

The **Billboard**

MARCH 2, 1946

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THE WORLD'S FOREMOST AMUSEMENT WEEKLY

GENERAL NEWS

STOOGES ON THE UPSWING



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(SEE MUSIC SECTION)

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Odd-Voiced Stooges on Upswing

Ops Mop Brows At Fone, Subway Strike Threats

NEW YORK, Feb. 23.—Duck fast, brother! The blows are coming from all sides this week.

Following Mayor William O'Dwyer's proposed taxation of \$50,000,000 over a four-year period (elsewhere in this issue), come dual strike threats that can hurt showbiz plenty.

Quill Issues Ultimatum

First is City Councilman Michael J. Quill, of the Transport Workers' Union of America (CIO), who says that if his union, embracing 32,000 Civil Service employees, isn't accepted as sole bargaining agency for a flat \$2-a-day raise, then a walkout is inevitable.

Simultaneously, threats are being aired by 17 affiliates of the National Federation of Telephone Workers, covering 150,000 workers, walking out at 6 a.m. March 7 thruout the country, hitting long-distance telephone service thruout the nation and local calls in 43 States.

Admissions Drew \$375,306,000 To U. S. in '45, Hike of 75 Mil

WASHINGTON, Feb. 25.—Uncle Sam's revenue from tax on admissions to theaters, cabarets, concerts, etc., soared to \$375,306,023 in 1945, an increase of \$74,790,112 over the previous calendar year's receipts from the same source.

Rise in theater admissions tax receipts was reflected in practically all other collections. For example, 10 per cent tax on musical instruments brought \$1,365,537 last year as compared with \$595,385 the previous year.

Dow Org Mulls Fred Astaire Cross-U. S. Ballet, Flesh Units

NEW YORK, Feb. 23.—Al Dow office is prepping an American ballet company starring Fred Astaire and boasting 24 fem balletists, a choral group and several musicians to start playing halls around the country about the beginning of April.

Dow office reports it is working with the Arena Managers' Association, but also is lining up dates in towns outside those controlled by AMA. Plan is to tour the Astaire ballet package on a one-nighter basis at a scale of 85 cents to \$2.75, with percentage and/or guarantee arrangements with the exhibs.

yielded \$5,129,295 as compared with \$4,147,905. Tax on bowling alleys, pool tables, etc., drew \$4,051,145 against \$3,983,321.

Resisting the trend in revenue rises was the tax on coin-operated devices (\$10 to \$100 yearly for each device). Yield in 1945 was \$17,789,542 as compared with \$17,965,281 in 1944.

Chance for Congress to cut war-swollen excises is dimming, with the House Ways and Means Committee now facing the prospect of devoting most of its attention for several weeks to federal Social Security tax revision hearings which will probably drag on until it becomes too late for the committee to contemplate proposals for cutting back the excises at outset of the next fiscal year which begins July 1.

Knutson Bill to reduce taxes can be brought out of its pigeon hole in committee at any time, tho, and some Congressmen would still like to produce some fireworks on the issue in anticipation of the 1946 congressional elections. Comparative table of showbiz and kindred taxes follows:

Table with 3 columns: 1945, 1944, Increase. Rows include Total Revenue From Admissions, Instrument Tax, Records, Radio Sets, Parts, Phonographs, Bowling Alleys, Coin-Operated Devices, Tobacco, and Liquor.

Bosses Use 'Em as Hypos

Some stooges step into their own slots, but successful ones are few

NEW YORK, Feb. 23.—Today it's the ludicrous larynx that culls the boffs on the air. These odd voices—try and find a top comedy program without them—are so much a part of laugh programing today that without them even the biggest name funster would have his work cut out reaching for a high Hooper.

masters in the chips with fat contracts. Recently radio has been wringing its hands over the lack of good comics for future airings. Some older names are becoming a mite threadbare with the years and, naturally, the webs are out to find names they can build into future programs, whose salary lists don't look like last year's national income tax returns.

Of late years some of these stooges have stepped out of their secondary roles into slots of their own, viz., The Great Guildersleeve (Harold Peary), who gave up calling Fibber McGee "little chum" and got into the money row himself. Or Beulah (Marlin Hurt), who gave up giggling on the same program and

(See TRICK VOICES on page 13)

Ballet Russe Tees Off With Big B.O.

NEW YORK, Feb. 23.—De luxe ballet is back in town. Sunday (17) saw the faithful hanging to the rafters of the City Center to the tune of a 5G sell-out for the unveiling of the six-week session of Ballet Russe de Monte Carlo.

Troupe, featuring Frederic Franklin, Alexandra Danilova, Nathalie Krassovska, Leon Daniellian and a flock of other top dancers, will give 50 performances, running thru March 31. No shows on Mondays and Saturdays and Sunday mats. Three new ballets are included in this season's sked, Baiser de la Fee, Night Shadow and Raymonda.

Preem night's featured event was a revival of Stravinsky's dance-allegory, Baiser de la Fee, with the maestro himself, wielding the baton and with Danilova and Franklin in the top slots. Based on the Ice Maiden yarn of Hans Andersen, it's good storybook whimsy and likewise good ballet.

Frames for the new offering were the familiar Les Sylphides and Gaité Parisienne. Krassovska and Daniellian scored in the former and Daniellian also toed the Peruvian in the latter. Franklin was again on deck as the Baron. Emanuel Balaban and Ivan Boutnikoff conducted.

CITY FATHERS LAY ON TAXES

Showbiz Hit in Fla. and Calif.

New York City's proposed nick followed by bites at Miami and Modesto

NEW YORK, Feb. 23.—The tax bug's biting city fathers hard these days. On the heels of Mayor William O'Dwyer's proposed tax of \$142,000,000 a year for a four-year period (showbiz gets nicked \$50,000,000 in the four years), this week comes news that two smaller and widely separated communities — Miami and Modesto, Calif., would like to put the bee on amusement admissions to help keep their cities on a paying basis.

O'Dwyer's is a 5 per cent tax, too, covering admissions to all amusements in addition to current 20 per cent levied by State and federal agencies. This would bring the ducat tax to 25 per cent

Diplomat? NEW YORK, Feb. 23.—Local nitery op who had hired a British act was trying to get out of it and was discussing his headache with the lads in Lindy's.

of cost of pasteboards. Reaction of local show ops is cool to whole procedure since O'Dwyer's announcement is merely a request to the State Legislature

in Albany for permission to go ahead with new taxes. Customarily show ops view changes either with ecstatic optimism, or else they begin looking up new ways to commit hari-kari.

Atomic Bomber But this latest O'Dwyer move came with suddenness and as a shock. But that's how the Irish-born mayor appears to work. Tho, only a short time in office, he is outdoing his predecessor, "Butch," in dropping bombs on local showbiz.

In This Issue

Table listing various sections and their page numbers: Burlesque, Carnival, Circus, Classified Ads, Coin Machines, Fairs-Expositions, Final Curtain, Births, Marriages, General Outdoor, Honor Roll of Hits, Legitimate, Letter List, Magic, Merchandise-Pipes, Music, Music Cocktail, Music Machines, Music Popularity Chart, Night Clubs, Parks-Pools, Pipes for Pitchmen, Radio, Repertoire, Reviews, Legit, Night Club, Vaude, Rinks-Skaters, Roadshow Films, Routes: Carnival, Circus, Television, Vaudeville, Vending Machines, Vets' Employment.

Further Adventures of USO Troupe 776-'Kempy' in Azores

By Dan Carr

(Last week we left Dan Carr in Bermuda. This week we pick up the threads in . . .)

THE AZORES, Feb. 16.—USO troupe No. 776, playing the Broadway comedy, *Kempy*, arrived in these islands and was prepared for a three-day stop-over on its way to Casablanca, North Africa. Performances were planned for two of the nine islands that comprise this group that is known as the Azores-Santa Maria and Terceira Islands.

Before getting to cases, however, I would like to sketch a little of the background of these islands as to their entertainment and how and whence it comes.

Most of the theatrical troupes originate in Lisbon, Portugal, which is only a few hours flying time from the Azores (pop. 286,000). The natives are Portuguese and besides motion pictures, which are mostly European, they enjoy dramatic skits and plays of a romantic or comical nature. The culture of these islands is definitely of the Old World and until the "invasion" of the allies only the ox-drawn cart, which has not changed since 1432, was known.

G.I. Audience

Thus the Portuguese. We are not concerned with them as a possible audience. USO troupes are primarily interested in the entertainment of the American and allied armed forces, and the audience as such falls into a special category, with special problems of its own. For example, the British army, also based here, gets most of its live shows from London and, fortunately, we were able to catch one of their shows which were for the most part of the variety brand.

The basic make-up of this English troupe was as follows: Classical singer (ballads); popular singer (risque French songs); dancer (solo-acrobatic); accordionist (group) singing, and pianist (accompaniment plus ballads).

Accordionist Opens

The accordionist opened the show with group singing which she managed by a series of weaving steps to her own accompaniment. She got the boys in the mood with her looks, her steps and her playing and definitely warmed up the house. Her act would have gone better, however, if she had thrown in a vocal or two herself.

Next on the bill was a petite blond Swiss miss who capitalized on risque songs and presentations. The audience went for her strongly, mostly because she showed no hesitation in coming down into the boisterous army audience and giving the boys kisses for free.

Tearjerkers Follow

The classical singer followed with the usual songs of home and England. This singer, being up in the years, had a tough time with the audience at first (boos and groans) . . . but she gradually won them over and finished very well with a comedy number called *I Never Cried So Much*, a song that poked fun at the

NTG Back to Air With Morgan Pic Seg on Columbia

CHICAGO, Feb. 23.—New CBS sustainer *You're in the Act*, starring Nils Thor Granlund (NTG) is slated to be aired starting March 4 from Hollywood. Probable time will be 12:30-1 p.m. EST, tho this hasn't been definitely decided by the web. Agency is Goodkine, Joice & Morgan. Ray Morgan is the producer. Show as described by Granlund, this week in CHI, is an attempt to "bring" back the good old days of radio when ad libbing (the real kind) was the order of the day.

Granlund plans to help showbiz in general by discovering talent on his program and claims not to stand on any ceremony whatever in selecting participants.

"I'll just talk with them for a little while before the show," he declared, "and then they're on their own."

NTG is one of radio's pioneers, and probably the first emcee in an audience participation show over WHN, in 1922.

A number of sponsors are known to be interested in the show, tho none have been signed as yet.

"and-the-villain-still-pursued-her" type of movie.

The acrobatic dancer followed with the usual type of splits, cartwheels and leaps. This performer had the bad luck to do her act on a stage that had not been swept, consequently at the close of her act, she aroused the audience's pity because of her dirt-marked limbs and face. The show closed with a hillbilly number that had all members on stage with cowboy costumes and giving out with such numbers as *Pistol Packin' Mama* and *Home on the Range*.

They Want More

Regardless of what one may think of this, the fact is that the British audience ate this up and wanted more. Generally speaking, the show got off to a slow start, but finished with applause to spare.

Our troupe, playing *Kempy*, was skedded for this same theater the next evening. House was the largest in these parts and seated about 1,500 soldiers. Special problem encountered here was that of playing the British and American anthems and yet allowing for the actors' curtain calls. Because of the mixed audience of Britishers and American G.I.'s it was found best to play the American anthem at the beginning of the performance and the Britisher anthem at its close. In this way, no feelings were hurt.

They Loved It

The play got off to a fast start and maintained the pace thruout. The soldier audience liked this simple story of American home life and they obviously enjoyed the situations and complications. The fact that the comedy makes no attempt to be arty or highbrow seems to win friends for it no matter where it is played.

The British custom, giving an actor an ovation after a particularly well-played scene, was plenty okay for Frederick Manatt, who got prolonged applause as he left the stage. Exactly one hour and 35 minutes after the final curtain, the set was struck and packed ready for the next stop, Casablanca.

Fla., Calif. Hit Biz With More Taxes

(Continued from page 3)
Last week came the 18-hour shuttering based on the tugboat strike. That little

NEW YORK, Feb. 23.—Should O'Dwyer's proposed tax plan get the nod from Albany and be referred back to city council here, the League of New York Theaters will form a committee to protest the tax to council, according to legit union officials.

A wild rumor had Producer Brock Pemberton folding his smasher "Harvey" if the tax goes thru—and threatening to line up other producing managers to fight the levy tooth and nail.

escapade cost New York show ops and merchants around \$10,000,000 at the lowest estimate. Some places are still feeling the effects of the shutdown today, more than a week later. Just as suddenly come the next tax proposals which plan to tick off a cool \$50,000,000 from showbiz coffers before 1951.

In essence, O'Dwyer claims that "Butch" left him holding the bag—empty. The world's largest and gayest city is just about broke and needs dough badly. Up in Albany, the State is planning to ax taxes because it has piled up a handsome \$500,000,000 surplus, but isn't offering to help Gotham out of the hole, even tho this city pays 64 per cent of the State's income and gets only about 20 per cent return. So O'Dwyer totted up the red side of the ledger and then asked Albany for permission to slap the \$142,000,000 tax hike on to biz, show and otherwise, in the city. If Albany says "Yes," then the question has to come before the city council, where it's due to be the basis for a free-for-all. Albany Democrats, too, are likely to try to stymie the plan, since they don't want to face voters in 1948 with the stigma of high taxation facing them. Republicans, on the other hand, are willing to let O'Dwyer have his head and are chuckling for the same 1948 reason as the

Glaser Files Act Theft Charge Vs. Nazarro With AGVA

NEW YORK, Feb. 23.—Joe Glaser of office is in a row with Nat Nazarro on charges of act-snatching, contract-breaking and commission-grabbing. Complaint versus Nazarro already has been filed with AGVA, on the alleged basis that Glaser is a franchised agent and Nazarro is restricted to personal management. Latter's license to engage in employment office activities was lifted last year by the then License Commissioner Paul Moss.

Tangle revolves around the Steeplechasers act, four Negro dancers. Glaser has an exclusive agency pact with them running to June, 1948. He claims that within six months after he signed them last year he brought their weekly salary from \$100 to \$500.

According to Glaser, he sold them for a series of dates and then discovered that they were being sold by the Nazarro office, too. He found himself in a position where he could not deliver the act to dates already booked, says Glaser, and also discovered that his commissions for booked dates were being withheld. He says Nazarro sent him a note telling him that he, Glaser, was no longer the act's agent and that Nazarro was their personal manager. Nazarro could not be reached for comment.

AGVA already has discussed the matter with attorneys for both sides. While no ruling has come down, it is understood that the union will take the conventional position that Glaser is a franchised agent selling a member-act and, therefore, is entitled to receive commissions under his exclusive agency contract. What action will be taken against Nazarro is problematical, as he is not franchised as an agent and, therefore, is outside the processes applying to such ticket-holders.

Booth, WJLB Op, Seeks OK To Build Five More Stations

DETROIT, Feb. 23.—One of the biggest single programs of expansion of individual stations under a common ownership in a centralized territory in recent seasons has been projected by the Booth Radio Stations, Inc., headed by John Lord Booth. Program seeks the approval of construction of five new stations of 1,000-watt power each, to be erected in the cities of Grand Rapids, Flint, Saginaw, Lansing and Kalamazoo, Mich. Total construction cost of the program is estimated at \$200,000.

Booth organization now operates only one station, 250-watt WJLB in Detroit, one of the city's two stations in the power group below 5,000 watts. No plans for seeking a power rating increase for WJLB are in the offing at present, altho this city will remain the headquarters of the up-State set-up. Booth interest also operates an FM station, established before the war as one of the two in the State, in connection with WJLB.

FCC hearings have already been held on the Grand Rapids and Lansing stations, but no report has been issued on the findings. Plans do not call for network operation of the new stations if permits are granted. Each station will be operated as an independent, as far as ownership is concerned, but it is expected that most of them, at least, will be eligible for affiliation with one of the national networks, of which not over one is represented in any of the cities affected except Grand Rapids.

Dems are frowning.

Not only do amusements get nicked in the new plan, but hotels, too, come in for a healthy bite. O'Dwyer wants to levy a tax of 5 per cent on all hotel room rentals costing \$2 or more to bring in \$28,000,000 over the four-year period. Also pari-mutuel racing play is due for a \$50,000,000 tax contribution in the same period. This, together with doubled sales tax and doubled gross business tax, is expected to keep the city solvent and pay for the upkeep of the badly dilapidated subways.

So far, only the showbiz folk are taking it calmly. However, if the idea should begin to grow elsewhere in larger centers than Miami and Modesto, it is not beyond possibility that O'Dwyer's plan may be copied, in urban centers from Coast to Coast.

Not So Hep

NEW YORK, Feb. 23.—Ted Cott, who helms the *So You Think You Know Music* quizzer over Mutual ainer, has evidently rightly named his program. In a quiz several weeks back, he played the tune of a Music Box and offered \$100 in disks to anyone properly identifying the music. Out of more than 2,000 replies in the first batch of mail, only one was correct, sending in the score of the tune. Second batch of 100 letters had 100 different replies—all wrong.

Bill Eddy Sets Staff Spheres For Future Op

CHICAGO, Feb. 23.—Readying itself for additional hours of programing after it changes its frequency to its newly assigned channel, and a general increase in activity, WBKB, local video station, is in the process of reshuffling its staff and streamlining its operational functions. Move on the part of Bill Eddy, station director, to put his new system of personnel operation into effect was made this week.

In the new allocation of authority Reinald Werrenrath was given the job of sales and promotion chief. Werrenrath has been with the station for months as Eddy's assistant. Dave Crandell, who joined the staff recently, was made operational supervisor of the studios. James Lahey, former navy lieutenant, who was with WBKB before he donned his blues, rejoined the station and was made technical studio supervisor. Wornie Jones, who has been in the programing department, was put in charge of programing and program scheduling.

Under the new system each department will function as an entity, with clearly defined spheres of operation, and thus all possibility of confusion, it is hoped, will be eliminated.

OPS MOP BROWS

(Continued from page 3)

minimum and a return to the 44-hour week.

See Agents Hardest Hit

Hardest hit in such a strike would be the booking agents, 75 per cent of whose business is done over the phone. Acts thruout the nation, seeking changes would be stymied to a great extent. Legit road troupes, too, would have their difficulties in such a strike, trying to keep in touch with Main Stem offices.

Seriousness of impending phone strike is emphasized by NFTW statement that National Association of Broadcast Engineers and Technicians have assured them that "they will not do any of the work normally done by our members and will not work with scabs on any of the radio networks. Nor will they cross our picket lines. . . ." This is a more drastic move than heretofore, when radio, news wires and nets in the event of phone strikes were left alone as useful outlets for strike stories to the public. But the NFTW report indicates that this time radio, too, will be hit hard.

Of the three possible disasters, the tax seems the least likely just now. The two strikes, however, unless fast action can call them off, look like probabilities more than possibilities and it's all one king-size pain in the neck for the show ops who get hit from all sides.

DOWS MULL ASTAIRE

(Continued from page 3)

claimed by the Dow office to be working on details of the project.

In addition, the indie booking office states it is preparing to work up five flesh packages to play in non-flesh towns or towns where live talent is rarely seen. Project envisions use of high school auditoriums, local film houses and auds. Units will be built to work at a scale running to a \$1.25 top. Each outfit will have approximately 40 people, including performers and technical help. Three units are supposed to be in the works by April 1, with the other two to follow. Advance men are reported on the road now lining up the tours.

Mystery and Drama Get the Ear

Anti-Petrillo Advocates Avoiding Senate Showdown Before AFM-NAB Meeting

Vandenberg Bill Causes Parliamentary Snag

WASHINGTON, Feb. 23.—Gloating over last week's passage by House of anti-Petrillo Bill, congressional advocates of the bill, are now maneuvering cautiously thru rigamarole of behind-scenes parliamentary tactics to be sure that there won't be an unfavorable Senate showdown on the legislation in advance of April 8 conference between President James C. Petrillo's American Federation of Musicians committee and industry group headed by President Justin Miller, of National Association of Broadcasters. Determined to keep the anti-Petrillo legislation as a sword over head of the AFM chief during the negotiations, strategists are busily counting Senate noses in effort to sound out sentiment and, at same time, are trying to decide on shrewdest parliamentary course while keeping the saber rattling.

Parliamentary problem is a big one since the Senate already has passed the relatively mild Vandenberg Bill (S-63) which outlaws interference with non-commercial education broadcasts. Contents of Vandenberg Bill had been substituted by the sweeping anti-Petrillo provisions of Representative Clarence Lea's (D., Calif.) Bill (HR-5117) which passed the House Thursday (21) by 223-43 vote. Question now remains to be decided whether S-63 goes to joint conference committee or whether, because of its new contents, it must go either to Senate Interstate Commerce Committee or Senate Education and Labor Committee for new hearings.

According to Plan

Anti-Petrillo strategists will acquiesce in Senate committee hearings if they find that hasty Senate floor action would result in defeat of the measure. Congressional leaders of the anti-Petrillo bloc are getting encouragement along this line from some NAB officials, who it was disclosed, conferred with Congressman Lea last Thursday shortly before the House went into action on the legislation. Course of action on anti-Petrillo legislation has been moving according to planned strategy as forecast in *The Billboard* — a strategy that is closely related with the pending industry negotiations with the AFM chief.

On the Senate side, master-strategists are finding the going much tougher than in the House where the chance to crack down on Petrillo was welcomed by a majority of solons almost in festive spirit on the eve of their departure for the Washington Birthday holiday week-end during which many of them faced a round of customary patriotic orations in their constituencies. Cutting the debate short and shouting down amendments offered by a tiny bi-partisan minority, the anti-Petrillo voters showed in no uncertain terms that they wanted to get the business over with fast and that the adversary they were interested in slugging was Petrillo. The AFM chief was made the target of a series of speeches lasting nearly two hours, altho several congressmen came to his defense and warned the House against taking what was described as "crippling" action against labor generally.

Senate Holding Off

That the Senate is not ready immediately, at least—to repeat the House performance was indicated in a number of developments, particularly interest shown by Senate Republicans in the surprise role taken by Rep. Charles A. Halleck (R., Ind.), as a foe of the anti-Petrillo bill. Halleck is head of the Republican election campaign planning group. His opposition to the anti-Petrillo bill during House debate was interpreted as a warning to his fellow-partisans against repercussions that

might develop at this year's polls as the result of any Republican votes cast for the Lea proposal which is viewed as much stronger than the Case Anti-Strike Bill.

Rep. Vito Marcantonio (A.L.P., N.Y.), who headed opposition to the anti-Petrillo bill in the caustic floor fight, was overwhelmingly voted down in attempts to tone down the Lea proposals and to recommit the bill to committee for further hearing. Counter charges of "immorality" flew in the House during the debate. When several proponents of the bill jibed at Petrillo's middle name, Caesar, and accused the AFM chief of "exacting tribute" from radio stations, Marcantonio hurled back the charges declaring that the stations were acting as "Caesars" in developing power. Marcantonio described the legislation as seeking to increase the profits of the monopolies that control the broadcasting industry."

Rep. Benjamin J. Rabin (D., N. Y.) added his voice to the opposition, saying, "I think it is wrong in our attempt to reach Petrillo or to reach a specific individual to over-ride all of the rights of labor."

Prospect still remains strong for White House veto even if the bill manages to get thru Senate. Current strategy by anti-Petrillo folk, calls for cautious progress of the legislation pending the Petrillo-industry negotiations which are expected to continue for some weeks or months subsequent to April 8 party in New York City.

MBS Builds Mood For Saturday Night With 2 New Shows

NEW YORK, Feb. 23.—Everybody's going moody. MBS is doing it, too, on Saturday night, with a solid two hours of comedy and gag quiz.

Two new shows, *Twenty Questions* (8 p.m.) and *Harry Savoy* (8:30 p.m.), have been added to *Leave It to the Girls* (9 p.m.) and *Break the Bank* (9:30), to fill out what MBS programers think will be an audience building mood skeln. Shows are not sponsored, altho *Leave It to the Girls* is said to be on the brink.

MBS Saturday programing falls within the pattern of CBS and NBC, but is directly opposed to the two hours of mystery which ABC is skedding. Columbia has Dick Haymes, *Mayor of the Town* and *Hit Parade* from 8 to 10 p.m. NBC goes along with *Life of Riley*, *Truth or Consequences*, *National Barn Dance* and *Can You Top This?* in the two-hour period. ABC mystery skein *The Green Hornet*, *Dick Tracy*, *Famous Jury Trials* and *Gang Busters* starting a half hour earlier.

Coca-Cola Spotlight May Change to T. D., Guy & Cugat

NEW YORK, Feb. 23.—Coca-Cola Company, sponsors of Mutual's *Spotlight Bands*, is currently mulling a change of format on the standby which would establish three orks on the show on a regular basis. Understood that coke is interested in Tommy Dorsey, Xavier Cugat and Guy Lombardo.

General idea, it is rumored, is to break the new-band-per-night formula by giving one of the show's three nights a week (9:30-10 p.m. Monday, Wednesday and

Time Via Teeth

TAMPA, Feb. 23.—WDAE, local CBS outlet, has a morning clock show that's just a mite different. For a time signal, the program uses not the normal bell, whistle or musical note. Oh, no! At WDAE the time signal on its morning clock program is the sound of a guy grinding his teeth. And the station has a fellow with choppers that really squeak. Sounds awfuller than it is, and it can't be too bad since the listeners like it.

NBC Plans M&O Outlet Promotion With Local Slant

NEW YORK, Feb. 23.—National Broadcasting Company has decided that its m-and-o (managed and operated) stations, will be developed as individual personalities in advertising, direct mail and everything. Previous routine has been to tag the stations as NBC outlets basically, and as locals secondarily, and while the copy, according to the trade has been good, it lacked individuality.

New copy will sell the station in relation to the job that it's doing locally. One outlet is a terrific program builder and will have that emphasized against pictorial shots of the section of the nation it covers. Another percolater which has developed a couple of sock shows "in the public interest" will have its promotion slanted around this operation. In each case, copy, type faces and art work will be exclusively for that station. NBC programs won't be forgotten in the rush, but it will be the station promoting NBC programs, not NBC promoting its stations.

A special division of the web's promotion and advertising department has been set up for m-and-o operations. Its code, in reverse of the CBS o-and-o (owned and operated) set-up which has the web trade-mark thruout, it "Ours is a station operation."

Membership First Is RDG Campaign

NEW YORK, Feb. 23.—Radio Directors' Guild negotiations with the nation's ad agencies for commercial fees have been laid off indefinitely because of the organizing campaign currently being carried on by the Guild. Guild officers say organization of agency directors is first on their order of business and that the commercial contract will come later.

At present, according to RDG figures, directors are joining at the rate of 20 or more a week, and the org's membership has almost doubled following the signing of contracts with the four nets. However, the Guild wants to make sure its club is not a wand before it tackles the agencies.

For the time being, commercial fees will continue as they have in the past, but it is expected that the RDG will ask for some sort of retroactivity when the contract is signed.

Thrillers Are Bargain Buy

'Big Town,' 'Mr. and Mrs. North' get 50 listeners for one cent—drama seasonal

NEW YORK, Feb. 23.—Mystery ears are a top buy. They listen long and they listen faithfully to Steve (Big Town) Wilson (Edward Pawley) and Mr. and Mrs. North, and they listen at the rate

of 50 pairs of ears for one cent, which is good talent buying—if you can get it. And the ratings these shows bag indicate that not only is the cost per 1,000 low, but there are plenty of dials set for the cloak-and-dagger stuff. Seven mystery segs are talent-priced per 1,000 ears at under 30 cents, while only one regular drama falls in that "bargain" class. That drama is Jean Hersholt's *Dr. Christian*, which has more than a tinge of mystery about it ever so often. Its audience ears cost 22 cents per 1,000, talent-wise.



Personality Cornerstone

Every one of the big deliverers of low cost ears is built around a personality. In some cases, it's a star personality, like Hersholt and Jay Jostyn (Mr. D. A.), and in other cases it's a running character who ties the series together, that draws the audience. Mr. and Mrs. North, for instance, are better known via that tag than they are as Alice Frost and Joe Curtain and the same goes for Pawley as Steve Wilson. Edward G. Robinson was the first city editor of *Big Town*, but sans the movie name the show's doing just as well, in the ratings.

All Mystery "Reasonable"

Mystery shows have something special to set them apart from all other drama—none of them get into the rarified regions on ear costs. Where the network is less than 100 stations, i.e., too small to make it possible to project the ratings on a cost to an urban 1,000 basis, the cost per point is usually downstairs with only an *Ellery Queen* or a *Bulldog Drummond* passing the 5C figure, per Hooper point.

Mystery segs top straight drama rating eight months out of the 12. It's only when peak listening hits the air waves that drama gets more dialers. The (See 'GUESS-WHO' on page 8)

Going WEAFF's Way

NEW YORK, Feb. 23.—Station WEAFF increased its early a.m. audience on Thursday (21) by the expedient of telling that audience that a special program, designed for them, was going to be on the air from 6 to 7 a.m. on that day. Jim Gaines, WEAFF boss, simply wired the pastors of all the Catholic churches within the WEAFF area (1,000), that the NBC outlet would carry a broadcast direct from the Consistory (installation of the new cardinals) in Rome and that "no doubt you will want to tell your parish about it on Sunday."

That it was among the "must" announcements made at hundreds of masses was indicated by phone calls that were received by WEAFFers telling them "the priest mentioned WEAFF from the altar yesterday." Going direct to listeners via phone and wires has been proven at plenty of stations thruout the nation, but this is one of the few times that it has been tried in New York.

ABC and CBS carried the Consistory airing, too.

Simmons Blasts FCC Compliance Ashbacker Decish

WASHINGTON, Feb. 25.—Federal Communications Commission's compliance with U. S. Supreme Court decish in Ashbacker-Fetzer case where the high court directed FCC to conduct public hearings on mutually exclusive bids, is getting a round of scattered criticism from some segments of industry. Latest blast was made last week by Allen T. Simmons, applicant for a construction permit for a change in frequency and increase in power for WADC (Tallmadge, O.). FCC previously made a conditional grant to the WGAR Broadcasting Company (Cleveland) and set the two applications for consolidated hearing.

Simmons in brief filed with FCC charged that commission "set up a series of loopholes" by means of which "attempts may be made to avoid the requirements expounded by the Supreme Court in the Ashbacker-Fetzer case. When FCC set down WADC's applications for consolidated hearing, the commission noted that a somewhat similar application had previously been rejected and that the first applicant might now be filing a new application "for the purpose of hindering the grant of the WGAR application." Simmons, in opposing FCC's action, asserted that "WGAR will spend \$200,000 on the facility conditionally authorized it." Simmons claimed that the "only suggestion in the Ashbacker decision that the commission might preface its hearing by conditional or tentative grant of one competing application is contained in the dissenting opinion. So far as concerns the majority opinion, he said, every consideration is urged against existence of any such power. He then quotes the court opinion which emphasizes "how difficult it is for the newcomer to make the comparative showing necessary to displace an established licensee."

Gillette To Get Louis-Conn Fight

NEW YORK, Feb. 23.—Despite rumors to the contrary, Gillette will sponsor the fight plum of the year, next June's Louis-Conn battle. Trade has buzzed with talk that Uncle Mike Jacobs would hand the fight to some other client, but Gillette's original contract with Jacobs stipulates that the razor company gets all fights under his promotion.

Rumors, trade says, popped up as part of the usual publicity build-up for the "fight of the century," but are untrue. Further reason for Gillette's right to the show is that fact that the sponsor stuck with Jacobs all thru the war, at a time when Madison Square Garden saw a collection of fighters who usually couldn't slug their way out of an ad agency. Now, with the good stuff coming back, Gillette, in Jacob's opinion, has a right to get it.

What may be in doubt, however, is the web that gets the battle. Gillette has signed with ABC for Friday night stanzas. However, Louis-Conn is on a Monday and some other net may get it.

NEW YORK, Feb. 23.—Mutual's *Nick Carter*, which was dropped by Acme White Lead several weeks ago, moves into the Tuesday, 8:30-9 p.m. slot as a sustainer March 5. It replaces *Leave It to Mike*. Reshuffle of *Nick Carter* skeds puts it back to back with *The Falcon*, another d'ck show.

Pride of the Yanks!

DETROIT, Feb. 23.—Pride, the No. 2 horse of the *Lone Ranger* touring ensemble and stablemate of the more famous Silver, kicked up a rumpus during the Ranger's latest trip to Houston for the Fat Stock and Horse Show. En route, the train twice was brought to emergency stops for no discoverable reason. Then someone in the baggage car saw Pride reach up and pull the whistle cord, causing a third stoppage. Result was orders around the express agencies to remove all whistle cords in baggage cars when the horses were in transit. At the show in Houston Pride further demanded attention, first by kicking the boards out of his stall and then by chewing the tall off a prize calf.

Fooling 802

NEW YORK, Feb. 23.—WOR has a new live nighttime "personality" show called *Ground Floor Night Club*, a song and chatter session emceed by Barry Gray. Program teed off amid the usual fanfare last week. Everybody thought everybody else understood that it was a studio session until a phone call came into WOR's remote department the other day. A voice at the end of the line asked: "On what street is the Ground Floor Night Club located?"

The voice belonged to a gal at none other than Local 802, American Federation of Musicians.

Negro Thesp Nabs Role of WBBM Seg

CHICAGO, Feb. 23.—At least a small dent in the hitherto almost unbroken circle in which would-be Negro radio thesp in Chi have found themselves was made this week when Charles Griffin, legit player and playwright who helped organize Chi branch of the American Negro Theater, got a part in *The Whistler* and became a member of AFRA. Griffin is the first Negro actor in about six years to become a member of the local group. The one or two who have joined in the past have become inactive.

Situation concerning Negro guys and gals in radio has long been looked on by most radiomen here as lamentable, since there have been many fine Negro legaters. Ray Jones, exec-sec of AFRA in Chi (and newly appointed national Middle Western rep) hailed Griffin's entrance in the local chapter as being indicative of a new trend which may sweep certain barriers aside here, and allow colored thespis to have a part in Chi radio. "It's a very healthy sign," Jones declared, "heretofore, many good Negro actors had to refuse roles because all parts were menial ones and would seem to degrade the race instead of presenting Negroes as they really are."

Altho Griffin's role in the show (WBBM, Sundays, 9:30-10 p.m.) was small and was almost in the "Yessuh, Boss," class, he feels by letting producers know that Negro actors are in the market, that gradually more and more of

Capitol Hill Wants Speed-Up On Licenses & More Channels For the Voting Boys at Home

They Love Ex-Chairman Paul Porter—But

WASHINGTON, Feb. 25.—Congressional interest in faster Federal Communications Commission action on applications and an increase of available channels in their ballwicks is likely to become stronger than ever in the next few months preparatory to primary elections. FCC, already feeling the effect of the intensified Congressional interest, is promising continued "flexibility" in FM allocations, and Congress, on its part, is getting ready to distribute within a month its own "FM Primer," as forecast exclusively by *The Billboard*.

Letters By Hundreds

With letters pouring into Congressional offices by the hundreds monthly from persons interested in how to acquire radio stations or get applications out of the backlog, impatience of Congressmen with FCC is already reflected in a \$200,000 slash in the commission's appropriation. Several senators outspokenly voiced their impatience with the application backlog when the Senate voted the cut last week (18), altho one or two of the same senators went out of their way to commend Paul A. Porter for his efforts as chairman in helping to break the logjam. The senators tossed their orchids at Porter when the latter's nomination as head of the Office of

them will be absorbed in the industry and slowly the level of the roles will be raised—so much so that Negro actors could take any kind of part for which their voices or ability were suited. Sherman Marx, producer-director of *The Whistler*, explains the mix circle as not being due so much to prejudice on the part of the agencies or producers as to the fact that for many years there were no Negro radio actors to draw on for parts, therefore, writers created roles which could be handled by white actors easily. Marx says breaking the ice here with Griffin will probably pave the way for other Negro thespis.

Durr Pricks Other Commish With WFIL Decish Dissent

WASHINGTON, Feb. 25.—Conflict is fast increasing among Federal Communications Commission members over FCC's powers under the existing communications act in handling critical problem of price inflation and program standards in station license renewal and transfer applications. At the same time, Congress is showing not the slightest interest in easing FCC out of its dilemma by means of new legislation recommended months ago by the FCC in the Aviation Corporation-Crosley decish.

"Law Adequate"—Durr

Battle within FCC reached another peak last week when Commissioner Clifford J. Durr sharply renewed his counsel to fellow commissioners that the existing communications act provides ample teeth for FCC to bite hard into station transfer and renewal cases. Durr dissented in FCC approval of transfer to *The Philadelphia Inquirer* of four licenses covering WFIL Broadcasting Company's standard, FM and two relay stations in Philadelphia. Durr objected to transfer on the ground that while the book value of the facilities was little more than \$148,000, sale price was \$1,900,000. Durr also last week opposed FCC action granting license renewals to WHBQ, Inc. (Memphis) and WNCN (Elizabeth, N. C.) "without further inquiry" into the stations' program service.

Meanwhile, FCC is showing more confidence than usual in such cases in handling its projected inquiry into practices of the Don Lee Broadcasting System. FCC is examining the Pacific Coast web's practices, ostensibly to determine if Don Lee failed to give affiliates the required 56 days' notice of exercise of option and

Price Administration received Senate confirmation Thursday (21). With Porter quitting the FCC scene at least until the OPA gets another year's extension from June 30, Charles V. Denny Jr., in the role of acting FCC chairman, is falling heir to the effects of Congress's get-tough attitude. It is regarded as certain that Porter will not return to the FCC unless the OPA fails to get a year's extension.

Fair Progress

While it is generally agreed that FCC has been making fairly good progress in processing FM conditional grants which last week reached 330, congressmen are getting an unfavorable, provincial view of the FCC picture from the letters of complaining applicants and other prospective station owners. As a result, a conference committee which now has the FCC appropriation amendment, is expected to go along with the Senate's slash of \$200,000 from the House bill which itself had been cut \$300,000 below the original \$5,885,000 budget proposal.

That FM Primer

Meanwhile, the Senate Small Business Committee revealed it has completed its preparation of the FM Primer which will be distributed far and wide to induce small-time folk to interest themselves in owning stations. Primer, as foretold, will outline all the angles of applying for FM and will tell just how the operation takes place. All the FCC channels will be explained, and a picture of formal application methods will be presented.

Incidental to these developments, FCC's issuance of an explanation last week (18) on its tentative FM allocation plan was viewed as highly significant. FCC pointed out that in issuing the allocation plan last December 19, it had emphasized that the allocation pattern was "tentative only," that "the channels listed for particular cities (and their areas) will not be followed in a hard and fast manner and that departures will be made from the plan wherever it is found desirable or necessary to do so." FCC boasted that after three months of experience in making assignments of FM channels, "it appears that the tentative allocation plan being followed provides the necessary degree of flexibility and is working out satisfactorily."

How It's Working Out

FCC explained for example, that one of the 12 metropolitan channels tentatively allocated to the District of Columbia area had been assigned to an applicant in Winchester, Va., leaving 11 channels in the district for 14 applicants. Similarly, one of the Philadelphia area's 15 channels had been assigned to an applicant from Atlantic City.

Among the latest FM conditional grants by the FCC were five in Maryland, all for metropolitan stations. Successful applicants were: WITH (Maryland Broadcasting Company), WCBM (Baltimore Broadcasting Corporation), WCAO (Monumental Radio Company), Belvedere Broadcasting Corporation, all of Baltimore, and Capital Broadcasting Company, Annapolis.

able to assume that anyone purchasing broadcasting facilities expects to earn at least a reasonable return upon his investment and the higher the investment, the greater will be the pressure toward excessive commercialization." Because of the high profits earned in relatively small broadcasting stations, he said, the commission should "Inquire whether such profits have been obtained by rendering an extraordinarily good public service" or "at the expense of the public."

Durr acknowledged that the commission's decision on WFIL was in line with the majority decision in the Crosley-Aviation Corporation case, but he asserted that "The commission, by its own decision, minimized the statutory responsibility imposed upon it by Congress."

Commercialization Up?

Durr raised the question that since the purchaser of WFIL was willing to pay approximately \$1,360,500 above the estimated replacement cost of the facilities, he may have been "principally buying" a license to use one of the limited number of standard broadcast channels assigned to the Philadelphia area and an assured right to use one of the limited FM channels assigned to the same area which might otherwise have to be sought in competition with other applicants.

"What effect will the higher price being paid for the facilities have upon the operations of the transferee in the public interest?" Durr asked. "It is reason-

What Goes With CAB, Hoop, Neilsen

Trade Group Report Due

Kobak-Elder-Brophy evaluation expected to rap CAB's cost and ratings

By The Billboard Audience Research Bureau

NEW YORK, Feb. 23.—On the last day of February, the industry CAB committee of three—Edgar Kobak (MBS), Robert F. Elder (Lever Bros.) and Thomas D'Arcy Brophy (Kenyon & Eckhart)—is skedded to bring in its report on what to do with the CAB (altho not in language that bald). The entire industry wants out on the dual (some call it triple) taxation for its rating figures, and the cash easement isn't the only relief that the boys are seeking. They want out on ratings that don't agree and which sometimes are as far apart as 25 per cent of the index (CAB, Hooper and Neilsen).

Report will be confidential, but there is every indication that the committee will suggest that CAB get out of the rating business (a fact reported upon in detail a number of weeks ago in *The Billboard*). Cross section of agencies, sponsors, nets and stations using CAB indicates that they will not go on paying the increased fees which the 1946 budget requires, unless something new and different is added—something new which does not duplicate existing services. There are, on the other hand, a number of sponsors and agency men who feel that advertising will take a backward step when it gives up its own research for that of an organization (Hooper or Neilsen), which is a straight business proposition. They admit, however (as Marion Harper, of McCann Erickson, pointed out at an REC luncheon some weeks ago), that CAB has followed rating trends and not unearthed any of its own.

81-City Report

Indicative of the lack of CAB research development work in the rating field, the trade points out, is the fact that before CAB went into the so-called 81-city report schedule (reports issued actually are for 60 cities, with the figures for cities that have a "less than adequate index" being dropped from final figure), they could have found out from reports available at C. E. Hooper that any city with less than four network outlets is prone to distort the ratings. Hooper organization in 1938-'39 added a list of small cities which resembled the 81-city list and discovered that the report was so inconsistent that it didn't justify being published. Critics who report that the Hooper claim to "comparativity" is so much hooey, as he did change his base in 1938-'39, are hoisted, however, upon their own petard. While Hoop did so report, he also reported his regular 32 full network cities right along with the combined rating. It is the latter figure that continues his vaunted "comparativity."

Another part of the investigative trio's report, it's expected, will state that CAB should establish itself as a radio rating research formula arbiter. Re this, researchers point out that it puts in the hands of an organization that has followed (See *What Goes With CAB* on page 44)

Radio Site Available—Cheap

HOLLYWOOD, Feb. 23. — For sale cheap. Small parcel of Southern California, situated in Hollywood hills and belonging to Earle C. Anthony, Inc., owner of Station KFI. Guaranteed not to help relieve the housing shortage is 9.7 acres of land, acquired several years ago by Anthony as site for FM and video transmitter. Land is situated high up on a windy hill adjacent to site on which Don Lee built tele transmitter and studio. Since land was purchased, however, Anthony has joined other tele producers who discovered that Mount Wilson, aside from being a good place for star gazing, was a far better locale for video transmitters. Hence the Anthony land is being offered to highest bidder.

Ballantine Tries To Lend-Lease Fitzgerald Show

NEW YORK, Feb. 23.—Ballantine's beer, grain short because of President Truman's order cutting wheat supplies 30 per cent, was this week reported to be planning a lend-lease deal for its Barry Fitzgerald show, *His Honor, the Barber*. Company is understood to be dickering

for NBC's assistance in setting up a deal in which Ballantine will surrender the program to some other advertiser for a limited period and later recapture it.

To date no prospects are in line, but American Tobacco's experience with Kay Kyser (lend-leased to Colgate-Palmolive-Peet) leads the trade to suspect that Ballantine has every chance of putting it over. If a new sponsor cannot be found, Ballantine will try to work out with A&S Lyons, the package house, a revised contract in which the producer and talent will agree to take less money for the duration of the emergency in return for a longer contract and more dough a year or so from now.

KMTR, KYA Sale Official

HOLLYWOOD, Feb. 23.—Sale of KMTR to Mrs. Dorothy Thackrey, publisher of *The New York Post*, was officially announced following approval of the sale by the FCC on February 20. Deal also includes sale of KYA, San Francisco, to Mrs. Thackrey.

New set-up will go into operation no later than March 11, by which time change in call letters will have been effected. Station Manager Don Feddersen stated no major personnel changes are planned in the near future.

More
for your money
on Mutual

HAVE you compared network rates lately?

Mutual has adapted and adopted as its credo: More value for each radio dollar than has been made available in network radio before. Mutual is helping advertisers to keep their costs of distribution in line.

For example... Mutual today delivers 40 more stations than a year ago, reaches hundreds of thousands more radio homes at no increase in overall cost. Mutual is the largest network in station count—with one-third more stations than the next network. And Mutual rates are lowest. For any

standard time-unit bought on a full network basis for a full year, Network A costs at least 24% more than Mutual; Network B costs at least 47% more than Mutual; Network C costs at least 64% more.

In planning your advertising budget, keep these factors in mind—

STATIONS... Mutual has top-flight outlets reaching forty-seven of the leading 50 markets—and more exclusive station-cities than all other networks combined.

PROGRAMS... Mutual-developed programs are working for four of the top ten radio advertisers; 5 times as many air-tested features are currently available.

ECONOMY... A half-hour evening over a network of 260 Mutual stations costs only \$6,700 per week for time (52 week basis).

Have you compared network rates and values lately? Apparently more and more advertisers have—because Mutual's sales increased 33% in November, 49% in December and 66% in January compared to the same months the year before.

It will pay you to investigate and compare.

Mutual
Broadcasting System

'Guess-Who' Segs Pull Audiences Without Breaking Sponsor's B.R.

(Continued from page 5)
"regular" listener likes his mystery a little better than he likes his drama. The seasonal listener goes for drama, since it is on the drama segs that the movie names make their appearances. *Radio Theater*, *Screen Guild Theater*, *Helen Hayes*, *Life of Riley*, *Cavalcade of America*, *Maisie*, *Mayor of the Town* and the *Theater Guild of the Air* all make their appeal thru names, picture or legit.

That "Average" Rating
Drama sinks to an average 5.1 in August, but the mystery average never goes below a 6. Here's the way the drama vs. mystery fracas looked thruout 1945:

Report	Drama Average Rating	Mystery Average Rating
January 15	11.6	12.2
January 30	12.0	12.5
February 15	13.2	12.5
February 28	12.3	12.0
March 15	11.6	11.8
March 30	10.8	11.1
April 15	10.0	11.1
April 30	10.0	10.8
May 15	10.3	11.0
May 30	9.0	10.3
June 15	8.6	9.7
June 30	6.6	7.4
July 15	5.3	6.0
July 30	5.1	6.6
August 15	5.1	6.2
August 30	5.6	6.2
September 15	6.7	7.5
September 30	8.7	9.1
October 15	9.8	9.0
October 30	9.5	9.4
November 15	10.0	9.7
November 30	10.6	9.3
December 15	11.6	9.9
December 30	11.3	9.9

The picture is clear. Drama, straight or mystic, except for the "spend-and-get-the-best-names" sponsors, delivers ears at as low an urban 1,000 (and no doubt at as low a rural 1,000, even tho

NAB Tries To Play Whale to SCB Jonah

HOLLYWOOD, Feb. 23.—National Association of Broadcasters will soon try to swallow Southern California Broadcasters as a whole rather than try to ink each indie. Altho no pitch has been made by NAB, indies report feelers in the wind, with broadcasters appearing split on the issue.

Some feel SCB has done an efficient job for the individual outlets in labor negotiations such as those currently on the fire between indies and American Federation of Radio Artists (announcers) and International Brotherhood of Electrical Workers (engineers). They also feel that the org proved its worth during the war years when it lined up broadcasters on blackout alerts. SCB's system was later followed by other West Coast broadcasters. This faction feels that a smaller group dealing with problems at hand could hurdle future difficulties with greater ease than by being linked to a national body.

More Weight Seen

Others, however, claim that a hook-up with NAB would give local broadcasters more weight in handling important issues. Some who now belong to both the NAB and SCB feel that the groups duplicate each other and see no reason for paying fees to both.

Taking SCB in one gulp would be quite a feather in NAB's cap in that the latter would immediately gain a strong Western indie anchor without having to fight for it piecemeal. It has already established an office here headed by Bob Coleson. SCB will probably be approached for an anschluss when the current pact gab with IBEW and AFRA are at an end.

Chief point of weakness with SCB is that it has no full-time man in the exec chair. Job calls for man who could devote all his time to looking after broadcasters' interests. If NAB can offer that, the majority of station men will swing into the fold. However, if SCB, as a group, should decide to remain unattached, feeling appears strong for naming a full-time head man. At present, Bob Reynolds, manager of KMPC, is SCB prexy. Reynolds, himself, thinks a station manager's duties are too demanding to do a complete job in the SCB post.

the latter is still an unrated field) as any type of programing—except, of course, a hot news commentator on a five-minute Coast-to-Coast network spot.

CBS Tops Low-Cost Segs

In both the drama and the mystery thrillers, the Columbia Broadcasting System has the lowest cost segs, in one case, *Dr. Christian* for Chesebrough (McCann-Erickson) and, in the other *Big Town* for Ironized Yeast (Pedlar & Ryan). NBC takes the No. 2 slot in the mysteries with *Mr. and Mrs. North* for Woodbury (Lennen & Mitchell) and CBS takes the second and fourth slot as well in the dramas.

Agency Big Three Trail

The big three in agency radio billing just don't show up at the top of the low cost segs. It's the eighth mystery rating before Young and Rubicam breaks into the chart, and then it's with *Inner Sanctum*, a Hi Brown package, rather than a Y & R-created program. It's the seventh slot in the dramas before J. W. Thompson gets its credits in, and then it's with Helen Hayes which doesn't exactly burn up the airwaves with its Hooper.

Mystery and drama both get their ears, and in quantity. They get 'em and hold 'em.

West Coast Repeat Barely Budgets Seg's Nat'l Hooperating

NEW YORK, Feb. 23.—Why a combo rating? That national figures combined with a special Pacific Coast network repeat don't raise the national rating above floodtide became increasingly evident when Walter Winchell's figures for a couple of rating periods became available last week. Figures indicated that it would take a Pacific Hooperating of 20 to raise the national tab three points. Original report of *The Billboard* indicated that Don Lee wasn't too pleased with the idea of linking the repeat with the national tab, as it pointed the finger at the relative importance of Don Lee to the rest of the nation. January 30 report for Walter Winchell on Don Lee was a 4.2. This showed up in the Hooper January 30 report like this

Walter Winchell	20.3
	21.0*

*Includes Don Lee Repeat on Pacific Coast.

In other words, all the Don Lee repeat did for W. W. nationally was to add .7 of a point to his rating. Just how far D. L. can go in increasing the rating of any program nationally is indicated by the fact that the top-ranking program on the web, *Sherlock Holmes*, rates a 14.7. This would increase the national rating of a show, if it had a Pacific Coast repeat, 2.5 approximately. Don Lee likes the "repeat biz" in dough, but what it still isn't keen about is having the dual ratings printed in national Hooper reports, because regardless of how good the ratings look on the West Coast, they look like sweat in a "pocket piece."

RWG To Present New Proposals to AAAA Committee

NEW YORK, Feb. 23.—Radio Writers' Guild resumes negotiations Tuesday (26) with radio committee of AAAA. Confab had previously struck a hitch over question of rights for scripters.

RWG wanted AAAA committee to recommend signing a contract on basis of buying script for about two shows. AAAA tossed back proposal by setting up three categories of scripts they would buy: (1) All rights, (2) all radio rights, (3) rights for two radio shows.

This new proposal was unacceptable to RWG because they felt that the agencies would always have tyro writers at their mercy. They would have to take any agency deal. RWG formed a committee to go into question at length. Their new proposals which will take into consideration some of agency script buying problems will be tossed into hopper at Tuesday's meeting.



DRAMA TALENT COST INDEX

Programs Are Listed in Order of Least Talent Cost Per 1,000 Urban Listeners

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

Vol. 1 No. 1

(***Report March 1, 1946)

Program Sponsor, Agency, Net & Stat.	Hooper-Rating	Length	Opposition	Cost Per Point	Talent Cost Per 1,000 Urban Listeners
DR. CHRISTIAN Chesebrough McC-E.	17.2 CBS 146	½ hr.	Fish & Hunt Club—ABC Fresh Up Show—MBS Hildegard—NBC	\$ 232.58	\$.22
THEATER OF ROMANCE Colgate S. & M.	11.8 CBS 145	½ hr.	Rex Maupin—ABC Falcon—MBS Date With Judy—NBC	\$ 296.61	\$.31
THIS IS YOUR FBI Equitable Life W. & L.	10.1 ABC 185	½ hr.	Kate Smith—CBS You Know Music—MBS Duffy's Tavern—NBC	\$ 346.53	\$.33
FIRST NIGHTER Campana W.-F.-H.	10.5 CBS 144	½ hr.	Dick Tracy—ABC Arthur Hale—MBS I Was a Convict—MBS Edmundson—NBC	\$ 333.33	\$.33
DATE WITH JUDY Tums R., W. & C.	12.4 NBC 143	½ hr.	Theater of Romance—CBS Rex Maupin—ABC Falcon—MBS	\$ 362.90	\$.39
LIFE OF RILEY Teel & Dreff Blow	15.2 NBC 107	½ hr.	George McCoy—ABC Here's Morgan—ABC Dick Haymes—CBS 20 Questions—MBS	\$ 427.63	\$.43
HELEN HAYES Textron J. W. T.	8.5 CBS 146	½ hr.	It's Your Business—ABC Correspondents Abroad—ABC Hawaii Calls—MBS Our Foreign Policy—NBC	\$ 411.76	\$.45
AMOS & ANDY Rinsco R. & R.	17.4 NBC 148	½ hr.	Lombardo—ABC Inner Sanctum—CBS Heatter—MBS Real Stories—MBS	\$ 517.24	\$.53
ALDRICH FAMILY General Foods Y. & R.	15.5 CBS 140	½ hr.	Woody Herman—ABC Jimmy Dorsey—MBS Highways in Melody—NBC	\$ 548.39	\$.53
THOSE WEBSTERS Quaker Oats R. & R.	9.1 CBS 139	½ hr.	The Sheriff—ABC Spotlight Bands—MBS Waltz Time—NBC	\$ 494.51	\$.53
SCREEN GUILD Lady Esther Blow	20.5 CBS 141	½ hr.	Gleason's Diner—ABC Your Land & Mine—MBS Contented Program—NBC	\$ 487.80	\$.54
BLONDIE Super Suds Esty	21.9 CBS 141	½ hr.	Quiz Kids—ABC Adv. in Rhythm—MBS Bandwagon—NBC	\$ 658.91	\$.62
RADIO THEATER Lux J. W. T.	27.4 CBS 149	1 hr.	I Deal in Crime—ABC Forever Tops—ABC Heatter—MBS Real Stories—MBS Spotlight Bands—MBS Telephone Hour—NBC Info Please—NBC	\$ 583.94	\$.63
OZZIE & HARRIET International Silver V. & R.	10.5 CBS 142	½ hr.	Hall of Fame—ABC Nick Carter—MBS Catholic Hour—NBC	\$ 714.29	\$.69
CAVALCADE OF AMERICA DuPont B., B., D. & O.	10.5 NBC 141	½ hr.	Lum & Abner—ABC Hedda Hopper—ABC Vox Pop—CBS Drummond—MBS	\$ 714.29	\$.80
EXPLORING UNKNOWN Revere St. G. & K.	2.2 MBS 125	½ hr.	Winchell—ABC Louella Parsons—ABC Request Performance—CBS Merry-Go-Round—NBC	\$1,590.91	\$1.00
FREEDOM OF OPPORTUNITY Mutual Benefit Meyerhoff	1.2 MBS 261	½ hr.	Theater Guild—ABC Take It—CBS Hour of Charm—NBC	\$2,500.00	\$2.00
THEATER GUILD U. S. Steel B., B., D. & O.	5.7 ABC 182	1 hr.	We, the People—CBS Take It or Leave It—CBS Freedom of Opportunity—MBS Song Name?—MBS Parky's—NBC Hour of Charm—NBC	\$2,631.58	\$2.91
GILDERSLEEVE Pankay J. W. T.	15.7 NBC 82	½ hr.	Sunday Eve. Party—ABC Fanny Brice—CBS Cedric Foster—MBS Fulton Lewis—MBS	\$ 414.01	*
MAYOR OF THE TOWN Noxzema R. & R.	13.2 CBS 98	½ hr.	Man From G-2—ABC Rhapsody For Strings—MBS Truth or Consequences—NBC	\$ 416.67	*
REAL STORIES** Anacin D.-F.-S.	4.6 MBS 76	¼ hr.	Radio Theater—CBS I Deal in Crime—ABC Forever Tops—ABC Telephone Hour—NBC	\$ 543.48	*
MAISIE Evershard Blow	9.2 CBS 146	½ hr.	Lead a Band—ABC Spotlight Bands—MBS Mr. D. A.—NBC	\$ 652.17	*
THIS IS MY BEST Cresta Blanca B., B., D. & O.	6.3 CBS 77	½ hr.	Doctors' Talk—ABC Hank D'Amico—ABC American Forum—MBS Fibber McGee—NBC	\$ 952.38	*

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

**Rating is average for its five-time (MTWTF) broadcasts.

***Based on January 15 (midseason) Hooperatings.

McC-E.—McCann-Erickson. S. & M.—Sherman & Marquette. W. & L.—Warwick & Legler. W.-F.-H.—Wallace-Ferr-Hanly. R., W. & C.—Roche, Williams & Cleary. J. W. T.—J. W. Thompson. R. & R.—Ruthrauff & Ryan. Y. & R.—Young & Rubicam. B., B., D. & O.—Batten, Barton, Durstine & Osborn. St. G. & K.—St. Georges & Keyes. D.-F.-S.—Dancer-Fitzgerald-Sample.

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MYSTERY TALENT COST INDEX



Programs Are Listed in Order of Least Talent Cost Per 1,000 Urban Listeners

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

Vol. 7 No. 1 (***) Report March 1, 1946

Program Sponsor, Agency, Net & Stat.	Hooper-Rating	Length	Opposition	Cost Per Point	Talent Cost Per 1,000 Urban Listeners
BIG TOWN Ironized Yeast P. & R. CBS 139	13.7	½ hr.	Lum & Abner—ABC Elmer Davis—ABC Leave It To Mike—MBS 1946 Folies—NBC	\$ 182.48	\$.20
MR. & MRS. NORTH Woodbury L. & M. NBC 136	13.1	½ hr.	Lead a Band—ABC Malsie—CBS Spotlight Bands—MBS	\$ 190.84	\$.20
THE SHERIFF Pacific Borax McC.E. ABC 181	10.9	½ hr.	Those Websters—CBS Spotlight Bands—MBS Waltz Time—NBC	\$ 183.49	\$.21
MYSTERY THEATER Molle Y. & R. NBC 139	13.1	½ hr.	Boxing Bouts—ABC Durante-Moore—CBS Your Land & Mine—MBS	\$ 190.84	\$.21
MR. D. A. Bristol-Myers D.-C. & S. NBC 131	21.6	½ hr.	Lead a Band—ABC Malsie—CBS Spotlight Bands—MBS	\$ 208.33	\$.22
CRIME DOCTOR Phillip Morris Blow CBS 138	13.9	½ hr.	Sun. Eve. Hour—ABC Fred Allen—CBS Sucker—MBS	\$ 251.80	\$.24
JURY TRIALS Williamson A., M. & W. ABC 125	10.0	½ hr.	Holiday & Co.—CBS Heatter—MBS Real Stories—MBS People Are Funny—NBC	\$ 250.00	\$.27
INNER SANCTUM Lipton (Lever Bros.) Y. & R. CBS 142	13.7	½ hr.	Lombardo—ABC Heatter—MBS Real Stories—MBS Amos 'n' Andy—NBC	\$ 328.47	\$.34
GANGBUSTERS Waterman Charles Reach ABC 187	8.4	½ hr.	Hit Parade—CBS Leave to Girls—MBS Barn Dance—NBC	\$ 535.71	\$.51
THE THIN MAN Post Toasties B. & B. CBS 138	9.1	½ hr.	Draw Pearson—ABC Don Gardner—ABC Operatic Revue—MBS Jack Benny—NBC	\$ 604.40	\$.52
LONE RANGER** General Mills D.-F.-S. ABC 52	10.2	½ hr.	Various—All Webs	\$ 176.47	*
MR. KEEN Kolyros D.-F.-S. CBS 50	9.4	½ hr.	Prof. Quiz—ABC Bob Burns—NBC Arthur Hale—MBS Bill Brandt—MBS	\$ 212.77	*
SHERLOCK HOLMES Petri Wine Y. & R. MBS 95	12.2	½ hr.	Fat Man—ABC Joan Davis—CBS Firestone—NBC	\$ 245.90	*
FALCON Gem Razor F. MBS 81	7.6	½ hr.	Rex Maupin—ABC Theater of Romance—CBS Date With Judy—NBC	\$ 236.16	*
FBI IN PEACE & WAR Lava Soap Blow CBS 84	13.7	½ hr.	Town Meeting—ABC Rogue's Gallery—MBS Dinah Shore—NBC	\$ 350.36	*
DICK TRACY Tootsie Rolls I. & E. ABC 58	5.2	½ hr.	First Nighter—CBS Arthur Hale—MBS Convict—MBS Edmundson—NBC	\$ 384.62	*
SUSPENSE Roma Wine Blow CBS 79	15.2	½ hr.	Lum & Abner—ABC Earl Godwin—ABC Carrington—MBS Burns & Allen—NBC	\$ 394.74	*
ELLERY QUEEN Anacin R. & R. CBS 54	9.7	½ hr.	Lone Ranger—ABC Singler—MBS Brandt—MBS Locals—NBC Kaltenborn—NBC	\$ 567.01	*
BULLDOG DRUMMOND Lewis-Hove O. MBS 251	4.5	½ hr.	Lum & Abner—ABC Hedda Hopper—ABC Jackie Coogan—CBS Cavalcade—NBC	\$1,000.00	*

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

**Rating is average of three-time broadcasts (MWF).

***Based on January 15 (midseason) Hooperatings.

P. & R.—Pedlar & Ryan. L. & M.—Lennen & Mitchell. McC.E.—McCann-Erickson. Y. & R.—Young & Rubicam. D.-C. & S.—Doherty-Clifford & Shenfield. A. M. & W.—Audrey, Moore & Wallace. B. & B.—Benton & Bowles. McC.E.—McCann-Erickson. D.-F.-S.—Dancer-Fitzgerald-Sample. F.—Federal. I. & E.—Ivey & Ellington. R. & R.—Ruthrauff & Ryan. O.—Ollan.

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World Courts Names for E.T. Show Venture

NEW YORK, Feb. 23.—World Broadcasting System, specialists in transcription library and recording facilities, are jumping into the competitive, lucrative and speculation e. t. program field. With Herb Gordon, ex-William Morris staffer, carrying the ball as program and production manager, WBS is now on the market with two musical disks, *Here Comes Louis Jordan* and *Early American Sing*, using the Bob Grant ork, and in production is a modernization of *Myrt and Marge*, socko script show of five years ago.

WBS figures it has the station, agency and client connections which is no secret to the trade. Likewise the trade knows World has the required savvy. What the trade still doesn't know is the talent angle up the WBS sleeve.

Briefly this angle boils down to (1) giving name talent the same sort of royalty deal they get on records, (2) giving name talent protection on the type of local sponsor using the transcriptions. As it works out, and people like Charles Laughton, Arlene Francis and Bing Crosby are lending an interested ear, they'd get a fee for making the transcriptions plus royalty payment for as long as the material is used. Thus, on a name musical show the program initially would be transcribed and sold to a national advertiser not unlike the Chevrolet-Rubloff deal of pre-war vintage. After the national advertiser had discarded the series it would be possible, under this deal, for WBS, to re-transcribe the program on open-end disks and sell for local use. In this instance, the name's moniker might or might not be used but thanks to the royalty deal the name would get paid.

As it works out, the name would get a mess of moolah over a number of years. Likewise, the name would not have to worry about old e. t.'s being sponsored by a local coffee-pot or mortician.

Thus, the *Myrt and Marge* revival will be sold either to a national spot user or to an industry association for use by its members. Where other deals are

BBC Robinson

NEW YORK, Feb. 23.—Yank radio is not the only one which cons a public with soaps. The British have their version of sud-sies which have a wide appeal.

A recent letter from as far away as Tanganyika territory in Africa was received by BBC in London in which the writer uttered threats if a pop air serial was discontinued. The serial is named *The Robinson Family* and is a typical family life series. Nostalgia evidently is at the root of the protest over hinted banning of the show from British air waves, for the letter concludes: "They (play, technicians, announcers, etc.) are as much of Britain, or life and the BBC as anything in this rocking world. Dare discontinue them at your peril. . . ." Official sources sked no shuttering of show.

made WBS will make certain the local bank-roller is nothing that would have a deleterious effect on the property.

For the M and M show World has the original 'Myrt' as supervisor and most of the original cast. Leads are being done by Alice Yourman and Alice Goodkin, couple of radio thespes, with John Gunn producing and Andre Baruch handling the announcing chore.

Show, as most everyone knows, was a top property on CBS for about 10 years during which time it had only two sponsors, Wrigley's and Super Suds. Since it went off, about five years back, CBS has consistently received mail asking if it was coming back.

The West Coast ballroom op. Larry Finley, with a roving eye for a fast dollar and the memory of how his mother always dialed the M and M show, bought the rights to the program and knocked on Herb Gordon's door with his idea. His idea was to take the old scripts, bring them up to date and have 'Myrt' ride herd.

Which is what World did. In addition, they put 15 new salesmen out on the road selling the new WBS line of transcriptions. Right now the show is due to start on 50-odd stations the week of March 22. And right now, also, World figures it's got itself a good thing.

RADIO'S *Rising* COMEDIAN

JIMMIE COSTELLO

STAR OF

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CBS OUTLET

Ask ANY BLAIR MAN OR US!

Mex., Cuban Facsimile of U. S. Air

S. of Border Ripe for Boom

Bonanza looked for when equipment is available and Mexs, Cubans gain savvy

MEXICO CITY, Feb. 23.—Broadcasting south of the Rio Grande, according to radio-wise Yank visitors, is strictly a comer in the commercial futurity. Technically, financially and artistically, radio, as it exists here, has in the last four to five years zoomed to where it's a good carbon of U. S. radio.

Given a break in equipment and experience, local broadcasters — most of them long on dough and savvy, and where they're short they learn awfully fast—should have a fertile field for FM, television and facsimile.

Purchasing Power Up

Prime reasons for the boom, as American radiomen see it, has been the growth of local industry, which upped the standard of living and did ditto for consumer purchasing power. Behind this are the war, the years of political peace and the considerable number of Mexicanos who worked in the Estados Unidos during the war. Most of these Mex citizens sent their Yank earnings home. Consequently, now that the war is over and they're back home, they've got dough and a yen for the things they saw and learned about while they were in the States.

Stations in Mexico operate, aside from the language and music, like Yank stations. They pump from 7:30 a. m. to midnight. They use programs styled like the Yank shows, and they have, as most everyone knows, plenty of Yank advertisers. Currently, the big Yankee spenders are Sterling Products, Coca and Pepsi colas, Philco Radio and Eversharp. Top Mexican advertisers are the brewers, cigarette makers and clothing firms.

Electric Current Lacking

Biggest handicap to radio expansion is the lack of electric current. Consequently, most stations are low-powered, usually 250 or 1,000-watters, altho there are a number of 5 kw. Provincial stations in large hinterland towns like Monterrey, Tampico and Guadalaajara. But the government is in the midst of a whopping electrification program and there are some additional phone lines being installed.

Right now the lack of power and phone lines makes the Mex web operation a skimpy function by U. S. standards. There's actually only one net and this functions only a couple of hours a night. Much of the long-distance communication is by radio, with even the government maintaining speedy contact with distant provinces only by radio.

Million Sets

There are about 1,000,000 receivers in the country, with the single greatest concentration of these in Mexico City, as might be expected, as this town has 30 outlets. Due to power scarcity there's plenty of community listening here as elsewhere south of the border. Every local version of a bar, beanery and village square has a set, loud-speakers and a devout audience.

One national problem on which the government is concentrating and doing an effective job on is illiteracy. Right now, and for a generation to come, local radio men figure they have an edge over other advertising media, as listeners don't have to be literate to understand the spoken word.

Video Opportunity Seen

Several local broadcasters are planning to capitalize on this when video equipment is available. They want to put up a television transmitter, install receivers for the community audiences and really do a job for commercial advertisers.

Right now, it's one thing to sell the listener on a brand name but something else, obviously, to make certain the illiterate purchaser gets the brand re-

ABC Folds World News Roundup Seg

NEW YORK, Feb. 23. — American Broadcasting Company folds its daily news show, *Correspondents Around the World*, heard at 8:30-8:45 a. m., March 1. Move is in line with the general expectancy in radio circles that domestic rather than foreign news will be increasingly accented in the future. Network news chiefs are shopping around for new portable equipment, particularly wire, film and tape recorders, to be used for on-the-spot coverage of domestic special events, disasters, etc., but such equipment is still tough to find.

quested. With sight and sound for free, they figure to beat this handicap.

Foreign Broadcasting

Another item that surprises Yank radio men is the amount of DX programming being pumped into Mexico—France, Belgium, Russia, England, U. S. and Spain all get a good signal into this country. Spain, in particular, has been very active of late, but the best job of all is done by England's BBC.

BBC has a special beam carrying its regular Latin American service to Mexico. More than 50 stations do a daily pick-up of BBC's news. In addition, the BBC's Mexico City office turns out a weekly Spanish language bulletin akin to the familiar *London Calling* which goes to listeners and stations on request.

E.T.'s Provided

Local BBC office also provides a special e. t. service to stations unable to pick up the DX direct and re-air. These stations, on request, get platters of the shows they want and air them in open time.

Much of the local BBC activity is aimed at getting rebroadcasts of shows interpreting England to the citizenry. There are also a number of special Mexican shows, either built by local BBC or taken from Mex stations, which are sent or beamed to England. Mostly these are light music and Mex folklore tunes.

NBC Leads CBS on Cuba Air

HAVANA, Feb. 23.—Stations here, fattened by Mr. Whisker's propaganda spending during the war, are now on their feet and are proving that they've learned how to travel. Radio in Cuba is luscious cake divided into two juicy portions, CMQ, NBC affiliate with six stations in its chain in key cities, and RHC, CBS, boasting the same number of outlets. At the present time, population of about 4,500,000 can lay claim to only 400,000 radio sets, but war dough has bulged the Cuban poke, and set manufacturers and American advertisers are looking to Cuba for bonanza days.

Attempts to streamline Havana radio and to catch up with U. S. production methods have been most successful at CMQ, which was bought in 1943 by Goar Mestre, Yale grad and progressive planning radio entrepreneur. Since then, CMQ has shown its rival chain the dust, chiefly because of superior programming. It seems that Cuban radio had fallen into the transcription rut, until Mestre practically made a revolution by eliminating the overload of e. t.'s and skedded a lot of live shows.

NBC on Top

Payoff for CMQ and Mestre's programming came when a local radio survey conducted by the Association of Advertisers of Cuba, independent org formed by ad agencies, radio stations, newspapers and mag publishers, published house-to-house radio listening survey findings. Last one was made in July, 1945, revealing CMQ to have outdistanced RHC in all the afternoon and evening hours by at least 3.86 per cent and as high as 7.45 per cent. Pessimists who saw catastrophe for Mestre's freehand spending to hypo programs with more live material are answered, and RHC will have to sweat in the coming months to cut down the CMQ advantage.

RHC's inability to match CMQ's programming has a simple basis: Most of its contracts, which were signed under the

Min. Fees and NBC Spielers on AFRA Meet Agenda Feb. 28

NEW YORK, Feb. 23.—AFRA members will cut their teeth on five resolutions at next Thursday's (28) membership meeting at Hotel Capitol. Hottest among proposals is Number 4 which states that all new contracts signed with agencies, indie producers and broadcasting companies require them to report minimum fee paid for each service to an AFRA member.

This pitch was made because union had to collect about \$15,000 in last three months of 1945 in claims from agencies and networks for its members. Announcers have also been tabbed and punished by org for taking less than established AFRA minimums. There is a great deal of opposition by AFRA execs to resolution because union's office staff would have to be doubled to enforce it.

Peace or War?

Second on list of hot potatoes, are two opposing motions regarding joint committee resolution passed unanimously by New York local's exec board early this year. This was drafted as a peacemaker between the two factions within the union. Old Collyer-Arthur resolution stated that union had to stick to its knitting in subjects brought up for discussion at meetings. This proposal was declared unconstitutional by org's counsel. Now joint committee resolution provides that resolutions must be submitted to an agenda committee two weeks before membership meetings are held. One resolution presented to meeting asks for membership support for joint committee resolution while the other asks it be thumbed down as a compromise. In other words, they want the war to begin all over again.

Number 5 asks that junior announcer classification at NBC be abolished and the web spielers made into one senior announcer group. It instructs negotiating committee for new contract not to sign any contract with NBC unless this is done.

Number 3 resolves that membership

Boston Conservatory B. R.'s 13-Wk. Audition on WCOP

BOSTON, Feb. 23.—Boston Conservatory of Music has signed for a 13-week session of 15-minute broadcasts over WCOP, ABC outlet here. Move marks first long-range promotion by the famous music school.

Program being underwritten by the well-known conservatory is a series of broadcast auditions to be aired on Sundays from 12:15 to 12:30 p. m. Will feature three amateur musicians, selected for radio appearances in prelim auditions. Best three each week come out with a six-month scholarship to the school. Added weekly feature will be an outstanding student. Sponsorship of programs puts the conservatory into medium where plenty of its graduates go and a field which is also taught at the school.

old low rates, are still in force and until they expire RHC can't move a muscle to improve its sked. Fact that CMQ, with its progressive outlook, has set the pace, is all to the good, setting higher standards for Havana's radio future.

Await Reconversion

CMQ, flushed by success, has already drawn up plans for a new building to house its studios. Completion is expected in 1947. Meanwhile, CMQ represents, along with the entire expanding Cuban market, a fine outlet for American advertising moola. Present sked by CMQ, which is carried simultaneously on all six stations, contains 65 live talent shows and plans are in the works for more. Once reconversion gets under way in the States and the radio-hungry Cuban population can lay the tin on the line for new sets, Havana radio is all set for an unprecedented boom.

manifest their opposition to the Case Bill by urging senators and representatives in Congress to thumb down legislation, that national board of AFRA protest to Congress and that all other locals of AFRA do the same.

Calif. IBEW To Ask Indies 48 Hrs. Pay For 40 Hrs. Work

HOLLYWOOD, Feb. 23.—International Brotherhood of Electrical Workers is starting preliminary negotiations with indie stations covering a pact renewal for engineers. First IBEW guns were fired at Southern California broadcasters when the latter group was in mid-battle with the American Federation of Radio Artists over the hike in announcers pay.

When Roy Tindall, of the IBEW local here, gets together with Don Federson (KMTR) and Cal Smith (KFAC), of SCB's labor committee, the union will ask that engineers get 48 hours take-home pay for 40 hours work. Present rates range from \$1.44 per hour at smaller stations, as established by the WLB, to \$1.62 per hour at larger indies. Tindall feels that the indies are now going thru lush years and should fork over a little more coin to knob men.

SCB Position

SCB, which has already revealed its position on pay hikes by stating that it was in favor of giving more dough to gabbers but along lines established by other industries elsewhere in the U. S., i. e., a 15 to 18 per cent hike, is not expected to take the IBEW pitch lying down. Union, however, feels that with the war over, the engineers have lost 48 hours pay and should, therefore, be spared from taking home a thinner pay envelope.

IBEW-SCB have already settled the first issue in talks with broadcasters, agreeing to sign pacts as a group instead of as individual outlets. By signing up under a joint deal, renewal of contracts can be ironed out as a single operation and prove a time-saver to the union. Under the individual pact set-up, a different date for termination of each indie's contract causes scattered periods of negotiation for renewals, making the job tough on the union and weakening the outlet's position. The way the situation now stands, indie contracts expire from March 15 to August 15, causing the union to have to carry on talks with individual stations over a period of five months. Indies are stronger in talks by bargaining as a body instead of singly, hence the proposal was accepted.

In AFRA's fight for more gabber dough, SCB definitely threw back the union's pitch for a flat fee per plug, with broadcasters still sticking to their guns for a maximum 18 per cent pay hike. Contracts expire March 15 and both AFRA and SCB are striving to clear up the matter before the termination date. Reason SCB had the issue ironed out before the ideo of March is that contracts will be dated from then, and should the current wrangling extend beyond that date, broadcasters would have the additional job of figuring retroactive pay.

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Youth To Select Type of Religious Program Wanted

CHICAGO, Feb. 23.—New type program—new in that the youth of America will have a chance to determine its program content—is now being planned here by the International Council of Religious Education for a network airing next fall. Working on the theory that for too long network shows intended to reach the youth audience have had their program content dictated by program managers who have not given the younger listeners what they wanted, planners of this new series intend to go directly to youth groups to find out what they want in the way of a network show.

Steps in this direction have already been taken, and more will be taken before the show hits the air. Members of the International Council, Representatives of the United Christian Movement, which is a part of the council, and with which are affiliated such groups as the Conference of Christians and Jews, the Council of United Christian Women, Boy Scouts, Girl Scouts and similar youth groups, have met with those in the broadcast industry here to discuss the program. February 21 a questionnaire was sent out to young people thruout the country asking them what they want in the way of a network show, and by April 1 the answers to the questionnaire of the various youth groups will be compiled March 16 and 23. Members (not just adult representatives of the groups) assemble here so that the series planners can determine at first hand just what the young people want.

According to Jerry Walker, radio consultant for the International Council, who along with Helen Spaulding of the United Christian Movement, has been partly instrumental in planning the series, various possible program formats, such as historical drama, music, variety, etc., will be offered to the youngsters and the type they like best will be format base for the new series.

According to present plans, the program will be a once-a-week, half-hour show that undoubtedly will be aired on Saturday mornings. United Christian Movement will undoubtedly pay program costs (professionals will be used thruout) and a net is expected to donate time. At least two are known to be interested. Chicago appears to be the most likely originating city.

Altho the show will be backed by the International Council, it will not be an attempt to promulgate religious teachings per se. Instead it will attempt to present topnotch entertainment based on sound moral principles.

Calif. Wants Dough To Start FM Net

HOLLYWOOD, Feb. 23.—Radio in education will get a hypo if bill recently introduced in the California Legislature becomes law. The bill, passed by the State Assembly and up for State Senate approval, calls for an "extensive radio broadcasting network for educational purposes and the creation of a radio network board to carry out the provisions of the act."

Plan as outlined by sponsors of the bill calls for an appropriation of \$350,000 to be used in setting up a State-wide network of FM transmitters and stations to be operated on a non-profit educational basis. Additional funds would be needed for maintenance and operation of the net.

State is anxious to get going since FCC has warned that unless State governments act promptly, FM bands now set aside for educational broadcasters will be turned over to the commercial operators who are more than ready to grab any vacancies on the FM band. To date, the universities of Illinois, Kentucky and Iowa are already licensed to broadcast FM programs. In addition, the San Francisco Board of Education has been feeding FM programs to local schools for several years. L. A. school authorities are mulling plans for a similar set-up. FCC and U. S. Office of Education predict that other States will climb bandwagon before long. Bill is being pushed thru California Legislature in a hurry since application for licenses cannot be made to FCC until funds have been appropriated.

Present bill has backing of University of California and State Department of Education, but other State agencies are expected to ask for time on the net when and if established.

On Firsts

Editor, *The Billboard*:

Last week's cover feature, *Everybody Has a First—It's a Fetish in Radio*, seems to have run into a thrown switch, getting what the industry itself has labeled a worthy project off the main track into a much used spur. With *Billboard* doing a "bang-up" job in radio coverage during recent months, we know that everyone is anxious to get the record straight.

We can't help but think of the citizen who was unjustly hauled into court. He didn't mind the unfavorable publicity, but holy smokes they misspelled his name.

Our face is red—we thought everyone in the radio business knew that Arthur B. Church spelled KMBC of Kansas City. He founded the institution which, next April, is celebrating its own 25th anniversary.

As for the historical project, the three hundred broadcasters who have participated can only remember back a few months instead of "some years ago" to the start of the undertaking. If we actually "cut ourselves a piece of cake" as pointed out in *The Billboard* article, we did it knowingly. How else could a historian collect the facts of an industry whose over-all story is the composite of individual members?

Starting with facts at hand, KMBC has been issuing and reissuing "challenge sheets" to all American broadcasters so that the stations could feel it was their record, made up of their own revisions and contributions. The plan started out that way and arrived at a successful conclusion on February 15 with over 300 stations participating. Those who have grown up in the industry will not agree with your correspondent that radio firsts "mean little or nothing." In these "firsts" is a page out of Horatio Alger.

KMBC's historical record, as explained to the industry time and again, is not interested in acting as a referee between contending parties for priority rights to "firsts." KMBC wants the record to give an authentic signal, as only the stations themselves can send it, on the birth and early childhood of an industry that has become such an important factor in our way of life. Thru "firsts" one finds the opened door to broadened horizons of service in everyday existence as well as in times of need and stress.

We've all heard the critic with an ax to grind contend "broadcasting never does anything without expecting to get paid for it." *The Billboard*, we know, will agree after the record is completed that the evidence at hand overwhelmingly refutes such unfair charges. As for unselfishness, we should all consider it a privilege to shake the hands of industry-spirited broadcasters like Arthur B. Church (KMBC's proxy), who backs up his confidence and high regard for the American system of broadcasting in cold, hard cash (into five figures) to preserve for posterity the accomplishments of not just himself (the record of his contributions since first entering "wireless" in 1915 speaks for itself) but of all fellow broadcasters, large and small, influential or less influential.

E. P. J. SHURICK, KMBC,
Director of Promotion and Press Relations.

WSAI "Partyline" Ties in With Circus

CINCINNATI, Feb. 25.—Believed to represent the first direct tie-up of an audience-participation show and a circus was the series of broadcasts of WSAI's *Petticoat Partyline* made from the stage of Taft Auditorium here, preceding performances of the Polack Bros. Shrine Circus from February 13-23.

Emceed by Red Thornburgh, assisted by Fred Harper, *Partyline* is aired daily from 1 to 2 p.m. to a studio audience of women. Format includes skits, group singing, interviews and prizes to participants.

Four broadcasts were made from the Taft stage immediately preceding the circus matinees. Featured guests included such circus names as "Bobo" Barnett, the Flying Zucchini, aerialists, and Hubert Castle, wire-walking expert.

The tie-up was arranged with WSAI by Al Sweeney and Mike Goodman, Polack publicity directors. As a result, both the radio audience for *Partyline* and circus attendance were considerably hypoed.

Originate Seg Talent Hunt, Farm and Exclusives Part of NBC's 100G Hypo for Chi

Net To Develop New Names and Rotate Them

CHICAGO, Feb. 23.—Further elaboration of NBC's recently announced plan to give a hypo to its Chi operation by originating more shows here was given this week by C. L. Menser, net v.-p. in charge of programs. At the same time, Menser stated that altho most of the \$100,000 budgeted for talent development in 1946 would be spent in Chicago, the talent development plans of the network would extend to its other o. and o. stations.

As far as Chi, specifically, is concerned, Menser said that in addition to the three new shows NBC last week announced it would originate here (*Easy Money*, *World's Great Novels* and *Nelson Olmstead*), Chi would also become the origination point for still more shows that are in the development state. Many of these new shows would be started as summer replacements for present net sponsors. Others would be moved from New York to Chi.

Latter category would in the main be sustaining programs NBC is developing and will develop for sale to new sponsors. In this connection, Menser mentioned that there is a strong likelihood that the Jimmy Edmondson show, featuring Edmondson (Professor Backwards of stage and night club), a new radio star discovered here by Jules Herbuveaux, NBC central division program manager, would originate here in the future.

New Talent Scouted

As far as the network's general plans to develop talent at its o. and o. stations are concerned, Menser said that plenty (undoubtedly more than \$100,000 next year) would be spent scouting for new talent, and then when the case warranted it, paying to have the talent developed to the point where it was ready for network airing. Menser said this was not a plan "to give piano lessons to every aspiring amateur," but nevertheless those who showed the potentiality would be pushed forward at the network's expense.

This, Menser said, was part of NBC's plan "to develop a network of people and not just facilities." To give impetus to this plan NBC will start a system of rotating some of its talent. Thus, talent developed in New York might be put on shows at NBC stations in Washington, Boston or Cleveland. Talent developed here might be loaned to or given guest spots on NBC affiliates in Midwest cities, and talent discovered in the small cities would have a chance to be moved to key NBC stations. Menser compared this plan to the operation of a major baseball team's farm system.

Getting back to the Chi picture, Menser said that he was in favor of originating as many programs as possible here. He said he felt that because New York talent is often so rushed by the press of assignments he has noticed a drop in the quality of Eastern production, particularly dramatic. He claimed that shows originating in the East often have a noticeable "undercharacterization" not found in Chi shows, where more time and effort obviously went into production.

With the new talent developed here and elsewhere, Menser indicated NBC would be going more strongly into the employment contract field. The net, of course, won't go into the field of talent management because it was a few years ago forced to disband its talent management division. But it plans to sign exclusive contracts with more and more talent it develops. According to Menser this talent isn't going to make any guest appearances on other networks, either. He feels that if NBC finds and develops the talent, the network should get the most possible good out of its work, and loaning it to other nets, he believes, would be foolish.

Return of Shows Unlikely

After Menser had had his say here, it was commented that most of his plans for the origination of new shows here concerned sustaining shows or shows that will be sold later—none that now are commercials on the net and originate elsewhere. This was brought up because

it has long been the contention that agencies have been responsible for the exodus of shows from here and that it would be just about impossible to make the agencies bring any back. When Menser was asked what he intended to do to convince the agencies that Chi had a value as an originating center, he said that he and other NBC execs would have talks with agency bigwigs to show them "the advantages of Chi origination." Menser did not elaborate further on that score, and that led to substantiation of the comment that it would be very unlikely that any commercial shows originated elsewhere would be moved here. As far as Chi is concerned, NBC's action, it appears, will be to fight a slow and sure fight to start sustaining shows here, find sponsors for these shows and continue to originate them here, and forget about moving any programs from New York or Hollywood, even tho they might be sponsored by bank rollers who have their headquarters here or in surrounding cities.

Compton Eyes "Vox Pop" For AC; Net, Time Are "?"

NEW YORK, Feb. 23.—Compton Advertising Agency is mulling purchase of *Vox Pop* for Allis-Chalmers on ABC. VP, now on CBS for Bromo-Seltzer, checks off April 22.

Allis-Chalmers currently sponsors *Boston Symphony* on Blue, Saturdays at 9:30 p.m. Where *Vox Pop* would go is a problem, since *Symphony* show is set till summer, and even the summer replacement, the *Boston Pop Concerts*, are in the shop.

No 28-Hr. Sked Required Until Next July 1

WASHINGTON, Feb. 25.—Another sign that upstairs transfer of video is in the immediate offing, is seen here in the wake of the FCC's action Wednesday (20) relaxing requirements for hours of commercial video operations on the air. FCC has waived until July 1 its rule requiring commercial television stations to air not less than two hours of broadcast daily, with a minimum of 28 hours of program service weekly.

Some insiders have even been guessing that FCC will hold back on practically all commercial video application action until television is moved upstairs. While this view is regarded as extreme, insiders feel bolstered by the impact on FCC of Zenith Radio Corporation's recent announcement that it would discontinue manufacture of video black and white receivers on a 50 mc. band.

The view had gained credence in some circles as the result also of FCC's long delay in announcing District of Columbia television assignments. While no official FCC announcement has been made of the DC assignments, it is known that NBC, Philco and the *Washington Star* have been told they will get their channels. DuMont, however, is still being weighed against Bamberger for that fourth channel, it is said.

NBC Tags Prod. Cost at \$750 Hr. in N. Y.; \$100 in D. C.

NEW YORK, Feb. 23.—Relative costs of time and production facilities between medium-size and big-town video were indicated by the testimony of NBC execs before the Federal Communications Division in re the disposition of the four tele channels in Washington. (NBC received one of the channels, as did Philco and *The Washington Star*.) Testimony indicated that the air time for one hour over WNBT in New York would be \$100, with 60 per cent of that for a half hour and 40 per cent for 15 minutes. The WNBT production facilities on the other hand would cost \$750 an hour including, said the testifier, a "reasonable amount of rehearsal time."

Contrasted with that \$750 figure is the one suggested as the basis for a D. C. operation, i. e. \$100 an hour for production fees. This was tagged as a "first year" cost, with the fees going up to \$200 and \$300 the second and third annum. This is one of the few times that time and production costs have been part of a verbal plea for a channel, video or otherwise, and maybe a tip as to what will "sell" the FCC on granting tele channels in the future.

ABC Sells Lockheed, Mars 1/2 Hour Each

NEW YORK, Feb. 23.—Lockheed Aircraft Corporation and the Mars Candy Company have been signed by ABC's tele department for sponsorship of the two half hours which the net has contracted for on DuMont's WABD, New York. Mars will take the Tuesday, 9:30-10 p.m. slot, opening March 12, and Lockheed goes in Thursday, same time, probably starting March 14.

Mars deal calls for share cost sponsorship of *Curtain Time*, video version of the company's ABC web airer. Program will be produced by Harvey Marlowe. Lockheed, signed up by ABC's tele topper, Paul Mowrey, during his current trip to the Coast, will plug its new plane, the Constellation. Plans for the initial program involve film material about the plane and special stuff shot at La Guardia Field.

In both shows ABC will stick to its "split the cost" philosophy with about a 50-50 divvy of time and production charges. Time costs the net \$625 for a half hour under DuMont rules, \$445 above the rate for agencies. Reason for the disparity is DuMont's feeling that webs and stations using its facilities are potential competitors. Steep price, therefore, is intended to cut out guys who think that they can learn about tele at no cost to themselves but a big one to DuMont.

TELEVISION REVIEWS

Covering a Fire

Reviewed Friday (22), 8:20-8:30. Style—News pix. Sustaining over WCBW (CBS), New York.

Just how good spot news pic coverage via video can be was demonstrated by CBS's coverage of a big fire down Greenwich Village way. Both cameramen Al Kleban and Dennis McBride were in the fire-fighting all the way and they didn't hesitate to eat a little smoke.

They proved that video-minded news men can take pix with the limitations of the small screen in mind that bring both the news and the atmosphere to the pic scanning.

There were some shots that, were they still pix, would rate awards in any photography exhibit. In fact, it seemed once or twice that Kleban and McBride stopped the progress of the fire—to catch a pose.

Coverage was beyond doubt the best short news job to date.

The follow-up interview of the fire chief, who supervised the two-alarm fire-fighting by Tom O'Connor, fell flat on its face. Straight interviews just don't scan.

Choretones

Reviewed Friday (22), 8:55 to 9:10 p.m. Style—Ballet. Sustaining over WCBW (CBS), New York.

Altho titled *Mississippi*, this ballet interlude might well have been from the legit *Showboat*, from which most of the music was lifted. Negro dancer, Tally Beatty, is actually in that play currently, while Bambi Lynn and Robert Pagent, who were featured, are in *Carousel*, all caught the mood of the river and wharf.

Setting by James McNaughton used the perspective floorcloth that he employed several weeks ago for a Belanger slip-up, but the rest of the setting was ideal for the dancing of the heel and toers. This was no guesting of a few stars but a miniature detailed dance drama choreographed by Kitty Doner and Pauline Koner. It was a pro holiday for viewer balletomanes.

All toe duets were delightful, including Elmira Beay and Talley Beatty's bit of light romancing. Beatty's solo to *Old Man River* was sock.

From a scanning point of view, however, there was little to transport anyone to raves. The dissolves were meaningless and while the flower shots were beautiful, the dancer introes thru the foliage were all but invisible.

The camera followed the dancers adequately—but what made the program worth the looking was the choreography and the genius of the dancers.

Close-Ups

Reviewed Friday (22), 8:25-8:40. Style—Variety. Sponsor—Marxman Pipes, Inc. Station—WNBT (NBC), New York.

This was an apology for a video commercial. Selling a pipe with still pix is about as minus in inspiration as anything can be. A pipe is about as natural a product to sell, via enjoyment, noted visually, as anything that could be sold to man—and the entertainment. Ouch!

Lillian Cornell replaced the billed Vera Holly and because, no doubt, she didn't have much rehearsal in mouthing to her recorded tonsiling, she was ill at ease. The ike sees all and tells all, which is to Miss Cornell's sorrow.

Second entertainer on the program was Sheila Barrett doing her cockney girl saying good-bye to her Yank man. The ike sees all and tells all, much to Miss Barrett's sorrow.

When you place a vase of flowers on a wooden column and bring on entertainers to work in front of the flower vase, you put the hex on the performers. They have to be 10 times as good as they are to stand there in front of the camera and give. Why Ernest Colling didn't do something, in a video way, to give either of the girls a crutch to lean on is anybody's guess.

NBC is still holding the commercial production reins on the air pic field, but if this was its idea of good selling, something ought to be done—but quick.

Balaban & Katz

Reviewed Thursday (21), 7:30 to 8:30 p.m. Style—Drama, education, variety. Sustaining and commercial on WBKB, Chicago.

One of its best shows in many a month was presented by WBKB tonight. It had just about everything that could be asked of video in its present period of growth—well-varied programing, excellent production, top camera work and ingenuity of television special effects. Mistakes were minor. Altho it isn't often that we can describe a WBKB program in superlatives, this one deserved plenty of critical applause.

Easily the high point of the program was the drama *They Had Their Hour*. Written by Jack Gibney who also played the one visual role, it utilized plenty of good video staging and production gimmicks that were admirably worked out by Gladys Lundberg who directed it. Excellent assistance by high-grade camera work also was noticeable.

First of a new series to be presented under the same title, tonight's drama told the story of an emperor of Haiti in the year 1820 who had one supreme hour of mastery over paralysis before his death. Most of the story was told by the narration of Don Faust, while the camera was focused on a pair of hands playing drums, on pages of a book, on maps and on drawings depicting the scene. In between these shots Gibney, as the emperor, carried the play alone. Altho he was the only actor used, the visual effects mentioned above and such things as having his shadow cast on a wall while the narrator moved the story along and drum beats provided tone and mood. Top lighting, consisting of dramatic high-lights and shadows on Gibney as he gave his lines, also added plenty. If the station had been able to add a few hundred feet of movies to depict the scene in a panoramic form, this drama, only about 25 minutes long and using a very inexpensive, small cast, could easily have been called a paragon of video production that would hold any audience and still bite into any video product's budget.

Also on the program were an explanation of the construction of plastic home and clothes accessories by Caroline Howlitt of the School of the Art Institute; political commentary and cartooning by the well-known *Chi Daily News* cartoonist, Shoemaker, and the singing of Rita Warsawska. Miss Warsawska, photogenic and vivacious, had a good voice. Her voice and the way she made just the right type of interest-holding actions based on the mood of her semi-classical songs, made her one of the best video vocalists we have seen in many a moon.

Don Lee

Reviewed Monday (18), 8:30-10 p.m. Style—Vaude, films. Sustaining on W6XAO, Hollywood.

This could have been a terrific video airer, for it had all the elements of good programing. Film portion of the program was well selected and generally amusing. Flesh seg offered good talent and variety, but that old devil production came into the picture. Or rather failed to come into the pic.

Film seg opened with a clever cartoon, *The Bee and the Butterfly*, followed by a travelog, *Coney Island*, guaranteed to make transplanted Brooklynites yearn for the joys of Luna Park and Nathan's hot-dog stand. An educational feature, *What Happened to Sugar*, did a rational job explaining why the sweet stuff is still scarce. So much for the canned show. The listener is in a good mood—comes the live talent and the show slips.

Film actress, Ruth Warrick, and emcee, Jackson Wheeler, opened the show with a piece of biz all leading up to a mythical transformation of the act to a vets' hospital. Wheeler, who did a generally good job of emseeing, detracted from his delivery by nervously clapping his hands as he spoke. To the listener it sounded like a battery of 105mm. Howitzers in action. Amusin'—but confusin'.

First act was Major, an amazingly intelligent German Shepherd dog who could count like that man from the Internal Revenue Bureau.

Doris Day followed, singing *Love Letters*. Miss Day is a lovely lady, but neither the video camera nor the mike did her much good. Comedian-dancer Nicodemus and hooper Bill Landon, both

Rawls Named Mgr. At ABC in First Expansion Move

NEW YORK, Feb. 23.—Richard B. (Dick) Rawls, ex-manager of studio operations at CBS's telestation here, WCBW, has been appointed manager of television operations under Paul Mowrey in the ABC video department. Rawls will handle administrative duties for Mowrey.

Appointment of Rawls, who served 23 months in the army, is the first step in lining up additional personnel to handle ABC's expanding operations. Net now has two shows per week on G.E.'s WRGB, Schenectady, two more which will bow in on DuMont's WABD here next month and also does occasional shows on Philco's WPTZ, Philly.

In addition, ABC tele department has been acting as a source of information and aid for the net's affiliates. That, plus work to come, all add up to a boom at ABC video.

Plan Special Seg To Salute DuMont's Air Return Mar. 11

NEW YORK, Feb. 23.—DuMont Television's WABD will kick off its return to the air after a three-month silence with a half-hour special event airer from its Washington studios on March 11. Program will be the first non-pool use of AT&T's co-ax line between the capital and WABD's new Wanamaker studios in New York.

Show, which airs from 8:30-9 p.m., will be preceded by a half-hour variety seg using top Stem talent. The Washington stanza will call on FCC members, congressmen and other government officials in a sort of "It's a great thing, maw" tribute.

By late spring, DuMont intends to have a mobile unit in operation, complete with image orthicons made by the company which is an RCA licensee. Until that time, however, all D. C. programing will come out of the studios in the Harrington Hotel.

NEW YORK, Feb. 23.—First commercial show to go on DuMont's WABD when it returns to the air March 11 will be an as yet untitled quiz which Duane-Jones Agency is concocting for the C. F. Muller Company, makers of Mueller's Macaroni, Spaghetti and Egg Noodles. Stanza will air in the Monday, 9-9:30 p.m. slot.

Produced by Tom Hutchinson, late of RKO Television, under the general supervision of Duane-Jones, Walter Ware, the program will feature entertainment spots hooked in with the quiz questions. A panel of name judges will try to answer the posers on the basis of hints thrown out via the medium of songs, gags, dances, etc. Emcee is not yet set.

Commercials will be along demonstration lines, similar to the ones which ABC video used for Chef Boy-Ar-Dee Spaghetti at G. E.'s WRGB, Schenectady, some months ago. Food will be cooked on the set and sampled by the studio audience.

of whom have plenty on the ball, suffered from bad camera focusing, too often being out of range.

High spot of the evening was the surprise appearance of film comic Mischa Auer, who delighted the audience with his *Piano Symphony for Two Grapefruits*, a neat trick of playing the piano with several grapefruits. Spot was short but funny. Songstress Julie Lynn, who sang two popular ballads, had a bad time of it, but thru no fault of her own. In (See DON LEE on opposite page)

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Interim Pact Expected at NARBA Sesh

WASHINGTON, Feb. 23.—Thru back-room diplomatic maneuvering over the week end, State Department and Federal Communications Commission officials expect to swing Cuba into line and get temporary extension of the North American Regional Broadcasting Agreement thru an interim pact. Deadlocking the conference, originally scheduled to close on February 15 were Cuban demands for additional clear-channel outlets plus extension of the 650-mile limitation on regional channel coverage. There was just an outside chance that Cuba might yet defer settlement by withdrawing from the conference.

Climaxing a week of bickering over technical engineering details, the Cuban delegation, headed by Carlos Maristany, undersecretary of the Cuban Department of Communications, booted the conference Thursday morning (21). However, later in the day the Cuban delegation returned enabling FCC Commissioner E. K. Jett, chairman of the conference, to announce "We may still be able to reach common agreement on the questions which heretofore could not be resolved." Quoting the chairman of the Cuban delegation, Jett said: "We shall be guided by the American method of international co-operation without which there can be no permanent or fair solution to human problems" in attempting to reach agreement. The questions confronting the conference, he said, were of a "tripartite nature between Cuba, the Bahamas and the United States."

C. C. Would Be Decreased

Effect of any concession on the part of the United States, industry observers told *The Billboard*, would be to reduce the number of clear channels available to U. S. broadcasters and possibly restrict operations on some regional channels. U. S. delegation and broadcasters in general, however, contend that Cuba at present has sufficient broadcast outlets if its present facilities were utilized to their fullest extent. One Cuban demand on which there seems to be agreement is proposed Cuban operation on the 640 channel now shared by the Bahamas and Newfoundland. The Bahamas have agreed to allow Cuba to use the channel providing that the Bahamas receive another channel as substitute.

The Cuban delegation is also willing to agree to formation of a permanent North American Regional Broadcasting Engineering Committee, as proposed by Commissioner Jett, which will advise NARBA members on radio engineering problems and investigate any violations of frequency assignments. The major responsibility of the committee, it was emphasized, would be to prevent interference on frequencies. Cuba's willingness to accept the proposal caused considerable surprise at FCC and among broadcasters who contend that Cuban stations cause considerable interference with U. S. broadcasting.

DON LEE

(Continued from opposite page)

fairness to both Miss Lynn and Doris Day, it should be pointed out that songs were done to accompaniment of canned music which fluctuated in volume making it difficult for the singer to follow.

Live portion of the show closed with an appeal by Ruth Warrick on behalf of the Red Cross drive for 1946. Two additional film shorts, *Lease on Life*, produced by the Los Angeles Tubercular and Health Association, and *News Parade of 1945* completed the evening's bill.

Show rebuked the usual complaint of video producers that good talent is unavailable. Performers on this seg were generally loaded with talent. That the ailer didn't turn out to be socko was the fault of production, not talent. With a few more hours of rehearsal time allotted, the camera work, staging and lighting would have improved, and a show which was just above average could easily have been made outstanding.

Severeid Replaces Wood

As CBS News Chief in D. C.

NEW YORK, Feb. 23.—Eric Severeid follows Bob Wood as prexy of the CBS newsroom in Washington.

Wood won't announce his new connection, reportedly to be with Uncle Sam, until he checks off the CBS pay roll March 1.

Down on the Farm

SCHENECTADY, N. Y., Feb. 23.—Top of something or other was reached this week when an Iowa farmer wrote in for a copy of the G.E.-pubbed book, *Television Show Business*. Altho it seems that about half of the buyers of the book come from radio biz and rest from any and all places, this request was funny because the farmer explained that he was certain that a man with the smell of the soil about him had something to contrib to this "picture on the air stuff."

Dirst-tiller wrote pages and pages telling about his farm and ended up saying that he was certain that his prize cows would scan better than any other bovines in the world. Now, G. Emerson Markham, manager of WEGB, G.E.'s tele station, and also farm director of WGY, who knows what clear-channel ops have to go thru to show farm coverage, wakes up at midnight worrying about what he'll have to do to prove video farm coverage.

Booraem Replaces Saulpaugh; "Fame" Loses M'Cracken Too

NEW YORK, Feb. 23.—Hank Booraem joins the Philco-bank-rolled *Radio Hall of Fame* on March 1, replacing Edward Saulpaugh as director of the ABC, 6 p.m. Sunday show. Personnel shift also includes Russell McCracken, one of the show's scripters, who will leave with Saulpaugh to write and package their own radio programs. Trade insiders claim that H. Pierson Mapes, g. m. of Hutchin's New York office, agency handling the Philco account, has not seen eye-to-eye with the Saulpaugh and McCracken team, and has been shopping around for a replacement for months.

L. A. Times Building; Plans High-Def Color Experiments

LOS ANGELES, Feb. 23.—With FCC nod going last week to the Times-Mirror Company (*Los Angeles Times*) for construction of an experimental tele station, work already is underway with *The Times* expecting to be on the air before fall. Col. Herbert L. Wilson, of Washington, is setting up preliminaries as consulting engineer for *The Times* and expects to work with the research department of the California Institute of Technology. Commission's okay allows work in meg brackets 510 to 545, 700 to 735 and 885 to 920.

According to Colonel Wilson *The Times* will go upstairs to experiment with high-definition color television. Emissions granted are on A3, A4, A5, FM and pulse type. Indications are that *The Times* will do much with facsimile (A4), in that the newspaper has been watching the scene closely for the past five years. Transmitter will be located atop Mount Wilson, with power okayed for five kilowatts. Outlet's call letters are unknown so far.

Phil Carlin Back to N. Y.

HOLLYWOOD, Feb. 23.—Phil Carlin, Mutual's program v.-p., is reported to have returned to New York with a trunkful of new program ideas. Carlin spent considerable time here scouting the field for packages, listening to all comers and considering any good seg idea.

Big headache now is the build-up Mutual's West Coast originations to a point approaching net shows of other major webs. At present MBS's Hollywood shows are comparatively nil. Mutual uses Don Lee org, but would like eventually to build own production staff to work independently of Don Lee.

Carlin has several unnamed packages under consideration for early start as web sustainers. Should he decide to originate shots on the Coast, Hollywood producers will be given the nod to handle show on a "consultant" basis. While no deals were made on either side, Carlin talked with several producers about handling future Coast shows for Mutual

Trick Voices Means Stooze & Star Dough

(Continued from page 3)

switched nets to become CBS's lone noted stoozer. Or again *Parkyakarkus*, a refugee from old Eddie Cantor airings, who plunged out on his own and succeeded.

Others have not been so fortunate. Mrs. Nussbaum (Minerva Pious) deserted the Allen show and later Jack Benny to headline her own airing, but it didn't take. *Falstaff Openshaw* (Alan Reed), another Allen alumna, did okay for Falstaff Beer but Hollywood got him. Both have since returned to the Allen fold. Bill Thompson (The Old-Timer, etc.) on the *Fibber McGee and Molly* program had started out as a solo when war service intervened. But what there was of his airing was not top Hooper. He, too, is back in the old stable and starts on ABC March 4 at 10 p.m. EST.

Three Stooze Builders

Three of the top Hooper comics are the builders of most of the star stoozes today—Fred Allen, Jack Benny and Fibber McGee. From these three programs, all of which have come to lean on their stooze stable for laughs, have blossomed many of the odd-voice yockers. In fact, these three programs, in the main, have been showcases for the voices which are interesting not only the public (as ratings reveal) but the webs as possible marts for new comics. Listeners—especially those at the home fireside—come to wait the advent of these voices from week to week, and some of their sayings soon become national catch phrases. Take, for instance, the newest in the stooze classification—*Senator Claghorn* (Kenny Delmar on the Fred Allen program). His "That's a joke, son," has been picked up not only by audiences but by national columnists and even by other air comics. (One of the oldest of the phrase-makers is Jerry Colonna whose "Greetings, Gate!" on the Bob Hope program caught on overnight from Coast to Coast.) There are others, too. The Old-Timer's "That ain't the way I heered it . . ." Mrs. Nussbaum's "You are expecting maybe . . ." and Falstaff Openshaw's "Precisely why I am heah . . ." are familiar to all air listeners.

Some Are Content

However, not all of today's stoozes want to obey the urge to get out on their own and pull down top dough. As secondary characters they still lose a healthy income tax bite per annum, and they prefer to stay thus, rather than to venture and flop. One typical example is Mel Blanc, who plays a variety of roles in different programs. Not only is he the Unhappy Postman on the Burns and Allen Show; Pedro, Salesman Roscoe Wortle and the chronic hiccouger on the Judy Canova show and the Scotchman with Abbott and Costello, but he drops in on Jack Benny's program as an English butler and other characters. For all this he gets around \$2,000 per Friday and is perfectly satisfied.

Same might be said of Arthur Q. Bryan, Fibber McGee's Dr. Gamble, and Floyd, the barber on *Gildersleeve*. He rose to radio fame as Wamond Wadcliffe on *Fitch Bandwagon* and since becoming a stooze is satisfied to let it end there. Eddie (Rochester) Anderson has a snug berth on Benny's half-hour per week without worrying himself to death trying to get scripts sufficiently click-wise to keep him on top.

Ready-Made Audiences

But the talent is there and the public is already made for it. By weekly showings as stoozes, most of these players have managed to create a public. Judicious picking of such stoozes as stars is a delicate and difficult job for a web, but one that has tremendous possibilities.

Scanning the list of some 20-odd aid-comics, it can be seen that NBC airs all of them except *Beulah* and Thompson. Which means that this net has a billion-dollar laugh potential within its program framework. Only scripters and the right slots are needed now. The public is already there.

on an "if and when" basis. Ed Cashman, independent producer of the Andrews Sisters' show, and Mel Williamson, of the Raymond E. Morgia Company, were among those approached by Carlin.

The Inner Glow(er)

NEW YORK, Feb. 23.—T'other day a group of Du Mont execs were poring over the plans of their new Wanamaker studios with a great sense of satisfaction. Work was progressing well, a number of commercials had been signed and, in general, the boys had a deep feeling of well-being.

That is, until someone looked a little closer at the blueprints and let out a yell: "Good Lord," he Good Lorded, "We left out the offices! And the star dressing rooms!" 'Twas true, too true. So, for the time being, Du Mont's Wanamaker studios will be run by remote control from 515 Madison Avenue, a scant two-and-a-half miles away.

CBS Bargaining Unit Decision by NLRB Expected in March

NEW YORK, Feb. 23.—A National Labor Relations Board decision on the composition of the CBS bargaining unit for the purpose of white collar unionization is expected to be handed down by the end of March.

Of the five unions involved in the case (International Brotherhood of Electrical Workers-AFL, UOPWA, International Alliance of Theatrical Stage Employees-AFL, Radio Directors' Guild-AFL, and the Radio Writers' Guild), only one, the IATSE, has contended that video and radio become two separate groups. Reason for IATSE's stand, officially, is that tele is a separate operation, as separate as newsreels are from regular film production. Other groups have stated there is no difference between the two departments and that the employees have a right to bargain as a single group.

Safest prediction made by union leaders was that while the bargaining unit would be single, jurisdiction would be given to the RDG over its field and writers would remain with the RWG.

P&G Mulls Films For Spring Preem ---'Painless Plugs'

NEW YORK, Feb. 23.—Oft-rumored and long delayed television debut of Procter & Gamble, nation's largest radio advertiser, will probably be pulled late this spring with a special series of one-minute commercial films providing the first vehicle, trade gossip has it this week.

An ultra-hush frequency secret to even some of P&G's own agencies, a slew of 16mm. and 35mm. ptx have been in preparation for several months.

DuMont's WABD, New York, has been mentioned most prominently as a possible outlet for P&G's campaign, but both CBS and NBC are still in the running. Film series will be a set of entertainment spots, it is said, with commercials "painlessly" inserted.

WTAR Tower Blown Down

NORFOLK, Feb. 23.—WTAR's tower No. 3 was felled by a 60-mile wind Tuesday night (19), putting the station off the air for a short time. Two other towers withstood the blow, tho the sections from No. 3 shorted the transmission power. Station resumed operation on reduced power and repairs were expedited, broadcasting continuing on a non-directional set-up in the meantime.

Moss Sockeroo Everywhere

Nobody ever pans my act. I've been sockeroo for 11 years in photo reproductions. And my act keeps getting better everyday. Now at peak of production—50,000 prints daily for the biggest stars in the industry. Catch my act today!

8x10's	50 for \$4.13
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Mounted Blow-Ups—	
20x30, \$2; 30x40, \$3.85	
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Write for Free Price List B, Samples and "How To Sell Yourself!"



Is ACI Changing Songplugging?

Professional Mgrs. Differ

Some say yes, no, maybe, but all agree drives on airers, agencies are a "must"

NEW YORK, Feb. 23.—Altho the Peatman system has been in official action for over ten weeks, professional managers of most of the major music firms here can't agree as to where the body is buried. Which is a way of saying that disension over the new plug-yardstick has become the order of Tin Pan Alley with at least four schools of thought developing on the subject of how Peatman's audience coverage index list has influenced or

altered the songplugger's function and value to his boss . . . if any! Fact that they can't get together on contactman's role in the new Peatman drama doesn't deter the pm's from admitting generally that radio execs and artists have become increasingly important contacts, particularly those affiliated with high Hooper-rated daytime commercials. (Recogniz- (See IS ACI CHANGING? on page 27)

Pilots Scramble For Spivak Ork

NEW YORK, Feb. 23.—News that Charlie Spivak and personal manager Don Haynes had agreed to part was signal for wholesale bids to the leader from would-be handlers. A temporary damper on these managerial ambitions was the report that Lee Eastman, Spivak's attorney, would do the band's business, but the stampede resumed when Eastman made it known that he is not and does not want to be anyone's manager. Bill Burnham, of the William Morris Agency, is policing the Spivak affairs until such time as the maestro selects a p. m.

Among those in the running for the Spivak berth are Lou Mindling, Mike Nidorf and Willard Alexander, with no present certainty that any of those mentioned will wind up with the ork. (The Alexander-Leonard Vannerson tie-up while still in the talk stage, appears to be developing as predicted in *The Billboard* several weeks ago.)

It is understood that whoever gets Spivak will be prepared to give the leader the amount of personal attention he deems necessary. He is anxious for a radio commercial and other such high-powered work. Meanwhile, Lee Eastman continues as his legal adviser, saying that law and managing don't mix.

Ebbins to P. M. Eckstine, Tries For Rich, Heck

NEW YORK, Feb. 23.—Milt Ebbins, manager of Count Basie, took over personal management of the Billy Eckstine band this week and is negotiating with Buddy Rich and Ernie Heckscher.

Eckstine's solid biz last week at the Adams Theater, Newark, has the William Morris agency peddling the leader to major vaude houses.

Petrillo Curb

WASHINGTON, Feb. 23.—House of Representatives passed Lea Bill (Petrillo Curb Measure) by 222-43 vote. For details see radio department.

New York Commercial Network Shows Which Build Those Peatman Points

(Covering Broadcast Period From 8:30 A.M. to 11 P.M.)

As a service to music publishers, their professional managers and contact staffs, The Billboard herewith presents a list of the commercial network shows emanating from New York, together with the names, addresses and telephone numbers of the advertising agencies handling the shows, the producers, the musical directors, the talent on the shows and the programs' Hooperatings. Professional managers and contact men, of course, are aware of

fact that highest Hooperatings generally mean highest point value for the tunes played on shows on the Audience Coverage Index, the Peatman sheet. (See story in adjoining column.) Next week (March 9 issue), The Billboard will run a similar list of shows emanating from the West Coast, and in the following issue (March 16) a third list of those shows originating in Chicago.

Ad Agency, Address and Phone	Program	Producer	Musical Conductors, Artists	Hooperating Feb. 15, 1946 Report
Dancer, Fitzgerald & Sample 247 Park Avenue Wl. 2-4200	American Album of Familiar Music	Frank Hummert (All Features, Inc.) 247 Park Avenue Wl. 2-2700	Gus Haenschen (ork) Evelyn MacGregor Jean Dickenson Donald Dame Margaret Daum	12.1
	American Melody Hour	Frank Hummert	Evelyn MacGregor Bob Hannon	10.4
	Jack Smith Show	Bill Brennan	Jack Smith Earl Sheldon (ork)	8.5
	Manhattan Merry-Go-Round	Frank Hummert	T. L. Thomas Marian McManus Victor Arden (ork) Glen Cross	10.5
	Waltz Time	Frank Hummert	Abe Lyman (ork) Evelyn MacGregor Bob Hannon	12.1
Batten, Barton, Durstine & Osborn 383 Madison Avenue EL. 5-5800	Celebrity Club	Walter Tibbals	Ray Bloch (ork) Margaret Whiting	8.7
	Hour of Charm	David White	Phil Spitalny	10.4
	Mary Small Revue	Ed Wolf	Mary Small Ray Bloch (ork)	4.4
	Woody Herman Show	Chet Glerlach	Woody Herman (ork)	4.1
J. Walter Thompson Co. 420 Lexington Avenue MU. 3-2000	Fred Allen Show	Howard Reilly	Al Goodman (ork) DeMarco Sisters	26.8
	Fresh-Up Show	Maury Hollander	Russ Case (ork) Ruth Davy	3.3
	RCA-Victor Show	Billy Wilgus Dave Gregory	Raymond Paige (ork)	5.0
	Highways in Melody	Jimmy Haupt	Paul Lavalle (ork)	7.5
	Kate Smith Sings	Ted Collins	Kate Smith Four Chicks and Chuck Jack Miller (ork)	7.4
	Powder Box Theater	Fred Bethel	Danny O'Neil Evelyn Knight Ray Bloch	8.9
	Your Hit Parade	Lee Strahorn	Johnny Mercer Joan Edwards Mark Warnow (ork) Percy Faith (ork)	13.4
	Contented Program	C. H. Cottingham Joe Brattain		9.1
Erwin, Wasey & Co. 420 Lexington Avenue MO. 4-8700	Danny Kaye Show	MCA package	Danny Kaye Dave Terry (ork)	11.2
Warwick & Legler 230 Park Avenue MU. 6-8585	Guy Lombardo	George Lothar	Guy Lombardo (ork)	5.0
	Double or Nothing	John Wellington	Victor Pelle (ork) (Incomplete selections general rule)	8.6
Ruthrauff & Ryan 405 Lexington Avenue MU. 6-6400	Music of Andre Kostelanetz	Wilson Tuttle Fred Essex	Andre Kostelanetz (ork)	5.6
Benton & Bowles 444 Madison Avenue Wl. 2-0400	Family Hour	Leslie Harris	Patrice Munsel Jack Smith Earl Wrightson Al Goodman (ork)	7.9
	Jack Berch Show	Herbert Leder	Jack Berch Charlie Magnante (ork) Gus Haenschen (ork) Emile Cote	2.5
	Saturday Night Serenade	Roland Martini		9.3
Gardner Adv. Co. 9 Rockefeller Plaza CO. 5-2000	Sunday Evening Party	Joe Ripley	Phil Davis (ork) Felix Knight Louise Carlyle	4.0
N. W. Ayer & Son 30 Rockefeller Plaza Cl. 6-0200	Supper Club	Packham	Perry Como Jo Stafford The Satisfiers Lloyd Shaffer (ork)	11.5
Newell-Ermet Co. 40 East 34th Street AS. 4-4900	Take It Easy Time	C. H. Miller	(Folk Music) Song Clefs Trio Frank Novak (ork)	2.5
Calkins & Holden 247 Park Avenue Wl. 2-6900	Follies of 1946	Ward Byron	Johnny Desmond Margaret Whiting Jerry Gray (ork)	9.9
The Blow Co. 9 Rockefeller Plaza Cl. 6-9300	Grand Ole Opry	Dean Upson (Station WSM, Nashville)	(Folk Music) Roy Acuff Smoky Mountain Boys	11.9
William Esty & Co. 100 East 42d Street CA. 5-1900	Hobby Lobby	Peter King	Dudley King (ork)	6.0
William H. Weinstein & Co. 30 Rockefeller Plaza Cl. 7-4282	James Melton Show	Not available	David Broekman (ork) James Melton Annemary Dickey Lyn Murray Singers	8.0
Buchanan & Co. 1501 Broadway ME. 3-3380	Teentimers' Club	Shays	Johnny Desmond (Name band varying each week)	4.3
Birmingham, Castleman & Pierce 136 East 38th Street LE. 2-7550	Treasure Hour of Song	Arch Birmingham Roger Bower	Alfredo Antonini (ork)	3.1
Geyer, Cornell & Newell 745 Fifth Avenue Wl. 2-5400	Keep Working— Keep Singing	A. Ghisalbert	Ted Dale (ork) Ken Christle	3.5
Weiss & Geller 400 Madison Avenue PL. 3-4070	Radio Auction Show	Dave Eiman	Harry Salter (ork)	3.1
Roche, Williams & Cleary 400 Madison Avenue PL. 3-7444	Sammy Kaye Sunday Serenade	Sammy Kaye (Music)	Sammy Kaye (ork)	8.2
D'Arcy Adv. Co. 515 Madison Ave. PL. 8-2600	Spotlight Bands	Paul Lewis	Various name bands	3.3

ARA Inks Grofe; Middlebrow Bid

HOLLYWOOD, Feb. 23.—Composer Ferde Grofe, composer and conductor, was penned to an exclusive record contract by ARA this week. Grofe will begin cutting sides for ARA immediately. Many of his modern concert works will be recorded for the company and his *Aviation Suite* may be the first to be cut. Signing of Grofe by ARA indicates further expansion in semi-classical field for waxery, following closely their album issue of Miklos Roza's musical score from *Spellbound*.

