may not be furnished," the report indicated.

It was pointed out that employer's specifications vary "with the complexity of the individual firm's operations. Almost all require that the applicant be physically able to move machines and lift parts. Many firms are specifically concerned with such personal attributes as the worker's sobriety and ability to get along with people.

Need Mechanical Aptitude

"All employers emphasize the importance of workers who are to be trained in the trade having mechanical aptitude and/or experience. Some of them are especially desirous that they possess some electrical knowledge, but none specify any certain educational requirements.

"Age limits are not rigid. Workers engaged in this industry are seldom over 45 years of age, since the industry itself is comparatively young in this area. It is noted that many older and/or more experienced workers originally migrated from the North and East where most of the machines are manufactured."

The report also pointed out that "hand tools are usually furnished by the mechanics themselves. As in the case of machinists, the more experienced workers take pride in assembling a complete kit of hand tools. Other tools and machinery are furnished by the employer."

Trade Recomendations

In order to lay out the actual training program to be given in the Dallas Vocational School, the survey included the recommendations of Dallas firms. Of this the report said, "The amount of training required for a worker to advance from an entry worker to journeyman status varies in individual firms, depending on the variety of machines handled by that particular company."

It pointed out the usual line of promotion within a coin machine firm: "Workers are trained on the job and advance from collectors to mechanics and/or from shop helpers to mechanics. After working as mechanics for a few years, workers may or may not enter business for themselves. Many employers continue to do the more serious repair work themselves."

At present the Dallas Vocational School has laid plans for an eight-month training program including two months of basic machine shop; three weeks each of welding and brazing and woodworking, including glazing, refinishing and plastics; two months of electrical repair, basically motors and related subjects; two weeks of amplifiers and other electrical parts, and two months of practical application work.

Mexican Import Ban Keeps Border Firms From Filling Orders

EL PASO, Tex., Feb. 14.—Altho demand for phonographs for Mexican buyers is strong, distributors and jobbers in the Southwest are unable to move equipment below the border because of the Mexican government order prohibiting importation of "unnecessary products."

The General Distributing Company branch here, managed by Leonard Furr, reported this week that the Mexican market for new machines would be strong if the ban on imports were removed. But there have been no indications that the ban will be lifted in the near future.

Meantime, Furr said, General Distributing has taken on the Marvel Manufacturing Company line and has been appointed by Jack Nelson Company to distribute the Pop Corn Maid popcorn vender.

General also distributes for Rock-Ola, United, Keeney and Williams, and has the top three Mexican States for Rock-Ola.

Beer Output Off; Weigh Affect on Tavern Locations

WASHINGTON, Feb. 14.—In what may have a negative affect on tavern location coin play, a million barrel drop in beer output for December, 1947, from the same month in 1946, was reported last week by the Treasury's Alcohol Tax Unit (ATU). The 1947 production for December was 6,063,469 barrels compared with the 7,219,479 barrel output recorded in December, 1946.

Report stated, however, that during the last six months of 1947 total beer production for the U. S. amounted to 48,414,750 barrels against 44,581,374 barrels in same period the previous year. ATU's figures showed that of the 4,000,000 barrel increase in second half of last year, almost all went into bottles rather than kept for draft sales.

bargains?

there ain't no such animal

You pay for what you get, that's an old, hard truth. We're not selling price offers, we're selling a profitable low cost business with the finest radio in the field—superior in every respect and therefore the greatest money maker.

CORADIO
COIN OPERATED RADIO
108 W. 31st Street, N. Y. 1, N. Y.
Wisconsin 7-5902

IN THE HEART OF
Old New York
IT'S
MIKE MUNVES
FOR ALL NEW STEEL BALL
ROLL DOWNS
WITH FLIPPERS
Including
Keeney — COVER GIRL
Marvel — GOLD MINE

RECONDITIONED ROLL DOWNS
Work Perfectly—Cabinets Beautifully Refinished

High Score	$ 50.00
Total Roll	95.00
Super Triangle	95.00
Advance Roll	195.00
Chic. Coin Roll Down	225.00

FREE! 6-Page Illustrated Catalog. New or Factory Rebuilt Amusement Machines — Any Make or Model — Parts, Supplies and Cards—Munves Has Them All.

MIKE MUNVES
510-514 W. 34th St.
N.Y. 1, N.Y. (Bryant 9-6677)

WANTED!

USED SLOTS TAKEN IN TRADE FOR 5-BALLS, ONE-BALLS, CONSOLES, ARCADE EQUIPMENT AND PHONOGRAPHS. LET US KNOW WHAT YOU NEED AND WHAT SLOTS YOU HAVE TO TRADE.

WRITE TODAY FOR OUR OUTSTANDING EQUIPMENT BUYS

SLOTS BOUGHT, SOLD, EXCHANGED

MONARCH COIN MACH. CO.
1545 N. Fairfield Ave. Chicago 22, Ill.
Phone: ARMitage 1434

Copyrighted material

www.americanradiohistory.com

RECORD REVIEWS

(Continued from page 33)

ARTIST / TUNES / LABEL AND NO. / COMMENT — RATINGS: OVER-ALL, DISK JOCKEY, DEALER, OPERATOR

RACE

ROY MILTON AND HIS SOLID SENDERS (Roy Milton) (Specialty SP 522)

	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
Keep a Dollar in Your Pocket Exuberance marks this disk with a fast tempo and lustily shouted vocal.	74	75	69	79
My Blue Heaven A quieter Milton sells oldie with taste. Personable vocal with subdued ork backing.	79	82	70	84

TOMMY EDWARDS TRIO (Tommy Edwards) (Top 1158)

Venus Is the Moon Tonight Pretty ballad sung with nice feeling not too commercial.	64	66	59	68
That's Worryin' Me Stock-type race item. Nothing unusual.	49	49	44	54

THE CHARLES NORRIS TRIO (Coast 8044)

No Better for Me Song on the seamy side of things. Rocks nicely instrumentally.	69	69	67	72
Money's Getting Cheaper Swings along with good beat. Relaxed vocal.	70	70	67	72

INTERNATIONAL (Espe Musette Ork) (Standard T-132)

You-Kee-Lee, You-Ke-Lah Behind title there's a gay lilting rhythm.	64	58	65	69
In the Cellar Happy polka with spook music overtones to interpret title. Very danceable instrumental.	68	62	67	74

MAURICE CHEVALIER (Victor 25-0106)

Un Tout P'Tit Peu Sophisticated market may go for Chevalier charm, but will fall flat in hinterlands. Recorded in Europe.	60	70	69	50
Mimi (Nat Finston Ork) Man has charm. Reissue on familiar oldie should find favor.	72	75	69	72

JOSEPH ALLARD (Victor 25-1106)

Reel De Cabano Sprightly reel with good tempo set by guitar-violin duo.	59	NS	59	NS
Reel Des Skieurs Danceable rhythm, with true beat thruout.	61	NS	61	NS

LONNIE JOHNSON (King 4201)

Tomorrow Night Johnson sings his theme with lots of feeling. Instrumental portions are monotonous.	69	71	59	78
What a Woman Johnson does creditable blues vocal job but lyric is on lewd side. Good for jukes down South.	61	NS	63	79

HELEN HUMES (Buck Clayton Ork) (Mercury 8074)

Flippity Flop Flop Try as she may, Helen has a rough time trying to make this bit of fluff hold up.	55	57	50	59
Mad About You Given a better song, tasty backing, the chirp sings this currently moving ballad to a fare-thee-well.	82	82	79	84

COOTIE WILLIAMS (Mercury 8073)

Smooth Sailing Pleasant but trifling instrumental.	56	56	56	56
I Love You, Yes I Do (Billy Mathews - The Balladeers) Late but better than never is this rendition of the hot ballad; Mathews sings well.	72	74	71	71

FOLK

KARL AND HARTY (Capitol Americana 40089)

I Can't Win for Losin' Guitar and mandolin back vocal duo in pathos-packed ditty. Draggy tempo detracts.	65	65	60	69
Reno Bound Sophisticated lyric twist to strictly folk platter makes for interesting effect. Swingy tempo.	73	72	70	78

LOUISIANA RAMBLERS (Blue Bonnet 134)

My Troubled Mind (Woody Cooper) Strong fiddlin' leads way to gay Cooper piping and fairish guitar and piano licks.	72	73	70	73
Wednesday Night Waltz Dull rendition of folk waltz. Fiddles could be much sweeter.	48	50	48	46

THE WESTERN SWINGBILLIES (Cozy L-110)

Ridin' On (Duke Dixon) Above average cowboy song, pleasant Dixon warbling.	76	76	78	74
Swingbilly Polka (Cozy L-109) Polka, hillbilly fashion with good but usual accordion squeezing.	74	74	72	77

CARL STORY (Palamino Kid) (Blue Bonnet 132)

I'd Rather Play the Field Fiddle too loud back of story chanting. Material so-so.	62	60	63	63
I'm Walkin' Out on You Story and string band handle peppy hillbilly tune ably. Okay fiddle solos, tho again on the loud side.	69	67	71	69

SMILIN' EDDIE HILL (Johnny-Jack-The Tenn. Mt. Boys) (Apollo 177)

Lord, Watch O'er My Daddy Slow paced tear jerk hillbilly ditty replete with nasal duet and prayer-like patter.	77	77	75	79
There's No Housing Shortage in Heaven Inconsequential ditty on favorite hillbilly-tune subject. Styling same as flip.	71	70	69	74

NEVADA SISTERS-THE MELODY TRAIL MAKERS (Banner B-521)

Mother, Pin a Rose on Me Label's first venture into folk field. Novelty ditty well suited for gals nasal delivery.	74	75	71	77
Never Trust a Man Female Phil Harris patter style comes off well with chorus vocal aid on current hill country pop.	82	83	79	84

TINY HILL ORK (Mercury 6087)

The Eyes of Texas Lone-Star State "National Anthem" (I Been Working On the Railroad) gets swingy, slightly martial rendition by Hill ork.	76	78	77	74
I'm My Own Grandpaw (Tiny Hill) Bright Hill piping of novelty pop. Good novelty ork effects in the corny vein.	78	81	75	79

ROY HOGSED AND HIS RAINBOW RIDERS (Roy Hogsed) (Coast 271)

Come On in and Set a Spell Relaxed Western ballad both vocally and musically. Swings along at easy pace.	65	65	60	70
The Birthday Polka Good birthday standard item for Western disk jocks. Catchy melody.	65	69	55	70

LATIN-AMERICAN

MARTIN Y MALENA (Peerless 2637)

El Borrachito Fast stepping L-A cowboy type ditty. Pace seems a bit too accelerated for duet piping.	55	56	60	50
Pasion Salinera Pace better suited here for Martin & Malena tho tune on fairish side. Strong trumpet in backing.	61	62	67	55

HERMANAS LOPEZ (Taxco Ork) (Taxco 3002)

Mi Dulce Amor Waltz fashioned the L-A way. Dull gal chorus chirping.	58	62	59	53
Vuelve Slow bolero rhythm ably handled by ork. Gals show a bit more life here.	60	64	60	56

MACHITO (Continental C-9013)

Tico Tico Fine Machito rendition of standard samba. Snappy pacing and flashy 88 maneuvers.	79	81	77	80
Cumana Showy Machito piano plunking features sparkling arrangement of another samba fave.	77	80	74	77

RAMON LITTEE ORK (Ralph Young-The Muchachas) (Ansa 1000)

Rhumba Jubilee American vocal and handling of happy rumba-flavored ditty, on label debut. Competent up tempo orking.	74	78	71	73
Pato Con Saca Rumba-calypso ork styling with ersatz calypso chorus vocal.	68	74	66	65

HAVANA COSMOPOLITAN ORK (Coast 7007)

Tabu Full orking of Afro favorite. Deliberate beat and growl trumpets should find favor with sexy steppers.	74	74	72	75
Sibaney Bolero styling of oldie. Cleffing strong though ordinary.	68	70	64	69

FERNANDO ROSAS (Bobby Ramos Ork) (Coast 7014)

No Me Trates De Enganar Poor ditty drags down fine Rosas piping. L-A rhythmic beat hazy mid pop dance styling.	58	63	56	54
Sombras Disk opens with Spanish patter then into sincere Rosas warbling. Orking stronger here than on flip.	64	67	62	63

SACASAS ORK (Ruben Gonzalez-Octavio Mendoza) (Victor 23-0753)

Lo Que Ve De Ayer a Hoy Competent Sacasas orking with eerie undertones and deliberate rumba-bolero beat.	70	72	70	68
Cantando y Riendo (Ruben Gonzalez) Full Sacasas crew cleffing with effective start-stop styling. Happy Gonzalez piping, flashy 88-ing, fast-stepping tempo.	74	76	73	74

SOFIA ALVAREZ (Victor 23-0759)

Tuya Es Mi Serenata Alvarez and ork come up with true Mexican flavored platter. For those who like the native music.	65	70	66	60
La Rejega Happy festival spirit here, with bright chirping. Backing on weakish side.	67	70	70	61

LATIN-AMERICAN

ESY MORALES ORK (Manor 1115)

Flute Lament Afro-drum kicks lead way to eerie and will Morales fluting and flashy 88-ing.	79	83	74	79
Talk To Me, Baby Solid up-tempo rhumba rhythm for those who execute the fancy steps. Bright English-Spanish vocal.	78	79	77	79

ALBERTO SOCARRAS ORK (Victor 26-0024)

Yo E'ta Cansa (Weary) Tasteful Socarras orking of Afro-Cuban lament with flute leading the way. Dancey rhumba beat, tempo steps up near finish.	76	78	76	75
Tu Felicidad (Made for Each Other) Easy, relaxed bolero-rhumba styling of pop, with violins and flute again setting pace.	79	80	77	79

RUBEN REYES (Jose N. Pacheco Ork) (Taxco 3006)

Silverio Perez Brassy paso doble fashioning of fairish ditty. Piping strong.	70	73	67	70
Nada Quiero Sin Ti Romantic crooning, slow infectious rhumba beat. Ork's American styling fails to click in spots.	66	71	65	62

MARIA LUISA LANDIN (Noe Fajardo Ork) (Peerless 2086)

Me Gustabas Thrush pipes strong and sweet here on bolero. Ork could be stronger.	68	69	66	69
Noche Blues, L-A style. Throaty chirping easy on the ears. Ork again on the weak side.	64	70	68	63

JOE VALLE (Cesar Concepcion Ork) (Coast 7016)

No Tengo Lagrimas Bright samba styling of English "Come To the Mardi Gras."	66	69	63	67
En La Papa Plena rhythm native to Puerto-Rico moves gayly here. Vocal has calypso flavor.	70	72	67	71

JOHNNY LOPEZ (Rafael Gonzalez Pena Ork) (Seeco 638)

Almas Blancas Strong Lopez chanting on lament with primitive jungle beat.	68	69	67	67
Panchito Poor guaracha ditty, tho happy shout-vocal comes off o.k.	65	67	64	65

CONJUNTO HERMANOS CASTRILLON (Felix Castrillon) (Seeco 637)

Mi Vaquita Poor material, dull guaracha styling, uninteresting chorus piping.	44	48	49	34
Que Importa Mi Sufrir Slow rumba beat hazy in spots due to weakish orking and anemic group vocal effort.	44	46	48	37

PUPI CAMPO ORK (Seeco 4100)

Wha' Happen? (Que Pasa)? Popular L-A novelty tune gets happy Pupi Campo chanting and bright fast moving rumba beat here.	71	74	70	69
Joe and Paul Rumba (Jose y Pablo) Tempo designed for the advanced hip tossers. Ork arranging strong and distinctive.	73	74	73	73

(Continued on page 117)

Copyrighted material
www.americanradiohistory.com

MYCO AUTOMATIC SALES CO.
FROM OUR OWN ROUTE!
PANORAMS $199.50

Moving Picture Juke Boxes are latest models, with wipers. Guaranteed A-1 condition.
- Sensational money makers for Bars, Restaurants, Parks, etc.
- Has R.C.A. Projectors and Amplifiers. Worth this price alone.

Terms: 1/3 Deposit, Bal. C.O.D.
347 S. HIGH ST., COLUMBUS, O. MA 1600

A MILLION SALES
with
CIRCLINE
Fluorescent Fixtures
The greatest lighting fixture yet made.
Here's Your
Big Opportunity for
Big Money Making.
LOWEST PRICES
Direct From Manufacturer
Write for Catalogue
ABRAMS LIGHTING
MANUFACTURERS FLUORESCENT FIXTURES
113 No. 7th St., Philadelphia 6, Pa.
Phone: WAlnut 2-1947-1948

GENCO'S
TRIPLE ACTION
The Finest Game in Genco's History!
Advancing Bonus Scores
Special "Bonus" Feature
Triple "Bonus" Feature
Get on the Bandwagon with the Triple Profit Winner.
GENCO DISTRIBUTORS FOR
Eastern Missouri and Southern Illinois
MORRIS NOVELTY CO.
3007-09 OLIVE ST., ST. LOUIS 3, MO.

SEND TODAY!
FOR OUR LIST OF
OUTSTANDING EQUIPMENT BUYS!
RUNYON SALES CO.
123 W. Runyon St., Newark 8, N. J.
Tel.: Bigelow 3-8777
593 Tenth Ave., New York 18, N. Y.
Tel.: LOngacre 4-1880

FOR SALE
Going coin machine distributing house in one of the largest mid-state cities for sale.
We have exclusive distribution for entire state of 5 leading coin machine manufacturers.
For further information write Box 151, Billboard, 155 N. Clark St., Chicago, Ill.

FOR SALE
7—14 FT. WURLITZER SKEE BALL ALLEYS
MUST SELL—$30.00 EACH
SUDENFIELD AMUSEMENT CO.
Old Orchard Beach, Maine

Cancer Fund Aid by Coinmen Lauded by Winchell Over Net

NEW YORK, Feb. 14.—Speaking as chairman for the Damon Runyon Memorial Fund for Cancer Research, Walter Winchell used his regular Sunday night (8) NBC network program to thank the nation's coinmen for the exceptional support they had lent the drive.

With Dave Gottlieb, president of Coin Machine Industries (CMI), and Ray Maloney, national chairman for CMI's part in the Runyon drive, in the studio audience, Winchell stated that he had just received a check for $130,000 from Gottlieb and Maloney, bringing CMI's over-all contribution to $250,000, one of the largest contributions donated by a single industry.

Winchell's wholehearted praise of coinmen thruout the country over the radio program amounted to a fine tribute to the industry. He said: "Thanks to wonderful CMI and the wonderful members of CMI, I have the honor to announce the contribution of an additional $130,000 by this association." He then went on to acknowledge his thanks to the coinmen who backed the drive, specifically mentioning both Gottlieb and Maloney.

In Chicago last week, prior to his plane trip to meet with Winchell, Gottlieb pointed out that altogether CMI raised $257,000 for the Runyon fund. This he said leaves a surplus of $7,000 over the association's goal of $250,000. The additional $7,000, Gottlieb explained, would be passed on to the Runyon fund at a later date and would be supplemented with additional funds that come in since the second check was presented to Winchell. It was indicated that CMI will continue aiding the cancer fund on an informal basis.

Govt. Begins Industry Census

(Continued from page 92)

covers all other types of amusement machines lumped together to include strength testers and "other types of arcade machines."

The coin machine manufacturers are also being asked to compute the aggregate wholesale value of coin-operated machines. This aggregate value will be broken down by types of equipment.

As far as the coin machine industry is concerned, the current census will be far superior to that taken in 1940 and covering production during 1939. At that time, according to census officials, tabulations were made only of juke boxes, venders and amusement machines, with no further breakdown given.

A business census, which would include gross and net incomes of all types of coin machine operators, is contemplated by the Census Bureau next year. A bill to that effect has passed the Senate and is now awaiting House action.

This particular Senate bill would authorize a business census every five years starting in 1949 and a manufacturers' census every five years starting with this year.

At the present time the law requires business census to be taken every 10 years and the enumeration of manufacturers must be taken every two years. The law, however, was suspended in 1942 because of the war.

Census officials state that the current manufacturers' census will cover about 98 per cent of the country's coin machine makers. Mailing lists have been compiled from the last census and from information garnered from trade associations in the field.

The census is being carried on almost entirely by mail, with census field offices being called in only when a particular manufacturer cannot be reached thru the mails.

STEEL BOGS DOWN

(Continued from page 92)

do little work on the allocations setup, it was explained.

Another delaying factor is Commerce's idea to use a steel allocations program as the pattern for similar systems in other industries. For that reason, the agency is acting with extreme caution toward steel.

On Capitol Hill, the Senate Small Business Committee is sponsoring legislation to improve the steel situation by speeding the recovering of vital steel scrap from government surpluses and installations. One half of all metals used in producing new steel is scrap, according to the Senate group.

Conn. Liquor Stops Hit New High Marks

BRIDGEPORT, Conn., Feb. 14.—Number of liquor outlets in the State, both retail and wholesale, has reached a new high, according to figures from the State Liquor Commission. Since 1941 the combined outlet total has jumped from 6,731 to 7,701, an increase of 970.

A decline in the number of liquor dispensing units was recorded during World War II. In 1944, taking January as the base month, the decline hit bottom with 5,895 units in operation. A breakdown discloses that New Haven heads all other counties with 2,041 outlets. Fairfield County is next with 1,902, while Hartford County has 1,878.

New Haven County also showed the largest increase between 1944 and January 1st of this year, adding 729. Fairfield County reported 495 and Hartford County, 458. The smallest gain was 43 in Tolland County.

In Hartford there are 759 outlets, which include clubs, drugstores, restaurants, hotels and taverns.

Appoint World Wide Williams Distributor

CHICAGO, Feb. 14.—Appointment of World Wide Distributors here as a Williams Manufacturing Company distributor for Illinois and Indiana was announced this week by Harry Williams, president.

Williams's five-ball game, Stormy, featuring six flipper bumpers, double-bonus scoring and a high score of 7,000,000, is the lead-off number which Al Stern, of World Wide, will present.

D. Feinberg Opens Games Jobbing Firm

NEW YORK, Feb. 14.—Dave Feinberg, veteran coinman, opened his own jobbing firm in Brooklyn Thursday (12), featuring a full line of new and used amusement games. Under the name of Amusement Supply Company, the new game outlet is located at 141 Atlantic Avenue.

With 3,000 square feet of floor space, Amusement Supply has complete showroom, office and maintenance facilities. The firm plans to add juke boxes and venders to its coin line in the future, Feinberg said. Herbert Silverman is in charge of sales and service.

NEW
METAL TYPER MACHINES
REPAIR SERVICE
PARTS AND SUPPLIES
We Rebuild Old Groetchen Typer Machines to Look and Operate like new.

FINEST ALUMINUM DISCS
Plain or Colored
Write for Samples and Prices
FOR TOPS IN QUALITY
BUY DIRECT
FROM THE MANUFACTURER
STANDARD SCALE CO.
4333 DUNCAN AVE., ST. LOUIS 10, MO.

Special!
SHOOT the BEAR RAY GUN
Completely reconditioned. Fully repainted.
$124.50
Money-back guarantee
SEEBURG RAY GUN
Amplifiers, Motors and Rifles Repaired.
COMPLETE STOCK OF SEEBURG RAY GUN PARTS. Write for list.
Oilrex CORPORATION
1346 ROSCOE ST.
Gra. 0317 CHICAGO 13, ILL.

