

# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

MARCH 13, 1948

VVVVV



Probably the outstanding job of building a name band location in the past several years is that done by Frank Palumbo, of Philadelphia's Click nitery. Palumbo has executed the caper not only thru high-powered utilization of orthodox promotion (36 weekly air shots via the four networks, etc.) but thru projects not normally associated with showbiz enterprises. Illustrating a typical effort along these lines is this shot of some of the 2000 kids who gather monthly for a teen-ager party at the Click to select the "Click Tune of the Month." Here with the moppets mobbing Palumbo is Juvenile Court Judge Adrian Bonnelly. Tune of the Month promotion is worked in co-operation with the town's juke box operators' association.

# 95%\* OF ALL CONCESSIONAIRES ARE LOSING MONEY!



Thousands of soft drink customers walking around — *your* customers, *but* you don't make a cent on them because you're fooling around with old-fashioned dispensing methods . . . . clumsy bottles and other inefficiencies. They don't wait — they walk away — and *you're losing money!*

Efficiency can add 50% to your season's take on soft drinks . . and that's *exactly* what the DRINCOLATOR was designed for . . . EFFICIENCY!

- HERE'S THE ANSWER TO YOUR PRAYERS—
- HERE'S HOW TO HANDLE THE WHOLE CROWD!
- HERE'S HOW TO GET THE MOST OUT OF THE SEASON!

## THE DRINCOLATOR

- Counter height to fit into your stand. Height 42", width 26", depth 27".
- No installation cost—just plug into wall socket and connect to city water.
- In seconds, the DRINCOLATOR carbonates, refrigerates, flavors and dispenses an authentic drink of Coca Cola, Root Beer or any other two flavors desired! By simply pulling the handle, the DRINCOLATOR can dispense 10 drinks per minute under 40 degrees.
- 500 drink capacity.
- Takes less than a minute to refill DRINCOLATOR'S syrup tanks.

### MAKE FROM 250% TO 500% PROFIT

at 5c per cup--for each \$3.60 you spend on 2 gallons of syrup and cups, you receive \$12.50. Your profit: \$8.90—approximately 250%

at 10c per cup--your profit \$21.40—almost 500%

**For full information on obtaining the DRINCOLATOR for your theaters, write to Drincolorator Corp., 342 Madison Ave., New York 17, N. Y.**



**"PAYS FOR ITSELF WHILE IT PAYS YOU"**



DRINCOLATORS have been enthusiastically received from coast to coast. DRINCOLATORS are field and laboratory tested and guaranteed against defective parts or workmanship by the world's largest manufacturers of soda fountains and carbonating equipment.

**\*5% HAVE ALREADY BOUGHT THE DRINCOLATOR!**

The World's Foremost Amusement Weekly

# FCC INTO KMPC SITUATION

## Starrels Adds New Statement Against KMPC Slowie Gets Material From Radio News Club; Reynolds Says Station Is in Clear KMPC Replies To Charge of News Slanting

### "Bugsy Was a Jew"

HOLLYWOOD, March 6. — In a deposition filed with the Federal Communications Commission (FCC), Maurie Starrels, former KMPC news writer and editor, charged that G. A. Richards, KMPC prexy, allegedly ordered that news be slanted in a manner that would be derogatory to President Truman, Henry Wallace, David Lillenthal, Howard Hughes and the Jews. Charges found in Starrels's deposition are similar to those made to *The Billboard* last week by Clete Roberts, former KMPC director of news and special events, and George Lewin, dismissed manager of the station's newsroom.

The following is quoted from Starrels's deposition as filed with FCC, and was signed, sworn and notarized February 25.

"I, the undersigned, do hereby swear and affirm that the following statements are true to my certain knowledge. On the occasions noted below, Mr. G. A. Richards, owner of Station KMPC, telephoned to me, as acting news editor or as news writer on a specific newscast, and issued these orders:

#### Bugsy Coverage

"Following the murder of gangster Bugsy Seigel, I was to emphasize in a newscast that Siegel was Jewish. It was necessary to point out that he was buried in a Jewish cemetery, and that the funeral service was conducted by a rabbi. The funeral story (See *Anti-Semitic on page 8*)

## KMPC's Case Tests Strength Of News Club

HOLLYWOOD, March 6. — Radio News Club here is going thru its first test of strength since formation by spearheading the fight for a Federal Communications Commission (FCC) investigation of KMPC. Organized 18 months ago, group has brought more than 70 members into its fold representing network and indie station newsrooms, wire services, etc. Current officers of the club are Clete Roberts, prexy; John F. Beck, of Columbia Broadcasting System (CBS), veepee; William J. Burns, American Broadcasting Company (ABC), secretary-treasurer, and Maurie Starrels, formerly with KMPC, publicity director. Members of the board of directors include George Lewin, ex-KMPC; Chet Huntley, CBS; Kerwin Hoover, KFI, and Frennd Henry, KLAC.

Since the club pitched into the KMPC situation, Beck has taken over as acting prexy, relieving Roberts. Org entered the KMPC picture with (See *Richards' Fight on page 8*)

### Club Sends Roberts, Lewis, Starrels Statements to D. C.

By Lee Zhitto

HOLLYWOOD, March 6.—Following *The Billboard's* exclusive and documented report on the situation alleged by ex-staffers to exist at Station KMPC, the Federal Communications Commission (FCC) moved swiftly to call for evidence purporting to show that G. A. Richards, owner of the 50,000-watt Hollywood indie, allegedly ordered slanting of news broadcasts. T. J. Slowie, FCC secretary, wired the Radio News Club (RNC) requesting documentary evidence.

#### Material to FCC

Radio News Club immediately forwarded to FCC photostatic copies of

written orders from Richards to Clete Roberts, former KMPC news chief, allegedly instructing Roberts to slant the news. Included with the documents now in FCC's hands are those letters and memoranda published exclusively by *The Billboard* (March 6 issue). Accompanying the letters are depositions signed by ex-KMPC staffers, purportedly seeking to substantiate by means of sworn statements their charges that Richards made a practice of injecting his own political, racial and religious beliefs into the newscasting policy of KMPC. Depositions filed with FCC include a sworn statement by Maurie Starrels, (See *Slowie Gets Material, page 8*)

## Charges Against KMPC Stir FCC & Congressional Reaction

WASHINGTON, March 6.—Charges leveled by two former KMPC employees against the Los Angeles station's president for allegedly ordering slanting of news (*The Billboard*, March 6) drew quick and stormy repercussions here early this week. On Capitol Hill demands for a Federal Communications Commission (FCC) airing of the charges were made by half a dozen congressmen, while FCC spokesmen promised a study of the charges as soon as a complaint against the station's president is formally filed with the FCC.

#### FCC Wants Direct Charges

FCC commissioners, in the midst of conducting a hearing on the FCC's famous Mayflower ban on radio editorializing, frankly indicated their in-

terest in the KMPC case, which came to their attention unofficially in a news story in the March 6 issue of *The Billboard* in which ex-KMPCers Clete Roberts and George E. Lewin alleged that KMPC President G. A. Richards issued orders purported to slant news in keeping with his own political, racial and religious beliefs. While the commission is committed to a policy of avoiding comment on any complaint against a station until charges are formally filed (see story on this page re Radio News Club-FCC Developments), the FCC found it impossible to head off mention of the case by a witness at the editorializing hearing. The issue caused a stir at the hearing session (See *Reaction in Congress, page 8*)

## Congressmen on KMPC

WASHINGTON, March 6.—Here is the text of comments by congressmen on the KMPC (Los Angeles) case.

Sen. Sheridan Downey (D., Calif.):

"This case should get a full and immediate airing by Federal Communications Commission. It is a disturbing thing if any station operator abuses his license to slant programs for or against a religious or political creed. Station operation is supposed to be free from any kind of bias. No station operator should use his station newsmen to bias their reports—and I would be just as disturbed if the bias developed against Republicans as against Democrats. The facts as reported in this case are startling and an exhaustive inquiry is in order."

Rep. Emanuel Celler (D., N. Y.):

"If these charges are true, this licensee should be thrown off the radio spectrum. According to the statements of the ex-employees, the licensee is not operating in the public interest, but rather in the interest of his own vitriolic views and policies."

"These employees have the right to have their complaints thoroughly investigated by the FCC. This matter can certainly be passed upon by FCC in advance of an application for license renewal. The Commission has every right under the Communications Act of 1936 to revoke

(See *CONGRESSMEN ON KMPC on page 8*)

### Proud of Pubserv Record

HOLLYWOOD, Calif., March 6 — Charges hurled against KMPC Prexy G. A. Richards (*The Billboard*, March 6) by Clete Roberts, former KMPC director of news and special events, and George Lewin, station's ex-newsroom manager, accusing the 50,000 watt indie station owner of allegedly "slanting" of news, brought forth the following statement from Robert O. Reynolds, general manager and veepee of the station:

"The recent changes in our news (See *Here's KMPC Side on page 8*)

## 2 Years' Work For Acts, Gals In the Offing

### New Nitery Chain Planned

NEW YORK, March 6.—About two years' solid work soon will be available to nitery acts and lines if plans now being formulated by William Liebow materialize.

Liebow, who is well heeled, owns a couple of hotels in Miami and Panama, has interests in Havana and now uses shows in two of his places in Panama (Ciro's and Hotel International). Both spots are booked by Boots McKenna, who puts shows in for 10-week dates and holdovers. Everybody gets round-trip air transportation.

Plans are to build or acquire additional clubs in Havana and Central America, with a Miami club as the keystone of the chain. A deal has been offered Liebow to take over (See *2-Yrs.' Work on page 39*)

## Bill Leyden, Jock, Latest To Quit KMPC

HOLLYWOOD, March 6. — Disk jockey Bill Leyden today became the latest KMPC staffer to leave the station. Others who were either dismissed or resigned during the past month include Clete Roberts, director of news and special events; George E. Lewin, newsroom manager; C. G. (Tiny) Renier, program director; Maurie Starrels, news editor, and Walter Gerring, producer-writer.

Leyden claimed alleged station curbs on selection of music and limitations placed upon the handling of his *Music Hall* daily morning platter seg responsible for his resignation from KMPC.

# ANTA's Shot in Arm for Legit

## Org Needs \$\$ For Extensive National Hypo

Using Radio and TV Too

By Leon Morse

NEW YORK, March 6.—The daddy of all entertainment arts—legit—which has long been counted out as a potent factor in the amusement industry, has been taking a healthy injection of vitamins under the treatment of a little-known org, the American National Theater and Academy (ANTA). The revivification seems a long time in coming, but the patient looks to be emerging from the coma.

ANTA, which purposes to bring good theater to every State in the union, was chartered by Congress in 1935 but it is only since the war that it has become revitalized. Its charter means that it is incorporated thruout the country, tax-exempt and the official org for nationwide legit.

On a limited budget and entirely thru the use of volunteer help, ANTA already has been accomplishing minor miracles. It has its fingers in a dozen legit pies—professional theater, regional theater, community theater, summer theater, veterans theater and a host of other projects that touch legit.

### Celebrities as Execs

The prexy of the org is Vinton Freedley, the first vice-president is Robert E. Sherwood, the second vice-president is Helen Hayes, and the rest of the officers read like a page from *Who's Who in the Theater*. The members of the board of directors hail from various States and the accent is on bringing execs into the org who represent the country, not just Broadway. The moving spirit is Robert Breen, the exec secretary, who with Robert Porterfield originated a plan for bringing legit to the nation. When the time comes, legit groups thruout the country will be subsidized by ANTA.

ANTA needs dough and plenty of it to accomplish its objectives. Its present bank balance is about 20G. Plans for getting the needed cabbage include a nationwide drive for membership at \$2 a throw, a sponsored radio program and a possible grant from the Rockefeller Foundation. Really to do the job, \$5,000,000 is required.

Among ANTA's accomplishments are the sponsoring of Judith Evelyn to star in *Joan of Lorraine*, Orson Wells in *Macbeth* and Katherine Cornell in *The Barretts of Wimpole Street* at the Utah Drama Festival. Welles used acting students from the University of Utah to bolster his company, a happy collaboration of pro and university theater. As a result of the success of the drama festival, the Mormon Church is appropriating 100G each year for legit in Utah.

### Minneapolis Saved

When *All My Sons* was about to close in Chicago, ANTA engineered a deal whereby Blanche Yurka and Sidney Blackmer went to Detroit to perform in the play for the Drama Guild. After Detroit, Miss Yurka and Blackmer played *Sons* in Cleveland and at the North Star Dramatic Guild in Minneapolis. The last engagement clicked so well that the Minneapolis group, which had been financially shaky, got back on its feet. Ian Keith was also sent out

## Bingo, Bingo, Bingo!

NEW YORK, March 6.—Commenting on a quaint news event of last week-end in New York, *The Herald Tribune* said in a waggish editorial:

"A girl in a bar stuffed nickels in a juke box for one uninterrupted hour, and during that time played nothing but a tune called *Civilization*, known also to some as 'Bongo, Bongo, Bongo' and to others by the sixfold repetition of the word 'No' with which the first line ends. Another customer promptly shot her and then, for good measure, shot the bartender. This appears eminently reasonable, but more careful consideration of the case will convince the thoughtful that the problem goes deeper than that. The juke box, after all, remains; so does the record; so do women with nickels. Furthermore, shootings inside a bar are always to be deplored; they disturb the customers, sometimes break bottles and are often characterized by poor marksmanship.

"If there is any recourse, it must be approached in a more fundamental manner. One must proceed back through the woman with nickels, through the record, through the juke box, to the original malefactors: the men who wrote the song. They are the guilty ones, for violence was inevitable the moment *Civilization* was published. Here is where legislation can have a substantial effect. Let us make it the law that hereafter the authors of any popular song must hear it played, without interruption, for six hours before they will be permitted to make it public. Such a restriction would make it unlikely that any such song as *Civilization* would ever be published again; it would, in fact, make it unlikely that any popular song would be published. Nothing could be fairer than that."

Confronted with this editorial, the music editor of *The Billboard* snorted and said: "If the editorial writers of *The Herald Tribune* should be required to read their editorials for six hours before printing, there would be no editorials. Nothing could be fairer than that."

to Minneapolis in *The Play's the Thing and Right You Are*.

The Experimental Theater (ET) is one of ANTA's best-known projects. One of the ET shows, *Skipper Next to God*, with John Garfield, was well received and moved to Broadway. Charles Laughton was presented in *Galileo*. *The Respectful Prostitute*, the Jean Paul Sartre script which comes to the Stem March 16 at the Cort Theater, was first held by the ET, and the org helped create interest in it. Last season ANTA lost 16G on the ET.

Scripts that were done by the ET are circulating thru regional and community theaters. Available at present are *The Wanhope Building* and *The Great Campaign*. The former has already been performed by the University of California at Los Angeles, Dartmouth College and the Montreal Drama Guild. Good plays which have never been done on Broadway also are making the rounds. *The Quick and the Dead*, *Dipper Over Gimbels* and *The Nineteenth Hole of Europe* are included in this category. This is only the beginning of this service, which gives playwrights the chance to have their scripts performed without waiting for the hoped-for-but- (See ANTA Saving Legit on page 44)

## WGN-TV Lands Chisox Games

CHICAGO, March 6.—Capturing a programing plum that had been inaccessible for years, WGN-TV this week reached an agreement with the management of the Chicago White Sox baseball team giving it exclusive telecast rights to all home games of the American League team in 1948. Heretofore the White Sox had turned down offers for video rights on the theory that it would hurt the box office.

This week (see story in video section of this issue) WGN-TV and WBKB made arrangements to simultaneously telecast home games of the Chicago Cubs, National League team. Because of the arrangement with the Sox, television viewers here will have their first chance to see telecasts of major league night games. The Sox will play 21 home games at night this season and WGN-TV will telecast all of them.

Sox telecasts will start April 16 when the Cubs and Sox begin their annual three-day city series, to be played in the parks of the Sox and Cubs. The regular Sox series gets under way April 20.

## NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 *On the Honor Roll of Hits*  
I'M LOOKING OVER A FOUR LEAF CLOVER
- No. 1 *Sheet Music Seller*  
NOW IS THE HOUR
- No. 1 *Most Played on Disk Jockey Shows*  
I'M LOOKING OVER A FOUR LEAF CLOVER by Art Mooney, MGM 10119
- No. 1 *Disk Via Dealer Sales*  
MANANA by Peggy Lee, Capitol 15022
- No. 1 *Disk in the Nation's Juke Boxes*  
I'M LOOKING OVER A FOUR LEAF CLOVER by Art Mooney, MGM 10119
- No. 1 *Folk Disk in the Nation's Juke Boxes*  
I'LL HOLD YOU IN MY HEART by Eddy Arnold and His Tennessees Plowboys, Victor 20-2332
- No. 1 *Race Disk in the Nation's Juke Boxes*  
I LOVE YOU, YES, I DO by Bull Moose Jackson, King 4181
- No. 1 *Sheet Music Seller in England*  
A TREE IN THE MEADOW

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 22 to 34 in Music Section.

## Adler, Draper Fall Off Stump Into Buzz-Saw

BIRMINGHAM, March 6.—Political activity of Larry Adler and Paul Draper after a recent concert here caused a furor and prompted the sponsor, the Birmingham Music Club, to issue a statement saying it had been "exceedingly embarrassed."

The two artists later issued a joint statement expressing surprise that their "expressed opinions as citizens should have caused such concern."

The concert at Municipal Auditorium was followed by a meeting in the Tutwiler Hotel at which mouth organist Adler and terp Draper spoke in support of Henry Wallace's presidential campaign.

Mrs. E. T. Bozenhard, acting business manager of the Birmingham Music Club, said: "Concert artists are booked in good faith by the music club for their artistic worth. Our group was entirely ignorant of their (Draper's and Adler's) political activities and we can in no way be held responsible for this unfortunate occurrence."

Later, in Atlanta, Marvin McDonald, business manager for the music club, told Mrs. Bozenhard in a telephone conversation: "We have never had such a situation arise and I shall see that it never happens again."

Draper and Adler stated: "We felt we had fulfilled our obligation to these people (music club) when we concluded our concert. Any subsequent activities on our part were done on our own and any ideas expressed were our own and made by us voluntarily and without advance notice to anyone.

"We shall endeavor to do our best as artists wherever we may be booked, but in no way do we intend to let anything stop us from doing our best as citizens. Under our conception of freedom of speech, we are, to say the least, surprised that our expressed opinions as citizens should have caused such concern."

### In This Issue

American Folk Tunes	105
Broadway Showlog	45
Burlesque	43
Carnival	56-75
Circus	49-51
Classified Ads	79-84
Club Activities	66
Coin Machines	93-140
Continuing Program Studies	10
Fairs and Expositions	54-55
Final Curtain, Births, Marriages	47
General Outdoor	48
Honor Roll of Hits	22
Legitimate	44-45
Letter List	86-87
Music	43
Merchandise	79-89
Music	15-38
Music as Written	18-19
Music Machines	100-107
Music Popularity Charts	22-34
Night Clubs	39-42
Parks and Pools	52-53
Pipes for Pitchmen	88-90
Radio	5-14
Repertoire	46
Reviews: Legit	45
Night Club	40
On the Stand	36
Vaudeville	41
Rinks and Skaters	77-78
Roadshow Films	46
Routes: Carnival	74
Circus	74
Legitimate	4
Miscellaneous	7
Salesboards	90
Television	12
Vaudeville	39
Vending Machines	94

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

# MAYFLOWER TO STAY AFLOAT

## Staffers in Pic Will Plug WCSI

COLUMBUS, Ind., March 6.—Lat-est in a series of energetic promotions by FM station WCSI is a five-minute movie short of the station's staff which shortly will be shown in theaters all over Indiana. The outlet, which operates with an effective power of 71,000 watts, has run the gamut of promotion gimmicks in placing its call letters before the public. A recent example was a tie-up with several New York agencies, in which some top popular bands transcribed special station breaks for the station in return for promotion of their bands over WCSI. In another deal, the H. C. Whitmer Perfume Company has been using WCSI newspaper ads as staffers.

Other promotions include having promotion pamphlets used as staffers by local laundries, displaying program cards in sponsors' windows, distributing T-shirts plugging the station to teen-agers, sending pamphlets on installing dipole antennae to all radio dealers in a 100-mile radius, and sending a WCSI survey man to all dealers demonstrating FM.

## Ace Show May Succeed Brice

NEW YORK, March 6.—Another package sale looked hot this week for the Columbia Broadcasting System (CBS), with the new Goodman Ace show, *Mr. Ace and Jane*, leading the pack as the candidate to succeed Fannie Brice. Miss Brice will be dropped from her Friday night CBS spot by General Foods at the end of the current contract. The sponsor, however, is holding on to the time.

In line with its Friday night comedy emphasis, CBS wants the Brice successor to be a laugh show. Ace's program, which debuted a fortnight ago, has been given almost unanimous critical acclaim. The price is said to be around 5G.

General Foods, thru Young & Rubicam, is planning to plug Jello or Jello Puddings in the Friday spot.

## Johnson Quits Kent To Set Up New Firm

NEW YORK, March 6.—Alan Kent and Ginger Johnson, who started radio's commercial jingle craze almost 10 years ago via their Pepsi-Cola jingle, have ended their partnership, with Johnson teaming up in a new radio-television production company called Croom-Johnson, Inc. Johnson's new partner is Michael Levine, erstwhile New York editor of *Downbeat* magazine. The Croom-Johnson monicker comes from Johnson's real handle, which is Austen Herbert Croom Croom Johnson, which happened to him in England, where he was born.

In addition to writing and producing radio and video packages, Johnson and Levine, president and vice-president, respectively, of the new outfit, plan to serve as video consultants. Levine stated this week the company was already set on consultant deals with a film company and an advertising agency, but said their identities could not be disclosed.

Kent, meanwhile, is set to act as Eastern representative of Bonded Television, West Coast production firm set up by Anson Bond.

## 2 B. R.'s Bid For Negro Seg Bow on MBS

NEW YORK, March 6.—A new all-Negro radio show, geared to attract a white audience in all regions, including the South, became a hot property this week, with two sponsors bidding to bank roll it over the Mutual Broadcasting System (MBS). Old Gold cigarettes, thru the Lennen & Mitchell Agency, are known to be hot for package, which stars Lionel Hampton's ork, with Canada Lee as emcee, Timmie Rogers as comic, and Sarah Vaughn and the Golden Gate Quartet singing. The package, handled by Sam Levine, sells for \$3,500 weekly, and a Philadelphia agency also is known to be after the show for the manufacturer of a high budget product.

The likelihood of the Negro ailer going on has been strengthened by the acceptance of the MBS initial Negro show, *Harlem Hospitality Club*, also packaged by Levine. *Club* drew many complaints from Dixie affiliates when it first aired, with one MBS outlet, WBBQ, Augusta, Ga., threatening to "throw dead skunks" at the web each morning if the opus continued. *Club* now is among WBBQ's top rated shows, averaging about 11.5, and the station is said to be eager for similar stanzas.

*Harlem Hospitality Club* is also being packaged for television, with sales likely to be handled by the William Morris office. The Columbia Broadcasting System (CBS) already has a bid for the video version, but is said to have requested an exclusive contract for the opus. Levine, however, is understood to feel that MBS should get the tele version when its New York outlet goes on the air late this year, and he has been reluctant to close any deal with CBS which would preclude switching later.

## Toni Angles for Van Heflin Mystery Show

NEW YORK, March 6.—The Toni Company (home wave) is negotiating with Van Heflin for a mystery series, it was reliably reported this week. The show would be aired over the Columbia Broadcasting System (CBS) in the Thursday, 9:30-10 p.m. slot, starting April 1.

It was first reported that Toni was angling for *Crime Photographer*, which Anchor Hocking is dropping. This deal is out, however. *Photographer* will be aired by CBS as a sustainer.

## Winchell Competish Stiff For "Corliss"?

NEW YORK, March 6.—The trade is wondering whether Campbell Soups' dropping of *Corliss Archer* (Sunday, 9 p. m.) over the Columbia Broadcasting System (CBS) means that the sponsor has about given up the idea of bucking Walter Winchell. Since 1942 Campbell has had a number of programs in the same time slot—first, *Reader's Digest*, then *Corliss Archer*, then Hildegard and Finally *Corliss Archer*. They all succumbed.

Campbell's other CBS programs are Bob Crosby, Ed Murrow and *Double or Nothing*.

## 5th Web May 15; Says Paul Titus

DENVER, March 6.—Radio America, Inc., the projected fifth national network, will debut May 15, Paul M. Titus, spokesman for the new web announced here this week.

Titus refused to reveal the identities of either the affiliated stations or the network personnel. He did say, however, that 306 stations would be linked in the operation.

## Philip Morris Dropping Berle

NEW YORK, March 6.—The Milton Berle show, 8-8:30 p.m. Tuesday nights over National Broadcasting Company (NBC), is slated to be canceled by Philip Morris. At press time the ax had not yet fallen, but indications were that it probably would by Tuesday (9).

It was learned that the Biow Company, agency on the show, is of the opinion that Berle does not appeal to the audience segment aimed at by the sponsor. The imminent cancellation, it was said, does not reflect on the program.

The February 21 Hooper gives Berle a 10.2 rating. The comic's current show is considered by far his best network try. About a year ago he had been given a build-up via a Columbia Broadcasting System (CBS) sustainer.

## Dyke Revamps Pubserv Shows

NEW YORK, March 6.—Ken Dyke, National Broadcasting Company (NBC) vice-president and chief of the web's program division, this week indicated additional plans were in the works to strengthen the web's public service structure. The next pubserv program due for an overhaul is *University of the Air*. Elements of this show, including certain objectives of *Your United Nations* and *Our Foreign Policy*, have already been jackknifed into the new network sustainer, *Living—1948*. Dyke's intention is to take the remaining segments of the *University of the Air*, such as *The World's Greatest Novels*, and fuse them into a more modern program. The plan being mulled involves co-operation with universities and educational associations, with the latter following thru on a local level.

In addition to bringing out *Living—1948*, Dyke has revamped the veterans' program, *Salute to Veterans*, carried by the web, and has streamlined *Doctors Today*.

## Heller Mulls Tome On Topic of Docs

NEW YORK, March 6.—The documentary division of the Columbia Broadcasting System (CBS) is considering the publication of a definite book on the documentary program. It would be authored by Bob Heller, chief of the documentary division, provided he can find the time.

The tome would be intended to collate the division's experience with various production techniques, research methods et al.

## FCC Hints No Barrier Lift On Opinions

### Won't Take Censor Role

WASHINGTON, March 6.—With the wind-up this week of the first session of the hearings on radio editorializing, the prospect is growing that the Federal Communications Commission (FCC) will stick by its Mayflower decision. The only modification of the ban on editorializing now in sight is a possible exemption from the ban for facsimile broadcasting (*The Billboard*, March 6).

Altho several of the commissioners closely questioned witnesses as to whether they would approve a 15-minute editorial daily if the same amount of time were given to opposing views, most of the Commission holds the view that such a modification of the Mayflower ban would be mechanically impossible to administer.

### "Impossible Burden"

One high-ranking FCC official told *The Billboard* that the 15-minute editorial proposal "would place an impossible administrative burden on the Commission." He stated that under such a proposal FCC would be forced to make such a close scrutiny of program content that the size of its staff might well have to be doubled. Even more important would be the correlative question of FCC censorship.

Such witnesses as Rep. Emanuel Celler (D., N. Y.) and Milton Stewart, of the American Jewish Council, both of whom opposed a complete lifting of the ban, answered that they would not object to an editorial if it were followed by an equal amount of time (*See Mayflower to Remain*, page 14)

## Barry Jaunts to L. A., Hires Puck for ABC Exec. Producer Post

NEW YORK, March 6.—Charles C. Barry, program chief of the American Broadcasting Company (ABC), this week named Larry Puck executive producer of the web before leaving for Los Angeles on a combination talent-sales-vacation jaunt. Barry intends to look over some shows and talent as possible summer and fall additions, help set some renewals, take a week or 10 days off for fishing and return to New York on April 1.

Puck, a former producer at the Columbia Broadcasting System (CBS), will take over the direction of some commercial and sustaining shows and will also do some talent scouting for ABC. He begins upon Barry's return.

## NEW PAAR SEG PREPPED

HOLLYWOOD, March 6.—The audition platter for a new Jack Paar comedy stanza will be cut in Hollywood Wednesday (10) by Amusement Enterprises, Inc. (AEI), owners of Paar's contract. The new package is priced around \$7,500 and will be scripted by Leon Solomon, Joe Quillan and Paar. The cast set includes Florence Halop and Hans Conreid, with Jerry Fielding's ork and Hy Averbach announcing.

# NBC CRIME RULE FACES TEST

## Web Rejects Cop Show as "A-A" Filler

Program Subbed in '47

NEW YORK, March 6.—National Broadcasting Company's (NBC) policy of no crime shows in hours preceding 9:30 p.m., first formulated last September at the NBC convention in Atlantic City, will get its crucial test in the next few months and all indications are that the web will hold fast. A significant revelation along this line came this week with the news that NBC has rejected *Calling the Police* as a summer replacement for *Amos 'n' Andy*. *Police* was carried last year as the *Amos 'n' Andy* sub. It is understood that the web's refusal to air the show this summer caused some consternation among the execs of Lever Bros., the bankrollers.

In a statement this week, Ken Dyke, NBC vice-president and program chief, said NBC would keep a "stiff upper lip" on its crime show policy and wouldn't relent in the case of summer replacements. According to one brass hat, this will mean that both the web and advertising agencies will have to use utmost ingenuity to build summer replacement programs of sufficient caliber to attract audiences. In previous summers the job was easy and often involved merely using a crime show in place of the regular program.

## NAB Sets New Fem Director

WASHINGTON, March 6.—National Association of Broadcasters (NAB) blossomed out this week with a new director of women's activities in the person of Pat Griffith, formerly of the Washington bureau of *The Manila Evening News*.

The new job appears similar to that of "co-ordinator of listener activity" once held in New York by Dorothy Lewis. This position was abolished by the NAB board in October.

Duties of Miss Griffith, said NAB, "will include co-ordination of activities of the Association of Women Broadcasters (AWB) with its parent organization."



Directs KLZ Music

### ART GOW

With 24 years of musical know-how, many years as pianist-arranger with name bands and five years as KLZ staff organist, Art Gow now wields the baton over all music originating at KLZ.

KLZ, Denver

## "Nora Drake" Ankles to CBS

NEW YORK, March 6.—*Nora Drake*, currently sponsored on 143 National Broadcasting Company (NBC) stations by the Toni Home-wave Company, moves to the Columbia Broadcasting System (CBS) May 3 as a five-a-week show in the 2:30-4:45 p.m. slot. *Marriage for Two* now holds that time on CBS. Toni, incidentally, will also buy either *Crime Photographer* or another CBS package for a run on the web.

*Nora Drake*, incidentally, is the second show which CBS has grabbed from NBC recently. *Harvest of Stars*, sponsoring on NBC by International Harvester on Sundays, is moving to CBS, beginning April 7, in the 9:30-10 p.m. slot.

## CBS To Document Mr. Big's Headaches

NEW YORK, March 6.—The documentary division of the Columbia Broadcasting System (CBS) is planning to do a program on the United States presidency, pointing up the burdens of the office, its traditions et al.

Bob Heller, chief of the division, expects to have the program ready for airing on the web shortly before the presidential election November 2.

## Used-Car Ads On Coast Face Cleaning Up

HOLLYWOOD, March 6.—A new code of standards on used car advertising is to be invoked by Southern California indie stations as a joint effort of broadcasters and auto dealers. Radio execs, thru the Southern California Broadcasters' Association (SCBA), met with reps from the Los Angeles Motor Car Dealers' Association Thursday (4) to discuss tightening of standards and elimination of extravagant, offensive and false claims in used-car air plugs. Broadcasters have been criticized for years for accepting so called borderline commercials from car dealers in Southern California.

According to SCBA's topper, Bill Beaton, used-car dealers have accounted for approximately 15 per cent of total air time sales among local indies during last year. Hence, it is deemed important to correct commercial violations and tone down the merchandising. Gross car dealer radio billing has dropped more than 25 per cent since Christmas, local boardcasters report, and they're alarmed.

## Len Reinsch Loses In Cincy AM Bid

WASHINGTON, March 6.—By a close 3 to 2 vote of the Federal Communications Commission (FCC), J. Leonard Reinsch, former radio advisor to President Truman, has lost out on his bid for a new station in Cincinnati.

With Commissioners Rosel Hyde and Robert Jones voting for Reinsch's bid, the FCC majority this week gave the 630-kc. band to WLAP, Lexington, Ky., which now operates on 1450kc. The reasoning was that Lexington, with only one station in operation, needed the facility more than Cincinnati, with five operating stations.

## What Next? New Quiz Starts at 1G

NEW YORK, March 6.—*Hold Your Own*, probably the biggest money-paying quiz show in radio, is making the rounds and is close to a network deal. Conceived by Peter Arnell and produced by Walter Framer, the half-hour format has contestants who start with \$1,000 and "try to hold their own." Each question missed has a payback value, and this sum is credited to the next contestant.

Frank Cooper is agenting the package.

## Sportcasters' Group Meet For Prexy Vote

NEW YORK, March 6.—The Sports Broadcasters' Association is scheduled to meet Monday (8) to elect a new president, and indications are that Bill Stern, sports director of the National Broadcasting Company (NBC), will be drafted for the job. Retiring president is Ted Husing, free-lance sportscaster and WHN disk jock, who held the job the past year.

The sportscasters will meet at Al Schacht's restaurant.

## Radio-News Group Meets March 15 on "Self-Censorship"

WASHINGTON, March 6.—A heated discussion on the merits of voluntary censorship is expected to develop at a meeting of a radio-news committee set for March 15. The meeting was scheduled following this week's conference of radio and newsmen with Defense Secretary James Forrestal and military brass.

After hearing Forrestal, Adm. Louis Denfeld and Gen. Omar Bradley discuss security aspects of news communications, 22 representatives of press and radio appointed a committee of eight members to study the problem. Justin Miller, president of the National Association of Broadcasters, was named as radio's representative on the committee.

The present view of many radio men is that they should oppose any scheme of censorship—voluntary or otherwise—unless they are convinced that such action is a patriotic necessity. While Forrestal claimed that the voluntary censorship program was suggested to him by some of his "newspaper friends," many newsmen are joining radio in opposing it.

Broadcasting personnel present at the Forrestal confab besides Miller included Davidson Taylor, Columbia Broadcasting System; Kenneth Berkeley, American Broadcasting Company; William F. Brooks, National Broadcasting Company; A. A. Schechter, Mutual Broadcasting System; Louis G. Caldwell, Clear Channel Broadcasting Service, and J. R. Poppele, Television Broadcasters' Association.

## Low Cowan Shake-Up Sends Three Ankling

NEW YORK, March 6.—A shake-up in the Low Cowan Production Company this week saw the departure of three staffers. They were Ed Rosenwald, a Cowan veepee who had been handling network package sales; Leonard Feather, who had been scripting the Tommy Dorsey transcription show, and Hal Halpern, who had been handling production aspects of the Dorsey show. Feather's departure is said to be a temporary leave during which he is to write a book on Dizzy Gillespie.

Rosenwald, formerly with Biow & Plough, Inc., left when it was agreed that keeping a high-price salesman to peddle web shows exclusively was no longer practical. Halpern, who had concentrated on publicity and record deliveries to stations, is being succeeded by Eleanor Block, who will concentrate on station relations. Feather's work will be assumed by veepee Al Hollander, who has been the Dorsey show's producer.

Cowan, who returns from Arizona March 16, has *Stop the Music* starting in a fortnight on the American Broadcasting Company (ABC). Pending further arrangements, Cowan's other package, *RFD America*, is being bankrolled without commercials by Ford on Mutual, thereby enabling Ford to keep the program but not pay for commercial time on the network. The show was to have been picked up by the Ford dealers, but commitments on the Fred Allen show precluded such an arrangement. Another sponsorship deal for *RFD* is now in the works.

**"DR. CHRISTIAN"**  
Hooperating  
(Winter-Spring '47)  
**22.2**  
ASK JOHN BLAIR  
In Columbus It's



**WBNS**

163,550 WBNS FAMILIES IN CENTRAL OHIO

# Windfall of Free Plugs, on Air And Off, for NBC Bankrollers

NEW YORK, March 6.—National Broadcasting Company (NBC) has compiled a set of statistics indicating that clients not only get air time for their money, but also a valuable bonus in free newspaper and air plugs. According to the web's figures, compiled by James Nelson, director of advertising and promotion, cuff newspaper ads and air plugs used by the affiliates in promoting web shows during September, October and November of 1947 were worth at least a total of \$1,337,406.58. Inasmuch as this total was estimated from reports from only 86 stations, or approximately half the network, it is estimated that the total value of NBC station promotion for the three months might even amount to \$2,500,000. Furthermore, these estimates do not take into consideration the hundreds of plugs in direct mail pieces, window displays, car cards and billboards—all of which are used regularly by many web affiliates.

Breakdown of the three-month, 86-station figure of \$1,337,406.58 shows: Value of on-the-air plugs, \$1,097,307.31; value of newspaper ads, \$240,099.47.

In preparing its estimates on the value of the cuff promotion, NBC used the rates in *Standard Rate and Data Service*.

NBC intends giving each client a report of stations' promotion. This report will include the number of plugs each show received in all media and will show how the totals were distributed among 50,000-watters, 1,000 to 10,000-watters and 100 to 500-watters. The report also will include a dollar value relative to the cuff air time and newspaper space.

NBC's breakdown of promotion on a single program, Raleigh's *People Are Funny*, carried on the web 9-9:30 p.m. Fridays, gives the following time and space grabs, with their estimated dollar values:

- 1,528 on-the-air plugs, valued at \$18,601.28.
- 209 newspaper ads, with a total lineage of 17,682 and circulation of 6,436,141, with a value of \$4,243.30.
- 115 publicity mentions, with total lineage of 1,486 and circulation of 6,300,700.
- 20 direct mail pieces, circulation 85,950.
- 21 displays, circulation 1,255,216.
- 12 billboards, circulation 141,078.
- 264 car cards, circulation 2,782,000.

## CBS Asserts Corwin Pact Still Stands

NEW YORK, March 6.—Norman Corwin and the Columbia Broadcasting System (CBS) haven't come to the parting of the ways, despite reports to the contrary. A web exec affirmed this week that Corwin was still under exclusive contract to CBS and would return to work for the web when his pic commitments in Hollywood are concluded.

Corwin trekked Coast-wise to do documentary films.

## VON ZELL'S NEW QUIZ

NEW YORK, March 6. — Walt Framer, of the Frank Cooper office, leaves for the Coast Monday to audition *Holiday at Home* with Harry Von Zell. Show is a half-hour audience participation. Framer will cut the record Tuesday (9).

## "STOP MUSIC" SETS M. C.

NEW YORK, March 6.—Bert Parks was set this week for the emcee job on *Stop the Music*, new musical which American Broadcasting Company (ABC) is setting up as Sunday night competition for Edgar Bergen and Fred Allen. The show debuts March 21.

NEW YORK, March 6.—Three clients of the Batten, Barton, Durstine & Osborn (BBDO) advertising agency have received free publicity and promotion for their radio programs valued altogether at \$107,757.27 from the efforts of the agency, the National Broadcasting Company (NBC) which airs the programs, and the web's affiliates. This was revealed this week as the agency totaled the plugs given to DuPont's *Cavalcade of America*, Wildroot's King Cole Trio and General Electric's Fred Waring

Show. The value was computed by tabulating actual rates for free air plugs given the shows and space rates of newspapers carrying stories. James McGarry, BBDO radio promotion and publicity chief, said the figures were obtained from querying NBC outlets carrying the shows.

Leading space-grabber was *Cavalcade*, which received \$66,429.20 worth of puffs, from September, 1946, to September, 1947. Of this, \$54,106.34 came in the form of 5,653 courtesy announcements from NBC affiliates, \$3,966.09 came from newspaper ads placed by the web or stations, and \$8,356.77 came from other media or activities. Direct mail pieces totaling 83,621 were sent in behalf of the show. Of NBC affiliates, reports of 76 per cent which replied to the

BBDO questionnaire were included. In the 11 months from October, 1946 thru August, 1947, King Cole Trio was given publicity and promotion valued at \$26,285.19, with \$21,710.54 from 1,896 courtesy announcements the largest single item. The show also got \$496.80 worth of newspaper publicity, \$1,240.49 worth of newspaper ads and \$4,837.35 from other media and activities. Even more direct mail pieces went out for this show than for *Cavalcade*, to the tune of 146,650 single pieces.

Perhaps the hottest pace of the three shows was set by Fred Waring, who in the four months surveyed gained \$13,042.88 worth of gratis plugging. The stations gave it 485 courtesy announcements worth \$9,247.91, and 46,925 direct mail pieces were sent in its behalf.

## Crosley Broadcasting Corporation announces

# CINCINNATI'S FIRST COMMERCIAL TELEVISION SERVICE WLWT

WLWT, Crosley Broadcasting Corporation's television service for Cincinnati, began commercial operation on February 9 and on February 15 a special T-Day celebration was observed throughout the Queen City.

Television is not new to Crosley or Cincinnati. We established one of the first television stations in the United States in April, 1939, under the call letters W8XCT. Experimental television broadcasting has been conducted continuously since that date, interrupted only by the war.

Now, after years of experimentation—training personnel, developing programming and technical techniques—we are ready to provide Greater Cincinnati with the finest television service possible under an expanded, commercial operation.

The newest, most modern television transmission equipment

available will, within a few weeks, be sending the sight-and-sound of WLWT. This new transmitter plant will deliver one of the strongest effective radiated television signals in the world, assuring an even finer, more dependable service.

The Crosley Broadcasting Corporation is proud to have established the first television service in Ohio and Cincinnati. We believe television inevitably will become the world's greatest medium for mass communication. And not only can it be expected to provide the greatest and most effective advertising medium yet conceived, it must also contribute immeasurably to the broad fields of entertainment, education and religion within the home.

WLWT Rate Card No. 1, and we believe television's most unusual rate card, is now available upon request.

This One



OWCK-G17-CN45



Crosley Broadcasting Corporation

TELEVISION SERVICE OF THE NATION'S STATION

# FCC INTO KMPC SITUATION

## Anti-Semitic Allegations Vs. Richards

Starrels Adds To Charges

(Continued from page 3)

was ordered coupled with items concerning Russia and Communism.

"I was ordered to emphasize statements critical to David Lillenthal, and to play down or not use at all in newscasts statements or incidents favorable to Lillenthal. I was ordered to play up his religion and his foreign extraction.

"I was ordered to 'go easy' on President Truman's address in vetoing the Taft-Hartley Act, because nobody cares what he has to say.

"I was given the flat order to ridicule on all possible occasions Henry Wallace, to tie up at every possible opportunity stories involving Wallace with the Russians and Communism.

"I was ordered to give prominence in newscasts to the scandal involving Gen. Bennet Meyers, emphasizing the fact that he was a Jew. In regard to Howard Hughes, I was instructed to play up unfavorable testimony and statements and ignore or play down Hughes's testimony and statements favorable to him. In December, 1947, I was told to use very little on the Palestine situation.

### MacArthur Build-Up

"I was ordered to concoct a story that Edwin Pauley was rumored to have cabinet aspirations, and that such aspirations were killed because of his involvement in the grain speculation hearings. On at least three separate occasions, I was ordered to quote in full from editorials in *The Los Angeles Examiner* and *The Los Angeles Herald-Express*. Also, on many different occasions, to use various quotes from Gen. Douglas MacArthur in all newscasts, and to show the general to advantage at all times possible.

"I was also fully cognizant of the constant tacit censorship in regard to the KMPC news operation covering such subjects as those listed above. I always knew that if I handled certain news items according to my own professional standards of objective newscasting, my job would be in jeopardy.

(signed) Maurie Starrels."

## Richards' Fight Tests Strength Of News Club

(Continued from page 3)

out notifying either Roberts, Lewin or Starrels. Group met and decided to back the ex-KMPC'ers sans request that it do so by those involved in the KMPC exodus, it was claimed.

Originally, the club operated more as a social group in which members of the radio news profession met to thrash out problems of mutual interest. Since then, org has gradually shifted its policy of being a social group and has increasingly moved in the direction of a professional association, seeking to check what it interprets to be infringements of the rights of its members. Recently the (See Richards' Fight on page 14)

## Slowie Gets Material From Radio News Club; Reynolds Says Station Is in Clear

Club Sends Roberts, Lewis, Starrels Statements to D. C.

By Loe Zhitto

(Continued from page 3)

former KMPC news writer-editor, published exclusively by *The Billboard* in this issue. (Ex-newsroom manager George E. Lewin's statement to the FCC was carried in last week's issue of *The Billboard*.)

FCC was informed that additional documentary evidence will be filed with it from time to time as it is made available to the News Club. *The Billboard* learned that depositions are being received from ex-KMPC staffers who left the station several years before the present flare-up. News Club refused to permit publication of the names of individuals sending sworn statements to FCC.

Accompanying the initial batch of

documents filed with FCC was a letter from the Radio News Club, stating in part:

"Mr. Richards discharged the director of public affairs (Clete Roberts) and two other editorial members (George Lewin and Maurie Starrels) under circumstances that seemed to warrant investigation by any group professing to be concerned with news standards.

"We believe that the situation outlined above should be brought to the attention of the Federal Communications Commission. We believe further that this is a situation which commends itself to the attention of the radio industry generally and to the (See Slowie Gets Material, page 14)

## Reaction in Congress & FCC To Charges Against KMPC

(Continued from page 3)

Friday (5) when Benjamin Meyers, counsel for the Radio Directors' Guild, attempted to read into the hearing record some of the allegations made by Roberts and Lewin as reported in *The Billboard*. Chairman Wayne Coy, of FCC, ruled against allowing a reading of *The Billboard* article into the record, declaring: "This matter should be brought before the commission di-

rectly by the person or persons who made the charge." Benedict P. Cotton, FCC general counsel, explaining the FCC's procedure, said during a hearing recess: "In matters of this sort, the commission, after receiving a specific complaint, writes to the station involved and asks for an explanation. Hearings might or might not be held, depending on the station's answer." Commissioners Rosel H. Hyde and Clifford J. Durr said that

## Congressmen on KMPC

(Continued from page 3)

the license of the station if the charges leveled against it prove to be justified.

"The commission, as I have frequently pointed out, has a duty beyond that of a mere traffic cop of the air waves. It is the guardian of the public domain of the radio spectrum and must act accordingly. I am personally shocked at the allegations made, but feel it is a matter for the FCC rather than for Congress to consider."

Rep. Arthur G. Klein (D., N. Y.):

"*Billboard's* disclosure of allegedly slanted news stories purportedly ordered by direction of the president of KMPC is no surprise to students of political propaganda, but, if true, it is an illusion-shattering exposition of loaded news policies to the unsophisticated. *The Billboard* has done an outstanding service to the nation and to the radio industry by its exposure of the charges of this allegedly deliberate distortion of news to suit the racist, political and religious views of a single man. Any informed American who is alerted to influences about him can spot similar and equally blatant cases every day.

"I hope and trust that the Federal Communications Commission will take any appropriate action possible. It seems to me also that the National Association of Broadcasters might take cognizance of *The Billboard's* revelations in considering revisions to the code."

Rep. Adolph J. Sabath (D., Ill.):

"If these charges are true, the action of the station owner is outrageous and shameful, and the station operator's license should be taken away from him. Where a man wilfully uses his station to smear people, he has no right to continue operating. A radio broadcasting station should be non-political. The operator of KMPC should be called upon immediately by the Federal Communications Commission to explain the station's position in the matter in view of the affidavits which have been disclosed to the public by *The Billboard*."

Rep. Helen Gahagan Douglas (D., Calif.):

"These are shocking charges, and I am sure that the Federal Communications Commission will move to investigate their truth."

## Here's KMPC Side, Given by GM Reynolds

Proud of Pubserv Record

(Continued from page 3)

staff at KMPC were made to adjust operating expenses and to conform with contemplated program changes. I did not release Clete Roberts or the two writers, including George Lewin, because of any differences in viewpoint in the treatment of the news. Roberts was doing a 15-minute commentary each day in addition to special events, and Lewin spent most of his time in assisting Roberts. In their preparation Roberts, desiring to work primarily on special events, represented an expense that was out of all proportion to our needs, and our operation did not justify his retention or that of the other two men. Our present staff, without these men is amply sufficient to present all of our newscasts.

"KMPC is proud of its service to the public and its operation in the public interest. Its record of public service is outstanding and one which, I believe, is not exceeded by any other station in the United States. KMPC is likewise very proud of its fine American and loyal personnel and their service to the public in its operation.

"Our complete file of newscasts is open for inspection and I am satisfied that, even with the closest of scrutiny, no bias or indication of slanting of news will be found in any of them."

(Signed) Robert O. Reynolds.

the situation will be "looked into" if, as and when a formal complaint is filed, and both commissioners joined with their colleagues in reserving further comment on specific details until the filing takes place.

### Congressmen Move In

Disclosure of the Roberts-Lewin charges created an obvious stir that reached beyond the editorializing-ban hearing room to industry circles and to Capitol Hill where nearly a dozen congressmen, most of them from California constituencies, promised a "detailed" examination of the charges, while half a dozen others, including Sen. Sheridan Downey (D., Calif.), called for an immediate inquiry by FCC. Downey declared that "It is a disturbing thing if any station operator abuses his license to slant programs for or against a religious or political creed." Demands for the FCC airing were concurred in by Reps. Adolph J. Sabath (D., Ill.), Helen Gahagan Douglas (D., Calif.), Arthur G. Klein (D., N. Y.) and Emanuel Celler (D., N. Y.). (See separate box in Radio Department this week.)

All of the lawmakers were agreed that the case warranted no additional legislation and that FCC was fully empowered to sift the charges which, if proven true would, in the opinion of the congressmen, constitute a violation of the Communications Act which requires that radio broadcasting be operated in the "public interest."

One congressman—Representative Klein—went so far as to suggest that (See Reaction in Congress on page 14)



### Self-Service

NEW YORK, March 6.—The past few months have seen a terrific spread thruout radio of disk jockey shows emanating from restaurants and night clubs. It started anew via Jack Eigen on WINS from the Copacabana.

But the crusher has been supplied by WKNX, Saginaw, Mich., which airs *Tea for Two* every afternoon. The show originates in a cafeteria.

### WTMJ Sues To Halt Use of Name Heinie

MILWAUKEE, March 6.—A \$10,000 damage action to restrain Jack Bundy from using the name Heinie in daily airers skedded over WMAW, Milwaukee's newest indie slated to debut this month, was filed February 28 in Circuit Court here by the Journal Company, WTMJ ops. The complaint charges that while Jack Bundy was aired over WTMJ from August 20, 1932, to January 29, 1944, he was billed as Heinie on a daily noon-hour stint called *Heinie and His Grenadiers*. It further alleges that at that time Bundy inked a contract with the Journal Company in which he agreed "not to use the name Heinie and/or Grenadiers from any other Milwaukee radio station at any time during or after the expiration of the contract."

The suit specifically names the skedded WMAW airer, *Heinie and His Band—the Band of a Million Airs*, and Bundy's dance spot at the Antlers Ballroom in which he has been billed as Heinie and His Band and *The Band of a Million Airs*.

## Poll Shows 70% Feel Radio Doing Good Job; 60% Veto Commercials; News Popular

WASHINGTON, March 6.—The National Opinion Research Center (NORC) of the University of Chicago, in its second survey of U. S. radio listeners, reported this week that 70 per cent of the people feel that radio in their communities is doing an excellent or good job. This compares with 76 per cent believing that churches are doing excellent or good work, 63 per cent approving the work of newspapers, 59 per cent okaying schools as doing an excellent or good job, and 42 per cent rating local government good or excellent.

At the same time, the survey reported that 60 per cent felt that commercials spoiled the program by interrupting it, 36 per cent disagreed and 4 per cent reported "don't know." On the question whether commercials give useful information about "things you may want to buy," 74 per cent reported they agreed, 22 per cent disagreed and 4 per cent said "don't know." As to whether commercials are "boring and repetitious," 58 per cent agreed they were, 35 per cent disagreed, and 5 per cent didn't know. On whether commercials are "noisy and distracting," 46 per cent agreed, 49 per cent disagreed and 5 per cent didn't know. On whether commercials are "worthwhile because they tell who pays for the program," 65 per cent were reported as agreeing, 26 per cent as disagreeing and 9 per cent didn't know. Sixty-three per cent found commercials "often amusing and entertaining," 32 per cent disagreed and 5 per cent didn't know.

Commercials are often in bad taste, according to 46 per cent of the listeners in the NORC survey; 42 per cent disagreed, and 12 per cent didn't know.

#### Plingless Shows Rejected

Twenty per cent of the listeners surveyed reported they would be willing to pay a \$5 a year fee to get radio programs without advertising, while 76 per cent said they would rather have advertising without subscription and 4 per cent reported "don't know." Nine per cent of the 20 per cent in favor of a \$5-a-year license fee for commercial-free programs would be willing to pay as much as \$10 a year for the service, and 2 per cent would be willing to pay up to \$25 a year, according to the NORC.

In response to a question as to "which one of these four statements comes closer to what you yourself think about advertising on the radio," the survey showed 30 per cent agreed they were "in favor of advertising on the radio," 35 per cent checked "I don't particularly mind advertising on the radio," 22 per cent checked "I don't like advertising on the radio but I'll put up with it," 9 per cent checked "If it were up to me I'd cut out all advertising on radio," and 2 per cent checked "don't know."

#### News Programs Favored

Altho an overwhelming majority of listener preference as shown in the survey was for news programs day and night, 48 per cent of those re-

### Without Looking

WASHINGTON, March 6.—Altho *The Billboard's* (March 6) story on KMPC, Los Angeles, did not get in the record of the editorializing hearing, the Federal Communications Commission (FCC) obviously was well aware of the article. When Benjamin Meyers, of the Radio Directors' Guild (RDG), got up with a copy of *The Billboard* in his hand, he failed even to get a chance to identify the story before Chairman Wayne Coy interrupted him to rule the story couldn't be admitted to the testimony.

sponding in the survey said they got most of their daily news from newspapers, while 44 per cent got it from radio and 8 per cent "don't know."

Answering a detailed question on various forms of government control, 76 per cent opposed federal regulation of radio advertising, 65 per cent opposed control of controversial issue programming, 67 per cent were against control of over-all educational programming, 59 per cent opposed government control of accuracy of news shows, and 52 per cent were against control of profits on stations.

On the question of singing commercials, 37 per cent said they liked them better than "the straight kind," 43 per cent said they did not like them as well, 18 per cent said it made no difference and 2 per cent said "don't know."

NEW YORK, March 6.—Frank Stanton, president of Columbia Broadcasting System, has been appointed chairman of the radio section of the 1948 Red Cross drive for Greater New York.



It's a big news year. And when news pops, the nation shops for the product advertised on a news broadcast! The center of news is Washington. And in the center of Washington, are two of the ablest, most fearless newsmen in America. Both are available for sponsorship over WOR. Both are "buys" in any year; and *tremendous* buys in an election year!

### A "BUY" FULTON LEWIS, Jr.

7:00 to 7:15 PM, Mon. thru Fri.

One of the best-known news analysts in the business. A showman, fact-finder, award-winner, red-tape-eraser.

### A "BUY" ROBERT S. ALLEN

2:45 PM, Sundays

Brings public figures and the public-at-large rushing to their radios. Fearless, colorful, swift-paced.

mutual

heard by the most people where the most people are--

**wor**



## Network and Local Program Reviews

### Living — 1948

Reviewed February 29

Sustaining Via NBC

Sundays, 4:35-5 p.m.

**Estimated Talent Cost:** \$5,000; producer, James Harvey; technical adviser, Jane Tiffany Wagner; research specialist, Nancy Ann Woodward; writer, Lou Hazam; music conductor, Milton Kazims; announcer, Bob Warren; narrator, Ben Grauer.

The public service division of the National Broadcasting Company (NBC) has—within recent months—undergone changes in policy and programming. These changes were intended in a general way to modernize that department's programs, to prune obsolete schedules in favor of shows in tune with the times. *Living—1948* is one of the early fruits of the new policy.

From the standpoint of format *Living—1948* seemed rather fresh and exciting. The technique of the first program was similar to that of the *Living Newspaper*—a legitimate theater group which gave some vitality to the old WPA Federal Theater Project of the 1930's. As handled on a radio network, this format involved presentation of a kaleidoscopic view of life in these United States. This presentation was done via brief dramatic and narrative sequences touching on various aspects of our lives, such as (1) housing, (2) the Marshall Plan, (3) atomic energy, (4) literature, (5) the theater, (6) high cost of living, (7) post-war misery in Europe, et al. From these signs of the times and from other portents, it was ascertained that the people are afflicted with a general confusion and are not too hopeful of the future.

#### Later Lapse

So far, so good. When the program progresses beyond this point, however, it loses a certain integrity. This lapse occurs when Dr. George Gallup is brought to the mike and queried as to what the Ides of March reveal to him. Despite the mass of evidence to the contrary presented in the previous portion of the program, Dr. Gallup stated that the great majority of people were happy, and that beneath the surface of confusion there existed a basic tranquility and soundness.

The listener found it difficult, from the standpoint of logic, to take this turnabout in good faith. Dr. Gallup then elaborated, pointing out that only one in 10 believes life wasn't worth while. He also pointed to a connection between a man's policies and his comparative degree of happiness, claiming that communists, and communistic countries, were unhappy.

The wind-up of the show developed into a plug for free enterprise and the American way of life.

To this reviewer it seemed that the program tried to say: "We are confused, but we are really happy. This is a great country." We, too, believe this is a great country, but we believe the program took a circuitous and illogical means to arrive at that end.

Otherwise, *Living — 1948* impressed as a potentially good idea. Its pace was brisk. Its staccato technique covered a lot of ground rapidly. It needs more subtle production. **Paul Ackerman.**

### The Padded Cell

Reviewed February 29

SCHUTTER CANDY COMPANY

John Feinstein, Adv. Mgr.

Thru Russel M. Seeds, Co., Inc.

Harry Goldsmith Jr., Acct. Exec.

Via CBS, Pacific Coast Net

Saturdays, 6:30-7 p.m.

**Estimated Talent Cost:** \$2,400. Producer, Irving Atkins; writers, Ed McKeon, Andre Paul, Henry Stapf. Cast: Ken Niles, emcee; Jack Slattery, announcer; Ray Ehrlenborn. Dave Bacall, organist.

Current Hooperating of the Program.....not available

Current Hooperating of show preceding (time period) ..... 9.0

Current Hooperating of show following ("Saturday Nite Serenade") ..... 4.5

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC: .....(time period) 2.5

MBS: .....(time period) 4.4

NBC: Judy Canova .....17.7

#### ABOUT THE ADVERTISER

Schutter Candy Company, a subsidiary of Universal Match Company, is a heavy, year-round spot time buyer. Until recently, bulk of ad budget went to black and white media, but firm is currently swinging to airtime to plug its Old Nick and Bit o' Honey bars. Bankroller also buys "Counterspy" thru Schwimmer & Scott Agency.

Getting a new twist in an audience stunt show is not easy these days, what with the ether flooded with gimmick stanzas. Hence the producers of *Padded Cell* have a hard pull ahead before the show fully earns its feed. As it stacks up, *Cell* is a promising venture, offering a combo of elements and a flexible format which can develop into sock fare.

Theme of the series is to give listeners a chance to shed themselves of suppressed desires, making the show a springboard for zany stunts. During the show caught, one contestant wanted to dance with a terrific terpster, which *Cell* provided in the person of an Arthur Murray pro, followed by an adagio dancer who gave lass more than she bargained for. Another wanted to make a hit with his gal, so a series of screwy situations were cooked up to help him score. Between stunts things are kept lively by emcee Ken Niles and planted stooges, who reach deep into bag of puns, corn and heckling to promote guffaws.

Weakest link in the show is the similarity to *Truth or Consequences* and the *People Are Funny* stanzas. To develop its own trademark the show should introduce gimmicks which will give home listeners a more active part in the seg. Mail contests, possible remote pick-ups and special prizes for types of suppressed desires are indicated to make the set-side audience a part of the act.

Ken Niles is a fast ad libber, coordinating stunts with ease. At times, however, he punches too hard in selling the idea that the show is hysterical when, in truth, the stunts aren't that funny.

Commercials are inoffensive and

### Make Friends With Music

Reviewed by Transcription

Sustaining Over WTAG,

Worcester, Mass.

5,000 Watts

(CBS Affiliate)

Saturdays, 9:30-10 a.m.

Producer - narrator - pianist, Gladys Thomason.

Finding a way to bring the younger generation around to an appreciation of better music is a project which has been explored by broadcasters, record manufacturers and others, with varied degrees of success. This show is one local broadcaster's answer, and it's a good one. WTAG has Gladys Thomason tell a weekly story concerning some aspect of music and illustrate it by playing the piano or running off a record. The show has stirred considerable local interest, attested by its indorsement by the Junior League of Worcester.

Miss Thomason reels off the show before an audience of organized youngsters, having a different group in each week. Program caught was made with a Girl Scout troop on hand as guests. Before launching into her main course, Miss Thomason warmed up the kiddies by asking questions, such as, had they ever acted in a play, and drawing mass yes-and-no responses. Then all the kids sang the special "make friends with music" song. Later in the program, they also sang the special "safety song," which seemed to be an abridged and tailored version of an old drinking song with new lyrics.

Main body of the program had Miss Thomason tell the story of the opera, *Carmen*. Her approach was that of the practiced story-teller, asking the kids to close their eyes, imagine they were in the Paris opera house, walking down the aisle in formal clothes. Then she described the stage setting and the costumes, and launched into the opera itself. As she went along, she played excerpts from the music on the piano, or from records. It was an accurate, if somewhat censored *Carmen*, and should have served its purpose: to arouse greater curiosity about the real thing among the younger listeners.

The only criticism stems from an apparent lack of animation on the part of Miss Thomason, who went along pleasantly enough but without too much personality coming thru. It made the show take on just a little of the aspect of a lecture, rather than mere fun. A little more showmanship would make a winner of this program.

Sam Chase.

ably handled by Jack Slattery, with integrated plugs for Bit o' Honey and Old Nick candy bars spotted twice. In addition, short singing commercials and slogan gags are worked in between contestants. Best commercial is sugar coated by announcing a "pal of the week." Gimmick is to provide free ice cream, cookies and boxes of the sponsor's candy to an adult who, in turn, throws a party for neighborhood kids. Stunt should pay off with the moppet set, an important factor in the candy market.

Show is currently in its second week of a 13-week trial run on Columbia's Pacific Coast net of 13 stations. Plan calls for full coast-to-coast airing if show clicks. From present indications, *Cell* will be a natural if handled right.

Alan Fischler.

## FMA To Seek Check on FM Grants to AM

WASHINGTON, March 6.—FM Association (FMA) will call upon the Federal Communications Commission (FCC) to crack down on AM broadcasters with "hip pocket" FM grants, it was decided at an FMA board meeting here this week-end. The board, headed by FMA President Edward Dillard, unanimously adopted a resolution to petition the FCC to investigate all FM applications for renewal or extension of time on construction permits.

Paving the way for what FMA hopes will be rapid expansion of FM, the board agreed to meet monthly for at least the next four months, and adopted a resolution calling on certain manufacturers to produce and distribute FM-only radio receivers at "the lowest price possible consistent with high quality performance." The board also urged swift expansion in output of FM band receivers on all AM and television sets and agreed to dispatch letters to all FM broadcasters having studio transmission links with American Telephone & Telegraph to determine sentiment on rates and to avert exorbitant AT&T rates.

At the wind-up of the first day's session, the board issued a statement decrying "misleading advertising" by some manufacturers in respect to FM sets. Letters will be sent to all manufacturers urging them to specifically feature FM reception and to clamp down on attempts anywhere made by advertisers who "underplay" FM or put it in a secondary role with AM broadcasting, and to strike out against advertising AM as capable of fidelity higher than FM.

### Quality Glossy Prints

If you want quality photo-reproductions and fast service, order from us. We make them by the thousands.

100—8x10's for \$ 6.50  
500—8x10's for 27.50  
1000—8x10's for 50.00

Negative charge of \$2.00

Post cards in quantity, 2 1/2¢ each.

Write for price list on other sizes.

One-Third Deposit, Balance C. O. D.

Quality Photo Service

Perkins St., Box 42

Bristol, Conn.

### LOOK

BEST GLOSSY PRINTS

Photo Post Cards

3c Each in Quantities

8x10 Prints

9c Each in Quantities, Plus

Negative Charge \$1.50

Write for Prices

Terms: One-half with order, balance C. O. D. All original photos returned.

Commercial

Photos, Inc.

833 SOUTH LUDLOW ST.

FULTON 0861 DAYTON 2, OHIO

### HOWARD PHOTO REPRODUCTIONS

No Order Too Small or Too Large. Enlargements mounted. 20x30. \$2.00; 30x40, \$3.00. Photo post cards, 2¢. 24-hour service. Mail orders coast to coast. Write. Call. Free Sample Kit.

8 x 10 5c QUANTITIES

Howard Photo Service, Dept. B

168 W. 46 St., New York 19, N. Y. BR. 9-2490

### TD, ABC N.S.G.

NEW YORK, March 6.—The latest in the periodic temperamental sieges indulged in by maestro Tommy Dorsey has the American Broadcasting Company (ABC) a bit perturbed. It seems that TD flipped during a recent campus-date remote when students crowded around the stand and broke the connection for the net's main mike. He wouldn't let the engineer make repairs, so Dorsey's half-hour shot from the University of Virginia Friday (20) came over coast-to-coast sans vocals or announcer patter.

Termining the mike mix-up as "very embarrassing to us," ABC officials refused to commit themselves further, but the indication was strong that for a time TD would be n. s. g. with ABC.

## Gwartz Leaves MPPA; Royalties Direct to Him

NEW YORK, March 6.—Irv Gwartz, owner of the Viking, Chelsea and Saunders music pubs and litigant in legal action initiated long ago by mechanical collection agent Harry Fox, has withdrawn from the Music Publishers' Protective Association (MPPA). Gwartz also notified diskeries this week to pay royalties on his firms' copyrights direct to himself instead of to Harry Fox.

Withdrawal from MPPA and the severance of Gwartz's pub ties with Fox are believed linked with tussles Fox has been undergoing with Gwartz in the latter's capacity as a record manufacturer. Gwartz's Diamond label had been accused by Fox of being delinquent in royalty payments to his pub clients.

Meanwhile, Diamond Records is releasing a new Jan August platter this week which was cut before the 88-er's switch to Mercury, a move which itself has prompted more litigation involving Gwartz. The August-Diamond platter, *Dizzy Fingers*, backed with *Warsaw Concerto*, comes out when the pianist-maestro is due to open at the Raleigh Room of the Hotel Warwick here, Thursday (11).

## Victor Revises Royalty System

NEW YORK, March 6.—RCA Victor, in an effort to eliminate unnecessary bookkeeping, has revised its system for computing artists' royalties. Victor, which until now had tabbed each returned or broken disk against accrued royalties for the individual artist, effective March 1, adopted a system similar to that used by most other diskers, automatically deducting 8½ per cent for breakage and returns. Other major diskers including Columbia, MGM and Capitol, currently deduct 10 per cent.

This change in system required the diskery to get its artists to agree and sign letters of waiver allowing the firm to make the automatic deduction. It is believed that all artists approached agreed to the change.

In his letter to the artists requesting their co-operation and agreement to the new royalty deduction, Victor Veepee James Murray pointed out:

"We find that the cost of distribution has increased to the point where the record business is becoming less attractive to both distributors and dealers . . . it is therefore necessary . . . to eliminate as much bookkeeping as possible."

# AFM Wallops Coast Combine

## Lawyer-Manager Role May Get Court Review as Goldfarb, Vallon Sue Woody Herman

NEW YORK, March 6.—In a suit that may shed new judicial opinion on the common showbiz practice of combining law practice and personal management, legal eagles Herman (Chubby) Goldfarb and Michael Vallon are suing orkster Woody Herman for an alleged breach of a personal management contract and for money claimed due them in commissions from the earnings of Herman. The suit came to light when the lawyer-managers, whose accounts include Billy Butterfield, Beatrice Kay, Sunny Skylar, Paul Winchell and the Soft Winds Trio, moved for examination of the orkster before trial in the New York Supreme Court.

Goldfarb and Vallon based their claims on three written pacts. The first, entered into November 19, 1941, called for the plaintiffs to act as general managers and also as business managers of Herman for three years. In 1944 this pact was extended for an additional five years. On the extension the plaintiffs contend they are due \$4,873, representing an alleged 10 per cent of net profits for which they contracted.

### Second Herman Contract

Another contract was signed March 21, 1947, covering another five-year period and calling for 10 per cent of Herman's earnings as an entertainer and 5 per cent of his earnings for any work as an orkster. At that time Herman had given up his baton and was attempting a singer single via wax and radio. Herman returned to ork fronting only a few months ago. On the contract the plaintiffs claim another \$1,059 due them as 10 per cent commission.

The complaint further alleges that in 1945 Herman orally granted a request for an interest and agreed to pay \$10,000 for additional services rendered. Goldfarb and Vallon claim that a remainder of \$5,000 is outstanding on that deal. They also are seeking \$5,000 due them for legal services on the 1941 contract.

Goldfarb and Vallon further claim that on August 29, 1947, Herman terminated his pacts, thereby preventing the lawyers from performing their duties. For this they seek an accounting of Herman's earnings in

order to collect their claimed commissions.