Ballads Heavy Faves In Kyser Poll of Hospitalized G.I.'s

HOLLYWOOD, Feb. 23.—To the G.I. who is still sweating out the war abroad or at home, the most welcome slice of his entertainment pie is music. Such is the conclusion of Kay Kyser, made after a survey of 115 army and navy hospitals thruout the country.

In his frequent travels around the "bedside circuit" in this country, Kyser found that G.I.'s prefer ballads to novelty tunes by an overwhelming majority. This bears out results of a survey (*The Billboard*, February 16) which showed the tune likes and dislikes of men still overseas in four theaters of operation. While the tastes of G.I.'s varied in the several overseas theaters, tunes like *Symphony, It Might as Well Be Spring* and *I Can't Begin to Tell You* were high on the list of faves. Nevertheless, novelty hits like *Chickery Chick* and *No Can Do* still rate high with the guys overseas.

Here at home, however, the picture is different. To the G.I. whose war won't be over until he leaves the hospital bed, it's the tender, romantic ballad that makes him think of home and life as a civilian. Following are the 10 songs, selected by G.I. patients in the Kyser poll, listed in the order of their popularity: *Symphony, It Might as Well Be Spring; Doctor, Lawyer, Indian Chief* (the only novelty tune listed); *Long, Long Time; I Can't Begin to Tell You, Waitin' for the Train to Come In, Stardust, Let It Snow, Till the End of Time* and *Some Sunday Morning*.

Clinton To Do Standards, Own Tunes for Cosmo

NEW YORK, Feb. 23.—Larry Clinton signed disk contract with Cosmo platters this week calling for minimum of 40 sides. Clinton, who since his discharge from the armed forces has confined his activities to arranging and songwriting, will front a studio-picked ork for his Cosmo platters and has no intention of otherwise taking up with hand-biz again.

Was signed on, according to Herb Hendler, of Cosmo, because firm wanted to build up a standard catalog. Twenty of the 40 cuttings are skedded to be standards with others going to Clinton originals and pops. All will have definitely limited production since firm is committed to throwing heavy production into Hal McIntyre, Tony Pastor pops.

Meanwhile Cosmo is still dickering with Golden Gate Quartet, which currently is seeking release from Columbia label.

Jones' Emptier

SAN FRANCISCO, Feb. 23.—Spike Jones is ace high with the juves here, so much so that the management of Golden Gate, where Jones closed a week's run (19), had difficulty in emptying the house of kids after each performance. Jones himself, however, turned the trick by announcing from the stage that the youngsters could go to the rehearsal hall in the basement for an added show. Deal worked out swell. House was emptied of kids, the juves got more for their money and Jones made many new friends. The extra show over, the 'teeners were ushered out the back door.

3 Bands Only on Coke Show Under New Format Plan

NEW YORK, Feb. 23.—The Coca-Cola ainer, *Spotlight Bands*, long a good deal for dance orks, is slated for serious re-vamping, and the likelihood is slim that it will continue as a showcase for miscellaneous bands.

Execs of the D'Arcy Agency, which handles the coke account, and MCA, which books the show, have been huddling on and off for months and have come up with a tentative layout involving Tommy Dorsey, Xavier Cugat and Guy Lombardo. Plans are to have each band fill one of the show's weekly slots on Mutual. (For further details see coke story in Radio Department.)

AFM Null-and-Voids Gant-Gilt Edge Pact

NEW YORK, Feb. 23.—American Federation of Musicians last week declared Gilt Edge Record Company's contract with Pvt. Cecil Gant, singer, composer and author, null and void. Action was taken by Rex Ricciardi, AFM exec, following a confab with Harold Oxley, who handles Gant.

Oxley went to the federation charging that the Gant-Gilt Edge pact was inequitable for the artist. He also asked for an account of sales of 46 sides made for the company by Gant; and revocation of a clause in the pact granting Richard A. Nelson, Gilt Edge exec, power of attorney, which would give Nelson the right to act as Gant's agent.

Not Filed With AFM

Investigation by the AFM revealed that the Gilt Edge-Gant contract was not even on file with the federation—and the AFM therefore declared the pact void. Oxley, stating "I'm protecting my man" and adding that the contract tied a rope around Gant's neck, is now demanding an accounting of sales via his attorney. "A considerable amount is involved," he said, and added that Gant must be protected from having too many people cut in on his income. Nelson, according to Oxley, is even cut in as a co-composer of tunes written by Gant.

Oxley, stating that Ricciardi said, "Revoke Nelson's power of attorney immediately," pointed out that when the accounting of sales is forthcoming he will take same to the AFM for a look-see.

Clifford C. McDonald, and Nelson, Gilt Edge execs, have been informed by Oxley of the AFM findings.

Leeds Music, publishers of Gant's music, late Friday (15) stated it had been apprised of the findings of the AFM and was waiting for an adjudication of the case. Leeds's exec stated Nelson was listed as co-author on some of Gant's music—and that earnings of this music would be frozen pending settlement.

"Hidden Royalties" a Key SPA Goal, Say Lindyites

NEW YORK, Feb. 23.—Sure to affect the course of coming contract negotiations between the Music Publishers' Protective Association and the Songwriters' Protective Association is the table conversation being put out by certain songwriters-turned-pub. Peddling mouth-watering tales of sources of revenue, previously unknown to writers, the new publishers have their former penning colleagues bug-eyed and are determined to ask that SPA provide for these "hidden royalties" in whatever contract it writes with MPPA later this year.

If Lindy talk is representative of the true intent, the day is fast approaching when writers will no longer accept a royalty statement which lists sheet sales and mechanical royalties, but no other sources of revenue.

Latest tale is about a Midwest char-

ASCAP Sees Long, Hard Road in Effecting New Tab for Factory Music

How To Do It, One Ache; Payees "Resentment" Another

NEW YORK, Feb. 23.—American Society of Composers, Authors and Publishers is presently working on the problem of exacting more than the wartime \$1 per year from users. Altho the recent rash of talk about licensing wired music, industrial and otherwise, at the source was taken in some quarters to mean elimination of licensing of individual factories, ASCAP insiders point out that licensing at the source is still very much in the conversational stage, possibly years from consummation as far as the entire wired music field is concerned. So complex is the wired music business, involving so many different companies, offering so many different varieties of service thru so many secondary and tertiary media (including public utilities), that a panel of King Solomons is required to dream up a means of blanketing the industry for source licensing. Furthermore, wired music of the Muzak variety is only part of the industrial music picture—there are such things as privately owned turntables and radios to be considered.

With these complexities in mind, and pending such time as the Gordian knot of source licensing can be unraveled by the battery of lawyers now studying it, ASCAP is turning to the less complicated but plenty touchy matter of licensing the users of industrial music.

The crux of the problem will be to establish point that music played in a factory is a public performance for profit. Unless this can be demonstrated, ASCAP will of course be unable, because of the consent decree, to seek licensing fees. The history of performing rights being what it is, the Society expects it can look forward to its day in court on the subject—as many days in court as may be required to establish a precedent.

Britain's Set-Up

The British Performing Rights Society, faced with the same general problem during the war, settled it in the courts to the satisfaction of everyone, including ASCAP, whose members are now collecting good royalties from use of their tunes in British factories. In Great Britain, the legal angle was simply to prove that industrial music is public music—PRS is not bound to demonstrate the existence of a profit element, as ASCAP is. In a couple of lawsuits, British courts judged that by no stretch of the imagination could a performance of a radio program over a p.-a. system for 2,000 workers be deemed "private" and PRS was able to work out a deal which netted 25,000 pounds, approximately (\$100,000) annually from war plants. Factories outside war work pay an annual fee amounting to one penny (two cents) for each man-hour of music heard in one day. A factory employing 1,000 workers toiling eight hours per day pays on the basis of 8,000 man-hours multiplied by one penny—or \$160 per

year. Were ASCAP able to conclude a similar arrangement here, the melon would be huge, considering the number of industrial plants which either use or will shortly be using music.

Altho some observers think ASCAP may have a time trying to label factory music "performance for profit," there is a lot of government and private literature indicating that factories using music out-produce factories which are musicless.

ASCAP's application of a licensing fee based on size of factory and extent to which music is used will be a vastly different proposition from the token \$1 charged during the war emergency (still in effect, of course). There will be a great need for missionary work among industrialists, who can be expected at the outset to adopt the same attitude toward paying for piped music as most people do—an attitude of resentment toward being soaked by a strange and distant organization for license to use something which had previously been for free over the radio or had been an unrecognized part of the price of a theater ticket.

Mich. State Senate Asks AFM Reinstate Interlochen's Maddy

DETROIT, Feb. 23.—Formal resolution asking the American Federation of Musicians to reinstate Dr. Joseph E. Maddy was passed by the Michigan Senate in a special session at Lansing. Copies were sent to headquarters of the AFM. Move was made by a 21-6 vote, indicating the degree of support among Upstate political figures in Maddy's State for his position. Opposition was expressed by various senators recognized as "friends of labor," and it was pointed out that the Senate resolution actually was "futile" by Sen. Robert J. MacDonald, who said that "we have the authority to pass laws and otherwise take action to prevent such injustices," indicating the existence of a sentiment for possible State "anti-Petrillo" legislation.

Cited in the resolution as ground for Maddy's reinstatement was his almost lifelong union membership and that "the only offense charged against him was that his interest has been in school students in their musical education at the Interlochen camp."

Musicraft - Gwartz Distrib Deal Kaput; J-T Plans New Set-Up

NEW YORK, Feb. 23.—I. R. Gwartz, music publisher (Chelsea firm) and exclusive Eastern distrib for Musicraft waxery, has split up with that record firm, according to reliable informants here. Musicraft has made new distribution arrangements, details of which can't be disclosed at this time.

The Irving Felt, prexy of Jefferson-Travis Corporation, which controls Musicraft, denies the break, it is known that definite split occurred Saturday (16). Gwartz, who has a new label of his own (Diamond Records) coming out, could not be reached for comment.

Stop the Presses!

NEW YORK, Feb. 23.—There is nothing like a good press agent. This came in from one the other day: "In accordance with the good neighbor policy, king of the drums Gene Krupa has been taking rumba lessons from Senor Martinez, the Cuban dance star."

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Advised To Stick With Name Ork for Build-Ups

NEW YORK, Feb. 23.—Wartime rise of Frank Sinatra, Dick Haymes, Perry Como and a couple of others, plus failure of wartime band biz to produce a top attraction have caused single-itis and leader-itis among former vocalists and sidemen coming out of the armed services. Anybody who ever got 10 per cent billing as part of a band is anxious to take a crack at the single act swoon field, or else is dying to lead his own ork and challenge Harry James.

Smart talent handlers are distressed at this attitude, feeling that many promising pieces of music merchandise are risking ruin by stepping out prematurely. Recommended method of handling a former ace sideman or vocalist is to plant him in a featured niche with a name ork and let him take up where he left off when he entered the service. Practice of assuming that kid's name is still alive and that he can go it alone is definitely frowned upon.

Managers, however, are not always able to steer talent exactly where the steering is easiest, and it is feared that many an ambitious kid is going to founder within the next year, because of over-anxiety to prosper in a hurry.

Powell Method Favored

Trade experts favor the method being used by Mel Powell, pianist who got plenty publicity as a sideman with Benny Goodman before the war, and even more publicity as a member of the Glenn Miller AAF ork. Powell is back at BG's 88 heavily featured, and is tabbed as ready to step out on his own, if he wants, within six months.

Buddy Rich, now leading his own band and given a fair chance of surviving, was careful after he left the Marines to put

in a couple treks around the circuit with Tommy Dorsey, and hammer his way back into the public consciousness. Ziggy Elman, recently discharged, will do his trumpet solos with TD for several months before taking on his own ork. Willie Smith, top alto sax man who did a hitch in the navy, made straight for the Harry James band upon discharge, and is mentioned as a possibility for a fronting job in another several months.

Voices Single A-Plenty

Among singers who were known primarily as band yodelers before induction but who are doing singles in an effort to storm the Sinatra fortress are Bob Eberly (Jimmy Dorsey), Harry Babbitt (Kay Kyser), Gordon MacRae (Horace Heidt), Johnny Desmond (Gene Krupa and Glenn Miller AAF band) and Terry Allen (Larry Clinton, Hal McIntyre, Claude Thornhill, etc.). Desmond, who reaped reams of clippings for his work with the Miller AAF outfit, is doing very well on that basis, and trade wiseacres seem to be giving him their blessing. But the tendency of talent-builders is definitely to favor a return to the band-vocal whirl before trying a single.

Buddy Moreno, former Dick Jurgens and Harry James singer, wants to do a single instead of working with a band; Harry Cool is leading his own ork after a spell in service which was preceded by a short term as a single on the basis of his work with Jurgens; Ray Anthony, former Glenn Miller civilian trumpeter who had his own navy ork, is taking a whack at civilian band leading without preliminaries, and Billy Kyle, featured pianist with the pre-war John Kirby crew is trying to form his own combo. There are dozens of others.

Hard Way Scott

NEW YORK, Feb. 23.—Raymond Scott, tripling as composer of score for *Lute Song*, current Broadway musical, leader of ork on Decca's *Lute Song* album, and leader of a dance ork which opens March 1 at Chase Hotel, St. Louis, hires his tootlers the hard way. Says he advertised for musicians in the classified ad department of *The New York Times* and checked around local music schools, seeking new talent.

Pan-Am Firsts With Cantor's "One-Zy"

HOLLYWOOD, Feb. 23.—Tussle to get out first with Freddy Martin pub firm's novelty tune, *One-zy, Two-zy, I Love You-zy*, won last week by Pan-American, local indie waxery which hit the market, at least here in L. A., with an Eddie Cantor plattering of the tune (backed by Cliff Lange ork), on Monday (18).

One-zy was introduced on the air by Phil Harris on the Jack Benny show about a month ago, and Harris cut the song for ARA, but as of this writing Harris disk isn't out yet. Freddy Martin has done it for Victor, but Martin's platter hasn't seen release daylight as yet either. At least five other waxeries are planning to release etchings of tune.

Cantor's job for Pan-Am marks indie's entry into pop field, output formerly having been restricted to Hawaiian, Latin American and hot jazz platters. Also marks Cantor's first record in years.

Mercury Inks Clark

NEW YORK, Feb. 23.—Mercury Records signed singer Buddy Clark in Chicago this week, first session skedded for March 10. Deal takes on added significance thru fact that Clark just cut a couple for Decca, with Hildegard. Decca will release the Hildegard-Clark sides, which is bound to help anything Mercury does with the guy.

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- 1046 **LA PASAJERA** (The Passenger) Instrumental: *Corrido-Ranchera* Figueroa Trio
- 1047 **BRAZIL** Instrumental Nilo Menendez and his Latin Americans
- 1056 **PALABRAS DE MUJER** Inst.: (Words of a Woman) *Concion* Guadalajara Trio (Chuy, Mario, Lamberto) with Nestor Amaral and Miguelito Alejandro
- 1048 **VEN MI NEGRITA** Vocal: Chuy Castillon Nilo Menendez and his Latin Americans
- 1044 **SONRIZA** Instrumental: (Smiles) *Corrido-Ranchera* Figueroa Trio
- 1049 **BAIA** Instrumental Nilo Menendez and his Latin Americans
- ETERNIAMENTE Instrumental: (Forever) *Corrido-Ranchera* Carmen, Reynaldo and Laura with Instrumental Accompaniment
- BAJU FIESTA Instrumental Nilo Menendez and his Latin Americans
- 1045 **EL TROCITO** (The Little Trot) Instrumental: *Corrido-Ranchera* Figueroa Trio
- 1050 **RHUMBA RHAPSODY** Inst. Nilo Menendez and his Latin Americans
- NOCHE PLATEADA Instrumental: (Silver Night) *Corrido-Ranchera* Carmen and Laura with Instrumental Accompaniment
- O TIC-TAC DO MEU Inst. (Tick-tock of My Heart) Nilo Menendez and his Latin Americans

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Buyers' and Bookers' Lack of Exploitation Savvy Seen Sparking Ork Advance Boom

Died Thru War But Seeing Big Rebirth Now

NEW YORK, Feb. 23.—The band business, which even in pre-war days never utilized advance men to anything like the extent similar workers are used in such fields as pix, legit, circuses, etc., is now going in for more ahead-of-the-band representatives than ever before in the industry's history. The trend in this direction, of course, was killed off by the war-created manpower shortages in all fields, but today band managers with the ability to pay are once again becoming alive to the soundness of sending a smart operator ahead of a traveling band, and those with advance men on the pay roll are loud in their praises of what it can mean exploitation-wise.

guys who gang together and form an "advance flack agency."

Clincher on the argument pro-advance man is seen by some band people to lie in the fact that the majority of one-night promoters are not exploitation experts and are incapable on their own hook, of attracting the maximum attendance. For every Tom Archer (Corn Belt) and Ralph Weinberg (South) there are a dozen bozos who think that all you have to do is re-type pages from press manuals, get your tickets printed and pray for good weather. Also a point is the inadequacy of even the largest booking offices' press departments.

Among leaders who now travel from one-night stop to one-night stop and from theater to theater a few days behind an advance flack are Stan Kenton, Jimmy Dorsey, Tex Beneke, Cab Calloway and Louis Prima. After discussing the wrinkle with *The Billboard*, Joe Glaser decided to use two advance men ahead of Lionel Hampton, when the leader heads South next April.

Booking Handicap to Decide Whether WM Keeps Stewart or Not

Task is not for a deadhead, but a real press agent who knows how to move can do a world of good. Glaser plans to use a press agent 30 days ahead and one a week ahead on Hampton's forthcoming tour.

NEW YORK, Feb. 23.—Rex Stewart band secured a "partial release" from William Morris agency this week according to David Sternberg, Stewart's manager, who described a peculiar three-part deal he had concluded with WM's Nat Lefkowitz covering future activities of the band. Under this curious arrangement, Sternberg says, a booking race has been set up in which WM and Stewart are entered as the only starters. The three conditions governing the track from there on in are: (1) That if Stewart gets a job thru another agency ahead of a WM booking, his contract with the latter will be void; (2) if WM beats the gun and lands the first job, then Stewart's contract stands; (3) in either event Stewart agrees not to sign exclusive contract with another agency before expiration of six-month trial period. Should WM get in there with an initial date, Stewart would be bound to agency for five more years plus three years options under terms of old pact. This probability, Sternberg claims, is most unlikely since band has been without work ever since Joe Marsolais left WM office to go to Gale. Harold Oshry, Marsolais' replacement at WM, was unable to get the ork any bookings, Sternberg asserts, and he finally asked Lefkowitz for release. After Lefkowitz asked him to give Oshry some more time—he being a new man in the department—Sternberg replied that his band was "disintegrating" for lack of work. Finally they came to terms on the triple-clause idea.

Howard Christensen, manager of Jimmy Dorsey, says his advance man, Al Jaslow, has already helped considerably in a couple of situations where promoters were using outdated press manuals and therefore planting misleading publicity. Hypo which Jaslow has been able to provide has meant increased good-will and increased b.-o. in several instances. JD, of course, was among pioneer ork users of high pressure advance. Or rather his ex-personal manager, Billy Burton was. Way back in Jimmy's early days, Burton moved ahead of the ork and hustled promotions of every kind, so band did best possible business when it came in.

Lefkowitz could not be reached at press time for comment.

Stan Kenton's Milton Karle is credited with having helped push the ork into percentage on several one-nighters by getting to town a few days ahead, jacking up the promoter, squatting with the local editors for feature stuff, arranging disk jockey and dealer tie-ups, spouting on the local station, and so on.

Jack Archer, one-night booker at William Morris, whose early experience was partly in rep and tent shows, is a firm believer in advance agents for bands, and recalls the effectiveness of some of his own such toll for Woody Herman a few years back.

Tommy Dorsey's manager, Arthur Michaud, told *The Billboard* that TD is among those contemplating the addition of an advance man. Other MCA bands have been discussing the matter, according to bookers, and the problem seems to boil down to locating the right flack.

Billy Wolf used to work advance himself and later sent Vince Marquis out ahead of Louis Prima, and still is a strong advance advocate. Henry Okun used to go ahead of Alvino Rey, and Eddie Heller was in advance of Abe Lyman.

Frank Walsh, Al Donahue's pilot, has always made a practice of preceding the band from date to date, where possible. Berle Adams used to do the same before Louis Jordan began busting records on his own.

Joe Glaser recalls that he used to put in a lot of time ahead of Louis Armstrong back in the '20s and '30s, and says he was the first to develop the practice of sending packages of disks to radio stations at the psychological time prior to a band's appearance.

Russ Morgan's fabulous "Rasputin" was an asset to the leader in days gone by. Likewise Charlie Stone (Tommy Tucker) and Paul Mosher (Kay Kyser).

Theory shared by most managers and bookers is that a location date need not mean a layoff for a live advance man. This has been borne out in the case of Milton Karle, who is fundamentally Kenton's press agent, and stays with the band when it is not on tour. Jack Archer suggests that there may be a good living in store for a few bright

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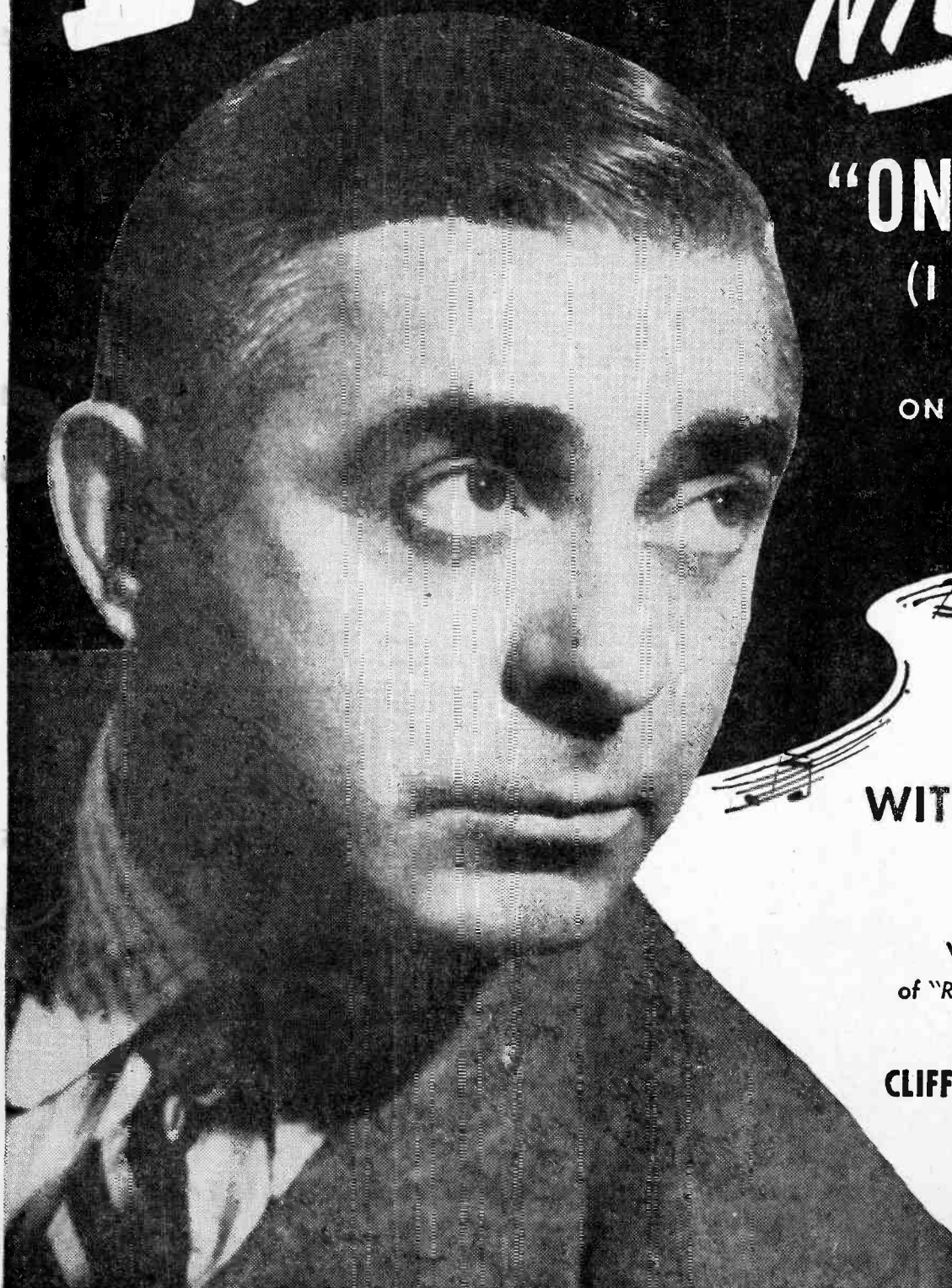
SPADE COOLEY Cherokee to His Western Swing

A NATIVE of Oklahoma and one-quarter Cherokee, Spade Cooley has shown hep Easterners that the folk tune department can be smash b. o., too. At the Aragon Ballroom, Ocean Park, Calif., Cooley has pulled in 12,500 payees over one week end. He's good for 4,000-5,000 any time at his home base, the Riverside Rancho, Los Angeles.

Cooley learned to scrape the catgut at the Chemawa Indian School in Salem, Ore. He got his know-how with Gene Autry, Roy Rogers, Tex Ritter, Sons of the Pioneers and other cowboy outfits before going out on his own.

His 15-piece band is only three years old, but it has built up a terrific rep thru disks and p. a.'s. The "King of Western Swing," as Cooley is billed, last year cut *Shame, Shame on You*, which was the most-played folk disk for seven consecutive months. New combo, *Detour* and *You Can't Break My Heart*, skedded to get plenty of spins, too.

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No Revival Yet for Pre-War AFM Beef Re Foreign Disks, But Deals Are Atom-Loaded

Juicy Thought: Petrillo Vs. Uncle Joe Stalin

NEW YORK, Feb. 23.—Increased trafficking in foreign records by American companies has as yet drawn no squawk from the American Federation of Musicians, but the situation is loaded with dynamite. Rex Ricciardi, AFM exec in charge of disk business, when queried this week regarding the federation's policy on the matter of foreign records, stated "Petrillo will have to answer that." American record companies, entranced by the financial angles of trafficking in foreign records, are going ahead with their deals but feel the ax is likely to fall in June, when the AFM holds its annual convention at St. Petersburg, Fla.

Latest deal for the distribution of foreign disks is that recently concluded by William Morris Jr. with Mezhdunarodnaia Kniga, Russ cultural org representing Soviet record manufacturers. Morris's newly formed outfit, yclept Globe Record Company, expects to get the first batch of Ruskys tunes here in March. Morris Jr. stated this week that Globe's distribution set-up was not yet set, but he has satisfied himself of the fact that the American public is greatly interested in the Ruskys waxes.

Interesting angle about the Globe deal is that the first batch of imports will be actual pressings, not masters. Other companies regard this as foolhardy, owing to high customs duties—but Morris claims a record actually manufactured in Russia would have that much more authenticity and sales appeal here. He says the deal with Mezhdunarodnaia Kniga, however, does not preclude the future import of masters and matrixes. The Globe operation is also contemplating deals with record companies of other countries, according to Morris.

AFM at its convention in Seattle in the early days of the war sounded off on the matter of importation of masters. A report on the evils of mechanization pointed out that such trafficking by American companies definitely dented the American musician's pocketbook—and that inasmuch as the AFM frowned on domestic recordings, the foreign variety could scarcely be condoned. The convention, however, did not try to regulate the import of foreign records inasmuch as it was realized that the war would stop the business. It did.

Files of the musicians' union indicate about 300 record companies are in business in the United States. Belief in the trade is that international trafficking will assume tremendous proportions—much greater than in pre-war days—because of the expanded American record industry. Petrillo, it is felt, will jump at the first chance to regulate this traffic, otherwise wax may become more of a

threat to American musicians than it has ever been before. Sans regulation, the traffic cannot help but flourish, owing to savings in talent costs. The old-time deals, in fact, often called for merely an exchange of master disks and a royalty arrangement on pressings sold. And adding insult to injury from the AFM point of view, is the fact that the union's treasury gets no tax from such records because foreign musicians were used in the manufacture.

Entire problem is hooked up with current trends toward amity in international relations. Morris Jr., for instance, feels keenly about this point. American record companies, hoping that the AFM cannot find a way to legally tie up the traffic, are counting on the friendly attitude of the State Department toward interchange of cultures.

No telling what might happen, however, for Petrillo is unpredictable. One of the more juicy thoughts, banded about by the trade is the possibility that AFM regulation of international deals may bring Petrillo and Joe Stalin face to face in the squared circle.

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802's Fact-Finders Cue New Demands for Musickers From Niteries and Hotels

Scale Hikes, Earlier Closings, Better Relief?

NEW YORK, Feb. 23.—Fact-finding committee to investigate working conditions for musicians in night clubs and hotel rooms has been set up by Local 802, American Federation of Musicians, and is now collecting data, according to Jack Rosenberg, union chief. Local has two aims: Higher scale and amelioration of extremely tough working conditions.

Nitery tootlers claim they have the toughest pitch in the music business owing to brutal hours and the fact that tension never ceases. That is, in addition to two or three production shows, they often must deliver dance music and remotes. Additionally, says the union, the musicians used at spots like the Copacabana, Latin Quarter, etc., must be of the same top-notch caliber as tootlers playing musical comedies. But whereas the pit musicians play one show and go home, the nitery lads keep on going into the wee hours—sometimes from 8 p.m. to 3 a.m. Compared with the night club assignment, radio work, theaters and other types of jobs are considered easy.

Rosenberg doesn't yet know what action the local may take, as this will be dependent upon the facts the committee gathers. But he's definitely in favor of hiking the prevailing scales. Other

changes are possible. Top-notch musicians, for instance, want a deal similar to that of the musicians in musical comedies. They claim the night club extravaganzas are competing with musical comedies and demand the same high type of production music.

Present scales are approximately as follows: From \$72.45 for five hours to \$94.30 for seven hours in Class A spots; \$54.20 for five hours to \$64.50 for six hours and \$71.30 for seven hours in Class B spots, and from \$50 to \$75 in Class C spots. In addition to projected hike in scales, it is expected that the fact-finding committee may recommend that a new classification system be set up which would provide separate scales for theater-restaurants and hotel rooms. It's also suggested that shorter hours be established in order to force the spots to close earlier, pay more money or hire adequate relief bands.

Exclusive Sets Up Pub Firm

HOLLYWOOD, Feb. 23. — Exclusive Records has gone into music pub field. Tagged Leon Rene Music Publishing Company, firm will be a subsidiary of Exclusive Records. Johnny Blackburn is contact man in charge of pubbery.

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 I'm yelling, singing and touting,
 'Cause the old home town is shouting:
 You bet your boots, Daddy is a wow,
 Daddy is the old town's King Wolf now,
 Daddy used to be put in the hoose-gow,
 Now they're asking him to take a bow.
 You see, Daddy's gone an' done it,
 Wrote the words to fit—
 Then O'Riley wrote the music—
 Overnight it was a hit!
 They're calling Daddy a whizzer and a wow,
 But if he'll mind his Mama, he'll keep out of that
 hoose-gow.
 You bet your boots he will, Daddy's in the dough,
 And that makes him a big bad wolf, you know;
 I'm crying joy tears like a cow,
 'Cause my Daddy's the home town King Wolf now!

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NEW YORK:

ORK TALK: Louis Prima last week brought back to band vocalist Powers, trombonist Steve Mace and bassman Tony Clario. All wearing eagles. . . . Lazaro Quintero, Cuban clarinetist-composer, has organized Latin-American ork. Inked with Continental records. . . . Drumman (Cozy) Cole joins Benny Goodman this week at the Paramount. . . . Assault case pending against Cab Calloway adjourned until March 14. Complainant Claude Hopkins didn't show up. . . . Duke Ellington set for *Teen-Timers*, NBC, March 16, from Philly. . . . Tommy Dorsey to play Totem Pole, Auburndale, Mass., April 10-13 and 17-20. . . . Frankie Carle submitted by GAC as summer replacement for Danny Kaye on Pabst CBS program. Carle looking for thrush. . . . Gerald Willson, Fredrick Bros.' Negro ork man, heading East.

PUBS, CLEFFERS AND DISKERS: Eddy Welpin, of Paramount-Famous, looking over Chi office. . . . Bill Fredrick Coasting. . . . BMI's Bobby Mellin out of town. . . . Red Foley and Lawrence Welk coming on Decca disk. . . . ARA, Coast record org, inked paper with Judy Canova and "Three Caballeros" star, Corinna Mura. . . . Top tenor saxman Sammy Taylor now with Millinder ork. . . . "Milkman Matinee's" Art Ford, emcee of "Encore" concert at Times Hall March 5. . . . Ella Fitzgerald on hand for Yonker's 300th anniversary.

Frankie Masters and his thrush, Phyllis Myles wed. . . . Dick Jurgens set for West Coast chores. . . . Buddy Rich ork cut first disk recently, *Desperate Desmond* on Mercury label. . . . Arturo Arturos in Harry Moss's new stable of orks. . . . Emery Davis, Meyer's son, just out of service, being groomed for frontier spot with one of dad's bands. . . . Randy Brooks opened Hotel Pennsylvania February 25. . . . Jimmy Dorsey says he's going to buy a DC3 plane.

PUBS AND CLEFFERS—Jack Bregman vacations in Florida March 8 for two weeks. . . . Doc Berger, recently dis-

charged from khaki, goes back to Leeds as Midwest rep. . . . Carl Fischer, Inc., sponsors program of American music on WNYC as part of seventh annual Music Festival. . . . Grand's George Weiner, unhappy about new "availability" rating. . . . ASCAP still negotiating with wired music firms on licensing at source. . . . Jack Flynn heading Associated Booking Corporation Chi band office, Sammy Clark on acts. . . . Lyn Murray to teach radio choral technique at Julliard beginning late April.

RECORD ROW—Dorothy Claire, WJZ thrush, set to wax an NBC Thesaurus series. . . . Tunestress Muriel Gaines, current at Le Ruban Bleu, cuts National disks next week. . . . *Boston Blackie* air show may be albumized by Decca. . . . Jones Bros. set for Mercury waxing. . . . Phil Brito inked with Monogram for four years. . . . Bing Crosby voted "Star of the Year" by Australian film exhibitors. . . . Russ Lyons, former MCA exec, opened own booking and p.m. office at Hotel Sheraton, New York. . . . Songscribe Buddy Kaye may lyricize a Finklehoffe musical.

CHICAGO:

Don Reid has added two brass and a sax and returns to the Melody Mill in April for three months. Frank Parrish, ex-G.I. returns to the Reid vocal department, while Memo Carl is new saxman doubling impressions. . . . Fletcher Henderson started a six-month stay at the Club Delisa February 18. . . . Ray Pearl, who broke in his band at the Muehlebach, Kansas City, Mo., last June, is inked for a second engagement May 1. Dave Lewinter, who debuted his new seven-piece ork two months ago, has been renewed at the exclusive Pump Room of the Ambassador East, and will probably remain there till June.

Rumor around town is that Xavier Cugat is being eyed by Sam Rinella, owner of the projected Copacabana, for opening headline spot when the North Loop spot debuts. . . . Paul Montague has taken over publicity reins for the

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NEW YORK, Feb. 23.—Imagine the William Morris Agency Publicity Department's delight when a New York University lad phoned the other day and said, "You will be delighted to hear that one of your attractions has been voted favorite male vocalist here at NYU."

"We are indeed delighted," said the WMPD, "and just which of our attractions has gained this signal honor?" "Perry Como," said the NYU lad.

"Oh," said the WMPD. Perry Como is handled by General Artists' Corporation.

Rainbo Ballroom, which opens March 12 with Tommy Dorsey. . . . Sweethearts of Rhythm set for a series of one-nighters squeezed in between their p. a.'s at the Paradise, Detroit, April 26 to May 2; Regal, Chi, May 10-16, and Riviera, St. Louis, May 17-June 6. . . . Jack Wendover, who recently came into the FB band stable, currently at the Schroeder Hotel, Milwaukee, and set for the Trocadero, Evansville, Ind., where he starts an indefinite engagement March 22. . . . Wesley Prince, recent dischargee and former King Cole Trio bassist, is starting his own unit on the West Coast. . . . Earl Warren, ex-Basie lead alto and vocalist, has his new band set for six weeks at Kelly Stables, New York, opening March 23.

Jimmy Dorsey cut four sides for Decca in New York last week, including "Jump" and "Ain't Misbehaving" and "I'm Glad There Is You," the two last named featuring Dee Parker, JD's chirp. . . . Nev Wagner, recently discharged from the army, has taken over handling one-night bookings on orks thru the South and is in charge of act department for the Allbrook Humphrey Agency, Richmond, Va. . . . Ray Anthony's new ork proved a click in its opening job at the Chase Hotel, St. Louis, so that hotel's ops extended band's engagement from its first closing, February 28 to March 21, pushing one

band back, and Alvino Rey now set to follow March 22.

Rainbo Ballroom has made a deal with Bill Barth, CBS band remote production chief, for five half-hour remotes weekly, with one, and possibly two, going network. . . . The life of Benny Goodman will be aired over Mutual's *Freedom of Opportunity* program (Mutual net, 9-9:30 p.m. CST) Sunday, March 24. . . . Jimmy James, former ork leader who has been with Army Special Services three years, starts off his civilian batoneer career again March 15 with a series of one-nighters, possibly in the Midwest. Jimmy Leeper, his pre-war p.m., is again master-minding the band.

HOLLYWOOD:

Talk of Gene Krupa cutting for Capitol's new transcription firm. Some say a possible Capitol record deal is pending. It is known that Capitol is looking about for name bands. Stan Kenton is firm's mainstay now, with Alvino Rey just added. Rey also makes Capitol transcriptions. While Eddy Howard was here last year he negotiated with Capitol, but a decision was never reached. . . . Josef Zimanich, ex-ARA and now bigwig with Superior records, cut batch of sides by Jay Russell's Harlem Blue Knights. . . . Lucy Ann, chirper with Kay Kyser, penned to do couple pix for RKO.

Les Brown breezed into town for quick stay with family now living here. . . . Matty Malneck's forthcoming Columbia record features Robert Maxwell playing harp. . . . Herb Magidson and Allie Wrubel, composers of "I'll Buy That Dream" and nominees for a best movie song Oscar, set to write score of RKO's "Beat the Band." . . . Alvino Rey and the King Sisters went before Universal's cameras for a two-reeler. . . . Henry Rogers replaced Jack Melvin as publicist for Desi Arnaz's new band. . . . Will Osborne and Jan Garber orks skedded for soon - to - be - released Black - and - White records.

Max Steiner's musical scores for Warner's *Mildred Pierce*, *Saratoga Trunk* and *Stolen Life* will be heard on Victor records under new contract signed with diskier. Steiner now working on original score for Warner's *The Beast With Five Fingers*.

Charlie Barnet a band feature in Mon- (See MUSIC—AS WRITTEN on page 34)

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ON THE STAND

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

Lawrence Welk

(Reviewed at Aragon Ballroom,
Ocean City, Calif.)
(Booker—MCA)

Current engagement marks the Southern California debut of Welk and His Champagne Music. Band came here after six months at the St. Francis Hotel, San Francisco. Long a favorite in the Midwest, and having done a certain amount of location and theater work in the East, Welk's 17-man crew offers pleasantly stylized music.

Outstanding feature of the ork is its danceable arrangements. Whether it's a hillbilly tune or a sweet arrangement of a classic, the definite beat of the band makes for easy terping. Credit goes to the rhythm section, consisting of Jimmy Preshaw, pianist-arranger; Bob Cromer on bass and Nickie Aden on the skins. Section works easily and smoothly, and never heavy, but always in there.

Band is built around Welk's distinctive accordion work, and he does plenty of it. Not a mere frontier, Welk weaves in and out of every number with light runs and passages, adding neat frills to the sweetness of his brass and reed sections. Three violins round out the combo. Result is a light, springy type of music, easy on the ears, and good for dancing. Instrumentally, the band features the trombone of Terry George and Orle Amodia's sax. Fem sax tooter Venita White does more than her share of solo work, including some fine passages on the flute.

Singing department is ably handled by Joan Mowery, a cutie with a sweet, salable voice. Duets with trombonist Don Regan were especially fine. Also in the singing department is Bob Cromer, who doubles on bass, and drummer Nickie Aden. Aden has a fine voice which should be heard more often.

Welk has been around for a long time, and has withstood the onslaughts of jive, electing instead to continue his subdued style of so-called champagne rhythm. Now that Welk has made the junket to the Coast, it's a good bet he'll be back again. The customers like him and his music.

Bob Mohr

(Reviewed at Meadowbrook Gardens,
Culver City, Calif.) (Booker—MCA)

Bob Mohr and his 15-piece crew offer no fancy arrangements or gimmicks, but they do provide the customers with easy-to-dance-to tunes. Band features the light-fingered pianoantics of Johnny Dietz, the tenor sax of Kay Riggs and Frank Faine's hot trumpet. Library is well stocked with current faves, but it seems that the well-chosen store of oldies makes the biggest hit with the customers.

In the vocal department, swingstress Janie Johns handles the novelty numbers adequately. Duet with Mohr on *Doctor, Lawyer, Indian Chief* and *Dig You Later* had the crowd in a stop-listen mood. Crooner Harry Taylor, best on a sweet song, has a better-than-average voice, but he still lacks mike salesmanship.

Mohr's outfit is currently filling in the Tuesday and Wednesday spots at the club, with Harry James playing week ends. Band is a local product, confining dates to Southern California spots, and has built up a strong local following over the years. Always striving to make his sessions informal, Mohr had little trouble getting his audience with him despite the comparatively small off-night crowd.

Robbins Gets Korsakoff Score

HOLLYWOOD, Feb. 23.—Music score from Universal's forthcoming flicker dealing with life of Rimsky-Korsakoff has just been sold to Robbins Music Corporation. Robbins, who have first refusal on Universal scores, used this arrangement to get score, since several other pubs were said to be anxiously dickering for it to spot as a folio. Miklos Roza, who handled the outstanding scores for *Spellbound* and *Lost Week-End* pictures, has prepared special adaptations of the Rimsky-Korsakoff score for the Universal flicker. Lyrics have been added to many of the Korsakoff themes by Jack Brooks.

Among the Korsakoff features in the film are *Hymn to the Sun*, *Lament*, *Song of India*, *Caprice Espanol* and *Fandango*. Picture is tentatively titled *Fandango*.

Understood that Columbia Records may cut some of the vocal adaptations by Charles Kullman, Metropolitan Opera soloist, who appears in the picture and is under contract to them. Other diskeries are bidding for the straight music score.

Desi Arnaz

(Reviewed at Ciro's, Hollywood. Booked
by GAC)

Altho Desi Arnaz ork (20) is playing its first spot here since its beginning a few months back, the group works out with nary a flaw. If Arnaz keeps up the brand of product he's dishing out now, it won't be long before he'll be riding the Latin beat crest.

Greatest point in his favor is that he knows how to sell a song. Realizing that customers like to see the boys work for their coin, Arnaz makes sure that ringsiders get their money's worth. He knocks himself out in hopping down from the bandstand to dance floor and puts on a one-man show with congo drum and dance to match.

Aggregation is balanced well, altho brass could stand the soft pedal in spots. Beat is solid in both Latin and American tunes, with crew providing versatility by hopping back and forth across the border. Arnaz strives to split the library between Latin and U. S. tunes and does a good job in avoiding the usual pitfalls of a Latin band trying its hand at U. S. music. Latin arrangements pack a lot of spice in both beat and instrumental combos.

Realizing the clash existing between U. S. jump and Latin speedball tunes, Arnaz does only sweet stuff for the American side of the menu and throws the hot peppers in for the Latin. For example, the band does such ditties as *It Might as Well Be Spring* and *How Deep Is the Ocean?* (with eye-earful thrush Amanda Lane doing English lyrics), but does *Cuban Pete*, *Tabu* and *Babalu*. Arnaz does Spanish wording and builds dramatic mood.

He is really squeezing them in, with customers going big for both the dance and show tunes.

Long \$1,855 in Bridgeport

BRIDGEPORT, Conn., Feb. 23.—Johnny Long drew 1,546 people at Ritz Ballroom here last Sunday night (17). With admission \$1.20, take was \$1,855.20.

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Can It Be?

NEW YORK, Feb. 23.—*The Billboard* visited a small record company the other day and found the president sitting sadly in a corner.

"What is your trouble?" we asked.

"My trouble," said the diskery prexy, "is that I am making a living from my small business and will probably make a living as long as I care to stay in business, but I feel out of step with the times. I haven't tried to steal talent from RCA-Victor, Decca or Columbia. If you drop my records on the floor they break into smithereens. My factory turns out 3,000 platters a week and my press agent says 3,000 instead of 300,000.

"I have not concluded a distribution deal with the United States Post Office Department, the National Association of Manufacturers or the Fuller Brush Company. My records come in one color only. I don't deal myself in as co-writer of my artists' original compositions. I haven't recorded Dizzy Gillespie, Don Byas or Johnny Guarnieri. I don't own a hand-painted tie. I have never been sued. I have never sued anybody. I am not floating any stock issues.

"My production engineer is not a genius. He is just a good production engineer. I have no multiple presses. I have no secret patents or processes."
Hmmm.

YOU CAN BANK ON THIS...

ART KASSEL AND HIS "KASSELS IN THE AIR"
Recording of

"WAVE TO ME, MY LADY"
on

VOGUE RECORD #723

March 28 Elections To Decide on 7 SPA Executive C'ncilmen

NEW YORK, Feb. 23.—Candidates for seven berths on Songwriters Protective Association exec council were named by a nominating committee Wednesday (20). Nominees are John Redmond, Nat Simon, Larry Stock, Mitchell Parish, Joe Meyer, Lee David, Johnny Loeb, Bud Green, Jimmy McHugh, Clay Boland, Joan Whitney, J. C. Johnson, Harold Rome and Al Jacobs. Seven incumbents whose terms expire this month will run for re-election against those previously named. Incumbents involved are Fred Ahlert, Abel Baer, Paul Cunningham, Milton Drake, Ferde Grofe, Walter Kent and Sam Stept.

Nominating committee was Jesse Greer, Stanley Adams, Alex Kramer, Alex Gerber, Len Whitcup, Moe Jaffe and Lou Handman. Voting will take place at the org's annual meeting here, March 28.

Farber Takes Music On Mars Candy Show

CINCINNATI, Feb. 23.—Pianist Burt Farber, who has led his own combo in the Restaurant Continentale of Hotel Netherland Plaza here the last eight years, is commuting each Thursday to Chicago to handle the arranging and conducting of a 12-piece ork on the Mars Candy Company's air-drama show, *Curtain Time*, heard each Thursday night, 10-10:30, EST, over an ABC hook-up of 104 stations, via WENR. Farber also contributes his pianistics to the airer.

Long a feature on the staff of WLW, Farber recently switched his affiliations to WSAI here. He soon will relinquish his WSAI duties, however, due to the pressure of his Chi radio chore. He will continue to conduct his ork in conjunction with the Netherland Plaza's ice show.

Farber has appeared as a special feature with the Cincinnati Symphony Orchestra on several occasions.

Mello-Strain and Goody New Entries in Disk Field

NEW YORK, Feb. 23.—Add two more new disk companies: Goody Record Corporation and Mello-Strain Records, Ltd., both located here. Goody is an outgrowth of Sam Goody's distrib outfit which has local distribution for Continental, Arista and other firms.

Goody record is a 75-cent item, and first releases are all in a Latin vein. Bill Simon, of New York (not to be confused with out-of-town Simons), is recording director.

Mello-Strain, operated by Al Baldini, uses Ross Leonard on its first two platters.

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PAN 029 HAWAIIAN WAR CHANT **Dan Kalaauwa Stewart** 49c Net
LUAU HULA **And His Islanders**

PAN 032 JALOUSIE (JEALOUSY) **Noel De Silva & Orchestra** 49c Net
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CONTINENTAL

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SMOKE GETS IN YOUR EYES **Vocal By Don Baker**

C1132 DZULEIDA POLKA **The Polka Kings** 48½c Net
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"LOOKING FOR AN ANGEL LIKE YOU"
ZEKE CLEMENTS *Grand Ole Opry Singer*

No. 6 { "YOU LEFT a RED CROSS on MY HEART"
"I'VE BEEN LONESOME SINCE YOU WENT AWAY"
PAUL HOWARD and His Arkansaw Cotton Pickers


No. 7 { "CROSSING OVER JORDAN"
(Spiritual)
"NO DISAPPOINTMENT UP THERE"
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JOHN DANIEL'S GOSPEL QUARTET

No. 4 { "YOU'RE FREE AGAIN"
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WEARY NIGHTS AND BROKEN DREAMS

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H'wood Bowl's IG Gershwin Award; School, Aud Plans

HOLLYWOOD, Feb. 23. — Hollywood Bowl Association this week announced plans for a \$1,000 annual award to be given to an American composer whose work is "as indigenous to America as is the work of George Gershwin." Association is also cooking up deals for a further expansion to include construction of a 3,000-seat indoor auditorium and schools of music, theater and ballet. Latter schemes are still in the talk stage, however.

First thousand bucks of the Gershwin award will be dished out this summer to the winner of what will be called the "Gershwin Memorial award." Any American citizen is eligible to enter the sweepstakes, closing date of which is May 1. Judges are Leopold Stokowski, Paul Whiteman, Arthur Rodzinski, Deems Taylor, Olin Downes, Ferde Grofe and Robert Russel Bennett.

Association officers include: President, George Bagnall, v.-p. of United Artists; vice-president, Arthur Kachell; secretary, Mrs. Maynard Toll, and treasurer, Richard McCune, v.-p. of the Bank of America. Board members include Bette Davis, Katharine Hepburn, Dame May Whitty, Mrs. Pat O'Brien, and Robert O. Reynolds, general manager of radio station KMPC and president of the Southern California Broadcasters.

Interstate Distrib Files 50G Suit Vs. Signature Plattery

NEW YORK, Feb. 23.—Signature Records is the defendant in a \$50,000 suit filed in Supreme Court here this week by George Mendelsohn of Interstate Music Suppliers, who charges Signature welched on an agreement to give IMS exclusive distributing rights in New York State (not Gotham), New Jersey, Connecticut, Massachusetts, Rhode Island, Pennsylvania and District of Columbia.

Mendelsohn claims he advertised and obtained orders, but when delivery time came last December, Signature did not abide by an agreement made in May. Says Signature used other distribution facilities in his territory.

Decision on Signature's motion to dismiss was reserved by Justice Aaron Steuer. In the meantime, Signature this week announced officially the news, carried in *The Billboard* two weeks ago, that they had arranged an exclusive distributing deal with General Electric Supply Company.

Robbins Gets Benny Plug And "Pickle" in 1 Swoop

NEW YORK, Feb. 23.—Robbins Music Corporation this week grabbed a new novelty tune titled *Pickle in the Middle and the Mustard on Top*. Firm was first attracted by the *Pickle* line when Artie Auerbach, on the Jack Benny show, started flinging it over the ether some months back. When Broadway pillars enthused about the zany phrase—heaps of flack-lines were printed about Auerbach and his hot-dog etherings—Robbins boys wired to the Coast for permish to use the phrase in a song.

Answer came back from John Tackaberry, one of the writers for Benny's program, not only granting release of the title, but enclosing a complete ditty, authored by Tackaberry and Carl Sigman. Pay-off ensued when Robbins was informed later that Tackaberry had arranged for clearance of the song on the Benny show this week. Considering what Benny did for *One-Zy, Two-Zy*, firm feels mighty happy about the whole affair.

Empire Presses for Indies

NEW YORK, Feb. 23. — Jack L. Caidin, of Empire Recording Corporation, said here that his org—a combination distrib and pressing outfit—would quadruple its output within three months and would be ready for "some of the smaller record companies who have had 'pressing' problems during the past few years." At present, only hot record society's disks are being pressed—about 1,500 per day.

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She's a vocal LOVELY!



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Young band leader to organize band of local musicians. Will guarantee summer's engagement and finance organizing. Write.

H. COATES
713 N. Topeka Wichita, Kan.

Is ACI Changing Songplugging? Professional Managers Differ

(Continued from page 14)
ing this trend, *The Billboard* has drawn up a chart, listing all New York-emanated network shows. See adjoining columns.)

Beyond their general nod in direction of radio, pm's entertain a wide range of ideas as to the the best way to use their songpluggers in the new Peatman set-up. The most radical faction gloomily predicts that the old-line contactmen are washed up unless they change their spots like a leopard, desert the now-meaningless hotels and clubs where dance-remote bands hang out, and descend en masse upon advertising agencies and radio stations. Slogan among these lads is: "One Jack Benny plug is worth ten Art Mooneys. We won't shell out big dough for pluggers who bring back Mooney clearances and no Benny shots. Shorten the lines, cut the staff, sink the dough saved into high-pressure gents who know the radio racket and can sell their graces along Madison Avenue and we've got the hit racket licked."

This concept probably sends shocks through the Contactmen's Union headquarters whenever it's brought out into the open, but before any of the members start fretting about unemployment benefits and severance pay, they can take consolation in knowing that most music pubbers don't go along. There's a far stronger part of the trade which cautiously compromises on the whole proposition. Here the feeling is that while ad agencies and network execs undoubtedly have loomed up big in the contact pic, the field for invasion is too limited to make any drastic changes. Proponents claim ad agencies are still indifferent to new material, remain notoriously haughty about "songpluggers," and usually wait for average pub to sell his "hit" in other channels before they'll sneak the song onto their pet programs. Also pointed up is the paradoxical situation developed by ad-agency focus on trade paper plug lists.

How are they gonna get on the list say these partisans if they can't get the agency sesame on their songs. Only answer, they feel, is to go ahead and bang out the 30 or 40 late-hour ork shots, snag a low spot on Peatman and use that as the wedge to open up the big-time commercial doors.

New Intelligence Standard

Far as these same pro managers figure, their pluggers in recent years have dropped most of the stigmatic qualities attached to the songplug ilk—one key publisher claims he had established a standard of intelligence for his staff that belies argument about normal pluggers not being able to mingle in loftier network circles—and could always be slanted into broadcast channels if positive need arose. Points out that good many pluggers have pursued radio artists and program-connected figures for several years now and whether or not Peatman system magnified importance of these activities, the staff was always ready and competent to do a job.

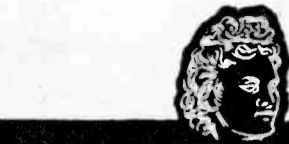
A third bunch of pub reps react still differently about their boys. Opinion of these men is that a 9-to-5 daytime stint wouldn't work out for these contactmen. Agency possibilities don't call for it and in addition these pluggers render invaluable services during their nite-time prowls, which while having no direct reference to successful plugging, mebbe, still pay off in other directions. One pm definitely feels that only thru these late-hour hauntings could he keep up with all the angles and deals going thru the trade, the ones which bring in songs with guaranteed recordings or package-plugging by various maestri.

Records Too Important

Disk side of this songplugger nite-traveling was advanced by still another top pub-manager. Says he finds his men get most of their wax arrangements concluded thru maestri, not thru recording execs, and unless staff keeps visiting the band leaders they lose out on disks, something no pub can afford these days. Also argues that while commercials admittedly hold biggest weight in Peatman computations, he knows radio producers and ad agencies, and there just isn't any sense in contacting them. Claims that most agencies won't respond to personal solicitations—Frank Hummert, who solemnly presides over five of the top shows handled by Dancer, Fitzgerald & Sample agency, was depicted by spokesman for one pm as typical agency exec who put his foot down on songplugger relationships. Hummert reportedly will not pay attention to any song he doesn't like no matter who brings it in. "So everybody just submits their songs thru the mails as they always did," says this pm, "and they let Hummert decide for himself."

Fourth school of thought departs from other three almost entirely. This group says that they see no forthcoming trouble with present contact set-up only because their pluggers have steadily enlarged their circle of active sources to include radio stars far more than the average name-bander or musiker. That they curry favor from these network top-fighters at the same time as they hit up the batoneers is a curious wrinkle advanced on claims that radio stars were neatly sucked into nite-time swim a long time before Peatman. There's no doubt among these plug nabbers that if it came to a split, they'd stay with radio above all else, but so long as any orkster with a wee-bitsy Mutual wire after 11 could sell a hundred sheet-copies with his forlorn plug they'd also dispatch a man up to land him.

Whichever of the various opiners will prove to be the most sagacious remains to be seen, but signs are here in part that infiltration amongst radio ranks has gotten way above par. Detected at almost every important commercial in NBC or CBS studios these days are a couple of contactmen and the giveaway is this: Not only are the Perry Comos and the Danny O'Neills getting the glad-hand but spread around the program producer, the technicians, and even the announcer are a bunch of the favor-seekers. A thing like that once started can reach up to top network officials and, if you know songpluggers, might some day segue into a scene where a top manager would phone Federal Communications Commish chairman to see if "he can get me on."



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"WIGGLE WIGGLE WOOGIE"

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WITH JACK McVEA & HIS ALL STARS



No. 368

"WISE WOMAN BLUES"
"NO VOOT NO BOOT"

FEATURING

DINAH WASHINGTON

WITH LUCKY THOMPSON & HIS ALL STARS



No. 103

"HERE AM I, DO LORD SEND ME"
"SHADY GREEN PASTURES"

FEATURING

FAMOUS GEORGIA PEACH

WITH THE HARMONAIRES



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"If I Had You"

Sir Charles and His All Stars

No. 102 "Out the Fire"

"Pam-Palam"

Duke of Iron and His Calypso Troubadours

No. 756 "Ghost of a Chance"

"Bottoms Up"

Illinois Jacquet and His All Stars

No. 364 "Blues Around the

Clock"

(Parts 1 & 2)

Willie Bryant with Tab Smith Septette

No. 362 "Somebody Changed

the Lock on My Door"

Wynonie "Blues" Harris with Jack McVea and His All Stars

"Wynonie's Blues"

Wynonie "Blues" Harris with Illinois Jacquet and His All Stars

No. 363 "Gone With the

Wind"

"Here Comes the Blues"

Wynonie "Blues" Harris with Illinois Jacquet and His All Stars

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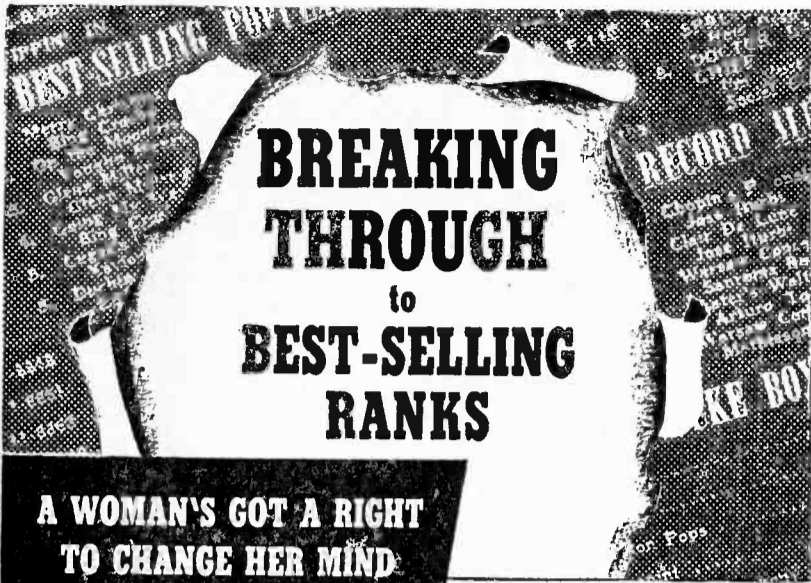
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PART 1—The Billboard

HONOR ROLL OF HITS

THE NATION'S TOP TUNES (TRADEMARK)

1. SYMPHONY
2. LET IT SNOW! LET IT SNOW! LET IT SNOW!
3. OH! WHAT IT SEEMED TO BE
4. DOCTOR, LAWYER, INDIAN CHIEF
5. I CAN'T BEGIN TO TELL YOU
6. PERSONALITY
7. I'M ALWAYS CHASING RAINBOWS
8. YOU WON'T BE SATISFIED (UNTIL YOU BREAK MY HEART)
9. DAY BY DAY
10. SOME SUNDAY MORNING
11. AREN'T YOU GLAD YOU'RE YOU!
12. DIG YOU LATER (A HUBBA-HUBBA-HUBBA)
13. ATLANTA, G. A.
14. JUST A LITTLE FOND AFFECTION
15. HERE COMES HEAVEN AGAIN

The nation's 15 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

The title "HONOR ROLL OF HITS" and the listing of the hits have been copyrighted by The Billboard. No use of either may be made without The Billboard's consent.

ENGLAND'S TOP TWENTY

Weeks to date	POSITION		SONG	ENGLISH	AMERICAN
	Last Week	This Week			
8	2	1	CRUISING DOWN THE RIVER	Cinephonic	*
6	1	2	KENTUCKY	Campbell Connelly	BMI
10	9	3	IT'S BEEN A LONG, LONG TIME	Bradbury Wood	Morris
8	3	4	IT'S A GRAND NIGHT FOR SINGING	Chappell	Williamson
4	5	5	MY HEART IS DANCING WITH YOU	Irwin Dash	*
11	6	6	I'LL CLOSE MY EYES	World Wide	*
11	7	7	OUT OF THE NIGHT (DID YOU EVER GET) THAT FEELING IN THE MOONLIGHT	Francis Day	Paul-Pioneer
2	10	9	IT MIGHT AS WELL BE SPRING	Chappell	Williamson
19	11	10	I'M IN LOVE WITH TWO SWEETHEARTS	Irwin Dash	Music Makers
17	8	11	UNDER THE WILLOW TREE	Mac Melodies	*
7	15	12	THE MOMENT I SAW YOU	Peter Maurice	*
3	12	13	NANCY	Chappell	Stanwood
7	13	14	TWO CAN DREAM AS CHEAPLY AS ONE	Campbell Connelly	*
13	14	15	LET'S KEEP IT THAT WAY	Noel Gay	*
1	—	16	SO IN LOVE	Bradbury Wood	Bregman-Vocco-Conn
2	18	17	CHICKERY CHICK	Campbell Connelly	Santly-Joy
7	16	18	ROSE OF SANTA LUCIA	Feldman	*
1	—	19	I DREAM OF YOU	Peter Maurice	Embassy
3	20	20	WHEN THE GANG MEETS AGAIN	Strauss-Miller	*

*Publisher not available as The Billboard goes to press.

PLAY STATUS OF FILMS WITH LEADING SONGS

Tunes listed alphabetically are in films currently showing or to be shown soon. Only tunes which have won a position in one or more of the other features of the

Chart are listed, since many film-featured tunes never reach any degree of popularity, and many others are never even published.

AREN'T YOU GLAD YOU'RE YOU? (Burke-Van Heusen). Sung by Bing Crosby in Rainbow Productions' "The Bells of St. Mary's." National release date—December, 1945.

HERE COMES HEAVEN AGAIN (Robbins), sung by Vivian Blaine and Perry Como in 20th Century-Fox's "Doll Face." National release date—January, 1946.

AS LONG AS I LIVE (Witmark). Background theme in Warner Bros.' "Saratoga Trunk." National release date—January 26, 1946.

I CAN'T BEGIN TO TELL YOU (Bregman-Vocco-Conn), in 20th Century-Fox's "The Dolly Sisters." Sung by John Payne. National release date—November, 1945.

DIG YOU LATER (A HUBBA-HUBBA-HUBBA) (Robbins), sung by Perry Como in 20th Century-Fox's "Doll Face." National release date—January, 1946.

IF I HAD A DOZEN HEARTS (Paramount), sung by Betty Hutton in Paramount's "The Stork Club." National release date—December 28, 1945.

DOCTOR, LAWYER, INDIAN CHIEF (Burke-Van Heusen), sung by Betty Hutton in Paramount's "Stork Club." National release date—December 28, 1945.

I'M ALWAYS CHASING RAINBOWS (Miller), in 20th Century-Fox "The Dolly Sisters." Sung by John Payne and Betty Grable. National release date—November, 1945.

GIVE ME THE SIMPLE LIFE (Triangle), sung by John Payne and June Haver in 20th Century-Fox's "Give Me the Simple Life."

IT MIGHT AS WELL BE SPRING (Williamson), sung by Dick Haymes in 20th Century-Fox's "State Fair." National release date—October, 1945.

(Continued on page 95)

Music Popularity Chart Week Ending Feb. 22, 1946

RADIO

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, February 15, 8 a.m., and ending Friday, 8 a.m., February 22)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The total times the song has appeared among the top 30 in the Peatman survey to date will be indicated in the chart

under the "Weeks to Date" column, but only those making their appearance in the list on or after November 29 are tabbed. Other tunes have been on Peatman before but this information is not available. The music checked is preponderately (over 60 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.

Wks. to date	TITLE	PUBLISHER	LIC. BY
12	Aren't You Glad You're You (F) (R)	Burke-Van Heusen	ASCAP
10	As Long As I Live (F) (R)	Witmark	ASCAP
4	Atlanta, G. A. (R)	Stevens	BMI
	Blue (R)	Starlight	ASCAP
	Come to Baby, Do (R)	Leeds	ASCAP
	Day by Day (R)	Barton	ASCAP
6	Doctor, Lawyer, Indian Chief (F) (R)	Burke-Van Heusen	ASCAP
	Don't You Remember Me? (R)	Morris	ASCAP
4	Everybody Knew But Me (R)	Berlin	ASCAP
3	Gimme a Little Kiss (R)	ABC	ASCAP
5	Give Me the Simple Life (F) (R)	Triangle	ASCAP
	Here Comes Heaven Again (F) (R)	Robbins	ASCAP
	I Can't Begin to Tell You (F) (R)	Bregman-Vocco-Conn	ASCAP
12	I'm Always Chasing Rainbows (F) (R)	Miller	ASCAP
	It Might As Well Be Spring (F) (R)	Williamson	ASCAP
	It's Been a Long, Long Time (R)	Morris	ASCAP
	It's Only a Paper Moon (F) (R)	Harms, Inc.	ASCAP
	Just a Little Fond Affection (F) (R)	Shapiro-Bernstein	ASCAP
12	Let It Snow! Let It Snow! Let It Snow! (R)	Morris	ASCAP
4	My Guy's Come Back (R)	Shapiro-Bernstein	ASCAP-BMI
3	Oh! What It Seemed to Be (R)	Santly-Joy	ASCAP
2	One More Dream (And She's Mine) (R)	Barton	ASCAP
2	One-zy, Two-zy (R)	Martin	ASCAP
2	Penthouse Serenade (R)	Famous	ASCAP
4	Personality (F) (R)	Burke-Van Heusen	ASCAP
1	Shoo-Fly Pie and Apple Pan Dowdy (R)	Capitol	ASCAP
	Some Sunday Morning (F) (R)	Harms, Inc.	ASCAP
	Symphony (R)	Chappell	ASCAP
8	The Bells of St. Mary's (F) (R)	T. B. Harms	ASCAP
1	Wave to Me My Lady (R)	Famous	ASCAP
2	Who's Sorry Now? (F)	Mills	ASCAP
1	You Won't Be Satisfied (Until You Break My Heart) (R)	Mutual	ASCAP

RECORDS MOST-PLAYED ON THE AIR

Records listed here in numerical order are those played over the greatest number of record shows. List is based on reports received by The Billboard from disk jockeys throughout the country. Unless in-

dicated in this chart, other available records of tunes listed here will be found in Most-Played Juke Box Records chart. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

Weeks to date	POSITION Last Week	This Week	TITLE	Artist	Label	Lic. By
6	5	1	PERSONALITY (F)	Johnny Mercer	Capitol 230	ASCAP
12	2	2	DOCTOR, LAWYER, INDIAN CHIEF (F)	Betty Hutton	Capitol 220	ASCAP
9	1	3	LET IT SNOW! LET IT SNOW! LET IT SNOW!	Vaughn Monroe	Victor 20-1759	ASCAP
13	3	4	SYMPHONY	Freddy Martin	Victor 20-1747	ASCAP
3	13	5	OH! WHAT IT SEEMED TO BE	Frank Sinatra	Columbia 36905	ASCAP
4	6	6	OH! WHAT IT SEEMED TO BE	Frankie Carle	Columbia 36892	ASCAP
9	8	7	SYMPHONY	Jo Stafford	Capitol 227	ASCAP
5	11	8	I'M ALWAYS CHASING RAINBOWS (F)	Perry Como	Victor 20-1788	ASCAP
1	—	9	DAY BY DAY	Frank Sinatra	Columbia 36905	ASCAP
13	9	9	SYMPHONY	Benny Goodman	Columbia 36874	ASCAP
5	10	10	YOU WON'T BE SATISFIED (Until You Break My Heart)	Les Brown	Columbia 36884	ASCAP
13	4	10	I CAN'T BEGIN TO TELL YOU	Bing Crosby-Carmen Cavallaro	Decca 23457	ASCAP
7	7	11	SYMPHONY	Bing Crosby	Decca 18735	ASCAP
1	—	12	ATLANTA, G. A.	Sammy Kaye (Billy Williams)	Victor 20-1795	BMI
12	15	13	DIG YOU LATER (A Hubba-Hubba-Hubba)	Perry Como	Victor 20-1750	ASCAP
2	—	14	ARTISTRY JUMPS	Stan Kenton	Capitol 229	ASCAP
2	—	14	LET IT SNOW! LET IT SNOW! LET IT SNOW!	Woody Herman	Columbia 36909	ASCAP
4	14	14	MONEY IS THE ROOT OF ALL EVIL	Andrews Sisters-Guy Lombardo	Decca 23474	ASCAP
2	13	15	I'M ALWAYS CHASING RAINBOWS (F)	Dick Haymes-Helen Forrest	Decca 23472	ASCAP
1	—	15	PERSONALITY (F)	Dinah Shore	Victor 20-1781	ASCAP

Coming Up

SIoux CITY SUE	Stan Kenton	Capitol 229
JUST A-SITTIN' AND A-ROCKIN'	Tony Pastor	Cosmo 471

MARGARET WHITING
Sings JEROME KERN'S
'All Through the Day'
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'On Love in Vain'
the top Ballads from 20th-Century-Fox
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When Whiting waxed 'It Might As Well Be Spring, profit lightning struck the jukes. Now Margaret turns her vocal magic on a brace of ballads... the latest from the pen of Jerome Kern

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WALLY FOWLER
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Storm the Jukes with
'YOU CAN'T CONCEAL A BROKEN HEART'
and
'JUST THIRTEEN STEPS AWAY'
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RCA VICTOR

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FREDDY MARTIN

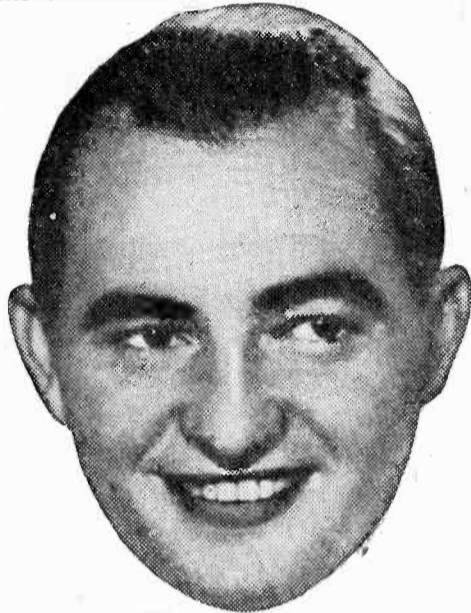
and his Orchestra

**ONE-ZY,
TWO-ZY
(I LOVE
YOU-ZY)**

vocal by
The Martin Men

**SLEEPY
BABY**

vocal by Artie Wayne
and The Martin Men



RCA VICTOR 20-1826

TOMMY DORSEY

and his Orchestra

WHERE DID YOU LEARN TO LOVE
vocal by Stuart Foster and the Sentimentalists

COME RAIN OR COME SHINE
(from the production "St. Louis Woman")
vocal refrain by Sy Oliver

RCA VICTOR 20-1819

JOHN RYAN

with the Sportsmen Quartet and Orchestra
McNAMARA'S BAND

IT'S THE SAME OLD SHILLELAGH

RCA VICTOR 20-1827

ROY ROGERS

(King of the Cowboys)

with Morton Scott and his Orchestra

ROCK ME TO SLEEP IN MY SADDLE
I WISH I HAD NEVER MET SUNSHINE
(and Sunshine Had Never Met Me)

RCA VICTOR 20-1815

ELTON BRITT

Singing with Orchestra

MAKE ROOM IN YOUR HEART FOR A FRIEND
DETOUR

RCA VICTOR 20-1817

• **NEW INTERNATIONAL RELEASE!** •

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with Victor Continental Orchestra

SYMPHONIE

AH! LE PETIT VIN BLANC—Valse Museffe
(“Ah, for a Little White Wine!”)
(Both sung in French)

RCA VICTOR 26-7001



PART 2—The Billboard

RETAIL SALES AND

BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received from more than 20 jobbers in all sections of the country. Songs are listed according to greatest number of sales. (F) Indicates tune is in a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

Weeks to date	Last Week	This Week	POSITION	Tune	Artist	Label
11	1	1	1.	SYMPHONY (R)	Chappell	
8	3	2	2.	LET IT SNOW! LET IT SNOW! LET IT SNOW! (R)	Morris	
16	2	3	3.	I CAN'T BEGIN TO TELL YOU (F) (R)	Bregman-Vocco-Conn	
9	4	4	4.	SOME SUNDAY MORNING (F) (R)	Harms, Inc.	
4	6	5	5.	I'M ALWAYS CHASING RAINBOWS (F) (R)	Miller	
2	7	6	6.	OH! WHAT IT SEEMED TO BE (R)	Santly-Joy	
3	10	7	7.	DOCTOR, LAWYER, INDIAN CHIEF (F) (R)	Burke-Van Heusen	
5	—	8	8.	AREN'T YOU GLAD YOU'RE YOU (F) (R)	Burke-Van Heusen	
18	5	9	9.	IT MIGHT AS WELL BE SPRING (F) (R)	Williamson	
1	—	10	10.	YOU WON'T BE SATISFIELD (Until You Break My Heart) (R)	Mutual	

BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on reports received from more than 700 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) Indicates tune is in a film; (M) indicates tune is in a legit musical. The B side of each record is listed in italic.

Weeks to date	Last Week	This Week	POSITION	Tune	Artist	Label
11	3	1	1.	DOCTOR, LAWYER, INDIAN CHIEF (F)	Betty Hutton	Capitol 220
				<i>I'm Just a Square in a Social Circle (F)</i>		
10	1	2	2.	LET IT SNOW! LET IT SNOW! LET IT SNOW!	Vaughn Monroe	Victor 20-1759
				<i>When the Sandman Rides Again</i>		
7	2	2	2.	PERSONALITY (F)	Johnny Mercer	Capitol 230
				<i>If I Knew Then</i>		
2	8	3	3.	OH! WHAT IT SEEMED TO BE	Frank Sinatra	Columbia 36905
				<i>Day by Day</i>		
3	7	4	4.	OH! WHAT IT SEEMED TO BE	Frankie Carle	Columbia 36892
				<i>As Long as I Live (F)</i>		
8	5	4	4.	SYMPHONY	Bing Crosby	Decca 18735
				<i>Beautiful Love</i>		

(Continued on page 97)

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on reports received from more than 200 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

Weeks to date	Last Week	This Week	POSITION	Album	Label
3	1	1	1.	State Fair	Decca A-412
				<i>Dick Haymes</i>	
9	4	2	2.	Nutcracker Suite (Tchaikowsky)	Victor P-143
				<i>Spike Jones and His City Slickers</i>	
6	3	3	3.	Polonaise Album	Victor P-145
				<i>Earl Wrightson-Rose Inghram-Mary Martha Briney and Chorus (Al Goodman Ork)</i>	
1	—	4	4.	At the Piano	Columbia C-23
				<i>Frankie Carle (Piano)</i>	
1	—	5	5.	Showboat	Victor P-152
				<i>Tommy Dorsey and His Orchestra</i>	

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers). List is based on reports received from more than 350 dealers in all sections of the country. Records are listed according to greatest sales.

Weeks to date	Last Week	This Week	POSITION	Record	Label
22	1	1	1.	Clair De Lune	Victor 11-8851
				<i>Jose Iturbi</i>	
28	5	2	2.	Warsaw Concerto	Columbia 7490-M
				<i>Mathieson, London Symphony</i>	
36	3	3	3.	Chopin's Polonaise	Victor 11-8848
				<i>Jose Iturbi</i>	
15	2	4	4.	Warsaw Concerto	Victor 11-8863
				<i>Sanroma Boston Pops</i>	
43	4	5	5.	Warsaw Concerto	Decca 29150
				<i>Wallenstein, Los Angeles Philharmonic Ork</i>	

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers). List is based on reports received from more than 200 dealers in all sections of the country. Albums are listed according to greatest sales.

Weeks to date	Last Week	This Week	POSITION	Album	Label
32	1	1	1.	Rhapsody in Blue	Columbia X-251
				<i>Oscar Levant, Philadelphia Ork, Eugene Ormandy, conductor</i>	
1	—	1	1.	Chopiniana	Columbia MM-598
				<i>Dimitri Mitropoulos, conductor; The Robin Hood Dell Ork</i>	
33	2	2	2.	Rhapsody in Blue	Victor DM-358
				<i>Sanroma (Piano) Boston Pops</i>	
1	—	3	3.	The Swan Lake (Tchaikowsky)	Victor DM-1028
				<i>Vladimir Golschmann, conductor; St. Louis Symphony Ork</i>	
6	2	4	4.	Bolero (Ravel)	Columbia MX-257
				<i>Andre Kostelanetz (The Robin Hood Dell Ork)</i>	
39	3	4	4.	Music to Remember	Victor SP-4
				<i>Jose Iturbi (From the Life of Chopin)</i>	

Music Popularity Chart

Week Ending
Feb. 21, 1946

JUKE BOX PLAYS

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on more than 500 reports received direct from operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune.

Weeks to date	Last Week	This Week	POSITION	Record Title	Artist	Label
8	1	1	1	LET IT SNOW! LET IT SNOW! LET IT SNOW!	Vaughn Monroe (Vaughn Monroe-The Norton Sisters)	Victor 20-1750
11	3	2	2	DOCTOR, LAWYER, INDIAN CHIEF (F)	Betty Hutton (Paul Weston Ork)	Capitol 220
12	2	3	3	SYMPHONY—Freddy Martin (Clyde Rogers)	Victor 20-1747	
15	4	4	4	I CAN'T BEGIN TO TELL YOU (F)	Bing Crosby-Carmen Cavallaro	Decca 23457
4	5	5	5	OH! WHAT IT SEEMED TO BE	Frankie Carle (Marjorie Hughes)	Columbia 36892
6	4	6	6	PERSONALITY (F)	Johnny Mercer	Capitol 230
10	8	7	7	I'M ALWAYS CHASING RAINBOWS (F)	Perry Como (The Satisfiers-Russ Case Ork)	Victor 20-1788
8	10	7	7	SYMPHONY	Benny Goodman (Liza Morrow)	Columbia 36874
8	6	8	8	SYMPHONY	Bing Crosby (Victor Young Ork)	Decca 18735
4	9	9	9	YOU WON'T BE SATISFIED (UNTIL YOU BREAK MY HEART)	Les Brown (Doris Day)	Columbia 36884
2	13	10	10	OH! WHAT IT SEEMED TO BE	Frank Sinatra (Alex Stordahl Ork)	Columbia 36905
4	14	11	11	LET IT SNOW! LET IT SNOW! LET IT SNOW!	Connee Boswell-Russ Morgan	Decca 18741
4	12	12	12	YOU WON'T BE SATISFIED (UNTIL YOU BREAK MY HEART)	Perry Como-The Satisfiers (Russ Case Ork)	Victor 20-1788
6	—	13	13	SYMPHONY	Guy Lombardo	Decca 18737
1	—	13	13	SEEMS LIKE OLD TIMES	Guy Lombardo (Don Rodney-The Lombardo Trio)	Decca 18737
12	8	14	14	DIG YOU LATER (A HUBBA-HUBBA-HUBBA) (F)	Perry Como (The Satisfiers-Russ Case Ork)	Victor 20-1750
2	11	14	14	I'M ALWAYS CHASING RAINBOWS (F)	Harry James (Buddy DiVito)	Columbia 36899
14	7	14	14	I CAN'T BEGIN TO TELL YOU (F)	Harry James (Ruth Haag)	Columbia 36867
5	—	15	15	I'M ALWAYS CHASING RAINBOWS (F)	Dick Haymes-Helen Forrest (Earle Hagen Ork)	Decca 23472
1	—	16	16	GUITAR POLKA	Al Dexter (Al Dexter)	Columbia 36898

Coming Up

ATLANTA, G. A.—Sammy Kaye (Billy Williams) Victor 20-1795
HEY! BA-BA-RE-BOP—Lionel Hampton Decca 18754

MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are folk records most played in juke boxes. List is based on more than 500 reports received direct from operators all over the country.

Weeks to date	Last Week	This Week	POSITION	Record Title	Artist	Label
5	1	1	1	GUITAR POLKA	Al Dexter	Columbia 36898
19	2	2	2	SIoux CITY SUE	Dick Thomas	National 5010
2	—	3	3	SIoux CITY SUE	Zeke Manners	Victor 20-1797
3	—	3	3	SOMEDAY (You'll Want Me)	Hoosier Hot Shots-Sally Foster To Want You	Decca 18738
5	4	3	3	SIoux CITY SUE	Hoosier Hot Shots	Decca 18745
1	—	4	4	GRIEVIN' MY HEART OUT FOR YOU	Jimmie Davis	Decca 18756
5	—	4	4	SOMEDAY (You'll Want Me To Want You)	Elton Britt	Bluebird 33-0521

MOST-PLAYED JUKE BOX RACE RECORDS

Records listed are race-type disks most played in the nation's juke boxes. List is based on more than 500 reports received direct from operators all over the country.

Weeks to date	Last Week	This Week	POSITION	Record Title	Artist	Label
8	1	1	1	BUZZ ME	Louis Jordan	Decca 18734
1	—	2	2	HEY! BA-BA-RE-BOP	Lionel Hampton	Decca 18754
6	2	3	3	DON'T WORRY 'BOUT THAT MULE	Louis Jordan	Decca 18734
2	4	4	4	DRIFTING BLUES	Johnny Moore's Three Blazers	Philo P-112
7	5	4	4	BE-BABA-LUBA	Helen Humes	Philo PV-106
1	—	5	5	SALT PORK, W. VA.	Louis Jordan	Decca 18762
6	—	5	5	GOT A RIGHT TO CRY	Joe Liggins	Exclusive 210
1	—	5	5	VOO-IT! VOO-IT!	The Blues Woman	Juke Box JB502
27	—	5	5	THE HONEYDRIPPER	Joe Liggins	Exclusive 207



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and His Orchestra

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(Simply Won't Love Back)

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with BOB HAGGART'S Orchestra

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Both Vocal with Orchestra

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THE PLAINSMEN, ACC. BY THE COAST RANCH HANDS
- 2019 **I DON'T WANT ANYONE BUT YOU**
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PART 3—The Billboard

ADVANCE RECORD

ADVANCE RECORD RELEASES

Records listed are generally approxi- supplied in advance by record companies.
mately two weeks in advance of actual Only records of those manufacturers vol-
release date. List is based on information untarily supplying information are listed.

- A JUG OF WINE.....Thelma Carpenter (Eddie Sauter, dir. ork).....Majestic 1030
- AFTER ALL.....The Dixiares-Muriel Gaines...Queen 4111
- AH YES, THERE'S GOOD BLUES
TONIGHT.....Martha Tilton.....Capitol 244
- AIN'T MISBEHAVIN' (I'm Savin' My
Love for You).....Jimmy Dorsey (Dee Parker)..Decca 18799
- ALL THROUGH THE DAY.....Margaret Whiting (Carl Kress, dir. ork)
.....Capitol 240
- AS IF I DIDN'T HAVE ENOUGH ON
MY MIND.....Martha Tilton.....Capitol 244
- JOHANN SEBASTIAN BACH: Sonata
in E ALBUM (For Harpsichord Con- Wanda Landowska-Yehudi Menuhin (4
certante and Violin Solo).....12-in.).....Victor M or DM 1035
- PHIL BAKER ALBUM.....Phil Baker.....Decca A-421
- Did You Mean It?.....Decca 23503
- Easy to Love.....Decca 23501
- My Melancholy Baby.....Decca 23502
- Star Dust.....Decca 23500
- Strange Interlude.....Decca 23500
- The Very Thought of You.....Decca 23503
- They Didn't Believe Me.....Decca 23502
- What Is This Thing Called Love?.....Decca 23501
- BEGIN THE BEGUINE.....Fred Waring and His Pennsylvanians
(Donna Dae).....Decca 29198
- BERLIOZ: SYMPHONIE FANTAS- San Francisco Symphony Ork, Pierre
TIQUE, OP. 14 ALBUM.....Monteux, cond. (6 12-in.).....
.....Victor M or DM 994
- BLUES IN THE NIGHT.....Larry Adler-John Kirby Ork..Decca 23524
- BUFFALO SHUFFLE.....Bullmoose Jackson Ork.....Queen 4112
- CHOPIN PIANO MUSIC ALBUM (3
12-in.).....Vladimir Horowitz...Victor M or DM 1034
- Andante spianato and Grande polonaise in E-flat, Op. 22
- Waltz in A Minor, Op. 34, No. 2 (Valse Brillante)
- Polonaise in A flat, Op. 53
- DO YOU LOVE ME?.....The Dinning Sisters.....Capitol 241
- DO YOU LOVE ME?.....The Three Suns (Artie Dunn).....
.....Majestic 7168
- DO YOU MIND?.....Toni Arden-Al Trace and His Silly
Symphonists.....National 7010
- FINE BROWN FRAME.....Buddy Johnson Ork (Buddy Johnson)..
.....Decca 11000
- FULL MOON AND EMPTY ARMS.....Paul Weston-Skitch Henderson..Capitol 245
- GRAZIOLI: Adagio (12-in.).....Edmund Kurtz-Emanuel Bay.....
.....Victor 11-9024
- HERE AM I, DO LORD SEND ME...Famous Georgia Peach (The Harmon-
aires).....Apollo 103
- HILLBILLY BOOGIE.....Delmore Brothers.....King 527
- HOW MANY TEARS?.....Roy Starkey.....King 528
- I DIDN'T MEAN A WORD I SAID...Jo Stafford (Paul Weston Ork).....
.....Capitol 238
- I KNOW WE WILL NEVER MEET
AGAIN.....The Dixiares-Muriel Gaines...Queen 4111
- I LOVED YOU ONCE BUT I CAN'T
TRUST YOU NOW.....Jack Guthrie.....Capitol 246
- I WON'T MARRY YOU NO MORE...Ross Leonard.....Mello-Strain 100
- IF I HAD A WISHING RING.....Kate Smith (Jack Miller Ork).....
.....Columbia 36950
- I'LL BE YOURS (J'Attendrai).....Bing Crosby (Camarata, dir. ork).....
.....Decca 23510
- I'M GLAD I WAITED FOR YOU.....The Five Red Caps.....Davis 2101
- I'M GLAD THERE IS YOU.....Jimmy Dorsey (Dee Parker)..Decca 18799
- I'M IN LOVE WITH TWO
SWEETHEARTS.....The Three Suns (Artie Dunn).....
.....Majestic 7168
- I'M SORRY I CAUSED YOU TO CRY...Delmore Brothers.....King 527
- IN LOVE IN VAIN.....Margaret Whiting (Carl Kress, dir.
ork).....Capitol 240
- IN THE MOON MIST.....Pied Pipers-Paul Weston Ork..Capitol 243
- IN THE STILL OF THE NIGHT.....Fred Waring and His Pennsylvanians
(John Neher-Jane Wilson)..Decca 29198
- IT IS BETTER TO BE BY YOURSELF...The King Cole Trio.....Capitol 239
- IT'S THE TALK OF THE TOWN.....Glen Gray (Kenny Sargent and En-
semble).....Decca 18800
- JUST THIRTEEN STEPS AWAY.....Wally Fowler and His Georgia Clodhop-
pers.....Capitol 242
- KHRENNIKOV-KHACHATURIAN USSR State Ork and USSR Radio Com-
ALBUM (2 12-in.).....mittee and Bolshoi Theater Ork.....
.....Disc 753
- Khachaturian, Aram: Lezhinka From Dance Suite No. 5.....Disc 4007
- Khrennikov, Tikhon: Symphony No. 1, Opus 4.....Disc 4006
- Khrennikov, Tikhon: The Night Breeze Rustles the Leaves.....Disc 4007
- EDDIE LANG-JOE VENUTI ALBUM...Eddie Lang-Joe Venuti and Their All
Star Ork.....Decca B-1021
- After You've Gone.....Decca 80077
- Beale Street Blues.....Decca 80078
- Farewell Blues.....Decca 80077
- Someday Sweetheart.....Decca 80078
- LET'S GO UPSTAIRS.....Robie Kirk Ork.....Queen 4110
- LOOKING FOR A BOY.....Benny Carter and His All Star Ork
(Maxine Sullivan).....DeLuxe 1009
- MADAME BUTTERBALL.....Pied Pipers-Paul Weston Ork..Capitol 243
- MUSIC IN THE MOON.....Ross Leonard.....Mello-Strain 100
- NO VOOT BOOT.....Dinah Washington (Lucky Thompson
and His All Stars).....Apollo 368
- NOBODY ELSE BUT ME.....Paul Weston Ork (Lou Dinning).....
.....Capitol 245
- ONE-ZY, TWO-ZY (I Love You-zy).....Hildegard-Guy Lombardo...Decca 23511
- OO' WEE BABY, OO' WEE.....Duke Henderson (Jack McVea and His
All Stars).....Apollo 367
- POR QUE LLEGASTE? (WHY DID I
EVER MEET YOU?).....Jose Luis Monero (A. Mendez Ork).....
.....Standard F-4002
- PUT YOUR LITTLE FOOT RIGHT
OUT.....Sammy Kaye (Billy Williams-Betty Bar-
clay).....Victor 20-1812
- RABEINU TAM.....Isa Kremer (Shura Olshansky Ork)..
.....Seva J. M. 701
- RACHMANINOFF: Danse Oriental, Op. Edmund Kurtz-Emanuel Bay.....
No. 2 (12-in.).....Victor 11-9024
- RUM AND COCA-COLA.....Noro Morales Sextet.....Coda 5032
- RUMBA RUMBA.....Don Jose Ork.....Goody 3002
- RUMBA SINFONICA.....Alberto Iznaga Ork.....Coda 5031

(Continued on page 97)

Music Popularity Chart

Week Ending
Feb. 21, 1946

DATA AND REVIEWS

RECORD POSSIBILITIES

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

ALL THROUGH THE DAY.....Margaret Whiting with Carl Kress Orchestra...Capitol 240

A stellar combination! The music of Jerome Kern and Oscar Hammerstein II, a 20th Century-Fox picture song (it's from the "Centennial Summer" score), a terrific build-up by Dreyfus publishing combine which has already set the tune for over 20 different recordings, and finally the voice of Margaret Whiting. Nuff said to say that she might very well have another "It Might As Well Be Spring" with this 'un. "All Thru the Day" will be a hit all thru the year, we venture to say. Plus which, the reverse side boasts another Kern-Hammerstein product, a class-lyric ditty titled "In Love in Vain."

OH! WHAT IT SEEMED TO BE...Dick Haymes and Helen Forrest (With Earle Hagen Orchestra.....Decca 23481)

Haymes-Forrest combo has had a number of disks up there in the best-seller, most-played lists and this one is a cinch to join the winners. Tune, as waxed by Frank Sinatra and Frankie Carle, is already in the top categories and is still climbing on sheet music best-seller lists. It just can't miss. Reverse, "Give Me a Kiss" is also a good bet for the near-top and will do well for retailers, disk jockeys and operators.

RECORD REVIEWS

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

DICK HAYMES AND HELEN FORREST WITH EARLE HAGEN ORCHESTRA (Decca 23481)

Give Me a Little Kiss, Will You, Huh?—FT; V.
Oh! What It Seemed To Be—FT; V.

Inimitable Haymes-Forrest pair grow sweeter as the disks roll by (see "Possibilities" above). Revived this standard in conjunction with Universal's pic plug in "Lady on a Train" and did a superlative job. Splitting chorus runs as usual, team blends in perfect harmony at finale after displaying thruout all the coy charm the lyrics require. Extra good—and the "B" is no whit worse. Featuring a Frankie Carle tune that has already gotten "Hit Parade" mention, and pubbed by Santly-Joy firm which has knocked out hits right and left lately, side has terrific appeal for both sexes. Haymes is skillfully croon-balanced against the ork with the Forrest gal pushing forth the pash just enough to make the product right.

Ops couldn't ask for a better two-in-one return for their nickels. Load up.

MARGARET WHITING WITH KARL KRESS ORCHESTRA (Capitol 240)

All Through the Day—FT; V.
In Love in Vain—FT; V.

This being the first of the more than 20 sides expected to break on these tunes from the Jerome Kern-Oscar Hammerstein score of 20th Century-Fox's "Centennial Summer," it's impossible to say it will be the best. But you can be sure that the Whiting gal's vocaling is still exquisitely phrased, true-dictioned and about on a par with her click "It Might As Well Be Spring." "All Thru the Day" emerges as the song most likely to make the biggest splash, but with Kern-Hammerstein music you never can tell—"In Love in Vain" might loom up equally big. Musically speaking, both sides are a credit to the high-quality output of two great composers.

While it may still be early, these ditties are bound to be hummed in millions of American homes. Someone may top Capitol's offering, but till then you can't go wrong no matter where your juke box is located.

THE KING COLE TRIO (Capitol 239)

It Is Better To Be By Yourself—FT; V.
Sweet Georgia Brown—FT; V.

"It Is Better" shapes up as a tidy bit of Nat (King) Cole confection that will reckon as a force—all King Cole disks do these days. Tune is not great shakes, but the rare, piano-styled lyricism by the King can not be underestimated. "Sweet Georgia Brown" dished up on the back is pure instrumentalization and for that reason may not offer real help to disk sales, but "them" who knows about such things would still describe the side as a hunk of dextrous jiving that more devout jazz circles will gobble up.

Wouldn't do any tub-thumping on the "Brown" side, but ops may find "It Is Better" to go along with the mob and give 'em King Cole.

DON JOSE AND HIS ORCHESTRA (Goody 3002)

Rumba, Rumba—Instr. Rumba.
Vem Vem—Instr. Samba

New label which has been selling exclusively in the metropolitan New York market for a little while, but now hopes to spread out some, tosses out a couple of Latin American instrumentals by a fairly well-known name in this field, working under a nom de disk. Beat on both sides is consistent and eminently danceable, the rumba side bears much greater stamp of authenticity than "Vem," which is pretty much Yankee-ized.

Locations with a Spanish, Mex or other South or Central American patronage can use these.

THE FIVE DE MARCO SISTERS WITH BUD FREEMAN ORCHESTRA (Majestic 7166)

Blue—FT; V.
Sweet I've Gotten on You—Nov. V

This coupling should have been a real topper, but misses because the De Marcos, who paint some of the prettiest harmony patterns around, are hard to understand on the Pennsylvania Dutch "Sweet" novelty. In straining to hear the wordage, the listener loses some nifty choraling by the girls, as well as excellent band support by the Freeman group. On "Blue" this Fred Allen air show featured sister act creates ear-intriguing tonal effects, and again the Freeman band backs up with sock bass and rhythm work.

This won't be a sensational nickel-getter, but in most locations where patrons don't pay too much attention to wordage, the platter will do well.

EDDIE VINSON (Mercury)

It's a Groovy Affair—Instr; Dance.
I've Been So Good, Blues—V.

Two more surprising sides from his novice ork, whose grosses thruout the Midwest in a recent theater tour point to plenty of popularity. Band is clean and precise in a melodic swing specialty, "It's a Groovy Affair," with leader's alto and an unidentified tenor and trumpet contributing good solo bits. Reverse spots leader's blues shouting on a good set of lyrics.

"I've Been So Good" will be consistent for race locations, but instrumental doesn't mean too much.

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MARCH RELEASES

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ORCH. DIRECTED BY WALTER GROSS



No. 15057
SEPTEMBER SONG
DANNY BOY

by
Phil Moore

FOUR



No. 15059
YOU HAVEN'T CHANGED
AT ALL
DAILY DOUBLE • INSTRUMENTAL

No. 15060
SEEMS LIKE OLD TIMES
BLUE MOON • INSTRUMENTAL

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LYNNE STEVENS, VOCAL



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#901	Pennies From Heaven Jamboree Jump	#904	My Melancholy Baby Once in a While
#902	Little White Lies You Came Along	#905	Avalon Blue and Sentimental



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MUSIC—AS WRITTEN
(Continued from page 23)

ogram's *High School Scandals*. Barnet now on a Northwest Canadian tour, will stop off here to do Monogram assignment before heading East. . . . Slim Gaillard also to appear in *High School Scandals*. . . . With the opening of new branches in Holland and Belgium, Ralph Peer's music pub enterprises now add up to 39 offices throught the world.

Eric Bernay and Harry Lim, Keynote record heads, here from New York to supervise several recording sessions and work out distribution angles. Lim stays on for additional recording dates, while Bernay returns East shortly. Among names cutting for Keynote are Manny Klein, trumpeter, and Skitch Henderson, pianist, who is expected to get a build-up at Capitol with his own big band. . . . Rex Knapp formed new band styled after old Orville Knapp crew. . . . Pierre Carta, last featured at the Biltmore Hotel, brings a new band into Hollywood Roosevelt hostelry. . . . Walt Disney Productions currently spotlighting attention on the comedy musical feature "Make Mine Music," which includes ghost star contributions by Benny Goodman, Nelson Eddy, Dinah Shore, Andrews Sisters, Jerry Colonna and Pied Pipers. . . . Joe Cascales heading new platter entry, Paramount records. First releases by outfit will spot Johnny Richard's band featuring trumpeter Dizzy Gillespie. . . . Band for Armed Forces Radio Service is now all-civilian, but continues to play top overseas shows like "Command Performance" and "Mail Call." Special scale has been set by the union for these shows. Walter Schuman, music head, and Michel Perriere and Nat Scot, conductors, also are continuing in their respective roles for AFRS, altho civilians.

Dave Allen, vocalist with Boyd Raeburn, signed to Atomic record contract. Atomic will star Allen in sides backed by various bands. . . . Paul Neighbors, ex-Palladium feature recently discharged, doing several ABC sustainers now. . . . Gene Krupa is set to co-star with Frances Langford in RKO's *Beat the Band*. Krupa will take on an acting role in addition to band duties, playing a temperamental band leader. . . . Stan Kenton's Capitol recording of *All the Time* will hit stores at a time coinciding with MGM release of picture *No Leave, No Love*, in which Kenton plays tune.

Bact Ooker

NEW YORK, Feb. 23.—If you know about Jimmy Edmundson—he's Professor Backwards on NBC Saturday night who beams a fluent line of English, spoken backwards (you'll love this one, it says here:)

Seems that Edmundson was up at a major agency this week, conferring with one key booker for over an hour. When he left, on-lookers were astounded to hear the booker smilingly announce: "There goes a guy who talks my language."

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Feuer for Scharf at Republic

HOLLYWOOD, Feb. 28.—Si Feuer has replaced Walter Scharf as musical director for Republic Studios here. Feuer, recently discharged from the service and a former employee at Republic, was handed the job last week, it was learned, after studio reportedly came to blows with Scharf over song-policy. Vapors surround the whole affair with both Republic execs and Scharf unwilling to talk about their split, but studio meanwhile heralded Feuer ingress with a fancy luncheon that suavely ignored any rumored friction.

Heffner to Delbridge-Gorrell

DETROIT, Feb. 23.—Further expansion of activity by the Delbridge and Gorrell Booking Office was completed this week with addition of Jimmy Heffner to the staff to handle a new arranging department. Heffner just out of the Seabees, where he fronted a 17-piece band. Was arranger for Radio Station WJR here before the war.

Con'l-Feather Disk Hall Six

NEW YORK, Feb. 23.—Continental records, on a jazz kick, used Edmond Hall Sextet for a date February 18, and has Mary Osborne, jazz guitarist, set for its next session. Leonard Feather is supervising talent and recording.

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BE-BABA-LEBA—Helen Humes	P-106	<input type="checkbox"/>
DID YOU EVER LOVE A MAN? } HELEN HUMES	P-121	<input type="checkbox"/>
VOO IT		
CENTRAL AVE. BOOCIE } Helen Humes	P-122	<input type="checkbox"/>
PLEASE LET ME FORGET }		
STAR DUST } Howard McGhee & Band	P-115	<input type="checkbox"/>
MY LOVE COMES TUMBLING } Leonard Feathers Hiptet		
JUST ANOTHER WOMAN } (Vocal Cousin Joe)	P-117	<input type="checkbox"/>
INTERSECTION } Howard McGhee & Band		
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Is This a Private Fight or Can Anyone Get Into It? Latins Vs. Yanks on Dough

Fields Torches For Si, Si, Senors—Is He Alone?

NEW YORK, Feb. 23.—If the units who make strictly with the American jazz aren't finding the dough so meaty any more, the same thing can't be said for the Latin combos, according to Freddie Fields, of the Abby Greshler office. The boys with the maracas, says Fields, are in greater demand than ever, and then cites an imposing array of figures to back his claim.

A Latin three-piece outfit can get \$500 to \$550 out of town. If it's really good and has a name, it can do even better. Its Yankee counterpart has tough sledding trying to get \$350 to \$400. A four-piece Clauber Group can collect \$600 as easy as falling off a log. American swingers sell for about \$475. When it comes to the larger outfits the disparity is still greater.

Percenter Dissenters

But if Fields is carrying the torch for the timbals and bonge lads, he seems to be alone in the trade. The other percenters who sell the combos don't agree with him on any single point.

Walter Bloom, of Frederick Brothers, says the silk blouse Latin beaters are strictly a luxury. Here and there a group with a little bit of a name can get money. But in no case does it get better than the swingers. The spots where the rumba beaters get a big play are in the smart rooms in New York and in Florida, which cater to exhibitionists. But for every smart spot there are a hundred so-so joints that wouldn't have any part of any guys called Jose. They still want the plain Joes. So far as dough is concerned, Bloom says that a unit that can give with the bounce can get more work a year than the strictly Latiners.

Stan Zucker also can't see any difference in price between the two styles. If anything, the American lads are doing better than the rumba sellers. For each Latin band that gets a job there are five-six American groups that get theirs first. And where money is concerned the Yankees either top or equal it. "Nobody is breaking down any doors to get the Latin bands. If they do I'll guarantee I'll get the units together," said Zucker.

Terping to Espanol

Fields says he doesn't know about the other offices. All he knows is that he is getting top dough for his outfits and says that Catalino (8) is now getting \$1,800 at the Copa, Florida, and has been offered \$2,100 to follow Cugat into the Colonial Inn. He insists that dance

floors get a bigger play when the flossy shirt units are dishing out the beats and that ops are aware of it. An American outfit, the same size, works for scale he says.

Dissenters just laugh at this argument. They insist the maracca peddlers are still relief orks and nobody has heard of the relief bands getting more dough than the show cutters. When it comes to names, however, all sides agree that dough is good for both types. But in that case it is the name value which determines the price tag, not the beat.

Arnaz Border-Straddle

HOLLYWOOD, Feb. 23.—Desi Arnaz cut two masters here last week of *Palabras De Mujer* for Victor. One has Arnaz doing the chorus in Spanish and Amada Lane repeating same in English. Other master is all Spanish, intended for the Latin American market. Tune was clefted by Augustin Laras, who is now riding the popularity crest south of the border. By utilizing the same arrangement and recording session, Victor will straddle the border and hit for hemisphere sales at little extra dough outlay.

Benj. Sonora Diskery Mgr.

CHICAGO, Feb. 23.—In accord with its recently announced expansion plan of recording activities and more single releases, Sonora Records, a branch of Sonora Radio and Television Corp., this week named Milton R. Benjamin manager of the company's record division. With Sonora since 1935, Benjamin was upped from post of eastern sales manager for Sonora. He will leave his New York headquarters next week to visit Sonora's 78 distributors thruout the nation.

Goldstein Exits Famous

NEW YORK, Feb. 23.—Sidney Goldstein finally parted with Famous-Paramount pub this week, resignation becoming effective Friday (15). Despite previous conjecture that he might fill vacancy left by Eddie Wolpin at Bourne Music (Wolpin lately took over 2 p.m. duties at F-P), Goldstein told *The Billboard* that he had no such deal cooking. He is planning a vacation and will make another connection at its end.

Review

The Escorts, With Minto Vaughn

(Reviewed at the Glass Hat, Congress Hotel, Chicago)

Together only six weeks, this trio of ex-servicemen shapes up as a potent newcomer in the field. Bob Creed, organ; Bob Lough, accordion, and Norman Kaehn, guitar, show tendencies to ape the Three Suns, but it's good copying and just what customers want. They also do plenty of original scorings to vary their library, and their book is full of old standards, current pops and a couple of novelties and Latinish tunes for good measure. Arrangements are right for small hotel lounges, in that they play up the melody and let the riffs alone. Bob Creed took the only vocals in a likely tenor.

Bulk of the lyricizing at the mike is done, and ably, too, by Minto Vaughn, who's a vet in the cocktail field, having operated out front with maracas and bongo drums for a number of units. She is dark and Castilian in appearance, making her an excellent saleswoman for the Latin ditties in which she specializes. She did only a couple of pops when caught, and these, like her Spanish tunes, went over well.

This spot, since last reviewed, has put in a CBS wire which gives units their only chance in Chi to get air time from job locations. That fact should bring plenty of up-and-coming units to the spot.

He Said It Again

NEW YORK, Feb. 23.—It happened Thursday night in Lindy's. Redd Evans of Valiant Music was being twitted by two songpluggers from rival firms.

"Redd," said one of the ribbers, "we've been arguing about whether you made \$110,000 or \$125,000 on *There, I've Said It Again*. C'mon, tell us, which is it?"

Whereupon the redoubtable Redd replied: "Well, if one of you characters will lend me a nickel, I'll call the office and get an audit for you."

Nalli Hikes Ork to 7; 10 Later

DETROIT, Feb. 23.—Al Nalli, who fronted the combo at Wonder Bar, downtown spot here last summer and fall, is enlarging his unit to seven men for his current stand at the Tampa (Fla.) Terrace Hotel, where he has been booked for a nine-week run. He plans to increase to 10 men early in the spring when he starts his northern bookings again.

A. C. Penn-Atlantic Lounge

ATLANTIC CITY, Feb. 23.—Penn-Atlantic here, a side street hostelry, has opened a cocktail lounge. Place seats about 175 and bears the handle of The Riptide. Mike Fiore, manager, is doing the buying, and currently has the Angie Bond Trio on tap. Fiore said yesterday (22) that for the present he will stick with one combo, but may expand when warm weather comes along.

Off the Cuff

East:

CATS AND FIDDLE current at the Ball, Washington. . . . LOUMEL MORGAN into the Downbeat, New York, March 7. . . . KERNELS OF CORN at Ciro's, Philadelphia. . . . ALLAN NURSE at Club 100, New York. . . . BETTY GOULD working the Bossert Hotel Lounge, Brooklyn. . . . DOMINICK RODRIQUEZ current at the Roadside Tavern, Brooklyn. . . . SAL BELLOMI appearing at the Aquarium, New York. . . . MONROE SETON current at the Queens Terrace, Long Island. . . . WALTER FULLER ork may be heard at Kelly's Stable, New York. . . . CHUCK PALMER'S RAMBLERS current at Gil's Cafe, New York. . . . JACK VANCE current at the Zodiac Room, Park Chambers Hotel, New York. . . . ANDY KRESS at the Carousel, Newark, N. J. . . . MAGGIE MURPHY at the Metropole, New York.

Here and There:

JOE ZIMMERMAN remains indefinitely at the Balinese Room, Galveston, Tex. . . . TAFT BAKER current at the Hotel California, Fresno. . . . THREE BITS OF RHYTHM indefinite at the Venetian Room, Long Beach, Calif. . . . PAUL CLEMENT still at Chin's Restaurant, Cleveland. . . . VALERIE DION in a run at the Wisconsin Hotel, Milwaukee. . . . JOHNNIE HARDIMAN staying on at Arden's Cocktail Lounge, Chicago. . . . EDGAR HAYES into the Somerset House, Riverside, Calif., March 8. . . . BERT MANN held over at Hub Lounge, Rochelle, Ill. . . . SHADRACK BOYS held over at the Chicago Restaurant, Chicago. . . . DAN TRIMMER held over at the Army and Navy Club, Long Beach, Calif. . . . CARMEN LEFAVE current at the Park Plaza Hotel, St. Louis. . . . PAUL REIMAN'S FOUR open March 1 at Lloyd's Club, Galveston, Tex., after 23 weeks at Martine's, Pensacola, Fla.

Name Ork Oldies Under Davis Tab

NEW YORK, Feb. 23.—Joe Davis, with a vault full of old Harry James, Sammy Kaye, Three Sons, Korn Kobblers and quintet of Hot Club of France Masters, plans to market the stuff under his new Davis label. Masters were purchased from the defunct U. S. Record Company in considerable quantity. Davis has 30 James sides, 12 by Kaye.

Plans to release James' *Carnival of Venice* back to back with *Flight of the Bumblebee*, and has skedded Kaye's *Gimme A Little Kiss* for early release. Also on the agenda is a Harry James-Dick Haymes album, since Haymes was working with James during the U. S. Record days.

Davis expects to open his own Chicago distrib office in about two weeks, a West Coast branch in May. Weekly pop releases will be the thing, first sides appearing this week. They are *Personality* and *Doctor, Lawyer, Indian Chief* by Bill McCune, and a Red Caps' Pan-cake of *Seems Like Old Times* and *I'm Glad I Waited for You*.

Tatum's 3d at Downbeat

NEW YORK, Feb. 23.—Art Tatum opens March 7 at the Downbeat here. Appearance will be his third within a year at this 52d Street hot spot.

MEMO:

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ARE BISTROS BOTTLED UP?

Ops Won't Be Caught Short

Claim Truman edict will not affect them, as they are long on reserve supply

By Bill Smith

NEW YORK, Feb. 23.—When operators read the various liquor trade publications they get the heebie-jeebies from stories of the liquor shortages which they say will reach alarming proportions in the near future.

President Truman's recent order diverting grain destined for beverages to the relief of hungry countries abroad, started a lot of head shaking. The distillers of rye, it was pointed out, would get their raw materials cut to such an extent that some of them would be forced out of business. This would mean that the drink parlors all over the country wouldn't get their normal supply of the stuff that makes the cash registers ring.

Rationing for Protection?

Even beer would be affected, it was pointed out. Schlitz, Piel's and Ruppert's sell heavy in the summer. To meet this seasonal demand, the brewers do one third of their annual beer production in March, April and May. That means the foamy-stuff-season is beginning right now.

Bad Beer Situas

With the new Truman order in the wind, the beer situation will become bad. That's what the boys who head the National Beer Wholesalers' Association say. They point out that most dealers will start restricting sales and may even be forced to go back to rationing to protect inventories. This, in turn, may be the beginning of a beer black market. That's what they say.

Scotch is another builder-upper of headaches, and they don't mean the *Lost Week-End* kind. England is hit hard by a barley shortage. Barley is the basic ingredient of Scotch. Last year the British set aside 330,000 tons of barley to carry the Scotch distillers thru the 1946 season. But of this total only 110,000 tons were issued. This means instead of getting more Scotch the country will have a lot less to export.

Gloomy Side of Pic

And so it goes—gin, they say, has virtually disappeared from the market. Imported French wines are in short supply because the French can't get bottles, can't find shipping space and recent devaluation of franc has not lowered the export price. It all looks pretty gloomy, and if you take the liquor boys at their word the average night spot will have nothing but tap water to offer customers in the immediate future.

Actually the situation is far from bad, if a check of the big drink spots means anything. Yes, ops admit, they can't get all they want of every brand they order. But they still have plenty on hand and if they fall short of a certain rye, Scotch or bourbon, they can always find something that will be an acceptable substitute.

That Good Old Reservoir

Fact is the mass nitery doesn't allow itself to be caught short with insufficient liquor on hand. Practically every cafe in the country has enough bottled stock in warehouses to keep it running anywhere from two to six months without re-ordering any but the most popular brands.

A spot like the Latin Quarter, New York, always has about \$50,000 worth of drinks on hand. The same is true of the Zanzibar, the Copa and others in the same class. While no formal check has been made of cafes in other cities it can be assumed that ops there (See BISTRO OPS on page 45)

Showbiz May Get Break; MATA Checks Attitude of Hotel Ops

DETROIT, Feb. 23.—What is slated to become a national move to secure more favorable consideration of show people generally by hotels is being launched by the Michigan Association of Theatrical Agents. Bookers' group is taking up the cudgels for actors, inasmuch as they are in intimate touch with the problems which acts face in getting accommodations when they come in a new town to play a booking. Background of the move is the sentiment that theatrical people spend most of their lives in hotels, and, accordingly, they are entitled to reasonable consideration from hotel management.

Actual experience, as the story is told here, is that hotel operators too often have ignored the status of show people, and instead, in many instances, are not even keeping reservations already made and accepted for acts. Only solution to this has been to send money in advance to guarantee the reservation, which is, of course, contrary to ordinary business procedure in any other similar line.

Some Co-Operate

It is emphasized that this does not apply to all hotel operators, some proving very co-operative. Others, probably on the basis of the surplus of business which the hotel industry generally has enjoyed thruout the war period, appear to have lost all interest in any special courtesy to the profession.

Accordingly, the MATA is circularizing all hotels in Michigan and Ohio territories, where the bookings of the most of their members are concentrated, to determine their attitude toward the profession. They will be asked whether they are willing to give special consideration, including rates and courtesy in the matter of reservations, to theatrical people.

Accordingly, acts and others will be advised to patronize the hotels which indicate such an interest. Idea is to spread the idea on a national basis as soon as it is tested out in the Michigan-Ohio territory.

Sophie's Martinique Billing May Trip On (Harvey) Stone

NEW YORK, Feb. 23.—Sophie Tucker, who is due to play La Martinique next fall, may run into billing trouble right off the bat. It seems that Harvey Stone, for whom Dario, La Martinique op, holds an option, is also wanted to go in with Tucker.

At present prices are still about \$1,000 to \$1,500 apart for the two. Tucker gets about \$4,000. Stone, just out of khaki, is going in for his first post-army job into the Coronet, Philly, at a reported \$2,500. If he makes good, his salary will jump for succeeding jobs. Dario's old option on the comic calls for \$1,000. Probably he'll pay him more than originally agreed upon. But for that it is almost a certainty Stone will want, at least, equal billing with la Tucker.

3 Portland, Ore., Clubs Sued by OPA for \$284,090

PORTLAND, Ore., Feb. 23.—Three downtown Portland niteries—Clover Club, Gold Room and Jax Club—have been named defendants in three complaints filed in Federal Court by the OPA, which is seeking to collect treble damages totaling \$284,090 from the clubs, charging that they collected cover charges but had not filed those charges with the OPA. Filing of these complaints culminates an OPA investigation of local night club prices.

Recently a complaint was filed against J. N. McPhee and Jack Mitchell, former owners of the Club New Yorker, seeking treble damages amounting to \$69,949 on the cover charge rap.

The newest complaint names H. E. Ferguson and William Taub, Clover Club, seeking treble damages of \$176,271 for the period March 1, 1945, to January 12, 1946; Jack Church, Jax Club, \$3,588, October 20, 1945, to January 12, 1946, and Associated Voters, Gold Room, \$104,231, March 1, 1945, to December 31, 1945.

Donegan Sets Concert Tour

NEW YORK, Feb. 23.—Dorothy Donegan will follow in the footsteps of that other fem Negro pianist, Hazel Scott, with a series of concert dates beginning early in May. So far, 12 dates are set for Canada, and others are being rounded up in the North, Middle Atlantic, West and Northwest States. None in the South.

Program now envisions a four-week tour, six concerts weekly. As in the Scott dates, an instrumental trio will augment Miss Donegan's work.

"The Body" Set for Capitol

NEW YORK, Feb. 23.—Marie MacDonald has finally been set for the Capitol, New York. Deal after deal in the past fell thru.

Amusing part of final okay was the fact that it had to come from Vic Orsatti who is married to Miss MacDonald. They are in the process of being divorced and Orsatti had to agree to hold back proceedings until Capitol picked up gal's options. Miss MacDonald is due to open at the Capitol after Glenn Miller closes.

Name Prices Up, Others Begin Slide

Chi Clubs Book Unknowns

NEW YORK, Feb. 23.—Agents here are pretty much agreed that the prices of middle and small acts are beginning to climb down in the nitery field. Flesh-peddlers admit it ruefully but, at the same time, with a kind of feeling of relief, for many have felt that the zooming price-structure for all acts, regardless of quality and drawing-power, would eventually destroy or injure nitery business.

Ops are beginning to pay no more than the act is worth, and if the agent hesitates they turn around and buy from somebody else. This, of course, applies to the middle and lesser acts only. The price-picture for the biggies continues to boom and offers a curious paradox in the present situation, for while the names go higher and higher, the no-names are in retreat from wartime levels.

Trio of Reasons

Reasons given by agents for the trend toward more "normal" prices for lesser performers divide into three categories: (a) the supply of playable but no-name stuff has grown with returns from service and releases from Camp Shows, Inc.; (b) biz in the clubs, while good, is generally not as sensational as of yore, now that the servicemen have turned into civilians, the country is making an economic adjustment and people are beginning to be a little more careful of their expenditures, and (c) as the cost of big-name acts goes up the operator is forced to retrench on the cost of supporting acts because since he cannot increase his capacity (outside of rebuilding) nor actually go over his maximum volume he must balance the cost of his shows against his potential gross, and the total of one must bear about the same relationship to the total of the other as usual (about 25 per cent).

Agents do not feel that the downward trend in prices for the no-names is anything like a panic. Far from it. They describe it as "getting back to normal" and say it will make for healthier show business in the hot spots.

CHICAGO, Feb. 23.—With the current shortages of headliners made more acute by the large number of names who have been lured to the lush bistros of the warmer Florida clime, local bookers are doing plenty of gambling on unknown quantities as far as names go and are finding the gamble is working out okay. Clamor for name acts really became spirited within the past six months.

Two spots, the Brown Derby and Colosimo's, which had not been using talent outlays that ran into the G's, recently turned back to names. Their attempts to snatch the top entertainers, when coupled with those of the already high budgets of the Rio Cabana, Chez Paree, Latin Quarter and sometimes the 5100 Club, caused bookers plenty of wrinkles. Entry of the new Frolics, which last month went to 4G per week for talent, has increased even more the rush for the biggest names around.

New Finds

Local nitery ops, however, aren't showing any signs of collapse, even if they can't grab the established names because bookers are consistently coming up with rare finds, be they old-timers, making a comeback, newcomers or ex-G.I.'s taking up where they left off.

Chez Paree last week showed off Tony Martin, who recently donned civvies after several years in the CBI, where he was almost lost to any flacking. The Latin Quarter makes a bid for business by bringing in Martha Raye, who in her career has never played Chi, starting March 3. Ethel Waters, who hadn't played Chi for five years until her present four-week stay at the new Frolics, (See NAME PRICES UP on page 47)

Sinatra 50-50 From First \$ At Golden Gate

HOLLYWOOD, Feb. 23.—Frank Sinatra will do his next vaude date at the Golden Gate Theater, San Francisco, March 20 when he opens there for a week stand. Last time the "Voice" worked in a theater was at the New York Paramount, in November.