REMEMBER THIS
acme PLASTICS
ARE UNCONDITIONALLY GUARANTEED
AGAINST BREAKAGE FOR 3 YEARS
Solid Color — Non-Inflammable — Shrink-Proof — Expertly Molded — Perfect Fit
Write for Price List
ACME SALES COMPANY
505 West 42nd St., N. Y.
LOngacre 3-4138

WANT
500 VICTORY SPECIALS & DERBIES
As is. Not necessarily in working condition. All parts must be present. Write or wire best price and quantity.
PUGET SOUND NOVELTY CO.
114 Elliott Ave., W. Seattle 99, Wash.
Phone: Alder 1010

Copyrighted material
www.americanradiohistory.com

RECORD REVIEWS

(Continued from page 115)

ARTIST / TUNES / LABEL AND NO. / COMMENT	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
LATIN-AMERICAN				
PEDRO VARGAS (V. Fidanzini) (Victor 23-0754)				
Ya Nada Soy — Romantic Vargas piping in Spanish of pretty L-A ballad. Slow dance tempo here. Orking a bit weak.	69	73	69	66
Llevaras La Marca — Slow bolero beat, fairish ditty, strong Vargas vocal.	66	70	64	64
HOT JAZZ				
THE POLL CATS-EDDIE SAFRANSKI (Atlantic 851)				
Bass Mood — Unit from the current Kenton crew plays around Safranski's big-toned, agile pluckings.	66	71	70	58
Se-Frantic — Art Pepper's alto and Safranski stand out on this hunk of cleanly executed be-bop.	66	69	69	60
ILLINOIS JACQUET ALL STARS (Apollo 777)				
Jumpin' at the Woodside — Familiar Count Basie jumper applied to small band with Leo Parker's bary most effective.	70	70	71	68
Music Hall Beat — Original jumper showcases Jacquet in a tritish solo.	60	64	60	57
TINY GRIMES QUINTET (Atlantic 854)				
Boogie Woogie Barbecue — Ordinary up tempo guitar boogie sparked by Grimes' picking, Hardee tenoring.	58	61	58	55
Blue Harlem — Standard 12-bar theme sets a strong mood mainly due to great Grimes.	70	73	68	69
MELROSE COLBERT (Clifton Smalls Ork) (Atlantic 853)				
Blue in the Dark — Blues theme set in calypso rhythm makes intriguing pattern but Melrose is a weak chirp.	62	62	62	62
Heart and Soul — Carmichael-Loesser oldie given bluesy treatment, but chirp still doesn't impress.	63	69	62	59
BOB HOWARD AND HIS RHYTHM (Bob Howard) (Atlantic 852)				
Mo'lasses — Weak rhythm novelty made more engaging by Howard's gay style.	58	60	56	58
Button Up Your Overcoat — If the weather remains cold, this could well be a timely disk; otherwise the oldie is pleasantly revived.	65	69	62	64
SARAH VAUGHN-DICKY WELLS' BIG SEVEN (H.R.S. 1019)				
We're Through — Sarah's still experimenting. Sometimes her old vocal tricks are great. . This is sometimes.	80	80	74	85
Bed Rock (Dick Wells' Big Seven) — Jam served in reasonably good solo portions.	70	68	68	75
THELONIUS MONK (Blue Note 542)				
Thelonius — Granddaddy of the be-boppers, pianist Monk turns out a controversial jazz disking worked out on a one note riff.	68	70	67	NS
Suburban Eyes — More on the beaten bop track than the flip; a moving opus with alto, trumpet and Monk 88 solos.	67	68	66	NS
HOT JAZZ				
DIZZY GILLESPIE (Victor 20-2603)				
Two Bass Hit — Be-bop pyrotechnics done up cleaner than usual Gillespie wax efforts.	63	71	69	50
Stay on It — Bop riff with explosive brass interjections, fair Payne bary, Dizzy horn.	61	70	61	52
CHARLIE VENTURA TRIO (12") (Disc 2500)				
Stompin' at the Savoy — Recorded at a Town Hall concert which probably billed it as the "Gene Krupa Jazz Trio." A fine jazz waxing.	83	83	83	NS
Body and Soul — Ventura's work on this side is some of the best tenoring ever; note Chicago Flash's (or Krupa) "musical" drums.	87	88	85	NS
JOHNNIE GUARNIERI (Majestic 1226)				
Tiger Rag — Piano solo of the oldie glistens with tone and ideas, however, lacks general appeal.	61	70	67	45
Star Dust — Perennial fave soloed on keyboard.	60	70	59	50
ART TATUM (Joe Turner) (Decca 48062)				
Corrine, Corrina — Collector's item reissued; still worth having for great Turner, fine Tatum.	70	72	68	68
Wee Baby Blues — Backing an oldie too; a slow blues dance with Mr. Turner showing why he's one of the best.	68	68	68	68
RELIGIOUS				
SELAH JUBILEE SINGERS (Decca 48067)				
I'll Fare Better in That Land — Jubilee gang swings thru fast moving spiritual. Delivery on the restrained side.	68	69	69	66
Jesus Prayed Just Before He Died — Group voice blend sweet. Deliberate styling of above average spiritual comes off strong.	71	71	73	69
DEACON UTLEY-THE SMILE A WHILE QUARTET (Columbia 38088)	65	68	62	65
That Will Be a Happy Meeting — Utley and group styling good, tho repetitious. Spiritual on fair side.	75	74	73	79
Gospel Boogie — Bright revival meeting chanting on current hot spiritual ditty.				
BILL MONROE AND HIS BLUE GRASS QUARTET (Columbia 38078)	45	44	50	42
Shine, Hallelujah, Shine — Sacred spiritual from the Hill country. Lacks feeling.				
I'm Travelling On and On — Mandolin-guitar combination lend adequate backing to subdued swing of chorus.	49	50	54	42
SELAH JUBILEE QUARTET (Continental C-6041)	75	NS	75	NS
I Want To Rest — Spirituals on the subdued side with soft blend.	69	NS	69	NS
Going On — Spiritual lacks spirit but has true religious feeling.				

Conn. Girds For Special Tax Session

Assembly Convenes Feb. 17

HARTFORD, Conn., Feb. 14.—Governor McConaughy's proclamation ordering the General Assembly to convene February 17 will be for the sole purpose of reductions or changes in existing taxes, it was disclosed by the governor's office this week.

In calling the special session, the governor said that the tax issue was the only real emergency facing the State. "I am calling the legislators into special session to consider reduced or changes taxes," he explained. "If they believe a State income tax to provide $26,000,000 annually is wise, they can so vote. If they believe that a retail sales tax of a different form from our present one is the wisest solution, they can so vote. If they believe that the present type of tax is best, they can reduce the rate and if they so decide, reduce the exemptions," the governor added.

Governor McConaughy stated that when the idea of a special session was brought to his attention, he felt that the convention should dwell only on measures that were in the emergency class and relative to issues that had developed since the last regular session.

Actually, the special session was called because the sales tax program, devised at the last session of the Connecticut body, produced considerably more revenue than the tax had been intended to raise. The governor said that he had been advised to let the tax remain, using the huge surplus for retiring the veterans' bonus bonds sooner than originally planned. "I have refused this advice," he explained, "because I refuse to acquiesce to a situation in which Connecticut taxpayers pay more than is needed to run the governorment."

Robert S. King Elected Diamond Match Director

NEW YORK, Feb. 14.—Robert G. Fairburn, president of Diamond Match Company, has announced the election of Robert S. King as a director. King, a graduate of Yale, is president of the Philip Carey Manufacturing Company, Cincinnati, building supply firm. He formerly was president of Pennzoil, Refiners' Oil and State Oil companies and was vice-president of Socony Vacuum.

BARGAIN BUYS
READY FOR LOCATION
Wurlitzer 24/42 (Victory Model) $60.00
Wurlitzer 500 ..... 100.00
Seeburg 8200 Cabinet 60.00
Rock-Ola, 1946 Model, like new 375.00
WILLIAMS ALL STARS
Excellent condition, ready for location, slightly used.
$359.50
½ Dep., Bal. C. O. D., F. O. B. N. Y.
ATLANTIC N. Y. CORP.
540-550 W. 58th St., New York 19, N. Y.
Phone: Columbus 5-4584

Give Your Old Game That NEW LOOK with
FLIPPER BUMPER REVAMP KIT
$5.95
ORDER IMMEDIATELY
COIN MACHINE SERVICE CO.
1547 N. Fairfield Ave., Chicago 22, Ill.
Phone: Humboldt 3476

WE MADE A BIG ONE WITH THE TELE-JUKE
SPEEDWAY PRODUCTS, Inc.
502 W. 45 Street New York 19, N. Y.
LOngacre 5-0371
Al Bloom, President

WEEKLY SPECIALS
Famous Gruen Precision Diode Meter $12.50
Special Rectifiers—32 Junction ... 3.50
Wurlitzer 5¢ Slides (for 61, 616, 600, 500) ... 1.00
LITTLE FUSES (Glass)

Per 100		Per 100	
4/10 Slow-blow	$15.00	20 Amp.	$1.75
15 Amp.	2.10	10 Amp.	2.10
7½ Amp.	2.25	5 Amp.	2.35
3 Amp.	3.40	2 Amp.	3.40
1 Amp.	3.40	⅜ Amp.	5.00

1/3 With Order, Balance C. O. D.
WEST SIDE DISTRIBUTING CORP.
698 Tenth Ave. (49th St.)
NEW YORK 18, N. Y.
Phone: Circle 6-8464

SACRIFICE PRICES!
ROLL-DOWNS
ADVANCE ROLLS $145.00
TOTAL ROLLS 45.00
HI-SCORE WITH BUTTONS 45.00
HI-SCORE WITHOUT BUTTONS 35.00
RUSH YOUR ORDERS TODAY!
1/3 WITH ORDER, BALANCE C. O. D.
PAN COAST DISTRIBUTING, INC.
640 10TH AVENUE NEW YORK 19, N. Y.
COLUMBUS 5-3662

Copyrighted material
www.americanradiohistory.com

OUR LOSS—YOUR GAIN

War Eagle (pays 2 on 1 cherry), 5c-10c-25c. Each $70.00
Blue Fronts (pays 2 on 1 cherry), 5c-10c-25c. Each 70.00
Brown Fronts (pays 2 on 1 cherry), 5c-10c-25c. Each 80.00
Gold Chromes (pays 2 on 1 cherry), 5c-10c-25c. Each 90.00

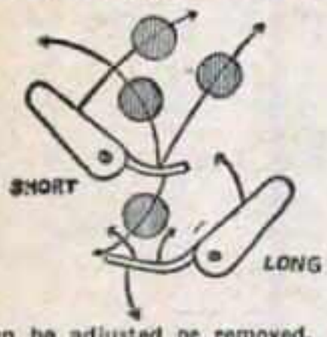
The above Slots have been completely reconditioned and painted Glitter Gold. New reel strips and award cups have been installed. All worn parts have been replaced. You must see them to appreciate these BARGAINS.

Golden Falls (pays 2 on 1 cherry). 5¢, 10¢, 25¢. (Like new) $170.00
Standard Chiefs (pays 3 on 1 cherry). 5¢, 10¢, 25¢. (Like new) 150.00
Bronze Chiefs (pays 3 on 1 cherry). 5¢, 10¢, 25¢. (Like new) 150.00
Black Cherrys (pays 2 on 1 cherry). 5¢, 10¢, 25¢. (Like new) 130.00
5¢ Groetchen Columbias, Each 50.00
5¢ Jumbo Free-Plays, Each 35.00
5¢ Jumbo Cash Pay, Each 50.00
5¢ Jennings Silver Moon Free-Play, Each 30.00
5¢ Keeney Bonus Super Bell, Each ... 300.00
5¢ Victory Derbys, Cash Pay, Each ... 100.00
5¢ Keeney Super Bells, Each 50.00
25¢ Keeney Super Bells, Each 50.00
5¢-25¢ Jennings Challengers (used 4 weeks), (Like new.) Each 350.00
5¢ Mills Vest Pocket Bells, Each 40.00
Mills and Jennings Safe Stands, Each .. 10.00
Daval Gushers, (Like new.) Each 20.00
Daval Free-Plays, (Like new.) Each .. 20.00
Suspense, Each 50.00
Havana, Each 80.00
Dynamite, Each 80.00
Stage Door Canteen, Each 35.00
Lightning, Each 60.00
Big Hit, Each 35.00
Surf Queen, Each 35.00
Rocket, Each 70.00

1/3 Deposit With Orders

TRI-STATE MUSIC CO.
1909 8th St. PORTSMOUTH, OHIO
Phones: 2388-2221

BUY YOUR "PIGGY FLIPPERS" FROM US



Pigtails can be adjusted or removed. They are chrome plated and will fit any flipper game. Price 15¢ each, sold only in lots of 10 or more.

For non-flipper games we have a set of six flipper bumpers, bearings, rods, wire, bakelite control buttons, instructions, etc. Price $9.50. Immediate delivery.

If not satisfactory money will be refunded.

DIXIE NOVELTY CO.
COVINGTON, TENN. PHONE 511

PHONO SALESMAN

Is there among these readers an outstanding, well qualified, experienced phonograph salesman to represent leading phonograph manufacturer. Your replies will be kept confidential. Apply BOX D-132, care Billboard, Cincinnati 22, Ohio.

BALLY DELUXE DRAW BELLS. .$285.00
BALLY REGULAR DRAW BELLS. 225.00

Top shape. 1/3 deposit, balance sight draft or C. O. D.

MODERN MUSIC CO.
6412 Nicholson St., Pittsburgh, Pa.
Grant 2199

LOWEST PRICES IN THE COUNTRY!

CHICAGO COIN ROLL DOWN ..$249.50 Ea.
Bally Heavy Hitters ..... 59.50 Ea.
Williams All Stars ..... 275.00 Ea.

OLSHEIN DISTRIBUTING CO.
1100-02 Broadway Albany 4, N. Y.

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 32)

Side by Side
D. Jurgens (Mama's Gone) Columbia 38107
Sitting on Edge
H. Roy Ork (There Ought) London 140
Someone Cares
F. Carle (Laroo Laroo) Columbia 38130
Starlight Rendezvous
T. Dorsey (My Gal) Victor 20-2724
Steppin' Out At Midnight
H. Roy Band (Barrel House) London 116
Sugar Loaf Waltz
F. (Schnickelfritz) Fisher (Village Tavern) Decca 45040
Sunny Weather
H. Babbitt (You Were) Mercury 5117
Tchaikovsky Melodies for Dancing Album
T. Dorsey . . . Victor P-209
Moon Love . . . Victor 20-2871
None But the Lonely Heart . . . Victor 20-2869
On the Isle of May . . . Victor 20-2870
Our Love . . . Victor 20-2872
Some Things Will Never Change . . . Victor 20-2872
The Story of a Starry Night . . . Victor 20-2870
The Things I Love . . . Victor 20-2871
Tonight We Love . . . Victor 20-2869
Temor (There's Still a Little Time)
R. Font Ork (La Bodega) Apollo 1102
Teresa
Do Ray and Me (There's a) Commodore C-7504
Texas
D. Beckner Ork (Seven Days) Bullet 1016
That Old Black Magic
B. Daniels (Love's a) Apollo 1101
The Feathery Feelin'
S. Browne (Thoughtless) London 143
The Feathery Feelin'
M. Carson (I Hate) Musicraft 541
The Feathery Feelin'
V. Damone (Worry, Worry) Mercury 5107
The Feathery Feelin'
T. Tucker (Highway To) Columbia 38108
The Funny Little Man
H. Roy Ban (Daughter, Daughter) London 138
The Geek
The King Cole Trio (I've Only) Capitol 15036
The Green Cockatoo
Mantovani Ork (El Toreador) London 122
The Loveliness of You
W. Van Dyne (How Could) Tower 1273
The Same Little Chapel
J. Dorsey (I'll Always) Decca 24363
There Ought To Be a Society
H. Roy Ork (Sitting On) London 140
The Skaters Waltz
Continental Musette Ork (Toolie Oolie) Continental C-1223
There's a Man at the Door
Do, Ray and Me (Teresa) Commodore C-7504
There's a Music Box on the Moon
The Three Suns (La Rosita) Victor 20-2723
Thoughtless
S. Browne (The Feathery) London 143
Toolie, Oolie, Doolie
V. Horton and His Polka Debs (The Skaters) Continental C-1223
Arthur Tracy "The Street Singer" Album
A. Tracy . . . London LA5
A Perfect Day
Because
Home
Marta
Ramona
When Day Is Done
Trouble Is a Man
Ann McCall (I Want) Columbia 38131
True
Lewis-R. Morgan (Crying For) Decca 24334
Village Tavern Polka
F. (Schnickelfritz) Fisher (Sugar Loaf) Decca 45040
Waltz Quadrille
P. Ochs (Boomp-Sa-Daisy) Chord 125
We Just Couldn't Say Goodbye
H. Derwin Ork (Worry, Worry) Capitol 498
We Just Couldn't Say Good-Bye
F. Sinatra (But None) Columbia 38129
What Is It
P. Viera (I Send) Rego 1031
What's Good About Goodbye
M. Whiting (Gypsy in) Capitol 15038
What More Is There To Say?
H. Jerome Ork (Did You) Pleasant 106
What'll I Do
A. Shelton (Lili Marlene) London 144
When It's Blossom Time in Old Caroline
J. Livingston Ork (A Throne) Southland 200
Worry, Worry, Worry
V. Damone (The Feathery) Mercury 5107
Worry, Worry, Worry
H. Derwin Ork (We Just) Capitol 498
Worry, Worry, Worry
K. Kyser (Cincinanti) Columbia 38106
You Were Meant for Me
H. Babbitt (Sunny Weather) Mercury 5117
You're My Everything
Bob Crosby (It's Got) Bullet 1020

FOLK

Bumble Bee Baby
Tiny Colbert and His Entertainers (One Little) Blue Bonnet 133
By the Rio Grande
J. Irby and His Texas Ranchers (Don't Lie) Imperial 8006
Dallas Darlin'
T. Ritter (I've Had) Capitol Americana 40090
Don't Lie, My Darling
J. Irby and His Texas Ranchers (By the) Imperial 8006
Empty Arms and a Heart of Sorrow
W. Fowler and His Georgia Clodhoppers (When My) Mercury 6092
Ever Since Eve
Z. Manners Band (Television) Victor 20-2730
False Alarm
E. Lee and His Midwesterners (There's Only) Victor 20-2731
Goodbye, Brown Eyes, Goodbye
T. De Leon (I Was) Imperial 8024
Home in Tennessee
Speed Coley (Texas Memories) Tower 1268
I Heard My Mother Weeping
C. Story and His Rambling Mountaineers (Love Is) Mercury 6093
I Often Wonder Why You Changed Your Mind
Grandpa Jones and His Grandchildren (I'm My) King 694
I Saw the Light
R. Acuff and His Smoky Mountain Boys (Thank God) Columbia 38109
I Was a Stranger
T. De Leon (Goodbye, Brown) Imperial 8024
I'd Rather Play the Field
C. Story (Palomino Kid) (I'm Walkin') Blue Bonnet 132
I'll Never Forget
Speed Coley (Lost Love) Tower 1269
I'm Living in a Lonely World
C. Harding and His Colorado Cowhands (Talking the) Blue Bonnet 135
I'm My Own Grandpaw
Grandpa Jones and His Grandchildren (I Often) King 694
I'm Walkin' Out on You
C. Story (Palomino Kid) (I'd Rather) Blue Bonnet 132
In the Shadow of the Cross
Oak Ridge Quartet-W. Fowler (This World) Capitol Americana 40091
It's Your Time To Be Blue
Texas Ruby-Curly Fox (Soldier's Return) King 692
I've Had Enough of Your Two Timin' (You've Had Enough of My Bankroll)
T. Ritter (Dallas Darlin') Capitol Americana 40090
Kelly Waltz
Lone Star Playboys (Wasted Love) Blue Bonnet 131
Let's Talk Our Troubles Over
York Brothers (Nothing But) King 690
Livin' Western Style
B. Williams (Texas Belle) Victor 20-2732
Lost Love
Speed Coley (I'll Never) Tower 1269
Love Is a Game
C. Story and His Rambling Mountaineers (I Heard) Mercury 6093
Mountain Rosa Lee
York Brothers (You're the) King 691
Mother, Pin a Rose on Me
Nevada Sisters-Melody Trail Makers (Never Trust) Banner B-521
My Troubled Mind
Louisiana Ramblers (Wednesday Night) Blue Bonnet 134
Never Trust a Man
Nevada Sisters-Melody Trail Makers (Mother, Pin) Banner B-521
Nothing But the Blues
York Brothers (Let's Talk) King 690
Oh, You Beautiful Doll
Homer and Jethro (Tell a) King 695
One Little Dream of You
Tiny Colbert and His Entertainers (Bumble Bee) Blue Bonnet 133
Pretty Flowers
Bailes Brothers (Remember Me) Columbia 38098
Remember Me
Bailes Brothers (Pretty Flowers) Columbia 38098
Save a Little Corner in Your Heart for Me
(R. Allen and His Arizona Wranglers (Slap Her) Mercury 6095
Slap Her Down Again, Paw
R. Allen and His Arizona Wranglers (Save a) Mercury 6095
Slap Her Down Again, Paw
R. Allen (Teardrops in) Mercury 6095
Soldier's Return
Texas Ruby-Curly Fox (It's Your) King 692
Talking the Blues
C. Harding and His Colorado Cowhands (I'm Living) Blue Bonnet 135
Teardrops in My Heart
R. Allen (Slap Her) Mercury 6095
(Don't Telephone, Don't Telegraph) Tell a Woman
Homer and Jethro (Oh, You) King 695
Television
Z. Manners Band (Ever Since) Victor 20-2730
Texas Belle
B. Williams (Livin' Western) Victor 20-2732
Texas Is My Home
A. Hofner Ork) Westphalia Waltz) Imperial 8022
Texas Memories
Speed Coley (Home in) Tower 1268
Thank God
R. Acuff and His Smoky Mountain Boys (I Saw) Columbia J8109
There's Only One Kind of Red in the Red, White and Blue
E. Lee and Midwesterners (False Alarm) Victor 20-2731
This World Has Turned Me Down
Oak Ridge Quartet-W. Fowler (In the) Capitol Americana 40091
Wasted Love
Lone Star Playboys (Kelly Waltz) Blue Bonnet 131
Wednesday Night Waltz
Louisiana Ramblers (My Troubled) Blue Bonnet 134
Westphalia Waltz
A. Hofner Ork (Texas Is) Imperial 8022
When My Dreams Come True
W. Fowler and his Georgia Clochoppers (Empty Arms) Mercury 6092
You're the One
York Brothers (Mountain Rosa) King 691

Hawaii Tourist Biz Set for Record Year BureauReportShows

HONOLULU, Feb. 14.—Coin machine operators got good news this week with the report from the Hawaii Visitors Bureau that the Hawaiian Islands will experience the heaviest tourist year in their history.

Even the so-called "valley" seasons in late spring and fall when tourist trade is usually slow will find the Islands flooded with tourists.

To coinmen this is good news since tourists account for a great deal of their business. To handle the increasing tourist trade, an intensified building program aimed at increasing available tourist facilities has given local coinmen a large number of new locations.

Transportation Lack

At present the biggest handicap in the local tourist picture is the lack of transportation facilities between the mainland and Hawaii. "There is a tremendous backlog of persons waiting to come to Hawaii as tourists," Mark Egan, executive secretary of the Hawaii Visitors Bureau points out, "but our present passenger ship facilities definitely limit the number who can be accommodated. If we can get a 'ship a week' in 1948 we will be in a much better position to serve this backlog of visitors."

Altho air traffic to Hawaii reached new heights in 1947 with an average of between 7,000 and 8,000 air passengers coming to Hawaii during an average month last year, there is still a lack of sufficient air facilities for trans-Pacific flights. These figures include only passengers on regularly scheduled trans-Pacific flights. Several thousands of others were carried by non-scheduled planes during the year and some 300,000 used the facilities of Hawaiian Airlines on inter-island flights.

In order to handle the increasing tourist business, the tourist bureau is trying to route many visitors to other islands than Oahu. Increasing tourist trade on other islands will mean many more location possibilities for coin machines, it was pointed out.

Leading hotels in the Honolulu area are booked solid for at least two months in advance, and ever-increasing requests for space indicate that advance registration lists may become even longer in the near future.

Several new trends are helping to increase Hawaiian tourist business. Most prominent of these is the increase in tourist groups which come to Hawaii by air. Groups averaging about 60 persons which plan their activities as a group are on the increase.