### Herman Denies Claim

Answering the charges of his former managers, Herman admitted entering into the contracts but made a general denial of all allegations, claiming the plaintiffs breached their duties to him thereby voiding any contracts which had been made. He further contends that the contracts are void because the plaintiffs acted as agents, for which position they allegedly were not licensed as required by the State of New York.

Herman further claims that in the period from 1941 to the date of contractual termination, the plaintiffs violated their duties to him by failing to act solely for the benefit of the orkster and allegedly acting for themselves. Herman claims that Goldfarb and Vallon failed to keep a true and accurate record of his earnings and confused and co-mingled Herman's funds. The orkster claims that the plaintiffs refused to let him examine their books and records which related to all transactions made in his behalf. The orkster charges that by reason of these facts the plaintiffs forfeited their right to recover for their services.

## Berlin Gives 2 Tunes to Feist For Exploiting

NEW YORK, March 6. — Music tradesters were cluck-clucking this week at the unprecedented move by songwriter-publisher Irving Berlin to give two of his own songs to another publishing firm for exploitation.

Gossip developed after the news broke that Abe Olman, general manager of the Loews-Robbins-Feist-Miller group had arranged with Berlin for the Feist firm headed by Harry Link, to handle two of the ditties from the coming MGM flicker, *Easter Parade*, which has an all-Berlin score and book.

The precedental move by Berlin, who has never "relinquished his own copyrights," brought speculation among rival pubs and writers that the deal might only be a "selling agent" set-up, with Berlin letting Feist publish and exploit the ditties for a limited period and then having the copyright revert to his own firms. Gossipers felt that because Berlin had other ditties in *Easter Parade* for his firm to worry about, as well as the problem of an upcoming legit musical score, he may have figured it was better to split professional action on some of the ditties with the Robbins-Feist-Miller bunch. Berlin's own firm maintains only a partial professional staff. Some extremists saw signs, however, that Berlin was already laying plans for retirement and the song shift was a deal to lift some work off his own shoulders.

Neither Berlin nor Abe Olman could be reached on the Coast at press time to confirm or deny the trade gossip.

The two Berlin ditties to be handled by Feist, both well-recorded prior to the ban, are *A Fella With an Umbrella* and *Better Luck Next Time*. The *Easter Parade* film features Judy Garland and Peter Lawford among others.

## Lifts Barnet Crew From Mardi Gras

### Spot in Non-Union Loop

HOLLYWOOD, March 6.—American Federation of Musicians (AFM) struck back at the non-union combine of Harry Schooler-Joe Zucca-Harold Lewin and by special order of James C. Petrillo ordered the Charlie Barnet band pulled from the Mardi Gras stand. As reported exclusively by *The Billboard* (February 21), Schooler-Zucca-Lewin decided to operate in open defiance of AFM, booking non-AFM bands into their Majestic Ballroom (Long Beach) and Terrace Ballroom (Hermosa Beach), while stating that once Barnet closes at Mardi Gras that location would also be brought into the non-union loop.

According to Petrillo's orders, by recommendation of AFM Local 353, Long Beach, Majestic Ballroom, Harry Schooler, Joe and Frank Zucca and Harold Lewin were placed on the national unfair list. This was the basis under which Barnet was pulled. Taking his place at the Mardi Gras is a 17-piece non-union group fronted by Lionel Goodman, with a non-union quartet, Gene Keene, as intermission musickers.

Schooler told *The Billboard* that Barnet still owes ops two weeks under contract and that they will take legal recourse since contract was not fulfilled.

## M-A Cracks Into 2 MCA Spots

NEW YORK, March 6.—Mus-Art Agency, beginning its second year of operation, this week succeeded in breaking into the Mayflower Hotel, Washington, for a long time a Music Corporation of America (MCA) stronghold. Mus-Art set Eric Correa's society ork into the spot for the summer, beginning June 14.

Mus-Art also cracked the MCA grip on the St. Regis Hotel here when the agency set Hal Saunders into the spot's Iridium Room.

The agency this week added George Towne's ork to its talent roster. Towne obtained his release from an MCA-management pact this week and immediately signed with Mus-Art.

## NY Indie Distribs To Meet Mar. 11

NEW YORK, March 6.—The first official meeting of indie label New York distributors, who are banding together to form a clearing house for retailers' credit, will be held Thursday (11) at the Malverne Distributors' offices here. Skedded to attend the meeting will be representatives of Majestic brands, Musicraft, Apollo, Cosnat, Major, Hall-Milmore and Portem distribs and several others.

It is understood that the clearing house idea reported in *The Billboard* several weeks ago appears to be spreading, with indications that a similar org may be attempted in Philadelphia.

## Dizzy in Tizzy, Foreign \$ Fizzle

NEW YORK, March 6.—Reports drifting back from Europe indicate that Dizzy Gillespie's tour of Scandinavia and lowland countries has ended up in financial turmoil as the result of many canceled dates and alleged bad payments. Unconfirmed reports have it a snarl with Swedish Promoter Harold Lindquist has left be-bopping Dizzy without enough dough to pay the ork's way back to the States.

Fare money, it is understood, was cabled to the orkster by the Gale Agency this week and passage was obtained on the DeGrasse, which leaves the Continent March 9. Gale Agency veepee, Billy Shaw, currently is in Europe with the orkster and is expected back in New York the early part of next week.

# Plucking Their Way Past AFM

## String Band Fad Receives Nourishment

### Big Label Distributing Aids

NEW YORK, March 6.—Apollo Records this week joined Mercury Records in an effort to cash in on the string band "hit" fad when the diskery acquired rights to four Philadelphia string band sides from the Parade Record Company. Apollo set a pressing and distribution deal with Parade for the entire country (except the Philly area) for an undisclosed flat guarantee. The purchase included the up-and-coming *Heartbreaker* and *Baby Face* tunes as done by the Philadelphia All-Star String Band. The other two sides are *Bye, Bye, Blackbird* and *Down in Jungle Town*. Disks will be released next week on the Apollo label but gives label credit to Parade.

Apollo also had an a capella waxing session this week with the Dixie Humming Birds, a spiritual singers' group.

PHILADELPHIA, March 6.—String band development in the East shows no sign of waning, with the Philly area a veritable bee hive of recording activity. For two reasons the stringers have become important wax forces. First, the impetus of the *Four Leaf Clover* smash, and suggestions therefrom that the public is ripe for string band stylings of old and new songs, has given vent to a splurge of Philly recording that probably exceeds pre-Petrillo-ban activities. Not only have such items as *Heartbreaker* and *Baby Face* been winning bank-skiing coverage on various Philly labels, but new pop tunes in orthodox dance tempos are being tackled by the Quaker sax, string and fretted instrument brigades.

Second, the biggest single reason for a string band era is directly traced to Petrillo's disk ban. The stringers, all members of social-like clubs who annually participate in the Quaker City's Mummer parades, are not members of the American Federation of Musicians (AFM) and as such are ripe fodder for diskeries down Philly way. The unique advantage in recording the Mummer musicians is that they collect no individual royalties, usually; rather, such fees are paid into their respective clubs. The price usually comes out cheaper for manufacturers when compared with pre-ban cost of recording AFM musicians at scale plus a welfare-fund royalty payment to the union.

### Distrib Deals Set

The principal problem for the diskeries building on string band strength has been that of production and distribution, but the gathering trend for established labels to handle distributions rights . . . even to buy masters . . . has been nurturing Philly labels and hypoing what could have been a fundamental weakness. Not only is the Apollo deal typical, but Mercury Records has concluded a succession of distributing deals on string band wax. First, there was the original Kranz *Four Leaf Clover*; then the Aqua String Band recording of *Heartbreaker* backed with *Manana*, and others are due to follow.

Prominent in the Philly picture on string band use has been Dave Kranz (whose Kranz label now has been supplemented by four other labels, featuring among them a half-dozen string bands all known to Philly parade watchers); Dave Miller, whose

## Oberstein Assumes United Press Plant For Sterling's Debt

NEW YORK, March 6.—RCA Victor artist and repertoire chief Eli Oberstein revealed last week that he was owner of the United record pressing plant in Los Angeles. Oberstein told *The Billboard* that the plant was taken over some eight months ago in lieu of a debt owed by Al Middleman's Sterling Record firm with which he had business relations at one time. The Sterling diskery at one time rented its present quarters from Oberstein, who was landlord for the property.

Oberstein described the plant as being only eight-press size. He said Ben Siegert owned a small piece of it (about 20 per cent) as well and indicated that the plant probably would be liquidated soon for about 10 to 15G.

## 7-Inch Viny Kidisks Set By Columbia

NEW YORK, March 6.—Columbia Records will launch a kidisk line of seven-inch vinylite platters next month (retail at 35 cents, three for \$1) to supplement the diskery's regular seven-inch shellac Playtime kidie series. Pressings for Columbia will be done by a New York waxery, Music You Enjoy, whose two plants in Manhattan and Mount Vernon are claimed to have a combined pressing capacity of 20,000 platters daily. In addition, Columbia has annexed most of the masters of Music You Enjoy's four tot labels: Pied Piper, Kiddie, Toy Time and Listen-Look. These will be added to 30 titles from the current Playtime catalog and used as the nucleus of the vinylite series.

The shellac-playtime disks and the vinylites will be sold side by side in retail and chain outlets. Presumably, titles on vinylites will not conflict with those on shellac disks.

Meanwhile, another kidisk entry will debut on the retail market March 25. The label, Peter Pan, will also be a seven-inch vinylite but will sell for 25 cents plus tax direct to chain and variety store counters. Peter Pan disks are the product of General Moulding Company, Newark, N. J.

## Basie Music Pix Prepped

NEW YORK, March 6. — It was learned this week that Count Basie will go into production of his own musical motion picture two-reelers shortly. Basie will do a series of three two-reelers in conjunction with Personal Manager Milt Ebbins' motion picture enterprise, Tower Productions. The flicks will be offered for rental in similar fashion to the Louis Jordan pix of last year.

Palda label has a Ferko disk on *Heartbreaker*, which has been gathering sales, and whose recourse to some half-dozen string bands, and about half a dozen retailers and newcomers who have jumped into the record biz off the string band springboard (typical is Elliott Wexler, of the Kayler Company, distrib, who is setting up a public label which will employ string banders).

## Quittner Heads United Artists; Revamp Planned

HOLLYWOOD, March 6.—An assignment for the benefit of creditors was made by United Artists Records (UAR) Friday (5) after a long period of financial stress which resulted in curtailment of all diskery operations several weeks ago. Following confabs with creditors, UAR attorney Jerry Rolston assigned plattery to Francis Quittner, acting as creditors' assignee, who will attempt to find new capital and management to operate UAR. John Klein, founder and head of indie diskery combine, agreed to step out of the picture, along with UAR principal stockholders Clay Miller, Joe Authier and Glynn Watson.

Plattery's woes were blamed on firm's distributors and other debtors who failed to meet outstanding bills and provide UAR with enough cash to meet current expenses. Firm's assets were estimated at \$100,000, including modern pressing plant, with accounts receivable totaling over \$40,000. Bell Records, member of the UAR producing group, was said to owe UAR more than \$15,000 for pressing charges. Diamond Records, Eastern plattery, also owes UAR \$12,000 for pressings and is currently being sued to collect bill. Creditors include raw material suppliers as well as member producing artists, all of whom have claims for back royalties.

Producing groups still remaining in the UAR set-up agreed to go along with efforts to reorganize firm. Under terms of co-op deal, UAR assumed pressing operations of masters produced by individual artists on a profit-sharing basis. UAR and producers split net profits equally after production and pressing costs were deducted.

## MGM's 1st Yr. Does Boff Biz

NEW YORK, March 6.—MGM Records this week celebrated its first year in biz, riding the crest with its first million-seller (Art Mooney's *Four Leaf Clover*), a potential hit in Mooney's *Baby Face* and a rapidly moving album in the *Good News* package. The trade estimates figure that the diskery had turned over between 15,000,000 and 20,000,000 disks in its first year. The firm's production capacity at its Bloomfield, N. J., plant has not been reached, with only 90 of its 125 presses in operation on one shift. The diskery made a deal for West Coast production with the Superior pressing firm last week to enable more rapid coverage on the Coast of the diskery's moving disks.

Diskery sales stand-outs in the first year included the million *Clover*, over 600,000 on Art Lund's *Mam'selle*, over 100,000 on the *Till the Clouds Roll By* album, close to 400,000 on Lund's *Peg o' My Heart*, over 100,000 Macklin Marrow *Sabre Dance* to date and about 130,000 Jimmy Dorsey *Ballerina* diskings. The diskery has put out 20 albums and about 175 single disks in its first year. The firm recently saw its first international release via its Electric Musical Industries (EMI) deal, with Slim Gaillard's *Tip Light* showing the way in England so far.

## Winnie the Waxer

NEW YORK, March 6.—For weeks a local flack has been pelting *The Billboard* with reminders that a burlesque stripper name of Winnie Garrett was a vice-prexy with a record company.

Never one to take a pelt (especially from a lady of burlesque), *The Billboard* sent out a sleuth. After all, Winchell had recognized this gal; mebbe the kid had a way to do a strip tease on wax; who knows the endless, appealing possibilities?

But it turns out the peeler is legitimately a veepee of Famous Records, New Jersey waxery. Her contribution is largely that of a promotional director for the firm, but the stripper meanwhile continues to strip. She hooked up with the label some six months ago to augment her "bare" stage income and so far hasn't realized enough from the wax investment to stay away from the daily "grind." But she owns stock in the diskery and hustles up occasional disk jockey plugs for the label whose talent roster includes Freddy Miller, Jim Messner, warbler Tommy Ryan, thrushes Janet Parker and Pa Terry and Shorty Warren and His Western Rangers.

The Garrett gal keeps her two business enterprises completely separate. So far she hasn't resorted to giving away a Famous disk with every "double-chocolate Hershey almond bar with the nuts inside."

## ITOA Launches Suit Vs. ASCAP

NEW YORK, March 6.—An alleged monopoly suit launched by Alden-Rochelle, Inc., and 160 theater operators comprising the Independent Theater Operators' Association (ITOA) against the American Society of Composers, Authors and Publishers (ASCAP) and its publisher members started Thursday (4) before New York Federal Judge Vincent L. Leibel.

The ITOA suit charges that ASCAP and its publisher-members is an alleged unlawful combination which controls the price of songs and removes competition. ITOA seeks to have ASCAP clear the song usage and motion pictures at the source (meaning the film producers) instead of charging independent exhibitors a license fee. On Thursday the ITOA's attorney, Milton Weisman, presented the plaintiff's case by introducing documentary statements, including ASCAP contracts with its writer and publisher-members as well as cue sheets showing that every pic produced by the big companies has ASCAP music in it.

On Friday (5) Joe Vogel, Loew's executive, testified that independent exhibitors needed the pix of the major companies in order to operate. Another witness, Herman Starr, vice-president of Warner Bros.' films, president of Harms-Witmark-Remick music pubs and a key director in ASCAP, began to testify as an adverse witness, but the trial was adjourned until Monday at 10 a.m., when Starr is due to resume the witness stand.

## Decca Pays 25c Dividends

NEW YORK, March 6. — Decca Records this week declared its usual quarterly dividend of 25 cents per share on outstanding capital stock. The dividend is payable March 31 to stockholders of record March 18.

## Petrillo Fluffs King Collective Bargaining Bid

HOLLYWOOD, March 6.—Attempt to force American Federation of Musicians' (AFM) Prexy James C. Petrillo into a bargaining position with Jerry King, Standard Transcriptions topper, appeared futile by week's end when it was learned that union head had so far ignored King's written request to set date for collective bargaining. King's strategic move was made in a letter dated February 27, demanding that Petrillo set a date with Standard to begin collective bargaining and giving AFM chief 15 days to reply. If Petrillo ignores note, as is now expected, Standard will set March 22 as its own arbitrary date to meet with union reps.

Move is designed to force Petrillo to bargain under the Taft-Hartley Act. Standard's attorney, Lewis Teegarden, holds that Petrillo's refusal to bargain gives Standard full recourse to the T-H Act's protective measures and makes AFM head liable to charges of unfair labor practices. Specifically, Standard maintains that the National Labor Relations Board (NLRB) may order Petrillo to bargain "in good faith"; if not, a court order will be sought to force AFM bargaining move. This failing, Petrillo would face contempt charges.

King's present action follows close on heels of demands made several weeks ago when Standard topper ordered artists Ike Carpenter, Mischa Novy, Jimmy Zito and the Bachelors to record despite Petrillo's ban (*The Billboard*, February 28). Carpenter was ordered to wax February 25 but never showed, contending he couldn't violate AFM's ban. King sought to prove his contract with Carpenter was still in effect, but Carpenter was subsequently notified by Petrillo that he was under no obligation to record despite Standard's contract with him. Standard originally threatened to seek mandatory injunction preventing Carpenter from doing any work until he recorded for plattery. King now maintains that he seeks no action which will injure Carpenter and will aim future legal batteries squarely at Petrillo.

## MPCE Mulls Pension Plan

NEW YORK, March 6.—The Music Publishers Contact Employees' Union (MPCE) is seriously mulling ways and means of establishing a pension plan for song pluggers. The idea was developed in the talking stage at recent meetings, and an insurance company representative has been invited to submit data and plans.

Pluggers all support a pension plan, but the principal deterrent at this point is the problem of raising necessary moneys. It is expected that publishers and organizations such as the American Society of Composers, Authors and Publishers or Broadcast Music, Inc., will be sounded out on their attitude toward contributing to a pension plan which could be worked out on a near employer-employee basis. MPCE has no present pension structure, altho the professional music men's clique, which was absorbed by MPCE, has a relief system in practice which often has been used to help distressed pluggers.

Pluggers appeal to the trade for pension help presumably will be based on argument that without some assistance it can't come off, since pluggers' annual dues of \$35 a year are insufficient to take on added pension expense.

## England Expects Every Artist To Do His Duty...Gawd!

LONDON, March 6.—London diskery's all-British artists find themselves going to terribly odd extremes — by jove, to help their label reach out for the Yankee dollar. Hit record trends in America forced the English chaps initially to style dance music the Yankee way, sing songs the Yankee way and even take a crack at weeping and wailing the American hillbilly way — gawd!—just to keep covered in our market.

Now with the silliest trends flying at them from all sides—string bands, polkas, harmonicas, banjos, 6/8 tempi and what not—the Britishers are in a bit of a posh but are determined to maintain their pellet portage, shall we say.

Latest word in jolly old Mayfair has London waxers scheduled to make like a string band (banjo and community sing on *Heartbreaker*) on one side of a record and a shuffle outfit (6/8 time on *More Than Ever Before*) on the other side. To display their versatility, the same ork, the Squadronnaires, will do both sides.

I say, that isn't all, you know. Another soon-to-be-released waxing will have the Swiss *Toolie Oolie Doolie* paired with the Austrian *Helen Polka*, both of which are catching on, styled the Yankee dollar-catching way.

## Summer Band Tussle Grows

NEW YORK, March 6.—The summer booking tussle midst the band agencies appears to be heightening as warm weather creeps up. It was learned this week that the Redicker brothers finally had decided to stick with the traditional Asbury Park Convention Hall promotions after several weeks of indecision. They already have set Guy Lombardo to open the season in June and also have had approved a Sammy Kaye date for the week of July 28 at a reported \$6,000. Tex Beneke and Tony Pastor are two other possibilities, as yet unconfirmed, for the spot.

Atlantic City's Steel Pier also is fishing around for its summer orks and already has set the Tex Beneke crew for a week, with no other crews yet okayed.

## CLICK ROSTER

PHILADELPHIA, March 6.—Frank Palumbo's Click, housing the name bands, has lined up a steady stream of names to carry the room into the summer spell, topping off with Benny Goodman, who will come in with a sextet. Buying for one and two-week stands, Palumbo has Elliot Lawrence Monday (8) to follow in Art Mooney; Johnny Long for the March 15 week; Hal McIntyre, March 22 week; Gene Krupa for a fortnight starting March 29; two weeks for Desi Arnaz starting April 12; Carmen Cavallaro coming in April 26; Louis Prima, May 3, and Benny Goodman for a fortnight starting May 24.

NEW YORK, March 6.—Max Dreyfus's Chappell publishing group here broke a long-standing precedent by appointing Thomas B. Howell to serve as public relations man for the music firms.

## Creditors Offer Signature Brass Counter-Plan

NEW YORK, March 6.—Creditors of Signature Records will meet with the label's brass Monday (8) to submit counter-propositions to diskery proposals which were rejected last week. The wax firm is still endeavoring to find a satisfactory creditor plan required to continue operation under Chapter XI of the Chandler Act.

General creditors (suppliers, etc.), who are owed in the neighborhood of \$110,000, reportedly, will offer to accept 25 per cent as full payment, with 5 or 10 per cent in cash and the remainder in deferred payments over a period of time.

Last week Signature had informed its creditors that a group of individuals was willing to place \$50,000 fresh money into the firm (group reputedly includes musical director Ray Bloch) provided that a proffered creditors' plan were acceptable. The plan offered general creditors 10 per cent payment on debts, 5 per cent in cash and the other 5 per cent in deferred payments. In addition, the label broke down the proposed use of the 50G as follows: \$25,000 to go to Uncle Sam for settlement of some 75G in tax arrears; \$3,000 to the American Federation of Musicians and some \$5,600 to pay due salaries, office help, etc. The label also offered, as part of the plan, to pay off some \$43,000 owed to royalty creditors (not including music publishers) at 10 per cent, with payment in the form of stock. No arrangement was listed for music pubs, who earlier were reported as being owed some \$93,000, presumably on the theory that a separate arrangement would be worked out once other creditors proved agreeable. However, general creditors nixed the proposals and have come with their own demands to be submitted Monday.

## Cap Boasts of Flying Saucers

HOLLYWOOD, March 6.—A lot of Capitol disks were up in the air this week, but it all had the label's execs happy. Seems that demand for the waxery's product here so overburdened ordinary shipping facilities that the company notified its Scranton plant in Pennsylvania to rush pressings to the Coast by air. Twenty-three thousand, five hundred platters were air freighted by Slick Airways to the Coast, while the firm's Los Angeles plant continued to spew out platters at peak capacity.

Label claimed that 10 of its disks were skipping ahead of production capacities: Peggy Lee's *Manana*, Les Paul's *Lover*, Julia Lee's *King Size Papa*, Peggy Lee's *Golden Earrings*, Nellie Lutcher's *Fine Brown Frame*, Margaret Whiting's *Now Is the Hour*, Alvin Rey's *Four Leaf Clover*, Tex Ritter's *Rye Whiskey*, Tex Williams's *Don't Telephone* and Hank Thompson's *Humpty Dumpty Heart*.

## Musicraft Adds Larkin

NEW YORK, March 6.—Musicraft Records this week added Lou Larkin, former *Hollywood Reporter* music scribe, as the diskery's Western sales manager. Larkin will come to New York next week for about 10 days of training and orientation for the job. The diskery also appointed Fran Jackson as its Midwest sales promotion manager. Jackson will headquarter in Chicago.

## Revs Weigh Band Soc. Sec. Decish Pending 802 Info

WASHINGTON, March 6.—Meeting here last week between officials of the employment tax division of Internal Revenue Department and representatives of New York Local 802 of American Federation of Musicians (AFM) has prompted the division to hold up further rulings on Social Security payments by band leaders until 802 supplies more information.

A tax division spokesman said that the local has been asked to furnish specific cases involving band leaders and musicians working in the New York area in order that the division can issue individual rulings.

Following the Supreme Court decision on Form B contracts last year, the revenue bureau held band leaders as obliged to pay the employer's share of Social Security benefits for the musicians.

At this week's hearing AFM representatives told the tax division that there were many special cases in the New York area which need clarification under last year's ruling. The AFM promised to submit information on these cases as soon as possible.

A delegation from Local 802 included Prexy Richard McCann, Tiny Walters, local's Social Security section man, and Hyman Jaffe, chairman of 802's trial board.

## Mercury Gets Keynote Waxes

NEW YORK, March 6.—The transaction for transfer of Keynote wax properties to Mercury Records was concluded this week. Mercury takes over 32,000 albums, 196,000 10-inch platters and 32,000 12-inch disks plus about 150 unreleased jazz and longhair masters.

Yet to be resolved in the Keynote absorption is an exchange of stock which is expected to be cleared up some time in the next month. Included in the unreleased masters are the Stravinsky *Dumbarton Oaks* concerto, the Vaughn Williams *Oboe Concerto*, the Vivaldi *Concerto Grosso* and sides for a Lennie Tristana album.

Mercury's Jimmy Hilliard, artist and rep chief in the pop department, is readying a survey of Mercury distributors to determine demand for the Keynote wax.

The firm's initial longhair release, pushed back several weeks because of mechanical difficulties, is now skedded for release between March 25 and April 1. The diskery's recently acquired longhair authority, David Hall, goes to Chicago Tuesday (9) to arrange for the initial output.

## Continental Sets Can. Pressery

NEW YORK, March 6.—Continental Records has set up a pressing plant in Montreal, under the direction of L. Dobrovsky, and will release its records there under the Maple Leaf label.

According to the diskery's prexy, Donald Gabor, Continental will also shortly release a Continental-Elite label line, having just imported 80 semi-classic masters from Switzerland.

Under the company's present set-up in Europe, Continental records are being pressed and distributed there by the Pacific Record Company in France; Disco Trade, Brussels; Radiola, Hungary, and Patria, Roumania.

# Music—As Written

## MERCURY

P R E S E N T S



### FRANKIE LAINE

Carl Fischer's Orchestra

"THAT AIN'T RIGHT"

"MAY I NEVER LOVE AGAIN"

Celebrity No. 5114-75c

"AS GREAT AS SHINE"

### CLYDE McCOY

and His Orchestra

"SUGAR BLUES"

"WAY DOWN YONDER IN NEW ORLEANS"

Celebrity No. 5118-75c

### JERRY SHELTON

and His Trio

"DREAMY LULLABY"

"BIG BRASS BAND FROM BRAZIL"

Celebrity No. 5108-75c

### ALBERT AMMONS

and His Rhythm Kings

"THE CLIPPER"

"AMMONS STOMP"

Mercury No. 8075-75c

### THE POLKA CHIPS

"JACKASS POLKA"

"BLONDIE POLKA"

Mercury No. 6096-75c

### TURNER BROTHERS

with Orchestra Accompaniment

"TO BE OR NOT TO BE"

"GOD'S RIVER OF BLESSING"

Mercury No. 6086-75c



### SPECIAL RELEASE VIC DAMONE

"HAUNTED HEART"

Music by Camarata

"TELL ME A STORY"

Mitchell Miller's Orchestra

Celebrity No. 5120-75c

## MERCURY RECORDS

CORPORATION

839 S. WABASH • CHICAGO 5, ILL.

### New York:

Due back from the Coast Sunday (7) were Abe Olman, Irving Mills and Harry Fox on the same gin-rummy plane. . . . Rainbow Records' second around-the-clock plug drive on Esy Morales's *Jungle Fantasy* came off Saturday (6) in Philly, with 19 jockey shots ticked up for *Jungle Fantasy* day. Label repeats its New York-initiated "drive" in Providence March 13. . . . Lou Surriz reported folding record branch (and maybe the whole works) of Majestic brands distrib here March 15. . . . Ben Selvin celebrated his 50th birthday with an Atlantic City week-end.

For kicks, ask Al Brackman, of Mills Music, to play George Green's hot tuba wax solo on which Mills owns the master. . . . Those duds, parodizing *All American Girl* and mentioning well-known music figures in rather queer light are still infesting Tin Pan Alley. And we mean infesting. . . . Freddy Robbins, jive jockey supreme, pulled the unusual with a Vaughn Monroe guest shot on which Monroe doesn't sing and the Monroe disks played are all swingy instrumentals. Imagine dot!

The Dixie Humming Birds cut four a capella sides for Apollo Records last week. . . . Jerry Jerome and his ork skedded for Fordham University dance April 10. . . . Irv Gwirtz scouting for a ranch in Arizona. . . . Leo Jacobs has joined Dave Dreyer pub as contact man. . . . Lenny Herman ork is guesting on Paul Whiteman's *On Stage America* show over ABC March 22. . . . ABC's *Treasury Band* remote show expands to six-day-a-week, coast-to-coast schedule March 19 when it takes over the 4:30-5 p.m. time slot.

The Sam Fox pubbery is renewing push on *Brigadoon* score this month to celebrate the first anniversary of the hit musical's run. . . . By mistake, Signature Record's Ohio distributor was listed as the "G & S Company" in *The Billboard's* February 28 issue. Copy should have read "F & M Record Distributors, Inc., of Cleveland."

Victor's coming platter of *Concerto to the Moon*, waxed by Larry Green's ork, is adapted from the diskery's Argentine pressing of the L-A tune, *Concerto en la Luna*, which has sold some 25,000 disks in South America in the last year. Ditty, a fast tango, is being pubbed here by Santly-Joy. Diskery also is releasing the Argentine waxing for domestic consumption.

MGM Records reportedly succeeded in obtaining injunctions restraining a couple of small Coast diskeries from using the names "Metro" and "Lion"; actions are the first in a drive by Metro-Goldwyn-Mayer to protect its copyrighted name and lion identification. Loew's legal eagles are reportedly investigating a number of other diskeries whose name allegedly derives from MGM name or trade-mark. . . . Duke Ellington's ork goes into Buffalo's Town Casino for the week beginning March 8. . . . Chirp Joan Edwards's Vitacoustic cuttings reportedly have been offered around town to several diskers.

London recording artist Ted Heath and ork will make a Canadian tour latter part of August. . . . Louis Dreyfus, Chappell, Ltd., mentor, returned to London. . . . Willida Records added Musimart as its Canadian distributor. . . . D. H. (Teebee) Tollerbond, New York head of London Gramophone Company, back from England last week. . . . Crooner Vic Damone skedded for stint at the Adams Theater in Newark beginning March 25. . . . London disk pianist George Shearing opening at Mercury's Music Bar in Pittsburgh, March 12. . . . Al Millet new flack for Harmonia Records. . . . Bobby Records added Penn-Midland Company as Pittsburgh distrib. . . . Bobby Mellin back from Coast last week.

Joe Tery, assistant to Parker Prescott, head of Exclusive Records' Eastern division, replaced George Morrison as diskery's promotion manager. Tery will be assisted by Joey Sasso, formerly associated with various indie labels. Exclusive switched distribs in the Detroit, Cincinnati and Cleveland area, W. E. Harvey Company, Inc., replacing Pan American. . . . Merry Macs in England this week for London opening at the Palladium. . . . Ork leader Fred Waring to Mexico, with his radio show presumably airing without him for a couple of weeks. . . . Deluxe Records took on Radio Supply Company as its Salt Lake City distrib.

Capitol Records International chief, Sandor Porges, leaves for the Coast on his first trip to the diskery's headquarters for conferences with Prexy Glen Wallich. . . . Songwriter Bob Russell and his family head for

### 8 Concerts Cost Milwaukee 16½G

MILWAUKEE, March 6.—Sixteen and a half thousand dollars' worth of talent—mostly longhair—was approved last week by the Milwaukee County Park Commission for the *Music Under the Stars* programs at the Washington Park Blatz bandshell this summer.

The eight programs will be held Tuesday evenings beginning June 22 and ending August 10—with the county footing the bills, as it has for the past 10 years. They include:

June 22, Leonard Warren, baritone, \$1,750; June 29, Rise Stevens, mezzo soprano, \$2,500; July 6, Christopher Lynch, tenor, \$1,750; June 13, Frances Yeend, soprano, \$1,000; July 20, Hazel Scott, pianist, \$2,250; July 27, Robert Merrill, baritone, \$1,750; August 3, Morton Gould and Eleanor Steber, \$3,750, and August 10, Jan Peerce, tenor, \$1,750.

### Red Caps Set for 1948

PHILADELPHIA, March 6.—Except for five weeks to be filled in, Steve Gibson and his Red Caps (vocal-instrumental unit) have no work worries—they're booked solid for the remainder of 1948. The Mercury recording unit, booked and managed by the Jolly Joyce Agency here, is set for all of 1948 save for five weeks of open dates between October 8 and November 18. Red Caps open March 15 at the Twin Bars, Gloucester, N. J., for the first four of 12 weeks in 1948 inked in for the cocktaillerie. They follow April 12 for six return weeks at the Club Nomad, Atlantic City, and then back May 25 for four more weeks at the Twin Bars before starting June 25 for a third summer of 12 weeks at Jack Diamond's Martinique Club, Wildwood, N. J. Unit returns to the Twin Bars September 8 for the remaining four weeks of the contract and finish out the year with a six-week stand starting November 19 at the Last Frontier Hotel, Las Vegas, Nev.

the Coast Tuesday (9) to settle there permanently. . . .Booker Bill Burnham, back in action at William Morris Agency this week after long lay-off following a heart ailment. . . . Johnny Moore's Three Blazers are being submitted for a one-nighter tour after several months of sitting down on the Coast.

The Three Suns, who concluded a stand March 6 at the Raleigh Room of the Hotel Warwick here, are booked back into the spot for an indefinite stay and percentage deal, April 6. . . . Donald Richards and Kay Armen take over vocal chores with the Percy Faith ork on the Coca-Cola Columbia Broadcasting System (CBS) ailer, *The Pause That Refreshes*, during thrush Jane Froman's two-week honeymoon. Richards will warble on the March 14 shot and Armen, March 21. . . . Count Basie will do a midnight concert at Carnegie Hall April 24. . . . The Louis Armstrong jazz troupe grossed a reported 3,000,000 francs for two recent Paris concerts. Armstrong also received a citation from the president of France after his concert at the Nice Jazz Festival two weeks ago.

Noro Morales is going into Young's Gap Hotel with a Mutual wire July 2 for four weeks. Noro's Town Hall concert date has been definitely set for April 3. . . . Continental Artists now booking the Herman Chittison Trio. . . . Freddy Martin's ork goes into the St. Francis Hotel, San Francisco, April 8. . . . Ted Steele's ork opening an engagement at Casino on the Park, Essex House, next week. . . . Paul Lavalie will conduct the New York Philharmonic Symphony Ork June 26 at Lewisohn Stadium for third successive year. . . . The Mary Kaahue Trio becomes the Mary Kaye Trio when the group opens at Jai-Lai, Columbus, O., April 6.

Joe Mooney Quartet opened at the Park Plaza Hotel, St. Louis, for two weeks. . . . Chirp Jan Harvey skedded for a late March engagement at the Blue Angel here. . . . Meade Lux Lewis opens March 11 at the Three Deuces. . . . Marshall Young into Frank Dailey's Meadowbrook for a week beginning March 15; Tex Beneke set for the same spot for a couple of weeks beginning May 15. . . . Xavier Cugat's ork coming East to do four weeks at the Capitol Theater beginning April 15, after which he goes into the Waldorf-Astoria for four weeks beginning May 13.

Decca Records held its annual division managers' meeting here this week; affair was mainly a back-slapping and pep talk get-together. . . . Ernie Felice Quartet into the Casino Room of the Ambassador Hotel, Los Angeles, beginning March 9. . . . Major distribs here now handling Metro-tone and Krantz records in this area. . . . New additions to the Count Basie trumpet section include former orkster Gerald Wilson and Clark Terry. . . . Lionel Hampton and his ork are almost set for a Mutual network all-Negro weekly ailer (see Radio Section for details).

Melody Record Supply, Inc., appointed exclusive distributor here for Pilotone vinylite disks. Catalog lists 32 albums including selections from Victor Herbert, Gilbert and Sullivan, and Strauss. . . . Violinist Florian ZaBach and ork set to open in the Persian Room of the Plaza Hotel here April 15.

Steve Sholes and Ed Dodeson, of RCA Victor, are off on three-week tour of diskery's Southern distribs to check dealer reaction and help push Victor's specialty catalog down South.

**Chicago:**

Emil Garber, ex-newspaper promotion man, has returned to the Bill Karzas office, acting as flack for the Trianon and Aragon ballrooms, replacing Jack Baker. . . . Gov. Jimmy Davis, of Louisiana, who operates his own music pubbing house and previous to his election was a prominent folk singer and writer, may resume his musical studies after he leaves the Baton Rouge State House in September, when Early Long takes over. . . . Carson Harris, of Artists' Personal Management, local firm, has signed the new Barclay Allen ork to personal management papers.

Aristocrat Records has replaced Pan-American with W. E. Harvey as Ohio and Michigan distributor. Harvey added a Cincinnati outlet to its Cleveland and Detroit outlets last week. . . . Ezzard Charles, the light-heavyweight contender, uses part of his fight earnings to aid his mother, Mrs. Alberta Charles, in promoting name band dates at the Ezzard Charles Coliseum, Cincinnati. . . . Jim Buleit opened his Nashville pressing plant, capable of producing 10,000 platters a day this week, with Leonard Matson to head the new plant. . . . GAC landed its first band in the Hilton hotels here in five years, with Chuck Foster set for the reopening of the Boulevard Room of the Stevens and its new ice show March 27. . . . Florian Za Bach set for the Palmer House July 18.

**Hollywood:**

All royalties from Alfred Newman's *Captain From Castile* album cut for Majestic will be turned over to Damon Runyon cancer fund. . . . Bob Carroll, whose first sides for Decca hit stalls this month, will do a single nitery stint at Cezar's Supper Club, backed by Walter Gross quartet. . . . Orkster Al Gayle, currently rounding out his third year at Biltmore Rendezvous, parted with agent Lee Soble. . . . Nat Weincoff formed own music pubbery, Commodore Music, with first tune to be *Today and Always*.

Manie Sacks trained back to Gotham over the week-end. . . . Joe Venuti now fronting a seven-man combo, which he preems at College Inn, Kansas City, Mo., in May. . . . Leonard Sues back in town from Olsen and Johnson tour to do musical stint at Columbia Pix. . . . Tony Martin reported set for another airshow shortly. . . . Thrush Joan Barton bedded at Cedars of Lebanon Hospital. . . . William Morris office set Henry Busse for a location date at the Palladium early in May.

Robert A. Gray, Pan American Records' v.-p., is back from the Philippines, where he completed local distributing arrangements for his Latin disks. While in Manila, Gray signed Armando Federico, one of the city's most popular bandleaders, to a recording contract.

**San Francisco:**

Veteran booker Sam Rosey is seriously ill of a heart ailment at the Sawtelle Veterans' Hospital near Los Angeles. Before the war Rosey had his own agency here and more recently headed MCA's Bay City office.

*A New Firm!*

**CHOICE MUSIC, INC.**

presents A NEW HIT

**"SLAP 'ER DOWN AGIN', PAW"**

- COLUMBIA—Arthur Godfrey
- CAPITOL—Smokey Rogers (with Western Caravan)
- VICTOR—Patsy Montana
- MUSICRAFT—Esmerelda
- MERCURY—Rex Allen
- RAINBOW—Red Benson
- VITACOUSTIC—Riley Shepard

And for the girls!

**"NEVER TRUST A MAN!"**

- VICTOR—Rosalie Allen
- MAJESTIC—Judy Canova
- CONTINENTAL—Patsy Garrett
- BANNER—Nevada Sisters

**CHOICE MUSIC, INC.**

GARET ROMERO, Prof. Mgr.  
9109 SUNSET BLVD., HOLLYWOOD 46, CALIF.

**AMERICAN MUSIC, INC.**

*Who Gave You*

**"SMOKE, SMOKE, SMOKE" and "COOL WATER"**

Proudly presents

**"DECK OF CARDS"**

(T. Texas Tyler, Four Star 1228)

**"MURDER ON THE RADIO"**

(Dude Martin, Victor 20-2699)

**"JUDY"**

(Eddie Kirk, Capitol 40046 — Ford Lewis, Four Star 1164 — Alan Dale, Signature)

**"THE DEVIL TO PAY"**

**"INFORMATION PLEASE"**

(Merle Travis, Capitol 40072)

**"WATCH IT, NEIGHBOR"**

**"RED, WHITE AND BLUE (Over You)"**

(Cliffie Stone, Capitol 40064)

**"I LIKE MY CHICKEN FRYIN' SIZE"**

(Merle Travis, Capitol 40050 — Johnny Bond, Columbia 37949)

**AMERICAN MUSIC, INC.**

1576 BROADWAY, NEW YORK 19, N. Y.

Sensation of the Nation!

# "TOOLIE OOLIE DOOLIE"

(THE YODEL POLKA)

Music and Lyrics by:

**VAUGHN HORTON and A. BEUL**

Featuring

## THE LARKIN SISTERS

SPIRO #5-5505

### Spiro Record Company

2121 BROADWAY

New York, N. Y.

PHONE: TR 3-3510

SOLE DISTRIBUTOR for

## NEW YORK

and

## NEW JERSEY

# Paul H. Milemore, Inc.

767 - 10 Avenue New York, N. Y.

Phone: PL 7-4285

## VOX JOX

A National Accounting of Disk Jockey Activities

### New York

The transcribed-syndicated Duke Ellington show soon begins a series of guest shots featuring pop composers as a change from usual talent shots. Already waxed are segs with Bob Russell, Hugh Martin, John LaTouche and Alec Wilder. . . . Bea Wain and Andre Baruch's *Mr. and Mrs. Music* session being offered as a syndicated e.t. packaged by WMCA. . . . WINS spinner, Jack Lacey, has been renewed for one year for his daily spin show. . . . WMCA spinner-ork leader, Ted Steele, booked into the Essex House here to dispense dance tempos.

### Hartford, Conn.

Ev Sletzer handling morning disk-show chores on WONS, replacing Roy Hansen. New WONS platter seg has debuted Saturday 3 to 5 p.m. with staffer Jack Downey gabbing. . . . WTHH here initiated daily Bing Crosby wax shows, Monday to Friday, 1:45 to 2 p.m., with Bob Maurer, emcee. Show comes off Saturday as well but at 8:30 to 8:45 a.m.

### Jock Yock

Plagued by disk distribs' claims for each of sundry disks as *The Hit of the Year*, Hartford's Joe Girand (WCCC) and Russ Naughton (WDRG) rebelled as a gag, decided to pick up their own new platter and push it as "thoty." On a tip from ex-WONS's program chief and current WINS platter-turner Jack Lacy, the boys landed on the tune *Heart Breaker*. So they plugged the ditty daily for two weeks. Bingo, requests swamped the record shops but—the retailers never heard of *Heart Breaker* and had no disks on hand. Of course, currently there are four or five sides available (mostly string bands) some of which were touted in last week's *Billboard*.

WCC's program director, Walt Nielson, now gets himself aired thrice daily. From 6 to 7 a.m., he combines

### NADJ DOINGS

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

Recent NADJ activities have been confined to laying the groundwork for a bi-monthly association publication which has been named *NADJ Recorder*. First issue of the paper, which will be sent to some 4,000 spinners thruout the country, will be ready in about two weeks.

NADJ, via the *Recorder*, will begin a concentrated membership drive following the first mailing. Included in the sheet will be an exchange of feature ideas, suggested program lists contributed by member spinners, gimmicks used by top New York NADJ members and advance record-release lists.

When details are settled on the *Recorder*, NADJ membership will lay plans to hold its first official national and local unit elections. Currently, the association is searching for an office suite in a New York hotel, which will serve as a permanent headquarters for NADJ.

Meanwhile the New York chapter of NADJ is still trying to close the books on its recently conducted Metropolitan Opera House shindig. Some of the affair's journal-ad-money still is outstanding, preventing a final accounting.

spinning with rural news; from 8 to 9 a.m., *Wake Up* music, and 2 to 3 p.m., *Telegraphic Request Disk Show*.

### Columbus, Ind.

Graeme Zimmer, promotion director of WCSI-FM, Columbus, knows what means a boomerang. Inviting the local police chief to appear on his 90-minute platter show, Zimmer wound up with a subpoena to appear as a witness in a city court case. Zimmer, incidentally, is the jock who has staged two Midwest D. J. roundtables in recent months. Latest, in January, was attended by Paul Roberts, WFBM; Bob Pruitt, WIRE; Paul Buchanan, WSUA; Bill Nimmo, WLW, and Jim Lounsbury, WHAS.

### Minneapolis

WCCO gabber, Clellan Card, is quite the card. He quits his *Spinner Sanctum* show 1 a.m. nightly and, while motoring home, tunes in Don Hawkin's *Night Owlers* airing over KSTP. Then the card shoots Hawkins, who cuts out after 2 a.m., a bevy of kibitzers' requests.

### Des Moines

Gene Emerald, of KRNT, here, boasts a platter-correspondence gimmick. Emerald sends fellow jocks a three-to-five-minute disk for use on their shows and asks in return a similar report on current shows, bands, acts, pop music, etc. With the record ban still foreseen as making it possibly thin in the future, Emerald's idea may be a practical way to guarantee having filler material, aside from its own intrinsic worth.

### Jacksonville, Fla.

Frank (Red) Stevens, former WJVB-er, has taken over the *Musical Clock* and *600 Club* platter shows on WPDQ, replacing Paul Clinton.

### Rochester, N. Y.

Mutual's WVET outlet here is devoting 9 a.m. to noon Saturdays for a junior disk jockey contest, open to area's high school students. Each of 12 contestants each week gets a quarter-hour of spin-chin. Prizes include a 13-week jock contract at \$100 per three-hour broadcast.

### Detroit

Ross Mulholland, one of Detroit's top gabbers on WXYZ, reverses the usual. He passes out wax albums to his own sponsors as well as a few other elite. Calls his package *Ross Mulholland's Best of the Month* and plans a regular monthly release (about 65 albums in each edition containing three or four sides he considers tops). . . . Local spinners are helping plug a Fortune Record release of *That's What Ireland Means to Me* as play for the Irish trade.

### Shreveport, La.

Station KENT has a new D. J. show daily from 3 to 5 p.m. featuring Joe Monroe and Seve Briar on *Anything Goes*. Monroe's a former trumpeter; Briar spinner on WIOD, Toledo, and together they use a zany approach including dangling of a mike from the second floor studios and interviewing passing pedestrians.

### MEADOWBR'K DATES SET

NEW YORK, March 6.—Band bookings at Frank Dailey's Meadowbrook in Cedar Grove, N. J., are set thru to June. The orks skedded are Frankie Carle, March 23; Louis Prima, April 4; Tony Pastor, April 27; Art Mooney, May 14, and Elliot Lawrence, May 23. The Columbia Broadcasting System resumes its regular Saturday *Matinee From Meadowbrook* remotes beginning March 27.



*Here We  
Go again!*



Following on the heels  
of his sensational  
over-a-million-seller  
"FOUR LEAF CLOVER" platter...

# ART MOONEY'S

*New, Smash Recording...*

# BABY FACE

ART MOONEY  
and  
ENSEMBLE

ON  
**MGM 10156**

**M-G-M RECORDS**

THE GREATEST NAME  IN ENTERTAINMENT

*The* **Billboard** *MUSIC POPULARITY CHARTS*

**Record Possibilities** **PART VI** Billboard TRADE SERVICE PLEASURE

Week Ending February 27

**THE BILLBOARD PICKS:**

**BABY FACE** ..... Art Mooney and Ensemble.....MGM 10156  
Still another "string-bandish" item is the Mooney follow-up to his big "Clover" disk... but should sell strong in its own right.

BOOKINGS: ASSOCIATED BOOKING CORP. (JOE GLASER, PRESIDENT).

EXPLOITATION ON RECORDS: HENRY OKUN

# BMI Pin Up SHEET

## Hit Tunes for March

On Records

### ALL DRESSED UP WITH A BROKEN HEART

(Marks)

Peggy Lee—Cap. 15022 • Buddy Clark—Col. 37985  
 Bob Houston—MGM 10112 • Alan Gerard—Nat. 7019  
 John Laurenz—Mercury 5093 • Alan Dale—Sig. 15174  
 The Five Bars—Bullet 1009 • Jack Owens—Tower 1263  
 The Vanguards—Universal 34 • Phil Reed—Dance-Tone 176  
 Russ Morgan—Dec. 24339 • Eddy Howard—Maj. 1236  
 Jerry Cooper—Diamond 2090

### DREAM PEDDLER, THE

(Peer)

Frankie Carle—Col. 38036 • Sammy Kaye—Vic. 20-2652  
 Hal Derwin—Cap. 481 • Snooky Lanson—Merc.\*

### IT'S EASY WHEN YOU KNOW HOW

(Pemora)

Joan Edwards—Vita. 932 • John Paris—Vic. 26-9027  
 Buddy Clark—Xavier Cugat—Col.\* • Blue Barron—MGM\*  
 Eddie Ballantine—Tower\*

### I WOULDN'T BE SURPRISED

(Republic)

Harry Cool—Merc. 5080 • Sammy Kaye—Vic.\*

### LET'S BE SWEETHEARTS AGAIN

(Campbell-Porgie)

Margaret Whiting—Cap. 15010 • Victor Lombardo—Maj. 7269  
 Blue Barron—MGM 10121 • Shep Fields—Musicraft 525  
 Guy Lombardo—Monica Lewis—Dec. 24298 • Bill Johnson—Vic. 20-2591

### LOVE IS SO TERRIFIC

(Mellin)

Les Brown—Col. 38060 • Art Lund—MGM 10126  
 Helen Carroll & Satisfiers—Vic. 20-2672  
 Ernie Felice Quartet—Cap. 486 • Vic Damone—Mercury 5104

### PASSING FANCY

(BMI)

Vaughn Monroe—Vic. 20-2573 • Ray Dorey—Maj. 1186  
 Johnny Johnston—MGM 10127 • Frances Langford—Mercury 5095

### TERESA

(Duchess)

Dick Haymes—Andrews Sisters—Dec. 24320 • Kay Kyser—Col. 38067  
 Jack Smith—Cap. 484 • Vic Damone—Mercury 5092  
 Do-Ray-Me Trio—Com. 7504 • Jan Garber—Tower 1435  
 Three Blazers—Exclusive 261

### WHO PUT THAT DREAM IN YOUR EYES

(Stuart)

Mark Warnow—Coast 8026 • Ray Carter—Rep. 122  
 Jack McLean—Coast 8015

### WHY DOES IT HAVE TO RAIN ON SUNDAY

(Johnstone)

Freddy Martin—Vic. 20-2557 • Snooky Lanson—Merc. 5082  
 Dennis Day—Vic. 20-2377 • Milt Herth Trio—Dec.\*

### YOU'RE GONNA GET MY LETTER

IN THE MORNING

(London)

Mary Osborne—Dec. 24308 • Guy Lombardo—Dec.\*  
 Adrian Rollini—Bullet 1023

### YOU'VE CHANGED

(Melody Lane)

Harry James—Dick Haymes—Col. 36412  
 Anne Shelton—London 118 • Adele Clark—Dec. 24352  
 Frankie Laine—Atlas 236 • King Cole Trio—Cap.\*  
 Joan Edwards—Vita.\* • Bob Carroll—Dec.\*

\*Soon to be released.

#### COMING UP

A BED OF ROSES (Johnstone)  
 A FEW MORE KISSES (Patmar)  
 I LOVE YOU, YES I DO (Lois)  
 I'M LOOKING FOR A SWEETHEART (Jay-Dee)  
 I WANT TO CRY (Excelsior-)  
 JUNGLE RHUMBA (Duchess)  
 LOVE IS FUN (Encore)  
 MY PROMISE TO YOU (BMI)  
 RHUMBA JUBILEE (Amigo)  
 ROSALINDA (Cherio)  
 SOMEONE CARES (Campbell-Porgie)  
 SWING LOW SWEET CLARINET (Stuart)  
 THERE I GO (BMI)  
 TROUBLE IS A MAN (Regent)  
 WHO'S GOT ALL THE DOUGH? (Alvin)

The Billboard

MUSIC POPULARITY CHARTS

PART I

## The Nation's Top Tunes

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

Week Ending March 5

TRADE SERVICE AVAILABLE

## HONOR ROLL OF HITS

(Trade Mark Reg.)

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

This Week

Last Week

### 1. I'M LOOKING OVER A FOUR LEAF CLOVER

By Mart Dixon and Harry Wood  
 Published by Remick (ASCAP)

2

Records available: Ray Bloch Ork, Signature 15177; Frankie Laine, Mercury 5105; Art Mooney, MGM 10119; Russ Morgan-Milt Herth, Decca 24319; Alvino Rey, Capitol 491; Three Suns, Victor 20-2688; Uptown String Band, Mercury 5100; Ferko String Band, Palda 110; Bert Henry String Band, Dot; Arthur Godfrey, Columbia 38081; King Odom Quartet-The Polka Dots, Musicraft 543; C. Fox and His Yellow Jackets, Columbia 38082; Alexander's Jazz Band, Trilon 220; the Harmonicats, Universal U-47; Tiny Hill, Columbia 38100; Jimmy Saunders, Rainbow 10043; Arthur (Guitar Boogie) Smith, Super Disc 1054; Curly Hicks and His Taproom Boys, Victor 20-2787.  
 (No information on electrical transcription libraries available as The Billboard goes to press.)

### 2. NOW IS THE HOUR

By Maewa Kaihau, Clement Scott and Dorothy Stewart  
 Published by Leeds (ASCAP)

1

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

### 3. BEG YOUR PARDON

By Francis Craig and Beasley Smith  
 Published by Robbins (ASCAP)

4

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

### 4. MANANA

By Dave Barbour and Peggy Lee  
 Published by Barbour-Lee (ASCAP)

3

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

### 5. BALLERINA

By Bob Russell and Carl Sigman  
 Published by Jefferson (ASCAP)

5

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

### 6. SERENADE OF THE BELLS

By Kay Twomey, Al Goodhart and Al Urbane  
 Published by Melrose (ASCAP)

7

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

### 7. GOLDEN EARRINGS

By Jay Livingston, Ray Evans and Victor Young  
 Published by Paramount (ASCAP)

6

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

### 8. BUT BEAUTIFUL

By Johnny Burke and James Van Heusen  
 Published by Burke-Van Heusen (ASCAP)

9

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

### 9. I'LL DANCE AT YOUR WEDDING

By Herb Magidson and Ben Oakland  
 Published by George Simon (ASCAP)

8

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

### 10. SLAP 'ER DOWN AGAIN, PAW

By Arnold-Cornett-Asherman  
 Published by Choice (ASCAP)

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

BMI

BROADCAST MUSIC, INC.  
 560 FIFTH AVENUE, NEW YORK 15, N. Y.  
 New York • Chicago • Hollywood

**THIS WEEK'S RCA VICTOR RELEASE**

**WATCH THESE "CLIMBERS"!**

**TOMMY DORSEY**  
**My Gal Is Mine Once More**  
 Plug song from the forthcoming B'way hit "Inside U.S.A." There's big money in this one—get on to it early!  
**Starlight Rendezvous**  
 "Tee Dee's" velvety trombone technique, with Harry Prime, Audrey Young, The Clark Sisters, and The Town Criers blending lyrics.  
 RCA Victor 20-2724



**TEX BENEKE**  
**An Old Sombrero**  
 (And An Old Spanish Shawl)  
 One of those south-of-the-border "story" songs that catch on fast! Rich reeds and brasses back Garry Stevens on the vocal.  
**Dreamy Lullaby**  
 Slow tempo, sweet saxes, and Garry Stevens' slumberland-wordage add up to make a sure-fire favorite!  
 RCA Victor 20-2584




**TEX BENEKE**  
**But Beautiful**  
 RCA Victor 20-2616

**SAMMY KAYE**  
**I Love You, Yes I Do**  
 RCA Victor 20-2674

**THE THREE SUNS**  
 Cash in on their ever-increasing popularity! "A" is a toe-tapper with catchy instrumental and a lilting refrain by Artie Dunn and The Sun Maids. Flip is a familiar tango with that original "Suns" treatment.  
**There's A Music Box in The Moon**  
 and  
**La Rosita**  
 RCA Victor 20-2723



**DENNIS DAY**  
 and Quartet with Charles Dant and his Orch.  
**If It Were Easy to Do**  
 Here's the hit ballad from "Angel in the Wings"! Dennis puts over the haunting lyrics with lots of romantic feeling.  
**A Few More Kisses**  
 (A Few Less Heartaches)  
 This number always gets a big response when Dennis does it on the air. It'll ditto in the boxes.  
 RCA Victor 20-2737



**FREDDY MARTIN**  
**Sabre Dance Boogie**  
 RCA Victor 20-2721

**EDDY ARNOLD**  
**Anytime**  
 RCA Victor 20-2700

**ROY ROGERS**  
**Hawaiian Cowboy**  
 RCA Victor 20-2604

**ALL-TIME HITS RE-ISSUED!**

**ERNIE LEE**  
 and his Midwesterners  
**There's Only One Kind of Red in the Red, White and Blue**  
 It's one for the money and RCA Victor has waxed it first! Reminds you of "Star Spangled Banner Waving Somewhere"  
**False Alarm**  
 This rustic number features Jim Byrd, one of the really great steel guitarists.  
 RCA Victor 20-2731



**ZEKE MANNERS**  
 and his Band  
**Television**  
 A "natural" for television locs... a coin-catcher for any loc. The band and the "Singing Lariateers" do a terrific job on this timely novelty.  
**Ever Since Eve**  
 Semi-talking number with powerful punch-lines, hyped by Jack Smith's coast-to-coast airing.  
 RCA Victor 20-2730



**CHARLIE BARNET**  
**Pompton Turnpike**  
 RCA Victor 20-2540

**EDDIE CANTOR**  
**Makin' Whoopee!**  
 RCA Victor 24330

**CURLY HICKS** and his Taproom Boys  
**I'm Looking Over A Four Leaf Clover**  
 RCA Victor 20-2787

**DR. CLAYTON'S BUDDY** (Sunnyland Slim's Orch.)  
 Illinois Central and Sweet Lucy Blues  
 RCA Victor 20-2733

**DEEP RIVER BOYS**  
 What Did He Say? and I'm Sorry I Didn't Say I'm Sorry  
 RCA Victor 20-2610

**HENRI RENÉ** and his Musette Orchestra  
 Toole Oolie Doolie and Every Little Movement  
 RCA Victor 25-1114

**LAWRENCE DUCHOW** and his Red Raven Orch.  
 Blonde Charlie and Red Raven Schottische  
 RCA Victor 25-1113

**GUIDO GRANATI** with Armando Ugolini's Orch.  
 Dove Sta Zaza and Firenze Sogna  
 RCA Victor 25-7091

**ESTELLE LINDEN** with Jewish Swing Ensemble  
 Ol'n Pripetshok and Der Rebi Elimelech  
 RCA Victor 25-5082

**IRVING FIELDS** at Piano, with Campos Trio  
 Malagueña and Cuban Boogie  
 RCA Victor 26-9031

**BILLY WILLIAMS**  
 and The Pecos River Rogues  
**Livin' Western Style**  
 Everyone in the place will want to join in when this novelty starts spinning... full of "gimmicks" and gangy singing.  
**Texas Belle**  
 Fine Western tune from new Autry pic. Another RCA Victor "First"  
 RCA Victor 20-2732



**NEW TOMMY DORSEY ALBUM!**

"Tchaikovsky Melodies For Dancing"  
 Album P-209

None But the Lonely Heart and Tonight We Love  
 RCA Victor 20-2869

On the Isle of May and The Story of a Starry Night  
 RCA Victor 20-2870

Our Love and Some Things Will Never Change  
 RCA Victor 20-2872

Moon Love and The Things I Love  
 RCA Victor 20-2871

THE STARS WHO MAKE THE HITS ARE ON

**RCA VICTOR RECORDS**

We're "with" a  
Great New Score

From the  
UNIVERSAL-INTERNATIONAL PICTURE

"ARE YOU WITH IT?"

Starring  
DONALD O'CONNOR • OLGA SAN JUAN  
MARTHA STEWART and LEW PARKER

Lyrics and Music by  
INEZ JAMES and SIDNEY MILLER

WHAT DO I HAVE TO DO

(TO MAKE YOU LOVE ME?)

RAY NOBLE (Columbia) • DICK HAYMES (Decca)  
VAUGHN MONROE (Victor) • ANDY RUSSELL (Capitol)  
SHEP FIELDS (Musicraft) • SNOOKY LANSON (Mercury)

(IT ONLY TAKES)

A LITTLE IMAGINATION

RAY NOBLE (Columbia) • DICK HAYMES (Decca)  
VAUGHN MONROE (Victor) • SUNSET TRIO (Capitol)  
PHIL BRITO (Musicraft)

DADDY SURPRISE ME!

DINAH SHORE (Columbia) • FOUR MUS-ETTES (Musicraft)

I'M LOOKING FOR A  
PRINCE OF A FELLA

VAUGHN MONROE

WILL INTRODUCE

WHAT DO I HAVE TO DO

(TO MAKE YOU LOVE ME?)

ON CAMEL CIGARETTES' "VAUGHN MONROE SHOW"

SATURDAY, MARCH 13th - 9:30-10:00 PM CBS

JACK BREGMAN  
ROCCO VOCCO  
CHESTER CONN

The Billboard MUSIC POPULARITY CHARTS

PART II

Sheet Music

Week Ending  
March 5



BEST-SELLING SHEET MUSIC

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

Weeks to date	POSITION		Publisher
	Last Week	This Week	
8	1	1. NOW IS THE HOUR (R).....	Leeds
8	2	2. I'M LOOKING OVER A FOUR LEAF CLOVER (R).....	Remick
17	3	3. SERENADE OF THE BELLS (R).....	Melrose
8	7	4. BEG YOUR PARDON (R).....	Robbins
4	8	5. BUT BEAUTIFUL (F) (R).....	Burke-Van Heusen
18	4	6. BALLERINA (R).....	Jefferson
6	6	7. MANANA (R).....	Barbour-Lee
14	5	8. GOLDEN EARRINGS (F) (R).....	Paramount
13	9	9. I'LL DANCE AT YOUR WEDDING (R).....	George Simon
8	12	10. THE BEST THINGS IN LIFE ARE FREE (F) (R).....	Crawford
20	10	11. HOW SOON? (R).....	Supreme
5	13	12. I'M MY OWN GRANDPAW (R).....	General
13	11	13. THE STARS WILL REMEMBER (R).....	Harms, Inc.
26	—	14. NEAR YOU (R).....	Supreme
16	15	15. TOO FAT POLKA (R).....	Shapiro-Bernstein
1	—	15. TERESA (R).....	Duchess

ENGLAND'S TOP TWENTY

Weeks to date	POSITION		English	American
	Last Week	This Week		
10	1	1. A TREE IN THE MEADOW.....	Campbell-Connelly..	Campbell-Connelly
8	2	2. NEAR YOU.....	Bradbury Wood....	Supreme
10	3	3. I WONDER WHO'S KISSING HER NOW.....	Feldman.....	E. B. Marks
2	10	4. WHEN YOU WERE SWEET SIXTEEN.....	Darewski.....	Shapiro-Bernstein
6	5	5. SHOEMAKER'S SERENADE.....	Kassner.....	*
4	9	6. SERENADE OF THE BELLS.....	Edwin Morris.....	Melrose
17	4	7. PEG O' MY HEART.....	Ascherberg.....	Robbins
3	13	8. ONCE UPON A WINTER-TIME.....	Cinephonic.....	*
21	6	9. I'LL MAKE UP FOR EVERYTHING.....	Peter Maurice.....	Peter Maurice
12	8	10. THE COFFEE SONG.....	Southern.....	Valiant
19	7	11. AN APPLE BLOSSOM WEDDING.....	Campbell-Connelly..	Shapiro-Bernstein
7	14	12. I AM HAPPY RIGHT HERE.....	Unit Pubg. Co.....	*
30	12	13. THE LITTLE OLD MILL.....	Irwin Dash.....	Mood
2	11	14. CIVILIZATION.....	Edwin Morris.....	E. H. Morris
12	15	15. —AND MIMI.....	Campbell-Connelly..	Bernstein
39	16	16. COME BACK TO SOR-RENTO.....	Ricordi.....	Public Domain
—	—	17. MOTHER'S LULLABY.....	Irwin Dash.....	*
12	18	18. SOUTH AMERICA, TAKE IT AWAY.....	Feldman.....	Witmark
12	17	19. MY OWN DARBY AND JOAN.....	Box and Cox.....	*
13	19	20. THE GIRL THAT I MARRY.....	Berlin.....	Berlin

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

CANADA'S TOP TUNES

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

SONG	Rank Order According to		SONG	Rank Order According to	
	CMSG	GVT		CMSG	GVT
I'M LOOKING OVER A FOUR LEAF CLOVER...	1	16	I'LL DANCE AT YOUR WEDDING.....	17	6
NOW IS THE HOUR.....	2	4	LONE STAR MOON.....	18	—
SERENADE OF THE BELLS	3	9	THE LITTLE OLD MILL..	19	14
BALLERINA.....	4	18	THE BEST THINGS IN LIFE ARE FREE.....	20	—
GOLDEN EARRINGS.....	5	19	BEG YOUR PARDON.....	—	1
THE STARS WILL REMEMBER.....	6	—	PIANISSIMO.....	—	7
HOW LUCKY YOU ARE...	7	—	I'M A-COMIN' A-COURTIN', CORABELLE.....	—	8
I'M MY OWN GRANDPAW.	8	2	WITH A HEY AND A HI AND A HO HO HO.....	—	10
NEAR YOU.....	9	5	GONNA GET A GIRL.....	—	11
TOO FAT POLKA.....	10	12	PEGGY O'NEIL.....	—	13
AT THE CANDLELIGHT CAFE.....	11	—	THOSE THINGS MONEY CAN'T BUY.....	—	15
BUT BEAUTIFUL.....	12	—	MY COUSIN LOUELLA...	—	17
MICKEY.....	13	—	ALL DRESSED UP WITH A BROKEN HEART.....	—	20
HOW SOON.....	14	3			
TERESA.....	15	—			
CIVILIZATION.....	16	—			

HERE IS your COPY

Recordings

PERRY COMO (RCA VICTOR)

AMES BROS (DECCA)

# If You Had All The World And Its Gold

Words by HARRY EDELHEIT and BARTLEY COSTELLO

Music by AL PIANTADOSI

CHORUS (with expression)

Moderate Waltz Tempo

The musical score is presented in a standard format with a vocal line and a piano accompaniment. The key signature has one sharp (F#), and the time signature is 3/4. The score includes the following lyrics and musical notations:

You can't buy the sun-shine at twilight You can't buy the moon-light at dawn You can't buy your youth when you're grow-ing old Nor your life when the heart-beat is gone You can't buy your way in-to Hea-ven Tho you may pos-sess wealth un-told And just like your moth-er You can't buy an-oth-er IF YOU

Original lyric: And when you lose your moth-er

ad lib.

1. HAD ALL THE WORLD AND IT'S GOLD. You GOLD.

2. You GOLD.

Chords and other musical markings include: G7+, C, E7, Am, C7, F, A7, +5, Dm, G7, C, G7, Dm7, G7, G7+5, C, Em, Am, C7, F, A7, Dm, B7, E7, A7, Dm, F#7-5, B7, Em, B7, Em, Am7-5.



Copyright 1916 by Al Piantadosi & Co. Inc. Copyright renewed and assigned Copyright 1948 by LAUREL MUSIC CO, 1619 Broadway, New York 19, N. Y. International Copyright Secured. ALL RIGHTS RESERVED Including Public Performance for Profit. Made in U. S. A.

TOMMY VALANDO  
1619 Broadway  
New York 19, N. Y.  
Plaza 7-8387

# LAUREL MUSIC CO.

ARTIE VALANDO  
1537 No. Vine St.  
Hollywood, Calif.  
Hudson 2-4386

**ANOTHER GRACIE FIELDS' HIT!**

**RED SAILS IN THE SUNSET**

and  
**AU REVOIR**

with Phil Green and his orchestra

No. 129

75c plus tax

**AMBROSE and his orchestra**

The Original  
**Swing Low, Sweet Clarinet**

Reginald Kell, Clarinet

and

**DANCE OF THE POTTED PUPPET**

No. 108

75c plus tax

**EDMUNDO ROS and his orchestra**

**THE COCONUT SONG and MANANA**

No. 187

75c plus tax

**SAM BROWNE**

**A TREE IN THE MEADOW**

England's No. 1 Song —  
By the writer of "The Gypsy"

and

**AN OLD SOMBRERO**

No. 123

75c plus tax

IMPORTED  
**LONDON RECORDS**

FULL RANGE RECORDING

THE LONDON GRAMOPHONE CORP., 15 W. 22nd ST., NEW YORK 10, N. Y.

**Billboard** MUSIC POPULARITY CHARTS

PART III

**Radio Popularity**

Week Ending  
March 5



**SONGS WITH GREATEST RADIO AUDIENCES**

(Beginning Friday, February 27, 8 a.m., and ending Friday, March 5, 8 a.m.)