While actual deal was not disclosed, insiders say that he's going in on a 50-50 deal from the first dollar. Rest of the show, which Sinatra will supply, will include the Pied Pipers, Axel Stordahl, band leader, an augmented house ork and two other acts, not yet chosen.

House average gross is about \$39,000. For the week of February 16, it took in \$32,500 for a fair show. With Sinatra playing to 2,850 seats, house figures to take in close to \$50,000.

Sunday Vaude Try May Claim 3 More Springfield Halls

NEW YORK, Feb. 23.—Three more halls in the Springfield (Mass.) area will be opened to vaude, at least of the week-end variety, if the present experiment going on in the Springfield Auditorium works out, according to Jack Kalchheim, of Frederick Bros. Auditorium in Springfield was launched on a Sunday-only flesh program some four weeks ago by a group of local fisticuff promoters headed by Bob Mele.

Syndicate started with the Dow office, then switched to FB. First FB bill goes in March 3. Kalchheim says the Mele bunch already is planning to put in Friday-Saturday-Sunday vaude if the Springfield one-night stand proves okay. This is their first fling in vaude.

Chi Agents and Bookers Mull Joining ARA; Fear Eastern Rule But AGVA Plans More

Action Expected This Week in Special EMA Session

CHICAGO, Feb. 23.—To be or not to be members of Artists' Representative Association, New York percenters' group, is the question that's currently wrangling the brows of the 130-odd agents and bookers who make up Entertainment Managers' Association, local agents' org. The Chi men have long held out against the rival Gotham group, recent developments on several matters, which vitally affect their skedding operations, have forced the Chi hands to either strengthen their own group or band together with ARA in forming a national association of bookers and agents.

Definite details on the closed meeting which EMA members held with Robert Broder were not available, but it is said argument during the meeting indicated that the matter of linking with ARA was still under advisement and that EMA would probably hold a special meeting next week to take some definite action on the current problem. Talks with a number of members of EMA, who favor ARA, during the past week revealed that certain Chi agents are so incensed over the need for united action that they are ready to bolt EMA ranks, if need be, in order to get into ARA. No agent has as yet announced his withdrawal from EMA ranks to go with ARA, pending some definite action expected within the next week or 10 days.

Points Still At Issue

Insiders report that EMA boys want an opportunity to talk over certain points raised during the discussion with Broder and want to thrash them out more thoroughly. Officers of the group, when queried, refused to comment on the current situation. One member told *The Billboard* that EMA leaders were readying a public announcement on the next step to come early next week.

Chi percenters feel they've got to arm themselves in preparation for an AGVA attempt to force new rulings upon them which will cut heavily into their revenue if and when they ink AGVA pacts. Local boys, of whom plenty are dependent on their club-date booking, point to the part of *The Billboard* article (February 9 issue) which stated: "The club-date booker will have a rule written expressly for him. Under this, he'll have to work twice as hard to pull twisteros with acts he sends out on jobs. And if he's caught, he may have his franchise lifted." Local bookers are in the dark about the meaning of "twisteros," but want it understood they are out to make a living. They want what they call a fair cut and would like to mediate with AGVA before definite steps are taken to set up an amendment.

Hold-Ups Out

Another matter which grabbed attention of EMA members was the quotation concerning commissions: "Artists cannot pay more than 10 per cent regardless of the number of agents involved in the deal. If there is a hold-up and AGVA hears about it, it will yank in the agent and may lift his franchise. If an act is booked by an agent and later it is found that act is under exclusive contract to another agent, the first agent is out of luck. The holder of the exclusive paper collects the full commission whether or not he had anything to do with getting the job. AGVA's position is that before an agent sells an act, he must ascertain for himself if the performer is signed to anybody. Failure to do this is just hard luck." Chi percenters are a little confused about this order, for they say it completely countermands the much discussed portion of Rule B of the AGVA franchise contract.

Chi agents have never inked franchise pacts with AGVA because of the clause which says the agent shall receive 10 per cent and the booker 5 per cent. Local percenters have felt this meant a 15 per cent commission. But the above statement makes it look like AGVA is out to chop 5 per cent from the boys. Local boys haven't signed franchise pacts, even with the 15 per cent cut guaranteed, because they felt the original fran-

chise paper, drawn up between AGVA and ARA with no Chi reps included in the formulating group, was all for the New York lads, who are essentially agents and therefore according to Rule B entitled to receive 10 per cent, while the Middle Western boys are bookers and entitled to 5 per cent or the short end of the deal. Argument of the Middle Western percenters has been that they have a lot of operating expense in bookings and they are entitled to at least a 50-50 deal in the split of commissions.

Acts Jumping

Argument to join ARA or remain independent came to light at a regular EMA meeting last week when a member pointed out that he, and several others, were losing acts to New York agents because AGVA was okaying acts' jump from a Chi agent to a Gotham percenter, even if they had filed a contract on the deal with AGVA's New York headquarters. AGVA wasn't stepping in to stop the entertainers' switch from a Chi to a New York agent because, the booker pointed out, no EMA members, except Central Booking Office, holding AGVA franchise has a New York office.

The contracts, which Chi percenters submit to AGVA, aren't held valid by the union until franchises are hatched. Agent asked that some definite action be taken to protect his and other local percenters' interests, before a wholesale switch of acts started. Bookers voted to send a three-man committee, made up of Lyman Goss, EMA prexy, and Phil Tyrell and Ez Keough, local bookers, to New York to discuss possible entry into ARA with New York agents.

Chi Stands Alone

Pro-ARA group points out that the Chi agents are the only percenters that have not yet inked AGVA papers. Even Cleveland and Detroit, who once stood with EMA as a Middle Western unit in the old National Association of Talent Agents, have joined under the AGVA banner, they say and that with all other percenters agreeing it's time to sign the papers. However, in signing, those who favor joining ARA point out, it would be well to make ARA a nationally operating group to counteract any efforts by AGVA to force unwanted demands upon the agents nationally.

Opposition to joining ARA has come from some EMA members who feel they would lose their independence and the East Coast would rule the entire org.

Supporters of the "Join AEA" movement counter the argument by pointing out that MCA, WM, FB and GAC don't get more than one vote, just the same as the smallest New York indie and that Chi will have a good chance of expressing its desires.

Either way EMA membership decides, trade feels that members will take an aggressive policy toward anyone or any org trying to put a crimp in their biz. Feeling generally is that this recent concerted action, despite the arguments between members involved, has strengthened the purpose of EMA considerably and that members will take a more active part in future problems which will confront the group.

Det. Club Moderne Fire Loss Is 50G

DETROIT, Feb. 23.—Club Moderne, suburban night spot at Pontiac, Mich., was destroyed over the week-end in a \$50,000 fire. Spot was operated by Elmer Featherstone, formerly of Adams Theater here, who reported the loss covered by insurance.

He plans to rebuild at once for a May reopening. Club Moderne was well known among most acts playing Detroit, since it has used week-end shows of five or six acts steadily for several years, and was a regular standby for better acts with a vacant week-end in their bookings.

... has the audience yelling with admiration as the boy carries off one feat after another. Top hand.

The Billboard

WOODROW

JUGGLER

HELD OVER FOURTH WEEK

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McVan's, Buffalo

Talent Policy: Dance band and floorshows at 9, 12 and 2:30. Management: Owner-operator, Mrs. Lillian McVan (Bain); manager, Edward Bain; producer, Lester Montgomery. Prices: Dinners from \$1.50; drinks from 50 cents; nightly minimum \$1 per.

This spot has been doing terrific business, drawing 'em in with name acts and lavish production. It rates its reputation on the basis of good entertainment, as it's in a nabe location and far from being a glamour layout inside.

Current layout puts emphasis on pretty girls, headlining new Gypsy Rose Lee act. House was packed for first show, with turnaways by 10 p.m. Obviously, most of the customers were here to see the prominent peeler do her stuff, and, judging by wild applause, she came up to expectations. Gypsy is as talented and showmanly as she is beautiful, and makes the most of a good novelty idea. Works with four shapely and attractive showgirls. Gals are brought on in scant attire to sophisticated, amusing and occasionally blue comment by Miss Lee, who is coyly attired in ruffles and furbelows. She drapes the four cuties with odds and ends off her own back till they are completely and fascinatingly gowned. Her charming manner and delivery keeps the males breathless. Finale has Gypsy reminiscing of the old strip days while going thru a super-smooth peel routine, down to two tiny nosegays and a floral G-string. It rocks the house. When caught, finish was slightly marred by hysterical outburst from a femme patron, which sent Gypsy into uncontrollable laughter, which audience good-humoredly shared.

Joey Woods, tapster, works hard, doing tricky, clean-cut footwork, also using tables and chairs. Acro finish is equally solid. Rates good hand.

Magician Gardini, working with girl assistant, offers a large variety of excellent standard tricks. Performs smoothly, playing up to ringsiders in a big way. Does the Linking Rings and the animated silk scarf, produces three mice from scrap of burning paper, as well as a rabbit, pigeons, and silk scarfs from sundry other props. Producing of threaded needles from mouth after swallowing them separately, is sock stunt. Deserved a better hand.

The McVannettes, good looking 10-girl line, do neat job in four production numbers.

Emsee Frank Mack is a handsome, personable lad. His dance impersonations of Pat Rooney, Jack Donahue and Eddie Leonard well received. He's okay on gags, too.

Sam Sokoloff's band (6) leaves much to be desired in show accompaniment.

NIGHT CLUB REVIEWS

Wedgewood Room, New York

Talent Policy: Floorshow at midnight; continuous dance music. Owner-operator, Waldorf-Astoria Hotel; publicity, Ted Saucier. Prices, \$2 cover after 10:30.

Show is billed as having two acts, Jane Pickens and Fred and Elaine Barry. It actually consists of three acts. The third is Leo Reisman, who fronts the ork. Besides cutting a show that adds tremendously to the selling power of the headlined performers, ork leader, hunched over his stand, arms and hair flying, makes spec with his mugging and gesturing.

Show is opened by Fred and Elaine Barry, who look better than ever. Team has made tremendous strides since first caught at the old Beachcomber, New York, some years ago. They now have a grace and a sureness that spell showmanship. Team opens with a dreamy Viennese waltz, ending with a sensational spin that makes one dizzy to watch. Gave next with a hot jazz dance and proved equally effective. Followed with a love number, fragile and full of charm; segued into a change of pace, bringing on a whirlwind pivot, and ended with an overhead spin that brought roars of applause.

Kids looked beat but crowd wouldn't let them off, so they tried with a polkaish number full of hippity-hop and featuring quick stops and drops. Since last caught team has added some comedy chatter which makes an effective intro to their standard sleep dance set to Brahms's *Lullaby*, in which gal goes to "sleep" and is quietly carried off by her partner. New intro is slick. Where they made a mistake was in coming back after their sleep number. Result was anticlimatic.

Jane Pickens, wearing a chartreuse period costume, opens softly with a patter about the returning G.I. who meets his girl. Suddenly switches into a bouncy, *Come to Baby, Do*. Contrast effective as a laugh puller. Then came the aria from *Madame Butterfly*, *One Fine Day*, in Italian. Number showed voice control but little else. Hand was only tepid. Next was her oldie, *How Many Hearts Have You Broken?*, which she sold well with the aid of her mirror prop. Number was a lot better than when caught last. It got titters, guffaws and nervous giggles as mirrored reflected light caught embarrassed males. They loved the personal comments about wolves, etc. Number builds up slowly, but the mirror combing the room holds attention all the way. Followed with a sweeping *Grand Night for Waiting* for which she came down from the platform for a dance. Called back, and this time it (See *Wedgewood Room* on opposite page)

Iceland Restaurant, N. Y.

Talent Policy: Floorshows and dance music at 7:30, 10 and 12. Owner-operator, Noah Lee; manager, Hal Hixson; publicity, Frank Law. Prices, \$2 minimum.

With Hal Hixson, ex-vaude hooper and cafe comic, fronting as the new manager, spot has put together a fairly good show. It moves fast, has pep and gives audience participation gimmick a good play.

Topping show is Alan King, round faced, plumpish comic. Kid has a lot of nerve and punches across the one and two liners with authority. At times he punches a little too quickly. Customers here can't get stuff that's too fast. They yock too much on last joke to get the one coming up. Material is good—it should be. Jerry Lester used it first then Buddy Lester acquired it. King apparently figures, what's good enough for the Lesters, is good enough for him. Of course with mobs jamming the smorgasbord table and the knife and fork hulya boys beating their gums, King had a tough time getting started. He woke them up with his *Miguelito Valdez* bit which drove them crazy. It was so good he couldn't get on to his next (or somebody else's) routine. King has the makings of a real comic. He looks good, sells okay and ad libs glibly. With more experience and some real material he should start climbing.

The Four Whirlwinds, roller-skate act, still tear the room apart. Two boys and two girls, flash from the gong to the walkoff. Use plenty of black light and show some breath-taking tricks. Act is still one of the best novelties around and deserves and gets a terrific mitt.

Five Kings, voice and instrument (piano, bass, guitar) are in a tough spot following the skaters. Voices and routine are not strong enough to hold a spot. Negro lads blend pipes well enough but are too taken up trying to sell personalities so work suffers. Kids, dressed in tails, look good, but need some biff-bang rhythm tunes. Numbers like *Symphony* are not for them.

Eileen Deneen, blond mezzo-soprano, has an okay voice and gives out with show tunes well enough. Gal, however, shows inexperience in selling department. She did three numbers and oversold each so badly that she lost the audience almost completely.

Ted Taft and Debutantes (5) shows one of the slickest line routines in the low-priced New York clubs. Kids have a lot of fire; move around like they know what they're doing, are costumed smartly and work with Taft skillfully. Taft, a slim lad, does a combo of ballet-ballroom stuff with the ensemble and with each girl in turn. Line has three routines. First a semi-jazz in brown and green costumes; second a lively ballroom thing with each girl in a different colored party dress but all styled the same. Last is a Hawaiian number with kids wearing fringed outfits. Latter is the finale and ends with a black light sequence pulling a juicy hand.

Art Waner plays the show with skill.

New Horizon Room, Continental Hotel, Chicago

Talent Policy: Dancing and floorshows at 8:30, 10:30 and 11:30. Manager, Johnny Mack; headwaiter, Jack Zeeko; publicity, Sidney Lovitt. Prices: No cover or minimum, but a la carte menu.

This new room has been trying for past two months to find a name singer to attract the chi-chi North Michigan crowd and their new find, Clarita Souviron, announced as making her North American debut, may well be the answer. Girl at present is still a question mark, but she has the stage savvy and voice necessary to attract the aloof listeners, once the good word gets around. Gal is right for this type clientele, for she came out three times in attractive gowns and each time with a different coiffure. Gal is exotic looking and capitalizes on it by mysteriously introing one of her tunes during each set as being genuine Inca ritual ditty, which goes over big and gets her immediate attention.

George DeCarl's seven-piecer does capable job of playing her music and its tricky backing she demands. DeCarl, former lounge unit batoneer, has expanded to seven pieces and dropped his Dixieland tag for a Kirby-like brand of subtle jazz and some smart society stylings. Instrumentation is heavy on

800 Club, New York

Talent Policy: Floorshows and dance music at 8, 12 and 2. Owner-operator, Lew Brice. Prices, \$2.50-\$3.50 minimum.

New club opened with an idea. It would be another Słapsie Maxie. But somewhere along the road it had a half change of heart. So result is a hodge-podge consisting of blackouts, corn, some good hoofing and some pretty bad warbling. Show caught was due to start at 12. It began at 12:40 and ran to 2:05. By that time nobody seemed to care.

Oddly enough the big hit was Danny Rogers, comic, who just about stole everything. But he got the yocks from ad libs and only two set routines. His best was his oldie, the panto *Poker Player*. With the joint filled with Friars who spend days trying to fill straights, the bit hit home so realistically the roof was almost raised. Unfortunately few people could see it well. Comic should do the routine on the upper stage or use his table prop. Incidentally Rogers does a break-neck dance on the table that is something to see. As far as the lad's ad libs were concerned they registered socko with the hep showbiz mob opening night. How well they'll go with tourists is another thing.

Show is put on on the floor and the upper part of a two-level stage. Latter is used for blackouts in which practically everybody works. Best of the skits was the last which took place in a Pullman car. Stuff is plenty blue but it gets the laughs.

Star of the bill is supposedly Winfred Henderson (BBC and English musicals). Appearance is excellent but routine and delivery are strictly 1920. Gal showed a bad habit of singing thru clenched teeth, overmugging and arm waving. Voice, tho small, has good quality. She needs coaching and a better booking. This room isn't for her. On appearance alone she'd do well in the flickers. She doesn't belong in a Broadway club.

Sid Tomack, comic, had a tough time. He worked like a horse but ended up with a basket of eggs. Stuff consists mostly of parodies he's apparently stuck with. His *Friends* and *Cockeyed Moe* will probably do better with non-hep customers. Did very well in blackouts. In his own spots it was murder. Ginger Harmon makes a good appearance and starts off great with *Gotta Do It the Hard Way*. Her jitterbug singing is right down her alley. Loses speed when she tries with blue parodies on *Wanna Get Married* and *Begin the Beguine*. Voice is good and selling excellent. Material poor.

Floria Vestoff can still do a beautiful tap. Moves around with agility and hits with both feet authoritatively. Fred Hillebrand is okay in blackouts; poor in his own spot. Introed his own tear-jerker *Everyone Was There But You* and sounded like a plunger in a box seat back in the days of the Palace. If he wants to push that number he should stop singing it. His pipes are no longer meant for it.

Lew Brice doesn't have much to do (runs the joint, so he doesn't have to) but he gets chuckles enough for what he does. Most of his work is in the blackouts.

Club's p.-a. system needs plenty of tightening. It either feeds back or is down so low every act is a panto. Band working in the pit can't be heard at all. Bass drum comes thru but the rest sounds miles away. The Barry Bros. (5) Ork has a lot of cues and seems to cut them all well. It needs more room, an augmented outfit; five guys aren't enough here, and better p.-a. system.

brass, trumpet and trombone, but both boys keep mutes on and it's just right volume for this room. Lader's whispering trumpet is spotted in all arrangements. Guitarist in four-man rhythm section doubles on violin and its nice blend with tenor sax.

Since opening, spot has grabbed CBS remote wire, which gives ork two opportunities weekly for local station airing.



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New York

Boulevard Room, Hotel Stevens, Chicago

Talent Policy: Dancing and floorshows at 8 and 11:40 p.m. Owner, Conrad Hilton; production, Dorothy Dorben; publicity, Fred Joyce. Prices: \$3 minimum week-days; \$3.50 week-ends.

Dorothy Dorben grabs off the laurels for the best production job locally within the past year with her current *Ski Hi Revue*. Miss Dorben's efforts best her local rivals' because she set a definite goal and has stuck with it, instead of the usual routine, where producers lose sight of the goal after the first production number is over. The entire revue was well grounded in the aviation theme, and each part of the production had a definite correlation with the theme of the revue.

Show teed off with the Boulevard-Dears (12), all lookers, romping out in stewardess garb against backdrop of a silver airliner to do *Ski-Hi* theme of the revue. Air motif is further strengthened by huge wings which extended over the bandstand. Diners immediately pointed their orbs to the stage because of blaring musical background, simulating planes overhead, while spot circled darkened room as opener for the number.

Second production number brought out Forest Lane, Frankie Masters' boy vocalist, in pilot garb, to do *Up in the Clouds*, while line, in ethereal bouffant gowns, acted out lyrics of song. In finale entire cast came on for bow-off, with number built around Frankie Masters' vocalizing of *God's Green World*.

La Dorben secured Doug Craig and Mildred Jaffe, local penners, to work up original tunes, *Ski Hi* and *Up in the Clouds*, and while original music is a bit more expensive than going into publishers' catalogs, the results were well worth the expenditure. Masters' girl quartet, Marty, Kaye, Pat and Jo, contributed musical background in two of the above numbers.

Selection of acts spliced in between production bits was just as carefully planned as the production, with the result that revue pulled generous palm-whacking thruout. Winters Sisters, acro trio who just closed at the Oriental Theater, socked home with their melange of tumbling tricks and acros. Paul Remos and His Toy Boys caught their share of the generous applause with their standard routine.

Arthur Blake, in headline spot, proved that he warrants top billing as he utilized his biting satire to put across a number of excellent new impreses, such as Hildegarde, done in complete darkness, while strobe coiffure and gloves bring out Hildegarde effect, and the very realistic Hedda Hopper and Louella Parsons radio shows, plus his fine repertoire of oldies. Worked 25 minutes, which is unusually long for any act here, but had payees palming for more when he left stage.

Frankie Masters' ork, as usual, showed as a top hotel show band, with maestro playing important role in putting over revue with his masterful emseing. Marguerite English, piano single, is in her fourth month of what started out as an experiment to see if a cocktail single could replace an eight-piece ork for intermission. Attractive 88-er is more than holding her own.

Latin Quarter, Miami Beach

Talent Policy: Dance bands and floorshows at 9 and 12. Management: Owner-operator, E. M. Loew; general manager, Edward R. Risman; assistant manager, M. Selette; publicity, Joe Russell. Prices from \$4.

Second edition of *Latin Quarter Revue* opened Friday (15) to a capacity crowd

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Village Barn, New York

Talent Policy: Floorshows and dance music at 8, 11 and 2. Owner-operator, Meyer Horowitz; publicity, Howie Horowitz. Prices: \$1.50-\$2.50.

Current show is a fairly well rounded package for this tourist spot. Practically all of it is corn, intentional corn, which the customers here eat up. Show tees off with Tiny Clark, a big fat guy in denims and a sheriff's star, asking for home States of patrons. As replies come in he sings about eight bars of the State song. It's a good warmer-upper for getting the mob into good humor.

In the top slot is Billy Kelly, emseecomc. Kelly is a sharp-nosed thin-faced guy with a pleasant personality. Looks and sounds like Frank Fay at times. Material isn't too good with the exception of parodies and a radio participation stunt. But his drawlish delivery, a mixture of ease and sharpness, marks him as a lad with possibilities that can be developed with experience. His radio bit brings on girl and boy from out front. Kelly offers them a prize for answering questions and then doesn't let them answer. Gimmick doesn't sound like much in print, but it kills them just the same. Walks off after a series of tap and novelty cleat routines which can stand pruning. He is good with the mouth, resonant pipes and nice appearance. He is not a hooper.

Paul Vario and Vida, ballroom team, look good up there. She wore black and pink and he the customary Eton dance suit. Dance stuff is okay but tricks need plenty of working on. Kids sell, however, on smart appearance, rather than ability. Need sharpening of present routines and addition of new ones. Present ones will do for the Barn, but won't get them uptown.

Tex Fletcher Cowboys (3) really make the joint jump. Voice and instrumentation, guitar, accordion and bass, handled with showmanlike skill. Open with a fast *Back In the Saddle Again* and get results right from the gong. Do three more Westerns and pull a terrific mitt. A natural for pix and radio. Eddie Ashman's ork backs them beautifully in addition to cutting a slick show.

WEDGEWOOD ROOM

(Continued from opposite page)
 was a new piano solo with voice, *Full Moon and Empty Arms*, based on Rachmaninoff's *Second Piano Concerto*. She introed this with a pitch about the old act (Pickens Sisters) and how the piano virtuoso, Rachmaninoff, gave her the idea for the song. Build-up was good; results were not.

Won the crowd back with a cute *You'd Better Go Now* and held them with a bouncy *Dixie* in which the ork made with finger snaps. Added a spiritual, *Noah*, ork helping with shouts. Number was great. It had an infectious beat and customers joined in with hand whacks. Oddly enough, this was the same number which layed such an egg at the Pierre a season or so ago. But this time gal had the customers with her, she worked hard and got sensational results.

Mischa Borr tango-rumba band does a good relief job.

with Sophie Tucker still in the headline spot, ably assisted by Jan Murray. It's Murray's first appearance at LQ after a lengthy engagement at Copa Cabana.

La Tucker, aided by Ted Shapiro at the piano, is scoring a personal triumph (last reviewed at LQ February 2 issue) Gets a grand reception on her first appearance and works a full half-hour starting with the ditty about herself, then goes into reading of her diary, and singing all the melodies for which she is famous.

Jan Murray gives out with all he has in the 30 minutes he is on stage. His songs are humorous and entertaining, and comic keeps the giggles going with every move he makes.

Sondra Barrett is tops in her tap specialty in which she does sensational whirls to close to a big hand. Zarco and Beryl dress in attractive costumes to put over a fast moving dance. Duo work hard and fem wows customers in a native dance with some cooch movements added. Heavy mitt.

David Barry, emsee, sings with the chorus. The 12 fems in the line, all lookers, are dressed in attractive costumes. Dave Lester cuts show with some fine music and Jose Tarano plays the rumbas. Production under direction of Theodor Adolphus.

Follow-Up Reviews

COPACABANA, NEW YORK: Two new acts do a wonderful job between them even if they don't help very much in selling tickets. But with club's natural draw, figured to be at 50 per cent, biz should hold up until Proser gets a big name to pull 'em in.

Rene DeMarco has sharpened her dance routines to the point where the show values are enhanced. Starts fast to a Spanish beat, a kind of modern ballet and follows with a slow, dreamy number to *If I Loved You* in which one of the fiddles comes down on the floor for a muted solo. For the second chorus another sideman replaces the violin and does a fair vocal while dancer floats gracefully around him. Effect drew a juicy hand.

Next was her novelty *Date* routine, a terp bit representing a gal getting dressed for a date, her experiences, and finally off to sleep. Dance showed imagination and a comedy touch. Came back for *Bala* and threatened to stop the show. Her bounce and abandon in this Latin number drew a real mitt.

Rose Marie's song selling is still socko. Routine consisted almost entirely of rhythm stuff—and she can sell that kind of a beat with the best of them. Teed off with *One I Love*, followed with *Bertie*, a novelty, and almost rolled them under the tables with her Durante-Motel number. Came back for *T'aint Smart* (from a recent flop musical) and killed 'em. Then did her old standard, the Italian song (Italian, Jewish and English verses), and stopped things cold. Tried to beg off but was pulled back. This time it was *My Momma Says No* in a fast rhythm beat, and did a great job with it.

Dick Stabile's ork backed both performers with a sureness that added considerably to their selling power.

BLUE ANGEL, NEW YORK: James Copp, just out of the army, hasn't lost that pixy touch and the crescendo delivery that he showed when caught last at the Ruban Bleu. He still gets the yocks from the East Side trade for a routine which would lay hen fruit on Broadway. Lad starts with piano and voice giving out with something he calls *The Bulb Snatcher*. Next he does the *Bridge Game*, full of jabber-jabber by woman between bids, that really gets the gut quivers. Called back and switches from the piano to a pump organ for *I Have a Date*, a song about a guy dressing in a hurry, already late and trying to think up excuses. Appearance is smart in a Princeton fashion. Basically, he's a kind of Dwight Fiske sans the blue.

Linda Keane subbing for Mildred Bailey (sick) is still one of the best blues singers around. Working in a baby spot, she stands up straight and gives out in mellow voice. Started with *That Old Feeling* but really went to town with *Blow-Top Blues* and *My Headache*. Phrasing is delightful. Appearance is a combo of sex and smartness. But while work is great her small voice can go best only in small rooms. The Chittison Trio didn't do so well behind her, which was surprising, for outfit is one of the best in the biz. It seemed apparent that act had just a talk-over rehearsal. Miss Keane has been around for some time and why somebody hasn't grabbed her for radio is a mystery. That same smooth phrasing which made the customers here sit as if they were paralyzed, should be terrific for the air.

Ernest Purgis okay as intermission pianist.

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AGVA Hits Clubs For "Blackout" Pay

NEW YORK, Feb. 23. — The "emergency" closure ordered by Mayor William O'Dwyer last week (February 12) had repercussions in nitery circles here this week, with AGVA swinging into action versus several hot spots about which complaints were made by performers.


Local 802, AFM ruled, following the sudden shutdown, that musicians would have to be paid for the night of February 11, when the stopper went into effect at midnight, as well as for the night of February 12, when the "emergency" was lifted at 6 p.m. (*The Billboard*, February 23). AGVA, however, ruled that acts would not have to be paid for night of February 11, even tho clubs may have stayed open to the witching hour, but were to get their pro-rated stipends for the night of February 12 because the curfew was lifted in time for the spots to get going.

The Diamond Horseshoe led the parade of clubs about which complaints were received, according to Dave Fox, head of the New York AGVA local, and carried on the most active campaign against paying up. Full agreement was reached yesterday (22), however, said Fox, and a check is to be deposited with the union to cover outstanding salary claims. Fox said that at one point "unfair" listing was threatened by the union.

Iceland Settles

The Iceland, which also had balked, also came to terms yesterday, but wires (See AGVA HITS CLUBS on page 45)

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Chicago, Chicago

(Reviewed Friday Afternoon,
February 22)

No big names to highlight the marquee here this week, but the four-act variety bill is well balanced and paced and offers top-drawer entertainment.

Lou Breese's house ork uses the "something old, something new" and the extra, "something classical" for its overture bit. Work is *One o'Clock Jump*, *Symphony* with Marshall Gill's fine tenoring featured, and closes with a clocked version of *Flight of the Bumblebee*, with Breese urging customers to note that it takes a minute and 15 seconds to go thru the Rimsky-Korsakow tune. Last intro has plenty of customers following the music with watches and builds up interest.

Acromaniacs really get off to peppy start, as they're three young acrobats, who make up a small lack of experience with enthusiasm and vigor in their work. Offer some of the usual acrobatic turns, but do them with such speed and zip that they rate bigger hands than most teams doing same tricks. Have worked out some clever precision comedy cartwheels and elephant-walks that ring laughs consistently. Rated encore.

Arnaut Brothers offer their standard violin and bird talk bits to usual fine response. Closing with the nylon gimmick instead of the diamond ring is a sock finish. (Gag.)

Susan Miller, coming on like an abbreviated version of Lauren Bacall in black satin, mixes her choice of vocal renditions wisely, and, when combined with plenty of visual salesmanship, exacted hefty mitt for each of her four numbers. Altho she used the hackneyed *Rum and Coke* for closer, she's credited with introing tune at this theater and ditty grabbed her nice mitt at bow-off.

Jack Durant used a majority of hoary gags but even these got laughs because of his individualistic delivery. His prancing and falling all over the place gave the payees the action they want.

VAUDEVILLE REVIEWS

Orpheum, Los Angeles

(Reviewed Tuesday Afternoon,
February 19)

Antonio Triana tops current *Rhythm in Rio Revue* and, altho strictly concert stuff, act brings big mitting. Chuy Reyes and 21-man ork fills out with Latin tunes, as well as backing Triana Troupe and Hector Del Villar's vocal work. Show, as a whole, moves at a good clip and gives ticket-holders their money's worth.

Triana's Spanish dances sell well. Finished terpsits work with such skill that payees are on edge thruout. They are also well dressed, going in for a lot of flash that matches color of terp technique. Top palm-puller is version of *Capriccio Espanol* and De Falla's *Fire Dance*. Triana's stuff packs enough color to make long-hair pop material.

Hector Del Villar does a good job. He can put across a song and packs a lot of personality. His gypsy song, *Ric a Pulpa*, gets strong response. In spots, however, he oversells and undersings. Work also marred by stage mannerism which resembles boxer warming up for the knockout punch.

Harmonica trio billed as The Three Minevitch Madcaps, pull a couple of chuckles with slap antics. Miniature Minevitch group sparks show and helps keep pace high.

Chuy Reyes' ork comes thru above par on band numbers. Rest is okay and arrangements go over with a bang. Ork takes a nose-dive when it comes to backing Triana terps, reason probably being the seating arrangement. Stage is set up with strings on extreme left, rhythm in center, brass to extreme left. On tunes band knows, everything is okay, but when it comes to holding the beat for dancers, ork's wings are spread. (See *Orpheum, Los Angeles*, on page 45)

Strand, New York

(Reviewed Friday Evening, February 22)

Tho in their first appearance in a Broadway flesh-house. Art Mooney and ork (16) impress favorably as a stage offering. Repertoire is something different—not the usual array of dog-eared pops but a set of marches in swing-tempo plus three modern classics arranged in medley form.

Sidemen are well rehearsed, understand ensemble work and the function of indie bits. The trumpet sector stands out as the best in the band, the saxes next. As a batoneer, Mooney shapes up okay, with pleasant manner and nice way of introing.

Janie Morgan, band chirp, is a blonde with a nice figure and a pleasing, warm voice which she uses well on only number given her, *Sunny Side of the Street*. Gal projects all right but hampers her selling by a set of overdone mannerisms. Nice hand.

Four Brothers, also of the band, are a straightaway singing quartet. They deliver a railroad song in swing in a simple style that proves effective because it is, by now, something different. Could be better spotted, however, by moving them downstage to the mike. Also would help to keep the bandmen in their seats instead of having them hop up and down while the guys are warbling. As a whole, sidemen are required to do too much of this acrobatic stuff and most of it is needless.

Johnny Darcy, band's male vocalist, has a peculiarly breathy voice which he uses in a modified swooner manner on *Bells of St. Mary's*. Number is extra slow and a little dull. Might do better, on something else as this one doesn't show him to any advantage. He also suffered from very bad lighting. (On the score of lighting, house could do better in general.) Ork is frequently bathed in clashing splashes of strong colors which distract.

On the act side Eleanor Teeman, a tall brunette, is on first with a brace of tap numbers. Gal's big item is a series of whirling time-taps. Work is adorned with a lot of gingerbread gestures of which some are effective, some not. De- (See *STRAND, NEW YORK*, on page 47)

Oriental, Chicago

(Reviewed Thursday Afternoon, Feb. 21)

After seeing Vaughn Monroe's ork opening day here and hearing the reception his work received, it's no wonder he has been setting gross marks during his current Midwest junket as he's offering the peak in commercial music. Since playing here a year ago, he has racked up such record hits as *There, I've Said It Again*, and *Let It Snow!* which have done much to further interest in his p. a.'s.

Monroe has worked out a clever intro for this WM package show, introing various featured members of his crew and the supporting acts as curtain breaks. Intro upon opening causes revue to move smoother as each act segues into the following one without intro, except for intro given supporting acts as they come on. Band appearance is brightened up considerably by act that various sections are attired in different solid color jackets. Ork plays a brand of sweet swing that finds enthusiastic response from both young and old. Monroe wisely selected only red-hot faves and a couple numbers standard with him for this show.

Norton Sisters (4) are doing a much better job of visual song-peddling after putting in a year with Monroe. Gals do swell both on their own and in backing the maestro's baritone. Monroe's vocals all received ovations after first few bars, indicating wise choice leader made of tune selection. When he started, *There I've Said It Again*, resultant band was just as big as any given Dick Haymes, who pulled loudest mitting ovations here in past year. Ziggy Talent has finally dropped his *Sam, You Made the Pants* bit, and the change to the original *Katinka* and *Louise, Don't Push the Door Bell* bring him much better attention. Chirp Sally Stuart does right well with a pair of current ditties.

Rounding out the bill are Fred Sanborn, who rated yocks thruout for his standard xylophone bit, which gets nice assist from Monroe's straighting; and The Gerardos, who scored heavily here because their hep dance rhythms fit right into the type of show presented by Monroe. Pair offers individualistic ballroom terping done to smart rhythm numbers, while usual ballroom teams ruin continuity of band shows when ork has to do their long-hair arrangements which don't sound at all like the band's regular book.

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CURRENTLY LOEW'S STATE NEW YORK

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DIR. M. C. A.

Follow-Up Review

LOEW'S STATE, NEW YORK: Current show has stretched into a two-weeker, with Jackie Coogan, Jane Kean and Ben Berl held over (reviewed in *The Billboard* of February 23). Four other acts have been added to the bill.

Three Rockets open the program with a fast, neat and showmanly act of tappery stuff. Negro lads toss in a large variety of single bits and in-three hoofing, and do it all with dispatch and sureness, earning a hefty set of hands. Act gets over despite extremely poor assist from the Ruby Zwerling crew which mashed up the tempos and blurred the tunes.

Crosby Sisters (2) are a novelty singing-impressions-music act. Fems work in the hotcha tumult style, throwing in everything but last summer's mothballs. Despite the sledgehammer approach first half of the turn was virtually unproductive of reactions when caught Thursday evening (21). Act begins to show life with a Colona takeoff, sags a bit with the marching and shooting biz by the comic of the pair, then comes in with pretty fair strength with the Ink Spots impress. Last-named item is well done and fetches a juicy mitt.

Gaudsmith Brothers appear about halfway in the bill with their standard bow-wow shenanigans. Act takes plenty long getting started but when it is finally underway it is a solid sight offering. Finish comprising the dog-and-two-men balance and the walkoff scramble is sharp and productive of hearty response.

The Dancing Duanos (man, woman) close and put a pleasing clincher on a pretty good show. Good-looking couple dance with great ease and much skill. This pair does not depend on mere lifts and whirls to get the crowd but employs numerous intricate foot and hand bits. Where they work in a lift it is done suavely and with a flair for making a terpsichore point. Good reactions thruout. Picture is *Tars and Spars*. Biz good.



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NEW YORK, Feb. 23.—With man-made "emergencies" over for the time being in any case, Stem takes moved into a more normal range. A Tuesday (19) snow-storm hurt somewhat but effect wasn't too damaging.

Radio City Music Hall (6,200 seats; average \$100,000) was able to collect \$132,000 for its second week with Paul Gerritis, Jack Powell and *Adventure* as against previous week and opener which brought \$123,000.

Roxy, Paramount

Roxy (6,000 seats; average \$75,000) dropped to \$85,000 for its second frame as against previous week's \$96,000. Bill has Carmen Miranda, Nestor Chayres, Woodrow and *Fallen Angel*.

Paramount (3,664 seats; average \$75,000) counted \$100,000 for the second week with Danny Kaye, Bob Chester ork, Georgia Gibbs and *Miss Susie Slagel's*. Opener was \$101,000.

Capitol, Strand

Capitol (4,627 seats; average \$60,000) pulled \$73,500 for the fourth week with Glenn Miller ork, Paul Regan, Ladd Lyon and *Harvey Girls*. Previous frame saw \$81,000.

Strand (2,770 seats; average \$45,000) got \$34,000 for the fourth and final chukker with Orrin Tucker ork, Peter Lind Hayes and *My Reputation*. Previous week saw \$40,000. Opened with \$57,000 and followed with \$50,000. New bill (reviewed in this issue) has Jack Carson, Art Mooney ork, Arthur Treacher and *Three Strangers*.

Loew's State (3,500 seats; average \$25,000) moved up to \$34,000 for Jackie

Coogan, Migulito Valdes, Samuels and *Tars and Spars* compared with previous take of \$28,000. Picture holds over another week with three acts changed.

Buff Fattening Name Act Books And Biz Soars

BUFFALO, Feb. 23.—Talent activities in Buffalo niteries are perking. More and better acts are being used by many spots, especially the class type niteries, which are bringing in names and semi-names quite regularly this season. This brings the once-dormant Buffalo territory into the spotlight as a good market for higher-priced attractions.

The Statler Hotel Terrace Room, which was content without acts for some years, is now showcasing some of the biggest talent. So far this season it has offered Merriel Abbott Revue, a sock package show starring Eddie Peabody (three and one-half weeks); the Hartmanns (three weeks); Carl Brisson (three weeks), plus Dick Barlow's band (six weeks); Ray Kinney's Hawaiian Unit Show (four weeks), and currently Hal Saunders' ork, plus Rolly Rolls, musical comic, and A. J. Cantu, Mexican magician.

Biz Up 20 Per Cent

Manager Theodore Krueger states that biz this season is almost 20 per cent ahead of last year, and acts have helped draw considerably. Best business was registered by Carl Brisson, a great favorite here; Abbott Revue rated second best draw; Hartmann's were next, with Kinney's unit trailing. Latter was handicapped by absence of one of his star dancers, who became ill before Buffalo date. Statler expects to continue its name policy for the season. Bookings are handled by president of the Statler Hotel chain in New York.

McVan's nitery, a nabe spot, which has been using big-time attractions on and off successfully for several years, registered particularly successful stands this winter with: Golden Gate Quartet (two weeks); Phil Moor Four (two weeks); Roy Branker, comedy pianist of Three Peppers Cocktail Unit, branching out as a single act here (two weeks). Currently McVan's is headlining Gypsy Rose Lee with a four-girl unit, breaking in a new routine and doing sensational biz, according to Lillian McVan, spot's owner.

Next attraction is Ethel Shutta, set for two weeks. Guy Kibbee and Pinky Tomlin scored solid biz earlier in 1945 season. Spot is planning to completely rebuild and redecorate its layout soon. Enlarging capacity and improving visibility.

Stuyvesant Expands

The Stuyvesant Room, Stuyvesant Hotel, has expanded its talent policy by adding featured singer Dorothy Knox and Ann Hudec, lull pianist. Marwin Martin, owner-manager, is now busy with plans for another cocktail lounge and restaurant upstairs.

The Satire Room of the Sheraton Hotel, a cocktail and dinner spot, is now featuring novelty organist Paul Weber. Manager Fred J. McCartney reports biz as good. Irving Shire, local pianist, was on deck here for about a year. Spot will continue with higher priced out-of-town entertainers.

New Spot Sticks to Names

Town Casino, the new 1,200-seater de luxe nitery downtown, is keeping on with its name policy, plus other acts and 12-girl line. The latter is most attractive and ambitious production chorus in these parts. Among names so far (See BUFFALO FATTENING on page 45)

Hotel To Replace Wayne, Det.; Same Management

DETROIT, Feb. 23.—Olde Wayne Club, downtown spot featuring three separate rooms on different levels, is to be closed and torn down, it was disclosed this week.

Plans call for a large hotel to be erected on the site, tentatively called the Palmer House, under management of Lou Palmer, who runs the Olde Wayne.

Ont. Moves Closer To Sale of Liquor At Bars, Niteries

DETROIT, Feb. 23.—Strong sentiment for the legalization of sale of liquors at bars in Ontario is growing. For the last several years, the liquor and night club industry as known in most States in this country has been almost non-existent in Ontario, because of the rules providing that the only public spots allowed to serve by the glass were taverns, and these could only sell ale and beer.

Further, the hours of serving are rigidly restricted, with the typical schedule: Open three times a day for relatively brief periods each time. This has proved unsatisfactory, of course, for the development of any widespread night life, and Canada typically has been a very unfertile field for employment of acts coming thru here, as far as night club dates were concerned. Private parties and theater dates, of course, are another matter, but acts playing the border territory around Detroit have long counted on the possibility of filling in their dates with one or more Canadian bookings. Whether there is enough sentiment crystalized to bring about any change in the Ontario regulations is still uncertain.

Det. Club Gets 3-Wk. Leeway In Suit Over Liquor License

DETROIT, Feb. 23.—A setback to the legal battle of the Penobscot Club, the Motor City's only sky club, to continue operation was received this week when Circuit Judge George B. Murphy issued an order vacating a previous injunction against the Michigan Liquor Control Commission which had acted some months ago to suspend the club's license. Differences over operating policies, based largely on allegations of selling liquor not obtained thru the regular State monopoly sources, only legal source in Michigan, were in the background of the original suspension. This was an echo of the grave liquor shortage of some time back.

New ruling gives the club an additional three weeks to complete an appeal to the State Supreme Court, and allows it to continue operation in the meantime.

In Short

Chicago:

SAMMY CLARK, local booker who went to Gotham last fall for Joe Glaser, has returned to open new Chi office for Glaser. . . . COLE KEYES, Stan Zucker's local rep, is working out of Central Booking Office until next month, when the Zucker office will have its own quarters in the 203 North Wabash Building. . . . JACK FARRELL, emcee-comic, is out of the army with the Purple Heart and the Bronze Star. . . . NILS T. GRANLUND, who closes at Colisimo's March 1, returns there in the fall. . . . MARK FISHER is vacationing in Florida, his first rest in four years. . . . MILO STELT, of local FB office, has arranged to handle film rights for Maj. Arthur Wermuth, the "one-man army of Bataan," who's been receiving heavy national publicity the past eight months. . . . BOB PHILLIPS, discharged from the service after three years, returns to National Artists' Bureau here, where he will handle acts and bands.

Here and There:

JULIA A. KELLY is back in the booking biz in Cincinnati, with offices in the Lyric Theater Building. . . . GUS SUN is soaking up the sunshine in Miami Beach, Fla. . . . BARO AND ROGERS are in their seventh week at the Paddock Club, Miami Beach, Fla.

GALE MEREDITH, Canadian warbler, opens at the Chez Paree, Chicago, May 24 for six weeks. . . . B. W. FREDERICK, of the FB agency, to the Coast for a six-week look-see. . . . WOODROW set for the Capitol, Washington, March 14. . . . ETHEL SHUTTA into the Tic Toc, Milwaukee, March 11. . . . VAUGHN MONROE ork plays the Springfield (Mass.) Auditorium March 17. . . . GIL LAMB and his stooge, Bob Coffey, bought for the Palmer House, Chicago, May 25. . . . JOHN BOLES into the Copley-Plaza, Bos-

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LITTLE JOHNNY JONES

ton, after his Loew's State stint. . . . LARRY STORCH, ex-G.I., opens at the Copacabana, New York, March 7. . . .

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OUT-OF-TOWN OPENINGS

ST. LOUIS WOMAN

(Opened Tuesday, February 19, 1946)

SHUBERT THEATER, BOSTON

A new musical play presented by Edward Gross. Book by Arna Bontemps and Countee Cullen, based on the novel "God Sends Sunday" by Arna Bontemps. Music, Harold Arlen. Lyrics, Johnny Mercer. Directed and designed by Lemuel Ayers. Dance direction, Antony Tudor. General manager, Rube Bernstein. Press representative, Phil-lis Perlman.

Badfoot..... Robert Pope
Little Augie..... Harold Nicholas
Barney..... Fayard Nicholas
Silm..... Louis Sharp
Lila..... June Hawkins
Butterfly..... Pearl Bailey
Della Green..... Ruby Hill
Ragsdale..... Elwood Smith
First Bystander..... Merritt Smith
Second Bystander..... Charles Welch
Biglow Brown..... Rex Ingram
Mississippi..... Milton J. Williams
Young Dandy..... Frank Green
Leah..... Juanita Hall
John Jasper..... Joseph Eady
Celestine..... Yvonne Coleman
Piggie..... Herbert Coleman
Joshua..... Lorenzo Fuller
Mr. Hopkins..... Milton Wood
Preacher..... Creighton Thompson
Waiter..... Carrington Lewis
A Saratoga Man..... Jerry Laws
Ragsdale's Friend..... Arthur Lawson
A Saratoga Woman..... Maude Russell
Another Saratoga Woman..... Royce Wallace

Hub Crix Tab

Aislesters split four to three against this one for 43 per cent. No: Elinor Hughes (Herald), Elliot Norton (Post), Peggy Doyle (American), Leslie Sloper (Monitor). Yes: Leo Gaffney (Record), Cyrus Durgin (Globe), Helen Eager (Traveler).

St. Louis Woman has plenty on the credit side to make it a fine entertainment session. It has a lot of eye-appeal. It has a score with two laugh-winning songs and a sentimental number, *Come Rain, Come Shine*, which are stand-outs. It has top performances by Harold Nicholas as Little Augie, a lucky jockey, and Pearl Bailey as Butterfly, the romance-minded bar maid. It has a spectacular cake-walk finale in the first act which is a show-stopper.

On the debit side, however, *St. Louis Woman* suffers the usual faults of the musical play. The musical numbers and the dialog haven't been blended too well. And at least half of the show is pure corn played in a traditional and trite Negro-in-musical-comedy style, complete with period zoot-suit costuming.

Plot concerns a lucky and cocky little jockey who falls in love with St. Louis Saloon-Owner Biglow Brown's girl friend, Little Augie, the jockey, wins her away from Brown at a cake-walk which is climaxed by a superlative dance duel between Harold and Fayard Nicholas. From then on, Augie's luck goes bad, he is accused of shooting Biglow Brown, and even Della Green appears to desert him for a rich rival. Mixed in with Augie's problems is the tragedy of Lila's unrequited love for Biglow which ends tragically for Biglow.

High spots: Pearl Bailey's singing of *Legalize My Name* and *A Woman's Prerogative*; the cake-walk competition topped off by the dancing of Harold and Fayard Nicholas; *A Man's Gotta Fight*, sung by Harold Nicholas with excellent shadow effects; *Sleep Peaceful*, as sung by June Hawkins; and *Come Rain, Come Shine*, as delivered by Ruby Hill and Harold Nicholas. Rex Ingram as Biglow Brown has so little to do that he is almost wasted in the role.

Orchids are rated by Lemuel Ayers for his colorful and eye-appealing direction; by Brooks for the costuming; and by Leon Leonardi for his ability to keep the music thoroxy in mood.

St. Louis Woman isn't essentially a Negro play with music. It's the story of a little jockey and his love. For that reason, any traces of "typical" Negro characteristics should be booted out of the dialog and action. They distract. Once they are out, *Woman* will make a corn-studded plot great entertainment.

I LIKE IT HERE

(Opened Thursday, February 21, 1946)

WILBUR THEATER, BOSTON

A new comedy by A. B. Shiffryn. Presented by William Cahn. Directed by Charles K. Freeman. Setting by Ralph Alswang. General manager, Irving Pincus. Press representative, Ivan Black.

Mr. Smedley..... Seth Arnold
Laura Merriweather..... Mardi Bryant
Capt. Leroux..... John Effrat
Matilda Merriweather..... Beverly Bayne
Sebastian Merriweather..... Bert Lytell
David Bellow..... Donald Randolph
Brad Monroe..... William Terry
Willie Kringle..... Oscar Karlweis
Saphronia Lawrence..... Ellis Baker

Running for political office on the stage is getting to be almost a stock situation. Ditto the young discharged serviceman who finds a civilian muscling in on his love affair. Add these two minor strikes against *I Like It Here* to the fact that the playwright has forgotten to make the supporting roles strong enough to prop up the play when the central figure isn't on stage, and you have the hurdles which A. B. Shiffryn's new comedy has to overcome to reach the hit lists. Oscar Karlweis, however, is so very good as Willie Kringle, the naturalized American and handyman, that he boosts the opus to a high quality level.

Plot concerns the complications which occur when Mrs. Merryweather hires Willie as combination butler, cook and handyman. Professor Merryweather, completely dominated and nagged by his wife, has the clever habit of getting rid of the handyman his wife engages. He also protests mildly when his wife fills the house with week-end guests of assorted types. When Willie arrives in answer to Mrs. Merryweather's ad, Merryweather mistakes him for the expected week-end guest and finds him a pleasant companion. The result is that Willie is hired, forged reference and all. Laura Merryweather, the dominated daughter, then becomes engaged to David Bellow, stuff-shirt candidate for the State Senate, by-passing her childhood ex-serviceman sweetheart.

In the process of three acts, Willie gets Brad Monroe, the serviceman, to run against Bellow. He prods the Professor into a sort of rebellion and winds everything up nicely by bringing Ophelia, the Great Dane, "back-street" pet of the Professor, into the house as a permanent guest. Oh, yes! The right boy gets the girl.

Oscar Karlweis makes Willie a wonderful character. Beverly Baine succeeds in creating a stuffy and realistic Mrs. Merryweather. The rest of the cast does very little with very little. Bert Lytell's professor is too mannered and has little contract even when he rebels against his wife and decides to go into politics himself.

Laura Merryweather is a little goon, and Mardi Bryant seems at a loss as to how she can be played. Donald Randolph's successful politician fiancée is so overdrawn that he is incredible, and

yet when the critical chips are down, there's Oscar Karlweis making theater magic. He is almost enough to give this a five-star rating, almost.

SECOND GUESSER

(Opened Monday, February 18, 1946)

CIVIC OPERA HOUSE, CHICAGO

A romantic farce comedy by Harold M. Sherman. Staged and directed by the author. Scenery designed and painted by Hugh McGowan. Technical direction by Monte Fassnacht. Presented by Midwest Production, Inc. Company manager, Harry Rosnagle. Press representative, Danny Newman. Assistant stage director, Ramsey Burch.

Sam Bumpus..... Al Schacht
Edwin Emerson..... Edward Meekin
Nellie Bumpus..... Hope Summers
Babe Ruth Bumpus..... Jane Butler
Walter Johnson Bumpus..... Don DeLeon
Attorney Bell..... Ralph Juul
Second Baseman Miller..... Bruno Vesoto
"Speed" Norton..... Lester Podewell
Catcher Hank Rowdy..... Ernest Nobbe
Steve Haskell..... Robert Hoffman
Editor Deagan..... Klock Ryder
Big Jim Haggard..... Briton Kirby
Right Fielder Nelson..... Bernard Kobiella
Slim Baker..... Jay Merrick
Park Policeman..... Joe Panzica
Sluggo McGinty..... Ben Roseman
Left Fielder Taylor..... John Sorich
Pee Wee Russell..... Ed Doring
Third Baseman Dingle..... Arthur Chester

At the present time, this show has one advantage: It has a baseball theme that might, as it basks in the popularity of America's favorite sport, be of sufficient appeal to make the customers lay down their money for a couple of tickets. But other than that, again at the present time, it has little or nothing else.

We use that hedging phrase, "at the present time," because, tho the show in its present form, is far from good theater, it may be later when it's given the rewriting it needs and when cast members are better versed in their roles.

Producer-writer Sherman admits that he opened this play too soon. He admits that it was a mistake to open in a city the size of Chicago before a run in a smaller town where the required audience reaction and acting and writing polishing could be had without running the risk of facing a barrage of caustic criticism. And Sherman is right. The show in its present form is not worthy of Chi or any other large city, and unless a lot of rewriting and acting polishing is done, no one in any city—except rabid baseball fans who will flock to see or hear anything that is connected, even remotely, with baseball—will find it worthy of the price of admission.

Show already has been cut one scene since opening night, but still it is too long and slow-moving as it relates the trials and movie-finish success of Sam Bumpus, a rabid Brooklyn fan, who has been second guessing Leo Durocher for years and one day finds himself the owner of a bush league team that his uncle has willed him. What he does to put up money to finance the team, how he makes the team league champs by the grace of some rabbit feet, and his daughter pitting the backer against a pitcher who can win only when he knows she's

JEB

(Continued from opposite page)

it deserves. *Jeb* is absorbing from curtain to curtain.

Unlike the *Roots* theme, *Jeb* keeps strictly off the sex angle between Negro and white. It is a simple, pitiful story of a decent young Negro who comes back from four years in the army minus a leg and plus a couple of medals and a child-like faith in the decency of "white folks."

All he wants is to get home to his family, his girl and a job—a better job than he had as a field hand, because the army has taught him to use an adding machine. That is where *Jeb's* troubles begin.

He asks to be made timekeeper at the mill and touches off a fuse of racial hate in a small Louisiana town. It makes no difference that the white incumbent is a drunken sot about to be fired. A Negro cannot aspire to a white man's job.

None of this means anything to simple, credulous *Jeb*. He just has to prove to himself that his hand is still cunning on that adding machine. The result is a trumped-up morals charge which leaves his family burned out of their home, his girl run away, and himself beaten and chased out of town.

Arday tells his story with a sincerity that impacts grim truth. He shows up the futility of the struggle of the decent white minority against overwhelming prejudice. He also balances the picture fairly and shows *Jeb* getting an equally raw deal from some of the members of his own race. It is only in his last scene that he seems to falter. *Jeb*, beaten and half crippled, is still unconvinced. He decides that he must go back from the Northern town where he has taken refuge—back to his family—back to persecution and perhaps death. He still believes there are "quality white folks" who can be made to understand. After seeing and listening to *Jeb*, it's hard to believe that anyone, Negro or white, would be quite so heroic as to turn another cheek.

Shumlin has done another superb job of casting. Ossie Davis is absolutely tops as the returned soldier. Davis is practically unknown to the Stem, but he assuredly will be known from now on. Ruby Dee acquits herself excellently in an exacting and difficult part as his fear-ridden sweetheart. Laura Bowman is likewise effective as his mother. On the white side of the cast, honors go to Santos Ortega as the frustrated, liberal mill manager; to Frank M. Thomas as a ruthless banker, and to Grover Burgess for a telling bit as a drunken piece of white trash.

Jo Mielziner has done another bang-up job with the sets and lighting. Former have been kept simple and intimate and keyed exactly to the mood of the story. Production is top-drawer in all departments. *Jeb* should be welcome on Broadway, even if Louisiana didn't want him.

rooting for him, constitutes the rest of the play.

Chi Crix Tab

Crix gave this show a solid and unanimous blasting. Nixes came from: Robert Pollack (Times), Robert J. Casey (News), Henry T. Murdock (Sun), Ashton Stevens (Herald-American) and Claudia Cassidy (Tribune).

Of course, in spots Al Schacht, who plays the lead role of Sam Bumpus, goes thru some of the antics that have made him famous as a baseball clown. But when it comes to acting, altho he tries hard, Schacht is far from the John Barrymore-type he claimed to be (in jest, of course) at his opening night curtain call.

In spite of the fact that all the crix panned this play, Sherman is not going to give up. He is going to play it two more weeks here, as originally planned, and then take it East for further polishing in smaller cities. After that New York might get a look-see. At the present time Sherman has two strikes on him. If by a miracle he is able to sneak three men on the bases while the umpiring public is not looking and then knock a home run of rewriting and better direction, he might be able to win the ball game yet.

WILLIAMSBURG, Va., Feb. 23.—"America's First Theater" will be reconstructed on its original site here as a part of a 10-year building program of architectural restoration announced by Colonial Williamsburg, Inc. Planned to revive plays of the early American period in the restored house. Original erected about 1716.

They Buried "The Brave"

NEW YORK, Feb. 23.—Drum beater Samuel J. Friedman comes up with a new final vital statistics on *Home of the Brave* which exits from the Belasco tonight. He even includes an obit in cynically bad verse:

"Home of the Brave
Enters its grave
Saturday (23);
The Laurents play,
Presented by Lee Sabinson and William R. Katzell,
Which was much better than most of the things that smell
Up Broadway
Couldn't stay . . .
It cost 60 grand;
Give the producers a hand,
They really tried;
Too bad it died."

According to Friedman, the show grossed \$7G, aided by 34 theater parties, during its nine-week stay at Belasco. And he adds: "It is not true that the run was ended by 'vested, anti-semitic interests' as some over-enthusiastic champions of the play believe. (Unless one Max Jelin is a vested, anti-semitic interest.)"

Show accented tolerance angle and was better than holding its own until mayor's February (12) blackout dropped week's receipts \$480 under 12G. Stop clause. Lessee Jelin then slapped on the bow-out notice. With no other house available, show's number was up.

Show will not tour, since it would require a production rebuild for road. Currently carries four sets built for revolving stage. New production would require five weeks to ready, which wouldn't get the troupe away much before season's end.

However, there may be life in *Brave* yet, reports Friedman. There is a distinct possibility of a road version for fall trekking and if the Laurents' drama should snag one of the season's play awards, it may even be revived on the Stem in the late spring.

TAXES

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Burlesque Notes

UNO

BETTY MONTGOMERY, former dancer, who turned stripper when a fractured ankle she sustained in a Yorkville nitery incapacitated her for eight months, is now working sundry club dates. . . . PHIL DOWNING, discharged after three years in the Pacific, and Jace Robinette opened at the Rivoli, Seattle, to swell the cast to three comics and three straights. Also new are Ted and Ethel Walker. Held over are Jack (Check) Hayes and Mary Miller. . . . ARTHUR BRYSON booked Rudy Greene, singer and instrumentalist, into the Hawaiian Garden, Schenectady, N. Y. . . . DICK LANE and Phil Crawford, house singers, alternate weekly between the Howard and Globe, Boston. . . . KAY DREW, Hirst circuit's newest strip coming from two years at the Follies, Los Angeles, is with the unit featuring Bonnié Boyia and Monkey Kirkland, copricipaled by Eddie Lloyd, Jimmie Meade, Betty Brooks and Paula Stewart, acro dancer, another burly first-timer. Extra attraction are the Renays. . . . MARIE DENKE moved from the Casino, Pittsburgh, to the Empire, Newark, while sister Dorothy, promoted from chorine at the Hudson, Union City, to stripper, opened last week at the Howard, Boston.

JOEY FAYE has signed for Richard Kollmar's *Windy City*. Was a replacement in *The Duchess Misbehaves* that shuttered after a week's life. . . . MURRAY LEONARD, who purchased a home in Sherman Oaks, Calif., has as star guest, Charles (Red) Marshall, comic, whom he straightened for in burly and whose second pic, *Spectre*, is due at the Roxy soon. . . . ALLAN RUPERT, former booker, back in civvies, has opened a new office in Philadelphia. His associates are other ex-air force G.I.'s, Nick Martino and Nick Edwards. Secretary Thelma Clemens is an ex-WAC sergeant. . . . BOB FERGUSON and Mary Murray's copricipals on their second Hirst circuit tour are Harry Levine, Franklin Hopkins, Doris Lee and the La Mories. . . . DIAN MASON credits Bob and Frances Johnston and Betty Rowland with her transformation from a commercial model to a burly strip feature. . . . IRVING BECKER is managing the road tour of *Dearly Beloved*. . . . BURBANK, Los Angeles, managed by Tommy Levene, has in its latest stock cast, Harry Clexx, Paul West, Bonnie Bonnie, Margie LeRoye, Irvin Harmon, Bill Mack, Mimi Reed, Nadine Arnold, Tonya and Lamee Lane.

BONNIE AND STELLA HOWARD have joined the cast at the Empress, Detroit. EDDIE DALE, former manager of the Empress who has been in war work the past three years, has returned as manager, replacing Frank Crowe, who is on the sick list.

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What Goes With CAB, Hooper, Neilsen? Trade Report Due

(Continued from page 7)
lowed and not lead, the control of future program rating policy. However, it's understood that if the report does suggest this, there will be, for the time being at least, no opposition to recommendation.

Base Facts

In a last-minute maneuver, CAB proponents have tried to prove that the CAB present base is better than Hooper's and quote the following "facts":

(1) That per half hour a CAB figure represents 3,000 phone calls, while a Hoopering half hour represents only 1,300 calls.

This is a half truth, as a CAB figure is a moving average report, i.e., the current report averaged with the last report. As the two CAB reports represent 3,000 calls, one represents 1,500 reports. That, alone, would indicate that CAB reports were 200 calls more representative than Hooper's. However, even that would be a fractional truth, as the 1,500 calls are made in 60 cities and the 1,300 in 32 cities. In other words, the added 200 calls supposedly cover 28 more cities, or each of the 60 cities are less representative than they should be. Other claims put forth say that 4,020 calls are made by CAB. That, also, is true, but the 1,020 calls are calls made in the 21 cities where the listening level is held to be "not representative." These calls are costly, but contribute nothing to the figures on which radio programs are still "bought and sold."

(2) The number of Hooper calls made in different cities is completely arbitrary and not based upon population.

That the sample is not based upon population is admitted by Hooper, but the claim that it's arbitrary is not a fact. Nor is a subsidiary claim that New York is given a weight of six and most other cities are given a weight of one, a fact. New York is given a weight of six; Chicago, four, and Detroit, Boston, Philadelphia, Los Angeles and the Twin Cities a weight of two. These weights are supposed to give an adequate sample, and only a study of weights over a period of years could prove or disprove the contention, and such a study has not been made.

(3) That Hooper uses "don't know," "busies" and "refusals" to bolster his indexes.

Hooper does use these. However, they are added to the reports in the same ratio as the actual figures of people who do listen to the program by admission. Moreover, at the height of reporting, in January, the combined figure of three hits a 9.09 and in July it has gone as low as 6.05 of the total homes surveyed. These could make a difference, if all answered favorably on one seg, of 9.09 or 6.05 for that seg. Since the law of averages indicates that no one program would get 100 per cent of that return, the Hoop formula of crediting each seg with the same percentage that they receive on the "do answers" will have to serve until someone comes up with a better one.

Availability?

(4) The "availability of programs from the four networks" as the basis of area acceptability is a pat formula that doesn't mean what it says.

Hooper will admit that the four-network formula isn't 100 per cent and will even point out that when Mutual loses a regular station and picks up a new station that either has just hit the air or has been on for a very short time, the web programs suffer for months in their rating. Still Hoop asks, "give us a better, a fairer method of choosing cities to rate network programs and

we'll make a study of the idea. We're not hidebound, even if we think we're good."

More CAB Calls?

(5) CAB makes more calls than Hooper per hour per month or by year, no matter how you figure it.

CAB makes 8,040 calls per month in its 81 cities. Hooper makes 10,920 calls in 67 cities. CAB checks 6,500,000 phone calls per year, while Hooper checks some 7,700,000 families via the phone.

Neilsen's Better

(6) Even if CAB isn't better than C. E. Hooper, then Neilsen is.

That's a broad claim and one that Neilsen must prove in the years to come, researchers point out. Neilsen's sample started out to be "representative of the nation" when it covered just the territory around Chicago, Milwaukee, etc. Then Neilsen extended his rating to the Pacific area, taking audimeters out of the "multiple radio homes," and more lately he has extended his audimeter coverage to the Piedmont area. Actually, Neilsen plans to cover the nation with 2,500 audimeters by January 1, 1947.

What's Representative?

Typical of the errors into which Neilsen has drifted with his reports is the fact that he issues advance reports when he collects 60 per cent of the tapes from his meters. As this 60 per cent changes every report, the advance report may be as much as three points up or down from the final report. This is due to the gas meter readers' formula, i.e., different people are away from home every time the tape collector calls (sometimes he has to call three times or more) and so the advance sample is not representative of the entire report. Also, the addition of Pacific and Piedmont area reports at different times during last year gave the Neilsen reports three different bases during the year, and the comparability went right out the window. Other negatives on the Neilsen report were printed sometime ago in *The Billboard*.

(7) A stratified sample such as used by Neilsen will give a better picture than a random sample. Stratified sample is the Neilsen formula and it's used by Hooper in his new Diary (CBS formula) reports. Random sample is what the name indicates, names picked at random. In the Hooper formula, interviewers start with A and run right thru the listed residence phones down to W. The random part is indicated by the fact that the first letter of a family name has nothing to do with its income, education or anything. To indicate that a combination of stratified and randomness would be the ideal way to sample an audience, Al Politz, researcher with a reputation for reaching for the moon in his tabbing, has developed a formula whereby there can be randomness to a stratified sample.

Answer to which is better, the cross-section, a sample selected at random or a random cross-section, has many facets. If the cross-section is used week after week, month after month, it becomes "rating conscious" and the reports may not be truly indicative of the supposed cross-section. Hooper formula eventually reaches everyone in an area that is home and thus can claim to be truly representative of urban telephone homes. It can't go beyond telephone, which is why Hooper has gone into the Diary method of studying audience reactions.

(8) The moving average (CAB) is better than individual reports on each broadcast (Hoop).

If anyone wants a moving average, says Hoop, he can make his own MA all by himself. Why wait months to discover that a program is on the way up or down? MA is the ideal way of hiding actual performance under a "trend."

Industry Thought Clear

General industry thought is fairly clear on the matter of CAB. Hooper and Neilsen surveys. What the industry wants is a bigger sample from Hooper—cities with one, two and three network

Magic

By Bill Sachs

CARL SHARPE (The Amazing Mr. Ballantine), forced to close recently at Billy Rose's Diamond Horseshoe, New York, due to illness, is a patient at Will Rogers Memorial Hospital, Saranac Lake, N. Y. Doctors have ordered him to take a long rest. Letters from his many magic friends would do much to help while away the long hours. . . . DELL O'DELL and Charles Carrer closed Friday (22) in the Blue Room of the Brown Hotel, Louisville. . . . HAROLD STERLING is erecting a new building in Detroit to house his magic mail-order business. . . . O. D. CLOAKEY is president; Nick Dennis, vice-president, and A. E. Harrison, secretary of Sunshine City Ring No. 4, International Brotherhood of Magicians, recently organized in St. Petersburg, Fla. . . . JOHN (HAV-A-LAFF) WALKER, of the team of Walker and Cozy, who dropped dead while working his mental routine at the Broadway Museum, St. Louis, February 8, was a trixster of the old school. With his wife he worked the Midwest for 30 years with a combination magic-mental-music act in schools, on med oprys and in side shows. He had a host of friends in the magical fraternity. . . . AL HAUSER, youthful Rochester (N. Y.) conjurer, is sporting a new folder to sell his turn to churches, schools and private clubs in the area. He reports that Frank Kni, J. Romano and Kinyon played the Rochester sector recently. . . . HARDINI AND COMPANY, piloted by J. C. Admire, moved into Mississippi at Jackson February 25 after a swing thru Oklahoma and the Texas Panhandle. . . . GEORGE COLLINS, magicker, has concluded arrangements with Lou Riley to handle the 10-in-1 on the latter's Dumont Shows this season. Opening is slated for the middle of March. . . . ALEXANDER THE GREAT, who hitherto has specialized in Chinese magic, premiered his new *Flight of Time*, featuring watches and clocks, before the Society of Detroit Magicians recently. . . . DR. B. McDOUGALL emceed the annual installation party of the Society of Detroit Magicians February 16 at Hotel Fort Shelby in the Motor City. Show was produced by Al Munroe, with Arthur J. Whelpley in charge of tickets, and Bill Hesel heading the reception committee. Magic turns were presented by William (Silent) Smith, Al Zink, Dr. John Buell, Alexander the Great, Dr. Zina Bennett, Charles Pasternacki, Bob Ungewitter and Carol Fox.

stations in them. Suggestion here is that the areas be chosen so that every network has an even representation in the polling. It wants CAB to be set up as a guard on rating trends, as long as someone heads the operation who has the respect of a great percentage of advertising researchers. It's crossing its fingers on Neilsen, feeling that N knows market research and may come thru with a supplementary rating that will explain "little known facts on radio selling."

Neilsen tapes have their drawbacks, but the drawbacks are not necessarily unsurmountable.

Hooper Diary studies are new, but if they develop as they did under the Columbia Broadcasting System research, they have a whale of a lot of information for broadcast.

That's the CAB, Hooper and Neilsen story up to date.

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Bistro Ops Won't Be Caught Short

(Continued from page 36)

are equally foresighted. A large club uses about \$12,000 worth of liquor a month. At that rate, it would take about four months to eat up the reserve. But no op digs into his reserve without seeing to it that he can buy more.

Drink What They Have

It is true that certain labels aren't easy to get. When a spot wants four cases of, say, Johnny Walker, it will probably have to be satisfied with three. Large distillers are anxious to keep their labels on display behind bars. So even, if they can't fill a complete order they will give the op enough for the time being.

Naturally there are favorites in the biz. If the Waldorf wanted 10 cases of a certain brand and the Blue Duck Inn wanted two cases, the chances are the Waldorf would get nine cases and the joint would get two bottles. Distillers don't want to take chances of losing customers. It is too easy to switch from one brand to another. If the table squatter can't get black label, he'll take pinch bottle. If he can't get either he'll try something else. He may get used to the new brand and distillers don't like that.

They'll Take Vanilla

The same thing is true of other drinks. If a beer drinker can't get Schlitz he'll take Ruppert's. He may even like it better and stick to it in the future. So distillers aren't as stingy with their bottled goods as first blush may indicate.

The much talked of shortage, say New York ops, is no greater than the shortage of nylons. Everybody says you can't buy nylons, yet everybody is wearing them. So far no customers in a joy-spot has walked out because he couldn't get the label he wanted. If he can't get one he'll take another.

The whole thing adds up to what may well be another gimmick to raise prices. It is there that the danger lies. But if prices are raised, ops will almost certainly try to get relief from the OPA and pass the hike along. In any case, they're not worried about drinks. They're worried about getting enough customers in to buy what they already have.

U. of M. Spielers, Etc., To Get Added Circuits

MINNEAPOLIS, Feb. 23.—Clifford W. Menz, newly appointed to the University of Minnesota's department of concerts and lectures, has stretched out a helping hand to smaller communities in the State. Hereafter, Menz said, entertainers and lecturers brought to the campus here will be made available to smaller communities.

Menz was named by James S. Lombard, department chief, to supervise work of supplying speakers and musical and entertainment attractions to outside hamlets and help them manage concert and lecture courses. Menz, himself, is a singer and concert manager.

Klomp Asst. G. M. Mil. R. R.

CHICAGO, Feb. 23.—Bill Klomp, for 25 years a handler of theatrical troupes and entertainers for the Milwaukee Road, last week has been elevated to assistant to the general manager in the local office of the railway. Klomp previously was assistant general agent in the passenger department. He will continue to handle theatrical routings in his new capacity.

AGVA HITS CLUBS

(Continued from page 39)

warning of possible "unfair" action were sent to the Copacabana, Latin Quarter, Bal Tabarin and El Chico, said Fox.

The Allied Food and Entertainment Industry, local owners' organization, is understood to have refrained from officially entering the controversy, even tho at least three members were involved. Fox said that Harry Gerstein, executive secretary of AFEI, intervened in the capacity of an individual on behalf of the Bal Tabarin.

Other AGVA items of the week were the signing of a "Class A" minimum basic agreement by the new 800 Club and the posting of a cash bond by the same, and a demand leveled on the Mardi Gras, due to light Tuesday night (26), for a cash bond and a contract.

TAW, Columbia U. Join on Courses For Pro Veterans

NEW YORK, Feb. 23.—American Theater Wing is dickering with Columbia University for collaboration on a series of theatrical refresher courses Wing will give returned vets this spring. If deal goes thru, half courses will be held at Columbia and half at Wing headquarters.

Session will be open only to G.I.'s with experience. After they are screened by the Wing, they will attend classes in acting, playwriting, broadcasting technique, television and other subjects. Lecturers and teachers will be supplied by theatrical org.

If Columbia endorses plan, servicemen can qualify under G.I. Bill of Rights as students.

Comm. Orders Theater Furnishings Flameproofed

HARTFORD, Conn., Feb. 23.—Following letter has been sent to theater managers thruout Connecticut by Edward J. Hickey, commissioner of State police and fire marshal:

"To reduce the fire hazards in theaters this office requests that all drapes, curtains, acoustical materials and coverings, scenery, and all furniture in the theater entrance, lobby, main auditorium, waiting room, lounge room, retiring rooms, stage and dressing rooms and all other rooms connected with the theater or used by the patrons or employees be efficiently flameproofed.

"The manager shall certify in writing to this office as to the articles or materials that have been so treated, the date and the effective life of the flameproofing as guaranteed by the manufacturer.

"Theaters not complying with this request within a reasonable time will be ordered to remove all such articles or materials from the premises."

Allied Brass in Vienna Sees Block and Sully USO Show

VIENNA, Austria, Feb. 23.—The Block and Sully USO Show, while playing in this Russian zone, was the guest of Gen. Mark Clark at a command performance here. Performance was at the Hotel Bristol with Americans, Russians, British, French and Austrians present, including 16 allied generals and the president and the chancellor of Austria.

The Block and Sully unit left U. S. in June, 1945, going to Greenland and Iceland before crossing to Europe.

Others in the unit, besides Block and Sully, are: Mage and Karr, Buffalo tap terpers who were with the original unit; Vina Delmar, Detroit thrush, who went to E.T.O. last summer and joined the B and S outfit recently; Helen Botelho, Oakland, Calif., 88-er, another of the unit's originals, and the Ballantines, a Chi harmonica team, which joined the USO in January, 1945, and visited five countries before joining the unit in France.

Dramatic Guild Extends Agreement With Managers

NEW YORK, Feb. 23.—Dramatists' Guild has extended present contract with managers, which expired March 1, to June 15, 1946, to give both parties more time to negotiate. Managers had originally intended to extend agreement automatically but Guild had different ideas. Guild is also expected to grease the skids in next contract for more pre-production deals with pic companies. Some of planned changes will be made solely to clarify language of agreement and will have no financial effects.

Terp Schools Yessed For G.I. Bill of Rights

NEW YORK, Feb. 23.—Until now dance schools have not been recognized by the higher board of education as coming under the G. I. Bill of Rights, so that aspiring vets could not take tuition under terms of the bill.

Now, however, the ice has been broken with recognition by the board of the Phil Waiman Studios, which has been given the nod and may operate under G.I.B.R. Studio thus becomes the first to be recognized in this field.

State Dept. Plugs Air Forums for Budget Support

WASHINGTON, Feb. 25.—Radio forums as a sounding board to get across their plea to the public is one of the methods being used by the State Department to mass public and congressional support in the fight for 1947 appropriations for the office of International Information and Cultural Affairs as a world-girdling agency.

Assistant Secretary of State William A. Benton has spent considerable time in New York holding "off the record" meetings with sub-committees of the Foreign Policy Association and other similar groups, and is encouraging writers to throw a favorable light on the State Department's propaganda project. Next month he goes to Hollywood to talk over with pic nabobs the use of news and short subjects.

Benton was to appear before the House Appropriations Committee today to support the \$30,000,000 world-wide information program, and William T. Stone, acting director of OIIC, and other officials will spend the next two weeks trying to salvage what they can from the economy-bent committee.

Meanwhile State Department feels that publication of a book on freedom of the press—*Peoples Speaking to Peoples*—by Robert Leigh, former head of the Foreign Broadcasting Intelligence Service, will go far to get public support of OIIC's radio broadcast plans. Officials say the study is more detailed than the MacMahon report released when State Department announced its sponsored information program last December. Benton still hopes AP and UP will change their minds about restoring their news service for use by State Department in overseas info program.

Philly Town Hall Bonds Sold, Faces Holders' Foreclosure

PHILADELPHIA, Feb. 23.—Controlling interest in bonds, representing an \$800,000 first mortgage on Town Hall here, has been acquired by James F. Hickey. Foreclosure on the property is about to be instituted by the Pennsylvania Company, trustee for the mortgage bondholders.

Town Hall, a six-story building, was formerly the Scottish Rite Temple. It was built by the Philadelphia Consistory at a cost of \$1,750,000. Consistory lost control of the building in August, 1938, and it has since been used as a theater, auditorium and ballroom. It houses, among other events, the weekly *Hayloft Hoedown*, WFIL-ABC barn dance airer.

Howard Lang Backs Another

CHICAGO, Feb. 23.—Howard Lang, one of the backers of *Good Night, Ladies*, is prepared to back another legit show. Plan is to cast Skeets Gallagher, lead in *Good Night*, in the top spot of the new Lang production, which is to be titled *Call Me Up Some Time*. One other backer of the play might be Danny Goldberg, who also was behind *Good Night*. *Call Me Up* has been written by Jack Payne, radio scripter, and is to be ready for out-of-town opening (probably Providence) by late March. Cast, other than Gallagher, has not been picked.

Cause and Effect

ST. PAUL, Feb. 23.—A rap for St. Paul audiences for being "widely known as inattentive and hard to play for" was contained in a letter to *The St. Paul Dispatch* by Diane Fairbrother, local resident. "This fact was apparent," she said, "at the Women's Institute program of the Maracci company. She's (Carmelita Maracci) the first one who has ever been incensed enough to stop a show. Even tho this was not the entire reason for it, she herself said that the audiences were rude in that respect." Miss Maracci pulled her dance troupe off the auditorium stage before the show was over because some of those who attended talked and giggled during the performance.

San Fran Tivoli Goes Drama

SAN FRANCISCO, Feb. 23.—Purchase from Mrs. Ernestine Kreling Leahy of the Tivoli Theater for \$200,000 was announced by Joseph Blumenfeld, president of Blumenfeld Theaters, Inc. About \$75,000 will be spent in renovating the 1,700-seater, which will be used for legit. Will also house general offices of the company.

Cleveland Hermits Plot Free-for-All Script Tournament

CLEVELAND, Feb. 23.—There's dough being dangled before aspiring playwrights from the Hermit Club here. Checks ranging from \$25 to \$500 are on tap for full-length legit scripts, one-acters or skits. Anyone's eligible.

Club, an offshoot of New York's famed Lambs, is an oldie fixture here, having been founded in 1904. It has an acting company and a symphony ork, and arrangements have been made with local legit houses for performances of winning scripts, which should mean large audiences for debbing. Claimed that several New York producers are interested and will attend. Names not given.

Unlike most such affairs, there's not just one top prize but several. Winners will get a chance to see their brain children "delivered" with all the trimmings of a pro production.

Feagin Drama School Gives 'Night Must'; 'Fresh Fields'

NEW YORK, Feb. 23.—Feagin School, in its fourth production this season at Barbizon Plaza Theater, Wednesday (20) offered the first act of Emlyn Williams's *Night Must Fall* and full-length version of Ivor Novello's *Fresh Fields*. Williams's chiller, with its difficult characterization of a clever madman loose on the premises, proved a tough task for actors. Minor parts were well played, however, Katherine Engel, especially, came thru in the role of a snippy servant.

Students came to life in second show. Play, a pleasant bit of fluff with plenty of comedy lines, tells of a trio of Australians who come to London to crash society and be presented to the Queen. Jane Schmidt, playing a society spinster who clings to spiritual side of life, drew chuckles regularly. She was ably backed up by another fem, Jo Folino, playing a yokel. John Kirkpatrick, director for both shows, did okay with his thespians. Cast of *Night Must Fall*: Lina Toledo, Judy Foster, Patrice Rose, Richard Williams, Katherine Engel, Shirley Davis, Marvin Wallman and Gene Podany.

Fresh Fields: Shirley Davis, Richard Williams, Jane Schmidt, Sarah Ferrell, Gene Podany, Jo Folino, Loretta Socci, Marvin Wallman and Patrice Rose.

Trenton Grill Op Shows Pix But State Lays Down Law

TRENTON, N. J., Feb. 18.—Nicholas Barbuto, proprietor of a grill here, has learned that he cannot show movies in his place of business. On the night of February 1, two agents of the State Alcoholic Beverage Commission visited the Barbuto Grill and witnessed an exhibition of two pictures, *Pot Luck* and a Harold Lloyd comedy.

Regulations of the State liquor control board prohibit the showing of movies in taverns and night clubs, except the juke box type.

"Life With Father" \$3,648

In Fifth Bridgeport Visit

BRIDGEPORT, Conn., Feb. 23.—*Life With Father*, playing the Loew-Lyric Theater here last Saturday (16) for a matinee and evening performance, grossed \$3,648.

Fifth time the comedy has 'played Bridgeport.

BUFFALO FATTENING

(Continued from page 41)

were Mills Brothers and Pat Rooney, with Jackie Coogan and Arthur Lee Simpkins coming in soon.

Chinese Chin Clan has followed up its new nitery, Chin's Pagoda, with another spot, Chin's Red Dragon, cocktail layout and restaurant, further uptown but also on Main Street. Spot features cocktail entertainment. Opening bill has Georgia Butler, singer, and Jerry King, pianist. Red Dragon has been modernized and redecorated. It was formerly known as just Chin's, a straight eatery.

ORPHEUM, LOS ANGELES

(Continued from page 40)

too far apart and one side doesn't know what the other is doing. This results in a number of bad beat mix-ups, smeary starts and fuzzy cut-offs. When Reyes keeps to one side of the stage, the other can't get the beat.

THE FINAL CURTAIN

ALABAU—Julia Segui, 91, who for nearly 60 years supplied costumes for New Orleans organizations, in that city February 13.

ALLEN—Sir Hugh, 76, chairman of the music advisory committee of the British Broadcasting Corporation and professor of music at Oxford University, London, February 20 in an Oxford hospital of injuries sustained in an auto accident.

ANSCHELEWITZ—Jacob, 64, former park concessionaire, in Asbury Park, N. J., February 20. His widow two sons and a daughter survive.

BAYFIELD—Harry, 56, former clown with Sells-Floto and other circuses, February 16 at Cedars of Lebanon Hospital, Los Angeles, of a heart attack. Survived by his widow, Rose. Interment in Valhalla Cemetery, San Fernando Valley.

BRUBAKER—George, 77, former circus advance agent, at his home in Ashland, O., February 9. He tramped with Hagenbeck-Wallace, Sells-Floto, Ringling Bros. and Barnum & Bailey circuses until retirement several years ago. Survived by six brothers and three sisters. Burial in Ashland (O.) Cemetery, February 12.

CHIGI—Alfred, 38, baritone, formerly with Chicago Opera Company and Cincinnati Opera Company, February 15 in Weehawken, N. J. He had sung with the Monte Carlo Opera Company, Columbia and National Opera companies of New York and had appeared at the Paramount and Romy theaters, New York. He was a director of American Guild of Musical Artists. Survived by his widow and daughter.

DANDRIDGE—Putney, 45, Negro pianist and accompanist for Bill Robinson, dancer, for 11 years, in Asbury Park, N. J., February 16.

DROWNE—John J., 87, retired Albany playwright and actor, February 19 in Memorial Hospital, Albany. He appeared on Broadway for two years with Weber and Fields. Following his retirement in 1913 he became display manager for Albany Proctor Theaters until 1926. His widow and daughter survive.

DUROCHER—Fred, 51, superintendent of Jackson Theater, Jackson Heights, L. I., at his home there, February 7. Burial in St. Patrick's Cemetery, Smithtown, L. I. Survived by his widow and daughter.

EMAS—Ethel, 53, wife of Max Emas, Philadelphia nitery operator, in that city February 1 of a heart attack. She also leaves a daughter and a son.

GRANDI—George Robert, 65, manager of Grandi Bros.' Stock company for a number of years, of a heart attack in Kansas City, Kan., January 1. Prior to taking out his own company, he was with Sport North Stock Company. For the last 15 years, he had been an insurance executive in Kansas City. Survived by his daughter, a sister and two brothers.

HURLEY—Harold H., 49, former assistant production chief for Paramount Pictures, found dead near Ventura, Calif., February 18.

HUSSEY—Harold Orrett, 62, retired manager of the Opera House, Gardiner, Me., recently. He was employed by Maine and New Hampshire Theaters Circuit for 25 years, retiring December 1, 1945. He was born in Vasselboro, Me. Survived by widow, a son and two grandchildren. He was a member of the Masonic fraternity.

JACKSON—Willard G., 85, harness horse race judge at fairs in Northern Wisconsin for over 50 years, last week at a hospital in his home town, Eau Claire, Wis.

JOHNSON—Jesse J., 63, known as "The Mayor" of St. Louis's Negro community and a promoter of entertainment for Negroes for more than 40 years, February 17 at the Homer G. Phillips Hospital, St. Louis. Survived by his widow, Mrs. Edith Johnson, and a son, Jesse J. Jr.

In Loving Memory of Our Loving Wife and Mother
ELMA KOSS
who passed away Feb. 21, 1944.
ADOLPH KOSS AND DAUGHTER

KENNEDY—John F., 52, nitery manager, in Philadelphia February 1. Survived by his widow, Mary R.; his mother; two brothers and four sisters.

KNIGHT—Harvey, 64, former arcade owner and coin machine operator, at his home in Long Island City, N. Y., February 19. Survived by his widow and son.

MITCHELL—Earle, 64, retired legit actor, in Manhattan General Hospital,

New York, February 17. He began his stage career in 1901 and had appeared in 276 plays thruout the U. S. Mitchell appeared on Broadway in productions for David Belasco, William A. Brady, Winthrop Ames, Eddie Dowling and the Shuberts. He also supported Judith Anderson in *The Dove*. Some of the other plays in which he was seen were *Baby Mine*, *Under Cover*, *A Pair of Queens*, *House Afire* and the original *Desert Song*. His last performance in New York was in 1938 with Eva Le Gallienne in *Madame Capet*. He was a member of the Players, and formerly of the Lambs and the old Greenroom Club. A son and sister survive.

In Memory of Our Devoted Employer,
JOHN T. McCASLIN
Who passed away Feb. 28, 1944.
Harry J. Bowen, Margie (JUDY) Hofer, Al Raymond, Leonard Tracev.

MOSKVIN—Ivan Mikhailovitch, 72, leading actor in Moscow's Dramatic Art Theater, in Moscow February 16. Moskvin appeared in this country in a number of plays, including *The Lower Depths* and *Cherry Orchard*. He also appeared in several Russian motion pictures. Survived by his widow.

AT REST
WILLIAM WALLACE MORENCY
Friday, February 16, 1946, in his 86th year, at Montreal, Canada. A charter life member of the Knights of Columbus of Sherbrooke, Quebec, and at one time a director of the Sherbrooke Exhibition. Survived by his son, F. Percy Morency, secretary of James E. Strates Shows, and by two other sons and one daughter, residents of Montreal.

MUSSON—Bennet, 80, legit character and silent screen actor, February 17 at Brunswick Home, Amityville, L. I. In his earlier days he appeared with Jessie Bonstell and the Harry Davis Stock companies and was associated with Gustav Frohman, and later with the Cohan and Harris productions, *Get Rich Quick Wallingford* and *The Fortune Hunter*. Interment in Actors' Fund plot in Kensico Cemetery, N. Y.

NORTON—Mrs. Louise, 76, mother of Darryl Zanuck, motion picture producer, February 18 at her home in Los Angeles after a three-month illness. Also survived by a brother, Harry Torpin. Services at Pierce Bros.' Funeral Home, Los Angeles, February 20.

NYE—William C., 57, known professionally as William Burton Briggs and the Great LaHair, suddenly at his home in Chicago February 13. Nye toured in vaudeville and lyceum, was a dance instructor at the Conservatory of Chicago and established the Briggs School of Technical Dancing there. He operated his own booking agency and wrote acts and monologs. Survived by his widow. Burial in Mount Hope Cemetery, Chicago, February 16.

OCHS—Eugene Paul, 46, former Cleveland theater manager, in a New Smyrna, Fla., hospital, February 11, of a stroke. Survived by his widow, Harryette; his mother, three brothers and a sister. Burial in Southern Memorial Park, North Miami, February 14.

PARKS—Earl, concession and cook-house operator on Snapp's Greater Shows for several seasons, at his home in Iola, Wis., January 28.

QUINN—Florence A., 27, singer, February 16 in Bridgeport, Conn.

RAVENHALL—Richard Sr., 96., restaurant owner-operator, at Coney Island, New York, from 1880 to 1919, at the home of his granddaughter, Mrs. Rose Townes, near South Jupiter, Fla., February 14. He also owned Ravenhall Bathing Park, adjoining his restaurant.

SHANTZ—Katy Jane, 25, pianist and protege of Jose Iturbi, in San Antonio February 15.

SIMPSON—John C., 75, musician and arranger, in Atlantic City February 1. He was a member of the Herman Fiedler musical organization before his retirement and authored *The World's Playground*, resort's official boosting song. Survived by a son, John C. Jr., and three daughters.

SUKIENNIK—Lou Gordon, 35, mem-

ber of Michigan Showmen's Association, in an apartment fire in Detroit February 17. Services February 19, with burial in Chesed Shel Emes Cemetery, Detroit.

WALLACE—Jacob, New Milford, Conn., night club operator, recently in that city.

WILTON—Alf T., 77, former vaude actor booking agent and manager, February 18 at his home in Newark, N. J. From 1906 to 1926, he was booking manager for the late B. F. Keith. Early in life he and his wife, Kathryn Dahl, appeared as a song and dance team. His widow survives.

Marriages

BAKER-HUSTON—Gene Baker, announcer on the Lum and Abner show, to Nancy Huston, nonpro, February 18 in Tijuana, Mexico.

COLBERT-BOYLE—Jack Colbert and Eunice Boyle, singer, February 3 in Philadelphia.

DOUGHERTY-CONLIN—Lieut. Jack Dougherty and Kay Conlin, former traffic manager of WPEN, Philadelphia, in that city February 10.

DOWNING-HATCHELL—Gordon Downing and Katherine Hatchell, assistant to dance promoter, Reese DuPree, in Wilmington, Del., February 8.

DUCKETT-MICHAUD—Michael Duckett, operator of the Alvin Theater, Detroit, and Maxine Michaud in Detroit recently.

FLEETWOOD-ROUVEROL—Rev. Dr. William W. Fleetwood and Aurania Rouverol, playwright, in Beverly Hills, Calif., February 16.

HENDLER-BURTON—Herb Hendler, head of artists and repertoire for Cosmopolitan Records, and Joanne Burton, February 15 in New York.

LOPEZ-CLARE—Salvadore Lopez, with New York sales department of 20th Century-Fox, and Moya Clare, in New York February 8.

MANN'S-LINS—Bill Manns, announcer at WIP, Philadelphia, and Alasta Lins February 2 in Camden, N. J.

MASTERS-MILES—Frankie Masters, ork leader, and Phyllis Miles, singer with groom's band, in New York, February 16.

OTIS-NABERS—Francis R. Otis, former actor, and Helen Nabers, concessionaire with the J. J. Colley Shows, in Las Vegas, Nev., December 5, 1945, it has just been disclosed.

PATTERSON-BRACE—Russ Patterson, staff announcer, WHTD, Hartford, Conn., and Gladys Brace, East Hartford, in Hartford's St. Lawrence O'Toole's Church.

REISER-HOLLY—Dr. Julian M. Reiser and Vera Holly, radio singer, in New York February 7.

SHIRK-PETROVSKAYA—Elliott Shirk, Kansas City, Mo., and Kyra Vasilyevna Petrovskaya, Soviet actress, in Moscow February 15.

Births

A daughter to Mr. and Mrs. Mark N. Silver January 30 in Baltimore. Father is United Artists Washington branch manager.

A daughter, Jean, to Dr. and Mrs. Philip Eisenberg, in Woman's Hospital, New York, January 3. Father is research psychologist at Columbia Broadcasting System.

A son, Craig, to Mr. and Mrs. Jack Tyler at Flushing Hospital, L. I., N. Y., January 16. Father is assistant director of network operations of Columbia Broadcasting System.

A son, Alex Jr., to Mr. and Mrs. Alex Garcia at the Varela Zaqueria Clinic, Havana. Father is script supervisor and program assistant of Columbia Broadcasting System short wave.

A son to Mr. and Mrs. John Lane in New York, February 5. Father was with the Coleman Shows.

A son to Mr. and Mrs. Charles Gaines Jr., at Hahnemann Hospital, Philadelphia, February 5. Father is a band leader.

A son, Jerry Stanley, to Mr. and Mrs. Pat Massis in Lying-In Hospital, Philadelphia, February 10. Father is owner of the Casablanca nitery, Camden, N. J.

A daughter to Mr. and Mrs. Gene Graves in Lying-In Hospital, Philadelphia, February 11. Father is announcer on KYW and male vocalist with Clarence Fuhrman's orchestra in that city.

A daughter to Mr. and Mrs. Libro Taglianettis in St. Anges Hospital, Philadelphia, February 12. Father is co-owner of the Copa Musical Bar, Philadelphia.

A girl, Linda, to Mr. and Mrs. Len Penser February 8. Father is head of Willow Walk Industries, Detroit record manufacturers.

A son, Allan Walter, to Mr. and Mrs.

Al Nalli, January 13 in Detroit. Father fronts band at Tampa Terrace Hotel.

A daughter to Mr. and Mrs. Howard Hawks in Hollywood February 11. Father is a film director.

A son to Mr. and Mrs. Monte Proser in Benedictine Hospital, Kingston, N. Y., February 17. Mother is Jane Ball, movie actress. Father is owner of Copacabana, New York night club.

A son to Mr. and Mrs. Larry Schneider in New York, February 15. Father is Columbia Pictures publicity man.

A son to Mr. and Mrs. George Oberland in New York, February 16. Father is a booker with USO-Camp Shows.

A daughter to Mr. and Mrs. Nate Tufts at Huntington Hospital, Pasadena, Calif., February 17. Father is Hollywood radio director for Ruthrauff & Ryan.

A daughter to Mr. and Mrs. Ralph Edwards in Hollywood February 16. Father is emcee of the radio program, *Truth or Consequences*.

Divorces

Sonja Henie, film actress, from Daniel R. Topping, in Chicago, February 13. Sheila Ryan, actress, from Allen Lane, actor, in Hollywood February 21.

Emma Laurine McMichael from George Edward McMichael Jr., of the Merry Macs, radio quartet, in Hollywood recently.

Name Prices Up; Others in Dive

(Continued from page 36)

has the club's ops beaming and they've decided to stay on their newly inaugurated \$4,500 budget. To follow la Waters, Marcus Glaser, the Frolics' booker, has inked Beatrice Kaye, who's played vaude houses here once a year, but whose last bistro p.-a. was umpteen years ago.

Colosimo's is doing its best biz in two years with NTG's girlsque revue, which hadn't been seen locally for five years. The Brown Derby took a real flier on Joan Barry, but after two weeks, gal is still drawing capacity biz. Two months ago, the Brown Derby did similar biz by bringing in B. S. Pully, another name who never had played the Windy City before. Byron Massell of the 5100 Club is breaking out the biggest letters on his marquee to spell "The Lind Brothers," for their opening on March 3 at the Northside Club. Boys have been in service three years, and previous to that they did only one Chi p.-a. and that was at the old Rhumba Casino.

STRAND, NEW YORK

(Continued from page 40)

livers okay, sells nicely, earns a good exit mitt.

Jack Carson—with stoozes Arthur Treacher, Tugwell and Mary McCarthy—is the other act. There are several exits and entrances and segments to the turn. First part, comprising Carson by himself and then with Treacher, is pretty much of a yawn, being the usual case of a couple of Hollywood figures with little to do. Treacher's novelty song, about the life of a cricket adds little to the act.

Second half involves Carson with stooze Tugwell, and here the offering begins to warm up, altho it takes a lot of time doing that. First solid piece of biz is the card gimmick, which both carry off well.

With the appearance of Miss McCarthy, who is a fine deadpan clown, Carson gets better for she gives him a chance at the kind of oafish business that brought him to notice. Good impression made by the blonde buffoon is somewhat dampened, however, when she chants *Chasin' Rainbows*. Either she ought to try comedy-novelty warbling or drop it altogether.

Next, Carson returns for a spot of love-making with the well-filled blonde and here the act gets its first yocks, for it is skillfully done. Tugwell assists in the last part.

Conclusion has the four people in a hillbilly routine which is refreshing and delivered with savvy. Bow-out hand is big. Carson should not return, even tho he was top billing, for more than a bow. His song is anti-climactic. Pic, *Three Strangers*. Biz excellent.

EDDIE LANE, who looked after entertainment in General Eisenhower's command in Europe, now out of the service and preparing a single singing act.

RA TOPPLES MINNESOTA GROSS

Tampa Net Hits 137G

Ops see big year — "As Tampa Goes, So Goes the Nation," their slogan

TAMPA, Feb. 23.—Carnival history was made when the lights were turned out late Saturday night (16) bringing to a close the 1946 victory edition of Florida State Fair, with Royal American Shows rolling up the unprecedented gross after tax deductions of \$137,429.29 for the 11-day run.

It was reported in *The Billboard*, February 23 issue, that the take for the first nine days was \$118,764.86, with a matter of 10G necessary to break the all-time high for United States annuals set by RAS at Minnesota State Fair in 1942. Friday the office wagon registered a take of \$7,275.78 despite chilly weather, and Saturday, with clear skies after a bit of rain at noon, came thru with \$11,378.45.

Florida's colony of carnival operators were jubilant over the tremendous take. Previous high for this annual was \$46,269.09, garnered in 1942, the new record being almost three times greater.

Paraphrasing a slogan, these ops are now saying, "As Florida goes, so goes the nation," and the atmosphere is loaded with optimism. All hands seem to be of the opinion that business will be good in rural and industrial sections alike, pointing to the settlement of the steel strike as a barometer showing "they'll all be working soon and that means money in circulation."

It is on this basis the ops figure the 1946 season will be the greatest in the history of the business. They point out that their labor situation will be eased considerably, making it possible for many to increase their earning power by carrying more material.

Leo Bistany, showing on a colored lot in Miami, reports an amazing business, and David B. Endy opened his Endy Bros.' Shows at Fort Lauderdale Fair Wednesday (20) for what he believes will be the biggest winter run in his org's history. Blue Ribbon Shows, guided by Dolly Young, sends word from Winter Haven, Fla., that action there indicates the State Fair business was not a flash in the pan.

Leon Claxton's Colored Revue and Lorow Bros.' World's Fair Freaks set the money-winning pace at Tampa, and for the Orange Festival opening at Orlando Monday (25) Sedlmayr added Tom Parker's section of the Grand Ol' Opry to the midway to give the leaders some competition.

Miami Showfolk Hit With Bldg. Benefit

MIAMI, Feb. 23.—Miami Showmen's Association is assured of a net in excess of \$700 as a result of the benefit staged by Royal American Shows in Tampa Friday (22) for the new building fund, according to President Bob K. Parker. Show was staged in the Victory Theater, which was donated by Jesse Clark. Cortez Lorow was in charge of arrangements and worked as emcee.

Carl J. Sedlmayr, first vice-president of the club, gave a brief talk outlining org's objectives. Bows were taken by Parker and Third Vice-President George Golden.

Merle Evans, Ringling-Barnum bandmaster, conducted for the first half of the show and played a special cornet solo in honor of Leon Claxton, Royal American Colored Show producer, who broke into showbiz as a block boy with Ringling-Barnum.

Acts on the top half of the bill included Val Ray, magician; Bernice Ali, Chinese warbler; Ginger Healy, exotic dancer; Anato Hayes, Jackie Lee and Corrine Decco, singers; Jean and Jack, comedians; Joe Patone, baritone; and Bill Eddison, piano.

Second half of the program was pre- (See *Miami Bldg. Benefit* on page 82)



HERE'S THE FIRST FAMILY GROUP PICTURE ever made of the Royal American Sedlmayrs. It was snapped on the opening day of the Florida State Fair, Tampa, when staffers of the organization presented them with an array of floral pieces to commemorate the beginning of Sedlmayr's 25th anniversary of Royal American Shows. Presentation was made by Sam Gordon, concession manager. There were three giant floral horseshoes for the male members of the family—Carl J., C. J. Jr. and Carl III. More than 300 roses and 200 orchids, making up the floral piece in the silver vase, were for the ladies, Mrs. Laura Sedlmayr (left) and Mrs. Lois Sedlmayr, wife of Carl Jr.

Palmer House Gets SLA Ball

CHICAGO, Feb. 23.—The 1946 Showmen's League of America Banquet and Ball will be held this year in the Palmer House. Date will be December 4.

That announcement was made today by Art Briese and Al Sweeney, co-chairmen of the Banquet and Ball Committee. Members will recall that the banquets of 1927 thru 1929 were held in the Palmer House.

Starr DeBelle Slated for Wagon on Wilcox Shows

TAMPA, Feb. 23.—Starr DeBelle, vet carnival press agent and promoter, has been contracted to handle the office wagon on the Shan Wilcox Shows. Wilcox announced here. He is scheduled to report immediately for an early March opening.

Wilcox recently decided to place his name on his org, having used the Playland Shows title for several years.

Rosenberg Buys Triangle

PITTSBURGH, Feb. 23.—David Rosenberg, a returned veteran, has purchased from Jake Shapiro most of the equipment of Triangle Poster Company here and will continue operations under that title, his father, Louis Rosenberg, of Johnny J. Jones Exposition, announced today.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

On the Mediterranean Sea
By Wireless.
February 23, 1946.

Dear Pat:

Last Monday General Manager Pete Ballyhoo announced that no stands would be made until his fleet arrived at England. At the present time we are skimming over the blue waters of the Mediterranean Sea. If anyone thinks that an around-the-world tour of this kind is a pleasure, they have another think coming. Being crowded on decks and in staterooms for months, with only a few stands made at different ports, becomes monotonous and everyone is ready to jump at his or her best friend's throat.

Being a believer of the old saw, "An

Wagner, Cohorts See Cotton Maid

NEW ORLEANS, Feb. 23.—As part of the advance build-up, Gwin Barnwell, Maid of Cotton for Memphis Cotton Festival, arrived here this week. Miss Barnwell, chosen for the post by three of New York's artists and fashion experts, is making a tour on behalf of King Cotton and the festival.

Included in the group meeting here were Al Wagner, Hal Efort and Bill Naylor, of Cavalcade of Amusements. Cavalcade has the carnival contract for the festival. Also on hand was Bill Naylor's son, Fred, former Sells-Foto Circus man.

In Talkative Mood

Wagner and his cohorts were in a talkative mood about the doings of the Cavalcade of Amusements, now in quarters at Pascagoula, Miss. Since the shows closed the 1945 season in Mobile, Ala., October 22, work has gone on in quarters. New fronts, designed by Eddie Marosco, already are completed and light towers and new light plant wagons have been built and painted. Delivery on the new Diesel light plant is expected soon. Superintendent McClain arrived in Pascagoula with seven flatcars and rides and other equipment purchased by the shows from B. S. Gerety.

Nat Worman built a new shop wagon (See *Wagner and Cohorts* on page 82)

Orange Fete Big Bow for Blue Ribbon

First 3 Days Draw 75,000

WINTER HAVEN, Fla., Feb. 23.—E. L. Young's Blue Ribbon Shows got away to a flying start on the season Monday (18) as midway feature at the annual six-day Orange Festival, which closes here tonight. E. H. Smith, shows secretary, said the initial day attendance count hit 30,000, a record, and total attendance for the first three days reached 75,000.

Shows have 12 rides, 10 shows and 125 concessions in the midway line-up and business for the first three days was near capacity, officials reported. Secretary Smith said that fair officials spared no expense in bringing eight outstanding free acts and a fine fireworks display here.

With the big days to come, show and fair officials saw a highly successful annual in the making as the event went into the second half of its run Wednesday (20), Shrine Day. Friday was designated Governor's Day, and Saturday, Polk County Children's Day.

Philip Lucey, secretary, and John A. Snively, president, of the Orange Festival, as well as Owner Young of the shows, were the recipients of numerous compliments from visiting showmen and fair officials from Tampa and Royal American Shows, Smith said.

Pacific United Gets Set For Coast Debut in April

SAN FRANCISCO, Feb. 23.—Pacific United Shows, a compact outfit organized late in 1944 by D. M. (Danny) Lewis and Tony Soares, will open about April 1 after extensive revamping thru the winter at quarters here.

Show will go on the road with 5 rides, 3 shows and 15 concessions, playing a route which, according to Lewis, "is of necessity by-passed by the larger shows that tour California."

Soares, manager, has wintered here, where he is associated with a novelty firm during the off season. Lewis, president, has recently returned from Florida.

Coe To Pilot Krekos Combo

SAN FRANCISCO, Feb. 23.—Everett W. (George) Coe has been named general manager of West Coast Victory Shows during the absence of Mike Krekos, who plans to sail for Greece for a visit soon. Contract between Coe and shows was signed here February 11. Coe, the past few years, was with Martin Arthur when the latter operated a carnival and later a circus.

Jim Bergen Joins W-M

RICHMOND, Va., Feb. 23.—Jim Bergen, a nephew, will be associated in an executive capacity with Frank Bergen, general manager, in the future operation of World of Mirth Shows. Entry of the younger Bergen into show business has been delayed due to military service immediately following his graduation from Fordham University. He was recently discharged from the army with the rank of major.

Prell Announces Dates

RICHMOND, Va., Feb. 23.—Sam E. Prell, general manager of Prell's Broadway Shows, announced here Wednesday (6) that he and his son, Joe, had contracted to furnish midway attractions at fairs in Ebensburg and Kutztown, Pa.; Statesville, Henderson, Lumberton and Ruthersfordton, N. C.



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Catalogue Carnival Equipment, Games.

AMUSEMENT ENTERPRISES MFG.

1001 Louisiana HOUSTON 2, TEXAS

Midway of Mirth Schedules 1946 Opener for Mid-March

ST. LOUIS, Feb. 23.—Midway of Mirth Shows, routed thru Illinois, Iowa, Missouri, Indiana and Arkansas, will open about March 15, Mrs. Esther Speroni, owner, reports. Except for some spring still dates, shows are booked solid, she said.

Work is progressing nicely at quarters, where George Rossi is almost finished repainting rides. Tommie Davis, in charge of mechanical and lighting equipment, assisted by Frank Winstead and Howard Larabee, is ready for opening.

Dad Shultz will be back with his popcorn and two other concessions. Morris Simmons, who rebuilt his lead gallery at his home in Poplar Bluff, Mo., is due next week. He will have five other concessions this season. Frank Haines is also due in quarters with his concessions. Mr. and Mrs. Ralph Russell will have the photo gallery again and are en route from Louisiana where they visited their daughter.

Others who will have concessions on the shows this season include Mr. and Mrs. Slim Williams, Mr. and Mrs. Cealy Ceals and Bill and Babe Goodrich, the last named two taking the road for the first time since 1941.

Fred Miller, who had the fishpond and grab stands last year, and who was badly burned en route to his home here following the close of the season, is still confined to his bed at his home in the Mound City. He hopes to make the opening stand.

Lid Clamped on Gambling By Cedar Rapids, Ia., Dads

CEDAR RAPIDS, Ia., Feb. 23.—Carnivals hitting Cedar Rapids this season must have it down in black and white that no gambling devices will be unloaded.

City council granted the Hanford American Legion Post permission to sponsor a carnival after post members produced a contract with Cavalcade of Amusements which carried a clause that the carnival will not operate gambling concessions while in the city.

Council deferred a petition by El Kahir Temple Shrine to sponsor a carnival until the group can produce a similar contract.

Legion contract showed that Cavalcade had guaranteed a \$2,000 advance which will be turned over to a Boy Scout fund, as will any additional money gained by the post on a percentage basis from the carnival.

Both carnivals are scheduled for Cedar Rapids during June.

Hilo Readies Small Org For Park, Mich. Dates

DETROIT, Feb. 23.—Severing Hilo, Detroit miniature park operator, is organizing a small carnival, the Down River Amusement Company, for dates in Southeastern Michigan and at Pleasureland Park at Ecorse, Detroit suburb.

Hilo expects to keep the show on the road until mid-June, when he will move it into the park, which he operated for the first time last season. After a few weeks at the park, he will again take it on the road. He plans to carry five rides and concessions.

William Postelwaite has been named general manager. Quarters are at River Rouge.

Wixom Adds 2 More Shows, Buys Additional Equipment

MUKWONAGO, Wis., Feb. 23.—John D. Wixom announced here this week that, in addition to the Circus Menagerie which toured with the Ellman United Shows the past two years, he will have two more shows out this season. One will be a Wild Life Show of 32 cages; the other, a Monkey Show.

Rio Grande Bows April 1

ST. LOUIS, Feb. 23.—Fred Gray, owner, Rio Grande Shows, returned to Hamburg, Ark., quarters, last week after an extended trip thru the Southwest. Rides and light towers have been overhauled and painted and new front entrance is about ready for the April 1 opening. Eddie and Billie Gillam arrived last week with 12 people. Eddie will have a string of concessions, while Billie will present the free act this season.

JOHN MULLINS ENTERPRISES WANTS NOW FOR RIVERSIDE AMUSEMENT PARK PHOENIX, ARIZ.

RIDES: We now have (all park owned) Merry-Go-Round, Ferris Wheel, Octopus, Tilt-a-Whirl, Spit-Fire, Chair-o-Plane, Baby Auto and Kiddie Merry-Go-Round and Pony Ride. Want Rides, large and small, that don't conflict, such as Whip, Dodgem, Scooter, Looper, Roll-o-Plane, Double Loop-o-Plane, Tumble Bug, Twister, Moon Rocket, Fly-o-Plane, Flying Scooter, Hey-Dey, Caterpillar, Lindy Loop, Miniature Railroads, Cuddle Up, Sky Dive, Waltzer or any other Ride well painted and operated. Liberal percentage, long season (8 months), perfect weather.

CONCESSIONS OPEN:—We will build and stock following Concessions and work on a P.C., or if you have a Concession well framed and flashed we will book same on a P.C. Want Novelties and Souvenir Store, Jewelry, Frozen Malt or Custard, Skee Ball, Funny Photos, Archery, Potato Chips or French Fries, Waffles and Ice Cream, Basket Ball, Guess Your Age and Scales, Mouse Game, Pan Joint, High Striker, Handwriting Analyses, American Palmistry or A-1 Horoscope Pitch, African Dip, Aqua Guns, Sketch Artist and Silhouette, Candy Apples. Also will book Fun Houses, Class House, Fun in the Dark, Pretzel Ride.

KIDDIE RIDES:—Ferris Wheel, Airplane, Blue Goose, Whip, etc. **SOME OF OUR FEATURES** for your consideration—Finest and largest pool in the West, beautiful ball room (name bands), picnic grove (3500 person capacity), free admission to park, free parking (3 large parking areas), 4000 cars, paid attendants.

5 MINUTE BUS SERVICE DOWNTOWN PHOENIX. We have booked now more Sunday school, church, public school, fraternal, business, veteran, picnic and family reunions than any park in the West. **ARIZONA'S ONLY AMUSEMENT PARK.**

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Not a promotion—a bona fide park. Phoenix Chamber of Commerce, First National Bank our references.

WANT FOR TULSA, OKLA., OUR CRYSTAL CITY PARK—Rides of all kinds, particularly Merry-Go-Round, Ferris Wheel, Octopus, etc. Also Kiddie Rides. All reply in detail: **JOHN C. MULLINS, P. O. Box 1648, Phoenix, Ariz.**

JOE DARPEL'S BIG CIRCUS SIDE SHOW HENNIES BROS.' SHOWS

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WANT TICKET SELLERS FOR 4 TICKET BOXES. **WANT** 2 that can make Second Openings.

SCOTCH DRUMMER AND PIPER, ALSO 2 or 3 MORE NOVELTY ACTS. Please state salary expected and all in first letter. Chief White Eagle and Scotty Hines, contact me immediately.

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Foremen and Second Men for 1946 Octopus, Ridee-O, Ferris Wheel, Whip, Chairplane and Merry-Go-Round. Top salary, good treatment. Concession for wife. Man wanted that can take charge of tearing down and setting up Concessions. All address to

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Drunkards, chasers, assistant managers, save your time and mine. You will only collect grief here. Tramps are the cause of this ad, so if you only want to our a few weeks better stay where you are. I have helped the last tramp I intend to help. Address replies to

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20,000 .. 8.00
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WANT MANAGERS for Snake Show, Monkey Show and Fun House.

WILL BOOK ROLL-O-PLANE AND FLY-O-PLANE

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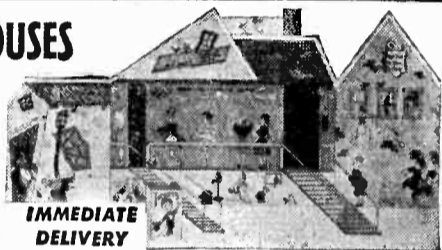
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10 — FAIRS CONTRACTED — 10

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Can place Lady or Man with Big Snake. Must be ten feet or larger to exhibit same and lecture. Pay either flat or percentage. Also two canvasmen that can drive truck.

WILL BUY SMALL ANIMALS. WRITE AT ONCE.

Open April 15th With Gooding American Exposition Shows.

Walter Stoffel, Seventh Ave. Hotel, Pittsburgh, Pa.
P. S. — George Nelson, Write.

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Senor Tom Hughes Relays Tale Of Activity Down Mexico Way

VERA CRUZ, Feb. 23.—With several thousand of miles of Mexico travel behind him, Tom Hughes caught his breath long enough here to summarize circus and carnival activity as seen thru an American showman's eyes.

Here at Vera Cruz, the widely known Californian found three outdoor orgs operating their attractions in the large downtown plaza while awaiting the approach of the coming carnival season. The features added up to 7 rides, 2 shows and 10 concessions.

All over Mexico, said Hughes, he has found similar orgs, called Attracciones Diverciones, operating at this season, with Mexico City credited with at least 20 big and small outfits working in scattered parts of the city.

Leading Operators

Cardenas Hnos., the Republic's leading operators, have their 16 major rides spotted in Chapultepec Park, Mexico City. They are adding four more rides, including a water scooter, a steam train and another American miniature train, and negotiating for a Velare Bros.' Sky Ride.

Hughes reported that Saltello Attractions have two outfits on two downtown lots in Mexico City, as well as three rides in a city park. The Saltello rides, unlike the American-made Cardenas devices, are manufactured in Mexico. Saltello has built four Octopus rides which operate from the center, Hughes said.

Baschica and Pistaghe operate a set of five rides at Monterey, as well as a vaude theater in which they are the principal comics.

Hughes said that F. Hernandez Diverciones were operating at the fiesta in Cuernavaca with four rides to big biz. Three homemade rides were running at near-by Aguila.

Explaining the homespun rides, Hughes said that many are pushed around by small boys, one of the most popular a device formerly known in the States as the Ocean Wave.

Cockfight a Feature

One of the largest operators in the State of Puebla is Vincente Chaveres. Smaller ops in the Vera Cruz sector include Antonio Preclado and Sr. Del a Torres. Jose Palacios operates around Cordoba with both rides and concessions, Hughes noting that a cock fight was a feature and that wide-open money games were rampant.

Circo Atayde Hnos. (Atayde Bros.' Circus) opened February 1 at Mexico City, to a packed house, after having been out of the country 23 years, altho originally a Mexican org. They returned from

Cuba and South America. This outfit and the Circo Beas, playing near Guadalahara, vie for laurels as the Republic's largest.

Hughes commented that the Atayde show is the only one he saw which uses American billing paper, mostly three-sheets, stock, crosslined. They also blast heavily in the press.

At Cordoba, he caught the Circo Gran Mexico, and at Mante the Circo Fernandi and a carnival. Both were getting biz on the same lot. Circo Argentino was setting up at Acapulco, a return date for the org.

The juke boxes which Hughes heard all over Mexico were featuring *Tampico*.

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards, \$5 per 100 for cards only—markers or tally omitted. No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

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Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

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3,000 Jack Pot Slips (strips of 7 numbers) per 1,000 \$ 1.25

M. W. Cards, 5x7; White, Green, Red, 2.00

Yellow, per 100 2.00

3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4x5, per 1,000 1.25

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Thin Plastic Markers, brown color, M 1.00

Round Plastic Scalloped Markers, M 2.00

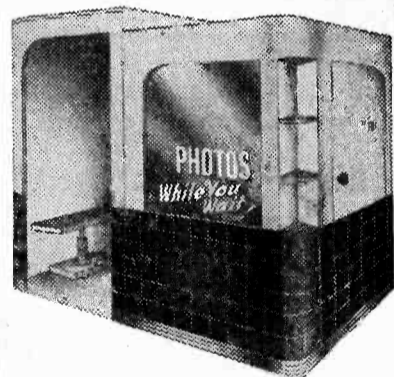
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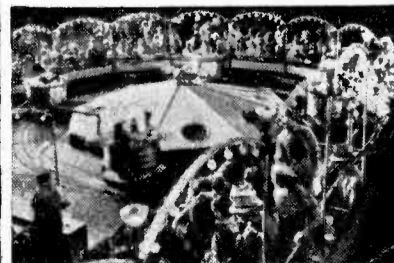
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Playland Adds Two Annuals

CLEVELAND, Tenn., Feb. 23.—Playland Shows, with quarters in Marysville, Tenn., have been awarded contracts to provide midways at 1946 fairs in Pennington Gap, Va., and Fitzgerald, Ga. These are in addition to the 10 annuals previously announced. R. E. (Bob) Stewart, general agent, said here this week.

Martone Readies Rides

KANSAS CITY, Mo., Feb. 23.—Toney Martone, owner Heart of America Rides, is busy in quarters repairing and repainting his rides, preparatory to opening on local lots about April 1. Martone, who had a successful season last year in this sector, plans to play the same territory again this year under various community auspices.

Murray Signs Two Fairs

SUFFOLK, Va., Feb. 23.—William C. Murray, general agent of the Virginia Greater Shows, announces he signed two Virginia fairs—the Northern Neck Fair, Warsaw, Va., and the Eastern Shore Agricultural Fair, Keller, Va.—at the annual Virginia State Fair meeting in Richmond.

Escaped JJJ Coyote Nabbed

AUGUSTA, Ga., Feb. 23.—Three policemen played the role of wild animal hunters here when a coyote from the Johnny J. Jones quarters escaped. The animal hid in a building but was finally spotted and shot by Sgt. Albert Connell.



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 12 Qt. Capacity, \$16.00 Each. Terms: 25% With Order, Balance on Delivery, F.O.B. Toledo.
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WANTED CARNIVAL

For week in August by Stamford Volunteer Fire Department. Can furnish Help for Shows and Concessions. County Firemen's Convention during week in a well-known summer resort. What dates can you offer? Address: **STAMFORD FIRE DEPT.**, Stamford-in-the-Catskill, N. Y.