FLIPPER KITS
Sweeping the Country

- Convert your old games
- Increase your collections
- Easy to install
- Complete instructions furnished

Kit W288A—CHICAGO COIN, EXHIBIT, COTTLIEB, KEENEY, MARVEL, UNITED.
Kit W288B—Bally and WILLIAMS.
Kit W288C—CENCO.

ORDER TODAY
All Kits $5.95 complete

Block MARBLE CO.
1425 NO. BROAD ST.
PHILA 22, PA
PHONE STEVENSON 4-8925
GET IT FROM BLOCK — THEY HAVE IT IN STOCK

SLOT ROUTE FOR SALE

1 1941 Buick Coupe; 20 1947 Jennings, 5¢, 10¢, 25¢, 50¢; 2 Bally Draw Bells, 1 Mills 3 Bells, 1 50¢ Dewey, 6 1947 Wurlitzers, 1 1939 Rock-Ola, 1 1942 Wurlitzer, 2 new Skee Balls, 15 Marble Tables. All under one-year contracts renewable each year. No city, county or state jurisdiction. This route grosses $2,500.00 per month and has been in operation 6 years. Price, $27,500.00.

BOX D-229
c/o The Billboard, Cincinnati 22, O.

Copyrighted material

www.americanradiohistory.com

ADVANCE RECORD RELEASES

RACE

Be Bop Daddy Blues
R. (Chicken) Lockhart-A. Johnson Trio (Mean, Mean) Radio Artist 219
Chewin' Woman Blues
D. Washington (Pacific Coast) Apollo 396
Cold in Here
J. Moore's 3 Blazers (Teresa) Exclusive EX-261
Day's Work
King Porter Ork (Down Home) Imperial 5015
Dig These Dynamites
Three Dynamites (Jumpin' To) Columbia 38110
Doc's Boogie
Doc Pomus (My Good) Savoy 5545
Down Home Blues
King Porter Ork (Day's Work) Imperial 5015
Eviction Blues
Poison Gardner All-Stars (52d Street) Imperial 5012
52d Street Jump
Poison Gardner All-Stars (Eviction Blues) Imperial 5012
Flippity Flip Flop
H. Humes (Mad About) Mercury 8074
Fly Right, Little Girl
Sunny Land Slim (Johnson Machine) Aristocrat 1301
Going to L. A.
C. Davis Ork (Traffic Is) Imperial 5016
Hard Ridin' Mama
W. (Mr. Blues) Harris (You Got) Aladdin 208
Honey, Honey, Honey
M. Abernathy (Undecided) King 4205
Hotel Boogie
Dirty Red (You Done) Aladdin 207
Johnson Machine Gun
Sunny Land Slim (Fly Right) Aristocrat 1301
Jumpin' to the Boogie
Three Dynamites (Dig These) Columbia 38110
Illinois Central
Doctor Clayton's Buddy (Sunny Land Slim) Ork (Sweet Lucy) Victor 20-2733
Jades of Green
V. Greene (Love Me) Trilon 203
Love Me, Love Me, Love Me, or Leave Me Alone
V. Greene (Jades of) Trilon 203
Mad About You
H. Humes (Flippity Flip) Mercury 8074
Mean, Mean Woman Blues
R. (Chicken) Lockhart-A. Johnson Trio (Be Bop) Radio Artist 219
My Good Pott
Doc Pomus (Doc's Boogie) Savoy 5545
Pacific Coast Blues
D. Washington (Chewin' Woman) Apollo 396
Shout the Boogie
Memphis Minnie (Three Times) Columbia 38099
So Many Women
Poison Gardner All-Stars (10 o'Clock) Imperial 5014
Sweet Lucy Blues
Doctor Clayton's Buddy (Sunny Land Slim) Ork (Illinois Central) Victor 20-2733
10 o'Clock Stomp
Poison Gardner All-Stars (So Many) Imperial 5014
Teresa
J. Moore's 3 Blazers (Cold in) Exclusive EX-261
Three Times Seven Blues
Memphis Minnie (Shout the) Columbia 38099
Traffic Is Terrific
C. Davis Ork (Going To) Imperial 5016
Undecided
M. Abernathy (Honey, Honey) King 4205
You Done Me Wrong
Dirty Red (Hotel Boogie) Aladdin 207
You Got To Get Yourself a Job, Girl
W. "Mr. Blues" Harris (Hard Ridin') Aladdin 208

LATIN-AMERICAN

Always Marry a Pretty Woman
Lord Invader-Lord Beginner (New York) Disc 5009
Bandy Legs
Trinidad Steel Band (Calypso Medley) Disc 6077
Calypso Jive
Trinidad Steel Band (Calypso Rumba) Disc 6078
Calypso Medley
Trinidad Steel Band (Bandy Legs) Disc 6077
Calypso Rumba
Trinidad Steel Band (Calypso Jive) Disc 6078
Cousin Family
Lord Invader (God Made) Disc 5080
Donkey Wants Water
Macbeth-Duke of Iron (Matilda) Disc 5056
Dorothy One Morning
Lord Invader-Duke of Iron (Out the) Disc 5057
Flute Lament
E. Morales Ork (Talk To) Manor 1115
God Made Us All
Lord Invader (Cousin Family) Disc 5080
La Empaliza
E. Garza (Luna Sobre) Columbia 6224-X
Luna Sobre El Jaragua
E. Garza (La Empaliza) Columbia 6224-X
Mary Ann
Lord Invader (Pound Your) Disc 5081
Matilda
Macbeth-Duke of Iron (Donkey Wants) Disc 5056
New York Subway
Lord Invader-Lord Beginner (Always Marry) Disc 5009
Norah the War Is Over
Lord Invader-Lord Beginner (Yankee Dollar) Disc 5008
Out the Fire
Lord Invader-Duke of Iron (Dorothy One) Disc 5057
Pound Your Plaintain in the Mortar
Lord Invader (Mary Ann) Disc 5081
Shake Around
Lord Invader-Lord Beginner (Tie-Tongue Baby) Disc 5007
Sly Mongoose
Macbeth-Lord Invader (Small Island) Disc 5058
Small Island
Macbeth-Lord Invader (Sly Mongoose) Disc 5058
Talk To Me, Baby
E. Morales Ork (Flute Lament) Manor 1115
Tie-Tongue Baby
Lord Invader-Lord Beginner (Shake Around) Disc 5007
Yankee Dollar
Lord Invader-Lord Beginner (Norah the) Disc 5008

CLASSIC & SEMI-CLASSICAL

Charles Ives: Second String Quartet Album (3-12")
Walden String Quartet . . . Disc 775
De Falla: Spanish Dance No. 1 (From "La Vida Breve")
Bartlett and Robertson (Lecuona-Nash: Malaguena) Columbia 17516-D
Lecuona-Nash: Malaguena (From Suite "Andalucia")
Bartlett and Robertson (De Falla) Columbia 17516-D
Mozart: Symphony No. 40 in G Minor (K 550) Album (3-12")
Pittsburgh Symphony Ork, F. Reiner, Dir. . . . Columbia MM-727
Mozart-Hindemith Sonata in A Minor K 310-Sonata No. 2 Album (3-12")
J. Abram . . . Musicraft 489
Prokofieff: Summer (Children's) Suite Album (2-12")
Santa Monica Symphony Ork-L Steuber . . . Disc 803
Stravinsky: Pastorale For Violin and Wind Quartet (12")
J. Szigeti (Stravinsky: Russian) Columbia 72495-D
Stravinsky: Russian Maiden's Song
J. Szigeti-I. Stravinsky: (Stravinsky: Pastorale) Columbia 72495-D
The Medium and the Telephone Album (10-12", 2 Volumes)
E. Keller-M. Powers-B. Dame-C. Mastice-F. Rogier-M. Cotlow-E. Balaban, Dir. . . . Columbia MM-726
*Reissue.

CHILDREN'S RECORDS

A-Hunting We Will Go; Jingle Bells
B. Bell (Simple Simon) Comical Kiddie Songs Part 4
Mary Had a Little Lamb; Twinkle, Twinkle, Little Star; Sing a Song of Sixpence (6¾")
The Fairyland Players (Lullaby) Rocking Horse PL-A 102
Simple Simon
B. Bell (A-Hunting We) Comical Kiddie Songs Part 3

RELIGIOUS

Cantor Arele Diamond Album (2-10")
Cantor A. Diamond . . . Disc 934
Coronation; Hanover
R. Kleinschmidt (Truro; St.) Electron Bell Carillon 9
Eucharist; St. Catharine
R. Kleinschmidt (Palestrina; Rotterdram) Electron Bell Carillon 10
Even Me
M. Jackson (What Could) Apollo 178
Haydn: St. Gertrude
R. Kleinschmidt (St. Drostane) Electron Bell Carillon 8
I'm Going to Live a Life That I Sing About
Sister D. Mae Willett (Stand Still) Aladdin 2023
I'm Winging My Way (Back Home)
The Happy-Hitters (We'll Serve) DeLuxe 1133
Martyn; More Love To Thee
R. Kleinschmidt (Poland; Crusaders') Electron Bell Carillon 6
Palestrina (Victory); Rotterdam
R. Kleinschmidt (Eucharist; St.) Electron Bell Carillon 10.
Poland; Crusaders' Hymn
R. Kleinschmidt (Martyn; More) Electron Bell Carillon 6
St. Drostane; Ellacombe
R. Kleinschmidt (Haydn; St.) Electron Bell Carillon 8
***Saints Go Marching In**
Golden Gate Jubilee Quartet (Stand in) Victor 20-2797
Spirituals Album (2-10")
Gospel Keys . . . Disc 657
***Stand in the Test in Judgment**
Golden Gate Jubilee Quartet (Saints Go) Victor 20-2797
Stand Still
Sister D. Mae Willett (I'm Going) Aladdin 2023
(As For Me and My House) We'll Serve the Lord
The Happy-Hitters (I'm Winging) DeLuxe 1133
Tours; Coronae
R. Kleinschmidt (Trinity; St.) Electron Bell Carillon 7
Truro; St. Theodulph
R. Kleinschmidt (Coronation; Hanover) Electron Bell Carillon 9

(Continued on page 120)

WHEN WISE OPERATORS THINK OF VALUES THEY LOOK FIRST AT LONDON'S BUYS!

EXTRA! Pfanstiehl Needles . . . REGULARS OR SPECIALS: 35c EA. Lots of 1000 — 37c EA. Lots of 100

SPECIAL #18 ZIP CORD 1½¢ PER FOOT

PIN TABLES

CLEANED, CHECKED, READY FOR LOCATION! SPECIFY 1ST AND 2ND CHOICE WHEN ORDERING.

$24.50 EACH — 5 FOR $100.00

Glamour
Majors, '41
Vacation
Bomb the Axis
Seven Up
Box Score
Hi Hat
Big League
Border Town
Jolly
Eagle Squadron
Airport
White Sails
Sport Parade
Play Mate
Barrage
Double Feature
Play Ball
Golden Gate
Roxy
Stop and Go
Big Show
Dixie
Gold Star
Lone Star
Metro
Line Up
Dough Boy
Big Chief
G. I. Joe
School Days
Ten Spot
Limelight
Capt. Kidd
Hold Over
Super Charger
Spot Pool
Boom Town
Entry
Twin Six
Belle Hop
Tops

$39.50 EACH
4 FOR $130.00

Jungle
Hi Dive
5-10-20
Exh. Bowling Alley
Kismet
Four Aces

Keep 'Em Flying $ 69.50
Western Baseball 49.50
Sky Chief 69.50

PHONOGRAPHS

Completely Reconditioned and Ready for Immediate Location!

WURLITZERS

412 ..... $ 49.50
616 ..... 64.50
24 and 24A 89.50
600-R 99.50
500K or 600K 125.00
Victory Model, Rotary 79.50
Victory Model, Keyboard 124.50
780-M 229.50
780-E 249.50
1015 (like new) ... Write for Prices

ROCK-OLA

Imperial 20 ..... $ 49.50
Standard or DeLuxe. 119.50
Masters or Supers .. 139.50
1946 Rock-Olas ... Write for Prices
AMI Top Flite 49.50
Playmaster With Spectravox 149.50
Playmaster 124.50

AIREONS, Used, Like New..$250.00
Write for Quantity Prices

SEEBURG

Gem ..... $ 94.50
Regals or Crowns ... 139.50
Plaza or Mayfair ... 124.50
Classics or Vogues . 194.50
Colonel or Envoy, ES 250.00
Colonel or Envoy, ESRC 275.00
8800 or 9800, ES .. 175.00
8800 or 9800, ESRC 210.00
8200, ES 200.00
8200, ESRC 235.00

Bury Jobs—Rock-Ola 20 mechanism in metal cab., suitable for any 20-wire boxes..... $99.50

PHONOGRAPH ACCESSORIES

Seeburg Selectomatic, 20-Selection, 24-Wire, Ea. ..... $ 5.00
WS2Z Seeburg Wireless Wallomatics .. 19.50
3-Wire Seeburg Wired Wallomatic ... 15.00
WS10Z Seeburg Wireless 5-10-25 Wallomatic 39.50
WB1Z Seeburg Wireless 5-10-25 Baromatic 44.50

Rock-Ola Dial-a-Tune Wall and Bar Boxes, Ea. ..... $ 5.00
Wurlitzer Model 125, 5-10-25¢ Wall Boxes, Ea. 15.00
Buckley 24-Selection Wall Boxes, Ea. . 5.00

MISCELLANEOUS

A.B.T. Challengers (New) .... Write for Price
Genco Advance Roll, like new ... Write for Price
Chicago Coin All Star Hockey, crating included ..... $ 49.50
Scientific Batting Practice, crating included 49.50
Keeney Air Raider, crating included .. 49.50
Tail Gunner, crating included 49.50
Bang-a-Deer, crating included 74.50
Score-a-Barrel (like new) 99.50
Skill Roll (like new) 99.50

Pokerino (like new) ..... $ 49.50
Bally Rapid Fire, crating included ... 49.50
Boomerang (like new) 99.50
Roll-a-Ball (Firestone), like new 99.50
Tally Roll (like new) 99.50
Pinch Hitter (like new) 99.50
Chicken Sam, with Rifle Range Conv., crating included 49.50
Champion Hockey, crating included .. 29.50
Goalee, crating included 99.50
Total Rolls (like new), crating included 99.50

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

Exclusive Distributor for SEEBURG Products in Wisconsin and Upper Michigan.

PHONE: KILBOURN 7323

S. L. London Music Co., Inc.

3130 WEST LISBON AVENUE — MILWAUKEE 8, WISCONSIN

OPERATORS WHO KNOW

ADVISE US THAT THE

MERCURY ATHLETIC SCALE

HAS PROVEN TO BE THE BEST MACHINE OF ITS KIND ON THE MARKET

CMI MEMBER

Place Your Orders Now

MERCURY STEEL CORP.

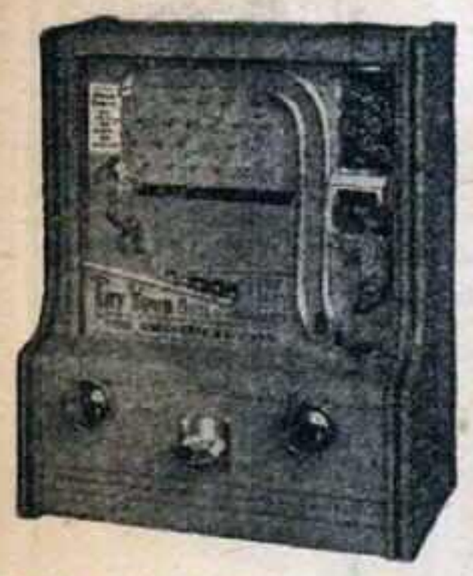
3830 HOLBROOK AVE. DETROIT 12, MICH.

www.americanradiohistory.com

NOW DELIVERING
THE NEW 1948
MODEL

KICKER and CATCHER

NEW FLASH — NEW BEAUTY
NEW SCORING ARRANGEMENT



100 PER CENT SKILL!

TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!

5 Balls For One Cent $37.50 F. O. B. CHICAGO

5 BALLS FOR 5 CENTS, $41.25

ORDER TODAY! Try for 10 days. Money Back If Not Satisfied. . . You Keep Receipts!

BAKER NOVELTY CO.
Headquarters for Slot Machines and Bakers Pacers
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

You Can Buy
KICKER & CATCHERS
Pay for same 26 weekly payments.
Write for details.
ROY TORR
Lansdowne, Pa.

SPECIAL PHONOGRAPHS

Packard Model 7 ..... WRITE
Wur. Model 1015 and 1080....$495.00

MAKE US YOUR BEST OFFER ON THE FOLLOWING:

All Very Clean Machines

Wur. Models 850, 800, 750, 600, 616, 500 and 24.

Rock-Ola Models, 1946, Standard, Deluxe Commandos.

Seeburg Hitones, Envoys, Majors, Vogues and Classics.

JOHN McILHENNY DISTRIBUTING CO.
910 Beacon St. Boston, Mass.
PHONE: OC 3-0475

FOR SALE

1/2 Music and Pinball Route in Southern N. J. Excellent opportunity for expansion—100 machines. 1/2 Music—1/2 Pinball and Roll Downs. Modern equipment. 1946 truck. Adequate shop. Gross appx. $450.00 weekly. Price $15,000. Write
BOX 279, The Billboard
1564 Broadway New York, N. Y.

SALE—CLEARANCE SALE—SALE

50 Regal 1¢ Vendors (New) .....$10.00 Ea.
25 Almond Cash Tray, 5¢ (New) .... 5.00 Ea.
10 Odd Make Vendors, All Types ..... 3.00 Ea.
50 Glass Globes, All Models ..... 1.00 Ea.
3 Evans Ten Strike, High or Low Dial . 59.50 Ea.
5 Bally Alley, 5¢ ..... 49.50 Ea.
Will take good offer on any of the above.
C. E. BRADFORD
226 Hamilton St. ALBANY 3, N. Y.

ADVANCE RECORD RELEASES

(Continued from page 119)

INTERNATIONAL

Biale Roze
T. Sztuka (Krakowiaczek) Columbia 18744-F
Black Horse Polka
E. Krolikowski Ork (Gob Stick) Columbia 12363-F
Carefree and Gay
L. Kempinski Continental Ork (Vienna Memories) Columbia 12364-F
Cheap Bananas
F. Melton (Marianne No. 2) Savoy 8006
Czy Mnie Kochasz (Do You Love Me)
F. Wojnarowski Ork (Jedzie-Boat) Dana 561
Dances of India Album (2-12")
(Recorded in India With Hindu Ork, Singers, Dancers) Disc 878
Der Ferliebter
M. Kletter Ork (Gesselach) Disc 10-6007
Gob Stick Polka (Two Clarinets)
E. Krolikowski Ork (Black Horse) Columbia 12363-F
Gesselach
M. Kletter Ork (Der Ferliebter) Disc 10-6007
Gdy Roza W Maju Rozkwitz
S. Jaworski-W. Dana Ork (Wieczorny Dzwon) Dana 545
Hotza Mama
P. Burnstein (Senorita From) Columbia 8243-F
Jedzie Boat (Here Comes the Boat)
F. Wojnarowski Ork (Czy Mnie) Dana 561
Karlinchen (Little Caroline)
Colonial Ork (Winzerlust) Standard F-11016
Kornblumen (Cornflowers)
Standard Ork (Liebesgrussen) Standard F-11015
Krakowiaczek
T. Sztuka (Biale Roze) Columbia 18744-F
Krasna Praha (Beautiful Praga)
Colonial Ceska Hudba (Pomenky) Standard F-7011
Lehullot a Rozsa Level (When the Rose Leaves Have Fallen)
K. Ilonka (De Szeretnek) Standard F-15001
Lemonia
Dimodis Ork (Yianena Yiankena) Standard F-9063
Lyckan (Luck)
F. Albeck (Han Skulde) Standard F-5014
Liebesgrusse (Love Greetings)
Standard Ork (Kornblumen) Standard F-11015
Marianne No. 2
F. Melton (Cheap Bananas) Savoy 8006
1. Old Waltz; 2. Mother of Mine
Russian Gypsy Ork (Red Sarafan) Standard F-2006
O Trellos Tsinganos
G. Kopoulou-Stellakis (Fifai O) Victor 26-8196
Off to the Races, Parts I and II
L. Best . . . Banner B-518
Pomenky (Forget Me Not)
Colonial Ceska Hudba (Krasna Praha) Standard F-7011
Pos Se Lahtaro
F. Valli (Tango Ton) Standard F-9064
Red Sarafan
Russian Gypsy Ork (1. Old Waltz) Standard F-2006
Roztargniony (Lonesome Lover)
F. Curylo (Za Tlusta) Standard F-3035
Rumba Bambu
T. Martino (Adoracione) Standard F-6040
San To Palio Valsaki
S. Greca (San To) Columbia 7234-F
Sarajevka
E. Lubich Tamburitza Ork (Zagorski Napjevi) Victor 25-3059
Senorita From the Bronx
P. Burstein (Hotza Mama) Columbia 8243-F
Tango Ton Rodon
F. Valli (Pos Se) Standard F-9064
Tha Mino Ya Panta Konta Sou
S. Greca (San To) Columbia 7234-F
Thanarga
M. Thomakos (Dio Kardies) Standard F-9065
The Accordion Man
F. Yankovic and His Yanks (The Page) Columbia 12362-F
The Boys of Wexford
J. Feeney (The West's) Decca 12269
The Page
F. Yankovic and His Yanks (The Accordion) Columbia 12362-F
The West's Awake
J. Feeney (The Boys) Decca 12269
Vienna Memories
L. Kempinski Continental Ork (Carefree and) Columbia 12364-F
Vitam Vas (I Welcome You)
Standard Ceska Hudba (Anicka) Standard F-7010
Vitamin Polka
Polka Debs (Helen Polka) Continental C-1222
Vzpomenky Na Slovensko, Dil I & II (Memories of Slovakia, Parts 1 and 2)
Slovenska Cikanska Hudba . . . Standard F-16001
Winzerlust (Vintner's Joy)
Colonial Ork (Karlinchen) Standard F-11016
Yianena Yiankena
Dimodis Ork (Lemonia) Standard F-9063
You-Ke-Lee, You-Kee-Lah
Espe Musette Ork (In the) Standard T-132
Zagorski Napjevi
E. Lubich-Mirko Tamburitza Ork (Sarajevka) Victor 25-3059
Za Tlusta Dla Mnie (Too Fat Polka)
F. Curylo (Roztargniony) Standard F-3035
Wohin Sol Ich Gehen
M. Oppenheim Ork (Zulaika) Disc 10-6004
Wieczorny Dzwon
S. Jaworski-W. Dana Ork (Gdy Roza) Dana 545
Zulaika
M. Oppenheim Ork (Wohin Sol) Disc 10-6004

HOT JAZZ

Ain't She Sweet
J. Lunceford Ork (I Love) Columbia 38097
Annie Laurie
T. Nash (Cocktails for) Savoy 604
Bed Rock
D. Wells' Big Seven (We're Through) HRS 1019
Black and Blue
Miss Danna (Remember I) IRRA 291
Chrysanthemum
Mutt Carey New Yorkers (Fidgety Feet) Century 4008
Cocktails for Two
T. Nash (Annie Laurie) Savoy 604
***Don't You Know or Don't You Care?**
Fats Waller and His Rhythm (Who'll Take) Victor 20-2642
Exactly Like You
Punch Miller Ork (Some of) Century 4006
Fidgety Feet
Mutt Carey New Yorkers (Chrysanthemum) Century 4008
Gentlemen Friend
S. Vaughan (Love Me) Musicraft 539
Norman Granz' Jazz at the Philharmonic, Vol. VII Album (3-10")
I. Jacquet-J. McVea-J. J. Johnson-J. Miller-L. Paul-L. Young-R. Callender-"Shorty" Nadine . . . Clef 101
Found a New Baby . . . Clef 106
Tea For Two . . . Clef 104 and 105
Norman Granz' Jazz at the Philharmonic, Vol. VI Album (3-10")
L. Young-C. Hawkins-I. Ashby-C. Parker-B. Hadnott-B. Rich-B. Clayton-W. Smith-K. Kersey . . . Clef 100
Jatp Blues . . . Clef 101 and 102
Slow Drag . . . Clef 103
Great Scott Album
H. Scott . . . Columbia C-159
Brown Bee Boogie . . . Columbia 37999
Dancing on the Ceiling (He Dances On My Ceiling) . . . Columbia 37998
Emaline . . . Columbia 37997
Love Me or Leave Me . . . Columbia 37996
Love Will Find a Way . . . Columbia 37997
Mary Lou . . . Columbia 37993
Nightmare Blues . . . Columbia 37999
Soon . . . Columbia 37996
How Come You Do Me Like You Do
M. Spanier Ork (Am I) Disc 6030
I Cover the Waterfront
M. Osborne (You've Changed) Aladdin 3010
I Love You
J. Lunceford Ork (Ain't She) Columbia 38097
Joplin's Sensation
Mutt Carey New Yorkers (The Entertainers) Century 4007
Kool
M. Lou Williams Trio (Mary Lou) Disc 5033
Leap Here
Metronome All Stars (Metronome Riff) Capitol 15039
Love Me or Leave Me
S. Vaughn (Gentlean Friend) Musicraft 539
Mary Lou
M. Lou Williams Trio (Kool) Disc 5033
Metronome Riff
Metronome All Stars (Leap Here) Capitol 15039
Muggsy Special
M. Spanier Ork (Pee Wee) Disc 6032
***Our Love Was Meant To Be**
Fats Waller and His Rhythm (What's the) Victor 20-2643
Pee Wee Squawks
M. Spanier Ork (Muggsy Special) Disc 6032
Remember I Knew You When
Miss Danna (Black and) IRRA 291
Sentimental Journey
M. Spanier Ork (You're Driving) Disc 6031
Settin' the Pace, Parts I & II
D. Gordon . . . Savoy 913
Shine
Punch Miller Ork (There's a) Century 4005
Some of These Days
Punch Miller Ork (Exactly Like) Century 4006
Speculation
L. Tristano (Through These) Disc 5500
The Entertainer
Mutt Carey New Yorkers (Joplin's Sensation) Century 4007
There's a Small Hotel
Punch Miller Ork (Shine) Century 4005
Through These Portals
L. Tristano (Speculation) Disc 5500
Travelin' Light
The Four Rockets (Your Red) Aladdin 3007
***What's the Reason (I'm Not Pleasin' You)?**
Fats Waller and His Rhythm (Our Love) Victor 20-2643
We're Through
S. Vaughan-D. Wells' Big Seven (Bed Rock) HRS 1019
***Who'll Take My Place (When I'm Gone)?**
Fats Waller and His Rhythm (Don't You) Victor 20-2642
You've Changed
M. Osborne (I Cover) Aladdin 3010
You're Driving Me Crazy
M. Spanier Ork (Sentimental Journey) Disc 6031

Penny Pitch Pulls Play in Mid-Town Manhattan Arcade

NEW YORK, Feb. 14.—Million Dollar Playland Arcade, located in mid-town Manhattan on Seventh Avenue between 47th and 48th streets, this week brought in a penny pitch which has, in a few days, hypoed attendance to summertime proportions.