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

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

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

**The Top 30 Tunes (plus ties)**

Ballerina (R) .....	Jefferson—ASCAP
Beg Your Pardon (R) .....	Robbins—ASCAP
Big Brass Band From Brazil (R) .....	E. H. Morris—ASCAP
But Beautiful (F) (R) .....	Burke-Van Heusen—ASCAP
Don't Call It Love (R) .....	Famous—ASCAP
Fool That I Am (R) .....	Hill & Range—BMI
Golden Earrings (F) (R) .....	Paramount—ASCAP
How Lucky You Are (R) .....	Peter Maurice—ASCAP
I Never Loved Anyone (R) .....	Dreyer—ASCAP
I'll Dance at Your Wedding (R) .....	George Simon—ASCAP
I'm A-Comin' A-Courtin', Corabelle (R) .....	Dreyer—ASCAP
I'm Looking Over a Four Leaf Clover (R) .....	Remick—ASCAP
In a Little Bookshop (R) .....	Triangle—ASCAP
It's Easy When You Know How (R) .....	Pemora—BMI
I've Got a Feeling I'm Falling (R) .....	Santly-Joy—ASCAP
Let's Be Sweethearts Again (R) .....	Campbell-Porgie—BMI
Lone Star Moon (R) .....	Advanced—ASCAP
Manana (R) .....	Barbour-Lee—ASCAP
My Cousin Louella (R) .....	Shapiro-Bernstein—ASCAP
Now Is the Hour (R) .....	Leeds—ASCAP
Pianissimo (R) .....	Santly-Joy—ASCAP
Sabre Dance (R) .....	Leeds—ASCAP
Saturday Date (R) .....	Southern—ASCAP
Saturday Night in Central Park (M) (R) .....	T. B. Harms—ASCAP
Serenade of the Bells (R) .....	Melrose—ASCAP
Shaunty O'Shay (M) (R) .....	Chapell—ASCAP
The Stars Will Remember (R) .....	Harms, Inc.—ASCAP
Thoughtless (R) .....	Feist—ASCAP
What'll I Do? (R) .....	Berlin—ASCAP
With a Hey and a Hi and a Ho Ho Ho (R) .....	Bourne—ASCAP
You Turned the Tables on Me (R) .....	Sam Fox—ASCAP
You Were Meant for Me (F) (R) .....	Miller—ASCAP

**The Remaining 18 Songs of the Week**

A Fellow Needs a Girl (M) (R) .....	Williamson—ASCAP
A Tune for Humming (R) .....	Paramount—ASCAP
All Dressed Up With a Broken Heart (R) .....	F. B. Marks—BMI
An Old Sombrero (R) .....	Shapiro-Bernstein—ASCAP
Haunted Heart (M) (R) .....	Williamson—ASCAP
How Soon? (R) .....	Supreme—ASCAP
I'm My Own Grandpaw (R) .....	General—ASCAP
Love Is So Terrific (R) .....	Mellin—BMI
Oooh! Look-A There, Ain't She Pretty? (R) .....	Leeds—ASCAP
Pass That Peace Pipe (F) (R) .....	Crawford—ASCAP
Passing Fancy (R) .....	BMI—BMI
Tell Me a Story (R) .....	Laurel—ASCAP
Teresa (R) .....	Duchess—BMI
The Best Things in Life Are Free (F) (R) .....	Crawford—ASCAP
Thé Dickey-Bird Song (F) (R) .....	Robbins—ASCAP
The Treasure of Sierra Madre (F) (R) .....	Remick—ASCAP
You Don't Have To Know the Language (R) .....	Burke-Van Heusen—ASCAP
You've Changed (R) .....	Melody Lane—BMI

**RECORDS MOST PLAYED BY DISK JOCKEYS**

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

Weeks to date	POSITION	This Week	Tune	Label	Lic. By
8	1	1	I'M LOOKING OVER A FOUR LEAF CLOVER	Art Mooney..MGM 10119	ASCAP
8	2	2	MANANA	Peggy Lee..Capitol 15022	ASCAP
5	4	3	NOW IS THE HOUR	Margaret Whiting ..Capitol 15024	ASCAP
3	9	4	NOW IS THE HOUR	Bing Crosby..Decca 24279	ASCAP
9	7	5	BEG YOUR PARDON	Francis Craig..Bullet 1012	ASCAP
6	8	6	BEG YOUR PARDON	Frankie Carle.....Columbia 38036	ASCAP
7	5	7	NOW IS THE HOUR	Gracie Fields..London 110	ASCAP
4	6	8	I'M LOOKING OVER A FOUR LEAF CLOVER	Alvino Rey....Capitol 491	ASCAP
19	3	9	BALLERINA	Vaughn Monroe (Vaughn Monroe) Victor 20-2433	ASCAP
4	10	10	SLAP 'ER DOWN AGIN, PAW	Arthur Godfrey.....Columbia 38066	ASCAP
18	11	11	GOLDEN EARRINGS (F)	Peggy Lee (Dave Barbour Ork) Capitol 15009	ASCAP
2	—	12	BEG YOUR PARDON	Dinning Sisters.....Capitol 490	ASCAP
15	14	13	I'LL DANCE AT YOUR WEDDING	Buddy Clark-Ray Noble.....Columbia 37967	ASCAP
1	—	13	NOW IS THE HOUR	Eddy Howard.....Majestic 1191	ASCAP
1	—	15	I'M LOOKING OVER A FOUR LEAF CLOVER	Arthur Godfrey.....Columbia 38081	ASCAP

**PALDA . . .** The label that brought you the great original arrangement of

**FOUR LEAF CLOVER** adds greater laurels with the new, **ORIGINAL** recording of

the wonderful **LEEDS MUSIC** tune by Max Freedman, Mortie Berk and Frank Capano

. . . recorded by the **FERKO STRING BAND**, 62 PIECES LOADED WITH

**PLENTY OF BANJO** for that wonderful winning community spirit!!!

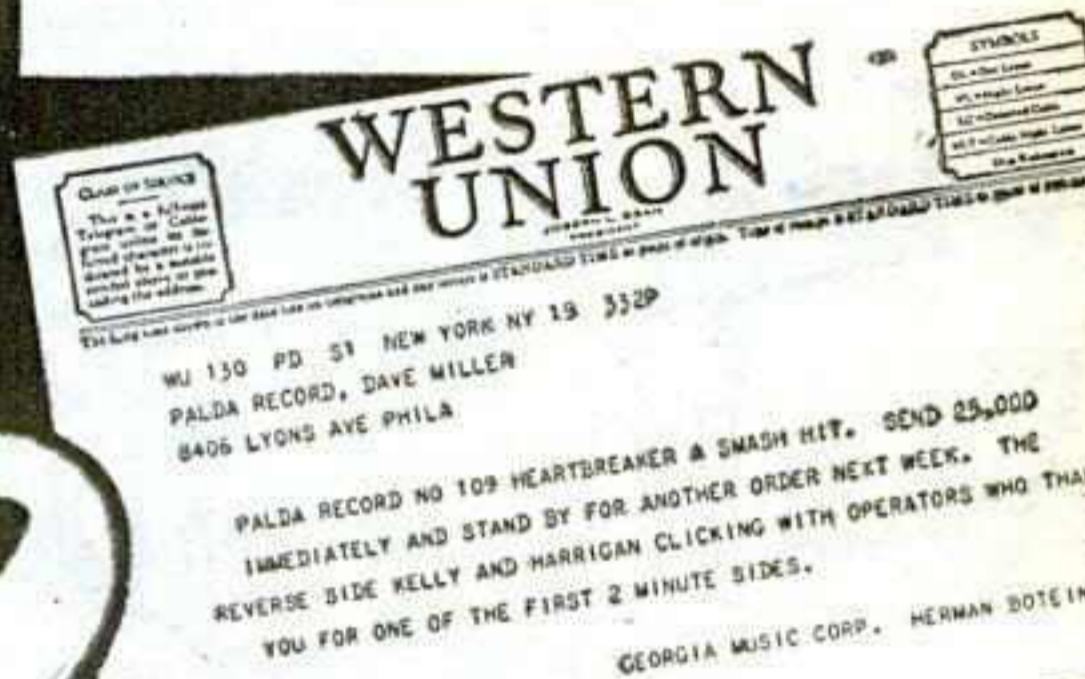
# HEARTBREAKER

*Here's the Trend Across the Nation...*

The Billboard

PICKS IT as a  
RECORD POSSIBILITY and in  
TIPS ON COMING TOPS—

"These disks capture the simplicity and string band community flavor of "Four Leaf Clover" smash, particularly the Palda platter. Formula the same for the new ditty, banjaes and chorus chanting . . ."



## ORDER PALDA #109

From These Distributors

**GEORGIA MUSIC CORP.**  
478 Tenth Ave.  
New York

**LESCO DISTRIBUTORS**  
15th & Venango Sts.  
Phila., Penna.  
(Phila. & Upper Darby)

**FREDRICK LEE CO.**  
325 2nd Ave., So.  
Minneapolis, Minn.

**FREDRICK LEE CO.**  
1002 Michigan Ave.  
Chicago, Ill.

**GENERAL DISTRIBUTORS**  
2212 Westwood Ave.  
Baltimore, Md.

**MASS. MUSIC DISTRIBUTORS**  
1269 Tremont St.  
Boston, Mass.

**MILLNER RECORD SALES CO.**  
110 N. 18th St.  
St. Louis, Mo.

**PAN-AMERICAN RECORD DISTRIBUTORS**  
3747 Woodward Ave.  
Detroit, Mich.

**PAN-AMERICAN RECORD DISTRIBUTORS**  
633 Huron Rd.  
Cleveland, Ohio

**MUSIC SALES CO.**  
704 Barrone St.  
New Orleans, La.

**MUSIC SALES CO.**  
680 Union Ave.  
Memphis, Tenn.

**DUNBAR DISTRIBUTING CO.**  
1900 No. Henderson St.  
Dallas, Texas

**PENN-MIDLAND SALES CO.**  
2211 Fifth Ave.  
Pittsburgh, Penna.

**DICUS RECORD SUPPLY**  
817 N. 19th St.  
Boise, Idaho

**SEMINOLE RECORD DIST., INC.**  
1360 N. E. 1st Ave.  
Miami, Florida

**ALLEN DISTRIBUTING CO.**  
17 W. Main St.  
Richmond, Va.

**PAN-AMERICAN RECORD SUPPLY CO.**  
2061 Champa St.  
Denver, Colorado

**ALF LEWIS**  
219 Church St.  
Toronto 2, Ont., Canada

**MIDTOWN SALES**  
378 Genessee St.  
Buffalo, N. Y.

backed by

**KELLY and HARRIGAN,**

a Smash 2-Minute Novelty

That's a Natural for OPS

**PALDA RECORD CO.**

8406 LYONS AVE., PHILADELPHIA 42, PA.  
TELEPHONE—SARATOGA 9-4137

exclusively yours

# Doye O'Dell

star of western motion pictures

WESTERN SERIES NO. 27-x

'Shut Up And Drink Your Beer'  
'Who Do You Spend Your Dreams With'



PRICE  
**75c**  
PLUS TAX

Get These  
Doye O'Dell Hits Today!

- Give Me Texas \_\_\_\_\_
- In The Little Shirt That Mother Made For Me **22-x**
- Old Shep \_\_\_\_\_
- Two Eyes, Two Lips (But No Heart)? **15-x**
- Bath Tub Blues \_\_\_\_\_
- I'm Not Foolin' Now **25-x**
- Up The River \_\_\_\_\_
- Wearing My Heart On My Sleeve **14-x**

*Exclusive*  
records

## The Billboard MUSIC POPULARITY CHARTS

PART IV

### Retail Record Sales

Week Ending  
March 5



#### BEST-SELLING POPULAR RETAIL RECORDS

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

Weeks to date	POSITION Last Week	This Week	Record Title	Artist	Label
7	2	1	MANANA <i>All Dressed Up With a Broken Heart</i>	Peggy Lee	Capitol 15022
8	1	2	I'M LOOKING OVER A FOUR LEAF CLOVER <i>The Big Brass Band From Brazil (M)</i>	Art Mooney	MGM 10119
7	3	3	NOW IS THE HOUR <i>Silver Threads Among the Gold</i>	Bing Crosby	Decca 24279
8	6	4	BEG YOUR PARDON <i>I'm Looking for a Sweetheart</i>	Francis Craig	Bullet 1012
7	5	5	NOW IS THE HOUR <i>Come Back to Sorrento</i>	Gracie Fields	London 110
19	4	6	BALLERINA <i>The Stars Will Remember</i>	Vaughn Monroe	Victor 20-2433
4	10	7	I'M LOOKING OVER A FOUR LEAF CLOVER <i>Bye, Bye, Blackbird</i>	Russ Morgan-Milt Herth	Decca 24319
5	7	8	BEG YOUR PARDON <i>The Dream Peddler</i>	Frankie Carle	Columbia 38036
4	11	9	NOW IS THE HOUR <i>But Beautiful (F)</i>	Margaret Whiting	Capitol 15024
4	9	10	SLAP 'ER DOWN AGIN, PAW <i>I'd Give a Million Tomorrows</i>	Arthur Godfrey	Columbia 38066
1	—	11	BECAUSE <i>If You Had All the World and Its Gold</i>	Perry Como	Victor 20-2653
16	12	12	GOLDEN EARRINGS (F) <i>I'll Dance at Your Wedding</i>	Peggy Lee (Dave Barbour Ork)	Capitol 15009
2	14	13	I'M LOOKING OVER A FOUR LEAF CLOVER <i>Eccentric</i>	Three Suns	Victor 20-2688
5	8	14	NOW IS THE HOUR <i>True</i>	Eddy Howard	Majestic 1191
2	13	15	BEG YOUR PARDON <i>Can It Ever Be the Same?</i>	Larry Green	Victor 20-2647

#### BEST-SELLING POPULAR RECORD ALBUMS

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

Weeks to date	POSITION Last Week	This Week	Album Title	Label
5	1	1	A Sentimental Date With Perry Como <i>Perry Como</i>	Victor P-187
3	4	2	St. Patrick's Day Album <i>Bing Crosby</i>	Decca A-495
6	3	3	Good News Album <i>June Allyson, Peter Lawford, Joan McCracken, Patricia Marshall</i>	MGM 17
27	—	4	Al Jolson Souvenir Album <i>Al Jolson</i>	Decca 575
45	2	5	Al Jolson Album <i>Al Jolson</i>	Decca 469

#### BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION Last Week	This Week	Record Title	Label
127	1	1	Clair De Lune <i>Jose Iturbi</i>	Victor 11-8851
2	5	2	Sabre Dance <i>Chicago Symphony</i>	Victor 12-0209
4	2	3	Sabre Dance <i>Efrem Kurtz and the New York Philharmonic Symphony</i>	Columbia 12498
2	—	4	Sabre Dance <i>Macklin Morrow, MGM Ork</i>	MGM 30048
100	4	5	Jalousie <i>Boston Pops, Arthur Fiedler, conductor</i>	Victor 12160
141	3	5	Chopin's Polonaise <i>Jose Iturbi</i>	Victor 11-8848

#### BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION Last Week	This Week	Album Title	Label
16	1	1	Khachaturian; Gayne-Ballet Suite <i>New York Symphony Ork; Efrem Kurtz, conductor</i>	Columbia MM-664
133	2	2	Rhapsody in Blue <i>Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor</i>	Columbia X-251
58	4	3	Tchaikovsky Nutcracker Suite <i>Eugene Ormandy, conductor; Philadelphia Ork</i>	Victor DM-1020
1	—	4	Student Prince Album <i>Nelson Eddy and Rise Stevens</i>	Columbia MM-724
3	—	5	Khachaturian; Masquerade Symphonie Suite <i>Arthur Fiedler, conductor; and the Boston Pops Ork</i>	Victor DM-1166



# CAPITOL'S got the HOT HITS \*

\* based on actual sales reports

## POPULAR

(Rhythm, Ballad, Jazz, and Novelty)

- MANANA  
ALL DRESSED UP WITH A BROKEN HEART  
Peggy Lee Capitol 15022
- SERENADE OF THE BELLS  
THE GENTLEMAN IS A DOPE  
Jo Stafford Capitol 15007
- I'M LOOKING OVER A FOUR LEAF CLOVER  
SPANISH CAVALIER  
Alvino Rey Capitol 491
- NOW IS THE HOUR  
BUT BEAUTIFUL  
Margaret Whiting Capitol 15024
- GOLDEN EARRINGS  
I'LL DANCE AT YOUR WEDDING  
Peggy Lee Capitol 15009
- BEG YOUR PARDON  
MELANCHOLY  
Dinning Sisters Capitol 490
- I'M MY OWN GRANDMAW  
HAUNTED HEART  
Jo Stafford Capitol 15023
- I NEVER LOVED ANYONE  
THE BEST THINGS IN LIFE ARE FREE  
Jo Stafford Capitol 15017
- LOVER  
BRAZIL  
Les Paul Capitol 15037
- KING SIZE PAPA  
WHEN YOU'RE SMILING (The Whole World  
Smiles With You)  
Julia Lee Capitol 40082
- DO YOU OR DON'T YOU LOVE ME?  
THE SONG IS ENDED  
Nellie Lutcher Capitol 40063
- SNATCH AND GRAB IT  
I WAS WRONG  
Julia Lee Capitol 40028
- FINE BROWN FRAME  
THE PIG-LATIN SONG  
Nellie Lutcher Capitol 15032
- HE'S A REAL GONE GUY  
LET ME LOVE YOU TONIGHT  
Nellie Lutcher Capitol 40017

## SEPIA

- KING SIZE PAPA  
WHEN YOU'RE SMILING (The  
Whole World Smiles With You)  
Julia Lee Capitol 40082
- FINE BROWN FRAME  
THE PIG-LATIN SONG  
Nellie Lutcher Capitol 15032
- I GOT A BREAK, BABY  
MEAN OLD WORLD  
T-Bone Walker Capitol 15033
- MOVE YOUR HAND, BABY  
WEEPING WILLOW BLUES  
Crown Prince Waterford Capitol 40074
- HOLD ME  
WHEN I CLOSE MY EYES  
Joe Alexander Capitol 40079
- BEBOP BLUES  
SHUFFLE WOOGIE  
Joe Lutcher Capitol 40071
- WHAT COULD I DO (IF IT  
WASN'T FOR THE LORD)?  
WALKING WITH MY JESUS  
The St. Paul Church Choir Capitol 40078

## WESTERN

- SIGNED, SEALED AND DELIVERED  
EASY TO PLEASE  
Jimmy Wakely Capitol 40088
- DALLAS DARLIN'  
I'VE HAD ENOUGH OF YOUR TWO TIMIN'  
Tex Ritter Capitol 40090
- RYE WHISKEY  
BOLL WEEVIL SONG  
Tex Ritter Capitol 40084
- DON'T TELEPHONE, DON'T TELEGRAPH  
(TELL A WOMAN)  
BLUE AS A HEART ACHE  
Tex Williams Capitol 40081
- HUMPTY DUMPTY HEART  
TODAY  
Hank Thompson Capitol 40065
- DON'T FLIRT WITH ME  
ROCK IN THE OCEAN  
Hank Thompson Capitol 40085

## HILLBILLY

- WABASH BLUES  
PEEPIN' THRU THE KEYHOLE  
Cliffie Stone Capitol 40083
- THOSE DARK CLOUDS DON'T BOTHER ME  
SAD AND BLUE  
Eddie Kirk Capitol 40069
- WHAT'S ANOTHER HEART TO YOU  
A PETAL FROM A FADED ROSE  
Eddie Kirk Capitol 40092
- RED HEADED WOMAN  
MISERY IN MY SOUL  
Uncle Henry's Original Kentucky Mountaineers Capitol 40077
- SWEET THING  
YODELING WALTZ  
The Original Arthur Smith Capitol 40086

## COMING UP FAST

- |   |   |
|---|---|
| IT WAS WRITTEN IN THE STARS<br>IT'S MONDAY EVERY DAY<br>Jo Stafford Capitol 15040     | SOOTHE ME<br>LOVER<br>Stan Kenton Capitol 15031                                 |
| MATINEE<br>THAT FEATHERY FEELIN'<br>Gordon MacRae Capitol 15041                       | WHAT'S GOOD ABOUT GOODBYE<br>GYPSY IN MY SOUL<br>Margaret Whiting Capitol 15038 |
| THE THOUSAND ISLANDS SONG<br>HOORAY FOR LOVE<br>Johnny Mercer Capitol 15028           | OK'L BABY DOK'L<br>I'LL SEE YOU IN MY DREAMS<br>The Pied Pipers Capitol 495     |
| THOUGHTLESS<br>YOU WERE MEANT FOR ME<br>Gordon MacRae Capitol 15027                   | TWO LEFT HANDS<br>STROLLIN'<br>Freddie Slack Capitol 15035                      |
| TUTTI-TUTTI-PIZZICATO<br>MY GAL SAL<br>The Sportsmen Capitol 496                      | I'VE ONLY MYSELF TO BLAME<br>THE GEEK<br>The King Cole Trio Capitol 15036       |
| MERCY, MERCY, MERCY<br>YOU'VE GOT TO SEE MAMA<br>EV'RY NIGHT<br>Kay Starr Capitol 497 |   |





CLICKS QUICK!

JANETTE DAVIS SINGING

"THERE OUGHT TO BE A SOCIETY"  
(For The Prevention of Cruelty to Poor Unfortunate Lovers)  
with Sy Shaffer

"THEY CAN'T MAKE A LADY OUT OF ME"  
Orchestra under the direction of Archie Bleyer  
Columbia 38096



COLUMBIA'S TUNE TIPSTER

BEST BETS

**Arthur Godfrey** { **SURE FIRE!**  
"Slap 'er Down, Agin, Paw"  
With The Too Fat Trio  
"I'd Give A Million Tomorrows"  
(For Just One Yesterday)  
with The Mariners  
Orchestra under the direction of Archie Bleyer  
Columbia 38066

**Frank Sinatra** { **COMING UP FAST!**  
"For Every Man  
There's a Woman"  
(from "Casbah")  
"I'll Make Up for Ev'rything"  
Orchestra under the direction of Axel Stordahl  
Columbia 38089

**Frankie Carle** { **WATCH THIS ONE!**  
"Laroo Laroo Lilli Bolero"  
Vocal by Gregg Lawrence  
"Someone Cares"  
Vocal by Nan Wright  
Columbia 38130

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

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



The Billboard

MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

Week Ending March 5



MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	POSITION		
	Last Week	This Week	
7	1	1.	I'M LOOKING OVER A FOUR LEAF CLOVER .... Art Mooney.....MGM 10119
6	2	2.	MANANA ..... Peggy Lee.....Capitol 15022
4	5	3.	NOW IS THE HOUR ..... Bing Crosby.....Decca 24279
4	4	4.	BEG YOUR PARDON ..... Francis Craig.....Bullet 1012
9	3	5.	BALLERINA ..... Vaughn Monroe (Vaughn Monroe) Victor 20-2433
6	6	6.	BEG YOUR PARDON ..... Frankie Carle.....Columbia 38036
5	10	7.	NOW IS THE HOUR ..... Gracie Fields.....London 110
4	7	8.	I'M LOOKING OVER A FOUR LEAF CLOVER .... Russ Morgan-Milt Herth.....Decca 24319
3	9	9.	NOW IS THE HOUR ..... Eddy Howard.....Majestic 1191
3	13	10.	SLAP 'ER DOWN AGIN, PAW ..... Arthur Godfrey.....Columbia 38066
2	11	11.	BEG YOUR PARDON ..... Larry Green.....Victor 20-2647
1	—	12.	SHINE ..... Frankie Laine.....Mercury 5091 (Quintet of the Hot Club of France, Victor 20-2760; Punch Miller Ork, Century 4005)
3	12	12.	I'M LOOKING OVER A FOUR LEAF CLOVER .... Three Suns.....Victor 20-2688
2	14	14.	NOW IS THE HOUR ..... Margaret Whiting.....Capitol 15024
8	15	15.	BALLERINA ..... Bing Crosby.....Decca 24278

MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	POSITION		
	Last Week	This Week	
30	1	1.	I'LL HOLD YOU IN MY HEART ..... Eddy Arnold and His Plowboys Victor 20-2332
5	2	2.	TELL A WOMAN.....Tex Williams.....Capitol Americana 40081
8	3	3.	SIGNED, SEALED AND DELIVERED ..... Cowboy Copas.....King 658
7	4	4.	HUMPTY DUMPTY HEART ..... Hank Thompson and His Brazos Valley Boys.....Capitol Americana 40065
6	5	5.	BUBBLES IN MY BEER...Bob Wills and His Texas Playboys .....MGM 10116
5	8	6.	SIGNED, SEALED AND DELIVERED ..... Bob Atcher.....Columbia 37991
7	7	7.	I'M MY OWN GRANDPAW. Lonzo and Oscar (Winston County Pea Pickers).....Victor 20-2563
4	10	8.	THE WALTZ OF THE WIND ..... Roy Acuff.....Columbia 38042
1	—	9.	RYE WHISKEY ..... Tex Ritter.....Capitol Americana 40084
14	6	10.	NEVER TRUST A WOMAN. Tex Williams and the Western Caravan.....Capitol Americana 40054

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION		
	Last Week	This Week	
13	3	1.	I LOVE YOU, YES I DO... Bull Moose Jackson..... King 4181
5	2	2.	BARNYARD BOOGIE..... Louis Jordan.....Decca 24300
23	1	3.	SNATCH AND GRAB IT... Julia Lee and Her Boy Friends .....Capitol Americana 40028
5	4	4.	KING SIZE PAPA..... Julia Lee and Her Boy Friends .....Capitol Americana 40082
6	7	5.	WRITE ME A LETTER... The Ravens.....National 9038
3	8	6.	TOMORROW NIGHT..... Lonnie Johnson.....King 4201
1	—	6.	FINE BROWN FRAME..... Nellie Lutcher.....Capitol 15032
3	10	8.	35-30 ..... Paul Williams.....Savoy 661
1	—	8.	ALL MY LOVE BELONGS TO YOU ..... Bull Moose Jackson....King 4189
7	5	10.	I CAN'T GIVE YOU ANYTHING BUT LOVE..... Rose Murphy.....Majestic 1204
1	—	10.	CECILIA ..... Rose Murphy.....Majestic 1213

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART VI**  
**Record Possibilities**  
 Week Ending March 5  
 Billboard TRADE SERVICE FEATURE

**THE BILLBOARD PICKS:**

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

**BABY, THAT AIN'T RIGHT** Frankie Laine with Carl Fischer Ork...  
**MAY I NEVER LOVE AGAIN** .....Mercury 5114

Aimed at two targets: "Baby's" a cinch for race best-seller slots with Frankie sing-shouting the routine blues pattern at its best possible vocal level. The oldie, "May I," should climb in the pop field. It's a grand old song and Laine's version has a little of Skinnay Ennis-Nat Cole vocal flavor added to the usual Laine. May catch on a la "That's My Desire."

**YOU CAN'T BE TRUE, DEAR** .....Jerry Wayne with Ken Griffin at Organ  
.....Rondo R-128

Beats us why this version of an old German melody (originally an electric-organ solo instrumental, now coming out with a vocal dubbed in by Jerry Wayne) should be catching on. But rather than bear false prophecy, we can only report that the song must be the thing, cause far-flung sales action indicates that this platter is moving. Wayne's vocal is pretty good, leave us add.

**THE DISK JOCKEYS PICK:**

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

- SABRE DANCE .....Woody Herman.....Columbia 38102
- SABRE DANCE BOOGIE .....Freddy Martin.....Victor 20-2721
- ST. LOUIS BLUES MARCH .....Tex Beneke.....Victor 20-2722
- HOORAY FOR LOVE.....Tony Martin.....Victor 20-2690
- HEARTBREAKER .....Ferko String Band.....Palda 109
- TUTTI TUTTI PIZZICATO.....The Sportsmen.....Capitol 496
- ROBBINS NEST .....Sam Donahue.....Capitol 493
- OK'L BABY DOK'L .....Pied Pipers.....Capitol 495
- SHAUNY O'SHEA .....Jack Smith.....Capitol 484
- BABY FACE .....Art Mooney.....MGM 10156
- THOUGHTLESS .....Doris Day-The Modernaires.....  
 .....Columbia 38079
- COMPLETELY YOURS .....Vaughn Monroe.....Victor 20-2712

**THE RETAILERS PICK:**

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

- SABRE DANCE .....Woody Herman.....Columbia 38102
- HAUNTED HEART .....Perry Como.....Victor 20-2713
- LITTLE WHITE LIES.....Dick Haymes.....Decca 24280
- DON'T CALL IT LOVE.....Freddy Martin.....Victor 20-2590
- SABRE DANCE BOOGIE .....Freddy Martin.....Victor 20-2721
- MATINEE .....Buddy Clark.....Columbia 38083
- SERENADE (Music Played on a Heart- Buddy Clark-Ray Noble.....  
 string) .....Columbia 38091
- BABY FACE .....Art Mooney.....MGM 10156
- DREAMY LULLABY .....Frankie Carle.....Columbia 38090

**THE OPERATORS PICK:**

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

- BYE, BYE, BLACKBIRD .....Russ Morgan-Milt Herth..Decca 24319
- HEARTBREAKER .....Ferko String Band.....Palda 109
- THOUGHTLESS .....Guy Lombardo.....Decca 24318

**DECCA BUYERS GUIDE**  
**WEEK ENDING MARCH 10**

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

**UP and COMING**

- QUANTITY  **TOOLIE OOLIE DOOLIE** ANDREWS SISTERS  
 (THE YODEL POLKA) . . . . . No. 24380

**BEST SELLERS**

- QUANTITY  **NOW IS THE HOUR** BING CROSBY  
 Silver Threads Among The Gold . . . . . No. 24279
- I'M LOOKING OVER A FOUR LEAF CLOVER**  
 RUSS MORGAN with MILT HERTH  
 BYE BYE BLACKBIRD . . . . . No. 24319
- I'M MY OWN GRANDPAW** GUY LOMBARDO  
 Frankie and Johnny . . . . . No. 24288
- THE TREASURE OF SIERRA MADRE** DICK HAYMES  
 LITTLE WHITE LIES . . . . . No. 24280
- EASTER PARADE** BING CROSBY  
 I've Got Plenty To Be Thankful For . . . . . No. 23819
- MAÑANA** MILLS BROTHERS  
 I Wish I Knew The Name . . . . . No. 24333
- EASTER PARADE** GUY LOMBARDO  
 Always . . . . . No. 23817
- GOLDEN EARRINGS** BING CROSBY  
 BALLERINA . . . . . No. 24278
- MacNAMARA'S BAND** BING CROSBY and THE JESTERS  
 Dear Old Donegal . . . . . No. 23495
- WHIFFENPOOF SONG** BING CROSBY with FRED WARING GLEE CLUB  
 Kentucky Babe . . . . . No. 23990

**COUNTRY**

- QUANTITY  **A WOMAN WRECKED MANY A GOOD MAN**  
 A LONELY HEART KNOWS ERNEST TUBB . . . No. 46113
- ANSWER TO RAINBOW AT MIDNIGHT**  
 HEADIN' DOWN THE WRONG HIGHWAY  
 ERNEST TUBB . . . No. 46078
- CAN'T YOU TAKE IT BACK AND CHANGE IT FOR A BOY**  
 ROSALINDA DICK THOMAS . . . No. 46114
- EVERYBODY'S GONNA HAVE A WONDERFUL TIME UP THERE**  
 RIDE ON KING JESUS RED FOLEY . . . . . No. 46115
- RAINBOW AT MIDNIGHT**  
 I DON'T BLAME YOU ERNEST TUBB . . . No. 46018

**POLKAS**

- QUANTITY  **SWEDISH WALTZ**  
 CLARINET POLKA "WHOOPEE" JOHN WILFAHRT  
 No. 45022
- THE WOLF POLKA**  
 PLAYTIME WALTZ "WHOOPEE" JOHN WILFAHRT  
 No. 45007
- SPRINGTIME POLKA**  
 CUCKOO WALTZ PLEHAL BROTHERS. No. 45008
- OH-KAY POLKA**  
 BUMBLE BEE SCHOTTISCHE "WHOOPEE" JOHN WILFAHRT  
 No. 45059
- HELENA POLKA**  
 HOLZAUCTION SCHOTTISCHE "WHOOPEE" JOHN WILFAHRT  
 No. 45021

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

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

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_

STATE \_\_\_\_\_

# MORE GREAT M-G-M MUSIC ON RECORDS



HIS 1st M-G-M RECORD

"THE NEW RHUMBA KING"

## NORO MORALES

AND HIS ORCHESTRA

### HORA STACCATO

FLUTE SOLO BY ESY MORALES

### CHEN CHEN CO

M-G-M 10152  
\$.60

"THE VIBRATO"

## BILLY ECKSTINE

Orchestra directed by HUGO WINTERHALTER

### INTRIGUE

(FROM THE STAR FILM "INTRIGUE")

### I'M OUT TO FORGET TONIGHT

M-G-M 10154 \$.60

Prices exclusive of taxes

Watch for M-G-M Records' thrilling new album,  
RECORDED DIRECTLY FROM THE SOUND TRACK  
OF THE M-G-M TECHNICOLOR MUSICAL

## THE PIRATE

Starring

Judy GARLAND AND Gene KELLY

Singing 6 Songs by COLE PORTER

# M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

## The Billboard MUSIC POPULARITY CHARTS

PART VII

### Record Reviews

Week Ending March 5



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

How Ratings Are Determined

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

The Categories

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

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
POPULAR				
THE TUNE MIXERS Trilon 205 <i>Baby, What Are You Gonna Do?</i> Soft voice blend of so-so tune. Harmony at times leans toward tired side.	59	62	58	58
<i>Love Me, Love Me, Love Me Or Leave Me Alone</i> Cute love novelty well suited for Mixers' tonsils. Combo a little too strong under vocal at disk's start.	66	67	64	67
HARRY BRANNON (Mac Ceppos Ork) (20th Century 20-58) <i>Orchids in the Snow</i> Bary tries but merchandise here is hard to sell.	54	59	50	53
<i>I'm a Tumbleweed</i> Romantic warbling of above average cowboy ballad.	70	72	69	70
THE OLD RAGTIMER (Blue Mill BM-110) <i>The Curse of An Aching Heart</i> Rag-time treatment of tear jerk oldie, with patter added, falls flat.	41	39	32	51
<i>Bob's Tavern</i> Ragtimer mumbles way thru ditty with boogie and honky tonk 88-ing only redeeming feature.	44	43	32	58
IRVING MILLER ORK (Brad Reynolds) (Sing-a-Tune 505) <i>Let the Rest of the World Go By</i> Tenor's tonsils competently handle oldie in stepped up tempo, then switches to good harmony with ork.	71	69	72	71
<i>Moonlight Bay</i> Romantic warbling of sentimental oldie again turning to ork-harmony treatment.	70	70	72	68
RAYMOND SCOTT (Doro:hy Collins) (MGM 10132) <i>I Love You, Yes I Do</i> Sax-soleed, semi-racy version of the seplan hit. Collins gal vocal only fair.	68	70	65	70
<i>A Sad, Sad Story</i> (Raymond Scott) Player-piano style intro to satire of old time melodramas. Idea good but disk is overall dull.	68	72	64	67
ART MOONEY (Dolly Galli) (MGM 10110) <i>Beg Your Pardon</i> Lively treatment of Craig ditty with Craig style 88-ing. Coy Galli chirping weak. No "Clover" here.	72	77	69	70
<i>You Were Meant For Me</i> (Bud Brees) Dreamy rendition of revived oldie from flick. Romantic Brees warbling.	72	77	69	70
BETTY GARRETT (Harold Mooney) (MGM 10147) <i>There Ought To Be a Society</i> Garrett gal's legit tonsils capably execute novelty in sob-comedy fashion.	78	82	73	78
<i>Ok! Baby Dok!</i> Thrush acceptably chirps, talks way thru new nonsense novelty.	76	78	74	76
CHARLIE SPIVAK (Victor 20-2716) <i>I've Been a Good Girl (Irene Daye)</i> Deliberate ork beat and subdued, muted Spivak tootling behind pert Daye piping.	73	76	70	72
<i>You Were Meant For Me</i> (Tommy Mercer-Irene Daye) Bright paced oldie with usual orkster trumpet lead followed by pleasant Mercer-Daye duet.	77	79	74	77
ROSE MARIE (Van Alexander Sextet) (Mercury 5102) <i>Rome, the Romeo of Rome</i> Typical Rose Marie material. Italian-American pop locations will favor; elsewhere, so-so.	56	50	50	70
<i>Chidabee, Chidabee, Chidabee</i> Versatile Rose Marie vocal chords romp thru Durante ditty straight and with a "Schnozz" takeoff that misses comedy mark.	60	67	58	56
JOHNNY JOHNSTON (The Crew Chiefs-Sonny Burke Ork) (MGM 10150) <i>The Treasure of Sierra Madre</i> Tuneful ballad sits in Johnston's lap.	78	81	75	79
<i>The First Time I Kissed You</i> (Sonny Burke Ork) Johnny's voice warm, natural as ever. Fair song.	75	79	72	75
HARRY BABBITT (Dick Maltby Ork) (Mercury 5117) <i>You Were Meant For Me</i> The "right" voice for the ditty. Solo chorus followed by vocal group assist. Fine listening.	81	83	80	80
<i>Sunny Weather</i> Babbitt piping as warm as the title. Tune has formula merit; arrangement party.	70	75	65	70

**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

**POPULAR**

<b>TED WEEMS</b> (Elmo Tanner) (Mercury 5118) <i>Ciribiribi</i> Orthodox uptempo big-band beating on the standard. Elmo's whistling with reed section outstanding. <i>Sally Won't You Come Back</i> (Danny Ryan-Elmo Tanner) Poor material redeemed only partially by Tanner's whistling.	75	77	70	77
<b>THE SPORTSMEN</b> (Capitol 15046) <i>My Wife Has Gone and Left Me</i> Talented Sportsmen waste their wares on comic number with raucous laughter effects that's just fair-funny. <i>Helen Polka</i> Boss Benny will be proud of his lads for sprite harmonizing of the up-climbing polka number.	60	60	50	70
<b>TEX BENEKE</b> (Victor 20-2584) <i>Dreamy Lullaby</i> (Garry Stevens) "Sunrise Serenade" with a lyric. Garry's bary right on top of this one. <i>An Old Sombraero</i> (And An Old Spanish Shawl) (Garry Stevens-The Moonlight Serenaders) One of the best arrangements of this current plug. Stevens vocals and Serenaders backing good.	68	65	65	75
<b>TOMMY DORSEY</b> (Victor 20-2724) <i>My Gal Is Mine Once More</i> TD's tasty swing beat on "Inside USA" rhythm ditty. Vocal treatment reminiscent of old Sinatra-Pipers hits. <i>Starlight Rendezvous</i> (Harry Prime - Audrey Young-The Clark Sisters-The Town Criers) Vocal blending fine but ballad hardly emerges from routine sphere.	77	79	75	78
<b>HOAGY CARMICHAEL</b> (Decca 24331) <i>Ok! Baby Dok!</i> (The Chickadees-Vic Schoen Ork) Rhythimized novelty-lyric lies within Hoagy's no-range, inimicable style. <i>For Every Man There's a Woman</i> (Vic Schoen Ork) Hoagy's "Hong Kong" nasalizing will fool you with its appeal on "Casbah" plug-tune.	75	75	70	80
<b>HAL KIPLING</b> (The Bell-Aires) (Scott S-1001) <i>Raisins and Almonds</i> One of the oldest Hebrew melodies gets a lyric and wailful warbling. <i>Op Poppa Zudick</i> Another mournful-type ditty based on Hebrew-quality refrain. Nothing out of ordinary.	79	82	75	80
<b>FRANK SINATRA</b> (Columbia 38129) <i>But None Like You</i> (Axel Stordahl Ork) Ray Noble's love ballad gets quality Sinatra interpretation. Axel's backing, as usual, peerless. <i>We Just Couldn't Say Goodbye</i> (Trio) Sinatra projects better on this side with oldie coming off with real appeal.	60	70	55	55
<b>FRANKIE CARLE</b> (Columbia 38130) <i>Laroo Laroo Lilli Bolero</i> (Gregg Lawrence) Only a pop lyric would rhyme "Bolero" with "arrow"; but this is a big-pub-plug with commercial melody. Gregg's flating won't hurt its chances. <i>Someone Cares</i> (Nan Wright) Gal delivers a la Helen Forrest. Nice tune, nice Carle piano, nice vocal job.	88	88	86	90

**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

**POPULAR**

<b>CARMEN CAVALLARO</b> (Al Cernick) (Decca 24330) <i>Dream Girl</i> Carmen's familiar piano styling surrounds pleasant vocal handling of ballad. <i>Encore, Cherie</i> This ditty benefits from surprisingly good vocal. Lad has promising tone, needs only a little more control at top of range.	77	77	77	77
<b>GAIL MEREDITH</b> (Roy Ross Ork) (Apollo 1093) <i>That Old Feeling</i> Gail's handling of the standard routine. Accordion showcased within ork. <i>These Foolish Things</i> Vocal and backing better than flip, the hardy startling. Recording fuzzy on side heard.	50	50	50	50
<b>ANDY RUSSELL-THE PIED PIPERS</b> (Paul Weston Ork) (Capitol 15034) <i>I Cried For You</i> Dual tempo—Andy weeps it as ballad; Pipers drive it up to rhythm ditty then hand it back to crooner. <i>Easter Parade</i> (Paul Weston Ork) Without Pipers, Andy solos it as the Berlin fave. Song's got a seasonal advantage in ratings.	65	70	60	65
<b>JOHNNY MORRIS ORK</b> (Orpheus 260) <i>Looking For Someone Like You</i> (Johnny Morris) Sufficiently mediocre to become a sleeper in Cash Box. <i>John's Other Wife</i> (Johnny Morris-Anne Lane-Jules Mendelson) Novelty satire aimed at saturating soap-opera. Idea good but execution wears thin.	78	79	70	79
<b>FRANKIE MASTERS</b> (MGM 10155) <i>If You Knew Susie</i> Solid orking, amplified bass-rhythm beat make good listening on revived pic standard. Group chirping handy. <i>Scatterbrain</i> Pleasant but public hasn't forgotten this enough to want to remember.	40	40	30	50
<b>ART MOONEY</b> (MGM 10156) <i>Baby Face</i> (Ensemble) The "Clover" followup turns out effectively; a natural for the banjo, one-step treatment. <i>Encore, Cherie</i> (Bud Brees) Fair vocal, fair orking on "Frenchy" tune that needs pushing.	78	79	75	78
<b>CONNEE BOSWELL</b> (Decca 25313) (Harry Seanik Ork) <i>Can't Give You Anything But Love, Baby</i> Reissue in twin tempoed arrangement with Connee showing her stuff. <i>You Were Meant For Me</i> (Victor Young Ork) Disk reissue based on this pic revival. Fine Boswell singing with interesting clary, trumpet solos.	58	55	45	75
<b>JERRY WILD ORK</b> (Jimmy Vanni) (Commodore 7502) <i>Now Is the Hour</i> (Maori Farewell Song) Good dance version of current hit tune. Vanni sings like Sinatra. <i>I Hate To Lose You</i> Fine arrangement, fair Vanni vocal on good tune.	91	87	90	95

(Continued on page 104)

**HITS OF THE WEEK**  
on **M-G-M Records**



**NORO MORALES** and his Orchestra  
**HORA STACCATO**  
Flute Solo by Ery Morales  
**CHEN CHEN CO**  
M-G-M 10152

**DAVID ROSE** and his Orchestra  
**STARDUST SENTIMENTAL JOURNEY**  
M-G-M 30058

**BILLY ECKSTINE** Orchestra directed by Hugo Winterhalter  
**INTRIGUE** (From the Star film "Intrigue")  
**I'M OUT TO FORGET TONIGHT**  
M-G-M 10154

**GEORGE PAXTON** and his Orchestra  
**DREAM GIRL** (From the Paramount picture "Dream Girl")  
**HAUNTED HEART** (From the production "Inside U. S. A.") Both vocals by Dick Merrick  
M-G-M 10153

**SY OLIVER** and his Orchestra  
**YOU KNOW WHAT THE TROUBLE IS BABY** Vocal by Tommy Roberts  
**LAMMAR'S BOOGIE**  
M-G-M 10133

**FRANKIE MASTERS** and his Orchestra  
**IF YOU KNEW SUSIE** (From the RKO picture "If You Knew Susie") with The Swing Masters  
**SCATTERBRAIN** with The Swing Masters  
M-G-M 10155

**JERRY IRBY** and his Texas Ranchers  
**ANSWER TO DRIVIN' NAILS IN MY COFFIN**  
**CRYIN' IN MY BEER**  
M-G-M 10151

**M-G-M COIN CATCHERS**  
**ART LUND'S** *But Beautiful* M-G-M 10126  
**KATE SMITH'S** *Now Is The Hour* M-G-M 10125  
**BOB WILLS'** *Bubbles In My Beer* M-G-M 10116

LIST PRICE 60¢ exclusive of tax

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT

A NATURAL! A NATURAL!

12" to 10" **TORMÉ**  
IS A SURE BET

**COUNTY FAIR**

backed by

**I COVER THE WATERFRONT**

MUSICRAFT 5009

**NIGHT AND DAY**

backed by

**BUT BEAUTIFUL**

MUSICRAFT 538



**MEL TORMÉ**  
The Velvet Fog



THE BEST  
IN MUSIC ON RECORDS

A NATURAL! A NATURAL!



**PATTI CLAYTON**

SINGS

—exclusively for **BULLET!**

Glamorous Patti, star of CBS, leads off on  
Record 1021 with

**NICKELS, DIMES & QUARTERS**

—written by laugh-king Milton Berle.

Backed by a tune that's really hit-  
wise—A MAN CAN BE A WONDER-  
FUL THING.

ORDER FROM YOUR NEAREST DISTRIBUTOR

**BULLET RECORDS**

423 Broad Street, Nashville, Tenn.  
6-4573

The **Billboard** MUSIC POPULARITY CHARTS

Advance Information

PART VIII

Week Ending  
March 5



ADVANCE RECORD RELEASES

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

POPULAR

- A Lifetime's Too Short  
The Tune Mixers (Cecilia) Trilon 215
- (It Only Takes) a Little Imagination  
P. Brito (Encore Cherie) Musicraft 549
- Abdul Abulbul Amir  
The Jesters (I Had) 20th Century TC 20-59
- Angel Child  
S. Kaye (My Buddy) Celebrity 2007
- Harold Arlen Songs Album  
F. Waring . . . Decca A-552
- Hit the Road to Dreamland . . . Decca 23939
- I Got a Right To Sing the Blues . . . Decca 23938
- Let's Fall in Love . . . Decca 23939
- My Shining Hour . . . Decca 23937
- Over the Rainbow . . . Decca 23937
- Stormy Weather . . . Decca 23938
- Army Air Corps  
S. Henderson Ork (When You're) Capitol 501
- Atmosphere  
The Eastman Trio (Cool Water) Trilon 189
- Baby Face  
H. King Ork (Oh You) Decca 25356
- Baby, What Are You Gonna Do?  
The Tune Mixers (Love Me) Trilon 205
- Barbara Waltz  
The Three Kings (Miami Beach) Seva 2007
- Busy Fingers Album  
Three Suns . . . Victor P206
- Canadian Capers . . . Victor 20-2818
- Dancing Tamborine . . . Victor 20-2816
- Dizzy Fingers . . . Victor 20-2816
- Eccentric . . . Victor 20-2816
- Nola . . . Victor 20-2817
- The Doll Dance . . . Victor 20-2817
- The Wedding of the Painted Doll . . . Victor 20-2818
- Stumbling . . . Victor 20-2815
- \*Bye Bye Blackbird  
P. (Schnickelfritz) Fischer Ork (The Old) Decca 25357
- Bye Bye Blackbird  
P. Froeba and His Boys (If You) Decca 24385
- Caravan  
The Three Kings (Lonesome Without) Seva 2006
- Cecilia  
The Tune Mixers (A Lifetime's) Trilon 215
- Cool Water  
The Eastman Trio (Atmosphere) Trilon 189
- \*Corn Silk  
G. Lombardo (S-h-i-n-e) Decca 25353
- Dark Eyes  
Polka Dots (Jalousie) Musicraft 520.
- Do It Again  
R. Georg (Two Loves) Tempo TR 612
- Don't Hesitate Too Long  
Lucky Millinder Ork (Tonight He) Decca 24348
- Down in Jungle Town  
S. Jones and His City Slickers (Ugga Ugga) Victor 20-2820
- Encore My Cherie  
T. Beneke Ork (Saturday Date) Victor 20-2270
- Encore Cherie  
P. Brito (A Little) Musicraft 549
- Etude  
P. Weston Ork (My Moonlight) Capitol 15049
- Ever Homeward  
F. Sinatra (I've Got) Columbia 38151
- Haunted Heart  
V. Damone (Tell Me) Mercury 5120.
- Have a Baby  
R. Wallis (Teacher, What's) De Luxe 1124
- Heartbreaker  
J. Wayne-The Dell Trio (One Raindrop) Columbia 38150
- Hold It Joe  
S. Fields Ork (Laroo, Laroo) Musicraft 546
- I Had But 50c  
The Jesters (Abdul Abulbul) 20th Century TC 20-59
- I Wonder What's Become of Sally  
H. Jeffries (Jungle Rose) Exclusive EX-29x
- If You Were the Only Girl  
P. Froeba and His Boys (Bye Bye) Decca 24385
- I'm a Tumbleweed  
H. Brannon (Orchids In) 20th Century TC 20-58
- It Takes Two  
M. Dale (What's Gonna) Tempo TR 590
- I've Got a Crush on You  
F. Sinatra (Ever Homeward) Columbia 38151
- Jungle Rose  
H. Jeffries (I Wonder) Exclusive EX-29x
- Jalousie  
Polka Dots (Dark Eyes) Musicraft 520
- Jungle Rumba (Rumba Jungle)  
F. Martin Ork (The New) Victor 20-2769
- Keep Me In Mind  
B. Greco-The Sharps (Scratch My) Musicraft 548
- Laroo, Laroo, Lilli Bolero  
S. Fields Ork (Hold It) Musicraft 546
- Laroo, Laroo, Lilli Bolero  
P. Lee (Talking To) Capitol 15048
- Lilli Marlene  
D. Novis (Tipperary) Tempo TR 586
- Lonesome Without You, Dear  
The Three Kings (Caravan) Seva 2006
- Long-Legged Lizzie  
B. Douglas - Harmonaires (Rainbow Ranch) Orpheus 266
- Love Is Fun  
Mills Brothers (S-h-i-n-e) Decca 24382
- Love Me, Love Me, Love Me, or Leave Me Alone  
The Tune Mixers (Baby, What) Trilon 205
- Love Notes From Andy Russell Album  
A. Russell . . . Capitol CD-68
- Dearly Beloved . . . Capitol 10111
- Did I Remember . . . Capitol 10111
- Don't Blame Me . . . Capitol 10112
- Goodnight, My Love . . . Capitol 0113
- Paradise . . . Capitol 10114
- The Very Thought of You . . . Capitol 10114
- Too Marvelous for Words . . . Capitol 10113
- Yours (Quiereme Mucho) Capitol 10112
- Manana  
J. Loss Ork (Teresa) Victor 20-2819
- Miami Beach Rhumba  
The Three Kings (Barbara Waltz) Seva 2007
- Michael  
J. Nolan (The Little) Tempo TR 1050
- My Buddy  
S. Kaye (Angel Child) Celebrity 2007
- My Extraordinary Gal  
B. Reid (When Am) Sun 1423
- My Moonlight Madonna  
P. Weston Ork (Etude) Capitol 15049
- Nina  
H. James (You Can't) Columbia 38152
- No One But You  
H. Derwin Ork (One Dozen) Capitol 502
- Oh, How I Miss You Tonight  
B. Masian Ork (The Glory) Mecca BM 106
- \*Oh, You Beautiful Doll  
H. King Ork (Baby Face) Decca 25356
- One Dozen Roses  
H. Derwin (No One) Capitol 502
- One Raindrop Doesn't Make a Shower  
J. Wayne-The Dell Trio (Heartbreaker) Columbia 38150
- Ooh, Look-a There, Ain't She Pretty?  
J. Garber (Teresa) Tower 1435
- Ooh-Wee  
M. Davis (Trouble Is) Decca 24383
- Orchids in the Snow  
H. Brannon (I'm a) 20th Century TC 20-58
- Rainbow Ranch  
B. Douglas-Harmonaires (Long-Legged Lizzie) Orpheus 266
- Saturday Date  
T. Beneke Ork (Encore Cherie) Victor 20-2270
- Serenade  
J. Wald Ork (Summer Moon) Commodore C-7503
- Scratch My Back  
B. Greco-The Sharps (Keep Me) Musicraft 548
- S-h-i-n-e  
E. Fitzgerald (The Darktown) Decca 25354
- \*S-h-i-n-e  
G. Lombardo (Corn Silk) Decca 25353
- S-h-i-n-e  
Mills Brothers (Love Is) Decca 24382
- Spring in December  
B. Clark (Talking To) Columbia 38153
- Summer Moon  
J. Wald Ork (Serenade) Commodore C-7503
- Talking To Myself About You  
P. Lee (Laroo, Laroo) Capitol 15048
- Teacher, What's a Shmoe  
R. Wallis (Have a) De Luxe 1124
- Tell Me a Story  
V. Damone (Haunted Heart) Mercury 5120
- Teresa  
J. Loss Ork (Manana) Victor 20-2819
- Teresa  
J. Garber (Ooh, Look-a-) Tower 1435
- \*The Darktown Strutters' Ball  
E. Fitzgerald (S-H-I-N-E) Decca 25354
- The Glory of Love  
B. Masian Ork (Oh, How) Mecca BM 105
- The Little People  
J. Nolan (Michael) Tempo TR 1050
- The New Look  
F. Martin (Jungle Rumba) Victor 20-2769
- \*The Old Gray Mare  
P. (Schnickelfritz) Fisher Ork (Bye Bye) Decca 25357
- The Wise Old Man  
Do, Ray and Me (Wrapped Up) Commodore C-7505
- They Tried To Tell Me  
G. Taylor (You Gave) Urab U-13
- Tipperary  
D. Novis (Lilli Marlene) Tempo TR 586

(Continued on page 115)

# All Copyright Bills Seen as Laying Election Eggs With No Hatch Until Post-1949

ASCAP Juke Bill Slim—Kearns-AFM Peace Bill Snags

WASHINGTON, March 6.—Copyright legislation affecting the music world currently appears to be so stymied by recurring waves of pressure and counter-pressure on the House-Judiciary Committee (virtually the clearing house for all copyright revisions since its Senate counterpart is letting the House group carry the ball) that any hope for legislative action before 1949 seems remote. The Lewis bill providing for fee confabs on music use between the American Society of Composers, Authors and Publishers (ASCAP) and film producers is considered dead as a result of the 10-year treaty recently concluded between ASCAP and a majority of the film exhibitors (*The Billboard*, February 14).

Hearings on the Lewis bill were suddenly postponed last week from the original March 1 date to March 22. Altho it seems fairly certain that hearings will be held on the measure, these are apt to be perfunctory, since Rep. Earl Lewis (R., O.) is known to be indifferent to its progress, especially since the ASCAP treaty indicates that many influential movie exhibitors are not interested in putting the bill into operation.

About the only organization known to be supporting the Lewis bill is the Allied Theater Owners' Association (ATO), which is reported to represent a minority of the exhibitors.

### Kearns Bill

The bill of Rep. Carroll Kearns (R., Pa.) to provide for royalty fees on radio and juke use of disks—an attempted Petrillo-ban solution—is about to come forth virtually still-born. A rising flood of animosity from radio and transcription spokesmen has about convinced the House Judiciary Committee that its passage would be unwise in an election year. This bill, when introduced, may even be allowed to die without the formality of a hearing.

With a bill granting copyright privileges to performing artists already reported adversely by a judiciary subcommittee, about the only copyright measure given the slightest chance of reaching the House floor this year is the Scott-Fellows juke box bill, which would give licensing privileges to music copyright-holders on records played in juke boxes, but even this bill appears to be sidetracked.

This piece of legislation is strongly supported by ASCAP and other songwriter groups as well as a number of congressmen. However, Capitol Hill sentiment is growing in favor of bypassing this bill until a complete study of the Copyright Act of 1909 can be made with a view toward general overhaul.

Should supporters of this theory gain their way, all changes in the Copyright Act will be shelved until the new Congress meets in 1949. Congressional experts say there is too little time before election adjournment for a study of the act this year.

### Celebrity Sets Up Distributions

NEW YORK, March 6.—Joe Davis' new disk label, Celebrity, recently formed to market Davis' disk masters cut in the past by name artists (*The Billboard*, February 21) this week set up Eastern distribution for the platters. Midtown Distributing Company, here, will handle New York, Long Island and Westchester; Schwarz Bros., Washington, will distribute in Virginia, West Virginia, Maryland and the District of Columbia; Pennsylvania Record Supply, Philadelphia, will cover Eastern Pennsylvania, Delaware and South New Jersey; Igoe Brothers, Newark, N. J., will handle Northern New Jersey; and Seaboard Distributing Company, Hartford, Conn., will distribute in Connecticut and Western Massachusetts.

## Vocal Dub Use Mounts: Cap's "Helen"; Duke

NEW YORK, March 6.—Following in the steps of the Columbia a capella waxing date with Buddy Clark and the Decca firm's lifting of *Beg Your Pardon* from its World Transcription Library, Capitol Records this week entered the post-ban waxing picture with an assist from the firm's hitherto unused international catalog.

The diskery pulled out an instrumental master of *Helen Polka* (made with a pick-up polka crew during pre-ban days when Capitol was putting away foreign wax in preparation for entry into the international wax field) and this week dubbed a vocal onto the original scoring. The Sportsmen's Quartet handled the singing chore on the ditty which picked up original favor (just after the ban deadline fell) on the strength of a Dana waxing. Decca, just a couple of weeks ago "covered" the tune with a harmonica-vocal quartet waxing but the finished version was rejected by the diskery's execs as below standard.

Another instance of vocal dubbing will take place at Columbia Records shortly. That diskery has Duke Ellington's *Liberian Suite* ready for album release. One section of the *Suite*, however, features a vocal usually performed by Albert Hibbler, the Ellington warbler. Hibbler was on the Coast when the work was waxed before the ban and will come East shortly to cut the missing vocal part into the already waxed musical background.

## Univ. Beats Cap To Austin Disks

CHICAGO, March 6.—In a duel over approximately 40 masters made by songwriter-singer Gene Austin with the Les Paul Trio, the Universal label, local independent, last week won out over Capitol Records. Austin is remembered for his *My Blue Heaven* record smash on Columbia in the pioneer days of the wax biz. He is slated for film promotion via a United Artists' flicker based on his life, and was romanced by both firms, Capitol offering a \$10,000 advance plus liberal royalties. Details of the Universal settlement were not available. Austin inked a two-year pact, with a two-year option, calling for release of 12 masters the first year.

The U-A flicker, which will be ready for distribution by late summer, will utilize music penned by Austin and the late Walter Donaldson, all of which is included in the masters Universal takes over. Austin was signed this week for an early April opening at the College Inn of Hotel Sherman here.

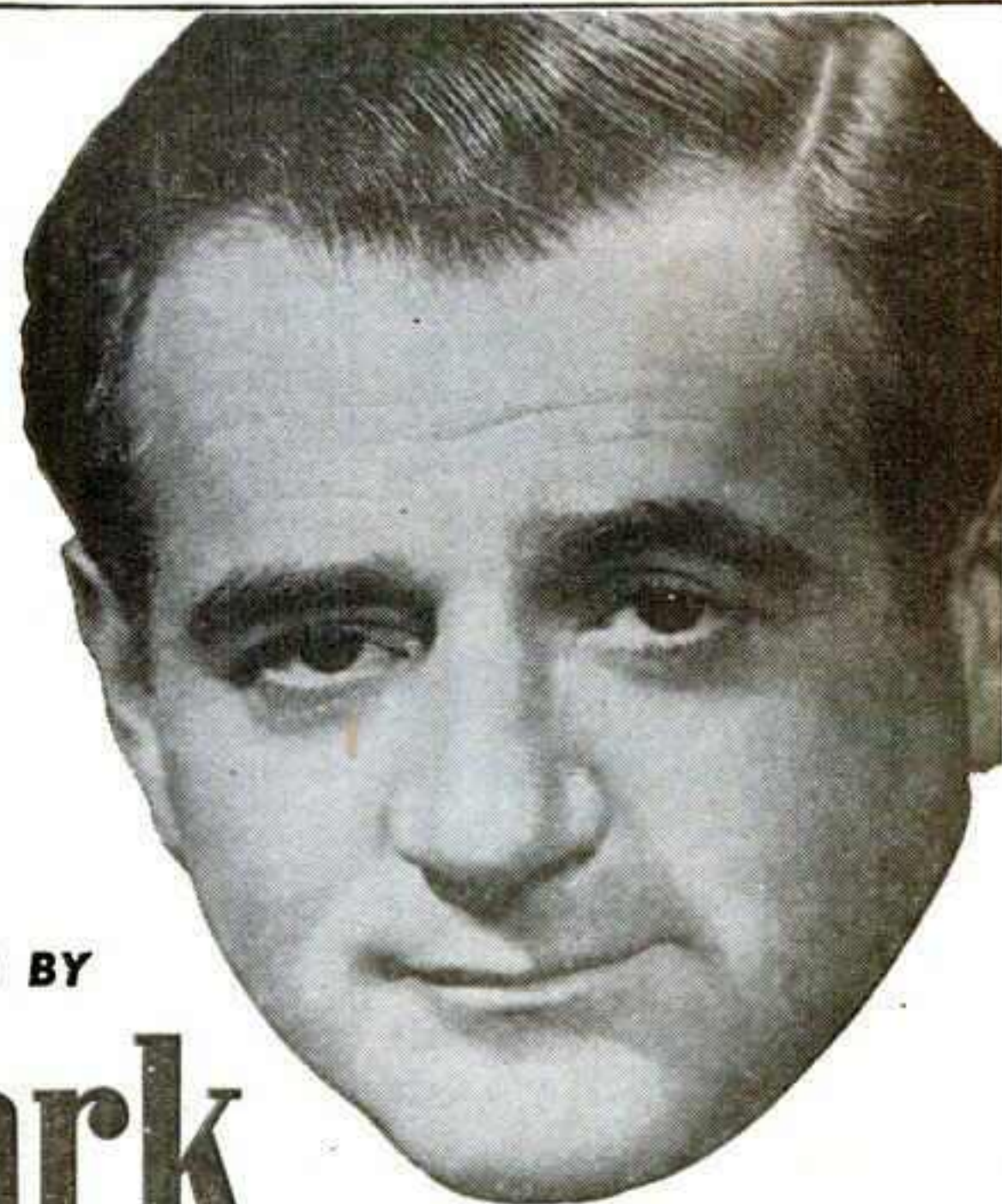
**A REAL MONEY MAKER**

**"who put that dream in your eyes?"**

**Walter Winchell says**

**THE BIG TIME:**

Lorry Raine's version (Coast Records) of "Who Put That Dream in Your Eyes?" via Mark Warnow's crew.



RECORDED BY

**mark**

**Warnow**

on Coast Records

#8026

FEATURING Lorry Raine

backed by

"SENORITA MARACAS FROM CARACAS"

Watch for:

**mark warnow's "Sound Off" album**

WRITE OR WIRE

**COAST RECORDS**

2534 W. Pico Blvd., Los Angeles, Calif.

or

**MODERN MUSIC SALES CORP.**

10th Ave. and 45th St., New York, N. Y.

# PFANSTIEHL

COIN MACHINE

NEEDLES

ONE GREAT TIP

ON 2 GREAT Coin Machine NEEDLES

PFANSTIEHL (REGULAR)

For coin machine pickups weighing more than 1 1/2 oz.

PFANSTIEHL Special

For light-weight Crystal pickups 1 1/2 oz. or less.

2 Great Needles Fill All Needs

Each specifically designed for its purpose... Both tipped with famous M47B alloy, the modern miracle of powder metallurgy.

The PFANSTIEHL (Regular), famous for its smoothness and long life, is the BEST for use with heavy pickups.

The PFANSTIEHL SPECIAL, with its super flexible phosphor-bronze shaft for feather-touch reproduction is the BEST needle for use in machines with light pickups.

Only PFANSTIEHL can give you the M47B alloy tip for Longer Record Life, Fewer Service Calls, Better Music... all 'round satisfaction.

NEW LOW PRICE

35¢ EACH 1,000 OR MORE

100 OR MORE 37c EACH

LESS THAN 100 39c EACH

PFANSTIEHL CHEMICAL COMPANY

(Metallurgical Division)

104 Lake View Ave., Waukegan, Ill.

## ON THE STAND

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

### Dick Jurgens

(Reviewed at the Cafe Rouge of the Hotel Pennsylvania, New York, February 24. Personal manager, Will Jurgens. Booked by Music Corporation of America.)

TRUMPETS: Ralph Larson, Edward Erickson, Stuart Welch.  
TROMBONE: Virgil Freeman.  
REEDS: Glenn Lindberg, Jimmy Castle, Bud Riffe, John Boderbloom, Robert Olah.  
STRINGS: Al Galante, Nino Ravarino, Mike Pauchesin.  
RHYTHM: Mickey Mendef, bass; Fred Ditto, piano; Walt Goodarin, drums.  
VOCALISTS: Jimmy Castle, Al Galante, Jack Eaton.  
ARRANGERS: Carl Brandt.  
TRUMPET AND LEADER: Dick Jurgens.

Dick Jurgens leads more than a dance band. This is a well-knit, well-rehearsed, fully schooled, competent musical organization. It does nothing offensive. It does nothing that overwhelms. Yet the band leaves one helluva fine impression.

It's the cleanliness of the band that impresses—from the crew's musical proficiency right down to barest detail in the make-up of the bandstand. The tootlers play the melodic and simple scores—most are written in unison section cleffings—in perfect pitch and cleanly. The bandstand shimmers with its white plastic and polished steel stands. The sidemen are clean looking and are spotlessly uniformed. It all reeks of efficiency, plenty of solid thinking and superior showmanship.

Jurgens is known for his knack of (See DICK JURGENS on page 38)

### Shorty Sherock

(Reviewed at the Arcadia Ballroom, New York, February 25. Personal manager, Grady Watts; booked thru General Artists Corporation.)

TRUMPETS: Bob Peck, Joe Cabot.  
TROMBONES: Blaise Teerl, Dick Hexson.  
REEDS: Joe Aglara, Mattie James, Danny Books, Buddy Arnold.  
RHYTHMS: Tony Aless, piano; Barney Spieler, bass; Phil Sellman, drums.  
VOCALS: Tommy Lynn, Elayne Trent.  
ARRANGER: Joe Schwarz.  
LEADER: Shorty Sherock, trumpet.

Shorty Sherock and his ork have taken to the sweet look in music for the outfit's first Broadway stand. Gone is the jump and brashy drive that featured the band in former days. In its stead is a danceable, versatile and commercial group whose attack and sound are that of a much larger aggregation than its 12 pieces.

Styling is built around Sherock's trumpet tootling which still retains its laugh effects, tho on a much restrained kick. Shorty's blowing is definitely on the sweet side showing to great advantage on the perennial Stardust and the beautiful new Sentimental Rhapsody adapted from the Street Scene music. Arrangement of the latter is tricky and precise with a broken chord rhythm effect used under the featured Sherock trumpet.

Male piper, Tommy Lynn, handles the ballads confidently in relaxed fashion, competently phrasing lyrics with his full bary tonsils. The pert novelty ditties are the wares of pretty Elayne Trent. Gal (Mrs. Sherock) dresses up the stand and chirps well altho she lacks some posturing effects to help sell novelty numbers.

The book, ably arranged by Joe Schwartz, contains pops, standards, Dixieland, waltzes, rumbas, Peabody's and semi-jump tunes all centered around Sherock. Arrangements are modern and clean, for the most part featuring a fluid trumpet lead with the ork sticking to the melody line.

Sherock's showmanship is in the vivacious vein, with a bit of slapstick that got chuckles. If one can judge by the crowd reaction on night caught, Sherock's antics go over big.

The new look of the Sherock ork seems to possess today's formula of band success, a commercial outfit catering to the whims of the crowd.

Tony Wilson.

### Larry Green

(Reviewed at the Hotel Biltmore, New York, February 24. Personal manager: Jack Marshard. Booked by Willard Alexander.)

SAXES: Jimmy White, Fred Lettsinger, Robert Stevens, Paul Santa.  
TRUMPETS: Rob Turk, Gil Phelan, Guy Hartford.  
VIOLINS: Barnett Gardelle, Stanley Karpelna, Kenneth Kickness.  
RHYTHM: Bob Varney, drums; Jimmy Athens, bass.  
VOCALISTS: Gil Phelan, Paul Santa, Fred Lettsinger, Marilyn Jackson.  
ARRANGER: Gene Hammett.  
LEADER-PIANO: Larry Green.

Success on records usually leads to better box-office, but sometimes it can change an ork's personality and provoke a problem. Larry Green's history presents such a problem. Victor took this Boston society-ork favorite and "dropped him in" on Near You and Beg Your Pardon when the Francis Craig Bullet platters soared. Green, obviously, was told to "play like Craig" and the by-now-saturating riff (some credit it to Eddie Heywood, others call it a modified old Western beat) that characterizes his platters became a tour de force. For record sales... great! For his first New York appearance at the Biltmore, Green evidently abides by the same instructions and styles much of his stuff the Near You, Beg Your Pardon way.

The mixture doesn't jell. The amiable maestro has a basic society-ork structure (muted brass, mild reed and chug-chug rhythm which is rounded out by Green himself while solo-starring out front) with musicianship not in the closest rapport. If Green had been presented as a great piano virtuoso for the society

(See LARRY GREEN on page 38)

### Freddy Calo

(Reviewed at Ciro's, Miami Beach, Fla., March 2.)

TRUMPETS: Lenny Wolfson (strings).  
REEDS: Antonio Calo, tenor (bandoneon); Bill Krug, alto (strings); Gene Fogarty, alto (strings); Juan Calo, bandoneon.  
RHYTHM: Armando Calo, bass; Herman Lichter, drums; Dene De La Osa, bongoes (guitar).  
VOCALIST: Justo Ferrera.  
ARRANGER: Carlos Ferrari.  
PIANO AND LEADER: Freddy Calo.

In Miami rumba orks are "demand items"; hence most spots must content themselves with run-of-the-mill outfits. But a combo of Freddy Calo's caliber stands out head, shoulders and torso above anything along the routine rumba belt.

At Ciro's the ork must match lush but subdued surroundings, impeccable service and exquisite food... general tony atmosphere. This is obviously accomplished since customers, faced with a stiff tab, manage to fill the room most of the time.