CARNIVAL WANTED

Railroad shows, write. Give open dates. Sponsored by Men's Club, Mattydale, suburb of Syracuse, N. Y. Write

C. F. GRAY

P. O. Box 575 Syracuse, N. Y.

Page Picks Pensacola For '46 Debut, March 20

MOBILE, Ala., Feb. 23.—Owner Frank Page conferred here this week with Berney Smuckler, of the Alabama Amusement Company, regarding the purchase of materials for his Mighty Page Shows, which is scheduled to open March 20 at Pensacola, Fla., its winter quarters city. Page disclosed the show route will take his org thru Alabama, Tennessee, Kentucky and West Virginia. Veterans of Foreign Wars will sponsor the Pensacola opener.

Robert Overstreet has been signed to double as secretary and publicity representative for the Page outfit. C. A. House, Gadsden, Ala., will superintend concessions and rides. Other show heads include Frankie Tezano, Girl Show and Jig Show; Frank Zorda, Side Show, and Mike Mackey, Monkey Circus.

New Club Set Up in Canton

CANTON, O., Feb. 23.—Latest addition to the string of showfolk organizations rising up over the country is the United Showmen's League of America, set up here recently, with clubrooms at 817 Fifth Street, Northwest. New club was organized by local showfolk, the promotion of a showmen's and fans' club. Officers include Adam Shorb, president; Frank Adams, vice-president; R. Jay Myers Jr., secretary; Bill Stewart, treasurer. Board members are Ralph J. Peters, chairman; Von Black, David Betz, Morgan Thompson and L. A. Hufler.

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New Tarpaulins, ropes attached, in original containers, size 18'x18', much heavier than being made for civilian use. Water proof and fire proof. Will last a lifetime. Price while they last, \$49.00. We pay the freight.

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"ALL NEW BUT THE NAME"

CAN PLACE

Monkey Circus or any other meritorious Attraction. Will finance showmen with money-getting show ideas. Ride Help on all major rides, Canvasmen, Ticket Sellers, Assistant Electricians and Tower Men, A-1 Neon Man for our Neon Plant (Lee Spain, wired you at New Orleans), Chorus Girls and Specialty Dancers and White Musicians for Al Mercy's Follies Revue.

Want to buy for cash, Tilt-a-Whirl, 1939 or Later Model; Chairplane, \$5 Eli Wheel. Season opens April 3, Washington, D. C. Have opening for several more legitimate Concessions. Baker, contact C. E. Stephens. Motordrome Girl and Gent Riders. Address

JAMES E. STRATES, Mullins, S. C.

PAGE BROS.' SHOWS

OPENING APRIL 11TH, BROWNSVILLE, TENN. 9 Days Downtown Under American Legion.

Will book Rides not conflicting. Legitimate Concessions; X sold on Popcorn, Diggers, Mug Joint, Cook House. Shows not conflicting with Jig, Monkey or Wax Shows.

Have 8 Fairs and 2 Celebrations contracted. More pending, including Big West Tennessee Strawberry at Humboldt, Tenn., May 6 to 11.

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TENTS—Concession, Gypsy, Camping. Flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops.

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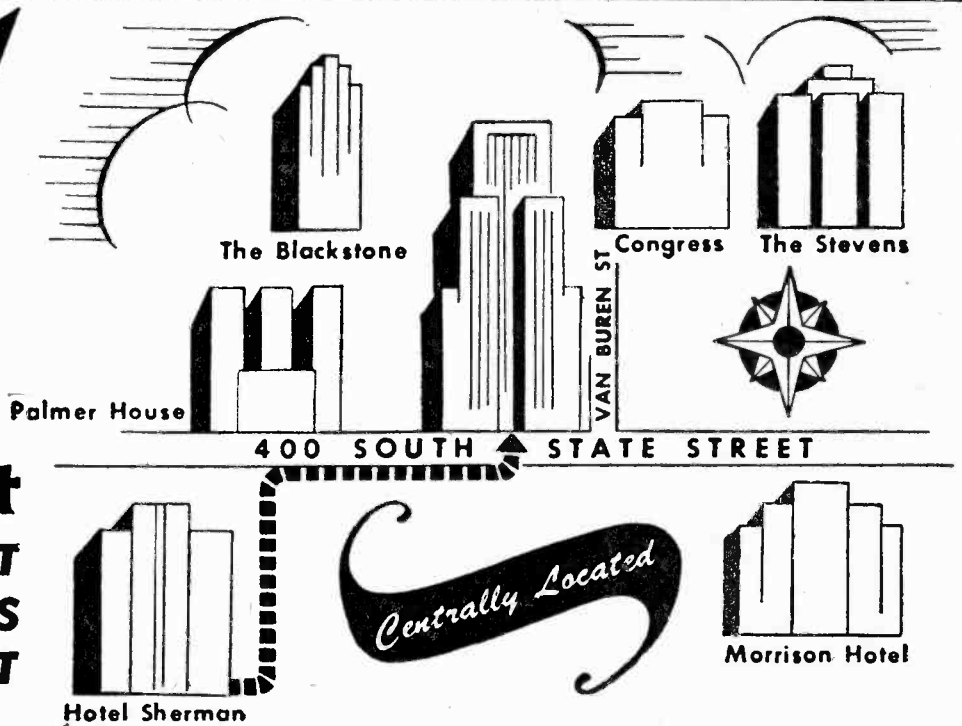
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TO AMERICA'S MOST BEAUTIFUL CLUBROOMS
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 WHEN IN CHICAGO



"BUFFALO BILL"
 CENTENNIAL PARTY
 SATURDAY, MARCH 16
 IN OUR CLUBROOMS

MIDWAY CONFAB

MARCH on thru.

JOHNNY QUINN, World of Pleasure Shows, and Jack Gallagher, Eastwood Park, both dyed-in-the-wool Detroiters, are going native in Miami, while Patty Finnerty, who usually holds forth in Eastern circles, has kept busy on Miami lots in recent weeks.

CHARLES B. KIDDER, vet show builder, with World of Mirth Shows and other carnivals for 15 years, has left the road to go in business for himself at Pilkinton, Va., where he has set up shop on his farm property. He is currently working on two wagon fronts for James E. Strates Shows.

NEWS FLASH! Manager breaks contract with agent on grounds of mental cruelty.

SALEM, ORE., Notes by Virginia Kline—**GEORGE HISCOX** in to buy parts for the ride he purchased from Charlie Ziegler. . . . **JOE DAVIS** ready to depart for California without his wife, who is vacationing at their home in Portland, Ore. . . . **EDYTHE CONKLIN** suffering with a cold since the Chicago meeting. . . . **HUBBY PATTY** stopped off at Salem for a day.

ANOTHER OPERATEE of the winter season is **C. H. KRUG**, who wound up in Mobile's Providence Hospital after several weeks of fishing at Pascagoula, Miss. His wife, Ruby Pearl Krug, and John Adam Krug were with him and a large valentine cake was a post-operation gift. Mr. and Mrs. John Mack also visited him. . . . **MR. AND MRS. F. W. SMITH**, owners of the Smith Shows, Rochester, N. Y., org, were guests of Mr. and Mrs. Gerald Barker at their Royal Palm Trailer Park, Hallandale, Fla., this winter. The Barkers, together with their son, Lawrence, recently discharged after five years in service, will join the Smith show early in May.

FORD BARRICK returns to Dyer's Greater Shows this season as assistant manager, after four and a half years in the army. Barrick, who hails from Smiths Grove, Ky., was formerly electrician with the Dyer org.



MIDWAY OPTIMIST is one who hoards his jackpots in a safety deposit box waiting for the value of currency to rise.

LATE TAMPA CHATTER—**WHITEY NEWELL** back on concessions for Bush-Laube of Kansas City, Mo. . . . **B. B. SAWYER**, concessions manager for the Saginaw, Mich., fair, visited with Rex D. Barnes. . . . **LATE ARRIVALS** for the fair, and some missed in the first round-up, included Mr. and Mrs. Al Baysinger, Fizzie Brown, Tommy Riggins, Art Frazier, George and Raynell Golden, Mr. and Mrs. Alton Pierson, Ralph Clawson, Bertha (Gyp) McDaniels, Mrs. Jimmy

Simpson, Dolly Young, Blackie Jacobson, Paul M. Conway, Jack Hawthorne, Whitey Woods, Earl Newberry and Jimmie Van Cise. . . . **BIG BILL MARTIN**, in charge of all concessions in and out of the buildings, looked like three fellows rushing around collecting rent, light fees and sundry other items.

CARNIVALS ARE advertising that they will finance any novel midway show amid the cries of "What new shows?" from troupers.

JOHN P. CIABURRI, back home in Miami after a major operation at a Miami Beach (Fla.) hospital, is under doctor's orders to take it easy if he wants to be in stride for the Cetlin & Wilson opener. He's had concessions with the org the past five seasons. He had generous words for the Miami Showmen's Association for making his hospital days pass quickly. . . . **MR. AND MRS. ERNEST DELLABATE**, visiting the Royal American midway at Orlando, Fla., planned to hop off soon for Mullins, S. C., to rebuild the concessions they lost in the James E. Strates fire. They'll be back with Jimmy. . . . **JEAN DELLABATE** has returned from her home at Perry, Okla., where she spent most of the winter with her ailing mother. Jean will again operate her mitt camp with Strates.

SIGNS OF ADVANCING age are many, and among them is an agent's discovery that he has forgotten how much of his dough his sticks are holding.

JUMBO FINN has his Fat Show with Gayway Shows, playing South Georgia. . . . **J. D. AND ANN SUMMERS**, dropping a winter feud with the fish off Corpus Christi, Tex., will open with Hill's Greater Shows at Charro Celebration, Brownsville, Tex. . . . **RALPH A. KROONER** is in Miami prepping for his fourth season with Cash Miller's Side Show, this year with Endy Bros.' Shows. . . . **C. W. (CHICK) FRANKLIN** is handling press for Ted Woodward for latter's opening of Mid-Western Exposition at Lake Charles, La. Franklin was with Pete Kortez's North American Show last season. . . . **MR. AND MRS. FRED BOSWELL** of the AMP Shows are vacationing in Hot Springs and enthused over the new showmen's club organized in the Bath City. They give much credit to Mr. and Mrs. H. L. Blake for its formation.

DURING THE LATE depression an agent's first duty on an out-all-winter trick was to locate a pitch-til-you-win boarding house before hunting for a lot.

MAD CODY FLEMING, back at Hickox, Ga., quarters from his Rustin, Fla., fishing trip, advises that Charles Ports will have concessions with his org. . . . **LOUIS ROSENBERG**, Pittsburgh, will chalk up his seventh season with Johnny J. Jones Exposition this year. . . . **MRS. LEONE WHELOCK** celebrated her birthday, January 31, with a dinner party at North Little Rock, Ark., receiving a diamond cluster ring from husband, Ray. . . . **DEL CROUCH**, adding a baby Ferris Wheel, will have three baby rides and the Motordrome with Endy

COLEMAN HANDY GAS PLANTS



Model 457-Q—Handy Gas Plant, having 5 inch burner over 3 gallon tank, instant lighting, pump, 8 1/2" cast iron grate, carrying bale—\$13.50.
Model 460—Plant with 7 inch burner, complete—\$16.75.
FIVE GALLON TANK, with air gauge, instant lighting valve, pump, tubing with con.—\$10.25.

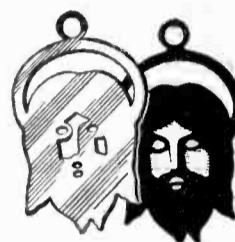
THREE GALLON Tank . . . \$8.95
4 1/2" Preway Burners . . . 4.75
5" Coleman Burners . . . 5.50
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Complete line Tubing, Tees, Wall Valves, Generators, Air Gauges, etc.

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Size 48x48", Price \$30.00,
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PARK SPECIAL WHEELS
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2.5 KW., 110V, 1 Phase 60 Cycle, with 6.5 H.P. Engine. Complete tools and repair parts. Sacrifice. Also 5-10-25 K.W. Gasoline or Diesel, Export Packed.
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ALL AMERICAN SHOWS
After being off the road since 1942, will go on the road again this season. Will carry four major Rides and Kiddie Ride, also six Shows and about twenty Concessions. Featuring Mick's Monkey Show, Midge Walker's Minstrels, George Nixon, Midget Show, Eula Moore, Hula and Fan; Tom Haskin's Elnora, the Wonder Calif. Staff will be announced at a later date.
NIP BUTTS, Lawton, Okla.

Happyland Shows
Now Booking for 1946
CAN PLACE FOREMEN AND WORKING MEN FOR RIDES.
Station A, Box 962, St. Petersburg, Fla.

OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

GET YOUR JULY 4TH BANK-ROLL APRIL 4-5-6 TRI-STATE BAND FESTIVAL

ENID, OKLA., UPTOWN
We hold contract for exclusive on all shows, rides and concessions. Will book only legitimate concessions, no racket, no gypsies, no percentage. Largest celebration of its kind. Thousands in attendance daily. No space reserved without deposit.

HYALITE MIDWAY

BOX 24 BONHAM, TEXAS

POPCORN

LARGE SOUTH AMERICAN PERFECT POPPING CONDITION

ONE BAG OR A CARLOAD \$8.75

All You Want, Immediate Shipment. Also a Complete Line of Popcorn Supplies.

GOLD MEDAL PRODUCTS CO. 318 E. THIRD STREET CINCINNATI 2, OHIO.

REBUILT POPCORN MACHINES
POPCORN
BOXES-BAGS-SEASONINGS
Consolidated Confections
1314 S. WABASH AVE. CHICAGO, ILL.

WANT
Merry-Go-Round Foreman for Little Beauty. Have small Cook House and Grab, need Man for same, good proposition. Stock Concessions, come on; will place you.
Brewer United Shows
Daisetta, Texas, this week; then Liberty, Texas.

WHEELS OF ALL KINDS
 Tickets—Paddles—Laydowns
 Complete KENO Outfits
CARNIVAL SUPPLIES AND EQUIPMENT GAMES, ETC.

ALUMINUM MILK BOTTLES
 Now Available . . . Write

Write for Catalog
H. C. EVANS & CO.
 1520-28 W. Adams St., Chicago 7

WANTED

Girl Aerialist for feature act booked consecutively. Must be top-grade performer with good personality. Salary no object to right party. Send full particulars and photo to

BOX 742
 The Billboard, 1564 Broadway
 New York 19, N. Y.

Large New
POPCORN MACHINE
 \$20 PER HOUR CAPACITY
 DELIVERY AT ONCE

ALL STAINLESS STEEL **\$550.00**

Consolidated Confections
 1314 S. Wabash Ave., Chicago, Ill.

VIRGINIA ROSE MIDWAY ATTRACTIONS

Opening March 1
 622 West Kentucky St., Louisville, Ky.

Can use Grind Store and Percentage Agents. Unit No. 2 opening March 15. All Concessions open. Address:

M. F. Kaufman Jr.
 622 West Kentucky St. Louisville, Ky.

FOR SALE

One Lead Shooting Gallery with Electric Motor for moving targets, Ducks, Birds, and Stars. For pull-ups, also gongs, stationary targets. 20,000 Remington Short Special Gallery Cartridges, three Winchester Rifles; 1 set of Evans Six Cats; 1 Big Tom, operates on 1/4 inch; 1 Spot the Spot and Lay Down; 15 Milk Bottles; three Svinging Balls with Large and Small Duck Pins; 1 set Large Cats, suitable for Ball Game; 1 Penny Board. All above for \$600.00. All replies to

TAYLOR BROS.
 927 N. High St. Martinsburg, W. Va.

FOR SALE

Parker 32-foot Baby Q Merry-Go-Round, near new condition. A beautiful ride. One 25 KVA General Motors Diesel Light Plant, used 3 weeks only. Also one used 3 KVA Universal Light Plant, one 40-foot Light Tower.

TOBE D. McFARLAND
 7117 Appleton Street Houston 9, Texas
 Phone: Melrose 3-1772

COUNTY FAIR SHOWS

WANT TO BOOK FOR 1946

GIRL SHOW, MECHANICAL or any good Show that can produce. Will furnish top and transportation for any good show. Will book any STOCK CONCESSIONS. Will book FREE ACT for 20 weeks. Write

366 MOREHEAD ST., CHADRON, NEB.

Bros.' Shows, he infos from Hondo, Tex., where he has remodeled the Drome. Del's son, out of the air corps, will be back as foreman, and Bill Ewald, another discharger, will return as mechanic. . . . MR. AND MRS. NEWTON STONE purchased a Sunshine Train during their Florida stay. Newton, recently released from the navy, has booked the ride with Sam Prell's Broadway Shows.

SOME SHOWS ARE refusing to pay more than a troy per week and cakes while in quarters—which goes to show that the good old pre-war spirit is coming back.

MIAMI JOTTINGS—AL PALETZ has bought a new home here. . . . SQUIRE MATHEW RILEY is taking the rest cure and is a regular around the MSA club-rooms. . . . JERRY GERARD and Joe Baker arrived last week from Philadelphia. . . . ANDY MARKHAM is supervising the construction of a new home. . . . NATHAN JACKSON is on the sick list. . . . ARTIE LEWIS has an Atomic Room in his beach home, and the Bob Parkers, J. C. McCafferys and Andy Markhams helped explode it Thursday (21). . . . The FRANK CERVONNES have returned North after two weeks of sun bathing. . . . GEORGE and RAY-NELL GOLDEN have gone to Max Goodman's winter quarters at Little Rock, while Maxie Herman has gone to Quincy, Ill. to prepare his concessions for the Gem City Shows. . . . WILIE GLICK and Max Gruberg are making the rounds. . . . AL BAYSINGER and Alton Pierson have bought new homes in Miami Shores.

MANAGER TOLD A BEGINNER that in showbiz he would find it too wet in the spring, too damn hot in summer and colder than blazes in the fall—but all of it would be seasonal show weather.

T/SGT. BILLY B. GREENE, son of Mr. and Mrs. J. O. Greene, Greater Rainbow Shows, returned home last week from Japan after 42 months in the armed forces. Upon his discharge he plans to operate several of his concessions on Greater Rainbow Shows. . . . JOHN J. ROTH, last season with Cavalcade of Amusements, entered Veterans' Hospital at Jefferson Barracks, Mo., Wednesday (20) to undergo an operation. He will probably be confined 10 weeks. . . . EDDIE MALBIN, "Fat" Marbles and Jeff Noe have arrived at Moore's Modern Shows quarters. . . . JOE J. SMITH, St. Louis booking agent, has regained his health after a long illness. He has contracted with a number of Illinois fairs to provide grandstand attractions this year. . . . MICKEY STARK, owner, and Ray Swanner, general agent, Gold Bond Shows, accompanied by Homer Finley, Wonder Shows of America, motored from Little Rock to St. Louis where they purchased considerable equipment for their respective winter quarters. . . . W. TERRY MARTIN, general agent, Alamo Exposition Shows, is at his home in St. Petersburg, Fla., on doctor's orders. Because of illness, he will not be on the road with Jack Ruback's outfit this season.

DON FRANKLIN, owner, Don Franklin Shows, in Rosenberg, Tex., quarters, received the No. 1 new model Spitfire which was unloaded February 8. Joe Pruitt, Fort Worth, field representative for Frank Hrubetz & Company, manufacturers of the ride, was on hand to supervise. Ferris Wheel and Merry-Go-Round, which Franklin purchased in December, also arrived. . . . JACK KORLE, side show operator, arrived at Mid-Western Exposition's Lake Charles, La., quarters to get his show ready for opening. He wintered in Havana and Hollywood, Fla. . . . BILL GULLETTE, owner, Imperial Shows, returned to quarters in New Madrid, Mo., after a buying trip to Chicago and St. Louis. While in the Mound City he purchased three new Telescopic Towers. . . . MR. AND MRS. B. C. McDONALD left St. Louis February 12 for Elba, Ala., to join Rosen Amusements, McDonald to handle the office, while Mrs. McDonald will have the front gate. The McDonalds have been residing in St. Louis since last August, having been engaged in a commercial business. . . . MR. AND MRS. EARL H. BUNTING spent several days in St. Louis last week, coming down from their home in Ramsey, Ill. Bunting purchased a Flying Scooter in Chicago. Shows' opening will be about April 10 in Central Illinois. . . . MR. AND MRS. GEORGE (WHITEY) GOLDEN left their Miami home, where they resided all winter, February 17, for Little Rock, quarters of Wonder Shows of America, where Golden will have charge of concessions this season.

POPCORN with the POP GUARANTEED

SPECIAL CONTRACT PRICE THROUGH JUNE, '46
\$10.75 Per 100 lb. Bag

It's the best Hybrid Corn money can buy! Backed by a money-back guarantee if the popping volume doesn't prove it! Non-contract price, \$11.10 per 100 lb.

ALSO SUPPLIES: The top-quality Popcorn Cartons—small, medium and large. Colored Cones, Glassine Bags and fine quality Seasoning.

NEW AND USED POPCORN AND PEANUT EQUIPMENT BOUGHT AND SOLD

PEANUT SUPPLIES: Strong attractive bags . . . best Virginia Roasted-In-the-Shell Peanuts, 19 1/4 celling, 100 lb. bags. Send for complete price list and details. Write, wire or phone the factory nearest to you. Address Joe Moss or Ed Berg for quick personal attention. It pays off to use the BEST. Our best references are CIRCUS, CARNIVAL, PARK AND THEATER BUYERS.

CHUNK-E-NUT PRODUCTS CO.
 JOE MOSS Philadelphia 6, Pa. ED BERG Pittsburgh 22, Pa.

RIO GRANDE SHOWS
WANT FOR EARLY SPRING OPENING

SHOWS: Mechanical City, Big Snake, Five-In-One with own equipment and transportation, Girl or Posing. We will finance capable people.

CONCESSIONS: Want Diggers, Fish Pond, Blower, String, Pop Corn, Snow Cone (must be separate joints), Bowling Alley, Cane Rack, Knife Rack, Lead Gallery, Candy Floss, High Striker, and Guess Your Weight or Guess Your Age.

GOOD SOBER RIDE HELP: Those who can handle trucks (married people preferred). This is a large capable show, modern in every respect, with a long, big money route. We use Free Acts, Light Towers, Front Entrance, and everything that it takes to make a big show. Al Campbell, 721 West 11th, Kansas City, Mo., wants agents of all kinds, and Eddie Gillam wants P. C. Dealers and G. Top workers. All others write RIO GRANDE SHOWS, Hamburg, Ark.

COMPLETE SHOW FOR SALE!

MERRY-GO-ROUND FERRIS WHEEL
 CHAIRPLANE KIDDIE AUTO RIDE
 FOUR TRACTORS KIDDIE PLANE RIDE
 FOUR SEMI-TRAILERS

SUKER AND MEYER
 1433 E. FIRESTONE BLVD. LOS ANGELES 1, CALIF.

STANDARD SHOWS
WANT WANT

For Twenty Weeks' Work, Opening May 1st.

RIDES—Merry-Go-Round. SHOWS—Any worth-while money-getting Show with transportation (no Girl Shows). CONCESSIONS—Novelties and Jewelry. Will book sit-down Cook House for following spots: Miles City Stampede, June 20-23; Red Lodge, July 2-4; Big Horn Basin Fair (Powell), Aug. 22-24; Wyoming State Fair, Sept. 4-7. RIDE HELP—Second Men on Octopus and Spit Fire. First Man on Wheel, Man to take charge Kid Rides; Men who can drive semis given preference. Address all mail:

V. C. JOHNS, Box 1255, Sheridan, Wyo.; after March 10, Box 506, Douglas, Wyo.

PLAYTIME AMUSEMENTS
OPENING APRIL 18, 1946

Want Rides and Shows that don't conflict. Have Merry-Go-Round, Crab Wheel, Chairplane, Fly-o-Plane, Kid Whip, Auto, Roll-o-Plane. 16 weeks still dates. The biggest 4th July celebration in east. 6 New England fairs. Will book American Photo, no Gypsy. Shooting Gallery, extra good territory. Grind Stores that work for stock. No grift. Foreman for Wheel. Second Men all Rides. Winter quarters open March 15.

E. W. BURR
 Box 206, Quincy, Mass., or Hotel Carpenter, Manchester, N. H., after March 15.

AMERICAN BANNER SHOW

22 SOLID WEEKS 22
STILL DATES THAT BEAT FAIR DATES.

Rides that don't conflict, book or lease. Concessions, any legitimate Games. Matinee features that bring in the money. Show opens in April, Greater Boston, Mass. Eva Hipple wants P. C. Dealers and Stock Store Agents. Get set for 22 weeks of proven church celebrations. Cannot use Wheels or Coupons. No Gypsies.

JOE SHINE, Gen. Mgr., care Billboard, Cincinnati 1, Ohio.

POPCORN
 —One Bag or a Carload—

HYBRID S. A. YELLOW—Perfect Popping Condition
\$9.80 Per Cwt., F. O. B. Dallas

SPECIAL PRICES ON LARGE QUANTITIES
 Complete Line of Bags, Boxes, Seasoning, Salt
 —SEND FOR LIST—

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 2401 SOUTH ERVAY ST. DALLAS 1, TEXAS

GET A WALK-THRU SHOW

And Make Money Every Day

Most clear money carnival managers tell us. No nut. No big salaries to pay. One person and a ticket taker runs the show.

Clean, educational, thrilling. Those who see tell others and they go in.

Any tent 20 by 30 ft. or slightly smaller or larger takes show.

Wonderful front of 3 pictorial and titled banners, plenty of big colored blow-ups and a great show inside. The fronts stop the crowd.

Shows please all and thrill all. Write for free info., cuts, letters, prices, etc., on show you are interested in—

(1) THE NEW BOUQUET OF LIFE

Showing LIFE before birth as seen in jars. "Actual Birth of a Baby" and "World's Greatest Miracles of Birth." Has topped midway at Buckeye Lake Park for 8 years, also 3 years at Cedar Point. Powerful money getter for carnivals also. 3 shows in one.

(2) WORLD WAR II

With JAP and GERMAN ATROCITIES and the execution of the WAR CRIMINALS by GALLOWS and FIRING SQUADS. Educational, clean and thrills galore. Gets big money. Kids and all go in.

(3) FAMOUS CONVICTS, PRISONS AND CRIMES TODAY

Featuring present great CRIME WAVE with boy and girl GANGSTERS RUNNING WILD. Show fights the CRIME WAVE and shows that "CRIME DOES NOT PAY." Topping midways. The greatest season in history is starting. Get a walk-thru show. Supply limited.

Chas. T. Buell & Co.

BOX 306, NEWARK, OHIO
For 23 Years Show Builders

MANAGER WANTED

To Take Over

MONKEYLAND SHOW

Have complete outfit, 30x70 ft. top; 75 ft. front; new banners and trained Monkeys. Wire or write

PEPPERS
ALL-STATES SHOWS
1010 Washington SELMA, ALA.

SHAW'S WAX FIGURE STUDIO

NOW RE-OPENED.

Wax Figures of all Characters. Let us have your wants.

W. H. J. SHAW, 3334 Louisiana Ave., St. Louis 18, Mo.

WANTED

Foreman and Second Men for Ferris Wheel, Loop-o-Plane, '48 Model Roll-o-Plane. Want Kiddie Ride Foreman and useful Show People in all departments. Cookhouse opens March 8th.

Address: BOX 24, Bonham, Texas.

CONCESSION AGENTS WANTED

For Ball Games, Penny Pitch, Coke Bottles, Bing Brewer, Shorty Brown, Sid Myers, write.

J. O. GREENE, General Agent
Greater Rainbow Shows
Box 42, Webb City, Mo.

McNATT Wants experienced Agents for nine well-flashed legitimate Stock Stores. No lusers. Booked solid. Opens March 17. Contact by mail. Do not wire. Reference given first consideration; truck drivers next. Lucky, Shorty, Sturkey, let me hear from you. First hired gets first choice.
P. O. BOX 397, LEXINGTON, MISS.

WANTED

Stock Concessions, Major and Kiddie Rides, desirable Help, Agents, Grinders, one more Animal Act.

LANKFORD'S OVERLAND
Enigma, Ga., this week

CLUB ACTIVITIES

National Showmen's Association
1564 Broadway, New York

NEW YORK, Feb. 23.—Chairman of the Veterans' Committee Jack Lichter presided over a meeting held February 18 to try to form a veterans' post from among association members. Much enthusiasm was shown by ex-military members at the well-attended meeting, and it appears likely that a post will be organized.

Information has been received that the following have been released recently from military service: Larry Shavelson, James Hannan, Harry Friedman, William Powell and Seymour Liebowitz.

As far as the club knows, the following continue in the service: Stanley Plas, Hy Algurt, Ben Berk, Harry Farber, Anthony Baress, Wilbur Scudleri, Mort Messias, Michael Dorso, Arthur McIntyre, Andrew J. Metts, Harley Whisler, Al Ross, Robert Duskin, Benjamin J. Nusall, Joseph L. Rice, Charles Chatfield, Angelo Giardino, Gene O'Donnell, William H. McMahon, Anthony Garto, Albert Whitler, Granville Buck, John Hymes, Irving Shapiro, Eddie Gabryn, Harold Lupin, Walter W. O'Conner, Harold G. Hoffman, Thomas Robertson, Herman Faier, John J. Leonard, W. H. Green, Ben Ros, William Salzman and John W. Grant Jr.

Lew Dufour graciously extended invitations to members of the NSA to attend a performance of his mystery play, *Questionable Ladies*, currently at the Newark (N. J.) Opera Playhouse.

Jimmy O'Brien, recently operated on in Philadelphia, is recovered and was a recent visitor. George Nichols is slowly recovering from his recent illness. Mrs. Jim McHugh, whose husband is a member of the New York staff of *The Billboard*, is a patient in Roosevelt Hospital. Bibs Malang is in Veterans' Hospital, Bronx.

H. W. Williams, of the SLA, was a recent club visitor. Ditto William (Red) Hicks, of Endy Bros.' Shows.

Next social event will be a St. Patrick Party March 16. Next meeting night will be February 27.

Regular Associated Troupers
730 S. Grand Ave., Los Angeles

LOS ANGELES, Feb. 23.—Dinner Party, Wednesday (13), netted \$111 for the bazaar fund Lucille Dolman, Ethel Krug, Lucille King, Vivian Gorman, Marlo LeFors, Bertha Cohn and Marie Bailey were hostesses, and thanks went to Babe Perry, Ed Kennedy, Rex and Minerva Boyd, Milton Cohn, Sam Dolman and Walton DePellaton.

Valentines, donated by Florence Lusby, were won by Minnie Pounds, Don Lewis and Mrs. O'Brien. Afghan went to Lucille King. New member is Ernest S. Fitzgerald. Welcomed back after a long absence were Mr. and Mrs. O'Brien, Min-

Showmen's League of America

Sherman Hotel, Chicago

CHICAGO, Feb. 23.—Everything is all set for the move, which will be made Monday (25) and the regular Thursday (28) will be in the new quarters at 400 South State Street.

President Fred Kressmann is back after a long business trip. He presided at the February 21 meeting, assisted by Treasurer Walter F. Driver and Secretary Joe Streibich.

W. H. (Bill) Green and his committee are busy with arrangements for the Buffalo Bill Memorial March 16. This is for members only. Copies of discharges have been received from Bruce M. Chase and Johnny J. Jones. Mustering-out checks will go to them next week.

The sick list includes George Terry at Winfield Sanitarium; Tom Vollmer, Soldiers' Home, La Fayette, Ind.; William J. Coutry, Alexian Hospital, and Frank Berry and Jack Arenz at their respective homes.

Arthur Morse reports work on the Al Sopenar Memorial is about completed. Sopenar lost his life in service. John Lempart plans an amendment that will permit org to accept Australians to membership. Lou Leonard is back from Tampa; Max Hirsch and Peter Pivor returned from Hot Springs, and Irving Malitz, on the advice of his physician, is sojourning in Hot Springs.

Ladies' Auxiliary

Regular meeting was held Thursday (14), with President Louise Rollo presiding, assisted by Mrs. Al Latto, first vice-president pro tem; Mrs. Lillian Woods, treasurer, and Mrs. Elsie Miller, secretary.

Relief Committee Chairman Ida Chase reported Bessie Mossman and Pat Serry recuperating after recent illnesses.

Mrs. Henry Belden and Louis Rollo were thanked for their work on the recent socials.

Letters received from Bessie Gallagher, Nan Rankine, Viola Blake, Mrs. Robert Keating, Betty Billie Anthony and Hattie Wagner, all in Florida. Mae Barrett letters from Montreal that it's 12 below there. Frances Keller visited in Philadelphia recently.

Members are urged to send their new addresses to Secretary Elsie Miller, 4215 West Fifth Avenue, Chicago 24. Viola Fairly, first vice-president, attended the Dallas fair meeting and banquet recently. Maud Geiler and Elsie Miller were hostesses at the social Thursday (21).

nie Pounds and Susan and Lisle Smile. Guests included Eve Burnell and Jack Caplin. Roy Ludington, Bee Stein and Betty Coe marked birthdays recently. Called on for short talks were Hilton and Lucille Hodges, their daughter, Jean; Leroy Barnett, Bill Meyers, Frank and Jean Yaglia, Arthur Hockwald and Donald V. Lewis.

Advertising in the Billboard Since 1905

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DAY & NIGHT SERVICE

CASH WITH ORDER PRICES ---10M, \$7.15---ADDITIONAL 10M's AT SAME ORDER, \$1.65

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only add 50c. No order for less than 10,000 tickets of a kind or color.

STOCK TICKETS	ROLL TICKETS
1 ROLL.....75c	5 ROLLS.....@.....60c
5 ROLLS.....@.....60c	10 ROLLS.....@.....50c

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

POPCORN

South American Yellow, One Bag or 100 Bags or More.

Single Bag	\$7.75	Five or More Bags	\$7.50	Per 100 Pound Bag. In Moisture Proof Bag.
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Will furnish samples on request. Prices F. O. B. Roanoke, Va.

JOHN A. PILCHER 436 WALNUT AVENUE, S. W. ROANOKE 16, VA.

SHOWFOLKS OF AMERICA

1191 Market St. San Francisco 3, Calif.

MEMBERSHIP DRIVE STARTS MARCH 1, 1946, ENDS SEPTEMBER 1—JOIN NOW

Initiation Fee, \$2; Dues, \$5. This Pays You Up to July, 1947. Send in \$7 at once. After Sept. 1 will hold to strict examination. Contact:

SAMMY CORENSEN, President, Show Folks of America, 1191 Market St., San Francisco 3, Calif.

CLUB ROOMS NOW OPEN DAILY NOON TILL MIDNIGHT.

GIRL SHOW MANAGER WANTED

On account of disappointment, TO TAKE OVER 30x50 ft. top, 75 ft. front, stage and seats. Will build to suit. MUST HAVE 3 GIRLS OR MORE and be sober and reliable. Those that wrote before, answer.

PEPPERS
ALL-STATES SHOWS
1010 Washington SELMA, ALA.

FOR SALE

Several 14x10 Tops and Frames, also one 14x8, 12x12 Top and Frame. Complete Pan joint; masonite counters, newly painted. 14x10 Grind Store with Clothes Pins and Count Store, Tables, complete with flash, ready to operate. Several Wheels, also two Baker Skillos and other Concession Paraphernalia. The above equipment can be seen at Birmingham Fair Grounds. Contact

A. R. WHITESIDE
Care HENNIES BROS.' SHOWS
Box 1045, Birmingham, Ala., or Thomas Jefferson Hotel.

WANTED TO BUY

Fish or Duck Pond, 16 ft.; Pitch-Til-You-Win, Pegs or Blocks (not boxes), 14 ft., with or without stock. Two 1 1/2-Ton Long Wheel Base Trucks with van bodies. All must be in good shape, no junk.

E. L. JENKINS
Box 374, Rt. 2 RICHMOND, VA.
Phone 66124

.22 SHORTS

Will Pay Top Price for AMMUNITION

Write All First Letter and Price.

King Amusement Co.
30 Fessenden St. Mt. Clemens, Mich.

WILL BOOK FLY-O-PLANE

With own transportation ON A SHOW WITH OUTSTANDING ROUTE. Address:

GEO. L. TROTTER
c/o Istrouma Hotel, Baton Rouge, La., after Feb. 28.

WILL PAY SPOT CASH FOR 7-CAR TILT

Must be in good condition.

Phone 266K or Write
G. W. LILLY
Buckeye Lake, Ohio

FOR SALE

Beautiful Spillman Track Merry-Go-Round, 2 abreast, 40 ft. Operates with gasoline power unit. Ride A-1 condition. Price \$1,850.00. Wire or call

S. O. LEE
Pryor, Okla.

5% DDT—\$1.05 GALLON
In 10 or more drum lots. Smaller lots, \$1.15 gallon. No less than 55 gallons (1 drum) sold. We pay freight. Drums free. Send 1/3 deposit with order.

OLIN L. MILNER, Rep.
335 McDaniel St. Dept. 142 Atlanta, Ga.

Gayer & Lewiston
WANT TO BUY
WAX SHOW
 COMPLETE OR IN PART
 Will Pay Cash for Figures.
 Please State What You Have.

Wire or Write **PLAYLAND**
 200 Monroe Ave., Detroit 26, Mich.

NOTICE
TO ALL EMPLOYEES
 OF THE
NORTH AMERICAN
EXPOSITION SHOWS

A great number of Withholding Forms W-2 have been returned. If you have not received yours, please send self-addressed envelope to **NORTH AMERICAN EXPOSITION SHOWS** c/o 833 FIRST NATIONAL BANK BLDG. HOUSTON 2, TEX. It will be sent you at once.

BOB COLEMAN
WANTS
 Counter Men for Bingo and Grind Store Agents.
 Will Be With Virginia Greater Shows. Former Help Acknowledge This Ad.
 P. O. Box 571, Tampa, Fla., Until March 15; Then Suffolk, Va., Care Virginia Greater Shows.

NOTICE
SHOWMEN

We can accept a few more Banner orders for early delivery if yours are ordered now.

SNAP WYATT STUDIOS
 PRODUCING
AMERICA'S BEST BANNERS
 1608 Franklin St. TAMPA, FLA.
 Phone: M 63562

WANTED
NO. FIVE ELI WHEEL

for cash, or will book or lease same.
 We play downtown lots and streets.
 No gate. Have transportation.

SOL NUGER
 321A Amherst St., Winchester, Va.

FOR SALE

22 by 54 foot Top and Wall, first class condition. Can be seen on Royal American Midway at Orlando, Fla., Fair; Snake Show.

CLIF WILSON

VERN LA VERN WANTS

To hear from H. C. Ross, Rick Dooling, Harry Hammer, Cecil (Crocodile Boy), Smiley Sunur, Uncle Bill, and would like to hear from good Working Acts for large Side Show. Open Brownwood, Tex., Feb. 28, with Harry Craig Show. Address: **BOX 158, Brownwood, Tex.** Johnnie Cannon would like to hear from organized Mirel Show with Band.

NOW BOOKING
 For Season of 1946
HARRY CRAIG SHOWS
 BOX 158 BROWNWOOD, TEXAS

Pacific Coast
Showmen's Association
 623 1/2 S. Grand Ave., Los Angeles

LOS ANGELES, Feb. 23.—Meeting was presided over by President Mel Smith, with Vice-Presidents Bill Hobday and Harry Suker, Treasurer John T. Backman and Secretary Ed Mann also on the rostrum. New members elected were Harry Deneau, Louis Bacgalupi Jr., Ed O'Brien, Andy Carson, Arthur Towner and Thomas Johns.

A letter was read from L. H. Firestone, Flint, Mich. Sick committee reported Ben Dohert ill in Santa Barbara. and Bill Strode entering the hospital. Jack (Pecos Red) Davis has been discharged from the hospital. Harry W. McClelland was reported ill, while Doc McCullough is said to be much improved.

President Smith reported the death of Mom Eller. She was buried Monday (18). Abe Goldstein informed of the recent death of a veteran clown, Harry Bayfield. Harry Rollings, John Lorman and Joe Steinberg spoke on the current drive for building funds. Tom Regan reported on the Elks' Circus and thanked Eddie Brown and Hunter Farmer for their work.

Ladies' Auxiliary
 President Betty G. Coe president at Monday's (18) meeting. Present was Past President Margaret Farmer, recently returned from a trip East. Gertrude Mathews, Jenny Rawlings, Norma Burke and Grace Degarro have recovered from recent illnesses. Leta Johns was reported ill at her home.

Party is scheduled Tuesday (26) at the home of Peggy Steinberg, with Margaret Farmer, Edith Walpert, Nina Rodgers and Mary Taylor as co-hostesses. Bazaar Party, with Stella Linton, Mabelle Hendrickson and Gertrude DiSanti as hostesses, is set for March 6.

Honorary membership was presented Elizabeth Hanneford. Two religious pictures given the auxiliary by John Castle were presented to the son of the late Aimee Semple McPherson. Mrs. McPherson had been an honorary member of the org. Presentation was made by Betty Coe and Chaplain Minnie Fisher.

Door prizes were won by Lorene Adams, Estelle Wampler, Bertha Cohen and Larrie Praxy.

Troupers' Club
 1546 31st St., San Diego, Calif.

SAN DIEGO, Calif., Feb. 23.—The Troupers' Club held its first regular meeting since the close of the war Sunday (3), with the newly-elected officers presiding. A dinner was served by the ladies and these troupers of former years demonstrated they could cook and wash dishes, as well as put on a classy vaudeville show.

Comm. Joseph Spahr, just back from the Pacific, enjoyed himself in the association of old trouper friends. He sang a new song he had written and it was voted a sure-fire hit.

Colonel Leurs, also back from the Pacific, played the piano for the dancing pleasure of the group.

Attending were Mildred Manning, May Slens, Maude Allison, Richard Angelo, Dr. and Mrs. Frederick Balmer, Nora Spahr, Jay Nash, Cannil Alkinson, Thomas Jones, Meome Dustin Wolmer, Claude T. Cooksey, Clara Harvey, Mr. and Mrs. R. R. Maron, Ruth Lewis, Richard Chapman and Forest Warren.

The next meeting will be Sunday (17). A vaude show will be put on by the Troupers, arranged by Mildred Manning. She had been arranging the Troupers' shows for the USO hospitals, and army camps during the war.

Heart of America
Showmen's Club
 931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Feb. 23.—Following the lead of the Michigan Showmen's Association, the Heart of America Showmen's Club not only voted Gen. Ike Eisenhower an honorary life membership, but added President Truman, as well, to its roster of distinguished members.

Auditing committee reported club books in excellent order at the meeting presided over by President Chester I. Levin. Secretary G. C. McGinnis was instructed to raise the club's insurance to \$3,000.

J. J. McBain, ill for some time, attended. Ladies' Auxiliary served 110 at the luncheon following the meeting.

WONDER SHOWS OF AMERICA
America's Newest Railroad Show

CAN USE Concessions of all kinds for the **BATTLE OF FLOWERS**, Annual Spring Celebration on the Streets and Plazas of San Antonio, Texas, April 22-27. No exclusives in San Antonio. Owing to disappointment, will sell exclusive Novelty privilege in San Antonio. This is rated as the largest civic celebration of this country and should prove a bonanza for Novelties.

CAN USE Slum Store, Scale and Guess-Your-Weight Agents for season opening early in April. Also will book Slum Stores of all kinds and Ball Games for entire season. All Concessions address George Golden. Harry Martin and Harry Rubin want Wheel Help.

NEED Working People in all departments. Address Grant Chandler. Train Help, Polers, Chalkers, write Larry Bedwell, trainmaster.

CAN PLACE any Rides that don't conflict, and we are interested in any new or novel attraction. Address Max Goodman.

Address all inquiries to
WONDER SHOWS OF AMERICA
 P. O. Box 21 (Phone 3-6406) Little Rock, Ark.

WORLD OF TODAY SHOWS
 OPENING MARCH 29, 1946, MUSKOGEE, OKLA.

CALL CALL
ALL CONTRACTED TAKE NOTICE

Can use a few first class Workingmen in all departments. Foremen and Second Men who know their rides and drive semis, especially Spitfire and Loop. Tilt Second Man, Man for Towers, good Canvasman who does neat work.

Ray Ayers can use Girls for best framed Show on the road.

If we know you, come to Quarters at once. Best treatment to all men and tops in salary if you can do what you say. Write or wire at once.

L. C. REYNOLDS Box 782 Muskogee, Okla. **H. WELLS**

R. & S. AMUSEMENTS
OPENS OPENS
MONDAY, MARCH 11TH, NEAR WILMINGTON, N. C.
PLAYING THE BEST PROVEN MONEY SPOTS
 Week March 25th, Legion Stadium, Wilmington, N. C.
 Best Spring Date in the South.

WANT Ride Help for following Rides: Merry-Go-Round, Ferris Wheel, Octopus, Chairplane, Loop-o-Plane, Kiddie Ride, Live Pony Ride.

Girls for Girl Show, Talkers, Grinders and Ticket Sellers. Can place the following Concessions: Mug Joint, Age and Scales, String Game and Penny Arcade.

All Concessions, Shows and People booked, kindly answer at once.
 All Address
JAS. M. RAFFERY, Box 1047, Wilmington, N. C.

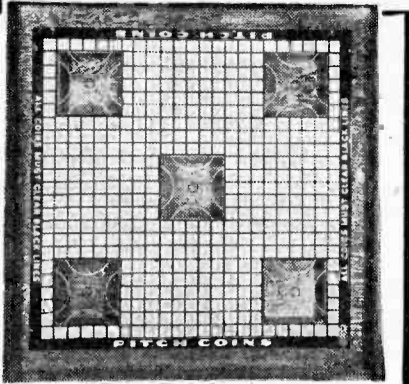
SECOND CALL—ROGERS GREATER SHOWS—SECOND CALL
2 SATURDAYS — OPENING MARCH 30TH — 2 SATURDAYS
WANT RIDE HELP THAT DRIVE TRUCKS AND SEMI TRAILERS.
SHOWS OF MERIT WITH OWN OUTFITS AND TRANSPORTATION.
HAVE OPENING FOR LEGITIMATE CONCESSIONS.
FOR SALE—Complete Cookhouse and Crab Joint, or will lease both and book on show.
WINTER-QUARTERS NOW OPEN
BOB SICKELS, Mgr. H. V. ROGERS, Owner
 P. O. BOX 647, JACKSON, TENN.

PINE STATE SHOWS
DISABLED AMERICAN VETERANS—WEEK OF FEBRUARY 25th-MARCH 9th
WANT WANT WANT

RIDES: Ferris Wheel, Tilt, Roll-o-Plane or Whip. Will buy or lease. Ride Help, Foreman for Chairplane, Second for Merry-Go-Round. **SHOWS:** Have a complete 10-in-1. What have you to put in it? Have complete Monkey Show for right party with Monkeys. **CONCESSIONS:** Can place any Stock Concession. Would like to hear from Custard and Novelties. **WANT TO HEAR FROM THE FOLLOWING:** Ray Hickman, contact Pete Hendricks. Joe Cavella, Jimmie Violenti, contact John Capello. G. C. Mitchell, come on. Doc Anderson (Monkey Show), Holder (Magic Show). Can place Cookhouse and Bingo. Contact S. D. Pease, business manager. All mail and wires to **PINE STATE SHOWS, MERIDIAN, MISS.**

PENNY PITCH BOARDS
Color · Flash · Finish

Is it or ain't it flash that you want? We have 4 Penny Pitch Boards. All of our Boards are now built with a 3" trough all around where you rake the pennies off the Board. These Boards come in mahogany finish and have several coats of varnish to preserve them as any fine piece of furniture. Continuous Action Board is 1 1/2" inside squares and is built to defy all competition, as your customers will have more winners and therefore your action should be continuous. Our #2 Penny Pitch Board has 5 jackpots. The jackpots have cut-outs which are made of sheet plastic. Also specifications are the same as the #1 Board. An occasional coat of Spar varnish will make any of our boards last indefinitely. Penny Pitch Board #3 is a cigarette board and comes in 4 sections, each section 21" square. The price for the 4 sections is \$40.00, or we make it up with a trough for you at \$70.00. As we have sold the largest operators in the country, these Penny Pitch Boards, price is no object, as they really make up the difference in one or two nights' play. We have these Boards on hand for immediate delivery. All Boards come with a cover to protect same.



Penny Pitch Board #2

THE FOLLOWING FOR IMMEDIATE DELIVERY: Huckley-Buck Keg Sets, Addem-Up Darts, Maple Milk Bottles, Heavy Cast Aluminum Bottles, Punks for Punk Racks, Shoot a Clown for Cork Games, Heart-Shaped Hearts for Pitch Till You Win, Watch-La Blocks, Pitch Till You Win Blocks, Lead Weighted Darts, Corks for Cork Galleries, Hoops all sizes, Triangular Milk Bottle Stands, Hoop-La Blocks—our famous Blocks come in 3 sizes, 30 to a set—\$50.00.

- #1 and #4 Price . . . \$60.00
- #2 65.00
- #3 Cigarette 70.00

SEND FOR CATALOGUE.

RAY OAKES AND SONS
BOX 108 BROOKFIELD, ILL.
Home of the World's Finest Zoo

BALL GAME OPERATORS
Off With the Old—On With the New
IMPROVED ALUMINUM MILK BOTTLES

These New Features Increase Profits
1. Extended Sides, Uniform 1/4" Spacing, Quicker Set-Up.
2. Recessed Bottoms, Non-Rocking, Bottles Set Solid.
3. Bottom Well, Weight permanently in place.
Priced ready to use. Height 7 3/4", Bottom Diameter 3 3/4".
2 1/2 Lb., \$2.75; 3 Lb., \$3.00; weighted and painted. 20 Ounce, \$2.25; not weighted. Prices quoted are on 5 or more bottles. 25% Dep. on C.O.D. Orders.

CARNIE SUPPLY CO. (Bill Eck)
Fair and Carnival Merchandise

BOX 61 PLEASANT RIDGE, CINCINNATI 13, OHIO



WANT—TINSLEY'S CITY RIDES—WANT

BINGO OPERATOR—Have completely framed Bingo, 16x30, including new Top, Amplifying System, Blower and Stock Truck. Due to disappointment, want capable Operator with crew to stock and operate. Have outstanding route.

RIDE HELP—We have Twin Ferris Wheels, Merry-Go-Round, Octopus, Roll-o-Plane, Whoopee, Caterpillar, Kiddie Auto, Chairplane, Kiddie Airplane, Kiddie Chairplane and Live Pony Ride. Can use experienced, reliable Foremen and General Help on all Rides.

Address:

JOHN T. TINSLEY

22 E. COURT STREET GREENVILLE, SOUTH CAROLINA

CONKLIN SHOWS

"The World's Finest"

WILL SELL PART OF OUR SHOW TRAIN

- A Steel (10) Stateroom Car, 80 ft. long.
- A Steel Berth Car, 18 double lowers, 18 uppers, washrooms, 80 ft. long.
- A Semi-Steel Dining Car, 76 ft. long.
- Two Steel Flat Cars, 72 ft. long.
- Six All-Steel Stock Cars, 72 ft. long.

Equipment can be inspected at our Winter Quarters, Brantford, Canada. All of these cars are in first-class shape. Apply:

J. W. CONKLIN, P. O. BOX 31, BRANTFORD, ONTARIO.

TO RIDES INTERNATIONAL SHOWS SHOWS

PLAYING A PROVEN SPRING ROUTE, OPENING MARCH 30, PRYOR, OKLA.

WANT

WANT

SHOWS—Have the following Shows open for capable people: GIRL SHOW, POSING SHOW (must have wardrobe), MONKEY SHOW, SNAKE SHOW, WANT TO BOOK MECHANICAL SHOW OR ANY SHOW NOT CONFLICTING. **CONCESSIONS**—Can place Coke Bottles, Custard Machine or any Slum Concessions not conflicting. Concession Agents for office-owned 10¢ Slum Stores. Chase Elders wants Agents for Slum Stores. No Mitt Camps wanted. **HELP**—Foremen for Merry-Go-Round and Travers Mix-Up. Second Men on all Rides. All Help that can drive Semis given preference. **COLEMAN LEE, Gen. Mgr. W. J. LINDSAY, Con. Mgr.**

INTERNATIONAL SHOWS, P. O. BOX 64, PRYOR, OKLA.

Opening May 4th B & C's EXPO SHOWS Opening May 4th

Watch Us Click in 1946

Elmira, then Corning, with 2 big ROCHESTER, N. Y., dates to follow.

Holding CONTRACTS for 3 BIG Firemen's County Conventions, 2 more pending. Also 4 N. Y. S. FAIRS, with the BIG MONROE COUNTY FAIR at ROCHESTER, N. Y. Want one more HIGH ACT. Book or buy TILT or OCTOPUS. Ride Help for MERRY-GO-ROUND, WHEEL, PLANE, WHIP, SPITFIRE and PUNK RIDE. Few CHOICE Concessions open. One more Grind Show.

Write, Wire or Phone M. N. COLEGROVE, Gen. Mgr., Hemlock, N. Y.

P.S.: Spillman 3-Abreast for sale or trade for Kid Rides.

PRUDENT'S AMUSEMENT SHOWS

WANT RIDE FOREMEN and Second Men for Merry-Go-Round, Ferris Wheel, Ride-O and Chair-o-Plane; Semi Drivers preferred. Top wages. Good treatment. No tickets and pay your own fares. ALSO WANT Ballgame Workers, Agents for Merchandise Wheels, Roll Down, Hoop-La, etc.

Will book Photo Gallery, Duck Pond or any other game that won't conflict with what we have.

FOR SALE—Two Le Roi Power Units, in good condition, suitable to run any ride, mounted on truck, \$175.00 each. Two 40 ft. Merry-Go-Round Tops and Side Walls, in good condition, \$100.00 each. A 30 ft. Shooting Gallery, Side Walls, 6 Panels (4 ft. by 10 ft.), about 20 gauge metal, \$75.00. Set of five Swings, complete, a ride that will get money, first \$250.00 takes it.

Address 124 Cedar Ave., Patchogue, L. I., N. Y.

Missouri Show Women's Club

Maryland Hotel, St. Louis

Ladies' Auxiliary

Club's annual installation saw these officers placed in office: Mrs. John K. Maher, president; Mrs. Lee Belmont, first vice-president; Goldie Fisher, second vice-president; Mrs. John Francis, third vice-president; Mrs. Mildred Laird, secretary; Mrs. Mary Forster, sergeant at arms; Mrs. Daisy Davis, chaplain.

Honey Vaughn, the mother of our club, was unable to attend because of ill health. Chaplain Daisey Davis also was absent because of illness. Ida McCoy acted as chaplain. Mildred Laird won the \$50 War Bond, while Collette Reynolds was awarded the \$25 bond. Mrs. Maher received letters and telegrams of good wishes from a host of friends. Donations were received from Honey Vaughn and Goldie Fisher.

In attendance at the dinner were Mrs. Florence Guth, Mrs. Matt Dawson, Pearl Vaught, Freda Rust, Julia Densmore Gordon, Adelaide S. McNeill, Janet Schmidt, Lou Morgan, Elma Obermark, Alice and Lorraine Belmont, Frances Prevallet, Margaret Grimm, Trisa Sidenberg, Mary Frances and Julia Grimm, Mrs. Bunnell, Mrs. Charles Chaney, Mrs. Paul J. Kreg, Mrs. Wesley Rambo, Elsie Mackey, Betty Walker, Iona Kamm, Jean Calmer, Mrs. James Ladesaw, Dorothy Bell, Mildred Schubert, Cora Travis, Ruth Degnan, Estelle Regan, Florence Sheehan, Betty Proper, Dora Prosperi, Loretta Stark, Louisa Hanasaki, Beatrice Giuliani, Helen Stephan, French Deane, Gertrude Lang, Charlotte Clayton, Nell Allen, Ethel Hesse, Florence Parker, Iris Kamen, Dolores Chermis, Connie O'Hara, Mary Alice O'Hara, June Westlake, Mrs. E. Heniger and Ada Miller.

Caravans, Inc.

155 N. Clark St., Chicago

CHICAGO, Feb. 23.—Mrs. Jeanette Wall presided at the Tuesday (22) meeting, with Lucille Hirsch, Mae Taylor, Pat Seery and Ann Sleyster among other officers present. Correspondence was read from Myrtle Hutt Beard, Grace Lynn, Jolcey Gray, Lillian Lawrence, Bessie LaMonde, Betty Shea and Stella Sigsworth.

Applications from Bernice L. Doolan, Ethel Grosch, Gladys Hagan and Lorretta A. Ladding were read. Announcement of the death of Earl Parks, husband of Grace Parker, was received with deep regret. Mrs. Lucille Hirsch, recently returned from a California visit, described the installation dinner of the Regular Associated Troupers which she attended with Emily Bailey, now a Los Angeles resident.

Donations of a handmade patch quilt by Molly Foster and a hand crocheted tablecloth by Yvonne Ferrari were gratefully received. These prizes will be awarded at the birthday dinner in April. Awards donated by Mae Taylor and Mary Daly were won by Pat Seery and Rebecca Daniels. President Wall was hostess at a party in the clubroom Saturday (19), when many prizes, including a pair of nylons won by Clara Polich, were awarded, and lunch was served.

Showfolks of America

San Francisco

SAN FRANCISCO, Feb. 23.—Letters were read from George Reilly and Lucille Dolman.

Honored guest at the meeting was Mrs. Moxie (Babe) Miller. She donated \$20 to the sick and relief committee. Voted to membership were J. Weidman, Rube Eagan, John Dunning, Alfred James Davis, Mrs. Genevieve Crimmons, Jack E. Lewis, Morris Ginsberg and Ivan Gilligan.

Steve Murphy reported that Les Peterson still has his leg in a cast, and that Cynthia Grey, of The San Francisco News, is in the hospital. Mary Texeira reported that George Blondell is improving.

President Corenson will present a \$150 fur coat to the woman bringing in the most new members during the membership drive now in progress and continuing until July 1. Club voted to award the male winner a \$100 War Bond.

Charles Fagin won the pot of gold, worth \$30, the remainder going to the refreshment fund. Fagin donated \$10 to the cemetery fund. Sam Bosowitz donated \$5, and Frank Eaton and Bill McCluskey \$10 each.

VIVIAN MCGREAN

WANTS

2 Readers for season's work on World of Mirth Shows.

Write or wire

1103 N. E. 118th St., Miami, Fla.

WANTED TO BUY

Grab Joint. Must be a nice one. Will book same with good show. Also two Slum Joints.

E. L. JENKINS

Rt. 2, Box 374, Richmond, Va.
Phone 66124

SILVER SLIPPER SHOWS

Now booking for the 1946 season. Want Rides, Shows and Concessions. Will pay cash for two 50 Kw. Transformers.

All Replies to

WILLIAM O. HAMMONTREE, Gen. Mgr.
SILVER SLIPPER SHOWS
2709 Rossville Blvd. Chattanooga, Tenn.

WANTED

Ride Help for Ferris Wheel, Merry-Go-Round and Swings. Prefer semi drivers. Want Agents for Ball Games and Stock Shows. Will book Shows with own transportation. Opening middle of April. Working in Delaware and Maryland.

JOHN KEELER

115 N. E. 71st St. MIAMI, FLA.

8 Oz. PAPER CUPS 8 Oz.

May be used for Hot or Cold Servings.
1,000—\$9.40, 10,000 Lots—\$8.40,
50,000 Lots—\$7.50.

Any portion contracted for may be shipped per route per your instructions.

TOM B. SMITH

308 Henquin FERGUSON, MO.

WANTED SECOND AGENT

Capable of laying out lot. Must have railroad show experience. Must be sober and reliable. Address wire, letter or Phone 4696

JAMES E. STRATES

Mullins, So. Car.

JOE CRUMLEY

WANTS

Men who have worked for me or Ride Men who know me, contact me by wire at once. Attention, Joe Coffrey, Chas. Sheets, Frenchy. Address:

Care CAVALCADE OF AMUSEMENTS
P. O. Box 243 Pascagoula, Miss.

L. J. HETH SHOWS

NOW BOOKING FOR 1946
WANT SIDE SHOW OPERATOR
Address: North Birmingham, Ala.

FLORIDA AMUSEMENT CO.

Can place few legitimate Concessions. Sebring Fair, this week; Melbourne, March 4th through 9th; Plant City, March 14th through 23rd; Wauchula Cucumber Festival, April 8th through 13th; then our Northern route. All addresses:
Sebring, Fla., this week.

SHOOTING GALLERIES

and Supplies for Eastern and Western Type Galleries. Write for Circular.

G. W. TERPENING
137-139 Marine Street Ocean Park, Calif.

Michigan Showmen's Association
3153 Cass Avenue, Detroit

DETROIT, Feb. 23.—President Stahl presided at the Monday (18) meeting. With him on the rostrum were Past Presidents Dickstein and Lippe, Vice-President Robert Morrison and Treasurer Rosenthal.

Everyone was sorry to hear of the death in an apartment fire of Lew (Gordon) Sukiennik. Services were held Tuesday (19) and burial was in the Chased Shel Emes Cemetery here. Memorial service will be held in the club Monday (25).

Plans for the spring carnival and festival for the building fund are going ahead. Rides will be donated by operators in this territory for use in the festival. Others have promised to donate their services, shows and concessions.

Newly elected members are William Osborne, Sidney Tendler, Herman Weinstein, Robert Templeton and Elmer Shier. Secretary Bernhard Robbins is visiting his family in New York. Treasurer Rosenthal has returned from a trip to New Orleans. Maj. Bobby Cohen was present at the meeting. He will be discharged shortly. He plans to settle on the West Coast. Corporal Sobol is on furlough and recently visited the rooms.

International Showmen's Association
Maryland Hotel, St. Louis

ST. LOUIS, Feb. 23.—First Vice-President Earl H. Bunting, who came down from Ramsey, Ill., with Mrs. Bunting to be on hand, presided at the short business session, immediately after which, club members, together with members of Missouri Show Women's

Miami Showmen's Association
236 W. Flagler St., Miami

MIAMI, Feb. 23.—General discussion of new building project was the principal business item at the regular meeting, Sunday (17), with Milt Morris, Sam Applebaum, Leo Bistany, Sol Salsberg, Bill Cowan, Joe Ross, Ed McMillan and Dave Fineman participating. Members were assured that funds raised for this purpose will be placed in the general fund in order to avoid a "freeze" in a special fund.

President Bob K. Parker and Secretary Milton S. Paer were in attendance and on the dais with them were Maj. Robert Cohn, Ed McMillan, Michigan Showmen's Association; ex-servicemen Irving Salsberg, Norman Wolf and Bernie Mendelson, and Pat Purcell, of *The Billboard*.

Chair recognized the receipt of a gift of a new spinnet piano from the Ladies' Auxiliary. Irving Katz attended after a long illness. Twenty-one new members were elected by the board of governors. They are Charles H. Nicholas, David Barfield, Justin Van Vliet, Sam Clark, John D. Sheesley, Thomas Corcoran, J. A. Morton, E. W. Lesser, Glenn L. Burchert, Francis Arthur Woods, Avory V. Christie, David Bloom, Harry B. Julius, Sammy Glickman, Ward W. Setzer, John W. Hawthorne, Robert S. Pyne, Norris N. Hill, Dan Moffett, Charles Magid and N. P. Raymond.

It was announced that new members obtained before June 1 will be initiated for \$5, with the fee to be raised to \$15 after that date.

Club, gathered for the Valentine Party. Nearly 300 attended with the show women serving a buffet luncheon after exchange of valentines and different games were played. Following the luncheon dancing prevailed until early morning.

GOLD MEDAL

Opening Saturday, April 6th, at Columbus, Mississippi

WANT FOR GOOD ROUTE OF STILL DATES AND FOLLOWING FAIRS STARTING JULY 22nd

CHAMPAIGN COUNTY FAIR

- Urbana, Illinois
- COLES COUNTY FAIR**
- Charleston, Illinois
- LOGAN COUNTY FAIR**
- Lincoln, Illinois
- ALL-IOWA FAIR**
- Cedar Rapids, Iowa
- FREEBORN COUNTY FAIR**
- Albert Lea, Minn.
- MERCER COUNTY FAIR**
- Aledo, Illinois
- NEWTON COUNTY FAIR**
- Kentland, Indiana
- RICHLAND COUNTY FAIR**
- Olney, Illinois
- GIBSON COUNTY FAIR**
- Trenton, Tennessee
- COLUMBUS DISTRICT FAIR**
- Columbus, Miss.

With Four More Mississippi and Louisiana Fairs To Follow



WANT SHOWS—Side Show, Wild Life, Unborn, Hillbilly, Big Snake, Fun House and other meritorious attractions. Manager for Girl and Posing Shows. Will furnish tops, fronts and transportation if necessary.

WANT RIDES—Rolloplane, Octopus, Spitfire. Red Brady, Geo. Lucas, Bert Britt, Toney Klausen, David Prevost, Charles Brasch, wire.

Want Ride Help that can drive semis.

WANT CONCESSIONS—Legitimate Stock Concessions.

We have for sale three 5 KVA. Hobart Bros. Light Plants, Gasoline Driven, Water Cooled, 110/220 single or three phase. These plants are practically new and have seven dials on Panel Board. We also have for sale two All Steel Semi-Trailer Busses, thirty-five foot long, drop frame and several thirty-three foot Semi-Trailer Busses, drop frame, suitable for concession-stock or living trailers, all priced to sell.

Address OSCAR BLOOM, P. O. Box 32, Columbus, Miss.

JOHN R. WARD'S WORLD'S FAIR SHOWS

30-CAR RAILROAD SHOW

WINTER QUARTERS NOW OPEN, JACKSONVILLE, FLA.

WANT Scenic Artists and Builders, Foremen for Moon Rocket, Spitfire and Live Pony Ride. Tom Huey, answer. Workingmen in all departments. Train Help contact Bill Harvey.

Want Managers for high class Girl Revue and Posing Show. Will book Snake Show, War Show or any other good Grind Show.

Ray Cramer can use Novelty Acts or one outstanding Freak, and capable Ticket Sellers for Side Show and Illusion Show.

All Concessions Contact HOWARD PIERCY, Concession Manager.

W. B. Starr, Legal Adjuster; Frank J. Lee and Eddie Yeager, Please Write.

JOHN R. WARD

P. O. BOX 1445

JACKSONVILLE, FLA.

FOR SALE

- 4 72-Ft. Warren Tank Car Steel Flats.
- 1 Railroad Berth Car.
- 1 Railroad Private Car.
- 1 Special Built Boomerang.
- 1 Caterpillar Ride (rebuilt into Streak Ride; operates without tunnel).
- 1 Complete Eating Stand, Size 16x20, with New Green Vivatex Canvas Top, Stools, Coffee Urn, National Cash Register and Other Miscellaneous Equipment.
- 1 Globe of Death (no Motorcycles).

This Property Is Stored at Fair Grounds in Shreveport. Address

B. S. GERETY, P. O. Box 1434, Shreveport, La.

GROVES GREATER SHOW

JENNINGS, LA., 2 WEEKS, FEBRUARY 25 TO MARCH 9

Want Corn Game Operator, Foreman for Merry-Go-Round that can handle truck and semi; top salary. Will book American Palmistry with other ten-cent Stock Concessions. Want to hear from Organized Minstrel Show. Will pay cash for Allan Herschell 10-Car Kiddie Auto Ride.

ED GROVES

WANTED WANTED WANTED

MIAMI'S OUTSTANDING EVENT

DADE COUNTY FAIR

Operating Day and Night—Opening March 9 Thru 17—150,000 Attendance

Expected—Horse Show, Cattle Show, Agriculture, Merchants' and Manufacturers' Exhibits.

All Concessions open, Pitchmen, Sheetworkers for inside building and on the ground. Novelties, Scales, Grab Joints, Floss or any other money-making Concessions. Wire or write quick for reservations.

ENDY BROS.' SHOWS

Want Foremen for Merry-Go-Round, Rolloplane and new Caterpillar, also General Show Help. Want Monkey Show; have equipment. Want Billposter with own truck. All address

DAVID B. ENDY, 743 Seybold Bldg., Miami, Fla.

Blue Grass State Shows

A RED HOT 4th OF JULY CELEBRATION

Pride of Old Kentucky

FEATURING BIG FREE ACT NIGHTLY

★ ★

April opening with Choice Route of Celebrations, Homecomings in Coal Mining and Smoke Stack Money Spots.

★ ★

THEN OUR BIG ROUTE OF BONA FIDE FAIRS IN KENTUCKY, INDIANA, TENNESSEE WANTED: Shows with oyn outfits; one more Flat and two Kiddie Rides. Liberal percentage.

WANTED: No. 5 Wheel Foreman, top salary. Can also place Second Man on all other rides.

All Legitimate 10c Stock Concessions Open, \$20 per week.

Candy Floss and Diggers Open on Exclusive Basis.

Bingo, popcorn, peanuts, palmistry, candied apples, snow cones and photos have been sold. We have no office-owned concessions.

We carry no rackets. If you can stand prosperity and want a real bank roll, let us hear from you. Get with a winner!

Address

C. C. GROSCURTH, Gen'l Mgr.

403 EAST 9TH ST.

OWENSBORO, KY.

HAMILTON, CANADA CENTENNIAL

July 1st to 6th Six Big Days and Nights

The "Jubilee" in 1927 Was Big — But the "Centennial" Will Be Better!!!

**IT WILL BE THE BIGGEST CELEBRATION
IN NORTH AMERICA**

Locations will be on the Main Streets—the Market Square around the City Hall and the Court House Square.

EVENT SPONSORED BY CITY OF HAMILTON WHICH IS SPENDING \$75,000.00 TO PUT IT OVER!!!

We are now selling space for legitimate Merchandise Concessions and Refreshment Stands.

Will sell exclusive on Novelties, Scales and Guess Your Age.

We want to book one outstanding show for this event. Will buy Cannon Act or any other thrilling attraction.

We will purchase Kiddie Ferris Wheel, Chair-o-Plane or other Kiddie Rides.

Communicate with

J. W. "PATTY" CONKLIN

Hamilton Centennial, 92 King St., E., Hamilton, Ont., Canada

WANTED TO BUY

3 ABREAST MERRY-GO-ROUNDS — 5 OR 12 FERRIS WHEEL
1 SMITH & SMITH CHAIRPLANE
GIVE CONDITION AND PRICE OF EACH — WRITE OR WIRE

5 THORPE STREET **CARLO J. ROSS** DANBURY, CONN.
Business Tel. 3635 Residence Tel. 3467 J

HUTCHENS MODERN MUSEUM WANT FOR SALE

Lecturer who can handle Big Side Show and sell Blade Box. Salary and percentage. Also one Ticket Seller who can drive Straight Job Truck. Show opens last week in April in Joplin and will close in November in the South.

Address: JOHN T. HUTCHENS, P. O. BOX 106, CASSVILLE, MO.

Used Pit Show Top, 22x135 ft. Top in four pieces; 8 ft. wall in six pieces. All in fair shape with bags for all. Also some Pit Show Banners, 8x10, 10x10, 8x12; all in fair shape and cheap. Reason for selling because am getting all new canvas and banners for my show this season.

Address: JOHN T. HUTCHENS, P. O. BOX 106, CASSVILLE, MO.

MAD CODY FLEMING SHOWS

WANT AT ONCE

Wood Worker that can do cabinet work. Scenic Artist that can also letter and Plain Brush Painter. Few Stock Concessions open. Season will open April 27, close November 2. 18 Still Dates and 9 Fairs.

Address **MAD CODY FLEMING, Box 4, Hickox, Ga.**

WANTED TO BUY FOR CASH

FERRIS WHEEL, MERRY-GO-ROUND, CHAIROPLANE, KIDDIE RIDES
Want foreman for Ferris Wheel and help in all departments. Season opens first week in April.
APPLY

SAM TASSELL

5839 WALNUT STREET

PHILADELPHIA, PA.

JOHN K. MAHER MIGHTY MIDWAY SHOWS

WANT

WANTS SHOWS AND CONCESSIONS. 19 WEEKS OF SOLID BOOKING IN ILLINOIS AND MISSOURI. CAN USE THE BEST RIDE HELP AT THE BEST WAGES. THIS SHOW WILL CARRY FROM 8 TO 10 RIDES. PHONE: GARFIELD 4576.

JOHN K. MAHER, 1339 SO. BROADWAY, ST. LOUIS, MO.

Winter Quarters

O. C. Buck

TROY, N. Y., Feb. 23.—With the return from Miami of Oscar Buck, preparations for the season, opening April 15, have been thrown into high gear. Midway line-up is scheduled to include 12 rides and 10 shows, among new attractions being a Whip, Catterpillar, Spitfire, Kiddie Ride and Chairplane.

New show fronts are being constructed for the *Follies* and Minstrel Show, and a new long-range shooting gallery is also being built. Several new light towers have been purchased. New all-steel office trailer will be another 1946 attraction.

Sid Goodwaldt is slated to arrive from the South soon to commence construction of a cookhouse to replace the one lost by fire at Malone, N. Y., last summer. Whitey Sutton will manage the Side Show and Snake Show, with his wife scheduled to handle the iron lung. Mr. and Mrs. Charles Johnson will manage the *Follies*; Billy Cornel, the minstrels, and Speedy Williams will operate the Motordrome.

B. & V.

GARFIELD, N. J., Feb. 23.—Work started on fronts for a new girl revue and Side Show. Latter will have a 120-foot banner line and new flame-proof canvas.

Carl F. Lauther has placed his popcorn and custard concessions with the shows, and H. W. (Bill) Jones has booked his Bingo units. Albert Steiner signed his new cookhouse. Art Clark has booked his Illusion Show, and Hiller brothers closed for their Peep and Snake shows.

Mr. and Mrs. Van Vliet made the fair meetings at Reading, Pa.; Buffalo and Albany, N. Y., and reported closing contracts for Oswego, Caledonia, Angelica and Brookfield fairs, all in New York.

Tatham Bros.

ATLANTA, ILL., Feb. 23.—Two new Ford trucks will be delivered soon. In the meantime, work here in quarters is going ahead and all trucks used last year are being repaired and repainted.

Owner K. M. Tatham recently returned from a booking and buying trip, reporting purchases of a factory-rebuilt Merry-Go-Round. It is hoped the new Ferris Wheel will be delivered in time for the opening. New Flying Swings and the miniature train have arrived. Show will go out with 4 office rides, 2 independent rides, 3 shows and 25 concessions. Two new major rides have been ordered but no delivery date has been promised.—MICKEY WILSON.

J. P. M. Amusement

CONCORD, N. H., Feb. 23.—Work in quarters has been going along smoothly. Skeleton crew has been at work since December 1. Whitey Browne, after three years overseas, and his crew are building two modernistic panel fronts for his Girl Show. William Burke has put finishing touches on his new Athletic Show and is now getting the 10-in-1 ready. Show's staff includes William E. Muldoon, general manager; Stephen Decker, general agent, and James T. Mitchell, secretary-treasurer.

Parada

CANEY, Kan., Feb. 23.—A grass fire on a lot adjacent to shows main quarters building threatened three rides and several trucks parked there, but the local fire department, located less than a block away, came in time to bring the flames under control and only one truck bed was damaged.

Tires on a semi trailer, which contained one of the Ferris Wheels, were damaged.—EARL L. McREYNOLDS.

Johnny J. Jones

AUGUSTA, Ga., Feb. 23.—Full scale work is under way here with a crew of 40 men under Superintendent Del F. Lambkin. Four new all-steel Diesel wagons have been completed and are ready for the seven new Diesel plants, purchased recently from Fabick Company, St. Louis.

Tom Finch's paint crew is working on (See **JOHNNY J. JONES** on page 86)

Alamo Expo

LAREDO, Tex., Feb. 23.—Much rebuilding is being done because of the fire which destroyed several trucks, monkey circus and other equipment. Terry Martin reports a good fair route. Benny Hyman is speeding up work.

Shows' Funhouse and Octopus are playing Laredo (Tex.) Celebration with Greater United Shows. Andy Custer has his bumper store here. Manager Jack Ruback and Tony Kitterman made the Houston Stock Show and were guests of Bill Hames, Hames' Shows. Manager Ruback says the Hollywood Circus, which was destroyed in the fire, will be replaced. Joe (Palukia) Ulcar is in San Antonio readying his concessions. Mr. and Mrs. Eddie Boothman, who have the Funhouse at Laredo, were host to a party in Mexico. Elmo Williams has his concessions books for the Fort Worth show. Shows will carry 10 rides, 10 shows, 50 concessions and Miller Duo, free act. Org will have its own new Diesel light plants.—TED CUSTER.

RAILROAD CARS FOR SALE!

Have for sale the following Railroad Cars, formerly used on Arthur Bros' Circus:

1 72-Foot All-Steel Stock Car . . . \$4000.00
1 72-Foot All-Steel Flat (Warren Tank Co. Loading Flat with Runs) . . . 3500.00
2 74-Foot All-Steel Flats (Formerly Whale Show Cars). Each . . . 2500.00
1 72-Foot Steel Flat . . . 2500.00
1 72-Foot Private Car (Formerly Owned by J. W. Conklin) . . . 4000.00
3 66 to 70-Foot Coaches. Each . . . 2500.00

These Coaches have all-steel underframes with drop center I beams. Two coaches are built each with four staterooms and five lengths of berths, the third is a combination berth and privilege car.

Also have for sale a number of Circus Wagons, including two all-steel 20-foot long van type Springfield Wagons, rubber tired, with 9:25x20 tires; also one Springfield built, rubber tired Caterpillar Dolly, built to haul D 7 cat.

Price \$800.00 Each.

Wire or Write

LOUIS GOEBEL

Camarillo, California

WANT

ATLANTIC EXPO SHOWS

Not the largest but the best. Opening March 4th at Miami. Will pay cash for a good Merry-Go-Round with or without transportation, 32 or 36 feet in diameter. Can use some reliable Ride Men now. The best Rides on the road, and top pay, one boss, no arguments. Click Deaver, wire or come. Can use a few more Slum or Stock Concessions for the season: Ball Games, Fish or Duck Ponds, Devil Bowling Alley, High Striker, Bumper, Mug Joint, Slum Spindle or any Stock or Slum. No graft at all here on this show at no time. All that have contract with me, this will be the opening. Wire or write all correspondence to

Walter McKinnon, Mgr.

P. O. Box 443, Buena Vista Sta., Miami, Fla.

WANT TO BUY

Two-Abreast Merry-Go-Round, Little Beauty preferred. Must be in good condition. Cash. Want Free Act. Charles De Fill, write.

HENRY BUSHAY

American House Fitchburg, Mass.

W. G. WADE SHOWS

NOW CONTRACTING FOR 1946

Opening Early in May.

19199 Woodingham Dr., Detroit 21, Mich.
Telephone: UNIVERSITY 4-0655

World of Pleasure Shows

Now Contracting for 1946

Opening in April—Vicinity of Detroit.

JOHN QUINN, Mgr.

100 Davenport St. DETROIT 1, MICH.

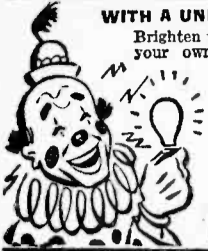
GEM CITY SHOWS

NOW CONTRACTING FOR

1946 SEASON

Address: Permanent Winterquarters, Quinoy, Ill.

LIGHT UP!



WITH A UNIVERSAL LIGHT PLANT
Brighten up for more business! Make your own electricity at less than city rates. Universals are reliable, economical—handle from 10 to 500 bulbs. Light in weight, compact, low in price—a Universal will pay for itself in short time. Get free literature!

Universal LIGHTING PLANTS

UNIVERSAL MOTOR COMPANY
426 Universal Drive Oshkosh, Wisconsin

POPCORN Per 100 Lbs. **\$10.00**

BOXES, 10c per 1000..... \$6.00

SEASONING LIQUID or SOLID
Also BAGS — SALT — MACHINES, etc.
25% DEPOSIT WITH ALL ORDERS.

J & N POPCORN SPECIALTIES

"The House of Quality"

6335 S. Western Ave. Chicago 36, Ill.
Hemlock 3211—Hemlock 3212

WANT-WANT-WANT

Sound Equipment Man who can keep equipment up, drive semi truck. Must be sober and reliable. Good salary, long season in California.

Can Place at Once

NIGHT GROUNDS OFFICER. Prefer man who has had Military Police experience, who can wear special officer uniform, act as gate man and handle crowds. Good salary to right man. Address:

CRAFTS SHOWS

El Centro, Cal., week of Feb. 26; then per route.

WANTED

For Minstrel Show with Cavalcade of Amusements. Will place Musicians, Chorus Girls, Blues Singer, two good Comedies; also outstanding Dancing Team and Specialty Acts. Horahel, Dusty, Harry, Gilda, Janis Madison, Robert Terrel, Grace and Tommy, all get in touch with me.
Show opens March 30th.

FRED SAWYER, Mgr.

Minstrel Show, Cavalcade of Amusements
Pascagoula, Miss.

Tivoli Exposition Shows

CAN PLACE Ten-in-One, Monkey, Girl, Fun House and other shows of merit. Cookhouse, Bingo operator and concessions that do not conflict. Ride men who can handle semis.

Address: H. V. PETERSEN, Mgr. Tivoli Park, Joplin, Mo.

CAN PLACE

Shows with own outfit, Second Men on Rides and small Cook House or Grab Joint. Winter quarters will open March 15.

M. A. SRADER

Box 1895, Wichita, Kansas

FOR SALE

8'x12' Top; 8' Wall, Bally Cloth and Frame; Khaki, \$100.00. 10'x12' Top, Bally Cloth, Frame, Fireproof Canvas (only used 1 week), \$125.00. Address DENNIS O'LEARY, c/o M. S. Kaufmann, Route No. 2, Buechel, Ky.

WANTED

SHOWS, RIDES, CONCESSIONS
Foremen for Tilt-A-Whirl, Merry-Go-Round and Ferris Wheel. And other Ride Help.

MOUND CITY SHOWS

1417 GRATTAN ST. ST. LOUIS 4, MO.

GRIND STORES WANTED

PHOTO GALLERY AND PALMISTRY
MERRY-GO-ROUND FOREMAN
FOR SALE—25 KW. SURE LIGHT PLANT
MIKE ZIEGLER

Hotel Millner Philadelphia, Pa.

AT LIBERTY

3 Stock Stores, 1 Photo Machine, Sound Car.
Contact

FRED BELL

Ocala, Fla.

John Francis

ST. LOUIS, Feb. 23.—With the opening scheduled about March 21 here, work is going ahead in quarters. Les Henderson, mechanic, has the trucks in tip-top shape. Walter Karnes has his Motordrome ready, with three new motorcycles.

Show will carry 10 rides, 6 shows and several concessions. Whittle Lutz is building a trailer for his toasted sandwiches. He also has his bingo ready. Lutz's wife and his son-in-law and daughter, Wallace and Mary Lucille, visited at quarters. Mrs. Lutz has palmistry on the show. Other visitors were Esther Sapronda, Ray McLean, Mr. and Mrs. Ken Murray, Mr. and Mrs. Gibson, Mr. and Mrs. Carmichael, Jim Shelton, Tom Davis and Mr. and Mrs. Don Martin. Pat Patterson, Robert Crist and Whittle and Blackie are doing the repairing and repainting.—BERTHA WILES.

Regal Expo

UNION CITY, Ga., Feb. 23.—Fifteen people are working in quarters and work is going forward. Shows are booked solid until the third week in November, with a good route of fairs. Mrs. Scott was in Miami for a few days on business. While there she met many friends she hadn't seen in years. On her return trip she was an overnight guest of Mr. and Mrs. Charles Rock, of Jacksonville, Fla.

Arthur Stickel, who has been on the sick list is much better. Earl Chapman's car was appropriated and located in Arizona. Gene Haerlin, Dayton, O., visited quarters while en route from Miami to Dayton.—MARGARET EVELYN JAMES.

J. A. Gentsch

NATCHEZ, Miss., Feb. 23.—Work has been speeded up in quarters here so that about half the ride trucks are loaded and ready for March 4 opening at Forest, Miss. Two new light plants will be delivered at Forest.

Cookhouse, which was partially burned January 13, has been rebuilt, under direction of Bob Walker, and is ready for the opener. Food will be prepared in the trailer and served under a new cookhouse top which was designed and built by Ed Rogers. Roy Hawkins will again manage the cookhouse.—NORMAN LAWRENCE.

Dumont

DUMONT, N. J., Feb. 23.—Work in local quarters is well under way and shows are planning a number of improvements for the 1946 tour. Two new rides have been ordered for early delivery, and organizations will open here about the middle of March. All shows have new canvas and several new panel fronts are being built.

George Collins, the Miracle Man, has inked his Side Show and among unit's features will be a new light set-up.

James E. Strates

MULLINS, S. C., Feb. 23.—Work is progressing at quarters, which have three big buildings, two large tents and 115 men working day and night and Sundays to get shows ready for opening at Washington April 3. Shows will open with 19 major rides, 6 kiddie rides, 18 shows, featuring Nate Eagle's *Midget Hollywood Revue*, and Claude Bentley's Side Show and Fat Show.

Doc Hartwick is rebuilding his Wild Life and Snake Show. C. A. Stephens (See JAMES E. STRATES on page 86)

B. & C. Expo

HEMLOCK, N. Y., Feb. 23.—Shows will open the season May 4 in Elmira, N. Y., and follow with a stand in Corning, N. Y., and two Rochester, N. Y., spots. Shows also are holding contracts for three county fireman's conventions. Contracts also have been signed for the midway at big Monroe County Fair, Rochester, N. Y.

Manager D. Barnes and General Manager M. N. Colegrove have returned (See B. & C. EXPO on page 86)

Wonder Show of America

LITTLE ROCK, Feb. 23.—Mr. and Mrs. George Golden and family have arrived from Miami and George is building a new concession layout. Sammy Lowry has his Motordrome up in the air and it is being painted. Sammy is adding his (See WONDER SHOW on page 86)

STOP! LOOK! LISTEN!

WANTED DOUGLAS GREATER SHOWS WANTED

1946 Season Opening April 15

15 OUTSTANDING FAIRS AND CELEBRATIONS

in the Northwest. Short jumps, no strikes, all working, all good money territory, including biggest fair in the West,

PUYALLUP, WASHINGTON, FAIR

9 BIG DAYS AND NIGHTS—CAPACITY CROWDS

also

EVERETT, WASH., ANNUAL 4th JULY CELEBRATION

WANT Shows of merit with or without equipment. Slim Johnson, Milo Anthony, write. Charlie Albright, Elmer Hascombe, wire.

WANT Pony Ride and non-conflicting Rides.

WANT Arcade, Lead Gallery, Short Range or Air Guns, Jewelry and Wire Workers. Scales.

WANT Manager for Cook House.

WANT Experienced Lot Superintendent and sober Ride Help that drive Semis; top salary and bonus.

CONCESSIONS, write; no flats.

Big Celebration—State Strawberry Show
LEBANON, OREGON, MAY 30, ON THE STREETS
Astoria Water Regatta and Salmon Derby
ASTORIA, OREGON, ON THE STREETS

Winter Quarters now open, 10 miles north of Tacoma, Wash., Highway 99

Write

O. E. DOUGLAS, Owner, or FRANK WARD, Gen. Agt.
ROUTE 5, BOX 870 Phone Des Moines 3582 KENT, WASH.

10 RIDES—PENN PREMIER SHOWS—9 SHOWS

Can place Fly-o-Plane, Spitfire or Octopus. Concessions—Diggers, Age, String, Hoopla, Cork Gallery, Ball Games, Photo, Dart Balloon and Percentage. (WILL SELL EX ON 2 WHEELS.)

Want for Office-Owned Side Show, Fire Eater, Sword Swallower and one Act to feature. This show will be managed by Walter Paul. Acts who worked for him before, write.

Lew Van wants 4 Girls for Revue and 3 for Posing. Work guaranteed all winter in Florida night clubs. Address all above mail to PENN PREMIER SHOWS, winter quarters.

Can place Man to Manage Motor Drome with Riders (good proposition). Can place Talkers, Canvasmen and other useful Help in quarters. Can place Monkey Show (Shaw, write), Fun House, Snake, Iron Lung or Penny Arcade

CAN PLACE A GOOD GENERAL AGENT THAT HAS A CAR. State all in first letter. This Show will play mostly Veteran Celebrations all season. Address all mail to LLOYD D. SERFASS, Gen. Mgr., Stroudsburg, Pa. THE ONLY Show Owner and Manager to serve in the U. S. Marines in combat territory and store his show.

HELP WANTED

Foremen and Second Men for Kiddie Auto and Train Rides. Young married men preferred; Concessions for wives. Veteran and wife for Photo, will train. Write to

J. HAYDEN WIGGS

P. O. BOX 505

SELMA, NORTH CAROLINA

A. M. P. SHOWS

Opening March 1-9, Waycross, Ga. 8 Big Nights. American Legion Building Fund. All persons contracted come in. People who worked for Mike Bosco, contact. Cook House Help wanted.

A. M. PODSOBINSKI

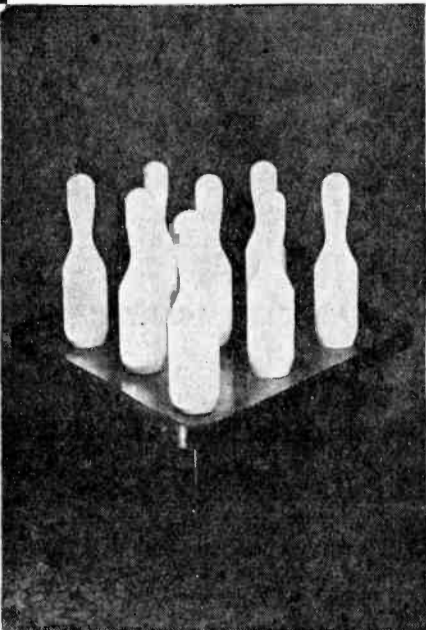
Waycross, Ga.

DON FRANKLIN SHOWS

Opening March 2 for 9 days Rosenberg, Tex.; Wharton to follow. Want Ride Help for Parker Baby Q, #5 Wheel, new Spitfire, new Kiddie Auto, Want to book clean Shows with own outfits, 25% for season. A few Stock Concessions still open.

Address DON FRANKLIN, Owner-Manager

LOOK LOOK LOOK THE EIGHT PIN-BALL GAME



Attention — Concessioners, Parkmen: Something new and different. Be the first on your midway with this new game. This game works the same distance as any ball game. You can work it for 10c, 25c and 50c. Complete instructions with every set. The pins are made from cured maple

\$29.00 FOR ONE SET; \$50.00 FOR TWO SETS, COMPLETE WITH STAND

\$10.00 Deposit on Each Game, Balance C. O. D.
Shipping Weight 50 Pounds.

MYSTIC BLOCK COMPANY

2917 SO. LYNDALE MINNEAPOLIS 8, MINN.

STAR AMUSEMENT COMPANY NOW BOOKING FOR 1946 SEASON

Opening in March. Want to book Rides that do not conflict. Will book Mechanical Show, Snake Show, Monkey Show and other Side Shows. Want legitimate Concessions of all kinds, String Joint, Guess Your Weight, Hoop-La, Country Store, Fish Pond, Darts, Bumper and other ten-cent Concessions. Will give X to Bingo. Playing all good strawberry towns in strawberry season. All replies contact:

MELBA BURNS, STAR AMUSEMENT CO., Rt. 2, Box 143, Judsonia, Ark.

WANTED—A CARNIVAL

For a Big American Legion 4th of July Celebration

W. A. OGLESBY, Adjutant, Aurora, Missouri

NICK'S UNITED SHOWS

OPENING APRIL 15th

Can place a few more Ten-Cent Concessions. No Ball Games or Mitt Camps. Can place Girl and Posing Shows. Have for Sale—Bingo, complete, size 24x42, new canvas, good white pine frame, P.A. set, new cards, cage, velvet, all ready to operate, with truck to haul same on, all for \$1,200.00. Will book same on my show, \$65.00 weekly. Also have 14 by 14 foot Cook House, complete with truck to haul same on, \$1,000.00. All address:

S. W. NICKERSON, ANDERSON HOTEL, ANDERSON, IND.

WANT SHOWS

Will furnish complete outfits and transportation for Girl Revue, Side Show, Mechanical, Reptile, Wild Life. What have you? Want Truck Mechanic, Foremen for Whip, Spitfire, Chair-o-Plane, Ferris Wheel, Kiddie Rides, Semi Drivers and Ride Help. Top wages and long season. Want Concessions—Custard, Guess Your Age and Weight, Potato Chips, Candy Floss, Novelties. Want Free Act. Also Man to take charge of Diggers. Want to buy Pop Corn outfit. Winter quarters open.

All Address:

HARRY HELLER

BOX 6, CAMPGAW, NEW JERSEY

PHONE: WYCKOFF 752-W

MOORE'S MODERN SHOWS

NOW BOOKING FOR COMING SEASON, OPENING IN SOUTHERN ILLINOIS APRIL 13
WANT COOKHOUSE AND CONCESSIONS WORKING FOR 10¢. WANT FOREMEN FOR
NEW 1946 MODEL OCTOPUS AND ROLL-O-PLANE. HAVE OUTFITS FOR 10-IN-1,
GIRL SHOW AND ATHLETIC SHOW.
WILL BOOK OR BUY MERRY-GO-ROUND, OR WILL BOOK ANY RIDE NOT CONFLICT-
ING WITH FERRIS WHEEL, MIX-UP, OCTOPUS, TRAIN, KIDDIE CARS AND
ROLL-O-PLANE.
10 FAIRS STARTING IN INDIANA, JULY 17, ENDING IN ARKANSAS, OCTOBER 22
Our Fairs are in Indiana, Michigan, Illinois, Missouri and Arkansas
All Address: JACK B. MOORE, Mgr., BOX 388, PARMA, MO.

SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Communications to 155 No. Clark St., Chicago 1, Ill.

Conklin Heads Hamilton, Ont., Amuse. Zone

HAMILTON, Ont., Feb. 23.—Centennial Celebration to be held here July 1-6 will feature an amusement zone under direction of J. W. (Patty) Conklin, Conklin Shows, it was announced this week by committee members, headed by Col. Dennis Whitaker. Funspot locations will be on the main streets downtown, including the Market Square, adjacent to the city hall, and the courthouse grounds.

Civic authorities are working out plans to close streets and designate areas to traffic. A pretentious program of free attractions is being lined up and name bands will be booked for a series of dances.

Program, as currently outlined, makes places for every phase of outdoor activity, including a pageant, fireworks, yachting and track and field sports. Committee in charge is planning an expenditure of \$75,000 on the event. Last municipally planned celebration was the Jubilee held in 1927, which proved an overwhelming success.

Local officials have set up a comprehensive advertising program, utilizing many national periodicals, and other vehicles are being employed to bring native Hamiltonians back home for the celebration. Authorities believe the return of many servicemen and their war brides to their homes will be one of the unique features and will tend to strengthen the idea of the Centennial reunion.

Halifax To Appropriate For 200th Anniversary

HALIFAX, N. S., Feb. 23.—Sum ranging between \$100,000 and \$250,000 will be appropriated for observation of the 200th anniversary of this city. Definite amount will be decided by the city council, which will also name committees.

Texas Rodeo Gets Stock

SAN ANGELO, Tex., Feb. 23.—Sixty bucking horses have been sent here for the 13th annual San Angelo Fat Stock Show Rodeo February 28-March 4. They were shipped from Sierra Blanca, Tex., by Earl and Jack Sellers, of Del Rio, Tex., who will be rodeo directors. John Jordan, of Arizona, will be announcer and Mrs. Gwenn Jordan, secretary.

Gooding Gets Jubilee

FORT RECOVERY, O., Feb. 23.—The Harvest Jubilee Committee announces it has signed with the F. E. Gooding Amusement Company to furnish the rides and shows for this year's jubilee, July 22-27. This marks the first time the event has been held since the war.

Clearwater Plans Show

CLEARWATER, Fla., Feb. 23.—Chamber of Commerce officials here are planning a Water Front Carnival for late March or early April. Event will be modeled on lines of similar carnivals at St. Petersburg and Sarasota.

Want Superintendent

For 6 Rides, 1 location. No ups or downs. Must keep rides and motors in good operating condition. Also WANT RIDE OPERATORS. No drinkers or chasers tolerated. CAN PLACE NEAT GRAB JOINT, POP CORN, JEWELRY, LONG RANGE GALLERY, PHOTOS, ETC. GOOD OPPORTUNITY FOR PENNY ARCADE. WILL BOOK OR BUY FOR CASH—CHAIR-PLANE, PONY RIDE, TRAIN RIDE OR ANY RIDE NOT CONFLICTING. This location is opposite city of Detroit's largest park. **VIC HORWITZ**

Detroit Hotel DETROIT 1, MICH.

CARNIVAL WANTED

Big carnival for week July 1-6, during Lions' Club 8th Annual Homecoming. Lions give \$2000 worth of radio and stage talent, plus fireworks free to draw crowd. One of biggest crowd attractions in Central Illinois. Write

LION WESTON ROODHOUSE, Chairman
White Hall Lions' Club White Hall, Ill.

Swift Current Frontier Days Back; Beards, Too

SWIFT CURRENT, Sask., Feb. 23.—Frontier Days celebration will again be sponsored by the Swift Current Kinetic Club.

To publicize event, males of the city will grow beards starting March 1. Same stunt in 1938 garnered much publicity.

WANT CARNIVAL!

For Annual Lions Club Festival and Society Horse Show, August 19, 20, 21, 22. No racket. 25-cycle current.

Contact DON R. LITTLE at once,
Dallas City, Illinois

WANTED

Rides and Acts for two or three-day

AMERICAN LEGION

HOMECOMING CELEBRATION

First week in June at Harrison County, Indiana, Fairgrounds. Write
EUGENE E. FELLER, Chairman, Entertainment Committee, Box 173, Corydon, Indiana.

WANTED CARNIVAL

for Celebration on 2nd, 3rd and 4th of July at Pipestone, Minn. Will have to play behind a 25c gate. Write or wire

H. C. PETSCHON, Adjutant
Pipestone, Minn.

WANT RIDES

Street celebration, last split in any week—July 17th to Aug. 24th. Average 1945 attendance 3000 daily. Resort area. Write

Chamber of Commerce
Dowaglac, Michigan

FOR SALE

No. 5 ELI WHEEL

With Transportation, All in A-1 Shape

F. M. SUTTON
OSCEOLA, ARK.

MERRY-GO-ROUND FOREMAN WANTED

Top salary for capable man.

Contact immediately.

WONDER SHOWS of AMERICA
P. O. Box 21 Little Rock, Ark.

FOR SALE

ELECTRIC PENNY PITCH COMPLETE

Hexagon top and frame in best blue canvas with bally, awning rods, hexagon copper board, fluorescent lights. Outfit complete ready to set up and operate. Used 6 weeks only last season. **CHEAP FOR CASH.**

ART SIGNOR

BOX 782 MUSKOGEE, OKLA.

WANT CARNIVAL

For American Legion

4TH JULY CELEBRATION

3 — BIG DAYS AND NIGHTS — 3

July 4-5-6

Grandstand shows afternoon and night all three days. Show must have 10 Rides, Six or Eight Shows, Clean Concessions. **NO GRIFT.** Address **ROSS ANDERSON**, Chairman, Olney, Ill.

WANTED

Independent Rides, Acts and Concessions for Old Time Carnival, Aug. 1-2-3. Everything open and sponsored by the Legion. Write

WM. GROTH, Charter Oak, Ia.

H-M Hikes It Higher by 8G For Memphis

Gross Hits 80G in Bow

MEMPHIS, Feb. 23.—It wasn't the Memphis Blues they were singing here Thursday (21), as Bob Morton and his Hamid-Morton Circus org pulled stakes for Milwaukee after a fourth and record-breaking indoor stand under Al Chymia Temple auspices at Municipal Auditorium.

Gross for the season opener date, which closed Wednesday (20) night after the annual week's run, hit a classy 80G, up \$8,000 over last year's previous high of \$72,000, Morton reported. He estimated that 70,000 white patrons and 10,000 colored attended. Auditorium, geared to a 5,400 capacity, was scaled \$1.20, \$1.80 and \$2.40, with the kids going for half-a-buck at matinees.

Show set another mark Monday (18) afternoon when two matinees were required to satisfy the estimated 10,000 Negro children who came for the performances.

Final six sessions were turnaways.

Advance promotion, handled by Vernon L. McReavy, scored to the tune of \$24,850, according to Morton. Others on show staff were Len Humphries, manager; Joe Basile, musical director, and Jack Shaw, boss canvasman.

Talent line-up included Joe Walsh with the Benson (formerly Alfred Court) animal act; Francisco, high pole; the Canestrellis, ladders; Ten Sei Lee Troupe, horizontal bars; Peaches O'Neil and girls, aerial ballet; Miss Musette, trapeze; Mr. and Mrs. Emil Pallenberg, bears; Fred Ostermaier, high-school horses; Loyal-Repensky Family, equestrians; Janet and Paul, aerial; LaTosca, bounding rope; Seven Brannocks, teeterboard; Flying LaMarrs; Capt. Joe Hanson's elephants; Miss Victoria (Egle) Zucchini, human cannon, and clown alley with Bozo Ray Cosmos, Firenze, Billy Rice, Jimmy Stacey, Little Freddie, Kinko and Georgetown brothers.

Turnaway Biz Rockets Marks At Cleveland

CLEVELAND, Feb. 23.—Al Sirat Grotto Circus today neared the finale of a record two-week run. Only two Sunday performances tomorrow remain before the show, an all-out hit, packs off in a special 15-car train for Detroit and another fortnight stand in the Motor City Coliseum.

As the wind-up neared, Grotto officials had made preparations for three shows today (23), and Col. Harry Thomas, equestrian director and show spokesman, reported attendance running a strong 50 per cent over 1945.

Thomas stated that the circus, produced by Orrin Davenport, was off the nut as it rolled into the second week Monday (18). Attendance that night was crimped to a three-quarter house by ice and sleet, but the only drastic box-office setback of the entire run occurred when a blizzard hit Cleveland Thursday (14).

Turnaway biz was the rule, starting with the second night, Tuesday (12). Friday (15) was credited with giving the Grotto its biggest single day's receipts in history, and Saturday (16) and Sunday (17) attendance continued on the same general scale.

This momentum was kept rolling and accelerated by word of mouth advertising for the colorful array of acts assembled by Davenport, with such features as Clyde Beatty and His Wild Animals, 15 performing elephants, the Pallenbergs, the Christians and others all contributing. Ora Parks, Cole Bros.' press chief, was on hand to stimulate the gate thru press and radio.

Concessionaires reported heavy receipts, and Dillon's Mechanical Village, spotted in the basement, operated to capacity. (See CLEVELAND A PIP on page 86)

Cody Hails 100th Birthday of Scout

CODY, Wyo., Feb. 23.—They'll whoop it up for Buffalo Bill in the old scout's old home town here Tuesday night (26).

Opening event in an all-season commemoration of Col. William F. (Buffalo Bill) Cody's 100th birthday anniversary, Buffalo Bill Centennial Committee, headed by Chairman M. T. Kurtz has arranged a gala party.

A memorial service to the famous plainsman is scheduled for Tuesday afternoon, when the Buffalo Bill Museum will be thrown open to visitors. From 5:30 to 8:30 p.m. a chuck wagon dinner is to be served at Irma Grill.

Evening festivities begin with square dancing at Cody Auditorium, followed by regular dancing until dawn.

Smith, Aylesworth Get Prison Release; Rejoin Show in Fla.

NEW YORK, Feb. 23.—George W. Smith, general manager of Ringling-Barnum circus, and Leonard Aylesworth, boss canvasman, enjoyed Washington's Birthday at liberty. Date of their release from the Connecticut State Prison at Wethersfield was advanced four days, the State parole board releasing both men Thursday (21) instead of Monday (25), when their terms were skedded to end.

Both execs served sentences of not less than one year and a day as a result of being convicted of involuntary manslaughter after the 1944 circus fire at Hartford. Smith and Aylesworth rejoined the Big Show at Sarasota, Fla.

Bailey Bros. Sign Advertising Tie-Ups

NEWBERRY, S. C., Feb. 23.—Two national advertising tie-ups, one with Chevrolet and the other with Coca-Cola, have been secured by Bailey Bros.' Circus, it was announced at show's local quarters this week. Coca-Cola, it is reported, will furnish all new concession tents for the show.

Pete Sandusky joined as head mechanic, and Enoch Brafford signed as side show boss canvasman. Six new light towers are completed and all trucks and seats are being painted. A new 16-foot front ticket office is in the making.

Dolly Jacobs has received blueprints for her semi-trailer. Rudy and Erna Rudynoff and son, Rudy Jr., left for Florida dates with the Wallendas. Lizza Brown, York, S. C., is cooking and serving 43 daily.

Valentine Injured At Shreveport Show

SHREVEPORT, La., Feb. 23.—Second annual Hippodrome Thrill Circus, directed by Edwin N. Williams and sponsored by Junior Chamber of Commerce, did capacity business here February 11-16. Show's success was marred, however, when Roy Valentine was injured Wednesday (13). Appearing in the flying act, Valentine fell to the floor when the platform, on which he was standing, gave way. He sustained a broken hand, and face and body bruises. Act was presented the remainder of the week by Mary Romas and Pat and Charles Wayne.

On the bill were the Zavatta riding act; DeKohl Trio, juggling; Vanelska, balancing; Cycloniams, bicycles; Flying Romas; Zoppa Troupe, ladders; Lazella's, cradle bar and trick house; Henry's ponies and dogs; Will Hill's elephants and dogs; Virginia Lynne, balancing; Miss Maree, web; Tiny Sister, perch; Gallagher Family, acrobatic and teeterboard; Snyder's Bears; the Henrys, wire; Chick Yale, rocking table; Spiller's Seals; Harold Davis, Happy Maxwell, Chick Yale and Sinon, clowns.

John Triggs, committee's general chairman, said Williams has been signed to produce the 1947 show.

K. C. Shrine Signs Young

KANSAS CITY, Mo., Feb. 23.—Ernie Young, Chicago, has signed to produce the Ararat Temple indoor circus here in October, marking his third consecutive year as producer of the annual indoor show.

Outdoor Showfolk to Observe Buffalo Bill's 100th Birthday

CHICAGO, Feb. 23.—Twenty-nine years after his death in 1917, the world honors the centennial anniversary of its great hero of another century, Buffalo Bill Cody, the famous frontiersman who typified the hell-roaring era of the pony express, the Indian wars and the Wild West.

In Wyoming, where he rode and fought and hunted, the 100th birthday of Col. William Frederick Cody will be celebrated Tuesday (26) as a State holiday. The small Western town of Cody will pay tribute to its namesake and distinguished citizen with a monster State-wide birthday party.

Yet, the Wyoming and the West may count him their own perhaps as the nation pauses briefly Tuesday to commemorate the birth of Buffalo Bill, no honors paid will be as warm, as personal and deep-seated as those accorded by the tented show world.

For Buffalo Bill gave to circusdom the "Bill" show, an original, unique and altogether American style of exhibition which has exerted a profound influence in the development of outdoor amusement business.

Moreover, he was a master showman himself, one of the greatest.

Dozens of old-timers would attest to the magnificence of his figure and bearing—and many have, as his birthday approached, in letters reaching *The Billboard*.

Barr Bros. Acquires Fisher & Son Show

NELSONVILLE, O., Feb. 23.—Barr Bros.' Circus, wintering here, has purchased the Fisher & Son Circus. Doc L. B. Ford and W. M. (Bill) Meyers, Barr Bros. owners, have returned here from Jackson, Mich., where deal was closed.

Purchase gives Barr Bros. addition of seven head of ponies and horses, a lion, llama, two performing goats, six-dog act and a monkey. Four trucks were included in the deal, giving Barr total of 12 trucks and 8 trailers.

Big top is a 70 with three 30s; side show a 50 with two 30s. A new office wagon has been completed and crew will start work on cookhouse to be built in truck, with diner attached as trailer. Cal Townsend is in charge of the building crew and Frank Williams is in charge of the motor and lighting section. Three light plants will be carried.

Barney and Jimmie Aronson will be in charge of clown alley. W. M. Meyers will not travel much, due to his interest in the coal mining business here. Show will open here April 27.

A calliope has been purchased in Chicago. Side show banners have also been bought.

Dr. L. B. Ford, en route here from Hugo, Okla., visited Milton Herriott and family at Centerville, Ia. Milt is training stock for a firm in that city, Ford reports. Doc Ford's son, Lewis, and his wife, Claudia, will be with the show. Lewis received his discharge from the navy February 3.

Ernestine Clarke To Marry Capt. Baer, of Salt Lake

SARASOTA, Fla., Feb. 23.—Engagement of Ernestine Clarke, featured Ringling Bros. and Barnum & Bailey Circus equestrienne and aerialist, to Capt. Parley E. Baer, Salt Lake City, was announced here today by her mother, Mrs. Elizabeth Hanneford Clarke. No date for the wedding has been set.

With the Ringling show the past three seasons, Miss Clarke formerly appeared with her father, the late Ernest Clarke, and her mother in their own equestrian and aerial acts with other major circuses and in motion pictures.

Captain Baer, associated with a Salt Lake City radio station before entering the army, met Miss Clarke during a radio broadcast.

King Sells Beatty Surplus

HARTFORD, Ky., Feb. 23.—Floyd King returned to King Bros.' Circus quarters at the fairgrounds here this week after disposing of surplus equipment purchased recently from Clyde Beatty at Macon, Ga. King sold 29 tractors and semi-trailers, tents, seats, poles, light plants and other paraphernalia during his stay at Macon.

Probably one of the first to point out the Cody Centennial is Louis V. Cooke, a New York business man, whose father, the late Louis E. Cooke, was for many years general agent for the Buffalo Bill Wild West Show and who wrote a splendid eulogy for *The Billboard* at the passing of the famous scout January 10, 1917.

Another whose memory is stirred by the anniversary is H. H. Gunning, of 322 Machen Street, Toledo, who was his advertising car manager both in this country and on overseas tours.

"It was worth the admission," Gunning recalls, "just to see him make his grand entrance into the arena, seated on his white horse, and with his horse kneeling, take off his Stetson, make a bow to the audience with characteristic poise and say, 'Ladies and gentlemen, permit me to introduce a congress of rough riders of the world.'" Scattered over the country, some retired and others still active, are others who knew and tramped with Cody.

Here in Chicago Walter F. Driver, a leader of the Showmen's League of America when it was formed with Buffalo Bill as first president, was making ready this week to leave for Cody, Wyo., for the birthday memorial party.

In New York George A. Hamid recalled at his Rockefeller Plaza agency the early days when, brought to America with the show, he was a performer, and L. Harvey (Doc) Cann, general agent of the World of Mirth Shows, remembered that he, too, first tramped with the Buffalo Bill Wild West. Walter K. Sibley, secretary of the National Showmen's Association, is listed as another.

Gunning reminisces that Cody's entrance into show business traced to a Fourth of July celebration in 1882 at his old stamping grounds, North Platte, Neb. The plainsman, as general chairman, brought together a gala array of buffalo, steers, bronchos, Indians, noted hunters.

"The crowd," writes Gunning, "came in unprecedented numbers from 100 miles around."

With that start, he continued, Colonel Cody set out to frame a bigger show, which gave its premiere performance at Omaha in May, 1883. It scored, and Cody, appreciating that he had a money-maker, began to search for someone to handle the managerial end of the show. He found the man in Nate Salisbury, an actor, comedian and theatrical manager. Major John M. Burke was contracted as press agent.

The show developed, growing bigger and bigger, until it spent the entire winter at the old Madison Square Garden in New York.

Webb Brothers Buy Lee's Equipment

SHREVEPORT, La., Feb. 23.—Joseph B. and Charles E. Webb announce that they have purchased the entire equipment of Lee Bros.' Circus from Bob Atterbury, Dakota City, Neb. They plan to take to the road as a 15-truck show. Arrangements have been made with a machine shop in Sioux City, Ia., to build a new two-way power stake driver, plus a power stake driver. Both will be mounted on the same truck. A new winch has been purchased.

A new 70-foot round top, with two 40 and two 30-foot middle pieces, has been secured. A new 20 by 30 marquee is now being made. A new banner line, consisting of 10 double-deck banners, has been ordered. Side show canvas will be a 70 with one 30.

Atterbury will manage the side show and with his wife will do wire and web and present elephant act in the big show.

Monroe Buys 4-Pony Drill From K-M Show

CALIFORNIA, Mo., Feb. 23.—Monroe Bros.' Circus, in quarters here, announces purchase of a four-pony drill from the Kelly-Miller Circus. Monroe plans to open near here in April and quarters work is going at top speed.

Ralph E. Nicol has contracted for the advance in addition to handling press ahead. Tiger Wells, billed as the Hollywood Stunt Man, will present the concert and have the pit show. Billy Thompson will produce the clown numbers and work as clown cop on the come-in.

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 Calliope Player, high-class Banner Man, Boss
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 unusual Novelty Ground Acts, Side Show
 Manager with several Acts. Can use experi-
 enced Riggers and Seat Men. Show opens
 April 24th. Address:
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 CIRCUS ACTS AND MUSICIANS.
 Dog and Pony Act, Family Acts, good Ground
 Acts. Can place few more Musicians, we
 pay union scale. Boss Canvas Man and Seat
 Man wanted. Easy work. Two and three-
 day stands and no matinees.
 Will buy 80 or 90 Ft. Round Top with one
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 440 W. 42 ST., N. Y. C.
 Paste This in Your Ad-
 dress Book.

**Scots Satisfy Circus Hunger
 In Mighty Turnout at Glasgow**

CHICAGO, Feb. 23.—The Scots are starved for circus entertainment, and Glasgow's recent Kelvin Hall Circus played to turnaway business, according to Keith T. Crowe, recently returned and now at Vancouver, B. C.
 "Kelvin Hall Circus," Crowe says, "opened again with a great show, after a lapse of six war years, to turnaway business and so many advance bookings piled up that the management added two weeks.

Packs 'Em In
 "Kelvin Hall Circus is an old estab-
 lished yearly celebration sponsored and
 operated by the Corporation of the City
 of Glasgow. I say 'celebration,'" Crowe
 points out, "because besides the circus
 there was also a carnival, about a dozen
 or more rides and hundreds of stands
 all under the same roof—and everybody
 did land-office business.
 "Crowds every day were terrific and
 on the weekly half-day store holiday
 and week-ends there were line-ups four-
 abreast waiting to get into the build-
 ing, not to mention the several line-ups
 of hundreds at various ticket boxes in-
 side." This, Crowe adds, "may seem like
 an exaggeration but it is not. I have
 never seen such crowds before, even at
 the Garden, Mills' Olympia Circus or
 the Cirque L'Hiver, Paris.

Spare No Expense
 "As usual, Glasgow and Walter Bar-
 low spared no expense in assembling
 talent," Crowe says. "Frank Ginnett
 was again equestrienne director, and he
 kept the show moving at a brisk pace.
 As for the show itself, it opened with
 an overture by the band, led by Howard
 Croft. Display No. 1 was the grand entry
 of clowns, who included Happy Harry
 Cody, Hugo Darty, Albertino and Lulu,
 daughter of the renowned Joe Craston.
 "This was followed by the Horse
 Quadrille, presented by Mile. Gertrude,
 and next came Jix, Jax and Max, a
 comedy bar act. Next were Manz, Chico
 and Lopez, the Mexican Pastimes, who
 presented a whip-cracking, knife-throw-
 ing and rope-spinning routine.

What an Act!
 "George and Lilla Calienta followed in
 Sidewalks of Cuba, a wire act, and next
 appeared Albertino and Lulu, accom-
 plished instrumentalists and bagpipe
 players, blending superb music with
 ludicrous humor. What an act!
 "Display No. 8 was a high school num-
 ber by John Gindle, noted in Britain
 for past appearances with Bertram Mills'
 Circus.
 "The Clown Entree followed, with
 Harry Cody and Company bringing down
 the house with their slapstick antics,
 after which came Cooke's Pony Review,
 a quartet of snow white ponies.
 "Lulu and Albertino followed in a
 clown number. Chipperfields' Bears were
 billed as Display No. 13, but did not go
 on. Three Skating Flashes, known in
 the United States and Canada, were
 Display No. 14.

Gridneffs to U. S.
 "Frank's Fox Terriers, Mr. and Mrs.
 Frank Ginnett's troupe, as Display No.
 15, proved a 'four-star' canine turn,
 winding up with a neat blow-off. Two
 of the dogs took off in miniature air-
 planes to thunderous applause after they
 had gone thru a clever routine high-
 lighted by somersaults off a teeterboard,
 with one dog jumping 10 feet to the
 board to flip his partner.
 "Miss Doris presented her educated
 zebra in a number billed as Legs of
 Laughter and listed as Display No. 16.
 Amazing Gridneffs, four boys and three
 girls from Russia, followed in a ladder
 act. I understand they are booked in
 United States for fair dates next year.

Dorothy Gray Scores
 "Three Oxfords, a novelty act, widely
 known on the Continent, presented a
 football game on bicycles in Display No.
 18, the Long Family, high stilt walkers,
 followed in a clever comedy routine.
 "The elephant review was next, with
 John Gindl putting six pachyderms thru
 a fast-moving routine. Dorothy Gray
 and Brother, an American act, followed,
 with the girl offering a smart combina-
 tion of web and single trapeze. Brother
 Paul gives her a breathing spell by
 doing an iron-jaw and a trapeze num-
 ber. It is a lavishly-costumed act and
 presented spectacularly.
 "Harry Cody and Company followed in
 a clown number. Final number was the

Chestnut Octet, a liberty act, which pleased. Thruout the show there were many interludes filled capably by clown alley.
 "Dick Chipperfield presented his well-trained group of lions twice daily as a free act and a menagerie, also owned by the Chipperfields, was on exhibition as a free attraction.
 "Among visitors were Cyril Mills and John S. Clarke, the latter a circus fan and author of *Circus Parade*. Two of the Fossett girls visited the Ginnetts.

Send Greetings
 "Mae Stanley (of Kafka, Stanley and Mae), billed here as Dorothy Gray and Brother, asked to be remembered to her U. S. friends; the Sandersons (Manz, Chico and Lopez) sent greetings to fellow Detroiters; Lulu and Albertino wanted to say 'Hello' to folks with the Big One and expressed hope of being back some day; Frank Ginnett said he would like to hear from Gordon Bostock; the Oxfords wished to be remembered to their friends in the U. S., where they had played vaude, and Eva Gridnoff sent best wishes to all connected with the Boswell and Pagel circuses in South Africa.

"I had some 30 consecutive copies of *The Billboard* with me, luckily all of them were for '45—and, since no one with the circus had seen a copy since '39, they pounced on them, and read them avidly and later piled me with many questions.
 "I had a swell visit—and everyone made me feel as welcome as the flowers in May."

**Can't Retire Yet,
 Flier Rejoins Act**

KEY WEST, Fla., Feb. 23.—Frank Matusch will delay at least one more year his plan to settle here permanently. He's gone back to the circus.
 Three years ago Matusch left the Flying Otaris Troupe to make his home here. But he has returned to Sarasota to start rehearsals at Ringling Bros. and Barnum & Bailey Circus quarters. He was called back to fill the vacancy left by another of the Otaris, Constantine, who was killed in France.
 Constantine, an army sergeant, was past 38, but refused a discharge to continue fighting until he was killed in defense of the country he entered for the first time in 1934. He was born in Irkutsk, Russia, in 1906.

**Paul Zallee Cracks Ice
 At Pekin, Ill., April 19**

PEKIN, Ill., Feb. 23.—Manager Paul Zallee, of Zallee Bros.' Circus, said that the show, now in quarters here, will open the 1946 tour with a two-day stand at Pekin, April 19-20.
 Zallee said the staff will be comprised of Billy Fortner, assistant manager; Walter E. Schaefer, publicity and legal ad-juster; Doc Arthur Pyle, general agent; C. W. Bodine, billposter; George Peck Roos, lithos; Hermon Lohmann, advance tickets; Ralph Porter, 24-hour man; Jeff Unruh, band leader; Eddie Bolen, big top canvas; Charles Lithwell, side show canvas; Sonny Conroy, side show manager; Edna Earl, concessions; Darlene Porter, novelties and cones; Balz Kief, night watchman, and Mrs. Billie Fortner, commissary.
 Workmen are building new seats and truck bodies. A cookhouse truck has been completed.