Located just inside the door, the pitch features a montage of several hundred packages of cigarettes. Players pitch pennies for the red circle on the Lucky Strike covers, receiving a coupon for every hit. Two coupons win one pack of cigarettes.

The penny pitch, long a feature of many Coney Island arcades, makes its Broadway debut at Playland. Operators Abe Suskin and Chick Guelfi report they received a license to install the pitch.

Picks Up Lull

Arcade business in the mid-town area has been hard hit this winter, due mainly to bad weather. To combat the drop in play, Suskin and Guelfi pulled out their custard machines and turned over the space to the penny pitch, augmenting the feature with large colored signs to attract attention from the street. A large window is located directly in front of the pitch so that passer-bys can watch the play.

In the rear Suskin and Guelfi have installed a break-the-balloon board. Players buy three darts for a dime, receiving prizes for breaking the balloons. This feature has also proved popular, but not to the same degree as the penny pitch.

In the first week of operation, the location reports that thru the penny pitch other equipment also received heavier play, notably poker tables, which had suffered most.

Business in Md. Up, Bank Assets Reveal

BALTIMORE, Feb. 14.—Indication that business is on the upswing in Maryland was given this week in an announcement by J. Millard Tawes, State bank commissioner, that the 104 State banks and trust companies showed a gain of nearly $7,000,000 in total assets over a year ago.

According to Tawes's report at the close of business on December 31, 1947, the 104 banks had total assets of $937,301,435. Taxes also indicated that the nine mutual savings banks in Maryland showed a $13,638,579 increase in total assets over 1946, with $439,454,749 on hand.

Loan Increase

During the year loans by the State banks and trust companies increased 18 per cent over 1946, a gain of $36,785,822. Gains were also noted in deposits in both classes of financial institutions.

A further indication of healthy business conditions in the State was shown by a report of sales tax collections during 1947 made public by State tax officials this week. According to the report, $13,000,000 in sales taxes was collected during the first six months that the tax was in operation. A total yearly collection of $18,400,000 from this source was predicted by authorities when the law was passed.

Park Meters for Ore. City

HOOD RIVER, Ore., Feb. 14. — A resolution approving installation of 350 parking meters has been approved by the city council, according to Mayor Joe Meyer. The meters, to cost $65 each, are to be installed by the end of March.

Copyrighted material
www.americanradiohistory.com

N. Y. Game Ops Hold Meet; Set Operation Standards

NEW YORK, Feb. 14.—With the legal status of coin-operated amusement games still undefined here, 250 game operators and others close to the industry met at the Manhattan Center Tuesday (10) under auspices of the Associated Amusement Machine Operators of New York (AAMONY) in an effort to determine standards for future operation.

Despite the fact that more and more plunger-type equipment, minus free-play features, is now to be seen on New York locations, AAMONY executives strongly urged those in the industry here to limit their operations to rolldowns.

This advice was offered, they emphasized, with full realization that a strict interpretation of State law reveals nothing illegal about plunger-type games which do not offer free plays or prizes. However, with amusement game licensing still a possibility here, they felt that operators should make all efforts to keep their operations above question by city authorities.

But, in the major business conducted during the course of the meeting, chairmaned by Lou Rosenberg, AAMONY vice-president, the membership voted to throw the association rolls open to any operator, regardless of the type of equipment he operates. However, such operation must conform with the non-gambling provisions of State law, Teddy Blatt, AAMONY counsel, cautioned. Prior to this decision AAMONY membership was open only to operators of rolldowns.

Meanwhile, the Coin Machine Distributors and Jobbers of New York, at a meeting last week, requested the co-operation of manufacturers in local attempts to secure an equitable municipal licensing arrangement. At that meeting the jobbers and distributors unanimously endorsed the text of a telegram later sent to all game manufacturers. Its partial text follows:

"In view of the fact that the industry is working to obtain a license for amusement games, and inasmuch as certain information has reached us that the authorities look with disfavor upon plunger-type games, the body has resolved that the manufacturers be requested to ship, into this territory, only rolldown-type games. You are also requested to price same comparable to plunger-type pin games."

Meters in Phoenix Click on Holiday

PHOENIX, Ariz., Feb. 14. — City treasury here got an unexpected boost recently when hundreds of nickels were deposited in parking meters on a legal holiday. It was Southern Arizona Arbor Day and all the city and county offices and banks were closed. The chief of police pointed out that due to the complexity of the situation there will be no refunds. Five other counties in this State observe Arbor Day at a later date.

Knoxville Ops Form Ass'n, Ready Strong P-R Program

KNOXVILLE, Tenn., Feb. 14.—In an effort to prevent anything similar to the Memphis incident, Knoxville juke box operators have formed an association to keep questionable records off machines.

Jack Hubbard, president of H. & D. Sales Company, said the group does not want to do anything against the morals of the city. Records were broken in Memphis after complaints had been received against certain platters.

Ralph Maples, of G. & G. Music Company, said, "We have received samples of some of the records, but we always send them back." Police Chief Joe Kimsey said he had received no complaints about music on coin machines.

Emerson Increases Stock

NEW YORK, Feb. 14.—Stockholders in Emerson Radio & Phonograph Corporation, at a recent meeting, authorized an increase of the firm's authorized capital stock from 400,000 shares to 1,000,000 shares, with par value remaining at $5 per share. Action paved the way for declaration of a 100 per cent stock dividend by the board of directors at a later meeting.

Stockholders re-elected the following directors for another term: Benjamin Abrams, Louis Abrams, Max Abrams, F. Eberstadt, Richard C. Hunt, Dorman D. Israel and George H. Saylor.

ON THEIR WAY to New York to present Walter Winchell with a check for the Damon Runyon fund, Dave Gottlieb, Coin Machine Industries' president, and Ray Moloney, association's national chairman to aid the Runyon drive, are interviewed by Bob Elson. Program was heard over WMAQ. Left to right are Herb Jones, Bally; Gottlieb, Elson, Elson's assistant and Ray Moloney.

AUTOMATIC COIN
America's Bell Machine Center

GUARANTEED SLOTS
RECONDITIONED, REFINISHED, REPAINTED

Mills Brown Front, 5¢	$ 89.50
Mills Brown Front, 10¢	94.50
Mills Brown Front, 25¢	99.50
Mills Bonus Bell, 5¢	119.50
Mills Black Cherry, 5¢, 2/5 or 3/5	155.00
Mills Black Cherry, 10¢, 2/5 or 3/5	160.00
Mills Black Cherry, 25¢, 2/5 or 3/5	165.00
Mills Silver Chrome, 5¢, 2/5 or 3/5	119.50
Mills Silver Chrome, 10¢, 2/5 or 3/5	124.50
Mills Silver Chrome, 25¢, 2/5 or 3/5	129.50
Mills Gold Chrome, 5¢, 2/5 or 3/5	119.50
Mills Gold Chrome, 10¢, 2/5 or 3/5	124.50
Mills Gold Chrome, 25¢, 2/5 or 3/5	129.50
New Stands for All Mills Machines	22.50

CONSOLES

Mills 4-Bells, Late Head	$139.50
Keeney 3-Way Bonus Super Bell	750.00
Mills Jumbo, Cash Payout	69.50
Pace Twin Reels, 5¢ or 25¢	89.50
Buckley Track Odds (Without Daily Double Feature)	250.00
Mills 3 Bells	179.50
Evans 1947 Bang Tails, Comb. F.P.-P.O.	495.00
Evans 1946 Galloping Dominos, I.P.	299.50

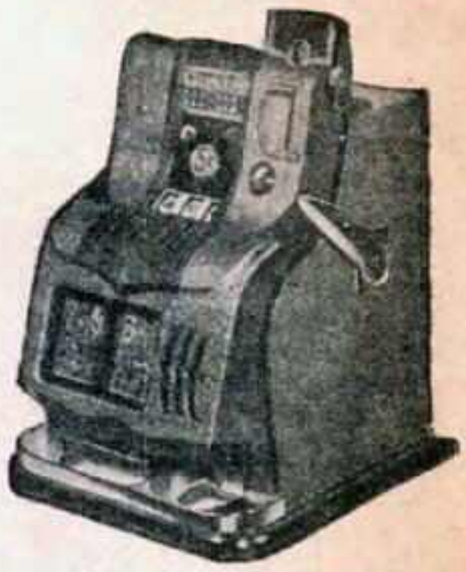
CLOSEOUT SPECIALS—BRAND NEW

Exhibit Starlight	$179.50
Chicago Coin Baseball	159.50
Treasure Chest	Write
Chicago Coin Roll Down	295.00

MISCELLANEOUS BUYS

9 Col. DuGrenier Cig. Machine	$ 99.50
11 Col. DuGrenier Cig. Machine	109.50
Rebuilt Seeburg Shoot the Bear	124.50
Bally Rapid Fire	79.50
10 Ft. Bowling Alley	119.50

Exclusive Distributors for
MILLS SLOTS
Illinois, Iowa, Nebraska, Northern Indiana



BRAND NEW 1947 MILLS 5¢ Q. T. $115.00

BRAND NEW MILLS VEST POCKET BELL $65.00

Reconditioned Post-War Pin Games	
Havana	$139.50
Kilroy	99.50
Baffle Card	109.50
Super Score	99.50
Exhibit Big Hit	89.50
Superliner	79.50
Surf Queen	49.50
Gold Ball	159.50

Terms: 1/3 Deposit, Balance C. O. D.
WRITE FOR COMPLETE LIST: GAMES, PHONOGRAPHS, PARTS, ETC.

AUTOMATIC COIN MACHINES & SUPPLY CO.
ALL PHONES: CAPITOL 8244
4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS

there is no substitute
For TROPICANA Pin Game or Roll-Down
Write • Wire • Phone Your Orders Today!
SIMON SALES, INC.
Dave Simon
627 10th Ave. New York 19, N. Y.
Please Note NEW Phones: PLaza 7-5660-5661-5662

GUARANTEED BARGAINS

FIVE BALLS

Rio	$ 99.50
Havana	99.50
Mexico	144.50
Hawaii	154.50
Nevada	159.50
Kilroy	89.50
Playboy	99.50
Tornado	99.50
Rocket	69.50
Ballyhoo	99.50
Amber	59.50
Lucky Stars	129.50
Mam'selle	119.50

PHONOGRAPHS

Seeburg 146M	$525.00
Seeburg 147M	575.00
Seeburg Colonel	195.00
Seeburg Commander	175.00
Wurlitzer 1015	495.00
Wurlitzer 750 M or E	275.00
Aireen Fiesta	395.00
Rock-Ola '39 Std.	150.00
AMI Model "A"	650.00

CONSOLES
Bonus Super Bells, Draw Bells, De Luxe Draw Bells, Triple Bells—Write for Prices.

CENTRAL AMUSEMENT CO.
1144 UNION AVENUE PHONE 2-6294 MEMPHIS, TENN.

Copyrighted material
www.americanradiohistory.com

Give Text of Md. County Measure on Coin License

BALTIMORE, Feb. 14.—Full text of the coin machine license resolution adopted by the county commissioners of Baltimore County, outlining the licensing plan effective during 1948, was released last week. The act is effective only for the current year, imposes license fees of $25 on music or game equipment in Baltimore County, plus $2 for each additional coin-operated speaker.

Partial text of the measure follows:

"During the year 1948, every person, firm, association or corporation keeping, maintaining or operating for public entertainment or amusement within Baltimore County any music box, mechanical player piano, grapaphone, or any similar mechanical musical device played by the insertion of a coin or token, shall obtain a license from the Clerk of the Circuit Court of Baltimore County to do so and shall pay therefor the sum of $25 for each such machine or device, and $2 additional for each independent coin-operated speaker delivering music on the same premises.

"It is further ordered and resolved, that during the year 1948, every person, firm association or corporation keeping, maintaining or operating within Baltimore County a claw machine or pinball machine, or any similar device for public amusement or gain, the operation of which requires the insertion of a coin or token, and the result of whose operation depends, in whole or in part upon the skill of the operator (player), whether or not it affords an award to a successful operator, shall obtain a license from the Clerk of the Circuit Court of Baltimore County to do so and shall pay therefor the sum of $25 for each such machine or device, for which a fee of five cents or more is charged for the operation thereof.

"It is further ordered and resolved that during the year 1948, every person, firm, association or corporation keeping, maintaining or operating within Baltimore County any console machine, shall obtain a license from the Clerk of the Circuit Court of Baltimore County and pay therefor $25 for each such license."

Shuffleboards are covered by the licensing, and the measure provides that each piece of equipment must bear a metal license tag which is issued by the circuit court clerk.

The measure also carries a section which declares that, in the event any portion of the resolution is held invalid for any reason, the remainder of the resolution will not be affected.

Enlist Operators To Catch Burglars Of Ore. Bank Coins

PORTLAND, Ore., Feb. 14.—Coinmen this week were co-operating with law enforcement officers in their search for bank burglars whose loot included $2,300 worth of quarters and $4,500 worth of dimes.

Safecrackers tunneled into the vault of the U. S. National Bank at Athena, Ore., and carted away 800 pounds of pelf, all in coins.

Sheriff R. E. Goad, of Umatilla County, reasoned that the thieves possibly might be tempted to use some of their loot in the machines with which the county abounds. In this enterprise he had the co-operation of all operators, especially in Umatilla County, to be on the lookout for any unusual number of dimes and quarters in the hands of players.

Employment Continues High

WASHINGTON, Feb. 14.—The nation's total employment in January amounted to 57,149,000 job holders, or 1,759,000 higher than the same month a year ago, the census bureau reported this week.

Tho the January report showed a decline of 798,000 in employment compared with December, 1947, the census bureau pointed out that this drop was caused primarily by the lay-off of women, young persons and older men who had taken temporary jobs for the Christmas buying season. Actually, unemployment had declined by 335,000 over a year ago.

Farm employment, an acknowledged barometer of business conditions, gained 98,000 from the December figure and brought total farm employment to 7,060,000.

COME TO HEADQUARTERS
FOR THE LATEST MODELS
SLOT MACHINES
BOUGHT, SOLD AND EXCHANGED
SEND FOR CATALOG
QUICK, EFFICIENT SLOT MACHINE REPAIRS
BAKER NOVELTY CO. 1700 WASHINGTON CHICAGO 12, ILL.

NEW ORLEANS NOVELTY COMPANY'S
LATEST SPECIALS
SPECIAL ENTRYS, $325.00; HAWAIIS, $137.50; SEA BREEZES, $42.50; MEXICOS, $120.00; HAVANAS, $77.50; RIOS, $67.50; HUMPTY DUMPTYS, $172.50; BIG LEAGUES, $35.00; Chicago Coin BASEBALLS, $120.00; SPELLBOUNDS, $45.00; RIVIERAS, $35.00; SMARTYS, $55.00; AMBERS, $55.00; CROSSFIRES, $85.00; STATE FAIRS, $45.00; NEVADAS, $147.50; FAST BALLS, $45.00; SHOW GIRLS, $55.00; STEP UPS, $47.50; SOUTH SEAS, $35.00.
NEW ORLEANS NOVELTY COMPANY
115 MAGAZINE ST. Phone: RAymond 7904 NEW ORLEANS, LA.

Violin-Virtuoso Draws Heavy Play In Texas Arcade

EL PASO, Tex., Feb. 14.—A Mills Violin-Virtuoso, in its original cabinet and plunking out old-time tunes from paper rolls, is a big drawing card at Happy's Penny Arcade here. Arcade, owned by ex-showman N. H. (Happy) Wightman and managed by Cleveland Nayer, does a thriving business in this border town.

Two-thirds of the 80 pieces in the arcade are penny machines, and among the biggest drawing cards are the old machines. In addition, Wightman has a shooting gallery and a photo gallery at the rear of the store.

Building New Arcade

This week Wightman began closing a second arcade—the Amusement Center—on San Antonio Street to move the equipment into a new building he is constructing in the valley. A second Violin-Virtuoso, which had been on location at the Amusement Center, will be moved to the new arcade.

Wightman purchased the two Mills museum pieces five years ago. The two machines had been in storage in El Paso for 20 years and were sold for the storage charges. Once he had the two machines, Wightman was unable to locate the paper rolls which activate the machines. Finally thru an advertisement in *The Billboard* he located a man in Denver who had 30 of the rolls for sale—and the 30 rolls are still serving their original purpose.

Before he came to El Paso, Wightman had arcades in Chicago and prior to that was in outdoor show business.

Cincinnati Music Ops Hold 2 Meets; Plan for Election

CINCINNATI, Feb. 14.—Cincinnati Automatic Phonograph Owners' Association (CAPOA) held its regular board of directors' meeting in CAPOA headquarters Tuesday (10) followed by an evening meeting of the entire membership in the Hotel Gibson.

During the evening meet a nominating committee was appointed to work out plans for the coming election of officers and board members set for April 13. William Fitzpatrick will act as committee chairman, with John Nicholas and Howard Males as assistants.

Some of the major topics under discussion during the Hotel Gibson conclave included accenting a public relations program and the issuing of an association publication to the local trade which would throw light on CAPOA activities. Ray Bigner, Phil Ostand and John Nicholas were named to follow up on this suggestion and report on its feasibility. Their preliminary report is scheduled for release at the March CAPOA meet.

Members attending either or both meets follow:

Sam Chester, Charles Kanter, Ray Bigner, Harry Hester, John Nicholas, Nat Bartfield, Lawrence Kane, Joe Weinberger, Al Lieberman, Howard Males, Al Chasson, Charles McKenney, William Fitzpatrick, Morris Kleinman, Louis Schoenlaub, Edward Wenninger and Bill Harris.

Guests at the evening meet included Bill Marmer, of Sicking, Inc.; Charles Trau, of the Coin Machine Mart, and Warren Deaton, of Rock-Ola. Following the business, buffet dinner and refreshments were served.

Match up the people and the horns

(It may mean money to you!)

THE FIRST TWO, of course, are very easy.

The sea captain (1) goes with Cape Horn (2); and the musician (2) with the French horn (3).

That leaves the Average American (3) matched up with the Horn of Plenty (1).

As such an American, you'd like that to be true, wouldn't you?

It can be—and *will* be—for millions of Americans who, today, are putting money regularly into U. S. Savings Bonds.

In ten years, as the Bonds mature, these millions will find that they have truly created a Horn of Plenty for themselves! For they'll get back $4.00 for every $3.00 they're putting in today!

There are now *two* easy, automatic ways to buy U. S. Savings Bonds regularly. The Payroll Savings Plan for men and women on payrolls; the Bond-A-Month Plan for those not on payrolls but who have a bank checking account.

Let U. S. Savings Bonds fill up your personal Horn of Plenty . . . for the years to come!

Automatic saving is sure saving...U. S. Savings Bonds

Contributed by this magazine in co-operation with the Magazine Publishers of America as a public service.

www.americanradiohistory.com

VENDING MACHINE COMPANY
MILLS COIN MACHINES
NORTH CAROLINA, SOUTH CAROLINA AND VIRGINIA

5c Coin Operated Pool Table

NEW

10c Coin Operated Pool Table

NEW POOL TABLE SIZES BELOW
3x6 — 3½x7
4x8 — 4½x9

IN STOCK AT FAYETTEVILLE READY FOR INSTANT SHIPMENT

A sound buy. Will be worth ½ price in 1952. Write for details and prices.

The VENDING MACHINE CO.
FAYETTEVILLE, NORTH CAROLINA
U. S. A.

BROOKLYN OPERATORS

GET FASTEST SERVICE FROM US

IMMEDIATE DELIVERY

On the Following

NEW GAMES — ALL SET TO PLAY

IN STOCK
AT UNUSUAL LOW PRICES
The Finest Selection of Good Used Games

- United's TROPICANA
- Bally's MELODY
- Gottlieb's LADY ROBIN HOOD
- Keeney's COVER GIRL
- Chicago Coin's BERMUDA
- Exhibit's MIMI

VISIT OUR NEW SHOWROOM

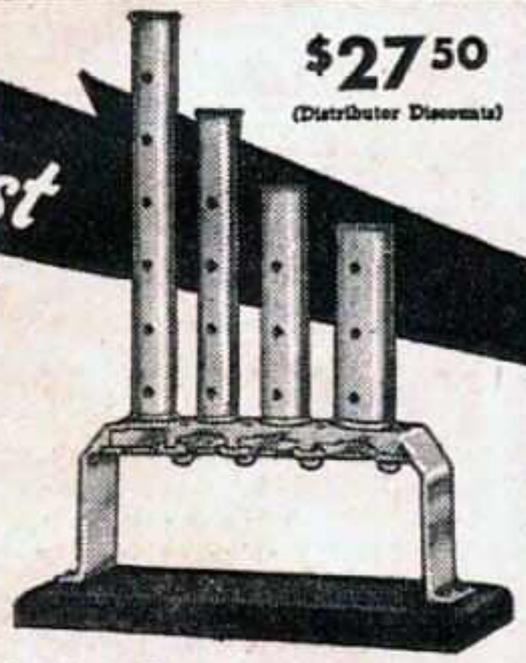
AMUSEMENT SUPPLY CO.