Calo's is double-faceted: Good music and personality. Musically, the band lacks little. Arrangements never cut into patrons' conversation, yet retain that rhythmic solidity which the torso twisters find irresistible.

The Calo brothers, backbone of the ork, have the formula down to a T. There is a disciplined extroversion which spells socko showmanship all the way.

Rumbas, sambas, tangos and all other L.A. terps are played with good taste. The more rigorous hoppers are kept at a minimum during the dinner period.

Bandoneons are used with especially good effect in the arrangement; the 11-piece ork, in fact, has enough instrument switchers to make for sound, impressive variety all the way thru.

Calo at the 88's is a show in himself. He is handsome and charming and tickles the ivories in top virtuosity. He's a great mixer and, not least, is great for heart fluttering from the fems.

Charles J. Lazarus.

## DeLuxe New Flash

RELEASE No. 229

Available From Your DeLuxe Distributor March 1, 1948. List Price, 75¢ Exclusive of Tax.

- Record No. 1118 PAUL GAYTEN and His Trio • Peter Blue & Jasper Too In the Evening When the Sun Goes Down
- Record No. 1124 RUTH WALLIS • Teacher, What's a Shmoe? Have a Baby
- Record No. 1140 JENNIE GOLDSTEIN • The Baby Sitter Here Is the Bride
- Record No. 1141 CE CE KAY • Tell Me So It's Hard To Have Fun
- Record No. 5040 MICCOLIS SISTERS • Boogie Woogie Yodel Nighttime Is the Time for Making Love

DELUXE RECORD CO., INC., LINDEN, N.J.

Another "NEAR YOU"!

The MERCURY WALTZ

100,000 records sold in Detroit alone!

Don Pablo & Orchestra

"The Most Danceable Music in America"

DECCA #18559-A

VARGO #29006-A

SOUTHERN MUSIC PUB.

1619 Broadway New York City

MIRACLE PARADE OF HITS

"CERTAIN OTHER SOMEONE"

by BROWLEY GUY M-119

MIRACLE RECORD COMPANY

100 EAST 63rd ST. CHICAGO 15, ILL.

YOU'LL POP YOUR TOP

when you hear

POPCORN POLKA

TOWER RECORD #1296

APOLLO RECORDS INC

BABY FACE

backed by DOWN IN JUNGLE TOWN played by "Philadelphia All Star String Band"

DON'T MISS THIS It's a Real Money Maker

APOLLO #1112

Order it now from your nearest distributor or write APOLLO RECORDS

EXECUTIVE OFFICES:

342 MADISON AVE., NEW YORK CITY

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



**Current Releases**  
by **KING**

**BULL MOOSE JACKSON**  
with  
**ALL MY LOVE BELONGS TO YOU**  
backed by  
**I WANT A BOWLEGGED WOMAN**  
**KING 4189**

**KING**  
1540 BREWSTER AVE., CINCINNATI 7, OHIO

THE RAVENS  
"THERE IS NO YOU"  
"TOGETHER"  
National 9040

BILLY ECKSTINE  
"ALL OF ME"  
"SHE'S GOT BLUES FOR SALE"  
National 9041

on **NATIONAL** Records

**NOTICE: JUKE BOX OPERATORS**  
CASH IN ON THESE PLATTERS  
Our current releases

"LONELY HEART" "GOLDEN MOON"  
"You Get Me" "The Yodel Polka"  
#CJ601 #DH503

"OUT WHERE THE WEST WINDS BLOW"  
"Old Shep" #DH500

"MY LITTLE SWEETHEART IN MARYLAND"  
"Slowly But Surely" #CJ600

For Down Home music at its best ask for  
DOWN HOME Records.  
Write, Wire or Phone

**THE DOWN HOME CORPORATION**  
Federalburg, Md.

Catch **JERRY MURAD'S**  
"HARMONICATS"  
AGAIN ON  
Universal  
Records, Inc. Chicago

Part or full time resident  
**RECORD SALESMEN**  
**WANTED**

To handle popular, fast selling  
Yiddish-English Comedy Song Records

Upstate New York, Connecticut, Penn-  
sylvania, Baltimore, Washington, and a  
few other cities.

Real opportunity for live wires.  
Write in confidence  
**Box No. 287**  
The Billboard  
1564 Broadway New York 19, N. Y.

**Rondo Records' "You Can't" Disk Claimed a Sleeper**

CHICAGO, March 6. — Now it's Rondo Records here that's claiming the right to knock on a "sleeper" door. The label owned by J. F. Bard (Chicago distrib of older wax lines) and Nick Lany, claims advance sales orders on Rondo's organ-solo waxing of *You Can't Be True, Dear* are nearing the six-figure mark.

Organist Ken Griffin, on his own, originally recorded *You Can't* (which is the melody of an old Viennese waltz) for the benefit of a few local juke boxes. Bard and Lany heard that the reaction was good and had Griffin cut the ditty on the Rondo label just prior to the recording ban. Popularity spread, Bard averred, with far-flung areas totalling up orders which he claimed exceeded 100,000 disks.

**Cotton's Lyrics**

Encouraged by sales, Rondo and music publisher Dave Dreyer in New York (who took over the song) arranged for a set of lyrics—credited to one Hal Cotton—and had a vocal dubbed in on the Rondo master by singer Jerry Wayne. The now-lyricized ditty will come out on wax March 15.

Informants here trace the *You Can't* melody to the old German *Du Kannst Nicht Treu Sein*, which they claim is in public domain. Dreyer in New York, however, maintained that a publisher's copyright dated 1935 is held by an unknown party in Germany and that the number had been written by Hans Otten, a German. He claimed that the clearance for handling the ditty here had been set up thru the Alien Property Custodian. He says he has set up a new pub firm, Biltmore Music, to handle the ditty on a 50-50 company deal with Bard.

**Kaye Joins Hegira To One-Night Field**


NEW YORK, March 6.—Further evidence that name pop orks are hieing to the one-night concert field as a cushy substitute for lagging dance biz was provided last week when the Sammy Kaye ork set a 30-date nationwide concert junket, starting April 1. Tentative jumping off spot for the tour is Birmingham. The tour, which is being lined up by General Artists Corporation, is the first strict auditorium jaunt for the Kaye crew.

Format of the one-night sessions will incorporate the orkster's *Sunday Serenade* radio show and his *So You Want To Lead a Band* audience-participation stunt in addition to routine rendition of pops and standards.

**Auto Tie-Up for "Hudson"**

DETROIT, March 6. — The initial song effort of Tyler Music pubbery here, *This Time It's Hudson*, may win coast-to-coast exploitation as part of the Hudson Motor Car Company's advertising and publicity campaign on its 1948 car models. Harry Gaines, of the Tyler pub, claims that masters of the ditty, cut prior to the ban by the Erin Trio, will be released soon in a promotional tie-in with Hudson. The gimmick would be to attempt to stimulate radio activity akin to the *In My Merry Oldsmobile* campaign which was promoted by Leeds Music and the auto company some months back. According to Gaines, the disks were cut on the SBW label, a new diskery which as yet has no distribution set-up.

**HERE IT IS!**  
UNUSUAL — UNIQUE



**T. TEXAS TYLER'S**  
*Amazing Recording*  
**"DECK OF CARDS"**  
FOUR STAR #1228

Other Records Available by T. Texas Tyler

#1008 Remember Me (Tex's Famous Theme Song)—Oklahoma Hills	#1166 Old Fashioned Love
#1167 Follow Through	#1152 Red Light
#1149 You Doggone Son of a Gun	#1141 In My Little Red Book
#1151 Fairweather Baby	#1115 I've Heard That Story Before
#1140 Tell Your Lies to the Man in the Moon	#1063 It's Been So Long, Darlin'
#1114 Guitar Boogie Woogie	#1052 Gals Don't Mean a Thing
#1062 You Nearly Lose Your Mind	#1022 Beautiful Morning Glory
#1051 I Hung My Head and Cried	#1009 Filipino Baby
#1021 Home in San Antone	

**4 STAR Records**  
For the Best in Folk Music  
210 NORTH LARCHMONT AVE. HOLLYWOOD 4, CALIF.

Memo from **CRYSTAL TONE**

**CRYSTAL-TONE DISTRIBUTORS**  
**CRYSTAL-TONE HITS**  
**BLANKET THE NATION!**

"I CAN'T GIVE YOU ANYTHING BUT LOVE"—Sabby Lewis Orchestra—  
This is it!

"BUT BEAUTIFUL"—Ray Borden Orchestra—You all know this one!

"I'M MY OWN GRANDPAW"—Hy-Lo Trio—Still ringing the cash box!

"BYE, BYE, BLACKBIRD"—Hy-Lo Trio—Breaking wide open everywhere!

"BOTTOMS UP"—Sabby Lewis Orchestra—The sepia smash of 1948!

"SIDE BY SIDE"—Paul Clement Trio—Old favorite—new sales!

"CHEROKEE"—Davis-Hicks (Swing Hammond and piano)—Barbaric  
treatment that rings the bell! See Billboard!

"O. J. MAN RIVER"—Bert Stone—The laugh riot of 1948!

Your Nearest Distributor Is

NEW ENGLAND Musio Suppliers of N. E.	CHARLOTTE, N. C. Record Sales Co.	DENVER Pan-American Record Dist.
NEW YORK Cosnat Dist. Co.	JACKSONVILLE, FLA. Cherry Dist. Co.	NEW ORLEANS Nola Record Dist.
BALTIMORE Mangold Dist. Co.	PITTSBURGH Standard Dist. Co.	HOUSTON, TEXAS Eddie's Record Dist.
PHILADELPHIA Penn. Record Supply	DETROIT Idessa Malone Dist.	DALLAS, TEXAS Independent Record Dist.
RICHMOND, VA. Allen Dist. Co.	CHICAGO Frumkin Sales Co.	EL PASO, TEXAS Sunland Supply
	ST. LOUIS—Commercial Music Co.	

**CRYSTAL-TONE RECORD CO.**  
1182 Columbus Ave., Boston 20, Mass.  
Phone GARRISON 7-5173

THIS **PERMO POINT** COMBINATION  
HAS NEVER BEEN BEATEN

KINDNESS TO RECORDS

LONG NEEDLE LIFE

ELLIPTICAL

ROUND

DEPENDABILITY

FINE REPRODUCTION

ECONOMY

MORE PERMO NEEDLES SOLD THAN ALL LONG LIFE NEEDLES COMBINED

**PERMO, INCORPORATED**

6415 N. Ravenswood

Chicago 26, Ill.

— UNDISPUTED LEADERSHIP SINCE 1929 —

## A STRING OF PEARLS

1. WEDDING BELLS ARE BREAKING UP THAT OLD GANG OF MINE

Pearl 20

2. AM I WASTING MY TIME ON YOU?

Pearl 13

3. I'M MY OWN GRANDPAW

Pearl 19

4. THEY'RE LAYING DOWN THE LAW TODAY

Pearl 11

5. SWEETHEART POLKA

Pearl 15

6. LITTLE GIRL

Pearl 22

7. IF I HAD MY LIFE TO LIVE OVER

Pearl 10

Write for our list of specialty numbers.

**PEARL RECORD COMPANY**

Covington, Kentucky

Records that **PLAY LONGER** are made from



Customers praise the long-wearing qualities of records made from this superior compound. Try it on your own presses. Send for sample biscuits.

**BINNEY & SMITH CO., 41 EAST 42nd STREET, NEW YORK CITY**

EXCLUSIVE SALES AGENTS FOR U. S., CANADA, CENTRAL & SOUTH AMERICA

### MARK WARNOW

is proud of protegee Lorry Raine, and so is Tim Gayle. Because she's my wife and Mark's my client, and it also shows I can pick winners—even in the family. Her record of "Who Put That Dream in Your Eyes?" is getting bigger every day.

Publicity-  
Personal Mgt.  
**TIM GAYLE**  
1637 N. Vine St.  
Hollywood 28, Cal.

**COAST RECORDS**  
**LORRY RAINE**  
No. 8026



## Burden Casino, N. Y., To Debut Name Orks

NEW YORK, March 6.—A new spring week-end and summer full-week policy for name orks will debut March 12 at the Burden Lake Casino, between Troy and Albany, N. Y., when Ray Eberle's ork takes over the podium. Eberle will play for two days, with Sonny Dunham following on March 19 and 20. Local orks will fill in the remainder of the week. The spot will go on a full-name-band week policy for the months of June, July and August, with Eberle's crew already rebooked for a week.

The Casino has been in operation

## DICK JURGENS

(Continued from page 36)

finding and fondling top vocalists, having produced a list in the past which includes Eddy Howard, Harry Cool and Buddy Moreno—maestri in their own right today. The current Jurgens crew, now playing its initial New York hotel location (the orkster played the Strand Theater before the war), boasts an exceptionally talented batch of singers. Foremost is Jimmy Castle, who boasts a resonant bary, phrases in good taste and projects with feeling. Jack Eaton, the only non-tootling singer in the crew, is a newcomer who needs the polish and experience that could complement his good voice quality and appearance to make him another fine warbler. Al Galante steps down from the string section to sing an occasional tune with equal capability.

### Well-Knit Medleys

Jurgens, an affable, workman-like maestro up front, serves up a potful of variety in tune and tempi which defies even the most reticent customer not to dance. Most of the ork's efforts are spotted in lengthy but well-knit medleys. From the fox trot medley mood set by sub-toned clarinets, muted brass and full band choral efforts, the crew ingratiates with pleasantly amusing novelties of the famed Jurgens Cecilia type and even makes with tasty touches of ork slapstick—funny hats, pistol shots, etc.

Territorially—Jurgens is one of the hottest orksters in the Midwest—he pulls 'em in like flies. Music Corporation of America (MCA) currently is trying to make Jurgens a national fave. Perhaps all that is standing in MCA's way is a solid hit record. Jurgens has a healthy backlog at Columbia records. If any one of his next releases clicks in Cecilia fashion he could well become one of the band biz's top money-makers. A hit dinking will bring them in where they don't know Jurgens. Once they're in, Jurgens will keep them in and have them come back for more.

Hal Webman.

## LARRY GREEN

(Continued from page 36)

trade this would be no serious handicap, but with the encroachments of the Craig-like stylings, he becomes an anomaly. He shows ordinary power at the runs, arpeggio tinklings and dramatic effects that could serve to pass him off as a Duchin-like attraction, but the potentials of such a pass-off are lost within the "remember the record style that sold" thinking.

### Readapting Ideas

Suggestions here are that the maestro be given a freer hand with dinner-tempo ballads, dance-beat concertos; in other words, the chance to develop his own piano personality. Arrangements should be overhauled (string voicings are particularly sad) and the sidemen given a goose. Some of them just go thru the motions.

Cute, attractively clad Marilyn Jackson (filling in from her Four Chicks and Chucks chores) does her best at tempos not suited to her talents.

Joe Carlton.

for eight years but hasn't used name bands since 1941. The spot is run by Allen and Nate Leifer and is booked thru General Artists Corporation's Howard Sinnott.

## Continental

ORIGINAL

**TOOLIE  
OOLIE  
DOOLIE**

(The Yodeling Polka)  
Record No. 1223

Midwest Wholesale Distributor

**ANTHONY DILLON CO.**  
549 W. Randolph St. CHICAGO 6, ILL.  
Phone: FINancial 1948-49

**TEMPO** CUSTOM MADE RECORDS  
GIVES YOU

Exclusive Direct  
Electronic Process  
of Recording

For the TEMPO distributor in  
your area, write:

**TEMPO RECORD COMPANY OF AMERICA**  
8534 Sunset Blvd., Hollywood, 46, Calif.

## THE FIRST TIME I KISSED YOU

Top Writers—Top Ballad  
On Wax

JOHNNIE JOHNSTON... M-G-M

KAY KYSER.....Columbia

PATTI PAGE.....Mercury

HARRY WARREN MUSIC, INC.

KEEP THE  
JUKES JUMPING  
With

Modern RECORDS  
666 NORTH ROBERTSON BOULEVARD  
hollywood

**VITA** acoustic  
MEANS  
"LIVING SOUND"

**ROSALINDA**

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

**Solace**

NEW YORK, March 6.—While a packed stairway full of people waited for tables at the Ebony Club, headwaiter Joe Madrid approached an attractive but sad-looking woman standing by herself.

"Is something troubling you, madam?" asked the genial host. "I'm very unhappy," she replied. "My husband ran off with the maid. My brother was arrested yesterday and I received a dispossess notice this morning."

"Is there anything I can do?" Joe asked sympathetically.

"Uh-huh, get me a ringside table."

**Stormy Miami AGVA Confab Backs Shelvey**

MIAMI, March 4.—At a meeting Wednesday (3) at the Floridian Hotel called by Barney Barnett, Shelvey-appointed rep, and amid fiery performances by Arthur Cowan, attorney for the Matt Shelvey group of the American Guild of Variety Artists (AGVA), and Henry (Cross & ) Dunn, who spoke against Shelvey, it was decided by a majority vote to "... join with its (AGVA's) national director and our fellow AGVA members in the suit against the Four A's to establish the full and complete autonomy of AGVA and to hold immediate convention and referendum."

The meeting was attended by 120 persons, about 100 of whom signed the petition. None of the name performers currently in the area was present.

**Dunn's Views**

After Cowan got thru his fiery address, comic Johnny Howard got up and asked that Dunn be heard. Dunn said that he had received a special invitation from Barnett to appear and give his views. He said: "I want an actor's union where actors tell a man what to do and not a man tell actors what to do," he shouted as the crowd applauded. That's when the fire-works started. Up sprang Cowan to answer Dunn, and before he could sit down the voice of singer Patsy Shaw came stridently across:

"All I want to know is what is the little performer getting out of the union as it's now running?"

Cowan's main point was that the Four A's (Associated Actors and Artistes of America) had no right trying to take over AGVA, since the unions making up the Four A's could not even match AGVA in size.

"Shelvey was a magnificent guy (to the Four A's) until he began to talk that 'nonsense' about autonomy," Cowan said, adding the Four A's tactic was to accuse its enemies by smear campaigns, or doing the very thing of which the Four A's was guilty. He cited the case of Bobby Vernon and the Earl Carroll Vanities and demanded to know how Vernon had got off the unfair list after the jackpot in Philadelphia with Dick Jones, AGVA rep.

**Fears Too Much Power**

Dunn praised Shelvey and said he (Dunn) was one of those originally responsible for getting Shelvey the job. But, he added, there was still something wrong in a system where one man was vested with such wide powers. "I worked in two places where I haven't been paid because Shelvey gave the okay. I haven't been notified by AGVA for two years of a meeting and I had to write a registered letter to the Four A's de-

**2-YRS.' WORK FOR ACTS, GALS?**

**Shelvey's Chi Confab Plans In Stalemate**

CHICAGO, March 6.—Plans for a national convention to be held here April 30-May 2 by Matt Shelvey, deposed head of the American Guild of Variety Artists (AGVA) were stalemated this week.

Arthur W. A. Cowan, Shelvey's counsel, visited here, but would not disclose his plans. It was learned that Cowan had contacted labor reporters for the four local dailies but no stories of Cowan and Shelvey's projected convention reached print.

A check of the nine Loop hotels, which have convention quarters, revealed that no space had been set aside for the Shelvey gathering. The Chicago Convention Bureau, which charts all conventions, said it had no request for space from Shelvey or Cowan.

The Shelvey-sponsored "educational meetings" series (*The Billboard*, March 6), one of which was slated for Chicago March 10 in conflict with a previously announced nomination meeting by Jack Irving and the Associated Actors and Artistes of America (Four A's), thus far has not been brought to the attention of Chi AGVA members.

**Ed Wynn Show Set To Hip, Baltimore**

NEW YORK, March 6.—An Ed Wynn package will play the Hippodrome, Baltimore, early in May, with Wynn getting a 50-50 split off the top.

Supporting acts have not yet been contracted, but will probably be the same line-up that appears with Wynn at his soon due Roxy date.

**"Ops Can Collect Bonds" -- Donohue**

NEW YORK, March 6.—Cash bonds put up by nitery ops with the American Guild of Variety Artists (AGVA) are still in a bonded account and, according to officials of the Associated Actors and Artistes of America (Four A's), are not affected by the battle between the Four A's and the Matt Shelvey forces.

Rumors that nitery ops are having difficulty in getting their dough back was vehemently denied by John Donohue, AGVA finance controller, and Dave Fox, New York AGVA head. It was pointed out that under ordinary conditions an op seeking the return of his cash bond may have to wait for 30 days so that the union can assure itself that all acts have been paid in accordance with their contracts. In many cases, however, the dough is returnable on demand.

The Beachcomber, Miami, had a \$19,000 bond up, of which 10G was for the Ritz Brothers' salary. Late Wednesday (3) AGVA was notified by the op that the Ritz Brothers had closed. The following morning the \$10,000 was wired to the club.

**Miami Copa Takes on Barry Gray, 52 Weeks**

MIAMI, March 6. — Barry Gray, disk jock, has signed a 52-week contract with the Copa which will keep this nitery open all summer.

Starting May 1, Gray will move into the big room, where various gimmicks to draw in the customers will be worked out. The way it looks now, there will be no shows.

Gray's deal calls for \$37,500 for the year, plus a percentage.

**AGVA, Aghast at "Injustice," May Bar Acts Down Under**

NEW YORK, March 6.—The Australia Tivoli vaude situation has reached such proportions that the American Guild of Variety Artists (AGVA) may enter the picture and forbid any of its members to work Down Under unless a cash bond guaranteeing salaries is placed on deposit here.

The latest tangle occurred between Bobby Baxter and David Martin, head of the Tivoli chain. Baxter was booked for a 10-weeker starting "on

manding to know when a meeting was taking place."

He said that while it was true that the Four A's stood by and did nothing when abuses were taking place, local autonomy, as he claimed Shelvey wanted it, would be disastrous.

"Within three months the locals would be governed by three or four agents in that territory," he cautioned.

The meeting ended with the signatures being taken. One performer approached by *The Billboard* was asked if he supported Shelvey. He replied:

"All I want is for the thing to be cleared up. I'm supporting no one officially." Told that his signature was in effect a support of Shelvey,

(See Miami Confab on page 42)

or about" November 24. When he arrived, he said he realized what this "on or about" meant—a two-week lay-off. When he went on he did 14 minutes and was ordered to trim his act to eight minutes. His contract called for 16 minutes. Baxter said he cut his act to 11 minutes but one night a drunk got onstage and stretched his act to 16 minutes. According to Baxter, Martin was infuriated and during an exchange of words grabbed Baxter and later fired him and told him he could find his own transportation back to the States. Baxter said he was stranded and appealed to Actor's Equity, who advanced the fare to him. An arbitration was held between Equity and Martin, and the decision was against Baxter. Equity, in a letter to Baxter, characterized the decision as grossly unfair.

AGVA's interest is to stop the stranding of acts on foreign shores. If an act is booked for 10 weeks, the union indicates it may ask the buyer to put up five weeks' salary before it permits the act to move.

It cites the predicament of Baxter, who was signed for \$263 a week and collected \$1,053. Out of that he left almost one-third behind for taxes and after paying \$640 for air transportation back, was left in the red.

**New Nitery Chain For South, Carib.**

**Liebow has idea for 10 spots, each to use a show for 10 weeks**

(Continued from page 3)

E. M. Loew's Latin Quarter, but it has been turned down because of its size and inaccessibility to Miami proper. Instead, Liebow is dickering for the Fiesta, which he'll turn into a Latin club. The gimmick is to have McKenna put shows together at the Fiesta, keep them there for 10 weeks, then route them down to Havana and then Panama. This will give packages about two years' running time.

Eventually Liebow expects to have a chain of about 10 clubs going for him, each one using a show for 10 weeks. The idea, according to Liebow, will permit him to buy cheaper, because of the guaranteed running time, and will cut production costs on an over-all basis.

With this chain nitery idea, Liebow also is talking about setting up his own booking office on a less than 10 per cent basis. A charge will be made, but it will be just for running expenses.

Associated with him in this deal will be Al Kaplan, a retired dress manufacturer, and also well loaded in his own right.

Liebow is currently building a king-size swimming pool at his Robert Clay Hotel, Miami, which will be used for aquacades when it opens next season.

**Ga. Charge Vs. Shelvey Put Off**

HARRISBURG, Pa., March 6.—Matt Shelvey, former head of the American Guild of Variety Artists (AGVA), obtained at least a temporary reprieve this week from Georgia larceny charges here when his extradition fight was postponed during a State Justice Department hearing.

Deputy Attorney General Harrington Adams said the State has "postponed further action" on the case, after a conference with Paul Webb, representing the State of Georgia; Thomas McBride, Philadelphia attorney for Shelvey.

"I don't know what the next move in the case will be," Adams said. Meanwhile, Shelvey is avoiding the larceny charges against him at Atlanta. The extradition hearing was a closed session, and Adams declined to give details on the charges.

According to authorities, the reason for the postponement was because the warrant asking for Shelvey's extradition was drawn improperly. Webb flew back to Atlanta to get the new papers. Upon his return to Harrisburg, sometime this week, the matter will be tried again.

**One-A-Week for Spa**

NEW YORK, March 6.—One-night-a-week vaude will preem March 28 at the Congress Theater, Saratoga Springs. The bills will be booked by Al Dow on a 14-theater circuit. New addition necessitates a switch at the St. James, Asbury Park, from Friday to Thursday, while the Broadway, Kingston, will have flesh Friday and Saturday instead of Wednesdays.



# VAUDEVILLE REVIEWS

## Capitol, New York (Thursday, March 4)

Capacity, 4,627. Price policy, 70 cents-\$1.50. Number of shows, four daily. House booker, Sidney Piermont. Show played by name band on bill.

Tex Beneke's is a top band. He plays a lot of sock dance music, the sidemen working well together. He has good arrangements. The band dressed in blue corduroy jackets and tan pants, fronted by Beneke in white jacket, looks smart. In fact the band has lots of things—but one. It hasn't got the stage wham. With the exception of the *Sabre Dance* and *St. Louis Blues March*, the org did little to get anything but tepid hands. An overlong arrangement of *Golden Earrings* pulled in all the strings (11) plus the French horn. The vocalizing of his *Moonlight Serenaders* (three boys, one gal) was one of those hep efforts that distorted the melody (*Do You Ever Think of Me?*) so that it was almost unrecognizable. The most pleasant thing offered was *Rambling Around* in which Beneke whistled and sang. Bands like Beneke's attain a hot rep and make dough on the road, but good music and skillful arrangements aren't enough for a Stem stage. It must have something that appeals to a sitting audience; tunes that are hummable and set moods that frame something intangible, maybe escapist, to get a rise.

The band might have registered better if it had something on its part of the show to break the monotony. A girl singer or dancer—something with sparkle—would have taken some of the blunt edge off the Beneke part of the bill.

If the band-half of the show was monotonous, the latter portion with Dean Martin and Jerry Lewis was terrific. The two kids haven't changed their routine, tho they have sharpened their timing and added some more bits of biz. However, today they have a polish and an ease that makes them one of the top yock pullers in the business.

Martin is now one of the best straight men around. His singing, always extremely listenable, is as good as ever. His bits with Lewis hit the laugh meter time and again.

Lewis has moved far since his record panto days. The way he toyed with that audience, did takes, even took strolls thru the ork, just about fractured them. The team's *Old Man River*, Martin on the vocals, Lewis as the ork leader, is one of the best routines used by any two-man act. Since breaking it in at Loew's State, the kids have this gimmick down to a fine art. They know how to wait for their laughs, how to milk and how to ad lib. As comics they have what it takes. It shouldn't be long when they'll mean just as much at the box office.

Pic, *Naked City*. Bill Smith.

## Adams, Newark, N. J. (Thursday, March 4)

Capacity, 2,000. Price policy, 50 cents-\$1. Number of shows, five daily. House booker, Mickey Aldrich. Show played by band on bill.

There is no doubt Count Basie rides a crest when he's jumping. The house rocked and stomped in rhythm, then went overboard at the end of each five number. It was only when the ork (16) lapsed into a sweet chorus that the fast pace sagged for a spell. On those rare occasions the abundant brass on the stand could better be utilized as buttons on cops' uniforms. However, the hep Count closed each tune on the upbeat to wind up way ahead. *Mutton Leg* and *I Ain't Mad at You*, with the sidemen coming down front for by-plays, caught the heaviest favor. The ork's *Cuban Lady* backed a Latin routine by the chorus (8), which also opened and closed the show. Basie's de luxe set-up includes production numbers, giving the bill the rudiments of a legit revue. The costumes were eye-catching, but the ponies were slipshod in their precision and lackadaisical thruout. Basie's organ bit, *Paradise Jump*, was a lull until the hot finish had the mob squealing and swaying.

### Lewis and White

Lewis and White, comics, were as strong as their material. When caught the lines were heavyweight. They stopped the show. Working from an upper box, Lewis drew most of the yocks interrupting White at the stage mike. The lads wound up with a quickie tap-baton twirling routine necessitating a Basie plea to let the show go on.

Stump and Stumpy did bits of their sock standard act, then encored to segue into the final number with the entire cast.

Roly-poly Jim Rushing and Bob Bailey held down vocal spots aided by well-cued band backing.

Pic, *Slippery McGee*. Jack Tell.

# FOLLOW-UP REVIEWS

HAREM, NEW YORK: If there is any artistry in selling blue material, then Martha Raye is an artist. She's got that leer plus an innocent stare down to a fine art and kicks both off to real yocks. Her routine is about the same as caught here on her last date and more recently in Miami Beach, Fla. It's a combo of gags with blue snappers, really funny bits of biz, plus a delivery and salesmanship out of the top drawer.

It's evident the gal knows what she's doing. Time and again she threw in: "This one will turn the joint into a bowling alley," or "Are the cops here yet?" spiced heavily with language (some Yiddish to take the curse off it) that is definitely not for the family trade. But Raye doesn't draw heavily on the family trade, so that isn't an obstacle. As a box-office attraction, she has what it takes. Despite a nasty night (2), the room was comfortably filled, and so long as she does that kind of business few nitery ops will complain about her material.

The rest of the show remains basically the same. It's still a fast-moving package with some top specialty acts and as good looking a line as there is anywhere. Bill Smith.

COPACABANA, NEW YORK: If Jerry Lester does as well at the gate as he does on the floor, he's a cinch to give the Copa ops as many laughs as he does the customers. This is the same old Lester with the fast chatter, studied ad libs and crazy pieces of business that pull yocks on top of yocks. But if his work is the same his appearance is different. He's no longer the slick-haired lad. He now works with his hair ruffled, a king-sized bow tie, and even a king-sized assistant, Milt Ross, a six-foot-four giant against Lester's five-foot-three, which in itself is a good sight gag.

Lester's act is a combo of his theater and nitery stuff, with a liberal peppering of new stuff dealing with dates in Las Vegas and the Coast. Wrapped up with ad libs and deliberate fluffs he practically fractured

them. Even his straight lines got yocks. Reviewer sat thru two shows and Lester was terrific in both.

D'Angelo and Vanya, probably one of the smoothest dance acts in the business, gave a polished performance that was as skillful as it was pleasant. Gal's gown was beautiful and boy's handling was adept.

Carl Ravazza, holdover, held down a tough spot like a trouper. His sexy styling, particularly on old torcheroos, had customers goggle-eyed. That he's a fem fave is obvious, but the lads also gave him more than polite attention.

Bill Smith.

LA MARTINIQUE, NEW YORK: It was obvious the opening night crowd was interested only in Lenny Kent, who hasn't been caught in a New York cafe for some time; he's been working out West. Result was that two other acts, Rosetta Shaw (who's also the band singer) and Ruth Hart, ballet dancer, were strictly stage waits. To some extent that was the fault of the management. The canary was adequate but didn't have the punch or the polish to hold an opening spot. Maybe with some additional experience and better costuming the gal will come up. She's not ready yet.

Ruth Hart suffered from the same trouble that every dance act goes thru here: The layout hides terpers from everybody but ringsiders. This, plus the fact that additional tables are frequently jammed on the floor while the back of the room remains bare, constricts working space so that dancers are frequently in trouble. Despite these difficulties the gal did a nice job, but results were merely tepid.

Lenny Kent had the mob with him all the way and worked his head off to satisfy. It was regrettable that for his return to a New York cafe Kent didn't come in with some new material. But if his stuff was stale it got yocks in the right places and that, after all, is what a comic wants. His best was a chatter heckling bit with Miguelito Valdez straightening Latin fronter's polyglot accent coupled with Kent's frustrations made the bit a top yock puller. Comedy teams frequently start a partnership in just that manner. It may be that if Kent and Valdez really work up a routine they can really go somewhere.

The smartest thing Kent did was to get off while he was ahead. The mob clattered for more, particularly for his *Honysuckle Rose*. But he didn't wear out his welcome. He begged off instead. Bill Smith.

## New York:

# Stem Normal 428G; Cap 54, Para 105, Roxy 91, MH 122

NEW YORK, March 6.—The five Stem vaude-pic houses, back to a normal \$428,000 session after an unusual \$536,500 period, continued to hold strong in the second week for four of the bills. The only damper was the Capitol's third and final stanza which got \$54,000 to wind up the run.

Snow followed by rain every other day in the session made for slushy footing which was not conducive to venturing further than nabe theaters, but the hefty attractions kept the grosses in respectable range.

Paramount (3,654 seats; average \$76,000) pulled in a swank \$105,000 in the second session after a top-notch \$120,000 opener. The \$225,000 for the run so far is credited to the Louis Prima ork, Dick and Dot Remy and *Road to Rio*.

Strand (2,700 seats; average \$40,000) followed a jackpot \$65,000 preem session with a solid \$56,000 week. The \$121,000 two-week take was racked up by the Vaughn Monroe ork, the Mayo Brothers, the Moonmaids and *My Girl Tisa*.

Radio City Music Hall (6,200 seats; average \$115,000) got \$122,000 for the second period after a smash \$145,000 opener. Total gross so far was \$267,000 with Larry Storch, Paul Franke, William Shriner, Alfred Luizzi and Lawrence Nickol. Pic, *A Double Life*.

Roxy (6,000 seats; average \$89,000) came thru with \$91,000 after preeming with a hefty \$130,000, for a two-week total of \$221,000. Bill has Hazel Scott, Gil Lamb, Raye and Naldi and the Don Henry Trio, with *Call Northside 777*.

Capitol (4,627 seats; average \$66,000) wound up a three-weeker with \$54,000, after preeming at \$98,000 and splitting with a \$76,500 session. The run's total added to \$228,500 with Horace Heidt's ork, Don Rice and *Three Daring Daughters*. New show (reviewed this issue) has Tex Beneke and his ork, Dean Martin and Jerry Lewis, and *Naked City*.

## Boston:

# Russ Morgan Pulls Poor 21G at RKO

BOSTON, March 6.—Russ Morgan and band, with a program of variety acts, barely made the grade at the RKO-Boston last week (ended March 3). In line with the current slump at vaude shows, except where a top attraction is offered, the gross just hit \$21,000.

Acts included Lew Parker, comedian; Vocalist Luba Malina and the dance team, Tip, Tap and Toe. Pic, *Green for Dancer*.

## WANT ENTERTAINERS

Who are in search of new material. Writing good socko song parodies for either sex is my business, pop and standard tunes, all different situations and written in three types for various audiences. If interested 1948 catalogue of over 125 parodies sent free on request.

### MANNY GORDON

819 W. North Ave. Milwaukee 8, Wisc.

#### JUST WRITTEN

- Two complete parodies to the popular song
- "Sam, You Made the Pants Too Long."
  - "I Didn't Make the Pants Too Long." (The tailor answers)
  - "Ross, You Made the Skirt Too Long." (Ribbing the long skirts)
  - "I'm Looking Over a Four Leaf Clover." (This guy's looking over his old lady's shoulder)
  - "Beg Your Pardon." (The greatest parody ever written)

Special Offer: If ordered within a month, all 4 parodies \$5.00.

## SINGERS — EMCEES — COCKTAIL UNITS

### — ORIGINAL SOCKO MATERIAL —

Band Novelties — — Comedy Songs

#### PARODIES

Sample parody and Catalog, 10¢

## MACK MUSIC COMPANY

808-B Hofman Bldg. Detroit 1, Mich.

*Evelyn*  
**WEST**  
*America's Most Publicized Exotic Star*  
DIRECTION  
ALEXANDER CHARLES  
601 SO. VERMONT • LOS ANGELES, CALIF.

**COMEDY PATTERN**  
**FUN-MASTER**  
"The Show-Biz Gag File"  
Nos. 1 to 22 @ \$1.00 Ea.  
10 Parodies for \$10.00.  
"How To Be an Emcee"  
\$3.00, including 2 Gag Files.  
Send for list Comedy Material, Parodies, Comedy Songs, Minstrel Pattern, Black-Outs, Bits, Skits, etc.  
No C. O. D.'s.  
**PAULA SMITH**  
200 W. 54th St. New York 19

# AFM Salary Hikes For Acts Hits Host of Chi Bookers; Convention Demands Knifed

## Competition Grows As Buyers Play Skedder Field

CHICAGO, March 6.—Host of club-date bookers, who work the local convention circuit, which was named as biggest in the nation last week, were beset by another headache this week when Local 10, American Federation of Musicians' (AFM) Chi chapter, notified them of another hike in scale. Coming during Lent and in the middle of a steady decline in the party booking field, the scale hike of \$3, which will become effective March 29, sent the skedders to the wailing wall. Added to the current \$13 per man for a three-hour engagement in a Class A job, which is the category in which 80 per cent of club-date music falls since all Loop convention centers get top rating, the first results

of the price hike was a cut in the number of musicians wanted by convention entertainment chairmen.

A canvas of leading club-date skedders revealed that persons with whom they have been negotiating for post-March 29 dates, when hearing of the scale hike, asked that their budget for music remain the same and that the difference be made up by dropping a couple of the previously scheduled sidemen.

Club-date bookers locally are finding competition rougher than even before the war, because, while the number of bookers in the field is approximately the same, the leading convention entertainment chairmen, who are known to all, have dropped their former practice of going only to a handful of skedders they know personally and are now sending letters to all skedders, notifying them that they will hold a conference with all potential bookers, designating a time and place for all to be present.

During the conference, bookers are asked to come in one at a time, outline their tentative programs for the chairman and usually a group of about four to six of his associates. Previously the chairman worked alone in dealing with the bookers. Now newcomers, who previously never gained entrance to the offices of the top-budgeted convention entertainment pundits, are getting into the room and often coming out with a signed bill of goods.

## Richman in Clash With Ed Sullivan; Ducked Benefit

MIAMI, March 6.—The spirit of good will and brotherhood of man took a nasty kick in the pants after the benefit show for the Mark Hellinger Heart Fund at the Lord Tarleton Hotel last Saturday (28) at which over \$25,000 was raised.

Key figure in the controversy was Harry Richman, who in an interview with *The Billboard* said he hadn't appeared because he hadn't been properly invited.

"I was advertised in the newspapers for weeks previous to the show but the only invitation I got was on the night before the show in the form of a 25-cent telegram," said Richman. "I think after all my years in show business I deserve more consideration than that. It's happened before.

## Band Ache

NEW YORK, March 6.—Dario, La Martinique op, has a headache. He bought Frances Faye, Jack Carter and the June Taylor line, all to open March 19. It has now developed, however, that Miguelito Valdez, who gets \$3,000, is in for 12 weeks, closing May 6.

When Dario bought his new show he thought Valdez was in for four weeks. With the new bill costing a bundle, the spot can't stand an additional bite from the Valdez ork. But Valdez doesn't want to let Dario out, so the new show may have to be held up unless or until a deal can be made.

## LQ and Brook Shut; Miami Left With Only 3 Major Spots

MIAMI, March 6.—The sun is setting on the Miami Beach night club scene. Out of the six major spots which started out, one is already closed and two more are skedded to close tonight. E. H. Lowe, of the Latin Quarter, and Arthur Clark, of the swanky Brook Club, announced separately that their spots would fold at the week-end. The Colonial Inn shuttered some weeks ago after the gambling clamp was implemented.

The only major spots left open are the Beachcomber, the Copacabana and the Clover Club. The Copa will stay open thru the summer with Barry Gray. Joe E. Lewis opened Friday (5) at the Beachcomber and Tony Martin is set to follow Lewis. What will happen after that is uncertain.

Arthur Clark, at present in a hospital with a "stomach disorder," would not state whether the gambling freeze was responsible for the Brook's closing. He also denied having been punched by Eddie McCune, who has a one-sixth share of the club. Clark did admit that he quarreled with McCune over the booking of Desi Arnaz, which did not meet with Clark's favor.

The committee in charge must learn that show people must not be taken for granted."

Ed Sullivan, who ran the affair, said no one had received any special kind of invitation or call except Tony Martin, who flew in from Hollywood, and Milton Berle, who flew in from New York. Sullivan was content to let the matter rest. However, Richman appeared on Paul Bruun's broadcast Sunday evening (29) and blasted the committee, following up with another attack over Barry Gray's airer from the Copa lounge. This was too much for Sullivan.

He came down to the Copa, got on the Gray program and for an hour delivered a withering blast at Richman. He wanted to know why Richman was the only one who wanted special treatment, etc. The crowd in the lounge was tense; it was clear Sullivan wasn't kidding.

### \$1,000 Gift Declined

After Sullivan got off, Richman called him on the phone and there was another argument. "If you had any beef at all," Sullivan said, "you could have come to me instead of blasting it to *The Billboard* guy."

# Miami Confab Backs Shelvey

(Continued from page 39)

the performer admitted he hadn't read the petition too carefully.

## Dissension in Boston

BOSTON, March 6.—Dissension in the ranks of the American Guild of Variety Artists (AGVA) has moved to Boston. Lately it has been a tussle over who shall have the rights to the telephone and mail. And it may come to a head Monday (8), when the nominations meeting, sponsored by the new AGVA representatives, is held at the Hotel Bradford.

A. Frank Reel, member of the AGVA executive committee appointed by the Associated Actors and Artistes of America (Four A's), spoke before a gathering of AGVA members at the Bradford February 16. The meeting had been arranged by Hyman Faine from New York because he claimed that Fred Dale, local national rep appointed by Matt Shelvey, had failed to notify members.

Emil Lowe and Al Westbrook, newly appointed by Faine as Boston reps of AGVA, moved into town February 24 and served dismissal notices on Dale and his wife, Marjorie Dale. Because the Dales refused to budge from their offices at 120 Boylston Street, or to turn over the local records, Lowe and Westbrook took offices at 220 Tremont Street and, thru the New York office, had the Boston AGVA phone transferred to their new quarters. They also arranged to have all AGVA mail delivered to that address.

### 270 at Session

On Friday, February 27, Dale called a meeting of local AGVA members at the Hotel Touraine. Some 270 attended. The meeting was addressed by Arthur W. A. Cowan, counsel for Matt Shelvey, who outlined Shelvey's stand.

On March 3 Dale succeeded in having the original Boston AGVA phone number transferred back to his office. At the same time he arranged with the post office to have all mail addressed to AGVA at his location to be delivered there instead of to the new office headed by Lowe.

In the meantime, the two factions are at stalemate. The Dale-Shelvey group last September nominated delegates to the national AGVA convention to be held in Chicago. Next Monday (8) the Lowe-Westbrook-Faine group will hold a meeting at the Hotel Bradford, at which the membership will nominate delegates to the convention in New York, scheduled for May 7-9.



**SELAN'S**  
World's Largest  
Creators of  
HAIR STYLED PIECES  
Write For  
FREE CATALOG  
Our Hair Goods are all  
expertly made of the  
finest first quality  
HUMAN HAIR.  
Write for our FREE  
CATALOG and  
WHOLESALE PRICE  
LIST on latest style  
Hair Pieces.

**SELAN'S**  
HAIR GOODS CO.  
32 N. State St.  
Dept. T  
Chicago 2, Illinois

- Waterfalls
- Chignons
- Boys
- Switches
- Transformations
- Toupees
- Braids
- Page-boys
- Top Curls
- Trans-
- Wigs

**COLORED RADIO**  
★ ARTISTS AGENCY ★  
Featuring Top Notch  
SEPIA ATTRACTIONS  
Small Bands—Cocktail Combos—Small  
Units—Acts.  
Phone: Wentworth 5434.  
5852 S. Michigan Ave. Chicago 37, Ill.

**OUR PARTY LINES, No. 1**  
64 pages (8 1/2 x 11) of Comedy Material Gags,  
Jokes, Monologues, Minstrel Acts, Male and  
Female, Ventriloquists, etc., PLUS Words and  
Music of  
EIGHT NOVELTY SONGS  
A handy Reference Folio of Modern COMEDY  
ONLY \$1.00 POSTPAID  
**DAWSON MUSIC CO., Inc.**  
1650 Broadway New York 19, N. Y.

**STROBLITE**  
LUMINOUS COLORS GLOW IN DARK  
SPECTACULAR!  
BEAUTIFUL!  
MYSTIFYING!  
DRAMATIC!  
Countless intriguing effects  
can be attained with U. V.  
Blacklight. For stage, night  
clubs, theatre decorations,  
advertising displays, etc.  
**STROBLITE CO.**  
Dept. B, 35 W. 52d St., New York 19

**FOR SALE**  
**COMPLETE \$15,000 SHOOTING ACT**  
Equipment Cheap  
Twelve trunks of the finest and most unique paraphernalia ever built for a shooting act, including a pipe organ, a xylophone, a revolving chandelier, a trunkful of beautiful rifles and revolvers, a gorgeous set of scenery, a gun table, an easel and back stop, swinging and revolving targets, costumes, etc., etc. If buyer can shoot at all, will teach complete routine gratis. With such an act a man or lady can be featured anywhere in the world. For information write to  
**GEN PISANO**  
HOTEL LINCOLN NEW YORK, N. Y.

**THEATRICAL**  
and  
**RADIO**  
HEADQUARTERS

**HALIFAX HOTEL**  
in the "HEART OF HOLLYWOOD"  
Write or Wire  
6376 YUCCA ST.  
HOLLYWOOD 28, CALIF.

SPECIAL  
ATTENTION  
TO  
BANDS

**WANTED**  
**Female Impersonators**  
Must have good Wardrobe. Send picture, tell  
all first letter.  
**A B C THEATRICAL BOOKING AGENCY**  
500 Madison Theatre Bldg., Detroit 26, Mich.

**W. LOUIS DAVIS**  
AGENCY  
Specializing in the  
**BEST OF COLORED TALENT**  
Bands — Singles — Trios — Good Acts.  
Out of town engagements invited.  
Garrick Theatre Bldg. CENTRAL 6326.  
64 W. Randolph St. Chicago 1, Ill.

Fits  
Through  
the  
Buttonhole



It Then  
Is  
Locked  
Securely

Can not be passed to another  
without destroying it. Assorted  
Colors. Sample and prices  
on request. Order Today!  
**WESTERN BADGE & NOVELTY CO.**  
402 N. Exchange St., St. Paul 2, Minn.

# Magic

By Bill Sachs

**JIM SHERMAN**, the Chicago magic maker, scribbles from Tucson, Ariz.: "Stopped off here to see Harry Blackstone, and his millions of friends will be glad to learn that he's getting along fine. Harry and Mrs. Sherman and I caught Chan and Princess Margo at the El Morocco in Tucson. They do a swell act, with Chan on small magic and Margo on mentalism, and were well received. Bert Easley has a good magic shop here called the Bert Easley Fun Shop. After a week in Tucson, the Shermans hit out for the West Coast. . . . The Amazing Mr. Taylor, of Boston, closed February 29 at the Tropics, Youngstown, O., and the following day transferred his activities to the Tropics in Battle Creek, Mich. He's set for March 12-14 at the Palace Theater, Rockford, Ill. . . . Mickey Ostaski, youthful Detroit magicker, did a commercial television show for General Electric Supply Corporation over WWJ-TV, Detroit, March 2, assisted by his eight-year-old sister, Bunny. . . . Rex Billings Jr., gave a show of propless magic for the Wayne County Medical Society, Detroit, recently, and spend five hours afterward demonstrating hypnosis to the doctors. . . . Barbara Rankin has just concluded a week at the Gayety Theater, Montreal. . . . Philadelphia Ring No. 6, International Brotherhood of Magicians, celebrates its 20th anniversary April 3 with a two-hour magic show to be televised over Station WFIL-TV, Philadelphia. The telecast will be made from Witherspoon Hall in that city. Tickets for the show are scaled from \$1.30 to \$1.95. This will mark the first full-evening magic show ever sent out over the television lanes. . . . Ray Bonner, inventor-manufacturer of a number of magic nifties, has perfected a patented heartbeat-microphone for medical use which he is putting into production at his magic and specialty shop in Detroit.

**J. C. ADMIRE**, agent for Gordon the Wizard, typewrites from Paris, Tex., under date of February 28: "We have just finished 10 days in Eastern Oklahoma, where biz at all spots was light, in some instances as much as 50 per cent under last year. Eastern Texas doesn't look so hot, either. We will play 11 days in Eastern Texas and will close the show in Kentucky either March 26 or April 21. Picture show biz in this territory is way off, the managers advise me, and a number of cowboy movie stars are out making the stands in an effort to hypo business. Business men report business down 40 per cent, and taverns in Oklahoma report a 50 per cent slump. It looks bad for early openings of carnivals, tent shows and small truck circuses in this territory. Last week the gross enrollment of the schools we played was over 13,000, yet less than 4,000 came out. Twenty-five cents and 50 cents staggers 'em down here. Then, too, the territory has been burned pretty thoroly by the so-called magicians who play to dime admissions." J. L. C. Beaman, editor of Epco Publications, Alice, Tex., and long an amateur magician, tells of catching Landrus the Magician in an interesting two-hour performance of magic and vent there recently. Landrus, who Beaman says is going strong in South Texas, is playing white and colored schools and fire department and American Legion benefits, and plans to tour Canada this summer.

## Anti-Discrim Bill in N. Y.

**ALBANY, N. Y., March 6.**—A bill barring discrimination (race, creed, color or national origin) in places of amusement, as well as in other walks of life, was introduced in the New York State Legislature February 25 by Representative Goldwater and referred to the Codes Committee.

# "Holiday on Ice" In Shreveport Mar. 23

**SHREVEPORT, La., March 6.**—*Holiday on Ice* opens a six-day run at the Municipal Auditorium here March 23. There will be nightly performances thru March 28, plus a Sunday matinee (28). The first two performances will be sponsored by the Shreveport Civitan Club, with 50 per cent of the proceeds going to fire prevention in the public schools.

Headliners are Betty Atkinson and Charles Hain, Murray Galbraith and Dorothy Goos, Peggy Fay, Leo Freisinger, Ring and Lamb, Holly and Day and Karen, Frankie Sawers, Lois-marie Goeller, and Norman Sullivan. George D. Tyson directs. Costumes are by Billy Livingston, New York designer, and the score is by Paul Summey, of Chicago.

# Summer Work For Thesps?

**NEW YORK, March 6.**—A combine of Western railroads plans a mammoth pageant and exhibit July 1 on Chicago's lake front to celebrate the 100th anniversary of the Chi arrival of the first steam locomotive. The project, headed by Major Lennon Law, is skedded to run 60 days, with a total production nut of about \$1,800,000.

Current plans call for a packaged script and music pageant by Edward Hungerford, along the lines which he previously authored for the Chi and New York world's fairs. Max Gordon and John Golden have been mentioned as possible producers. Production nut for the pageant is estimated at 750G.

## Jaffe Preems Det. Nitery; Stresses Cocktail Policy

**DETROIT, March 6.**—A new downtown spot, Irv Jaffee's, was opened here Friday night (27) on Park Avenue, making three clubs with entertainment on this street. Policy is cocktail style entertainment, with Joe Cole, pianist-vocalist, and Helen Henderson, tripling at the piano, accordion and vocals, for the opening bill. The spot got a bad kick-off the second night, when Miss Henderson was rushed to the hospital because of a throat infection. Pianist Al Sparer was brought in to substitute.

Jaffee, a well-known Detroit figure, is the pre-war publisher of *Nite Life*, local cabaret gossip weekly.

# Park and Hayloft Involved In Family Court Squabble

**WORCESTER, Mass., March 6.**—A family legal tangle over operation of the summer theater at Nipmuc Park, Mendon, Mass., was aired in Superior Court here Wednesday (3).

The court master, Leon E. Felton, took under advisement an equity suit of Bradford Angier, who said he is being squeezed out of his lease for the theater. He sued the Lake Nipmuc Park Company and George F. Pyne, park op. Angier and Pyne are sons-in-law of Rudolph Mainini, treasurer of the park company.

Angier complained several propositions were "thrown to me" by Mainini, none of which he was able to accept. The purpose, he charged, was to deny him renewal of the lease. He claimed a new corporation was being formed by Pyne and others to

# Burlesque

By UNO

**IRVING SELIG**, comic, and Jane Mannon, singer-talker, have been signed by the Shuberts for a new musical, *Cocktails for Five*, skedded to start rehearsals early in May. . . . Inez Claire has rejoined the Hirst wheel in St. Louis with the unit headed by Tommy Raft. . . . Barbara Williams, who has been playing Chicago clubs the last two years, is making her first appearance on the Midwest circuit. . . . Max Markovich, young brother of Oscar and Harry, burly house concessionaires, graduated from Columbia University Law School last week. . . . Grand (St. Louis) chorus has been augmented by Betty McDaniels from the Casino, Pittsburgh, and Pearl Fretz, former usherette. . . . Mickey Owens has taken over the Swan, Newark, N. J., for another nitery-burly unit link in his chain. The spot opened March 4 with Hank Henry, Crystal Ames, Winnie Garrett, Jai Leta, Sid Nadell and Morris Lloyd. Another Owens unit is at the 19th Hole, Manhattan, with Harry Seymour, Lester Mack, Dottie Leighton and Kirna Vokes in the cast, plus Struttin' Sam's ork with Count Smith at the piano. Still another due to open March 27 is Fernando's, Hartford. Owen's Samoa, also in Manhattan, retains Georgia Sothern and Ryans and Matthews until March 15.

**TIRZA** opens March 23 for four weeks at the Rio de Casino, Boston, thru Mickey Owens. . . . Palmer Cote and Bettie Lee are back in Buffalo after a brief visit to the Coast. . . . Gail Garber, former Hirst circuit feature, is playing a week's engagement with Bert Lahr in the road edition of *Burlesque*, managed by Irving Becker. . . . Ramona, Spanish dancer; Eileen Beamer, Dolly Malone and Ben (The Baron) Siegel, with Don Riley at the piano in Sammy Armato's ork, compose the talent at the Club Milwaukeean, Milwaukee. . . . Veronica Lester and June Leone opened last week at the Burbank, Los Angeles. . . . Walter Sanford, comic, is now traveling the Hirst wheel as Wallie Scott. Ditto, Trudy Wynn as Nairobi. . . . Bettie MacDonald held over another four weeks at the Famous Door, Manhattan. . . . Ray Styles, comic-emsee, is now at the Milwaukee Showboat managed by Carl Di Maggio. . . . Marty Ricklin and Bob Duer, Milwaukee boys, billed as Rickey and Rooney at Slapsie Maxie's, Hollywood, crashed the *Milwaukee Journal's* first page recently. . . . Carole King, after nine months at the 7-30 Club, Cleveland, returned to burly with a Hirst unit featuring Mandy Kay and Scarlet Kelly. . . . Ann Bergin celebrated a birthday March 4 at the Hudson, Union City, N. J.

# Wis. Forces "Mama" To Boost the Age Of Her Children

**MILWAUKEE, March 6.**—When *I Remember Mama* opens at the Davidson Theater here Monday (8) for a week's run, the 11-year-old boy and 9-year-old girl in the company will be replaced by substitutes of 12 or older because of a ruling by Attorney General John E. Martin. Wisconsin law prohibits children under 12 from appearing in pro stage shows. The children involved have played in 22 communities during the current tour.

There is some question here as to why an issue has been made of *Mama*, since a child of five was permitted to appear in *Holiday on Ice*, which played Milwaukee recently. Also for years *Life With Father* has used juveniles under 12 here.

## "Hamlet" May Open Wedge For N. Y. High School Legit

**NEW YORK, March 6.**—What may be the entering of a wedge in showing legit to the high schools here will be initiated when an Equity Library Theater production of *Hamlet* will be shown at the Joan of Arc Junior High School for five performances March 15-19. Theater seats 750, and students will be specially picked from all over the city to see the play free.

Board of Education is using this as a test case. Harold Young is playing Hamlet.

## 2 On Pillar, Please

**ALBANY, N. Y., March 6.**—If the stage isn't in clear view from where you're sitting, the ticket must say so—that's the gist of a bill introduced into the New York State Legislature this week by Representative McGowan and referred to the judiciary committee. The bill reads that show-biz "tickets . . . shall indicate if holders shall have only obstructed or partial view of the stage or ring."

## Tom Carey Branches Out

**HARTFORD, Conn., March 6.**—Tom Carey, head of Carey Theatrical Promotions here, has announced he is contemplating branching back into act booking and handling a "Miss Connecticut" contest, in addition to continuing his kiddie show promotions thruout the East. Included in Carey's plans would be bookings of a name band and individual acts in New England States.

Carey has also announced a change in corporate name from Carey Theatrical Promotions to Tom Carey Entertainment Attractions.



**COSTUMES**  
Rented, Sold or Made to Order for all occasions. Custom MADE GIFTS. Send 25¢ for Sequin and Net Hair Ornament and receive Circulars FREE  
**THE COSTUMER**  
238 State St., Dept. 2  
Schenectady 5, N. Y.

**WANTED**  
**EXOTIC DANCERS & STRIPS**  
For Theatres and Clubs from New England to California.  
Be a Booster for  
**MILTON SCHUSTER**  
127 North Dearborn St. CHICAGO 2, ILL.

**WANTED**  
**Burlesque Performers**  
Specialty and Semi-Nude Dancers  
Write  
**PRESIDENT FOLLIES**  
San Francisco 2, Calif. E. SKOLAK, Mgr.

**WANTED**  
M. C. for Walkathon—Must be capable to handle all details. Have large Casino. Can seat 2,500. Plenty parking space. Located at Atlantic Beach, N. C. First time in this section of country. Contestants and all others apply to  
**ALFRED B. COOPER**  
Atlantic Beach, North Carolina  
(Morehead City)

# Truman Asked To Assure D. C. Of 1949 Legit

NEW YORK, March 6. — Leading citizens of Washington have sent a letter to President Truman asking him to make the Belasco Theater available to legit next season. Washington's National Theater, the sole legit house in the nation's capital, is slated to stop playing legit by August 15 unless it changes its segregation policy, as required by Equity's pact with the League of New York Theaters.

The letter to Truman points out that the Belasco, now a government warehouse, is one of the few houses available for legit. It also notes that when the National Theater stops playing legit, Washington will be the only major capital in the world without theater, which will not go unnoticed by other nations.

Truman, therefore, is urged to release the Belasco Theater from its present function. "The present use of the Belasco Theater as a warehouse to store files of the United States Treasury Department indicates a sad lack of appreciation of the contribution to civilization and peace which the creative arts make," the letter comments. The signers include such names as Mrs. J. Borden Harriman, Drew Pearson, Sen. Elbert Thomas, Sen. Claude Pepper, Paul Porter and Marty Stewart French.

Right now it looks as tho it will take a minor miracle—or the president—to give Washington legit next season. Previous overtures to obtain the Belasco have borne no fruit, and insiders doubt the letter to Truman is likely to change the picture. One reason why Marcus Heiman, lessee of the National Theater, has refused to abandon Jim Crow is his belief that interests in Washington opposed to the change would make life difficult for him and permits for his house would not be forthcoming.

Equity is unwilling to budge from its position, realizing it has gone too far down the road of opposing segregation to turn back.

Washington gets home rule in 1949 and that might be productive of a statute barring discrimination, but that's too late.

## "Boat" Nets 32G In Des Moines

DES MOINES, March 6.—*Show Boat*, with Billy House, sailed thru with a terrific \$32,445 net take for four shows, including one matinee, at the KRNT radio theater here last week. The three night shows were capacity deals for the 4,200-seat auditorium, with paid attendance figured at 4,100 each night. These, plus the near-2,000 matinee, brought the total attendance close to 15,000. Best take was on the last night when the net amounted to \$9,892.

*Show Boat's* four-performance take compares with the \$24,000 which *The Red Mill* racked up in four performances earlier this season.

## "Medea" Reopens March 8

NEW YORK, March 6.—*Medea* reopens Monday (8) at the Plymouth Theater after two and a half weeks in which no shows were given. The primary reason for closing the show was Judith Anderson's illness, but she has returned from her vacation in the Bahamas. Dennis King, the second lead, also has recuperated from his illness. *Medea* was very close to ending its run last week, but the fact that the show had insurance for such an eventuality saved it.

# ANTA Saving Legit With Vast Nationwide Program of Aid

By Leon Morse

(Continued from page 4)

never-forthcoming Broadway showing.

In January ANTA presented a benefit at which the top scenes from stand-out shows of the past were performed by John Gielgud, Florence Reed, Helen Hayes, Jane Cowl, William Gaxton, Bert Lahr and other legit headliners. The show was a sensational success. Out of that will come a souvenir book with pix of the stars, 15,000 copies of which will be distributed free. Decca is also making an album of these top theatrical personalities doing bits from memorable shows.

### Fails To Save ART

Last season when the American Repertory Theater (RT) was about to sink, ANTA tried the pulmotor, but to no avail. It rallied a group of stars and the unions in an effort to save the ship and about 20G was collected in vain. But out of all this did come a new co-operation in the theater and the hope that when a similar repertory project is tried again the result may be happier.

ANTA also has concentrated on serving any and all theatrical groups having problems. This help is particularly needed where the orgs are out of New York, the nation's legit center, and have troubles that can be handled only from New York. If you want to build or reconstruct a theater, ANTA will get you the architects. If you want technical advice, Jo Mielziner and Moe Hack will help you on scenery and lighting. If you want a script, ANTA will get clearance. If you want stars, it will facilitate their engagement. If you want to sell audiences, it will give you several tried-and-true plans. If you want competent dramatic instructors for your summer camp, they can be had. If you need info on how to get to summer stock theaters, the question is as good as answered. These are only a few of the service functions ANTA performs.

### For Decentralization

One of the ANTA aims is decentralization. As such it doesn't tell the communities what to do but tries to improve standards. This it does

by sending out Broadway talent — actors, directors, technicians, etc.—to any community and regional theaters desiring them. It gets union clearance for personnel working with non-union groups. The ill-fated Atlanta Stock Company, the Reading Stock Company and the Wilkes-Barre Little Theater have been serviced this way. Drama graduates of colleges and universities are encouraged to work in their own States instead of going thru the Broadway grind. ANTA is also co-operating with several colleges that want to set up summer theaters for their drama students and furnishing the info to make the idea a reality.

Theater festivals which have a tendency to be one-shot affairs are encouraged to become annuals. One theater group is helped to visit another. For example, the North Carolina Playmakers will visit the Ogle Bay Institute this spring. Charles Laughton will tour the hinterlands with a sample of Broadway's wares and the type of theater to shoot at.

### On Radio and TV

ANTA has a tele show on WNBC Sundays for a half hour. The seg does one-act plays and has been unusually well received, no doubt creating more of a demand for legit. In co-operation with the Philadelphia Art Alliance, a half-hour radio program started February 7 on WIP and runs for 13 weeks. Original scripts are presented. The same group sponsored a one-act play contest with ANTA last year. The prize was \$100 and performance of the winning play.

For Broadwayites, ANTA has conducted an actors' registry. So far about 1,035 thespians and 63 directors have registered. The actors and staggers are given a chance to sell their wares, the former in scenes directed by the latter. The registry will be made available to summer stock operators and many actors from it are used in the ET. The legit org also conducted a seminar for Stem newcomers, briefing them on the ways to get jobs, on agents and their practices, and in general disseminating knowledge to take the stardust out of their eyes. As a result, several quit legit

# Equity Admits 4 New Agents; Rules on Barns

NEW YORK, March 6.—Four new franchises to act as legit agents were granted to Jules Ziegler, Gloria Safier, Peter Witt and Huntington Hartford by Actors' Equity Council at a meeting Tuesday (2). Agent's franchise also was restored to Johnny Darrow, after six-month suspension by actors' org.

The committee investigating proposed changes in the regulation of summer theater reported to the council that it had met with a group of strawhat managers and would present suggested modifications to previously adopted rulings at a meeting next Tuesday.

One suggestion will be to waive the 75 per cent Equity cast restriction on barn managements for two weeks out of a 10-week season, allowing two stanzas in which the old minimum of six Equity members in the cast would be called for. Another will modify the 100 per cent Equity package show requirement. It will be suggested that strawhatters be permitted to switch from package to resident company policy or vice versa. But only one change of policy will be allowed during a single season.

as too tough a field and two went out and got acting jobs. ANTA also encourages workshop groups of actors to get together and improve themselves. Sidney Lumet is heading one such combo that has the ANTA blessings.

### Aid To Veterans

In war veterans work, the outfit is sponsoring a *Winged Victory Revue*, peopled entirely by amputees, which will tour hospitals, veteran and civilian, showing that disability need not destroy the personality. Any dough realized goes toward a swimming pool for vets. ANTA also has gone after women's clubs to get them to put up dough for on-the-job-training for vets in theaters supervised by ANTA. One women's club has donated \$600 and another is holding a raffle for the cause.

Among other ANTA activities are a speakers' bureau, which has arranged a tour of the Northwest for Lee Simonson and sends out personalities to speak everywhere on theater and what it can mean to the public. ANTA is also arranging a photo exhibit of the American Theater from 1920 to 1948 for the army. The exhibit will tour Germany and possibly Japan. ANTA is beating legit's drum with the American Association of University Women (90,000 strong), and the National Grange Association is willing to poll its 8,000 chapters on whether they are interested in and could support legit in their towns. Helen Hayes spoke on legit at the convention of the American Education Association in Seattle in January.

Internationally, the group acts as the American branch of the United Nations Educational, Scientific, Cultural Organization. It gets and exchanges material with countries wanting to send troupes to America on scripts, theaters and facilities.

ANTA is readying its own bulletin to keep members informed on its activities. At present it has 24 life members (\$500 donation), six organization members (\$100 for non-theatrical business orgs), 39 group members (25 theatrical groups), 210 corporate members (\$25 and elected by board of directors), 278 subscribing members (\$10 for individuals interested in legit)—a total of 557.

From all this it will be apparent that a rumble within legit has started which will likely soon rise to a roar.

## Insure Your Vote

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

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

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

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

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

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

Name .....

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

.....

.....

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





## BROADWAY SHOWLOG

Performances Thru  
March 6, 1948

### Dramas

	Opened	Perfs.
A Streetcar Named Desire (Barrymore)	12-3, '47	109
Antony and Cleopatra (Martin Beck)	11-26, '47	117
Born Yesterday (Lyceum)	2-4, '46	880
Command Decision (Fulton)	10-1, '47	181
For Love or Money (Henry Miller)	11-4, '47	143
Happy Birthday (Plymouth)	10-31, '46	560
Harvey (48th Street)	11-1, '44	1,414
Heiress, The (Biltmore)	9-29, '47	185
Man and Superman (Hudson)	10-8, '47	173
Me and Molly (Belasco)	2-26, '48	12
Medea (Royale)	10-20, '47	139
Mister Roberts (Alvin)	2-18, '48	21
Skipper Next to God (Playhouse)	1-30, '48	43
Strange Bedfellows (Morosco)	1-14, '48	61
Tonight at 8:30 (National)	2-20, '48	11
First of series of one-acters. Tonight at 8:30 (National)	2-23, '48	8
Second series of one-acters. Winslow Boy, The (Empire)	10-29, '47	149

### Musicals

Allegro (Majestic)	10-10, '47	171
Angel in the Wings (Coronet)	12-11, '47	100
Annie, Get Your Gun (Imperial)	5-16, '46	756
Brigadoon (Ziegfeld)	3-13, '47	412
D'Oyly Carte Opera Company (Century Theater)	12-29, '47	80
Finian's Rainbow (46th Street Theater)	1-10, '47	501
High Button Shoes (Century)	10-9, '47	172
Look, Ma, I'm Dancing (Adelphi)	1-29, '48	44
Make Mine Manhattan (Broadhurst)	1-15, '48	60
Oklahoma (St. James)	3-13, '48	2,228

### ICE SHOWS

Ice-time of 1948 (Center)	5-23, '47	328
---------------------------	-----------	-----

### OPENED

Linden Tree, The (Music Box)	3-2, '48	7
Hallams, The (Booth)	3-4, '48	4

### CLOSED

Hedda Gabler (Cort)	2-4, '48	16
Saturday (6)		
Linden Tree, The (Music Box)	3-2, '48	7
Saturday (6)		
Where Stars Walk (Mansfield)	2-24, '48	15
Saturday (6)		

## ROUTES

### Dramatic and Musical

Annie, Get Your Gun (Auditorium) Rochester, N. Y.  
 Blossom Time (Shubert) Philadelphia.  
 Burlesque (Selwyn) Chicago.  
 Carousel (Boston O. H.) Boston.  
 Chocolate Soldier (National) Washington.  
 Dunham, K. (Hanna) Cleveland.  
 Glass Menagerie (Locust St.) Philadelphia.  
 Harvey (Tower) Atlanta, Ga.  
 Inspector Calls, An (Cass) Detroit.  
 I Remember Mama (Davidson) Milwaukee.  
 John Loves Mary (Harris) Chicago.  
 Joy to the World (Plymouth) Boston.  
 Lady Windermere's Fan (Music Hall) Kansas City, Mo., 10-13.  
 Mary Had a Little (Hartman) Columbus, O., 8-10; (English) Indianapolis, 11-13.  
 My Romance (Forrest) Philadelphia.  
 Oklahoma (Curran) San Francisco.  
 O Mistress Mine, with Lunt & Fontanne (American) St. Louis.  
 Pick Up Girl (Ford) Baltimore.  
 Private Lives, with Tallulah Bankhead (Cox) Cincinnati.  
 Red Mill (Shubert) Boston.  
 Song of Norway (Orpheum) Davenport, Ia., 10; (Parkway) Madison, Wis., 12-13.  
 San Carlo Opera Co. (War Memorial Opera House) San Francisco, 9-21.  
 Student Prince (English), Indianapolis, 10; (Coliseum) Evansville, 11; (Ryman Aud.) Nashville, 12; (Auditorium) Memphis 13.  
 Showboat (Shubert) Chicago.  
 Sleep It Off (Blackstone) Chicago.  
 Sweethearts, with Bobby Clark (Erlanger) Chicago.  
 There Goes the Bride (Shubert Lafayette) Detroit.  
 You Never Can Tell (Walnut) Philadelphia.