**Polack Skeds Indianapolis
 For Shrine Date, April 1-7**

CHICAGO, Feb. 23.—Irv J. Polack an-nounced today that he has contracted with Murat Shrine, Indianapolis, to produce Polack Bros.' Circus in that city April 1-7.
 Promotion, first for the org at Indian-apolis, will be handled by Sam Polack and Joe O'Donnell.
 Date was contracted in lieu of Colum-bus, O., regular Polack stand, because the Ohio State Fair auditorium is still in use by the army.

**Polack Shatters
 Cincy Records;
 Tops '45 by 60%**

CINCINNATI, Feb. 25.—Polack Bros.' Circus, playing under Shrine auspices at Taft Auditorium here (2,500 seats), shattered all previous Shrine show records during its 10-day engagement, February 13-23. Engagement ran two days longer than last year.
 According to Louis Stern, partner of Irv J. Polack and business manager of the org, gross showed a 60 per cent in-crease over last year, including the two extra days. Show was heavily adver-tised, more money being spent in the dailies, for billing and the radio than for any previous date here. Extra matinees were given on both Saturdays.
 George Westerman, who handled the local date, will go to San Francisco from here.
 The Shriners entertained the Polack personnel Tuesday (19) night at the Gibson Hotel following the performance. Clowns and several acts staged a show at the Condon School for Crippled Chil-dren on one of the mornings.
 Prior to going into Chicago March 1 for a 17-day run, Polack unit plays the Great Lakes Naval Station February 26-28. After the Dayton, O., run, which follows Chicago, show will go to In-dianapolis for the Shrine, its first ap-pearance in that city.
 Duina Zacchini, of the Flying Zac-chinis, suffered strained ligaments, shock and severe cuts and bruises at the Wednesday (20) matinee when she missed a catch, fell to the net and bounced out on the floor. It came after she had missed a first try and was making a second attempt at the feat of a two-and-a-half somersault. She was treated at the office of Dr. William C. Huebener, member of the Loyal-Re-pensky Tent of fans. X-rays failed to disclose any broken bones. It will be a week before she is able to return to the act. In the meantime, Juanito Lopez, of the Lopez Trio, is filling in for her.

**Mills Bros.' Winter
 Work at Full Swing**

ASHLAND, O., Feb. 23.—Work is now in full swing at the winter quarters of the Mills Bros.' Circus here at the fair-ground. Roy Howze is breaking in 15 more dogs for three rings of dogs. An-other feature planned is a program of Roman pony races, with monkey riders.
 Billy Sheets arrived from a Miami va-cation and is working on wardrobe re-cently acquired and on some new ma-terial.
 A civilian again, Harry Mills will have the candy stands, and for the first time in three years there will be three Mills brothers with the circus.
 Jack and Jake Mills have returned from Macon, Ga., where they purchased one of the Clyde Beatty five-cage trucks and it will be used to carry several meat-eaters for the menagerie.
 Several musicians have already been hired, and the band leader will be named by mid-March. Ownes and Simpson, two clarinet players with the org for several seasons, are here in charge of the cookhouse and feeding 20 men.
 Circus opens here in April. It has wintered here five out of the last seven years. No decision has been made as to who will be agent, but Jack Mills will book the first few weeks.

**Continental Opens Miami
 Date Under Lions Auspices**

MIAMI, Feb. 23.—Continental Circus opened Friday (22) at Flamingo Park here for six performances, auspices of the Miami Lions Club. Stand continues thru Sunday (24).
 Act line-up includes the Wallendas, wire; Karrel Girls, ladders; Frank O. Cook, comic wire; Lee Valley, aerialist; Rudy Rudynoff, equestrian; Captain Engerer, lions; Lou Jacobs, clown.

Polack Set for Akron

CHICAGO, Feb. 23.—Polack Bros.' Circus will show Akron for the first time, April 10-16, under auspices of Tadmor Shrine. Location for show, first spon-sored by the Shrine in several years, has not been announced.

Brown Appointed Livestock Supt. for Fort Worth Rodeo

FORT WORTH, Feb. 23.—Howard Brown, Dublin, Tex., has been named superintendent of rodeo livestock for the annual rodeo of the 50th Southwestern Exposition and Fat Stock Show at the Will Rogers Memorial Coliseum March 8-17. Four years ago he joined the staff of Gene Autry and Everett E. Colburn, who will produce the rodeo here for the first time.

ATTENTION, PERFORMERS

We are now accepting orders for delivery starting April 1st for Equipment, Wire Rope, Manila and Cotton Line.

ATTENTION, PERFORMERS
Wire Rope, Manila and Cotton Rope and Fittings, "Quick Set" Floor Plates. Wires of all kinds for wire acts made to order. Seamless Covered Spanish Webs (send for sample); Roller and Ball Bearing Swivels of all sizes; Wire, Manila and Cotton Rope spliced up to order; Props built to order (machine work). 22 years' experience building Circus Props and Fittings. Accepting C. O. D. orders now for delivery starting April 1st.

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UNDER THE MARQUEE

BOB EUGENE and troupe will spend remainder of the winter in Fort Pierce, Fla., preparing for the season's tour.

FRANK AND PAUL MILLER, Ringling concessionaires, in New York for a few days.

MILO HARTMAN will have *The Billboard*, mail and route cards on the 101 Ranch Wild West Show.

AL AND DOLLY EISENBERG, former circus folk, are demonstrating at the H. L. Green Store, Columbus, O.

HERBERT DUVAL, in charge of the Ringling office in Hartford, Conn., is leaving for a three-week vacation in Hot Springs.

E. W. ADAMS, Atlanta, old-time ticket seller, will return to the side show of the Ringling-Barnum circus. He is recovering from a severe case of the flu.

ROY (MICKEY) McDONALD, clowning with Polack Bros.' Circus, is beginning his 40th year in circus business. He started with the Ringling Bros.' Circus in 1907.

L. (CRAZY RAY) CHOISSER, calliope player, has returned to his home in Pinckneyville, Ill., after being in a Du Quoin, Ill., hospital eight weeks. Says he is down to 109 pounds.

SHRINERS RAY WILBERT AND JACK BELL, of Polack Bros.' Circus, were made honorary members of Syrian Temple, Cincinnati, during the show's engagement in that city.

OTTO GRETONA, who formerly had out his own high-wire act, the Gretonas, is doing his comedy with the Eddie Billetti Troupe on the Polack org. His son is still in the armed services.

"WEATHER WAS HOT," advised a side-show manager. "My ticket seller said that he was chafed and went after some talcum powder but never came back." He probably took a wrong powder.

OTTO GRIEBLING, while playing the Cleveland Grotto Circus, was stricken with a bursted appendix and rushed to St. Vincent Charity Hospital, Cedar and 22d streets, that city. He is in Ward J Annex, Room 1221-1.

EDDIE BERTZ cards that George Malley, circus biller, residing in Denver during the off season, has been doing service work for Criterion Advertising Company, and that Art Miller, circus agent, is traveling representative for Criterion.

TUNIS (EDDIE) STINSON, who has run the Detroit Shrine Circus for a

With the Circus Fans

By The Ringmaster

CFA President **THOMAS M. GREGORY** 12039 Edgewater Drive Lakewood 7, O Secretary-Treasurer **GIL CONLINN** 71 Allendale Road Hartford 6, Conn. (Conducted by **WALTER HOHENADEL**, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

Following members have returned to civilian life after serving with the armed forces: Francis Asbury Jr., Long Beach, Calif.; Raymond H. Mueller, California, Mo.; Frank C. Upp, Macomb, Ill.; L. David and Wentworth Stone, Woodstock, N. B.; Hugh Brentill, Baltimore; Arthur G. Aylesworth, Chicago, and Joseph W. Scharoun, Syracuse.

Francis L. Hohenadel, CFA, has been discharged after spending over four years in the army and is now at his home in Rochelle, Ill. He will join the Hohenadel Printing Company as office manager. Norman Bauder, with the company 17 years before entering the army, has been discharged and will resume work shortly.

While Wally Beach was home on furlough from Camp Polk, La., he and his granddad, Joe Beach, visited with Latino's wire act, Three Parks, Three Kings, the Faludeys and the Arleys, all acrobatic acts. Joe Beach also visited recently with Jack Hensgey, of the Ringling show.

Member **Wilson Poarch Jr.**, Petersburg, Va., who received his discharge from the service recently, is now con- (See WITH THE FANS on page 83)

quarter century, was the subject of a story covering his circus career in *The Detroit News* Wednesday (20). Piece was written by Sheila Wood.

CHESTER (BO BO) BARNETT has a new clown in his act on the Polack show, a midget, Morris, who is called Bo Bo Jr. by the kinkers with the org. Barnett's wife, Dorothy, is no longer clowning, but assists Bo Bo in presenting his various numbers.

OTTO A. ZANGE postcards that he made his annual trip to the Cleveland Grotto Circus and reports it was a great show. He visited with Mr. and Mrs. Walter L. Main. . . **ARTHUR LEONARD CESKY** has moved from Marquette, Mich., to Jackson, Mich.

INEZ TROY writes that she separated from Jimmie Troy November 15 in Canton, O., and that she has Bobby, 8, Roman ring worker, and Jimmie Jr., 5, clown, with her at Banard Circus quarters, Etna, O. She will continue in circus business.

ELMER C. MYERS, formerly in ticket department on Al G. Barnes, Hagenbeck-Wallace, Russell Bros. and Austin Bros. circuses, has returned to Hot Springs for a brief vacation. He advises that he will be general agent of the Beers-Barnes Circus this season.

ROY BARRETT, clown, who attended the Grotto Circus, Cleveland, dropped into Cincinnati last week to visit friends on the Polack show. He also visited the home offices of *The Billboard*. Barrett has returned to Chicago, where he will work the Stadium Circus and then the one in Detroit, both for Samy Levy.

FLYING ROMAS, comprising Wayne Bowers, catcher; Pat Bowers and Mary and Roy Valentine, leapers, opened with (See Under the Marquee on page 86)

WANTED FOR MILLS BROS.' CIRCUS

FOR BIG SHOW—Family Acts doing 3 or more, Girls for Bally that can ride menage, Single Traps, Ladder, etc. Wire Act, Ground Acts, Iron Jaw or any other good Circus Acts, Producing Clown, also several other Clowns.
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FOR BIG SHOW BAND—Musicians on all instruments, also Band Leader.
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Ticket Sellers, Candy Butchers, Novelty Men, Assistant Boss Canvas Man, Seat Men, Riggers, Sideshow Boss, Canvas Man, Boss Property Man, Steward, Cook, Waitress, Useful People.
Write, stating all, including lowest salary, to **JACK MILLS** 2900 Edgemoor Road Cleveland Heights, Ohio

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WINTER QUARTERS NOW OPEN WANTED

Truck Drivers, Working Men in all departments, Canvas Men, Seat Men, etc. Apply to Denny Helms, General Superintendent. Assistant Electrician. Apply to Harry Rooks. Cooks, Waiters, Ushers, Girls for Menage and Web. Address:

SPARKS CIRCUS P. O. Box 2367 Sarasota, Florida

CHARLES KYLE

WANTS

Program Ad Men for Southern Conventions. Also want for Sponsored Events in Johnstown, Harrisburg, Reading, Pa., and Newark, N. J. Cars and good front essential. Personal contact and pick-up. Address: **CHARLES KYLE**, Post Office, General Delivery, Cumberland, Maryland.

SELLO BROS.' CIRCUS WANTS

Contracting Agent With Car. Also Billposter. State Salary Wanted First Letter or Wire. Address **O. R. BIBLE**, Dilley, Texas

WEBB BROS.' TRAINED WILD ANIMAL CIRCUS

WANTS FOR COMING SEASON

PERFORMERS doing two or more Acts. Can use good Family Act, Dog and Pony Acts. Pat Kelly, write at once. Novelty Acts, Clowns, Musicians, WILD WEST People with stock to furnish complete concert. Carber Bros., write. Banner Man, Ticket Sellers. Myers, write; Monte Knite, answer. **CANDY BUTCHERS**, Department Heads and Working Men, write. This show is being enlarged for coming season. If interested in 35 weeks' work or more contact us. State in first letter what you do and salary expected.

JOE B. WEBB, Manager, Mayfair Hotel, Sioux City, Iowa.

P.S.: Bosses, Candy Butchers and Working Men, address **CHARLIE E. WEBB**, Gen. Supt.

THE RODEO, INC.

Producer **RALPH GRAHAM** Box 551, Salina, Kans. Manager and Rodeo Stock Con. **JACK RUMSEY** Rodeo Contests and Wild West and Thrill Show, Elmdale, Kans.

WANTED

Cowboys, Cowgirls, Announcer, Rodeo Clown, Cowboy Band, Advance Man, Bookkeeper and Ticket Seller, Trucks. Happy Johnson, write. Reference: Financial or otherwise on request. I will consider partnership or contract on complete road show or western units for traveling shows or fairs after June 20th. Opening in April. Contact **JACK RUMSEY**.

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BARNEY O'HERN Rudy Jacobi, Mgr. **WORLD WIDE CIRCUS**

Wants for Long Season in the West Family Acts that do two or more, Clowns, Girls for Menage and Ladders, Feature Concert Attraction, Mechanic with tools, Circus Cook, Workingmen, Boss Canvasman, Seatmen, Truck Drivers, Side Show Manager with Acts, useful Circus People in all departments. No drunks. Will buy or lease good performing Female Elephant, Pony Drill, Liberty Act, any good Domestic Animal Acts, Calliope, Grand Stand Chairs. Interested in any good Circus Equipment. No junk. All reply: **RUDY JACOBI-BARNEY O'HERN CIRCUS**, 2633 Prospect Ave., Wilmar, Calif.

Industry Heads for Annuals

Strieder Sees Bright Future

Lack of material only reason for short showing at Tampa's record go

TAMPA, Feb. 23.—"Fairs up the country should have the greatest industrial exhibits in history, regardless of their size or location," P. T. (Pa) Strieder, vet manager of Florida State Fair, declared in summing up a review of his record-breaking annual which closed an 11-day run Saturday (16).

Strieder admitted that the industrial section of his fair was far from what it could have been had distributors been able to obtain new products.

"Never in my career have I experienced such interest in exhibiting as was shown by industrial distributors in this area prior to the fair," Strieder said. "Any number of distributors contacted us either personally or by mail about space, and many made reservations to show new products, but the products were not forthcoming from the manufacturers.

"It was just as well they canceled," he continued, "because the army, army air force and navy took up so much space with their interesting and educational features it would not have been possible to accommodate all.

Have Seen the Light

"Interest shown by these industrialists makes me believe they finally have come to realize what great mediums for advertising and sales are offered by the nation's fairs, and I believe executives of fall annuals can fill all the space they want with worthwhile industrial exhibits to be had merely for the asking—and they can collect ample for the footage," Strieder declared.

While officers of the military in charge of the various ground and air units showing here would not talk officially for publication, consensus was that the military will be definitely interested in exhibiting at fairs over the country throughout the year.

Military officials, now acutely publicity conscious in the drive to keep up the strength of the armed forces, were impressed with the avid interest of the average citizen in the ground displays, and of the interest the younger generation showed in the live demonstrations.

"These exhibits and demonstrations at fairs no doubt will aid considerably in our recruiting drives, and it is entirely possible that a large number of fairs can and will be serviced this year," one officer said.

"I believe the military forces made a great contribution to our fair as a whole, and similar demonstrations showing their development will be welcomed in future years, but right now we will prepare for the return of full-scale industrial and commercial exhibits along with better agricultural displays," Strieder said. "We had some farm implements, building material and appliance showings, but it was a mere drop in the bucket for what is to come—and it should be ready for the fellows with the fall fairs."

Closing two days of the annual brought out crowds that would have been amazing had it not been for the terrific first week-end, in which so many people passed thru the gates that it was almost impossible to get around. Friday (15) was cold for these parts, yet the John A. Sloan auto races drew seven-eighths of a grand and bleachers for an added day of the gas buggies, while Saturday, a regularly scheduled auto race day, made it the third capacity throng for speedsters.

Friday afternoon's program was enhanced by the demonstration of a radio controlled plane, which was landed in the infield by parachute, and Saturday the navy embellished the entertainment with a 28-plane bombing and strafing.

Diploma for Sam

SAN LUIS OBISPO, Feb. 23.—Fair secretary-managers of Western Fairs Association, Inc., were given certificates for completing the course of instruction in Management of Fairs and Expositions sponsored by University of California College of Agriculture, Davis, Calif., and California Polytechnic College, here; Division of Fairs and Expositions, State of California and Western Fairs Association, Sacramento. Their certificates were signed only by E. G. Vollmann, president, and Rose E. Links, secretary WFA.

There was one issued which was signed by them and D. V. Stewart, Jack Afflerbaugh, Roy Driscoll, Sheldon Brewster, Frank Kingman, Julian McPhee, Byron J. McMahon, Dave Cavagnaro, Len Rallsback, Lowell Edington, Russell Pettit, Jesse Chambers, Carl Garrison, J. I. Thompson, Hazel Frasse, Prof. C. E. Howell, Tevis Paine, Harold W. Lane, Tom Dodge and Ed Paine.

It was issued to Sam Abbott, of *The Billboard*, who "completed" all courses while covering the meeting.

Pensacola, Fla., Sits Okay; Begun in 1937, Now Has 27G Assets

PENSACOLA, Fla., Feb. 23.—Started in 1937 without funds but with the avowed purpose of "enhancing the economic and cultural value of the Gulf Coast area," the Pensacola Interstate Fair now has assets of \$27,793.53 and is launching plans for the '46 expo October 7-13.

Assets show \$6,652.45 in the bank, \$19,966.65 of property and real estate and working equipment and fixtures valued at \$1,174.42. There are no liabilities, according to the financial statement recently released.

J. C. Watson, first president, at the recent annual meeting praised the board for adhering to the primary objective in establishing the fair. J. A. Abbott, president, lauded the directors, particularly John E. Frenkel, who has been returned as secretary-treasurer and general manager. He alluded to the new permanent buildings and plans for '46 expo.

Adrian E. Langford is vice-president. Besides Abbott, Frenkel and Langford, board members are J. C. Watson, Marcus Urso, Julius Wernicke, T. T. Wentworth Jr., J. M. Boland, J. A. Alvarez and J. E. Dean.

Cavalcade of Amusements has been contracted for the midway.

Santa Clara Gets 141G Appropriation

SAN JOSE, Calif., Feb. 23.—Board of supervisors of Santa Clara County have made available \$141,500 in reserve funds and in the budget to June 30, 1946, for construction on the Santa Clara County Fairgrounds.

It is believed that the Department of Commerce will set aside a like sum for construction of buildings and permanent improvements this year.

'46 Ariz. State To Resume Nov. 8-17; Officers Named

PHOENIX, Ariz., Feb. 23.—Dates for resumption of Arizona State Fair, a wartime casualty, have been set for November 8-17. Proceeds from a horse race meet, now being held on the grounds, will finance the event.

Harry L. Nace, theater chain operator, was recently named chairman and G. E. McDonald was named vice-chairman. Paul Jones was reappointed secretary.

OK \$300,000 For Building At Richmond

Atlantic Rural Expo. Plans

RICHMOND, Va., Feb. 23.—Anticipated expenditures of \$300,000 for the erection of buildings and preparation of grounds of the planned Atlantic Rural Exposition was approved by the board of directors, it was announced this week.

All the money necessary to conduct the building program has not been raised, Paul Swaffer, general manager and secretary, pointed out at a recent meeting of the board here. Directors, however, agreed to show up with the necessary money.

Up Capitalization

At a meeting of the board a resolution was approved to amend the capital stock set-up of incorporation, lifting the capital stock from \$200,000 to \$1,000,000, with shares carrying a \$25 par value.

A \$10,000 check from Mrs. Marion Dupont Scott, board member, for the purchase of shares was accepted at the meeting.

Building plans include erection of a \$116,000 cattle ring building, two other structures costing \$37,000; a steeplechase course, now under construction, which will cost \$10,000; roads, \$15,000; fencing, \$10,000; seeding and grading, \$10,000; installation of sewerage, water and power, \$25,000; one section of the grandstand, \$25,000; other buildings, \$25,000; half-mile track, \$10,000, and salaries and miscellaneous, \$20,000.

Thompson President

Herbert B. Thompson, Forest, Va., was elected president. Other officers named are Lewis G. Chewing, Richmond; Oscar Nelson, Charleston, W. Va., and R. G. Rolfe, Poolesville, Md., vice-presidents; Emmett D. Gottrell, Richmond, treasurer, and Paul Swaffer, manager and secretary; Walter W. Beverly, general counsel, and Josephine M. Shepperson, assistant secretary and treasurer. Mr. Cottrell and Mrs. Shepperson are holdovers from the old Virginia State Fair.

The World of Mirth Shows holds the midway contract for the 1946 expo, set for October, but doubt is expressed locally that the grounds can be readied in time for operation this year.

Texas Pan-Am. Expo Set For Fort Worth Oct. 6-12

FORT WORTH, Feb. 23.—First Texas Pan-American Exposition will be held here October 6-12, it was announced Tuesday (19) by Homer Covey, executive committee chairman and president Fort Worth Chamber of Commerce. Ricardo M. De Uriarte, exposition president, and other Central and South Texas dignitaries will attend.

Hundreds of exhibits of manufactured goods and raw materials produced by the Americas will be on display.

Australia Mulls Possibility Of Staging '48 Pacific Expo

SYDNEY, Australia, Feb. 23.—A special committee, appointed by the federal government is studying the advisability of holding a world's fair, to be known as Pacific Exposition, here in March, 1948.

If plans are adopted, event will include trade exhibitions from Pacific nations, midway, horse racing and sports events.

Chandler Rodeo Dates Set

PHOENIX, Ariz., Feb. 23.—Annual Chandler (Ariz.) Rodeo will be staged March 2 and 3, Harry Knight, manager, announces. Arena east of the city will be used.

Cites Scripture To Curtail Passes

SAN LUIS OBISPO, Calif., Feb. 23.—Invoking the Bible to curtail indiscriminate use of passes and thereby increase gate receipts, Jesse H. Chambers, secretary-manager of Santa Barbara County Fair, quoted Scripture to guide 250 fair executives who attended the College of Fairs, sponsored by the Western Fairs' Association here last week:

The quotations were:
 "None shall pass."—Isaiah XXXIV, 10.
 "Thou shalt not pass."—Numbers XX, 18.

"Suffer not a man to pass."—Judges III, 28.

"There shall be no strangers pass."—Amos III, 17.

"Neither any son of man pass."—Jeremiah II, 43.

"Though they roar, yet they cannot pass."—Jeremiah IV, 22.

Chambers read to the fair secretaries a final quote:

"So they paid the fare thereof and went."—Jonah I, 3.

Jones Slickers Set for Fairs

SAN FRANCISCO, Feb. 23.—Spike Jones and His City Slickers will play fairs this season, the comedy band leader has told *The Billboard*. Jones has leased two Pullmans and a baggage car to transport the packaged show which will include a thrill act.

Jones's decision came as a surprise to outdoor showmen. His theater price was recently upped to \$12,500 per week, the figure received at the Golden Gate Theater here. Package for fairs will be flexible according to the requirements and purse of the respective fairs. Several secretary-managers have already made a bid for the attraction, which is being booked direct by Jones's manager, Beauregard Lee.

Night Harness Races With Betting for Chi

CHICAGO, Feb. 23.—Chicago this year will probably see night harness horse racing with pari-mutuel betting.

Application for a license to operate the Cook County Fairgrounds, North Avenue and River Road, has been filed with E. J. Hayes, chairman of the Illinois Harness Horse Racing Commission, Du Quoin, Ill. Formal sanction is expected.

Just when the Chicago plant will operate is another question. It won't between the third Monday in July and the third Monday in September, as the harness racing law prohibits any but fair meetings during that period.

Considerable work is necessary at the fairgrounds, which in pre-war years was used for auto racing. The grandstand is in disrepair and will require construction of a clubhouse section and betting booths. Improved stabling facilities and reworking of the track are also needed.

Nunis Lists 34-Day Eastern Speed Loop

NEW YORK, Feb. 23.—Sam Nunis, operator of the Sam Nunis Speedways, said here that he has booked 26 days of auto racing at fairs and eight days at still dates.

Fairs include Skowhegan, Me.; Rutland and Burlington, Vt.; Batavia and Hamburg, N. Y.; Trenton and Flemington, N. J.; Du Bois, Bedford, Port Royal, Leighton, Doylestown and Allentown, Pa.; Harrington, Del.; Winston-Salem, Shelby, Greensboro, Charlotte, Raleigh, Wilson, Rocky Mount, N. C.; Sumter, S. C., and Atlanta.

Still dates include four days in Atlanta, two in Trenton and one each in Flemington and Allentown.

UTAH MOVES TO END GRIEF

Concessh Org Spending 40G

New eat, drink buildings for State fairgrounds — firm gets 5-year lease

SALT LAKE CITY, Feb. 23.—Utah State Fair contract for construction of permanent \$40,000 food and refreshment buildings on the fairgrounds by Art Teece, Western concessionaire, and the award of a five-year privilege to the Teece company, was announced here Thursday (21) at the one-day annual meeting of the Utah Association of County Fairs.

Buildings are to be constructed in conformance with State health regulations. Closing of the agreement was a step by the fair management to end embarrassment from State health authorities which hit the fair hard in the past two years, causing loss in attendance and revenue and no end of grief to Sheldon R. Brewster, secretary-manager.

20 County Fairs To Go

Provision of the contract gives the Teece-headed org food and refreshment concessions at the Days of '47, scheduled to be held at the State fair plant.

Similar contracts, it was reported, are now up for consideration by one other Utah annual, Salt Lake County Fair, Murray, and the Ogden Pioneer Days, which does not come under the classification of a fair.

Twenty of Utah's 29 counties will have fairs during '46, compared to 17 before the war, it was disclosed at the meeting. Increase is due to the fact that the State, via the Centennial Commission, will give assistance to many established dates during the Utah Centennial and they're all in a hurry to get established.

Draw Up Dates

Dates of 22 county annuals in Utah and Idaho were set at the meeting, with two Southern Idaho fairs co-operating at the scheduling session. Dates announced were: Black-White Day, Spanish Fork, May 16; Sanpete County Rambouillet Show, May 17-18; Kamas Valley Fair, May 22-24; Preston (Idaho) Rodeo, July 31-August 2; Cache County Fair, Logan, August 15-17; Utah Suffolk Show, Southern Utah, August 15-17, and Davis County Fair, Kaysville, August 18.

Also Utah Indian Days, Roosevelt, August 22-24; Box Elder County Fair, Brigham City, August 26-28; Utah County Fair, Provo, August 28-31; Salt Lake County Fair, Murray, August 27-31; Summit County Fair, Coalville, August 29-31; Preston (Idaho) Fair, August 30-31; Morgan County Fair, Morgan, September 4-6; Sevier County Fair, Richfield, September 4-6; Juab County Fair, Nephi, September 5-7; Duchesne County Fair, Duchesne, September 13-14, and Sanpete County Fair, Manti, September 12-14. Utah State Fair is scheduled for September 16-22.

Re-Elect Officers

All of '45 officers of the association were re-elected. They are: E. E. Brown, Hoytesville, president; Pearl Hunsaker, Brigham City, vice-president, and Sheldon R. Brewster, secretary-treasurer. Lagrand Jarman, Orem, was elected to the board of directors.

Showmen from all over the West attended. Prominent were Monte Young, Long Beach, Calif., who operates two units of rides and shows in the intermountain country; Bill McDermott, Utah carnival man; Jack Oakey, Hutchinson Rodeo Company, and Pony Pomeroy, concessionaire.

Midway contract for the State fair went to Monte Young for the sixth year. He will combine his two units for the date.

ALAMEDA, Sask.—Officers of Alameda Agricultural Society are: President, R. E. Bean; vice-presidents, J. Ewan and M. J. Bell; secretary-treasurer, A. W. Young. One-day fair will be held in July and society will sponsor a calf club fair.

State Fair "Without Politics" Bill Before Ky. Lawmakers

FRANKFORT, Ky., Feb. 23.—Hailed by its sponsors as the first step to take Kentucky State Fair out of politics and condemned by its opponents as "a pretty nice ripper," a bill which would reorganize completely the existing set-up of the State Fair is now in the House legislative hopper here.

Introduced February 8 by Representative Harry F. Walters, Shelbyville, the bill leaves the appointment of State Fair board members in the hands of the governor, but specifies that three of his six appointees must be nominated by the Kentucky Farm Bureau and that of the

six named, three each must be members of the two major political parties. Terms would be staggered, so that two new members would be appointed each year.

Bar Against Ousting

Bill stipulates further that the four ex-officio members of the board would be the governor, dean of the College of Agriculture at University of Kentucky, Commissioner of Agriculture and Director of Vocational Education of the State Department of Agriculture.

It provides further that the State Fair be empowered to employ a professional fair manager at a year-round salary and that only by an affirmative vote of six members could the manager be removed.

Present board is named by the governor. They are six members, appointed regardless of political affiliation, and three ex-officio members—the governor, dean of the College of Agriculture and the agriculture commissioner.

Taylor Unsigned

Present manager is W. C. Taylor, Lewisport, who was appointed in December but who says he will not sign a contract as manager at \$3,000 a year until the Legislature in which he now sits adjourns in March. A funeral director, farmer and wholesale oil distributor and automobile dealer in private life, Taylor was in charge of box seats at the fair in 1944 and 1945.

Present board members are: State Senator Ira W. See, Louisa; Onie Cook, Georgetown; J. R. Rash, Henderson; J. O. Matlick, Louisville, and Public Service Commissioner Charles E. Whittle, Brownsville. One vacancy exists as the result of the resignation of State Representative J. Lee Moore, Franklin.

Cited as First Step

"There is no sense of talking about improving the State Fair until we get it set up on the proper basis," Speaker Harry Lee Waterfield declared in introducing the bill. "It has been kicked around by every governor in every administration."

"This bill will create a board not removable every time a new governor comes to office," he said. "This bill will make it possible to hire a professional man to manage the fair, and insure that a good man can't be kicked out at the whim of the governor, the State Fair Board and the commissioner of agriculture."

Commissioner of Agriculture Elliott Robertson led the attack on the bill, assailing it as "a pretty nice ripper" and its sponsors as "a handful of disgruntled livestock breeders."

Hits at Change

"If this bill passes," Robertson asserted, "the Legislature will be delegating the power of appointment to the Farm Bureau. I don't see why other industrial and farm organizations shouldn't be allowed to name members to the board, such as the R. E. A. Co-Operative, 4-H Clubs, Future Farmers, Associated Industries of Kentucky, Harlan County Coal Operators' Association, Junior Chamber of Commerce, tobacco boards (See 'NO POLITICS' BILL on page 83)

Norwich, N. Y., Hikes Admission to Stand; Studies "Free Gate"

NORWICH, N. Y., Feb. 23.—Grandstand admission prices will be upped to 75 cents at the Chenango Valley Fair here. Front gate admissions, however, will continue at 50 cents. Action was taken at a recent meeting of the fair board.

New nightly feature will be dancing. Study is being made by a committee headed by Fred S. Emmerick of the possible development of Maydole Grove, adjacent to the fair plant, as a location for a 4-H building, with upstairs dormitories to house boy and girl exhibitors and the downstairs equipped for various-type gatherings. Plan's execution would mean elimination of tents.

Study is also being conducted by a committee, with Charles E. Baker as chairman, on the advisability of establishing the event as a "free gate" fair. Paid attendance in 1945 was 15,000, of (See Norwich Ups Stands on page 69)

Detroit Airport Plan Tied To World Fair Proposition

DETROIT, Feb. 23.—Discussion of a proposed world's fair for Detroit, under wraps the past three months, burst into attention again this week with a proposal that it be tied in with the projected new Detroit municipal airport.

Among proposals is one to establish an airport on an island which would result from dredging in Lake St. Clair.

Idea was advanced to build the island, use it first for the fair site and later for an airport. Development of waste land in connection with the New York World's Fair was recalled.

General interest in projected fair has been distracted by the General Motors strike and other labor and reconversion problems, since same business and civic leaders who must be counted on to sponsor such a project have been absorbed in these other matters.

Ernie Young Inks 12

CHICAGO, Feb. 23.—Ernie Young returned to his offices here this week with contracts to supply grandstand features at a dozen State, district and county fairs scattered from Tennessee to Montana. Among the new contracts announced by the veteran fair booker is the Missouri State Fair, Sedalia. Other dates include Cedar Rapids, Ia.; Jackson, Tenn.; Beaver Dam, Baraboo and Elkhorn, Wis., and a circuit of six Montana fairs, including Havre, Dodson, Glendive, Shelby, Sidney and Baker.

Three Directors Resign

MYRTLE POINT, Ore., Feb. 23.—Three county fair officers resigned at the February meeting. They were Wallace Dement, president; Austin Dodge, vice-president, who cited pressure of personal business, and L. H. Pearce, veteran secretary-manager, who pleaded ill health. Norwood Brown was elected a director. Vacancies will be filled at the March meeting at Coquille.

U. S. Will Pay Iowa \$535,000 For Restoration

DES MOINES, Feb. 23.—The government has agreed to pay the Iowa State Fair board \$535,000 for restoration of the State Fairgrounds, Secretary Lloyd Cunningham has announced. The settlement clears the way for prompt return of the fairgrounds to the State.

Cunningham said the settlement will also give the State title to all additions and improvements added to the buildings during the war.

"If labor and materials don't complicate things, we will have about the best looking fairgrounds in our history," Cunningham declared. "Many of the projects, however, may have to be delayed until 1947."

The government originally wanted the State to accept \$395,000, while fair officials made a counter offer of \$700,000 for settlement. The \$535,000 figure was agreed upon in negotiations.

The State stands a good chance of making a nice profit on the settlement since some of the changes will not be necessary and the government contract called for restoring the buildings to their original condition when taken over.

A total of 11 acres of concrete flooring in the cattle, swine, baby beef and horse barns will have to be torn up and stalls and pens restored. Also 72,000 square feet of sidewalk was damaged.

The last fair held in Iowa was 1941, with the grounds and buildings used by the government as an air force storage depot.

S. C. Plans New One

COLUMBIA, S. C., Feb. 23.—Senator Williams of Union County has introduced a bill in the Upper House to establish a Union County Fair Association.

ACTS
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FIRST-CLASS Circus Acts for 1946 Fairs. Can give first-class Acts good route if price is right. Can use Acts doing more than one act; interested in Troupes, Trios, Singles and Doubles. Send photos and descriptions in first letter. **WILLIAMS & LEE**
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Large Carnival With Plenty Rides To Play
4th BENTON COUNTY FREE FAIR
Bentonville, Ark., Oct. 1 to 5.
Largest fair Northwest Arkansas. Promises large attendance. Always a good fair. Carnivals with less than 8 to 10 Rides need not apply. Contact **J. G. KNOTT JR., Chairman Concession Comm.**

Chit-Chat From College Campus

SAN LUIS OBISPO, Calif., Feb. 23.—JACK AFFLERBAUGH brought movies of the Los Angeles County Fair to the College of Fairs here last week. They were shown to the "students" Tuesday night. Still shots of exhibits were also displayed, with ROY DRISCOLL doing the explaining.

CARL T. MILLS, Calaveras County Fair, will again stage the Jumping Frog Jubilee this year. TOM A. DODGE, El Dorado County Fair, Fresno, doesn't believe he will get things rolling in time to run his fair in 1946.

DR. J. N. D. HINDLEY, Humboldt County Fair, still active in the work of the Western Fairs' Association. . . . DICK WASHBURN, publicity director of WFA, snagged some good space for the College of Fairs. But he had difficulty getting stenos to get the material typed for the papers.

ABE JENSEN, of Lassen County Livestock Show, was at the meeting with his auditor, W. W. PACKWOOD. . . . LOU JOHNSON, of Los Angeles, former secretary of the Pacific Coast Showmen's Association, made the college to refresh himself on fair affairs.

THOMAS H. CANFIELD, former secretary-manager of Minnesota State Fair, answered questions as to how they used to charge and rent space in the old days. . . . ARTHUR FERRARI, of Merced County Fair, spent time getting people straightened out on the spelling of his name.

TED ROSEQUIST and F. M. SANDUSKY put in the first two days of the meeting and then had to get home to attend to business. . . . TONY ENOS fixed one of the new-fangled pens that ED VOLLMAN had that went haywire. . . . CARL L. GARRISON, Grand National Livestock Exposition, San Francisco, officiated at the one afternoon session. . . . ERNEST HULICK, of San Diego County Fair, repeated he is getting set for his first event.

DAVE CAVAGNARO, LOWELL EDINGTON, LEN RAILSBACK and GEORGE McCANN came from Napa. Cavagnaro is looking for a calloper repair man. He expects to make a trip from Napa to Los Angeles soon. . . . A shortage of booking people at this event—FRED KRESSMAN, of Barnes-Carruthers; EDDIE BURKE, of San Francisco, and NEAL ABEL, of Joe Bren Attractions, were on hand. Abel arrived Wednesday for a few hours stay, coming from Bakersfield.

SAM KRAMER, of Santa Barbara Horse Show note, arrived Wednesday afternoon to hear discussions pertaining to his branch of the business. . . . RUSSELL E. PETTIT, of Santa Clara County Fair, San Jose, is enthusiastic over his plans for the year. . . . GEORGE BLAKE and SAM AYER, of Red Bluff, stayed in the Deuel Hall Dormitory.

Acts, Midway for Va. Annual

WOODSTOCK, Va., Feb. 23.—Boyd M. Ramey, secretary of Shenandoah County Fair Association here, has signed with Frank Melville, New York, for free acts, and G. C. (Mitch) Mitchell, general agent, for the Triangle Shows.

Wallace Named Memphis Mgr.

Army occupation precludes fair in '46 but amusement park on grounds will go

MEMPHIS, Feb. 23.—Clifford E. Wallace, for 14 years with the Ross Federal Service, Inc., theater auditing org, has been named manager of the Mid-South Fair and manager of the Memphis Fairgrounds Park here. Appointment was made by Memphis Park Commissioner John B. Vesey.

No fair will be held this year, however, as the grounds continued occupied by the 2d Army and as there is no grandstand, a fire last September having destroyed the stand. The park, however, will operate, the park lay-out being apart from the area used by the army. It is planned to operate Saturdays and Sundays in late April and to open on a full-time basis May 5.

Arthur Seelbinder, secretary of the fair, reported this week that at the close of the fiscal year, October 31, 1945, the expo had assets of \$72,528.60 plus a surplus of \$64,938.20.

York Plans Flood-Lighting, Restaurant Improvements

YORK, Pa., Feb. 23.—Flood-lighting of the entire York Interstate Fair plant will be achieved this year if materials are available, it was reported at a recent meeting of the board managers. Areas still without flood-lights are those devoted to farm machinery and some parking sections.

Exterior and interior of the restaurant building, heretofore used as a sandwich and soft drink counter, will be enclosed in glass and made part of the dining hall. Tables seating four or six will replace long tables, and chairs will be substituted for benches.

Purses for all harness races have been upped to \$600. Provisions have been made to double the number of ushers in the grandstand to handle ever-growing attendance.

Calgary Ups Livestock Premiums to \$20,000

CALGARY, Alta., Feb. 23.—Livestock premiums at Calgary Exhibition will hit approximately \$20,000, up \$4,500 over 1945. Exhibition will offer \$18,166, with breed orgs putting up the remainder.

Fireworks will be featured again three nights. Montie Montana's riders and ropers have again been contracted.

Irish Horan Marries

NEW YORK, Feb. 23.—J. F. (Irish) Horan, well-known outdoor show agent and manager of a USO unit since 1942 when ODT orders put thrill ops out of biz for the duration, was married here today to Lorraine Pidou, vocalist. Horan's last outdoor assignment was managing a Jimmie Lynch Death Dodger unit.

AROUND THE GROUNDS

WILLIAM V. (JAKE) WARD, Illinois State Fair manager, gets around. He was at Albany for the New York State meeting and urged Empire State fair men to abolish passes. The pass situation had ruined county fairs in Illinois, Ward pointed out. All Illinois fairs were solvent in '45, however, and he attributed this to his insistence that complete books be kept by each fair before it shared in the \$397,000 State Aid.

L. W. HALL, Eldon, Ia., and Al M. Farber, Centerville, Ia., were elected president and secretary, respectively, of the Southeastern Iowa Fair Association, organized recently at a meeting at Ottumwa. Eight fairs were represented by 22 delegates. Annuals represented were Wapello, Appanoose, Lee, Louisa, Henry, Van Buren County Fair; Southern Iowa Fair, Oskaloosa, and Wayne County Fair.

RALPH THORN, publicity director of Erie County Fair, Hamburg, N. Y., has announced that the James E. Strates Shows will be on the midway. George A. Hamid will supply the grandstand show and Jack Kochman and Joe Chitwood will each present auto thrill shows on two nights.

IN THE WAKE of Spencer's release came one from Trenton, N. J., with George A. Hamid announcing that the New Jersey State Fair would return to its pre-war operational period the last week in September, with dates set for September 22-29. During the war years, the Jersey event was moved up to the second week of September, taking the dates of the war-suspended Reading (Pa.) Fair and assuming the Reading Futurities, big harness horse feature at the Pennsylvania exposition.

MRS. DON A. DETRICK, Bellefontaine (O.) Fair secretary and secretary of Ohio Fair Managers' Association, writes that two new fairs will be held this year in the Buckeye State. They are the Portage County Fair, Ravenna, and Seaman (O.) Fall Festival.

ART WRIGHT, former press agent for the late Lucky Teter, is in charge of promoting special events and features for The Indianapolis Times. Art recently was discharged from the service.

J. C. (JAKE) NEWTON, for 40 years secretary Erie County Fair, Hamburg, N. Y., is dean of New York State Fair executives. And Jake continues as interested in the fair business as ever. He was an active figure at the recent meeting of the Western New York Fairs, Buffalo.

J. E. WALLACE, widely known butter sculptor, hit the public print in Tampa, Fla., scoring with a two-column picture of a replica of the Liberty Bell. The 600-pound bell was displayed in a refrigerator at Florida State Fair.

DEAK WILLIAMS, Manchester, secretary Fair Managers' Association of Iowa, infos that the State's county fairs are awaiting a decision by the State on the sum which will be appropriated for the observance of Iowa's centennial this year. Deak is a member of the committee which will co-ordinate the county fairs participation in the centennial.

TOP FAIR execs sure get around. Raymond Lee, Minnesota State Fair, last year took in 22 fairs. Only recently Lloyd Cunningham, Iowa State Fair secretary, and C. V. Carpenter, director of the same fair, made a quick trip from Des Moines to St. Paul to huddle with Lee and other Minnesota State Fair officials.

MUCH-TRAVELED Art Briese, back in to Chicago from an extended tour of State fair conventions in the interests of Thearle-Duffield (fireworks), was off again, this time to direct fireworks shows at St. Paul Ice Carnival February 22. Incidentally, Harry Frost, Minnesota State Fair exec, is one of the directors of the carnival, and Ray Speer, tub-thumper for the Minnesota State Fair, handling the press.

WESTERN FAIRS ASSOCIATION will sponsor the Charles Paine award to be given at California State Fair Horse Show. Sons of the late fair man, Tevis Paine, general manager, California Thoroughbred Breeders' Association, and Ed. L. Paine, exhibit supervisor of the horse show of California State Fair, will compile the requirements governing the award of the trophy.

Decision to honor one of California's outstanding fair men came February 14

at the final morning conference of College of Fairs at San Luis Obispo, Calif.

CLARENCE H. HARNDEN, IAFE president, is back at Saginaw, Mich., after a trip that took him to Albany, N. Y., and Toronto to attend fair conventions. At Albany, Harnden urged formation of fair circuits as inducement to block bookings by commercial exhibitors. He also pointed out that there would be increased competition between fairs for attendance because transportation developments will make it easy for patrons to choose.

NEW YORK FAIR MEN at the Albany meeting had differing views on what to charge for commercial exhibit space. Edward L. Hareman, Elmira, said exhibit space should be worth \$1 per thousand attendance. Glen W. Grinnell, Batavia, said he used location as the determining factor. Roy F. Peugh, Altamont, pointed out that he had auctioned space on occasion and had obtained as high as \$10 per foot. Judge William H. Golding, Cobleskill, cautioned against overselling concessionaires.

How to handle concessionaires also occupied the attention of fair men. George A. Hamid, president of New Jersey State Fair, advised them to assign a first-class concession man to handle details, leaving the secretary free to direct other operations. Charles Bocher, Mineola, L. I., was one of the few who said he didn't require deposits from concessionaires known to him.

J. M. DEAN, Jackson, Miss., secretary of the Mississippi Association of Fairs since inception 12 years ago, is the proud possessor of a pen and pencil set given him at the recent annual meeting of the association in token of his work as secretary. Other officers of the Mississippi org are W. R. Cannady, Meridian, president; E. E. Deen, Hattiesburg, first vice-president, and Harold Gartin, Laurel, second vice-president.

MISSISSIPPI'S Gov. Thomas L. Bailey was a member of a hurriedly arranged quartet at the banquet closing the recent annual Mississippi Association of Fairs meeting.

JOHN HENRY LOGAN, Pinellas County Fair secretary and county agricultural agent, Largo, Fla., is planning for the '47 fair following success of the recent post-war event which saw Royal American Shows do "just under three times" the previous high gross made by any show at Largo. With money in the bank, improvements such as a half-mile track and grandstand, are being weighed.

THOMAS PARKER, who presented Eddy Arnold's Tennessee Plowboys with other talent from the Grand Ol' Opry for grandstand audiences at Florida State Fair, said his artists made 20 remote-control broadcasts from the grounds in the seven days they worked, giving the fair plenty of free puffs.

LOUIS J. BREMS, former director of Boston's Public Celebrations, has been named director of the Division of Plant Pest Control and Fairs, Massachusetts Department of Agriculture. During World War II, he was in the Coast Guard's public relations office.

AUT SWENSON, auto race official, insists he will stay in Miami this year to pursue real estate customers and continue as Sam Solomon's representative in that territory.

FRED MURRAY, International Fireworks Company, has inked contracts with Middletown (N. Y.) and Rutland (Vt.) fairs.

BUSH-LAUBE, Kansas City (Mo.) grandstand concessionaires, recently signed a five-year contract to handle all concessions for the Municipal Auditorium in that city, George Bush announced. Previous contracts had been for three-year durations.

MIKE BARNES, vacationing in near-by St. Petersburg for his health, popped in to Tampa last week to visit the Florida State Fair, flexing his muscles and exhibiting his Comanche-like complexion and declaring that in another three weeks he'll be ready for action.

He also told how he almost became a competitor of Cliff Wilson, reptile exhibitor. Barnes was casting off the rocks near St. Petersburg last week when he got a (See Around the Grounds on page 71)

WANTED

WANTED

WANTED

OHIO COUNTY FARMERS' FAIR

RISING SUN, IND.

WANT to hear from a Complete Carnival playing Eastern Indiana or Western Ohio dates for the revival of this County Fair sponsored by American Legion and County Fair Board. Also want to hear from legitimate Concessions. Also Free Acts.

Dates must be August 14-17 or August 21-24.

Write MAX HOLLINGSWORTH, Rising Sun, Ind.

ILLINOIS FAIR SECRETARIES & MANAGERS

Due to illness, I was unable to attend the Illinois Association of Fairs annual meeting in Springfield. I HAVE SINCE COMPLETELY RECOVERED AND AM AGAIN PERSONALLY CONDUCTING MY BOOKING AGENCY—REVUES, ACTS, ORCHESTRAS. If you have not already bought your entertainment, I will be glad to meet with you in your city at your convenience for the purpose of discussing your attractions without obligations. THANKS to those fairs who have already contracted with me to furnish their Grandstand Attractions for this year.

JOE J. SMITH AMUSEMENT SERVICE

(Phone: Rosedale 3171)

SUITE 304, FULLERTON BLDG., ST. LOUIS 1, MO.

DENY EASTWOOD PARK SALE

New Me. Spot American Recreational Equipment Association Spend 150G Opens Doors Decorat'n Day For Expansion

By R. S. Uzzell

Small Plans New Set-Up

AUGUSTA, Me., Feb. 23.—Program of motorcycle racing will mark the opening of Maine's newest park here Decoration Day when Royal River Park, Upper Gloucester, opens its gates.

The funspot, owned by Howard Small Jr., well-known figure in Maine harness circles and son of Howard Small, noted race driver, is located at the New Gloucester fairgrounds on the main Gray Road, about eight miles from Lewiston-Auburn and 16 miles from Portland. That gives the park a potential drawing capacity of 400,000.

Plans New Set-Up

Small, who is making his debut as an amusement park director, plans a new set-up for Maine amusements—a combination amusement park, race track, zoo and agricultural fair. In acquiring the fairgrounds as a site, Small got several fair buildings in good condition, an excellent race track, large grandstand, baseball diamond, picnic groves, plenty of space for rides and concessions and a good riverside spot for bathing and boating.

Reports say Small is swinging a sockful of cash into the enterprise. He already has started repairing and repainting all buildings and has ordered a number of small animals for the kiddie zoo. Outdoor movies and a dance casino also will be added.

Brown Is Named

John M. Brown, former circus man who at one time was with Sells-Floto and Wheeler & Sautelle, will be promotion manager. Brown plans circus billing for all special events. Already booked is an auto thrill show and negotiations are in progress to book a rodeo. Brown also is planning a State hobby fair, a camera fans' frolic, old-fashioned firemen's muster, summer camporee for boys' and girls' camps and a battle of bands.

A. L. Filograsso Quits Riverview

CHICAGO, Feb. 23.—A. L. Filograsso, for the last seven years associated with Riverview Park here, announced today that he is leaving that org March 1 to devote full time to other interests.

Filograsso, however, will continue as assistant treasurer of the NAAPB, a position he has held the last 10 years. Temporarily, his Chicago address will be Suite 1040, 176 West Adams.

Filograsso started at Riverview as a member of the accounting department. He served in various capacities, including advertising, publicity, promotion and the booking of attractions. For a number of years he has had outside concession interests and had an important part in ticket sales of most major events staged in Chicago.

Unseasonable Weather Brings Crowds to Eastern Funspots

NEW YORK, Feb. 23.—A bit of unseasonable spring weather in and around New York, Sunday (17), brought out crowds to Rockaway Beach and Coney Island, New York, and Asbury Park in New Jersey.

With the mercury hitting 53 in New York, Rockaway drew 75,000, while 50,000 invaded Coney Island. At Asbury Park, with the temperature registering 53, thousands jammed the Boardwalk. Asbury Park police said it was the largest crowd on the Boardwalk since last summer.

AREA members are working like beavers to find their way back to peaceful pursuit of their pre-war methods, which is a more difficult job than after the last war. Labor problems and material procurement are still the big headaches. Nobody can claim a settled policy. Steel, lumber, copper, motors, hardware and electrical material are our prime needs.

Despite all these handicaps it is surprising how many of our manufacturers are planning to attend the meeting of the New England park men in Boston March 12.

New men in our game, if not careful, are going to get an exaggerated estimate of their sales ability. In this time of scarcity of supply, anything that can be used finds a ready demand. It is not salesmanship but production that requires genius of a high order.

One purchaser from a foreign country wants a used device at a secondhand price but wants it guaranteed that it will work with no trouble for one year. It would be erected by inexperienced men. Do any of our AREA men want such an order?

Freight rates are going to be raised so that much of our work on rates now goes into the discard.

We, who operate in the U. S. A., will have to be prepared to handle a lot of pennies this summer. There is no better way than the use of a mechanical counter, operated by a crank or motor. These devices will put them in packages of 50.

Park managers and concessionaires should look over the display of surplus property to be disposed of by the government. Announcement of regional sales will be made this spring. The writer has helped appraise about half-billion dollars' worth of government surplus property to date, and can tell you the procedure in making purchase.

Inventors are busy. New patents are being applied for and issued and models are being made. Soon we shall know what is to come out of this new crop of inventions. Remember when the late C. W. Parker, of Leavenworth, Kan., said 35 years ago that no more new amusement devices would come out because all ideas had been exhausted?

Many will be glad to know the truth of Paul Boyton's introduction to New York and America when bringing out the Chute-the-Chute and his alleged crossing of the ocean in a rubber suit with a

paddle for propulsion. Instead of starting on the other side of the Atlantic, he slipped his hawser at Lowell, Mass., in the early '80s. People lined the shores of the Merrick River at Lawrence, nine miles below Lowell and 24 miles from the mouth of the Merrimac River.

Boyton paddled along with a three-foot double-blade oar, feet first, in a horizontal position, with head slightly raised. He towed his six-foot tender, which had a free board of about 12 inches, resembling a miniature cruiser with no masts, and carrying supplies and cooking facilities. At Lawrence he won fame for that, and his daring amusement ride that has since been operated in most of the larger cities.

Council Gets Beef From Va. Beach Ops

VIRGINIA BEACH, Va., Feb. 23.—Strong opposition to a proposal that Virginia Beach issue a franchise for the lucrative beach concession was registered by hotel owners and operators at a hearing before council this week.

Franchise would place on the holder responsibility of policing the beach and providing up to 25 lifeguards. It is estimated that income from the beach concession amounts to \$25,000 a year.

Hotel men disputed this figure, declaring themselves for continuance of the present system under which individual hotels have lifeguards who also handle umbrella concessions. Some councilmen were of the opinion that a franchise would be the only way to keep the beach clean and adequately controlled.

Proposal was tabled for further study.

May Reopen Shoreacres Resort at Coos Bay, Ore.

COOS BAY, Ore., Feb. 23.—Possibility of reopening, on a concession basis, the Shoreacres resort in the big L. J. Simpson estate on South Bay was disclosed during a visit here by State Park Superintendent Sam Boardman.

Under this program, the long-unused swim pool would be opened to the public. Engineers are to survey the pool, which was enclosed after the Shoreacres fire several years ago, and action will depend on their decision.

Edgewater and Walled Lake Get Overhauling for 1946

DETROIT, Feb. 23.—New rides, new fronts and improved lighting. In general, an almost complete dressing up. That's the program at two parks in the Detroit area, Edgewater and Walled Lake, and when the two establishments open this spring customers will be greeted by newness on all sides.

Charles S. Rose, Edgewater's president was here making plans for the changes at his funspot. He left for his home in Miami, but plans to return in mid-March. In addition to telling of the improvements at his park, Rose announced a change in management. He said that Claude H. Ammon, who managed the park last year after the departure of his brother Ralph E. for Milwaukee, will be co-manager this year with Jack Dickstein. Later, who was manager a few seasons back, owns all game concessions at Edgewater.

Two New Rides

Two new rides will be installed at Edgewater, Rose said. They are the Moon Rocket and Caterpillar, bringing the park's number of rides to 33. New fronts are being erected on the Penny Arcade, skating rink, Skee-Ball Alley, Roller Coaster and several other ride and game buildings. Multicolor neon lighting system will be used for the new fronts.

Rose also announced plans for an improved lighting system, but said it may not be available for installation this year because of the recent steel strike. Floodlights already have been delivered, but the steel towers on which the lights are to be placed have been delayed by the strike.

Among other changes at Edgewater will be the new highway bridge across the River Rouge, just inside the park entrance. This is entirely on park property and will give patrons easier entrance to the grounds.

Walled Lake Opens April 30

Already under way at Walled Lake Park, Walled Lake, Mich., is a general redecoration and modernization program. Opening has been tentatively set for April 30. Park will operate only weekends for about three weeks, according to present plans, with the opening of the full week program coming about the middle of May.

Fred W. Pearce Jr., who has served in the army during the war, has joined the staff, working with his father on supervision. He formerly was associated with the funspot operation before going into the service.

Principal addition this year is a Tilt-a-Whirl, giving the park nine rides.

Rosenzweig tells of work already under way to improve rides, pools, lights

DETROIT, Feb. 23.—Eastwood Park, largest Michigan amusement park, will not be abandoned to make way for erection of a large department store, a story appearing in the Wednesday (20) edition of *The Detroit Free Press* notwithstanding.

That was the word to *The Billboard* by a spokesman for the park, in the absence of owners Henry Wagner and Max B. Kerner, at present in Florida. Story, appearing in the Town Crier column, conducted by Mark Beltaire, apparently was founded on rumors resulting from negotiations for near-by realty and the known plans for reopening Jefferson Beach Park this spring, under management of Harry Stahl, superintendent at Eastwood, as previously reported in *The Billboard*.

Free Press story, which said the property had been purchased, was in direct contradiction to a story given *The Billboard* a few hours earlier by Abner C. Rosenzweig, manager of the company operating the rides and pools at Eastwood, on the extensive expansion program already under way in those two departments at Eastwood.

Expansion Under Way

"One of the largest single year expansion programs in the ride department of any park is under way here and will be completed within three months," Rosenzweig said. Total cost will be about \$150,000, he said.

Contracts for the expansion, Rosenzweig said, were signed early last year, before V J-Day. By signing at that time, he added, he was able to get a promise of delivery this season.

The pool is practically being rebuilt with a new bottom, plumbing, tile and concrete walks, enlarged and rebuilt (*See Detroit Eastwood Maps on page 69*)

Gayer-Lewiston Duo Plan Wax Show at Edgewater

DETROIT, Feb. 23.—Gayer & Lewiston Enterprises, owners of a variety of amusement enterprises in the Detroit area, are branching out into several new ventures, spearheaded by the establishment of a Wax Show at Edgewater Park.

In addition, they will establish a battery of voice recording machines at Edgewater. Archie Gayer flew to Chicago to consult with Ted Wilson, Mutoscope representative for the Midwest, on the purchase of an additional number of the voice recorders, which he plans to place, not only in the park, but on location around the metropolitan area, chiefly in the new type of de luxe bowling alleys.

A battery of the voice recorders and a general novelty store line at the Sportsmen's Show in Convention Hall here, March 9-17, under direction of William Pfau, will be installed by Gayer and Lewiston.

Charles S. Rose Reopening Milwaukee's Muskego Beach

MILWAUKEE, Feb. 23.—Charles S. Rose, operator of State Fair Park here, announces that he will reopen Muskego Beach this summer. Rose acquired Muskego shortly before the war but never opened it under his own management because of the war. Park is located 12 miles out.

New rides are being installed at Muskego, the ballroom and refreshment stand will be rebuilt and the beach will undergo improvements. Rose also plans to install an elaborate lighting system.

Edwin Wirth, formerly with Waukesha Beach, near Milwaukee, will be the new manager at Muskego, Rose said.

OLYMPIC GETS A GOING OVER

Guenther Sets May 4 Opening

Water Skooter basin and auto speedway are added—Kiddyland being rebuilt

NEW YORK, Feb. 23.—Henry Guenther's Olympic Park, Irvington, N. J., is being given a face-lifting for opening May 4. Funspot is being resurfaced and grove areas seeded to freshen up grass plots. While the major buildings and big rides will simply get their seasonal paint jobs, many other rides and attractions will be shifted to new locations and space made available for new devices.

Kiddyland, owned and operated by Ed Ball, is being rebuilt in the center of the grounds. It will have eight kiddie rides, including a miniature train and a treasure hunt sand box.

Old Hogan's Alley funhouse, which has been razed, is being replaced by a Cuddle-Up ride.

Among other new rides under construction are a Water Skooter basin, 250 feet long, and an auto speedway. Set for early installation is one of Harry Travers's Helicopter Aerial rides, a Bubble Bouncer and a Looper. Guenther says additional rides will be installed as they become available.

While Strolling Thru the Park

HARRY W. LEHMAN, who with Earl G. Hennings has the concessions at Marshall Hall (Md.) Park, is vacationing with Hennings at the latter's home in Tampa.

HARRY WITT, president of U. S. Riding Devices Corporation, announces that his organization will make the first shipment of the 1946 season March 1 when it sends a Boomerang to Henry Meyerhoff. HARRY A. ILLIONS, owner of Celoron Park, Jamestown, N. Y., is out of the hospital and, altho taking it a bit easy at the start, is back on the job.

MR. AND MRS. ARTHUR E. WALSH, owners of the Tilt-a-Whirl and Scooter rides at Marshall Hall (Md.) Park, are vacationing at Bradenton Beach, Fla. They plan to install a Ridee-O at the park this season.

QUITE A FEW former carnival and circus folks have contracted for the season at Legion Beach Park, Biloxi, Miss. They include Sam Mitchell and Paul Gautier, eats, drinks and frozen custard; Mr. and Mrs. Mulligan, popcorn and peanuts; Mr. and Mrs. Charles Thomas, photos, beads, novelties; Bull and Daisy Martin, Wild Life Show and two concessions; L. E. Heth and Rae Beardsley, three concessions and bingo, and Charles Miller, three stock stores. Superintendent of Rides John E. Wilson has the Merry-Go-Round, Eli Wheel and Funhouse all set to go. Mrs. Jean Williams is superintendent of contests. Hank Gowdy visited recently, and Con and Dixie Cunningham are expected soon.

MANAGER L. C. ADDISON, of Marshall Hall (Md.) Park, returned from a trip to Louisiana where he visited his family. He also visited in Texas and Old Mexico. . . . JOHN SELLA, vet Penny Arcade operator at Marshall Hall (Md.) Park, and daughter, Jean, are wintering in Van Nuys, Calif. He writes that his walnut crop this year was exceptionally good and that he and Jean will return to the park soon.

HYLA MAYNES, ride man, started gathering material in 1940 for a new home in Biscayne Park, Miami suburb, and is now about ready for the big house warming.

Recent Cincinnati visitors were Mr. and Mrs. Charles P. Jackson, who operate the food and drink concessions at Marshall Hall (Md.) Park. . . . THOMAS J. POU, superintendent at Marshall Hall Park, is spending a few weeks at his winter home in North, S. C. His wife, Heloise, who is a nurse at the park, will accompany him back to Maryland.

MURRAY ZAND, concessionaire at Lincoln Park, Dartmouth, Mass., took a holiday at Florida State Fair, Tampa.

M. C. ANDERSON, at present wintering in Tampa, has purchased a Choo-Choo from the Sunshine Manufacturing Company and plans to operate it on a beach in South Carolina.

Carroll's Crew Battles Time in Fixin' Campaign

AGAWAM, Mass., Feb. 23.—Additional manpower and enlargement of the new pre-fabrication department are the weapons being used by Ed Carroll in an effort to battle possible delays in meeting an early April opening day for Riverside Park. Altho the remodeling program has been hampered by weather, Carroll and his superintendent, V. A. Trigger, believe the accelerated program will see the job finished on time.

New custard and popcorn building, with a 75-foot front and 25-foot depth, already is under way. The new section of the park, is a complete replacement. Work on remodeling the entire back section of the Rollalene building is swinging into high gear. This combined office and midway plant control will be a major improvement this season.

Two-Floor Plan

On the first floor will be receiving and supply storage rooms, information and reception center, telephone exchange, cashier's and accounting departments, Trigger's office with separate drafting and engineering rooms, police quarters, garage, tool shed and heating plant. On the second floor provision is being made for a midway office for Carroll, showers and clubrooms with a large veranda overlooking the Connecticut River.

Work on the new movie booth for the outdoor theater is almost complete. It will be 20 by 25 feet and will provide for a projection booth, power room and workshop.

Other projects under way are erection of a Kiddie Dude Ranch, streamlining of the Miniature Train and relocation of the track, planting of 20 maple trees in Kiddieland, general repainting, re-vamping of the dining room and cocktail lounge at Parkview, additional refrigeration machines for drink stands and reconstruction of all game stands.

Improve Picnic Grounds

When the present schedule is completed for the opening, improvements will be made in both the public and two private picnic groves. Provision also is being made for erection of a new display sign on Carroll's property opposite the main entrance. This will serve to advertise special dance and other attractions on the main highway which cuts thru his property.

Carroll, who vacationed recently in Bermuda, expects to announce soon the definite opening day in April.

Cohn, Bodisco Application In San Francisco Nixed

SAN FRANCISCO, Feb. 23.—Application of Nathan Fisher Cohn, co-owner of the Golden West Shows, and Andrew Bodisco, assistant district attorney for San Francisco County, to erect an amusement park opposite the Fleishacker Zoo, swim pool and park, was nixed here when a protest was lodged with Chief of Police Dulea by 150 home owners in the vicinity.

Cohn and Bodisco had options for around 160,000 square feet of ground on the main highway. Options covered about \$200,000 worth of land.

Convention Hall Ice Rink May Be Ready by March 5

ATLANTIC CITY, Feb. 23.—New Convention Hall Ice Rink may be completed and ready for operation March 5, officials say.

Because of the steel strike, bidders gave the city commission only 24 hours to act on the bids for 62,000 feet of one-inch pipe. The commission pushed legislation thru in fast order.

Asbury Resumes Baby Parade

TRENTON, N. J. Feb. 23.—Mayor George A. Smock, Asbury Park, says plans have been made for the return of the annual Asbury Park Baby Parade. It will be held in August.

Life of Riley

PHILADELPHIA, Feb. 23.—While the populace beefs about the current cold weather, animals at the Philadelphia Zoo are protected by some of the latest equipment.

Take Mr. Bamboo, the gorilla, and his family, for instance, as well as five chimps and four orangs. They loll the time away beneath ultra-violet lamps in glass-enclosed compartments.

N. J. Realtor Advocates Bidding on Concessions

TRENTON, N. J. Feb. 23.—Jack Boehme, a realtor of Bradley Beach near here, told the commissioners of that borough at a meeting yesterday that "concessions should be put up for bids each season." Boehme admitted that he was making the request on behalf of a resident of Bradley Beach who wants one of the concessions.

Boehme insisted that if the concessions were bid on there would be possible increases in borough income from higher concession rentals. Contending that the board should capitalize on the present real estate boom, and seek higher rentals from beachfront concessions by awarding them to the highest bidder, Boehme said, "No businessman should object to paying a fair proportion in connection with his profits."

Zenker Plans To Open Monterey Hotel May 25

TRENTON, N. J. Feb. 23.—Joseph D. Zenker, president, Monterey Company, which operates Monterey Hotel at Asbury Park, says plans are to reopen the resort hotel May 25. Richard B. Fredey, who served in the marine corps, is manager.

LALLE'S NEW AMUSEMENT PARK

Western New York's Largest Playground

Will book rides not conflicting with Merry-Go-Round, Chair-O-Plane, Ocean Wave, Auto Ride, children's Ferris Wheel, Plane Ride or Fun House.

Have few concessions still open for games, novelties, scales, guess your age, American palmistry or what have you?

Write or Wire
MICHAEL GUZZETTA
LALLE'S PARK, ANCOLA, N. Y.

Opening of Park on Mothers' Day Chester Co. Rod & Gun Club, Inc.

Kiddie Ride, also a Ferris Wheel, on percentage basis, desired at

BRANDWINE PARK

Coatesville, Pa.
Address: RUSSELL PYOTT
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AL. NICHOLS STUDIO

Funny and Weird Displays, Blacklite Illusions, Motor Operated Bally Figures for Fun House and Dark Ride.

BOX 191 HUDSON, N. H.

PARK MEN

Do you have a spot suitable for roller skating or plan a future rink. I have new equipment and experienced. All offers considered. Write or wire

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Stainless steel construction, gas driven, adults or children, 25 pass. model, complete with track, \$2495.00 up. 10-day delivery. Literature and large photos, \$1.00 bill (refunded first order).

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ARCADE LOCATION WANTED

A wide awake, successful and experienced arcade operator is looking to open up in a live Seashore or Park Resort this coming season. Finest references . . . financially sound . . . proven ability.

WHAT HAVE YOU TO OFFER?

All replies held in strictest confidence. WRITE AT ONCE AS "TIME" IS IMPORTANT!

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FOR SALE

Dodgem, complete, \$3700.00. 9 Cars. Master permanent building. Must move. Phone: PL. 9285

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8805 Neal, Apt. 8 Detroit, Mich.

FOR SALE

LOOP-O-PLANE, In First Class Operating Condition, 3 Phase Motor . . . \$700.00
KIDDIE TRAIN RIDE, 20 Ft. Diameter, Newly Painted, Engine, 2 Cars, Capacity, 12 . . . 700.00
CASH REGISTER, Large Size, Hand Operated.
ROCKAWAYS' PLAYLAND
ROCKAWAY BEACH, L. I., N. Y.

NEW PARK OPENING MAY 15 WANT ON PERCENTAGE OR WILL BUY FOR SUMMER SEASON—RIDES—SHOWS—CONCESSIONS

Spacious, new, "all-weather" surfaced park within city limits. Wealthy drawing territory of over one-half million. No competition within 80 miles.

ALSO WANT TO BOOK

CARNIVALS—CIRCUS—CROWD-ATTRACTING FEATURES—FREE ATTRACTIONS

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E. W. HAUSWALD, SIOUX FALLS, SOUTH DAKOTA

NEW GLASS HOUSE PORTABLE

For Sale—Made of all new Pittsburgh 1/4 in. Hercules Glass, complete with new top and front—built for park last season.

PRICE \$4500

CURTIS DE WOLFE

Carlin's Park, Baltimore, Md.

Record Turnout Expected At New England NAAPPB Boston Meeting March 12

Father Sullivan, Circus Priest, To Be Banquet Speaker

BOSTON, Feb. 23.—Unless all signs are wrong, all previous attendance records for the New England section of the National Association of Amusement Parks, Pools and Beaches will be shattered when the 18th annual convention gets under way at Parker House here March 12.

Headed by national president, A. B. McSwigan, a large delegation of national officers is expected for the one-day affair.

Final plans for the event were made here Monday (18) at a meeting of the executive, program and nominating committees, with President Henry G. Bowen presiding.

Executive committee voted to mail complete copies of all proposed changes recommended by the by-laws committee. These were sent out this week thru Secretary Fred L. Markey's office. Committee also reviewed legislative matters and took appropriate action on those affecting park and beach operators.

Chairmen To Report

Following committee chairmen will have prepared reports ready for the convention: James A. Donovan, legislative; Henry G. Bowen, by-laws; Edward H. Laventure, nominations; Harry Storin, promotion; Edward J. Carroll, insurance; R. S. Uzzell, resolutions; J. Victor Shayeb, membership, and F. F. Tische, finance.

Registration will open at 10 a.m. March 12, followed by a luncheon at 12:30 in the Hawthorne Room. Business sessions will open at 1:30 p.m., in the Old Boston Room. After roll call, members will hear the report of President Bowen, a report by the program chairman, Harry Storin, and the reading of

communications by Fred L. Markey, secretary.

Special speakers will include Governor Maurice J. Tobin; National President A. B. McSwigan, Kenneywood Park, Pittsburgh; Phillip E. Nutting, of *The Saturday Evening Post*, who will speak on the recreation story; Wayne Lemmon, field representative of the Industrial Recreation Association, Chicago, speaking on recreation in industry, and John J. Haggerty, regional director, War Assets Corporation, Boston, who will talk on our surplus property disposal program.

Round-table discussions will make up part three of the program. Representatives of AREA will conduct a forum on new rides and equipment forecast. John Clare, Crescent Park, Riverside, R. I., will head the discussion on employee relations; Edward S. Scheck, Summit Beach, Akron, will head the discussion on attractions that pay off; Joseph J. Godin, Springfield, Mass., will have as his topic late flashes on fireworks; Wallace St. C. Jones, Boston, will preside at the session on feeding the Jack Spratts, and another speaker, as yet unnamed, will preside at the discussion on transportation and charter busses.

Official business meeting is set for 4:15 and 4:45 p.m., when the executive committee will meet. A reception will follow at 5 p.m., at which Father Edward Sullivan, known as the Circus Priest, will be the principal speaker.

Memphis Zoo Elephant Dies

MEMPHIS, Feb. 23.—Florence, 5,500-pound elephant at Overton Park Zoo here is dead, a victim of pneumonia. Florence was valued at \$3,500 by N. J. Melroy, park superintendent.

Detroit Eastwood Maps Expansion

(Continued from page 67)

filters and conversion of the sand beach into a playground.

Former musical tower, at the front of the park, has been removed and is being replaced by a Ferris Wheel. Lighting effects, in novel designs, are being added thruout. An electric fountain is being installed in the center of the bubble pond. Interchangeable lighting systems will be installed on the fronts of Dodgem, Pretzel and Rocket Ship. All new rides will boast special lighting effects and Kiddieland will have a new type of lighting designed to achieve a playground effect.

All ticket booths thruout the park are being rebuilt and designed in uniform style. At the pool a two-cashier booth is being erected with separate entrances. Ticket system will be changed, with turnstiles being used in place of tickets for rides and the addition of re-ride cashiers.

Attractive new lounges for both men and women employees of the ride system are being built in the center of the administration section under the Coaster.

Add Major Rides

New rides being added include Kiddie Auto, with new two-passenger cars; Cuddle-Up and a new type of ride not yet named. Other rides are being overhauled. A modernistic front is being placed on the Bug; Coaster Trains are being rebuilt into streamlined design; new streamlined cars are being placed in the Dodgem; Pretzel and Whip are being rebuilt and all will get new fronts.

About 15 mechanics have been working all winter and 18 more will be added March 1. Rosenzweig said John C. Stevens will remain as assistant manager and superintendent, and that George F. Stevens will be assistant superintendent of the rides and pool.

Frank Buck Leaves in May

ST. PETERSBURG, Fla., Feb. 23.—Frank (Bring 'Em Back Alive) Buck is going back to Singapore and the jungles to gather rare and unusual animals, snakes and birds for the zoos of America. He is slated to sail in May.

16 New Nabe Funspots Set for Chicago Sector

CHICAGO, Feb. 23.—Sites for 16 new neighborhood parks, authorized by a \$24,000,000 bond issue approved by the voters at the election June 4, 1945, were named by the board of commissioners of the Chicago Park District.

Parks range in size from 6.48 acres to 40 acres.

Jones Beach To Spend 2 Mil

BABYLON, L. I., N. Y., Feb. 23.—A total of \$2,135,290 will be spent for improvements at Jones Beach State Park, Robert Moses, president Long Island State Park Commission, announces. A new marine stadium will be erected at a cost of \$1,150,000, replacing the present wooden temporary structure. Other improvements will be made to recreation and play areas, parking fields, electric, water and sewage systems, boat basins, bus station and bathhouse.

Va. Beach Cavalier Open

VIRGINIA BEACH, Va., Feb. 23.—Cavalier Hotel, largest at this resort, reopened this week after over three years of operation by the navy as a radar training center. Sidney Banks, Cavalier Resort Corporation president, looks for a record season.

NORWICH UPS STANDS

(Continued from page 65)

which 9,901 tickets were sold before opening. Receipts last year from front gate totaled \$3,555.70, with additional \$2,165.43 from ticket sale. Other receipts were: Ground rent, \$1,165; concessions, \$4,769.74, and State aid, \$7,800. Premiums aggregated \$6,187.05; harness horse purses, \$2,750, and grandstand acts and music, \$7,770.96.

Board is asking Chenango County to police the grounds. At present time, it is the only New York annual paying for its own policing.

Frank Zuber, former mayor, has been re-elected president, and William D. Welch has been named secretary to replace Russell L. Hogue. Other officers include Fred S. Emmerick and Dr. M. A. Quinn, vice-presidents, and Mary Ackerman, treasurer.

“LINCONZOO PARK”

A NEW 35 ACRE AMUSEMENT PARK IN LOS ANGELES, CALIF. LOCATED AT 3800 MISSION ROAD, ADJOINING LINCOLN PARK

NOW READY to consider applications for space; Shows, Rides, Exhibits and High-Class Concessions of all kinds. Racing Derby, Ballroom, Penny Arcade, Skating Rink, Swimming Pool, Chinese Village, Bowling Alley, Pool and Billiard Hall, Shows and Exhibits, Barbecue, Photo Gallery, Penny Slot Machines, Shooting Gallery, Merry-Go-Round, Giant Double Ferris Wheel, Whip, Octopus, Caterpillar, Kiddie Rides, Ground and Loft Rides, Cocktail Bar, Orange Juice Bar, Ice Cream Stands, Coffee Bar, Wine Bar, Night Club. All Major and Minor Rides. Candy, Peanuts, Popcorn, Taffy Apples, Candy Floss, Hamburgers, Hot Dogs, Soft Drinks, Novelties, Handwriting Expert. Our Christmas week will be as big as your Fourth of July week. Get off the road, get in a park. Work twelve months in the year instead of six. Any and every show, ride, exhibit or concession that goes to make a high class modern amusement park.

LOS ANGELES is going to have a real amusement park. To be open 365 days and nights of the year. Surrounded by three million people, right in the heart of a great city, ten minutes from the center of the city, on three street car lines with fare of seven cents and city transfers. 25 acres of natural beauty, giant palm trees, green grass, flowers, parking space for thousands of cars. Over three million people and only one amusement park. A park for the people, in the country's most progressive city.

FOR FURTHER INFORMATION PHONE, WIRE OR WRITE **LEONARD WOODWARD** 611 WEST 121ST ST., LOS ANGELES, ZONE 44, CALIFORNIA. PHONE TWINOAKS 1786

N. J. Roller Hockey Loop Set in Trenton

TRENTON, N. J., Feb. 23.—After long planning and success of a recent roller hockey game between the White City Rockets and the Atlantic City Americans, an inter-state roller hockey league was organized February 8 at a meeting in White City Rink here.

League selected George Dancer as president and executive secretary and named a provisional board of governors to manage the league until elections.

Selected for the board were Dancer, Clifford Boogher, Edward Leopardi, Wendell Goodwin and Steve Budassi. Boogher was named vice-president; Leopardi, 24-hour man; Goodwin, publicity, and Budassi, legal counsel. Standard rules for roller hockey and requirements for entry in the league were adopted. In tribute to preliminary work done by Dancer, it was decided to use the name of Dancer Roller Hockey League. Dancer was instructed to secure legal counsel, file incorporation papers and register the name with the Bureau of Copyrights.

It was indicated that four hockey teams now meet requirements for admittance in the league. White City Rockets, Atlantic City Americans, Audubon (N. J.) Zephyrs and Ringing Rock Parkers, the last named of Pottstown, Pa.

HOFFMAN'S SKATELAND, Albany, N. Y., recently contributed four skaters, Catherine and Ernest Hoffman, Joy Brush and Arthur Armstrong, to a benefit show which drew 2,300 to Convention Hall, Saratoga Spa, N. Y.

LONGER LIFE AND GREATER WEARING COMFORT



NOW HYDE'S NEW STRAP PROTECTORS preserve the straps on your rentals and eliminate that uncomfortable "bite" of each strap on the skater's ankle, preventing chafing and insuring snugger ankle fit. Send us your orders now for prompt delivery. Only \$1.20 per dozen pairs.

HYDE ATHLETIC SHOE COMPANY
Manufacturers of those famous BETTY LITTLE Roller Shoes
CAMBRIDGE, MASS.

Hefty Entry List For Daily News Contest in Philly

PHILADELPHIA, Feb. 25.—Eighth annual Philadelphia Daily News roller skating contest got underway today, with five rinks set to stage preliminary competitions that will result in the crowning of two couples as city champions. Entry figures showed that the contest will set an all-time high for the number of participants.

Rinks affiliated with the contest are the Dance Box, Adelphia, Circus Gardens, Carman and Willow Grove. Tests will be staged in two divisions, waltzing and graceful skating. These rinks were chosen by Ray Gathrid, promotion manager of the paper and originator of the contests, because they are centrally located. It is Gathrid's first promotion since his discharge from the army. The five rinks were the original participants in the contest which continued during the war.

First competitions will be in graceful skating, with preliminaries run on different nights so that couples eliminated at one rink may visit another one to try again. Waltzing tests will be held next week, with finals set for March 14.

Lidstone, British Skater, To Visit With Victor Brown

NEWARK, N. J., Feb. 23.—Jimmy Lidstone, well-known British skater who appeared in this country a few years ago in a series of exhibitions under sponsorship of the RSROA, is again headed for these shores. During his stay in this country he will be the guest of Victor J. Brown, operator of New Dreamland Arena here.

On the occasion of his last visit to the U. S., Lidstone appeared with his wife and J. W. Watson, demonstrating school figures, free style skating and all the popular English dance steps, including the schottische and the promenade. He will stay over for the USFARS-RSROA championships, June 24-28, in Madison Square Garden, New York.

New York RSROA Ops Elect

NEW YORK, Feb. 23.—At a recent meeting of metropolitan RSROA operators Joseph Seifert, Bay Ridge Roller Rink, Brooklyn, was re-elected president. Others elected were Ben Glass, Queens Rink, Elmhurst, L. I., vice-president; Ainley Marsh, Sunnyside Rink, Long Island City, L. I., secretary, and Milton Hinchcliffe, Wal-Cliffe Rollerdom, Elmont, L. I., secretary. Board of directors is comprised of Seifert; Dr. Louis Berliner, Recreation Center Rink, Paterson, N. J.; Nathan Steinberg, Queens Rink, Elmhurst, L. I.; Adam Metz, Hillside Rollerdom, Richmond Hill, L. I.; Jack Adams, New York, and Louis Brecker, Gay Blades Rink, New York.

L. I. Rollerries Line Up Acts for Garden Benefit

NEW YORK, Feb. 23.—Long Island roller rinks are providing several feature numbers for the annual RSROA Infantile Paralysis Fund benefit show in Madison Square Garden February 26.

Hinchcliffe Skating Club, Elmont, L. I., is entering five champs in the revue, Dorothy Glintenkamp, Eastern States and New York novice titleholder; Joan Westenberg and Henry Kirshe, Eastern States junior pairs champs, and Eleanor Nash and Robert Guthy, holders for two consecutive years of the national junior dance title.

Queens Roller Rink, Rego Park, L. I., is putting in a top-ranking quartet of the East, Donald Tuohy, Jean Kuester, Paul Weiss and Evelyn Biderman, who will present a specialty act and participate in ensemble numbers of the Queens group.

2 Operators, 1 Pro Added To Canadian RSROA Roster

VANCOUVER, B. C., Feb. 23.—At the recent monthly meeting of the RSROA of Canada here two new operators were accepted as members, R. E. Mills, Skateland, New Westminster, B. C., and Margaret Marshall, Alexander Rink, Hamilton, Ont. One professional, William McArk, Trianon Roller Rink here, became a member.

Rules to govern amateur skaters were drawn up and cards will be issued to applicants. Only cardholders will be permitted to compete in the various meets. Provincial championships will be held in May and Dominion championships early in June. Next monthly meeting will be held here March 5.

RSROA Gets 5 Applications

DETROIT, Feb. 23.—Five applications for membership in the RSROA have been received in recent weeks at national headquarters here, reported Secretary Fred A. Martin. New applicants include F. W. Fleisher and M. H. Van Osten, Pacific Skating Palace, Newport, Ore.; G. C. Shepherd, Hyglia Roller Rink, Newport News, Va.; Carl J. Anderson, Coeur D'Alene Roller Rink, Coeur D'Alene, Idaho; Robert E. Richards (pending), King Roller Rink, Tacoma, Wash., and Gerald H. Graff, Vasa Roller Rink, Issaquah, Wash.

Ragsdale Out of Service

DECATUR, Ill., Feb. 23.—Harold Ragsdale, operator of Ragsdale Roller Rink here, has returned to his spot after two years in the armed forces. He relieves Mrs. Ragsdale, who operated the rink while he was away. Shortly after his return he scheduled an RSROA night at the rink, with exhibitions by skaters from Arena Roller Rink, St. Louis, as added attractions.

New One for Saginaw, Mich.

SAGINAW, Mich., Feb. 23.—M. B. Thompson, operator of Saginaw Roller-cade, has announced plans for erection of a new rink here this year. Building will house a 75 by 150-foot floor and be modern in every respect, with air conditioning, indirect lighting and the latest in decorations. Location will be at the intersection of two main streets, where property is now being razed to allow new construction.

Denison, Tex., Bowl Opens

DENISON, Tex., Feb. 23.—Basil Georges and A. P. O'Donnell opened their new Roller Bowl here recently after the usual difficulties encountered by new operations these days. Rink has a 50 by 150-foot floor. Margaret Sykes, professional, formerly with Frank's Roller Rink, Boise, Idaho, is teaching. She expects to be joined soon by her husband, who is with the armed forces.

FOR SALE

100 prs. of Rink Skates, assorted sizes, Chicago and Richardson, all in working condition, no broken or welded plates, \$400.00. Seven 20 ft. Center Tent Poles; 75 assorted Turnbuckles, good for portable floor; 75 8 to 12 Inch Bolts, eyes on one end; 35 large Springs, approx. 1000 feet of 3/8 Inch Wire Guy Line Cable, 50 Seven Foot Side Poles. Make offer for all or part.

Santa Ana Roller-cade
838 E. First St., SANTA ANA, CALIF.

The First Best Skate

QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3318 Ravenswood Ave. Chicago, Ill.
The Best Skate Today

FOR SALE—ROLLERCADE

Portable Roller Rink, 40'x100', hard maple floor, 250 pair skates, 100 pair brand new; 256 watt Webster P. A. system, including microphone, turntable and records; 40'x100' tent and all electrical equipment necessary. A brand new spare parts. Will sacrifice for \$4500 cash. Do not answer unless you have cash. Ready for immediate shipment. All equipment guaranteed in first class condition.

ROLLERCADE
Sturgeon Bay, Wisconsin

SKATING RECORDS
With STANDARD DANCE TEMPOS
Write for Complete List.
SKATING RHYTHMS RECORDING CO.
P. O. Box 1838, Santa Ana, Calif.

SUBSCRIBE NOW
To insure delivery of your May copy of
DANCE SKATERIES
New bi-monthly magazine for the roller skater.
25¢ a copy; \$1 a year.
CLIFF LOCKWOOD
622 E. 239th St. Bronx 66, N. Y.

No. 321 DUSTLESS FLOOR DRESSING
Cleanses the air, providing a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal., in 5 gal. containers. Terms: 25% with order, balance C. O. D.
GAGAN BROTHERS
444 Second St. Everett, Mass.

HAVE 250 PAIRS SKATES
Sound systems, etc. Desire to lease building for rink anywhere.
ROBERT F. BOICE
CRYSTAL MAZE FIRTH, IDAHO

WANTED
PORTABLE SKATING RINK FLOOR
Approximately 50'x100', maple, with or without underpinning and railings. Must be in A-1 condition. Will pay cash. State price. Write, wire or telephone full particulars. JOE J. ROOK, 12708 Powell Lane, Houston 15, Texas. Telephone: Greens Bayou 422.

30 Pair New Shoe Skates
Never on floor. Sander, Turntable, Speaker and 50 Records. All for \$500.00.
FT. THOMAS ROLLER RINK
Ft. Thomas, Ky.

WANTED
Portable Roller Rink, 50'x100'-120'. No junk. State all in letter. Wire or write
RALPH MCGREGOR
Bedford, Ind.

WANTED
Portable Rink Floor, 60'x120', or about that size, in good condition.
H. G. EHRHARDT
R. R. #8, North Kansas City, Mo.

WANTED TO BUY
Good Portable Roller Rink equipped, not less than 40'x100'. Must be A-1 condition; no junk. Will pay cash. Address:
R. E. MCKAY
2158 FISCHER DETROIT, MICH.

Negro section. Civic and labor groups have picked the spot for the past five weeks.

"Keep 'Em Rolling"



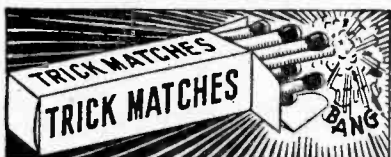
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GET READY FOR APRIL FOOL!



They Shoot With a Loud Bang!—Immediately After Striking. They are loaded to give a big scare, but not enough to be at all dangerous. Every man who smokes is a prospective customer. 12 Matches in Box. 72 Boxes in Carton.



SPARKLE MATCHES

THE RED FLARE KIND

An entirely new idea in Trick Matches. The back row is regular. The front row is treated to SPARKLE. You light up with a regular match from rear row. YOUR VICTIM naturally takes one from the front row, and HOW! 48 books to carton with display card.



MATCHES

A Novelty Surprise! When your friend strikes one of these matches, what appears to be a tiny snake uncoils from the flame! Front row are Snake matches—back row regular. You use the regular match first, then toss the book to your "victim" and watch the fun begin. Usually retails 10¢ book. Packed 48 Books to Carton.

JOBBERS

Write for prices. Big Profits to you with these fast moving, year round, repeat sellers.

DEALERS, Order Early for the Big Season Ahead. Sold by Leading Novelty Jobbers All Over U. S. If Your Jobber Cannot Supply You, Write Me for Address of Nearest Distributor.

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BUSINESS OPPORTUNITIES

ARCHERY RANGES EARN BIG MONEY—Every park wants one. 4 shooter, \$50.00; 8 shooter range, \$98.00. Stan Johnson, Salamanca, N. Y. ma9

BE INDEPENDENT—START A BUSINESS OF YOUR OWN and enjoy financial freedom. Little or no cash required; 3¢ stamp brings full details. W. M. Drexler, 258 Broad, Newark 4, N. J. ma23

BORROW MONEY BY MAIL—NO ENDORSERS. No security. Complete information, 25 cents. Victory Service, Box 2215-H, Detroit 31, Mich. ma9

"CASH IN" ON YOUR SPARE TIME. 300 ways to make money; 68 page book full of tested plans, money makers, secrets and success schemes. Send 25¢ to Dale Finney, Box 274, Humboldt, Iowa.

"EARN MONEY AT HOME!"—GET "ABC'S OF MAILORDER" folio. Price, 25¢ postpaid. Archie Thorpe, BB, P.O. Box 981, Columbia, S. C.

FOR SALE—VOICE AND INSTRUMENTAL RECORDING studio, completely equipped including piano at Mission Beach Amusement Center, San Diego, Calif. If interested write for particulars. Carl G. Jorgensen, 4080 Georgia St., San Diego 3, Calif. ma9

MAIL ORDER OPPORTUNITIES—READ OLD-ESTRIDE Trade Journal in the field. 53rd year. Copy, 25¢. Mail Order News, Somerville 30, N. J. an27

MANUFACTURERS, ATTENTION!—FOR SALE, Base Ball Game with World Series Score Board. Easily constructed, fully patented. For pitching practice on Carnivals, etc. Nothing else like it. For details, write W. Hogan Brown, Inventor, General Delivery, St. Petersburg, Fla.

"NEW DISCOVERY"—SHOWMEN, CARNIVAL men, agents, home workers, make \$25.00 per day handling out New Silver Plating Fluid, huge demand. Secret Formulas, Instructions, \$1.00. Write W. J. Dahn, P. O. Box 201, Marion, Iowa.

ORIGINAL "MIRACLE" COLORFUL, LASTING Bubble Liquid. 1 1/2 oz. Jars, complete with Wands, \$12.50 gross, F.O.B. Chicago. Cash with order. Samples, 25¢. Jas. Johnson, 1028 E. 63rd St., Chicago 37, Ill.

PHOTO CONCESSION—PERCENTAGE AMUSEMENT Center, 1145 Sixth Ave., New York 19.

START NOW! READ "A SMALL BUSINESS OF YOUR OWN" shows you in 126 pages of down-to-earth language how to succeed in 80 businesses. Some requiring only \$200 capital. Send \$1.00. Treasure House, Box 259, San Francisco, Calif. ma2

START IN BUSINESS AT HOME—OUR BOOK, 137 Successful Business Plans (\$2.98), tells how. Send stamp for free illustrated literature. Interstate Distributors, Box 732, Evanston, Ill.

SUREFIRE PROFIT MAKER—WRITE US TODAY for free information on what sells, who buys and how to reach them. Rennolet B, 1022 9th St., Rock Island, Ill. mh2

TRADE MAGAZINES—BUSINESS, VOCATIONAL, DIVISION. Current single copies. All fields to choose from. Free price lists. Commercial Engraving Publishing Co., 34H North Ritter, Indianapolis 1, Ind.

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE—Only advertisements of used machines accepted for publication in this column.

A-1 AMERICA'S POSTAGE STAMP MACHINES for sale. Buying all kinds. Folders, immediate delivery. Write U.S.P., 100 Grand St., Waterbury 5, Conn. ma9

AA BUYS!—BRAND NEW POSTAGE STAMP Machines, 1¢ LoBoy and Ticket Weighing Scales, 1¢ Nut-Candy Vendors. Free list. Adair Company, 6926 Roosevelt, Oak Park, Ill. ma30

ARMY CAMP CLOSED—3 5¢ MILLS BLUE Fronts and one Four Bell, 5-5-5-25¢, \$825.00 for the four pieces. Half deposit, balance C. O. D. Glen Hamer, 853 N. Flores, San Antonio, Tex.

BAKER'S LINE-A-LINE, \$69, 1/3 DEPOSIT, balance C. O. D. The Durango Dells, Durango, Iowa.

CLOSING TERRITORY—A.B.T. TARGETS. Kicker & Catchers or Pike's Peaks, \$22.50 each; 5 for \$100.00. Pontiac Company, 548 S. Dearborn, Chicago 5, Ill.

CIGARET VENDORS FOR SALE—500 PERCENT reconditioned in our own shops. Kehler Vendors, 4509 N. Clark St., Chicago 40, Ill. ma9

FOR SALE—RECONDITIONED CONSOLES. Paces Reels or Saratoga Sr., late models, \$100.00; Paces Saratoga without rails, \$65.00; Paces Reels Jr., late model, \$75.00; Original Jar O' Do Dangling Duckets Bingo Tickets, 1,000 on stick for \$1.00 each; in case lots of 50 only. A. E. Condon Sales Co., 1424 Main St., Lewiston, Idaho. ma2

FOR SALE—MILLS 5¢ BROWN FRONT, A-1 condition; also Capelhart Music Box, 20" selections, needs minor repairs, \$100.00. Frank Guerrini, Burnham, Pa.

FOR SALE—MILLS 5¢ GOLD CHROME, \$160.00; A-1 condition; also 10¢ Silver Chrome, rebuilt by Mills, \$165.00; both machines 3-5 payout. Frank Guerrini, Burnham, Pa.

FOR SALE—SIX 1¢ GOLD Q.T., \$50; FIVE 5¢, \$85; 5¢ Mills Skyscraper, \$65; 10¢, \$95; 5¢ War Eagle, \$90; three Chrome Columbia, \$95; eight 5¢ Brown Front, \$185; six 5¢ Blue Front, \$100; one 10¢, \$135; one 25¢, \$195; one 5¢ Bonus, \$225; one 10¢ Bonus, \$245; one 25¢ Bonus, \$275. O'Brien, Newport, R. I.

FOR SALE—DAVAL PENNY PACKS, AMERICAN Eagles, Watling Treasurer, Rollatop Ten Cent, one Mills F. O. K. Front Vender Escalator, perfect condition, make offer. R. E. Parrish, U. S. Hi-Way No. 1, West Columbia, S. C.

FOR SALE—BIG GAME, P.O., \$50; RAYS Track, D.D., \$75; Pamco Bell, 5-25, \$45; Red Head Track Times, \$35; Wurlitzer Victory Model 24, \$400; Second Front, \$65; Bosco, \$75; Bombardier, \$85; Gobs, \$85; Four Aces, \$100; Monecker, \$70; New Champ, \$40; Sun Beam, \$55; Zig Zag, \$45. O'Brien, Newport, R. I.

FOR SALE—A.B.T. SIX (6) GUN OUTFIT complete, ready to operate; three (3) Targets, Shot and many extras. Good shape; guns look like new, \$1,500.00. W. H. C. Seward, Arcadia, Fla., or 3902 Washington Road, West Palm Beach, Fla.

GOING COMPLETE PENNY ARCADE, 115 Nassau Street, New York 7. Sale price, \$6,000, complete. Telephone: Wisconsin 7-9393.

NEARLY NEW MILLS 25¢ BLACK CHERRY, \$260.00; Mills 5¢ Black Cherry, \$250.00; Mills Safe Stand Locking Bar with Keys, \$8.00. One Stand without Key, \$4.00. Mills Vest Pockets, nearly new, \$74.50. Orvel L. Dean, Coin Machine Exchange, Onawa, Iowa.

PENNY ARCADE, 1735 CURTIS ST., DENVER, Colo., for sale. This is a bargain for arcade operator-owner. Same location over 30 years; retiring.

QUARTER BROWN FRONT, \$150; BALLY Fairmont, \$360; Pacemaker, \$70; two Sport Pages, \$55 each; 5¢ Saratoga with Rails, \$90; Majors, 1941, \$45; Derby Winner, Free Play, \$100; three Flying Champs, \$100 each. Price includes crating. 1/3 deposit. Paul Hawkins, 40 East Fourteenth St., Tucson, Ariz.

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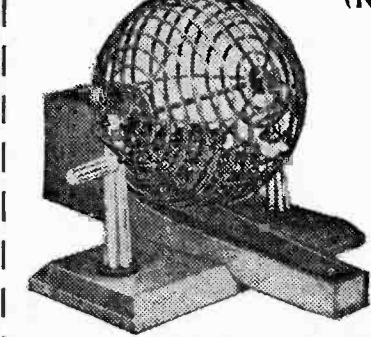
THREE NEW 5¢ AMERICAN EAGLES; ONE Used 5¢ Liberty; one Daval's 21; one Penny Pack; two Chicago Club-House; one Two-Way Gottlieb Grip; one Jiffy 1¢ Vender; one Penny Liberty; one Ticketette with 2,000 Tickets; one Mills Little Perfection Card. Lot, 13 machines, \$75.00. Coleman Novelty, Rockford, Ill.

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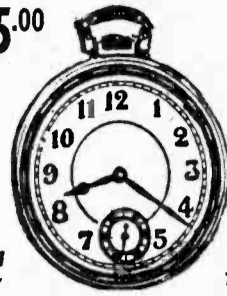
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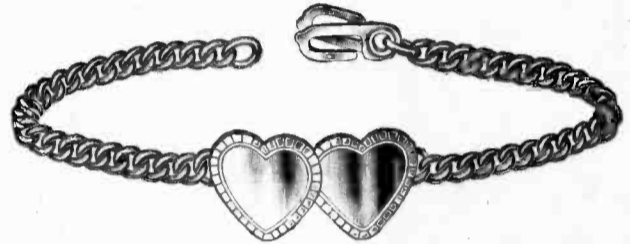
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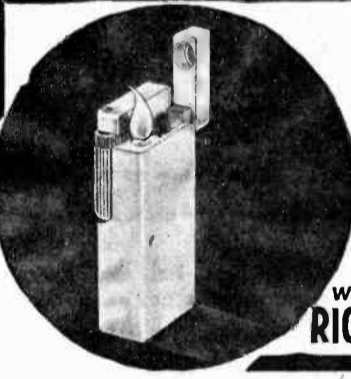
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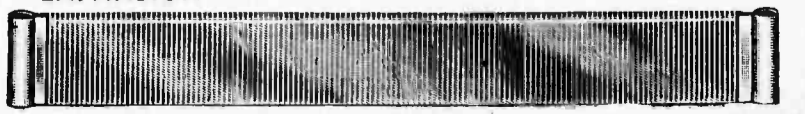


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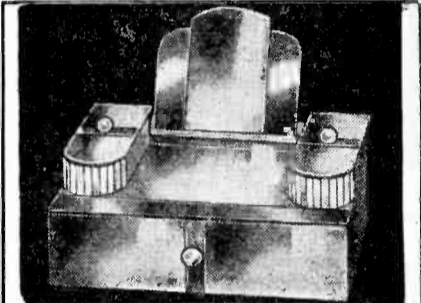


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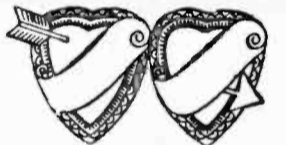
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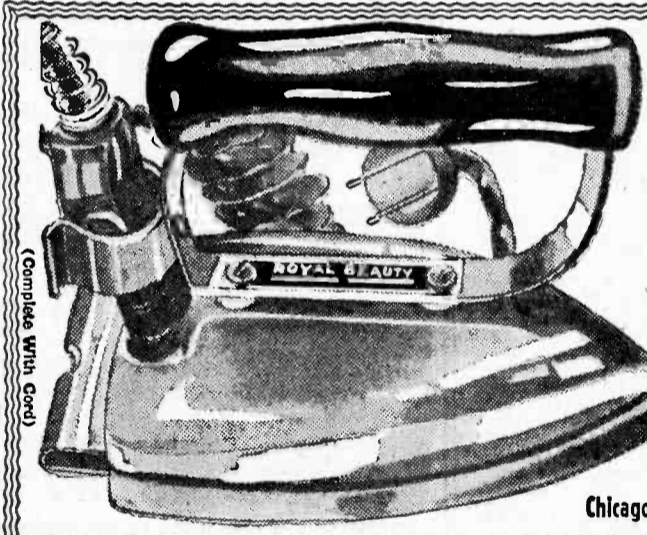
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1946 PALACE DELUXE PHOTO BOOTH, 2 1/2 x 3 1/2 picture. Equipped with Fluorescent lights, fans in dark room portable. The ideal outfit for showmen. Price complete, ready to operate, \$300.00. Can ship now. Wire deposit. Palace Sales, 18 West Main St., Chattanooga 8, Tenn. Phone 69917. ma2

PRINTING

ATTRACTIVE — 100 LETTERHEADS AND Envelopes, three, four lines copy, \$1.25 postpaid. Price list, samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. ap6

LOOK! SPECIAL PREPAID PRICES, 5,000 8x9 or 4 1/2 x 12 Heralds \$8.75; 500 8 1/2 x 11 Bond Letterheads \$1.95. Customprint, Box 211-C, Springfield, Mo. ma2

PRINTING ECONOMICAL — 500 8 1/2 x 11 White Wove Envelopes, 1,000 8 1/2 x 11 Letterheads, #16 weight, 3-4 lines your copy, \$6.25 prepaid. Broad-Mar Press, Room 11, 505 Market St., St. Louis, Mo. ma9

500 8 1/2 x 11 "DREW DELUXE" FINE WATER-marked Bond Letterheads and 500 6 1/2 Envelopes \$5.50 prepaid. Attractively printed. Modern design. DREW PRESS, Box 423-E, Greensboro, N. C. ma9

PRINTING ECONOMICAL — 500 8 1/2 x 11 White Wove Envelopes, 1,000 8 1/2 x 11 Letterheads, #16 weight, 3-4 lines your copy, \$6.25 prepaid. Broad-Mar Press, Room 11, 505 Market St., St. Louis, Mo. ma9

500 8 1/2 x 11 "DREW DELUXE" FINE WATER-marked Bond Letterheads and 500 6 1/2 Envelopes \$5.50 prepaid. Attractively printed. Modern design. DREW PRESS, Box 423-E, Greensboro, N. C. ma9

SCENERY AND BANNERS

CARNIVAL AND SIDE SHOW BANNERS — Nieman Studios, 1236 S. Halsted St., Chicago 7, Ill. ma2

CLOTH BANNERS, 3x10 FEET, \$6.00, WITH Brass Grommets; 4 Color Job. Paper, \$2.50. W. Courtney, 341 N. Longwood St., Baltimore 23, Md. ma2

TATTOOING SUPPLIES

TATTOOING OUTFITS, DESIGNS, INK — Bright colors. Latest 1946 two color illustrated folder sent free. Write today. Zeis Studio, 728 Lesley St., Rockford, Ill. je22

TATTOOING DESIGNS, HAND PAINTED: Generous amount seven brightest Tattoo Colors, \$7.00; best tubes. Owen Jensen, 120 West 83d St., Los Angeles 3. ma16

TATTOOING MACHINES — \$7.50 EACH IN lots of 100 or more. Sample, \$11.50. Cash with order! Steele, 540 Leavenworth, San Francisco. ma23

TATTOOING COLORS—RED, GREEN, BROWN, Black, Yellow, Blue, Flesh, or White. 1/2 pound, \$4.00; pound, \$6.00; 2 pounds, \$9.00. Steele, 1138 Market, San Francisco. ma23

WANTED TO BUY

FROZEN CUSTARD MACHINE—PREFER COMPLETE outfit on truck or trailer. All must be in good condition for cash. Phil Meigs, Swanton, Vt.

WANT TO BUY—A LARGE SIZE POPCORN Kettle for Burch machine. Complete with kettle, lid and motor, ready to set in; must be in good working condition. Joe Harris, c/o St. Elmo Hotel, Green Cove Springs, Fla.

WANT TO BUY — 241 REMINGTON AUTOMATIC 22 Short-Gallery Rifles; also need Gallery Shells. Write details and prices. Dan Stratman, Cloverport, Ky.

WANT TO BUY — TOPPERS, ESQUIRES, Model V, and other bulk merchandise. State price, condition and quantity. Pioneer Vending Service, 461 Sackman St., Brooklyn, N. Y.

WANTED—TWO CIRCUS TAYLOR TRUNKS. Regulation size, good condition. Write. S. Gummudo, 926 Davis St., Kalamazoo 43, Mich.

WANTED TO BUY—PENNY WEIGHING Scales, any type or kind. John Horn, 2765 Hickory R. No. 4, Abilene, Tex. fh9 mh9

WANTED TO BUY—SINGLE LOOP-O-PLANE, also Crystal Ball for ballroom. Ray Ressel, 3854 2nd St., Riverside, Calif. ma9

WANTED—ERIE DIGGERS, ONE OR FIFTY, any condition. State condition and price; cash waiting. Box 69, Hot Springs, Ark. t.f.n.

WANTED — LONG RANGE LEAD MANGELS Shooting Gallery. V. A. Stewart, 106 1/2 High St., Portsmouth, Va. ma16

WANTED—WILL PAY CASH FOR COMPLETE Portable Roller Rink. Must be in good condition. Write all particulars in first letter. M. M. Traumel, 120 Jarrett Lane, Oak Ridge, Tenn.

WANTED — 22 SHORT GALLERY SHELLS. Give best price and quantity in first letter. Roger M. Work, Nelson Ledge Amuse. Grounds, Garrettsville, O.

WANTED — MERRY-GO-ROUND, PORTABLE, with or without Organ. C. N. Sandriky, R 4, Box 373, Alexandria, Va.

WANTED—TEN OR TWELVE COMIC FUN-house Mirrors. State all first letter. Cash waiting. Chas. Fairchild, 18 So. 5th St., Fort Atkinson, Wis.

WANTED TO BUY—CYCLOPS LENSES, Reducing Lenses, such as fish bowl illusion. Mention price. D. E. Shepherd, 36 S. Howard St., Akron, O.

WANTED TO BUY — MAPLE FLOORING OR Portable Roller Rink Floor. Hodges, 6310 Easton, St. Louis, Mo. Phone: EV 8292.

WANTED — A SMALL MERRY-GO-ROUND with Organ, or a Kiddie Ride. Elmer L. Hanson, 1109 Washington Blvd., Baltimore 30, Md.

32 VOLT PHONOGRAPHS — NO CONVERTER jobs. Must be in good condition. Dickinson Music Stg., Dickinson, N. D.

PORCELAIN DONKEY AND CART PLANTER

THAT JUST CARTS THE ORDERS IN. DECORATED IN TWO COLORS, BROWN and BLACK.

ALL-OVER MIRRORED WHATNOT SHELF TO HANG or to STAND. They are not only excellent sellers, but they can be used to display planters with a twig of Ivy planted in them to great advantage, thus they sell your goods as well as themselves.

\$7.50 PER DOZ. PIECES

PACKED 1 DOZ. PIECES SMALLEST QUANTITY SOLD.

\$7.20 IN 3 DOZ. LOTS

No. 4436 K **\$3.60 PER DOZ.**

PACKED: 1 DOZ. SMALLEST QUANTITY SOLD.

Size: 1 1/2 Inches high, 1 1/2 Inches deep. Weight: 6 lbs. to the doz.

Be sure to send for our complete set K of GIFT GOODS; we have them from \$1.80 per doz. to \$80.00 per doz., all big sellers.

No. 4049 K

Size: 8 Inches high, 5 1/2 Inches wide. Weight: 12 lbs. to the doz.

333

 and 335 SOUTH MARKET STREET Chicago 6, Ill.

LEO KAUL IMPORTING AGENCY, Inc.

NOW DELIVERING AGAIN

5 STAR AERO BINGO BLOWER

FIRST 100 ALREADY SOLD

During the war we offered to repurchase, at 100 cents on the dollar, all 5 Star Bingo Blowers previously delivered. The best testimonial for this blower is that NOT ONE WAS RETURNED. We are happy to be in production again, but because steel is still scarce our production is limited, making it necessary to fill orders in rotation.

To insure early delivery SEND YOUR ORDER TODAY.

ALSO IN STOCK RUBBERIZED BINGO CAGES

CORK BINGO BALLS, UNION MADE PRINTED BINGO SPECIALS. Regular 7 and 10 Colors—Also 5, 6 and 7 Ups.

JOBBERS—Write for Information.

MORRIS MANDELL & CO.

131 West 14th Street New York 11, N. Y.



AGENTS—JOBBER

Wonderful Gift Item COSTUME JEWELRY

Beautiful Pin and Earring Sets—3 patterns. Each set in 7 different colored stones.

\$12.00

Per Doz. Sets. As illustration and 2 other styles. For the 3 samples advertised as above send \$3.75. Prepaid. To appreciate our line we suggest you send us \$25.00 for 25 to 30 samples complete in costume jewelry sets—pearl necklaces—bracelets—earrings—fobs—etc. Money refunded within 5 days—if desired.

Malbin Trading Company

187 Fort Greene Place Brooklyn 17, N. Y.

MAGAZINE RACK

IMMEDIATE DELIVERY



Finished in High Lustered Walnut. Made of 6 pieces of Wood—Length 16", Width 9", Height 11". Ends and Bottom 3/4 thick white-wood—Panels 3/4" Fir.

\$30.00 per dozen

Packed 6 to a carton—25% Deposit with Order, Balance C. O. D., F. O. B. New York

CONELLE PRODUCTS CO.

248 West 23rd St. New York 11, N. Y.

MEN—Build a Wholesale Route

GET INTO a Big Pay Business

We Help You Establish a Steady Route of Dealer Customers

Make good weekly earnings selling stores our BIG line of 200 products—all daily necessities. Show merchants in your locality a sensational line of self-selling counter goods. Retail at 5¢ and 10¢. You make up to 112% commission. No large capital required. Easy to start.

A fortune spent for National Advertising has made our products known from coast to coast. Send for our booklet "Your Opportunity in a Wholesale Business of Your Own." It's FREE—no obligation. WRITE TODAY!

WORLD'S PRODUCTS CO., Dept. 8-X, Spencer, Ind.

EXPANSION WATCH BANDS

First quality, 28-link size, white or yellow G.P. front, sterling back, \$31.50 per 1/2 Doz.; \$60.00 per Doz. Sent post paid for full amount with order or 50% deposit, balance C. O. D. Sample Band, \$5.50. Mark orders for resale. No catalog.

NOVEL JEWELERS

108 Eddy Street Providence, R. I.

HEART VANITY

ORDER NOW FOR EASTER

A beautiful HEART MIRROR VANITY with a heart swivel mirror and two heart compartments.

\$27.00 DOZEN SAMPLE \$2.50

SERVING TRAYS

Beautiful three-coat mahogany finish. Attractive picture under glass top.

11 by 15 Inches	\$1.45
13 by 17 Inches	1.70
15 by 21 Inches	1.90

SYLVAN CO. 154 E. Erie Chicago, Ill.

LATEX RUBBER

Make your own molds for plaster and get better detail. Write for prices and information.

SOUTHERN PREMIUM MFG. CO.

2401 South Ervay St. Dallas 1, Texas

NEW DISCHARGE EMBLEM DECAL

Beautiful bronze gold color, applied in 1 minute, lasts for years. Sells fast to vets for cars, win-90vs, etc. Also Display Card for stores. Each in glassine envelope with directions. Send post paid \$6.00 per 100, or send \$1.00 for liberal sample supply. 50% deposit, balance C. O. D.

NOVEL JEWELERS

108 Eddy Street Providence, R. I.

ATTENTION WHOLESALE AND JOBBERS

WILL BUY IN LARGE QUANTITIES

Linoenums, Electric Appliances, Wash Tubs, Buckets, Blankets, Bed and Desk Lamps, Notions of all kinds, etc., etc.

MURPHY'S NOVELTIES AND NOTIONS

LILBOURN, MISSOURI

5,001 ITEMS AT FACTORY PRICES

Your complete needs all at one source—Candy, Gum, Batteries, Gloves, Dry Goods, Pins, Salesboards, Sanitary Goods, Drugs, Toilet Articles, Automobile Supplies, Specialty Merchandise and many other scarce items. Send 3¢ stamp for complete new list. We have the merchandise.

MID-SOUTH SUPPLY CO.

219 E. Markham St. LITTLE ROCK, ARK.

SELL TO DEALERS

Big EXTRA Profit opportunities with Highlander's fast-selling line Counter-Carded Novelties and Necessities. Every store, filling station, cigar stand, etc., customer. Be a Wholesaler, using our Tested Selling Plans. Make Money very first day. Write for FREE details.

Build dignified, steady, well-paying business.

HIGHLANDER CO.

Dept. 109, 4613 North Clark, Chicago 40, Ill.

15,000 ITEMS AT FACTORY PRICES

We have the Merchandise, Salesboards, Gloves, Pins, Drygoods, Hose, Candy, Gum, Drugs, Toilet Articles, Auto Supplies, Hardware, Sanitary Goods, Flashlights and many other scarce items. Your complete needs all at one source. Send 3¢ stamp for complete new list.

H. L. BLAKE

112 East Markham LITTLE ROCK, ARK.

BALLOONS

All colors, all sizes. Sticks and Bellows, Batons, Cans, Birds, Leis, Hats, etc.

UNGER SUPPLY

567 Harrison Street CHICAGO 7, ILL.

CLOSE OUT
14-KARAT SOLID GOLD MEN'S WRIST WATCHES

Rose Diamond and Emerald Cut Jewel Numerals, Rectangular 14-Karat Yellow or Pink Gold Cases, Ultra Modernistic Design Heavy Magnifying Crystal, 17 Jewel (Cypress) Best Swiss Movement, Gold Chain Stretch Band; a perfect timepiece, retail value, \$150.00; to close one or 1,000, each \$59.50. (Money back guarantee.) Mark orders "For Resale" to avoid 20% tax. Remit by postal money order. Checks must be certified.

Over 20,000 Billboard Customers.

J. Aubrey Whyte Studios
 116 W. 45th Street. NEW YORK CITY

Pipes For Pitchmen
 By Bill Baker

Communications to 25 Opera Place, Cincinnati, 1

STILL WORKING . . .
 H. L. Green Store, Columbus, O., with cleaner to good business are Al and Dolly Eisenberg.

GEORGE GIBSON . . .
 is clicking with a neat Wonder Wax layout at H. L. Green Store, Columbus, O.

AMONG THE MANY . . .
 pitch lads and lassies at Tampa Fair were Harvey Howard and Jimmy Dougherty, the latter a vet from Pittsburgh who had a swell gadget layout. The lads reported that plenty of geedus floated around during the fair.

NOW! FOR A QUICK SELLING MONEY MAKER
TAUSCARAY NECKLACES


Immediate Delivery

CORRECTION
 Quantity price quoted in last week's Billboard was not correct.

\$1.50 For Sample Postpaid

Jobbers—Distributors
 Write for Quantity Prices

LOUIS A. LANDA
 7 W. Madison Street CHICAGO 2, ILL.



Now Available!
OAK-HYTEX BALLOONS

Present production limited to a few popular sellers. See your jobber.



The OAK RUBBER Co.
 RAVENNA, OHIO

TOM J. LYNAM . . .
 vet peeler and grater worker, is reported to be vacationing in Cleveland.

SHEETIES PURVEYING . . .
 their wares at the recent Denver Stock Show included Abe, Jake, Mike and Levi Goldberg at the hog barn; Lou, Issy, Ben and Sam Levi, horse barn; Lou, Jake and Sam Epstein, sheep barn; Jake, Lou and Herman Bernstein, cow barn, and Bob Langford, Fat Johnson and Joe Bassel, chicken shed.

FORMER MED SHOW . . .
 performers and operators, Dick and Edith Knight are in Jacksonville, Fla., manufacturing wooden novelties, Ray Brisson reports.

LOOK! SPENCER ELECTRIC DRY SHAVER

INDIVIDUALLY BOXED
 COMPLETE WITH RUBBER GRIP
 GUARANTEED FOR ONE YEAR
 IMMEDIATE DELIVERY

PRICE **\$200**

EACH IN GROSS LOTS
 25% deposit with all orders

MUTUAL DISTRIBUTING CO.
 801-803 Milwaukee Ave. Monroe 7490-7491
 CHICAGO 22, ILLINOIS
 We expect to deliver radios soon
 Write for prices



KIPP BROTHERS
 Distributors for Oak-Hytex Balloons.
 117-119 S. Meridian St., Indianapolis, Ind.

FOLLOWING . . .
 a successful stand at Neisner's, Cincinnati five and dimer, Cowboy Williams has hopped into Chicago where he has formed his own unit. Associated with him are Scotty Conlon, on foot, and Tom Gould, late of Kopy Kat note, on oil. Cowboy will work shampoo. First stop on unit's route is Des Moines.

HOUMA, LA. . . .
 is open to the pitch boys and girls, says Happy Hawks, who has been working the spot, which requires a \$2 per day license fee, for three weeks to good results. Working the sheet there are Al H. Herman, Mike Moore and Tom Seber.

HAVE YOUR OWN MEDICINE BUSINESS!

After manufacturing medicines for various people under their private brands for over a quarter century, we have selected the formula which gave the best results and greater repeater sales, and are now offering this to dealers under YOUR own private label.

The formula, a laxative, containing well known medicinal principles, is pleasant to take, gives excellent results and will insure for you a permanent, profitable repeat business.

For further information write to:
GOODIER COMPANY
 Formerly Universal Laboratory
 321 North Bishop Dallas 8, Tex.

AL SHEAN . . .
 versatile tripe and keister performer, comes thru with a brief one from Globe, Ariz., after a lengthy silence: "Just came out from the Coast and have seen very few sheet boys. Stopped at Culver City, Calif., and met P. A. and George Murphy, who are making a picture which is to be released soon. Business has been good for me and I plan to head for Texas. Also saw Gal Pollard and Pete Nissen while en route here.

"JUST RETURNED . . .
 from Glasgow, Scotland and the Kelvin Hall Circus," scribes Keith T. Crow, owner, Tice Circus Enterprises, from San Francisco. "While in Glasgow, I had the pleasure of meeting Mr. and Mrs. Harry Watson. Harris is one of the leading lights of pitchdom. Both Harry and wife are world travelers, but have settled in Scotland's largest city and are operating (See PIPES on page 82)

AVAILABLE FOR IMMEDIATE DELIVERY
 Genuine
TRIPLE CHROME BAR STOOLS

Oversize, 14 inch, heavily upholstered, swivel seat, 4 1/2 inches deep, covered in rich non-fading red, blue or brown leatherette with stylish ivory trim. Strong 16 gauge, 1 inch tubular all steel base, triple chrome plated, for lasting service. 30 1/2" high.

FIRST COME, FIRST SERVED
 Write or wire for prices, stating quantity interested in.

STEWART and HILL Associated
 2326 S. MICHIGAN AVENUE CHICAGO 16, ILLINOIS



MEDICINE MEN

Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)

GENERAL PRODUCTS LABORATORIES
 Manufacturing Pharmacists
 137 E. Spring St. (Dept. B) Columbus, Ohio
 There Is No Substitute for Quality.

BASEBALL SPIN GAME

A sensational game that will keep 2, 3 or 4 people intrigued for hours. Price per game, \$1.00. Dealers, send for prices in job lots.

GAUSS & MYERS MFG. CO.
 3012 E. Grand Blvd. Detroit 2, Mich.

ENGRAVERS WANTED

Burgess Vibro-Tool for fast engraving on jewelry, glass, plastic, wood and metal. Also will do cutting out cardboard signs, slicing cloth, etc., etc. Tool complete with Engraving Needles, prepaid, \$7.50. Tantalum Carbide Needle, \$2.00. Diamond Point Needle, last a lifetime, \$8.50.

FRANK BONOMO
 25 Park Street BROOKLYN 8, N. Y.

EASTER RABBIT CANDY DEAL

4 27-inch standing all-plush Rabbits. Fine quality. 1 doz. one-pound boxes assorted Fudge. 1 doz. one-pound boxes assorted Caramels (cupped). Choice of either 1500 or 2000-hole salesboard included.