(In the Heart of Brooklyn)

141 ATLANTIC AVENUE BROOKLYN, N. Y.

Lightning Fast

$27.50 (Distributor Discounts)



The *Master Changer*

- All metal, highly polished chrome finish.
- A flick of the finger automatically dispenses 5 NICKELS, 5 DIMES, 4 QUARTERS or 2 HALVES in the palm of your hand.
- Solid die cast construction with precision machined coin slides.
- Fully balanced on heavily weighted non-slip base.
- Time-tested for absolute accuracy.
- Sold on a money-back guarantee.

CMI MEMBER

Northwest Sales Co.

3144 ELLIOTT AVENUE SEATTLE 1, WASH.

BARGAINS YOU CAN'T BEAT!

— MECHANICALLY PERFECT PIN GAMES —

KILROYS $69.50

MEXICO	$139.50
BONANZA	149.50
NUDGY (NEW)	124.50
GOLD BALL	99.50
PLAYBOY	89.50
CYCLONE	79.50
BALLYHOO	74.50
TORNADO	69.50
RIO	69.50

HAVANAS . . . $79.50

CAROUSEL	$59.50
MYSTERY	59.50
ROCKET	54.50
SUPER SCORE	49.50
SEA BREEZE	49.50
SPELLBOUND	39.50
STATE FAIR	39.50
FAST BALL	34.50
SUSPENSE	34.50

ATLAS AMUSEMENT CO.

1078 UNION AVE. PH. 36-2309

MEMPHIS, TENNESSEE

M. S. GISSER, Sales Mgr.

OUTSTANDING VALUES

400 BANK BALLS, Skee Ball Alleys, 9-ft., 12-ft. or 14-ft. size, almost new. Singles	$160.00
5 or more	135.00
10 or more	120.00
Lots of 25 or more financed	
6 STRIKES AND SPARES, original price, $1,000.00. Now $395.00, 3 for	1,100.00
10 WURLITZER SKEE BALLS, cleaned, checked and crated	165.00
4 WURLITZER SKEE BALLS, HIGH SCORE, cleaned, checked and crated	185.00
40 BALLY 200-CUP DRINK VENDORS in excellent operating condition, $295.00 each in lots of 10. Singles, crated	325.00
75 POP SEZ Pop Corn Vendors, slightly used, at $165.00 each for the lot, or in Singles	175.00
BRAND NEW KUNKLE HOT POP CORN VENDORS, 5¢ coin operated	Write

USED VENDORS

6 15-Col. U-Need-A-Pak Cigarette Vendors	$ 95.00
2 7-Col. S. & M. Cigarette Vendors	65.00
6 10-Col. Rowe Presidents	95.00
30 Du Grenier Champions, Clean Shape, 7, 9 and 11 Col.	75.00
20 Northwestern #33 1¢ Ball Gum Vendors, like new, plastic globes. Ea.	8.50

BRAND NEW SCALES

Watling Tom Thumb Jr.	Write
Watling 500	Write
Ideal Lo Boy	$125.00
Marion Scales	97.50

Subject to quantity discount.

ARCADE EQUIPMENT

2 Lito-o-Leagues	$ 75.00
1 Evans In the Barrel	110.00
2 Rapid Fires	110.00
1 Pitchem & Katchem	85.00
1 Scientific Baseball	95.00
25 Exhibit Iron Claws	69.50
Jafco 9-ft. Barrel Roll	125.00
3 Ten Strikes	69.50
2 Batting Practices	95.00
3 Chicken Sams	95.00
3 Keeney Air Raiders	110.00
3 New Bowl-a-Scores	125.00
3 Heavy Hitters	95.00
Champion Hockey	65.00
Blow Ball	135.00
Keeney Submarine	95.00
6 Scientific Pokerinos, latest, like new	175.00
Evans Super Bomber	195.00
Texas Leaguer	39.00
Major League	110.00
1 K.O. Fighter	150.00
2 Rotary, Claw Type	169.50
1 Drive Mobile	165.00
2 Sky Fighters	145.00
1 Bally Defender	145.00
2 Western Baseballs	95.00
1 Goalee	175.00
50 Panorams	195.00
125 Exhibit Merchantmen	85.00
10 Total Rolls	125.00
6 Pinch Hitters	75.00
2 Tally Rolls	75.00
5 Advance Rolls	240.00
2 Slightly Used Mutoscope Voice-o-Graphs	575.00
2 Photomatics, 1947	Write
8 Boomerangs	89.50

MUSIC

Seeburg 8800	$185.00
Seeburg 9800	185.00
Seeburg 8200	185.00
Seeburgs as above, R.O.	210.00
Wurlitzer 850E	275.00
Wurlitzer 750E	275.00
Wurlitzer 780E	250.00
Wurlitzer 24	110.00
Wurlitzer Victory	100.00
Wurlitzer 616	95.00
Mills Throne	125.00
Mills Empress	125.00
Rock-Ola Commando	125.00

BUBBLE BALL GUM

Finest Quality, 35¢ per lb.
Packed 25 lbs. to a carton.

CHICAGO METAL SAFES, DELUXE LINE

Single "Revolv-a-Round" Safe.	$119.50
Double "Revolv-a-Round" Safe	174.25
Triple "Revolv-a-Round" Safe	262.00

NEW COUNTER GAMES

A.B.T. Challengers	$42.50
A.B.T.'s Newest Challengers with Electric Lights.	49.50
A.B.T.'s New Electric Totalizer—Skill Shot Gun.	54.50
Kicker & Catcher	35.00
Gushers, 5¢	25.00
Penny Target Guns and Gum Vendors	49.50
Lots of 10 or more	39.50
Camera Chief	19.95

USED COUNTER GAMES

2 Genco Pee Wees	$25.00
15 Smileys	12.00
2 A.B.T. Red, White & Blues	20.00
Pop Ups	14.95

USED CONSOLES

3 Mills 4 Nickel 4 Bells	$125.00
2 Bally Club Bells, Comb.	85.00
3 Keeney 5¢ Super Bells, Comb.	95.00
8 Keeney 5-5-5-25 Super Bells	225.00
3 Keeney 5¢ Super Bonus Bells	300.00
10 Silver Moons, F.P.	89.50
2 Bob Tails, F.P.	89.50
2 Bally Draw Bells	275.00
3 Keeney 3-Way Super Bonus Bells	850.00
2 Keeney 2-Way Super Bonus Bells	550.00
2 Paces Reels, F.P. Comb.	95.00
2 Sun Ray, F.P.	85.00
10 Jumbo Parades, F.P.	39.50
15 Keeney Super Track Time	175.00
15 Keeney Triple Entries	125.00
2 Keeney '38 Track Time	95.00
5 Buckley Track Odds, '46 Model	550.00
2 Evans Casino Bells	598.00
3 Bakers Paces, D.D.	175.00

TERMS: 1/2 DEPOSIT REQUIRED WITH ALL ORDERS.
BALANCE C. O. D., F. O. B. CLEVELAND.

CLEVELAND COIN MACHINE EXCHANGE, INC.

2021-25 PROSPECT AVE. CLEVELAND 15, OHIO
Phones: PRospect 6316-17

BRUSH UP

SHOE SHINE MACHINES

The finest, perfect operating machines produced. Immediate delivery. Collects 10¢ or 5¢ for one-minute operation.

$189.50 EACH

Slot Tool Kit

For years Central Service vending machine repairmen have appreciated the need for specially designed tools that would simplify machine maintenance. To meet this necessity we have developed 13 essential tools so practical that it is now possible for operators and club managers to keep their vending machines working efficiently. It's the play that counts and these 13 tools will soon liquidate their small initial cost—$19.95 f.o.b Kokomo, Ind. Jobber's prices quoted on request.

WRITE FOR ILLUSTRATED LITERATURE AND COMPLETE INFORMATION

Central Service SALES COMPANY
219 WEST JACKSON
KOKOMO, INDIANA

SPECIAL SALE!!

BANG-A-FITTIES—10-12-14 Ft.

First-Class Condition. All Clean and Ready for Your Location. Only $125.00 Ea.

Phone—Write—Wire. Immediate Delivery

50 BING-A-ROLLS in Stock—Immediate Delivery

MICHIGAN DISTRIBUTOR FOR GENCO PRODUCTS

A. P. SAUVE CO.

2998 GRAND RIVER AVE. DETROIT 1, MICH.

Phone: TEMple 3-3965

www.americanradiohistory.com

CENTRAL OHIO COIN'S QUALITY BUYS

NEW LOWER PRICES for QUICK SALE

PIN BALLS $29.50 Ea.

Air Circus, Big Parade, Bolo-way, Bombardier, Bosco, Bub-bles, Catalina, Defense, Eagle Squadron, 5-10-20, Four Aces, Jeep, Hollywood, Home Run '42, Idaho, Invasion, Flat Top, Keep 'Em Flying, Knockout, Marvel Baseball, Topic, Streamliner, Sky Chief, Mus-tang, Venus, Victory, Yankee Doodle, Yanks, American Beauty, Sentry, Kismet, Mid-way, G.I. Joe Horoscope, Marines at Play.

PIN BALLS $19.50 Ea.

A.B.C. Bowler, All American, Argentine, Bandwagon, Belle Hop, Big Chief, Dixie, Dude Ranch, Polo, Gold Star, Jun-gle, Legionnaire, Monicker, Play Ball, Slugger, School Days, Sport Parade, Spot Pool, Stratoliner, Sunbeam, Ten Spot, Wildfire, Hi Hat, South Paw, Zig Zag, Star Attraction.

PIN BALLS LATE

Big Hit	$ 69.50
Big League	69.50
Surf Queen	69.50
Step Up	79.50
State Fair	89.50
Smarty	115.00
Suspense	79.50
Dynamite	89.50
Stage Door Canteen	59.50
Spellbound	79.50
Super Score	79.50
Midget Races	89.50
Rio	89.50
Ballyhoo	139.50
Honey	139.50
Havana	119.50
Kilroy	99.50
Lucky Star	129.50
Margie	149.50
Flamingo	179.50
Miss America	139.50
Play Boy	139.50
Carousel	129.50
Gold Ball	139.50
Rocket	119.50
Double Barrel	99.50

SAFES & STANDS REVOLVAROUNDS

Single	$ 79.50
Single DeLuxe	119.50
Double	116.50
Double DeLuxe	162.50
Triple DeLuxe	262.50
Heavy Double	265.00
Box Stands	25.00

MUSIC

Rock-Ola Standard	$109.50
Rock-Ola DeLuxe, '39	149.50
Rock-Ola Master, '40.	159.50
Rock-Ola Super	179.50
Seeburg Hideaway, RC	249.50
Singing Towers	89.50
Aircon, Like New	295.00
AMI Highboy, 40 Selections	295.00
Wurlitzer 600-R	99.50
Wurlitzer 500, Victory Cabinet	145.00
8 Wurl. #125 Wall Boxes, Ea.	15.00
8 Seeburg Bar Boxes, RC	35.00
616 Wurlitzers	89.50

ARCADE EQUIPMENT

Batting Practice	$ 79.50
Sky Fighter	119.50
Air Raider	79.50
Tommy Gun, Late	79.50
Panorams	259.50
Undersea Raiders	149.50
Lite Leagues	149.50
Voice Recorder	69.50
9-Ft. Skee Roll	79.50
Scientific Baseball	69.50
Jack Rabbit, New	300.00
Buckley Diggers	99.50
Rotary Pushers	265.00
Pop Up, New	25.00
Champ Basketball, New	49.50
Pokerino, Scientific	199.50
Goalee, New	225.00
Wurl. Skee Rolls, 14-Ft.	165.00
10½-Ft. Premier Skee Rolls	WRITE

CONSOLES

Draw Bells, Ea.	$275.00
Deluxe Draw Bells, Ea.	325.00
Wild Lemons, New, Ea.	542.50
Double Ups, New, Ea.	542.50
Keeney Gold Nuggets, 5¢-25¢	800.00
50 5¢ Jumbo, F.P. Ea.	39.50
25 5¢ Silver Moon, F.P. Ea.	39.50
25¢ Jumbo Parade, C.P.	119.50
5¢ Jumbo Parade, C.P.	89.50
25 5¢ Paces Reels, Comb., F.P. Ea.	49.50
5¢ Paces Reels, C.P.	49.50
5¢ Bobtails, F.P.	39.50
5¢ Watling Big Games, F.P.	39.50
Bally Triple Bells, 5¢-10¢-25¢	545.00
Keeney Triple Super Bonus, 5¢-10¢-25	985.00

COUNTER GAMES

1¢ Sparks, Check P.O.	$12.50
1¢ Daval Marvels	19.50
5¢ Gushers, New	29.50
5¢ Davals, Free Play	39.50
1¢ Marvel Pop Up, New	25.00
1¢ Target Skills	22.50
1¢ Gottlieb Grip Scales	32.50
1¢ Daval Buddy-Cigarette	27.50
5¢ Jennings Grandstands	12.50
5¢ Vest Pockets, Late.	49.50
1¢ Basket Ball, New	44.50
1¢ Genco Pee Wee, New	29.50
1¢ Windmill Jr., New.	17.50

NEW SLOTS

	5¢	10¢	25¢	50¢
Mills Black Cherry	$248.50	$253.00	$258.00	$338.00
Mills Jewel Bells	248.00	253.00	258.00	350.00
Mills Golden Falls	248.50	253.50	258.50	350.00
Mills Vest Pockets	74.50	—	—	—
Jennings Std. Chief	269.50	279.50	289.50	399.00
Jennings Club Chief	324.00	334.00	344.00	454.00
Groetchen Columbia	—	—	—	145.00
Watling Rolatop	175.00	200.00	225.00	300.00
Pace DeLuxe Chrome	245.00	255.00	265.00	375.00
$1.00 Pace DeLuxe	—	—	—	550.00

USED AND FACTORY REBUILT SLOTS

5¢ Blue Fronts	$ 79.50
10¢ Blue Fronts	89.50
25¢ Blue Fronts	99.50
5¢ Brown Fronts	99.50
10¢ Brown Fronts	109.50
50¢ Chiefs	249.50
50¢ Blue Fronts	249.50
$1.00 Chief	475.00

REBUILTS LIKE BRAND NEW

5¢ COPPER, GOLD AND BLUE, Hammerloid Finish	$149.50
10¢ COPPER, GOLD AND BLUE, Hammerloid Finish	159.50
25¢ COPPER, GOLD AND BLUE, Hammerloid Finish (Drill Proof and Knee Action)	179.50

⅓ DEPOSIT WITH ORDERS

CENTRAL OHIO COIN MACHINE EXCHANGE

185 E. TOWN ST. PHONES: AD 7949, AD 7993 COLUMBUS 15, OHIO

"GOLD MINE"

FIVE BALL FREE PLAY

Also Available in ROLL-DOWN

SENSATIONAL--EITHER WAY

FLIPPER BUTTONS, BUILT FOR HEAVY DUTY

PROGRESSIVE BONUS SCORING

KNOCK OUT POCKETS, OUT-HOLE SCORING

NEW TYPE BALL TRAY, LIVE ACTION

PROGRESSIVE AND ACCUMULATIVE

5,000 TO 250,000 ON ONE BALL

FOOLPROOF BALL LIFT

Write for Prices

Mid-State Co.

2369 MILWAUKEE AVE., CHICAGO 47, ILL.

Phone: Dickens 3444

MAX BROWN GUARANTEES

YOU'LL LIKE THE WAY WE DO BUSINESS!

★

On Hand For

IMMEDIATE DELIVERY

United's TROPICANA
Genco's TRIPLE ACTION
Gottlieb's ROBINHOOD
Keeney's COVER GIRL
Williams' STORMY
Exhibit's BUILD UP
Chicago Coin's CATALINA

FOR SENSATIONAL LOW PRICES

Write - Wire - Phone Today

Phila. COIN MACHINE EXCHANGE

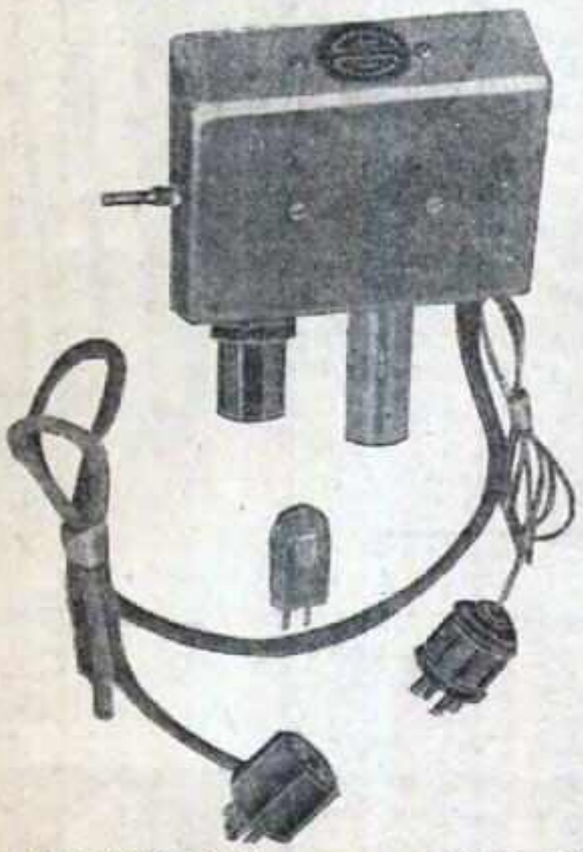
844 N. BROAD ST. Phone: PO. 5-4772 PHILA. 30, PA.

ANNOUNCING

THE RECORD MISER

Featuring the Famous GE Reluctance Magnetic Pick-Up

Saves 1000% Record Wear—Records Last 10 Times Longer



TONE ARM KIT

For Wurlitzer and Seeburg Phonographs

Check these features. RUSH order, stating model phonograph you wish to IMPROVE.

1. Save 1000% on record wear.
2. Superb tone quality.
3. Proven to have greatest range of tonal frequencies.
4. Pre Amp fully compensated for bass.
5. Tone Arm Kit plugs in—no wiring.
6. Only ¾ oz. weight at tone head.
7. Around 20,000 plays and better—no needle replacement.
8. Increased volume.
9. Fully guaranteed.
10. Does not lose efficient performance.
11. No crystals, no oscillator, no lights.
12. Simple installation on location in 15 minutes.
13. Mounting Brackets Furnished for All Model Tone Arms.

WURLITZER, ONLY.....$19.75 SEEBURG WITH ELECTRONIC CUT-OFF..$23.75

WRITE FOR QUANTITY PRICES. 1/3 DEPOSIT, BALANCE C. O. D.

ADVANCE MUSIC CO.

1606 Grand Ave.
Kansas City, Mo.

ROLL-DOWN BARGAINS!

ADVANCE ROLL . . $149.50

Esso STARS	$ 99.50
Square SPORTSMAN	75.00
Premier ROLL-A-SCORE	55.00
ROLL-A-SCORE	50.00
Pancoast HI SCORE	50.00
Sportsman—Gray Cab.	79.50
TOTAL ROLL, With Buttons	100.00

Genco TOTAL ROLL. $75.00

Dynamic ROULETTE	$125.00
TOTAL ROLL, With Bumpers	100.00
SUPER TRIANGLE	49.50
ONE WORLD	100.00
SPORTSMAN, Blue Cab.	125.00
TALLY ROLLS	59.50
BUCCANEER, Like New	199.50

Send 1/3 Deposit, Balance C. O. D.

HUB DISTRIBUTING CO.

632 Tenth Ave., cor. 45th St.
New York 19, N. Y. Circle 6-9570

Terrific ROLL-DOWN Specials

Advance Roll	$199.50	Double-Up (Button)	$129.50
Super Roll (Ticker)	149.50	Tally Roll	79.50
Sportsman Roll	129.50	Genco Play Ball	59.50

and many others

TERMS—½ Certified Deposit *Write for Price List*

WISCONSIN'S LEADING DISTRIBUTOR

United Coin Machine Co. Inc.

6304 W. GREENFIELD SPRING 8446 MILWAUKEE 14, WISC.

Copyrighted Material

www.americanradiohistory.com

Clearance

10% OFF

ON PURCHASE OF ANY 3 GAMES OR PHONOS FROM THIS AD

PINS

All Pins Completely Reconditioned and in Excellent Mechanical Condition

BONANZA	$179.50
CLICK	109.50
CROSS-FIRE	129.50
CHIC. COIN BASEBALL	109.50
FLAMINGO	129.50
TORCHY	99.50
KILROY	89.50
FAST BALL	39.50
MAISIE	109.50
SUPERLINER	49.50
SPELLBOUND	54.50
IDAHO	19.50
BRAZIL	19.50
STAGE DOOR CANTEEN	39.50
HAVANA	99.50
SPORTSMEN'S ROLL	99.50
TOTAL ROLL	99.50
SUSPENSE	39.50
MIDGET RACER	39.50
SURF QUEEN	39.50
MAJORS, 1941	19.50
TOWERS	19.50
BIG LEAGUE	39.50
ARIZONA	19.50
FLEET	19.50
CLOVER	19.50

MUSIC

Phonos Completely Overhauled, All Broken Plastics Replaced—90 Day Parts Guarantee.

Wurlitzer 950 E	$199.50
Wurlitzer 500	119.50
Wurlitzer 24A	99.50
Wurlitzer 616	39.50
Wurlitzer 600 K Victory	109.50
Wurlitzer 600 R Victory	99.50
Rock-Ola 1422 (Like New)	389.50
Rock-Ola Master	139.50
Rock-Ola Standard	129.50
Rock-Ola 1941 Playmaster Converted for 30-Wire Boxes	119.50
Rock-Ola Monarch	39.50
Seeburg Major—Remote	139.50
Seeburg Wireless 5¢ Wall Boxes	19.50
Mills Thrones	59.50
Mills Empress	89.50
AMI Singing Tower	79.50
Two Brand-New VENDIT Candy Machines. Each	79.50

1/3 Deposit With Order, Balance C. O. D.

Scott-Crosse Co.
1423 Spring Garden Street
Philadelphia, Pennsylvania
RIttenhouse 6-7712

BEN RODINS IS

DELIVERING NOW

SUPERSCORE	$69.50
HAVANA	97.50
ROCKET	99.50
RIO	99.50

GUARANTEED
CHECKED • SCRAPED • CLEANED

CONTACT US FOR PRICES
Latest 5-Ball Games

Chicoin's Bermuda
Exhibit's Build-Up
United's Tropicana
•
FOR SALE: Complete Lead Shooting Gallery

MARLIN
AMUSEMENT CORPORATION

District 1625
412 9th Street, N. W.
WASHINGTON, D. C.