## Dublin Troupe Set For Month's Tour

NEW YORK, March 6.—Guaranteed an additional month's salary by one of the sponsors, Brian Doherty, the Dublin Gate Theater after closing here today goes to Hamilton, Ont., Monday (8) to continue its tour. Detroit and several Canadian cities are also skedded before the repertory group heads home.

John Bull's Other Island, The Old Lady Says No and Where the Stars Walk weren't too well received here. It is a comment on Broadway tastes that the last script received the best notices on the Stem, the other two being flops. In the pre-Broadway Canadian tour, it was the first and second plays that were liked, with John Bull receiving raves. Thus Richard Aldrich and Richard Myers, the other sponsors of the tour decided to run the shows in that order.

The Dublin Gate cost about 22G to bring across the Atlantic, and its weekly production nut is about \$10,000.

## Central City Play Festival At Denver To Open July 3

DENVER, March 6.—Third post-war Central City Play Festival—to be staged in the famous old opera house in the mountains west of Denver—has been set to begin July 3. It will continue for 25 performances.

Frank Ricketson Jr., president of the Central City Opera House Association, which revived the festivals a few years ago, has announced that Frank St. Leger, of the Metropolitan Opera, will direct, as he has since the festival was revived in 1946.

St. Ledger will direct a company of more than 100 in alternating, English-voice presentations of Offenbach's Tales of Hoffman and Mozart's Cosi Fan Tutti. Last year St. Ledger directed Fidelio and Martha.

## N. Y. Exp. Theater Sets Spring Series for Nabes

NEW YORK, March 6.—The Experimental Theater's invitational series is practically set to open at neighborhood theaters here, with about six new scripts being done before the spring season is over. Eleven new scripts have been chosen and about half will be performed.

The plays will be done on practically bare stages, with scenery only suggested and the accent on acting and directing. Production cost on each script will run about \$300. Meeting with the union's fact-finding committee is skedded for next week.

## "Gesture" Seeks More \$\$\$

NEW YORK, March 6.—Casting for backers for the Isaac Van Grove-Charles J. Adler musical version of The Shanghai Gesture continues this week. The till already has 100G production coin, but \$75,000 more is needed. The show has been skedded for late March rehearsal, but if current bid for additional coin flops, production will be held up until fall. Sets are to be built in Cleveland and rehearsals probably will be held there. Maria Jeritza is tentatively set for the lead.

## Cohan Musical Prepped

NEW YORK, March 6.—Milton Baron will produce an adaptation of George M. Cohan's 45 Minutes From Broadway by Allan Boretz and Franklin P. Adams next season. The show is a comedy with music and contains an unpublished score of six tunes by George M. Cohan, including The Old Love Interest, One of the Callahan Girls, There's a Play in My Heart, Life Is Like a Musical Comedy, An Old Guy Like Me and Musical Comedy Man. The musical is tentatively budgeted at 150G.

## BROADWAY OPENINGS

### THE LINDEN TREE

(Opened Tuesday, March 2)

#### MUSIC BOX

A play by J. B. Priestley. Staged by George Schaefer. Setting, Peter Wolf. Costumes, Frank Thompson. Production supervised by Maurice Evans. Company manager, George Ashby. Stage manager, Morton Da Costa. Press representatives, Sol Jacobson and Robert Hector. Produced by Maurice Evans Productions, Inc.

Mrs. Cotton.....Una O'Connor  
 Alfred Lockhart.....Noel Leslie  
 Mrs. Linden.....Barbara Everest  
 Rex Linden.....Halliwell Hobbes Jr.  
 Jean Linden.....Viola Keats  
 Marion Linden.....Cathleen Cordell  
 Edith Westmore.....Mary Kimber  
 Dinah Linden.....Marilyn Erskine  
 Professor Linden.....Boris Karloff  
 Bernard Pawcett.....Emmett Rogers

The Linden Tree has been a considerable success in London's West End. Perhaps the problems, political and social, of England's post-war future, as debated lingeringly by J. B. Priestley's characters, are closer to Britishers than to us. At all events, the play's transplanting to the Music Box is a mistake.

In a two-hour conversation piece—which seems like nearer four to a pew sitter—Priestley holds forth on a variety of subjects: Current cynicism, head-in-the-sand religion, hard-boiled science and the potential fate of mankind. He appears to arrive at the conclusion that a solution, if any, lies with the very young and the very old; there is too much rotten wood in the middle.

#### Talk, Talk, Talk

So Priestley's protagonists talk and talk and slowly get nowhere. The proceedings revolve around a history professor in a provincial college town. He is at his 65th birthday. His family wants him to retire; so do the university authorities. There is a wife who is fed up with the struggle. There is a daughter who hides out behind a religious barricade. There is another who has become a fem medico with red leanings—and a cynical stock-broking son who believes in just having a good time. They all want pop to quit and take it easy. But there is plenty of fight left in the old boy, who feels that his teaching still has a contributory value. So, too, believes a youngest daughter. She decides to stick with him when the others desert. Just what the two, along with a tiptling Cockney housekeeper, are going to do about the future state of the world remains rather obscure at the finale.

One point, however, Tree does prove—that bogeyman Boris Karloff can turn himself at will into a benign, kindly professor who exudes charm. Karloff's Professor Linden is a persuasive portrait and a personal triumph for an actor over a dull play. Young Marilyn Erskine breathes a fine measure of life into the youngest of the family and Halliwell Hobbes Jr. is properly cynical as the to-hell-with-everything son. Una O'Connor contributes a good personal character bit as a blowsy servant for what comedy relief there is. But the cast as a whole has been put thru its stints by Director George Schaefer with more or less stiffly geometric precision. However, what can director or actors do with interminable talk which completely lacks dramatic impact?

In sum, actor-producer Maurice Evans has slipped with this import. Tree will sink no permanent roots at the Music Box. Bob Francis.

## Aussie Switch To Legit

ADELAIDE, South Australia, March 6.—Fullers Theaters switched the Majestic Theater here from pix to legit shows beginning February 27 when Doris Fitton's Independent Theater staged Morning Becomes Electra. It is expected that The Old Vic Company and the Ballet Rambert will use the same house later, altho no official announcement has yet been made.

### THE HALLAMS

(Opening Thursday, March 4)

#### BOOTH THEATER

A comedy by Rose Franken. Directed by the author. Settings, Raymond Sovey. Costumes, Bianca Stroock. Production associate and general manager, Richard E. French. Stage manager, Robert Champlain. Press representatives, Phyllis Perlman and Marion Byram. Presented by William Brown Meloney.

Mrs. Hallam.....Ethel Griffies  
 Etta Hallam.....Mildred Dunnock  
 Paul Hallam.....Royal Beal  
 Grace Hallam.....June Walker  
 Victor Hallam.....Alan Baxter  
 Helen Hallam.....Mildred Wall  
 Walter Hallam.....Matt Briggs  
 Harry Hallam.....Frank M. Thomas  
 Mr. Hallam.....John McKee  
 Jerry Hallam.....Dean Norton  
 Kendrick Hallam.....Katharine Bard

After 16 years Rose Franken has brought that Hallam family back to life—somewhat older, perhaps somewhat mellowed by passing years—but essentially there has been little fraying of the silver cord attached to each of the Hallam sons. Mother Hallam domineeringly and despotically rules the roost as she did on the Booth stage in Another Language back in 1932.

In this later saga of The Hallams there is no question of the sharpness of the Franken scripting nor of the meticulous care of the Franken staging. The Hallam clan are real people, and perhaps that's the trouble. They are so oppressively real as to be tiresome. They make up a parade of excellent character portraits, but they are a dull lot, none of them particularly pleasant, and their combination adds up to a dull and inconclusive play.

#### New Generation

The current theme stems from another unsuccessful bucking of matriarchal domination by a new granddaughter-in-law who has married tubercular Jerry Hallam. She is a sensitive career gal who wants to make a life of their own and give the lad a few years of happiness. But the silver cord extends even to the second generation and the grandmother's petty obstinacy brings about the lad's death. There are other contributory issues to the Hallam woes. One son has developed an incurable disease and a granddaughter has had the temerity to marry a Jewish doctor without family consent. The one bright spot is that Victor, the least tainted with mother complex, seems signposted to marry the grandson's widow at the final curtain.

Cast-wise no fault can be found with the Franken opus. Ethel Griffies does wonders with a wry portrait of the withering but still selfishly dominant head of the clan. Mildred Wall adds a beautifully underplayed stint as a warm-hearted but acidulous daughter-in-law, and Katharine Bard brings charm and skill to the playing of the career gal. Alan Baxter is excellent as the least oppressive of the Hallam sons. There are fine contributions from Mildred Dunnock, June Walker, Royal Beal, Matt Briggs, Frank Thomas, John McKee and Dean Norton. There isn't a bad performance anywhere down the line, and Raymond Sovey has contributed two outstanding sets.

But in spite of fine acting, excellent staging and top backgrounds, the Hallams come thru as a cheerless, often tedious lot. Maybe it would have been better just to have left them in Another Language. Bob Francis.

## Gabriel To Blow Again

NEW YORK, March 6.—Gilbert W. Gabriel, ex-drama pundit of The New York Sun and Journal-American has been signed for the legit critic's seat on the newly organized New Theater Arts mag. Gabriel will take over his new slot with the April-May issue, which hits the stands on or about April 10.

# Hawkins Org In Comeback; '48 Tour Set

## Unit To Play Old Territory

CINCINNATI, March 6.—Bud Hawkins, during a visit to *The Billboard's* offices here this week, revealed that he had completed plans for the return to the road this season of his Bud Hawkins Players, rep tent show, after an absence of nearly 10 years.

Hawkins said he plans to tour the show's old route in Kentucky and Indiana with the same size organization he utilized when the show was making regular seasonal treks in that territory.

Tentative plans call for the show to open its season in Kentucky about the middle of May, with a line-up of 25 people. Hawkins plans to play three-day and week stands, using a 50 by 140-foot tent. He is now making ready at Salem, Ind.

**16mm. ROADSHOWMEN, ATTENTION:**  
Write now for new 1948 Catalog  
BIGGEST AND LATEST ASSORTMENT  
Westerns — Features — Roadshow  
Attractions ever offered.

**Southern Visual Film Co.**  
686 Shrine Bldg. MEMPHIS, TENN.  
Tel.: 8-4870

**DRIVE-IN THEATRE EQUIPMENT**  
Complete new 35mm. Sound and Projection Equipment for Drive-Ins—\$2,974.00; construction and operating instructions furnished. 16MM. FILMS RENTED—\$5.00. Advertising furnished. Used 16mm. and 35mm. projector bargains.

**ACE CAMERA SUPPLY**  
150 N. Irby St. Florence, S. C.

## Rep Ripples

HARRY CARLTON, who has a vaude-pic unit in Dane County, Wisconsin, will go under tent soon. . . . J. Lee Rogers is dickering for a summer theater near Allegheny, Pa., and will use local talent. . . . Boyce and Dunn have a pic-flesh show in Floyd County, Tex. Org plays short-cast bills, has 35mm. pix and will go under canvas later. . . . Carol Players, who have been playing Birmingham, is moving again. . . . Arthur Jacques, writing from St. Louis, says he wants to read a line here from performers on Goff's Comedians and the W. I. Swain Show. . . . Marble Players are around Marion, O. . . . Hovey Players are active in Middlesex County, Massachusetts. . . . Carl and Edward Lennox, who have 16mm. films in the Trenton, N. J., area, have played about 40 auspice dates this season.

## Twombly To Tour East Washington

TACOMA, Wash., March 6.—N. N. Twombly, who has been presenting flesh bills under auspices in this area, has completed arrangements to present E. F. Hannan's *Hotel De Bunk* under canvas in Eastern Washington this summer. Dates will be one-day affairs.

Prior to presenting fleshers here this winter Twombly worked school and auditorium dates for many years.

## Smith Sets Pic Library

CHICAGO, March 6.—C. J. Smith, formerly with a national film library, has organized a new film exchange here under the name of All-Star Pictures.

## Happy Bill Boasts Strong Line-Up; Nebraska Biz Okay

SCOTTSBLUFF, Neb., March 6.—Happy Bill Show, which has been playing this territory to good results, is featuring Happy Bill in the emcee slot; Norman Halberg, business manager and actor; Ralph and Louie Young; Johnny Silvers, formerly with the Westward Ho Cowboys; Betty Hughes, musician; Bob Burger, formerly with Eddy Howard; Frank Schalk, former drummer with Lawrence Welk's band, and Rambling Roy, formerly heard over the Columbia Broadcasting System (CBS).

Also in the line-up are Irving Siegel, accordionist and songwriter, and August Hauser, sax, clarinet, trumpet and fiddle, who is currently heard over KNEB here.

## New Drive-In Set By Seitz, Sandusky

SANDUSKY, O., March 6.—Contracts have been awarded and construction started on the Sandusky Drive-In Theater, which will have accommodations for over 600 cars and 200 walk-ins. The project is being erected for the Seitz Amusement Company here, operator of the State, Plaza and Sandusky theaters.

Located on a 15-acre field on the main Toledo-to-Cleveland highway, the drive-in will be a short distance from the Cedar Point resort entrance. But transportation is available and air travelers may walk to it from nearby Hinde Airport.

George M. Peterson, architect, drew the plans. The operating firm figures on opening by mid-May as the tourist season gets under way. Selby En- (See Ala. ABC Board, opposite page)

## Tate Back to Fleshers

CARSON CITY, Nev., March 6.—Tate's Show, former pic-flesh outfit, has returned to all flesh productions and business in this sector has been above average. Unit disposed of its pic outfit to Amos Rutherford, who has been playing schools with a one-man show.

## Cowley Sets Summer Trick

POWNALE, Me., March 6.—W. G. Cowley has completed arrangements to stage his summer theater here this summer. A local cast is to be employed, according to present plans. Cowley currently is presenting 16mm. pix on a tour of Northern New Hampshire.

## Crawford Plans Canada Tour

VANCOUVER, B. C., March 6.—Crawford's Show, which has been playing to poor crowds and worse weather here, will go all flesh and work eastward, with a number of Canadian towns already inked.

## Playbacks?

CINCINNATI, March 6.—L. Verne Slout, of the Slout Players, in a letter to *The Billboard* stated that he noted with interest the recollections of Will H. Locke and Bruce Rinaldo in recent issues. "These recollections," says Slout, "make for delightful reading. Altho I don't go back that far, the articles make a fine contribution to the records of that period. How about having more of them? If they could be reprinted into book form it would be an edition I'd value on my book shelves."

## Gelfman Starts Rehearsals

FLORENCE, S. C., March 6.—Mal Gelfman is here completing arrangements to begin rehearsals for his All-Star Minstrels.

## 16mm. Sound Projectors

NEW VICTOR "TRIUMPH 60" ..\$468.00  
GOOD USED POSTWAR VICTOR  
40B ..... 237.50

Either of these projectors is available on a rental-purchase basis at only \$7.50 a week to regular users of Eastin film service.  
Write for details and our big film catalog.

## EASTIN PICTURES

Dept. BG  
707 Putnam Bldg., Davenport, Iowa  
Colo. Sav. Bank Bldg., Colorado Springs, Colo.  
830 Cherry Street, Chattanooga, Tenn.

## AUTO THEATRE EQUIPMENT

Complete new equipment for small Drive-In Theatres as low as \$2,975.00.

Also equipment for large Drive-Ins, including DeLuxe All-Cast Aluminum In-the-Car Speakers and complete Towers. Free advisory service. Write today for literature.

## THEATRE EQUIPMENT CO.

109 Michigan St. Toledo 2, Ohio

## FOR SALE

16mm. Sound Projectors, new and used, each one guaranteed cash or terms. Large selection features and short subjects for sale. Get our film rental proposition to Roadshowmen. Address:

## BOX D-247

Care Billboard, Cincinnati 22, O.

## WANTED

Experienced Med. Show Performers, all lines, Acts, Singles, Doubles. Prefer those who double. State all, first letter. No booze. 3-week stands. One of the largest shows on the road. All Performers with me before, write.

## DOC HARRY FLORE

211 Wallace St., Cumberland, Md.

## Brunk's Comedians Want

Piano Player for long season—opening about April 5. If you are an entertainer, say so. Other useful Rep People, answer. Address:

## HENRY L. BRUNK

832 N. Deltrose Wichita, Kan.

## FOR SALE—CASH ONLY

Chevrolet Truck with twenty-two foot Steel Van Trailer, factory built. Chevrolet Truck, large, heavy Steel Panel Body; pulls orchestra trailer which makes large orchestra platform. Chevrolet Panel Job, new motor; used for Advance Truck. All in good shape and excellent rubber. Piano, musical instruments; public address systems, new; five new microphones, 400 good folding chairs, spot lights, rubber cable, lighting equipment, scenery, odds and ends of Tent Show equipment, trunks, Concession equipment. Don't answer unless you have the cash and want to buy entire lot. Can be seen at Fairgrounds, Sweetwater. Address

HARLEY SADLER, Box 846, Sweetwater, Texas

## BUD HAWKINS PLAYERS WANT FULL ACTING CAST

with exception of second business woman and comedian. Give age, height, weight, past experience, if you do specialties or double orchestra. Open about middle of May under canvas. Write, don't wire. Want Working Men. State if you drive trucks.

Address: 4364 Reading Road, Cincinnati 29, Ohio

A Natural FOR THIS MODERN AGE

MESKER All-Steel, Prefabricated  
OUTDOOR MOTION PICTURE  
THEATRE SUPERSTRUCTURES

- ★ Safe
- ★ Attractive
- ★ Permanent
- ★ Easily Erected
- ★ Easily Moved

and

- ★ Resistant to  
Fire and Weather

GEO. L.  
**MESKER**  
STEEL CORP.  
EVANSVILLE 5, INDIANA

PRESENTING A BEAUTIFUL APPEARANCE

IDEAL CONSTRUCTION FOR ENLARGEMENT

ALL STEEL FRAME, THE ULTIMATE  
IN STRENGTH

Write Today for Full Information

# THE FINAL CURTAIN

**ADAMS**—Bob, 74, American comic who introduced jazz to Britain, February 28 in Maidenhead, Berkshire, Eng. He and the late Bob Alden worked together in British vaude as the Two Bobs. He later operated a club at Maidenhead.

**BERGGREN**—Antone, 71, president of Midwest Popcorn Company, Omaha, February 28 in that city of a heart attack.

**BRADLEY**—Tas, 62, veteran Australian showman, recently in Sydney. He served as press agent of the Wirth's and Sole's circuses and later was with Dave Meeker's carnival.

**CLARK**—Francis A., 81, Negro composer and music publisher, February 24 at his home in Philadelphia. He was associated with B. F. Baner & Company before establishing his own music firm. Two sons survive. Burial in Eden Cemetery, Philadelphia, February 27.

**CLUNE**—William, 50, concession owner-operator for many years, February 24 in Clearwater, Fla., of a heart attack. Survived by his widow, Dottie; his mother and two sisters.

**FLYNN**—Mrs. Catherine, 75, widow of James W. Flynn Sr., of the vaude team of Haley and Flynn, and mother of James Jr., for the last 15 years cashier at the Cincinnati Zoo, March 3 at the home of her son. Burial in Walnut Hills Cemetery, Cincinnati, February 6.

**GANTZ**—Mrs. James W., wife of the news director of Station KYW, February 28 in Philadelphia.

**GEORGE**—Prof. T. Arthur, 71, organist and orchestra conductor, at Yorkton, Sask., February 19. Survivors include a daughter, Molly, with Station CJGX, Yorkton.

**GREENE**—Fred C., 46, operator of the Park and Rialto theaters, Woonsocket, R. I., February 21 in that city. Burial in Woonsocket February 24.

**GRUNDY**—Henry (Tubby), trombonist for the past three years with the Cole Bros.' Circus side show band, February 5 in Detroit.

**HALE**—Charles E., 87, singer, March 1 in Manchester, Conn. As a boy soprano, Hale, at the age of 10, sang in the old Hartford Opera House, toured the east with Evangelist E. P. Hammond and gave a series of concerts in Brantford, Ont., in 1879. Burial in Manchester.

## George W. Hartley, Jr.

In loving memory of our Son and Brother who passed away March 13, 1946.

Our sorrow will never ease.

Mother, Dad, and sister Irene

**HOFFMAN**—Knut, manager of the Cirkus Astoria, Swedish tent circus, February 8 in Sweden. Burial in the State Cemetery in Alingsås.

**HOYER**—Henry Hand, 50, for more than 23 years general manager of Harry A. Illions riding devices, March 5 in General Hospital, Jamestown, N. Y., following an operation for an intestinal obstruction. In recent years he had been superintendent of Celoron Park, Jamestown, owned by Illions. Born July 6, 1897, Hoyer had managed Illions rides at A Century of Progress, Chicago; the San Francisco and New York World's Fairs and with such carnivals as the Johnny J. Jones Exposition and the All-American Shows. He is survived by two sisters and two brothers.

## In Behalf of MRS. CHAS. T. HUNT

We thank our many friends for the flowers and acknowledgment.

C. T. HUNT AND FAMILY

**JONES**—Sybil Eliza, 58, an organizer and life member of the Pasadena Playhouse, February 23 in San Diego. Recently she was an associate professor of dramatics at the San Diego State College.

**KAUFMAN**—Jack, 65, vaude performer, February 27 in Valley Stream, L. I., N. Y. He and his brother, Phil, were billed as the Kaufman Brothers. Irving, another brother, took over after Phil's death and they continued up until about 15 years ago. His widow, four daughters and two sons survive.

**KRIVEL**—Jake, 64, for many years on the racing committee of the Estevan, Sask., fair board, in that city February 18. Survived by his widow, a daughter and three sons. Burial in Winnipeg.

**MAST**—Charles A., 78, stage carpenter for many years at the Grand Opera House, St. Louis, in that city February 24. Survived by his widow and three daughters, former vaude performers known as the Mast Sisters.

**MERTZ**—Rudolph (Doc), 72, former veterinarian with the Barnum & Bailey Circus and one-time head of the Dallas Zoo, February 28 at his home in Pleasantville, N. J. Survived by a stepdaughter. Burial in Pleasantville February 25.

**MILLER**—Wilburn L. (Ben), concessionaire with the Baker United Shows, March 3 in Sheridan, Ind. (For details see the Carnival Section.)

**MITCHELL**—George, 65, former vaude entertainer with a piano trio act, February 28 in New York. He was also a composer of ballet music and owner and manager of the Mitchell Electric Products Company.

**MYERS**—Mrs. Carolin Smith, wife of Richard W. Myers, partner in the legit producing firm of Aldrich & Myers, February 27 in Westbury, L. I.

**NICHOLS**—George A., 58, shoe salesman and member of the National Showmen's Association, March 1 in Belleville, N. J. Well known to outdoor showbiz, Nichols toured the outdoor circuits taking orders for shoes. Burial in Holy Cross Cemetery, North Arlington, N. J.

**RICE**—James, 76, vaude and legit actor, February 25 in Chicago. He and his wife were known as Rice and Lyons in vaude. His last Broadway show was *The Blonde Sinner*.

**ROTHSCHILD**—Emanuel, father of Rosemary Roth, radio script writer, February 21 in Wellesley, Mass. His widow and two sisters also survive.

**RYAN**—William J. Jr., 42, former manager of three Worcester, Mass., theaters and former house manager of the Roxy, New York, March 2 in Los Angeles. He was assistant manager of the Roxy Theater from 1937 to 1939.

**THOMAS**—Sam, 38, former leading man with various rep companies, February 28 in Grand Rapids, Mich. He was with the St. Louis Municipal Opera Company for two seasons and worked several seasons with Shubert musical attractions. Survived by his widow, Mary, and his parents. Burial in Middletown, Ind., March 2.

**WATSON**—Alton Cook, 34, composer and lyricist, February 23 in Raleigh, N. C. His songs included *Each Minute Seems a Million Years*,

*Gonna Write My Daddy a Letter; Some Day, Darling; Are You Sorry Now You Said Goodbye?* and *There's an Ache in My Heart Over You*.

**WOOLLEY**—Mrs. Anna von Unruh, 59, widely known Cincinnati concert singer, February 31 at her home in that city. Mrs. Woolley appeared for a number of years with the former Springer Opera Company in Cincinnati and sang at the May Festivals there for 20 years prior to 1922. Survived by her husband, Stuart; a son, Stuart Jr.; two stepchildren, Mrs. Dorothy Kirchner and Jack Woolley, and a brother, Dr. Bernard von Unruh. Burial in Spring Grove Cemetery, Cincinnati, March 4.

## Marriages

**BRONSON-ZIMMERMAN**—Arthur Bronson, *Variety* staffer, and Doris Zimmerman, March 1 in Miami Beach, Fla.

**CAMPBELL-WHITE**—J. Randolph Campbell, head of the Emerson College drama department in Boston and strawhat scene designer, and Margaret Risk White, drama school director, February 21 in New York.

**CHESSER-CHAISTANG**—Alex Chesser, program director of KITE, and Sybil Chaistang, musical director for KABC, recently in San Antonio.

**GREINER-MANDEVILLE**—Robert Greiner and Helen Mandeville, both staffers with the American Broadcasting Company, February 28 in New York.

**HALPERT-LEE**—Bernie Halpert and Marjorie Lee, vocalist, February 20 in Las Vegas.

**HOLLANDER-LANGLEY**—Dr. Vincent Paul Michael Hollander and Faith Locke Langley, legit actress, February 27 in New York.

**HOWARD-MANUEL**—Ralph Howard, National Broadcasting Company reporter, and Lt. (j.g.) Norma R. Manuel, February 21 in San Francisco.

**JENNINGS-INMAN**—Clifford Rose Jennings and Elinor Franklin Inman, Columbia Broadcasting System director of religious broadcasts, February 29 in Chicago.

**MATURE-BERRY**—Victor Mature, screen star, and Mrs. Dorothy Stanford Berry, of Pasadena, Calif., February 28 in Yuma, Ariz.

**OWENS-CLEVELAND**—Harry Owens, band leader, and Helen Cleveland, February 26 in Santa Barbara, Calif.

**PASSERO-TOWNE**—Maury Passero, press agent, and Marilyn Towne, singer, February 22 in Philadelphia.

**PIERSON-HUBER**—Jefferson McCarthy Pierson, son of Wayne and Lulu Dunn Pierson, former legit performers, and Patricia Lucile Huber, daughter of Paul and Lucile Morris Huber, formerly of legit, February 20 in New York.

**RARDIN-MALONE**—Joey Rardin, singing comic, and Patricia Malone, non-pro, February 29 in San Francisco.

**SHEFTS-PIKE**—Dr. Lawrence M. Shefts and Bernice Parks Pike, singer-actress known as Bernice Parks, February 28 in New York.

**STOREY-LINDSAY**—Donald E. Storey, engineer at Station WHBC, Canton, O., and Donalou La Von Lindsay, receptionist, February 20 in Canton.

**TALLY-APPLEWHITE**—Oran K. Tally, engineer at Station KYFM, San

Antonio, and S. Jane Applewhite, February 26 in Corpus Christi, Tex.

**WEXLER-ALEXANDER**—Paul P. Wexler, assistant manager of the Fox Theater, Philadelphia, and Phyllis Alexander, secretary to the theater's managing director, in Philadelphia February 29.

## Births

A daughter to Mr. and Mrs. Willie Shore recently in Chicago. Father is a nitery comic.

A son, Michael, to Mr. and Mrs. William E. Minette in Palo Alto, Calif., February 20. Father is news writer at KNBC, San Francisco.

A daughter to Mr. and Mrs. Terry Brennan February 25 in Mount Vernon, N. Y. Father is the pianist for Guy Lombardo's ork.

A daughter, Dorothy Ann, to Dorothy and Eddie Geyer in Santa Rosa Hospital, San Antonio, recently. Father is a high pole performer.

A daughter, Mary Joan, to Mr. and Mrs. Al Sulprizio February 23 in Jewish Hospital, Cincinnati. Father, a former actors' agent, is now owner of the Blue Note Restaurant and Lounge in Richmond, Ill. Mother is Vicki Mallory, actress.

A daughter, Toni Elizabeth, to Mr. and Mrs. Charles Stone February 22 in New York. Father is a press agent with George Evans.

A daughter to Mr. and Mrs. Ted Snyder in Riverside Hospital, Toledo, February 25. Father is a Motordrome rider-operator; mother is a drome rider.

A daughter, Nancy Elizabeth, to Mr. and Mrs. Russ Naughton February 25 in Hartford, Conn. Father is chief announcer at WDRG, Hartford.

A son to Mr. and Mrs. Lawson R. Daniels recently in Worcester, Mass. Father manages the Royal Theater there.

A son to Mr. and Mrs. Fordyce Mitchell February 22 in Memphis. Mother sang in opera under the name of Marguerite McClelland.

A daughter to Mr. and Mrs. Edwin Clay February 22 in New York. Father is in the touring company of *Annie, Get Your Gun*.

A daughter to Mr. and Mrs. Jerry Adler February 19 in Hollywood. Father is a staff musician with the National Broadcasting Company.

A daughter to Mr. and Mrs. Charles Stone February 22 in New York. Father is a press agent.

A daughter to Commander and Mrs. Walter Winslow February 24 in Coronado, Calif. Mother was Toni Favor, legit actress.

A son to Mr. and Mrs. Eugene Langkop February 20 in Dallas. Mother is a former figure skater and now produces ice shows in Dallas.

A daughter, Carole Jane, to Mr. and Mrs. Eddie L. Wheeler February 19 in Rome, Ga. Father owns the Eddie L. Wheeler Shows.

A daughter, Paula Jean, to Mr. and Mrs. Paul Richter Jr., in Hartford, Conn., February 20. Father is secretary of the Hartford Fair.

## Divorces

Wally H. duBois, scenic artist, from Athlena Lamb duBois, recently in Guadalajara, Mex.

Duke de Keno, Miami, from Diane Del Rio, Cuban radio and recording artist, in Miami February 27.

## NEW DRIVE-IN SET

(Continued from opposite page) gineering Company is erecting a 60 by 58-foot steel tower for a 39 by 52-foot screen. RCA Manufacturing Company is supplying 608 speakers, one for each car and five mounted in front of seats for walk-ins. A fire-proof building in the center of the plot will house a projection booth and lunch stand. Screen will be near highway and entrance is to be landscaped.

## IN MEMORY OF

# ABE LEWIS

He did more than his share for show business

DUKE NORMAN

# United Fireworks Blasted But Remains in Business; Deal With T-D Confirmed

Three Explosions in Year Wreak \$52,000 Damage

DAYTON, O., March 6.—An explosion of undetermined origin resulted in fire which destroyed the plant of the United Fireworks Company here Wednesday (3) with a loss of \$5,000 to its owner, Walter L. Beachler, who told *The Billboard* that as a result of the disaster he had decided to discontinue manufacturing in the future except for a few small pieces. The plant was not insured. Beachler confirmed reports that United Fireworks had recently negotiated a deal with the Thearle-Duffield Fireworks Company, Chicago, but refused to state the consideration

involved. Under terms of the deal, Beachler said, all contracts for the firing of displays received by United would be turned over to Thearle-Duffield, with United confining its activities to the manufacturing end of the business. Beachler denied that Thearle-Duffield had bought an interest in United Fireworks.

The explosion was the third at the firm during the past year and the second in that period to result in a fatality. The dead worker is Tilford Pearson, of Miamisburg. Four other workers were injured, one seriously, Beachler said. In August, 1947, an explosion occurred in the United plant which caused damage of \$40,000. This was followed by another explosion disaster in December causing plant damage of \$7,000 and the death of a worker.

## Approval Likely For N. Y. Garden

NEW YORK, March 6.—Prospects of New York getting a new super-Madison Square Garden were enhanced this week thru legislative action here and in Albany.

On Monday (1) the city council voted 14 to 5 approving a proposal that would authorize Triborough Bridge & Tunnel Authority to issue \$25,000,000 in bonds for the construction of the projected sports arena-convention hall-parking garage edifice in Columbus Circle. Plans for the structure have been drawn by the Madison Square Garden Corporation, which will lease and operate the building when it is completed.

In Albany, Tuesday (2), the Senate Finance and Assembly Ways and Means Committee unanimously approved bills introduced recently before the State Legislature identical with the New York City proposals.

While similar bills were killed last year it appears almost certain the bills will be favorably acted upon early next week.

## New Denver Stockyards Stadium Plans Hit Snag

DENVER, March 6.—Chances of completing the new 12,000-seat stockyards stadium here in time for the 1949 National Western Stock Show hit a snag with the announcement by Mayor Newton that sale of the \$1,500,000 bond issue authorized at the last city election will be withheld until an accurate estimate on the cost of acquiring land and building the structure can be obtained.

The building will be available for all types of shows, circuses, sporting events and conventions when completed.

## New Title for SMS Rodeo; To Tour East as J Bar S

NEW YORK, March 6.—Joe Daley, announcer and publicity director with the SMS Ranch Rodeo last summer, reports that the unit will return to the road under the title of J Bar S Ranch Rodeo.

SMS Rodeo played several Long Island and other Eastern spots last summer. In addition to good entertainment, SMS provided an attractive setting for its show, with well arranged grandstands and neat arena set-up.

## Caravellas Buy 40-Acre Resort Near Harrisburg

HARRISBURG, Pa., March 6.—Mr. and Mrs. Frank Caravella, owners of Caravella Amusements, with winter quarters at Meadville, Pa., have announced purchase of Island Park, located near here between Sunbury and Northumberland on Route 122.

On a 40-acre tract along the Susquehanna River, the area embraces a 90 by 300-foot swimming pool and a 90 by 292-foot skating rink. Twenty-five rental cottages are included.

Immediate plans of the Caravellas include installation of rides, all to be park-owned, and a brightly illuminated midway. Plans for the future embrace construction of a modern hotel and a boardwalk and additional cottages.

Mrs. Caravella will operate the park while her husband is on the road with Caravella Amusements.

The park was formerly owned by a corporation consisting of Frank S. Pusa, president; Joseph J. Kurtz, director, and Joseph A. Gobbo Sr. and Joseph A. Gobbo Jr.

## Hugo Bros.' Unit To Capell Show As New Feature

HASKELL, Okla., March 6.—Hugo Bros.' Circus, which was on the road on its own in '47, this year will go out as an added feature of Capell Bros.' Shows, it was announced here.

Vernon L. Pratt, of the circus unit, said it will use a 70 with two 30's for the big top. Pratt said he will also manage the side show, for which he plans a 150-foot double-deck banner line.

Concessions recently booked by Capell include M. A. Allison, corn game and six stock stores; Harry Bard, five, including custard and popcorn; Joe Blash, diggers; J. A. Lamont 3; G. W. Sieberman, 2; Joe Beck, 4; Red Jenkins, 2; James Ross, 1; Choc Preskitt, 1; Al Hill, 2, and Tony Lutz, 3.

Doc Warner will handle the gorilla and snake shows. Robert Bunch, former manager of the Casey Smith Show, will be legal adjutant.

Show will open at Shawnee, Okla., March 27. Fairs and celebrations booked include events at Yale, Henryetta, Duncan, Fair View, Ada, Okmulgee, Hobart and Enid, Okla., and the annual Siloam Springs (Ark.) Reunion.

### Close-Ups:

## Law-Disbrow Plane-Auto Race Biggest Thrill for Sam J. Levy

(This is the third of a series of little-known facts about prominent people in the outdoor show business.)

By Herb Dotten

SAM J. LEVY, president of the Barnes-Carruthers Theatrical Enterprises, Chicago, has seen thrill acts and thrill events come and go, but the greatest thriller in his memory was the automobile-airplane race between Ruth Law, early-day aviatrix, and Louie Disbrow, auto racing great of that era.

"That was at a Peoria, Ill., fair, some 20 years ago," Sam recounts. "Ruth flew her plane barely three feet over Disbrow's head almost completely around the track, lap after lap, in the 10-mile race. The only time she raised her plane was when she banked on the turns.

"It was a thriller, and how it pulled! The crowd was so big that the customers jammed the stand, spewed out into the infield, climbed trees and crammed onto building tops.

"I noticed one building, a barn, with a peaked roof, the top of which was covered with people. I turned to the fair president who was standing along side of me and commented, 'There's an awfully big load on that roof.'

"Hardly a moment went by when I heard a dull noise. I turned around. The roof and the people had disappeared, the timber giving away and carrying its load down inside of the barn.

"I was worried, not only for the people who had been on the roof, but for members of the Duttons, the riding act, who kept their horses in the building and had their dressing room there.

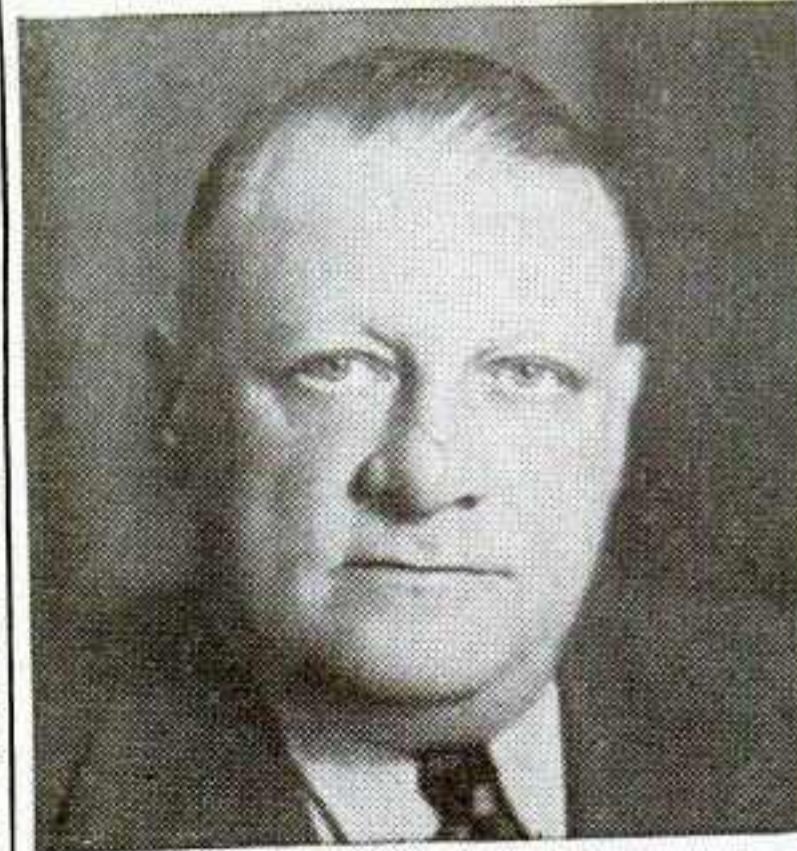
"Upon arrival, I found the girls in the Dutton act unharmed. As a matter of fact, they were busy reviving some of the customers. One of the patrons, stunned by the fall, noted a Dutton girl aiding him, and mistaking her for an angel, gasped, 'I must be in Heaven.' He wasn't aware that the Dutton girls traditionally wore white wigs and flowing white period costumes!

"The Law-Disbrow match race was to be repeated the following afternoon. The second race was assured of a big crowd. But Disbrow, always rated one of the gamest of drivers, didn't like the way Law crowded him with her plane. She flew too low for comfort, he maintained.

"The evening after the first race I entered the Hotel Jefferson elevator with Disbrow. He turned to me and blurted, 'Tell that crazy Ruth Law to get off my head tomorrow.'

"Just wear a high hat, and I'll knock it off your head,' retorted Ruth from the back of the car, which she had earlier entered unnoticed.

(See Law-Disbrow Plane page 76)



SAM J. LEVY

## Beatty Org Debuts For Season Mar. 11

SHREVEPORT, La., March 6.—Clyde Beatty Circus will open the season at the Louisiana State Fairgrounds here Thursday (11). Opening will be preceded by a street parade, with Shrine uniformed groups, police department, high school bands and veterans organizations taking part.

El Karubah Shrine Temple, sponsoring show's 1948 debut, with the merchants and various citizens cooperating, are furnishing tickets for school children.

Following the four-day stand here show moves to the West Coast with only a few stops scheduled in Texas, New Mexico and Arizona before the California tour begins.

## Penticton Plans Aug. Peach Festival

PENTICTON, B. C., March 6.—With incorporation of the Penticton Peach Festival Association, plans are being mapped for a celebration here in August when thousands of peaches are ripening.

Entertainment will include a rodeo, racing events and a large open-air show to be presided over by a peach queen.

## Ramsdell Ends Wolfit Tour; Going to Nassau

TORONTO, March 6.—Lon Ramsdell, circus and legit press agent, closed his coast-to-coast Canadian tour with the Donald Wolfit Shakespearean Company here today. The Wolfit company sails for England March 25.

Ramsdell leaves for Albany, N. Y., where he will rest for a few weeks before sailing for Nassau.

TRENTON, N. J., March 6.—Larry Sunbrock's Rodeo opened a three-day stand here Friday (5) at the Armory.

# POLACK RINGS BELL IN CHICAGO

## H-M Sets Mark For Mil'kee Run

MILWAUKEE, March 6.—Hamid-Morton Shrine Circus rolled out of town Sunday night (29) after a seven-day run that hung up a new attendance record of 84,000—some 6,000 more than last year's high, according to Laurence M. Jeger, chairman of the Tripoli Shrine Circus committee.

Jeger also attributed the healthy gate to the admission prices: 50 cents for children, \$1 for adults, \$1.50 for reserved seats, and \$2 for boxes, tax included.

Show proved a jinx for the Zacchins, human cannon balls. They were a day late arriving because their truck burned out a bearing and broke down 200 miles south of Chicago the day before the circus opened here. The first night Roberto received minor injuries which kept him out of the act for the rest of the run. For two days the act limped along with a single—Roberto's sister, Sylvana. Then Sylvana hurt her knee and the act missed another matinee before another sister, Germania, planed in from Sarasota, Fla., to take over. Altho Germania, too, was ailing, the Zacchini act finished the run without further incident.

## Circus Mijares-Schreiber Has Sweden's Biggest Top

STOCKHOLM, March 6.—Circus Mijares-Schreiber, top Swedish tent circus, will hit the road this summer with the largest big top ever seen in Sweden, 120 by 240 feet, with two rings and a platform.

Mijares-Schreiber is owned and operated by Chuy Mijares, former well-known wire walker who played several seasons with the Ringling-Barnum circus in the U. S., and his wife, Baptista Schreiber, former star high-school rider. Circus has been playing Sweden for many years.

## Sissified Circus

HARTFORD, Conn., March 6.—Bill Mortensen, managing director of the Bushnell Memorial Hall which recently housed Frank Wirth's Shrine Circus, licked the problem of menagerie smells on his second try. Anticipating the influx of unfamiliar odors in the hall, which is usually used for concerts, plays and the like, with the arrival of the circus, he injected several gallons of unidentified fragrances in the air-conditioning system.

The animals, however, out-smelled the perfumes, and it was necessary to hire a firm which provided eight gallons of a solution, having chlorophyll as its base, and air-circulating equipment. The solution was fed to fans in vaporized form and also placed in the air-conditioning system. Within a few hours the hall was deodorized. Contributing to the unwanted smells were Capt. Joe Walsh's trained wild animals and Hunt Bros. elephants, featured animal acts appearing with the show.



MEMBERS OF THE GEORGE HANNEFORD FAMILY snapped on the Atayde Bros.' Circus in Mexico recently on the occasion of Kay Hanneford's 15th birthday, when circus performers and friends presented her with floral pieces in the center ring. Left to right: George Hanneford, Kay Hanneford, Tommy Hanneford, Mama Hanneford and George Hanneford Jr.

## All-Time Box-Office Mark Seen for Minneapolis Show

MINNEAPOLIS, March 6.—The 30th annual Zuhrah Temple Shrine Circus, closing tonight after 12 performances beginning last Monday (1), is heading for a new all-time indoor circus box-office gross in Minneapolis Auditorium, altho attendance is off, Temple Potentate Joe Ste. Marie reported at mid-week. Thanks to an increased ticket price, plus the Minneapolis school strike, receipts are 25 per cent above last year, Ste. Marie said. Reserved seats were boosted 40 cents per to \$2; general admissions 10 cents each to \$1 per. Kids remained at 50 cents. In past years kids buying ducats thru schools got them at 40 cents, but with public schools on strike, the half-buck price stuck for all except parochial and private schools. Despite strike and unorganized kid direction, Shriners did a top job, thru newspaper and radio ads, to keep small fry from attending on days other than that set aside for their particular school.

A bad break in the weather served to keep attendance down and Ste. Marie estimated it would hit 110,000 when the show closes tonight. This will be 12,000 under the 1947 high of 122,000. The potentate said this year's show is costing the temple 30 per cent more than a year ago. Package was built up by Noel Van Tilburg, who sold it to the temple.

### Papers, Radio Co-op

Newspaper and radio co-operation in plugging the circus was better than ever before, with radio especially doing a top job of advertising. *The Morning Tribune, Evening Star* and (See MPLS. TO TOP on page 76)

## Joe E. Brown Set For Hugo Roundup

HUGO, Okla., March 6.—Movie star Joe E. Brown returns to his first love, the circus, when he arrives here April 1 to be featured in Hugo's second annual roundup. It's a one-day free party by the folks of this town to show their appreciation to the circus and carnival population. Brown will appear in the parade during the morning and in the all-star program scheduled for the afternoon.

Rev. Bill Alexander, Oklahoma City pastor, will be emcee at the afternoon stadium program.

## Knie Sets Wind-Up Of Winter Season

BRUSSELS, March 6. — Knie Bros.' Swiss National Circus is winding up its indoor season March 14, after which all units will head for the big show's quarters at Rapperswil, Switzerland, to get set for their annual Swiss tour under canvas.

In association with the Dutch circus operator, Frans Mikkenie, the Knie brothers (Fredy and Rolf) have been playing an all-winter indoor season at the Cirque Royal here, and an extended indoor season at the Cirque-Hippodrome in Antwerp, both terminating March 14. In addition, groups of Knie's trained animals have been playing the Cirque D' Hiver, in Paris, and other indoor spots.

Programs at the Cirque Royal were changed several times during the long season in Brussels. Final bill has the following line-up: Fredy Ruesch, Liberty horses; Wyma, juggler-equilibrist; Alphons Steffin, horses and ponies; Alfredo, musical novelty; Hanni, presenting Knie's camels; Gabrielle & Octave, roller skaters; Hugette Loyal, pigeons; Four Chocolate Boys (Rastellis), clowns; Trixa, contortionist; Knie's polar bears presented by Joseph Schauer; Five Rastellis, trampoline; Alphons Steffin, dancing horses; Four Curibas, adagio; Rolf Knie, elephants; Two Greccos, trapeze; Jules Hanni, equestrian finale. Ringmaster at the Cirque Royal was Alphons Steffin, and Ursmar fronted the band.

Agnes Maier, circus fan, caught Polack Bros.' Eastern Unit in Elizabeth, N. J., last week.

## Even Weather Fails To Hurt

Box office statistics may equal last year's record—Dorsey tops strong program

By Hank Hurley

CHICAGO, March 6.—Officials of Polack Bros.' Circus, Irving J. Polack and Louie Stern, lined up their best program in years for their Polack Bros. Western Unit and the annual Medinah Shrine Circus here. Even the weatherman, putting on his toughest exhibition of the year, couldn't stop it from being a winner.

The two-hour and 20-minute show (actual running time, not including a 15-minute intermission) is, without a doubt, the best the Polack org has shown here in many years. And that's going some, for the Polack show, in past years, has been anything but weak.

### Get Rain, Snow

The weatherman put some big obstacles in the way of the show's drawing power the first four days, February 27-March 1, with an all-day rain opening day and snow, wind and cold the next three. Needless to say, business was below expectations for those days, but with the advent of better weather Tuesday it picked up.

As of Friday morning (5), box office figures were off from only 2 to 3 per cent in comparison with a year ago, and with 10 more days to go, including two week-ends, which are always big here, all signs pointed to at least an equal of last year's record gate. In fact, Louie Stern went so far as to predict the 1947 record gate may be surpassed.

In talking about the business here Stern said the printed program, of 180 pages, was up 33 per cent over last year and that the sale of membership tickets was 35 per cent ahead of 1947.

### Fast Moving Affair

This year's show, which boasts 15 new acts, new in the sense they were (See WEATHER FAILS on page 76)

## Denver Jaycee Show Scheduled March 29

DENVER, March 6.—Denver Junior Chamber of Commerce will stage its second annual Jaycee Circus in the stockyards stadium March 29-April 4. Dave Malcolm, Chicago, again will produce the show. He has an option on the producing rights for the next four years. Jaycee promotion will be handled by George Crowder. Performances are scheduled each night, with matinees set Wednesday (31) and Saturday, April 3.

The 4,500-seat stadium will be scaled at \$6,000 this year as against \$10,000 last year. General admission will be 60 cents, reserves at \$1.20, and boxes \$2.40. Show last year, with tickets at \$1.20-\$2.40 and \$3.60, played to half-house evening averages. Concensus was the house was scaled too high, hence lower admissions this year.

Contracts for the show include the Wallendas, high wire; Enger's lions; Grotefonda, sway pole; Karrel, ladders; Albert and Dohoes Ostermaier, high-school horses, the Valleyetty sisters and Irving's teeterboards.

## DRESSING ROOM GOSSIP

### Polack Bros. Eastern

Everyone on the show is worried about the condition of Eugene Randow, clown with Polack Bros. for many years. He suffered a heart attack during the final performance in Elizabeth, N. J., and is a patient in a hospital there.

New acts are Rudy Docky and His Basketball Dogs, and the Great Barton, whose last name is the same as the writer's, thus affording plenty of confusion.

Chaos—The snow, sleet and rain and the drive from Elizabeth to Akron, with Mr. Fog doing a great job in gumming up the works. . . . Charlie Borza's trailer bearing plenty of dents from a mishap en route from Elizabeth to Akron. . . . Mario Ivanov's car having similar disfigurements.

Visitors—Del-Ray, high pole, and his wife; the Terrells, Cleo Florenz and Anthony Martin; Billy Rice, the clown; Dave Saulte, from the Hamid office, and Nate Lewis's father.

Fragments—New York, the center of a new kind of storm. . . . The Polack personnel on shopping sprees. . . . Kinko, Dime Wilson and Jack Klippel still playing cards. Added thrills: Miss Malikova so close to the girders she was forced to bow her head in the famed laddercycle finish. . . . Stig Erickson back from Sweden and very happy. . . . Emil Pallenberg's birthday party. . . . Connie Wilson's trailer, the show's meeting place. Saturday business in Elizabeth was so big that more than 2,000 persons were turned away at the matinee.

Orchid department—To Dime Wilson and the clowns for a really funny firehouse number. . . . To Nate Lewis for the splendid layout of the show in Elizabeth.—BILLY BARTON.

### Polack Bros. Western

The few days rest, prior to Chicago's 17-dayer, were too exhausting and everyone welcomed the opening day. The Medinah Temple is a natural for shows of this caliber, displaying each act to the best advantage. Augmenting the program from the Eastern Unit is Madame Marie and Her Dogs and Ponies, worked by Irene Lafferty.

Chicago's billboards and windows were a shade brighter with the appearance of the new, flashy special paper, featuring the Ward-Bell Flyers. Chai and Somay Huang, the Chinese Swedes, were guests of the Swedish Club. Betty Bell's kleenex routine has been removed from the web number. Don Dorsey is now known as Last-Minute Dorsey. Massimiliano Truzzi's new ending is very effective. (Flat on his back with the flaming torches on his chest.) His new stooge in the popcorn gag is Manager Louis Stern. Everybody wants to get in the act.

Herbie and Homer Hobson's tavern is the nightly hangout for many of their friends with the show. The collection for Nino Sambiasi's hair cut was refused because we didn't furnish the tip. The new make-ups (See POLACK BROS. on page 92)

### Clyde Bros.

Show had capacity the first of three days at the ball park, Midland, Tex., auspices of Junior Chamber of Commerce. Weather was good. The boys had out their gloves for tryouts. Buzzy Potts worked at the hospital in Midland with his dog, Daisy June. The prop truck has a new tractor. Hap Henry has a new cotton candy machine.—VAN WELLS.

## WINTER QUARTERS

### Mills Bros.

CIRCLEVILLE, O., March 6.—With new faces showing daily, work is progressing at high speed. Construction work on the new grandstand and blues, under supervision of Charles Brady, has been completed and now all hands are swinging paint brushes.

Jack and Jake Mills stopped off in Columbus, O., to confer with Pat Flanagan, who is handling the circus promotion there for the Rainbow Division Veterans. After a brief visit to quarters, they continued on to Florida in Jack's new car to receive delivery on show property that they have purchased there, including four large semi-trailers and a new sleeper bus.

Before starting the trip south, Jack stuffed a rabbit foot in his pocket. On a recent trip there he had the misfortune of having his new 1948 Packard struck head-on by a truck near Knoxville and demolished. As a result of the accident Mrs. Mills was hospitalized with severe bruises and face lacerations.

With the arrival of Ed Burdigg, musician and circus painter, the painting of all rolling stock is under way and will be out of the way in time to start applying the Mills colors on the new equipment when it arrives in Circleville.

Sammy Burnstein, winter quarters manager, makes week-end jaunts to Cleveland.

Bert Pettus, animal trainer, has re- (See MILLS BROS. on page 92)

### F. C. Fisher & Son

BURNIPS, Mich., March 6.—H. D. Goldfen recently returned from a trip in the South and brought back two dogs for the dog act, two trained goats and a trained sheep. Work here in quarters is progressing rapidly.

### King Bros.

MACON, Ga., March 6.—With spring-like weather continuing, the augmented crew is working both indoors and outdoors. The rolling stock has been overhauled by Walter Rogers and his crew and the painting is being done under supervision of C. H. Emerson, formerly with the American Circus Corporation, Peru, Ind. Emerson spent the winter in Indian Rocks, Fla.

Floyd King, owner-manager, returned from a business trip to New York and Boston, and purchased a new Liberty horse act and placed orders for new spec wardrobe, uniforms and trappings.

New arrivals include A. C. Bradley, who will be assistant legal adjuster and who recently closed as business manager of Voice of the Turtle; Charles Poplin, equestrian director, and wife, Jewel, who arrived with some of the concert Wild West stock; Arthur Stahlman, concession (See KING BROS. on page 92)

### Kelly-Miller

HUGO, Okla., March 6.—Dore Miller will leave here April 3 with six bulls for Omaha, then over to Chicago and back to St. Louis for the final of the spring indoor dates. A new four-wheel pit show, as well as a new four-wheel trailer office, have been turned out in quarters. A new candy wagon and pie car are in the making and should be out of the shops in about a week. Dore Miller is in Dallas, getting a special 37-foot trailer built to haul the four bulls the show bought from Ringling-Barnum.

Org has a new 32-foot trailer for its kitchen and all equipment is of the last word. Show will use two (See KELLY-MILLER on page 92)

## MONKEY SALE MARCH 15th DELIVERY

CHIMPANZEES  
SOOTY MANGABEY MONKEYS  
AFRICAN GREEN MONKEYS  
MONA MONKEYS  
SPOT NOSE MONKEYS  
RINGTAIL MONKEYS  
STUMP-TAIL MONKEYS  
CIVET CATS  
AFRICAN OWLS  
AFRICAN EAGLES  
AFRICAN PYTHONs, 6 feet up

LARGE SELECTION,  
WRITE FOR PRICE LIST.

## TREFFLICH BIRD & ANIMAL CO., INC.

228 Fulton Street,  
Trefflich Building  
New York 7, N. Y.

## AERIALIST WANTED

ATTENTION: Ed Knipschild

(Formerly with DeLisle-Chapelle act)

If available, can offer you attractive proposition. Need outstanding performer-manager with ability and showmanship; must be clean cut, qualified to routine two or three people combination high pole-ladder act. Send full details and photos to

## Sky-High Thrillers

237 Osgood Ave. New Britain, Conn.

## WANTED

40 Telephone Men on a new type promotion starting about April 1. All shows to be under good sponsorship. Apply by letter.

### RAY L. DOAN

929 Bridge Ave., Davenport, Iowa

## NOTICE!

All Candy Butchers Report  
RAY MORRISON or JEAN ALLEN  
April 1, Gonzales, Texas

## DAILEY BROS.' CIRCUS

## WANTED

WILD WEST PEOPLE

FOR COLE BROS.' CIRCUS CONCERT  
Cowboys and Cowgirls, Trick Riders and  
Trick Ropers.

Write or Wire:

## COLE BROS.' CIRCUS

State Fair Grounds Louisville, Kentucky

## ELASTIC NET OPERA HOSE

Black, Suntan and White, \$4.95. Elastic Net Tights, \$7.50. Rhinestones and Settings, Metal Spangles, all sizes and colors. Chainette Fringes. Other items. Folder? Yes.

### C. GUYETTE

346 W. 45th St., New York 19, N. Y.  
Phone: Circle 6-4137

## HIGH-SCHOOL MARE FOR SALE

Beautiful snow white with pink skin, 5 years old, 15.2 high, sound and right in every way. Extra good cake walker, gentle to handle in every way. Would be great for stage. Address:

### John R. Martin

BOX #364 PULASKI, VA.

AMERICA'S FINEST  
**SHOW  
PRINTING**

SPECIAL DESIGNED OR STOCK  
**POSTERS**

FOR THE ENTIRE SHOW WORLD  
WRITE FOR DATE BOOK, PRICE LIST  
SAMPLES - STATING ATTRACTIVE  
SEND LIST FOR ESTIMATE.

34 YEARS OF FRIENDLY SERVICE

**CENTRAL**

SHOW PRINTING CO. - MASON CITY, IOWA

## BARGAIN! BARGAINS! BARGAINS!

100 Used Costumes for \$200.00  
300 Used Costumes for 300.00

You can't beat prices like this. Chorus Wardrobe in sets from 2 to 12, singles; Hats, Shoes, Uniform Coats, Caps, Basket Horses, etc. A trip to Chicago is worth the money you will save. Sorry, no mail orders. Open Tues., Wed., Fri. and Sat., 12 to 5 p.m.

## THE COSTUME MART

67 E. LAKE ST. CHICAGO, ILL.

## TIGHTS

and Leotards in stock and made to order, \$4.50 each. Metal Spangles, Rhinestones and Trimmings, Ostrich Plumes and Fringes. Free folder. Shipment made the day order received.

### E. ROWE

P. O. Box 233, Radio City Station,  
New York 19, N. Y.

## PLUMES

Beautiful Horse and Pony Plumes. Hand made of finest Ostrich Feathers.  
Horse Plumes, \$5.00; Pony Plumes, \$3.50.  
Any color. Special fittings for Harness.

### JIM CONLEY

3710 Portland Ave., Cincinnati 9, Ohio

## PHONE MEN NEEDED

Must be good. Nine months' steady work.  
Contact

### RUSSELL P. HARRIS POST, VETERANS OF FOREIGN WARS

Hotel De Sota TAMPA, FLORIDA  
Phone: Tampa M-3441

## ★ GROTO CIRCUS ★

Columbus, Ohio, April 5-10, Inclusive.  
Can use Trained Bears, Seals, Chimpanzees.  
Few more good Ground and Aerial Acts.  
Send photos and quote lowest salary to

### E. DON McCULLOUGH

466 Woodlawn Ave., No. 6  
Springfield, Ohio

## WANT

## 24 HOUR AGENT

Must Have Car

## Bailey Bros.' Circus

Alhambra, Mar. 9; Pomona, 10; Riverside 11;  
Covina, 12; Long Beach, 13-14; all California.

## 5 Horse Liberty Act

Young and fat; working past three seasons, fairs, circus, indoor and out. Ring curb, trappings, plumes, etc. sell account connection with circus having sufficient acts.

### DOROTHY HERBERT

c/o Clyde Beatty Circus, Shreveport, La.

## Polack Eastern Ahead at Akron

AKRON, March 6.—Business for the first three days of the Polack Eastern Unit here under Tadmor Temple Shrine auspices was reported 15 per cent ahead of last year. This is the third year the show has played here.

Engagement opened Wednesday night (3) to a three-quarter house, and matinees beginning Thursday were capacity.

New acts joining here include the Great Barton, equilibrist imported by Ringling last year, and Rudy Docky's Soccer Playing Boxers, coming over from the Western Unit.

Sam Ward is handling the date here, with Bill Green on publicity.

Gene Randow Sr., stricken with a heart attack in Elizabeth, N. J., last week, is reported recovering.

A Shrine club luncheon Friday (5) at the Mayflower Hotel had Nita and Pepi Borza and the five Ericsons as entertainers with Sam Ward emceeing the event.

Visitors here included Eddie Jackson, of the Ringling show; Pete Mardo, Mickey King and Sam Polack, general agent of the show.

According to a Chicago gossip columnist, the Cristiani family has been signed to a long-term film contract and will star in Ilona Massey's film *Monte Carlo* for Eagle Lion Studio.

## HUNT BROS.' CIRCUS WANTS

2 Aerial Teams Double Trap Rings, Family Act to feature; Aerial Ballet Girls, white; also Cooks and Combination Bills.

**C. D. HUNT**

R. I. Bordentown, N. J.

## FOR SALE 23 SECTIONS

### 20-High Bleacher Seats

Used once. Capacity 5,000 persons. Have seat and foot irons. Wire or write

**P. B. DORSEY**

1701 Park Road, N. W., Washington, D. C.

## TIGHTS made by KOHAN

formerly of Brooklyn, now at  
17 EAST 16 STREET  
NEW YORK 3, N. Y.

## HARRY S. BIGGS

Has money awaiting him from an estate in Memphis, Tennessee. Anyone able to give information, please communicate with

**JAMES L. HUTTER JR., Attorney**  
1840 Exchange Building, Memphis, Tennessee

## Under the Marquee

Ward Hall and Harry Leonard have joined the side show of Rogers Bros.' Circus to do vent and impalement.

Some grandchildren of the folks that pioneered the circus biz won't move to uphold circus traditions.

Vera Rinaldo was called to Vendon, Mich., recently by the serious illness of her mother.

Walter Gump, well known to show-folk, is a deputy sheriff in Columbus, O.

It was cheaper to take kiddies to circuses before there were so many different colors of cotton candy.

R. V. Lewis again will have the band and minstrels on Cole Bros.' Circus Side Show.

Eddie Hiler has been signed as contracting agent on the Cole show for 1948.

In circus the business traditions are everything including the meetings around hot stoves in bull barns.

Bert and Corrine Dearo visited Burns M. Kattenberg, assistant manager of Mansfield-Leland Hotel, Mansfield, O., en route to Springfield, O.

Tommie and Etta Henderson, daughter Hedda Lee, and Mildred Justice have returned to Paris, Tex., after spending four weeks in Florida.

Ben Beno, retired aerialist, says he is not going with Bailey Bros.' Circus, which opened March 5 in El Monte, Calif.

Isn't it funny that you can't speak well of any trouper without a knocker butting in with: "You don't know him like I do."

WDRC, Hartford, aired a wire-recorded interview with Capt. Joe Walsh, lion trainer, appearing with Frank Wirth's Shrine Circus at Bushnell Memorial Hall recently.

## Correction

CHICAGO, March 6.—In a story appearing on the General Outdoor page of the March 6 issue of *The Billboard* regarding the Hamid-Morton Circus's total business for its Memphis run, it was reported that business this year showed an increase of 60 per cent over a year ago. Story should have said business showed an increase of 6½ per cent over a year ago.

## North Enthusiastic Over Talent Signed On European Junket

NEW YORK, March 6.—Following his February 27 arrival here from a European talent scouting tour, John Ringling North, president of Ringling Bros. and Barnum & Bailey Circus, released a partial list of the 20 foreign acts he had signed for the Big Show's 1948 tour, which opens April 7 in Madison Square Garden.

North was enthusiastic over some of the talent, including the Mingh Singh Stars, Chinese medley act; Albert Zoppe, bareback rider, and Alberti, high swaying pole.

The Mingh Singh troupe, a Chinese act made up of five women and a man, recently played the Cirque D'Hiver, Paris. Zoppe, a member of a well-known European circus family, and who features a horse-to-horse somersault, has been working in Italy. Alberti, Swedish equilibrist, climaxes his act by doing a head stand atop a 60-foot swaying pole.

North was also high on the show's new spec, 'Twas the Night Before Christmas, but confessed failure in his attempt to secure Lapland reindeer. The animals were available in Norway, he said, but hoof-and-mouth disease regulations stymied efforts to bring them here. He said he may get some of the deer from Alaska.

## Martin Bros. Closes in Ky.

CINCINNATI, March 6.—After a six-week tour on which it "made some money," Martin Bros.' Indoor Circus closed recently in Northern Kentucky, with Owner George Hubler announcing that he would try it again next year, according to J. C. Admire, who general agented the show during its first four weeks on the road. Roscoe Dougan, Jimmy DeForrest and Ed Frazier succeeded Admire as Martin pilots. Admire said the show closed because it could not book more than three dates a week. He is now in the South, agenting Gordon the Wizard, a magic show.

Laurence Cross will be with the Clyde Beatty show this season.

## PHONE MEN WANTED AT ONCE

Large Earnings—paid daily. Sponsored by strong organization throughout New York State. Write, Wire or Phone LI-7705.

**JAMES HARKER**  
**Press-Teege Enterprises**  
902 Main St. Buffalo, N. Y.

## WANTED

Solo Chair Trumpet or Cornet, French Horn and another real circus Trombone for a top-flight circus band. Union scale. Single, clean berth (two high), and finest food. Must cut it and in sober condition all time.

Write—Wire

**JOE ROSSI, Bandmaster**  
**DAILEY BROS.' CIRCUS**  
Gonzales, Texas

## LOGAN WANTS PHONE MEN

Strong Auspices.

Program, Banners and U.P.C. Tickets.

Must be sober and not afraid to ask for money. Customary 25% on book, 20% on tickets. Two more key spots to follow.

**HARRY F. LOGAN**  
Hotel Hamilton Allentown, Pa.

## ACCOUNT TOM HENEY'S DEATH DAILEY BROS.' CIRCUS WANTS

EXPERIENCED CONTRACTING AGENT  
One with car preferred.

**R. M. HARVEY**  
Fort Dearborn Hotel Chicago, Ill.

## USE PRESERVO

FOR YOUR 1948 NEEDS

To protect or re-treat your canvas.  
Comes in Brown, Buff, Green and Clear.

**ROBESON PRESERVO CO.**  
PORT HURON, MICH.



## 8 SHETLAND MARES FOR SALE

Have been used in Pony Ride. One bay, one black, two black and white and four brown and white. Six are aged from 3 to 6 years, one is 9 years old and one is 11. Also eight almost new Saddles and Bridles, used three months.

**TRAVIS DeWITT**

744 S. E. 8th, Grand Prairie, Texas.

Phone 495-J

## WANT—SIDE SHOW ACTS—WANT

ALSO TALKERS AND TICKET SELLERS, CAPABLE OF MAKING SECOND OPENINGS.  
FOR BAILEY BROS.' CIRCUS IN U. S. and FERNANDEZ CIRCUS IN HAWAIIAN ISLANDS

Start Work Immediately—Wire or Call

**PETER KORTES**

3811 LAURITA ST., PASADENA, CALIF.

(PHONE: SYCAMORE 31045)

## WANTED—COLE BROS.' CIRCUS—WANTED

Side Show: Can place a few more outstanding attractions. Musical and Novelty Acts. Want man to work Fighting Lion, Oriental and Hawaiian Dancing Girls. We furnish meals, sleeping berth and transportation. Address:

**ARTHUR HOFFMAN**  
Route #4, Box 92, Greenwood, S. C.

## IMPORTANT NOTICE TO OUTDOOR SHOWMEN

To take care of longer press runs, necessitated by increased circulation, and to maintain our early distribution schedules, it is no longer possible for us to accept last-minute Show ads on Monday morning.

FINAL CLOSING TIME for these ads is

# 5 P.M. SUNDAY

(Eastern Standard Time)

# Palisades Pk. Bows April 17 For 50th Year

## Selling Budget Boosted

NEW YORK, March 6.—The 1948 season will mark the golden jubilee celebration of Palisades (N. J.) Amusement Park, which was opened to the public during the summer of 1898. Jack and Irving Rosenthal, co-owners, have announced that as part of the celebration the regular season will be extended to 21 weeks, with the official opening set for April 17.

Plans include a greatly enlarged budget for advertising, publicity and promotion. Palisades has always been high among the leaders in the industry seeking out and building patronage, spending annually more than \$100,000. The Bert Nevins office will again handle publicity and promotion.

Plans have been completed for the lavish use of gold paint thruout the park and, to further promote the occasion, all electric lamps in use will be gold colored. An attempt will be made to tie in New Jersey dailies and weeklies with special anniversary editions.

## Elaborate Preem

The opening, always a facsimile of a Hollywood preem, will be even more elaborately staged this year, the Rosenthals said. Name bands, personal appearances by celebrities, contests and audience participation events are already skedded.