SAMPLE DEAL, \$38.00, or LOTS OF 5, \$36.00 EACH
 25% Deposit, Balance C. O. D.

ART SPECIALTY SALES
 425 SCOTT STREET COVINGTON, KY.

BALLOONS
 FRESH STOCK
 ALL COLORS AND SIZES
VARIETY BALLOON CO.
 823 6TH AVE.
 NEW YORK CITY 1, N. Y.

THE FAMOUS WHEELING HORSESHOE RING



Made of virtually everlasting Monel metal, Guaranteed 20 Years! Artistically hand engraved, mirror finish. Shoe inlaid with genuine abalone pearl.

IT'S A KNOCKOUT!

Is Fast Seller, Up to \$5.00 Retail
 Immediate Delivery — Order Now! Ladies' or Gents'

\$18.00 Dozen

No. 15
NATIONAL JEWELRY CO., DEPT. 5-W, WHEELING, W. VA.

SALES BOARDS!
GREAT OPPORTUNITY OFFERED
 by new, up and coming SALES BOARD MANUFACTURER. Salesman wanted for every part of the country to sell an original and distinctive line of boards. PRICES ARE RIGHT. COMMISSIONS ARE GOOD. Here is your chance to make REAL MONEY. Write for particulars today.



EMPIRE PRESS, Inc.
 637 S. DEARBORN ST. CHICAGO 5, ILLINOIS

PROFITABLES

CHECK THIS LIST of fast selling merchandise items carefully. They're all proven money-makers and the companies offering them have thousands of other items.

PICK THE ITEMS you want, and in cases where immediate shipment is desired rush check or money order to Box Number listed. In case where further information, free catalogs or price lists are desired, wire or write Box Number listed.

Make Checks Payable to the Advertisers, Not to The Billboard.

APPLIANCES

Vacuum Cleaners, Electric Irons, Hot Plates, Radios, Edgewater Appliances, Box 013, Billboard, 155 N. Clark, Chicago 1.

BALLOONS

Write for prices. Canes, \$7 to \$14 gr. Crushproof Leds, \$3 per 100. Birds, Bats, Sticks, Slum. Unger Supply, Box 02, Billboard, 155 N. Clark, Chicago.

BIBLE COINS

Bible Souvenir Coins, silver dollar size. Lord's Prayer & John 3:16, 100, \$8; 1000, \$50; 15, \$1 postpaid. LeWite, Box 06, Billboard, 155 N. Clark, Chicago.

BIRDS

Whistling, ass't. colors, \$21 gr. Write for price list. Glassware, other items. Quick shipment. Snyder Sales, Box 03, Billboard, 155 N. Clark, Chicago.

BOARD DEAL

Flame Girl Lighter—Compact deal. Gross profit \$30.00. Write for confidential circular and net prices. John Baker Co., Box 09, Billboard, 155 N. Clark St., Chicago 1.

CHOCOLATES

Boxed chocolates in cedar chests and varieties. Write for prices and particulars. Sylvan Co., Box 010, Billboard, 155 N. Clark, Chicago 1.

NOTE: All box numbers listed above are Billboard box numbers and your orders and inquiries will be delivered promptly to the firm you want to reach. Wire or write today.

Foot Aids

By E. F. Hannan

IT'S A LONG look back since Elden Faunce sold one of the first foot arch supports. Faunce was canvasser and pitchman and spent much time with contrivances for fallen arches. In addition, he had foot ointment and powder.

He used to tell about the season he chased the Sig Sautelle Circus, and of the time his goods were stolen, leaving him close to the cushion. Faunce went to Sig and asked him to hawk his arch-support name and biz, for a loan. Sautelle replied, "Here's as far as I will go," and handed Faunce a five spot.

The foot-man spent the five on envelopes and talc powder and went to work again and finished the season with a strong bank roll. Faunce's supports weighed as much as a horseshoe and were all lead to carry around.

Today he could have gone to plastic and got them at an ounce for each foot. Foot aids, supports and remedies still have a big market. A man or woman with bad feet will spend anything to get relief.

WAGNER AND COHORTS

(Continued from page 48)

that is equipped with a saw mill, welding plant and other devices.

Good Lighting System

Wagner said his show this year "will have the finest lighted midway he ever put up on any fair midway." He added that the new neon wagon will start out with enough extra neon tubes to supply shows all season.

Archie Wagner and Tom Sharkey have the concession building well under way and O. J. (Whitey) Weiss, concession boss, is now in quarters. Also on hand are Archie Bruley, Dick Crawford and Sparky Belew. All told, 65 men are at work in quarters.

General Agent Robert R. Kline is expected this week for a conference with Wagner. Kline reports a complete route for the season. Eddie Newcomer, billboard poster last year, arrived today.

Gullible's Travels

By Al Porter

I ARRIVED back in the States okay—a bit sunburned, a little raggedy and badly bent—after a three-month trip which took me to several capitals and a score of smaller cities. I am now convinced that the sheetie's path is no bed of roses. In other words, it's a hard way to make an easy living.

Would you believe it, in over 10,000 miles of travel, which took me to Los Angeles, Mexico City, Havana, Nassau, Miami, Palm Beach, Fla., and Alexandria, Va., I never took an order, altho I talked to thousands of people? Well, it's a fact, and furthermore, nary a sheetie did I meet on my trek.

One day in a little town on the outskirts of Mexico City I met a Mex pitchman who said he had worked lots in Los Angeles before the war. When the war started, however, he left the States and took a job selling caterpillar traps for a Mexican firm. It seems that the caterpillar is a delicacy in Mexico. The trap, a wire affair, is attached to a cactus plant and baited with sugar. The caterpillar enters a small opening at the bottom, which automatically closes after the caterpillar enters. Then after the siesta, everyone eats caterpillar pie.

Pedro was the name of the Mexican pitchman. He drove an expensive-looking car, a '29 Model T, which he parked in front of a bank where farmers were pawning their jewelry and buying lottery tickets. Pedro started for the corner to make a spread, but as I was hot and tired, I decided to take a little snooze on the seat of his car. No sooner had I got seated than the banker hung out a sign reading: "There are many brave sheeties asleep in the deep seat. So beware, farmers, beware."

In time Pedro came back, read the sign, look puzzled and went into the bank to ask the meaning of the sign. I followed along. It happened that Pedro knew the banker. Well, here's the story:

Americanos Invade Mexico

Last winter four dignified looking hombres, all Americanos, driving an expensive Model T with Virginia license plates, parked in front of the bank. One

MIAMI BLDG. BENEFIT

(Continued from page 48)

sented by Claxton's Revue from Royal American Shows and was a solid hit, the group of native Cuban dances, and the comedy dancing of Slick and Slack stopping the show.

Miami showmen turned out 400 strong to honor President Emeritus David B. Endy in the clubrooms Tuesday (19). Endy was presented with a valuable wrist watch and a gold life-membership card. Presentations were made by Milton Morris and Parker. Also at the head table and making brief responses were Art Lewis, past president, National Showmen's Association; Louis Margolis, past president, Michigan Showmen's Association; J. C. McCaffery and Sam Solomon, past president, Showmen's League of America; Secretary Milton S. Paer; Val Cleary, Dade County commissioner, and Pat Purcell of The Billboard.

A turkey dinner was served, followed by a floorshow presented by Sid White, Miami booker. Featured acts were Arni Shelton in Records Off the Record; Camille's Wonder Canines, and Marion Vinay, in Fiddling Fooleries.

Bill Cowan, party committee chairman, was given a spontaneous vote of thanks for his efficient work in organizing and handling the affair.

Marty Servo, welterweight boxing champ of the world, was a guest of Art Lewis.

PIPES

(Continued from page 81)

a store on Granville Street near Gallowgate and only a few yards from noted Barrowland, the main stamping ground for pitchmen. Harry has a classy store where he retails used books and novelties to the public and also has a big stock of flash and slum which he wholesales to pitchmen. They, as do all the pitchfolk I encountered, seem to be getting plenty of long green."

AL FREEMAN . . . tells from Indianapolis that while browsing around the Indiana Capital recently he ventured into Murphy's Store where he spotted two pitch veterans, Jack Curran and Larry Friedman. Both, says Al, were getting top money. Curran was working coils, while Larry was purveying glass cutters.

BALLYHOO BROS.

(Continued from page 48)

ruin his delicate touch. A gal show emsee who only owns one suit, said that another day with a spray-gun and his tux would be ruined. "Without a tux," he added, "my career ends." The rest of 'em squawked about having blisters, sore backs, slivers and 100 other things in a way that was unbecoming of professional midway actors and concessionaires. The worst beef from our women workers came from the gal who does Lady Godiva in our posing show. Her beef was that the carrying of lumber on her back and shoulders had already scarred her beautiful body for life. She thought that the horse she rode in the act should share the burden. Her argument was, "Without my beautiful body—the horse was a poor investment."

The bosses, who are masters of the art of brushing off squawks, turned deaf ears to the complaints until a sax player, leader of the gal show band, asked them when they expected their prison ship to arrive at Devil's Island. "When you run a carnival," answered Pete Ballyhoo, "You're either a manager or a First of May who wants to get along with you and not without you." To make an example of the saxophonist, he was fired and his two weeks' holdback and sax were confiscated to pay for his board and room until the show arrived back in the States.

So our people shot another angle. They claimed that working in quarters was giving them itching feet. Can you imagine anyone getting itching feet while on a world cruise? As discipline must be maintained at all times, the bosses posted notices reading: "Anyone not satisfied in quarters are invited to leave." With water on all sides of us, the notice sounded too much like a general agent inviting another general agent to ride with him while going after the same fair date. Itching feet among showfolks while on tour means that they're homesick, but ashamed to admit it. Advise Noble Fairly that we'll soon be off of the water. Also advise your circulation department to send 200 copies of The Billboard dated April 6 to Savannah, Ga. We won't play it—it's a mail point.

MAJOR PRIVILEGE.

Wichita Notes

WICHITA, Kan., Feb. 23.—Mr. and Mrs. Lee Smith will make their home in Rochester, N. Y., where Lee is guard at Eastman Kodak plant. Mr. and Mrs. Roy Bush have returned to Hunt's Circus quarters at Bordentown, N. J. En route they spent a few days at Dalley Bros.' quarters. Leonard Woodruff, circus fan and well-known painter, stopped to visit in Wichita on his way home after showing at the Field Museum of Art in Chicago. He plans to visit Ben and Eva Davenport in Gonzales, Tex., before returning to his home in Colorado Springs, Colo.

Happy Harrison and Company are spending a few weeks at her home in Hartford, Mich. The Rudynoffs, who will be with Bailey Circus this season, have received their new custom-built trailer.—BETTE LEONARD.

Circus Historical Society

Art Stensvad has received a half-inch tab wagon from Charles Doelker. Dr. Ned Oizendani, Manchester, N. H., visited the Shrine Circus at Worcester, Mass. Burt L. Wilson caught the Polack show at Hammond, Ind.

Tom Parkinson, Decatur, Ill., discharged from the army January 23 after a three-year hitch, has been busy with his circus stuff.

Life magazine (February 4) carried a fine picture of the Five Graces band wagon and The Saturday Evening Post (February 2) published an article on elephants.

"Dad" White, Fredonia, Kan., is getting itchy feet again and plans to take in the Hamid-Morton Circus at Kansas City, Mo., in March.—BETTE LEONARD.

Havana a Gay Town

The next day I left Mexico City for Havana, where you can buy the best rum for \$1.25 a fifth and where the cleanest, swankiest joints are called dirty and sloppy. It's a city of galey in which the girls are beautiful and have such taking ways.

Then I flew to Nassau, a beautiful, sleepy, palm-fringed island. I slept here for a week, then on to Miami, Palm Beach and Alexandria.

As I walked down the main stem of Alexandria that morning I was hailed by a farmer. He said: "Is you the man that was sending down my paper?" I hollered back: "If you're getting it,

that's me." It seems I had taken his order 10 years before. The paper had just stopped coming and he wanted me to write him up again. I reached for my receipt book and then realized that I had forgotten to bring it with me. I didn't have credentials either. In fact, I hadn't worked on a farm paper in years.

Well, I've decided to go into the carnival game. I have just bought a roll of wire, a secondhand switch box and put an ad in The Billboard. Now I am raring to go. Hope I don't forget to open as the colonel did the year he went into the carnival game in Virginia.

DISNEY CHARACTERS LARGE COOKIE JARS

DEAL No. 27-CN

\$31.50

12 Disney Character Cookie Jars, 1 1/2 inches
12 Attractive Picture Boxes Fine Confections
1—2,000 Hole Special Board

NEW! NOVEL! FIFTY!

44 WINNERS

Takes in \$100.00
Pays out in consolations 5.00
Profit 95.00

Complete \$31.50

Immediate Delivery . . . 25% Cash
With Order, Balance C. O. D.

NORMAX SALES COMPANY

8127 Superior Avenue Cleveland 3, Ohio

'No Politics' Bill Up in Kentucky

(Continued from page 65)

of trade and the Kentucky Association of Railroads.

"Personally," he continued, "I am in favor of leaving the law as it is. The fair has worked out nicely the last two years under trying conditions. Last year's fair was the best in history from the standpoint of finances and many other respects.

"Managing the State Fair is a big job, and I don't think anyone should hold more interest in it than the Commissioner of Agriculture. I have thought of the fair as something for all of Kentucky, not for any one farm organization or livestock breeding association," he added.

"They," he declared, "can't charge the fair was a political football last year. The various departments were pretty well balanced out, as the catalog will show."

Backed by Breeders

Organizations backing the Walters bill are: Louisville Development Association, Louisville Board of Trade, Kentucky Farm Bureau Association, Kentucky Purebred Livestock Association, American Saddle Horse Breeders' Association, Old Kentucky Polled Hereford Association, Kentucky Jersey Cattle Club, Great Meadows Aberdeen Angus Association and the Kentucky Shorthorn Breeders' Association.

Bill is the latest development on State Fair, which has been subject of much discussion since its 167-acre site in Louisville's West End was leased to Tube Turns in April, 1943, at \$50,000 a year for the manufacture of war munitions. The last two expos were held at Churchill Downs.

State Fair board in October adopted resolutions to sell its old site and develop year-around plant on new site to be acquired, either by purchase or gift, in or near Louisville. Possibility of this developing remains, altho nothing definite has transpired since.

OKLAHOMA STATE SHOWS

Now Booking for 1946 Season Shows of all kind, 15 per cent. Mitt Camp booked, thanks to all who answered. Will book, buy or lease any make Wheel. Agents for Ball Game, Stock Joints, Roll Down, Swings. Opening Quinon, Okla., March 23.

BILLIE ADAMS, Box 5, McAlester, Okla.

GEM CITY SHOWS

WANT FOR OUTSTANDING CIRCUIT OF FAIRS

WILL BOOK: ROLL-O-PLANE, OCTOPUS, SPITFIRE, FLY-O-PLANE. WANT RIDE FOREMAN FOR RIDE-O. Must know Ride. Also Two good Second Men who drive Semis.

SHOWS: 1 OR 2 MORE GOOD GRIND SHOWS, also OUTSTANDING SIDE SHOW.

CONCESSIONS: Owing to disappointment, will book Cookhouse. Must be neatly framed and cater to Show People. Will sell X on Guess Your Age, Scales and Novelties. Can place Agents for Concessions. All Concession people address: Maxie Herman.

WANT FIRST CLASS BUILDER TO BUILD SHOW FRONTS. WORKINGMEN IN ALL DEPARTMENTS. WINTER QUARTERS NOW OPEN SO COME ON, WE WILL TAKE GOOD CARE OF YOU. SHOW OPENS APRIL 15.

Address: JACK DOWNS, Mgr., 807-809 JEFFERSON ST., QUINCY, ILL.

FOR SALE—PENNY ARCADE

LOCATED AT 111 E. SAN ANTONIO ST., EL PASO, TEXAS, IN THE FIRST NATIONAL BANK BUILDING, HEART OF THE BUSINESS DISTRICT. STOREROOM IS 85 FT., WITH 105 FT. DEPTH, WITH BASEMENT.

2 YEAR LEASE

Rent \$633.00 per month. Lunch Counter and Popcorn pay \$300.00 monthly privilege. Good proposition for live operator. My other interests force sale at reasonable price.

PETE KORTES

Nueces Hotel, Corpus Christi, Tex., 'til Mar. 1; Worth Hotel, Ft. Worth, Tex., Mar. 3-17

Want for

CLYDE BEATTY CIRCUS SIDE SHOW

INSIDE LECTURER WHO CAN AND WILL MAKE SECOND OPENINGS. GIANT—CAPABLE CANVAS MAN. (SLIM WALTERS, WIRE.)

PETE KORTES

Nueces Hotel, Corpus Christi, Tex., until Mar. 1; then Worth Hotel, Ft. Worth, Tex., Mar. 3-17

WANT BILLPOSTER

Must Have Car or Truck, Furnish Reference, Be Sober and Reliable. State Salary If You Expect Answer. No Wires. Write Fully.

L. C. McHENRY, Mgr.

CRESCENT AMUSEMENT CO., Box 373, Gastonia, N. C.

WITH THE FANS

(Continued from page 63)

nected with the Veterans' Administration, Washington.

Samuel M. Prentis, New London, Conn., Eastern vice-president, and Mrs. Prentis, have taken an apartment in the Mohican Hotel, that city, for the winter.

Alex Murrell, Gainesville, former national director of the Circus Fans' Association, had a heart attack recently and is confined to Medical and Surgical Hospital there.

George G. Morris, Gainesville, a new member, is a brother of the late Jess Morris, who for many years was drummer with circus bands.

John F. Sullivan was elected president of the Emil Pallenberg Tent at the annual meeting in Mohican Hotel, New London, Conn. Other officers named are James M. Nisson, vice-president; George E. Fisher, treasurer; George Linicus, secretary, and Rev. James T. Butler, chaplain. Members of the executive committee are Dr. Joseph M. Ganey, Earle E. Stamm and Martin M. Branner.

Following the meeting, about 20 members of the Charles Sparks Tent, Norwich, Conn., joined the Pallenberg Tent at dinner. Following the dinner Father Sullivan's new pictures of his trip with the Ringling-Barnum show last summer were shown.

Roger E. Boyd, now stationed at Camp Lee, Va., says he has met many circus people while there. He included the names of Damoo Dhotre, of the Big One, and Jack Joyce, of the Clyde Beatty Circus, both of whom received their discharges last year, and members Charley Lauterbach Jr. and Wilson Poarch Jr. Boyd hopes to receive his discharge this spring.

The regular meeting of the Hubert Castle Tent was held in the Elks Club, at Utica, N. Y. Officers named are Fred Roedel, general manager; Stuart Doris, secretary-treasurer; Frank Baker, superintendent of menagerie; Howard Adams, press agent on show; Waldo Griffith, advance press agent; Bruce Souter, cookhouse steward; Harold Wells, contracting agent; George Fisher, boss canvasser, and Wilbur Tinney, superintendent of concessions.

Bert Chipman, CFA of Hollywood, well-known former circus trouper, will visit his son, Harry, also a CFA'er, in Yakima, Wash., after the start of the summer season. Harry operates White City Amusement Park in Yakima. Bert managed the Hollywood Masonic Temple for about 20 years before he retired a year ago. CFA Bill Valentine, now in the armed forces, stopped in for a fanning bee with Bert Chipman in Hollywood recently. Bill expects to ship out for the Orient in the near future.

Dutch Seek To Rebuild Circus Horse Industry in Netherlands

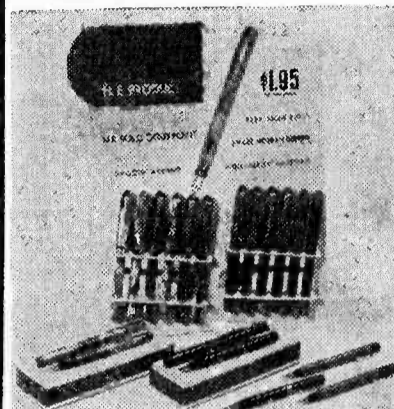
NEW YORK, Feb. 23.—Holland is apparently attempting a post-war comeback as a center for the breeding and exportation of pedigreed Frisian stallions, trained for circus ring and variety stage. Breeders from Friesland, home of Frisian stock, are angling to re-establish contacts in this country.

Before the war the Netherlands were internationally renowned not only for their circus horses but boasted families, such as the Carres and Heyers, who for generations were engaged in training and presenting high school and Liberty horses which went to all parts of the world. The small country also boasted large groups of wealthy business executives, who bred and trained circus mounts as a hobby, many of whom appeared at charity events and as special features at big indoor circuses in Paris and Brussels.

One of these, Bernard Van Leer, managed to get out of Holland at the outbreak of war and brought a group of his

horses with him to New York. Steeds have been appearing in stageshows and were featured with the Holland Classical Circus, which Van Leer took out for brief tours in 1942 and 1943.

Fountain Pens & Pen Sets



As Illustrated—14 Karat Gold Point Fountain Pen, attractively cased—\$14.40 Doz. Silver Palladium Point Pen with Rubber Sac, attractively cased, lever type—\$7.20 Doz. Plunger Pen with Palladium Point—\$6.50 Doz. Mechanical Pencils, metal tip—\$4.25 Doz. Pen Sets from \$13.50 to \$21.00 Doz.

ARISTA ASSOCIATES

(Formerly Alex Stult)

448 Dean Street, BROOKLYN 17, N. Y.

Frank P. Ellis Sought

NEW YORK, Feb. 23.—Frank P. Ellis, 48, is being sought in connection with the settlement of Mrs. Sarah Kime's (mother) estate. Formerly connected with the Bud Anderson Circus, of Emporia, Kan., he resided in Des Moines, Ia., from October, 1943, to May, 1944. Wife's name believed to be Frances. Any person having such information is asked to contact Mrs. Nellie Chappell, 1001 Scott Street, Des Moines 16, Ia.

AN IDEAL PREMIUM ITEM

The EMPIRE STATE (TABLE-DESK) LIGHTER

Weight 9 oz. Height 4". Base 2". Solid Aluminum—Satin Finish With large lighter insert, holds fluid for several weeks.

Retails at \$3.50 each

\$24.00 per dozen net F.O.B. N. Y. (1/3 payment with order, balance C.O.D.)

Sample submitted upon receipt of \$2.50 (includes handling and postage).

INDIVIDUALLY BOXED

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LUCI PLAST COMPANY

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STAINLESS STEEL

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The only non-magnetic, polished mirror finished Band. Buy! Compare! Return within 10 days for refund if not delighted.

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DeLuxe 24-K Gold Plated Expansion Band—\$18.00 Doz.

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LAST CALL - - - LAST CALL

Bowling Green, Fla., Strawberry Festival and Fair

Week March 4th—Six Days and Nights. First Fair Since the War.

Want Shows of all kinds and Concessions. Everything open except Bingo. Write, wire:

BARNEY TASSELL or MARIO ZACCHINI

Care of BARNEY TASSELL UNIT SHOW

MORRIS HANNUM SHOWS

OPENING LUMBERTON, N. C., NEXT FRIDAY, MARCH 8

WANT SHOWS—Fun House, Iron Lung, Minstrel, Unborn.

WANT RIDES—Have transportation for any Flat Ride.

WANT CONCESSIONS—Several choice Wheels open. Guess Age and Weight, Penny Arcade, Stock Stores.

WORKINGMEN—Report at once. Mr. Reynolds, Lehman. Experienced Show People, good Show Painter.

Winter Quarters—Britts Warehouse, Lumberton, N. C.

CONCESSIONS, REPLY TO

REID MacDONALD

Lorraine Hotel, Lumberton, N. C.

OTHER REPLIES TO

MORRIS HANNUM

Lorraine Hotel, Lumberton, N. C.

BLUE RIBBON SHOWS

CAN PLACE

For PALATKA, FLA., Week Feb. 25 Thru March 2, With GAINESVILLE, FLA., Following; Then Into GEORGIA With a Route of Choice Spring Spots.

SHOWMEN—Ten-in-One, high-class Girl Show, Fun House, Fat Show, Wild Life, Monkey Circus and any worth-while Attraction not conflicting. Must have own equipment and transportation.

RIDES—Will book two major Rides not conflicting with what we have, also Kiddie Auto, Kiddie Train, Pony Ride.

CONCESSIONS—Penny Arcade and any Merchandise Grind Concession.

RIDE HELP—First-class Wheel Foreman and Second Men for other Rides. Must drive trucks. Positively no drunks or chasers.

This Show has choice spots in Georgia, Tennessee, Kentucky, Ohio and Indiana.

All replies

EDDIE YOUNG, Mgr.

PALATKA, FLA.

WORLD OF PLEASURE SHOWS

Opening April 25th—Vicinity of Detroit

WANT—Mechanical City, Unborn, Fat Show, Glass House, Wild West, etc. Good territory for well-framed Dancing or Posing Show. Can place Ball Games, Hoop-La, Scales, Waffles, High Striker, Age, Cork Gallery and other 10c Slum Stores.

Ride Foremen and Helpers for 10 major Rides. Especially want Foremen for Twin Wheels and Spitfire. Top wages and bonus. Preference given former employees. Capable Builder to handle truck and ride repairs. Other useful showpeople. Can use a few good Ride Men for our ride unit opening on Detroit lots March 22.

JOHN QUINN
Owner-Manager

100 Davenport Street
Detroit 1, Mich.

Sportsmen's Show Stampedes Garden

NEW YORK, Feb. 25.—National Sportsmen's Show, in the basement exhibition hall of Madison Square Garden, closed last night (24) after an eight-day run during which attendance was so great every day that police, at intervals, ordered entrance doors closed until crowds in the hall thinned out. Capacity of the hall is only 3,500, which was inadequate to accommodate crowds which lined up daily before the 11 a.m. opening hour.

Peak crowd Friday (Washington's Birthday) was so great that police blocked off 49th Street at Eighth Avenue and forced would-be entrants to back-track to 48th Street, swing over to Ninth Avenue and then up to 49th Street where they found three lines extending almost the full length of the block. Crowds ignored warnings that they were facing a wait of at least two hours. Management estimated that this year's attendance topped last year's by about 40 per cent.

Campbell-Fairbanks Expositions, Inc., long-time promoters of the show, were forced to use the small Garden hall as Grand Central Palace, usual locale, has been serving as an army induction center. Next year's show will be back in its old spot with four floors of exhibit space.

This year's show went ahead of last year's in number of exhibitors and in eye appeal of the displays. Last year ODT regulations and transportation difficulties, as well as the fact that manufacturers had little to offer, resulted in a paucity of displays of sports equipment. This year there were 87 exhibitors, all offering varied and interesting displays. Most striking was that of Maine.

Set Va. Festival Dates

CLIFTON FORGE, Va., Feb. 23.—The 24th annual Firemen's Festival will be held the week of May 27, R. L. Reynolds, festival chairman, has announced.



PROFITWISE
MEANS
INSURANCEWISE

Protect your investment; let us show you how you can insure yourself against unforeseen losses. We are the world's largest exclusive insurance agency for show business.

See Us First

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'The Showman's Insurance Man'

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St. Petersburg, Fla.
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A1338 Insurance
Exchange
Chicago, Ill.



WANTED

Single Pit Attraction for beautiful framed show. Capable Grinders for three shows. Help for large Snake Farm. Attention, Snake Dealers—Will buy large Snakes.

LUCAS AND MASSEY

Blue Ribbon Shows

Palatka, Fla.

WANT TO BUY

A .22 Short Tube Loader for Shooting Gallery. Must be in A-1 condition.

MIKE PRUDENT

124 Cedar Ave.

PATCHOGUE, N. Y.

PLAYLAND SHOWS

Opening Downtown, ST. PETERSBURG, FLA., March 4

WANT legitimate Concessions. Can place Manager for Dog, Pony and Monkey Show. Must be capable of handling Monkeys. Want Man to Handle Circus Menagerie. Have complete Side Show which we will turn over to capable Manager who has something to put in it. Want Musicians for Minstrel Show or an Organized 6 or 8-Piece Band. Need Ride Help who can drive Semis.

SHAN WILCOX, Gen. Mgr., Route 1, Box 870, Tampa, Fla.

MAJESTIC GREATER SHOWS

America's Newest and Brightest Midway
40 WEEKS OF CHOICE STILL DATES, FAIRS AND CELEBRATIONS

HAVE OPENING for the following with own equipment. Girl Show, Wild Life (Pat, let us hear from you); Motordrome (Art Spencer contact Harry Wilson); Sideshow, Fat Show, Hillbilly, Snake, Fun House, Glass House. Can also place Penny Arcade.

WILL BOOK OR LEASE FLY-O-PLANE, SPITFIRE, ROLL-O-PLANE. (E. L. Jenkins, contact me.) Buster Morgan, have excellent proposition for your ride and concessions. LEGITIMATE CONCESSIONS OF ALL KINDS. Will sell exclusive on Photos.

NO FLAT STORES, NO GYPSIES

We Carry Free Act Throughout the Season

Address: SAM GOLDSTEIN, OCALA, FLA., THIS WEEK;
JACKSONVILLE, FLA., NEXT WEEK

ROX GATTO, Owner CARL JONES, Concession Manager F. E. KELLY, General Agent

EXPOSITION AT HOME SHOWS

FORTY WEEKS' WORK—BEST EASTERN SEABOARD TERRITORY
WANT RIDES—Rolloplane, Octopus, Tilt-a-Whirl, Fly-o-Plane, Comet, Rocket, Caterpillar, Kiddie Rides and well-framed money-getting Show.
Wire ROX GATTO.

CONCESSIONS—Any legitimate Ten-Cent Merchandise Concession. Will sell exclusive Bingo for entire season. Contact CARL JONES. Merle Gratiot, contact F. E. KELLY.

FOR SALE—Flat Stores. Save you money.
Tceter Sisters' Free Act booked.
Address Valdosta, Ga., this week.

Carnival Routes

Send to 25 Opera Place, Cincinnati 1, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

A. M. P.: Waycross, Ga., 1-9.
 Amusement Shows: Victorville, Calif.; Las Vegas, Nev., 6-12.
 Bill's Rides: Luverne, Ala.
 Bistany Greater: Jacksonville, Fla., 1-9.
 Blue Ribbon: Palatka, Fla.
 Brewer United: Daisetta, Tex.; Liberty 4-9.
 Bullet: Sycamore, Ga.
 Byers Bros.: Corpus Christi, Tex.
 Crafts: El Centro, Calif.; Yuma, Ariz., 4-9.
 Craig, Harry: Brownwood, Tex.
 Dixieland: Marrero, La.
 Exposition at Home: Valdosta, Ga.
 Fay's Silver Derby: Valdosta, Ga.; Moultrie 4-9.
 Florida Am. Co.: Sebring, Fla.
 Folk's Celebration: Mesa, Ariz.
 Franklin, Don: Rosenberg, Tex., 2-10.
 Gay Way: Albany, Ga.
 Gentsch, J. A.: Natchez, Miss.
 Great Southern Expo.: Green Cove Springs, Fla.
 Greater United: Laredo, Tex.
 Groves' Greater: Jennings, La.
 Harrison Greater: Florence, S. C., 1-9.
 Hill's Greater: Brownsville, Tex.
 Jackson: Gilbertown, Ala.

Lamb, L. B.: Andalusia, Ala.
 Lankford's Overland: Enigma, Ga.
 Long's United: Ontario, Calif.
 Madison Bros.: Opelousas, La.
 Magic Empire: Baton Rouge, La.
 Magnolia Expo.: State Line, Miss.
 Majestic Greater: Ocala, Fla.; Jacksonville 4-9.
 Marlon Greater: St. George, S. C.
 Mighty Page: Pensacola, Fla., 2-9.
 Pine State: Meridian, Miss., 25-March 9.
 Rainbo: Macon, Ga.
 Rosen, H. B., Am.: Elba, Ala., 1-9.
 Royal American: (Orange Festival) Orlando, Fla.
 Royal Expo.: (Legion Fair) Punta Gorda, Fla.
 Shipley's Am.: Jonesville, La.
 Sunshine: Date City, Fla.
 Tassell, Barney: Bowling Green, Fla., 4-10.
 Victory Expo.: Harlingen, Tex.
 Victory Shows of America: Callon, Ark.
 Virginia Rose: Louisville, Ky., 1-9.
 Wonder City: Baton Rouge, La.
 Zacchini & Tassell: Bowling Green, Fla., 4-9.

Circus Routes

Send to 25 Opera Place, Cincinnati 1, O.

Clyde Bros.: Joplin, Mo., 25-27; Pittsburg, Kan., 28-March 2; Carthage Mo., 4-5; Parsons, Kan., 6-7; Coffeyville 8-9.
 Davenport, Orrin: Detroit, Mich., 25-March 9.
 Hamid-Morton: Milwaukee, Wis., 25-March 3; Kansas City, Mo., 5-10.
 Polack Bros.: Great Lakes, Ill., 26-28; (Medinah Temple) Chicago, March 1-17.

Misc. Routes

Send to 25 Opera Place, Cincinnati 1, O.

Basile, Joe, Band: Milwaukee, Wis., 25-March 2; Kansas City, Mo., 5-9.
 Campbell, Loring: Lakota, N. D., 27; Larimore 28; Twin Valley, Minn., March 1.
 Couden, Doug & Lola: School assemblies, Meridian, Miss.
 Jackson, Prof.: Benton, Ill., 28; W. Frankfort, March 1; Orient 2.
 Long, Leon: Panama City, Fla., 1-7.
 Rome, Great: Hagerstown, Md., 27; Frederick 28; Berkeley Springs, W. Va., March 1; Winchester, Va., 2.
 Scheetz, Raymond: Sanderson, Tex., 27; Crane 28; Artesia, N. M., March 1; Lovington 5; Sundown, Tex., 6; Seminole, 7; Andrew 8.
 Tarbuton, Charlie: Newport, Ark., 27.

POPCORN

"Rush Hour" Mammoth Yellow Popcorn is dependable. It can be relied upon during rush periods. Packed in 100 pound moisture-proof bags. \$9.25 per 100 pounds in 1 to 5 bag lots.

PEANUTS

Roasted Jumbos in the shell @ \$21.00 per 100 pounds. Packed in 90-pound bags. Fancy Faw (not Jumbo) @ \$18.00 per 100 pounds. Packed in 100-pound bags. Our Booklet Price List covers our full line of popcorn supplies. Sent upon request.

Prunty Seed & Grain Co.

-POPCORN PROCESSORS-
620 NORTH 2ND ST. ST. LOUIS 2, MO.

"In our 71st year"

FOR SALE

One Bingo Blower, \$75.00; one Rat Wheel, 8 colors, \$75; 15x30, 8 Ft. Awning All Around Fulton Green Tent, Fair Condition, \$80.

LOLLAR

BOX 1178 BURLINGTON, N. C.

Michigan Showmen's Association Hosts Fair Men at Open House



Bob Shaw, Harry Harris, Roy Stecker, Lou Rosenthal



Arnell Engstrom, Clarence H. Harnden



E. W. DeLano, John F. Reid, H. D. Tripp



Jack Dickstein, Mrs. Harvey Walcott, H. Hungerford



H. B. Kelley, Mrs. Kelley, Charles J. Figy



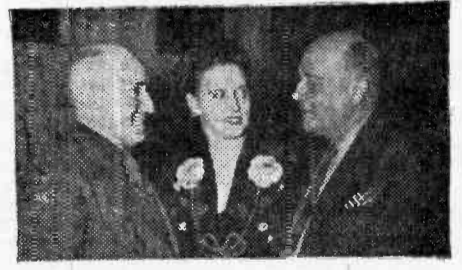
W. G. Wade, Gordon Schlubatis, Roscoe T. Wade



Mrs. Rose Sarlow, Al Wagner



Paul F. Richter, Floyd E. Gooding, Harry Kahn



Don Sullnez, Mrs. Mildred Miller, Billy Senior



Mrs. Joseph Burns, Milton Levine, Mrs. Robert Morrison



Bob Kline, A. E. Mickle, Bernhard Robbins



John Novak, Mrs. Anne Jones, Mrs. Sam Gould, Sam Gould, Mrs. Bernie Feldman, Bernie Feldman

JOHNNY J. JONES

(Continued from page 58)

Girl, Minstrel and Posing shows and front gate.

Bob Wilson has directed rebuilding and painting of the Merry-Go-Round, and it is ready to be flexiglassed. Andrew Robinson is building a new Snake Show. Mr. and Mrs. George Murray are revamping the Motordrome. Speedy Merrill, Tom Cashmere and Irene Deschler are revamping Caterpillar and Fly-o-Plane. Shows plan to open early in April.

Mr. and Mrs. J. W. Jakes arrived from Jacksonville to line up the Midget Revue. Mrs. Danny Boyd, wife of Tom Boyd, concessionaire with the show for several years, is recuperating in Florida. Joe Johnson, ball game operator, was in and out from Starke, Fla., with a new ball game concession he will introduce this year. He later went to Washington, to welcome his two sons home from the service.

Capt. Johnny J. Jones Jr., who had been stricken with bronchial pneumonia, was discharged recently from the St. Petersburg, Fla. Hospital. Art Converse, Wild Life Show operator, and Bertha McDaniels are starting work on their attractions. George Reinhard reports that he is building a new cookhouse and will arrive soon. Recent visitors included Tom and Mickey Harris, Betty Matthews, Mr. and Mrs. Fred Sawyer, Mr. and Mrs. Julius Oakley, and Joe Decker.

Francis Scott, Mr. and Mrs. Harold (Buddy) Paddock, Morris Lipsky, Tom Copper, J. P. Lewis, Eddie Lewis, Mrs. Johnny J. Jones, Tom Cashmere, E. Lawrence Phillips, Irene Deschler and Eddie Keck, all from here, were at the Tampa Fair.

B. & C. EXPO

(Continued from page 59)

from a trip to Cleveland and Buffalo, where they bought two new trailers for March 5 delivery. Quarters are busy when weather permits. Rides are being given a new paint job, along with all tractors and trailers. New 75-kw. lights arrived and are being placed in the new truck. Four new tops arrived for the show's concessions, along with wire that was ordered last November. Visitors were Al Boxall, who has his bingo booked and Tony Santillo, whose cookhouse will be on the show. Mr. Crist, Springville, N. Y., who will have his Chair-plane on the show this season. C. B. Hawley has two stands booked. Bill Smith will have candy apples and waffles again. Mrs. Danny Corr and Olive Becker, Elmira, N. Y., visited, as did Mr. and Mrs. Tom Hoctor, Rochester.—BETTY SCOTT.

JAMES E. STRATES

(Continued from page 59)

has his Penny Arcade, Glass House and Fun Show ready. Jerry Jackson info from Nashville that his *Hep Cat Revue* is playing houses and he will arrive in quarters soon.

Al Mercy will have the *Girl Revue*. A new front is being built for the Unborn Show. Walker Marks is building a new Lion Motordrome. James Yotas, master builder, has the paint crew working on the new Girl Show front, Hep Cat front and Midget Show.

Ride Superintendent Elmer Rhodes is getting rides lined up. Nick Bozinas is proud of his new office wagon. Chief Electrician Eddie Seamon is readying his electric equipment. Keith Buckingham is shipping in Heyday and three Ferris Wheels. General Agent William C. Fleming says shows will play the same route of fairs as last year including York and Bloomsburg, Pa.—DICK O'BRIEN.

WONDER SHOW

(Continued from page 59)

flying trapeze act as one of the inside dome attractions.

Grant Chandler, general superintendent, is supervising a large crew. Quarters have been open since shows closed last October. Eight new wagons in addition to several fronts are being finished. General repairs on all rolling stocks are about finished. Eddie Latham, in charge of electrical departments, is changing over the department to accommodate new light plants purchased recently. Wagons for the light plants are being built in St. Louis.

Louis Yaffa, concession secretary, is in charge of the office during absence of Treasurer Arthur Sharp. Recent arrivals were Raymond Newman, Mr. and Mrs. Harry Martin, Zeke Shumway, Homer Finley and Mr. and Mrs. Jimmie Hurd.

The writer is publicity director. William Snyder is away on a business trip.—THOMAS NISWANDER.

UNDER THE MARQUEE

(Continued from page 63)

E. N. Williams at Shreveport, La., after rehearsals at their ranch near San Antonio. . . . MR. AND MRS. L. C. LANGHART celebrated their 15th wedding anniversary at their home in Louisville Tuesday (19). Langhart, biller, will return to the road in early April.

ANNUAL ANSWER to side-show managers' ads: "Haven't tramped in 20 years, but after seeing your ad in old 'Billyboy' my feet got itchy and I have decided to come over and help you out this year." But they never state what they can do.

BERT AND AGNES DOSS were Atwell Club visitors Tuesday (19), Bert pointing out that he's on the lookout for a new rink site, having disposed of his Circus Park location in Bloomington, Ill. Flers, he said, are few in Bloomington this winter, tho Mickey King returned last week. . . . LESTER (PEANUTS) RODGERS, is coasting thru the winter at Steubenville, O., operating a peanut store and looking after his race horses at the fairgrounds in Canton, O. He'll be on hand for the Cole Bros. bow at Louisville in April, but hasn't decided yet if he'll troupe.

LES GARNER, contracted to agent Banard Bros.' Circus again, plans to use two lithos and one biller this season, with one car and a panel on advance. . . . JOHN KRAMER, of the Banard show, reports from Etna, O., more help in quarters than they had on the road last year. . . . AUBREY M. FRANKLIN, Syracuse, forwards a neatly written portrait of clowns by James J. Metcalfe, clipped from *The Syracuse Herald-Journal*. . . . BUCK LUCAS, owner of Banard Bros.' Circus, has entered a Cleveland hospital for check-up. He's been on the sick list for two years.

LONELIEST PERSON in the world is a 24-hour man standing in a dark railroad yard listening for a train whistle.

JOE BAKER crossed the continent from Los Angeles to Sarasota to open with *Ice Gayety*, arriving before the project was called off. . . . MIKE GUY sends in his line-up of musicians for the James M. Cole Circus band, listing Carmine Petracca, Charlie Cuthbert and Roy Melvin, cornets; Ed Mitson, baritone; C. A. Smith, bass; Bill Tobis, trombone; K. Semmon, calliope; D. Frederickson, drum; R. R. Rankin, clarinet, and himself as leader. . . . L. (CRAZY RAY) CHOISSER was visited by DOC H. S. PALMER, former owner of the J. C. Lincoln Big City Minstrels, during his stay in a DuQuoin, Ill., hospital. Retired from the road, Palmer works at Elkville, near DuQuoin.

BY SPRING Hitler will be forgotten enough so that natives will not ask billposters their professional opinions of the former paper hanger.

SHAVINGS FROM EVERYWHERE—TERRELL JACOBS scouting thru Oklahoma and the Southwest for more animals for Barnes Bros.' Circus. . . . ESCALANTE and ACEVEDO family acts, last season with Arthur, are slated to go out with Ben Davenport on the Dailey Bros.' outfit. . . . OBERT MILLER, owner of the Al G. Kelley & Miller Bros.' org, is reported to have bought from Art Concello the five bulls featured with Russell Bros. last year. . . . BUD E. ANDERSON has a Liberty horse act and pony drill in training at his new farm on the outskirts of Emporia, Kan. Getting 'em ready for fairs. Mrs. Anderson is recuperating from a minor operation last week in an Emporia hospital. . . . JOE WEBB reports that help around the Buck Owens Circus quarters on the Springfield (Mo.) Fairgrounds is a bit scarce.

MARTIN ARTHUR has only two flats, two sleepers, one stock car and an elephant left after selling most of his circus property. . . . MRS. LAURA ANDERSON, who bought one of the bulls, has leased it to Jimmie Wood for the 101 Ranch tour. She and Frank Ellis have closed with Bob Stevens for the privileges on Bailey Bros. Her son, Luke, will have the privileges with Wood's show. . . . YELLOW BURNETT has the man-sized job of painting the Clyde Beatty wagons and train. Jack Burslem is seen around winter quarters of that show. . . . WHITEY ROSS and MITT CARL are due at Dailey Bros. quarters about the first of the month. Ross is slated to be boss canvasman on the big top under Ralph Noble. Carl will have the cook-

house. Butch Cohen has been in bed with the flu. Butch, Jack Knight and Red Rumble have scheduled an indoor date at Baton Rouge, La., March 11, using Dailey Bros.' stock and elephants.

L. E. (ROBA) COLLINS, spending a few days in Arkadelphia, Ark., met Mr. and Mrs. Bunny Levin, of the Austin show, and Stanley Dawson, who, Collins post cards, is holding down the Broadway Hotel lobby. . . . REX M. INGHAM and GEORGE D. BARRETT opened their tour of schools at Reidsville, N. C., with Ingham's mixed group of mammals and birds. At close of the school season, Ingham will have his Wild Life Exhibit in stores. While in Charlotte, N. C., the Inghams parked their trailer next to Gordon and Mickie Spangler, who are working magic in schools. Mrs. Ingham has recovered from the flu.

THEN THERE IS the circus ballet gal who became so seagoing as a WAVE that she refuses to join anything but a showboat.

A. M. (LITTLE RED) HAFFANDS, formerly with the Mills Bros. and Downie Bros.' circuses and later with the World of Mirth Shows, has received his discharge from the Army Air Forces and is now located in Springfield, Mass. He is operating his own business as a manufacturer's agent, representing a number of Western concerns. . . . JAKE J. DISCH, known in show business as Officer Corrigan, the Cop, recently was high man in the primary election for alderman in Cudahy, Wis. Recently he was visited by Doc Candler (Scotty the Clown), who was en route to Fond du Lac, Wis., from his home in Mount Clemens, Mich. Another visitor of Disch's was Erv Lang, of the Lang teeterboard family, and Bill Burkhard, acrobat and contortionist.

WHITEY RODENBURGH, Polack ad man working with Sam Ward, had about decided to hit for Oklahoma and a spell of rest and fishing after the Hammond date. Poor health is the reason. . . . JACK BELL, for 30 years a trouper, dating back to the 101 Ranch Show, was with the band at the Polack Hammond, Ind., date. . . . Well known as a band leader, he was out thru the war years on a war job. . . . FELIX ADLER visited with his dad and relatives at Clinton, Ia., for the first time since '38 after the Grand Rapids (Mich.) Shrine Circus. He stopped off in Chicago to hunt up some costume material before re-joining Orrin Davenport at Cleveland. A caller at *The Billboard*, he hinted that he would like to settle down in his old hometown to develop a nifty new idea in the children's toy biz.

BIBLE BROS.' CIRCUS, which wintered near Corpus Christi, Tex., has opened the 1946 season, playing the fruit belt towns in the Texas Valley. . . . BOB ATTERBURY, who is getting his circus ready for an April opening is playing USO camps. . . . ARTHUR BROS.' CIRCUS train is at Baldwin Park, Calif., but to date has not been unloaded. . . . CHARLES UNDERWOOD, formerly of the press staff of Cole Bros.' Circus, will be with King Bros. this season. . . . ERNEST WHITE, head balancer, for two seasons associate owner of the Bradley & Benson Circus, is entering the carnival field. . . . MR. AND MRS. ALEX BROCK are enjoying the sunshine at the municipal trailer camp at Tampa. . . . DIME WILSON, of table-rock fame, and his wife, Connie, have signed with King Bros.' Circus.

JOE LEWIS, clown cop, returning with his wife, Eva May Lewis, aerialist, from a Tampa vacation, cuff-jotted the following Peru, Ind. notes: Mr. and Mrs. Carl Solts, aerialists, returned from San Antonio for a brief stay before departing for Mrs. Solts's home at Richmond, Va. Brownie and Dickie Lewis, clowns, passed thru en route to the Orrin Davenport Shrine dates from Los Angeles—and no flats. Freddy Freeman and wife, Mickey, are now in Peru, residing in their new home on Fort Wayne Pike. They will join Davenport at Cleveland. Nick Carter is spotlighting meat balls and spaghetti on his cafe menus. Mike Wissinger, formerly with Hagenbeck-Wallace, is still operating his Circus Nite Club. George Valentino, manager of the old Valentino casting act, was rushed to Duke's Hospital as the result of a heart attack, but his condition is reported favorable. Mr. and Mrs. Fred Young bought a new house trailer before taking off for Fort Lauderdale, Fla. Young says he will return by way of Los Angeles. Wilno, the

human cannon ball, who resides here, is weaving a new net for his act—10,000 knots to tie. Terrell Jacobs's farm quarters are being transformed into a circus and zoological wonderland, attracting many visitors.

YEARS AGO when side-show talkers orated for 30 minutes before cracking the prices, a listening Mississippi darkey, with dough in his hand, cracked to another: "Dat preacher must have been vaccinated wid a phonograph needle."

AFTER BATTLING the flu in a Du Quoin, Ill., hospital for seven weeks, Crazy Ray Choisser left for a fried chicken build-up at his home in Pinckneyville, Ill. . . . VERN BREWER, animal trainer for Gainesville (Tex.) Community Circus, who received his discharge from the Seabees last month, played the Enid and Chickasha, Okla., stands of Benny Fox's Star-Spangled Circus with pony drill, menage horse and diving dog. A. Morton Smith and Gerry Murrell, of the Gainesville show, visited at Enid, and Mrs. Murrell worked in the show Terrell Jacobs, en route to Peru, Ind., was also an Enid visitor. . . . GEORGE HUBLER, Dayton, O., circus fan, touring Texas with his magic show, visited the quarters of Stevens Bros., Hugo Bros. and Al G. Kelly-Miller Bros.' shows in Hugo, Okla., going from there to Gainesville, where he showed his colored circus slides at the home of A. Morton Smith. . . . GEORGE HANNEFORD family left from Sherman, Tex., and Art and Marie Henry from Gainesville, for Port Arthur to play several dates with Clyde Bros. . . . CEA FRANK PANISKO daubed the inside fence with circus lithos and cloth banners at the *Circus on Ice* held recently at Butte, Mont. Frank was in clown gear for the show. . . . AL DEAN info from York, S. C., that Harry Fitch will be legal adjuster with Bailey Bros. and that Chester Gregory and Andy Kelly will have the Side Show concessions. Dean lists himself as purchasing agent for the show.

"I WONDER," pondered a seat butcher while looking at photos of early-day circus founders, "if they had mustache cups in privilege cars in those days?"

WHEN MICKEY SULLIVAN and His Exposition Band played the American Legion Circus in Springfield, Mass., they were visited by circus fans headed by Joe Beach. The fans took the circus cast out several nights for dinner. On Saturday the show and band entertained the newsboys, crippled children and orphans. Members of the cast are Bob Robinson, Ringmaster; Con Colleano, Roberta's Circus, Al Libby and Betty, Reg Kehoe's Marimba Queens, Don Dorsey, Jeannette and Paul, The Reddingtons, The Heerdinks, Phil Wirth's Riding School, and Mickey Sullivan and his band.

FRED SMYTHE, vet Side Show manager with Ringling Bros. and Barnum & Bailey Circus, rated a front-page feature in the *New York World-Telegram* Wednesday (20), when he moaned to Edward J. Mowery, staff writer, that he had been unsuccessful in his search for freaks among New York's millions of inhabitants. An ad in *The Billboard*, Smythe explained, brought 300 replies but nothing new in freaks. Line-up for the show will include Kutty Sing Lee, fire eater; Egan Twist, India rubber man; Rasmus Nielson, strong man; Baby Irene Perry, fat lady; Doll Family, midgets; Mr. and Mrs. Fred Fisher, Betty Broadbent, tattooed lady, and Prof. Roberto, magician.

CLEVELAND A PIP

(Continued from page 61)

Hilda Orantos and Ortans Cristiani celebrated birthdays Wednesday (13).

Clyde Beatty escaped injuries Thursday (14) night when Sleika, his spinning tiger, and King, a young male lion, tangled in the center of the arena. Beatty continued his act after fighting them apart.

Betty Escalante suffered a sprained ankle when, her stirrup breaking, she fell under her menage horse. She was out for a few days.

Ed Rooney continued in his high act despite a sprained back.

Sonny Moore went into the show immediately upon his arrival Sunday (17). He was delayed when his truck broke down at Oklahoma City.

A bad accident was averted Thursday (14) matinee when young Berosini slipped in his blindfold trick, revolved on the wire and hung by his knees. The elder Berosini rescued him from his predicament.

CMI DRAWS WIDE RESPONSE

AOAA Pledges CMI Support

NEW YORK, Feb. 23.—"Co-operation with the CMI public relations program" was the topic of a talk given by Barnett Berkens, executive secretary of the Arcade Owners' Association of America, at the regular monthly meeting of the organization Thursday (14) evening at Park Central Hotel. Al Blenow, president, added further comment on the subject and presented the yearly financial statement.

Joe Ash, Mike Schaffer and Herb Weaver were named to serve with the other officers of the organization on the executive board. Herman Brothers, AOAA counsel, gave a short talk on the legal questions that arcade owners are concerned with at the present.

Formal installation of the new officers will be held at the next meeting, March 28, at Park Central Hotel. Refreshments and talks by leaders in the industry, will also be presented.

Plastics Replace Steel for Small Juke, Game Parts

NEW YORK, Feb. 23.—Molded plastic products are being used more and more in the coin machine industry. Juke boxes, amusement machines and vending machine manufacturers report that it is ideal for small parts, made in the past with steel.

Made from phenolic impregnated material, which can be molded into intricate shapes, finished parts have a smooth surface that can be made in black and natural colors. Combination of heat and pressure fuses the pieces of fabric together into a solid, compact material—which possesses unusual strength, toughness and resilience, according to plastic manufacturers.

Parts can be molded to close tolerances. When greater than molding accuracy is required, it is readily machined on standard shop equipment. "Other new plastics are also being accepted by the industry and will be announced as soon as production is under way," one manufacturer states.

Ohio Claims Costs Of Business Lower

COLUMBUS, O., Feb. 23.—Ohio can claim lower taxes, lower cost of operation and a smaller net per capita debt than any comparable State, according to State tax commissioner C. Emory Glander.

Claims are based on a survey of records for the 10-year period from 1932 to 1942. The study shows that Ohio individuals and businesses paid slightly more than one dollar out of 14 dollars income for the support of State and local governments. Among other States, 38 paid a higher proportion, according to the survey.

In the decade covered, every State increased its tax collections on the average of more than 50 per cent. Ohio's increase was 37 per cent.

For the entire U. S., the report showed that it took 6.23 per cent of the national income to operate government, with Ohio using only 51.43 per cent of its income for current operations.

Abe Miller Dies in Charlotte

CHARLOTTE, N. C., Feb. 23.—Abram Miller, 55, owner of the Confection Vending Company here, died in a local hospital recently. Survived by his widow, three sons and three brothers. Burial was in Hebrew Cemetery, Charlotte.

Editorial

Fraternal Ties

By Walter W. Hurd

MUCH has been written and said this week about brotherhood. The designation of a certain week as "Brotherhood Week" may serve to emphasize in the minds of many people an idea that is much needed all over the world.

Within the bounds of a trade or industry, brotherhood is not exactly the idea, but there is a plane on which real fraternal ties are supposed to exist among the individual members of a business.

Perhaps members of a trade should give more attention to talking about the fraternal spirit that should prevail among them. In most lines of business it usually happens that every member is so busy in promoting his trade advantages that he forgets those common interests which should bind all members together in some kind of program.

Trade organizations are the accepted medium for bringing people together who happen to have the same mutual interests. In my years of observation of coin machine trade groups, the conflict between an individual's own business interests and the common interests of the whole trade has been one of the most interesting factors. In watching trade organizations work, it is easy to see the difficulty a man has in joining his competitors to promote a common cause.

In boosting trade organization, it is easy to praise the sentiments of co-operation and promoting the common good. But at the same time every man knows the meaning of business competition from actual experience. I have always thought the real value of co-operative effort is the extra enjoyment it brings to

those who work for a cause or program. It is true, also, that promotion of the common good may actually add more dollars to the income of those engaged in a business.

But the grouping of people together in a trade or business will always mean competition, and competition is a much stronger force than any of the theories about fraternal spirit or brotherhood. There are good and bad results in competition, and members of a trade are sometimes compelled to find some fraternal agreement which will help to control the evils of competition. Government has entered this field, also, with many regulations to control the evils of competition. Human nature being what it is, it will probably require all the force of fraternal co-operation, and of law, to keep competition within limits.

All this has been about trade spirit, trade co-operation. The members of the trade should also cooperate with those civic groups that are trying to promote some kind of idea of brotherhood. Many members of the coin machine trade are already identified with local groups that carry on such work.

It is not just maudlin sentiment at the present time that makes the ideas of good will and of tolerance so important. We have all seen what a great war can do to business and to the world. It is simply good business judgment to try to avoid another one.

No doubt all that we do to promote fraternal spirit and co-operation within the coin machine trade itself will also help the world-wide cause of free trade and peace.

New Members Still Signing

Gilmore reports 45 States represented in returns of public relations campaign

CHICAGO, Feb. 23.—There has been no tapering off in the steady flow of associate membership applications from distributors and operators arriving daily at the office of Coin Machine Industries, Inc., according to Jim Gilmore, secretary-manager of the association.

Applications are coming in as a result of a date started four weeks ago to enlist the support of the entire industry in a nationwide public relations program.

Thus far, associate member applications and checks have arrived from 45 States, as well as from distributors and operators in Canada and Mexico. Entering members of the trade north and south of the border have taken the stand that, whatever helps the industry in the United States will also help the foreign trade.

Said Gilmore, commenting on the progress of the drive: "Applications continue to come in every mail, but," he added, "they could come in much faster. Why any distributor or operator of coin-operated machines would hesitate to send in his application and check in support of this program is definitely a mystery."

CMI officials released a portion of one of the many letters received from manufacturers on this subject.

Manufacturer Writes

"Show your alert progressiveness and decisive intent to fight all predatory influences," the letter says, "either city, State or Federal, whose purpose is to legislate you out of business via the tax route. Join CMI at once as an associate member."

Officials of the organization, as well as column everywhere, have pointed out how insignificant the charge for associate membership is, when compared with the great amount of industry-wide goodwill which the public relations program will build.

Distributors and operators are being asked to send in \$25, the fee for associate membership. The returns to the industry as a whole, and doubtless to many distributors and operators directly or indirectly, are expected to be out of all proportion to any individual investment.

Gilmore also revealed that there have been inquiries from manufacturers who have not heretofore belonged to CMI. Inquiries from these manufacturers stemmed from the launching of this public relations drive, and are one more indication of the tremendous interest, which this program has aroused.

Forward-looking distributors and operators throughout the country are joining with the manufacturers in an effort to insure success for the public relations plan.

Benefits to All

Trade leaders, particularly, point out that the benefits of this public relations program will eventually reach out to all distributors and operators—those in small cities and towns as well as those whose businesses are located in metropolitan areas.

Main idea back of the drive is to build up goodwill for all types of coin-operated machines.

Only by bringing manufacturers, distributors and operators together to work for this common end, can the drive really accomplish its purpose, trade leaders assert.

Gilmore urged all distributors and operators who have not already mailed applications and checks to do so. The checks for \$25 may be attached to the firm letterhead and mailed to Coin Machine Industries, Inc., 134 N. La Salle Street, Room 508, Chicago 2, Ill.

News Digest

VENDERS—Vending machine men heard this week that Northwestern University's dental school finds chewing gum, with Vitamin K, the best preventative for tooth decay yet discovered. Finding reopens interest in vitamin fortified soft drinks and candies.

CMI—Officials of Coin Machine Industries, Inc., report the drive enlisting support of distributors and operators for public relations program is progressing satisfactorily. So far applications have come in from 45 States, Canada and Mexico.

CANDY—With approaching of the second quarter of 1946, candy manufacturers are anxiously awaiting some indication that sugar quotas may be revised upward. Soft-drink trade is even more concerned, since upped sugar quotas would mean more sales for carbonated beverages during the summer months. Any increase in sugar spells increase for candy and soft-drink vendors.

PATENTS—Past several weeks showed an increase in the number of inventions pertaining to coin-operated machines. This increase in number of patents granted comes at a time when production of all types of coin machines is on the increase. Vending machines are far and away leading the patent field for the time being.

TOURISTS—States are making plans now for the biggest tourist season of all times. Rush has already gotten under way in some of the Southern and Southwestern areas, and coinmen there have benefited by the influx of travelers.

Once material shortages are overcome and new machines can be shipped out in quantity, operators everywhere will feel the increase of play in the tourist influx.

EXPORTS—Several favorable indications became apparent last week for the export trade. Department of Commerce reported an increasing number of U. S. citizens on their way overseas since the end of the war. Reports from Europe and England bear out the feeling that these countries have a pent-up demand for many types of coin machines.

TYPEWRITERS—Trade interest has revived in coin-operated typewriters, with more than one company reported considering this type of specialty operation a good bet for hotel lobbies and other travel-frequented places. All plans, of course, for coin-operated typewriters depend upon how soon the typewriter manufacturers can get into full production.

TEEN CLUBS—After a lull period, during which it seemed likely that teenage clubs might die out, public and trade concern for the future of these youth spots has come to life. Reports from Manhattan indicate that one club there finances all of its activities with jukes, vending and other coin machines.

RADIOS—One Eastern firm announced last week that it is contracting with hotels for installation of coin-operated radios. Firm's officials, who did not divulge the names of the hotels, say that the radios are being made for them by another company and that they will be offered for sale in units of 100. Meantime rumor still has it that three of the large radio manufacturers intend entering the field.

Coin Device Patents Increase

2 Venders on Latest Lists

Music machines also take more space in Gazette as production moves forward

WASHINGTON, Feb. 23.—As manufacturers clear out the last of their government orders and coin machines begin to roll down the production line in ever larger numbers, coin devices and others adaptable to use of the industry are taking more space in the *Official Gazette* of the U. S. Patent Office.

Dates on the patents, however, indicate that inventors, even under the urgent pressure of war, did not forget the rich possibilities that lie in the coin machine industry. A few run back to the early days of the war, indicating that they were actually pre-war ideas, but many of them were conceived in the past two or three years.

How many are in the works at the patent office is nearly impossible to estimate, but reports circulating thru the trade indicate that many applications for patents on new devices are pending. Many of these will be for venders and a number for music machines or apparatuses adaptable to phonographs.

Latest patent listings, for instance, have included a new type of liquid vender, a coin-operated dispenser of canned or packaged goods, parking meter, coin selector, two record changers, combination phonograph record or movie film holder, electrical selector system, a trip device for dispensing articles and a coin wrapping machine.

Coin Selector

Coin selector was patented by Harvey T. Larimore, Congress Park, Ill., and assigned to Kalva Venders, Inc., Chicago. Application, filed July 14, 1943, claimed seven new features. Patent is No. 2,395,279.

Description in the *Official Gazette* follows:

"In a coin selector for a coin-operated device requiring the deposit of two coins of different denominations and in a specified order to render the device operative means (for) receiving a coin of Y denomination and holding it temporarily at a predetermined position, means receiving a coin of X denomination, and means causing coins of X denomination to be rejected unless a coin of Y denomination is at said predetermined position. Said last means comprising a movable deflecting element moved from deflecting position for said coin of X denomination by being engaged by said coin of Y denomination at said predetermined position."

One of the two record changers listed is operated by a hydraulic mechanism, which might be adaptable to coin phonographs, altho in patent drawing is used only in an ordinary home phonograph playing the records in rotation, bottom one first. Patent was issued to Jerald D. Weaver, San Gabriel, Calif., and assigned to the Farnsworth Television & Radio Corporation. It is No. 2,395,026. Application was made February 23, 1944, with claim to 14 new features.

Patent for the electrical system is No. 2,008,563, granted July 16, 1935, and

Berkowitz Buys Salesboard Co.

KANSAS CITY, Feb. 23.—Joseph Berkowitz, president and general manager of the Universal Manufacturing Company, Kansas City, announced that he has purchased the Charles A. Brewer & Son Manufacturing Company, 6320 South Harvard Street, Chicago.

Berkowitz said he would take over the salesboard firm April 1, and operate it under the name of Bee-Jay Products Company, Inc.

Hears Juke 8 Hours Each Day For Living, Still Likes It

PHILADELPHIA, Feb. 23.—The spotlight of the women's pages of *The Philadelphia Record* were turned this week on Inez Bailey, who listens to a juke box from 8:30 a.m. until 5 p.m. as part of her job as laboratory technician at the RCA-Victor Division in Camden, N. J. This was the first of a new series on women in industry and had much to say in favor of coin machines.

If Inez paid to hear each record which is part of her daily listening, it would cost about \$50 a day. Her job is important since records must be tested for wearing quality, for resistance to breakage and for plasticity.

The juke box is important for this sort of testing. The pick-up mechanism that holds the needle is much heavier than that of an ordinary record player and some of the disks are played as much as 50 times a day. That includes everything from Toscanini to Spike Jones, and at the end of the 50th run-off, it's pretty well known how the records from this or that batch of material will stand up, or whether a change in formula is indicated.

Inez has been doing this work for the last two years, and instead of being

owned by Mrs. Maurice D. Sarbey, 265 Parkside Drive, Bay Village, O. It is Reg. No. 2,257. Its operation is described as follows:

"Transmits over single-wire circuit a sequence of electrical pulses, each signal pulse begins a complete signal, adapted to produce differentiated results at a remote receiving point. May be used in operation of teletypewriters, radios, transmission or automatic telephone control signals and many other uses."

New Vender

Vending machine, patent No. 2,124,500 issued July 19, 1938, is described as a "display case and dispenser of canned and packaged supplies." Reg. No. 2,261, it is owned by Waldo E. Taylor, 301 Brookes Avenue, San Diego 3, Calif. Inventor's description follows:

"Device is coin-operated and has a plurality of sloping chutes with hinged ends which pivot downwardly as contents in lower chutes become exhausted. Separate display compartment for a (See *Coin Device Patents* on page 107)

a jittery person who jumps at the drop of a nickel, she's a cool, quiet girl who loves her job. She studied at Anderson College in Indiana and became interested in radio. She took a two-year night course in radio and electronics and now holds a third-class license as radio operator.

In her spare time Inez admitted that she listens to the radio or to her private recording collection. She also said that Sammy Kaye was her favorite among popular orchestras.

When she was testing *Chickery Chick* and played it 50 times in succession, she said her nerves went back on her for the first time. When she came home that night and heard the same piece on the radio as she opened the door, she greeted her family with, "Turn that thing off!"

Plan New Building For Miami Home of Gay-Coin Distribbs

DETROIT, Feb. 23.—James A. Passanante, head of Gay-Coin Distributors, announced that his firm will construct a two-story building to house its showrooms and offices in Miami. Passanante was scheduled to leave for Miami today.

Structure will be on a property owned by Passanante at 300 Northwest 79th Street. He said a house now on the site is being removed to make room for the new building, which will be constructed of cement blocks.

Passanante, who is regional distributor for Bally, said plans call for an air-conditioned structure, 55 by 137 feet, with parking lot adjoining. Design will be modern in a conservative manner. Cost is estimated at \$60,000.

Location is in the heart of the business section, but it is on main highways leading to all parts of Florida.

Florida Manager

Alfred A. Martin has been chosen as manager of the Florida branch. He will be assisted by Joseph A. Flynn. Both have had long experience in the trade there, Passanante said.

On his trip to Miami, the Detroit coinman is taking a trailer built to display amusement games. It has demountable sides and top so that it will house any size of coin machine. Electrical plug-in can be made to the nearest outlet in the distributor's salesroom, an operator's office or home. Trailer is small enough,

Business Booms As West Coast Factories Grow

SAN FRANCISCO, Feb. 23.—With a sharp population rise, heavy bank deposits and retail sales, West Coast States are expected by coinmen here to see a new era of coin machine expansion during the next few years.

Chief basis for this prediction is the great corporations already engaged in a scramble for the most favorable plant sites.

Three areas alone—San Francisco Bay, Central Valley and Los Angeles—have recorded plant investments of \$222,000,000. Last year nearly a quarter billion dollars was expended on new industrial plants in California.

Increase of population, which is also a prime factor in the coin machine industry, is the key to West Coast expansion. Just what the population of these States is today is unknown, but estimates from recent ration book issues indicate that the seven Western States have as many as 14,350,000 consumers, a jump of 3,000,000 over the 1940 census figure.

Department store sales for the same States are running \$1,100,000,000 annually, which represents a doubling of pre-war totals. Bank deposits also have boomed in the same proportions, reliable figures indicate.

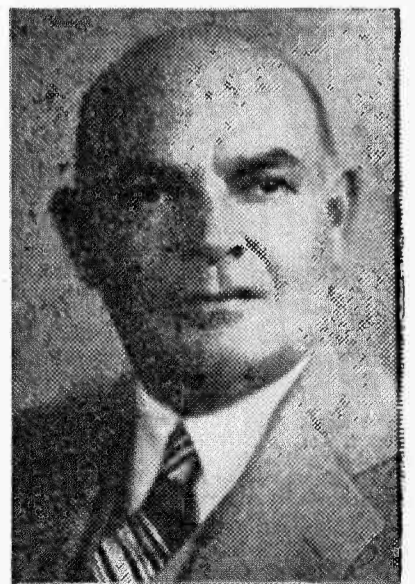
Oregon Reports Trade Levies

SALEM, Ore., Feb. 23.—Taxes on coin machines yielded the State \$189,980 during 1945, Secretary of State Robert S. Farrell disclosed in announcing apportionment of the final \$12,000 from last year's revenue.

Sixty per cent of revenue from this source—known as the privilege tax—goes into the State public assistance fund and 40 per cent goes to the 36 counties for welfare work.

however, so that it may be driven into a home garage or commercial display room.

Passanante said he expects to spend three weeks touring the State with the trailer.



REGIONAL MANAGERS, recently appointed by the Packard Manufacturing Corporation, include (left to right) Harry I. Drollinger, Harry Moseley and Robert S. Bleerman. Drollinger is Southwest regional manager for the concern. Moseley is in charge of the Southeastern region and Bleerman is Chicago regional manager. All three men have wide acquaintance in the trade.

New York:

JACK HEIDENHEIMER and Gerard Marx are newcomers into the coin machine operator business. They plan to set up postage stamp and hankerchief machine routes and also other vending machine ventures when they can get machines.

JOSEPH T. DOLAN, Bridgeport, Conn., coinman, was in town last week looking the ground over. . . . M. A. LASWELL, vice-president, Personal Music Corporation, and 10 members of his concern attended the Propeller Club affair at Hotel Astor recently. H. F. Dennison, Personal's prexy, has returned from a biz trip to Chicago.

DAVE ENGELS left last week on biz for the South. . . . HERB WALTERS also left for Florida. He intends to relax there. . . . BARNEY SUGARMAN has returned from Florida.

GEORGE PONSER's birthday party at Maplewood, N. J., was a success. It lasted until 5 a.m. Guests included Mr. and Mrs. Irv Kaye, George's partner; Mr. and Mrs. Joe Ash, Mr. and Mrs. Irv Morris and Mr. and Mrs. Perry Wachtel. Joe had 'em rolling on the floor with his Gypsy Rose Lee dance.

JACKIE BERMAN, Economy Supply, was hampered in the opening of his Baltimore branch by the record snow-storm in that city. . . . BIP GLASSGOLD and Wally Sipple, Du Grenier Sales, and J. Breidt have returned from New Orleans. They displayed their machines at the NATD show there.

ED RAVREBY, Associated Amusement, Boston, is back from Florida but losing any gain he received from the trip by running back and forth between Boston and his arcade in New York. . . . MAX LEVINE and Fred Halparn, Scientific Machine, are back manufacturing their machines again.

AL COHN, ASCO Vending, Newark, has several ideas for vending machines in the blueprint stage now. . . . THE DE-PERRI BOYS, Perry Wachtel and Ben Smith are still trying to find larger office space anywhere around coin machine row.

P. L. LIVINGSTON, Type-O-Matic, is said to be in the market for expansion into other coin machine ventures besides his coin-operated typewriters. . . . GEORGE AND VICTOR TRAD are setting up locations for their coin-operated radios. They plan to have radios ready to sell to operators by June.

AL MEYERS, Rockaway Beach, has been fixing up his place and looking around for new ideas. . . . SAM HOLTZMAN returned recently from a trip to Hot Springs.

Marion Webster, Pete Weisman, Louis Foz, Al Meyers, Lou Rabkin, Johnnie Saunders, Sam Holtzman, Barney Berkens, Herman Brothers and Al Blendow are but a few of the names of those who attended the recent meeting of A.O.A.A. List sounds like a Who's Who of the arcade business. Joe Ash, Mike Shaffer, and Herb Weaver were named to the executive board at the meeting.

HARRY FISHER announces that he will be in New York to make the rounds in a letter to Mark Lyons. He states that he hopes to find many new ideas and plans along coin machine row—in the bars.

HERMAN PERIN, Runyon Sales, has just returned from a six weeks' trip thruout the United States. . . . H. ROSENTHAL hurried back from his business trip so that he could be home by Saturday (23), his daughter's birthday.

ABE FEINBERG, covering New England States for U-Need-A Vendors, has made his temporary headquarters at 585 10th Avenue. . . . BILL BLUMENTHAL, Tri-States Sales, is the coinman who has been visiting him of late. Seems they go for his bow ties. . . . LES PAUL, U-Need-A, started on a two weeks' business trip around upper New York February 23.

ARTHUR SEGAR, Casino Arcade, Asbury Park, N. J., has been in town to see Irv Morris, Active Amusement Company. . . . LESTER MARTIN, Miami op, has been running around town the past few weeks with plenty of ideas buzzing around in his head. It is rumored that he is planning to enter biz as a distributor and still keep his coin machine route. . . . CHARLES SHANKMAN, Capital Projector Corporation, is busy with new ideas and plans for his movie machines.

ROY TORR is taking it easy this winter. . . . SIDNEY LEVIN, counsel for Automatic Music Operators' Association, Inc., talked legal terms to the Music Operators in Westchester County last week. All ended well with everyone happy.

COINMEN YOU KNOW

J. CAMERON GORDON has been named general manager of the newly formed State Music Distributing Company in Hartford, Conn.

DAVE MARGOLIN, Manhattan Phono, announces that he will have his Atrreon showing March 3.

LARRY ROSS claims success with the new type trailer at the theaters—advertising the fact that there are coin-operated candy and soft drink machines in the lobby. Idea seems to be picked up all along the East Coast. Jukes in women's rest room in the larger show-places are also reported to be going over in Boston.

EDDIE CORRISTON and Ben Becker, Fallsades Specialties, are expected to make an announcement soon as a result of their recent trip to Chicago. Another Chicago visitor, John A. Fitzgibbon, is expected to make an announcement shortly.

NAT COHN AND EARL WINTERS, Modern Music, are busy these days with new things for Vogue Records, with the first release date set for March 4.

L. G. MOORE JR. announced recently that General Electric would be exclusive national distributors for Signature Records. Entrance of GE into the record business came as a complete surprise to juke ops and other record distributors.

MARTIN LEIF is back in Los Angeles and starting a new arcade there. He was in New York last week and made plans with several concerns for shipments of equipment for his photograph end of biz. He claims that his arcade will be something new in the way of amusement centers.

JIMMY BOYACK, Aireon Eastern representative, is going slowly "nuts" with the change of dates of the showing, shipments, and general hurry-hurry of the whole thing. Showing is slated to be one of the best ever staged by a juke box firm.

LAWRENCE REISS, Statler Distributors, announces that the biscuit vending machines are catching on fast with the trade. Boston, Baltimore, Cleveland, Los Angeles, Milwaukee and Northern New Jersey are but a few of the places that are sewed up by the firm.

Chicago:

MIKE MUNVES, genial and popular New York distributor, hit Chicago for four days and flew back in the midst of a blinding snowstorm, as did CLIFF WILSON, from Tulsa, Okla., distributor and operator. Both made the rounds of manufacturers while here and closed several deals for range and game equipment. Wilson reports conditions improving in Tulsa and foresees a booming market for coin machines out West. . . . HARRY BROWN, American Amusement head and director of activities for Pioneer Manufacturing Company here, has been kept busy entertaining out-of-towners. . . . LOU SOKLOVE, traveling representative of Pioneer, is still on the road lining up new distributors for their game Smiley. . . . CHARLES EWING, head of Automatic Amusement Company, Evansville, Ind., made the rounds, and CHARLES BAKER, inventor and mechanic, who is distributing and operating in Clinton, Ind., spent some time at the American Amusement offices. . . . HOWARD PEO, New York coinman, was in the Windy City for a few days and closed a few deals for new equipment.

LOUIS CASOLA, operator of the Victory Penny Arcade in Rockford, Ill., visited coin firms here while spending a brief vacation with his wife. . . . GIL KITT, owner of Empire Coin, took a quick trip to Des Moines for a few days. . . . DEWITT (DOC) EATON, sales manager of AMI, is still on the move, this time to Florida. . . . WALTER TRATSCH, prexy of the ABT Manufacturing Company, also is on his way to Florida with a de luxe trailer which he recently bought. MRS. TRATSCH is accompanying him.

DAVE GOTTLIEB, president of D. Gottlieb & Company, is on his way to Florida with the missus and will be gone several weeks, leaving the management of the business to NATE GOTTLIEB, who has his hands full in off hours, too. Nate is busy these days equipping his new home in Oak Park, West Chicago suburb. . . . JOHN HADDOCK, president of AMI, just returned from the Haverhill (Mass.) plant of the Du-Grenier Company, where he had several important conferences. . . . ED PONDER, owner of the Louisiana Coin Machine Service Company, AMI distributor for Louisiana, gave Doc Eaton a massive

snake ring to add to his collection. . . . HAROLD TRATSCH, son of Walter Tratsch, will be released from the navy within the next 90 days and will then enroll in an engineering course at Perdue.

JIM MANGAN, of the designing and public relations firm, Mangan & Eckland, is awaiting the return of Doc Eaton from Florida to present him with a book-portfolio containing a collection of rare wood carving prints recently prepared for publication by R. HUNTER MIDDLETON, local type designer. The prints are made from rare wood carvings done in 1790-1825 by the famed English artist, THOMAS BEWICK.

JOHN CHREST, Exhibit Supply executive, just returned from the East where he spent several weeks in quest of certain essential parts to be used in new arcade and game equipment. . . . BOB MANNING, new war hero, working for the ABC Music Service Corporation, large local juke operators, is a close relation of the famed newsmen, CLEM LANE, city editor of The Chicago Daily News, who is now in Rome covering the consistory at which Archbishop Stritch was made a Cardinal. . . . JOE ZIMMERMAN, local printer, is a newcomer to the industry, commencing manufacture this week of punchboards and other salesboards, under the name of Empire Press.

EDDIE GINSBERG, Atlas Novelty prexy, reports that, for the first time in a month, believe it or not, there's not an employee on the sleek list. . . . Leading a parade of out-of-town coinmen thru the Atlas headquarters last week were MARK DEWITT and RUFF HOPP, operators from Hastings, Neb. Ruff is a brother of JOHNNY HOPP, crack outfielder of the St. Louis Cardinals. . . . FRANK LEWIS and MAC WATSON, both from Cedar Rapids, also visited local distributors during the week. . . . Other visiting firemen were: JERRY KERTMAN, Kertman Sales Corporation, Rochester, N. Y.; A. S. LEVY, head of A. S. L. Sales Company, Dayton, O., and JOHN MORSEMAN, Shanks Music Company, Kalamazoo, Mich. . . . Another visitor to the Atlas

offices was GUS ONDRUS, music and games operator from Union Pier, Mich., in the company of his partner, EMLL CHURAN.

IRVING BROMBERG and his son, MARTIN, making a cross-country trip from Los Angeles to New York, stopped in Chicago for the second time in a week on their way back to Los Angeles.

BILL MARMER, Sicking, Inc., Cincinnati, was in town for a few days and was seen confabbing with Eddie Ginsburg. . . . HOSKEL GOLDBERG, Lexington (Ky.) coinman and head of Sterling Novelty there, spent several days looking machines over and inquiring about new equipment prospects.

STANLEY LEVIN is the name of that good-looking young fellow seen around National Coin's headquarters on Diversey Avenue where JOE SCHAWARTZ holds forth. Levin spent three years in the navy as a radio mechanic first class on the U. S. S. Sagittarius. He saw action at Kwajelein, Eniwetok, Saipan, Tinian and Okinawa. He is slated to be Schwartz's right-hand man.

HAROLD BAKER, prexy of Baker Novelty, has room to breathe now as the firm's general offices are once again situated on the first floor of their building on West Washington Boulevard. . . . Offices of Mangan & Eckland are getting swankier each week as they've expanded, too, and last week went thru a complete carpeting job. . . . Exhibit Supply is just about thru completing private office facilities for John Chrest, PERC SMITH, and plant superintendent ED HUGHES. . . . L. C. (LINDY) FORCE, assistant to Doc Eaton at the Wells Street offices of AMI, is kept plenty busy while the head salesman is on the road.

STANLEY BROWN, son of HARRY BROWN, started learning the coin machine business this week under his dad's wing out at the American Amusement offices. . . . VINCE CONNORS, secretary-treasurer of the Amusement Corporation, is an attorney and was elected as a judge in Des Plaines, Ill., last year. Connors said activities at the new manufacturing plant have become so intense within the past week that he is handling most of his law business over to an associate. . . . BILL BURDICK and TED KRUSE, vice-president and president, respectively, of Amusement Corporation, were seen at

(See COINMEN YOU KNOW on page 90)

Look To The GENERAL For LEADERSHIP

The General Proudly Announces

THE SHOWING OF THE

Aireon

Electronic

Phonographs

SUNDAY, MARCH 3, 1946

At Our Showrooms, 306 N. Gay Street

You and Your Entire Organizations Are Cordially Invited To Visit Us on "A" Day, To See and Hear AIREON!

HARRY HOFFMAN

IRVIN BLUMENFELD

GEORGE GOLDMAN

Established 1925

Growing Steadily Ever Since

GENERAL Vending Sales Corp. Formerly The General Vending Service Co.
306 N. GAY ST. ★ BALTIMORE, 2, MD.

(Continued from page 89)
their Kenmore Avenue plant realigning their assembly lines to fill orders for their Lite-League.

ROBERT (The Singer) CASEY, JIM-WY MARTIN'S right-hand man, took a week's trip to Burlington, Ia., to attend the 25th wedding anniversary of the parents of a war-buddy of his who was killed in action. After his buddy was killed in the ETO, Casey began corresponding with the parents of the lad. The correspondence friendship became a strong one and the parents insisted on having Bob at their wedding celebration.

AL STERN, owner of World Wide Distributors, took a fast trip to Kansas City for several days. CHICK HENSKE, Jacksonville (Ill.) operator, spent part of his Chicago visiting time at the WW headquarters. O. D. Jennings & Company hired another advertising and sales promotion man. DAVE LOVITZ is the new man working with AL ROTH on the Jennings advertisements.

Los Angeles:

PRESTON JARRELL, of Coinmatic Distributors, recently returned from the Oakland Bay District on business for Pacific Records. Reports their original 7th Street Boogie, by Ivory Joe Hunter, is still socking the market. Jarrell says Pacific has discovered a distinctly different five-piece group, fronted by NICK ESPOSITO, young guitarist from Oakland. Inked now with Pacific and releases of this new band are due next month. Coinmatic has hired two shipping room helpers, and is developing additional space adjoining present quarters for sales and display.

WILLIAM D. ALLISON, manager of Allied Publishing Company, Los Angeles, informs they will found a new record company, to be known as APCO Recordings. First releases due around April 5. This organization has been publishing songs for the past year, including the new tune, MacArthur, the Magnificent. K. & M. Service, Los Angeles, has been appointed national distributor for Memo Records, produced by Melody Moderne, Inc. New disk outfit has signed Bonnie Baker for the comeback trail.

BILL HAPPEL, of Badger Sales, reports many of the boys dropping by nowadays. Some Badger visitors include local ops EARL CALE, T. W. JOHNSON, T. H. LAWRENCE, J. M. SPALDING, S. M. TANGYE, ART WEISS, SHANNON DOUGLAS, PAUL JOHNSON, FRANK LAMB, HARRY SMALL, E. RIPPEE, J. M. DYER, SAMUEL BROWN, JOHN GRAVES and MAEVIN JONES. Also A. O. GALYEAN, Valley Vendors and United Vendors, in from Glendale; the OLSON brothers from San Pedro; C. H. ROBSON from Santa Monica; FRED SATTES from West Los Angeles; D. A. CURTIS drove in from Riverside; A. M. HARDER from Encino and C. E. COLLARD from San Bernardino in shopping around.

Also visiting the Badger Sales show-rooms recently were L. WORLEY, from Southgate; GLEN McCARTER in from Beaumont; OHRIS TORREZ from Westmoreland; EDDY GENEST, the traveler of the week, coming all the way from Shawinigan Falls, Quebec, Can.; BILL WULF, of Modern Coin, in from Rivera; ROBERT D. WREN and JERRY BEIGLE, from Lynwood; ROY C. JONES in shopping around for his Inyokern route; LAWRENCE BUTLER from Bakersfield;

COINMEN YOU KNOW

W. D. TANNER telling about things in Fresno; ED PENN from San Pedro; D. F. TOWNE trekking in from San Bernardino; JACK BAHLER dropping over from Inglewood; JOHN PATRICK down from Santa Maria; H. D. McCLURE over from San Gabriel; NORMAN GLOVER from Bell; M. F. TILLITSON making some good predictions for Long Beach ops; M. F. Tillitson making some good predictions for Long Beach ops. BILLIE JEAN VOIGT has left Badger Sales and gone back home to Amarillo, Tex. New steno there is HELEN VAUGHAN.

JACK GUTSHALL just returned from a trip East. . . . Announces their "A" Day will be February 27, which promises to be a revolutionary event in the coin world. Jack Gutshall Distributing Company will receive the first air-flown phonos for market here in the near future. . . . CHARLEY CRADDOCK'S mother recently passed away at the age of 87.

Indianapolis:

PETER STONE, of Indiana Automatic Sales Company, spent the week contacting operators thruout the State. His firm has just added several hundred feet of floor space for its parts and repair departments. . . . BETTY LEWIS is the new clerk in the record department of the Janes Music Company.

FRANK BANISTER, head of Banister & Banister Distributing Company, spent several days in Chicago looking over the new lines of pinball machines. His company suffered a slight loss recently from a fire. Loss, mostly water and smoke damage, was covered by insurance. . . . FLOYD MEEKER, of the Meeker Music Company, and his wife are spending a brief vacation in New Orleans.

MR. AND MRS. PETER STONE, Indiana Automatic Sales Company, spent the week-end in Chicago on business.

TINY HILL was the guest of TEX HOLLEY, Vending Machine Exchange operator, while in the city to introduce some of his new records. . . . Miami Distributing Company has opened a salesroom at 542 South Meridian Street. R. S. COAN and NICK DEIHL are in charge of operations. . . . PETER STONE was the guest speaker at the monthly meeting of the Indiana Operators' Association in the Indianapolis Athletic Club February 4.

Buffalo:

VICTOR STEHLIN, head of Rex Coin Machine Distributing Company, announced that the company is going to distribute phonographs as well as games and vendors. Firm is associated with the Rex Enterprises in Syracuse and Albany, owned by ANGELO DELAPORTE and CLIFF BAILEY, old-timers in the business. RAY DAGGETT is Syracuse manager.

CHUCK BREISSINGER, son-in-law of Stehlin and a corporal in the army who has been in Europe for nearly two years, will return soon to take over the Victor Music & Amusement Company, an operating firm, according to Stehlin. . . . SANFORD KULICK, son of BEN KULICK, well-known Buffalo coinman, entered the University of Buffalo early this month after being discharged from the army. MASON WINFIELD JR., rolled up his sleeves and went back to work in the J. H. Winfield Company, a family enterprise, just a day or two after his release from the army. He had been a sergeant doing occupational therapy with returned veterans at Camp Croft, S. C. The company has a number of routes in addition to its distributing activities, and a retail record store known as Bab's. Young Winfield was placed in charge of record buying and allotment and already has put in a new system that is expected to help routemen and the store.

LOUIS WERTHEIMER, of the Davis Distributing Company, says he is getting phonographs in fair quantity now, but they are going out like nylons at a bridge party. The Davis headquarters is being redecorated with a new all-glass front.

HOWARD MAURER claims to have gotten one of the first new phonos around here, along with BERNIE BLACHER and JIM BLAKESLEE, two more established operators here. Maurer also is still working with LEW WOLF in the latter's distributing business, handling games as well as phonographs. Wolf recently had his headquarters remodeled with one special touch. Mrs. Wolf, who is very clever with a needle, made some stunning velvet display window draperies which shows the equipment off beautifully.

JOSEPH SHAW, Lackawanna pinball operator seen shopping at Wolf's, said

he wants to go in music operation as soon as equipment is available. Incidentally, Shaw rang the wedding bells only a few months ago. HOWARD MAURER JR. may follow his father's footsteps in the coin machine trade after his discharge from the army, which is expected soon. He is scheduled to leave Weisbaden, Germany, the end of this month. He recently was promoted to staff sergeant after a long career in the ETO.

JAMES D. BLAKESLEE, of Iroquois Amusement Company, still is looking for a headquarters for his new distributing enterprise, the Pre-Flight Trainer Sales of Buffalo. He also has taken on distribution of a live-ammunition arcade machine gun, as well as a new type of shoe shining machine which is scheduled to go into production soon. BOB MILLER, his step-son who is a staff sergeant on duty in India, is expected back soon to take over the operating end.

FRED VAN DE WALKER, music operator, had a few choice words to say about present income taxes, pointing out that people used to live on less than they now pay for taxes. Van De Walker reports that the record supply situation is improved.

JAMES DRYSDALE, recently released from the army as a lieutenant, is the latest addition to the staff of Alfred Sales, Inc. He is directing the stockroom. Another newcomer with Alfred is ANDY ANDERSON, service mechanic. BERNIE SHAPIRO, new salesman at Rochester, came over recently to keep an eye on the office while boss ALFRED BERGMAN made a flying trip to Chicago. Shapiro learned the business from the bottom up, having started as a service and route man.

JOSEPH PARISI, HAROLD WEIL, RALPH JACKSON and GEORGE IZZO

are army and navy veterans who have just entered the coin machine business here with pin game routes. Buffalo Amusement Operators' Association reports 10 others have entered recently.

VIC STEHLIN, head of Rex Amusement Company, reports that a brisk business in new and used games helps while the firm awaits first shipments of Rock-Ola phonographs which it will distribute in this territory. ANGELO DELAPORTE, one of the firm owners, is recovering from an attack of pneumonia. Until he is able to resume normal activities CLIFF BAILEY will hold the fort at the company's Syracuse office.

MARIAN GOULD is the new secretary at Davis Distributing Corporation, Seaburg distributors, replacing MARJORIE MARTIN, who leaves soon to be married. LOU WERTHEIMER, Davis chief, reports arrival of new machines at the rate of 5 to 10 per week and is optimistic about increasing shipments.

Redd Distributing Company, Wurlitzer distributors, announces a prize addition to its staff. He's SID HOAGLAND, until recently secretary to Benjamin Fairless, president of U. S. Steel. An air corps major in charge of aircraft production during the war, Hoagland comes to Redd as merchandising manager and sales representative. HOWARD BAER is the new office manager at Redd, and DICK McCANN has replaced Frank Voltman as service manager.

FRANK J. BRADLEY, candy vending op, was elected chairman of the NAMA regional group at a recent Syracuse meeting held at Hotel Onondaga. Buffalo is Group No. 2 among the regional divisions which NAMA has formed.

Recent story in these columns on the annual meeting of the Buffalo Amusement Operators' Association failed to mention Vic Stehlin. One of the Association's honorary members, Stehlin addition (See COINMEN YOU KNOW on page 91)

NOW DELIVERING

BALLY'S NEW

- UNDERSEA RAIDER
- VICTORY DERBY
Sensational 1 Ball Multiple Payout!
- VICTORY SPECIAL
1 Ball Multiple Free Play!
- SURF QUEEN
5 Ball Free Play!

ORDER TODAY!

KEEP YOUR SHIRT ON

BALLY'S NEW

● MULTIPLE MUSIC

WILL BE OUT SOONER THAN YOU EXPECT!

TRI-STATE SALES CO., INC.

PIONEER DISTRIBUTING CO., INC.

585 10TH AVENUE (CHELSEA 2-4648) NEW YORK 18, N. Y.

Red or Green Plastic,
20"x50" \$7.50

MUSIC PARTS—ACCESSORIES

Wurlitzer Twin 12, Buckley	Each
Adapted	\$210.00
Wurlitzer Twin 18, Buckley	
Adapted	295.00
Buckley 20 Sel. Lite-Up Boxes	18.50
Buckley 24 Sel. Lite-Up Boxes	24.50
Buckley 32 Sel. Lite-Up Boxes	16.50
5¢ Wurlitzer Coin Chutes for 616 and 412	7.50
Genco Bank Roll, 14 Ft.	\$185.00
Supreme 9 Ft. Alley	210.00

Write for Complete List of all types of Wall Boxes, Adapters, Accessories, Pin Games, etc.

WANTED

Used Records 8¢ Each
All Types of Phonographs.
Cash Waiting.

50% CERTIFIED DEPOSIT, BALANCE C. O. D. OR SIGHT DRAFT

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Coin Machine Company

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VICTORY DERBY

1 Ball Cash Payout

VICTORY SPECIAL

1 Ball Multiple F. P.

SURF QUEEN

5 Ball F. P.

NOW DELIVERING
For
BALLY MFG. CO.

UNDERSEA RAIDER

One Piece Electric Gun

WATCH FOR
MULTIPLE MUSIC

WE ARE ALSO FACTORY DISTRIBUTORS FOR H. C. EVANS & CO.
IN NO. N. J. AND EA. N. Y. STATE—GET ON OUR MAILING LIST!

PALISADES SPECIALTIES CO.

498 ANDERSON AVE.
CLIFFSIDE PARK, N. J.
Phone: Cliffside 6-2892

(Continued from page 90) dressed ops at the dinner meeting, along with distributors HARRY WINFIELD, LOU WERTHEIMER and LOU WOLF.

COINMEN YOU KNOW

Detroit:

STEVE BRANCALEONE, owner of the Master Music Company, is enlarging his retail record department as well as adding a new record library stockroom in his store at Woodward and Forest Avenues. . . . JOSEPH AND JACK BRILLIANT have the entire front of the Brilliant Music store on Cass Avenue torn up for complete remodeling. BEN PAULL, of the Paull Amusement Company, has been confined to his home

for the past week with a lame back. FRED RICHARDSON, of Richardson Novelty Company, is handling service on his routes during his illness. . . . GAY WOBERMIN, of the Gay-Coin Distributors, has been a victim of a sinus infection and indigestion this week.

CHARLES S. ROSE, manager of Edgewater Park, Detroit, is installing a new multi-colored neon front on the Penny Arcade. . . . MAX BASKIN, amusement machine operator, has established headquarters on Elm-hurst Avenue. . . . JACK BAYNES, music operator, reports business prospects improving with the approaching settlement of major strikes. . . . FRANK BOURY, cigarette machine operator, was the subject of an interview in The Detroit Times concerning his operating methods by Vera Brown, gossip columnist.

MRS. ELIZABETH LUND, office manager of the Michigan Automatic Phonograph Owners' Association, is flooded with work arranging details of the first MAPOA convention, to be held March 12. . . . EDGAR VERNON and JOHN WALKER, formerly with the Music Service Company, operated by EDDIE CLEM-ONS, have gone out on their own to form the V and W Music Company, establishing headquarters at 562 Leicester Court. . . . R. L. KIEFER, of University Supply, may take over distribution of a new game line for near-by States. . . . LEN PENSLER, head of Willow Walk Industries, celebrated the first home-coming of his new daughter, Linda, Monday (18).

JOSEPH GODLEWSKI, who headed the Elite Music Company, has sold his route, largely because of his health, and is currently confining his attention to his real estate business. He expects to come back into the business when new machines are available.

STANLEY MURAWSKY, who operates Blackie's Amusement Company, is planning to establish locations in other cities. . . . ARTHUR LEVIN, who formerly had the Service Amusement Company before he went into the army, has been made co-manager of the Joy Novelty Company with SAM ROSE. FRANK

STEIN, owner of the company, is on a long vacation in California.

ALBERT ASHE, of Ashe Enterprises, has been on the road the past two weeks, taking in the 20-below spell at Duluth, Minn. . . . GEORGE SKINAS reports that the Star Music Company and Alpha Music Company, in both of which he was a partner, are dividing their routes, with various partners taking over part of each business. Reorganization will be completed by the end of the month.

BARNEY GREENBERG, of the Atlas Automatic Music Company, reports deliveries are being made steadily on the new Seeburg music machines. BEN NEWMARK is calling on operators in the State. . . . SAM CIARAMITARO, of Sam's Music Company, who has been suffering from lumbago, is getting delivery on a new car next week and is leaving for two-week vacation in Virginia.

MAX LIPIN, of Allied Music and Sales Company, has been holding a special exhibit all week at the Hotel Statler. . . . MAX MARSTON has organized a new \$25,000 Michigan corporation, Mars-ton Distributing Company, establishing headquarters as a coin machine distributing house in a store he is remodeling at 313 East Jefferson Avenue.

LEO WEINBERGER, of S and W Coin Machine Exchange, is establishing Leo's Amusement, a new operating firm, and has bought a route of music machines from William J. Patterson, of Patterson Vending Company, who continues with his other operations. MICHAEL WEINBERGER, head of S and W, has gone to Florida for a month.

Philadelphia:

LOUIS FORSTEIN has been elected president of the Automatic Cigarette Vendors' Association of Eastern Pennsylvania. His brother is Magistrate Jules Forstein. . . . MR. AND MRS. ALAN TRIPP became the parents of a daughter, Barbara Ann, January 5. Mother is the former Madge Beresin, daughter of Jack Beresin, head of Berlo Vending Company.

LARRY GOLDMEIER, head of the Poppers' Supply Company and Viking popcorn machine distributor, reports that public response to proper popcorn merchandising in this section has exceeded his fondest expectations. . . . CHARLES HANNON, former business manager of the Phonograph Operators' Association of Eastern Pennsylvania, and present manager of the Atlas Distributing Company, is hopping about on his own steam these days, having discarded the cast which protected his broken foot.

BILL CHAITT has moved his office to the front of his showrooms so that he will be on hand to greet all callers. . . . SAM STERN, Scott-Crosse, has revamped the first floor of his five-story building. . . . DAVE ROSEN is in the air about his new fleet of trucks that will pick up and deliver equipment in Eastern Pennsylvania, South New Jersey and Delaware. Dave is using part of his wood-work shop to make floats for use in his showroom.

New Orleans:

BEBE ANSELMO, son of the New Orleans coinman, FRANK ANSELMO, has gone into the operating business on his own. . . . LOUIS FRYER and ELMER GROS were among recent graduates of the school for machines conducted by New Orleans Novelty Company.

JOE ISAACSON, chief mechanic for New Orleans Novelty, came back from Chicago full of enthusiasm for the cheatproof coin chutes he saw on amusement games there. He said the manufacturer reported they will be out in six months.

LOUIS BOASBERG'S firm, New Orleans Novelty, is reported to have bought a new building for its headquarters. His Sport Center is operating full tilt as he gets set for big things to come in the distributing business. . . . DAN COHEN, cigarette machine operator who also has a hand in the real estate business, is reported going into the appliance business.

Des Moines:

SAM BONACORCE of Omaha, recently discharged from the service, and FRANK

TAYLOR, Cedar Falls operator, were recent visitors at distributors' headquarters. . . . BUD KELLY has joined Superior Sales Company as a member of the service department.

TONY LIGOURI, Des Moines op, has re-entered the coin machine business after a military career which took him to various Pacific spots and, finally, Japan. D. J. BARBER, who took over when Ligouri was overseas, becomes a partner.

GLEN SELBY, now separated from the coast guard, is a new service staff member for the Irving Sandler distributing agency.

Coin-Chute Radios For Resort Spots

NEW YORK, Feb. 23.—Since the report of coin-operated radios to be installed soon in two Manhattan hotels, Leslie Heburn, local radio dealer, has announced that he will install coin radios in resort areas as soon as they are on the market.

"However," he states, "if and when manufacturers come out with announcements of plans for making coin-operated radios complete, I will buy my sets from them. If they don't announce plans before this summer I will start buying small-type models for installation."

This is Heburn's first venture into the coin-operated field, but he has been making plans for some time on this idea, he states.

OPERATE IN CLUB SPOTS

Experienced operators can make a killing with the finest and fastest machine ever designed for operation in private clubs.

Sales restricted to operators exclusively. Not sold to clubs.

No waiting until next month or next year; limited quantities are available right now.

Most used machines taken in trade.

SELL-A-MATIC CORPORATION

(NATIONAL DISTRIBUTORS)

100 W. CHICAGO AVE. CHICAGO 10, ILLINOIS

DO NOT OVERLOOK THESE SENSATIONAL VALUES

Table with 2 columns: PINS and CONSOLES. PINS includes Topic (\$65.00), Defense (Genco) (75.00), Play Ball (35.00), Star Attractions (45.00), Knockout the Japs (75.00), World Series (Con. 7-Up) (25.00), Legionnaire (55.00). CONSOLES includes Saratoga (With Railing) (\$89.50), 1 Melon Bell, Like New (125.00), Metal Stands, Cabinet (Ea. 7.50), Folding Slot Stands (Ea. 2.50), Claw Machines, Merchantman (Ea. 25.00), Seeburg 5c Wall-o-Matic Wireless (\$25.00), Packard Pla-Mor, 5c (25.00).

CROWN NOVELTY CO.

2111 N. Charles St. Phone Belmont 8828 Baltimore 18, Md.

CHECK THESE VALUES

GUARANTEED PERFECT—READY FOR LOCATION

MECHANISMS COMPLETELY REBUILT—CABINETS REFINISHED

1 BALL PAYOUTS

Table with 2 columns: Game Name and Price. FAIRMOUNT (\$395.00), JOCKEY CLUB (295.00), LONG SHOT (245.00), SANTA ANITA (150.00), SPORT KING (245.00), TURF KING (295.00), KEENEY FORTUNE (150.00).

1 BALL FREE PLAYS

Table with 2 columns: Game Name and Price. CLUB TROPHY (\$275.00), '41 DERBY (295.00), LONGACRE (395.00), PIMLICO (325.00), RECORD TIME (150.00), THOROBRED (395.00).

CONSOLES

Table with 2 columns: Game Name and Price. MILLS JUMBO, FREE PLAY (\$ 85.00), KEENEY TWIN BELL, P.O., 5-25c (425.00).

ALL GAMES PACKED TO SHIP SAFELY ANYWHERE

1/3 DEPOSIT, BALANCE C. O. D. OR SIGHT DRAFT

You'll like to do business with Jack Rosenfeld

J. ROSENFELD CO.

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MAX GLASS DISTRIBUTING COMPANY

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MEN WANTED

Service and Installation. Phonographs and Remote Control. Write or Wire

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276 W. 1st So. Salt Lake City

COMBINATION MUSIC CONSOLE & PINBALL ROUTE IN CALIFORNIA

Large income. Price, \$125,000. Will finance for reliable, experienced operation. No competition.

GENERAL MUSIC CO.

2277 W. PICO BLVD., LOS ANGELES 6, CALIF.

RECONDITIONED ARCADE MACHINES

Table with 2 columns: Machine Name and Price. 3 Sky Fighters (\$210.00), 6 Keeney Air Raiders (125.00), 2 Scientific Batting Practice (95.00), 2 Tommy Guns (100.00), 2 Shoot the Chutes (60.00), 1 Tom Mix Radio Rifle (50.00), 1 Brown Anti-Aircraft (50.00), 6 X-Ray Poker, Like New (90.00), 8 Sheeball, Like New (50.00), 2 Panoram Peek, Perfect (375.00), 1 Double Camera, F. 4.5 (75.00).

Sportland Arcades

14 W. BAY ST. JACKSONVILLE, FLA.

LUMILINES

LUMILINES, 12" and 18" long. 24 to ctn., clear, frosted or white—Write. TUBES: 6L6—65¢ ea.; 12SK7—65¢; 6C5—50¢; 5U4G—70¢ ea.; 6F6—85¢; 6H6—80¢; 6J5—50¢; 657—65¢; 6SC7—75¢; 6L6—65¢; ceiling price \$1.95 ea. Brand new. Factory sealed. All firsts. 100 Springs, asstd., for general games and music use. 4¢ ea. Big Lamps, 7¢ ea. 120 to ctn. Send us your Lamps—Cable Tube needs. 1/3 Dep., Bal. C.O.D., F.O.B. N. Y. ARCADE BULB COMPANY 56 W. 25th St. NEW YORK 10, N. Y.

Chicago Phone Music Firms Active

Muzak Picks Boom for Op

Electric concern says it will seek biz spots — avoid all competition to phonos

CHICAGO, Feb. 23.—Two Swedes have taken over the Muzak, Inc., franchise in Chicago and have signed an imposing list of locations, but both insist that they intend to stick to locations where their music won't compete with either live talent or coin phonographs.

They are Milton and Norton P. Boom, who head Boom Electric and Amplifier Company. Milton, who has been in the sound equipment business in Chicago since 1924, will direct operations, and his brother, Norton, is in charge of sales.

"We definitely are not out after cocktail lounges, but we are seeking the type of restaurant which would not ordinarily have juke boxes," Norton declared. "We intend to steer clear of competition with live talent or juke boxes. Principal types of clients we seek are industrial plants, offices and department stores, with emphasis on stores."

Began December 1

Brothers obtained the Muzak franchise in October, 1945, and began operation December 1. Clients signed since include Chicago Athletic Association; Charles A. Stevens, Loop department store; R. R. Donnelly & Sons, big printing plant; Schutter Candy Company; Time, Inc.; A. C. Nielson, market research firm; Edgar A. Stevens, Evanston department store; Madigan Brothers, West Side department store, and Cooley Cupboards, fancy Evanston restaurants. Muzak franchise embraces use of firm's vinylite transcriptions, its programming for particular types of locations, and promotional material on the service, Boom said. Boom's company builds its own equipment.

One promotional piece reports that Muzak now has 1,000 installations in New York and a total of 5,000 throughout the United States.

Boom confirmed the statement of other operators in the field that, altho possibilities of development of music systems in industry are "practically unlimited," considerable educational and promotion work is necessary to convince management of its worth. They agreed with estimates that only 5 per cent of prospective plants in Chicago now have music.

"Our music is not entertainment," he declared. "It is functional music designed to do a job." He added that it is "scientifically selected, programed and transcribed to enable workers to produce more with less effort."

The firm now offers three channels of music to its clients, one designed for factories, another for offices, and the third, which they call "basic," for stores and restaurants. Later this year they expect to put three more channels into operation, and eventually raise the total offered to nine, he said. Milton Boom pointed out, that to avoid labeling the channels except to their own specifications, they are referred to by colors, such as blue, silver, red.

The Boom brothers also were very emphatic in their desire to scotch the idea that the Muzak system supplies only classical music.

Boosting Music

"In fact, we don't actually use classical, but rather light classical," Norton said. "And we have plenty of popular music on our programs, hit songs, new tunes, and hits before they are hits just as the juke boxes do."

"We think we are helping the whole music business, by distributing fine music, which we think will work up a wider and wider public taste for fine music, whether light classical or popular."

Explaining the actual working of the system, Boom said the music is sent out to customers from a central studio at his company's office by telephone wires. Customers now are hooked into the line by the telephone company, but he said (See CHI PHONE MUSIC on page 95)

Coated Paper Used In Sound Recorder Made in Cleveland

CLEVELAND, Feb. 23.—New sound recorder using coated paper tape is being manufactured by the Brush Development Company here.

Called the Magnetic Home Recorder, the device represents a development which may be expected to figure in plans for coin-operated recorders.

Voice or music is registered on the tape as it unreeled thru a magnetizing head. One side of the tape is chemically treated with an iron-based material to allow magnetizing. Demagnetization erases the recording, permitting same tape to be used again and again.

Advantages claimed by the manufacturer include ease of operation and high fidelity at low-cost-per-minute recording.

Phono Op Expands Business as Lease Lost by Bldg. Sale

PHILADELPHIA, Feb. 23.—Mr. and Mrs. Morris Finkle, co-managers of the High Point Record Shop here, turned their eviction from former quarters to a new location at 20th and Market Streets into an expansion of the business.

When the building in which they had maintained their record business was sold, they moved into spacious four floor headquarters. The entire main floor is now devoted to records giving a substantial increase in space for that phase of their business. The remaining three floors will be used to develop a line of electrical appliances. A second shop dealing exclusively in records was opened last year at 11 S. 13th Street. The Finkles have been in the record distribution business for 10 years.

Morris Finkle also is a well-known coinman. His amusement machine firm is known as the High Point Amusement Company.

In looking to the future as a juke operator, Finkle said: "The industry has made rapid strides during the war and I think it can maintain the pace in the years ahead. Recordings are increasing in popularity and the peak is still far off. I see the business from both the coin machine's future and the record distribution end. I have seen what happened in the past. We all of us have some solid experience behind us meeting emergencies and shortages in equipment. I think the industry will stride ahead without much difficulty."

"It is absolutely essential, however, that each operator and distributor keep

AMI Tells of New Models With 40-Play Selector To Use Both Sides of Record

To Bring Out Tunes on Reverse Side of Disks

CHICAGO, Feb. 23.—Automatic Instrument Company, thru DeWitt (Doc) Eaton, general sales manager, this week revealed some developments which AMI has planned for its new model automatic phonographs.

Foremost feature of the new juke box, announced by Eaton, is a mechanism which provides for a choice of 40 selections from 20 records. Mechanism, Eaton said, turns a record at the player's wish and plays either side, thus doubling the number of selections available.

Eaton says that AMI has developed a completely new mechanism for this purpose. The mechanism, he pointed out, has a top capacity of 20 disks, but enables the customer to play either side of the record.

"Play Every Record"

"Twenty records is the total on the 40-selection phonograph," Eaton said. "Not another record can be added to the 20, hence costs simply can't be increased. But, tho we all know that certain records will get the heaviest play, we also know," Eaton continued, "that every record will get several plays on both sides."

Eaton says that this feature enables the operator to get the use of idle material "and saves wear and tear on the side that you might insist is the popular side."

Speaking of playing habits as they apply to juke boxes, Eaton declared, "A great many players definitely know what they want when they select a tune, and they select with great care and precision. A large number of other people go up to the phonograph without any particular tune in mind. They just want to hear music."

Cites Costs

It is this second group of people, the official says, which makes up the great-

up with the industry. By that I mean, it's essential to keep up with the changes and improvements and also to experiment with further development when it suggests itself. This business demands progress and alertness among operators."

Finkle was one of the first coinmen to expand into the record distribution field and his High Point stores now rank among the first 10 shops in the city in volume of record sales.

est mass of play which the reverse side of the disks can expect to receive.

"Introduction of the 40-selection phonograph into the operating picture," said Eaton, "likewise turns up interesting angles on costs."

He went on to say that most operators are interested first in whether or not a new mechanism will raise record costs, and added that the new model juke box is designed to reduce costs.

New Juke Box Press Preview Set for Feb. 27

NEW YORK, Feb. 23.—New Aireon juke box will be displayed to the press in a sneak preview February 27 at the Ambassador Hotel, here, according to James Boyack, Eastern representative.

Numerous artists of leading recording companies will be on hand to entertain guests during the showing. It was announced. Showing is scheduled to start at 11 and will continue thru the afternoon.

Officials of the company indicated there would be approximately 200 newsmen present, including newsreel companies.

Some 100 recording artists—many of them among the most popular public names—will also be present to entertain the journalists.

Charles E. Pheasant To Aireon in Sales And Shipment Post

KANSAS CITY, Mo., Feb. 23.—Charles E. Pheasant has joined the radio and phonograph division of Aireon Manufacturing Corporation as co-ordinator of sales and shipments.

Pheasant entered the automatic phonograph field in 1940 with Wurlitzer, and then spent a year with Packard. He returns to the juke box manufacturing business after four years in the navy, half of which was in the Panama area. Receiving his discharge last December, he held the rating of chief storekeeper.

Pheasant was associated with Rudy Greenbaum, now Aireon vice-president, who announced the appointment.

Dayton Firm Adds Disk, Service Shops

DAYTON, O., Feb. 23.—George Fair and Mary Plummer, operators of the Montgomery Distributing Company here, announce that they have established a complete retail record department, as well as a modern shop for the servicing of coin machines.

Firm, which is distributor for machines of Mills, Bally, Packard and Williams Manufacturing Company in 12 Southwestern Ohio counties, now has samples of some new machines in its showrooms, Fair said. Concern recently redecorated its display rooms at 951 Troy Street.

Work of reconditioning used machines is being continued, Fair reported, but he added that the company looks for a rapid upsurge of business as soon as new machines are available in quantity.



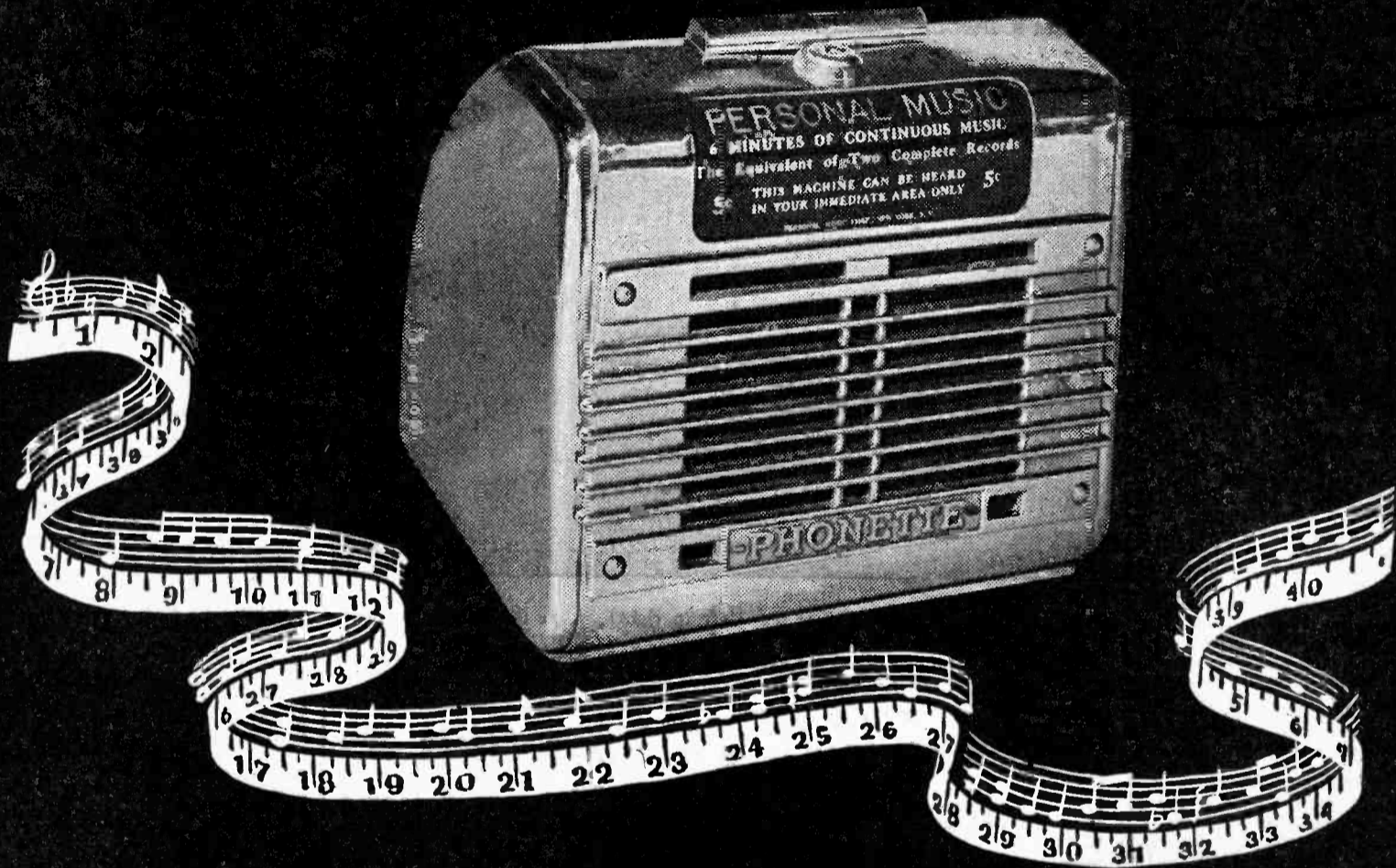
MUSIC EXECUTIVES preparing to board plane in Montreal bound for Kansas City. Shown standing in front of the Aireon Company plane are, left to right, Bob Boivin, production manager, Mafco Corp., Ltd.; M. A. Fine, president, Mafco; A. E. Welch, R. R. Greenbaum, vice-presidents of Aireon, and Ernie Engel, associate of Mr. Fine.

• MEASURED MUSIC • • MEASURED MUSIC • • MEASURED MUSIC • • MEASURED MUSIC • •

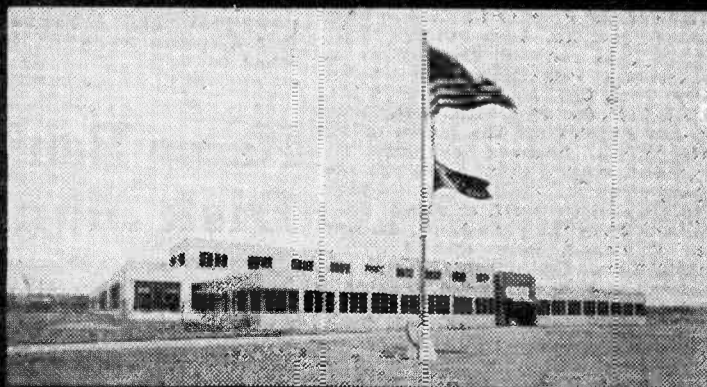
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Phonette Systems Go Into Full Production at Plant In Newark, Dennison Says

Company Continues Operations in Five Major Cities

NEWARK, N. J., Feb. 23.—Personal Music Corporation, which manufactures Phonette systems using telephone wires from a central studio to service a number of locations, announced this week that their factory here is now mass-producing Measured Music System equipment.

"We are making shipments to operators thruout the country," said H. F. Dennison, president of the corporation.

Firm, whose operations were first described in these columns last autumn, secured exclusive manufacturing, patent and trade-mark rights from W. S. Farrell, inventor of Phonette and Measured Music, Dennison said. The corporation has been working to improve the equipment, and at the same time has operated studios in five major cities to try the system in locations.

These five operations, Dennison said, will be continued, but the music equipment is being offered to independent operators. First of the new Phonette locations was established last year (1945) in California, and a variety of locations in other cities—including New York and Chicago—have since been set up.

Twin Disk Changers

Firm's systems make use of a studio, equipped with two automatic record players and amplification equipment. Twin record changers are used to cut down the amount of time-lapse between tunes—one changer is in operation while the other rests—and this continues alternately to provide a constant flow of music for the locations.

Music is piped out of the central studio into locations by means of telephone wire. It was in this connection that the company had its largest engineering obstacle to overcome. To get good service, and to keep from having cross-talk on the telephone lines, some method had to be devised to control the volume of various records.

Difficulty lay in the fact that a fast-tempoed, brassy number might follow closely on the heels of a slow, even-toned waltz. To maintain an even volume, and yet not to distort the tone of the piece or obscure any of the notes was the research problem which occupied much of the corporation's time the past years.

Use Billboard Charts

Dennison claims that, with newly developed equipment, this problem has been brought under control. Listeners, at booths or on fountain stools, put in a penny or a nickel, depending upon the equipment in the location. For a penny the listener gets three minutes of continuous, non-selective music; for a nickel he gets six minutes.

Programs are arranged by the company to provide a variety of music, with the record charts of *The Billboard* providing some of the basic information on which the programing is built. Older, standard favorites are included with the

Nazi Recorder Info Is Ready

WASHINGTON, Feb. 23.—Descriptive information concerning a German recording process which uses magnetic tape has been made available thru the Equipment Intelligence Service.

Composition of the tape is still not fully determined, but the German models are being considered in plans being developed by the trade for the introduction of coin-operated voice and music recorders.

Known as Teneschreiber and Magneto-phon, the two German machines are said to record voice and code satisfactorily, but not music.

Photostats of reports No. 1027 and No. 1028, containing details, may be obtained from the Office of Publication Board, Washington.

latest hit tunes in the five operations which the corporation now uses.