NOW $150.00
5c-10c-25c ROL-A-TOP BELLS
The Above Prices Are Net F. O. B. Chicago
WATLING MFG. CO.
4650 W. Fulton St.
CHICAGO 44, ILL.
Est. 1888—Tel.: COLumbus 2770
Cable Address "WATLINGITE," Chicago

EMPIRE'S SUPERMART
WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

NEW PIN GAMES

GENC. TRIPLE ACTION	WRITE
LADY ROBIN HOOD	
UNITED TROPICANA	
EXH. BUILD UP	
WMS. STORMY	
CHICOIN BERMUDA	
KEEN. COVER GIRL	
BALLY MELODY	
TREASURE CHEST	Write
EXH. STAR LITE	$189.50
EX. TALLY-HO	179.50
KEENEY HI RIDE	190.00
MARV. GOLD MINE	Write

NEW ONE BALLS

JOCKEY CLUB, P.O.	$645.00
JOCKEY SPECIAL	645.00

ROLL DOWN GAMES

GOLD MINE	$375.00
BING-A-ROLL	499.50
CHI. ROLL DOWN	395.00
BALLY HY-ROLL	499.50
BUCCANEER	449.50
ESSO ARROWS	499.50
PRO-SCORE	499.50

NEW COUNTER GAMES

ACME SHOOKER	$ 24.50	GROET. CAMERA CH.	$19.95
ABT CHALLENGER	49.50	MEX. BASEBALL	24.50
BASKET BALL, 1¢	34.50	SKILL THRILL	24.50
GOTT. GRIP SCALE	29.50	FREE PLAY	24.50
GRIP-VUE	49.50	IMP, 1¢ or 5¢	14.50
DAVAL BEST HAND	24.50		

NEW SLOTS

JENNINGS LITE-UP CHIEF	WRITE!		
JENNINGS STANDARD CHIEF			
MILLS JEWEL BELL			
MILLS BLACK CHERRY			
COLUMBIA, JP	$109.50	DE L. COLUMBIA	$129.50
VEST POCKETS	65.00	MILLS O.T.	115.00

SLOT SAFES, STANDS

CHICAGO METAL REVOLVAROUND SAFES — DE LUXE
Single $119.50 • Double $174.25 • Triple $262.00
BOX STANDS $27.50 • FOLDING STANDS 12.50

P & S "KICKER" TOM TOM $309.50

SHIPMAN ART SHOW, 1c, 5c or 10c $49.50

NEW BAT-A-BALL UPRIGHT MODEL $84.50 JR., WITH STAND 29.50

NEW CONSOLES

BAL. WILD LEMON	$542.50
BAL. DOUBLE UP	542.50
BAL. TRIPLE BELL	895.00
JENN. CHALLENGER	595.00
EVANS BANGTAILS	671.50
EVANS RACES	931.00
EV. WINTERBOOK	826.00
EV. CASINO BELL	637.50

NEW VENDORS

ADVANCE 25¢ MODEL 21F VENDOR	$ 27.50
ARISTOCRAT POP CORN VENDORS	225.00
SILVER KING, 1¢ or 5¢ NUT OR B.G.	13.95
SILVER KING HOT NUT VENDOR	29.95
VICTOR MODEL K	12.95
VICTOR MODEL V, 1¢ GLOBE TYPE	12.50
5¢ 4-WAY MINT	27.50
FRANTZ SCALE	115.00
MARION SCALE	97.50

RECONDITIONED 5 BALLS

LUCKY STAR	$159.50	CANTEEN	$ 44.50
CROSSFIRE	149.50	SURF QUEEN	44.50
MARJORIE	149.50	BIG LEAGUE	44.50
MAISIE	145.00	BIG HIT	44.50
ROCKET	139.50	LITE-O-CARD	39.50
HAVANA	139.50	YANK.DOODLE	39.50
RIO	129.50	FLAT TOP	39.50
CYCLONE	129.50	LIBERTY	39.50
TORNADO	129.50	SKY CHIEF	39.50
MYSTERY	129.50	BIG PARADE	39.50
VANITIES	119.50	AIR CIRCUS	39.50
KILROY	119.50	KNOCK OUT	39.50
BALLYHOO	109.50	SOUTH SEAS	39.50
DYNAMITE	99.50	SANTA FE	39.50
SMARTY	99.50	BRAZIL	39.50
SHOW GIRL	99.50	5-10-20	39.50
SUPER SCORE	99.50	BOSCO	39.50
BAFFLE CARD	99.50	HI HAT	39.50
SEA BREEZE	89.50	PRODUCTION	34.50
SPELLBOUND	89.50	SEA HAWK	34.50
SUPERLINER	89.50	JUNGLE	34.50
FAST BALL	79.50	BOLAWAY	34.50
STEP UP	79.50	SHOW BOAT	34.50
HOLLYWOOD	69.50	VENUS	34.50
MID. RACER	44.50	ABC BOWLER	34.50
		SEVEN UP	34.50

SLOTS

50¢ WATLING ROLATOP, 3-5	$145.00
5¢ MILLS VEST POCKET	44.50
5¢ MILLS BONUS BELL	119.50
5¢ MILLS ORIG. CHROME, 2-5	109.50
5¢ MILLS BLUE FRONT, ORIG.	89.50
10¢ MILLS BLACK CHERRY	149.50
10¢ BROWN FRONTS	109.50
10¢ JENN. SILVER CHIEF	99.50
5¢ JENN. CLUB CONSOLE CHIEF	109.50
JENN. CIGAROLA XV	99.50
JENN. LITE-UP CHIEF, 10¢	225.00

ARCADE

LIBERATOR OR PERISCOPE	$ 79.50
UNDERSEA RAIDER	139.50
AIR RAIDER	69.50
BICYCLE, EXH.	189.50
DRIVEMOBILE	189.50
FOOTBALL, IDEAL	189.50
HOCKEY, CHICOIN	89.50
HOCKEY, CHAMPION	49.50
LIFT-O-GRAPH	195.00
RAPID FIRE	74.50
WATL. GUESSER SCALE	149.50
SKY FIGHTER	129.50
SUPER BOMBER	149.50
SUPER TORPEDO	109.50
TEN STRIKE, '46 MOD.	189.50
TEN STRIKE	69.50
VITALIZER, EXH.	79.50
WHIZZ, WITH STAND	59.50
MARVEL POP-UP	24.50
WMS. ALL-STARS	339.50
GENCO TOTAL ROLL	169.50

ONE BALLS

VICTORY SPECIAL	$225.00
CLUB TROPHY, F.P.	74.50
BLUE GRASS, F.P.	69.50
PIMLICO, F.P.	79.50
RECORD TIME, F.P.	69.50
TURF KING, P.O.	99.50
JOCKEY CLUB, P.O.	89.50
LONGSHOT, P.O.	69.50
KENTUCKY, P.O.	74.50
SPORT KING, P.O.	64.50
VICTORY DERBY	189.50
VICTORY DERBY, Brand New	249.50

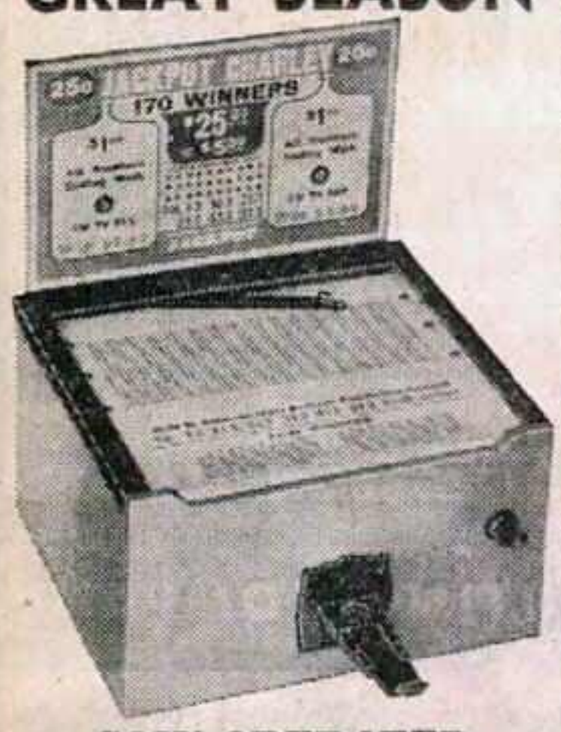
CONSOLES

5-25 TWO-WAY BONUS SUPER	$565.00
BALLY TRIPLE BELL	565.00
DE LUXE DRAW BELL	325.00
DE LUXE DRAW BELL, New	375.00
DRAW BELL, Regular	245.00
25¢ DE LUXE DRAW BELL	375.00
5¢ KEEN. BONUS SUPER BELL	345.00
BAKER'S PACERS, D.D., J.P.	395.00
HI HAND, COMB.	99.50
WATLING BIG GAME, P.O. or F.P.	69.50
5¢ PACE SARATOGA SR., P.O.	69.50
JENN. FAST TIME, P.O.	59.50
BALLY BIG TOP, P.O. or F.P.	69.50
MILLS JUMBO, LATE HEAD	69.50
EVANS LUCKY STAR	109.50
GALLOPING DOMINOS, J.P.	119.50
MILLS 4-BELLS, 5-5-5-5	99.50
BALLY CLUB BELL	89.50
MILLS 3-BELLS	159.50
PACE REELS—CHR. RAIL	69.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

Empire Coin MACHINE EXCHANGE
1012-14 MILWAUKEE AVE. • Phone EVERGLADE 2600 • CHICAGO 22, ILL.
Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT. Ph: Tyler 7-2770

OUR FOURTH GREAT SEASON



COIN-OPERATED
AUTOMATIC SALES BOARDS
Deals of all kinds
Write for particulars

R. C. WALTERS MFG. CO.
4201 NORFOLK ST. LOUIS 10, MO.

FOR SALE

50 PACE SARATOGA SENIORS, FREE PLAY CONVERTIBLE CONSOLES WITH MINT VENDOR ATTACHMENT, $44.50 EACH.
1/3 Deposit With Orders, Balance C. O. D.

STANDARD SCALE CO.
4333 DUNCAN AVE. ST. LOUIS 10, MO.

TO *Coin* A PHRASE

This is **REALLY IT!**

Chicago Coin

HAS DONE IT AGAIN

★NEW FLIPPER ACTION
★DOUBLE BONUS
★HIGH SCORE
★SUPER-BONUS BUILD-UP POCKETS
★FREE PLAY LANES

Catalina

5 BALL NOVELTY

NEW FLIPPER ACTION Give Player Greater Playing Action!

PLACE YOUR ORDER *NOW!*

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

CMI — COIN MACHINE INDUSTRIES, INC. — MEMBER

WHY WORRY?

Chicago ACE Locks Give CASH BOX SECURITY!

Get positive protection against theft from your cash boxes! The ACE lock, with its patented round key, provides the peak in lock security. More than 80,000 key changes, plus key registering service means keys are confidentially yours. Sizes to fit every requirement for new and replacement use.

Write, wire or phone for expert assistance with your lock problems. No obligation.

CHICAGO LOCK CO., 2024 N. RACINE AVE. CHICAGO 14, ILL.

150—ONE-BALL PIN GAMES—150

Consisting of the following:

Grand Stand	Long Shot	Sport King
Pace Maker	Grand National	War Admiral
Kentucky	Race King	Fortune
Winning Ticket	Spinning Wheels	And Others

ENTIRE LOT FOR $2,950.00.

App. 50—FIVE-BALL FREE PLAY GAMES—App. 50

These machines have been completely reconditioned and refinished in our own shop and are ready for locations.

Ten Spot — Pin-Up Girl — Zombie — Flat Top — Cross Line — Bombardier — Wild Fire — Silver Skate — Silver Spray — Champs — Exhibit Stars — Metro.

Pan-American — Hi-Hat — Ump — Majors — Showboat — Stratoliner — Destroyer — Majorette — Topic — Yankee Doodle — Casablanca — Horoscope — Big Chief — Miami Beach — Spot Pool — Gold Star — Formation — Gun Club — Defense — Monicker — Band Wagon — Salute — Sky Ray — Double Feature — Bright Spot.

ENTIRE LOT FOR $1,000.00.

ACT AT ONCE—NOW!—TODAY!—THIS MINUTE!

Bush DISTRIBUTING COMPANY

Representing Leading Manufacturers of Coin Operated Machines

257-259 PLYMOUTH AVE. N. • GENEVA 0325 • MINNEAPOLIS 11, MINNESOTA

PRICES ARE RIGHT

FOR IMMEDIATE DELIVERY

ROBIN HOOD	TREASURE CHEST	SEA ISLE
TRIPLE ACTION	SUNNY	STARLITE
TROPICANA	COVER GIRL	BRONCHO
BERMUDA	MELODY	BONANZA

Write for complete list of thoroughly reconditioned consoles, arcade equipment, roll-downs and pin games.

BELL PRODUCTS CO. 2000 N. OAKLEY, CHICAGO, ILL.

ROLL DOWN GAMES FOR RENT — TO ESTABLISHED OPERATORS

	S. P.	Rent	Cash with order
Advance Rolls	$245.50	$40.00 per mo.	$225.00
Esso Arrows		40.00 per mo.	
Total Rolls	129.00	18.00 per mo.	89.50
Lite League	79.00	16.00 per mo.	69.50

Total rental may apply against Purchase Price. When writing, send in 3 references.

NATIONAL NOVELTY COMPANY 183 E. MERRICK RD., MERRICK, N. Y.

Copyrighted material

www.americanradiohistory.com

Everbody is Talking About

TIC

TAC

TOE

Including a certain manufacturer who doesn't know that

Everybody Else Likes It

AS OUR "REPEAT ORDERS" SHOW!

Special Note—Thanks to this certain manufacturer for the free advertising he has given the TIC TAC TOE . . . we undoubtedly will get twice the operator interest we anticipated!

•PHONE •WIRE OR WRITE
FOR OUR NEW FOLDER
ON TIC TAC TOE

O. D. JENNINGS & CO.

4307-39 W. LAKE STREET, CHICAGO 24, ILLINOIS - - - PHONE: MANSFIELD 2612

SALE!

USED PIN BALLS IN A-1 CONDITION

$30.00 EACH OR FOUR FOR $100.00
Oklahoma, Streamliner, Big Parade, Riviera, Santa Fe, Frisco, Flat Top

$39.50 EACH OR FOUR FOR $120.00
Canteen, Big Hit, Turf Queen, Double Barrel

$59.50 EACH OR FOUR FOR $200.00
Suspense, Spellbound, Fast Ball, Super Liner, Step Up, State Fair

$69.50 EACH OR FOUR FOR $230.00
Dynamite, Amber, Show Girl, Super Score

$89.50 EACH OR FOUR FOR $290.00
Rio, Kilroy, Lightning, Havana

$99.50 EACH OR FOUR FOR $375.00
Mystic, Oscar, Rocket, Ballyhoo, Playboy, Broncho, Honey, Click

$129.00 EACH OR FOUR FOR $440.00
Base Ball, Gold Ball, Lucky Star, Mexico

$179.50 EACH OR FOUR FOR $680.00
Nevada, Hawaii, Sea Isle

USED PHONOGRAPHS IN A-1 CONDITION

WURLITZERS		ROCK-OLAS		SEEBURGS	
1015's	$500.00	DeLuxe	$ 99.50	Mayfairs	$ 99.50
850's	250.00	Standard	99.50	Classics	99.50
24's	69.50	Super	99.50	Colonels	124.50
				Envoys	149.50
				8800's	149.50

AMI
10 '46 Models, slightly used $649.50

MISCELLANEOUS

8 120 Wall Boxes. Each	$ 10.00
8 New 3-Wire Wurlitzer Wall Boxes, 5-10-25¢, used two weeks. Each	50.00
30,000 Used Records. Each	.08
Less than 1,000. Each	.10

NEW EQUIPMENT

Chicago Coin's Bermuda	Write
Chicago Coin's Goalees	$200.00
United Tropicana	Write
Genco's Triple Action	Write
Genco's Advance Rolls	300.00
Watling 200 Fortune Scales	Write
25 Packard Wall Boxes	25.00

Phone, write or wire your order. One-third deposit with order, balance C. O. D.

F. & W. AMUSEMENT CO.
FRED BURKS, Owner
909 N. GAY ST., KNOXVILLE, TENN. Phone: 2-5623
205 BROAD ST., COOKEVILLE, TENN. Phone: 125

PALISADES IS NOW DELIVERING!

TROPICANA — MELODY — TREASURE CHEST

FACTORY BUILT FOR NEW YORK CITY OPERATION

WE HAVE A COMPLETE LIST OF PRE-WAR AND POST-WAR EQUIPMENT READY FOR NEW YORK CITY OPERATORS.

ALSO READY FOR DELIVERY FOR OUR FREE PLAY CUSTOMERS: Keeney—Cover Girl; Chicago Coin—Bermuda; Williams—Sunny; Exhibit—Treasure Chest; United—Tropicana; Gottlieb—Robin Hood; Bally—Eureka.

IN STOCK—EVANS WINTERBOOKS AND EVANS RACES. A COMPLETE LINE OF EVANS EQUIPMENT.

NOTE: WE CAN USE 100 BALLY POST-WAR ONE BALLS. QUOTE US YOUR PRICES.

PALISADE SPECIALTIES COMPANY
498 ANDERSON AVENUE CLIFFSIDE 6-2892 CLIFFSIDE PARK, N. J.
ONLY 20 MINUTES FROM NEW YORK CITY

JACKPOT BELL
5c — 10c — 25c

FACTORY REBUILT
LOOK AND OPERATE
LIKE NEW

GUARANTEED
$150.00
AUTOMATIC OR GUARANTEED
JACKPOT MODELS

TRACK ODDS $650.00
PARLAY LONG SHOT . . 750.00
Thoroughly Factory Rebuilt

BRAND NEW BUCKLEY MUSIC BOX
24 Selections $25.00 32 Selections

USED MILLS 4 BELLS $150.00

NEW FOURWAY COIN CHANGERS 27.50

REBUILT WATLING J. P. BELL, 5c..... 75.00

GET OUR COMPLETE LIST OF SLOT PARTS

Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6538

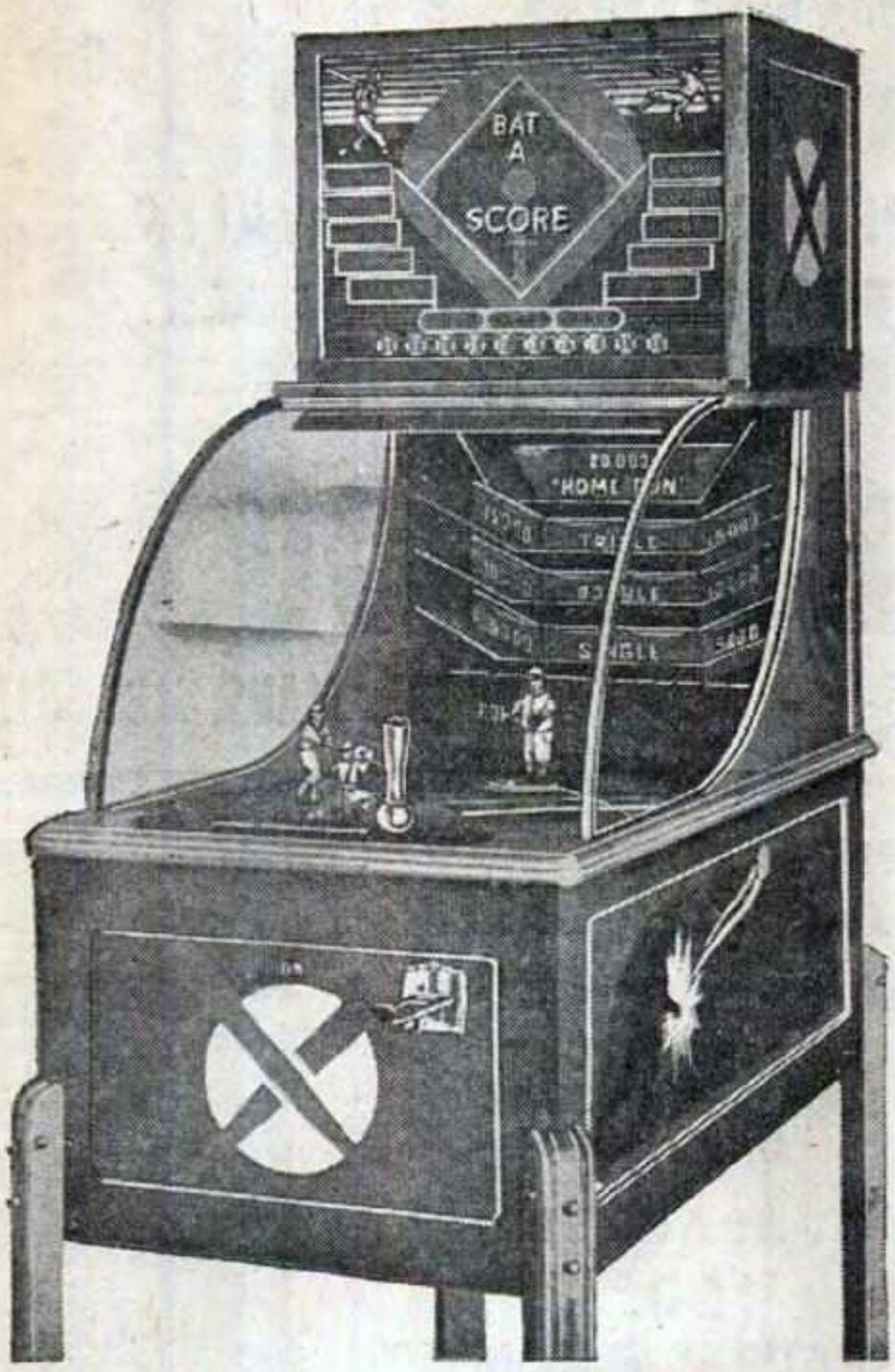
www.americanradiohistory.com

EVANS'

10 BALLS

5¢ PLAY

BAT A SCORE



ANIMATED MANIKIN-ACTION HIGH SCORE

BASEBALL GAME

PLAYER CONTROLLED!

BALL PITCHED AND HIT **Through the Air!** (NOT ROLLED)

ANIMATED MANIKIN PITCHER—Actually picks up and pitches ball *through the air!*

ANIMATED MANIKIN BATTER—Swings and hit flies, grounders. Under player control.

MANIKIN CATCHER catches the ball on strikes, balls, fouls.

IT'S BASEBALL UNDER LIGHTS!

- TERRIFIC BACKBOARD FLASH!
- HIGH SCORE SKILL CHALLENGE!
- MODERN DESIGN—CONSOLE STYLE.
- EVANS PRECISION ENGINEERED!

BAT-A-SCORE puts your locations up among the leading "scorers"! Irresistible appeal, LIFE-LIKE baseball action and "ninth-inning-bases-loaded" thrills! BAT-A-SCORE keeps players in there swinging . . . pays off in champion collections all the year 'round!

ORDER FROM YOUR DISTRIBUTOR OR DIRECT

CMI LEADER

H. C. EVANS & CO.

1528 W. ADAMS STREET
CHICAGO 7, ILLINOIS

ACTIVE

RECONDITIONED GAMES

'NUFF SAID

COMPLETELY RECONDITIONED—READY FOR LOCATION!

BAFFLE CARD	$69.50
FAST BALL	49.50
HAVANA	79.50
MAISIE	99.50
STAGE DOOR CANTEEN	39.50
SUPERLINER	49.50
STATE FAIR	59.50

1/3 With Order—Balance C. O. D.

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad St.
Philadelphia 30, Pa.
Fremont 7-4495

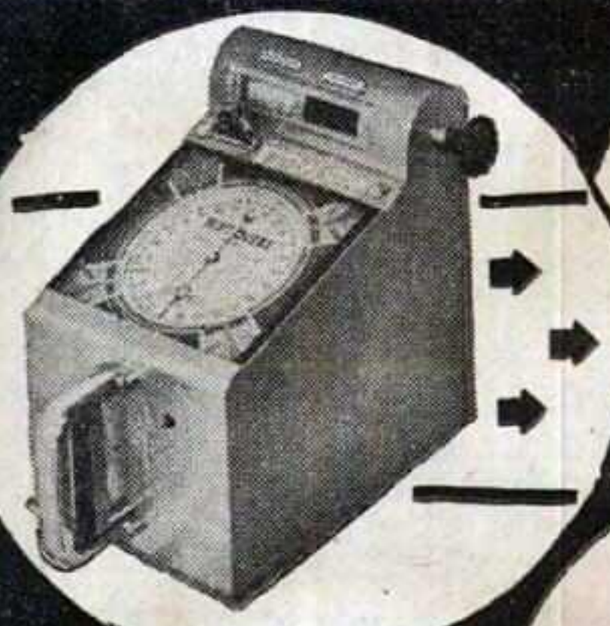
98 Clinton Ave.
Newark 5, N. J.
Mitchell 2-8527

1120 Wyoming Ave.
Scranton, Pa.
Scranton 4-6176

CMI

"YOU CAN ALWAYS DEPEND ON ACTIVE -- ALL WAYS"

ATLAS Can Supply Any Bell, Console, Arcade Machine! Write!