The principal new ride will be the Bartlett-designed Hurricane, produced by the Allan Herschell Company. All other rides are undergoing their annual refurbishing. The Funhouse has been virtually rebuilt.

Name bands, fireworks and thrill acts, the latter furnished by the George A. Hamid office, will be used thruout the season. Free dancing will again be offered.

# Sitting 'Round the Table

(Editor's Note: "Are you in favor of reduced prices on rides and concessions for off nights? What do you consider off nights?" is the current question under discussion. Another question will be taken up in this column soon, so if you want to voice your opinion on the current subject, send your views at once to the Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1.)

## Not in Favor

I am not in favor of juggling prices of rides or concessions on off nights in a place where you have to maintain the regular amount of help to operate. I am in favor, however, of a reduction where this condition does not exist, such as beer gardens, where the entertainment usually is cut down for off nights.—CHIC BELL, House of David Park, Benton Harbor, Mich.

## Poor Policy

No, we believe it is poor policy to reduce prices on anything for the so-called off nights. The only time we reduce prices is for school picnics and large industrial outings.—FRED W. SEARLE, Suburban Park, Manlius, N. Y.

## Another No Vote

We are not in favor of reduced prices on rides or concessions to the general public at any time. We do favor giving large groups an hourly rate on rides or concessions. We have different rates in the ballroom and roller rink on off nights, and think this is enough inducement to draw people to our park. We feel that differences in rates are commonly accepted on the above mentioned amusements, but believe that a shift in rates on rides would be confusing and might lead the customer to believe that an increase had been made

## 10-Cent Ceiling Decried For Kids on B'ham Rides

BIRMINGHAM, March 6.—A 10-cent ceiling for children has been placed on the rides at the miniature amusement park, which is being installed at the Alabama State fairgrounds and which will be in operation within a few weeks. The kid-land park is being financed thru \$40,000 which has been borrowed by the Alabama State Fair Authority from the Birmingham city commission.

Bedford Seale, chairman of the State Fair Authority, said ultimate plans call for a giant Roller Coaster and other large rides. At opening, the spot will have a full-sized Merry-Go-Round, Century Flyer Miniature Train with six coaches and 2,000 feet of track, a kiddie Ferris Wheel, with six safety cages, a kiddie airplane and a kiddie auto.

## Philly Firm Gets A. C. Beach Building Contract

ATLANTIC CITY, March 6.—The city commission awarded a \$597,349 contract for pumping 950,000 cubic yards of sand on the beach here to the American Dredging Company, Philadelphia, shortly after receiving State approval of the project. Work is expected to begin by March 31 and to be completed by June 15, in time for the summer season.

Sand will be dredged from near-by Brigantine Beach to build up the beach between Illinois and Oriental avenues level with the streets. The beach will be built up for 400 feet out from the Boardwalk in the central section and taper down to 200 feet in the inlet section.

The city has agreed to share with the State the cost of a 560-foot stone jetty at Massachusetts Avenue with an end section to measure 300 feet.

Abe and Louis Slusky, Houston, ops who are building new Playland Park on the Iowa side of the Missouri river at Omaha, are on an Eastern business trip. They expect the spot to open in May.

in ride prices if he were to visit our park on off nights and find prices reduced.—T. E. SPACKMAN, Monticello, Ind.

## He Says Yes

The answer is yes so far as I'm concerned. Anything that helps to get extra business is good business. An off night would be any night except week-ends, holidays or when special events are planned.—EDWARD J. CARROLL, Riverside Park, Agawam, Mass.

## New Bus Terminal Aids Coney Traffic

NEW YORK, March 6.—Board of Transportation is constructing a large off-the-street bus terminal on the lower level of the Stillwell Avenue subway terminal building in the heart of Coney Island, which handles the bulk of the resort's residents and amusement seekers.

Work is well advanced on the project which will be completed early in June. Construction work is expected to cost about \$1,000,000.

Project calls for replacing trolley lines serving the area with busses. New set-up will not only speed up the movement of subway and bus passengers but will ease congestion on Stillwell Avenue, with busses loading off the street, eliminating one of Coney's worst summer bottlenecks.

## Williams Grove Speedway Skeds April 11 Opener

MECHANICSBURG, Pa., March 6.—Big car AAA racing will get under way at Williams Grove Speedway April 11, promoter Roy E. Richwine said. Also skedded, for later in the season, are midget and motorcycle races.

Other big car dates include April 25, May 23 and June 6. Motorcycle races are set for May 16 and June 11, the latter being a night program.

## Kennywood Adds Lucas Kiddie Ride to Funspot

PITTSBURGH, March 6.—A. B. (Brady) McSwigan, president of Kennywood Park here, announced his funspot has ordered a Lucas kiddie boat ride and a large quantity of stunts and walk-thru show equipment.

## Hoyer, of Celoron Dies

JAMESTOWN, N. Y., March 6.—Henry Hand Hoyer, 50, superintendent of Celoron Park here, died March 5 in General Hospital following an operation for an intestinal obstruction. He had been associated with Harry A. Illions, Celoron operator, more than 23 years. Prior to his position at Celoron he had managed Illions rides at A Century of Progress, Chicago; the San Francisco and New York world's fairs and with carnivals. Details in the Final Curtain.

## New Calgary Zoo Arrivals

CALGARY, Alta., March 6.—New arrivals at the St. George's Island Zoo, Calgary, include two pairs of California or valley quail, two pairs of bobwhite quail, a pair of brown pelicans, a pair of ringtail cats, a pair of great coati mundi, and a pair of collared peccaries. All came from San Antonio.

# Mission Beach Will Stress Special Events

## LeBreque Is in Charge

SAN DIEGO, Calif., March 6.—Mission Beach Amusement Center, a \$6,000,000 year-round playground, opened its gates here February 28 to launch the spring season. First day was not up to par, however, due to extremely cold weather. Showers all afternoon and evening contributed to the small attendance.

The amusement zone will stress a new program of entertainment for family groups, school children and organizations. Spearheading the project will be a Special Events Club, composed of representatives of all Amusement Center concessionaires. The club will establish a \$20,000 fund to promote and bring special events to the park this summer, said Warner Austin, club chairman.

## LeBreque in Charge

Club members, in addition to Austin, are Roy Matheson, representing rides; Mike Herman, games; E. McCollister, food; Carl Terrell, shows. The group has appointed Harry LaBreque, who has more than 40 years' experience in special events affairs, director of this department.

Recent additions to the park include a new Funhouse, a fun slide, aquatic museum and new games.

The remodeled skating rink featured the San Diego roller skating hockey team in its first game at the local rink, following public skating on the opening day. Admission was free for the initial game.

Mission Beach Ballroom, under management of Jim Dyson, has inaugurated a new policy of dancing every Friday and Saturday nights to local and name bands.

LaBreque will contact near-by Chambers of Commerce, schools, fraternal organizations and other groups to notify them of the park's new policy. The Amusement Center will also distribute 100,000 multi-colored circulars advertising Mission Bay Park and its beach, picnic and recreational facilities.

## Summer Opening Set

Summer opening will be held May 29. Special events already planned include a giant Gold Rush celebration, in connection with the State-wide series of centennial events; a *Feast of Lanterns*, and a pageant welcoming King Neptune and his court.

To keep the traffic of family-type visitors moving smoothly and comfortably, the park has under construction a new entrance on Ventura Place.

LaBreque went all-out to put over opening day and succeeded in stepping up attendance far beyond what might reasonably be expected during cold, rainy weather. Among the attractions booked were the Skylarks, one of Charles Vess's aerial acts. This attraction drew very well, according to reports, folks staying in spite of the rain to wait for presentation of the act. Afternoon show, however, had to be called off, but the evening performance was well attended.

Sunday, February 29, proved a winner with a warm sun bringing out fun seekers en masse. Most concessionaires and rides reported a good take and gave credit to LaBreque's special events program for holding the crowds.

John and Polly Coleman, Riverside Park, Indianapolis, are wintering at Hollywood, Fla.

## WANTED

FOR TWO WEEKS (JULY OR AUGUST)  
OR FOR SEASON

Ferris Wheel, Merry-Go-Round. Also excellent opportunity for open-air Roller Rink. Best recreational area in New England. Center of Sebago Lake region. Surrounded by large cities; 200 boys, girls and adult camps. Commission basis.

**GUS BOVE**  
Naples, Maine

## CONCESSIONS OPEN!

LAST CALL!

Shooting Gallery • Photo Stand • Bingo  
Pokerino • Skoe Ball • Novelties

**NEW BAY SHORE PARK**

Baltimore's new \$500,000 Playground  
on Chesapeake Bay  
24 Knickerbocker Bldg., Baltimore, Md.

## FOR SALE

**5 SKEE BALL ALLEYS**

36 ft. long, in perfect condition, all complete ready for set-up. Reason for selling, no room. Can be seen at

**M. D. KLEIN**  
203 B. 101 St. Rockaway Beach, N. Y.

## FOR SALE

**NEW SLEEK U-DRIVE-IT BOATS**

16' long, 6 passenger. Ideal for lake side park. Will sell or operate.

**THE FAY BOATS**

567 N. W. 67th St. MIAMI, FLA.

## FOR SALE

**DENTZEL PARK MERRY-GO-ROUND**

50 Stationary Animals, 50-ft. diameter, 10 Hp. Electric Motor, perfect running shape, set up in Park. Cash Price, \$2,800.00. Write

**FRANK S. PUZA**

P. O. Box 106 Shamokin, Pa.



ARCADE OUTFITTERS SINCE 1912

## SPRING

It's Around the Corner  
and so is  
**THE  
1948 ARCADE SEASON**

For All New and Rebuilt Streamlined Modernistic Arcade Machines and Equipment.

Including  
Complete Stock of All Exhibit Arcade Machines. Backbone of the New Type Chromium Palace Arcade

It's  
**MIKE MUNYER**

510-514 W. 34th St.  
N.Y. 1, N.Y. (Bryant 9-8677)

### WANTED IMMEDIATELY

For Pennsylvania's  
Outstanding  
Amusement Park  
**SANATOGA PARK**  
POTTSTOWN, PA.

Finest entertainment—Carousel, Miniature Railway, Pony Rides, Caterpillar, Ferris Wheel, Toboggan Slide (wonderful location alongside a 3-acre lake). Also any other Entertaining and Thrill Rides.

**PARK OPERATES 7 DAYS A WEEK**

—Write, Wire, Phone—  
**EMANUEL ROMM**  
General Counsel  
708-710 FOX THEATER BLDG.  
PHILADELPHIA 3, PA.  
Phone: Rittenhouse 6-2221 and 6-7826

### FOR SALE

**2 ELECTRO FREEZE**  
Frozen Custard Machines  
with cabinets. New last season.  
BOX 131, FRAMINGHAM, MASS.

**MINIATURE GOLF COURSE**  
CONSULTING SPECIALIST  
"Anything Pertaining to Miniature Golf"  
PLANS DRAWN — LOW-PRICED PUTTERS.  
Your correspondence invited.  
**COOL CREST GOLF COURSE**  
1402 Frdsbg. Rd. San Antonio 1, Texas

### FOR SALE—FOR SALE—FOR SALE

# 17

## USED SCOOTER CARS

in good condition

Price \$200 cash each car

Write  
Manager, P. O. Box 25, Coney Island, N. Y.

### CALIFORNIA OPPORTUNITY

Located on famous beach, midway Los Angeles-San Francisco.

Need Merry-Co-Round and Wheel. Will give party with these Rides special deal. Might lease entire park to responsible people. Will lease Concessions for season, most all equipped. Milk Bottles, Dart Game, Roll-Down, Mug Outfit, Grub Outfit, Pop Corn, Candy Floss, Hi-Striker. '48, '49, '50 Centennial Years in California. Don't delay. Write or wire

**GEO. A. DOSS, Owner**  
**PISMO PLAYWAY AMUSEMENT PARK**  
BOX 39, PISMO BEACH, CALIF.

### Jersey Resorts Seek More State Ad \$ \$

TRENTON, N. J., March 6. — Committee representing shore resorts made its final plea this week for additional funds to put the State advertising budget on a more competitive basis with other States at a hearing before the appropriations committee of the Legislature.

The committee, representing nearly 20 per cent of the total State tax ratables, urged the legislators to raise the New Jersey Council appropriation, under which advertising and promotion comes, from the present \$50,000 to a minimum of \$150,000.

Appearing for the resorts were Mayor Clyde Struble, of Ocean City, president of the New Jersey Resort Association; Frank Amstutz, executive secretary of the Atlantic City Chamber of Commerce; Robert McPherson, president of the New Jersey State Hotel Association, and Mall Dodson, advertising and promotion director of Atlantic City.

The delegation sought to make the legislators understand that the billion-dollar resort business is responsible for millions in State taxes and isn't the stepchild past legislators have apparently considered it.

### Judge Voids Convictions In Palisades Pool Case

TRENTON, N. J., March 6.—Judge Wachenfeld, of the New Jersey Supreme Court, Thursday (4) ruled that the police courts of Fort Lee and Cliffside Park committed "reversible error" in denying trial by jury to eight persons, charged with interfering with the police during a demonstration staged at Palisades Park August 3, 1947, and set aside the convictions.

The eight persons were part of a group from New York protesting refusal of the park to admit a Negro member of the group to the park's pool. All were convicted when brought to trial August 20 and fined from \$10 to \$25 each.

### FOR SALE

**SIX (6) WURLITZER SKEE BALL ALLEYS**

In good condition. In use all of 1947 Season. \$750.00.

**WILLIAMS GROVE PARK & SPEEDWAY**  
Mechanicsburg, Pa.

# NEW ISLAND PARK

On the Banks of the Beautiful Susquehanna River  
LOCATED  
IMMEDIATELY ON RT. 122, MAIN HIGHWAY BETWEEN  
SUNBURY AND NORTHUMBERLAND, PA.

**OPERATING UNDER NEW MANAGEMENT—  
UNLIMITED POSSIBILITIES**

A panorama of natural scenic beauty—the only park of its kind—within walking distance of thriving Sunbury, Pa. Contains 90x300 ft. Swimming Pool; Skating Rink Bldg., 192x90 Ft.; Picnic Grounds, modern and newest Thrill Rides, with Name Bands, Fireworks, Free Acts weekly attractions.

**ATTENTION, RIDE OWNERS**  
Will book or buy Carousel, Ferris Wheel, Miniature Steam Railroad Train and any other good park ride. Will book Pony Ride or Saddle Horses.

**ATTENTION, CONCESSIONAIRES**  
Book now for choice locations and opportunity for long term lease. Can place Frozen Custard, French Fries, Drink Stands, Skee Ball, Arcade, Souvenirs, Photo, Hi Striker, Ball Games, other legitimate Concessions.

**WANT BUY Monkeys for park display. Can use reliable Man for Keeper who can make self useful other departments.**  
Fine opportunity for Pool Manager, must be acquainted with filtering system. Strict reference required.  
Can also place Skating Rink Manager. Open year around.

ALL WIRE OR WRITE  
**E. R. CARAVELLA, Secy., 618 Terrace, Meadville, Pa.**  
Phone 26251.

**NEW ISLAND AMUSEMENT PARK, INC.**  
**F. H. CARAVELLA, Owner-Manager.**  
**E. R. CARAVELLA, Secy.-Treasurer.**

## FOR Spring DELIVERY

**GIGGLING GERTIE**      **LAFFING LUKE**  
**INDISPENSABLE BALLYHOO**  
YOU CANNOT AFFORD TO BE WITHOUT THESE  
ANIMATED LAUGHING FIGURES —  
THEY PAY THEIR WAY EVERY DAY!

**ALSO**  
**THOSE HUMOROUS AND GROTESQUE  
ANIMATED HEADS**  
The WITCH, GIANT, DEVIL, SINGING GIRL, TOUGH GUY AND SKIPPER with or without bodies. Ballyhoo for the front of buildings or rides, or for interior of Dark Rides and Fun Houses.

**ALSO**  
**THAT OUTSTANDING PARK RIDE  
THE CUDDLE UP**  
With its proven appeal, especially for women and children, its tremendous capacity, economical operation, belongs in a good location on every midway and amusement resort. **ONLY ONE LEFT** for spring delivery.

**ALSO**  
**SKEE BALL ALLEYS**  
REG. U. S. PAT. OFF.  
*America's Favorite Skill Game*  
**MODERN      STREAMLINED      MECHANICAL**  
**PHILADELPHIA TOBOGGAN COMPANY**  
130 E. DUVAL STREET      PHILADELPHIA 44, PA.

### WANTED

## Ridemen, Concessioners, Showmen

Established beach and park has large open area for expansion. No other park within 30 miles. Need all types of RIDES, CONCESSIONS and ATTRACTIONS. An excellent opportunity for anyone who wishes to locate in a permanent park. City law restricts carnivals. Season opens in May. Write—let me know what you have.

**CHARLES SAFRANEK**  
W. LANDIS AVE.      VINELAND, NEW JERSEY

# Calif. State Fair Execs To Consider Pass Policy

SACRAMENTO, March 6.—Directors of the California State Fair have slated a meeting for the near future to discuss the final draft of premium books and possible revision of the pass system which has been under fire in recent weeks by the Legislature and some members of the fair committee. An assembly appropriations sub-committee, in approving the fair's budget for the present year, heatedly criticized the system under which nearly one out of every six persons admitted to the 1947 fair was admitted by pass. One of the proponents of the no-pass policy, Assemblyman Chester Gannon, of Sacramento, announced that he is heartily in favor of trying out the innovation. He said: "If the no pass system works in Iowa and has made the State fair there a success, it should be installed here."

## Further Study Seen

Gannon also said that he does not agree with certain fair directors who are afraid the institution of the no-pass arrangement would work a hardship on concessionaires by decreasing attendance. This thought, he stated, is erroneous, because "the people who use passes are, practically in every instance, people who can well afford to pay their way and who, once inside the grounds, will pay for that which they desire."

E. P. (Ned) Green, secretary-manager of the exposition, however, said the no-pass system is not expected to be abolished but very likely the present arrangement will be revised and tightened. Green expects the directors to order further study on the question.

Among recent actions by the board was approval of the budget for the nine days of racing starting next September 2. Purses for the harness and running departments were increased from \$78,000 in 1947 to \$125,000 for this year. Action on this amount was final, the director of finance and legislative committee having previously okayed the budget.

## Deny Racing Request

Request for use of the racing strip for an independent running race meeting here was denied. Charles Theyson, of Post 61 of the American Legion, had asked for use of the track for a spring meeting for the benefit of ex-servicemen. The directors turned down the request on legal grounds, it was said. Theyson was not present before the board at the time the request was considered and officials of the State racing board reported he had not made official application for rates.

Whether the racing track will be rented for a Fourth of July auto event to be promoted by Roy Dreary, of Sacramento, and Charles Curryer, of Oakland, hinges on a chemist's report of the dust problem. Soil for the local track is being treated chemically and the result will determine whether there will be auto racing. The State fair may sponsor an auto race on its final Sunday this year if the dust situation can be controlled, it was stated.

## Defer Final Decision

Secretary-Manager Green was instructed to get in touch with William Kyne, of Bay Meadows, to supply the wagering department equipment for the next fair. Kyne said in San Francisco that he will provide a new electrical odds board.

There was some discussion at the last meeting about use of the racing oval here during off seasons. Revenue from horsemen training their animals here has not been up to expectations, it was reported. Fred H. Bixby, fair president, said he favors turning over the track exclusively to the trotters and pacers. The matter will be taken up at a subsequent meeting, it was decided.

Representatives of the Turf Writers' Association informed the directors that the 1947 fair racing conditions were the best in the show's history. They complimented the officials for their work of daily trans-

## \$2,000,000 Calif. Centennial Budget Gets Com. Approval

SACRAMENTO, March 6.—A \$2,000,000 budget for the California Centennials Commission has been approved by a sub-committee of the assembly ways and means committee. Budget, for the fiscal year 1948-'49, also must be approved by the whole committee and the Legislature. Joseph R. Knowland, Oakland publisher and chairman of the commission, said that \$1,000,000 is to be set aside on a matching basis for State assistance to counties planning centennial celebrations.

"Since the recent gold discovery celebration at Coloma," Knowland said, "we have had an avalanche of letters from other counties. We want to make funds available to them where they have a program with a centennial theme."

Knowland said the commission will endeavor to keep the local celebrations free from "commercialism."

Budget has a \$759,852 item for special State-wide celebrations to be sponsored solely by the commission. It was explained that the Coloma event and the contemplated celebration of the centennial of the constitutional convention in Monterey fall in that category.

The sub-committee approved the budget with but one dissenting vote, Assemblyman Lloyd Lowery, of Yolo County, declaring it a needless expenditure of money. "About two-thirds of all this is folderol," he declared, adding, "we need \$2,000,000 for our schools right now. Students are attending classes in shifts."

## Set Yuba-Sutter, Calif., Cele Opening for April 3

MARYSVILLE, Calif., March 6.—Announcement of April 3 as the opening day of the Yuba-Sutter contribution to the Statewide Centennial celebration has been made by John Feldman, local chairman.

Opening event, Feldman said, will be a torchlight parade to which State and national figures have been invited. All organizations in the community have been asked to enter floats, marching groups or other entries.

"We will try to show progress in farming, industry, transportation, commerce, living, playing and in general a full life in California," Feldman said.

Feldman heads a joint Yuba-Sutter committee in charge of all centennial events to be presented here.

forming the oval from a hard sulky-racing surface to a softer running strip. The condition formerly was a serious bone of contention between the running and harness people.

Terms of five board members expired on February 1 but they will continue in office pending reappointment or naming of their successors. They are Fred H. Bixby, board president, Long Beach; Joseph T. Grace, Modesto; Hal G. Hotchkiss, San Diego, E. S. Pillsbury, Buellton, and Daniel W. Beattie, Marysville.

## Calif. Gov. Urges \$4,000,000 Budget For State Plant

SACRAMENTO, March 6.—Gov. Earl Warren, has proposed, in his annual budget message to the Legislature, that the State allocate a total of \$4,000,000 for construction of a new State fairgrounds on a site yet to be selected.

Warren told the Legislature the urgency of setting up the fund for State fair construction "is connected with the possible use of the present site by the new State college."

Previous acts of the Legislature have provided a total of \$3,462,331 for acquisition of a new and larger site and certain improvements such as landscaping and utilities installations.

The State Department of Education is considering the present fairgrounds at Stockton Boulevard and Broadway as a permanent location for the new State college, which is operating temporarily on the campus of the Sacramento College.

## Gold the Theme For National Orange

SAN BERNARDINO, Calif., March 6.—Following a suggestion by Governor Earl Warren, the theme of the National Orange Show this year will be *Fiesta de Oro* in honor of the centennial of the discovery of gold in California. The show's displays will reflect the romance of gold from the days of Sutter's Mill to the era of gold of California's citrus fruit crops.

The governor and other high State officials have been invited to participate in the exposition's dedicatory program.

The show, which opens here Thursday (11), is expected to be the largest in the 33 years the event has been staged. It will close March 21.

Two new buildings, the new \$225,000 commercial and industrial building and the \$100,000 administration building, will be ready for the opening, according to fair officials.

This year's show will be expanded to include a farm implement and machinery division, citrus institute sessions for growers in the agricultural hall and an entertainment auditorium for stage programs.

The exposition will distribute \$36,000 in awards to California citrus growers and feature display entrants, it is announced.

## Wagner's Stunt Show Inked By Mansfield, Pa., Annual

MANSFIELD, Pa., March 6.—Buddy Wagner's Hell Drivers have been signed for two nights at the 70th annual Great Mansfield Fair here September 1-4, Phillip W. Farrer, secretary, announced. Other entertainment features will include a grandstand show and fireworks. The Penn Premier Shows have been signed for the midway.

Other officers besides Farrer are H. A. Taylor, president; Cyril Gibbons, vice-president; Thomas Harris, treasurer, and S. S. Beach, Robert Crosley and Dean Davey, directors.

## Annual To Use Barracks

PARKER, S. D., March 6.—Two former army barracks at Sioux Falls (S. D.) Airbase have been moved here to be used by the Veterans of Foreign Wars as Turner County Fairgrounds structures. Exteriors of the buildings have been covered with white shingles.

# New Fair Site Bought Near Terre Haute

## 138 1/2 Acre Tract Purchased

TERRE HAUTE, Ind., March 6.—A 138 1/2-acre tract, located about a half-mile southwest of Terre Haute's city limits, has been purchased as a new fairgrounds site by the Wabash Valley Fair Association and plans are being readied for the construction of a race track, grandstand and essential buildings.

Inasmuch as the county commissioners are empowered to purchase land for a fairgrounds, the money to buy the site at an expenditure of \$30,082 was raised by public donation from business firms in Terre Haute and Vigo County and the land has been deeded to the county.

## Level Land

All of the land in the tract is level with the exception of eight acres in one corner. The site is situated directly west of First Street and south of the Margaret Avenue line.

Tentative plans for the development of the fair plant, outlined by Willard Blockson, chairman of the planning committee, call for the main entrance on the east of First Street side of the tract, midway between the northern and southern boundaries. A full road, 60 feet wide, will extend from the entrance the full length of the field to the west side.

## Outgrow Stadium

A race track and grandstand will be erected on the north side of this road. South of it will be an arena 650 feet square for judging livestock and exhibit buildings, with the midway area situated on the east side and a parking area on the west side.

Blockson, speaking before a meeting of the fair association, said that the planning committee had not decided whether to build a mile or half-mile track.

There has not been a fairgrounds inside of Vigo County for 28 years, the old grounds having been abandoned and subsequently sold for building lots. With the construction of Memorial Stadium, the fair was revived in 1935, and it since has been held in the stadium and on the grounds around the stadium. In recent years, however, the fair has outgrown these facilities.

Officers of the fair are Paul K. Turner, president; Leslie Randolph, first vice-president; Carl Hale, second vice-president; E. J. Acree, secretary, and Carl Bauermeister, treasurer.

## Beary, Allentown Secretary, Dies at 69

ALLENTOWN, Pa., March 6.—Services were held today at the Burkhardt Funeral Home for Maj. M. H. Beary, secretary of the Great Allentown Fair for over two decades, who died Thursday morning (4) after a long illness. He was 69 years old. Surviving are his widow and daughter.

Major Beary was known to many Eastern showmen and concessionaires with whom he annually did business. The large representation of showmen attending the services included George A. Hamid, of the booking firm bearing his name; Jack Kochman, thrill show owner; Frank Bergen, Bernard (Bucky) Allen, and Gerald Snellens, of the World of Mirth Shows.

A large delegation of fair stockholders and personnel was headed by Prexy Ed Scholl.

**Around the Grounds:**

**Calgary Offers Scholarships; PNE Ties in on Essay Contest**

Three scholarships totaling \$1,000 will be given to the first, second and third place winners in the 1948 Stampede Queen Contest which will be sponsored for a second year by the Associated Canadian Travelers of Calgary. The winner will get a \$500 scholarship, the runner-up a \$300 scholarship, with a \$200 scholarship to go to the third place winner. In addition to the scholarship award, the queen will be outfitted with two tailored riding costumes in which she will appear at many functions during the stampede.

The Pacific National Exhibition this year will offer an all-expense trip to the Vancouver, B. C. event to the winner of an annual schools' essay competition thruout British Columbia. Essays will be on Careers in B. C. Industry. Sum of \$500 is being put up jointly by the PNE and the Vancouver Board of Trade.

Again this year Wisconsin fairs will hold four regional meetings under the sponsorship of the Association of Wisconsin Fairs. Dates and locations for these meetings have been set as follows: Baraboo, April 8; Beaver Dam, April 9; Antigo, April 14, and Menomonee, April 15.

Back at his Lancaster, Pa., headquarters, Harry Cooke, of Cooke and Rose Theatrical Enterprises announced heavy bookings. He closed contracts to supply Carlisle, Pa., with a revue, a high act, seven novelty acts and the WWVA Barn Dance; Gratz, Pa., with a thrill show, WLW Barn Dance and eight acts; Leighton, Pa., with a revue, high act and eight novelty acts. He also booked attractions in Honesdale, Pa., Selinsgrove, Pa., and Chase City, Va., and contracted to supply the Circle W Rodeo for stands in Asbury Park and Long Branch, both in New Jersey. The

Cooke and Rose office has also booked fairs at Farmville, Va.; Reidsville, N. C.; Pennington Gap, Va., and Dundee, Waterloo and Penn Yan, all in New York.

Several fairs have announced a shift of dates. Utah State Fair, Salt Lake City, has shifted to September 18-25, Sheldon R. Brewster, secretary-manager, announced. The Central Washington Fair, Yakima, has changed its dates to September 29-October 3, J. Hugh King, manager, advised. He also points out that the annual plans to remodel one of its old kitchen buildings, transforming the 60 by 150 structure for use by additional exhibitors. King claims the event was the only one in the Pacific Northwest to show a jump in attendance last year. The Richhill Agricultural Society, Wind Ridge, Pa., also announced a change in dates, its new dates being August 31-September 2, Floyd Campbell, secretary, reported.

A report made at the annual meeting of Sioux Empire Fair Association, Sioux Falls, S. D., showed cash balance of \$1,469.85 as compared to a 1946 balance of \$8,638.41. Total receipts during 1947 were \$75,301.90. Expenditures amounted to \$82,470.46. Officers of the association were re-elected. Al Halverson is secretary.

Art Briese, of Thearle-Duffield Fireworks, is back in Chicago, his headquarters, for a short period after an extended trip in behalf of the "Oh-ah" shows which took him to the Orange Bowl show at Miami, and the State fair conventions in Wisconsin, North Dakota, Montana and Idaho. During the 12,000-mile trip, most of which he flew, he contracted for shows at the fairs in North Dakota, Utah, New Mexico, Colorado, Missouri and Florida and also signed the Washington's Birthday celebration at Laredo, Tex., for the 16th time.

**'47 Premium Checks Totaling \$133,878 To Minn. Annuals**

ST. PAUL, March 6.—Checks totaling \$133,878.08 for 97 Minnesota county fairs toward payment of 1947 premium lists were sent out Monday (1) by State Auditor Stafford King. The 1947 State Legislature appropriated \$137,000 to be paid out to State's 99 fairs for premiums actually paid, with maximum payments by State of \$1,500 each. Two fairs still have funds coming, with checks to be mailed as soon as their financial reports are approved by State public examiner, King said.

Maximum payments of \$1,500 each went to 33 county fairs while Sherburne County Agricultural Society, Elk River, Minn., got smallest check, \$694.25. Last year State paid out \$78,080.51 to 64 fairs. Payment was almost halved because 35 fairs didn't operate due to polio outbreak in 1946.

At same time Monday, King sent checks totaling \$3,856.40 to county fairs for 4-H Boys and Girls Club premiums paid out at 1947 annuals. Each fair is entitled to 4-H premium payments not to exceed \$50.

King said he will recommend to 1949 Legislature that it appropriate \$148,500 to cover maximum payments of \$1,500 per fair to permit those societies qualifying early to get money immediately instead of waiting—and borrowing at bank and paying in-

**Pearse-Lewis Combo Active In Planning**

**Aid Annuals As Consultants**

CHICAGO, March 6. — Marked trends by fairs to institute and follow master plans in the development of grounds and facilities is seen in the peak activity of R. J. Pearse, landscape-architect-engineer of Raleigh, N. C., and Gaylord R. Lewis, fair consultant of Findlay, O.

Since World War II, the two, working together and separately, have concentrated on filling the planning and designing needs of fairs. Both veterans in various phases of the business, Pearse and Lewis report their activity this year as hitting a new high, and credit this to a strong trend by fairs to make long-term plans for fairgrounds development to fill not only immediate needs but those of the future.

**Plans for 5 Complete**

A specialist in creating master plans, Pearse already has completed such plans for Chemung County Fair, Elmira, N. Y.; Monroe County Fair, Rochester, N. Y.; Davidson County Fair, Lexington, N. C.; Cedartown Fair, Cedartown, Ga.; Lorain County Fair, Wellington, O., and for a new district fair planned for Athens, Ga.

In addition he has drawn preliminary plans for the Brockton (Mass.) Fair; West Virginia State Fair, Lewisburg, W. Va., and Danville (Va.) Fair. He also has designed entrance plans for the latter.

Pearse closed to prepare preliminary plans for the Kansas State Fair, Hutchinson, and already has sent a plan to that annual for the location of new cattle barns. He has been contracted to draft a master plan for the Sandusky County County Fair, Fremont, O., and will execute such plan upon the completion of a survey of the fairgrounds.

**Called for Consultation**

Among the fairs which have called him in for consultation are the Medina, County Fair, Medina, O.; the Champaign County Fair, Urbana, O.; the Pinellas County Fair, Largo, Fla.; Rensselaer County Fair, Troy, N. Y., (See Pearse-Lewis Active on page 92)

**S. Waite Manager At Yolo Co., Calif.**

WOODLAND, Calif., March 6.—Stuart Waite, manager of the Siskiyou County Fair for the last two years, has been appointed manager of the Yolo County Fair. Waite, a native of Princeton, Calif., is a graduate of Chico State College and formerly was a schoolteacher in Alturas, Calif.

Mrs. Betty Robinson, chairman of the Yolo County Fair Board, said it has not been decided whether the annual will be held this year.

**Blue Rapids, Kan., Dates Changed to August 24-27**

BLUE RAPIDS, Kan., March 6.—Marshall County Stock Show and Fair has changed its 1948 dates to August 24-27, C. B. Coulter, secretary, announced.

terest—to see if there is enough in allocation to go around without it being pro-rated when Legislature's sum doesn't meet total premium account. Under present set-up many fairs must wait months while others get around to filing their claims.

**... sensational!**



**slide for life**

*Selden* THE STRATOSPHERE MAN

climaxes his act with this feat that leaves grandstand patrons with heart-in-mouth.

C/O THE BILLBOARD CINCINNATI 22, OHIO

**ATTENTION FAIR SECRETARIES**

CONTACT **ERNIE YOUNG**

For Your Grand Stand Show  
155 N. Clark St.  
CHICAGO 1, ILLINOIS

**TENTS FOR RENT!**

We do the complete job — we DELIVER, ERECT, and when the show is over DISMANTLE. All with our own crew. One contract price covers whole job.

**MAHAFFEY BROS.**  
Tent & Awning Company  
195 SOUTH PAULINE ST.  
MEMPHIS, TENNESSEE  
"Comfort and Protection"

**FAIR SECRETARIES CELEBRATION COMMITTEES**

ARRANGE FOR **FIREWORKS NOW**

- WRITE FOR SPECIAL DISPLAY PROGRAMS
- JOBBERS, ATTENTION ALL KINDS IMPORTED AND DOMESTIC FIREWORKS
- WRITE FOR DISCOUNTS

**RICH BROS. FIREWORKS CO.**  
Write Dept. 8, Box 514, Sioux Falls, S. D.

**AMERICAN THEATRICAL AGENCY, INC.**

Suite 1806, 203 N. Wabash Ave., Chicago 1

**WARD (FLASH) WILLIAMS** **ATA** **EDGAR I. SCHOOLEY**

SOME DATES STILL OPEN FOR THE HELICOPTER SHOW, RODEO OR THRILL SHOW

Write-Wire-Phone Andover 6087-6088  
Cable Address: ATAINC

**Concessions Wanted—Fairs**

For Twelve Mile, Ind., Fair, August 18-19-20-21, and Royal Center, Ind., August 25-26-27-28. \$10.00 deposit required. Reply with deposit to

**J. T. PRICE**  
Twelve Mile, Indiana

**FAIR SECRETARIES** and Celebration Committees in Kansas and Oklahoma. We have a few open dates in September and October.

**INTERNATIONAL SHOWS**  
OLEMAN LEE, Mgr.  
Box 171, Hope, Ark.

**Tell and Sell with POSTERS!**

Immediate service

CARDS AND POSTERS FOR EVERY PURPOSE

PARKS, CARNIVALS, FAIRS, CIRCUSES

FOR PROVEN RESULTS CONTRACT

**Posters INCORPORATED**  
835 CHERRY ST. PHILA. 7, PA.  
CHANGE TO POSTERS AND FEEL THE DIFFERENCE

**ATTENTION FAIR SECRETARIES and Park Operators**

Let Us Present the **ATOMIC REVELS OF 1948**

★ 40 OUTSTANDING ARTISTS ★  
FOR YOUR GRANDSTAND SHOW

Write-Wire-Phone **JOLLY JOYCE AGENCY**

Earle Theater Bldg.  
Walnut 2-4677 11th and Market Sts.  
Walnut 2-9451 Philadelphia 7, Pa.

# Ward Pushing Preparations For Tex. Bow

## Inks Nashville Still Date

GALVESTON, Tex., March 6.—Preparations for the season's opener here Easter Sunday, March 28, are being stepped up at quarters of the John R. Ward World's Fair Shows. Drawing public notice and luring daily turnouts at quarters are Chubby Guilfoyle's workouts of animals in Roy Bible's Wild Animal Circus. A 120-foot front has been built for this unit. Also new to it will be ramps leading to the outside bally to facilitate the rolling of cages up front for public view.

## Faith Bacon Prepares

Faith Bacon, who is to head the featured gal show, is now in California, completing arrangements. Costumes are expected to arrive soon. Front for the Bacon unit will be illuminated by neon and indirect lighting and decorated with 10-foot blow-ups of the dancer.

Ray Cramer has had 20 banners prepared for his side show. A wagon for Cramer's illusion show also has been completed. Flashing indirect lighting will be used to illuminate this unit.

## Cowan in Quarters

Building of show fronts is being supervised by Grant Chandler, general superintendent, with wagon building under the direction of Carl Montgomery, trainmaster.

Bobby R. Kline, general agent, returned to quarters and announced that he had signed for a still date at South Nashville, Tenn., for the week of April 19. This engagement will be sponsored by the South Nashville Welfare Association, Owner-Manager Ward said.

Other '48 staff members are Cash Wiltse, assistant manager; Bill Cowan, business and concession manager; Jack Pugal, secretary; C. W. (Chick) Franklin, press agent; Eddie Newcomer, billposter; Fred Nash, chief mechanic, and Jess Warren, assistant trainmaster.

# Pacific National To Babcock United

VANCOUVER, B. C., March 6.—The Babcock United Shows have been contracted to supply the midway attraction at the 1948 Pacific National Exhibition here.

Signing was announced by V. Ben Williams, PNE manager.

## W. R. Price's Jollytime

### Inks G. C. Miller as Rep.

BERWICK, Pa., March 6.—G. C. (Mitch) Mitchell has been signed as general representative of W. R. Price's Jollytime Shows, Owner Price announced here. Price, who last year was co-owner with C. W. (Cy) Davis in the D. & P. Attractions, said the org is planning to open here the latter part of April.

Floyd Sheaks will have 10 or 12 concessions, including bingo and popcorn, on the show, Price also said.

## Serfass Inks 2 N. Y. Fairs

SANFORD, N. C., March 6.—Lloyd Serfass, general manager, Penn Premier Shows, upon his return to local quarters, announced the contracting of fairs at Altamont and Caledonia during the recent New York fairs association meeting.

# Moore's Modern Shifts Quarters To Searcy, Ark.

SEARCY, Ark., March 6.—Moore's Modern Shows, which have been quartered in Parma, Mo., are being moved here to a 45-acre tract recently purchased by Owner Jack Moore. Activity here is being speeded up with the arrival of equipment and personnel.

Opening is set for April 12 here. Bookings, reported to be solid, include fairs in Illinois, Indiana, Missouri and Arkansas.

## Get New Equipment

Three new International tractors and two new vans have been purchased. Also newly purchased are tops, one of which is for the Girl Show, which will be all new and will be illuminated with indirect lighting. Unit, which is to have a 65-foot panel front, will be operated by Buddy Buck.

Harvey Moore is supervising the repairs and painting, and his crew includes Johnny Morrison, Fred Nicola, E. Thomason and James Gary. Bernard Moore is handling the electrical equipment and welding.

## Concession Line-Up

Fats Martin and Pat Bales have been readying their respective joints. Martin will have 10 concessions, including bingo. Other concessions signed include Johnny Perido, cookhouse; Bernard Moore, 5; Chester Nix, 2; Andy Widner, 2; Tex Eanes, 2; Blackie Oglesby, 1; Pat Bales, 6; Jimmy Baker, 5; Walter Workin, 1; Fred Nicola, 2; John and Pete Whiteacre, 5; Johnny Jones, 4, and Russell Putnam, 2.

Line-up of the shows includes Athletic, Max Weber; Midget, Major Little; Funhouse, Norman Smith; Animal, Jimmy Baker, and Illusion, Frank Boney.

Ride line-up includes Merry-Go-Round, Johnny Morrison; Wheel, Fred Nicola; Octopus, Erwin Thomason; Rolloplane, Tex Eanes; Fly-o-Plane, Joe Murphy; Tilt-a-Whirl, Harvey Moore; kiddie auto, James Gary; kiddie seaplane, Peg Gary, and train, Johnny Dodds.

Besides Owner-Manager Jack Moore, the staff consists of Irene Moore, secretary-treasurer; Bernard Moore, ride superintendent, electrician, mailman and *The Billboard* sales agent; Andy Widner, lot man; Chester Nix, public relations, and John Starkey, scenic artist.

## Harrison Greater To Bow

### At Johnston Blossom Fete

COLUMBIA, S. C., March 6.—Harrison Greater Shows will open in Johnston, S. C., March 15, furnishing a midway of 10 rides, 6 shows and concessions plus a free act for the annual Peach Blossom Festival there, reported agent Stan Reed, who said the festival draws Statewide attendance with its float parade and daily special events.

Owner Frank Harrison announced at winter quarters here that 10 fairs, starting in mid-August, have been booked. The shows leave here March 12 for Johnston.

## SLA's Buffalo Bill Party In Clubrooms Well Attended

CHICAGO, March 6.—Buffalo Bill night in clubrooms of the Showmen's League of America Saturday night, February 28, was well attended. A fair, open to members only, included an entertainment program featuring the Echo Valley Three, musical act, and the Happy Maxwells.

Dave Malcolm and Hubert Schloss, members of the party committee along with Charlie Zemater, also performed. Free lunch was served.

# Heart of Texas Registers Click Brownwood Bow

BROWNWOOD, Tex., March 6.—With good weather, Harry Craig's Heart of Texas Shows successfully launched their 1948 tour with a week's engagement here, beginning February 28. Craig staged a preview for local kiddies Friday (27) which proved a winner. Midway has been enlarged over last year and a number of new tops and fronts were added during the winter.

In addition to Craig, who is owner-manager of the org, staff includes Mrs. Bea Craig, treasurer; L. L. Rambo, secretary; Johnnie Cannon, general agent; R. E. Davies, sound truck; E. A. Dale, electrician; M. King, night watchman; Melton Grothe, ride superintendent; Dutch Roberts, chief mechanic; Billie Geyer, free attraction, and Happy Johnson, clown.

Concession line-up has Bill and Wally Stacy, bingo, with Joe Edwards, Wild Bill Hubbs, Ralph Widon, Fred Chambers and Toots and Sammy Epple on the privilege car, wheel and bowling alleys. Agents include Ray Long, Harry Bestland, Frank Fitzgerald, Frank Murphy, Kenny Helgeland and Terry Pollock. Dorothy and Harry Fisher have the pin store and pan game, with Whitey Campbell, Frank Sullivan, Red Sherman and Mickey Peleck as agents; June Campbell, beat the dealer; Jimmie Allen, sporting goods store, saddle store and ball games, with George Steen, Curly Allen, Stanley Suleski, Sid Gold and Bill Costello as agents.

Harry Stafford and Tommie Holeman has two skillos, with Mrs. Stafford, Mrs. Helman, Sonny Stafford, Red Brachaneer, Bob Bailey, Boxie Brooks, Peter Harkey and Steve Mitchell as agents. Tillie and Chuck Holt are operating the Penny Arcade and fish pond; Mr. and Mrs. Blackie Goldstone have the popcorn, peanuts, candy floss, snow cones and candy apples; Henry St. Pierre, French fries; Mr. and Mrs. Frank Chase, cookhouse, assisted by Sylvia Lable, Florence Labbe, Skeet Wagoner, Louise Wagoner and Ray Ellis; Louise and John Peck, set joint and cork galley; Tiny Martin, Coke bottles; H. M. King, bottle game; Vic Davis, line-up store, with Jimmie O'Neil and Brownie Walker; Mollie and Sammy Evans, palmistry; Barney Rambo, bumper jewelry, with Pat Fetters as agent; Charlie and Mabel Doyle, shooting gallery and streamline kiddie train; John Dugan, swinger, penny pitch, darts and rolldown, with Harry Eckhart, Walter Dillon, Brownie Davidson, A. L. Joyner, Eddie Davis, Robert Farmer Jr., Mary O'Shea, Jimmie Keyes, Robert Farmer Sr., Corkey Shessbury and Henry Spearburg as agents. Joe Kirkman has the log, with J. R. Tasker assisting.

Shows include Monkey, Mr. and Mrs. George Wilson; Athletic, Jack Armstrong; Miss America, Slim Curtis, Louise Fay Smith, Peggy Cortez and Dave Miller; Tabu, Mrs. Miller, Mr. and Mrs. Eddie Kirk, with Lillian Johnson, tickets and front gate. Other ticket sellers are Margaret Orlando, Mrs. Elmer Watkins, Mrs. Delano Guinn, Mrs. Howard and Pearl Roberts.

Ride men include Ray Houser, Delano Guinn, Elmer Watkins, Homer Gray, Bill Phinney, Robert McDowell, James Barker, Lee Omans, Cecil Orlando, George Passler, Arthur Gerbert, Tex Wheel, Frank True, Harold Green, William Holt, Art Victor and Speed Carter. Mr. and Mrs. Cliff Willis directed winter quarters work.

Visitors here included Mr. and Mrs. Tommy Tidwell, Mr. and Mrs. Eddie Lynch, Paul Osborn, Mickey Goldberg and Bobbie Jean Lynch.

## Wheeler Opens March 27 At Bowdon, Ga.; Staff Inked

ROME, Ga., March 6.—Eddie L. Wheeler, owner of the shows bearing his name, has set the opening for his org as Saturday (27) in Bowdon, Ga. Staff will include Ace Turner, secretary; Lois Wheeler, treasurer, and Fred Almany, general agent and business manager.

Concessionaires inked include Mr. and Mrs. Bill McLaughlin, and Mr. and Mrs. Orville Miller. Shipwreck Kelley has the shooting gallery and will be stock man for the office-owned concessions.

Blackie Collins will be Ferris Wheel foreman. Ed Weitzel will have charge of the front gate and be night watchman. Elmer Pratt will handle the Chairplane and Ralph Pratt the kiddie auto ride.

A recently completed aluminum building has aided greatly in the progress of winter quarters activity during inclement weather.

# Great Sutton Start Set; Buys Bloom's Light Units, Ride

MERIDIAN, Miss., March 6.—The Great Sutton Shows will open here March 13, Owner-General Manager Frank M. Sutton Jr. announced at winter quarters in this city.

Back from a booking trip, Sutton said that the show has been signed by the Dexter County Fair and Fall Festival, Dexter, Mo.; Clay County Fair and Livestock Show, West Point, Miss.; Monroe County Fair and Livestock Show, Aberdeen, Miss., and the Grenada County Fair and Livestock Show, Grenada, Miss.

Sutton stopped over in Columbus, Miss., on his trip and purchased from Bloom four 60kw. light plants, mounted in two 30-foot semis, and a kiddie auto ride.

# Wilburn (Ben) Miller Dies; Concessionaire On Baker United Org

SHERIDAN, Ind., March 6.—Wilburn L. (Ben) Miller, concessionaire with the Baker United Shows, died Wednesday (3) at his home here. He and his wife, Marjorie, had operated a string of concessions with the Baker org since 1941, with the exception of the time he spent in the armed services during the war when his wife carried on. He first broke into the outdoor show business in 1935 with the Baker shows, and was never associated with any other show.

Besides his widow, he is survived by his parents, a sister and a brother. He was a member of the Showmen's League of America. Funeral services and interment were held here today.

## Jake Shapiro Announces Triangle Shows '48 Staff

WILSON, N. C., March 6.—Owner Jake Shapiro, of the Triangle Shows, announced the following staff for 1948. Willie Lewis, business manager; Eddie Rahn, general agent; Larry Schaff, secretary, and Ray Flannagan, publicity director. Lewis and Flannagan last year served in similar capacities on the Paramount Exposition Shows.

Six new tractor-trailers were recently delivered to winter quarters here. Show will go out with 10 rides and 8 shows, according to the management.

Already contracted are Bill Jones' bingo; Harry Basil, cookhouse; Walter Holiday, custard; Hymie Cooper, popcorn and candy apples; Willie Lewis' eight concessions managed by Tony Angelo; Kolnick's six concessions and Norwood's long and short-range galleries.

## Coleman Books Greenfield

MIDDLETOWN, Conn., March 6.—For the 12th consecutive year Coleman Bros.' Shows have been awarded the midway contract for Franklin County Fair which opens September 12 at Greenfield, Mass., reports Betty Coleman. The show has also been booked to play Stafford Springs, Conn., September 30-October 3.

## Perry Inks Darwin Brown

ASHEBORO, N. C., March 13.—Jack Perry, owner of the shows bearing his name, announces the inking of Darwin Brown, clown, to work streets, schools and the midway. Much of the shows' promotion will pivot around Brown and special paper will be used.

## WANTED

USED Kiddie Rides, Train and Merry-Go-Round. Will purchase or lease. Furnish complete price and descriptive information, and photos if possible.

### MINIATURE AMUSEMENTS, INC.

520 Glass Block Marion, Ind.

## WILSON FAMOUS SHOWS

### Opening May 1st

Want—Neat Cook House, Shows with own equipment, Agents for Stock Concessions, Foremen and Second Men for 7 office Rides, must drive. Drunks and chasers, stay where you are. Address:

### RAY WILSON

Astoria, Ill.

## IMPERIAL EXPOSITION

### WANT HEYDEY FOREMAN

MUST BE A TOP MAN

Will pay highest salary and percentage to man who can produce. Johnny Glover and Joe Garland, please contact me at once.

**MARTIN ARTHUR, Mgr.**  
BOX 37, CARUTHERSVILLE, MO.  
(Phone: 640)

## FOR SALE

Wurlitzer Band Organ, Drums and Cymbal, Style 125. Never used since completely overhauled by Wurdeman, Minneapolis. First \$500.00 takes it. Will also book one or two Shows for the coming season.

## ROGERS BROS.' SHOWS

Pelican Rapids, Minn.

## WANT

### ASSISTANT CARNIVAL MANAGER

FOR A 12 RIDE TRUCK SHOW

All New Equipment

Salary no object if you qualify. Address:

Box 132

c/o The Billboard

390 Arcade Bldg. St. Louis 1, Mo.

### RIDES AND CONCESSIONS WANTED

## V.F.W. ANNUAL HOMECOMING

JUNE 24, 25, 26, 27. Contact

**LEWIS C. TRIBOUT**

Route 1, East Alton, Ill.

(Phone: Wood River, Ill., 4-8192)

## WANT AGENTS

FOR SLUM CONCESSIONS.

1 BOWLING ALLEY AGENT.

Marvin Mitchell, come on.

Opening March 11.

**JACK THOMAS**

J. R. LEERIGHT SHOWS

Walters, Okla., until March 20.

## WANT TO BUY LONG RANGE GALLERY

Portable, 14' or over, with or without Truck. Send photo if possible. Price must be right.

Address:

**GALLERY**

c/o THE BILLBOARD

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

### AGENTS WANTED—AGENTS WANTED

Hanky Panks for Cat Back, Milk Bottles, Devil's Bowling Alley, Cork Gallies, Penny Pitch. Want Couples or Singles, must be sober and dependable; truck driver preferred. Blacky Rose and Mr. and Mrs. C. E. McGuire, get in touch with me at once. Playing in Maryland, Pennsylvania, New York State. All answer to

**NAYLOR HARRISON Jr.**  
c/o General Delivery Waynesboro, Georgia

## PCSA Roster

LOS ANGELES, March 6.—The official roster of officers and committee members for the Pacific Coast Showmen's Association (PCSA) for 1948 follows:

Everett W. Coe, president; E. O. Douglas, first vice-president; Joe Krug, second vice-president; E. W. Wells, third vice-president; C. E. Moore, fourth vice-president; Al Weber, treasurer; E. L. Mann, secretary, and A. L. Flint, executive secretary.

Board of governors: L. G. Chapman, John T. Backman, Moe Levine, Louis Manly, Larry Ferris, Rudy Jacobi, George Lauerman, H. D. (Bob) Matthews, William Meyer, Harry Phillips, John Ragland, Ray Rosard, Joe Steinberg, David Friedenheim, Bob Downey, C. H. Alton, Michael Doolan, H. N. Cole, Hunter Farmer, Clyde Gooding, M. E. Arthur, John M. Miller, Ted Levitt, Moxie Miller, Jimmy Smith, Frank Redmond, Bob Schoonover, Harry Taylor, Al Cohn, Sam Brown.

Board of trustees: Harry Hargrave, chairman; Mike Krekos, W. D. Newcomb Jr., J. Ed Brown, E. W. Coe, Harry Taylor.

Cemetery board: Al Weber, chairman; William Hobday, John T. Backman, Ed F. Walsh, Ted LeFors, Mike Krekos.

Finance: Joe Krug, chairman; Bob Downie, Eddie Tait, Larry Ferris, Harry Myers, Max Hillman, John Ragland.

House: A. L. Flint, chairman; Fred Donnelly, Ed Kennedy, Rudy Jacobi, C. E. Moore, Fred Stewart, Curtis Little.

Sick and relief: Al Weber, chairman; Fred Donnelly, Ben Beno.

Building fund: Harry H. Hargrave, chairman; Mike Krekos, Charles Walpert, C. H. Alton.

Club reporter: Don Donnelly.

Public relations: William Hobday, chairman; J. Ed Brown, Frank Ellis, Louis Wald, Frank Redmond, J. W. Conklin, Joe Steinberg.

Legislative: S. L. Cronin, chairman; Joe Glacy, Harry Fink, Mike Krekos, Paul Eagles, Don Donnelly.

Membership: Clyde Gooding, chairman; Hunter Farmer, co-chairman; E. W. Wells, Bob Perry, Sam Brown, Jack Glassman, Charles Allbright, Ted Levitt.

Ways and means: George Lauerman, chairman; Jack Wasserman, Mike Doolan, Charles Walpert, Al Weber, David Friedenheim, Moe Levine, E. F. Wells.

Entertainment: Ellis Zemansky, chairman; Bob Matthews Sr., William Meyer, Norman Schue, Al Rodin, G. Stanley Hinckel.

Publicity: Sam Abbott, chairman; Don Donnelly, Frank Warren.

Auditing: Theo Forstall, Jack Hobday, Eddie Tait.

Sergeant-at-arms: Harry Deneau. Counsellor: William A. Sherwin.

Physician: Dr. Ralph E. Smith.

Tyler: Louis J. Bacigalpi Jr.

Chaplain: Jack Hughes.

## NEW IMPROVED CHAIR PLANE SWINGS

V Belt Drives, Steel Cut Pinions, Disk Clutches, Le Roi Power Units, Steel Tubing Fences, Split Towers.

### RIDE-HI MFG. CO.

Pinckneyville, Ill.

## RIDE HELP WANTED

Foreman for No. 16 Wheel and Fly-o-Plane. Must be experienced, sober and reliable. No moving, work all summer at the beach.

### GRIFFEN AMUSEMENT COMPANY

Jacksonville Beach, Florida

## FOR SALE

2 Electric Freeze Custard Machines, brand new, \$1,265.00; 1 Bastian Blessing Custard Machine, brand new, \$550.00. Write or wire

### SAMUEL D. LIPMAN

P. O. Box 596 Jacksonville Beach, Fla.

# PEPPERS all States SHOWS AMERICA'S FINEST

40 TRUCKS 20,000 FEET OF NEON — LIGHT TOWERS — LIGHT PLANTS 40 TRUCKS

**FIRST CALL** **LAST CALL**  
OPENING MONDAY, MARCH 29, AT SUMTER, S. C. (Heart of City)

For 40 Weeks From the Ohio River to the Gulf of Mexico Following people acknowledge: T. T. Poole, C. W. Aldrich, Clifford House, Walter Hale, Harold J. Young and Jimmie Herschberg. All concessionaires contracted, please acknowledge.

### WANTED WANTED WANTED WANTED

**SHOWS:** Will book Motordrome or Silodrome with own outfit and transportation, Mechanical City with own transportation, Freak Animal, Illusion, Midget, Fat Show (Baby Thelma, contact B. C. McDonald), any other non-conflicting show, contact.

**RIDES:** Will book, buy or lease Merry-Go-Round with transportation. Will book Caterpillar, Flying Scooter, Spitfire, Baby Swings and Live Pony Ride. **RIDE HELP:** Want Roll-o-Plane, Ferris Wheel, Chairplane Foreman. McCay, Clisco, Russel (Red) Amy and Pete Yates, contact me and be ready to join on wire. Want Second Men on all Rides. Wives will be used on tickets. **DRIVERS:** Want 5 Semi Drivers to also sell tickets. First of Mays, chasers and booze hounds, save your time and mine.

**CONCESSIONS:** Will book High Stelker, Jewelry, Photo Gallery that is up to standard, Dart Store, String Game, Hoop-La, any Slum Store not conflicting. Book Short Range Gallery. H. L. Frierson, contact me. For sale: Basket Ball Game, reasonable, and will book on show.

**CONCESSION AGENTS:** Want Bingo Countermen, Wallace Petty and Clifford Mayle, report to winterquarters. Jack Barry, phone me at once. Mary and Roll Down Johnny, have good proposition for you. Nora Martinkus, wire me. Want Agents for Hanky-Panks. Want American Milt Reader, will furnish complete camp. Want Bucket Agent.

**WANT NIGHT WATCHMAN, MECHANIC'S HELPER AND ELECTRICIAN'S HELPER.**

Address all mail and wires to  
**FRANK W. PEPPERS, Owner**

**TOM MEHL, Manager**

**E. H. BROOME, Bus. Mgr.**

**B. C. McDONALD, Secretary**

Until March 24, Fairgrounds, Florence, South Carolina.

**A. C. BRADLEY, Gen. Rep.**

**JIMMIE HERSCHBERG, Spec. Rep.**

**OLIVE MACANINCH, Treasurer**

Phone 9130

# PIONEER SHOWS

high class midway attractions

OPENING APRIL 24, WAVERLY, N. Y.

Insure your success by booking with us in '48

We have constructed a wonderful route of the biggest Celebrations, Conventions, Centennials, Old Home Weeks and Fairs.

Want legitimate Concessions—Cookhouse, French Fries, Root Beer, Custard, Penny Arcade, Diggers, Long Range Gallery, Scales, Novelties, Slum Stores, etc. Want Shows with or without equipment, Fun House, Motordrome, Glasshouse. Dave Logan, contact us. Will book or buy Octopus and Rolloplane. Ride Help on Ferris Wheel, Chairplane and Whip. Second Men on all Rides. Wages no object for good men. Semi-drivers preferred. Bingo Help—Caller and Clerks. Frank Turner, answer. Jerry Higgins wants Girls for Revue, also Half and Half and Female Impersonators. Paul Merrick wants Concession Agents. Pauli, what happened? All answers:

**MICKEY PERCELL, Gen. Mgr., Box 106, Waverly, N. Y.**

# IMPERIAL EXPOSITION

"America's Newest Streamlined Railroad Show"

OPENING APRIL 26TH

On our auspicious initial tour of choice early dates, with our long season of fairs, starting August 2 and closing in November.

## WANT TO BOOK

MIDGET SHOW

GLASS HOUSE

MONKEY SHOW

All address:

**MARTIN E. ARTHUR, Mgr.,**

**BOX 37, CARUTHERSVILLE, MO.**

## WANT FOR

### JOHNNY J. JONES SHOW—SIDE SHOW

A-1 Talker for Front, Ticket Seller, Working Act that can please, Feature Freak, Annex Attraction.

Long season. We have own Cook House for Side Show. Tell all in first letter to

**CARL J. LAUTHER, Millers Tavern, Va.**

**JOE COSTIGAN**  
Owner

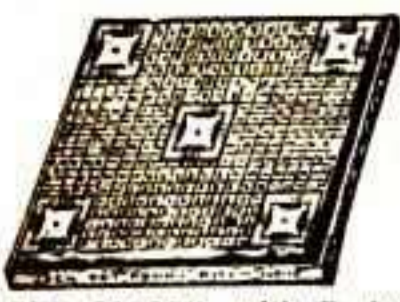
**BILL MORRISON**  
Co-Owner

**FRANK RAPPAPORT**  
Conc. Mgr.

## M. C. M. SHOWS

OPENING APRIL 24 IN HOPKINS PARK, PROVIDENCE, R. I. Can place all Hanky Panks, \$20.00 a week. Play city lots in Providence all year, new location every week.

Sold: Ball Games, Cook House, Bingo and Pop Corn. Contact **FRANK (SHRIMPY) RAPPAPORT**  
c/o National Showmen's Club, 1564 Broadway New York City



**PENNY PITCH GAMES**

Size 46x46", Price \$37.50.  
Size 48x48", With 1 Jack Pot, \$45.00.  
Size 48x48", with 5 Jack Pots, \$50.00.

**PARK SPECIAL WHEELS**

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price .....\$22.50

**BINGO GAMES**

75-Player Complete .....\$6.00  
100-Player Complete ..... 8.00

1/3 Deposit on All Orders.

**SLACK MFG. CO.**

116-122 W. Illinois St. CHICAGO, ILL.

**ASTRO FORECASTS**

All Readings Complete for 1948

Crystal Balls; Imported

On hand in these sizes: 2 3/4; 3 Inch; 3 9/16; 4 3/16. Write for prices.  
Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00  
4-p. Goldfish Pamphlet, 8 1/2 x 11, 12 Signs.  
Any Quantity. Each ..... 1 1/2¢

"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P. 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; sample 10¢

FORECAST AND ANALYSIS, 10-p., Fancy Covers, Ea. .... 5¢  
Sample of each of the above 4 items for ..... 25¢

No. 1, 45 Pages. Assorted Color Covers ..... 50¢

**NEW DREAM BOOK**

120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample ..... 20¢

HOW TO WIN AT ANY KIND OF SPECULATION, 24-p., Well Bound, 8 1/2 x 11 ..... 25¢

PACK OF 79 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. 50¢

Signa Cards, Illustrated. Pack of 36 ..... 15¢

Graphology Charts, 9x17. Sam. 5¢. Per 1000 \$7.50

MENTAL TELEPATHY, Booklet, 21 P. .... 25¢

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads to do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

**SIMMONS & CO.**

19 West Jackson Blvd. CHICAGO 4, ILL.  
Send for Wholesale Prices.

**POP CORN MACHINE OPERATORS**

If you wish a sample of Hoosier Pride Hybrid large yellow bulk pop corn, or if interested in an Excel Pop Corn Machine for \$79.50, write. We have samples for you and will be pleased to mail or call personally.

**INDIANA POP CORN CO.**  
MUNCIE, IND.

**OHIO SUPER YELLOW and DWARF WHITE HULLESS POPCORN**

In 50 and 100-lb. moisture-proof bags. Also Cartons and Supplies. Write for catalog.  
**BETTY ZANE CORN PRODUCTS, INC.**  
638 Bellefontaine Ave. MARION, OHIO

**CONCESSION TENTS**

Immediate Delivery  
**DELTA TENT & AWNING CO.**  
475 Beale Memphis 3, Tenn.

**COMBINATION SIT-DOWN, GRAB AND COOKHOUSE**

10'x10', new blue canvas, clean and ready to go, fully equipped, a buy at \$350.00. Set up at  
**MUNICIPAL TRAILER PARK**  
TAMPA, FLA. J. FOLEY

**FOR SALE**

Lunch Trailer, open on three sides, consisting of Popcorn Machine, Electric Hot Dog Machine and Root Beer Barrel. All in good condition and ready to go. Cash sale. Write or phone  
**C. J. MONTAGUE**  
625 Hawley St. Muskegon Heights, Mich.  
Phone: No. 27-1240

**MIDWAY CONFAB**

A good general agent is one whose ability is questioned by at least 10 other general agents.

Benny Samuels leaves Los Angeles about March 15 for Chicago lots.

Clarence (Fat) Allton says there is no truth to the report he has sold his park in Sunland, Calif.

Dewey and Tony Gentry, Weslaco, Tex., advise they have booked concessions with Big State Shows.

Sam Dolman is on tour with the West Coast Shows, which opened March 5 in Visalia, Calif.

Red Cohn and Jack Kent are back on the mainland after a sojourn in the Hawaiian Islands.

Our memory is failing, as we can't recall what words it was the showmen used before "plus lights."

John (Shiek) Hennesey, Detroit, is repainting and rebuilding his concession equipment.

Lucille Perry, of the Happyland Shows, is in a Detroit hospital for an operation.

Jackie Lynn, who wintered in San Antonio, is preparing to go out with Lawrence Greater Shows.

Lou Pease has two girl shows with Omar's Greater Amusements which opened March 1 in Camden, Ark.

Ed Kenney and Jack Glassman, guess-your-weight men, plan to play

the National Orange Show, San Bernardino, Calif.

Jimmy Helms, Ferris Wheel operator, has returned to Detroit after spending several weeks in Tucson, Ariz.

Harvey (Georgia Boy) Drew, now in the automobile business in Macon, Ga., had as a recent visitor Jess (Slim) Johnson.

Mrs. Mildred Miller and Mrs. Gladys Schaum, secretaries of the two W. G. Wade units, have returned to Detroit from a vacation in Florida.

One objection to playing fairs is that it gives midwayites only 16 weeks in which to spend the afternoons playing rummy.

Ginger Patterson is back in Kansas City, Mo., after a winter in the Rio Grande Valley of Texas, reports Lee Long.

Sam (Pork Chops) Ginsburg, concessionaire, is back in circulation after eight days in Warren Hospital, Detroit.

Mrs. Walter B. Fox, wife of the well-known agent, is night PBX operator in a Mobile, Ala., hotel and will not troupe this season.

Folks arriving at Eddie L. Wheeler Shows' Rome, Ga., quarters are congratulating Mr. and Mrs. Wheeler on the birth of a daughter, Carole Jean, February 19.

J. C. Edison, of the Michigan Disabled Veteran, reports that former showmen-members of the publica-

**HERE IT IS, FOLKS!!! MODEL 120 THE FLOSS MACHINE THAT EVERYONE'S WAITING FOR!**

**IT'S GOT EVERYTHING**

1. Direct drive variable speed vertical motor.
2. Rubbed Mounted — No Vibration.
3. Production — Good as the best — Better than the rest.
4. Compact — Base 18"x10"x10".
5. Machined cast aluminum spinnerhead.
6. Our "Original" 1-piece self-centering double band.
7. Heavy Duty collector rings.
8. Heavy gauge 25" spun aluminum pan.
9. Motor speed regulation rheostat.
10. Heat regulation rheostat.
11. Fused for line overload—No burn out.
12. Easily operated—Handy switches on working panel.
13. All aluminum enclosed case.
14. "Flash" on any Midway.
15. Many other refinements.



**A MONEY MAKER WHEREVER THERE'S A CROWD**  
\$275.00 F. O. B. TOLEDO  
25% Deposit, Balance on Delivery.

**CONCESSION SUPPLY CO.**

3916 SECOR ROAD TOLEDO 6, OHIO

**POPCORN HEADQUARTERS**

TOP-POP Hybrid Popcorn is backed by a Money back guarantee if you are not completely satisfied in every respect. Send your order in today. Finest quality roasted peanuts—attractive circus bags. 5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks. Immediate Delivery Star Poppers. Midway Marvel Candy Floss Machines —All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

**CHUNK-E-NUT PRODUCTS CO.**

Serving You From Coast to Coast  
**MATTY MILLER** 231 N. Second St. Philadelphia 6, Pa.  
**HANK THEODORE** 2908-14 Smallman St. Pittsburgh 1, Pa.  
**JOE MOSS** 1261 E. Sixth St. Los Angeles 21, Cal.

**LIMITED PRODUCTION IN 1948!**

TO BE SURE OF PROFITS IN THE COMING SEASON, PLACE YOUR ORDER NOW FOR THESE TIME-TESTED, SURE-FIRE

**MONEY MAKERS by EVANS!**

- EVANS' JUMBO DICE WHEEL
- EVANS' HORSE RACE WHEEL
- EVANS' CANDY RACE TRACK
- EVANS' HIGH STRIKER
- IMPROVED COUNTRY STORE WHEEL
- AUTOMATIC DEVIL'S BOWLING ALLEY
- EVANS' AUTOMATIC ROLL DOWN
- EVANS' 7-11 BASEBALL GAME
- IMPROVED BEE HIVE
- EVANS' AUTO BUMP GAME
- EVANS' CHUCK CAGES
- EVANS' SHOOTING GALLERY SUPPLIES
- EVANS' WALKING CHARLEY
- EVANS' MONKEY SPEEDWAY
- ADD-A-BALL GAME
- PADDLE WHEELS
- RAFFLE WHEELS
- EVANS' BALTIMORE WHEELS (Any Combination)
- PONY TRACKS

Write for Complete Catalog  
**CARNIVAL SUPPLIES, EQUIPMENT, GAMES, ETC.**  
**H. C. EVANS & CO.**  
1528 W. Adams St., Chicago 7, Illinois

**FOR EXPORT**  
Popcorn Machines & Concession Equipment & Supplies  
**BLEVINS POPCORN CO.**  
NASHVILLE, TENN.

**POPCORN**  
SOUTH AMERICAN, \$9.00 PER 100  
Send for Sample  
**HAYES SEED HOUSE**  
Topeka, Kan.

**NOTICE, CONCESSIONAIRES**  
NEW MODEL BERT'S AUTOMATIC ICE SHAVING MACHINE for Snow Cones now available. Entirely automatic, with push-button control. Machine delivers clean, fine snow in a hurry. This money maker will be demonstrated for you at Cotton Bowl Roller Rink, Fair Park, Dallas. If you can't call, write or wire.  
**BERT'S SNOW CONE MACHINES**  
FAIR PARK DALLAS, TEXAS  
We also handle Snow Supplies.