At the location, a master unit receives the music, re-amplifies and distributes it to the individual Phonettes. Complete studio equipment, as well as the individual units, is now being sold to independent operators, Dennison said.

Only those people within the immediate vicinity of the small speaker unit can hear the tunes. For example, a customer in one booth may drop in his coin to hear the music, but this music can only be heard by persons in the one paying booth.

Besides Dennison, other officials of the corporation are Maynard A. Laswell, vice-president; Ralph F. Batch, vice-president; Scott E. Allen, treasurer, and Bernard S. MacCabe, secretary.



AT INSPECTION BENCH are (left to right) H. F. Dennison, president; M. A. Laswell, vice-president, and R. F. Batch, secretary, of Personal Music Corporation. The executives are examining new equipment produced in the firm's plant at Newark, N. J.

Venders Help To Foot Bills For Manhattan Teen-Agers

NEW YORK, Feb. 23.—Teen-age clubs, active for years here, have started extensive expansion and organizational plans for 1946, according to Martin J. Ryan, secretary of the Manhattan Circle, a teen-age association.

"The Circle is one of the newer clubs," Ryan states. "We are in our second year of operation and still have much to learn about operating on a paying basis."

Coin-operated juke boxes, vending, and other types of machines have been the means of supporting clubs thruout the United States for years. The Circle, being no different, has a soft drink and candy machine on location. While these machines do not pay expenses, Ryan states that it is hoped that installation of a juke box in the near future will help.

Meetings are held every third Wednesday by officers of the organization. Dances are held every Friday, Saturday and Sunday.

Plan 150 Members

Membership at present is over 60, but new members are joining every week. Before the end of March, Ryan states, the membership is expected to reach 150.

Parents and a parent-teachers' organization are supporting the drive and acting as chaperones at dances.

At a recent Sunday dance over 100 attended, with more than \$8 profit secured from the two vending machines. Three-piece band, made up of high school musicians, cost the club \$10, making the evening cost \$2. The hall was

Woman's Home Companion Gives Readers a Juke Success Story

CHICAGO, Feb. 23.—Rise of the juke box as the basis of a multi-million-dollar, world-wide industry is chronicled in the current issue of *Woman's Home Companion*.

Story covers the business largely from the operators' point of view and gives the juke-patronizing public a behind-the-scenes look at the techniques and headaches of a successful op.

Interesting to coin machine men, who see this type of story as evidence of a wholesome industry public relations trend, are portions of the article following:

"Jukes zoomed to favor so fast that the U. S. Mint was thrown into a temporary flurry by the sudden demand for small coins! These nickels add up to real wealth for the juke box operators—'ops' to the trade—who split the 'take' 50-50 with the owner of the place where the box is located.

Choosing Disks

"Yes, music equals money—and op's income hinges completely on how well you like the tunes on his turntable, so

choosing his disks is a serious business—no matter of shuffling around a stack of records and indulging his own whims. It isn't even a matter of making his selections according to the Hit Parade ratings. First, he studies his neighborhood.

"He knows a Pennsylvania mining town will go overboard for a Polish polka, that most ice-cream parlors are strictly interested in jive. Spanish tunes are big in the Southwest, some Negro sections love gospel singing. He picks his platters accordingly."

Continuing in this vein, the article cites the boom in folk tunes which has stemmed from their use in jukes when other platters were unavailable during the war.

Other juke-induced successes mentioned are the Bonnie Baker-Orrin Tucker *Oh, Johnny* story, the hits like *Little Sir Echo* and *Three Little Fishes* which won fame on juke turntables before radio or screen took note of them.

Ops Feel Crime Wave in Canada

MONCTON, N. B., Feb. 23.—Charles Sexsmith, member of the Royal Canadian Air Force, was released on bail of \$2,000 after pleading not guilty to a charge of wrecking a restaurant and juke box in Moncton. Sexsmith was charged specifically with wilful destruction of property valued at more than \$400.

It was alleged that he turned over and destroyed a coin phonograph in a restaurant operated by Tillie McLarey and Georgia Wilson after smashing a plate glass window and several chairs and tables.

The case climaxed a wave of thievery and vandalism that has plagued operators in New Brunswick and other maritime provinces since the outbreak of war. Most raids on coin machines, however, have been in connection with burglaries of tobacco stores, restaurants, newsstands and other locations. Thieves usually rifled the coin boxes, then sometimes smashed or damaged the machines out of sheer vandalism.

Volume of such thefts rose after the establishment of the British and Canadian Air Force bases near Moncton in 1939, partly, at least, because of the great number of machines brought in to meet the demands of the airmen. Machines were made available to the servicemen, who are good, steady customers of the machines, not only in off-base spots, but in their own canteens and service centers as well.

Play, of course, has fallen sharply since the fall of 1945 as a result of demobilization. The RAF has withdrawn entirely from the Moncton bases and the RCAF is using only part of the facilities.

Always a headache for operators, petty thefts from coin boxes and the resulting damage have increased sharply during recent weeks. They have not been limited to coin boxes, but include cracking of safes and strong boxes in arcades and other coin machine locations, with losses ranging from \$5 to \$1,000. The biggest single loss was \$1,200, recently stolen from the Rainbow Arcade, Fredericton, N. B.

To combat the situation, operators and distributors are considering plans for group protection. It has been suggested that a special policeman could be detailed to inspect locations regularly in an attempt to cut down sneak thefts.

Name Benjamin Disk Manager

NEW YORK, Feb. 23.—Milton R. Benjamin was announced this week as manager of Sonora Records, a branch of Sonora Radio & Television Corporation. With the concern since 1935, he was formerly Eastern sales manager.

Starting next week, Benjamin will make a tour of the firm's 78 distributors thruout the United States. Benjamin's appointment was made in line with Sonora's expansion program, according to officials.

PLAY STATUS OF FILMS WITH LEADING SONGS

(Continued from page 28)

IT'S ONLY A PAPER MOON (Harms, Inc.), sung by Dolores Moran in Warner Brothers' "Too Young To Know." National release date—December 1, 1945.

JUST A LITTLE FOND AFFECTION (Shapiro-Bernstein). Sung by Connee Boswell in Monogram's "Swing Parade of 1946." National release date—January 12, 1946.

LOVE LETTERS (Famous) in Paramount's "Love Letters." National release date—October 25, 1945.

PERSONALITY (Burke-Van Heusen), sung by Bing Crosby, Bob Hope and Dorothy Lamour in Paramount's "Road to Utopia." National release date—March 22, 1946.

SLOWLY (Rudy Vallee), background theme in 20th Century-Fox's "Fallen Angel." National release date—December, 1945.

SOME SUNDAY MORNING (Harms, Inc.), in Warner Bros.' "San Antonio." Sung by Alexis Smith. National release date—December 29, 1945.

THE BELLS OF ST. MARY'S (Burke-Van Heusen), sung by Bing Crosby in Rainbow Productions' "The Bells of St. Mary's." National release date—December, 1945.

WHO'S SORRY NOW (Mills), sung by Lisette Verea in David L. Loew's production, "A Night in Casablanca." National release date not set.

R. Van Santen To Head Disk Firm

NEW YORK, Feb. 23.—Robert Van Santen has been named president of the newly-formed Commercial Record Corporation of America, with Marvin Rothenburg, recently dischargee, production manager.

Office has been opened at 545 Fifth Avenue. Plans that will affect voice-by-music and juke box operators are expected to be announced in about 10 days.

Telemusic Set Up in Hartford

HARTFORD, Conn., Feb. 23.—Three Waterbury (Conn.) men were listed as incorporators of a new firm to be known as Telemusic, Inc., according to articles of incorporation filed with Charles J. Prestia, Connecticut secretary of State. They are Morse W. Engleman, Robert Kosersky and Murray L. Grossman.

Authorized capital stock of the company was fixed at \$50,000, composed of 500 shares of \$100 par value each.

Son Out of Army; Joins Dad's Boston Juke Distrib Firm

NEW YORK, Feb. 23.—Arnold H. Greene, discharged from the Army Air Forces, is new service department head for the Greene Distributing Company, Boston, his father, Joseph Greene, announced. Firm is distributor for Aireon.

Greene was one of the youngest operators of coin machines before entering the army. He serviced a route of 50 machines at the age of 17.

Joining the service in 1942, he attended Radio Operator and Mechanic School, Scott Field, and Radar Operator and Mechanic School, Boca Raton, Fla. He was commissioned a second lieutenant February 3, 1943, in the Signal Corps.

Four battle stars, Bronze Star Medal, a letter of commendation from the First French Air Force, and several other commendations for outstanding performance were presented the young officer while serving with the Ninth Air Force and the First Tactical Air Force during his two years in European Theater of Operations.

Before coming back to the United States with his 100 points for discharge, Greene served as Wire Officer for the 63rd Fighter Wing in Germany.

Chi Phone Music Co. Active; Music Picks Boom for Ops

(Continued from page 92)

they could hook up directly if they wished. His firm, however, shies away from making any announcements to workers of clients, but the client may have a microphone connected to the system to make his own announcements, he said.

In Chicago, three companies now are seeking the telephone music business. They are Boom, the United Sound Systems headed by W. G. Drenthe, and Marquette Music Company, headed by Harold Motherway, onetime orchestra leader and operator of Automatic Hostess machines.

Entry of Boom in the field was described in a recent issue of *Business Week*. A portion of the story follows:

Distrib for WE

"Boom is Chicago distributor for Western Electric and Bell Laboratory Equipment. Firm installed sound systems at Ravinia Park (outdoor symphony concerts), Chicago Stadium, Ice Area, both major league ball parks, and many industrial and business establishments. Boom has had its eye on wired music for some time. It even explored the possibility of setting up its own system before it knew that it could get the Muzak franchise.

"Wary of Petrillo—Since landing the franchise agreement, Boom has set up a broadcasting studio with the latest equipment, gone about drumming up subscribers without fanfare. Company plans to steer clear of locations that might otherwise employ live musicians, concentrate instead on offices, retail stores and industrial plants. Thus, Boom hopes to avoid trouble with James

C. Petrillo, American Federation of Musicians' czar and violent foe of canned music.

"Three Programs—Like other Muzak franchise holders, Boom will make its own deal for leased telephone wires, install clients' equipment, and rent the Muzak transcription library, now totaling over 5,000 recordings. Boom is supplying subscribers with one of three especially tailored Muzak programs for industrial plants, offices and restaurants.

ASCAP Agreement

"In the Chicago field, Muzak comes face to face with a local wired-music operator, Marquette Music Company. Marquette is headed by Harold Motherway, former orchestra leader and a Chicago operator of Automatic Hostess machines. Outfit has been supplying Chicago firms with wired music for three years.

"Among Marquette's subscribers are four Loop banks, an insurance company, Walgreen drugstores, Triangle restaurants, a laundry, several industrial plants, plus an assortment of Michigan Avenue restaurants and cocktail lounges. Marquette offers a choice of three types of programs, one for industries, one for restaurants and cocktail lounges, and one for offices.

ASCAP Agreement—Meantime Muzak and the American Society of Composers, Authors and Publishers (ASCAP) say that they finally have settled an old dispute over performance fees—the money ASCAP collects for its members whenever one of their numbers is broadcast by Muzak in a public place.

"Whereas these fees formerly were paid by the subscriber, they are now paid by Muzak in the form of a percentage of gross intake from hotels, restaurants and industrial-business establishments. Technically known as 'clearance at the source,' the new contract is supposed to eliminate the high blood pressure subscribers usually got when dealing with both Muzak and ASCAP, and the gripe over ASCAP's methods of computing rates."

a snap **to service**

Never before has there been a phonograph so simple, so easy to service—or one that required so little attention or care. Best of all, Mills ingenious design completely eliminates all lengthy "on location" repairs, and machines are never out of play for more than extremely short periods of time.

Worth waiting for? Yes!

MILLS MUSIC

THE FINEST IN AUTOMATIC MUSIC EQUIPMENT

PREMIERE SHOWING
MARCH 15 FIELD BUILDING
 CHICAGO, ILLINOIS

Challenger '47

THE CHALLENGER
 MECHANISM
 HAS BEEN

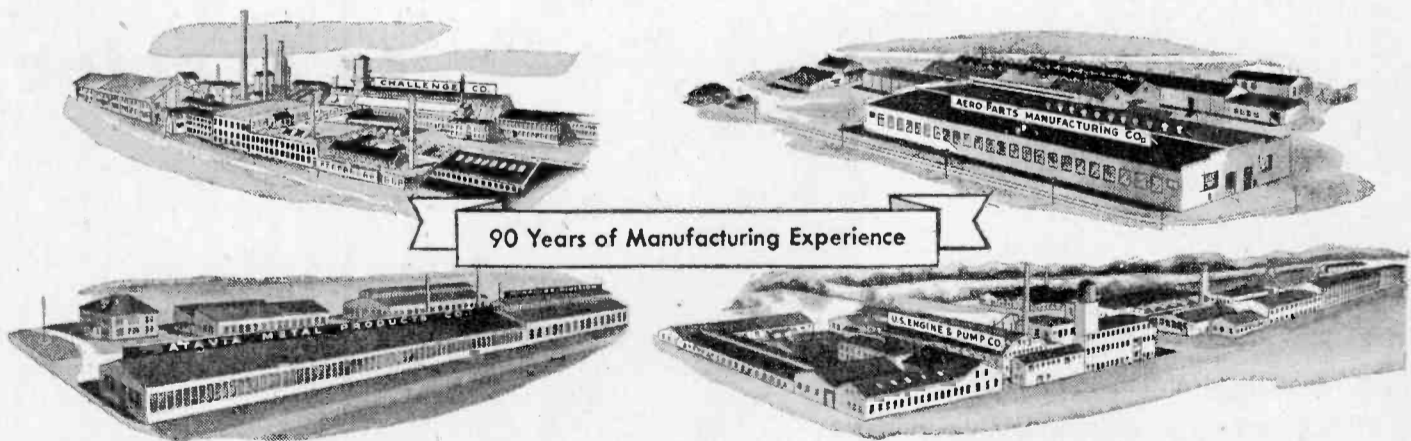
PROVEN ON
 LOCATION
 FOR YEARS!

- 30 Record Electric Selection (One Side)
- Illuminated Feather Touch Selection
- Automatic "Hit Tune" Selection Feature
- Quick-Change Illuminated Title Holder
- Mechanism Proven on Location for Many Years
- 3½ Second Record Change Time
- Vibration Proof, Tangential Corrected Tone Arm
- Heatproof, Lightweight Pickup (Longer needle and record life)
- Sealed Speaker Tone Chamber
- Latest and Most Highly Developed Amplification
- Only Two Cables in Phonograph—No Loose Wires—All Plug-In Electrical Units
- Record Play Totalizer—Total Coin Counter
- Illuminated "Colorflo" Cabinet (Low cost—low heat—high intensity illumination)
- Slug Proof, Trouble Free Gravity Drop Coin Chute
- Big Coin Separator Cash Box

- ✓ 30 RECORD PHONOGRAPH
(30 Selections—one side)
- ✓ REMOTE CONTROL WALL BOXES
- ✓ SPACIAL SOUND SPEAKER SYSTEMS
- ✓ REMOTE DUAL VOLUME CONTROLS
- ✓ STOWAWAY REMOTE CONTROL MECHANISM
- ✓ MUSICAL ANNOUNCER (Measured Music)

CHALLENGER DRINK DISPENSER

- ☐ 1000 CUP CAPACITY
- ☐ MIXES "THE PERFECT DRINK"
- ☐ COMPLETELY SANITARY
- ☐ SIMPLE OPERATING MECHANISM
- ☐ FEWER MOVING PARTS



FRANCHISED TERRITORIES ARE AVAILABLE TO RESPONSIBLE DISTRIBUTORS
 CONTACT GENERAL SALES OFFICE, FIELD BUILDING, CHICAGO

Challenge Industries

AUTOMATIC EQUIPMENT DIVISION OF U. S. CHALLENGE CO.

FACTORIES:

BATAVIA, ILL. WICHITA, KAN.
 CENTERVILLE, IOWA

GENERAL OFFICE AND SHOWROOMS
 FIELD BUILDING CHICAGO, ILLINOIS

EASTERN OFFICE:
 FISK BUILDING,
 250 W. 57th STREET,
 NEW YORK 19, N. Y.

ADVANCE RECORD RELEASES

(Continued from page 32)

- RUSSIAN FOLK SONGS ALBUM** Marusia Sava (V. Kayalof ork) (3 records)
 Black Shawl.....Seva M. S. 203
 How Strange.....Seva M. S. 204
 Liberty.....Seva M. S. 202
 My Rifle.....Seva M. S. 205
 Tabor.....Seva M. S. 201
 Vanishing Days.....Seva M. S. 206
- SEEMS LIKE OLD TIMES** Vaughn Monroe (Vaughn Monroe-The Norton Sisters)Victor 20-1791
- SEEMS LIKE OLD TIMES**..... The Five Red Caps.....Davis 2101
- SEEMS LIKE OLD TIMES**.....Thelma Carpenter (Eddie Sauter, dir. ork).....Majestic 1030
- SEEMS LIKE OLD TIMES**.....Kate Smith (Jack Miller Ork).....Columbia 36950
- SEND ME A MAN AMEN** Pat Kay and Her Jive Bombers..Urban 108
- SHADY GREEN PASTURE**.....Famous Georgia Peach (The Harmonaires).....Apollo 103
- SHORTY'S GOT TO GO**.....Bullmoose Jackson Ork.....Queen 4112
- SHOWBOAT ALBUM**.....Tommy Dorsey.....Victor P-152
- Bill.....Victor 20-1785
 Can't Help Lovin' Dat Man.....Victor 20-1786
 I Still Suits Me.....Victor 20-1784
 Make Believe.....Victor 20-1784
 Nobody Else But Me.....Victor 20-1787
 Ol' Man River.....Victor 20-1785
 Why Do I Love You?.....Victor 20-1787
 You Are Love.....Victor 20-1786
- SILK UMBRELLA POLKA** Ernest Benedict Quartet ..Standard F-103
- SILVER DEW ON THE BLUE GRASS** Denver Darling ("Wild Bill" Davison and TONIGHT His Range Riders)Decca 9001
- SILVER DEW ON THE BLUE GRASS** TONIGHT Riley ShepardKing 523
- SIoux CITY SUE** Bing Crosby-The Jesters (Bob Haggart Ork)Decca 23508
- SYMPHONY** Jean Sablon (Paul Baron, dir. ork)Decca 40002
- ST. LOUIS BLUES**.....Larry Adler-John Kirby Ork.....Decca 23524
- JO STAFFORD ALBUM**.....Jo Stafford (Paul Weston Ork).....Capitol BD-23
- Alone Together.....Capitol 20052
 Carry Me Back to Old Virginny.....Capitol 20051
 Georgia On My Mind.....Capitol 20050
 Over the Rainbow.....Capitol 20049
 Sometimes I'm Happy.....Capitol 20051
 The Boy Next Door.....Capitol 20052
 Walkin' My Baby Back Home.....Capitol 20049
 Yesterdays.....Capitol 20050
- SWEET GEORGIA BROWN**.....The King Cole Trio.....Capitol 239
- TCHAIKOWSKY'S NUTCRACKER** Alexander Smallens (dir. Decca Little SUITE Symphony Ork)Decca DA-408
- Part 1—Overture Miniature.....Decca DA 18731
 Part 2—Marche.....Decca DA 18731
 Part 3—(1) Danse de la Fee Dragee; (2) Danse Russe Trepak.....Decca DA 18732
 Part 4—Danse Arabe.....Decca DA 18732
 Part 4—Danse Arabe.....DA 18732
 Part 5.—(1) Danse Chinoise; (2) Danse des Mirlitons.....Decca DA 18733
 Part 6—Valse de Fleurs.....Decca DA 18733

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 30)

Weeks to date	POSITION		
	Last Week	This Week	
7	5	5	5. SYMPHONY Benny Goodman..Columbia 35874 <i>My Guy's Come Back</i>
2	10	5	5. YOU WON'T BE SATISFIED. Les Brown.....Columbia 36884 <i>Come to Baby, Do</i>
12	6	6	6. SYMPHONY Freddy MartinVictor 20-1747 <i>In the Middle of May</i>
12	—	7	7. DIG YOU LATER (A HUBBA HUBBA HUBBA) (F)Perry Como.....Victor 20-1750 <i>Here Comes Heaven Again (F)</i>
1	—	8	8. LET IT SNOW! LET IT SNOW! LET IT SNOW!Woody Herman..Columbia 36909 <i>Everybody Knew But Me</i>
15	4	9	9. I CAN'T BEGIN TO TELL YOU (F)Bing Crosby-Carmen Cavallaro <i>I Can't Believe That You're in Love With Me</i>Decca 23457
1	—	10	10. OH! WHAT IT SEEMED TO BEDick Haymes-Helen Forrest .. <i>Give Me a Little Kiss, Will You, Huh?</i>Decca 23481
3	—	10	10. I'M ALWAYS CHASING RAINBOWS (F)Perry Como.....Victor 20-1788 <i>You Won't Be Satisfied</i>

Klein Buys Bldg. For New Quarters

MILWAUKEE, Feb. 23.—Harold Klein, owner of the Klein Distributing Company here, announced that his firm has purchased a one-story brick building at 2606 West Fond du Lac Avenue to house offices and showrooms.

Klein's company recently was appointed distributor for Alrean music machines, and he said that he also intends to handle other coin machine equipment.

NEW YORK, Feb. 23.—New music operators' association is being formed in Central Georgia, according to Hyman Hoffman, secretary of the Greater Georgia Music Machine Operators' Association.

Scott-Crosse Puts In Info Booth for Visiting Coinmen

PHILADELPHIA, Feb. 23.—Sam Stern, of Scott-Crosse, announces that the concern has revamped the first floor of their five-story building here. Idea was to give more space to the record lines they handle.

Bookkeeping and clerical departments that formerly were in the back of the main showroom on the first floor have been moved to the second floor, and the space has been turned into an information center. Third, fourth and fifth floors continue to serve as warehouse space for games.

Harry Hunn, general manager, will be on hand in the new section to answer questions from visiting coinmen or record buyers.

In ATLANTA it's

FRIEDMAN AMUSEMENT CO.

A fine organization interested in your success.



JAKE FRIEDMAN

C. A. CAMP



In MEMPHIS it's

C AND P SALES CO.

Qualified to bring you the best in music and service.

serving you with mills music

In choosing organizations to become

OFFICIAL DISTRIBUTORS OF MILLS MUSIC

something more than the ordinary considerations of

knowledge, service, and reputation have been weighed.

A vision of the unlimited horizons of tomorrow is vital, too...

to match the far-striding advancements which make-

MILLS MUSIC well worth waiting for!

MILLS INDUSTRIES, INCORPORATED

4100 Fullerton Avenue, Chicago 39, Illinois

"A" DAY

IN CONNECTICUT MONDAY, MARCH 4TH

You've **READ** About It...

You've **HEARD** About It...

You've **TALKED** About It...

Now See and Hear
The Amazing New

Aireon



STATE MUSIC DISTRIBUTING CO.
AUTHORIZED DISTRIBUTORS FOR AIREON, ENTIRE STATE OF CONNECTICUT

ELECTRONIC PHONOGRAPH, THE SCIENTIFIC MARVEL OF THE CENTURY, MONDAY, MARCH 4, FROM 9 A.M. TO MIDNIGHT, AT THE NEW MODERN 5-STORY HOME OF THE

STATE MUSIC DISTRIBUTING CO.

AIREON DISTRIBUTORS FOR THE ENTIRE STATE OF CONNECTICUT, LOCATED IN DOWNTOWN

HARTFORD AT 1156 MAIN ST.

**Reserve Monday, March 4,
for This Big Event**

Operators, you, your families and your entire organizations are invited. In addition to the long-awaited showing of the new Aireon, State Music Distributing Co. wants you as their guest for refreshments, movies and other entertainment.

STATE MUSIC DISTRIBUTING CO.

Ralph Colucci, president; J. Cameron Gordon, general sales mgr.

1156 MAIN STREET

PHONE 2-3083

HARTFORD, CONN.

Nelson Maps National Sale For Needles

CHICAGO, Feb. 23.—With production of the new double-point phonograph needle well started, it was announced this week that the Jack Nelson Company would handle national distribution of the needle.

Manufactured by the Micro-Master Company, Chicago, the needle was designed for heavy duty required in juke boxes. Likened to the double-edge safety razor idea, it features two points, one at either end, each of which is said to play up to 5,000 recordings.

Needle was ready for production six months ago, according to the manufacturer, but delays were encountered because of the wartime shortage of rare metals, such as osmium, iridium and platinum used in the points.

Shank of the needle is made of tool steel and the heavy-duty points are achieved with the use of rare metals. It was developed and perfected two years ago. Patent is pending.

This is the first product to be merchandised thru the newly formed distributing organization of Jack Nelson, who was formerly vice-president and general manager of Rock-Ola.

Juke Coin Boxes Cracked By Burglars in Georgia

VALDOSTA, Ga., Feb. 23.—Not jive music, but nickels and dimes were the attraction juke boxes in this town appear to have held for players in recent weeks.

Police have reported three robberies in which juke boxes were cracked open and contents of coin boxes removed.

IN WISCONSIN

Aircon
KLEIN
DISTRIBUTING CO.

2606 W. Fond Du Lac Ave.
MILWAUKEE 6, WISC.
KILBOURN 2032-3

RECORD DISCS

For 61, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old discs the same dimensions as when new and guarantee them to give satisfaction. Price \$7.50 for set of 12, or \$6.00 a set in lots of 5.

HUGO JOERIS
3208 Jackson St., Amarillo, Texas

We Pay 6c Per Pound for OLD RECORDS

We need 50,000 old records—any condition... any make except OK, Edison, Columbia. Write today.

PEARLTONE STUDIOS
309 Plymouth Bldg. Des Moines, Iowa

WANT TO BUY

Seeburg Wireless Duo Remote Consoles, Seeburg 5/10/25c Wall Boxes, Used Records and Seeburg UR2 Wireless Selection Receiver.

Davis Distributing Corp.
625 Erie Boulevard, East Syracuse 2, N. Y.

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

All Communications to 155 N. Clark St., Chicago 1, Ill.

Lou Wayne, Texas songwriter and folk music enthusiast, writes that Tex Ritter and his all-star Hollywood troupe—direct from a successful 10-day stay at the annual fat stock show in Houston—played Port Arthur, Tex., February 13, at the Woodrow Junior High School Auditorium. Tex was raised at Nederland, eight miles from Port Arthur, and was given a great reception. Evening show was sold out 30 minutes before the opening curtain. With Tex were Slim Andrews, Wesley Tuttle and Ritter's famed movie horse, White Flash. Both Ritter and Tuttle sang numbers they have made famous on Capitol Records, much to the delight of the audience.

Fleetwood Jack and His Nevada Ranch Gang will be the feature attraction at the Hilltop Ranch, near Myerstown, Pa., on Highway 442, about 18 miles west of Reading. The park opens May 12 with a large line of acts. Nevada Ranch Gang consists of the following: Fleetwood, manager and emcee; Marjorie Lee, champion yodeling cowgirl and guitarist; Sundown, high blue yodels and folk songs; Smilin' Sammie Di Sabintino, accordion; Stanley Mike, bass and accordion, and the country's champion hillbilly fiddler, Fiddlin' Smokey Joe.

Guizar Stars

Tito Guizar guestaired on the *National Barn Dance* for the second time in three weeks Saturday night (16). Prairie Ramblers will play a return appearance on the *WLS Barn Dance* soon.

Tex Fletcher, recently released from the army, was a guest of the *Hayloft Hoedowners* Saturday (16). Last Saturday also saw the return to *Hayloft Hoedown* of Jesse Rogers. Jesse just won a two-week battle against pneumonia.

Ambrose Haley and His Ozark Ramblers have been playing engagements at jamborees and dances for the past month in Southern Missouri and Illinois.

Another new song by Hank Finney, Detroit orchestra leader, and Marliou Dawn, Toledo, is *My Jim*. It will be published by Unique Music Publishers, Detroit. Also Madaline Haynes, piano player with Carrie Hoffman's Serenaders, has had a new song accepted by Unique. Yes, *Sir-ee, We're in Love*.

Cliff Morgan, Blue River, Wis., songwriter, has written a new Western ballad with Ted Conway, accordionist and arranger with Les Hartman's Iowa Cornhuskers. Tune was introduced via WMT February 25. Song has been taken by the M. M. Cole Corporation.

Foley Hoedown

Ramblin' Red Foley, mountain balladeer who records for Decca, was a recent guest on the WFIL, Philadelphia, *Hayloft Hoedown*, and requests have come pouring in from fans for Foley to make another appearance.

Sleepy Williams and Dad, hillbilly stage and screen stars, are topping all records during their appearance at Di Pinto's nitery, Philadelphia. Originally set for a week's stand, the pair has been held over for six weeks and a long run seems assured. It's the spot's first try with hillbilly talent and it seems to be successful enough to prompt a change in policy. Di Pinto's began the season with a straight drink and dance policy, but restored stagershow after a few weeks. Management has been angling for a new policy for the nitery, located in a thickly populated suburban area.

Jeff Stoughton, trombonist of the Kernels of Corn, who are holding forth at Ciro's, swank nitery in Philadelphia, revealed that he has an army record. He was promoted 22 times, twice reaching a master sergeant's rating. He was a buck sergeant when discharged.

Partners on the Prairie, written by Jack Zeihler and Frank Capano, Philadelphia songwriters, has been accepted by Mills Music, New York.

Grandpa Back

Grandpa Marshall Jones, who recently returned from overseas, will return to radio Station WLW, Cincinnati, after a rest of a few weeks. While in the service, Grandpa wrote over 20 folk songs. Latest book of Pie Plant Pete and Bashful Harmonica Joe Troyan, published by Kelly Music Publications, contains some of the best folk songs used

on the air today and also many pictures, poems and epigrams, plus a page of Mother Goose Rhymes with a modernistic twist.

Pleasant City, O., can well be proud of the fact that Bashful Harmonica Joe Troyan was born there. Joe was taken into the army in December, 1942. He was in a movie, "On The Beam," with Mickey Rooney, Alan Ladd, Peter Lind Hayes, Frank Loesser, the songwriter, and many other well-known boys. Cast of the show also traveled, visiting 75 army hospitals and more than that many airfields. When discharged, Pete came back to Cleveland and he and Joe were in radio until Joe entered the air forces. Pete left the air then and did not return until Joe came back.

At present Al Hendershot and Slim Carter are making p.a.'s in the Cleveland area. They booked Joe and Pete for 35 dates in February and March. They will play Joe's home town March 22.

June and Judy, of KMOX, in the cast of the National Hillbilly Champions, headed by Rusty Marion, are using the tune *Let's Waltz to the Ozark Moon*, published by Blue Ribbon Music Company. They are also getting a lot of mail for another Blue Ribbon tune, *When a Cowboy Goes Hawaiian*. Jenny Lou Carson sings it on her program for shut-in's. New 1946 release is *Pretty Ozie Giglo*, by Joseph Dzuris. Chaw Mank and George Calder. Listeners seem to go for this one.

Frank Dudgeon, KLRA, Little Rock, whose latest songbook was put out by Kelly Music Publications, is still trying to find an apartment out Arkansas way.

Yodeling Joe, Stoney Cooper and Wilma Lee are in Blythesville, Ark., on KLCN.

Beauty Contest

Men's bathing beauty contest was the highlight of the big show in the Cathedral Auditorium February 16 when the *Hayloft Frolic* held its weekly show.

Newcomer Twins, WWVA, Wheeling, are showing folks what a couple of girls can do with the song *I'm Going Back To Where I Come From*.

Roy Starkey, WIBC's singing cowboy, left for California February 16 after the big farewell show that was held in Keith's Theater, Indianapolis, for him. Seems that Hollywood and the State of California are beginning to realize the true worth of our folk song artists.

Raleigh Music Firm Sold to E. R. Poole

RALEIGH, N. C., Feb. 23.—Edwin R. Poole has purchased the S. A. Braxton Music Company at 110 E. Martin Street here, renaming the firm the E. R. Poole Music Company.

Poole resigned his position as State supervisor of placement for handicapped persons under the U. S. Employment Service. Previously, he had been active in the North Carolina public schools as superintendent, principal and band director.

Re-Name Wolf's Los Angeles Distrib Firm

LOS ANGELES, Feb. 23.—M. S. (Bill) Wolf announced a large expansion program here this week and at the same time announced that the name of his company has been changed from California Amusement Company to M. S. Wolf Distributing Company.

Firm will have branches in the following cities: 2313 Third Avenue, Seattle; 427 Southwest 13th Avenue, Portland, Ore.; 1305 Kettner Boulevard, San Diego, Calif.; 1175 Folsom Street, San Francisco, and 1348 Venice Boulevard, Los Angeles.

In view of this expansion program, there have been several additions to the staff of the San Francisco office. Chet Garton continues as manager, with Walter Huber and A. M. Moss, both of whom recently joined the staff, serving respectively as sales manager and service manager.

M. W. Griffin, who was with the firm in San Diego, has been transferred to the Bay City and placed in charge of the shop. John Braddi and Frank Hurley are on the staff as servicemen.

Both Huber and Moss have been associated with the industry for a number of years.

Bob Frazier succeeds Griffin as shop head in San Diego, while Bill Smith continues as manager of this branch. Wolf himself manages the Los Angeles branch, dividing his time among the other offices. Frank Butterfield heads the Los Angeles shop.

Wolf announces that he has been appointed distributor for AMI juke boxes and music equipment in the States of Oregon and Washington. This is in addition to his territories he already had, California, Nevada, Arizona and the Hawaiian Islands.

Walter A. Bowers Named Treasurer, V.P. at Aireon

KANSAS CITY, Kan., Feb. 23.—Walter A. Bowers has been elected vice-president and treasurer of the Aireon Manufacturing Corporation, R. C. Walker, president, announces.

Bowers comes to Aireon from Lawrence Aeronautical Corporation, Linden, N. J., where was vice-president and treasurer. Before joining Lawrence in May, 1944, he had spent 15 years in government service. Agencies with which he had been connected include Treasury, War and Commerce Departments, Public Works and War Food Administration. In the Treasury Department, he was assistant to the controller of accounts, and in Commerce Department he was connected with the Southwest Survey Office at Dallas.

Born in Illinois, he is well-known in Midwestern banking circles. Before entering government service, he was connected with the Harris Trust and Savings Bank of Chicago and Halsey, Stuart & Company, investment bankers.

PACKARD
PLA-MOR

HAS THE PLAY APPEAL

★ PHONO OPERATORS . . . HERE IS ★
★ THE PERFECT SERVICE ★
★ STAR READY PRINTED TITLE STRIPS ★
★ PHONO ★
★ FOR FULL DETAILS SEE YOUR BILLBOARD COIN MACHINE DIGEST . . . OR WRITE ★
★ STAR TITLE STRIP COMPANY, 708 ARCH STREET, PITTSBURGH 12, PENNA. ★

"This Is It"....

11,000,000 service men and women learned the meaning of that phrase during the war years

AND NOW

The entire phonograph industry is learning it

Via Aireon

It's A-Day WHEN from Canada to Mexico Distributors Unveil to Operators the Electronic Phonograph That Literally Takes the Headache Out of the Coin-Operated Phonograph Business.

The Facts

IT'S NEW—More revolutionary in the trade than jet propulsion in the aircraft industry.

IT'S SIMPLE—75% less moving parts requiring less service than ever before.

IT'S UNBELIEVABLE—In its performance with electronic volume control that measures location noises and adjusts to car comfort.
—With its speed in record changes.
—With its tonal arch that takes guess work out of sound distribution.

It's Distributed in

Detroit and Eastern Michigan

by

Marquette Distributing Co.

A name respected in trade, business and banking circles for nearly half a century.

The News

It's March 2d and 3d for Marquette's First Showing of

Aireon

Electronic Phonograph and Accessory Equipment

Buy a Profit—Via Aireon

MARQUETTE
DISTRIBUTING COMPANY

3770 Woodward Ave.

Detroit 1, Michigan

Phone TEmple 1-3623

Hundreds of Ops Flock To Phonograph Showings

CHICAGO, Feb. 23.—With initial showings of new juke boxes already held, reports of attendance at various cities where the Seeburg automatic phonograph was exhibited are coming in.

Seeburg's M146 was introduced to West Coast operators January 20, at an affair staged by Dolores and Jean Minthorne, Minthorne Music Company. Over 500 attended, including J. P. Seeburg, D. J. Donohue, West Coast district manager; Clyde G. Port, factory sales engineer; and Joseph Kamys, Western sales division engineer, were also in attendance.

In Philadelphia, Frank Engel, president Automatic Equipment Company, played host January 20 to over 1,500 operators who viewed the new juke and remote control system. Event was also Automatic Equipment's 10th anniversary celebration. Welcome address was made by Engel, who was followed by Bob Dunlap, promotional sales manager for Seeburg; George Ashe, Automatic's business and credit manager, and Earl Montgomery, Automatic's engineer. Assisting in the program were Al Patrick, the manufacturer's service engineer, and Tommy Mullin, representative, who made the presentation.

400 at Buffalo

Sam Weinberger of Southern Automatic's Indianapolis office, reported a large number of operators visited Southern Automatic showrooms in Indianapolis, and the firm's other offices in various Midwestern States, to view the new juke box. Operators, said Weinberger, were particularly interested in the machine's new sound distribution.

Davis Distributing Corporation, Buffalo, a branch of the Davis-Bales concern in Syracuse, opened its doors with the official showing of the new Seeburg juke box January 20-21 at Hotel Statler. Some 400 guests were on hand. As at many of the other showings, a buffet luncheon and refreshments were served. In attendance were Harry Kelly, district sales manager for the manufacturer, and Paul Davis and Al Wertheimer of the Davis Company, Syracuse. Showing in Rochester, N. Y., at Hotel Sheraton January 25 was equally well attended.

Eddie and Morrie Ginsburg, Atlas Novelty, reported their showings of the Model 146 successful. Over 1,000 operators and servicemen attended the Chicago showing at Congress Hotel. Atlas said. Other showings were staged by Atlas during January at William Penn Hotel, Pittsburgh; Leland Hotel, Detroit; Kirkwood Hotel, Des Moines, and Paxton Hotel, Omaha.

About 500 operators, servicemen and friends attended the Seeburg showing, staged by W. B. Novelty Company at Hotel Claridge, St. Louis. W. B. Betz, general manager, of W. B. Novelty, and

Harry Silverberg, manager of the firm's Kansas City office, were enthusiastic over the reception. Ed Feldman, manufacturer's engineer who will serve this territory, was also on hand.

Hy-G Holds Shows

H. H. Greenstein and Jonas Bessler, of Hy-G Amusement Company, Minneapolis, staged showings of the new juke and remote control system at Sioux Falls, S. D.; Fargo, N. D., and in Duluth. Over 2,000 invitations were mailed, they reported.

S. H. Lynch Company staged showings of the Model 146 and the wall box systems in Dallas, San Antonio, Oklahoma City, Houston, Memphis and New Orleans. Showings were held between January 16 and February 7, and local operators received invitations from their various local offices.

Gordon Sets Up Music State Co.

NEW YORK, Feb. 23.—Entry in the coin machine distributor field was made this week by the State Music Distributing Company, Hartford, Conn. J. Cameron Gordon, general sales manager, announced in New York Thursday (21).

Gordon was formerly general sales manager for Standard Phono Company and, before that, sales manager for RCA Distributors in New England. Ralph Colucci, president, was a coin machine operator until a year ago.

With 25,000 square feet of floor space in the building, which was just recently remodeled, extensive expansion is being planned. The first floor is a modern showroom. Second floor houses the record department, and the top three floors will be used as a warehouse.

Renewal Tube Deliveries Up

CHICAGO, Feb. 23.—U. S. manufacturers delivered 40,000,000 vacuum tubes for replacement purposes during 1945, according to R. P. Almy, manager of renewal tube sales of Sylvania Electronic Products, Inc.

This compared with 33,700,000 delivered in 1941 and 20,900,000 in 1944, he said.

"Deliveries for replacement are definitely improving in both type and quantity and the shortage conditions is gradually being overcome," he said. "But it will be several months before all of the important types are in free supply."



GATHERED AROUND ONE OF THE NEW MODEL JUKE BOXES produced by Seeburg. Above photo shows one of the gatherings where the phonograph was displayed.

this ad may be worth

thousands of dollars to you

**if you are an OPERATOR OF
SELECTIVE WIRED
MUSIC**

TRITELY but truly it has been said that "the early bird catches the worm." At no cost to you—and with practically no effort—you will receive \$52 additional per year for each location you serve. One hundred locations mean \$5,200 more for you. Five hundred locations will bring you \$26,000 extra per year. No comparable proposition has ever before been made to operators of selective wired music.

Only a limited number of licenses will be

granted. At the most, one out of every three operators is all we can service. If you are an operator with a top-notch reputation, we believe you will want to have full details quickly.

There is no obligation on your part. Either you go for our idea 100% or you toss it in the wastebasket. There's no way you can decide unless you clip out the coupon right away and send it to us before it slips your mind. It might turn out to be the most profitable coupon you ever clipped.

COMMERCIAL RECORD CORP. OF AMERICA

545 Fifth Avenue, New York City 17 (Telephone MU 2-4217)

Commercial Record Corp. of America,
545 Fifth Avenue, New York 17, N. Y.

Sure, I'm interested in making more money from my locations. Send me full particulars, but remember there's no obligation on my part.

Name of Operator

Address

Number of Locations Number of Turntables

SECRETS?



I should say not!

Alfred Sales' Al Bergman tells you everything about his business . . . but mostly he tips you operators off to "what gives" with the coin machine field in Western New York and Northern Pennsylvania . . . because he thinks . . .

THE MORE YOU KNOW . . . THE FASTER YOU'LL GROW!

LOOK WHAT HE'S GOT

- ★ The exclusive distributorship for the sensational new Electronic AIREON
- ★ The most beautiful showrooms and a complete service department
- ★ A newly remodeled building, centrally located in Buffalo
- ★ A young, aggressive organization of skilled and specialized personnel
- ★ 12 years' experience in the coin machine field
- ★ The leading lines of nationally known coin-operated machines and devices

Write, wire or phone — get on our free mailing list — you'll be tipped off to "A DAY."

ALFRED SALES, INC.

Distributors of Coin Operated Machines and Devices
1006-1008 MAIN ST. Lincoln 9107 BUFFALO 2, N. Y.

From now on—AIREON—Tomorrow's Electronic Phonograph—Today!

Sees Jukes as Force Leading To Appreciation of Good Music

CUMBERLAND, Md., Feb. 23.—Jazz and juke tunes are leading Americans to good music—that is the theory of V. H. Ruppenthal, prominent Cumberland op, who has nearly 30 years' experience in the phonograph and juke field.

Ruppenthal, whose Ruppenthal Music Service is just getting settled in elaborately revamped quarters here, is backing his conviction with a \$500,000 five-year contract with Wurlitzer and a program which will feature placing "high-toned" music in factories, restaurants, department stores, hotels and beauty parlors in this area.

View and plans of the Cumberland juke man are described at length in a recent story appearing in the *The Cumberland News* which is reprinted here in part:

In Communications

"Prior to the time Ruppenthal climbed out of his khaki and wrap leggings (after the first World War) he had been working in a communications outfit that used crystal sets that could send messages five miles. That was the first glimmer of radio. But right after the war, few Americans had ever heard an opera or a symphony and a majority of Americans referred to people who did as 'highbrows' or 'longhairs.'

"After receiving his discharge Ruppenthal went into the phonograph business. Remember? 'His Master's Voice'—and people accustomed to today's smooth recordings, recalling those early scratchers on disks, will certainly admit that it was most difficult to teach musical boobs any real appreciation with such limited facilities.

"Then, in 1920, an outfit that called itself KDKA in Pittsburgh started broadcasting programs for radio and this was the musical atom bomb that started things on the upgrade, Ruppenthal thinks.

Folk Favorites

"But symphony music and such like found scant favor with the bulk of Americans in those early days. First in

favor was folk music. Then came plain old-fashioned jazz, then jive, then jitter-bugging and swing, and finally sweet swing, Ruppenthal says.

"While the radio was dishing it out to the public, the juke box business started up and soon millions of young people and lots of older people were putting coins in music boxes.

"What did they listen to? Well, first it was Benny Goodman. Goodman was replaced by the late Glenn Miller—Miller by Artie Shaw—Shaw by Sammy Kaye and now Paul Weston is coming up the ladder of juke box success.

"Ruppenthal admits that many of these bands played a lot of musical tripe both on the radio and for the juke boxes, but he then goes on to say that it is these same oft-sniffed-at dance bands who first put symphonic arrangements across to any extent in America.

Jazz Trend

"Slowly, but surely, Ruppenthal is convinced, the evolution of jazz is quickening the appreciation of the average man and woman for good music. He readily admits that Beethoven, for example, is good music, but he thinks that Americans must be led to him by a process of musical evolution and not by scolding.

"And to prove that he isn't just kidding when he says that appreciation of high class music is coming soon, Ruppenthal states that he has signed a half million dollar contract with Wurlitzer for a program that includes placing high-toned music in factories, restaurants, department stores, hotels and even in beauty parlors in this section. According to the terms of the agreement with Wurlitzer, Ruppenthal will receive a consignment of 169 music boxes the first year. The machines cost \$875 each.

"Ruppenthal thinks that radio, the movies and the juke boxes have done their preliminary spade work in the garden of music, and that now the public is about ready 'for the works.' In other words, your nickel gets Brahms and Beethoven just as easily as Hubba-Hubba-Hubba."

Wurlitzer Sets National Poster Drive for March

NORTH TONAWANDA, N. Y., Feb. 23.—Close on the heels of Wurlitzer's introduction of the new Model 1015 phonograph, comes news that the manufacturer is preparing to launch a national promotional program in March to tie in with activities of the company's distributors.

Locations on which the firm's juke boxes are placed will have a colorful decalcomania to identify the spot. These decals will be placed on doors, windows and backbars and will feature the sentence, "America's favorite nickel's worth of fun."

Company will likewise introduce permanent frames for location walls. Frames will be designed for a frequent change of signs, company officials said, and all will be pointed to stimulate play of the juke box in the location.

In addition to this location campaign, Wurlitzer announces a plan for a national schedule of outdoor billboard posters. These, firm officials declared, will be placed along highways and metropolitan thoroughfares. Posters are designed by Hayden Hayden, one of the country's top poster illustrators. Posters will show the new model juke box, prominently displayed.

Full-color, full-page advertisements are also scheduled for four general-circulation national magazines. Illustrations for these pages were prepared by Albert Dorne. The four magazines in which the pages are scheduled to appear during March are *The Saturday Evening Post*, *Liberty*, *Collier's* and *Look*.

Meantime, the company says that broadsides are being sent out to location owners showing reproductions of the various units of the campaign.

M. G. Hammergren, vice-president and director of sales for the manufacturer, expressed his enthusiasm for the program and said that it is designed to aid locations as well as factory-approved distributors and music merchants.

OPERATORS—Save Time— Save Money—Keep Your Location Working With a TRIMOUNT UA-15 ALL-PURPOSE AMPLIFIER

A universal replacement for most all phonograph amplifiers. Various Seeburg, Wurlitzer and Rock-Ola numbers are stamped adjacent to each socket.

A Terrific Value—Packs Plenty of Wallop

Every operator should carry one of these amplifiers as part of his standard equipment.

✓ CHECK THESE FEATURES ✓

- ✓ 15-Watt, high impedance amplifier, solid metal chassis . . . ✓ Line fuse 3 amps . . .
- ✓ Dimensions 14½" x 17" x 8½" . . . ✓ Two 6N7 tubes in input stage, part of volume and tone control circuits cut in for proper bias and less distortion in grid circuit
- ✓ 6L6 tubes beam power amplifier used in push-pull output stage. Output voltage appears across output transformer with resistor across output winding to control tube load . . . ✓ Thordarson push-pull output transformer used for matching external P.M. speakers (tapped at 4-8-15 ohms). Switch controls P.M. speakers . . . ✓ Power supply uses heavy duty transformer with 5U4 full wave rectifier and Thordarson high filter choke with regular filter condensers of 10 MFD at 400 volts . . . ✓ Carbon mike can be used and may be converted for any phonograph other than those specified . . .
- ✓ Condensers and resistors are standard radio parts and are mounted on one block for easy service.

Limited quantity available. Individually packed. Send ½ deposit together with shipping instructions. If not satisfied on receipt, return express collect for full refund.

Trimount UA-15 Amplifier complete with Tubes

\$45.00 each

Special Deal for Distributors and Quantity Buyers.

TRIMOUNT AUTOMATIC SALES CORP.

40 Waltham Street

Boston 18, Mass.

LIBerty 9480



- ★ Cushioned Shaft
- ★ Balanced Tone-Beauty
- ★ Full Record Protection
- ★ Smooth Playing

PRICE 1-49 44c ea.
50-100 42c ea.

Special Prices on Larger Lots

Hermitage Music Co.

423 Broad Street Nashville 3, Tenn.

WURLITZER - SEEBURG - ROCK-OLA

MOTORS

REPAIRED
10 DAYS SERVICE \$6.00

SHIP TO US EXPRESS PREPAID

BLISS & SAGE

ELECTRICAL COMPANY
FOR OVER FIFTY YEARS
804-810 MAIN ST., MALDEN, MASS.

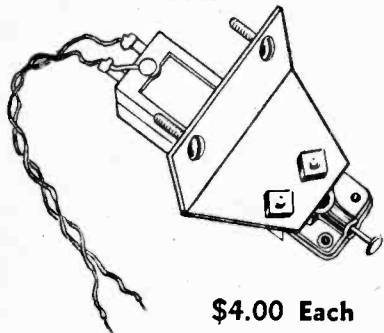
SAVE YOUR RECORDS

CRYSTAL CONVERSION KITS FOR YOUR MUSIC BOXES

Reduces record wear by 50%, improves tone of machine, saves your needles, reduces service due to bad records. Complete instructions with each crystal.

KIT #1

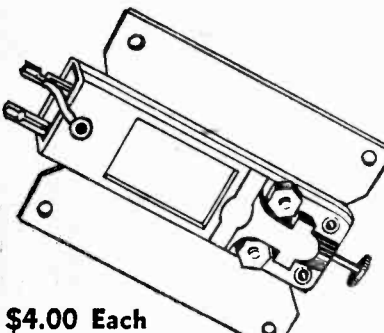
For Seeburg Round Head Tone Arms



\$4.00 Each

KIT #2

For Seeburg Flat Head Tone Arms



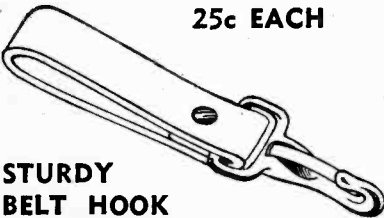
\$4.00 Each

"B" Style Cartridge for MILLS and ROCK-OLA
\$3.00 Each

M-22 Style Cartridge for Singing Towers
\$3.00 Each

ALL ABOVE CRYSTALS ARE MADE BY **ASTATIC**
Known the World Over for Their Dependability

KEYS LOST?
DON'T LOSE THEM AGAIN
25c EACH



STURDY BELT HOOK

1/3 CASH WITH ORDER, BALANCE C. O. D.

JEWEL COIN MACHINE PRODUCTS

227 Chicago Pl., N. W.
Canton 3, Ohio

Buffalo Firm's Remodeling Job \$43,000 Outlay

BUFFALO, Feb. 23.—Redd Distributing Company here, one of the largest firms in this area, is hard at work readying its recently purchased building at 881 Main Street.

Firm has a remodeling budget of \$43,000, officials report. Charles E. Speich is the architect and W. K. Borne-man the contractor for the new layout. When the job is completed, Redd will have 10,000 square feet of display space. All rooms are to be soundproof, carpeted and with special lighting thruout.

Layout includes four buildings and properties extend thru the block to Washington Street, including a parking lot. Two buildings in the rear are to serve as storage space—one of them alone large enough to accommodate 500 phonographs, according to company officials.

Combine Buildings

Two buildings fronting on Main Street are being thrown into one large one with an ultra-modern store front. McCabe, one of the partners at Redd and Buffalo manager, explained that the firm may later expand and build several upper stories.

Company now has about 25 employees on the pay rolls, 14 of them veterans hired under the Redd pledge to hire no help except veterans. Sid Hoagland is the newest addition as merchandising manager and sales representative. Firm is headed by McCabe and Redd. The latter has one of the largest Wurlitzer territories, with several sales offices to take care of the New England States and the eastern part of New York, excluding metropolitan New York. Buffalo office covers the western half of New York and the eastern part of Pennsylvania.

Silas Redd was a music machine operator for 12 years with a route of 1,500 jukes which extended from Illinois to Mississippi. He came into distributing in 1944 after selling his operations. McCabe has been in the coin machine business since 1936 and has been associated with Atlas Novelty Company and with the Mayflower Distributing Company.

Personnel at Redd Distributing includes Robert H. Baer, office manager; Tom Hammel, salesman; Dick McCann, service manager; Howard Niebergall, Mike Males, Eddie Rush and John Holland, service mechanics; Johnny Draggett and Mark Ganey at Dunkirk; Jimmy Bilotta, Newark; Tom Langdon, George McNamara and Harold Marohn, Tonawanda; Howard Martin and Bernie Golden, Syracuse, and Mrs. Anita Goodman, secretary at Buffalo.

Juke Distrib Breaks Ground For New Bldg.

JACKSONVILLE, Fla., Feb. 23.—Ground has been broken for construction of a new modernistic building for the Florida Automatic Sales Corporation, juke box distributing firm.

Lee J. Rubinow, of Miami, president of the corporation, and well known among coin machine men both in Florida and New York, indicated that the one-story structure would cost approximately \$35,000. Brick and glass blocks will be used in the ultra-modern construction.

Site for the building, at 60-70 Riverside Avenue, was purchased recently at an unrevealed price.

Florida Automatic, in Jacksonville, is headed by W. H. Wedekind as sales manager for North Florida and M. J. Stevens as service manager. Firm also has offices in Miami and Tampa.

Foreign Pressings Slated To Arrive Here in March

New York, Feb. 23.—Foreign disks are slated to be in the U. S. in quantity sometime in March, according to officials of Globe Record Company. Interesting angle is that the first imports due will be actual pressings—not masters. Claim is that authenticity and sales appeal will be great enough for these to offset high custom duties.



... Bring You The BEST ORCHESTRAS in Show Business

Here are a few of the great Soundies Orchestras



Cab Calloway
Charlie Spivak
Les Brown
Louis Armstrong
Eddy Howard
Alvino Rey
Count Basie
Bob Chester
Ray Noble
Duke Ellington
Ted Fio Rito



Ozzie Nelson
Spike Jones and His City Slickers
Wingy Manone
Jan Garber
Larry Clinton
Shep Fields
Vincent Lopez
John Long
Stan Kenton
Henry King

Del Casino
Will Bradley
Skinny Ennis
Glen Gray
Jimmy Dorsey
Louis Jordan
Gene Krupa
Fats Waller
Raymond Scott
Mark Warnow
Tiny Crimes
Bobby Sherwood
Chuck Foster
Lawrence Welk
Herbie Kay
Ray Kinney
Tony Pastor
Claude Thornhill
Emery Deutsch
Herbert Curbeio

All Films Approved by City and State Censorship Boards

SOUNDIES DISTRIBUTING CORP. OF AMERICA, INC.

209 W. JACKSON BLVD. • CHICAGO 6, ILLINOIS

WANTED—RECORD SCRAP

We will pay 7c a pound, F. O. B. Pasadena, Calif., for worn or broken Shellac records

WE DO NOT WANT Laminated, Glass, Aluminum or Synthetic Records

Shipping Instructions

Mark Bill of Lading, "Talking Machine Record Scrap"

Ship FREIGHT COLLECT ONLY, via truck or Carloading Co.

This is the least expensive way of shipping. For example, the rate from New York is only \$2.80/cwt.

We will weigh your shipment, deduct shipping cost and mail you a check for the difference.

No other arrangements necessary. We will buy—any quantity—until further notice in these pages.

NELSON MILLING COMPANY

295 South Fair Oaks

Pasadena 2, Calif.

VENDERS EYE VITAMIN K GUM

ADVANCE NO. 11
READY FOR DELIVERY!



PRICES:
1 to 9
Ea...\$9.63
10 to 24
Ea... 8.75
25 to 49
Ea... 8.13
50 to 99
Ea... 7.75
100 to 199
Ea... 7.50
200 to 500
Ea... 7.25

1/3 Dep.,
Bal. C.O.D.
F.O.B.
New York

THE NEW ADVANCE BULK VENDOR AND STAMP MACHINES OF TOMORROW ARE JUST AROUND THE CORNER.

WRITE FOR INFORMATION
J. SCHOENBACH
1647 Bedford Ave., Brooklyn 25, N. Y.

Slows Decay, Tests Show

Scientists say chewing gum is ideal vehicle in new vitamin K treatments

CHICAGO, Feb. 23.—Vitamin fortified chewing gum—science's new answer to the problem of tooth decay—seems slated to become an important factor in the nation's future gum consumption, and hence to offer interesting possibilities for venders.

Discovery that vitamin K gum, chewed regularly, will slow down formation of cavities 60 to 90 per cent was announced recently by Dr. Leonard S. Fosdick, professor of chemistry at Northwestern University Dental School, attracting immediate attention in the vending machine trade.

A year-and-a-half of experimentation with vitamin K gum preceded the announcement.

Many Tests

Dr. Fosdick and his co-scientists, in a search for a treatment which would retard the forming of acids from food fermentation in the mouth, based exhaustive tests on the acid-decreasing properties of synthetic vitamin K with chewing gum.

For the experiments, 55 Northwestern student "guinea pigs" chewed vitamin K-coated gum for 10 minutes after each meal during an 18-month period. Another group of 45 chewed untreated gum, and a third group chewed nothing.

Results showed that those who had chewed K vitamin gum had 60 to 90 per cent fewer new cavities than the others. Treatment, stressed Dr. Fosdick, has no effect on existing cavities.

Plans Vague

A prominent gum manufacturer produced the special gum on request. It has not been ascertained to what extent plans have been initiated for commercial production, but vending men have indicated that such a product could be expected to present an ideal means of boosting sales appeal for gum products.

Most interesting to the trade was a main point in the scientist's report. That is, the choice of chewing gum as (See VENDERS CAST EYE on page 107)

Sugar Imports Take Sharp Dip

WASHINGTON, Feb. 23.—Imports of raw sugar to the United States during 1945 amounted to approximately 600,000 short tons less than in 1944, final official report of the U. S. Department of Agriculture disclosed.

A total of 4,872,997 short tons of sugar were brought into this country from territories and foreign nations last year, compared with 5,533,259 tons in 1944. It was said. The 1945 imports were supplemented by American production of 404,852 tons of cane sugar and 1,043,034 tons of beet. Both of these figures represented substantial drops from 1944 when domestic output of cane sugar amounted to 503,145 tons and production of beet sugar totaled 1,156,309 tons.

Breakdown of last year's imports follows: 3,140,037 tons from Cuba, 740,061 from Hawaii, 901,555 from Puerto Rico, 3,907 from the Virgin Islands and 847,437 from foreign countries other than Cuba.

No Java Sugar

Secretary of Agriculture Clinton P. Anderson reported recently that political upheavals in Java has prevented the import of any of the 1,600,000 tons of sugar which U. S. forces captured from the Japanese on the Dutch Island.

"It is not possible to predict when such difficulties may be settled in such a manner as to permit the shipment of any part of the sugar," Anderson wrote to Representative McGregor.

Coin Theft

FORT WORTH, Feb. 23.—Thefts of coins from the city's parking meters have been troubling Fort Worth officials.

Most recent arrest involved a youth held for the second time in six months on a charge of pilfering meters. He used a nail file and a knife as tools and had 57 nickels on his person when apprehended.

Mills To Spur Ice Cream Line Thru Training

CHICAGO, Feb. 23.—Apparently as part of a program to expand sales of counter ice cream freezers, Mills Industries, Inc., has appointed Harvey B. Anderson as training and merchandising service manager of its ice cream division.

Anderson, who came to the company last November from the Hydrox ice cream division of the National Dairy Company, will be in charge of a program to train purchasers in the proper operation of freezers. He served in the sales and research division of National Dairy. Previously he had been employed for several years with the J. Hungerford Smith Company, Rochester, N. Y., maker of fruits and flavors for ice cream.

Anderson's department will be under the general direction of Will Ambrose, chief of the service department of Mills Industries, and according to Richard K. Law, Mills advertising director, establishment of the department is part of a program aimed at a broad expansion in sales of counter freezers.

For First Time

Altho Mills has sold freezers for a number of years, this will be the first time that the company has undertaken to supply freezer operators regularly with fruits and flavors they need to make ice cream, Law said. The company also will supply cartons.

A. E. Wilson will continue in general charge of sales in the ice cream division, it was reported.

Law said the market for freezers is "very much larger than even we had imagined." Largest single prospective market is in the specialty ice cream store, he said, but many drugstores, restaurants and hotels are eager to add counter freezers to their equipment.

Operators will be given training under Anderson's direction either on their own premises or at the factory, if they wish. Anderson's headquarters will be in Chicago, where he will oversee directly the training of sales and other representatives.

Warns Against Poor Grade Frozen Food

ATLANTIC CITY, N. J., Feb. 23.—Producers of frozen foods were warned that their \$100,000,000-a-year industry is being jeopardized by some unscrupulous producers placing substandard quality frosted items on the market.

Warning came from Edwin T. Gibson, vice-president of General Foods Corporation. He spoke at the annual Food Trades' Convention here.

General Candy Puts Sales at \$7,600,000

CHICAGO, Feb. 23.—General Candy Corporation reported total net sales for the year ended December 31, 1945, at \$7,637,043, and consolidated net income at \$170,303. Earnings were equivalent to \$1.44 per share of stock, compared with \$1.54 earned in 1944. Total current net working capital at the year's end was \$949,723, as compared with \$898,050 a year earlier.

BALL GUM

is still scarce and will be for the coming year; better order Marbles now, the best substitute!

CAN STILL SUPPLY

Glass, Agate, Assorted Color Marbles.
Barrel of 50,000\$54.50
Keg of 21,000 23.80

NUTS-4-U

PEANUTS

90 Pound Carton, Blanched\$24.30

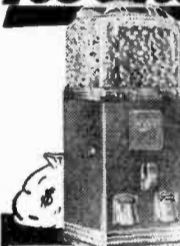
CHARMS

Fine Selection, 15 Gr.\$19.25
Penny or Nickel Counter, 1c
or 5c. Ea. 1.25
Parcel Post Paid

Full Cash With Order,
F. O. B. Factory

ROY TORR LANSDOWNE PENNA.

Northwestern



Your Assurance Of Postwar Security

Time and time again Northwestern bulk venders have proved their worth as steady, dependable money-makers under any and all conditions. That's why so many operators, and others interested in a permanent income, are looking forward to the time when these machines will again be available. To make sure of your postwar success, plan now to invest in Northwesterns--venders built for operating. In the meantime, keep in touch with activities through our free monthly paper The Northwesterner.

THE NORTHWESTERN CORPORATION
5 EAST ARMSTRONG STREET, MORRIS, ILLINOIS



ATLAS ACE

'WEATHERPROOF'

All Aluminum—
Weight, 9 Pounds.

Vends all kinds of Bulk Merchandise—
Candies, Nuts and Ball Gum.

No Additional
Parts Required.

Capacity—5 to 6 pounds Bulk Merchandise or 1,000 to 1,200 Balls Gum.

\$12.50

F. O. B. CLEVELAND

Vends 1/2", 5/8", 3/4" Ball Gum.

1/2 Deposit—Balance C. O. D.

THE ATLAS MFG. & SALES CO.

12220 Triskett Road Cleveland 11, Ohio

REGAL

KING OF THEM ALL

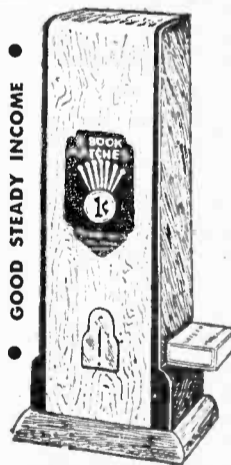


Our Bulk Merchandiser gives the people a place to spend their pennies without apologizing, and for that penny to get a surprisingly generous portion of highest quality merchandise.

See Your Distributor or Write Direct

REGAL PRODUCTS CO.

GAYS MILLS, WISCONSIN



BIG Profit Business! START A ROUTE OF 1c Match Venders

- OPERATORS
- SALESMEN
- AGENTS
- VETERANS
- WAR WORKERS

Here's the answer to your post-war plans. BETTER HURRY! SUPPLY LIMITED!

\$6.00 in Lots of 10 or More

F.O.B. Montgomery.

Nothing to get out of order . . . Simple and easy to operate . . . No rents to pay . . . Tax free . . . Matches are always in demand . . .

Build up a route or sell the machines outright to Drug Stores, Taverns, Night Clubs, Pool Halls, Tobacco Stores; in fact, any store will welcome a 1c Match Vender.

Profits From Matches Are Tremendous
All Metal Construction • Sample \$6.50

AMERICAN MERCHANDISING CO.

Dept. BV-3

703 Vandiver Bldg. Montgomery 4, Ala.

CIGARETTE MACHINE

FOR SALE

FROM ONE TO FORTY MILLS MACHINE REASONABLE

NATIONAL CIGARETTE SERVICE

164 No. Commercial St. — Steubenville, O.

Congress To Take Hand in Sugar Snarls

Control Act Expiring

WASHINGTON, Feb. 23.—After struggling thru the wartime shortage of sugar under the restrictive Sugar Control Act, Congress now seems to be mustering sentiment to make some changes which may ease the shortage—if it still exists in 1948.

President Truman, in his "State of the Union" message, suggested that national legislators might want to pass a new sugar law when the present act expires this year. During the war the act was extended from year to year, while U. S. production of both beet and cane lagged 350,000 to 700,000 tons behind pre-war output. Puerto Rico's crops also have been declining. Hawaii has been producing at about pre-war levels, and only the tremendous upward spurt of Cuban crops has kept U. S. supplies even at present levels.

Representative Peterson (D., Fla.) has declared his opposition to the present law on the grounds that its quota system makes it impossible to develop new sugar-producing lands such as Florida's recently drained Everglades and some of the reclaimed lands of the West. But that is just what the present law was intended to do back in 1937 when it was enacted as a crutch for a sick and staggering industry.

Cuban Crop Off

From Havana came reports that the 1946 Cuban crop might fall below the 4,000,000 tons produced last year. Luis Mendoza & Company said yields of cane in some provinces was running 1.49 per cent behind 1945.

Meanwhile the Office of Price Administration has allowed an increase of .6 of a cent per pound effective February 10 on retail sugar. Increase was allowed to meet increased cost of the 1946 Cuban crop now arriving in U. S. ports, it was said.

Hope still was prevalent among sugar brokers, soft-drink bottlers and candy makers that there would be an increase in sugar quotas to industry users after April 1. Quota at present is 50 per cent of the amount used in 1941, but the situation has cleared to the extent that most such users now are getting their full allotment, whereas in the final quarter of 1945 very few were.

Texas Cig Biz Near New Top

AUSTIN, Tex., Feb. 23.—With cigarette tax collections for January, 1946, nearly double those for January, 1945, record cigarette consumption is predicted for Texas this year.

State Treasurer Jesse James reported January receipts at \$1,595,325, compared with \$753,212 for the 1945 period. This was a \$278,529 rise over December, considered an above-average month for cigarette tax receipts.

With the Texas fiscal year ending August 31, tax officials predict an annual total of \$15,000,000. This would amount to a 25 per cent rise in annual collections over last year when the total was \$12,094,732.

D. A. Anderson Is New Top Inspector In Lehigh Division

LANCASTER, Pa., Feb. 23.—J. C. Miller, general manager of Lehigh Foundries, Inc., vending machine manufacturers, announced that D. A. Anderson has been appointed chief inspector of the company's M. & E. Refrigeration Division.

Anderson, a former major in the army, was liaison officer between the War Department and industry for the production and inspection of mortar shells. Before the war, he was a design engineer for the Case Company at Rockford, Ill. He is a graduate of the University of Wisconsin.

Correction

CHICAGO, Feb. 23.—Because of an oversight in tabulation, the New York address of Arthur H. Du Grenier, Inc., was given incorrectly in the list of manufacturers' reports published as a feature of *The Billboard's* Coin Machine Convention in Print issue of February 23.

The correct address of the Du Grenier corporation's New York offices is 241 East 44th Street, New York. The plant address is 15 Hale Street, Haverhill, Mass.

Du Grenier officers include John W. Haddock, president; Burnhart Glassgold, vice-president and general manager; Paul E. Kyburg, assistant general manager; Harry R. Boston, secretary and treasurer; Robert K. Kawthorne, factory superintendent, and Frank B. Ferri, chief engineer.

O'Connor Firm, Portsmouth, Va., In New Location

PORTSMOUTH, Va., Feb. 23.—O'Connor Vending Machine Company announced today that new location of its Portsmouth branch is 624 Crawford Street, where there is a showroom covering two-thirds of the first floor.

Second floor of the new building is equipped for reconditioning of machines. This department, firm officials said, is staffed with recently discharged servicemen who were picked because of their mechanical abilities.

Third floor is given over to a storeroom. The Portsmouth branch is managed by Dan Hawley, who has been associated with the coin machine industry for the past 25 years.

K. A. O'Connor and Hawley recently returned from Chicago and announced that new games will soon be available from the Chicago Coin Machine Company and new phonographs from Bally Manufacturing Company. Available machines from both concerns are now being shown on the O'Connor floor.

Clean Factory Is Must—NCA

CHICAGO, Feb. 23.—Staff sanitary engineer will be appointed in the near future by National Confectioner's Association, it was disclosed here recently by Charles F. Scully, Williamson Candy Company.

Object is to help candy manufacturers meet completely Food and Drug Department sanitary standards. The engineer will visit plants and consult with firm managements "on an invitation basis."

Consider Candidates

Scully, who is a Chicago member of NCA's Sanitary Standards Committee, indicated in his discussion of modern processes of plant sanitation at a regional NCA meeting that several candidates for the post are being considered.

In his talk Scully issued a frank warning to candy manufacturers that despite personal inclinations, candy makers can be forced to comply with standards set by the Food and Drug Department.

"Under the law," he stated, "you can be compelled to put your plant in such condition that it will have no extraneous material, no flies, no unhealthy conditions. They can close your plant until you do."

Frozen Food Show In NY March 27-31

NEW YORK, Feb. 23.—The Frozen Food Institute announced that it will hold its fifth annual convention in the Park Avenue Armory here March 27 thru 31. Refrigeration units as well as new items of frosted foods will be on display at the sessions, which will run from 10 a.m. to 10 p.m. Officials said coinmen interested in the development of frozen food venders are invited to attend.

Candy Attack Report Read Into Congressional Record

WASHINGTON, Feb. 23.—Climax to an attack on candy, made by the Dental Society of New Hampshire, came last week when Congress read the report into its official record.

Sen. Charles Tobey, of New Hampshire, read the report of the dental society which warns parents that they expose their children to tooth decay by "cultivation of artificial appetites for candy."

Principal charge of the dental report was that the average American citizen is eating too much sugar, and a large share of this sugar is coming from candy and candy products. Sugar remaining in the mouth is the cause of tooth decay, the dentists added.

Tobey Reads It

This report on candy and tooth decay was drawn up by the New Hampshire Board of Health and Education and was read by Tobey into the *Congressional Record*.

Said the report: "Candy assumes a very prominent part among the forms of sugar causing decay. It is concentrated, lingers a long time in the mouth, and is many times eaten alone so that the sugar will remain in the mouth to contact with the teeth."

In its advice on what to do about this situation, the report comments that, "No baby was ever born crying for candy," and adds that children should be discouraged from consuming too much candy.

"Candy," the report said, "excessive sweets and starches tend to destroy the appetite of a child for adequate quantities of more essential elements, resulting in a variable degree of malnutrition."

Despite the fact that the New Hampshire board has spoken out against candy as a cause of tooth decay, other medical bodies have declared candy a nutritious food, and candymakers themselves have long worked to raise the nutritive value of their products.

Candy Sales Climb

Not the least among these attempts

has been the inclusion of vitamins in candy bars. This move, too, has drawn fire from certain medical groups—generally those who are opposed to the use of vitamin pills or fluids in any shape or form.

Like many another argument of similar kind, this latest attack on candy eating will probably die out. Continuing rise of sales in candy bars and other candy products shows the great public acceptance and demand. So far, scientists and medical men have never been able to get together to agree on just exactly what specific and particular causes can be blamed for certain disorders, such as tooth decay.

Shortages Clip Nehi Profits During 1945

CHICAGO, Feb. 23.—Nehi Corporation reported earnings of 84 cents per share of common stock during the year ended December 31, 1945, compared with net earnings of 95 cents per share in the previous year.

Company's total profits last year amounted to \$901,667 compared with \$1,034,355 in 1944. A large part of the drop no doubt was accounted for by the scarcity of sugar and other soft drink ingredients.

La. Pecan Crop Down 35% From Last Year's Record

BATON ROUGE, La., Feb. 23.—Harvest of Louisiana's 1945 crop of pecans fell 35 per cent below the record yield of the previous year, Miles McPeak, federal crop reporter, said.

Value of the crop was estimated at \$1,380,000, about 30 per cent below that of the year before.

EXCLUSIVE OPERATING FEATURES MAKE THE NEW DUGRENIER CHALLENGER AMERICA'S FOREMOST CIGARETTE MERCHANDISER



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American Vending Readies KC Plant To Make Vender

DETROIT, Feb. 23.—Joseph Grum, president of the American Vending Corporation, announced that his firm has established a plant at Kansas City, Kans., to manufacture a two-column vender of candy and packaged goods.

American Vending, a new corporation, is being formed as the parent organization of the American Designing & Engineering Company of Detroit, Grum disclosed. American Designing will continue as the engineering department of the new firm, and headquarters for all operations will remain in Convention Hall here. Actual production, however, will be centered in Kansas City, he said.

R. A. Dahlstrom, well-known designer of coin-controlled devices, who formerly lived in Chicago, has been named sales manager. He will spend most of his time at the Kansas City plant, but will commute regularly to the Detroit headquarters, it was said.

Sales of the machine will be handled nationally by Sam Kogen, of the Illinois Mechanical Candy Sales Company, 2165 Northwestern Avenue, Chicago, Grum said.

Production of the new vender is expected to get under way within the next two months. Device is designed to vend

candy or packaged gum, peanuts, cookies or other products packaged in the general size and price range of 5-cent candy bars.

Grum said the unusual feature of the new machine is the construction of the coin chutes and delivery mechanism in such a manner that each operates independently of any mechanical disturbance in the other.

Parking Meter Inventor Dies

OKLAHOMA CITY, Feb. 23.—Carl Magee, inventor of the parking meter and well-known as newspaperman and lawyer, is dead.

Magee was president of the Dual Parking Meter Company here, which manufactured the device he invented. The meter was first installed in Oklahoma City in 1935.

Born in Fayetteville, Ia., the inventor died at the age of 63, after being hospitalized for a week with a heart ailment.

Plug Vending

NEW YORK, Feb. 23.—Another plug for coin machine vending of frozen foods came this week in a survey of housewives' opinions on frosted products.

Survey showed that the average housewife especially wants self-service sale of frozen foods, whether meats, vegetables or fruits. Questions were asked as the homemakers were making actual purchases in groceries, delicatessens and frozen food stores.

It also revealed that most of the buyers of frozen foods are eager to get frosted meats, such as steaks, chops and roasts.

CMA's Banquet Draws Cig Men

NEW YORK, Feb. 23.—The 10th annual banquet of the Cigarette Merchants' Association, Inc., of New York was attended by the leading men connected with the industry yesterday (22) at the Waldorf-Astoria Hotel. Matty Forbes, managing director, played host to the group and along with Jackson Bloom, president, kept the affair moving.

Entertainment was provided by Morey Amsterdam, Peter Chan, Jacqueline Hurley, and the Three Pitchmen, headlining the program. Dance music was by Harry Lefcourt and His Red Jackets, with Jean Girard relieving during the cocktail period.

Besides the 45 member firms, vending machine manufacturers, distributors and allied products and service concerns were present to make the affair one of the standouts of the year.

Vending Biz Upped In Western Union N. Y. Strike Area

NEW YORK, Feb. 23.—Contrary to general business results in a strike area, operators of vending machines in the area around the main offices of the Western Union Telegraph Company (60 Hudson Street) reported that business picked up when the strike started.

Large crowds that gathered around the offices were cited as reasons for the sudden gain in business. In other areas of New York, the general strike situation hurt the coin machine business—especially in amusement arcades.

Tavern owners in the immediate area also reported an increased business trend because of the situation. Specialty shops in the area reported that volume dropped "considerably," except for "hard-to-get items."

Match Firm Names 2 Sales Managers

NEW YORK, Feb. 23.—Universal Match Company announced the appointment of two new district sales managers.

William Martin, recently discharged from the Marine Corps, was named to head the firm's Western Pennsylvania sales force with headquarters at Pittsburgh. Richard M. Mathews, just released from the Army Air Forces, has been appointed district sales manager for Louisiana. His headquarters will be in New Orleans.

Universal's subsidiaries now include the Schutter Candy Company, of Chicago, candy bar makers, and Candy Brothers Manufacturing Company, Inc., of St. Louis.

Ice Cream Cup Prices Talled

CHICAGO, Feb. 23.—Survey of ice cream cup sales, conducted by an ice cream trade journal, reveals a picture of prevailing prices of interest to vending machine operators.

Survey shows that only 24 out of 2,213 dealers contacted are still retailing ice cream cups at 5 cents, the vender price. More than 95 per cent of the dealers are now charging 6 cents. A few have hiked prices even higher. Forty-six of the dealers are asking 7 cents and 15 ask 8 or 10 cents.

Accuracy of this study is limited by lack of data on sizes of cups used by retailers reporting.

Predict Big Sales For Frozen Meals

NEW YORK, Feb. 23.—William L. Maxson, maker of the quick-frozen pre-cooked meals which he claims can be prepared in 22 minutes, predicts that his company will sell 25,000,000 such meals this year in the United States.

His plant in Queens Village, N. Y., now prepares 50 ready-to-serve frozen meals, according to a recent report in *Look* magazine. The publication ran a series of pictures on the preparation of such meals and in its captions timed the process as exactly 22 minutes.

Meanwhile, in Toronto, Maxson Food Systems, Ltd., announced that it would begin distribution of the pre-cooked meals in Canada soon. Firm was reported to be financed by the Vincent Mining Corporation of Toronto.

Milk Production Above Pre-War

NEW YORK, Feb. 23.—Current annual milk production is 4,000,000,000 quarts higher than before the war, the Milk Industry Foundation reported this week.

This was good news for dairy drink vending machine men, but it was qualified by the warning that current supplies are still inadequate to meet the demand.

U. S. consumption of milk is now at an all-time high level. Veterans returning from overseas, getting fresh milk for the first time since they left the States, account at least partly for a boost of 50,000,000 quarts a week in consumption of fresh milk and cream.

Report claimed that better methods of distribution have resulted in the lowering of milk prices on the average of 2½ cents a quart.

Eastern Food Canning Co. To Open New Freezer Plant

NEW YORK, Feb. 23.—Stokely-Van Camp Company, big U. S. fruit and vegetable canner, announced that it will expand its production of frozen foods with construction of a new plant at Oxnard, Calif. Structure's cost was estimated at \$300,000.

Peanut Growers in Session

ALBANY, Ga., Feb. 23.—Southeastern Peanut Association meets in Albany this week to discuss problems facing peanut growers in handling of the 1946 crop.

Two New Ice Cream Plants for Oregon

PORTLAND, Ore., Feb. 23.—Oregon operators of ice cream venders learned this week of plans for construction of two new ice cream factories in the State. One is slated to be built at Vale in Eastern Oregon by the Vale Creamery Company, according to Fred Berry and Leo Heleniak, owners.

A larger one, costing an estimated \$250,000 for building and machinery, is planned by the Lower Columbia Dairy Co-Operative Association at Astoria on the Columbia River.

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Marvels, Cigarette Reels only, 1¢ or 5¢ Slots. Ea. \$19.50
Kicker & Catcher. Ea. 29.50
Steepchase New. Ea. 19.50
Lots of 5. Ea. 17.50
Yankee, Kliz, Wings, Pok-o-Reels (Divider Models). Ea. 12.50
Sparks with Gold Award, like new. Ea. 29.50
A.B.T. Guns, Model F, blue cabinet and challengers, late model, thoroughly reconditioned, like new. Ea. 35.00
Stands for these Machines. Ea. . . . 4.00
Victor View-o-Scopes, thoroughly reconditioned. Ea. 25.00
Mercury, 1¢ Cigarette Reels only, special. Ea. 17.50

PIN GAMES—USED

Gun Club . . \$79.50	Invasion . . \$99.50
Attention . . 49.50	Alert 75.00
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Flicker . . . 49.50	Air Force . . 79.50
3 Score . . . 45.00	Click 74.50
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Texas Mustang	79.50

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DuGrenier 7 Col. Model VD, Double Shift. Ea. 72.50
DuGrenier 11 Col. Split Champion, Ea. 95.00
DuGrenier 7 Col. Model V. Ea. . . . 89.50
Stewart & McGuire 7 Col. Model S. Ea. 49.50

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All in Perfect Condition

Hi-Hands. Ea. \$169.50
Paces Reels, with or without ralling 79.50

USED MACHINES

Eat-Em-Hot Peanut Machine, 5¢ Slot. Ea. \$25.00
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U-Chu Ball Gum Machines, chrome base. Ea. 6.50
Columbus Bl-Mor 2 Globe Floor Model Peanut Machine. Ea. 22.50
Northwestern Tri-Selector Peanut Machine, with three compartments. Ea. 22.50
Shipman 2 Col. Stamp Machine: New. Ea. 29.50
Used. Ea. 25.00
Shipman 3 Col. Stamp Machine, New. Ea. 39.50

RAKE COIN MACHINE EXCHANGE

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Vender Ops Figure in Court Case

Affects Locations

PHILADELPHIA, Feb. 23.—Operators in the area expressed interest in a court case being heard in near-by Easton which will affect vending machines in theaters.

The Harold S. Eskin interests, tenant of the Easton Theater, have asked a declaratory judgement from Common Pleas Judge Laud to determine whether admission taxes, vending machine receipts and miscellaneous income should be included in gross receipts, a percentage of which is payable to the landlord.

The testimony revealed that the landlord had never demanded a percentage of these items since the beginning of the lease until a recent change in ownership of the landlord corporation. Plaintiff in the proceeding is the Easton Transit Theater Company, with the Promfret Realty Company as defendant.

Morris Wolf and Louis J. Goffman, of Philadelphia; Monroe L. Friedman, New York, and Calvin F. Smith, of Easton, represent the theater interests, and the firm of Chidsey, Maxwell and Frackenthal, of Easton, represent the landlord.

Coinmen believe that, if the court's decision favors the landlord, completely new contracts will have to be drawn between operators and theater management about the profit-sharing system of lobby vending machines. If the case goes to either the defendant or the plaintiff, the losing side is expected to carry it on to a higher court and the effect of the final decision will be more far-reaching than the State of Pennsylvania. The decision will affect popcorn, candy, cigarette, soda and whatever other kind of machine installed in theaters on a percentage of gross basis.

Venders Cast Eye On Vitamin K Gum

(Continued from page 104)

a means of administering the vitamin treatment.

Because it is an unstable compound, ineffective in water, vitamin K can be mixed successfully with few substances. Chewing gum proved to be the idea agent.

Said Dr. Fosdick: "In chewing gum it retains its characteristics, is easily administered and properly dispersed thru the mouth."

This is seen as an argument which would go far in overcoming previous objections of various health groups to the addition of synthetic vitamins to candy bars and vended beverages.

Re-Opens Talk

In fact, the prospect of a scientist-sponsored vitamin chewing gum serves to reopen the whole discussion which has centered about proposals to feature vitamin fortified candy bars and soft drinks in vending machines.

First introduced by the army in ration diets, vitamin fortified candies proved their worth as a way of giving troops a well-balanced supplementary vitamin supply. But when candy manufacturers proposed to introduce vitamin-enriched candies for general consumption, they ran into opposition from the Food and Nutrition Board of the National Research Council, as well as the American Medical Association.

In a general statement on the problem of adding vitamins and minerals to foods, the Food and Nutrition Board went on record as "opposing the addition of synthetic vitamins to carbonated beverages and confectionery." On the other hand, vitamin fortification of such foods as bread and milk have received wide acceptance.

Altho the American Medical Association has refused to set its seal of approval on a specific vitamin candy bar, it has made no outright statement as an organization condemning the use of vitamins in confectioneries or soft drinks.

Voice Opposition

Statements of various individual members of the medical profession, however,

Coin Device Patents Increase; Two Venders on Latest List

(Continued from page 88)

single package or can is rotatable to permit inspection of label by customer."

Disk Holder

The record holder is under patent No. 2,275,664 issued March 10, 1942. It is Reg. No. 2,258, and the owner is listed as Byrl A. Whitney, 1528 Standard Building, Cleveland 13. It is described as follows:

"Holder for record disks or motion picture film or the like may be manufactured as a portable unit or built in record or music rooms or radio stations. Prevents contact of records with each when stored, removed or replaced. Separators and staggered tabs facilitate indexing. Inventor states nearly double the number of records may be stored in a given space as compared with other devices and that simplicity of design results in economy of manufacture."

The automatic liquid vender was patented by John M. Alexander, of Lincoln, Neb., who made claim to 14 new features in his motor-driven vender under an application dated October 9, 1939. Patent is No. 2,394,528. In it, beverage or other liquid dispensed is measured by a meter.

Device is described in the *Official Gazette* of the U. S. Patent Office as follows:

Liquid Vender

"In a coin-controlled liquid dispensing machine, motor-operated dispensing means, a motor for operating said means, means including a coin-receiving device for initiating energization of said motor upon the reception of a coin, means for maintaining energization of said motor independently of said coin, a liquid meter, means including a first member driven by said meter for terminating energization of said motor when a predetermined amount of liquid has been dispensed, meter for preventing the entrance of a coin into said coin receiving device during the dispensing operation, and means including said second member for releasing the inserted coin from said coin-receiving device after liquid has started to flow thru said meter."

The phonograph record changer was patented by Joseph and John Erwood, of Chicago, who assigned it to the Erwood Company of Chicago. They laid claim to 15 new features in the device under Patent No. 2,394,539.

Inventor's description follows:

Record Changer

"Phonographic apparatus comprising the combination, with a record turntable, a motor for turning the same and a tone arm movable with respect to the turntable, of record changing means comprising a driving member normally retained in stand-by position, normally inoperative driving means connectible with the motor to move the member in one direction to a projected position, said driving means being connectible with said motor when the member is in projected position to return the member to stand-by position, means driven by said member

have voiced opposition to soft drinks, candy and other products on the basis of their vitamin content. Presumably, this opposition is based on the conviction that the use of various vitamins should be prescribed by physicians according to the individual's requirements.

Other scientific bodies had been favorable to the widespread introduction of vitamin fortified candy, and the ultimate decision in the case of candy bars is yet to be made.

In the case of soft drinks, the new types of beverage venders now being put into production present a new solution to the vitamin problem. These venders feature slicing of fresh fruits, such as oranges, and squeezing as an integral part of the vending operation. Here, of course, the natural vitamin content is retained.

What will be the attitude of the medical profession and other groups interested in the nation's health toward the vitamin K chewing gum is not now clear.

From the point of view of the vending trade, the vitamin fortified chewing gum, with its reported tooth preservation function, is expected to have greater possibilities even than vitamin-enriched candies. Big point in its favor is the pronouncement that chewing gum is the one ideal method of treating teeth with vitamin K.

for swinging the tone arm radially with respect to said turntable and for raising and lowering the tone arm with respect to the turntable, record-changing mechanism driven by said member, and releasing means operable by said tone arm, as at the conclusion of the playing of a record on the turntable, to actuate said driving means, said releasing means comprising a lever having teeth formed along an arm thereof, a tooth member pivoted on and swingable with said tone arm, said tooth being yieldable on the pivot to tilt thereon and thereby engage said teeth and pass over them draggingly in ratchet fashion without tilting the lever, so long as the tone arm moves continuously in one direction during the playing of a record, said tooth being adapted to straighten itself on its pivot by the locking of its tip between a pair of said teeth and thereby move said lever to release said driving means upon reversal of record playing movement of the tone arm, as when the same enters an eccentric record groove."

Parking meter patent—No. 2,394,554—was issued to Eugene Kramer, of Astoria, L. I., N. Y., who made claim to 13 new features.

Device was described as follows:

Parking Meter

"In a parking meter or the like, the combination of a movable time interval indicator, coin-controlled dispensing means, said indicator to indicate either of two different time periods, said mechanism being operable by either of two coins of different denomination and diameter, one for each time period, said mechanism including a coin chute and a time-period controller for said indicator having an actuating member projecting into said chute a distance within the diameter of the larger diametered coin only, a clock drive for said indicator controlled by said time period controller, and a clock disconnecter projecting into the coin chute and operable by passage of either of the two coin thru the chute."

The article dispenser was patented by Francis M. Lightfoot, of Los Angeles, Calif., under Patent No. 2,394,621, with claims made to seven new features. It was described as follows:

Dispenser Apparatus

"In an article dispenser, a base; a receptacle having a magazine open at the bottom of the receptacle and adapted to contain articles in stack formation; means mounting the receptacle at the bottom thereof on the base from pivotal movement from raised to lowered position, about an axis located in close proximity to the top surface of the base; means urging the receptacle to raised position, and a fixed control element on the base; said control element and receptacle having relatively movable means defining a discharge chute in the magazine which is sufficiently restricted when the receptacle occupies raised position, to confine the lowermost article of the stack, against discharge from the magazine; the control element having stop means disposed to obstruct the discharge of all but the lowermost moved from its raised position, while the lowermost article is released by relative separation of said chute-defining means, for gravitational discharge of the article from said chute."

The coin wrapping machine patent—No. 2,394,986—was issued to Jacob Bell Barron, of Calgary, Alta., Canada. He claimed one new feature. Device is a roller-type wrapper.

Description in the *Gazette* follows:

Coin Wrapper

"A coin wrapping machine comprising a base including upstanding, spaced apart, first and second walls, a relatively fixed abutment projecting centrally from said first wall toward said second wall, the first wall below said abutment having lateral series of openings, corresponding openings of each series being the same lateral distance from a vertical line intersecting said abutment, the second wall having notches in its upper edge longitudinally aligned with the first mentioned openings, a pair of similar rolls each having a bearing pin at each for detachable engagement in said openings and notches whereby the rolls may be selectively disposed in parallelism different distances apart and each equidistant from the aforesaid line to accommodate a wrapper and coins thereon in stable arrangement against said abutment."

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15 1¢ Tidbit Counter Games, Ea.	7.50
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Operators, Distributors May Find Aid in Mapping New Biz From Government Data

Commerce Figures Seen Help in Seeking New Locations.

CHICAGO, Feb. 23.—Greatly expanded surveys and "custom-built" information services are highlights of the new Department of Commerce plans expected to prove of vital benefit to the coin machine industry in the era of post-war growth.

Broad picture of how these plans may help the trade was sketched by Philip M. Hauser, assistant to Commerce Secretary Wallace, in charge of program planning and co-ordination, at a session of the reconversion school of the Chicago Association of Commerce this week.

At every level, according to the program outlined, coin machine manufacturers, distributors and operators will be able to obtain up-to-date new statistical services to guide them in their search for markets, materials, locations and merchandising opportunities.

Specifically, the Department plans call for an annual census of populations in cities with a population of 100,000 and more, and an over-all population census every five years, instead of every 10 as has been the practice.

Help on Biz Plans

Also in the picture is a series of five-year censuses, at staggered intervals, covering business, agriculture, industry and minerals.

Individual surveys of industries, breaking down retail sales and other data by type of business and wholesale figures on the same basis, are now being arranged. Already, 130 surveys of this type are under way, according to Hauser.

With the resulting compilations of classified information, the coin machine operator is expected to have a wealth of research on which to base selections for any given type of machine.

If, for example, he wished to establish an industrial route, figures on population, business volume, individual incomes and the number of plants for any specific area would be available as a guide.

Similarly, manufacturers of coin-operated equipment are to be offered wide new services. The vending machine producer, for instance, would have at his fingertips exhaustive statistics on the vended product—sales volume, wholesale operations, supply sources and demand, all of which are the basis for his potential machine sales.

Custom-Built Info

The "custom-built" information serv-

ice, designed particularly for small business men, contemplates the assembling on request of special information to fit specific requirements of individual businesses. Intercession with other government agencies in behalf of applicants would also be a feature.

To accomplish all of these purposes, the department's old Bureau of Foreign and Domestic Commerce is being broken up into five separate offices. Three new assistant secretaries have already been appointed to complete the top command of this set-up.

Five offices include: Office of Business Economics, Office of Domestic Commerce, Office of Small Business, Office of International Trade and Office of Field Operations.

Jennings Set To Push Bell Game Output

CHICAGO, Feb. 23.—Production of bell equipment in the O. D. Jennings plant is steadily increasing to the point where they will soon be operating at full capacity barring extended material shortages, according to a statement issued this week by J. R. Bacon, vice-president and general manager of the company.

"We already have completed model construction of six new Jennings bell machines, and three of these are now in the hands of distributors and operators," Bacon said.

"Future plans," he added, "depend greatly on the various material shortages plaguing the entire coin machine industry, but we are going ahead with production plans for all models and will await only the parts needed to complete the machines."

Bacon listed the six new Jennings machines as: The Bronze Chief, the De Luxe, the Super De Luxe, the Standard, the Challenger and the Silver Eagle. The latter two machines mentioned by Bacon are the two new models especially adapted and intended for private club use. The Challenger is a console model bell machine with a "two coin play feature." Production of this machine will begin in about four weeks, Bacon said.

Production of beverage dispensers at the Jennings plant has been held up for the time being; but again depending on material supplies, Jennings executives must hold the date at which they will begin full-scale production of models already developed.

MIT Schedules Plastics Study For Biz Users

NEW YORK, Feb. 23.—Research program to provide plastics users with information and guidance in developing more efficient applications of the new material has been inaugurated at the Massachusetts Institute of Technology.

Announced this week by Plastic Manufacturers' Association, the MIT program is expected to be of great value to coin machine manufacturers. Recognized as prominent innovators in this field, makers of coin-operated machines are using plastics increasingly in their post-war models.

With plastics employed, not only to lend glamour to juke boxes and vending and amusement machines, but in engineering features, the industry would be able to derive substantial benefit from research.

Director of the MIT project will be Prof. A. G. H. Dietz, of the Institute's Department of Building, Engineering and Construction.

LATEST SALES BOARD NOVELTY
Boxes made from Plastic during the war used in Airplanes. A sample assortment will convince you.



Put up in assortments as follows:
5 Love Boxes with Pecan Log 27 Pecan Logs **\$26.89**

If Bought Wanted, Give Size:
1000 Hole Card \$.93
1200 Hole Card 1.44
1500 Hole Card 1.92

WHILE THEY LAST
Sample Dozen **\$11.52**
A Trial Order With Full Information Will Convince You.



Get on our mailing list now. We may have something good to offer later on.

THE NEW DEAL MFG. CO.
411 North Bishop Dallas 8, Texas

**IMMEDIATE DELIVERY
NEW MACHINES**

LITE LEAGUE \$425.00
No Other Games Ever Built Like It. Entirely New Idea.

Also

Bally Undersea Raider	\$399.50
Hollywood 5 Ball Game	249.50
#201 Singing Tower (New)	485.00

USED MACHINES

Texas Leaguer	\$39.50
Bean 'Em	59.50
Chicago Coin Hockey	195.00
Chicken Sam, A-1	94.50
C. Sam Converted to Rifle Range & Refinished	149.50
Scientific Batting Practice	110.00
Box Bowling League, 9 Ft.	149.50
Bowl-a-Bomb, 9 Ft.	149.50
Keeney Anti-Aircraft	49.50
Western DeLuxe Baseball	129.50
Bally King Pin	225.00
Supreme Skee-Roll	250.00
Roll-a-Ball, 7' 6" Lg.	200.00

Large List Five Ball Games on Hand. Write for List.

WANT
TEN STRIKES or TEN PINS and Five Ball Games. Send for List.

Wisconsin Novelty Co.
OF MILWAUKEE
3734 N. Green Bay Ave. - Milwaukee 6 Wis.

FOR SALE
SLOTS

2 Sets Brown Fronts, 5¢-10¢-25¢, K.A.C.H.	Set \$475.00
1 Set Blue Fronts, 5¢-10¢-25¢, K.A.C.H.	Set 410.00
1 10¢ Blue Front, Ser. 410739, Like New	139.50
1 10¢ Blue Front with New Brown Front Casting	139.50
1 25¢ Mills Cherry Bell, 3/10 Payout	175.00
1 5¢ Mills Cherry Bell, 3/10 Payout	135.00
1 25¢ Mills Dice Machine with Stand	50.00
1 5¢ Mills Q.T. Smoker	39.50
2 5¢ Mills Vest Pocket	39.50
1 Mills 4 Bell, Ser. 848, Late Switches	325.00
1 Mills 4 Bell, Ser. 2428, Used	325.00
2 Weeks, Like New	450.00
1 5¢ Mills War Eagle, 2/4 Payout	79.50
1 10¢ Jennings Silver Chief	125.00
4 10¢ Jennings Chiefs, 3/5 Payout, Ser. 131095 to 131062	Ea. 90.00
1 5¢ Jennings Goose Neck, S.J., 2/4 Payout	29.50
1 25¢ Pace Rocket, Like New, 3/5 Payout	125.00
1 10¢ Pace All-Star Blue Fronts, 3/5 Payout	69.50
1 5¢itty Pace White Front	55.00
2 1¢ Pace All-Star Blue Front	39.00
1 1¢ Watling D.J. Pot Goose Neck	39.50
1 5¢ Mills Front Vender Goose Neck, 2/4 Payout	49.50
10 Callie Club Slots, Late 3/5 P.O., 5¢-10¢-25¢	Ea. 90.00
10 Bally Grandstand, One Ball Jackpot Payouts	Ea. 40.00
50 Mills and Chicago Medal Load Stands	Ea. \$8.00 to 15.00

1/3 Deposit With Order, Balance C. O. D.

Forst Music & Novelty Co.
Phone A 5682
1279 Main St. GREEN BAY, WIS.

ORDER YOUR NEW 1-BALL AND ARCADE MACHINES NOW

FOR IMMEDIATE DELIVERY

NEW BALLY GAMES

Victory Derby, 1-Ball Automatic. Victory Special, 1-Ball Free Play. Undersea Raider, New Type Gun.

Watch for Bally's New Phonograph. Will Be Shown Here Soon.

CHICAGO COIN GOALEE

A Great Money Maker. Immediate Delivery.

USED MACHINES

Thoroughly Checked. Ready for Location.

1-BALL FREE PLAY

Longacre . . . \$465.00 Pimlico . . . \$360.00 Victorious, 1943 . . . \$79.50

CONSOLES

Paces Races, Brown . . . \$175.00 Paces Races, Black . . . 115.00 Evans Galloping Dominoes, Black . . . 110.00 Evans Bangtalls, Red . . . 115.00

ARCADE MACHINES

Bally Rapid Fire . . . \$175.00 Jap, Hitler Gun, Thompson Conv. . . 130.00 Jap Guns, Chi. Nov. Conv. . . 125.00 Scientific Birthday Clock . . . 100.00 Western Strength Test . . . 32.00 Radio Rifle (Need Minor Rep.) . . . 20.00

All Types of Arcade Pieces Too Numerous to Mention. Write or Wire Us Your Needs and We Will Supply You.

Send One-Third Certified With All Orders, Balance C. O. D.

EXCLUSIVE BALLY AND CHICAGO COIN DISTRIBUTORS FOR THE STATE OF TEXAS

PAN AMERICAN SALES COMPANY

824 San Pedro, San Antonio, Texas
Garfield 9581

JAR DEALS AND SALESBOARDS



ALL STYLES WRITE FOR LATEST CATALOGUE AND PRICE LIST

ERATH COMPANY SOUTH BEND 24, INDIANA

PHONOGRAPHS WANTED

WILL PAY CASH FOR WURLITZER

61 \$ 70.00
71 100.00

Also highest prices paid for other types of phonographs. Write

BYRON NOVELTY CO. 2045 Irving Park Rd. CHICAGO 18

Maritime Ops See Boom in Tourist Biz

ST. JOHN, N. B., Feb. 23.—Coin machine operators in the maritime provinces are looking forward to boom business this summer with resumption of tourist trade. Season here is from mid-May to mid-October.

This region draws vacationers from the New England States, New York, New Jersey, Pennsylvania, Maryland, District of Columbia and Michigan, as well as the Eastern Canadian provinces of Ontario and Quebec. Summer hotels, camps, inns, motor courts and roadside stands are preparing for the biggest business since 1939.

Removal of military installations has put a crimp in the coin trade on the Eastern coast of Canada, but the influx of tourists is expected to more than offset the loss of military business.

Machines bulk large in the amusement set-up in provincial towns, as movie theaters mostly are small, and even small ones are comparatively few. Also, there is considerable lag in the showing of new movies here, so tourists probably will have seen most of those screened locally. Further, most movie houses available to tourists are not open mornings, afternoons or Sundays.

Coinmen, therefore, figure that machines should get an exceptionally heavy play as vacationing Americans and Canadians, with bulging pocketbooks, flock in for rest and amusement.

Sam Maroff To Establish Firm

NEW YORK, Feb. 23.—Sam Maroff announced that he will set up a coin machine distributing company in Manhattan. Before the war he was a game operator.

Recently discharged from the army with the rank of lieutenant colonel, Maroff saw service in the infantry in Italy, France and Germany. He holds the Bronze Star and has four battle stars on his European Theater of Operations ribbon.

Air Patrol Officer Back With Houston Coin Machine Firm

HOUSTON, Feb. 23.—M. Ray James, who recently returned from four years' service in the Civil Air Patrol, has rejoined his old associate, A. H. Shannon, in operation of the Coin Machine Sales Company here.

James attained the rank of captain as commanding officer of a CAP squadron on the Texas Coast. Before joining Shannon in business here about 10 years ago, he was with the McCall Novelty Company, St. Louis.

Coin Machine Sales, now located at 3804 Travis Street, was established nearly 20 years ago and was one of the first Texas firms to inaugurate the trade-in plan on machines. Now it is setting up export service direct from Houston, a leading gulf port, Shannon announced. He said arrangements have been made with warehouses and cargo steamship lines to handle equipment for shipment.

U. S. To Buy Foreign Copper During 1946

WASHINGTON, Feb. 23.—Office of Metals Reserve announced thru the Reconstruction Finance Corporation that it has re-established its program of purchasing copper abroad, to meet U. S. industrial needs. Program was discontinued in October, 1945.

Plans call for the purchase of 20,000 tons of foreign copper per month during the first half of 1946. This total of 120,000 tons would be in addition to any of the metal previously on order from foreign sources, it was said.

Action was taken on recommendation of the Civilian Production Administration, it was reported.

WANT EXHIBIT GAMES

AT PRICES LISTED

- AIR CIRCUS \$105.00
- DUPLEX 67.50
- SKY BLAZER 67.50
- SKY CHIEF 145.00
- KNOCKOUT 98.50

MUST BE CLEAN—IN GOOD RUNNING ORDER, READY TO GO ON LOCATION

L. M. KIDD AUTOMATIC AMUSEMENT CO.

400 N. Second St. Phone: 3-9252 Richmond, Va.

FOR SALE

- 40 MILLS BLUE FRONTS, 5c Play, 3-5 Payouts. Each \$135.00
- 1 MILLS BLUE FRONT, 10c Play, 3-5 Payout 145.00
- 18 MILLS BLUE FRONTS, 25c Play, 3-5 Payouts. Each 160.00
- 3 MILLS CHERRY BELLS, 25c Play, 3-5 Payouts. Each 165.00
- 10 COLUMBIA BELLS, 5c Play, 3-5 Payouts. Each 80.00
- 1 BALLY BONUS, 5c Play, 3-5 Payout 50.00
- 1 WATLING ROLATOP, 25c Play, 3-5 Payout 75.00
- 2 WATLING ROLATOP, 25c Play, 3-5 Payouts, Factory Rebuild, Each . . . 150.00

ALL OF THESE MACHINES ARE JUST OFF LOCATION AND IN PERFECT RUNNING ORDER

LEE'S NOVELTY CO.

1004 Spring St. Phones: 3-3625 and 2-4545 Shreveport 69, La.

ISLAND DISTRIBUTING CO.

Distributors of H. C. EVANS & CO. coin operated machines announce our representatives in your territory

- MR. VERNON BRANER, South Texas
- MR. JACK FITZGERALD, North Texas and Oklahoma
- MR. FINIS SEWELL, New Mexico and Texas Panhandle
- MR. JIMMIE MARTINDALE, South Arkansas and Northern Louisiana
- MR. EARL ESDERS, East Texas
- MR. B. BROWN, Ft. Worth and Dallas

These men are well acquainted with the operators' problems and will be in your territory in the immediate future.

GALVESTON OFFICE

2502 39th St. Ph. 4924

DALLAS OFFICE

2551 Elm St. Ph. Riverside 2863

ATTENTION, OPERATORS IN OHIO AND WEST VIRGINIA

NOW DELIVERING

JENNINGS

"BRONZE CHIEFS" and "CLUB CHIEFS"

SHAFFER MUSIC COMPANY

606 S. HIGH STREET COLUMBUS 15, OHIO

5227 McCORKLE AVENUE CHARLESTON, WEST VIRGINIA | 1925 MARKET STREET WHEELING, WEST VIRGINIA

TAKE NOTICE
 WE ARE NOW APPOINTED VIRGINIA
 DISTRIBUTORS FOR
PILOT TRAINERS
 AND
SKEE ROLLS
IMMEDIATE DELIVERY
 NEW MACHINES
 CAN BE MADE FROM RICHMOND OFFICE

OLEY'S AMUSEMENT CO.
 422 W. BROAD ST. RICHMOND, VA.
 PHONE 3-3396

FOR SALE

3 Photomatics, ea. \$780.00	20 Wurlitzer #100 Wall Boxes, 30 wire, ea. \$ 10.50
2 Photomafons, ea. 950.00	20 Buckley Latest Type Wall Boxes, ea. 20.50
1 New Main Gear for Photomafon (write)	Used #30 Wire, 9 cents per foot
1 Mutoscope Sky Fighter. 225.00	15 Hershey One Cent Candy Machines, ea. 5.00
5 Keeney Air Raiders, ea. 150.00	1 Chi Coin Hockey at Factory Being Rebuilt 200.00
1 Keeney Navy Bomber 175.00	10 Shoof the Jap, ea. 89.50
1 Mills Punching Bag 62.50	4 Two Tone Evans Galloping Domino, ea. 275.00
1 Wurlitzer #51 125.00	2 Jumbo Parade, F. P., ea. 99.50
2 12 Record Rockolas, ea. 110.00	Universal Amplifiers, Fifs All Types Music Machines, R. O.'s, Wurlitzer, Mills, Seeburg, ea. 47.50
15 W. S. I. Z. Seeburg Wall Boxes ea. 12.50	
15 Dial Rockola Wall Boxes, ea. 15.00	
10 Wurlitzer #120 Wall Boxes, ea. 24.50	
4 Wurlitzer #111 Bar Boxes, ea. 8.50	
15 Wurlitzer #125 Wall Boxes, 5-10-25, ea. 24.50	

Terms: 1/3 Cash, Balance C.O.D. or Send Full Amount and Save C.O.D. Charges

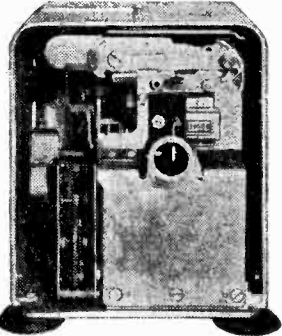
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JACK POT METERS
 FOR YOUR VEST POCKET BELLS

Fits All
VEST POCKETS

Can Be Attached by anyone in 5 Minutes

DISTRIBUTORS
 Write for
 Quantity Prices



\$5.00 Complete

FULL CASH WITH ORDER

WE SHIP PREPAID

Valley Specialty Co., 550 N. Clinton, Rochester, N. Y.

SAVE CLOSING OUT SAVE
OUR ENTIRE STOCK OF SLOT MACHINES
 Will Consider Any Lot Offer Or Can Use All
LATE FREE PLAY PINBALL MACHINES, ALL MAKES

2 5c Jennings Chief Consoles. Ea. \$150.00	1 5c Jennings Chief \$119.00
10c Jennings Silver Chief 185.00	1 5c Mills War Eagle, D.J. 79.50
3 5c Pace Deluxe, Like New. Ea. 100.00	20 American Eagles. Ea. 16.50
1 5c Blue Front, 3/5, CH. #386585 109.50	2 Libertys. Ea. 16.50
1 5c War Eagle, Rebuilt, Br. Frts., Like New 129.50	3 Pace Comet, Cigarette Reels. Ea. 24.50
10c War Eagle, Rebuilt Like New 149.50	2 Penny Packs. Ea. 24.50
1 25c War Eagle, Rebuilt Like New 160.50	10 Box Stands without Lock Bars .. 7.50
1 5c Pace Comet, Like New 79.50	2 Wurlitzer 71 Counter Models with Stands. Ea. 185.00
1 5c Pace Comet 59.50	

ALL EQUIPMENT IN A-1 CONDITION. 1/3 DEPOSIT, BALANCE C. O. D.
 CHICAGO COIN GOALEE—\$525.00.

DUDLEY SALES CO.
 303 7TH ST. ROCKFORD, ILL.

Work of L. A. Group Lauded By Rothstein

Vets Feted by AOLAC

LOS ANGELES, Feb. 23.—Organization plans for future operation were developed at a recent meeting of the Associated Operators of Los Angeles County, Inc. Several old-time operators and other dignitaries were introduced and contributed materially to the program.

William Rothstein, past president of the Associated Operators of Philadelphia, was a guest speaker and offered some salient points in regard to operating conditions in Philadelphia during the past few years, allowing local ops to compare notes. Rothstein, who was made an honorary member of AOLAC by Managing Director Curley Robinson, paid high compliments to the Los Angeles Association, which has been in business continuously for nine years.

Praise Public Relations

Service returnees were feted, including Wally Osbrink, son of Harry Osbrink. Taxation was discussed, and those present heard the managing director discuss licenses.

A public relations program for the coin machine industry was discussed at great length, and met with hearty approval by the membership of the Coin Machine Industries, Inc., public relations campaign.

Distributors were introduced, commissions were discussed, and assessments were read and listed to everyone's general approval.

Another meeting is scheduled for early March.

NY Company Named National Distributor Of Movie Machines

NEW YORK, Feb. 23.—Irving Silverman, sales manager of the Aircraft Engineering Corporation, announces that the Capital Protector Corporation has been appointed national distributor for the coin-operated silent and sound movie machines.

Ralph Hotkins, president of Capital, has been a coinman for 12 years, being an old-time coin machine operator. Charles Shankman, vice-president, was formerly with the motion picture industry.

Plans are underway to appoint local distributors for the new line, officials state.

Big Tax Receipts Gain in Colorado

DENVER, Colo., Feb. 23.—Colorado State tax collections for January, 1946, are up 17.6 per cent from collections for the same period in 1945, according to the report of the State director of revenue.

Total for the first month of the year was \$3,638,988, an increase of more than a half million dollars.

Broken down, January collections represented \$1,490,000 in sales taxes, \$308,329 in income taxes, \$748,006 in motor fuel taxes.

For the first seven months of the current fiscal year total tax collections rose to \$23,518,009, exceeding by \$3,206,545 the total for the corresponding months last year.

Greater part of the increase came in sales and motor fuel taxes.

Grant F. Shay Given New Advertising Job

CHICAGO, Feb. 23.—Grant F. Shay was this week appointed advertising director of the Mills Novelty Company, according to an announcement from company officials.

Shay was formerly assistant advertising manager of Mills Industries, Inc., under the direction of Richard K. Law, advertising director of Mills Industries, who will continue in the same capacity.



"LOOK FOR THE EAGLE... YOU'LL FIND THE BEST!"

REPLACEMENT PLASTICS

for all makes and models of
AUTOMATIC PHONOGRAPHS
 (the oldest and newest)

**NOW AVAILABLE
 RIGHT PRICES**

SEND FOR
**COMPLETE
 PRICE LIST**

EAGLE

COIN MACHINE CO.
 1514 N. FREMONT AVE.
 MICHIGAN 1247
 CHICAGO 22, ILL.

SCOOP THE ENTIRE OPERATING EQUIPMENT

FOR SALE

of the Groves Novelty Co. Every Machine is a Genuine Mills—Not Rebuilds—All are Single Cherry Payouts. Buy with Confidence. Your Money Back if not Satisfied. In Storage for Two Years.

5c Mills Original Chromes.	\$239.50
10c Mills Original Chromes.	267.50
25c Mills Original Chromes.	299.50
5c Mills Brown Fronts, Refinished, Glitter Gold, 2-5, P.O.	189.50
5c Black and Cream Hand Loads, Refinished, Glitter Gold.	199.50
5c Mills Emerald Chrome Hand Loads 299.50	
25c Mills Emerald Chrome Hand Loads Brand New.	Make Offer
Chicago Revolv-a-Round Single Safes.	69.50

Buy Them — Examine Them — If You Are Not Satisfied, Return—Your Money Cheerfully Refunded.
 The Finest Equipment Ever Offered the Coin Machine Trade.

Groves Sales & Service
 3061 BELMONT ST. BELLAIRE, O.
 Phones: 445-J and 884-J

IN STOCK--ORDER NOW

Action ... \$ 89.50	Mills 1-2-3, '40 \$59.50
Big Parade ... 109.50	Play Ball ... 42.50
Boom Town ... 39.50	School Days ... 49.50
Defense, Baker 32.50	Sea Hawk ... 39.50
Do-Re-Mi ... 60.00	Sky Chief ... 149.50
Flying Tigers. 89.50	Sluggo ... 49.50
Hi Dive ... 84.50	Spot-a-Card ... 59.50
Home Run '40 29.50	Spot Pool ... 49.50
Knock Out ... 99.50	Star Attraction 59.50
Leader ... 60.00	Thumbs Up ... 59.50
Marines ... 109.50	Wild Fire ... 39.50
Mills 1-2-3, '39 32.50	'41 Derby (One Ball) .275.00

1/3 Deposit, Balance C. O. D.

General Amusement Co.
 915 N. Saginaw St. FLINT 4, MICH.
 Phone 3-4887

WANTED

Experienced Mechanic on Phonographs, Pinballs and Amplifiers. Steady work for reliable man with his own tools: \$65.00 per week with commission on new locations secured. Write.

DAN ARIAS
 602 N. ALBANY AVE. TAMPA 6, FLA.

New Jersey Firm Making Coin-Operated Radio Set For Use in Hotel Rooms

Trad Brothers Announce Details, Production Plans

NEW YORK, Feb. 23.—Coin-operated radios are coming into their own with the announcement by Victor Trad that he and his brother, George, have formed the Tradio Company, Asbury Park, N. J., to operate—and sell to operators—coin-operated radios for hotels and motels.

Within 60 days, according to report, 3,500 of the coin radios will be installed in hotels in Long Island, Brooklyn, New Jersey and Washington, with national operating plans pending. At present, the Trad brothers are having their own specially designed set manufactured by a firm on a sub-contract basis. Trad says he expects quantity production by June of this year.

The specially built radio is encased in a tamper-proof cabinet which is attached to hotel room walls by a special bracket (with a lock for which the hotels are given keys) that is hid from view when the radio is hung on it. Hotels are left 10 spare models in case of breakdowns. When five of the 10 spares are used, the hotel mails a card and the brothers pick up the broken sets, leaving 10 spares again.

One of the important features of the radio is that volume is controlled before installation so that top volume will not disturb guests in the next rooms. Extensive tests were made before this could be done.

Collectors will visit the hotels and, with a member of the hotel staff, spend a day making collections. Calls will be made twice a month, with the hotel receiving its share of the proceeds

as soon as the collector makes the entire collection.

"Coin radios will not be installed in all rooms—only the rooms which receive transient guests," Trad states: "We will also rent regular model radios for the permanent guest rooms."

Hotels with less than 100 rooms available for installation will not be considered by the firm. Already many hotels not contacted by representatives of the company have heard of the idea and are requesting coin radios.

Also on the production lists of the concern is the Vicradio for hotels throughout the country. Both types of radios will be available to coin machine operators.

Coin radios are not only being considered in the East, but a Chicago operator, as well as an Indianapolis man, are busy lining up spots in the Midwest. A Philly operator announced several months ago his intention of operating in that city. A Manhattan operator also announced plans two weeks ago.

Most of the radios will operate for a quarter insertion, but some are planning half-dollar insertions in better-class hotels.

Important feature of coin radios, according to men who have handled them in the past, is that most hotel rooms are rented on a night-to-night basis. No traveling salesman will mind putting a quarter in a slot to hear a good radio play.

As far as hotels go, they are new in the coin-radio field, which was just getting started when Pearl Harbor put a stop to expansion of most businesses not directly connected with the war. Installations were completed, however, in a large number of motels, tourist camps and rooming houses thruout the United States before the war.

Radios used in the past have been either bedside models or portable table models which proved not altogether satisfactory. In motels, where a steady check was not made by a person on the grounds, people would stick the model in their car when they drove off in the morning. Present plans call for tamper-proof, locked-to-location type models such as the Trad brothers announced.

Three manufacturers of home radio sets were expected to announce their entry into the coin-operated field shortly after the first of the year, but to date no manufacturer other than the Trad brothers has announced the building of sets for sale to operators.

STOP! LOOK! ORDER TODAY!

\$249.50

HOLLYWOOD

1/3 deposit with order, Bal. C. O. D.

F.O.B. Chicago

MARVEL'S LATEST 5 BALL FREE PLAY

IMMEDIATE DELIVERY

STAGEDOOR CANTEN LITE LEAGUE

IMMEDIATE DELIVERY

MARVEL BASEBALL, \$114.50, WHILE THEY LAST!

Write for our List of 5-Ball Games and Consoles. You'll save money and time.

WANT 500 → GAMES

Can Use 500 FREE PLAY Games (paris must be complete)

LOT-O-FUN SPORTY JOLLY POLO PARADISE SCHOOL DAYS HOROSCOPE MIAMI BEACH CHAMP SEA HAWK

LIGHT A CARD SNAPPY, '41 SPORT PARADE SEVEN UP MAJORS, '41 STRATOLINER SHOW BOAT SPOT POOL ARGENTINE

EXPORT TRADE! We invite correspondence regarding coin operated equipment.

Send your list at once stating quantity, price and condition

MID-STATE CO.

EXPORT TRADE! We invite correspondence regarding coin operated equipment.

2848 ROOSEVELT ROAD

SACRAMENTO 2691

CHICAGO 12, ILL.

WANTED WILL PAY TOP DOLLAR

FOR ANY QUANTITY OF THE FOLLOWING

Air Circus Air Force Big Parade Bosco Clover Defense (Genco) Do-Re-Mi Double Play Duplex Five, Ten & Twenty Four Aces Four Diamonds Hi Dive Hi Hat Jungle Keep 'Em Flying Knockout Leader Liberty Life-a-Card

Lot-o-Fun Sky Blazer Sky Chief Sky Ray South Paw Sports Parade Spot Pool Stars Sun Beam Velve West Wind Wild Fire Zombie Twin Six Bally Defender Bally King Pin Bally Rapid Fire Bally Sky Battle Chicoin Hockey Evans Super Bomber

Evans Ten Strike, H.D. Genco Play Ball Jenn. Roll-in-the-Bar. Keeney Air Raider Keeney Ace Bomber Muto. Ace Bomber Muto. Drivemobile Muto. Photomatic Seeburg Chicken Sam Western Baseball, 140 Wurlitzer Skee Ball

Blue Grass, F.P. Club Trophy, F.P. Dark Horse, F.P. '41 Derby, F.P. Jockey Club Long Ace Pimlico Record Time Sport Special Thorobred Turf King Blue Front

IMMEDIATE DELIVERY SUSPENSE

Also interested in all types of music as well as other Pin Balls, Slots, Consoles and Arcade Equipment. SEND US YOUR LIST.