GRUNIG
TEST QUEST

2-in-1 Counter Game money maker! Questions and Answers plus Grip Scale! Geared for appeal to Adults and Children! 1¢ Play. Top Quality Construction. Extra Question Strips available.

$39.50 EACH
Lots of 5 $34.50

NEW EQUIPMENT

GENCO TRIPLE ACTION
TROPICANA
BERMUDA
EXHIBIT BUILD-UP
MELODY
BING-A-ROLL (Roll Down)
BANG TAILS, COMBINATION
BUCKLEY TRACK ODDS

SHOOTING STARS

Brand New. Real Money Maker. In Orig. Cartons. $74.50 Ea.
SPECIAL, $69.50 Lots of 5

PHONOGRAPHS

Seeburg Cadet	$245.00
Wurlitzer 600	195.00
Wurlitzer 616	89.50
Wurlitzer 24	149.50
Seeburg Royal	149.50
Seeburg Classic	225.00
Seeburg Hi-Tone, R.C.	275.00
Seeburg Concert Grand	175.00
Seeburg Crown	175.00
Rock-Ola DeLuxe	175.00
Rock-Ola Master, '40	175.00
Concert Master, '40	245.00
Mills Throne	145.00
Mills Empress	169.50
SEEBURG LO-TONE	295.00

All used equipment listed is completely rebuilt and refinished!
Terms: 1/3 Deposit, Balance C. O. D.

ATLAS
NOVELTY COMPANY

FRIENDLY PERSONAL SERVICE

2200 N. WESTERN AVE. · PHONE ARMitage 5005 · CHICAGO 47

Assoc Offices
ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8
ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

Copyrighted material

www.americanradiohistory.com

TERRIFIC ACTION!

7 PLAYER CONTROLLED FLIPPERS!

ADVANCING BONUS SCORES!

BE FIRST IN YOUR TERRITORY TO CAPTURE CHOICE LOCATIONS WITH THESE KEENEY WINNERS

KEENEY'S "Cover Girl"

BIG MONEY IS WAITING FOR you!

THE LATEST AND GREATEST OF CONSOLES

SPECIAL SCORING!

NOVELTY AND FREE GAMES

Also Available as a 5-ball straight novelty roll down game with console cabinet

★ Sensational FLIPPER and bumper action!
★ Big ADVANCING BONUS SCORES!
★ SPECIAL SCORES of 50,000!
★ TOP HIGH SCORE: 950,000!

Keeney's "Cover Girl" is a riot of FAST high-scoring action. A BIG MONEY WINNER!

FLIP BUTTON

FLIPPER ACTION is from center and bottom, as well as from both sides. It's FAST!

Keeney's 2-Way Bonus Super Bell a perfect team mate with Gold Nugget

KEENEY GAMES GET AND HOLD YOUR LOCATIONS AGAINST ALL COMPETITION

NEW! Keeney's "GOLD NUGGET"

Bell fruit reels! 2 coin play! Multiple Scoring! New High Awards! See it! Play it! Standard models equipped 5c—25c chutes. Any combination of 5c—10c—25c chutes.

J. H. Keeney & CO., INC.
"THE HOUSE THAT JACK BUILT"
2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

Order from your Keeney Distributor

ROCK BOTTOM PRICES! REBUILT PHONOGRAPHS!

UNCONDITIONALLY GUARANTEED

THE FOLLOWING LOW PRICES ARE FOR MACHINES COMPLETE AND IN WORKING ORDER BUT NOT REBUILT

WURLITZER		SEEBURG		ROCK-OLA	
850-950-800	$225.00	Hitone, RC	$149.50	Commando	$129.50
780E	239.50	Hitone, ES	139.50	Super & Master	229.50
780	224.50	Commander, Cadet, Envoy, Major, etc.	149.50	DeLuxe	119.50
500	119.50	Classic, Vogue	109.50	Standard	109.50
600	99.50	Plaza	89.50	Twin Twelve	69.50
24 Victory	79.50	Casino	89.50	5-Wire Cellar Job	69.50
616, Ill.	59.50	Regal, Gem	89.50	Rock-Ola Spectravox rebuilt and equipped with Seeburg Wireless Wallbox—to be used with Seeburg phonographs as remote console	$99.50
616, Plain	49.50	Royal	69.50		
61	64.50	Rex 30-Wire Cellar Job	59.50		
50	39.50				

Seeburg Lotones, Professionally Rebuilt and Guaranteed $269.50

IF YOU WANT THESE PHONOGRAPHS PROFESSIONALLY REBUILT AND UNCONDITIONALLY GUARANTEED, ADD $35 PER MACHINE

CHECK THESE POINTS

- PROFESSIONALLY REFINISHED
- MECHANISM OVERHAULED
- WORN PARTS REPLACED
- AMPLIFIER RECONDITIONED
- TONE HEAD RENEWED
- TALKING GOLD GRILL

ALL WORK DONE BY SKILLED FACTORY TRAINED TECHNICIANS

POSTWAR PHONOGRAPHS WALL BOXES — LIKE NEW

Wurlitzer	$550.00
Rock-Ola	369.50
Seeburg	Write
Seeburg, 1946 Wireless and 3-Wire Wallboxes	Write

WALL BOXES

Seeburg Post War (used)	Write	WS-2Z Wireless	$19.50
Seeburg S-24-1Z	$ 3.95	DS-20-1Z 3-Wire	15.00
Seeburg S-20-1Z	3.95	Wurlitzer 120	5.00
Seeburg 3-Wire Baromatic	22.50	Rock-Ola Dial-a-Tune	3.50

MISC. EQUIPMENT

Needles	Write
10,000 Title Strips	$3.75
Talking Gold	75¢ per 100 sq. inches
Soletone Personalized Music System, Mechanism and 10 boxes	Write

Tubes and Miniature Bulbs, 40% Disc. Terms: ⅓ Deposit with order, bal. C. O. D.

DAVIS DISTRIBUTING CORPORATION
SEEBURG FACTORY DISTRIBUTORS
738 ERIE BLVD. EAST
SYRACUSE, NEW YORK
PHONE SYRACUSE 5-5194
BRANCHES BUFFALO ROCHESTER

12 YEARS OF OPERATOR CONFIDENCE

The "GOLD MINE"

RUSH IS ON NOW!

Marvel's "GOLD MINE" has given the ENTIRE pin game business a "blood transfusion."

"GOLD MINE" is the game that had everybody enthused at the Coin Machine Show. Right now their enthusiasm is even greater! Why? Because their locations are doing BETTER—getting MORE ACTION and are INCREASING their PROFITS!

"GOLD MINE" is a "nugget" producer.

"GOLD MINE" FEATURES

- OUT HOLE SCORING 5000 to 250,000
- PROGRESSIVE BONUS SCORING
- FLIPPER ACTION That can't be beat

ORDERS ARE BEING FILLED IN ROTATION

CMI

MARVEL MANUFACTURING CO.
Discovers of "GOLD MINE"
2847 W. Fullerton Ave.
Chicago, Ill.
Phone: DICKENS 2424

SEE YOUR DISTRIBUTOR AT ONCE OR WRITE TO

Copyrighted material

www.americanradiohistory.com

MUSIC TO YOUR EARS!

DOWN GO PRICES

ON USED PHONOGRAPHS!

WURLITZERS

750	$275.00	24 VICTORY	$ 50.00
500 OR 600	100.00	850	175.00
71, with stand:	90.00	81, with stand	90.00
780	175.00	616	50.00
24 HIDEAWAY	40.00	950	190.00

MILLS

THRONE OF MUSIC	$60.00	EMPRESS	$70.00

AIREON

1200-A	$225.00

ROCK-OLAS

STANDARD	$125.00	SPECTRAVOX	$ 35.00
HIDEAWAY	40.00	1939 DELUXE	110.00
IMPERIAL 20	50.00	WINDSOR	50.00
MODEL 1422, like new			$425.00

ACCESSORIES

WURLITZER #120 OR 125 BOXES, Each	$ 5.00
SOLOTONE BOXES, like new	8.50
SEEBURG 5c WIRELESS WALLOMATICS	17.50

Terms: ⅓ Deposit, Balance Sight Draft.

WRITE FOR LATEST LIST OF ALL TYPES NEW AND USED GAMES AND EQUIPMENT

The House that Confidence Built

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN
CINCINNATI · DAYTON · FT. WAYNE
INDIANAPOLIS · LEXINGTON

624 S. THIRD ST., LOUISVILLE 2, KY.
242 JEFFERSON ST., LEXINGTON 2, KY.
1329 S. CALHOUN ST., FT. WAYNE 2, IND.
228 W. 7TH ST., CINCINNATI 2, OHIO
603 LINDEN AVE., DAYTON 3, OHIO
325 N. ILLINOIS ST., INDIANAPOLIS 4, IND.
410 MARKET ST., CHATTANOOGA 2, TENN.

MEMBER

NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS

MILLS LATEST MACHINES

GOLDEN FALLS

You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play.

WRITE FOR PRICES

JEWEL BELL

If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play.

WRITE FOR PRICES

MILLS Q T

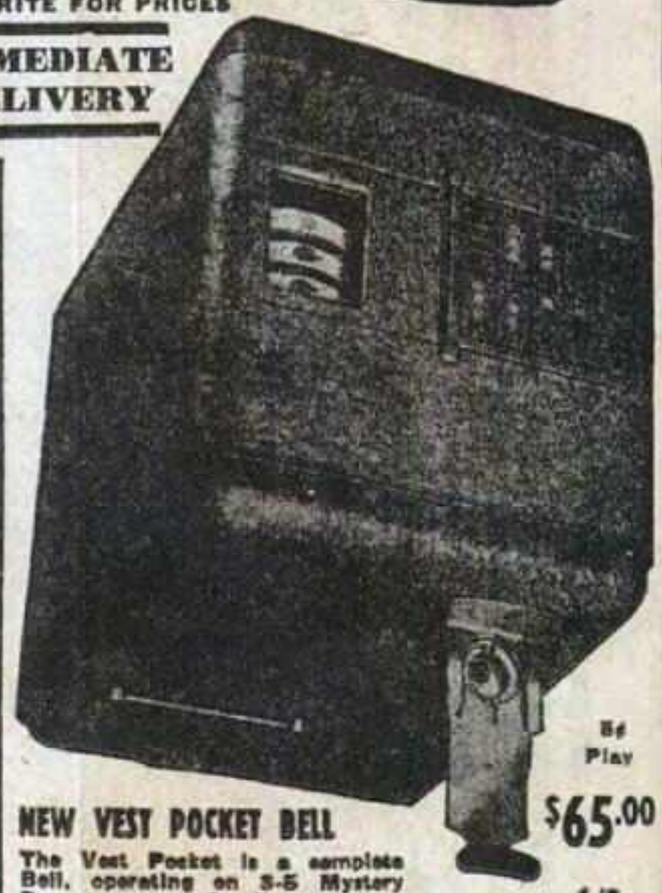
A "Pony-Size" Bell. Weighs only 35 lbs.

The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

$115.00 1/3 Deposit.

New Box Stands, Single, Double and Triple Safes

IMMEDIATE DELIVERY



NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

5¢ Play

$65.00

1/3 Deposit

SICKING, INC.

Established 1895

1401 CENTRAL PARKWAY
CINCINNATI 14, OHIO

PAY out of PLAY

sensational new finance plan now available to reputable operators throughout the United States

on

Pro-score

America's Outstanding Roll Down Game

See your local distributor or write us for details, stating number of games desired. Write today. Pay out of profits

GEORGE PONSER CO.

158 East Grand Avenue · Chicago 11, Illinois · Superior 4427

www.americanradiohistory.com

Mills Melon Bell

a complete new idea in bells!

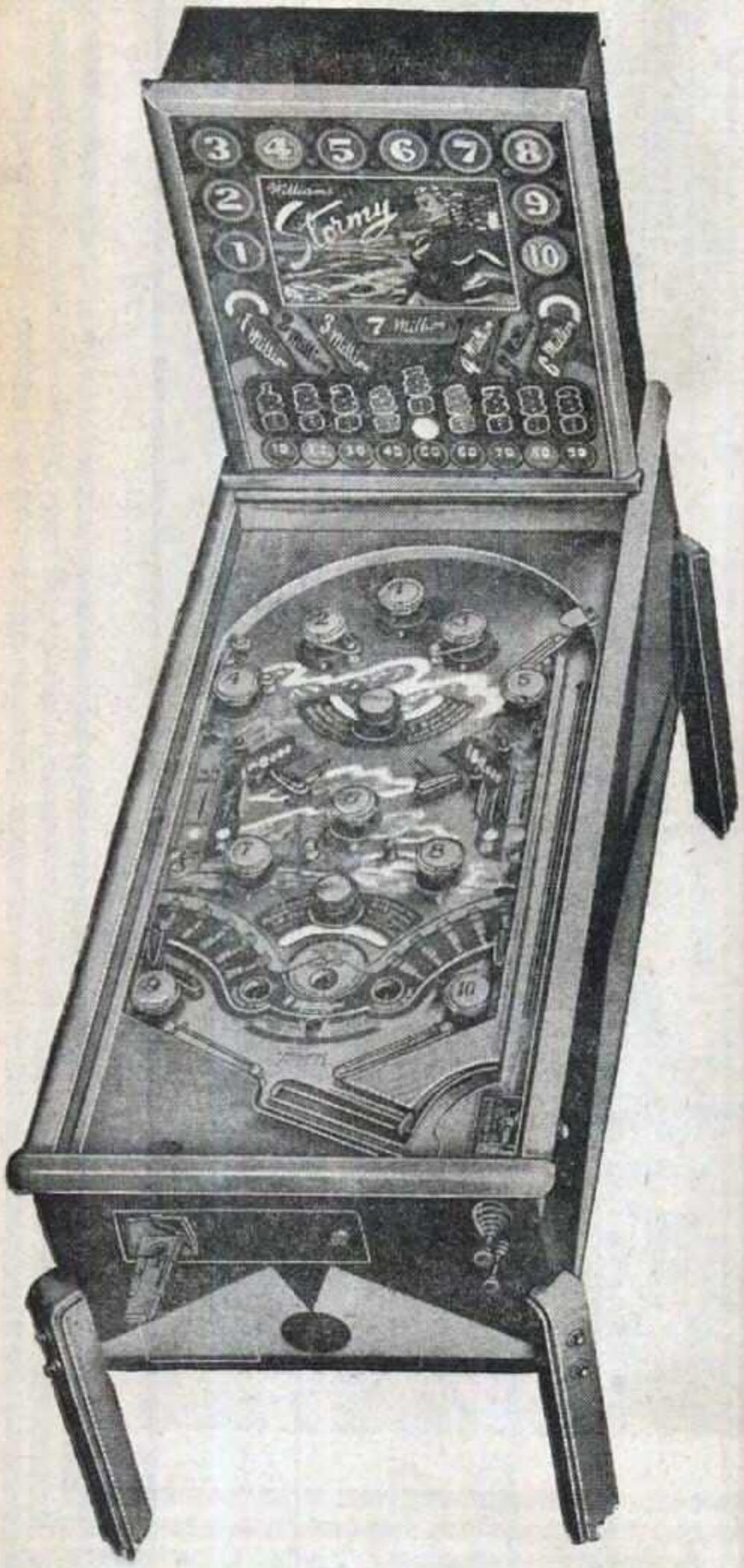
Colorful: Black, gold, red, chrome and two shades of green. Big, natural looking watermelon on front casting in full color. ● No Jackpot—instead, a glittering, attractive, metal token is automatically delivered when three Melons appear on reels (Melons replace Bars). Regular 2-5 system of awards. ● Prevents misunderstanding in guaranteed or locked Jackpot type of location. Player merely presents token to caretaker for award. Meter registers each Jackpot Token awarded. Operator has perfect check at all times. ● New, different, appealing to the players! ● Cut yourself a slice of "sugary profit" with Mills new Melon Bell!

BELL-O-MATIC CORPORATION
Exclusive National Distributor: Mills Bell Products
4100 Fullerton Avenue, Chicago 39, Illinois

Copyrighted material
www.americanradiohistory.com

Williams

STORMY



Stormy is an outstanding game. Yes, it has flippers, too, with new side action!

Harry Williams

ORDER FROM YOUR DISTRIBUTOR TODAY

Williams

MANUFACTURING COMPANY

161 W. HURON ST.

CHICAGO 10, ILL.

CMI MEMBER

NOW . . . Exclusive Distributor for WILLIAMS in Illinois and Indiana

Williams
New Five Ball
STORMY

- 7,000,000 high score
- Flippers and reverse flippers!
- Premium and double premium holes!

Fast Action!
Player Appeal!

Keeney's
FAVORITE
Ready Now!

- Sensational one-ball combination
- Free play and payout game
- 4 coin multiple with jackpot
- Automatic shuffle board
- Many special features

$575.00

KEENEY'S
Terrific Five Ball
"Cover Girl"

Going Stronger Than Ever!

7 cleverly arranged flipper bumpers—advancing bonus score—many thrilling features

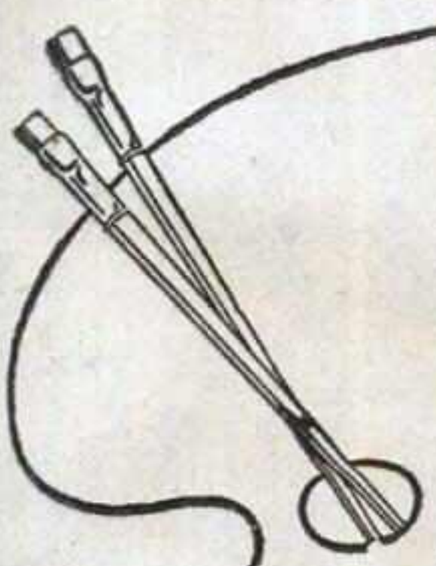
●

Exclusive for KEENEY
in
ILLINOIS, IOWA, NEBRASKA, KANSAS, MISSOURI

Terms—⅓ deposit, balance sight draft

CMI MEMBER

2330 N. WESTERN AVE. CHICAGO 47 Phone: EVERGLADE 2300



Williams'
STORMY

Art Work and Silk Screening by
ADVERTISING POSTERS CO.
1500 N. HALSTED ST. • CHICAGO 22, ILL.

CMI MEMBER

BADGER'S *Bargains*
"Often a few dollars less—Seldom a penny more"

LOS ANGELES see *Bill Happel*
MILWAUKEE see *Carl Happel*

GUARANTEED RECONDITIONED CONSOLES

NEW KEENEY GOLD NUGGET	WRITE	BALLY WILD LEMON	WRITE
NEW BALLY TRIPLE BELLS	WRITE	BALLY DOUBLE UP	WRITE
BALLY TRIPLE BELLS	$595.00	KEENEY BONUS, 3-WAY	$695.00
MILLS 1947 THREE BELLS	495.00	KEENEY BONUS, 2-WAY	595.00
MILLS 1941 THREE BELLS	169.50	KEENEY BONUS, 1-WAY	345.00
MILLS 4 BELLS, 5¢, 5¢, 5¢, 5¢	169.50	1947 GALLOPING DOMINOES	395.00
KEENEY 4-WAY SUPER BELLS	169.50	1947 BANGTAILS	395.00
KEENEY TWINS, 5-25¢, F.P., P.O.	89.50	1941 BANGTAILS	149.50
KEENEY SUPER SINGLE, F.P., P.O.	59.50	BALLY DE LUXE DRAW BELLS	325.00
BALLY CLUB BELLS, F.P., P.O.	49.50	BALY DRAW BELLS	275.00
MILLS JUMBO, LATE, F.P., P.O.	49.50	BALLY HI HANDS, F.P., P.O.	49.50
MILLS JUMBO, LATE, P.O.	34.50	MILLS JUMBO, F.P.	34.50

GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER, MODEL 1015	$550.00	SEEBURG, MODEL 1-47	$575.00
WURLITZER, MODEL 1080	575.00	SEEBURG, MODEL 1-46	495.00
A.M.I., 1946 MODEL M	695.00	ROCK-OLA, MODEL 1426 (1947)	495.00
PACKARD, 1946 MODEL 7	395.00	ROCK-OLA, MODEL 1422 (1946)	395.00
AIREON, 1946 DE LUXE (LATE)	395.00	ROCK-OLA, 1941 PLAYMASTER	149.50
WURLITZER MODEL 950	295.00	ROCK-OLA COMMANDO	149.50
WURLITZER MODEL 850	295.00	SEEBURG 8800 NEW ROCK-O-LITE	249.50

Badger Sales Co., Inc.
2251 WEST PICO BLVD.,
LOS ANGELES 6, CALIF.
ALL PHONE DR. 4326.

Badger Novelty Co.
2546 NORTH 30TH STREET,
MILWAUKEE 10, WIS.
ALL PHONE KIL. 3030.

www.americanradiohistory.com

NOBODY CAN RESIST LADY ROBIN HOOD!

The *ORIGINAL*
FLIPPER BUMPERS!

COMPLETE SEQUENCE!

COMBINATION HIGH SCORE AND FREE PLAY POCKET!

FLASHING STEP-UP TARGET BUMPER!

SUPER-SENSITIVE CONTROL BUTTONS ON BOTH SIDES

OPERATORS

Don't let YOUR locations become "castaways"! Come to the rescue with Lady Robin Hood! Let your Distributor fix you up now!

"There is no substitute for Quality!"

D. Gottlieb & Co.

1140-50 N. Kostner Ave.
Chicago 51, Illinois

CMI MEMBER

Copyrighted material

www.americanradiohistory.com

UNITED'S
TROPICANA

Greater Than Singapore!

FIVE-BALL NOVELTY REPLAY

Also Built as a Five-Ball Straight Novelty Roll-Down Game . . . Console Cabinet

SEE YOUR DISTRIBUTOR NOW!

COIN MACHINE INDUSTRIES, INC. CMI For Your Protection

UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY CHICAGO 40, ILLINOIS

www.americanradiohistory.com

NOBODY CAN RESIST LADY ROBIN HOOD!

The *ORIGINAL*
FLIPPER BUMPERS!

COMPLETE SEQUENCE!

COMBINATION HIGH SCORE AND FREE PLAY POCKET!

FLASHING STEP-UP TARGET BUMPER!

SUPER-SENSITIVE CONTROL BUTTONS ON BOTH SIDES

OPERATORS

Don't let YOUR locations become "castaways"! Come to the rescue with Lady Robin Hood! Let your Distributor fix you up now!

"There is no substitute for Quality!"