**8-QUART LIFETIME POPPER**  
Only geared 8-quart popper on market. 3/8" aluminum. Cast aluminum, closed gear housing. \$12.00 F.O.B. Toledo. Terms: 25% with order, balance on delivery.  
**CONCESSION SUPPLY CO.**  
3916 Secor Road Toledo 6, Ohio

**AT LIBERTY SOUND TRUCK**  
Don't mind handling Front Gate, Fun House or any Grind Show at night.  
**Blackie Blankenship**  
445 Crew St., S. W. ATLANTA, GA.

**DYER'S GREATER SHOWS**  
Opening March 27, West Helena, Ark.  
Want Cook House, Trailer with Apples, Candy, Drinks, French Fries, or what have you? Hanky Panky open. Orchard wants Agents. Hit and Miss Open. Shows—Monkey, Wild Life, Animal, Big Snake or Fun House, 25% Ride Help, report March 22nd. Write  
**BOX 128, West Helena, Ark.**

### 3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card; 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50c; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, #3, same weight as #1 in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2. 10¢ each.

### 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

- LIGHT WEIGHT BINGO CARDS**  
White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c. Ping-Pong Balls, printed 2 sides, \$30.00. Replacements, Numbered Balls, Ea. .58
- 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25  
M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 2.00  
3,000 Small Thin "Brownie" Bingo Sheets 5 colors, loose only, no pads. Size 4x5, M 1.50  
3,000 Featherweight Bingo Sheets, large size 5 1/2 x 3; 5 colors; loose no pads. M 1.75  
Adv. Display Posters, Size 24x36, Each .10  
Cardboard Strip Markers, 10 M for .75  
Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3 piece layout for 15.00  
Thin Transp. Plastic Markers, Bwn., 1/4 M 1.00  
Red or Green Plastic Markers, 1/4, Square, Round or Scalloped, \$2.50 M; 1/2 the Size \$2.00 M

All above prices are transportation extra. Catalog and sample cards free. No personal check, accepted. Immediate delivery.  
**J. M. SIMMONS & CO.**  
19 W. JACKSON BLVD., Chicago 4, Illinois

tion's staff brought up the name of J. E. (Shanty) Mahoney in a recent jackpot session. "We haven't seen anything about him in *The Billboard* for years," wrote Edison. "To settle an argument will you have your readers give us the lowdown on his career and his location."

Justin Van Vliet, owner of the B & V Shows, was feted at his home March 4 in honor of his birthday. His wife, Queenie, baked the birthday cake.

Addo P. Riker recently underwent an operation in Veterans' Hospital, Dearborn, Mich., and his condition is reported serious by Mary Riker.

First of May concessionaire is one that can jackpot in big figures but hasn't yet persuaded himself to believe them yet.

Leonard N. Simons, counsel for the Michigan Showmen's Association, has been named a member of the Detroit Historical Commission by Mayor Eugene Van Antwerp.

National release date for Warner Bros.' flicker, *King of the Carnival*, featuring Carl Sedlmayr and the Royal American Shows, has been set for April 4.

Mr. and Mrs. Gus Tucker will be with Paul's Amusement Company when the org opens its season at Conway, Ark., March 15.

En route from Kansas City, Mo., to Bay City, Mich., Charles Lee, of Lee's United Shows, and Bill Porter, bingo operator on that org, made a stop-over in Detroit.

W. G. Wade, Detroit, back from a Florida vacation, is preparing his first unit for its opening stand at Davison and Gallagher avenues. It will be managed by Cameron Murray.

A pleasant feature of midway life is that one can get into it without winning a beauty contest, have a social background or money.

William Postelwaitte, general agent of Down River Amusement Company, has returned to Detroit winter quarters from a Florida vacation.

Harry K. Long, general agent of the Texas Shows, reported the show booked until start of the fair season. He recently set the Redmondville (Tex.) Onion Festival.

A recent visitor at Waverly, N. Y., quarters of the Pioneer Shows was Princess Jean Nadja, who left blueprints for construction of a new front for her show, reports P. Percell. (See Confab on page 60)

### NOW CONTRACTING FOR 1948 SEASON

RIDES—SHOWS—CONCESSIONS

### W. G. WADE SHOWS

C. P. O. Box 1488 Detroit 31, Mich.

### FOR SALE

One Chair Plane, 24 seat, nearly new, U.H.C. power unit, \$1,000.00; 1934 P. T. Truck equipped to haul above, \$300.00; one 10 Horse Flying Jenny complete with organ, \$750.00; one nearly new 10 car Kiddy Ride, \$750.00; 1937 V-8 Truck equipped to haul above rides, \$475.00; one Light Plane, G. E., 6 h.p., \$50.00

**JOHN HOOGERS**  
VALLEY SPRINGS, S. D.

### BLUE GRASS SHOWS

NOW BOOKING FOR 1948

SHOWS—RIDES—CONCESSIONS.  
Address: Augusta, Ga., General Delivery

### Spiffire For Sale

In good condition with or without A-1 transportation. A bargain.

**TOM JOSEPH**

20 Winans Ave. Newark 3, N. J.

# Ready for

## EMERGENCIES?



Emergency and stand-by power is as necessary for the show as the regular generator units. Is your show ready for these unexpected situations?

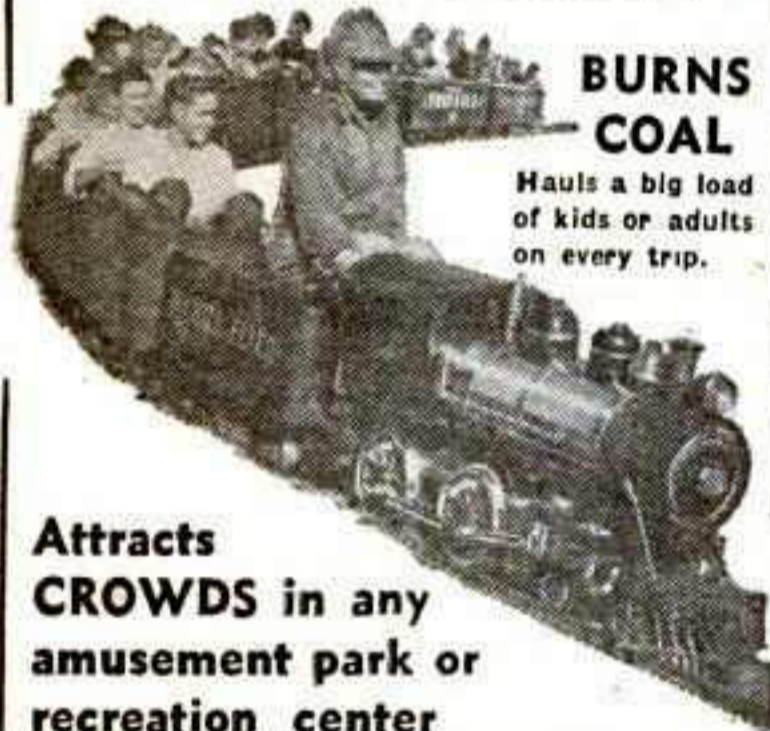
**25 KVA WESTINGHOUSE  
ELECTRIC GENERATOR UNITS \$750**  
Units complete, ready to hook up.  
Enclosed trailer available at extra cost.

### BERMAN SALES CO.

PHONE: PENNSBURG 521

PENNSBURG, PA.

## STEAM TRAIN



### BURNS COAL

Hauls a big load of kids or adults on every trip.

Attracts **CROWDS** in any amusement park or recreation center

You can't beat steam for appeal and repeat rides; it will outdraw any other type of train. Walter Foster, Concession Operator, says: "Crossed from \$75.00 to \$300.00 per day with M. A. Srader Shows."

### OTTAWAY AMUSEMENT COMPANY

Mfrs. Steam Trains and Kiddie Auto Rides  
224 W. Douglas Wichita 2, Kansas

## INSURANCE

### IDA E. COHEN

175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

### Frozen Custard Machines

#### CONCESSION TRAILERS

Order now for sure spring delivery. Write for latest free catalogue.

Frank Thomas

**GENERAL EQUIPMENT SALES, INC.**  
814-824 South West Street  
Indianapolis 2, Indiana

### SHOOTING GALLERIES

And Supplies for Eastern and Western Type Galleries.  
EST. 1927. WRITE FOR CIRCULAR.

### H. W. TERPENING

137-139 Marine St. OCEAN PARK, CALIF.

### Ernie Jordan Trailer Sales

"The Showman's Friend"

America's Finest Trailers & Dollies.

Terms—Trade—Service & Parts.  
805 N. E. 23rd, Oklahoma City, Okla.  
1603 Ft. Worth Ave., Dallas, Texas

## ALLAN HERSHELL

### Park and Carnival Amusement Devices

Makers of THE LOOPER, CATERPILLAR, MOON ROCKET, KIDDIE AUTO RIDE, CARROUSELS and other famous riding devices.  
Order now for early delivery. Free catalog sent on request.

**ALLAN HERSHELL COMPANY, Inc., N. Tonawanda, N. Y.**  
*World's largest manufacturers of amusement rides*

### The TILT-A-WHIRL Ride

A Man That Owns One Says:

"To say that we are pleased is putting it mildly."

—Manufactured by—

**SELLNER MFG. CO.** Faribault, Minnesota

## FLYING SCOOTERS

QUEEN OF THE FLYING RIDES

With 1948 Streamlined Cars

EIGHT RIDE PORTABLE RIDE • STATIONARY & ELEVATED PARK RIDE • NEW JET KIDDIE RIDE

**BISCH-ROCCO AMUSEMENT COMPANY**

5441 S. COTTAGE GROVE

CHICAGO 15, ILL.

### JOE KANE WANTS

For PRELL'S BROADWAY SHOWS

AGENTS FOR BALLOON GAME, WATCH-LA, BOTTLES, PUNKS, DUCK POND AND P. C. Dixie Beal, Johnny Moore, Johnny from Laurinburg, come on. All others come on. Show opens March 15, Charleston, S. C. Everyone report March 12 on lot. We play best still spots in the East.

# HAYKIN SAYS O.K.!

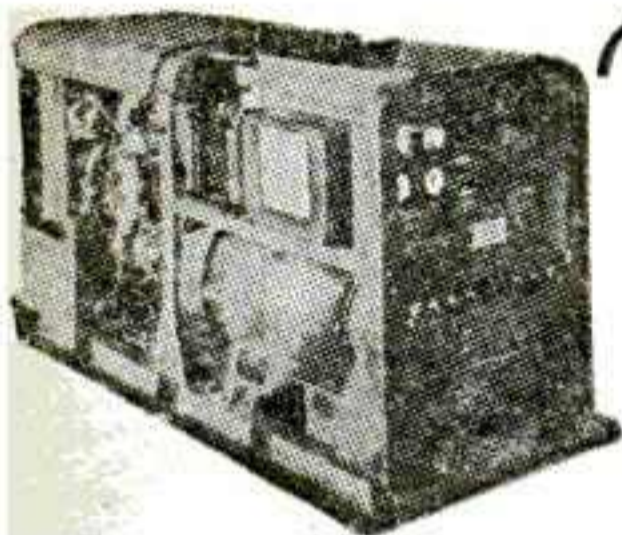
To all of you who couldn't attend the Outdoor Convention in Chicago to take advantage of the 10 KW Generator Special

We will allow you to purchase these government surplus PE 95, 10 KW Willys Jeep-Powered Gasoline Generators for the same price offered at the Chicago Convention.

**\$600.00**

Each, Net  
F. O. B. Kentucky

This offer is good until March 25, 1948. Thereafter it goes back to the original price of **\$745.00** each, net.



**10 Kw. 120-140 Volts, 60 Cycle, Single Phase**

Engine: 4 cylinder, 4 cycle L-head, water cooled, rated 35 horsepower at 1800 RPM. Generator: 120 or 240 volts, single phase 60 cycle AC; rated power 10 kw. at power factor of 1.0; 12.5 k.v.a. at 80 @ power factor. (Voltage change is accomplished by changing jumper connection on terminal strip.)

**IMMEDIATE DELIVERY—  
READY FOR IMMEDIATE USE.**

**Special with this offer**

Also have same series PE-95 5 kw. units, same general specifications as the 10 kw. except output is exactly half, 5 kw., 6.25K.A.V. Price **\$450.00**

25% Deposit with order, balance C. O. D. (Subject to prior sale.)

**HARRY HAYKIN** 290 EMPIRE BLVD.  
BROOKLYN 25, N. Y.



## LIABILITY INSURANCE

Writing Showmen's Liability Insurance is a specialty and to avoid costly mistakes should be written by an insurance man who knows Show Business.

28 Years of selling insurance qualifies me to give you expert guidance. Contact:

**CHAS. A. LENZ** THE SHOWMAN'S  
INSURANCE MAN  
A1338 Insurance Exchange 1728 First St., N.  
Chicago, Illinois St. Petersburg, Florida  
Phone 5914



## CONCESSION TRAILERS

This sturdy Trailer has masonite body 10 ft. long, 88 inches wide. Full price, \$490.00 plus tax. Immediate delivery. Write for catalog showing 35 new models.

**KING AMUSEMENT CO.** 82 Orchard St.  
Mt. Clemens, Mich.

## LAST CALL AMERICAN EAGLE SHOWS LAST CALL

OPENING LOUISVILLE, MISS., MARCH 10

WILL BOOK CONCESSIONS WHICH DO NOT CONFLICT (Basket Ball, Jewelry, man to help on Bingo.) CAN USE RIDE HELP (Must Drive).

WILL BOOK ONE MORE FLAT RIDE. WILL BUY No. 5 ELI WHEEL. WILL BOOK GIRL SHOW OR MECHANICAL SHOW.

Will give you 16 weeks, on the Streets and Fair Grounds, starting May 3, with 2 July 4th Celebrations. All address:

**DANNY ARNETT, Mgr.**

Louisville, Miss., until March 20; then Houston, Miss., to follow.

## Midway Confab

(Continued from page 59)

Richard L. Cain and Frank Silverman booked concessions with Pioneer and Ken Crawford, George Lovet, R. K. Knell and J. J. Zypt joined the ride department.

Carl (Smoky) Hamond, Rolloplane operator on Down River Amusement Company, received minor bruises when his truck was demolished in an accident in Detroit.

Harry Keller Jr., The Billboard agent, mail man and ride owner on Penn Amusement Company, reports the show opens April 29 under the management of Mel Sober.

Georgie Spears Jr., cards from Savannah, Ga., that he will have his ape girl annex with Lew Alter's freaks on the Kirkwood Shows for the sixth season. Billie Spears has photos.

Mr. and Mrs. A. H. McClanahan, who have had bingo and a grocery wheel with the Harry Burke Shows the past six years, are booked with the J. L. Henson Shows for the 1948 tour, according to Louis Bright.

Mr. and Mrs. Jim Chavann visited with Mr. and Mrs Bob Pollack while playing the recent fair at Delray Beach, Fla. The Pollacks and Chavanns were formerly with Crescent Amusement Company.

Do you remember those depression days when all we had to look forward to was the spring opening, to get some dough, and the fall closing, to forget about it?

R. A. Nathanson, transportation manager of World of Pleasure Shows, who recently returned to Detroit quarters from Tampa, reports owners John and Josephine Quinn will start back by car from St. Petersburg Monday (15).

Sailor Joe reports he has signed to have his tattoo village and art exhibit with the E. J. Casey Shows. He was with the Ripley show at Chicago's A Century of Progress in 1933.

After encountering excellent fishing in Florida, Louis Bright tried his luck for a week at Aransas Pass, Tex., but drew a blank. He left March 1 for his North Carolina home. Bright plans to open with an Eastern show in April.

Harold M. Kilpatrick, former billposter for Dodson's World's Fair, Buckeye State and other shows, reports from Western N. C. Sanatorium, Black Mountain, N. C., where he has

## SODA & ACID ENGINES

Size: 40 gallon. Test: 400 lbs. Type: Outdoor, with steel spokes and wheels. Wide tread. Complete with hose and nozzle. Condition: USED—GOOD. Mfd. by Fyr-Fyter Co. Underwriters approved for Class A Fires.

**\$175.00 each**  
Delivered

## FIRE EXTINGUISHER

C. O. 2 Squeeze Grip Mfd. by the following companies: American La France, Walter Kidde, C. O. Two and General. SIZE: 15 lbs. Color, RED. Fully charged. Complete with hose and horn. Packed in individual cartons. Navy approved. Approved by L. A. Board of Fire Comm. CONDITION: NEW.

**\$39.50**  
Delivered

## FIRE EXTINGUISHER

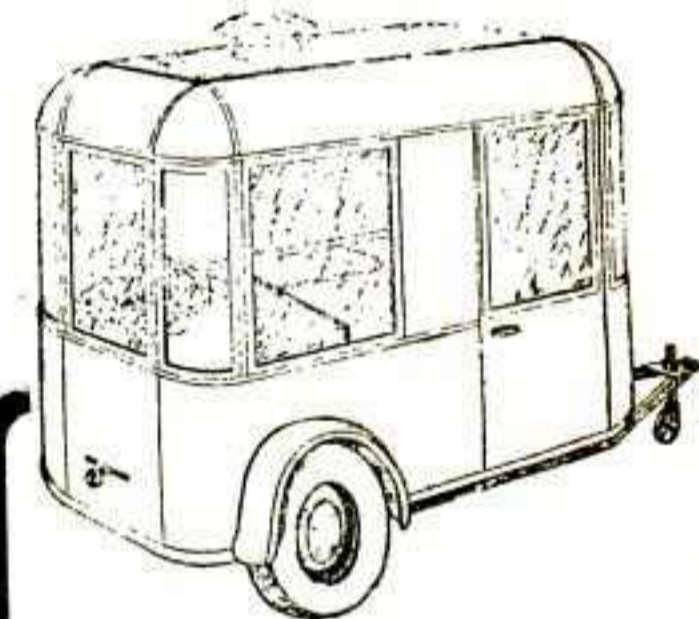
"ALL OUT" Mfd. by National Powder Extinguisher Co. Model A-16. Color, O. D. Fully charged. Complete with hose and horn. UNDERWRITERS' LABEL. Packed in individual cartons. CONDITION: NEW.

**\$32.50**  
Delivered

TERMS: NET CASH.

**R. M. B. CORPORATION**

Wholesale Distributors  
1505 E. 1st St. Los Angeles 33, Calif.



## The Crystal Coach Jr. 1948 MODEL

Fully equipped for popcorn. Includes exhaust fan, dispensing corn bin . . . infra-red heater optional.

Immediately Available Through  
Our Distributors or Write Dept. B

**The Calumet Coach Co.**  
11575 S. WABASH AVE., CHICAGO 28

## World of Pleasure Shows NOW BOOKING FOR 1948 SEASON

RIDES—CONCESSIONS—SHOWS

Opening in APRIL—Vicinity of DETROIT

**JOHN QUINN** Temple 3550 Cass Ave.  
MANAGER 3-6822 Detroit 1, Mich.

## OWOSSO TRAILERCOACH

Leads Among Show Folks

26 Foot Tandem, Not Expensive To Buy or Haul.

## GRASK TRAILER SALES

Chicago — St. Louis — Kansas City  
General Sales Offices: Des Moines, Iowa

## WANT WANT WANT FOR OPENING MARCH 15 LEGITIMATE CONCESSIONS RITTER'S UNITED SHOWS

130 S. K St. San Bernardino, Calif.

## BAKER'S GAME SHOP

IMMEDIATE SHIPMENT

Wheels, All Kinds.  
Big Six Wheels, 48 Inch.  
Big Race Horse Wheels, 48 Inch.  
Ball Chuck Wheels, 30 and 36 Inch.  
P.C.'s and Small Chuck Wheels.  
Skillos and Spindles.  
12 Horse Tracks.  
15 Horse Tracks.  
24 Horse Tracks.  
Bingo Blowers. Water Fall Blowers.  
Soup Pegs and Rings to Fit.  
Buckets—Four Ball Type.  
Roll Downs, Big and Little Dice.  
Milk Bottles, Steel and Aluminum.  
Chuck Logs and Count Store Blocks.  
Pea Pool End Tables, complete.  
Huckley Buck Kegs.  
Laydowns, All Lengths.  
Under and Over Clothes, Penny Pitches.

NEW Front Counter Blowers.  
NEW Hardwood Razies, Complete.  
NEW Slum Bumpers for Front Counter.  
NEW Style Dice Razies, complete.  
NEW Point Charts for Count Stores.  
NEW Counter Wheel Posts.

Catalog If You Are in the  
Business

8108 Desoto, UN. 2-0464, Detroit, Mich.





★ For every conceivable purpose . . . each designed to meet the exacting needs of the industry served.

Phone, wire or write for additional information.

### Electric Power Units Portable or Stationary Made to Order

60 Kw. General Motors Diesel Powered generator set designed especially for R. G. Wolff Studios, Hollywood, California, by STEWART & STEVENSON SERVICES. Unit furnishes electric power for "on location" sets in the production of motion pictures.



Anywhere SERVICE • PARTS Anytime

G. M. Diesel Engines

Continental Red Seal Engines

4516 Harrisburg Blvd. Houston 11, Texas

### STEBLAR GREATER SHOW

Opening March 15th, Denmark, S. C.

**RIDES**—Will book, buy or lease Merry-Go-Round. Can place any Flat Ride for money-proven spots.

**CONCESSIONS**—Frozen Custard, Penny Pitch, Bumper, Guess Your Age, Balloon Dart.

**SHOWS**—Snake Show, Monkey Show, Five-in-One with own outfit.

Want Agents for Stock Stores, Ball Games, P. C. Dealers, also man to make openings on front of Girl Show.

All last year's help, contact me. Want Griddle Man for small Cook House.

Address all mail to

**J. G. STEBLAR, Gen. Mgr.**

BAMBERG, S. C.

### SIDESHOW PEOPLE

**Theodore (Ted) Poole  
WANTS for America's  
Premier Side Show**

Musical Acts, Novelty and Working Acts, Punch and Vent Tattoo Artist, Girls for Bally, Girl for Blade Box. Salary and P. C. Annex Attraction. Sadie Anderson, wire. Talker. Frank Ross, wire. Ticket Sellers, Boss Canvasman, Working Men. Pay every night. Season opens March 22, Florence, S. C.

All replies to

**T. T. POOLE**

General Delivery, Florence, S. C.

### Lawrence Greater Shows

Now booking FAIRS, CELEBRATIONS and SPECIAL EVENTS

also

**SHOWS — RIDES — CONCESSIONS  
CAN ALWAYS PLACE**

Useful Show People in all Departments.  
WINTER QUARTERS, KINGSTREE, S. C.

### NEW VAGABONDS

Westcrafts and Main-Lines at new low prices. A real showman's trailer. Trade now. We finance up to 36 months. No payments during winter months may be arranged. Contact

**E. J. WEST**

at East Lansing, Michigan, or

**RAYMOND SELLHORN**

at Sarasota, Florida.

CONCESSION TRAILERS

All Aluminum, \$1,595.00 and up.

### EDWARD BAKER

Formerly of Peppers All States Shows, please contact immediately

**SAPP & MOORE, Attorneys**

Greensboro, North Carolina. Urgent.

SCHEDULES RIGIDLY MAINTAINED

### BANNERS

**SNAP WYATT STUDIOS**

1608 Franklin St. Tampa, Fla.

(Phone M63562)

been a patient since June, 1946, that he is improving slowly and is now allowed to sit up several hours each day.

Noticed in downtown Mobile, Ala., recently was Tom M. Allen who, it is rumored, will return to Cavalcade of Amusements in an executive capacity. He was with Cavalcade the first season that Al Wagner operated a railroad show.

Joseph E. Karr, Mobile, Ala., resident and operator of Wonder City Shows, reports from Quitman, Miss., that his org had a good opening at the Quitman Livestock Show despite inclement weather.

Al P. Hill, old-time concessionaire and recent operator of the Hill Hotel, Mobile, Ala., is confined to his home at 701 Fulton Street, that city, with arthritis and would be pleased to receive letters from friends.

Difference between the midway white-collar guy and the workingman is that during the winter the Old Equalizer catches up with the workingman 9.3 days earlier.

Earl Purtle infoes that new walls for his Motordrome are being built by Charlie Kidder at the Cetlin & Wilson Shows winter quarters, Petersburg, Va. Purtle will again operate a Drome and Looper at Palisade (N. J.) Amusement Park.

Peggy Ewell, now appearing at the Bonga Bonga Club, Trenton, N. J., cards that she has contracted her *Gay Ninety Revue* and Neoma Show for the eighth consecutive season on the George Clyde Smith Shows.

Tony Perfile, of World of Pleasure Shows, has taken over the lunchroom concession at the Michigan Showmen's Association clubhouse in Detroit. It was formerly operated by Charles Schimmel, who will work at Eastwood Park, Detroit.

Berney Smuckler, former general agent of Florida Amusement Company, and more recently with Blue Ribbon Shows, cards from Mobile, Ala., that he will have concessions with an Eastern show this season.

Can you make money by giving the bulk of your grosses to fairs, independent ride and show operators, pay your help, moves and winter the shows with no concessions to give you a lift? Tune in next fall for the answer.

Mr. and Mrs. F. W. Miller, girl show operators, report they will again be with W. G. Wade Shows. Miller will have a girl revue and Hawaiian (See Confab on page 62)

### FOR SALE

One-Half or Whole Share

Special built MOON ROCKET and TUMBLE BUG. All set up and ready to operate. Located in large Eastern park. Address all inquiries to

**A. CLARKE**

203 Robinson St. No. Tonawanda, N. Y.

### WHITE'S RIDES

Now booking for 1948

RIDES, SHOWS, CONCESSIONS

Winterquarters open.

3614 Fagan St. Chattanooga, Tenn.

### MINIATURE RAILROADS

Have yours custom-built-to-order at mass production prices. Steam, Diesel or Electric types (all gas driven), any gauge to 24". Up to 150 passenger cap. 21 Pass. Portable Streamliner, \$2,995.00. Order now for guaranteed spring delivery. 8x10 photos and details, \$1.00 bill, no checks.

**IRON HORSE LINES**

442 Arcadia Ave. Toledo, Ohio

### NEW RIDES

LOWER PRICES

9 Different Rides, built in factory.

Merry-Go-Round (Beautiful—takes 18 ft. trailer to haul)

Will make deliveries on time.

**ELMER BROWN**

390 ARCADE BLDG., ST. LOUIS 1, MO.

attracts customers!

the original

**INSECT-REPELLENT  
LAMP**



**MILLIONS NOW  
USED FOR  
OUTDOOR LIGHTING**

This is the gay yellow lamp that does double duty for all outdoor lighting.

**REDUCES ATTRACTION** for night flying insects as much as 92%.

**ATTRACTS CUSTOMERS**—the gay, yellow light provides colorful "come-on" for customers.

Write for price list and discounts.

**Verd-A-Ray Corp., Toledo 5, Ohio**

### Fiesta Colored Lamps

These long-life, colored lamps are available in various sizes, shapes and permanent glass-on-glass colors—red, blue, green, yellow and white.

### MORE PROFIT FOR EACH DOLLAR INVESTED



Lowest overhead—highest gross. 14-passenger Ewart Street Car usually carries capacity load wherever played—it's streamlined and "Real" appearance always draws interest—ideal for kiddies—thoroughly safe. Write for information.

**H. E. EWART CO.**

4300 Long Beach Blvd.  
Long Beach 5, Calif.

Ph. 495-55  
Eve. Ph. 281-21

### OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

**EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.**

### SNOW CONES-POPCORN

Our 1948 Catalogue on Concession Supplies will be ready in a few weeks, over 50 pages of items for the Snow Cone, Popcorn, Candy Floss and Candy Apple stand, the biggest and most complete line in the business. Be sure you get your copy, everything you need at money-saving prices. Many new items, scarce items and valuable information. Get your name on our list today.

**GOLD MEDAL PRODUCTS CO.**

318 E. THIRD ST., CINCINNATI 2, OHIO

### FOR PROFIT AND FLASH

**SPITFIRE**

WORLD'S MOST BEAUTIFUL RIDE

Always a Money Maker

**HI-BALL**

WORLD'S MOST MODERN RIDE

For Parks and Carnivals

WRITE FOR DESCRIPTIVE CIRCULARS

**FRANK HRUBETZ & CO., Salem, Oregon**

### Ridemen, Concessioners, Showmen

Established beach and park has large open area for expansion. No other park within 30 miles. Need all types of RIDES, CONCESSIONS and ATTRACTIONS. An excellent opportunity for anyone who wishes to locate in a permanent park. City law restricts carnivals. Season opens in May. Write—let me know what you have.

**CHARLES SAFRENEK**

W. LANDIS AVE.

VINELAND, N. J.

# Buy Now and Save!

## SOUTH AMERICAN HYBRID CORN

First Year Purdue Hybrid 31-32. From 100 Lb. Bags to Carloads.

GLASSINE BAGS in all sizes

POPCORN BOXES in all sizes

## COCOANUT and PEANUT OIL

5 Gal. Containers, Drums and Tank Cars. From a 5-Gal. Can to a Carload.

Prices on Request

Carload Buyers, Write for Quotations or Call HARRISON 0997

### POPPERS BOY PRODUCTS CO. 60 E. 13TH ST. CHICAGO 5

## NOW!

Complete Blevins Stocks and Service in ATLANTA and NASHVILLE

- BEE-HIVE Pop-Corn
- Pops-Rite Seasoning
- Bags and Boxes
- Popcorn Machines
- Ice Ball Machines
- Snow Cone Supplies

## PEANUTS RAW OR ROASTED

No. 1 Fancys

Raw: 18c  
Roasted: 21c  
Also Two-Color Peanut Bags, \$1.71 M.

F.O.B. Nashville Only

- Candy Floss Machines
- Treatum Trailers
- Coleman Equipment
- French Waffle Irons
- Corn Cribs
- Food Equipment
- Peanut Roasters
- Kettle Kleening Kits

### BLEVINS POPCORN CO., Inc.

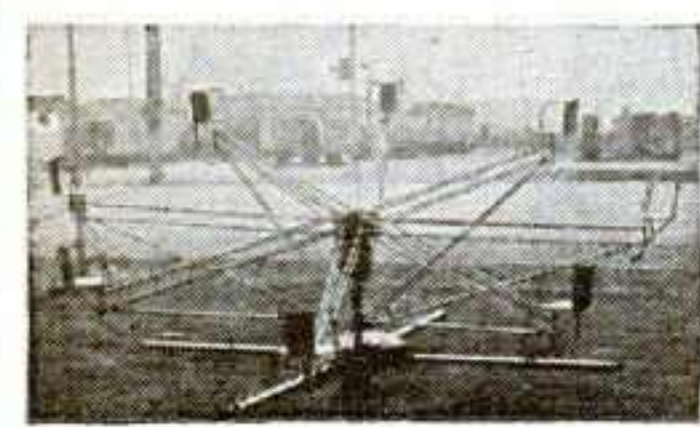
In Southeastern Industrial District 650 Murphy Ave., S. W., Bldg. E, Unit 8 Phone: Amherst 7141. ATLANTA, GA.  
In Popcorn Village 3098 Charlotte Ave. Phone: 7-3272 NASHVILLE, TENN.  
POPCORN AND SUPPLIES IN PUBLIC WAREHOUSES IN NEW ORLEANS, MEMPHIS, LOUISVILLE AND HOUSTON—WRITE FOR STREET ADDRESSES



NEW — IMPROVED  
**LITTLE DIPPER**  
The only PORTABLE MINIATURE ROLLER COASTER  
Limited number available for April delivery.  
1948 Model Now Showing Kraft's Midway, Orange Show San Bernardino, March 11 to 21  
**BRADLEY & KAY**  
AMUSEMENT CO.  
8506 Beverly Blvd. Los Angeles 36, Calif.

### Low Investment Consistent Money-Maker

No Midway is complete without an Ewart Whirl-a-Gig. Precision built and engineered for speedy knock down and erection. Transports on 2-wheel trailer. The ideal ride from the operator's standpoint both from profit and ease in handling. Write for information.



**H. E. EWART CO.** 4300 Long Beach Blvd. Long Beach 5, Calif. Ph. 495-55 Eve. Ph. 281-21

### SCOOP

Brand New Popcorn Machines To Settle Close-Out Inventory. List Price—\$750.00 Each. **OUR PRICE—\$199.50**  
Floor Model, Kettle Type. Specifications: 54" high, 44" long, 29" deep. Chrome trimmed exterior. Shipping weight: 560 lbs. each. Full amount with order. Deduct 2%. First come, first served. Guaranteed satisfaction. Wire for actual photo. Immediate shipment (specify rail or truck freight).

### P. K. SALES CO.

507-509 WHEELING AVE. Phone: 3-2941 CAMBRIDGE, OHIO

**FIRST CALL** **FIRST CALL**  
**ROGERS GREATER SHOWS**  
OPENING UNION CITY, TENNESSEE, APRIL 10, 1948  
RIDE HELP AND TRUCK DRIVERS, ALL RIDE MEN, WRITE. SHOWS OF MERIT WITH OWN TRANSPORTATION, WIRE, STOCK CONCESSIONS ONLY. OPENING FOR JEWELRY, NOVELTIES, FISH POND, BUMPER, HOOP-LA, COUNTRY STORE AND OTHERS. CONTACT **H. V. ROGERS** P. O. BOX 647, JACKSON, TENNESSEE  
**FIRST CALL** **FIRST CALL**

## Midway Confab

(Continued from page 61)

Show, while Mrs. Miller will have charge of a Posing Show. The Millers wintered in Los Angeles. They will leave soon for Hot Springs before joining the Wade Shows in April.

Bernard (Bucky) Allen, of the World of Mirth Shows, visited The Billboard New York offices Friday (5). He was en route from the shows' Richmond, Va., quarters to Allentown, Pa., to attend funeral services for Maj. M. H. Beary, fair secretary.

Pinky Pepper, who will be annex attraction for Dick Best this season, is appearing at the Jungle Club, Louisville.

## Paramount Expo Hit For 25G by Court

NORFOLK, Va., March 6.—A verdict awarding \$25,000 damages to a former merchant seaman in a suit against Paramount Exposition Shows was returned by a jury in Federal District Court.

Plaintiff was L. P. Roberson, who sought \$50,000 for injuries received when he was thrown from a ride while the carnival was showing in South Norfolk last April. He suffered a cerebral contusion, lacerations and a back injury, and evidence was introduced to show he will be unable to pursue his occupation as a ship's carpenter.

His wife, also seriously injured, is suing for \$50,000. Her case has not yet been heard.

## Home State Shows Get Des Moines Legion Date

BATESVILLE, Ark., March 6.—Don Trueblood, co-owner of the Home State Shows, now in winter quarters here, announces his org has been awarded the midway contract for the American Legion celebration (Baldwin-Patterson Post) in Des Moines May 20-22. Org will be spotted on the Iowa capital extension grounds and, according to Trueblood, it will be the first time a carnival has been permitted to play on those grounds.

Trueblood also announced he had signed Sonny Sharpes to produce the Minstrel Show. Sharpes is due in quarters shortly. Whitie Lessard will have the Athletic Show with the Home State org.

## Ward Shows Signed

ABERDEEN, S. D., March 6.—The John R. Ward Shows have been signed for the 1948 Brown County Fair and 4-H Show here, September 2-6, according to F. H. McGinnis, chairman of the agricultural committee of the civic association.

## CHARTS FOR GAMING TABLES

Designing and manufacturing of the highest quality. Dyed, Hand Painted and Plastic Casino layouts.

Beat the Dealer or Under and Over Charts, size 52" x 72", 3 colors on enameled cloth. Priced at \$20.00 each. This is a new department in our manufacturing and you must be satisfied or your money refunded if not used. We will make for you any type Casino layout to your specifications—Dyed on Billiard Cloth or Enameled Cloth. Prices on application as to size and colors—usually made in one color or three colors. Special orders 10 days, PLEASE.

Having heavy run on Cats and Punks for Punk Racks—also Ducks for Duck Ponds—Penny Pitch Boards and Hoop-La Games. All orders shipped in rotation. Send deposit if I do not know you.

### RAY OAKES & SONS

BOX 106 BROOKFIELD ILL. Home of the World's Greatest Zoo

## CRETORS

Since 1885  
America's Pioneer  
Manufacturer of  
Corn-Popping  
Machines

C. CRETORS & CO. Chicago 16, Ill.

## George W. Nelson Shows

Route through Missouri and Iowa. We know our territory. Shows opens April 10th.

All new Rides. All Concessions open—no grift. Cookhouse, Bingo, Custard, Photos, Popcorn, Candy Apples, Floss, Guess Your Age, Scales, Pitch Till You Win, Cork Gallery, Dart, Basketball, Glass Pitch, Diggers, Penny Pitch, Ball Game, Long and Short Range Galleries, American Palmistry. Shows—10-in-1, Fun House, Fat, Monkey, Animal, Snake. Any other worthwhile attraction neatly framed. Address all mail:

### GEORGE W. NELSON

R. R. #4 on 40 Highway Independence, Mo.

## WANT WANT ORANGE BLOSSOM SHOWS

For Adel, Ga., V.F.W. Spring Festival, March 8 to 13; Sylvester, Ga., V.F.W. Spring Festival, March 15 to 20; then the big one, Bremen, Ga., American Legion & V.F.W. Combined Spring Festival. Plenty of money; everybody working. Can place few more Stock Concessions, one or two Grind Shows, any Ride not conflicting. No time to dicker, wire or come on if you want to get in the money. No collect wires, please.

A. P. HINNANT W. H. MYERS

## WANTED

Bowling Alley Agents and Help for Wheel for long season and good route with Alamo Expo. Shows, opening March 29, Austin, Texas.

### DICK HAVINS

Topoka Blvd. SAN ANTONIO, TEXAS Telephone: Lindell 42168

## Zoo-Go-Round For Sale

(New Design in Kiddie Merry-Go-Round) 16 Ft. Dia., Precision-Machined, 12 Animals With Three Entirely New Distinctive Features.

### M. G. McKEE

335 Mistletow Ave. Youngstown, Ohio

Advertising in the Billboard Since 1905

## ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE

CASH WITH ORDER PRICES --- 10M, \$10.00 --- ADDITIONAL 10M's AT SAME ORDER, \$2.00

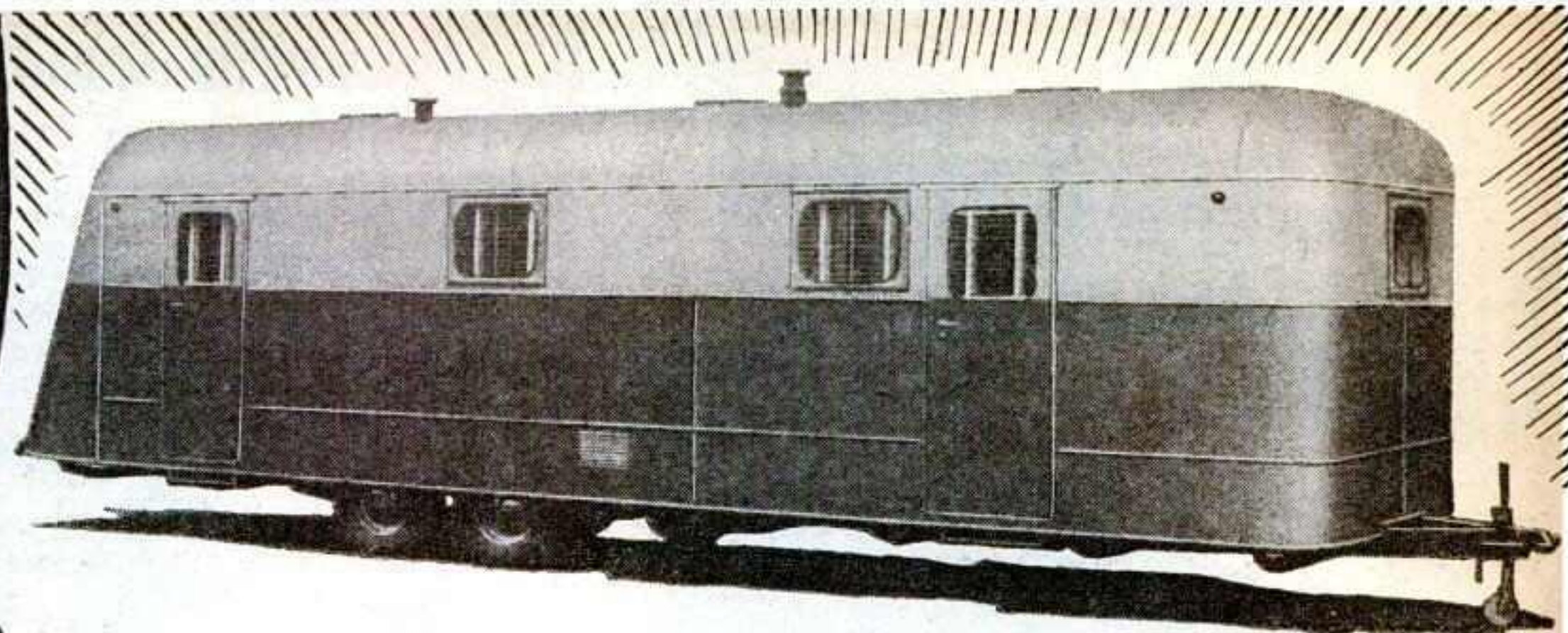
Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. No order for less than 10,000 tickets of a kind or color.

**STOCK ROLL TICKETS**  
1 ROLL .....\$1.00  
5 ROLLS .....@.....75c  
10 ROLLS .....@.....60c

### WELDON, WILLIAMS & LICK FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

**FIRST CALL** **GERARD'S GREATER SHOWS** **FIRST CALL**  
Opening early in April, playing New York City. Long season, top salaries, good treatment.  
WANT FOREMEN ON FERRIS WHEEL, WHIP, CATERPILLAR; ALSO SECOND MEN ON ALL RIDES. ALL THOSE WITH ME LAST YEAR, PLEASE WRITE. ADDRESS:  
**CHARLES GERARD, Mgr.**  
900 Grandconcourse Bronx, New York City, N. Y.



*Wherever You Roam You're  
Just a Step from Home...*

**H**ERE'S a trailer that meets all the requirements of people who are always on the "move"; for it's now possible to have all the comforts and convenience of a 3 room home while "on the road." Sharp turns, rough roads and congested traffic conditions hold no fear for the owner of a ZIMMER TRAILER. Sturdy steel under-frame, 4 wheels, perfect balance and ultra smooth riding qualities are but a few of the security features that make the new ZIMMER safe and easy to control. All ZIMMER models are big, roomy and have ample space for comfortable living accommodations. Plenty of storage facilities—all-aluminum body with baked enamel finish and extra reinforced top make the new ZIMMER an exceptional trailer—yet the price is surprisingly low.

**IN A NEW  
ZIMMER  
TRAILER**

See your nearest ZIMMER dealer today, or write us for free folder giving full particulars.

ZIMMER BOAT & TRAILER CO. • 25645 GRAND RIVER • DEPT. F • DETROIT, MICH.

**JAS. M. RAFTERY'S SHOWS  
OPENS SEASON 1948**

Rides open Monday, March 15th.  
Show opens Monday, March 29th. Playing 12 fairs and 4 celebrations.  
All people contracted kindly acknowledge this ad.  
Can place penny arcade and a few more legitimate concessions. Will book one more major ride.  
Want Ride Help on all rides; long season and good salaries.  
Want Cook House Help for the best framed cook house on the road, Waiters, Griddle Man, and Chef.  
Winter Quarters Now Open. Come on in.  
**ADDRESS**  
**JAS. M. RAFTERY**  
Box 1047 Phone 22702 Wilmington, N. C.



**49th Annual Tour**  
Can Place MONKEY SHOW, FAT FAMILY, SNAKES or CRIME or WAR SHOW or any GRIND SHOW that does not conflict.

Limited openings for LEGITIMATE CONCESSIONS.

Ray Winthrop and Tommy Tompkins—answer.

Want foremen for following new 1948 rides:  
7-Car Tilt-a-Whirl, Octopus, Super Roll-o-Plane, Ferris Wheels and others. Railroad show accommodations. Also place Second Men for above Rides, Canvasmen, Train Help, Porters for coaches. Must be sober and reliable. None others will be considered. State salary expected. Address BERT MINER, Gen'l Superintendent.

**JOHNNY J. JONES EXPOSITION**

P. O. BOX 1180 DE LAND, FLORIDA

**HOME STATE SHOWS WANT  
FOR LONG STRING OF FAIRS AND CELEBRATIONS**

Opening Date March 26, Batesville, Ark.  
SHOWS—Girl Show with own transportation; also man to handle Side Show, 20x80 top with banners. What have you for inside?  
CONCESSIONS—Ice Cream, Guess Age, Cigarette Shooting Gallery, Bowling Alley, Jewelry, Ball Game, Basket Ball, String and Candy Apple.  
RIDES—Will book one Flat Ride.  
RIDE HELP—Foreman for Smith & Smith Chairplane, Second Man for Wheel.  
Write, Wire or Phone  
HOME STATE SHOWS, Batesville, Ark.

**THE LAST CALL  
PIKE AMUSEMENT SHOWS**

OPENING MARCH 27TH — TWO SATURDAYS  
Winter quarters in Fair Grounds, Ozark, Ark. Plenty of room for trucks and trailers to park. Show will open in Ozark. All eight Rides beautifully painted. Fred Miller in charge of winter quarters.  
Will book a few more Concessions. Shows with own transportation. Ride Help wanted. Doc Witthaus wants Agents. Have good spring route. Go into celebrations in June. Some of the best fairs in Missouri and Arkansas. Address all mail to  
**BILL PIKE**  
101 N. 6TH ST. FT. SMITH, ARK.

**DOBSON'S UNITED SHOWS**

**14 Fairs** **WANT SHOWS** **6 Celebrations**  
Opening first week in May. We have the route, what have you for a Grind Show?  
**RIDES**  
Will book a Spitfire.  
**RIDE HELP**  
Wheel Man, Second Men on all Rides, also Useful Show People, a reliable man to take Chairplane and Loop on percentage. If you want to make some money, get in touch with us.  
Tops For Sale—Used last season; 3 10x16, 2 10x12.  
**AGENTS**  
For Ball Games and Slum Stores. Notice! Jack Bennett, Al Wilkinson, Spike Williams, Mrs. Jessie Casdorff, Joe Benson and wife, Frank Ironi and Don Quin, all Agents, get in touch with Walter Woodard, c/o Show. Happy Hooper, Tony Bonk, get in touch with us.  
**DOBSON'S UNITED SHOWS**  
Ask us for Route Card. **BOX 491, WILLERNIE, MINN.** No Mitt Camps.

# GREATER TAMPA SHOWMEN'S ASSOCIATION

"AN ORGANIZATION OF SHOWMEN—  
FOR SHOWMEN"

## OUTDOOR SHOWMEN

YOU ARE CORDIALLY INVITED TO JOIN  
"THE NEWEST AND FASTEST-GROWING  
SHOWMEN'S ORGANIZATION IN AMERICA"

INITIATION NOW ONLY \$5.00—  
ANNUAL DUES, \$10.00

SEND FOR MEMBERSHIP APPLICATION TODAY

CLUB ROOMS NOW OPEN AT  
406 FORTUNE STREET, TAMPA, FLORIDA

For Information and Application Blanks, Address:

GEAN BERNI, Secretary-Treasurer,  
406 Fortune St., Tampa, Florida

# Crystal EXPOSITION SHOWS

WORLD'S CLEANEST MIDWAY

LAST CALL

OPENING MARCH 12, LAKE CITY, FLA.—TWO FRIDAYS AND SATURDAYS

With Fernandina Exposition and Fair to follow.

Want Snake Show or any Percentage Agents. Hill Compton can place legitimate Concessions. No exclusive. Will sell X on Photos. Want Man to take front of Fun House, good proposition. Address all replies to  
**W. E. BUNTS** Lake City, Fla.

## WM. T. COLLINS SHOWS

WANT WANT WANT  
MANAGERS FOR THE FOLLOWING SHOWS: MIDGET—HILL-BILLY—FAT SHOW. Must be able to produce same. RIDE FOREMEN AND SECOND MEN THAT CAN DRIVE SEMIS FOR ALL RIDES. A-1 ELECTRICIAN. Winterquarters open April 1st in Alexandria, Minn. All address:

WM. T. COLLINS, Mgr.

406 ERIE STREET

ST. PAUL, MINN.

## BILL HAMES SHOWS

WANT FOR OKLAHOMA FAT STOCK SHOW, TULSA, MARCH 12-21 AND FOR 1948 SEASON

SIDE SHOW ACTS AND SIDE SHOW PEOPLE  
CAN PLACE A FEW MORE LEGITIMATE CONCESSIONS

All Address: BILL HAMES, Manager  
c/o Oklahoma Fat Stock Show, Tulsa, Okla., Until March 21

## M. A. SRADER SHOWS

OPEN APRIL 24TH.

Can place the following Shows: Girl Shows, Mechanical Show, Fun House, Motor Drome and Penny Arcade.  
CONCESSIONS—Cook House, Photo, Coke Bottle, Slat Ball Game, String Game, Basket Ball and Guess Your Age or Scales.  
HELP—Can place Foreman for a No. 5 Eli Wheel; state what salary expected. Experienced Second Men on other Rides considered. Dick Pfister, wire if you are interested in Girl Shows.  
Our list of 12 Fairs contracted for will be sent to those interested.  
SRADER SHOWS, Box 1895, Wichita, Kansas

## American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., March 6.—Membership certificates for 1948 will be issued to members in good standing on or about April 1. Where there has been a change in show title from that used last year, such information should be furnished the association at once so that new certificates will carry the correct title.

The annual membership campaign is expected to get under way within the next two weeks.

The War Assets Administration reports it has available for sale quantities of bronze and large quantities of twine.

### Touring Equipment Unhurt As Fire Razes Thomas Shop

LENNOX, S. D., March 6.—An early-morning February 25 fire of undetermined origin destroyed a repair shop in winter quarters of the Art B. Thomas Bombshell Shows here with loss, partially covered by insurance, estimated at more than \$14,000 by business manager Donald W. Kuck, who stated that the fire will not affect 1948 bookings as no damage was done to touring equipment.

Along with leveling the two-story 60 by 120-foot frame structure, the fire damaged a GMC truck, a house trailer, a rebuilt truck body, mechanical equipment and some discarded canvas.

### Baby Betty Horrell, WOM

#### Fat Lady, Dies at Age 39

NEW ORLEANS, March 6.—Baby Betty Horrell, 750-pound side show fat woman, died here February 22 at the age of 39. Survived by her husband, Charles S. Horrell.

Mrs. Horrell was brought to the hospital here February 9 after a trip by special trailer from Tampa, where she had been wintering. Burial was in the Garden of Memories Cemetery in New Orleans.

Baby Betty worked with various circus and carnival side shows and was an attraction with the World of Mirth Shows last season.

### Collins Adds Two N. D.

#### Dates to His '48 Card

ST. PAUL, March 6.—William T. Collins, owner of the shows bearing his name, announced the addition of two more North Dakota dates to his '48 card. He signed with the Disabled Veterans to play at Minot, June 14-19, and with the American Legion to show at Devils Lake, June 7-12.

In addition, Collins reported, he has signed to play Selby (Ia.) Fair, September 9-11, and Richfield (Minn.) Firemen's Celebration, July 31-August 1. Richfield is a suburb of Minneapolis.

### Tinsley Inks Capt. Kuhn

GREENVILLE, S. C., March 6.—Owner Johnny T. Tinsley, of the shows bearing his name, this week announced the contracting of Capt. Eddie Kuhn and his wild animal act as a free attraction. Special paper on Kuhn has been ordered.

### WANT OUTDOOR ACTS

Aerial . . . Ground . . . Animal  
State salary with photo.

**JACK TAYLOR**

117 W. Saratoga St., Baltimore, Md.

Also will buy small portable MERRY-GO-ROUND, good condition, for cash immediately.

### FOR SALE

El #5 Ferris Wheel, also late model Chairplane, Le Roi power; two late model Semis to haul same. Also G.M.C. 1 1/2 Ton Straight Job and Wurlitzer 105 Organ. All this equipment in first-class shape. Can be seen at

408 S. Troupe St., Valdosta, Ga. Phone 1279  
**JOHN HANSEN**

## CARNIVAL-PLASTER



PLENTY-OF-IT  
Large, Medium,  
Small  
Round and Flat  
None Better on the  
Market.



Send for Price List. State Your Business.

**A. C. GIULIANI**

ILLINOIS PLASTIC PRODUCTS  
2132-34 Gravois Ave. St. Louis 4, Mo.  
Phone: GRand 8888

## WANTED TO BUY CALLIOPE

With or without truck; must be in A-1 condition.

**JACK N. VIERING**

214 N. Portage Path AKRON, OHIO

## WANTED FOR INTERNATIONAL SHOWS

Strong Route of Fairs starting  
in June in Northern Minnesota

AGENTS FOR SLUM STORES — Hoop-La, Penny Pitch, Ball Games, Slum Cork Gallery and Age. Will frame Stores for capable Agents. (Bill Smith, formerly with Fat Martin, write.)  
FOR SALE—Complete Basket Ball Game. (New last fall.) Also INTERNATIONAL SEMI DIESEL LIGHT PLANT, 37 1/2 Kw. GENERATOR. Good condition. Address:  
**W. R. GARD, Box 174, Hope, Ark.**

## WANT WANT WANT WANT

Grind Show of merit, Monkey Show, Illusion, Walk Thru, Fat Show, etc. Will finance and furnish transportation to people who can produce and operate Hillbilly Show or any other worth while Show. Have opening for clean Concessions that do not conflict. Will book one High Ride. Booked sold in the best territory of Michigan and Wisconsin.

**SKERBECK'S CARNIVAL CO.**

DORCHESTER, WIS.

P.S.: Have Double Loop-o-Plane for sale. Want to buy 110-220, 1 ph., 60 cye, A.C. Generator.

## BINGO—LEAD GALLERY

AVAILABLE FOR SEASON

Due to disappointment desire season location for 16' L. R. Gallery and 16x32 center Bingo. WANTED TO BUY—Auxiliary Bingo Blower. FOR SALE—Nelson Dolly, \$30; Pop Corn Carmel Corn and Candied Apple, glassed in 14' Trailer, complete for gasoline, \$400; Light Plant, 6 kw., 4 cyl. WC gas, used less than 70 hours, mounted on truck-tired trailer, \$450; Woolsey fully automatic Electric Peanut Roaster, \$125.  
**R. P. CRAWFORD, R. #1, Zephyrhills, Fla.**

## W. E. ATTRACTIONS

"In Sunny Georgia"

Can place a few Slum Concessions. Also Grab and Popcorn. Mitt Camp and Photo taken. We play the cream of Georgia. The Twin Cities, Summit-Graymont, Ga., March 8 to 14. No show in years. Two towns in one. 2 saw mills with nice payroll. Can place experienced Chairplane Operator.

**W. E. WEST, Owner**

P.S.: We have no room for agitators.

## RIDES FOR SALE

1937 #12 Eli Wheel, A-1 condition; 1947 Smith and Smith Chairplane, 1947 Allan Herschell 10-Car Auto Ride. The above equipment is all complete with two late model Tractors and Trailers and one late model long wheel base straight truck. Reason for selling this equipment, have purchased larger show.  
**BOX D-248, c/o Billboard, Cincinnati 22, Ohio.**

## WANTED

Popcorn, Peanuts, Pan Store with other Concessions. Roll-o-Plane or Octopus.

**C. A. STEPHENS SHOWS**

Douglas, Ga., March 8 to 13.

## FOR SALE

Brand-new Mueller manufactured 8'x10'x30' Lead Shooting Gallery mounted on Trailer, electric brakes, including 4 brand-new Rem. Auto. Rifles #241-SA, loading tubes and 3 cases shells. Price, \$2500.00, or trade for late model Car or ?  
**E. O. O'NEAL, 629 Garfield St., Oak Park, Ill. Phone: Village 2400.**

## SECOND-HAND SHOW PROPERTY FOR SALE

\$40.00 Head Boroso Mongol Chief, acted with Japs in Invasion China '33. Later assassinated by Chinese.  
\$6.50 Mounted Ground Hog, famous weather prophet.  
\$35.00 Genuine English Concertina With Case.  
\$25.00 Genuine Lion's Head Mounted. Killed 3 men.

**WEIL'S CURIOSITY SHOP**

20 So. 2nd St. Philadelphia 6, Pa.

## WANTED

MERRY-GO-ROUND FOREMAN  
Must be sober, reliable and drive Semi Trailer.  
**THE CONNECTICUT AMUSEMENT SUPPLY**  
109 Seymour St., Bristol, Conn.

# ATTENTION, CONCESSIONAIRES

## Coin Operated Popcorn Machine

You have been overlooking one of the best money makers that would fit into a Circus, Carnival or Amusement Park. This machine is completely automatic and has proved to be one of the most profitable ways of merchandising popcorn. By inserting a dime in the slot the customer receives a hot, delicious bag of popcorn\*within 5 seconds' time. These machines could be placed in various places through Circus or Carnival. In this way it would catch the eye of every customer.

1. Machines weigh approximately 50 lbs.
2. Have separate locks to money box.
3. Has sturdy steel cabinet with attractive paint job and large visible dome displaying popcorn.
4. Has only four moving parts when in operation, therefore practically anyone can maintain the service of this machine.
5. 15 machines can be hauled on half-ton pick-up truck.
6. Corn is popped with a special process and can't be compared to corn you purchase at theaters.
7. Corn may be purchased directly through us in lined, sealed containers and will stay fresh for at least 45 days. Cost: \$1.26 per bushel—will net you \$3.50 per bushel.
8. Maximum earning power, \$72.00 an hour.



List price, \$235.00 (new). We have a small number of used demonstrators that have been reworked and reconditioned for \$175.00. (10% discount on 10 or more.) 1/3 deposit required with order.

# TRI-STATE DISTRIBUTING COMPANY

248 Charlotte Street

Phone 3517 or 2542

Asheville, N. C.

## 35th ANNUAL TOUR GREAT SUTTON SHOWS BEST ILLUMINATED MIDWAY IN AMERICA

"AMERICA'S LARGEST AND MOST BEAUTIFUL MOTORIZED CARNIVAL"

**LAST CALL** On a New Lot, in the Heart of the City, with a population of over 50,000. **LAST CALL**  
**33 Weeks in the Cream of the Midwest.** All persons contracted for 1948 season report into winterquarters by March 11 for space at opening date. **12 Bona fide Fairs contracted. 3 pending.**

NEED RIDE HELP ON ALL RIDES. (Come in, will place you.)  
 NEED MEN TO HANDLE FRONT GATE AND 6 NEON LIGHT TOWERS. (Must know how to handle Neon up and down, and how to handle your Crew.)

**CAN PLACE THE FOLLOWING FOR ENTIRE SEASON OF 12 FAIRS AND 6 CELEBRATIONS:**  
 RIDES: Spitfire, Roll-o-Plane, Octopus, Flying Scooter, Caterpillar, or any Major Ride not conflicting, with or without transportation. Have good opening for Live Pony Ride.  
 CAN PLACE MOTORDROME. (Contact immediately for good proposition.)  
 CONCESSIONS: Frozen Custard, Novelties, Jewelry, Photos, Sno Cone, French Fries, Candy Apples, and any Legitimate Stock Concessions. Contact:

**F. M. SUTTON JR., Mgr., Box 742, Meridian, Miss.**

### PERCENTAGE AGENTS WANTED PERCENTAGE

For Pea Pool, Beat the Dealer, Over and Under, Pan Game and Rat Game. Must be capable, and if you produce you are assured of a long and profitable season on:  
**AMERICA'S OUTSTANDING TRUCK SHOW—GREAT SUTTON SHOWS**  
 12 Leading Fairs, 6 Celebrations, and a Good Route of Still Dates.  
**OPENING DOWNTOWN MERIDIAN, MISS., MARCH 13**  
 HURRY! Contact: LEO ALLEN, c/o Great Sutton Shows, Box 742, Meridian, Miss. HURRY!

### JOHN F. REID PRESENTS Happyland Shows THE BEST IN OUTDOOR AMUSEMENTS

NOW BOOKING FOR OUR 20TH SEASON—1948—RIDES, SHOWS, CONCESSIONS  
 Opening vicinity of Detroit, Mich., in April.  
 3635 SEYBURN, DETROIT 14, MICH. PHONE: PLaza 7924

### WANT—CONCESSION AGENTS—WANT

For Pea Ball and other Percentage Stores, Fish Pond, String Game, Ball Games, Balloon Dart, Basket Ball, or will frame Concessions to suit Agent. Plenty of stock and flash at all times. White, write me. No drunks tolerated.  
 OUR 8TH YEAR WITH SNAPP'S GREATER SHOWS.  
 14 Fairs booked, also good Still Spots and Celebrations. Opening April 7th. Address:  
**PAUL M. FARRIS or JACK ROWE**  
 112 Parker, Chaffee, Mo., until April 1; then 118 Virginia, Joplin, Mo.

JOHNNY T. TINSLEY, Owner H. S. (TOMMY) THOMPSON, Bus. Mgr.

## JOHNNY T. TINSLEY SHOWS

(America's Most Modern Midway)

Featuring Captain Eddie Kuhn and his Trained Wild Animals as a free attraction

Opening Greenville, S. C., March 27th. Three Saturdays  
 Followed by Easley, S. C., then three weeks in Atlanta, Ga., on three choice locations.

**WANT SHOWS**—Can place Side Show, Monkey Circus, Midget Village, or any high class Show not conflicting with what we have. **WANT**

**CONCESSIONS**—All open except Pop Corn, Candy Floss, Snow Balls, Cook House, Photos, Shooting Galleries and Pennants. Can place Scales, Age, Hoop-La, String Game, Coke Bottles, Cane Rack, Knife Rack, Huckley-Buck, Basket Ball, Duck Pond, Pitch Till U Win, Novelties, Custard, Pronto Pups, American Palmistry, etc. Frank Crawford, contact us please. (Can place Bingo first three weeks only.)

**CONCESSION AGENTS**—Mrs. Mayo Tinsley wants agents for Ball Games and Hanky Panks.

**CATERPILLAR FOREMAN**—For Streamline Caterpillar. Can also place useful ride help on all rides; must be sober and reliable.

★★★ All people holding contracts, please acknowledge this call ★★★

**JOHNNY T. TINSLEY SHOWS**

22-A E. COURT STREET GREENVILLE, S. C.

## FOR SALE

- 1 Whip
- 1 Kiddie Auto
- 1 Short Arm Loop
- 1 Long Arm Loop (junk except for motor)
- 1 Ticket Office
- Miscellaneous Tools

Complete Lot, \$2,900.00

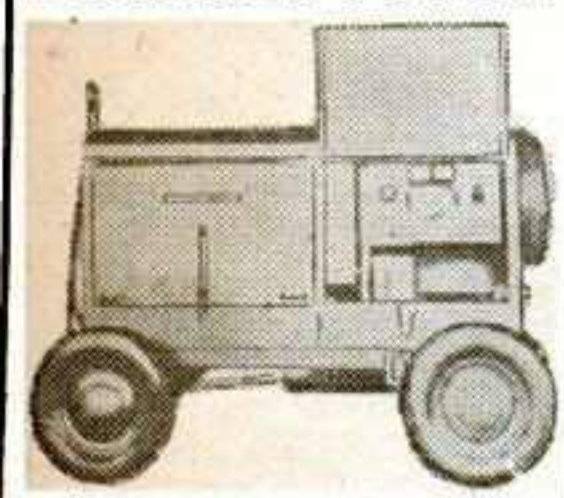
**CLYDE P. TRUSS**

**Beach Amusements**

215 NO. HILL ST., OCEANSIDE, CALIF.

Government Paid \$15,000 for Complete Unit . . .

PORTABLE POWER PLANT



Same Unit NOW \$695 each Lots of 3 \$650 each Same unit converted to 300 AMP. ELECTRIC WELDER \$895

HERCULES 6-cyl. gas engine. Model JXD 4x4 1/2. Self starter. Operating panel, complete, ready for operation.

800 MILLION CANDLE POWER SEARCHLIGHTS



\$695 each \$650 Ea. in lots of 3 Performs perfectly with Power Plant. Ideal for carnivals, outdoor games, advertising purposes. Hundreds of other uses.

(Send 25% with order, balance C. O. D.) ALBERT H. MILLER, Ltd. 4545 W. Madison St., Dept. B, Chicago 24, Ill.

TENT SHOWS



ATTENTION! Have dependable electric current wherever you tour with a Universal Portable Lighting Plant—and at less than city rates. All sizes to handle, 10 to 500 bulbs. Universals are lightweight, compact, reliable. Write for catalogs!

UNIVERSAL MOTOR COMPANY 426 Universal Drive • Oshkosh, Wisconsin

FOR SALE 1947 FLYING SCOOTER

8-Car Portable Ride, \$8500.00 cash; A-1 condition. Operated three months in park. Selling because park will not operate this season. Address:

M. FOWZER 6319 S. Artesian Chicago, Illinois

MAKE \$100.00 A DAY ON CANDY FLOSS



This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss—send us your order NOW. ELECTRIC CANDY FLOSS MACHINE CO. 202 Twelfth Ave., So. Nashville 4, Tenn.

WANT CARNIVAL

Last two weeks in June or the months of July or August. Money making spot on U. S. Highway 9W in West Haverstraw. We will take care of necessary permits.

S. W. JOHNSON STEAM FIRE ENGINE COMPANY #1 GARNERVILLE, N. Y.

NEED A PERMANENT ADDRESS? USE MINE

Tell me who you are with this year and I'll route your letters correctly and promptly for \$1.00 per month.

P. T. BUCKLEY 800 North President St. Jackson 6, Miss.

FOR SALE

60x160 Khaki Tent, \$1000.00; 30x50, \$250.00; 50x110 Khaki Tent, \$450.00; 65x65 Square Tent, \$150.00. Tents can be seen up at Dade Fair, March 5 until 15.

WM. R. PETERS 1905 N. W. 79 St. MIAMI, FLA.

CLUB ACTIVITIES

National Showmen's Association 1564 Broadway, New York

NEW YORK, March 6.—Among members who recently returned from vacations in Florida are Dr. Arthur Marcus, Edward Goldman and Max Gruberg, the last named fully recovered from his recent illness. William Gottlieb, of Monticello, N. Y., in New York for a few days. Harry P. Brennan has re-enlisted and soon will head overseas for an indefinite period. Siro Auriello came in from Ossining, N. Y.

A letter was received from Mr. and Mrs. Sam Rothstein, who have been visiting in Tucson, Ariz., en route to Santa Monica, Calif. Letters also were received from Orest Devany, vacationing in Orlando, Fla.; Edward Elkins, in Miami; Sam Goldstein and Maxwell Kane, of Majestic Greater Shows, and Edward Cohen, in Miami.

Letters are being held here for Morris Gustow, Willie Stein, James Burgdon, William Lish, Sam Tone, Pete Gasca, Sam Berger, Sim Kerner and William H. Redmond Jr. Please get in touch with the office.

Recent visitors included Daniel Uslan, Abe Rapps, Dr. Emil Eichel, Joseph Cultrera, Morris Glass, Richard Norton, Casper Sargent, Emanuel Silver, Joseph Agule, George D. Hensley, Justin Van Vliet, Joe Goodman, Lawrence Light, Henry Fein and Joseph Amico.

Everyone grieved to hear of the death of George Nichols Monday (1) after a long illness. Funeral services were held Friday (5) at Kiernan's Funeral Parlor, Belleville, N. J., with burial in the family plot at North Arlington, N. J.

Still on the sick list are James Cox, Philip Groden, Earl H. Feek, True Perkins, Eugene Gutman, Sam Weisser, Harry Koretsky, Harry Meyers and Murray Friedland.

Jack Lichter, chairman of the veterans' committee, swamped with thank you letters from recipients of gifts.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, March 6.—The Caravans' annual card and games party will be held Saturday, March 13, at the Sherman Hotel. Prizes will be donated by members. Claire Sopenar is chairman in charge of arrangements, assisted by Isabelle Brantman, Ruth Clinton, Irene Coffey, Rebecca Daniels, Esther Meyers and Violet Watson.

Lucille Hirsch, president, and Marianna Pope, financial secretary, left for Miami Wednesday (3) morning. Maude Green and her husband, Ed, leave today for a Florida vacation.

Katherine Robertson and her husband, Bill, will join her mother, Hattie Hoyt, on the Royal Crown Shows.

Edith Streibich is convalescing at home with a broken wrist. Billie Lou Foreman is at home with an infected foot, and Bessie Mossman and Mae Oakes are reported on the sick list.

Ohio United Showman's Association

136 Tuscarawas St., W., Canton, O.

CANTON, O., March 6.—Thirty members attended the regular meeting Monday (1). President Adam Shorb presided. Other officers present were Jay Meyers, secretary; L. A. Huffer, John Haubert, Tony Diano and Larry Malboff.

Elected to membership were F. E. Allen, Ralph Williamson, Leland Wood, Benjamin H. Moore, J. M. Householder, Lee Koehn and Anthony Rosetta.

The Spring Round-Up will be held April 18 at the Diano Palamina Ranch.