Harry Salat BELL PRODUCTS CO. 2000 N. Oakley CHICAGO 47, ILLINOIS. Humboldt 3207

Al Sebring BELL PRODUCTS CO. 1085 Monadnock Bldg. SAN FRANCISCO 5, CALIF. Douglas 4475

WE ARE WISCONSIN DISTRIBUTORS FOR

BALLY PRODUCTS

IMMEDIATE DELIVERY

NEW MACHINES

VICTORY DERBY, AUTOMATIC PAYOUT, 1-BALL VICTORY SPECIAL, FREE PLAY

USED PAYOUTS

30—Turf King.....Ea. \$350.00
10—FairmontEa. 400.00
30—Jockey ClubEa. 300.00
Automatic

USED FREE PLAY

10—LongacresEa. \$400.00
10—'41 DerbyEa. 300.00
5—PimlicoEa. 350.00
10—Club TrophyEa. 300.00
5—Jumbo, Mills Free Play.
Ea. 90.00

3 Seeburgs, 9800 Models
Write for Prices

Wisconsin Novelty Co.

5033 6th Ave., Kenosha, Wis.
Phone 23863

WANT TO BUY CHICAGO COIN GAMES

Any Kind—Don't Have To Work—All Parts Must Be There. Glass Not Necessary.

F. P. & K. DISTRIBUTING CO.

577 Tenth Avenue
New York 18, N. Y.
Longacre 3-6235

MILLS ORIGINAL SLOTS

Guaranteed—High Serial Numbers

28 5¢ Brown Fronts, K.A., D.P., C.H. \$145.00
16 10¢ Brown Fronts, K.A., D.P., C.H. 165.00
9 25¢ Brown Fronts, K.A., D.P., C.H. 190.00
14 5¢ Blue Fronts, K.A., D.P., C.H. 125.00
12 25¢ Blue Fronts, K.A., D.P., C.H. 175.00
1 5¢ Mills Club Bells (Excellent) 725.00
3 5¢ Pace Club Bells 95.00
1 10¢ Pace Club Bell 110.00
1 50¢ Pace Club Bell 300.00
1 5/10 Pace Club Bell (Comb.) 195.00
1 5/25 Pace Club Bell (Comb.) 225.00
4 5¢ Caille Club Bell 75.00
3 10¢ Caille Club Bell 85.00
2 25¢ Caille Club Bell 100.00
3 10¢ Pace Comets, 3-5 P.O. 65.00
1 5¢ Jennings Chief, 3-5 P.O. 90.00
1 5¢ Pace Rocket (Chrome) 95.00
6 5¢ Pace Deluxe or Rocket 95.00
8 Mills Stands with Keys (Crackle) . 12.50
3 Mills Q.T. Stands with Keys 8.50
9 1¢ Imps (Like New) 4.95
14 1¢ or 5¢ Liberty Bells, Cig Reels. 12.50
3 1¢ Jennings Rockaway 5 Jackpots . 12.50
1 BALL PAYOUT

6 Bally Derbys \$ 12.50
7 Bally Belmonts 12.50
38 Bally Breakness 14.50
19 Bally Breakness Deluxe 22.50
23 Bally Fairgrounds 22.50
17 Bally Sportspages 37.50
22 Bally Grandstands 50.00
4 Bally Grand National 55.00
4 Bally Pacemakers 55.00
3 Bally Thistledowns 55.00
3 Track Records 55.00
1 Bally Sportking 125.00
4 Mills Rio Consoles (Like New) 25.00
2 5¢ Pace Saratoga Console 75.00
2 Mutoscope Skyfighters 225.00

1000 Bags Original R.W.B. Machine
Folded, Stapled in 5's \$1.50
1200 Late Sales Boards 1.50
1/3 Deposit With Order, Balance C. O. D.

UNION SALES CO.

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DOUBLE PLAY DUPLEX
WEST WIND SKY BLAZER
DO-RE-MI KNOCKOUT

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F. O. B. FACTORY WILL BE PAID FOR ANY OF ABOVE LISTED GAMES

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UNITED MANUFACTURING CO. 6125 N. WESTERN AVE., CHICAGO 45, ILL.

Arcade Owners Win Praise Of Schools, Churches for Supervision of Youngsters

Work Also Pays Off in Added Patronage of Parents

CHICAGO, Feb. 23.—Again local arcade operators have brought public approval to their business enterprise for the manner in which they are treating juvenile patronage of their arcade equipment.

A survey here revealed a policy of operation which has gained the nod of consent from church, school and police authorities as well as neighboring residents and business men. Almost without exception, arcade operators permit juveniles on the premises and allow them play of machines. All play, however, wherein youngsters from 6 to 18 are involved is under the supervision of the operator himself or paid personnel.

One medium-size arcade on the West Side of the city, which is located in an area bounded by four churches, receives a good volume of patronage from teenagers or youngsters several years younger, and is a leader in the supervised form of play.

This particular location, altho on a business street, is in the midst of a highly populated residential section, with families including from one to six children. Much of this teen-age patronage comes from neighboring schools and from a movie theater directly across the street. The location has done an exceptional job in supervising play of youthful patrons, and has been commended many times.

A careful watch is kept by the operator and attendants on duty, and at no time is any youngster permitted to spend in excess of 25 to 30 cents on amusement equipment or the shooting gallery in the location.

Sets Hours Limit

The arcade has a steady stream of young patrons on Saturday and Sunday afternoons and from 3 p.m. to 6 p.m. during the week, and attendants are kept busy overseeing the play of equipment. No youngster is allowed on the premises unless in the company of an adult or unless he is waiting for other youths who may not have had their play at the machines. Teen-agers are not allowed in the arcade after 8 p.m. on any evening unless accompanied by an adult.

Such consideration for the juvenile welfare of youthful patrons has drawn neighborhood good will to the establishment, and by being attentive as to the cleanliness of the establishment and guarding jealously the type patron coming into the establishment, not only when the youngsters are there but when adult clientele comes in, the operator of this particular arcade is accepted as one of the leading business men of the community.

Freedom of juvenile supervision adopted by many families in other parts of the city have on Saturday and Sunday afternoons brought an avalanche of juveniles to Loop arcades, which have also been keeping a wary eye on this class of business.

Arcades in the Loop area attract adults the greater part of the time, but on school holidays and week ends patronage is made up largely of teen-agers.

Barred in School Time

In the Loop, juveniles are not permitted in the location during school hours, which means prior to 3 p.m. unless accompanied by a parent or adult. Youngsters who do come in are questioned immediately and sent home if their presence is unwarranted.

For a period prior to a year ago, many of the city's arcades were visited regularly by school truant officers on the lookout for delinquents and it might be said that the attention shown by operators for the welfare of the youngsters here has made it unnecessary to check locations as often as formerly.

One example of arcade supervision of juveniles which is outstanding occurred in a West Side location recently. Much good will and regard was earned for the operator when a youngster, about 7 years old, proffered a five-dollar bill to the

attendant for change to play the machines on location. The youngster was questioned as to where he got that much money and the attendant was told by the youngster that his father had given it to him.

The attendant, not amazed at this freedom in spending habits accorded the child by his parent, told the youngster that he was sorry, but if he wanted to play any of the machines in the arcade he'd better go home and bring his parent with him.

About 10 minutes after leaving the location, the youngster returned, with his father in tow, and the attendant was told by the father that the money belonged to the youngster and he could spend it anyway he chose. The father, however, thanked the attendant for his supervision and said he appreciated the attention paid to the matter.

ALWAYS AT MILWAUKEE COIN — GOOD SELECTION BETTER GAMES BEST BUYS!

CONSOLES

Pace Club Consoles, 10¢	\$125.00	Mills 4 Bells, 4/5¢, Orig. Heads, Late Ser. Nos.	\$325.00
Jenn. Club Consoles, 5¢	129.50	Jenn. Totalizer, F.P.	129.50
10¢	\$149.50; 25¢	Four Horsemen, 7-Coin Head	149.50
Jennings Ciga-Rolas, 5-10¢, Late Models, Like New	89.50	Pace Reels, 5¢, Without Rails, A-1 Condition	69.50
Callie Club Console, Late Mod., 25¢	125.00	Pace Reels, 25¢, Without Rails, A-1 Condition	125.00
Keeney Four Ways, 5-5-5-5	495.00	Pace Reels, 5¢, With Rails, A-1 Condition	89.50
Watling, Big Game, 10¢, Like New	150.00		
Bally Skill Field, 7-Coin Head	89.50		

SLOTS

Mills Brown Fronts, compl. rebuilt, club handles, drill proof, 5¢	\$150.00	Jenn. Master Silver Chief, S.P., 5¢	\$119.50
10¢	\$175.00; 25¢	10¢	\$139.50; 25¢
Mills Blue Fronts, Hand Load, Serial No. Over 400,000, 25¢	225.00	Jenn. Silver Chief or Silver Club Special, 5¢	139.50
Mills Blue Fronts, Comp. Refin., Club Handles, 5¢	150.00	10¢	\$159.50; 25¢
Mills Extraordinary, Comp. Refin., Club Handles, 5¢	125.00	Jenn. Victory Model, 5¢	119.50
10¢	\$150.00; 25¢	Pace All Star Comets, Comp. Refin. In Gold and Silver Chrome, 3/5	
Mills Orig. Gold or Silver Chromes, Drill-Proof, Club Handles, Knee Action, 3/5 or 2/5, 5¢	215.00	5¢	\$79.50; 10¢
10¢	\$225.00; 25¢	25¢	\$125.00; 50¢
Mills Copper Chrome, 25¢	225.00	Pace Rocket or Deluxe, SP, 5¢	94.50
Mills Cherry Bells, comp. refin., club handles, drill proof, 5¢	139.50	10¢	119.50
10¢	\$165.00; 25¢	Melon Bells, orig., except. clean, 5¢	125.00
Mills Q.T., 10¢, Rebuilt	69.50	10¢	\$150.00; 25¢
Jenn. 4-Star Chief, Compl. Record. and Refin., 5¢	98.50	Watl. Rolatop, 3/5, 10¢	79.50
10¢	\$125.00; 25¢	25¢	94.50
		Groetchen Columbia, late model, chrome or porcelain fin., double JP, conv., 5¢, 10¢, 25¢	79.50
		Mills Dice	89.50

LEGAL EQUIPMENT

Shoot Your Way to Tokyo	\$179.50	Rapid Fire	\$149.50
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PAY TABLES

Keeney Fortune	\$189.50
Skylark	139.50
Bally Challenger	94.50
Race King	94.50
Mills Big Race	49.50

WALL BOXES

Buckley Boxes, Late Model, Lite-Up, Chrome Finish	\$27.50
Packard Boxes, Like New	32.50
Wurlitzer #125, #120 or #320, Excellent Cond.	19.50
Seeburg Wireless Wallomatics, A-1 Shape	Write for Prices

MISCELLANEOUS

Mills or Watling Metal Safe Stands With Locks	\$ 9.50	20 Stop Discs, S.P., C.H., or Club Spec. or Cherry P.O. Set of 3	\$9.00
Strips, S.P., C.H. or Club Special, Set of 3	.45	20 Stop Star Discs, hardened	80
		Mills Orig. 4-Bell Cabinets	19.50

1/3 Deposit, Balance C. O. D.

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Designed especially for quick setting up and tearing down. More rugged, more beautiful than before. Introduces a distinctive new note in cabinet styling with clean "tailored" lines. Recessed lights illuminate sign at top and front of cabinet.

PROFITS UP TO \$1,500 PER WEEK.

Send for information showing new prices and America's most beautiful direct positive photo units. All size photos and cabinets. Fast Delivery. Reference D. & B.

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THIS GRAND PRIZE IS UNIQUE IN RADIO HISTORY

OPERATORS—Do Not Fail To Listen—OPERATORS

Speculate If FDR Dime Is Forerunner of New Series

CHICAGO, Feb. 23.—Whether the nation's coins will follow the lead of postage stamps in a parade of commemorative designs has become a subject for speculation among coinmen as the new Franklin Delano Roosevelt dime goes into circulation.

Until now regular-issue United States coins have been one of the most sacrosanct precincts which any ordinary mortal could broach. Including the late President's, only four chief executives have been so honored.

Many Presidents and U. S. statesmen have appeared on the ornate engravings of paper money, and postage stamps during recent years have become a comparatively democratic gallery of famous men and events.

It seems that it is eight times more difficult to get on a coin than to enter the White House. It took George Washington 150 years to make his appearance on the present 25-cent piece, which was first minted in 1932. Lincoln first got on the 1-cent piece in 1909. The fourth President to achieve the honor, Thomas Jefferson, has been followed so closely by Franklin Roosevelt that many are wondering whether this exclusiveness will be relaxed.

Strictly commemorative coins in half-dollar and dollar denominations have featured a greater number of public men, of course. Half-dollars, by far the most popular, have featured faces of senators and generals as well as Presidents. The only commemorative silver dollar showed both Washington and La-

fayette. But, like basic coins, commemorative coins have favored strikings of ships, women, and even animals.

Grant on Gold Piece

Gold coins, also, have used the faces of few Presidents. McKinley rates the distinction of having appeared on two gold pieces. Most recent President to enter this category was Grant, on a 1922 dollar.

Possibility of a new deal for Presidents and other famous men in future regular-issue coins is limited, however, by present coinage legislation. Under current Congressional authorization, the Treasury is empowered to change coin designs only once in 25 years. Liberalization of these laws would depend to a great extent on the political implications of honoring recent Presidents and statesmen. Also, the Bureau of the Budget has traditionally been cool toward proposals for commemorative coins.

Surplus Steel Goes on Market

WASHINGTON, Feb. 23. — Approximately \$100,000,000 worth of steel declared surplus by the army and navy, is being put on the market by the War Assets Corporation, it was announced this week.

Estimated tonnage is 1,700,000. Finished steel, it would amount to a 10 or 12-day supply based on production rates prior to the steel strike.

According to government spokesmen, the stock thus released will be enough "to keep hundreds of small plants going during the emergency."

Expediting of the sale and means of insuring fair distribution were subjects discussed at a meeting of War Assets Corporation officials with steel warehouse and distributors' representatives.

Arcade Owner Sells Coin Chute Idea to Game Manufacturers

CHICAGO, Feb. 23.—Gene Wilhelm, owner and operator of one of the largest arcades in the city's Loop has proved to the trade once again that an operator with his eyes open can benefit himself and the trade as well.

Wilhelm, who has gained much attention in the trade recently for his local newspaper advertising inviting customers into his location, has devised a coin mechanism for two Pre-Flight Trainers he has in the establishment.

Wilhelm has had several hundred of the mechanisms manufactured and has sold the bulk of them to the manufacturers of the machine so that they might install them on other trainers. Until now Wilhelm's trainers were operated by remote control. The new coin mechanism will simplify operation, he said.

Harvey Knight Dies; Once Well Known as Owner of Arcades

NEW YORK, Feb. 23.—Harvey Knight, 64, former arcade owner in the East and at one time one of the best known coin machine operators, died Tuesday (19) at his home in Long Island City. He suffered a short illness before passing away.

Knight leaves his widow, Mary L., and one son, Harvey Jr., an executive of a West Coast candy firm.

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Now Delivering the Two Latest Hits

CHICAGO COIN'S GOALEE \$525.00	BALLY'S UNDERSEA RAIDER \$399.50
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GUNS
ALL A-1 RECONDITIONED—READY FOR LOCATIONS.

2 BAZOOKA (Seeburg) \$139.50	1 TOKYO GUN \$ 99.50
2 BALLY BULL 69.50	1 SEEBURG GUN (BARTENDER), Repainted 169.50
11 BALLY BULL (Less Parts) 35.00	1 SEEBURG GUN (Photo Electric Rifle Range), Repainted 169.50
4 BALLY CONVOY 189.50	PHOTO ELECTRIC RIFLE RANGE FOR SEEBURG GUN (Changeover Unit) 14.75
4 BALLY RAPID FIRE 129.50	BARTENDER CHANGEOVER FOR SEEBURG GUN 14.75
4 EVANS TOMMY GUN 99.50	GUN LAMP BULBS FOR SEEBURGS90
10 KEENEY ANTI-AIRCRAFT 42.50	
3 KEENEY SUBMARINES 89.50	
4 KEENEY AIR RAIDERS 129.50	
1 SKY FIGHTER 219.50	
1 TANK GUN (Bally Bull) 89.50	
1 TAIL GUNNER 99.50	

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FIRST FOREIGN DISTRIBUTOR OF PHONOGRAPHS AND RELATED EQUIPMENT to sign with the Wurlitzer Company is Carlos Touche, of Buenos Aires, Argentina, seated center. Watching him ink the contract are David O. Lee, Wurlitzer export manager, standing left, and M. G. Hammergren, vice-president and director of sales, right. Touche's territory will be Argentina, Paraguay and Uruguay. While on a tour of the company's plant at North Tonawanda, N. Y., the Argentinean said he anticipates a tremendous boom in the automatic music field thruout Latin America.

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ARIZONA	KNOCKOUT
AIR CIRCUS	LAURA
BIG PARADE	LEADER
BOSCO	LIBERTY
BRAZIL	(Revamp)
CASABLANCA	SANTA FE
COVER GIRL	SEVEN UP
DEFENSE (Genco)	SHANGHAI
DO-RE-MI	(Gottlieb)
DOUBLE PLAY	SKY BLAZER
DUPLEX	SOUTH SEAS
FIVE-TEN	SPOT POOL
TWENTY	STAGE DOOR
FLAT TOP	CANTEEN
FOUR ACES	STARS
FOUR ROSES	SUNBEAM
GOBS	SUN VALLEY
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HIGH DIVE	VICTORY
IDAHO	WEST WIND
KEEP 'EM FLYING	ZOMBIE

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Springfield, Massachusetts

NEW BLACK CHERRY BELLS



5c \$238.00
 10c 243.00
 25c 248.00
 50c 328.00

Black Cherry Bell Set-Ups

Includes All NEW Parts Such as NEW Castings, Club Handle, Drill Proof Sides, Etc., Completely Drilled and Tapped. Convert your old Mills Escalator Type Machines into a Black Cherry Bell by placing them in our Black Cherry Bell Set-Ups.

\$55.00 Each
\$45.00 Each

lots of 25

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British Ready For Flood of U. S. Tourists

Coinmen See Boom Biz

LONDON, Feb. 23.—The British trade is getting set for what promises to be the greatest boom in travel between the United States and Great Britain.

Trade here expects holidays at home on the part of Britshers and tourists from abroad to inject new life into the amusement world. American coin machine traders, of course, believe the expected boom to hold increased promise for coin machine exports—when the British government grants licenses for importation of U. S.-built machines.

"One of the most important industries of Britain in the post-war era," says a recent issue of *The World's Fair*, British amusement weekly, "will be that of catering for holiday makers and tourists from abroad."

Government Aid

The same article from which the above statement is taken requests the British government to help rebuild those places which suffered heavy damage during the war. East and Southeast Coastal towns, particularly, need aid in rebuilding, the paper reports.

Commenting on the need for government aid in helping to restore three resort towns, the article said:

"This is a reasonable request; since the tourist industry can bring in millions of pounds to this country why cannot the government place it on the same footing as other big industries and grant it necessary assistance?"

Entertainment Need

"Attracting tourists from other countries is, of course, only one aspect of the problem. There is the urgent need of providing accommodation and entertainment for the millions of our own people who will trek to the seaside resorts in the summer. It cannot be long before this becomes an acute social problem.

"Even before the war, and when holidays-with-pay were just being introduced," the article continues, "the congestion and discomfort at holiday resorts at the peak period, July and August, were creating a headache for both visitors and caterers."

These accommodations, the article concludes, are even less adequate than they were before the war, and something needs to be done about them.

Photos for Fun

CHICAGO, Feb. 23.—Use of an automatic photo machine on location in the Northwestern railway depot here recently killed the "time on their hands" pleasantly for 14 army nurses just back from the Philippines who awaited an overdue train to their relocation center at Fort Sheridan, Ill.

The nurses had their pictures taken while they waited, and in turn were photographed by local news photographers as they amused themselves operating the automatic machine.

"We're just sweating it out again," said Lieut. Lois Mielke, of New Hampton, Ia., "and we'd rather stay around here than go over to the Loop because we want to make sure we get to Fort Sheridan on time."

Caption given picture published in the *Chicago Daily News* showing the girls laughing at their own pictures taken in the photomat on location in the depot read: "Stranded, But They Can Still Laugh."

Plastic Rollers For Typewriters

NEW YORK, Feb. 23.—Operators of coin-controlled typewriters, which have been appearing in gradually increasing numbers in Eastern hotels, had good news from Canada this week in a report of a long-lasting plastic platen or roller.

At Toronto, Canadian Industries, Inc., was reported to have announced that it will use the new acrylic plastic known under the trade name Lucite for typewriter rollers. Announcement said that the new rollers would double the number of carbon copies which can be produced and will last the lifetime of the machine.

Manufacturers said the plastic rollers have been used successfully on printing press and duplicators, where it was found that they are not affected by acids or humidity, and do not swell or pit after being used for stencil work. They said the rollers are being made to fit all makes and sizes of typewriters.

Canada Fixes Dollar Rate

OTTAWA, Feb. 23.—The official Foreign Exchange Control Board of Canada has fixed the buying rate for United States dollars at 10 per cent premium. This would be equivalent to a discount of 9.09 per cent on sales of Canadian dollars in New York or a 9.5 per cent discount buying Canadian dollars there.

NOW DELIVERING NEW EQUIPMENT

Mills Black Cherry Bell (genuine) Write New Vest Pockets.....\$ 74.50
 (Express prepaid anywhere)
 Chicago Coin Goalee..... 525.00
 Genco Total Roll..... 425.00
 Gofflieb Stage Door Canteen... 249.50

COMING SOON

MILLS PHONOGRAPH
 KEENEY'S BONUS SUPER BELL
 KEENEY'S ELECTRIC SELECTOR
 CIGARETTE MACHINE

LATEST PIN GAME RELEASES

WANTED 250 Mills Blue Fronts, \$75.00 ea.
WANTED 100 Lot-A-Funs and Life-A-Cards
WANTED Buckley Track Odds, D.D.J.P. Will Pay Highest Cash Prices

THOROUGHLY RECONDITIONED PIN GAMES

(SHIPPED IN NEW CARTONS)

6 5-10-20 \$125.00	1 Broadcast \$50.00	6 Big Parades ... \$125.00
3 Champs 65.00	8 Texas Mustangs. 69.50	8 Jeeps 135.00
5 Victories 90.00	4 Venus 84.50	1 Eagle Squadron. 100.00
1 Boloway 80.00	2 Sea Hawks 60.00	2 Fishin 74.50
5 Snappys 65.00	5 Spot Pools 69.50	4 Dixie 49.50
4 Sport Parades 55.00	2 Defense 90.00	2 Thumbs Up 69.50
7 Jungles 74.50	3 Big Chiefs 49.50	6 Paradise 49.50
6 Zig Zag 74.50	3 Santa Fe 210.00	2 Second Front .. 89.50
4 Star Attractions. 65.00	3 Brazil 210.00	4 Sky Riders 189.50
6 School Days 65.00	1 ABC Bowler 50.00	2 Argentine 59.50
2 Ten Spots 60.00	2 Legionnaire 50.00	3 Streamliners 225.00
5 Hi Hats 72.50	2 Home Runs, '42. 89.50	4 Air Circus 139.50
6 Gun Clubs 72.50	3 Home Runs, '41. 64.50	3 Sky Chiefs 165.00
2 Trailways 65.00	3 Showboats 64.50	2 Grand Canyons. 190.00
4 Metros 54.50	4 Boscos 89.50	3 Arizonas 225.00
3 Four Roses 54.50	6 Seven Up 65.00	2 Oklahoma 225.00
2 Attention 60.00	5 Knockouts 125.00	

ONE BALLS

Longacres \$395.00
 Pimlico 325.00
 '41 Derby 295.00
 Jockey Club 300.00
 Blue Grass 175.00
 Dark Horse 175.00
 Sport Special 125.00
 Club Trophy 250.00

SLOTS AND CONSOLES

New Mills Black Cherry Bells,
 5c-10c-25c Write
 2 25c Brown Fronts, Fl. Samples \$275.00
 2 5c 4 Star Chiefs 125.00
 2 10c 4 Star Chiefs 125.00
 2 10c Blue Fronts (Floor Sample, Like New) 200.00
 2 10c Blue Fronts 125.00
 Galloping Dominoes & Bangtails,
 2 Tone 200.00
 1 Lucky Star 100.00

OUR USED GAMES ARE WORTH MORE. THEY ARE COMPLETELY RECONDITIONED AND READY TO OPERATE.

Tyler 7-2770
 DETROIT 4, MICH. **ROBINSON SALES CO.** 7525 GRAND RIVER
 DETROIT 4, MICH.

Savings Deposits Soar Thruout U. S.

CHICAGO, Feb. 23.—A \$2,000,000,000 increase in deposits of savings banks during 1945 brings the total deposits in such institutions thruout the country to more than \$15,000,000,000.

Increase is considered a significant indication of potential consumer purchasing power over and above the current national income.

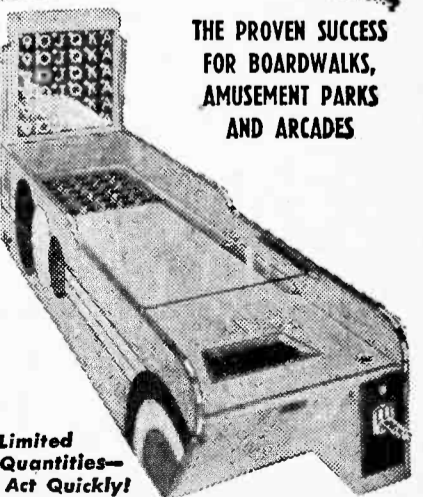
In New York State, 131 banks reported savings deposits amounting to \$8,356,576,000 at the beginning of February. This was an increase of \$75,663,000 from the previous month.

Gay-Coin Names New Detroit Sales Exec

DETROIT, Feb. 23.—Rudy Dohrman has been appointed assistant sales manager of Gay-Coin Distributors, according to James A. Passanante, regional distributor. Dohrman will serve under Gerhard (Gay) Wobermin, sales manager of the company.

Before the war Dohrman was personnel manager of the J & J Novelty Company, then headed by Passanante. Prior to entering the coin machine industry, he had been with one of the leading automotive firms in Detroit.

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Gotham "Man on the Street" Answers Coinmen's Queries

NEW YORK, Feb. 23.—The eyes of some of New York's coinmen flew open when they read the Inquiring Photographer in Thursday's (7) *Daily News*. The question "Now that the Little Flower has been retired, do you think burlesque will come back?" brought many interesting replies from men picked at random along Times Square.

Answers were evenly divided but four of them look beyond the question and answered some that coinmen had been asking of the public for a long time. These are reprinted below:

Arnold Rubens, Haven Avenue, display manager: "Yes, I think we will have burlesque before long. The reformers took it away from us, and New York isn't a reform town. Out city is the greatest amusement center in the world and we should have every kind of amusement that isn't downright offensive."

Poor Man's Sport

David Solomon, 27th Street, Paterson, N. J., actor: "Yes, I'm afraid that burlesque will come back to plague us again. But I certainly hope not. I'm opposed to slot machines, burlesque and graft. I'm also opposed to bingo, because it kept my wife from doing her housework."

Corp. John J. Gibbs, home, Brooklyn: "Yes, and we should have burlesque back again. All of us can't afford to pay four or five bucks to go to a musical production on Broadway. Burlesque is the poor man's sport. Our new mayor is Irish and sympathetic and I'm sure he will have an open mind on the subject."

Walter E. Munro, West End Avenue, stage manager: "No, I don't think so. Burlesque has become a political ques-

tion, just like the 5-cent subway fare. Politicians are afraid of it. Many persons say its return is the opening wedge to all rackets. And burlesque operators don't have too much influence."

Foreign Travel Up Since Peace

WASHINGTON, Feb. 23.—Outlook for the export of coin machines brightened this week as the U. S. Department of Commerce reported that rate of departures for U. S. citizens going abroad stepped up sharply after V-E Day, a trend that apparently has continued since V-J Day.

Latest figures available were for June, 1945, when a total of 10,922 Americans left for foreign shores, compared with an average of 6,928 per month in 1944, and an average of 5,000 a month in 1943.

Even the June departures, however, were still less than a third of the monthly number back in the days of expanding foreign trade from 1925-'29. In those days, nearly 32,134 Americans went abroad every month. In the period 1935-'39, the number had dropped to 28,423, and by 1941, with the war on in Europe, it had further declined to 14,080. But June was the third month since the outbreak of war that the number traveling abroad exceeded the 1942 average of 9,435 per month. In May, departures numbered 9,837, and in April, 9,652.

4 Firms Opened By Philly Ops

PHILADELPHIA, Feb. 23. — Increased activity is seen in coin machine circles with the advent of four new firms to the roster of operators in this area.

They are the Appel Vending Company, headed by Jack and William Appel; P. M. Music Company, Inc.; Atlas Distributing Company, Inc., and Moss Vending Company, with Samuel H. and Elizabeth G. Moss at the helm. Names of the principals in the P. M. and Atlas firms were not disclosed in application for charter filed by attorneys for the firms.

New Chi Firm Will Stress Revamps of Old Coin Machines

CHICAGO, Feb. 23.—Jeff Landers and Parker N. Brown, returned veterans with coin machine experience, announced establishment of the Mercury Coin Products Company.

Firm will specialize in reconditioning of used coin equipment, Landers and Parker said.

Headquarters are being established at 6651 North Clark Street, Chicago.

Landers served one year in the army as a member of the harbor craft unit at Camp Plauche, near New Orleans.

Brown served three years in the navy as pharmacist mate first class. During his two years overseas, Brown saw action in four major battles: at Lingayen Gulf, Luzon; Manila Bay; Attipe, New Guinea, and Finchaven, New Guinea.

Biz Future Still Bright — Vinson

WASHINGTON, Feb. 23.—Secretary of the Treasury Fred M. Vinson thought the outlook for American business was quite rosy in December, and he still thinks so, he reaffirmed this week.

Appearing before the House appropriations subcommittee, Vinson declared that the country has "plenty of money in banks, plenty of assets and an unprecedented purchasing power" to keep prosperity rolling. His testimony was just made public.

"Reconversion has been smoother than a lot of folks contemplated," he added.

SPECIALS!!

An entirely new lot of completely refinished and rebuilt slots—offered for the first time

UNCONDITIONALLY GUARANTEED, REGARDLESS OF PRICE

- 11 5c MILLS ORIGINAL BLUE FRONTS\$120.00
- 3 5c MILLS ORIGINAL CHERRY BELLS 129.50
- 1 5c MILLS ORIGINAL GOLD CHROME 179.50
- 2 5c MILLS ORIGINAL SILVER CHROME 179.50
- 1 5c MILLS ORIGINAL HAND LOAD JACKPOT 190.00
- 1 5c WATLING ROLATOP 65.00
- 1 5c MILLS ORIGINAL WAR EAGLE, 3/5 P. O. 95.00
- 1 5c MILLS ORIGINAL WAR EAGLE, 2/4 P. O. 69.50
- 8 10c MILLS ORIGINAL BLUE FRONTS 135.00
- 2 10c WATLING ROLATOP, 3/5 P. O. 79.50
- 1 10c JENNINGS 3-STAR CHIEF 99.50
- 8 25c MILLS ORIGINAL BLUE FRONTS 135.00
- 1 25c MILLS ORIGINAL GOLD CHROME 209.50
- 2 25c MILLS ORIGINAL SILVER CHROME 209.50
- 1 25c MILLS ORIGINAL CHERRY BELL 175.00
- 1 25c JENNINGS CHIEF 129.50
- 2 25c WATLING ROLATOP FRONT VENDERS 85.00
- 1 25c PACE BANTAM 39.50
- 1 50c MILLS ORIGINAL ROMAN HEAD 345.00
- 1 50c MILLS HAND LOAD J. P. WAR EAGLE WITH LATE CHROME BELL MECHANISM, GLITTER GOLD 365.00
- 1 50c JENNINGS CHIEF 295.00
- 3 50c WATLING ROLATOP 195.00
- 1 50c PACE COMET 125.00
- 2 COLUMBIA BELLS—CIGARETTE REELS—G. A. 45.00

- | | |
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| ONE BALLS | ONE BALLS |
| 17 KENTUCKY \$195.00 | 1 AMERICAN DERBY....\$65.00 |
| 12 LONG SHOT 145.00 | 1 SPORT PAGE 35.00 |
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MULLINIX AMUSEMENT COMPANY

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Bally Starts Production of Novelty Game

CHICAGO, Feb. 23.—Production of Surf Queens, first post-war novelty game of the Bally Manufacturing Company, began this week, George Jenkins, vice-president and general sales manager, has announced.

Jenkins said the manufacture of the new game will not interfere with production of Bally's other coin machines, altho for the present the prevailing shortages of certain materials will slow down output.

Back glass, playfield and cabinet of the new game are quite colorful, and Jenkins said "the bumper layout is designed for fast all-over-the-board action." Game also is made for quick adjustment to either novelty or replay, he explained.

WE HAVE ON THE FLOOR THE FOLLOWING NEW MACHINES:

- Williams SUSPENSE
- Mills VEST POCKETS
- Mills 5c BLACK CHERRY BELLS
- Mills 25c BLACK CHERRY BELLS
- Chicago Coin GOALEE
- Bally UNDERSEA RAIDER
- Gottlieb STAGE DOOR CANTEEN
- Bally VICTORY DERBY
- Packard PLA-MOR Wallboxes and Speakers.

Also These Used Machines:

- 1 Singing Tower Phono
- 2 Seeburg Rollaways
- 1 Mills Empress
- 3 Mills 25c Gold Chromes, 2/5
- 1 Mills 25c Brown Fronts, 3/5
- 3 Gold Q.T.'s, 5c Orig.
- 6 Chrome Vest Pockets, \$57.50
- 8 B & G Vest Pockets, \$49.50
- 3 Super Bells, Comb. 5c

Terms: 1/2 Certified Deposit, Bal. C.O.D.

STERLING NOVELTY CO.

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RUNYON SALES CO. 1290 Delaware Avenue Buffalo, N. Y.	HEATH DISTRIBUTING CO. 217 Third Street Macon, Georgia
EMPIRE COIN MACHINE EX. 2812 W. North Avenue Chicago, Ill.	ROTH NOVELTY CO. 54 Pennsylvania Avenue Wilkes-Barre, Pa.
AMERICAN COIN-A-MATIC MACH. CO. 1435 Fifth Avenue Pittsburgh, Pa.	ATLAS VENDING CO. 410 No. Broad Street Elizabeth, N. J.
SOUTHWEST AMUSEMENT CO. 2916 Main Street Dallas, Tex.	LOUISIANA COIN MACHINE SERVICE CO. 931 Poydras Street New Orleans, La.
J. J. GOLUMBO & CO. 116 Newbury Street Boston, Mass.	JULES OLSHEIN & CO. 1100-02 Broadway Albany 4, N. Y.
SILENT SALES CO. 200-206 11th Ave., So., Minneapolis 15, Minn.	CLARENCE BAGGETT 915 North-west 21 Oklahoma City, Okla.
MARLIN EQUIPMENT CO. 412 9th St., N. W. Washington, D. C.	THE MARKEPP CO. 4310 Carnegie Ave. Cleveland 3, Ohio
MODERN SOUTHERN DIST. CO. 459 Riverside Ave. Jacksonville, Florida 286 N. W. 29th Street Miami, Florida	BIRMINGHAM VENDING CO. 2117 3rd Ave., N. Birmingham, Ala.

Tennessee To Make Strong Bid for Nation's Tourists

KNOXVILLE, Tenn., Feb. 23.—With more than a million and a half tourists thronging to the Great Smoky Mountains National Park in 1946, Tennessee is expected to have a record year in coin play for all types of machines.

Each visitor, according to the Knoxville Tourist Association, will spend on the average of at least \$10 for service and entertainment in the State's hotels, restaurants, filling stations and resort spots. A substantial portion of this added \$15,000,000 income is expected to find its way into the chutes of jukes, vending machines and games in such locations.

Additional hundreds of thousands of dollars will be spent at lakes, dams and other near-by vacation spots.

New Biz for State

This will constitute a relatively new source of income for Tennessee, said Dr. Charles P. White, University of Tennessee economist, in a speech prepared for a recent session of the Southern Highlands Association, a group sponsored by the Knoxville Tourist Bureau.

"The tourist industry is still in its infancy here, and the opportunities are unlimited," declared Dr. White.

He characterized East Tennessee as the "ideal" resort region, with its scenery of mountains and lakes, and its historical sites.

Double for Treble?

"These natural resources can be sold and resold to tourists," said the economist, "if we attract them here with adequate services. They are permanent and

inexhaustible natural resources that others can use and enjoy, and which we can cash in on to make general prosperity for ourselves."

A doubling, or even tripling, of the Tennessee tourist business in the very near future was seen by State Commissioner of Conservation, Paul S. Mathis.

Current objective of Tennessee travel men is to enlist the co-operation of every city, State and county agency in striving to enhance the State's natural resources as a means of increasing and preserving their popularity among vacationers thru-out the nation.

Bite Put on Coins; They're All Good

WASHINGTON, Feb. 23.—No bad coins—that is the motto set up for the U. S. Assay Commission which this week tested 198,321 silver coins worth \$37,936.55.

This was the 154th annual test of the nation's coins. Every year, since 1792, random samples of the entire previous year's coinage have been inspected by a commission appointed by the President—and a bad one has yet to turn up.

The U. S. Mint Director has always made very sure that there would be none. Under the original 1792 legislation, penalty meted out to a mint director responsible for underweighted and debased coins was out and out beheading. Today there is still a stiff punishment—banishment from the federal service.

President Truman's appointees to the commission, eight men and four women, receive only expense money and a three-inch bronze medal apiece as compensation for their services.

G.I. Claims London Coin Mach. Mecca

NEW YORK, Feb. 23.—London is becoming the coin machine mecca of the world," according to Sgt. Sam Lowery, Chicagoan, in a letter to a member of The Billboard's New York staff.

Lowery says that he doesn't mean that the city is better for coin machines than New York or Chicago, but since he landed in England four years ago coin machines have come more and more into play.

An American soldier "seeing London can spend the day using coin machines and have "a swell time—in fact I have done it," Lowery states.

"For example, I get up in the morning in a Red Cross club, cross the street and get my eats by coin injections, go down into the underground and get my ticket to the amusement center of town by means of a coin-operated ticket vender. I arrive in the heart of London and a mass of Penny Arcades stare me in the face. I buy cigarettes in a coin machine. I see a booklet in a vender on the side of a store and buy it for a sixpence. When I'm ready to return to my quarters I put a shilling in an underground machine and get my ticket and nine pence in change. On the platform I buy a bar of some kind of honey-stuff from a vender for twopence and go home. It sure sounds like the U. S., eh?"

"I notice by the papers that the railroads will have coin venders on them shortly to add to the coin world here."

Ops Brighten With Philly Strike Off

PHILADELPHIA, Feb. 23.—Local coin machine operators are breathing better now that the Philadelphia Transit Company's two-day strike was settled and entertainment seekers again began to flock to locations which had been denuded of people during the labor dispute.

Tie-up of 9,655 operating and maintenance employees brought to a temporary halt all city busses, trolleys, elevated trains and subways. Thousands of passengers waited in vain on subway platforms and street corners when the tie-up went into effect.

Business, in what are normally prize locations, fell away to nothing and operators and location men tightened their belts for what looked like a long siege.

Producers To Hold Chi Show

CHICAGO, Feb. 23.—Newest producers' equipment in many industries will be shown at a Production Show and Conference sponsored by the Chicago Technical Societies' Council, Paul A. Jenkins, executive secretary, announced. Show will be held March 20 thru 22 at the Stevens Hotel.

Sixty-one manufacturers of producer's goods have registered for exhibits, he said. Exhibits will include precision castings, production control instruments, new alloys and new handling equipment.

Various means of increasing plant productivity and maintaining profit levels under current conditions will be discussed by technical men and business executives, Jenkins said. Speakers will include John L. Collyer, president of the B. F. Goodrich Company.

Bendix Adds 8 New Coin Launderettes

CHICAGO, Feb. 23.—Bendix Home Appliances, Inc., of South Bend, Ind., has issued an announcement that eight additional Launderette stores, coin-operated, self-service laundries, will be opened during February.

The announcement, however, did not mention where they will be located.



Sales Board Merchandise Operators

Make Your Own Jack-Pot Boards Easily and Simply

A 52 Prize Heading of heavy cardboard contains 52 die-cut seals which pay out any number of merchandise prizes plus cigarette or money consolations. Simply mount this heading on any size plain heading board. Open numbers take 34 seals with balance for last sale on board.

Send for sample assortment of 10 Headings—two each for 4 merchandise prizes, 6 prizes, 8 prizes, 10 prizes and 12 prizes. Price \$12.50 for assortment. Or write for further information. Single sample at \$1.25. Twelve (life guarantee) General Cigarette Lighters, mounted on beautiful display with gold frame. 1200 hole 52 prize Board—net cost \$16.50. Takes in \$60.00 less \$8.40 in free punches. An excellent assortment.

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"BEST NEWS SINCE V-J DAY"
MASTER NO. 77 PENNY-NICKEL VENDERS
READY FOR DELIVERY
THE GREATEST MERCHANDISE VENDER EVER BUILT
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YOU WILL NEVER BE HAPPY UNTIL YOU OPERATE MASTERS
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SAM STERN'S SPECIALS



Pfanstiehl Coin Machine Needles (to Operators Only in Eastern Pennsylvania and South Jersey Territory) Over 100, Ea.46	Needle Screws for Wurlitzer & Seeburg, Doz.	\$ 2.00
Over 200, Ea.45	No. 40 Bulb, 6-8 Volt, Screw Base, ctn. 200	10.50
30 Conductor Cable, Individual Wire Coded, Ft.22 1/2	No. 47 Bulb, 6-8 Volt, Screw Base, ctn. 200	10.50
Two Wire Rubber Covered Zip Cord, 500' Roll, Per Roll	9.75	No. 46 Bulb, 6-8 Volt, Screw Base, ctn. 200	10.50
1000' Roll, Per Roll	19.00	No. 50 Bulb, 6-8 Volt, Screw Base, ctn. 200	10.50
Crystal Pick-Up for Rock-Ola Phonographs, Bakelite and Metal, Ea.	5.00	No. 51 Bulb, 6-8 Volt, Bayonet Base, ctn. 200	7.70
Crystal Pick-Up for Mills Phonograph, Bakelite, Ea.	5.00	No. 55 Bulb, 6-8 Volt, Bayonet Base, ctn. 200	7.70
Rock-Ola Rectifiers for 1937 to 1940 D.C. Remote Control Power Supply Units. Eliminates Wrong Selection, Ea.	7.50	7 Watt Bulbs, Candelabra Base, Box of 10, Box83
Motor Belts for Rock-Ola Phonographs, Small, Ea.70	7 1/2 Watt Bulbs, White, 120 Volt, Case of 120, Case	8.90
Large, Ea.75	10 Watt Bulbs, Inside Frost, 120 Volt, Case of 120, Case	11.60
Micro Switches, Red and Green, for Rock-Ola and Wurlitzer, Ea.	1.25	15 Watt Bulbs, Inside Frost, 120 Volt, Case of 120, Case	8.90
Catalins, Top Corners and Lower Sides, for 1939 and 1940 Rock-Olas, Red, Yellow or Green, Ea.	12.75	25 Watt Bulbs, Inside Frost, 120 Volt, Case of 120, Case	8.90
Record Tray Discs for Rock-Ola, New Improved Metal Base, Ea.45	2 1/2 Volt Filament Transformer, 110 Volt A.C. Primary to 2 1/2 Volt Output, For Filament Supply for Any Amplifier Using 2 1/2 Volt Filament Tubes. Size 2"x1 1/2", Ea.	3.25
Main Fibre Gears for Wurlitzer Phonograph, Ea.	4.50		
Star Wheels for Wurlitzer Phonograph, Ea.35		
Star Wheel Pins for Above, Ea.35		
Tone Control Keys for Wurlitzer and Seeburg (Nickel Plated), Per 100	5.00		

1/3 Deposit, Balance C. O. D., F. O. B. Phila.

SCOTT-CROSSE COMPANY

THE EAST'S LEADING DISTRIBUTOR

1423 SPRING GARDEN STREET

PHILADELPHIA 30, PA.

Thoroughly Reconditioned—Ready To Go

ARCADE EQUIPMENT

Defender	\$179.50	Keeney Anti Aircraft	\$ 59.50
Sky Fighter	265.00	Shoot the Chutes	109.50
Chgo. Coin Hockey	209.50	Western Baseball, Deluxe	119.50
Keeney Air Raider	179.50	Groetchen Metal Typer	324.50

PIN GAMES

Hollywood	\$249.50	Shangri-La	\$149.50
Grand Canyon	249.50	Streamliner	249.50
Oklahoma	249.50	Idaho	249.50

CONSOLES

Super Bell, 5c, F. P. & P. O.	\$295.00	Mills 4-Bells, 4/5	\$325.00
Super Bell, 5 & 25c, P. O.	395.00	Mills 4-Bells, 3/5-1/25	550.00
Super Bell, 3/5-1/25, P. O.	550.00	5c Mills Club Console	225.00
Jumbo Parade, P. O., Late Head.	124.50	10c Mills Club Console	250.00
Jumbo Parade, F. P.	99.50	Hi Hand	179.50

SLOTS

Completely Rebuilt MILLS BLUE FRONTS 5c-10c-25c	Gorgeous GOLD CHROMES 5c-10c-25c-50c	Brand New Colum- bia Jackpot Bell \$132.50	Groetchen Colum- bia, Conv., 5c, 10c, 25c (Fact. Reb.) \$82.50
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Write For Lowest Prices

PAYTABLES

Sport King, P. O. \$250.00 | Turf King, P. O. \$325.00 | Jockey Club, P. O. \$350.00

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Star studded action and amazing player appeal combine to give you a board destined to be the most sensational salesboard release of this or any other year! Get your order in now and be the first to introduce this profit making, action getting salesboard in your territory!



UNVEILED

THE BOARD THAT DARES TO BE DIFFERENT

New Daring Action! New Dynamic Appeal!

1200 Holes at 5¢ \$60.00
Pays Out 26.31
Mystery Awards 7.00
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SUPERIOR PRODUCTS 14 N. PEORIA ST. CHICAGO 7, ILL.

MUSIC

2 Seeburg 8800, ESRC. Ea.	\$600.00	2 Wurlitzer 61. Ea.	\$150.00
1 Wurlitzer 750M	700.00	2 Wurlitzer 71. Ea.	209.00
2 Wurlitzer 24 in Victory Cabinets, Ea.	350.00	50 #125 Wurlitzer Wall Boxes, 5c-10c-25c, Ea.	15.50
3 Wurlitzer 24. Ea.	375.00		

CONSOLES

10 Twin Super Bells, 5-25c, F. P. P. O. Ea.	\$500.00	3 5c Paces Reels. Ea.	\$125.00
35 5c Club Bells, F. P. P. O. Ea.	219.50	25 5c Big Tops, F. P. Ea.	109.50
3 5c High Hands, F. P. P. O. Ea.	189.50	1 5c Sun Ray.	150.00

SLOTS

10 5c B. & G. Vest Pockets. Ea.	\$40.00	Mills New Vest Pockets, 5c. Ea.	\$74.50
8 5c Green Vest Pockets. Ea.	32.50		

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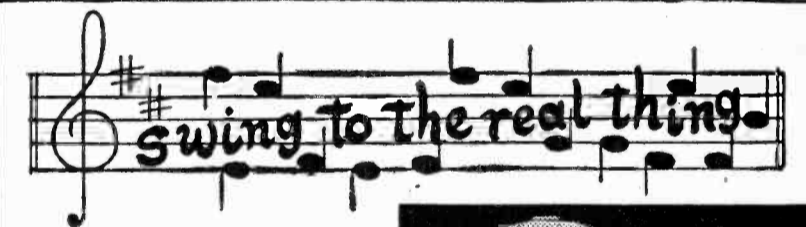
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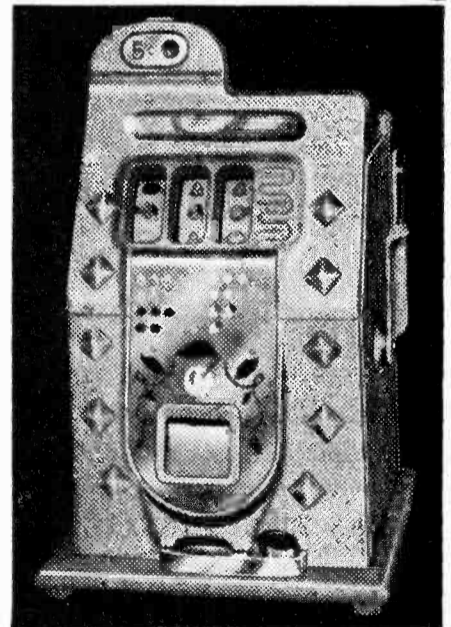
3 WURLITZER Free Play SKEEBALLS \$179.50 Ea.
3 GENCO BANK ROLLS 155.00 Ea.

THESE MACHINES IN FIRST CLASS CONDITION—OFF LOCATION—CRATED 1/3 DEPOSIT, BALANCE C. O. D.

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**BUY—
Real
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Fit All Mills Escalator Type Machines. Cabinets also available in gold or copper chrome.

- INCLUDE ALL THESE BRAND NEW FEATURES:
- light, durable wood cabinet
 - drill proof lining
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 - metal reward plate
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COMPLETE ONLY

Completely assembled, drilled and tapped. Packed individually. Specify 5¢, 10¢ or 25¢ play; 2/5 or 3/5 pay.

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BRAND NEW GENUINE MILLS VEST POCKET BELLS



Just Off the Production Line! **\$74.50** EACH
Beautiful Hammerloid Blue and Silver Finish

GUARANTEED RECONDITIONED EQUIPMENT

Jenn. 5c Club Chief Console	\$179.50
Jenn. 10c Club Chief Console	189.50
Jenn. Model XXV Cigarolla	129.50
Groetchen Columbia, GA	69.50
Mills Brown Fronts, Silver Chromes, Gold Chromes	Write

CONSOLES

Mills 4 Bells, Late	\$595.00
4-Way Super, 5 & 25c	625.00
Galloping Dom., J.P., 2-Tone Mod.	225.00
Baker's Races, D.D.	225.00
Ev. Jungle Camp	89.50

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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	36.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.80
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	8.00

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| SUPER BELLS, COMB. | CLUB TROPHY | BIG GAME |
| SUPER BELLS TWINS, | LONGACRES | FAST TIME |
| 5/25 COMB. | THOROBREDS | BIG TOP |
| HI HANDS | JUMBO PARADES, F.P. | SUN RAY |
| THREE BELLS | JUMBO PARADES, C.P., | ESCALATORS |
| CLUB BELLS | LATE HEAD | ORIGINAL 50c MILLS & |
| '41 DERBY | SILVER MOONS, F.P. | JENNINGS SLOTS |
| PIMLICO | BOBTAILS | ORIGINAL JENNINGS |
| | | \$1.00 SLOTS |

WRITE, WIRE, PHONE TODAY! ADVISE CONDITION, QUANTITY & BEST PRICE!

H. ROSENBERG CO.

625 10th AVENUE, NEW YORK 19, N. Y. LONGACRE 3-2479

ORIGINAL JAR-O-DO • ORIGINAL JAR-O-DO

BET ON "BOX-O-DO"!!

BY "JAR O' DO"!!
ORIGINAL "JAR O' DO" SCORES AGAIN WITH ITS SPECTACULAR "BOX O' DO" DEALS!!
5-STAR-HITS!

EACH ONE AS EFFECTIVE AS THE OTHER—IF YOU'RE SOLD ON TICKET DEALS WITH A FAST PROFIT, QUICK TURN-OVER AND SPEEDY REPEATS, THEN HURRY TO CASH IN ON THESE!!

Mystery Reels with Jackpot

Take It or Leave It



In Candy Box (Slot Machine Symbol Tickets)
Takes in 1260 Tickets @ 5¢ ... \$63.00
Pays Out (Average) ... 38.04

Profit (Average) ... \$24.96
(Also Available Without Jackpot Card)
Highly recommended for closed territory!
Tickets enclosed in attractive and compact containers! Candy Boxes—beautiful Vanity Cases—colorful Jewel Boxes!



In Candy Box
Takes in 1260 Tickets @ 5¢ ... \$63.00
Pays Out (Average) ... 31.00

Profit (Average) ... \$32.00
History repeats itself with these new smash-hits! With all other "Jar O' Do" discoveries—these exciting "Box O' Do" numbers will soon fulfill your wish for speedy profit!!

AROUND THE WORLD

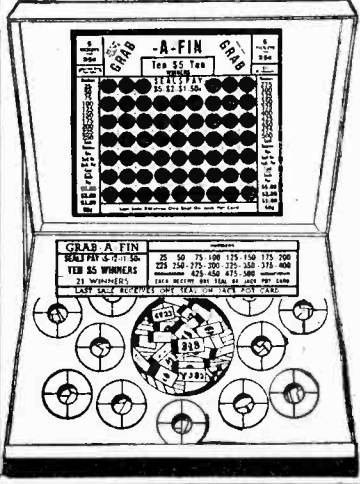
In Fancy Jewel Box



Takes in 1260 Tickets @ 5¢ ... \$63.00
Pays Out:
Card (Average) ... \$12.53
Consolations ... 22.50
35.03

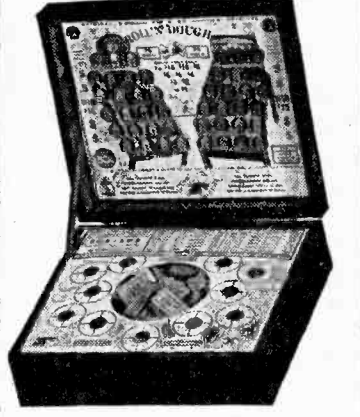
Profit (Average) ... \$27.97
81 WINNERS

GRAB-A-FIN JACKPOT



Takes in 1200 Tickets @ 5 for 25¢ ... \$60.00
Pays Out 21 Seals (Average) ... 26.00
Profit (Average) ... \$34.00

ROLL 'N' DOUGH



In Fancy Jewel Box
Takes in 1260 Tickets @ 5¢ ... \$63.00
Pays Out:
Card (Average) ... \$13.86
Consolations ... 19.50
33.36

Profit (Average) ... \$29.64
79 WINNERS

UNIVERSAL MANUFACTURING COMPANY

"WORLD'S FOREMOST MFR. OF JAR GAMES"
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KANSAS CITY 6, MISSOURI

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TRADE IN Your Used Equipment NOW.
Build Your Route Up With Money Making Equipment.
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YOU CAN always buy with confidence from Cleveland Coin! This week we offer—

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MUSIO	
5 A.M.I. Singing Towers	\$350.00
3 Toplights	275.00
2 Mills 12 Record	125.00
1 Wurlitzer Original 24 Celler Job, R.C.	295.00
2 A.M.I. Celler Job, R.C. with 5 Wall Boxes. Each	235.00
3 Rock-Ola Imperial 20's with Buckley Adaptors, Celler Jobs	225.00
20 Buckley Wall Boxes	17.50
1 Mills Throne of Music	350.00
BRAND NEW PACKARD WALL BOXES	36.95

BRAND NEW UNIVERSAL AMPLIFIERS—
Suitable for use on all type Phonographs \$47.50

ARCADE EQUIPMENT	
2 Brown Anti-Aircraft Guns	\$ 85.00
1 9 1/2 Ft. Bowling League	150.00
3 Keeney Air Raiders	165.00
1 Evans Ski Ballette	85.00
6 Slap the Japs	110.00
2 Rapid Fires	140.00
2 6 Ft. X-Ray Pokers	110.00
7 Bumper Bowlings	75.00
1 Keep Punching	110.00
1 Peo's Bank-a-Ball	125.00
1 Periscope	125.00
1 Keeney Submarine Gun	125.00
1 U Pop It Popcorn Vendor, 5¢	125.00
1 Evans Barrel Roll	150.00
1 Major League	95.00
3 Western Baseballs	95.00
1 Upright Watling 1¢ Scale	75.00

200 MILLS SLOTS
Consisting of nickels, dimes and quarters—**BLUE FRONTS, BROWN FRONTS and CHROMES—**
MERCHANDISE BETTER THAN AVERAGE—**WE WANT AN OFFER!**

CONSOLES	
2 Maybells, 4 Nickel	\$295.00
3 Paces Races, Brown with Daily Double	195.00
1 Keeney 9 Head Pastime	125.00
2 '38 Track Times	125.00
2 Keeney Kentucky Clubs	225.00
2 Bally Club Bells, Combination	125.00
1 Evans Galloping Dominoe, Early Model	150.00
1 Evans Bang Talls, Early Model	150.00
1 Paces Reels Jr., With Ralls	115.00
1 Paces Saratoga Jr., With Ralls	110.00
1 Two-Nickel Super Bell	295.00
1 Paces Reels, Free Play, Payout Comb.	150.00

AVAILABLE NOW!
KEENEY'S BONUS SUPER BELL

Free play and cash payout combination console. Single coin head or two coin head. Each head takes up to five coins; 5 or 10-coin multiple, large jackpot, terrific player appeal! **NICKEL, DIME OR QUARTER** combinations!
Distributors for OHIO AND WEST VIRGINIA. Orders taken now for preferred delivery!
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Chicago Coin's GOALEE	\$525.00
Genco's TOTAL ROLL	425.00
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Gottlieb's STAGE DOOR CANTEN.	249.50
Exhibit's BIG HIT	298.50
Exhibit's BIG HIT, Four Nickel Multi's	378.50

VENDING MACHINES
IMMEDIATE DELIVERY ON BRAND NEW
Esquire Model V, Cabinet Type Machine \$12.50
Advance Model D Ball Gum Vendor 9.00
Advance Model 11 Merchandise Vendor 9.50
SPECIAL PRICES ON QUANTITY ORDERS.

TERMS: 1/2 Deposit With ALL Orders, Balance C. O. D.

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Wanted

At Once
Any Quantity!

PUNCH TOPS
FORMATION POWERHOUSE
BIG LEAGUE
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FOR SALE—FOR SALE
MUTOSCOPE PHOTOMATICS
Early and Late Models. All in Good Working Condition. 500 Pieces of Arcade Equipment of All Kinds.
TONY BRILL
311 N. Reno St. Los Angeles 26, Calif.

PHONOGRAPH and PINBALL MECHANICS WANTED AT ONCE

By Aggressive Distributor

Must be highly recommended and thoroughly experienced.

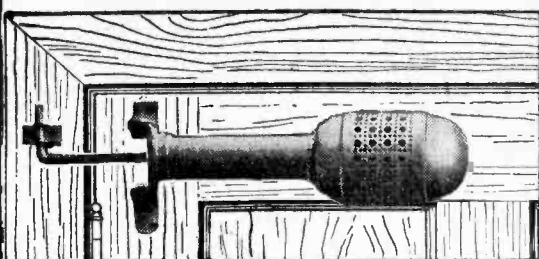
Bright future. Splendid opportunity. Excellent salary.

Write, stating references, experience and salary requirements.



Distributors of Coin Operated Machines and Devices.
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AER-O-MATIC DEODORIZER
FOR PUBLIC RESTROOMS AND BUILDINGS



- Tried, Tested Approved
- Scientifically Correct
- Streamlined
- Built for Years of Service
- Simple to Install
- Refills Locked by Special Tool

U. S. Pat. No. D-142949, and Other Patents Pending.

Establish your own route and business. Insured monthly dependable income. Every dollar invested worth three dollars 4 months after units are installed. Every public-serving establishment and building your prospect.

Fully guaranteed, our product speaks for itself—backed by successful operators of the AER-O-MATIC DEODORIZERS in all parts of the U. S. A., Canada and South America.
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PACKARD'S SENSATIONAL PHONOGRAPH
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WE CAN SUPPLY YOU WITH

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| BLACK CHERRY BELLS | PACE ALL STARS—DELUXE |
| GOLD CHROMES | JUMBO PARADES |
| BROWN FRONTS | FOUR BELLS |
| BLUE FRONTS | KEENEY SUPER BELLS |
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| JENNINGS CHIEFS | PACKARD WALL BOXES |
| FOUR STAR—MODEL M | |

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WE WILL BUY EXTRAORDINARY CASTINGS AND CABINETS.
WE WILL BUY MILLS ESCALATOR TYPE MACHINES.



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FOR SALE—ANY NUMBER
WURLITZER SKEE BALLS
GENCO BANK ROLL ALLEYS

All Sizes — Thoroughly Reconditioned — Ready for Location

NOW DELIVERING
GENCO TOTAL ROLLS
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FOR SALE 4 RAPID FIRES In Good Condition \$75.00 EA.
3 SHOOT THE CHUTES (Seeburg Ray Guns) \$75.00 EA.

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YOU will get accurate facsimile photographic copies actual size. For letters, blueprints, diagrams, charts, bulletins, maps, tracings, etc.; in fact, anything written, printed, drawn. "EXACT-PHOTE-COPY" will copy them in a few seconds.

Victory Model complete, ready to operate, \$75.00. Makes copies up to 8 1/2 x 14. Larger sizes available. Complete line of supplies, including Duplex Paper to make copies of Discharge Papers, etc.

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PROPOSITION WILL STAND
RIGID INVESTIGATION
PRICE \$140,000

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Skee Barrel Roll, Used	295.00
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Shoot Your Way to Tokyo	99.50
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All Machines Ready For Location;
1/3 Deposit, Balance C. O. D.

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"PRE-FLIGHT TRAINER"

that's All we ask!

for name of
WRITE, WIRE, PHONE nearest distributor

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*REG. U. S. PAT. OFF.

INTERNATIONAL MUTOSCOPE CORPORATION
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44-01 Eleventh Street Long Island City 1, New York
1946 — OUR 51ST YEAR OF SERVICE

Calling All **OPERATORS**

NEW FEATURES

EXHIBIT CARDS

PLACE ANYWHERE • LEGAL EVERYWHERE

Hundreds of spots in your territory to make extra big money. Collect the Pennies with the Nickels with this hustling

EXHIBIT IDEAL CARD VENDER

Takes little counter space. Vends cards (post card size) of fine reproductions of popular MOVIE, RADIO and Sports Folk wanted by most everybody. Big selection of 44 series to keep each location a live money maker for you.

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"Smiley"

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Pioneer Coin Machine Co.

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NEW!

NEW Name!
M. S. WOLF DISTRIBUTING CO.

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PORTLAND, OREGON; SEATTLE, WASHINGTON

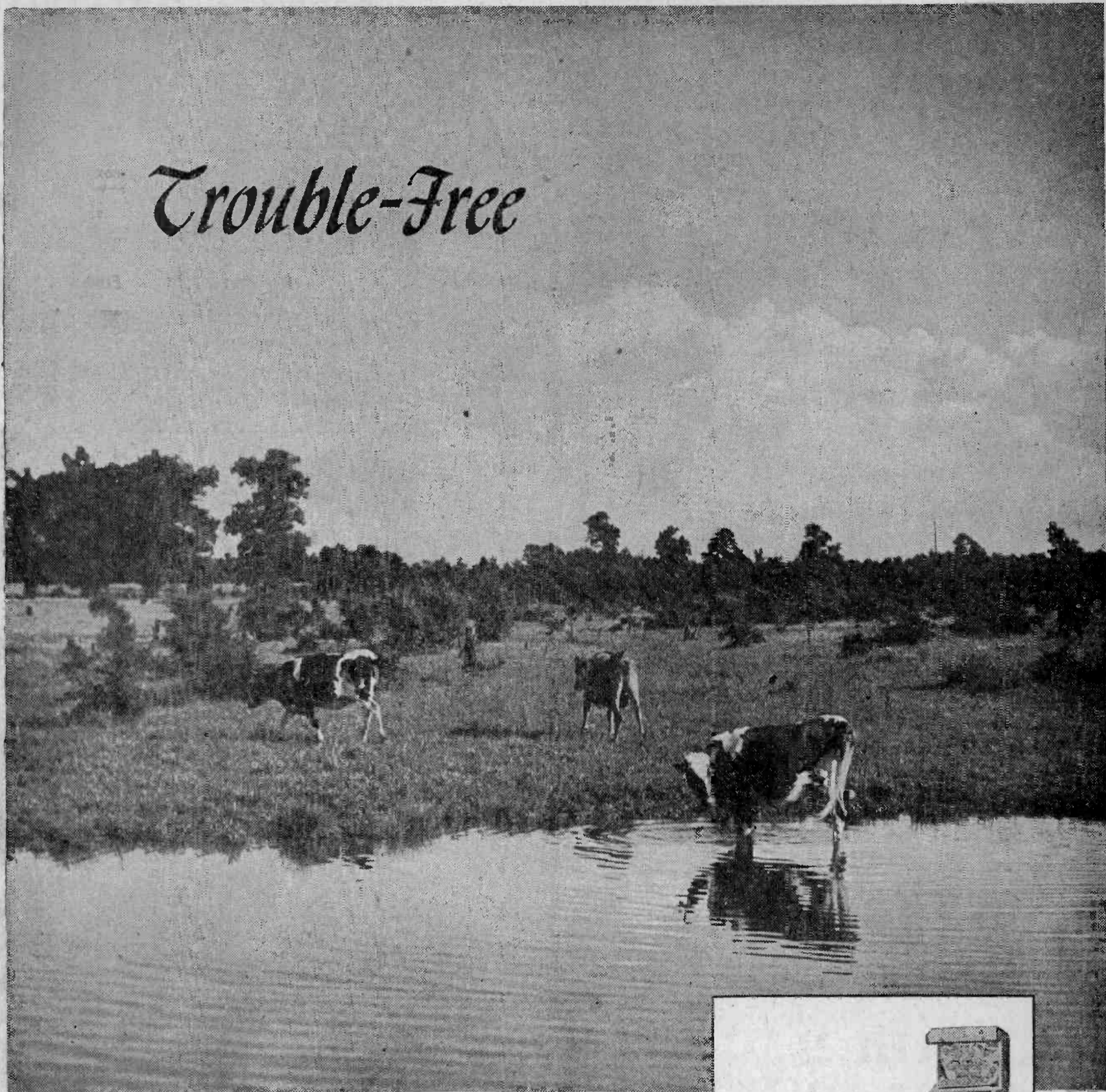
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We'll distribute AMI Phonographs and AMI Automatic Music in Oregon and Washington, as well as California, Nevada, Arizona, and Hawaiian Islands.

NEW Merchandise!
All the latest numbers in coin operated machines!

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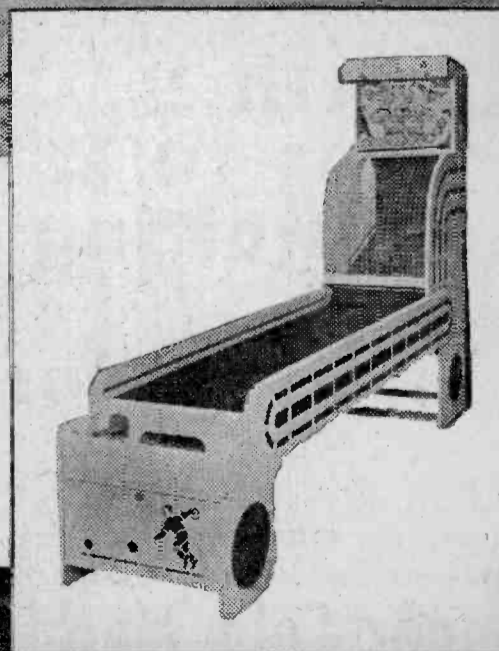
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Bank Roll is an operating joy . . . because it is constructed and designed to give operators that money-making, time-saving feature . . . a mechanism with all the bugs removed . . . to guarantee an operation that is . . . TROUBLE-FREE

And a TROUBLE-FREE mechanism is a feature that will always be a MUST in an AMUSEMENT ENTERPRISES CO. Product



AMUSEMENT ENTERPRISES CO.

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9 FOOT SIZE
\$375⁰⁰
F.O.B. N. Y.

12 AND 14 FOOT SIZES
PRICES ON REQUEST
ORDER FROM YOUR
NEAREST DISTRIBUTOR

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1649 ST. CLAIR ST., CLEVELAND, OHIO

Distributed in Ill., Iowa, Ind., & Wis. by
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ATTENTION!!! ATTENTION!!! ATTENTION!!! WE WANT 1000 5-BALL F. P. PIN GAMES CASH WAITING SEND US YOUR COMPLETE LIST

BRAND NEW RELEASES FROM THE FACTORIES

Table listing various pin games and their prices, including Evans Bangtalls, Jennings Bronze Chief, and Mills New 5c Vest Pockets.

NOW DELIVERING

Table listing game models like GOALEE, UNDERSEA, RAIDER, VICTORY DERBY, LITE LEAGUE, and SPECIAL with their respective prices.

IMMEDIATE SHIPMENT

STAGE DOOR CANTEN—LAURA—HOLLYWOOD AND ALL UNITED REVAMPS. \$249.50 Ea.

BEAUTIFULLY RECONDITIONED ARCADE EQUIPMENT

Large table listing various arcade games such as Air Raider, Ace Bomber, Astrology, Baseball Western, and many others with their prices.

SPECIALS

Mills Used 5c Blue and Gold Vest Pockets, Perfect Condition, Ea. \$52.50 New Pin Game Cartons, Ea. \$2.00 New Mills 4 Bell Cabinets, Ea. \$22.50

EXPORT TRADE! With the lifting of Export Restrictions we have opened our Foreign Sales Department. Send for information about all coin operated equipment.

WRITE FOR LISTS: SPECIAL REBUILT SLOT MACHINE VALUES. Arcade Equipment, Automatic Payout Consoles, 1 & 5-Ball F.P. Pin Games and 1-Ball Multiple P.O. Tables.

TERMS: 1/3 Deposit, Balance C. O. D. or Sight Draft.

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HARD TO GET COIN MACHINE

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Try Us For ANY Coin Machine Part You Need Send for Our Time and Money Saving List

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PARTS FOR EVERY OPERATOR'S NEED

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ANY QUANTITY

MILLS SLOTS

ESCALATOR MODELS

WILL PAY TOP CASH PRICE

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4223 W. LAKE ST.,

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MR. OPERATOR: THIS IS IT!

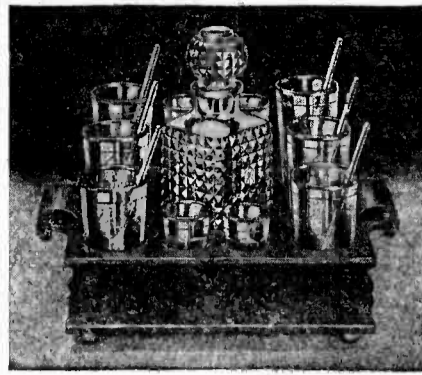
Good, Clean Equipment—Immediate Shipment

Table listing various coin machine models and their prices, including Yankee Doodle, Streamliner, Silver Spray, and others.

Table listing more coin machine models like Rock-Ola Monarch Remote, Bally Rapid Fire, and Seeburg Jap Gun.

What Have You To Sell or Trade? 1/2 Certified Deposit, Balance C. O. D. Linden 8157 We Will Buy Your Music Route.

THOMPSON MUSIC COMPANY, 3006 Preble Avenue, Pittsburgh 12, Pennsylvania



"BARETTE" 19 Piece Set

- 1 Walnut Finish Cabinet, 10 1/4" by 14 1/2" by 3 1/2" with 2 easy grip handles. 6 Crystal Hi Ball Glasses. 4 Crystal Spirit Glasses. 6 Crystal Swizzle Sticks. 1 Crystal Decanter. 1 Stopper.

INDIVIDUALLY BOXED.

Complete 19 Piece Set—Wt. 8 Lbs. PRICES:

Table showing prices for different quantities of Barette sets: 36 Sets or More (\$2.37 Per Set), 12 Sets (2.50 Per Set), 6 Sets (2.67 Per Set), Less Than 6 Sets (3.00 Per Set).

Also Furnished in a Salesboard Deal as Follows:

Barette Deal #232

1500 Holes @ 5c. Takes in \$75.00. Gives out 6 Barettes, 10 \$1.00 winners, 10 50c winners and 20 25c winners. Total payout \$20.00. Profit \$55.00 less cost of deal.

Price per deal complete

\$17.00

25% Deposit With All Orders.

Write for our complete Salesboard and Novelty catalogue.

Advertisement for BEVERAGE SETS, showing a grid of 19 pieces and a list of numbers for each set.

THE WORLD'S GREATEST SALESBOARD VALUES!

In this line over twenty-five years

A.N.S. SALES, INC.

312 EAST MARKET ST,

ELMIRA, N. Y.

SUPER QUALITY TUBULAR COIN WRAPPERS

Table listing prices for tubular coin wrappers: \$2.00 Nickels - 25M to Case (1 Case .75c M, 3 Cases .70c M), 6 Cases .63c M, 15 Cases .60c M.

REGULAR QUALITY TUBULAR COIN WRAPPERS

Table listing prices for regular quality tubular coin wrappers: 50c Pennies - 19M to Case (1 Case .65c M, 3 Cases .60c M), \$ 5.00 Dimes - 20M to Case (6 Cases .53c M), \$10.00 Quarters - 15M to Case (15 Cases .50c M).

LESS THAN CASE LOTS ASSORTED DENOMINATIONS Super Quality .80c M | Regular Quality .70c M Specify "Super" or "Regular" Quality When Ordering.

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Table listing prices for maple skee balls: 2 1/2" Each .42c; per 100 \$37.50, 2 3/4" Each .55c; per 100 \$2.00, 3 3/8" Each .55c; per 100 \$2.00.

BLOCK MARBLE CO

1527 FAIRMOUNT AVE. PHILADELPHIA 30, PA. Get it from BLOCK—They have it in stock!

WE WILL PAY UP TO \$50,000 FOR ROUTE

OF PHONOGRAPHS AND ONE AND FIVE BALL FREE PLAY GAMES LOCATED IN CENTRAL OR WESTERN NEW YORK WE ALSO BUY AND PAY TOP PRICES FOR PHONOGRAPHS AND FREE PLAY GAMES SEND YOUR LIST AND PRICE TODAY

KERTMAN SALES CORP.

573-575 CLINTON AVE., N. PHONE: MAIN 2507 ROCHESTER 5, N. Y.

NOW DELIVERING BRAND NEW DOWNEY-JOHNSON PORTABLE COIN COUNTING MACHINES

COUNTS ALL SIZE COINS

\$147.50 each

COIN WRAPPERS, Samples and Prices on Request.

MAX SCHUBB Successor to Schubb & Company

MUSKEGON, MICHIGAN — Direct Factory Distributors

THE EVENT
OF THE YEAR

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ELECTRONIC PHONOGRAPH
SCIENTIFIC MARVEL OF THE CENTURY
IS HERE!

SEE IT! HEAR IT! MARVEL AT IT!

AT THE
SHOWROOMS
OF

ATLAS

DISTRIBUTING CO., INC.

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PHILADELPHIA, PA.

Sam Weinstein, Pres.

AND AT THE
SHOWROOMS
OF

MANHATTAN

PHONO CO., INC.

767 TENTH AVE.

NEW YORK CITY

Dave Margolin, Pres.

THE
DATE

SUNDAY, MARCH 3rd

ATLAS DISTRIBUTING CO., INC.
2013 N. BROAD ST., PHILADELPHIA, PA.

MANHATTAN PHONO CO., INC.
767 TENTH AVE., NEW YORK, N. Y.

MILLS NEW POST-WAR MACHINES

**ORDER TODAY
IMMEDIATE
SHIPMENT**

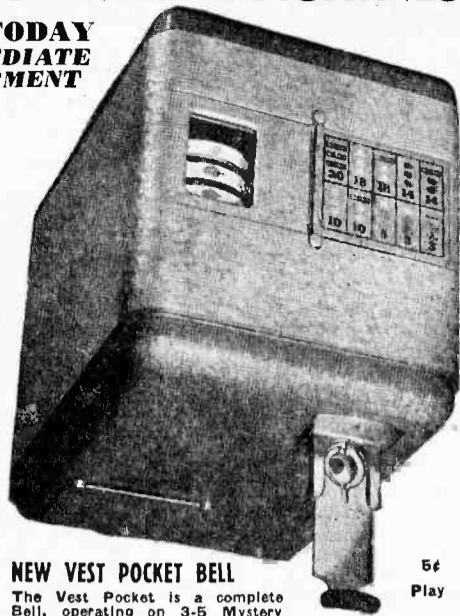


BLACK CHERRY BELL

This wonderful new Bell is now ready for delivery in 5¢, 10¢, 25¢ and 50¢ Play. This machine actually glows and sparkles with brilliant dashes of Silver, Black, Red and Green.

Write For Prices

NEW SAFE STANDS \$22.50
Send 1/3 Deposit With Order.



NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup. In front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. **BLUE & SILVER or GOLD & SILVER.**

5¢ Play

\$74.50

SICKING, INC. 1401 CENTRAL PARKWAY, CINCINNATI 14, O.

Immediate Delivery!

PACES RACES

Rebuilt with genuine pre-war parts. Cabinets new or like new. Trim and cabinet hardware refinished like new. 5c and 25c play.

Write for Prices

NOW AVAILABLE—QUANTITIES LIMITED

BRAND NEW

BANG TAILS

GALLOPING DOMINOS

H. C. EVANS & CO.

1520-1530 W. ADAMS STREET

CHICAGO 7, ILLINOIS

**ANOTHER SENSATIONAL
GARDNER - GIRL - BOARD**

TOPSY TURVY 5¢ JACKPOT PAYS \$10

25¢	25¢
20¢	20¢
20¢	20¢
20¢	20¢
15¢	15¢
15¢	15¢
15¢	15¢
15¢	15¢

OR \$5.11

ADVANCE TO TOPSY HOLES

TOPSY HOLES 50¢ JACKPOT

25¢ 50¢

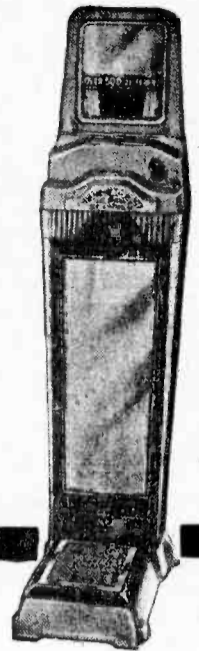
WRITE FOR CIRCULAR 4512

1000 NEW JUMBO HOLES
5c Play
\$31.00 PROFIT
ORDER AS
No. 1000 TOPSY TURVY
Write for Circular 4512

GARDNER & CO.
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CHICAGO, 16



**NEW SCALES
SOON**



**We Can Rebuild Your Old Scales
and Make Them Look Like New**

Get your Scales rebuilt now and have them ready for your big season.

WATLING MFG. CO.

4650 W. Fulton St.

CHICAGO 44, ILL.

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Cable Address "WATLINGITE," Chicago

IT'S NEW!

MERCURY RAY GUN SHOOT the BARTENDER

The operators' biggest money maker in Ray Guns.

Converted from Seeburg Chicken Sams and Japs. Entire mechanism rebuilt from A-Z by mechanics who have spent years in the business. Cabinets completely refinished and re-painted. This machine looks and works like new. We take pride in turning out the best change over job to be had in arcade equipment today. Send in your orders now.

\$155.00

**TERMS—1/3 DEPOSIT,
BALANCE C. O. D.
F. O. B. CHICAGO**

MERCURY SHOOT THE BARTENDER CONVERSION

Can be installed on location in ten minutes. More than pays for itself in one week. The greatest player appeal for any scenery of its type. This includes a doll, hand-painted by a well known Chicago artist. Makes a new game out of your old Chicken Sam, Jap, or Convict. Comes complete—ready for installation.

SAMPLE \$22.50

LOTS OF THREE \$19.50

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Seeburg Chicken Sams and Jailbirds. Must be complete with all parts. Do not have to be in working order. Ship us what you have on hand today.

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Must Be Complete with All Parts—Not Necessarily In
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1A5GT	1.10	6ABG	1.00	12A8	1.00	28	.75
1A7GT	1.30	6CS	1.00	12K7	1.00	27	.70
1A5GT	1.10	6C6	1.00	12SK7	1.00	38	1.10
1LA6	2.35	6D4	1.00	12SQ7	1.00	43	1.10
1LN5	2.35	6F5GT	1.00	2516	1.30	47	1.10
1N5GT	1.30	6F6G	.90	25Z6	1.00	71	.90
2A3	1.95	6J5	.90	35Z5	.85	75	.85
2A4G	2.35	6K7GT	1.00	35A5	1.30	76	.90
3Q5GT	1.60	6L6	1.95	35Z3	1.30	77	.90
5U4G	1.00	6Q7G	.90	50L6	1.10	78	.90
5Y3	.70	6SA7	1.00	2051	2.55	80	.70
5Z3	1.10	6SK7	1.00	117Z6	1.60	84	1.10
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Can be installed on location in twenty minutes. Pays for itself and allows a profit in one week's time. Colorful, with top player appeal, it makes a new piece of equipment out of your old Seeburg Chicken Sams, Convicts or Japs. Complete conversion ready for installation.

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1 Sky Fighter	225.00	2 Seeburg 8800's, Ea.	600.00
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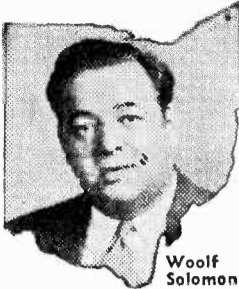
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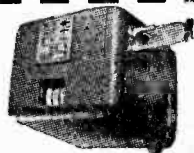
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5 Rock-Ola Wall Boxes	12.50	6 Rock-Ola Amplifiers, Less Tubes	30.00
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25¢ Baker's Paces, D.D., J.P.	325.00	1 10¢ Jennings Chief	125.00
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MILLS FOUR BELLS, LATE HEAD. 2 CHICAGO METAL REVOLVARDOUND DOUBLE STANDS.
No Junk, please. We want only good Four Bells and Stands.

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Monicker	79.50	Argentine	72.50	Ten Spot	59.50
Venus	79.50	Star Attraction	69.50	Zig-Zag	59.50
Gun Club	74.50	Texas Mustang	69.50	Wildfire	49.50
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WANTED

25 ROCK-OLA '39 COUNTER MODELS. 1939 Rock-Ola Deluxe, Standards, Supers, Masters. Wurlitzer 616, 500 Kybd., 600, 700, 750E, 750M, 800, 850, COUNTER MODELS 71 and 81. Zombie, Midway, Sun Beam, Double Play, West Wind, Do-Re-Mi, Stars, Leader, Duplex, Sky Blazer, Knockout, Big Parade.

CONSOLES—ONE BALLS—ARCADE EQUIPMENT—SLOTS

CONSOLES

Bally Club Bells, Comb., Late	\$239.00
5c Super Bell, Comb., F.P. & P.O.	249.50
Jumbo Parade, P.O.	115.00
Jumbo Parade, F.P.	95.00
Olgarolla, Lat., Exc. Cond.	75.00

ONE BALLS

Turf King, P.O.	\$325.00
Jockey Club, P.O.	325.00
Pimlico, F.P.	325.00
'41 Derby, F.P.	325.00
Dark Horse	165.00
Sport Special, F.P.	155.00
Record Time, F.P.	155.00
Club Trophy, F.P.	275.00
Blue Grass	195.00
Long Shot	250.00
Sport King	225.00
Kentucky	275.00

ARCADE

Keeney Anti-Aircrafts, Exc. Cond.	\$ 35.00
Tommy Guns	95.00
Keeney Submarine	125.00
Slap the Jap	125.00
ABT Target, F. Blue Cab.	24.50
Gott. Triple Grip	17.50
Chicago Coin Hockey	210.00

SLOTS

2 Watt. Rotatops, 5c. Ea.	\$ 95.00
Mills Q.T.'s Glitter Gold, Rebuilt, 5c.	89.50
Mills 5c Vest Pocket, Refinished	45.00
Jenn. Sky Chief, 5c, Chrome Front	139.00
Mills Blue Front, 5c	125.00
Mills Blue Front, 10c	150.00
Mills Brown Front, 5c	150.00
Mills Brown Front, 10c	175.00

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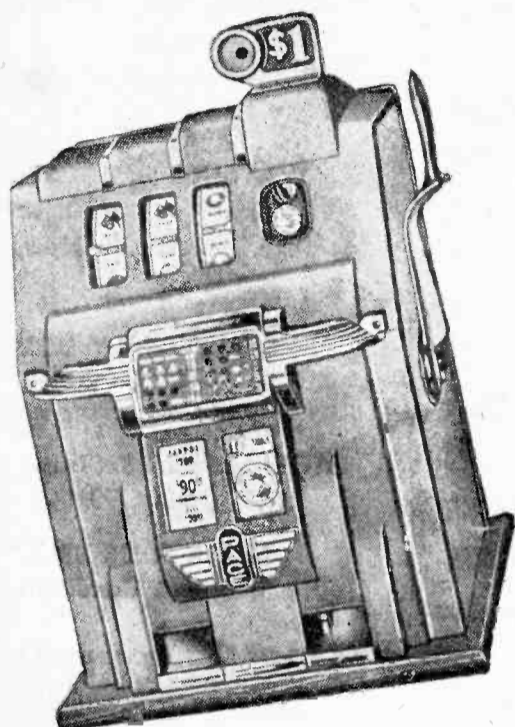
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 1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

PAGE 1946 "DE LUXE" CHERRY BELLS

\$1.00--One Dollar

50c--Half Dollar

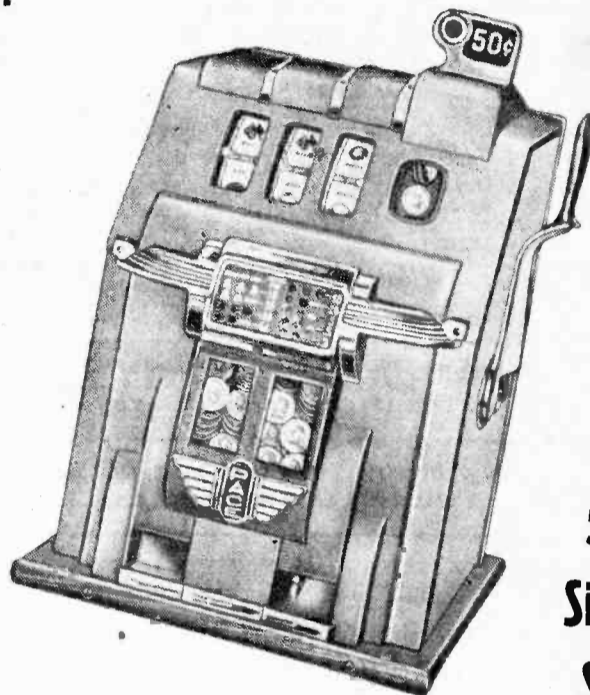
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DRILL-PROOF
RUST-PROOF
PLATES ON
BOTH SIDES
OF CABINET
OUTSIDE**

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NOW
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PROMISES**



**50c
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Battling Practice	65.00	Keeney Submarine	120.00	the Jap	24.50
Cadillac	30.00	Mystic	39.50	3 Up	29.50
Click	54.50	Paradise	24.50	3 Exhibit Long Champs	52.50
Double Feature	25.00	Plokem	24.50	Turf Champ	
4 Aces	124.50	Sara Suzy	24.50		

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EVANS BANGTAILS, 25c COMBINATION FREE PLAY & PAY OUT, 7-COIN	799.50		
EVANS TEN STRIKE, \$372.50; WITH FREE PLAY	435.00		
KLEER-FLO PARTS CLEANER AND 30 GALLON DRUM OF FLUID	129.50		
BALLY VICTORY DERBY, ONE BALL PAY OUT	574.50		
BALLY VICTORY SPECIAL, ONE BALL, FREE PLAY	589.50		
MILLS NEW BLUE & SILVER VEST POCKETS	74.50		
VICTOR MODEL "V" NUT & GUM VENDOR	10.50		
PREMIER SKEE BARREL ROLL, CRATED	404.50		
AMUSEMATIC'S LITE LEAGUE	425.00		
SUPER SKEE ROLL	349.50		
NEW HEAVY SLOT SAFES, DOUBLE, \$175.00; TRIPLE	245.00		
GROETCHEN COLUMBIA BELL, CONV. 1-5-10-25 CENT PLAY, J.P.	132.50		
EVANS 5c BANGTAILS & GALLOPING DOMINOES, CASH PAY, 10 DAY DELIVERY	596.50		

SPECIAL! 18 PACE SARATOGA COMB. F.P. & T.O., with Rails and Skill Field, Used \$189.50

12 NEW PACE SARATOGA COMB. F.P. & T.O., with Rails and Skill Field 239.50

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30 LATE COLUMBIAS, WIDE FRUIT REELS, G.A. 89.50

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5¢ SUPER BELL, COMB.	\$294.50
HI HANDS, COMB.	179.50
4 WAY SUPER BELL, 4-5¢	489.50
MILLS JUMBO, C.P.	89.50
WATLING BIG GAME, P.O., 10¢	149.50
WATLING BIG GAME, P.O., 25¢	189.50
BALLY BIG TOP, P.O.	109.50
5¢ GALLOPING DOMINOES	225.00
5¢ BANGTAILS	225.00
TWIN SUPER BELL, 5 & 5	325.00
EVANS 5¢ LUCKY STAR	149.50

ARCADE

RAPID FIRE, A-1	\$165.00
SHOOT THE CHUTES	109.50
RAPID FIRE GUN CASTINGS, New	19.50
CHICAGO COIN HOCKEY	219.50
SKILL JUMP & STAND	59.50
TOMMY GUN, LATE MODEL	149.50
PENNY PHONO, CINEMATONE	99.50
ROCK-OLA WORLD SERIES	99.50
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ZINGO PERFECT	179.50
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EVANS TEN STRIKE	79.50
BATTING PRACTICE	119.50
EXHIBIT DIGGER	79.50
KEENEY SUBMARINE	189.50
KEEP 'EM PUNCHING	89.50
GENCO HOOPS	49.50

ONE BALLS

CONTEST, 1 OR 5 BALL	\$ 84.50
FAIRGROUNDS	49.50
SPORT KING	239.50
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'41 DERBY	339.50
PIMLICO	369.50
BALLY DARK HORSE	179.50
JOCKEY CLUB	339.50
KENTUCKY	299.50
CLUB TROPHY	315.00
TURF KING	395.00
LONG SHOT	269.50
SANTA ANITA	185.00
SPORTSMAN, F.P.	195.00
SKYLARK, F.P. or P.O.	175.00
SPORT SPECIAL, F.P.	169.50
REGORD TIME, F.P.	174.50
LONGACRE, F.P.	435.00

SLOTS

10¢ JENN. SKY CHIEF, SPECIAL	\$189.50
5¢ WATL. ROLATOP, REBUILT	119.50
1¢ MILLS Q.T.	49.50
25¢ JENN. CLUB CONSOLE	249.50
5¢ CHERRY BELL, C.H.K.A.	169.50
10¢ BLUE FRONT, PERFECT	169.50
10¢ MILLS CHROME	295.00
GROETCHEN COLUMBIA, G.A.	89.50
5¢ VEST POCKETS, BLUE & GOLD	54.50
25¢ CAILLE, 3-5, RED ENAMEL	89.50
5¢ BLUE & GOLD VEST POCKETS	54.50
5¢ CHROME VEST POCKETS	59.50
5¢ BROWN FRONT	179.50
10¢ WATLING ROLATOP	99.50
1¢ AMERICAN EAGLES	14.50
5¢ AMERICAN EAGLES	19.50
5¢ MILLS MELON BELL	169.50
5¢ JENN. SILVER CHIEF	149.50
5¢ MILLS SILVER CHROME	265.00

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TEN SPOT	64.50
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BIG CHIEF	49.50

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HOLLYWOOD	249.50
BIG THREE	109.50
BIG TOP	249.50
SOUTH SEAS	279.50
FOREIGN COLORS	109.50
MARINES	109.50
YANKEE DOODLE, F.S.	\$189.50
GOLD STAR	54.50
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KEEP 'EM FLYING	154.50

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ZIG ZAG	69.50
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PRODUCTION	109.50
SPOT POOL	74.50
GUN CLUB	74.50
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FOX HUNT	49.50
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COMPLETELY REBUILT AND REFINISHED LIKE NEW

Keeneey Super, 5¢, F.P., P.O.	\$295.00	Keeneey Twln, 5¢-5¢, F.P., P.O.	\$595.00
Keeneey Super, 25¢, F.P., P.O.	375.00	Keeneey Twln, 5¢-25¢, F.P., P.O.	575.00
Keeneey 4-Way, 5¢-5¢-5¢-5¢, P.O.	475.00	Keeneey Twln, 25¢-25¢, F.P., P.O.	625.00
Keeneey 4-Way, 5¢-5¢-5¢-25¢, P.O.	575.00	Keeneey Twln, 5¢-5¢, P.O.	395.00
Keeneey 4-Way, 5¢-5¢-25¢-25¢, P.O.	595.00	Keeneey Twln, 5¢-25¢, P.O.	450.00
Keeneey 4-Way, 25¢-25¢-25¢-25¢, P.O.	600.00	Keeneey Twln, 25¢-25¢, P.O.	495.00

RECONDITIONED CONSOLES

Mills Late Head 4 Bells, 5¢-5¢-5¢-25¢	\$695.00	Mills Three Bells, 5¢-10¢-25¢	\$775.00
Evans Bang Tails, Late D.D., J.J.	295.00	Pace Reels Twln, 5¢ & 25¢, P.O.	395.00
Evans Dominos, Late D.D., J.P.	295.00	Bally Hi Hands, F.P., P.O.	189.50
Evans Lucky Lucre, 3-5¢, 2-25¢	295.00	Mills Late Head 4 Bell, 5¢-5¢-5¢-5¢	595.00
Evans Lucky Lucre, 5-5¢	195.00	Bally Club Bells, F.P., P.O., 5¢	239.50
Bally Roll 'Em	139.50	Bally Sun Ray, F.P.	149.50
Evans Lucky Stars	139.50	Jennings Silver Moon, P.O.	129.50
Pace Saratogas (Comb.), F.P., P.O.	139.50	Mills Jumbo, Late High Head, P.O.	149.50
Pace Saratogas, Late P.O., 5¢	99.50	Mills Jumbo, Late High Head, F.P.	129.50
Mills Original 4 Bells, 5¢-5¢-5¢-25¢	595.00	Baker Pacers, Dally Double, 5¢	299.50
Pace Saratoga, Late P.O., 25¢	189.50	Pace Saratogas, Late, P.O., 10¢	169.50
Jennings Fasttime, P.O.	89.50	Mills Jumbo, Late 25¢, P.O.	195.00
Mills Original Head, Four Bells	345.00	Mills Jumbo (Comb.), F.P., P.O.	213.75

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Rock-Ola Master, Rock-O-Lite	475.00	Seeburg Crown	450.00
Mills Empress Rock-O-Lite	395.00	Wurlitzer Victory Model 24	495.00
Mills Throne, Rock-O-Lite	395.00	Packard Pla-Mor	36.95

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800 Lower Sides		13.50
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750 Lower Sides		8.75
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750 Middle Sides		2.00
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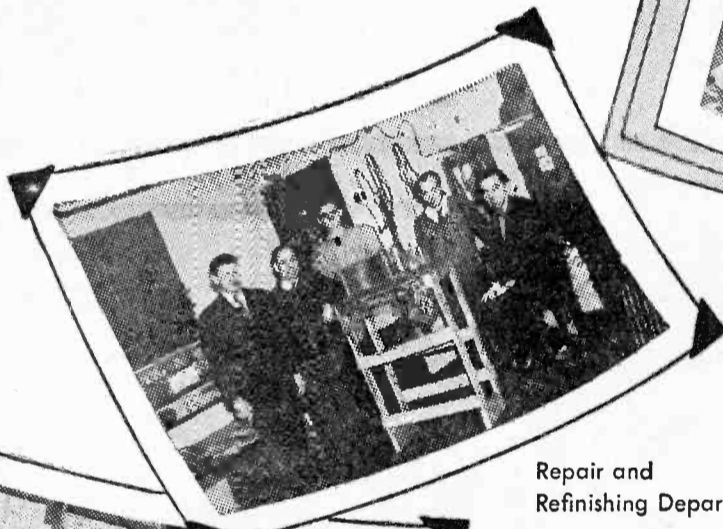
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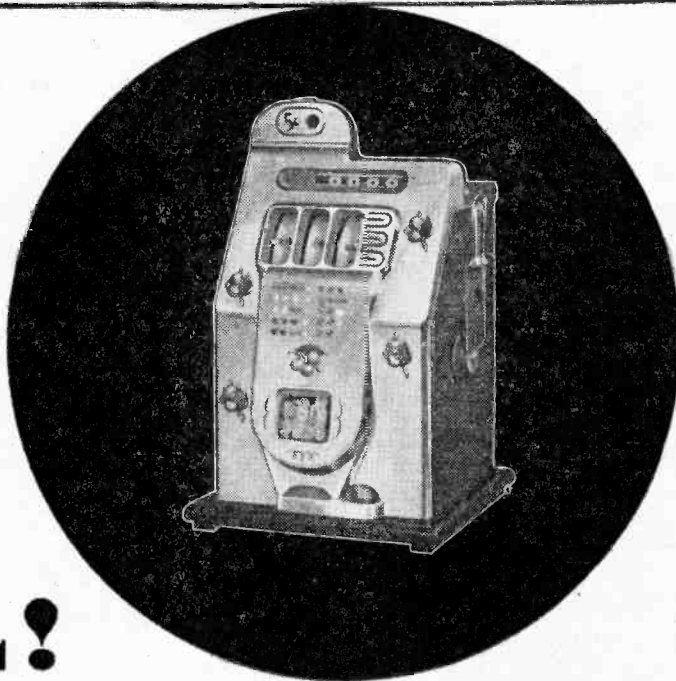
***Imitation**

Imitation, n. The act of imitating.
2. Something done or made in resemblance of something else, a counterfeit, used attributively as imitation jewelry.



Real

Real, n. Being according to appearance or claim, genuine, veritable, actual. **2.** Having actual existence, not theoretical or imaginary.



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When you order Mills coin machines you are entitled to receive the REAL product, conceived and built by the men whose craftsmanship has made Mills machines the most outstanding for 56 years. It is said that the finest compliment in the world is to have someone copy your product, and maybe that is true, but we at Mills are not satisfied to live in our own glory—we are thinking of the unfortunate operator who buys an *imitation thinking he is getting the true product. We earnestly ask our coin machine customers, for their own protection, to make sure when a coin machine is shipped to them that a "Certificate of Manufacture" is attached.

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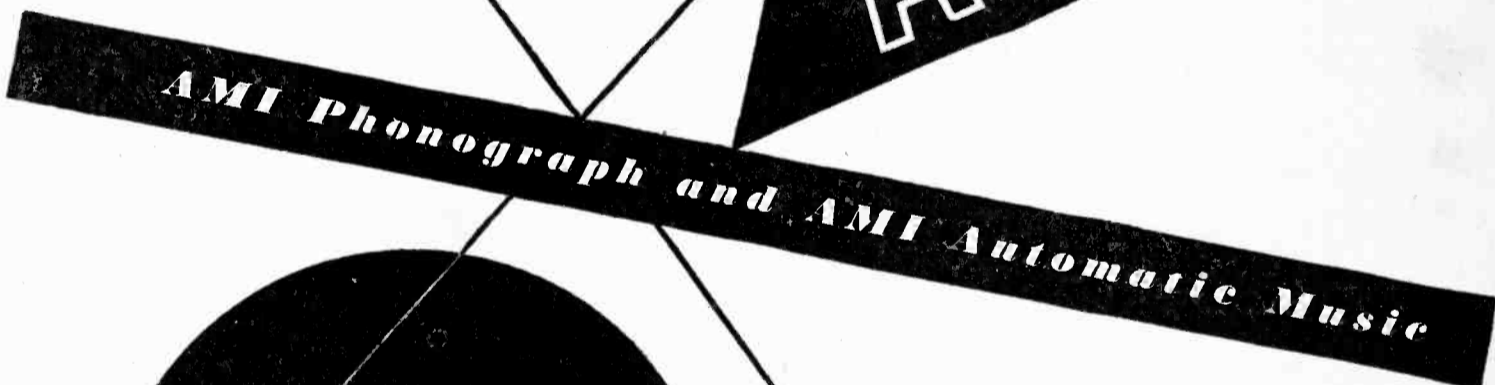
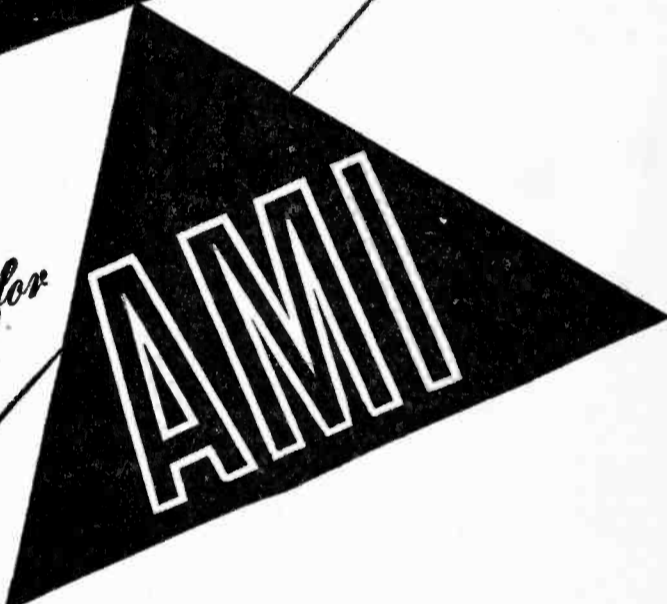
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AMERICAN COIN-A-MATIC MACHINE CO.

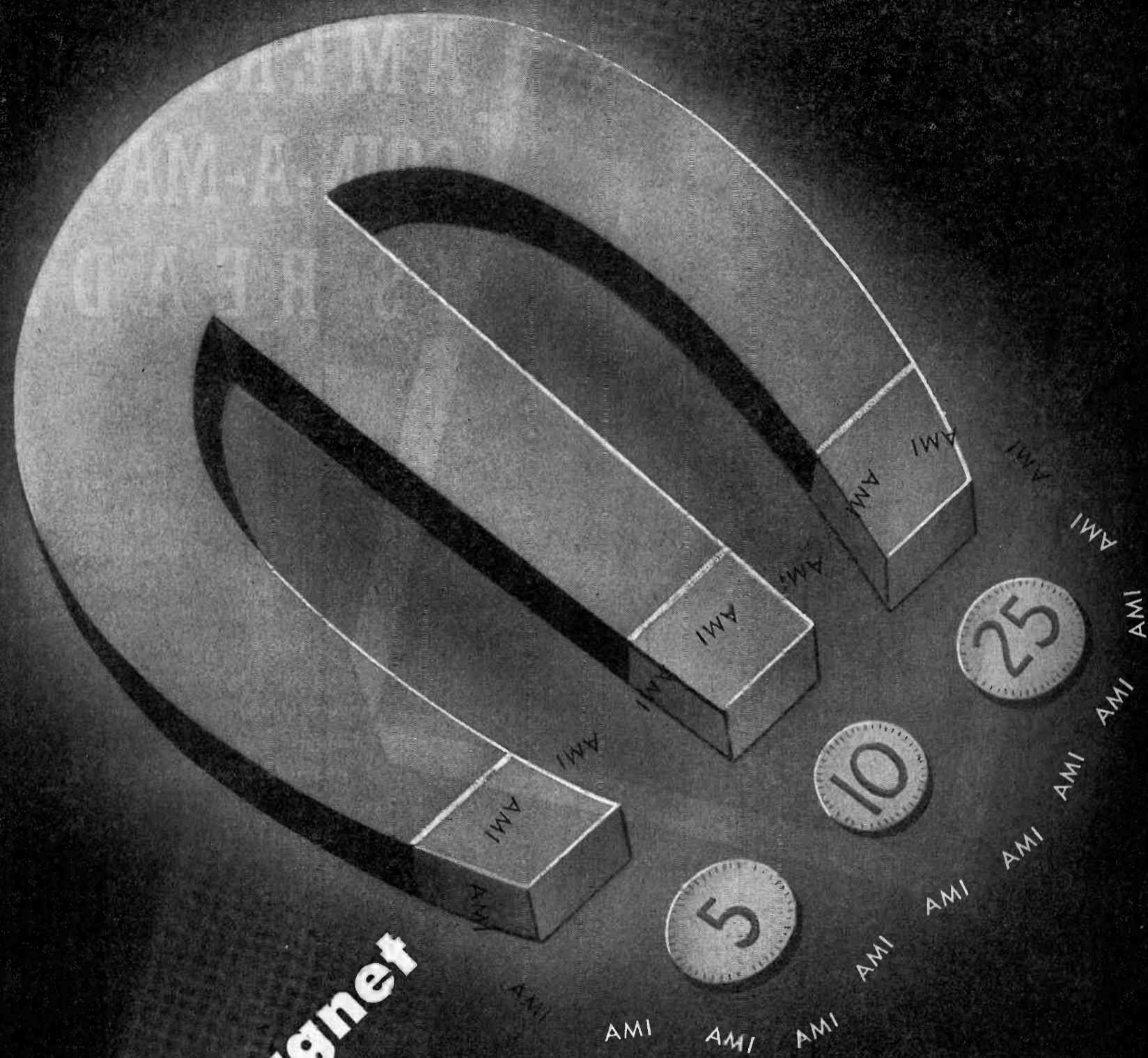
SAM STRAHL

Exclusive Distributors in Western Pa., W. Va. and Va.

1435 FIFTH AVENUE

PHONE: ATLANTIC 0977

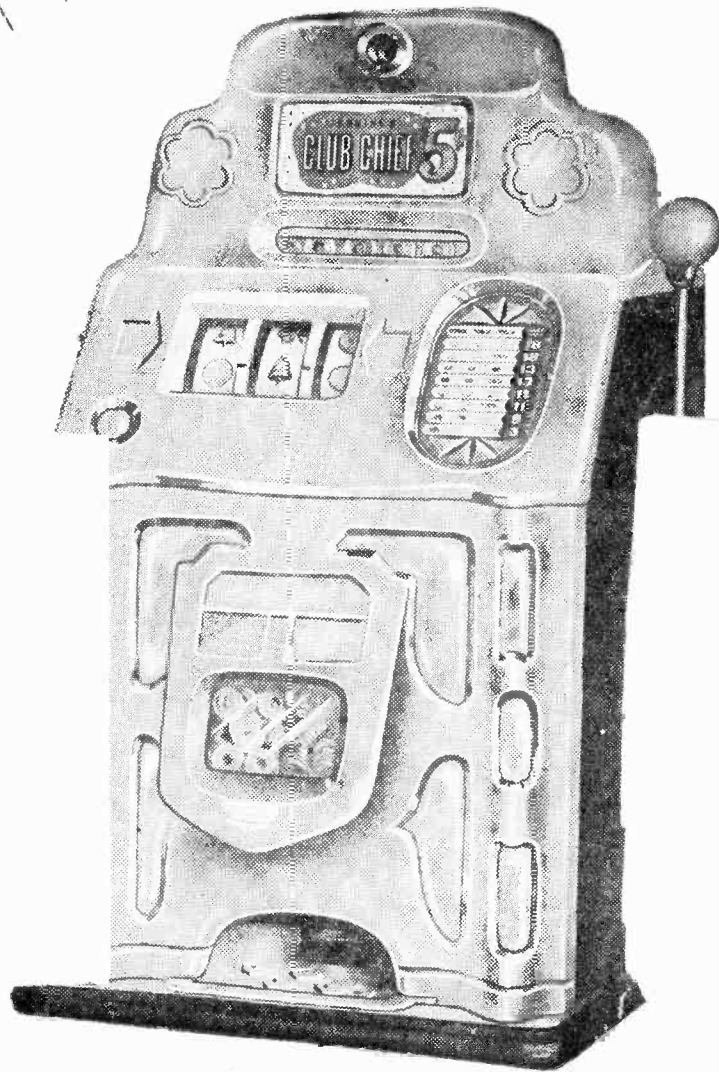
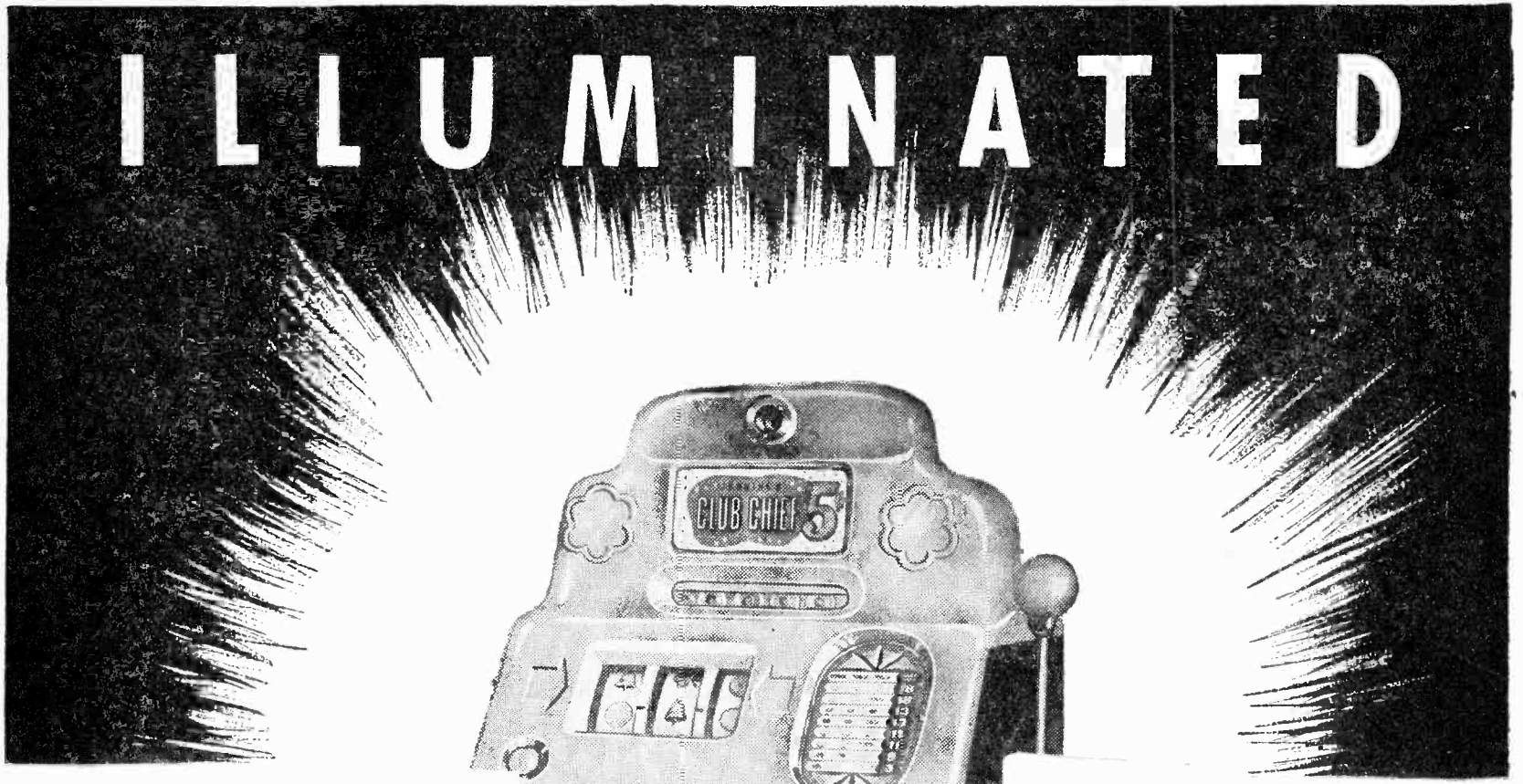
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The new AMI phonograph is a music lover's picnic ground. A dazzling tableau of forty selections casts an hypnotic spell on every onlooker. Hands instantly reach into pockets and purses feeling for every available nickel, dime and quarter. Metal money was never magnetized quicker than by this irresistible 3-pole magnet! **AUTOMATIC INSTRUMENT COMPANY**
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The JENNINGS SUPER DE LUXE "CLUB CHIEF" is 100 per cent mechanical in operation! No electrical fittings or functions to halt play or cause costly servicing.

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1231 West Chicago, Chicago, Ill.

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Now ready for replay territory ...

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Quickly convertible to one or five ball play ...

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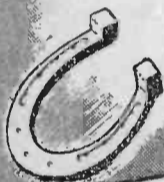
way! **VICTORY SPECIAL** features all the time-tested

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... plus new repeat-play insurance.

For top profits in replay territory order

VICTORY SPECIAL now!



NEW DAILY DOUBLE

GUARANTEES REPEAT MULTIPLE PLAY
Tested on location two to twelve weeks, the new Daily Double Feature is resulting in biggest collections on record ... by increasing average number of coins per game ... by insuring continuous repeat play.

NEW FINGER-TIP SHUFFLE AND DROP-CHUTE SPEEDS PLAY

A combination that steps play up to a new high. All effort on player's part is eliminated ... resulting in prolonged sessions of steady repeat play.

As production will be limited by material shortages for an indefinite period, operators are urged to order early. See your Bally distributor today.

VICTORY DERBY **PAY-TABLE**

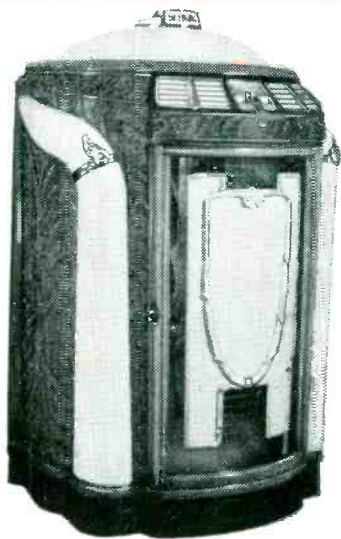
Several hundred **VICTORY DERBY** machines on test location up to 90 days are consistently breaking all collection records. Fast one-ball play, famous Bally pre-war multiple features ... plus new Daily Double, new Finger-Tip Shuffle, new Drop Coin-Chute and many other new features. Order **VICTORY DERBY** today for biggest payout earnings you've ever known!



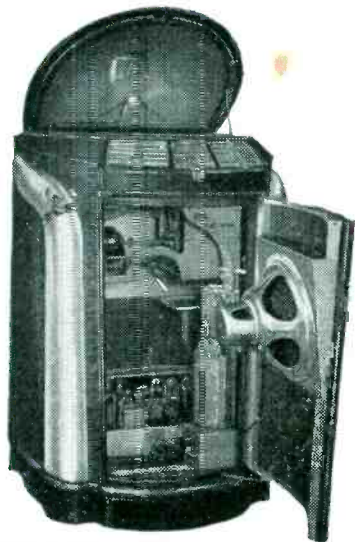
Bally MANUFACTURING COMPANY

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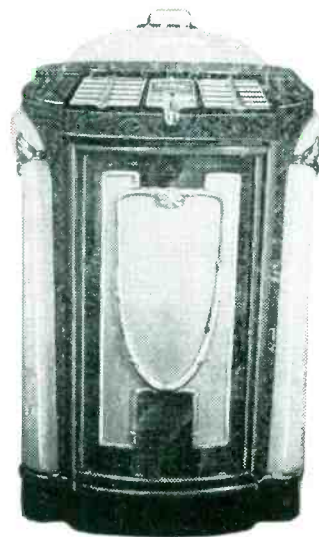
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



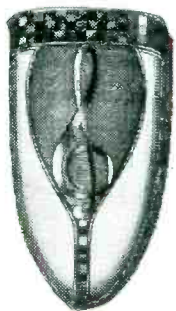
3/4 VIEW SYMPHONOLA "146"



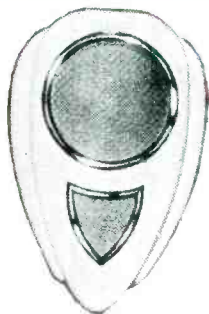
OPEN VIEW SYMPHONOLA "146"



FRONT VIEW SYMPHONOLA "146"



12-INCH MIRROR SPEAKER



8-INCH TEAR DROP SPEAKER



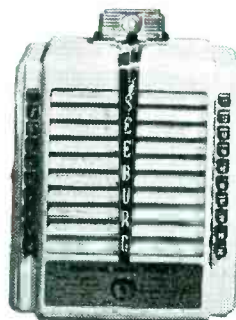
1946 REMOTE CONTROL SPECIAL

♫ ♪ ♫

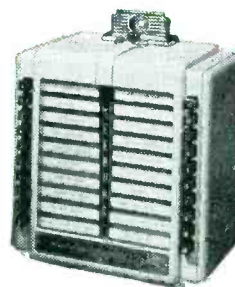
YOU'RE LITERALLY SURROUNDED BY

Music

AT CONVERSATIONAL LEVEL



1946 WIRELESS WALLOMATIC



1946 3-WIRE WALLOMATIC

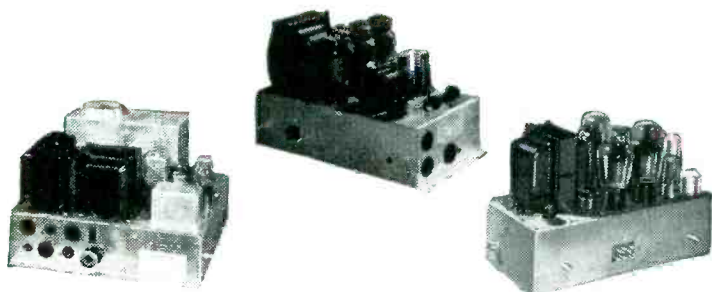


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WITH

SEEBURG SCIENTIFIC SOUND DISTRIBUTION

THE GREATEST MUSIC SERVICE OF ALL TIME
SEE IT—HEAR IT—INSPECT IT!
 See Your Seeburg Distributor



MASTER ELECTRONIC ASSEMBLY

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WURLITZER

LAUNCHES A

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National Advertising Campaign

TO POPULARIZE WURLITZER LOCATIONS AND MAKE MONEY FOR WURLITZER FACTORY-APPROVED MUSIC MERCHANTS

Part of Wurlitzer's Program to extend its leadership is the FIRST and ONLY NATIONAL advertising campaign ever launched to popularize phonograph locations.

This sensational step to promote phonograph play and profits will cause location owners and location goers alike to want only a Wurlitzer Phonograph.

The public will look for locations that have Wurlitzer Phonograph Music, "America's Favorite Nickel's Worth of Fun". Wurlitzer Factory-Approved Music Merchants and Wurlitzer Location owners will make more money.

The Rudolph Wurlitzer* Company, North Tonawanda, New York. *The Name That Means Music To Millions.

WURLITZER "TRIPLE ACTION" ADVERTISING CAMPAIGN will reach Everybody... Everywhere



Watch
WURLITZER
EXTEND ITS
Leadership



NATIONAL MAGAZINES

Full page, full color Wurlitzer advertisements in the SATURDAY EVENING POST, COLLIER'S, LOOK and LIBERTY during 1946 will tell all America to look for the Wurlitzer Sign of the Musical Note and they'll find "America's Favorite Nickel's Worth of Fun".



BILL POSTERS

Colorful bill posters from coast to coast, many of them in your own locality, will tell everyone who rides or walks "It's fun to go where you can play Wurlitzer Music".



SIGNS IN LOCATIONS

Wurlitzer Musical Note decalcomanias and colorful, play-promoting Wurlitzer posters in permanent frames in Wurlitzer Phonograph locations everywhere will stimulate play on and profits from every Wurlitzer location.