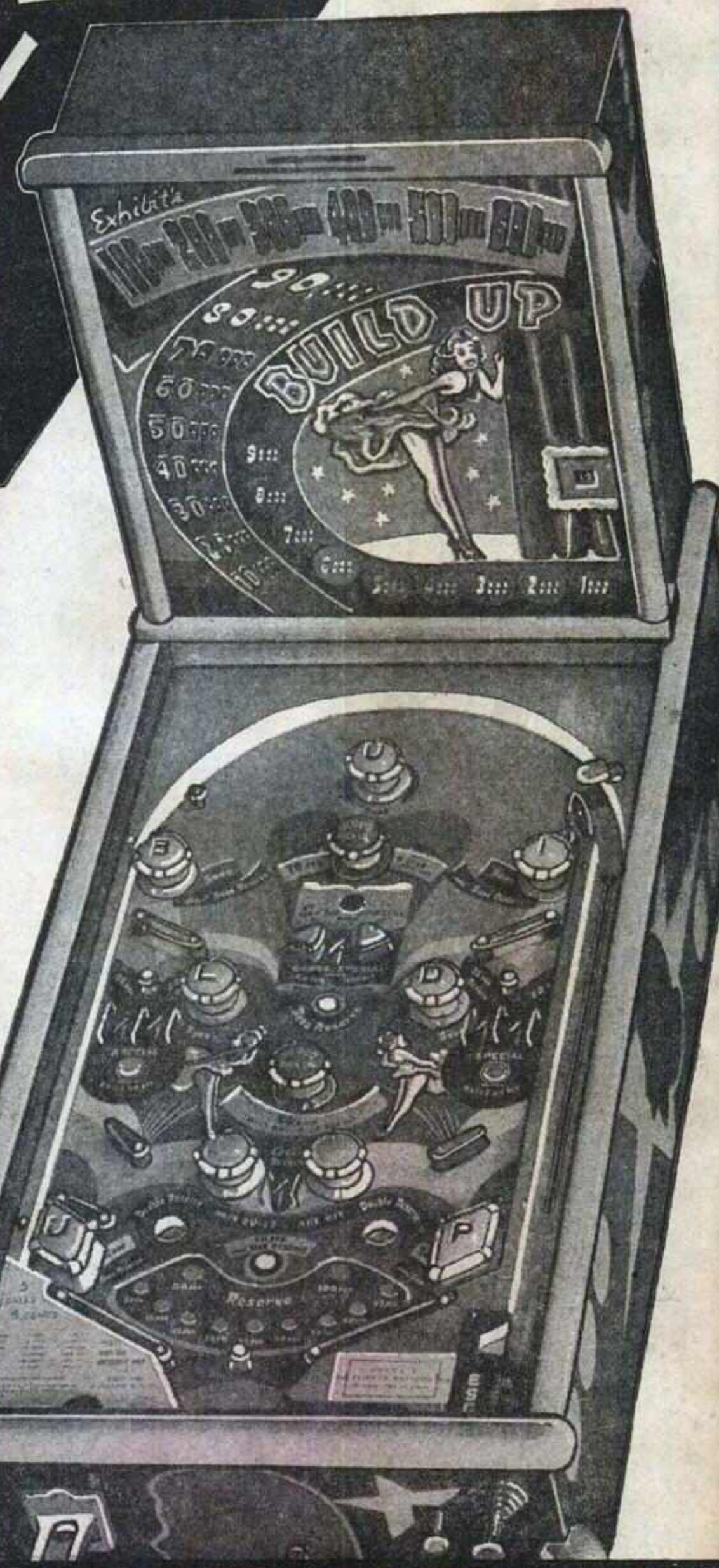
D. Gottlieb & Co.

1140-50 N. Kostner Ave.
Chicago 51, Illinois

MEMBER

Copyrighted material
www.americanradiohistory.com

BUILD UP



A Fast Playing Game by Exhibit

RESERVE and DOUBLE RESERVE BUILD UP

with

50,000 and 25,000 (reserve) SPECIAL and EXTRA SPECIAL LANES—*Flipper-Action Too!*

GET IT! from your nearest DISTRIBUTOR

EXHIBIT SUPPLY COMPANY (ESTABLISHED 1901)

4218-4230 W. LAKE STREET • CHICAGO 24, ILL.

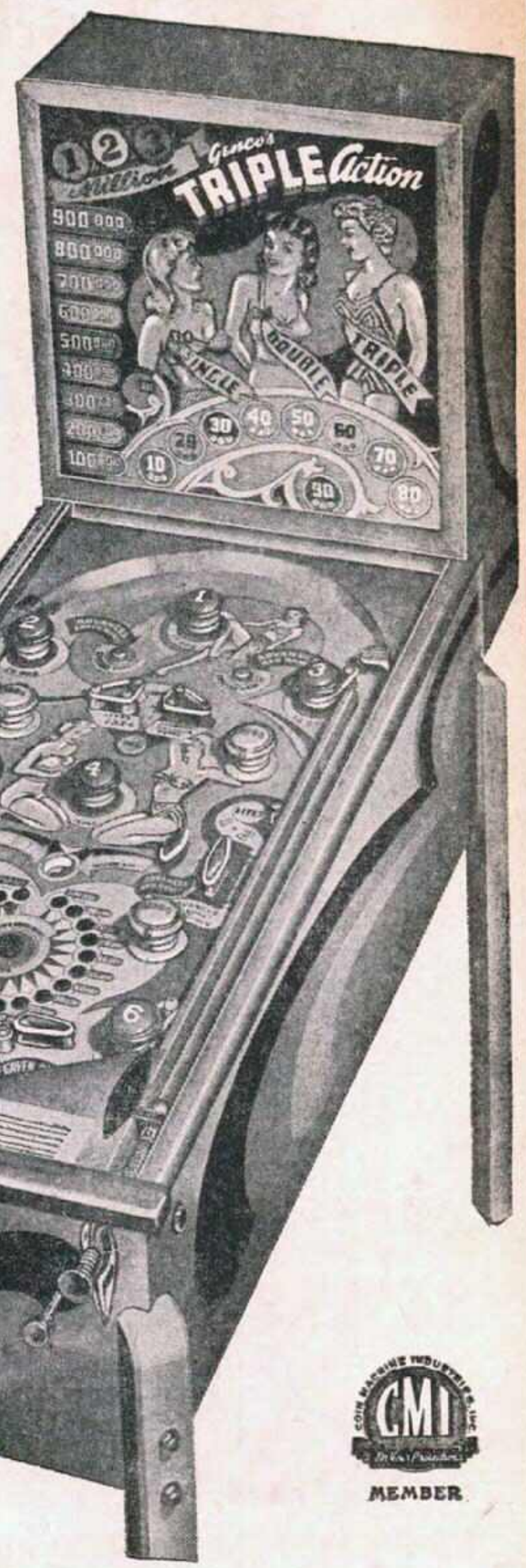
COIN MACHINE INDUSTRIES, INC. CMI For Your Protection

www.americanradiohistory.com Copyrighted material

OUTSTANDING

If you attended the Coin Machine Show you saw TRIPLE ACTION. You played it and thought it was the OUTSTANDING 5-ball game at the show. You were RIGHT according to the orders received by distributors thruout the country. We believe TRIPLE ACTION to be the FINEST game in GENCO'S history!

Get into ACTION at once with TRIPLE ACTION and watch those profits TRIPLE!



TRIPLE ACTION

FLIPPER ACTION TO THE TOP OF THE BOARD

ADVANCING BONUS SCORES
SPECIAL "BONUS FEATURE"
TRIPLE BONUS FEATURE

Triple Action Triple Profit!

COIN MACHINE INDUSTRIES, INC. CMI
MEMBER

ORDER FROM YOUR NEAREST DISTRIBUTOR

Genco MANUFACTURING and SALES CO.
2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

Copyrighted material
www.americanradiohistory.com

UNITED'S

TROPICANA

Greater Than Singapore!

FIVE-BALL NOVELTY REPLAY

Also Built as a Five-Ball Straight Novelty Roll-Down Game . . . Console Cabinet

SEE YOUR DISTRIBUTOR NOW!

COIN MACHINE INDUSTRIES, INC. CMI For Your Protection

UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY CHICAGO 40, ILLINOIS

Copyrighted material

www.americanradiohistory.com

WHEREVER YOU HEAR

495

THEY'RE TALKING ABOUT THE NEW

Aireon Coronet

Join The 400 CLUB

20% DOWN PAYMENT on phonographs, wall boxes, speakers, etc. Only $4.00 WEEKLY PAYMENTS on phonographs. No extras . . . no hidden charges . . . you pay only $4.00 a week *including* all finance charges, and it comes out of *collections* instead of capital.

THE good news is spreading fast . . . 495 for Aireon's CORONET . . . 495 . . . the lowest price ever paid for *perfection* . . . 495 . . . for the newest, most profitable automatic phonograph on the market.

You have to *SEE* and hear the CORONET to appreciate its beautiful styling and precision operation. But just *HEAR* the price . . . 495 . . . and you know why operators everywhere are singing the CORONET'S praises.

Flawless performance, at a price you can afford to pay . . . that's the right combination for bigger phonograph profits, the combination you'll find *only* in Aireon's CORONET.

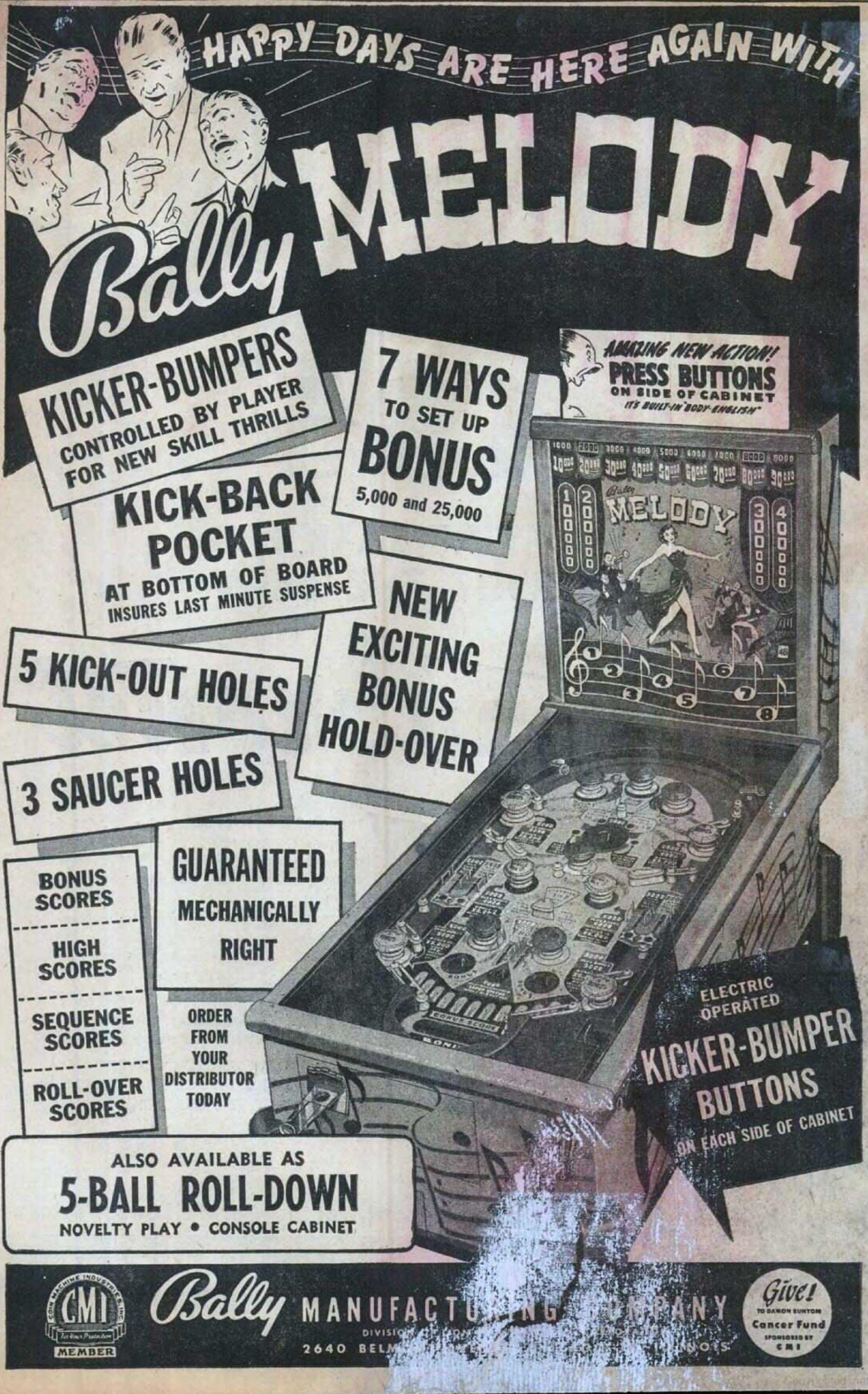
CONTACT AN AIREON FACTORY REPRESENTATIVE OR THE FACTORY DIRECT FOR COMPLETE INFORMATION ABOUT THE CORONET.

The World's Finest Phonograph Equipment...at the World's Lowest Prices

Aireon MANUFACTURING CORP.

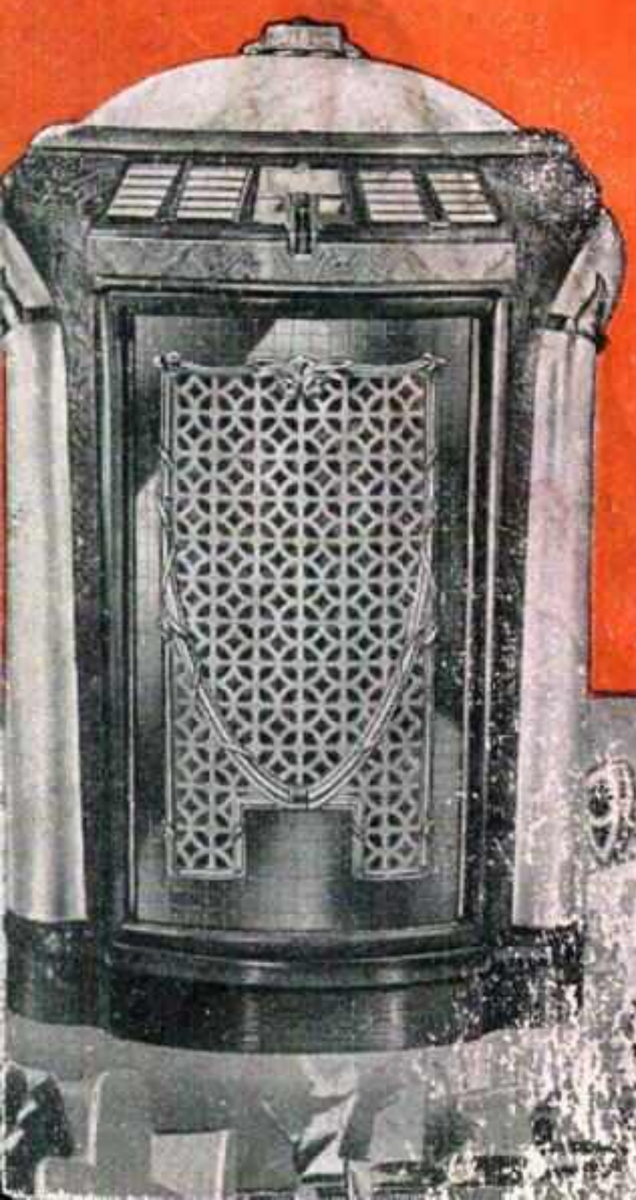
General Office: 1401 Fairfax Trafficway, Kansas City, Kansas
In Canada: Mafco Corp. Ltd., 4001 St. Antoine St., Montreal, Que.

Copyrighted material
www.americanradiohistory.com



www.americanradiohistory.com

THE *Symphonola*— ITS SUCCESS IS DEMONSTRATED BY THE THOUSANDS YOU SEE INSTALLED IN TOP LOCATIONS EVERYWHERE

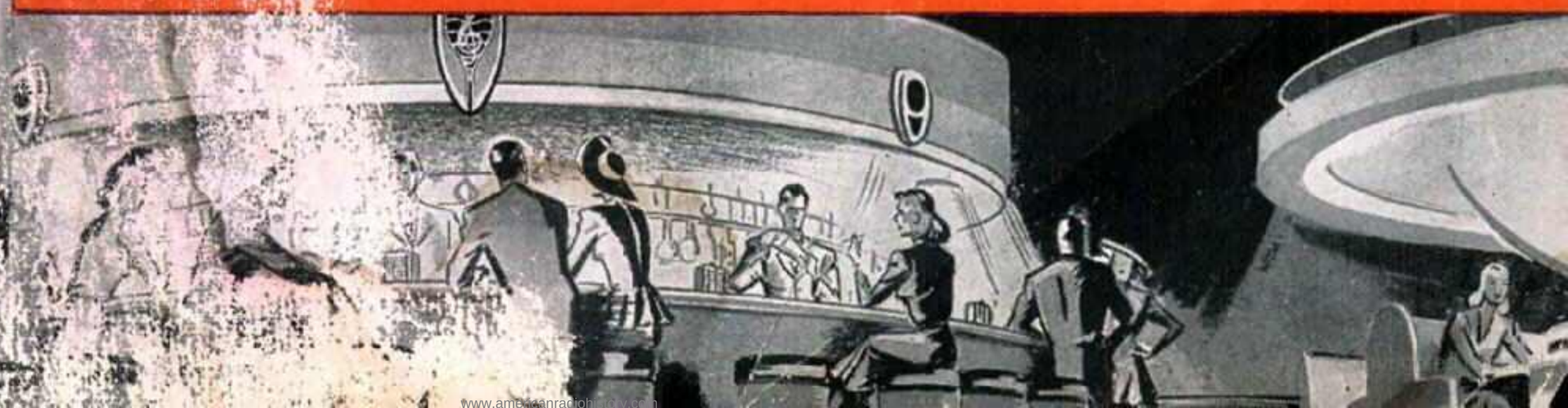


America's Finest and Most Complete Music Systems

Seeburg

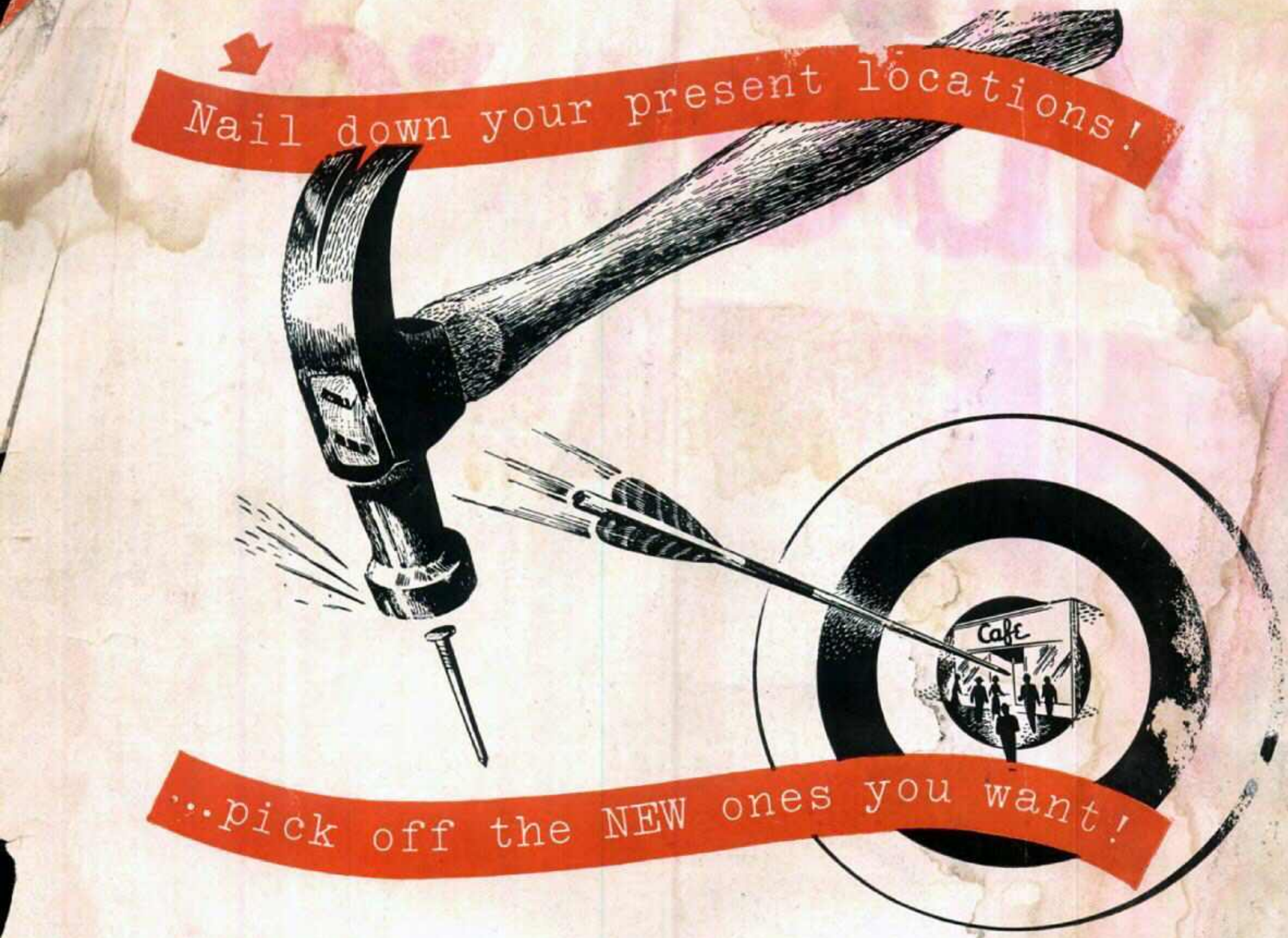
1902 • DEPENDABLE MUSIC SYSTEMS • 1948

J. P. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22



www.americanradiohistory.com

Nail down your present locations!

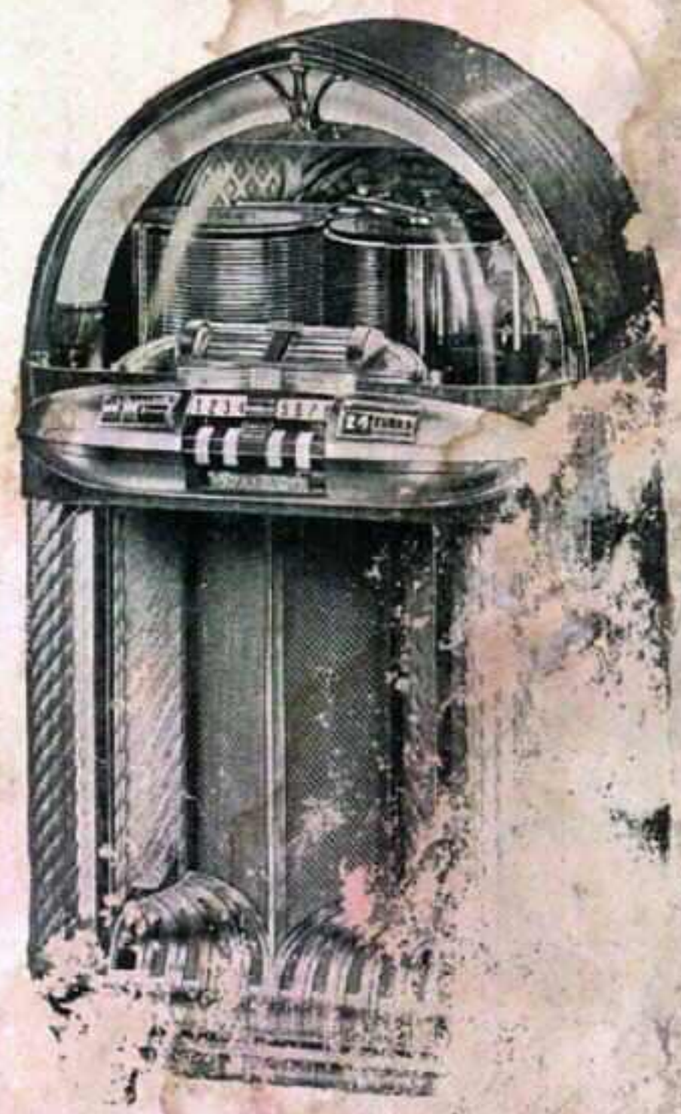


...pick off the NEW ones you want!

WURLITZER 1100's WILL DO IT!

If you want to land a new location or hold an old one, a Wurlitzer Model 1100 will do it. The eye appeal of its modern styling and the ear appeal of its magnificent tone both stimulate heavy play. Location owners like its patron-pulling power. Music Merchants go for its money-making, money-saving features. Quick-As-A-Flash Replacement Units that slash repair time! The Zenith Cobra Tone Arm that reduces record and needle costs from 50 to 75%.

See your Wurlitzer Distributor now. He'll show you *how* and *why* the Wurlitzer 1100 is the top location getter and holder of all time. The Rudolph Wurlitzer Company, North Tonawanda, New York.



WURLITZER MUSIC MERCHANTS

Cash in on

WURLITZER LEADERSHIP

Copyrighted material
www.americanradiohistory.com