Showmen's League of America 400 So. State St., Chicago

CHICAGO, March 6.—Recovered from a recent operation, Vice-President Lou Keller presided at the Thursday (4) meeting. With him at the table were Treasurer Walter F. Driver, Secretary Joe Streibich and Past President Fred H. Kressmann.

Trustees have approved the Ways and Means Committee plan for a summer cemetery-hospital fund campaign. The committee plans to work out details and start early action.

Elected to membership were Chester Stanley Ziemba, Edward Shnader, Ralph Winarski, Dominic Bommarito, Lucio Cristiani and Harold Ardner, credited to Paul Delaney, Hadji Delgarian, Irving J. Polack, Petey Pivor and Earl Shipley.

Jack Hawthorne, back from Honolulu, gave an interesting talk. He stopped in Tucson, Ariz., to visit Edward Murphy.

Member Wilburn L. Miller died Wednesday (3).

The sick list includes Frank Berry, who is confined to his home; Tom Vollmer, W. C. Deneke and Al Latto. Report was received that Walter J. Sibley will be confined at Rex Hospital, Raleigh, for several weeks.

St. Patrick's Party Wednesday (17) will be for members and their immediate families with no admission charge.

Efforts are still being made to determine the whereabouts of John Lattau, who served in World War II, so that he can be paid his mustering out benefit. In this connection, the club also would like to hear from Pete Andrish, Morris Lipsky, Jack Tavlin, James H. Owens and Herman Carson.

Walter Featherston plans to establish his permanent home on the West Coast.

Michigan's Showmen's Association 3153 Cass Avenue, Detroit

DETROIT, March 6. — President Harry Stahl presided at the regular meeting Monday (1). Others on the rostrum were Ben Morrison, vice-president; Louis Rosenthal, treasurer, and Bernhard Robbins, secretary.

Communications were read from Dennis G. Burns, Harold Thornton and A. Magid.

Walter Rice was elected to membership.

Announcement was made of the death of William Clune in Clearwater, Fla. Memorial services will be held in the clubrooms Monday (8).

Members present after absences were Ralph (Fats) Lewis, Alex Roter and Harry Green. Pop and Laura Baker returned after two months in Florida.

The Ladies' Auxiliary held a social, with Ann Borker, Mayme Wade and Marie Brown as hostesses.

Heart of America Showmen's Club 931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., March 6.—L. K. Carter, second vice-president, was in the chair at the regular meeting. Other officers present were Homer Pennington, secretary, and George Carpenter, treasurer.

Sheridan Farrel, manager of the Phillips Hotel and candidate for councilman, was inducted into membership.

On February 28 the club held funeral services for Johnnie Rogers, who died February 26. Interment was in Showmen's Rest in Memorial Park Cemetery.

TENTS SHOW CANVAS

CARNIVAL, CONCESSION, CIRCUS Prompt delivery any type tents to order.

Tents of Royal Blue, Forest Green and Khaki Dyed or Flameproofed. Red, Blue and Orange for trim.

Write Today Hoopers Flameproofing Compound "SID" T. JESSOP GEO. W. JOHNSON

UNITED STATES TENT & AWNING CO. 2315-21 W. Huron CHICAGO 12 Chicago's Big Tent House Since 1870

"AMERICA'S FINEST SHOW CANVAS" We use 1st Grade MANILA ROPE exclusively in our tents. ORDER NOW FOR 1948

Tents-Side Show Banners

The Best Flameproofed Fabric Available. Forest Green Royal Blue Orange Khaki

BERNIE MENDELSON-CHARLES DRIVER

O. Henry Tent & Awning Co. 4862 N. CLARK ST. CHICAGO 40

SIDEWALL NEW WATERPROOF FLAMEPROOF

Following finished sizes, complete with Grommets. Made of double filled duck or twill. 6'x100' ... \$62.74 8'x100' \$ 82.00 7'x100' ... 72.49 10'x100' . 101.74 8'x100' .. \$82.25 Made in any length at the above rate per running foot. Satisfaction Guaranteed. Prompt Delivery. "If It's Made of Canvas, We Make It." 25% Deposit—Balance C. O. D.

MICHIGAN SALVAGE 417 W. Jefferson Ave., Detroit 26, Mich.

SHOW CIRCUS CONCESSION MERRY-GO-ROUND TENTS

CENTRAL Canvas Company HARRY SOMMERVILLE-FOREST GILL 181 West 8th Street Kansas City 8, Mo.

D. M. KERR MFG. CO. TENTS 1954 W. GRAND AVENUE CHICAGO 22, ILLINOIS

GOLD BOND SHOWS NOW CONTRACTING FOR 1948 SEASON RIDES—SHOWS—CONCESSIONS MICKEY STARK, Mgr. Box 229, Mt. Sterling, Ill.

FOR SALE

Brand new Kiddie Ride, 14-Passenger Trolley Car, complete with track. Made by Ewart Co., Long Beach, Calif. Cost \$1,540.00 delivered. Will take \$1,000.00. Never used. PHIL JACOBS Chippewa Lake Park, Chippewa Lake, Ohio Phone 2351

BOOK OR LEASE

Rides and Shows, good proposition. Twenty weeks, first in all locations, short jumps. Write or wire H. WOLFE Hotel St. Francis, Newark 2, N. J.

**FOR SALE**  
**MOON ROCKET**  
 With or without transportation.  
 Priced Right—For Cash.  
**HARRY STURGIS**  
 Box 1582, Norfolk, Va.

**FOR SALE**  
 1 '40 Model Ford Van Body Power Plant-Truck, containing 1 10-Kw. and 1 5-Kw. Kohler Light Plants with wiring, cables, lighting, switchboards, footlights, etc. Cost about \$4,000.00 to build and equip. Condition everything very good, used only two seasons. Priced \$1,500.00.  
 1 '42 International K-5 Stake Body Truck. Has new motor, transmission and rear-end, complete. Priced \$800.00.  
 1 '42 C. O. E. Ford Tractor with Whaley Semi-Trailer Stake Body. Brand new motor. Priced \$1,200.00.  
 1 '42 International Tractor with 20-birth sleeper, new motor. Priced \$1,600.00. Cost to build, over \$4,500.00. All equipment good tires, good condition. All stored since Dec. 15th.; used only 2 seasons.  
**R. B. HARRIS, 701 Sanford Ave., Sanford, Fla.**

**FOR SALE**  
 1 Cotton Candy Concession Trailer with 1 double head machine and 1 single head machine, \$600.00; 1 Kiddie Sailplane, like new, complete, ready to go, \$600.00.  
 Hickox, Ga., this week only.  
**ED DEIBERT**  
 c/o MAD CODY FLEMING SHOW  
 HICKOX, GA.

**WANT DROME RIDERS**  
 Men or Women; also Ticket Sellers and Talker. Pep Hartley, Speedy Loftis, contact me for Cetlin & Wilson Shows and Palisades Amusement Park, New Jersey. Also want Looper Foreman. Write  
**EARL PURTLE**  
 7612 Sweet Briar Rd. Richmond, Va.

**Mad Cody Fleming Shows**  
 Open April 24, 1948—Two Saturdays  
 We own 9 Late Model Rides, Light Towers and as good transportation as money can buy. 10 Fairs booked, including the Big 7 County Dixie Fair at Waycross. Write  
**BOX 4, HICKOX, GA.**

**WANTED**  
 For week July 4th  
 High class Carnival Company for Annual Legion Celebration and Reunion. Largest celebration in Northern Missouri. Free fireworks. A real spot for large, high class Show.  
**GEORGE F. BREEN**  
 Secretary, Fourth of July Celebration  
 BROOKFIELD, MISSOURI

**FOR SALE**  
**16' KIDDY FERRIS WHEEL**  
 12 passenger, 6 seats, all new, never used. V-Belt drive. Up or down in one hour. Factory guaranteed. Dandy 5x8 covered trailer included. \$1,450.00 for quick sale. Act now. Pictures available.  
**J. C. GOFF, 817 Marshall Drive, Erie, Pa.**

**WANTED**  
 FOR TWO UNITS—CONCESSIONS: Fish Pond, Mug Outfit, Coke Bottles, Cigarette Shooting Gallery, Part Game, and other Concessions.  
 SHOWS and RIDE HELP.  
**MOUND CITY SHOWS**  
 1417 Grattan St., St. Louis 4, Mo.

**WOLF GREATER SHOWS**  
 Now booking Shows and Concessions for the coming season. Open May 1st. Can use Foremen for Tilt and Merry-Go-Round. Address:  
**P. O. BOX 2725, BLOOMINGTON STA.**  
 Minneapolis, Minn. Phone: Mid 7647

**WILL BOOK**  
 For 22 consecutive weeks starting week of May 3rd, Single High Pole Act. Kindly state height, space required, and salary when answering this ad.  
**THE CONNECTICUT AMUSEMENT SUPPLY**  
 109 SKYMOUR ST. BRISTOL, CONN.

**Pacific Coast Showmen's Association**  
 1235 S. Hope Street, Los Angeles 15  
 LOS ANGELES, March 6.—S. L. Cronin, a past president, conducted the Monday night (1) meeting, with Jack Hughes, chaplain, and Edward Mann, secretary, also on the rostrum. Cronin served in the absence of Everett W. (George) Coe, president, who had left to join his show, West Coast Amusement Company.  
 Lights were dimmed in silent tribute to John R. Castle, Tom Henney, Leo Mortensen and Rue Enos.  
 Secretary Mann read congratulatory messages to the club upon its moving into its own building on South Hope Street. Michigan Showmen's Club, Detroit, and National Showmen's Club and Show Folks of America, San Francisco, sent messages, with the SFA sending \$250 to be used in equipping the club. A wire was read from Hollywood Towers, Candy Moore and Dutch Schue. A letter from Folks Celebration Shows expressed regret over inability of its personnel to attend the house warming held February 23.  
 Applications for membership were read from George King, Ford Munger Jr., Curtis Velare, Doug Wiser, Morgan Kingsbaker, Andrew Hynes, Mannie Stillman, Ernest Bagly and Leonard Cauffield.  
 Moe Levine reported that the pledging of funds for purchase of furniture was still in force. He invited contributions to the fund.

**Show Folks of America**  
 San Francisco  
 SAN FRANCISCO, March 6.—The regular meeting was held February 23, with President Whitey Monnette presiding. Tony DeFabros and Rev. Lester Alten Van were on the rostrum.  
 Letters were read from Virginia Kline, Salem, Ore., and Hort Campbell, San Diego, Calif. Elected to membership were James Barker, Tony Gallo, Mike Marston, John H. Beck and Tom Hyde.  
 The following members and guests were introduced: Abe Friedman, Philadelphia, brother of Harry; Joe Dunn, Joe Hart, Dan Whitefield, Don Lindon, William Hall, Henriette Lewis, Jani Ballan, Steve Murphy, P. Charles Camp and Tony DeFabros. DeFabros reported attending the Oregon State Fair meeting and turned in \$176 to Show Folks as the result of his attendance. He said \$100 was for dues and new memberships and \$76 for the cemetery fund.  
 Sick and relief committee report: Dan Meggs visited Robert Novak and Jack Brooks. Mrs. Weidmann visited Rose LaBelle at San Francisco Hospital. Hazel Frazee reported her sister-in-law, Marjorie (ZaZa, the bearded lady) Frazee, is in the State Hospital, Imola, Calif.

**Greater Tampa Showmen's Association**  
 406 Fortune Street, Tampa  
 TAMPA, March 6.—President Eddie Le May was in the chair at the regular meeting. Other officers present were Doc Harwick, second vice-president; Harry Wilson, third vice-president; Everett Fellingham, recording secretary, and George Ringlin, chaplain.  
 About 75 members were present, the attendance dropping as members leave the area to join various shows due to open soon. Membership is now over 350.  
 Eddie Lowe, of the building committee, reported that two locations are being considered and that a final report on these will be made soon.  
 Jack Murray was reported back on his feet again. Following the meeting, the house committee, under chairmanship of Eddie Hunter, served lunch.

**Camel SHOW TENTS**  
 have the rest Beat a Mile!  
 Camel HAS BOTH THE EXPERIENCE AND FACILITIES FOR MAKING ANYTHING FROM A SMALL CONCESSION TO A CIRCUS "BIG TOP"!  
 WRITE FOR OUR FREE LIST  
 DESCRIBING ALL SIZES, COLORS, STYLES AND TRIMMINGS. OUR DUCK IS WATER PROOF, MILDEW PROOF & WEATHER PROOF.  
 Quick Delivery!  
 COMPLETE OFFERING OF CAMP EQUIPMENT  
**CAMEL Mfg. Co.**  
 329 S. CENTRAL STREET KNOXVILLE 60, TENNESSEE

**GIANT SALE OF RECONDITIONED TENTS**  
 ALSO: BIG LINE OF NEW TENTS IN STOCK  
 10 oz. tops, 8' 8 oz. side walls, 20' middles, 20' push poles, hand roped. 40' x 100' as low as \$295.00  
 Complete with stakes and poles  
 Send for free list of bargains  
**C. K. TURK CORP.**  
 South Bend, Indiana  
 Many other widths and lengths available. All tents reconditioned and serviceable.

**TENTS FOR SALE OR FOR RENT**  
  
 14 x 21 feet      28 x 42 feet  
 16 x 24 feet      30 x 110 feet  
 20 x 30 feet      40 x 100 feet  
 Tents Made to Specifications... Any Color... Size Style... Shape • Flameproofed  
 Ground Cloths... Change Aprons... Bally Cloths  
 Flags... Velours... Fibreglas... Repps. Write Us Your Needs  
**A. MAMAUX & SON**  
 120 BLVD. OF THE ALLIES • COURT 3500 • PITTSBURGH 22, PA.

**TENTS**  
 All Sizes—NEW AND USED—All Styles.  
 BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.  
**E. G. CAMPBELL TENT & AWNING CO.**  
 100 CENTRAL AVE. (Phone 38885) ALTON, ILLINOIS

**TENTS**  
 ANYTHING IN CANVAS  
 WIRE, WRITE OR PHONE  
**TENTCO CANVAS, INC.**  
 130 GREENE STREET Phone: Walker 5-1299 NEW YORK 12, N. Y.

**T-E-N-T-S**  
 CARNIVAL, CONCESSIONS, CIRCUS, SKATING RINK.  
 "Tents With That New Look."  
 Individually designed by Jimmy Morrissey. Beautiful lustrous colors.  
 Write—Wire—Phone  
**ALL-STATE TENT & AWNING CO.**  
 300 E. 9TH ST. (Phone: Harrison 6867) KANSAS CITY, MO.

**STOCK TICKETS**  
 One Roll ..... \$ 1.00  
 Five Rolls ..... 4.00  
 Ten Rolls ..... 6.00  
 Fifty Rolls ..... 20.00  
 100 Rolls ..... 38.00  
**ROLLS 2,000 EACH.**  
 Double Coupons.  
 Double Prices.  
 No C. O. D. Orders.  
 Size: Single Tkt. 1x2".  
 Be Not a Fair Weather Friend—Be Competent and Dependable in an Emergency.  
**WE MANUFACTURE TICKETS**  
 OF EVERY DESCRIPTION  
**THE TOLEDO TICKET COMPANY**  
 Toledo (Ticket City) 2, Ohio  
**SPECIAL PRINTED Cash With Order. Prices:**  
 2,000 ... \$ 6.60  
 4,000 ... 7.45  
 6,000 ... 8.30  
 8,000 ... 9.15  
 10,000 ... 10.00  
 30,000 ... 14.00  
 50,000 ... 18.00  
 100,000 ... 28.00  
 500,000 ... 108.00  
 1,000,000 ... 208.00  
 Double coupons. Double prices.

**EXTRA! EXTRA! EXTRA!**

**CARNIVAL OWNER DOES NOT CLAIM AMERICA'S LARGEST SHOW**  
We positively do not have the largest and probably not the most beautiful show in America. But we do have a mighty pretty, well balanced and highly respected show, large enough to take care of some mighty fine spots. How else could we retain 75% of our concession folks since our organization. If you are interested in joining that kind of an organization and have any of the following it might pay you to talk it over with us. **SHOWS**—Have opening for Side Show, Illusion or Magic, Wild Animal, Snake or any Show of merit. Must have own outfits and transportation. **FUN HOUSE** or **GLASS HOUSE**—An excellent opportunity and proposition. **CONCESSIONS**—Several Stock Stores still open. Want Bumper, Pitch-Till-U-Win, Country Store, Bowling Alley, Cork Gallery and others not conflicting. Positively no grift or gypsies. All catering Concessions sold. Opening early in April. All communications answered.

**BAKER United Shows**  
2257 MADISON AVENUE  
INDIANAPOLIS, INDIANA  
Phone: Garfield 4584  
Still have some good Ride jobs open for sober, reliable Help.

**CARL BOHN AND SONS UNITED SHOWS**

**Want for VFW Celebration, Monticello, Arkansas**  
Downtown Location, March 15th-20th.

Stock Stores of all kinds, small Cook House, Bingo. Will book Skillos, Roll Down, Razzle Dazzle, Bowling Alley, Swingers, Buckets, Pin Store; also place Count Store and Skillo Agents. Shows of merit not conflicting with what we have. Will book Kiddie Auto Ride, Tilt-a-Whirl or Octopus. No phone calls. All contact

**CARL H. BOHN or JIM MORAN, Legal Adj.**  
Monticello, Ark.

**HARRISON GREATER SHOWS**  
PRESENTING "THE SHOWS OF SHOWS"

**LAST CALL LAST CALL LAST CALL**  
Opening March 15 thru 20, Johnston, S. C., Annual Peach Blossom Festival, in heart of town. Band concert, air show, floats and parades, with Newberry, S. C., March 22-27. V.F.W. Spring Festival, in heart of town, to follow. All people contracted with this show report not later than March 12, Johnston, S. C.  
Want Merry-Go-Round, Chairplane and Caterpillar Foreman. Blackie Edwards, get in touch at once. Good opening for Frozen Custard to join on wire for all season. Percentage open and all other Concessions open. Good proposition for Roll-o-Plane for season. Want Ride Help: First and Second Men, come on; can use you. All wires:  
**FRANK HARRISON**  
COLUMBIA, S. C., UNTIL MARCH 10TH; THEN JOHNSTON, S. C.

**JOHNNY J. DENTON SHOWS #2**

**LAST CALL LAST CALL LAST CALL**  
Open Ozark, Alabama, March 12, Lions' Club Blind Aid Fund.  
SHOWS—Will place two more Shows, Fat Show, Side Show, Snake Show.  
CONCESSIONS—All legitimate Concessions open. Ruby and Francis, come on.  
All Replies to  
**BOB ROBERTSON Napier Field, Dothan, Ala.**

**WANT FOR A LEGION SPRING FESTIVAL**

**MACON, GA., CITY MARKET LOT**  
Concessions of all kind that work for stock. No flats wanted. Sell exclusive Bingo, Custard, Diggers, Cookhouse. Good proposition for Penny Arcade. Some Percentage open. Can place one Flat, one Kiddie Ride only. Bull Martin wants Boxers, Wrestlers. Girls for Girl Shows, Ticket Sellers and Talkers. Humpie, contact Bull Martin. George White, wired you, no answer; come on. Ride Help that can drive. All replies:  
**MANAGER FIVE STATE SHOWS Macon, Ga.**

**GIRL SHOW MANAGERS WANTED**

Reason for this ad is on account of disappointment. Want Managers with 3 Girls or more. Will furnish complete outfit, Night in Rio, 72 ft. front with neon, new blue top. Want Manager for Hawaiian Paradise. Neon front, beautiful painting, new top. Must have Good talent. No time to write, wire or call 9130, Florence, S. C. Those who wrote before, please call me or wire. We open March 29.  
**FRANK W. PEPPERS**  
PEPPERS ALL STATES SHOWS, FLORENCE, S. C.

**FOR SALE OR LEASE BLUE RIBBON SHOWS**

Consisting of 7 Major Rides, 2 Kiddie Rides, 6 new Show Tops, some Fronts, 5 Light Towers, new Cable, Junction Boxes, Transformers, Light Plant, Trucks and Trailers for transportation. Will sell all or any part or will place Rides on proven permanent location. Address:  
**L. ED ROTH 1284 Hart Road, Columbus, Ohio**

**FOR SALE**

Approximately 2000 feet of Cable and Switch Box, used only a few months. Cable is sufficient to wire a small show. Price, \$500.00. Also have Pan Game, complete with top, in good condition. Price, \$75.00. Cannot ship, if interested come and get it. Cash only.  
**HELEN WASON**  
BOX 148, CULPEPER, VIRGINIA (Shell Trailer Park, Main and Mason St.)

**WINTER QUARTERS**

**W. G. Wade No. 2**

**DETROIT, March 6.**—All equipment, with the exception of a few trucks, is new this year, replacing equipment damaged in the fire last fall. W. Glenn Wade Jr. and Buster Crossland have been busy wheeling trucks from Tonawanda, N. Y., to Jacksonville, Ill. Sam Hanson and staff are building ticket boxes and making other replacements for the No. 1 and 2 units. George Foth has replaced the electrical departments of both units.

Owner-Manager W. G. Wade; D. Wade, general representative, and Mrs. Gladys Schaub, secretary of the No. 2 unit, have returned from a Florida vacation. Mrs. Mildred Miller returned from Florida and, along with Auditor Jimmie Davenport, has the new office trailer ready.

A booth, 16 by 16 feet, has been built for a center location on the midway for nightly broadcasts. Broadcasts have been arranged for nearly all still dates, with local sponsors furnishing the time.

Frank Rupp reports purchasing a new ride. Findlay Clark arrived with his agents. Frank and Winnie Waznick report they are en route. Fred Miller refurbished his cookhouse and has appointed Eddie Douglas to be in charge. W. Glenn Wade Jr. reports his new show and ride unit is getting plenty of bookings. — WALTER SCHAFER.

**Caravella Amusements**

**CAMDEN, S. C., March 6.**—Satisfactory progress is being made in quarters despite unfavorable weather. Owner Frank Caravella announces the shows will be routed thru eight States and will include new territory.

Frank Long, general manager, is back with a Florida tan. Benny Herman, business manager, is busy contacting committees in Pennsylvania and New York. Ed La Salla is on a good-will tour thru the same States.

A new front and live 60-foot towers are being constructed in winter quarters. Two new searchlights have been purchased. Bill Reynolds, mechanic, and his assistant, Walter Henersly, are getting the rolling equipment in shape. Blackie Henery is working on the two Ferris Wheels. Jack Rogers claims to have new attractions lined up for his side show. Jimmie Muldoon is reducing his waist line.

Pete and Alice Burns and Frenchy Vincent arrived from Tampa. Henry Dwight, canvasman, has all tents in top shape. William Steward, electrician, is prepping for opening. Hank Silo reports receiving new snakes for

**Turner Bros.**

**PETERSBURG, Ill., March 6.**—Quarters have not officially opened, but R. V. Collins, mechanic, and Pop Gazia have been readying rides and rolling stock.

Art Converse, last year with Gold Medal Shows, has booked his side show for the coming season.

Agent Jack Price, upon return from a booking trip, reported the org routed for the season, with early spring dates to take it into Indiana and Illinois. Fair route is topped by Du Quoin (Ill.) State Fair, to be followed by fairs in Tennessee and Mississippi.

Word has been received from Hot Springs that Mr. and Mrs. Sam Spangle and Mr. and Mrs. Walter Fellis are planning to leave for quarters.

Recent visitors were Mr. and Mrs. Lloyd Johnson, ride owners; Mr. and Mrs. B. V. Nessler, Mr. and Mrs. Lloyd Burge; Mr. and Mrs. Lloyd Palmer, cookhouse operators; Kermit Tatham, Tatham Bros.' Shows; Bill Gullette; Mr. Pierce, Imperial Shows; Mr. and Mrs. Harry Phillips and Katherine Marie Collins.

Staff is unchanged, with R. C. and C. G. Turner, owners, Dorothy Turner, secretary-treasurer; Marie Turner, concession manager; Jack Price, general agent, and R. V. Collins, mechanic.

**Prell's Broadway**

**CHARLESTON, S. C., March 6.**—Owner Sam Prell announced that the shows will head as far West as Ohio, playing new territory.

Quarters are humming. Three new fronts have been constructed under the supervision of Sam Caruso. Recent arrivals include Big Bertha and Tiny Tim who went to work supervising the construction of their fronts and banner lines. Also Bebbett Prell, son of the owner, who last year took over the purchasing department.

Lee Sullivan, of the Eli Bridge Company, visited, inspected the shows' twin Ferris Wheels, and left with orders for three new No. 5 wheels, scheduled for delivery in time for the fair season.

Bad weather has hampered activities somewhat.—ALLAN A. TRAVERS.

his show. Al Boxall is working on a new seating arrangement for his bingo. Harry Rater, of the paint department, is busy touching up equipment. Lot superintendent Johnny J. Watkins is around.

**WANT TO JOIN AT ONCE**

**GENERAL AGENT**  
Capable of routing a reliable Show. Must know Central Southern territory. Salary must be reasonable, as you get it. All replies to  
**BOX D-249, c/o The Billboard**  
2160 PATTERSON ST., CINCINNATI 22, OHIO

**ANDERSON GREATER SHOWS**

**"The Grand Old Show With the Fine Old Name"**  
OPENING DOWNTOWN, SAMSON, ALA., MARCH 27—2 BIG SATURDAYS  
WANT: Duck Pond, Fish Pond, Balloon Darts, Cigarette Shooting Gallery, Floss, Snow, Sapples, Ball Game, Coke Bottle and String Game. Only one of a kind on this show. Bingo and Diggers open. Want COOK HOUSE and 1 GRAB OUTFIT.  
RIDE HELP on Wheel, Octopus, Gimney and Swings. Operator for 5-in-1 and any Show not conflicting with Pit Show and Girl Show. Can use Fun House Operator for A-1 Fun House. Will book or lease 1 more Flat Ride. All contact  
**ANDERSON GREATER SHOWS, Natier Field, Dothan, Ala.**  
Hope Cole, R. H. Gee, Little Kentuck, Bud and Mary, Jim Sims, Luther Fandlin, come on.

**CAN PLACE FOR SUMMER SEASON**

in and around Washington, D. C., Maryland and Virginia  
FISH POND, STRING GAME, CIGARETTE GALLERY, BALLOON DARTS, FROZEN CUSTARD, BOWLING ALLEY or any other Concessions playing for Stock only.  
P.S.: Will buy, lease or book MERRY-GO-ROUND. Write or wire.  
This week, Elks' Col. Fair, Lake Worth, Fla.  
**BARNEY TASSELL UNIT SHOWS**



# KUNTZ BROS.' SHOWS

N. J.'s Fastest Growing Organization

9 RIDES

OPENING WEST NEW YORK, NEW JERSEY, MEMORIAL PARK  
APRIL 16 TO MAY 2, INCLUSIVE

CAN PLACE FOR LONG SEASON

CONCESSIONS—Ball Games, Short and Long Range Galleries, Novelties, Age and Scales, French Fries, Floss, Candy Apples, Coke Bottles, Hi-Striker, Bowling Alley, Shoot Till You Win, Photos, Palmistry and other Grind Stores.

SHOWS—Can place Motordrome, Snake Show, Funhouse, Monkey Show, Wildlife or small Animal Show, 10-in-1 or any other worth-while attraction. Shows must have own equipment and transportation.

RIDES—Can place Roll-o-Plane or any Ride not conflicting.

HELP—Foreman and Second Man on '48 Ferris Wheel, Show Electrician and all useful Show People, come on. Top salary plus long season.

BINGO—Have excellent opportunity for Bingo.

HAVE FOR SALE—110 Vts., 25Kw. Generator, mounted on army surplus trailer, all ready to operate, A-1 shape, \$1200.00. REASON FOR SELLING: Show getting too large.

ALL REPLIES TO

**ALBERT KUNTZ**

55 GLENWOOD AVENUE

LEONIA, NEW JERSEY

# don FRANKLIN shows

OPENING ANGLETON, TEX., SATURDAY, MARCH 13

Can place a few more Legitimate Concessions—Age, Scales, Novelties, Balloon Darts, String, Slum Blower, Huckley Buck, all kinds of Ball Games, Country Store, Penny Pitch. Ice Cream Dip only Eats open. Can place Concession Agents. Want General Ride Help. We have eight Rides. WANT, due to disappointment, MANAGER with Organized Troupe for office-owned Jig Show. Must transport your own people; we have complete Set-Up, Wagon type 50' Panel Front. 60-40 basis, you pay your Help.

This Show carries no grift. Long proven route of Still Dates, Fairs and Celebrations. ANGLETON, TEXAS, THRU MARCH 20TH.

GEN. MGR.  
**DON FRANKLIN**

BUS. MGR.  
**GLENN HYDER**

SECY.-TREAS.  
**KATHERINE FRANKLIN**

DIESEL ELECT.  
**FRANK HENDLEY**

GEN. SUPT.  
**A. S. DOVE**

ADVERTISING  
**JOHNNY CLAY**

# MARKS SHOWS

MILE LONG PLEASURE TRAIL

OPENING EARLY IN APRIL!!!

CAN PLACE: Motor Drome, Glass House. Have beautiful outfit for Monkey Show, complete except animals. Will furnish transportation for the above Shows.

CAN USE: Good Show Painter who can letter. Must be experienced.

WINTER QUARTERS now open, Midlothian Pike, west on Route 60.

Address:

**JOHN H. MARKS, P. O. Box 771, Richmond, Virginia**

# MATTHEW J. RILEY ENTERPRISES

OPENING APRIL 12TH

LONG SEASON—SHORT JUMPS—GOOD TERRITORY

Want to book for season, Major Rides not conflicting. Want to book, buy or lease Ferris Wheel for season. Want Ride Foremen and Ride Help. Want Concessions that work for Ten Cents, Fish Pond, Bowling Alley and any Grind Concessions. Want capable Shows of merit with own transportation. Address all to

**MATTHEW J. RILEY**

CLINTON HOTEL

PHILADELPHIA 7, PA.

# STANDARD SHOWS

Can place for 1948 season: MERRY-GO-ROUND, CHAIRPLANE. Second Men for following, must drive semis, can use wives as Ticket Sellers or Agents: ELI #12, OCTOPUS, ROLL-O-PLANE, FLY-O-PLANE.

Concessions: Diggers, Photos, Long Range (Lead), all others sold. Bill Sutherland, can use you. Shows with own transportation: MECHANICAL, MONKEY, SNAKE or any show flashy and capable. Have eight Fairs and Celebrations booked, and will put you first in Torrington, Scottsbluff, Alliance, Rapid City, Gillette, Sheridan. Show opens April 26. Plenty of room in Winter Quarters, come on.

HAVE LIMITED SPACE OPEN FOR FOLLOWING, NO EXCLUSIVES:  
HARDING, MONT., RODEO AND FESTIVAL, JUNE 10-13; MILES CITY, MONT., STAMPEDE, JUNE 17-20; RED LODGE, MONT., RODEO AND FOURTH CELEBRATION, JULY 1-5; WYOMING STATE FAIR, AUG. 25-28.

All address: STANDARD SHOWS, State Fair Grounds, Douglas, Wyo.

# MURRAY AMUSEMENT CO.

OPENING SOON IN PEORIA, ILL.

25 Street Celebrations now booked and others pending. First Street Celebration, April 19.

CONCESSIONS: Bingo, Popcorn and Percentage booked. All other Legitimate Concessions open.

Can use Foremen and Help on all Rides. ADDRESS:

**KEN MURRAY, Owner & Manager**

Box 264, Bloomington, Ill.

Vagabond  
EVERYWHERE  
UNDER THE SUN

Vagabond, with its sleek look and luxurious comfort, gives the finest in trailer coach living, wherever you are.

People who know, buy Vagabonds. They like the smart interior treatments;

the light but rugged construction; the famous floor heating system, and all the built-in features which make Vagabonds a stand-out anywhere under the sun. Yet this finer coach costs no more.

You EXPECT more in a Vagabond and GET it!



Write, today, for catalog of full color pictures, and name of your dealer.

**VAGABOND COACH MFG. CO.**

Box 95, NEW HUDSON, MICH.

# RAFTERY SHOWS

OPEN MARCH 29, 1948

AGENTS WANTED

To take head of Roll Downs and Razzle; also Agents for Swingers and Slum Skillos; Percentage Dealers for Pills, Beat the Dealer and Over and Under. Artie Sullivan, have good deal for you. Can place Mitt Camp Ex. Show has 12 Fairs. Have Exclusive on Grind Stores. Wire or write

**EDW. (SPOT) COOPER**

125 S. Bloodworth St., Raleigh, N. C., until March 17; then Cape Fear Hotel, Wilmington, N. C.

# BILL'S RIDES

RIDE HELP—Semi Drivers given preference on following Rides: Merry-Go-Round, Ferris Wheel, Chairplane, Auto Ride, Spitfire, Tilt-a-Whirl.

SHOWS—Will book any worth whole Show with or without outfit.

CONCESSIONS—Want Cook House that caters to Show Folks, Concessions that work for Stock. Cecil C. Rice wants Agents for Hanky Panky, also No. 1 P.C. Dealers.

Opening March 27th in Kentucky Coal Fields. Watch next issue Billboard.

Address all mail and wires to

**BILL'S RIDES, CAMP 41, ADEL, GA.**

F. M. SUTTON SR. Presents

# GULF COAST SHOWS

OPENS SATURDAY, APRIL 3, OSCEOLA, ARK.

The Show That Knows Where To Go and When

Want Octopus, Roll-o-Plane, Tilt, Fun House. Will book yours very cheap. Will sell exclusive on Photos, Guess Your Weight and Age, Custard. Can always use Stock Concessions and Ball Racks.

All wires and mail to Blytheville, Ark., until March 28; then Osceola, Ark.

Address: F. M. SUTTON SR., Fairgrounds, Blytheville, Ark.

# HOLLYWOOD KIDDIE RIDES FOR SALE!

Kiddie Merry-Go-Round, 16 horses, two seats; all hang on steel sweeps. This is no platform type. Good Top, single phase motor. Loads on small trailer, \$1,000.00. Kiddie Ferris Wheel, new last summer, factory job. Six steel cages, seats 24 kiddies. Choice of either single or three phase 3 1/2 HP. motors, \$1,900.00. Kiddie Plane Ride, six planes, all metal ride. Good Top, single phase motor, \$900.00. Boat Ride, complete except tank. Build your own of canvas or steel. Real money-maker. Six all-aluminum boats; won't rust out. Powered with Wisconsin motor, \$1,250.00. Miniature Streamlined Santa Fe Train, beautifully painted. New last summer. Aluminum body, two coaches and locomotive, seats 40 kiddies. Adults ride also. Has self-starter and generator, air horn, headlight, dome lights, upholstered seats. 450 foot track, \$4,000.00.

**TOM HUGHES**

706 West 21st St., Los Angeles, Calif. P.Rospect 0260.

# LAWRENCE

**GREATER SHOWS**  
amusements of to-day plus a bit of tomorrow

We Have Money Dates Contracted

Nine Top Fairs in Pennsylvania, West Virginia, North and South Carolina

**SHOWS** Want Riders with Cycles and Manager for our **SILO DROME**. Have complete outfit for **MONKEY SHOW** or will buy monkeys and finance a progressive showman for this particular show.

**LIFE SHOW** and **MECHANICAL SHOW**—good proposition. We will book or finance any progressive showman with a money-getting attraction.

**RIDES** Will buy for cash #5 **ELI FERRIS WHEEL**.

**CONCESSIONS** Will sell exclusive on **SCALES, GUESS YOUR AGE** and **NOVELTIES** for still dates and fairs—will book **PENNY ARCADE, Ball Games, Duck Ponds and Fish Ponds and SNOW BALLS** and other concessions.

**RIDE HELP** Rideo Foreman, Fly-o-Plane Foreman, Rollo-Plane Foreman, Second Men on all Rides—must drive **TRUCKS**.

**OTHER HELP** A-1 Show Mechanic—**SCENIC PAINTER** and **ARTIST, DESIGNER** and **BUILDER**—Useful **WINTER QUARTERS HELP**—come on.

**ACTS** Will give **SEASON'S** work to Stilt Walking **CLOWN** who has some knowledge or can adopt himself to handling **SCHOOLS**.

All replies to **WINTER QUARTERS, Kingstree, S. C.**

## Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

OPENING MARCH 15, LAKE CHARLES, LA.

BIG INDUSTRIAL CENTER. PLENTY OF PAY ROLLS.

Can place Photos and Frozen Custard. Also a few legitimate Concessions. Shows with or without own outfit, Illusion, Animal, Fun House, Mechanical or Side Show. Low percentage. Good spring route of still dates, fairs and celebrations. Fair secretaries and celebration committees Mississippi and Southern Arkansas, we have a few weeks open in August and September. We welcome your inspection. All replies:

**ED GROVES, Mgr.** COR. HODGES AND CHURCH STS.  
LAKE CHARLES, LA.

## STARLIGHT AMUSEMENTS

TEXAS CLEANEST SHOW

**WANT—Can Place for 1948 Season—WANT**

**CONCESSIONS**—Photos, Basketball, Milk Bottle Ball Games, Clothes Pin, Arcade, String Game, Guess Your Age, American Palmistry, Slum Bowling Alley, Coke or any other Merchandise Concession not conflicting. No gypsies. No grift. No drunks.  
**SHOWS**—Monkey Show, Mechanical, Snake, Wild Life, Fun House or any other money-getting Show. No Sex Shows.

**RIDES**—Any money-getting Ride not conflicting with what we have.

**FOR SALE**—Double Head Super Wizard Candy Floss Machine, new May, 1947; has brand-new 1/2 horse motor. Bargain.

**STARLIGHT AMUSEMENTS, Beeville, Texas, thru March 13.**

## LAST CALL

### LAKE CO. FAIR AND SPORTSMAN'S EXPOSITION

EUSTIS, FLA., MARCH 15

**CONCESSIONS**—Cookhouse, Grab, Jewelry, Ice Cream, Novelties, Ball Games, Fish Ponds or any Hanky Panks. **RIDES**—Spitfire, Fly-o-Plane, Dark Ride. **SHOWS**—Monkey Show or any attractively framed Show of merit not conflicting. Reply: **This week, Lakeland, Fla.**

**E. L. YOUNG, ROYAL CROWN SHOWS**

## VICTORY EXPOSITION SHOWS

OPENING MARCH 20

Can place Cook House, Candy Floss, Scales. All Stock and Slum Concessions open. Harry Lamon can place Agents for Grind Stores. Can place Help on all Rides, must drive. Can place any worth-while Shows except Girl Show. Address:

**ALVIN VANDIKE**

231 KENDALIA STREET

SAN ANTONIO, TEXAS

## QUEEN CITY SHOWS

Opening March 15th, Benson, N. C., with 2 good Mill Towns to follow.

**CONCESSIONS**—Fish Pond, String Game, Pitch Till U Win, Hoop-La, High Striker, Scales and Age, Bumper, Lead Gallery or any legitimate Concession that works for stock. Have opening for Custard, Diggers and Penny Arcade. Bill Wolcot, answer. Can use American Mitt Camp. Positively no grift.

**SHOWS**—Will book any Show with own equipment.

**RIDES**—Will book Octopus, Roll-o-Plane or Tilt and one or two Kid Rides. Can use Second Men on all Rides. Those interested, come on. No time to write. All wire:

**"CURLEY" LITTLE, Mgr.**

QUEEN CITY SHOWS, SMITHFIELD, NORTH CAROLINA

## WINTER QUARTERS

### Johnny T. Tinsley

GREENVILLE, S. C., March 6.—H. S. (Tommy) Thompson, business manager, announced the contracting of three weeks of spring celebrations in Atlanta following a recent booking trip. Al Tivoli has contracted his midway diner, which he reports is all new.

New all blue canvas, purchased from the Anchor Supply Company, has arrived. Ride Superintendent Gordon Crandall announces the arrival of Johnny Major, Frank Simms, John L. Mixon, Robert Montgomery, George Johnson, Raleigh (Pete) Harrison and Tiny Morely.

Mrs. Mayo Tinsley, co-owner and secretary, is proudly showing the new office equipment installed in the trailer built last year by the Platt Trailer Company. Mrs. Tinsley also operates several concessions.

Unfavorable weather has hampered work, but crews are operating regularly to ready all equipment prior to the scheduled Saturday (27) opening. Electrician Bob Brockaway and his crew is especially busy, since this season the show will be illuminated entirely with fluorescent lamps.

George Bennett, manager of the Funhouse, is rebuilding the unit and adding several new gadgets. The Motordrome purchased from Curtiss Prosser has arrived and Prosser and his crew are expected to join shortly to start painting. Mr. and Mrs. Clyde Howey advise that they are en route to join their Snake Show and popcorn. Mr. and Mrs. Herb Gullimette and daughter, Reba, have arrived from Lake Charles, La., with their concessions. John Gullimette writes from Boston that he and Mrs. Gullimette will again be represented on concession row.

Bob LaRue has contracted for several concessions. Mr. and Mrs. George Edgar are busy reading their concessions. L. C. Scott also arrived. Sam Justus recently visited, accompanied by his wife, daughter and brother, Donald. He contracted his concessions. J. R. Simpson advises that his new photo studio, being built on a 25-foot trailer, is nearly completed. Dewey Rupert is painting his concessions. Frank McBride has bought a new van to transport his stock. The new front for the *Harlem Revue* has been completed—H. SAWYER.

### Ritter's United

SAN BERNARDINO, Calif., March 6.—Owner Hollie Ritter returned from the Western Fairs Association meeting in Sacramento and announced seven celebrations already have been signed for Southern California.

Org will play the entire season in California, operating as second unit of Martin's United Shows.

A crew has been remodeling the five rides and concessions and all will be ready for the opening Thursday (15). An order has been placed for new cable, and new junction boxes have been made in quarters. A new Diesel light plant has been delivered.

Recent visitors included Tony Nelson, Mr. and Mrs. Til F. Taylor, Bing Wiest, Frank W. Babcock, Mel La Londe, Joe Exler and Spot Ragland.

### Ross Manning

TRENTON, N. J., March 6.—Work is progressing at quarters on the State fairgrounds. A new set of horses has been received for the Merry-Go-Round. All new canvas has been ordered thru Arthur Campfield.

Louis Light will manage concession row. The writer has been appointed contracting agent.

Mr. and Mrs. Manning are in Florida. They will return shortly to take charge of refurbishing.—**LOUIE G. KING.**

## ATTENTION RIDE OWNERS

Want to buy Two-Abreast Merry-Go-Round in good condition or will book for long season of bona fide celebrations. Merry-Go-Round, Wheel, Loop, Rolloplane, Kiddy Rides, or any non-conflicting Ride. Have good proposition to offer you with solid booking in good ride territory at low percentages. We also have a few concessions open.

## TIP TOP SHOWS

128 Huron St., Syracuse, N. Y.

Phone 48255

## Wallace United Shows

Open March 20th.

All people holding contracts come on Crawfordville, Arkansas. Now moving on lot.

Rides not conflicting, wire. Good opening for Girl Show, must have 3 or more Girls. Side Show. Showmen with own outfits, wire Jack Oliver, Dannie and Marie, Bill Martin, come on immediately. Hanky Panks of all kinds, come on. Loop-o-Plane Foreman, sober Ride Help, come on. Lady Agents for Lead Gallery, Ball Game, Penny Pitch; place husbands on Rides.

## Rosedale Cotton Festival

Week of March 15th, Rosedale, Miss.

Want independent Rides and Shows, all Concessions not conflicting. Limited space available, right downtown. What have you? A guaranteed winner. Press and civic organizations supporting. Get an early start. Thirty-eight weeks to follow.

Wire or Write

**L. C. CRANDALL**  
ROSEDALE, MISS.

## D. & H. SHOWS

Can place few more Stock Concessions, also Mitt Camp. One more Ride that doesn't conflict. Will give route if interested. Address:

**F. E. DICKERSON** or **EVERETT P. BRYANT**  
Midway, Ga.

## TOMMY SCOTT

CALL ME AT ONCE

**PEPPERS ALL STATES SHOWS**

FLORENCE, S. C.

(Phone: 9130)

## MARION GREATER SHOWS

Opening in Orangeburg, S. C., or near there, Thursday, Mar. 18

ATTENTION—Everybody booked with this show report to winter quarters not later than 15th of March. Will book one or two Thrill Rides. Attention, Showmen, Side Show Operators—We have all new canvas, also banners. These shows are complete, need reliable operators. Will book any worth-while Shows. What do you have? Ride Help—Will place you. Will book clean Concessions of all kinds. P. C. Agents, will place you. Attention, Colored Performers and Musicians—Join. Everybody report to Bowman, S. C., winter Quarters.

**MARION H. SPILLERS, Owner and Gen. Mgr., Bowman, S. C.**  
**FURNIE E. SPAIN, Bus. Mgr., 2301 Main St., Columbia, S. C.**

# Much too slow!



There isn't time—



TELEPHONE



TELEGRAPH



AIR MAIL



SPECIAL DELIVERY

COPY (OR INSTRUCTIONS TO REPEAT A PREVIOUS AD) FOR

## THE BILLBOARD'S BIG SPRING SPECIAL

(THE EXTRA SPECIAL ISSUE FOR EXTRA SPECIAL SALES)

# But, do it now!

**Forms for Equipment Supplement close Monday, March 15**  
**Forms for Other Departments close Wednesday, March 17**

THE BILLBOARD PUBLISHING COMPANY

In New York  
1564 Broadway  
Phone: Plaza 7-2800

In Chicago  
155 North Clark St.  
Phone: Central 8761

In Cincinnati  
2160 Patterson St.  
Phone: Dunbar 6450

In Hollywood  
6000 Sunset Blvd.  
Phone: Hollywood 5831

In St. Louis  
390 Arcade Bldg.  
Phone: Chestnut 0443

In Detroit  
1009 Fox Theatre Bldg.  
Phone: Randolph 1100

# BIG PROFITS!

With **JOSEPH BROS. WATCHES**

- Gruen
- Benrus
- Elgin
- Bulova
- Waltham
- Rensie
- Octo
- Illinois

New and Reconditioned. Write Dept. B-13 for New 1948 Catalog. Featuring Fast Sellers on In-Demand Watches and Jewelry.

**JOSEPH BROS.**  
59 E. Madison St.  
Chicago 3, Ill.  
Member Jeweler's Board of Trade



# LETTER LIST

Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of *The Billboard* where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

## MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St.  
Cincinnati 22, O.

Adams, Dewey P.  
Adams, Edw. J.  
Ajar, Harry H.  
Akers, Wally  
Alcido, Edith  
All, Mrs. Martha O.  
Allen, Mrs. Dorothy  
Allen, Dorris  
Allen, Jimmie  
(Count Store)  
Allen, Johnny J.  
Anderson, Andy  
(Musician)  
Anderson, Andy  
(Animal Trainer)

Ankin, Geo. Jr.  
Ansley, Wm. D.  
Archer, Mrs. Betty  
Archer, Don  
Arson, Jimmy  
(Clown)  
Atcheyman, Geo.  
Bailey, Barbara  
Baker, Pat  
Bales, Mrs. R. M.  
Bancroft, Harry L.  
Bancroft, Raymond C.

Barber, Mrs. J. L.  
Barnette, Carl W.  
Bates, Frederick  
Baugh, M. E.  
Beall, Harold  
(Dixie)  
Beam, Ward B.  
(Beam's Show)  
Beard, Bobby  
Beaudry, Harold A.  
Becker, Bubbles  
Orch.  
Beebe, Frenchy  
Anna

Bell, L. H.  
Bell, L. "F"  
Benjamin, W.  
Bennett, Cecil A.  
Benson, B. W.  
Benton, Clyde  
Bernan, Joe  
Bernardi, Mrs.  
Dorothy

Rickett, J. H.  
Rickford, Marion  
Rishop, H.  
Rish, Joe  
Blakely, Wm.  
Bland, Frankie  
(Agt)

Blankenship, Mrs.  
Boaz, Gertrude  
Boaz, Howard  
(Hollywood)  
Rollinghouse, Happy  
Bowers, Hoiner Lee  
Bowers, Wayne  
Boyerski, Stanley  
Boyle, Bill  
Britt, Mrs. Stella  
Brown, Sgt. Edwood  
W.

Brown, Roger  
Brown, Mrs. Kate  
(Tom)  
Brown, W. S.  
Bradley, Concessions  
Brigman, B. E.  
Brown, Harold  
Brown, L. B.  
Burns, Kathleen  
Butter, Mrs. Callie  
Cain, Bill  
Cale, Vera Ione  
Calloway, Baby  
Carpenter, N. E.  
Carl, Jimmie  
Carter, Glendon T.  
Carter, Roscoe  
Carter, W. C.  
Carter, James Q.  
Carver, Ella  
Carver, Allen Floyd  
Carvilla, Johnny  
Cattlett, Clarence M.  
Cearley, Gordon  
Ceaser, Gordon  
Cerrone, Vito  
Chambers, Mrs.  
Norma (Slim)

Cheek, Ben  
Cherry, John  
Marshall  
Chisholm, Mrs.  
Stella  
Chitwood, Jole  
Church, Clarence  
Cibull, Mrs. Frank  
Civille, Miss Jean  
Chair, Jimmie  
Clark, John W.  
Clark, Wm. J.  
Claman, Jimmie  
Clemens, Fred G.  
Clark, Dottie  
Clark, Ralph  
Coleman, Geo. T.  
Collender, Jack  
Collier, Mrs. V. L.  
Collins, Mr. Pat  
Cooper, Miller  
Copp, Wm.  
Converse, Art  
Corbone, Sammy  
D.

Couillard, Ray  
Covington, Floyd  
Wm.  
Coward, Clyde  
Cox, Walter B.  
Craft, Howard  
Crawford, Mr. Jean  
Crawford, Mrs.  
Margaret  
Creamer, Vickie  
Crider, Hal  
Cristiani, Lucio  
(Cristiani Family)  
Cummings, Pfc.  
Wm. G.  
Cusson, A.  
Cusson, J. R.  
Daily, Alvie  
Daniels, J. C.

Dans, Lt. Louis L.  
Davis, C. E.  
(Busty)  
Davis, Mack  
Davis, Raymond  
Day, Max  
DeForest, Jimmy  
DeLo, Nick  
Dean, Christopher  
Dean, Francis  
Dearing, Chas.  
Del Rio, Duke  
Deason, Ione  
Dempsey, Mrs.  
Marie  
Demetro, Tom  
Deugler, Geo. O.  
Dennis, Frank  
Derrickson, Geo. W.  
Dertinger, Austin  
Devine, Lefty  
Dewald, J. M.  
Diablo, El  
Dick, Mrs. Geo. W.  
Dickinson, Mrs. S. H.

Dietrich, C.  
Dix, Alvin W.  
Dixon, Curley  
Donaldson, Chas.  
Slim  
Donnelly, Geo. F.  
Donnelly, Russell  
Dontigny, W. C.  
Dorsey, Tom  
Douglas, J. L.  
Driskill, Andrew  
Wright  
DuBrae, Patricia  
Duckett & Wm.  
Gray  
Dwyer, Dink  
Dyer, Marie  
Eavins, Thos. J.  
Edwards, Blackie  
Elford, Hal  
Elliott, Leon  
Ellis, Buster  
Ephrem, Freddie  
Evans, Daniel O.  
Evans, Frank  
Evans, James H.  
Farr, Levern & Ruth  
Fecin, Mrs. Robt.  
Fehling, Erich  
Ferguson, McD.  
Fisher, Geo.  
Flynn, Smoky  
Fontaine, Louise  
Fontinelle, Mae & Hal

Forron, Frankie  
Foubus, Mrs. E.  
Francis, Eva B.  
Francis, Geo.  
Fray, Clifford S.  
(Show)  
Gallup, Theodore T.  
Gardner, W. M.  
Garner, Robt.  
Gerber, Guy L.  
Gertz, Max  
Girouard, Anthony  
Gibbons, Arthur  
Gillmore, Mrs. Mary  
Cecile  
Glass, Mrs.  
Catherine  
Glass, Kay L.  
Goard, Chas.  
Goldie, Jack  
Goodrich, Mable & Bill

Goodwin, Mike  
Goody, Ray  
Gorman, John  
Goss, Marie  
Graham, B. L.  
Grabba, Louie  
Granger, Jack  
Green, James  
Green, Wm. E.  
Gregory, Chester  
Gregory, Mrs.  
Gladys  
Gross, Chas.  
Grooms, Lucile  
Grupp, Claude  
Gupano, Don & Linda

Haines, F. L.  
Haley, Vernon J.  
Hall, Frank  
Halvorsen, Carl  
Hannah, John  
Harding, Wm. Reed  
Harnett, Mrs.  
Beverly  
Harris, Pocket Book  
Harrison, Polly & Buck  
Hart, Roxie  
Hartley, Pep  
Haunhorst, John  
Haywood, Lee  
Heath, C. W.  
Hendrich, Herald  
Heep, Harry  
Heep, Virginia  
Henry, C. P.  
Hendrix, Lula Belle  
Hern, Garry  
Hilleman, Hatchie

Hilliard, Wanda  
Hipple, E.  
Hinkle, Milt, Mgr.  
Rodeo  
Hirley, Joe  
Hoaks, Tom  
Hoburg, Ira  
Hoffman, Mrs.  
Margaret  
Hogan, Jake  
Horn, Vernon O.  
Horrell, Chas.  
Shackles  
Hort, Dale  
Hubler, Geo.  
Huffie, Thos. John  
Huggins, Bob  
Hull, Josephine  
Hunter, Edw.  
Hunter, Virgil Y.  
(Harry)  
Hurler, Thos. G.  
Hyland, Mrs. Melita  
Jackson, D. M.  
Jackson, Edw. M.  
Jacobs, Capt. Lucky  
Jackson, Willie B.  
Jacobs, Mrs. J. K.  
Jerry, Frank & Bobbie  
JoAnn, Madam  
John, Nicholas  
Johnson, Harry L.  
Johnson, Roy T.  
Johnson, Sleepy  
Johnston, Henry D.  
(Ride Owner)  
Johnson, Mary  
Violet  
Jones, Mathew  
Judy, Russell F.  
Justin, Melvin F.  
Kaapuni, Ernest  
Kahue, Elsie  
Karnes, Walter W.  
Kelley, Geo. E.  
Kelley, James M.  
Kelley, Kitty  
Kelman, P.  
Kennedy, Glenn R.  
Kent, Don  
Kenneth, Roy K.  
Kerter, Abram  
Keris, Harry  
Kern, Loretta  
Kerwin, Paul L.  
Kimball, Dude  
King, Mrs. Annie  
Lee  
King, Chas.  
King, Diane  
King, Herb Engel  
Kingston, Virginia  
J.  
Kirkwood, Eugene  
Kirkwood, Mrs. Linda  
Knott, Stacy  
Knox, Geo. N.  
Koelzer, Emma  
Kuzma, Joseph  
Kyle, Raymond  
Lambon, Harry  
Lamb, Kenneth  
Lambert, H. W.  
(Speed)  
Lamont, Bert  
Lane, Geo.  
Lane, Thomas H.  
Lantz, Geo. G.  
Larue, Jack  
Latton, W. C. Bill  
Leaston, Jack  
Leatherman, Tex  
Leclair, Milton  
Leavitt, John  
Leist, Johnny & Helen

Leggett, Ruth  
Leveritt, R. T.  
Lewis, Samuel  
Lewis, Ted  
Linville, Earl  
Litzler, Chas.  
Livingston, Earl  
Long, Jack Sign  
Loring, Dick  
Luckett & Hill  
Lyons, Honest  
Lusk, Mrs.  
Marzurito  
Luther, M. H.  
McAfee, Louis  
(Mack)  
McAdoo, Bob  
McCarthy, Danny  
McClain, Frank  
McClain, B.  
McCormick, Marianne  
McCoy, Jimmy  
McCree, Reno  
McDaniels, Betty  
McFarland, Jack  
McGee, Chas.  
McGuire, C. E.  
McGuire, Mac & Connie  
McHugh, Wolford L.  
McLean, D. D.  
McNeal, J. S. Jr.  
McSpadden, J. R.  
McSpadden, Mrs.  
Myrtle  
Maddox, Earl & Jean  
Males, J. G.  
Manson, Francis J.  
Mickey  
Maraldo, F. J.  
Marco, Wm.  
Marcus, Mrs. Lew  
Marlyn, Nancy  
Marion, Thomas  
Marshall, Billy

Martney, Hensley R.  
Martin Bros. Circus  
Martini, Toney  
Martin, D. R. L. R.  
Matlock, Lonnie  
Long  
Matthews, Carmelious  
Mattson, Bernard  
Maxwell, Raymond  
Mayer, W. B.  
Mead, Elmer  
Meade, Mrs. Bill  
Meisa, Raymond T.  
Meyers, Geo.  
Millard, B. J.  
Miller, Mr. (Miller's French Fries)  
Miller, Earl  
Miller, Geo. F.  
Miller, Joe  
Millette, Ira  
Milton, Mr. Leon  
Mitchell, F. C.  
(Slick)  
Mitchell, G. L.  
Mitchell, Geo. J.  
Mitchell, Martie  
Mitchell, Miller F.  
Mitchell, Rami-chandu Billy  
Mitze, Prof.  
Mix, Jr., Tim  
Moniz, Shirley  
Montgomery, James  
Moore, Ed.  
Moore, James  
Russell  
Moore, James R.  
Moore, Leigh  
Moore, Opal E.  
Moore, Patsy  
Moran, Jack (Rev.)  
Moran, John  
Moring, Bill & Vera  
Lawler  
Morgan, Jeanette  
Ann  
Morvan, John  
Morrison, C. L.  
Whitey  
Morton, Clarence  
Mulligan, W. F.  
Mullin, Frank  
Murphy, Jack  
Murphy, Joe  
Murphy, Myrtle  
Langford  
Murray, R. E.  
Murray, W. T.  
Nail, Lila Mae  
Nash, Ray  
Nation, Judy Dawn  
Neal, Mrs. Billie  
Nelson, Calvin & Nova R.  
Nelson, M. F.  
Newby, Mrs. Bert  
Nicholas, E.  
Nicholas, John  
Nigbur, Gilbert  
Nigle, Fred  
Niverson, Donald R.  
Noble, Mrs. Forrest  
Nocle, Chas. S.  
Norman, Jack  
Nyman, Mrs. J. R. (Agnes)  
O'Brien, Jerry  
O'Day, E.  
O'Malley, Thomas  
Alvin  
Ode, Frank  
Overstreet, Robt. L.  
Palastre, John  
Pape, Ray  
Paper, Grace  
Parello, John  
Parker, Herbert W.  
Parker, Wm.  
Parkinson, Ray  
Parsons, Jean  
Paton, Frank  
Patterson, Kermit  
Payton, Brownie  
Pellman, Meyer  
Peppert, S. C.  
Peterson, Guy E.  
Peyton, Blackie  
Pickard, Dave  
Polo, Eddie  
Pool, R. G.  
Post, Wesley  
Powell, Chas. M.  
Powers, Larry  
Purie, Vic Quitsie  
Queen, Joe L. L.  
Quinlan, Robt.  
Rattigan, Chas.  
Readout, Kenneth  
D.  
Reckless, Fred  
Red Devils  
Reiser, Musecal  
Regal, Mae Dawn  
Reid, Albert  
PeeWee  
Renand, Thomas A.  
Rittley, Mrs. Jo-Ann  
Roach, Jesse  
(Dusty)  
Roberts, Chas.  
Evans  
Roberts, Chas. T.  
Roberts, Ollie Mae  
Rose, Blacky  
Rose, Miss Faith  
Rosenfeld, Sol  
Royal, Chester  
Russells, Clyde L.  
Ruthenburg, Chas.  
Sable, Jack  
(Junior)  
Safko, Alex

Salisbury, Val  
Salzer, Raymond C.  
Sanford, Ray  
Saulsberry, Robt.  
Sawyer, Stanley  
Schimmowick, A. F.  
Schuldt, Casey  
Schupp, Eleanor  
Schultz, Frederick  
Wm.  
Schwartz, Louis  
Scruggs, Forrest M.  
Sears, Lida  
Sellner, G.  
(Whitey)  
Sells, Virgil  
Serlin, Sam  
Sharp, Homer  
Shawver, Mrs.  
Harriett  
Shepardson, Kenneth  
Lucky  
Sheridan, Carolyn  
Lee  
Shindledecker, Walter  
Shipman, Cecil  
Sholtz, Jack  
Shomaker, Earl  
Shore, Fred  
Shuman, Carl  
Shultz, Wm.  
Siegrist, Billy  
Singer, E. H.  
Six, Big  
Sizemore, Melle  
Maizie  
Smith, Bert  
Smith, Buzz  
Smith, Mrs. Davie  
Smith & Doyle  
Smith, Edna F.  
Smith, Ethel Mrs.  
Smith, Floyd  
Smith, Milton  
(Pistol Pete)  
Solomon, Henry  
Sommerland, Karl  
Souders, Clyde N.  
Spaulding, Warren  
W.  
Spears, Joe  
Spence, Mollie V.  
Spencer, Chas.  
Spring, Tony  
Stairs, Robt. A.  
Stafford, Arthur  
Stafrs, Robt. A.  
Stalter, Oliver G.  
Stanko, Mack  
Stanley, Chas. W.  
Stanley, Mrs.  
Florence  
Stanley, Mrs. Kay  
Star, Wm. H.  
Starkey, Albert W.  
Starkey, John  
Steinke, Ed. Carl  
Stepp, Chas. E.  
Steve, Frank  
Stevens, Jolly Bert  
Stewart, Curley  
Stien, Louie  
Stoffel, Walter  
Stokes, Van  
Sugar, Bob  
Sykes, Vera  
Tan, Alex  
Temple, John  
Thomas, Geo. P.  
Thomas, Leo  
Thomas, Paul  
Thompson, Earl  
Thompson, Henry  
Thompson, Peggy  
Ann  
Tidd, Lew  
Tilson, A. M.  
Tobell, Allen  
Townsend, Cal  
Townsend, Goe.  
Tramer, Gus  
Travis, Ronald L.  
Trueblood, Marvin  
K.  
Upton, Dottie Ann  
Vajarosha, Mrs. Mike  
Pauley  
Vanhoose, Lenna  
Venus, Bunny  
Vernon, Cecil  
Vitalie, Tom  
Wald, Frank  
Waldow, Dagobert  
Wales, Sandy  
Walters, Arthur R.  
Ward, Curly  
Washburn, Geo.  
Watson, Ed.  
Watts, Clifford  
Waznick, Frank & Winnie  
Weaver, Tony  
Webb, Amos  
Webb, Joe B.  
Webster, E. C.  
Webster, Geo. H.  
Wells, Melvin C.  
Werderman, Wm. A.  
Westbrook, H.  
(Buster)  
White, Louis J.  
Wilkinson, Al & Ester  
Williams, Eugene  
Williams, Geo.  
Williams, Mrs.  
Ruth M.  
Wilson, Duke  
Wilson, Gilbert E.  
Wilson, Lillian  
Wilson, O. H.  
Wiltse, Mrs. Birtle  
Winningham, Blackie  
Wise, Jr., J. A.  
Wisom, John D.  
Wolf, Leeanne  
Wolf, Ragna  
Woodall, Wm.  
Woodard, Robt.  
Work, Mrs. Hazel  
Wray, A. V.  
Wright, Chas.  
Wright, John E.  
Wynn, Lea & Ruddy O'Day  
Zacchini, Human  
Cannon Ball  
Zimmerman, Paul  
Zimmerman, Sam



### FLUORESCENT FIXTURES

Offer Tremendous Profits for Dealers, Distributors, Concessionaires.

#### FLUORESCENTS FOR EVERY PURPOSE

Direct From Manufacturer at Lowest Possible Prices. AS LOW AS \$2.10 EACH

Write for Catalogue and Price Lists

**ABRAMS LIGHTING**  
MANUFACTURERS FLUORESCENT FIXTURES  
113 No. 7th St., Philadelphia 3, Pa.  
Phone: WALnut 2-1947-1948

### FOLDING CHAIRS

IN SEASONED HARDWOOD BRACED WITH STEEL

**189 EACH**

NON-TIPPING  
FLAT-FOLDING  
FULL ADULT SIZE

PROMPT DELIVERY WRITE FOR CATALOG OF CHAIRS IN WOOD OR STEEL

**J. P. REDINGTON & CO.**  
DEPT. 28 SCRANTON 2, PENNA.

### FUR STUFFED ANIMALS

Scotty Dogs, 13"x18" ..... \$24.00 doz.  
Scotty Dogs, 7 1/2"x10" ..... 13.00 doz.  
Teddy Bear, 28" ..... 35.00 doz.

Wholesale prices. Assorted colors.  
20% Deposit, Balance C. O. D.  
F. O. B. Northampton.

**K & W FUR CREATIONS CO.**  
1288 Newport Ave. Northampton, Pa.

### PENNY CANDY and 5c Candy Bars

**BIGGEST SELLER IN EVERY STORE!**

Now being offered for the first time; assorted case containing 24 boxes, no two alike, 12 boxes big selling penny candies, 12 boxes big value 5¢ candy bars. Dealers' price \$21.60 per case, costs you only \$15.60. Send \$15.60 today for trial case and details on our complete line. Satisfaction guaranteed. Exclusive territories still available. ACT NOW!

**CASTERLINE BROS.** 2030 Bunnyside Ave. Dept. V. Chicago 25, Ill.

### 5,000 ITEMS AT FACTORY PRICES

Largest variety stock in U. S. A.

Long profit items.

Used by everyone every day

10¢ Fuse Plugs, 1 doz. Disp. .... 38¢  
10¢ Clip Combs, 1 doz. Disp. .... 25¢  
(Extra Heavy)

10¢ Flints and Wicks, 36 10¢ pkgs. to disp. 60¢

Your COMPLETE NEEDS AT ONE SOURCE

Specialties, Dry Goods, Notions, Auto Supplies, Hardware, Carded Goods, Salesboards, Deals and Job Lots.

Send 3¢ Stamp for complete list.

**H. L. BLAKE**  
Broker-Factory Distributor Little Rock, Ark.

### ELECTRIC BOW TIES

\$7.20 Doz.

### Chinese Paper Snakes

\$9.00 Gross

Send for new 1948 Price List

**JOKER NOVELTIES**  
926 Broadway New York, N. Y.

### WE MANUFACTURE SHRINE CIRCUS FEZ

Perfectly Blocked—Looks like real Fez. Also PENNANTS for All Occasions.

**THE G. B. FELD COMPANY**  
2137 E. 90th St. Chicago 17, Ill.  
Phone: BAYport 8429

### BALLOONS

No. 8, Assorted. Per Gross ..... \$1.00  
No. 10, Assorted. Per Gross ..... 1.25  
No. 20, Assorted. Per Gross ..... 2.50

Printed Balloons for Advertising.  
No. 10. Per Gross ..... 3.50

Charms for Vending Machines, Per 1000 ..... 3.50

**L. O. HARDMAN**  
333 CASTLE SHANNON BLVD.  
PITTSBURGH 16, PA.

New! **P. D. Q. AUTOMATIC PHOTO MACHINE**  
Today's Big Money Maker!

TAKES AND FINISHES BEAUTIFUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS IN 1 MINUTE.

**NO EXPERIENCE REQUIRED**

NO FILMS—NO DARK ROOM. Direct Positive Photos, size 2 1/2 by 3 1/2 inches. NOT TIN TYPES. Big attraction. Watch photos develop in daylight in one minute. Easy to operate. Simple instructions show you how. P. D. Q. Photos are guaranteed NOT TO FADE. In this interesting, BIG MONEY business—anywhere—indoors or outdoor, you will make BIG MONEY with the P. D. Q. . . . A real "Portable Photo Studio."

Write or wire  
**PDQ CAMERA CO., Dept. B**  
1161 N. CLEVELAND AVE. CHICAGO 10, ILL.

### FIREWORKS and NOVELTIES!

• Housewares • Cutlery  
• Kitchenware • Toys  
• Wheel goods • Novelties

Send for Catalog  
Order Now • Lowest Prices

**ACME SALES CO.**  
P. O. Box 53, Sta. D - Atlanta, Ga.

### COMPOSITION NUGGET JEWELRY

LOOKS LIKE GOLD!

Watch Chains and Charms, Dust Containers, Scarf Pins, unmounted Nuggets, etc. Free Catalog. Address:

**J. P. EDGAR**  
P. O. Box 424 RED BLUFF, CALIF.

WE STOCK

### SHRINE CIRCUS FEZ

PENNANTS-COMIC HAT BANDS

Advertising Flag Company  
HARRISON 0413  
415 S. Clark St. Chicago 5, Ill.

### ATTENTION, AGVA MEMBERS!

Write AGVA offices at 1697 Broadway, New York, for an important communication to you regarding a special meeting.

**MAIL ON HAND AT NEW YORK OFFICE**

1564 Broadway  
New York 19, N. Y.

Adams, Dina  
Agne, Doris  
Alberta, Albert  
Arnaldine  
Bagdonas, Tony  
Bennett, Allan  
"Stretch"  
Bentham, M. S.  
Biv, Shorty  
Burdon, James  
Cantwell, Charles  
Chest, Gladys  
Coley, Clark Jr.  
Curtis, Jack  
Dalhsicdt, Arvid  
Diacofo, The  
Fanadio, Louise  
Ferry, Mrs. Hattie  
Garanzio, Guidio  
Gardiner, Harold A.  
Garlock, Ed  
Gauy, Blondy F.  
Goley, Murray  
Goude, Murray  
Grin, Paul (Pablo)  
Hornor, S. C., Esq.  
Howard, Joseph  
Hunter, Leroy  
(Frog Man)  
Johnson, Norma  
Keefe, George

Kelly, Geo. Richard  
Kinner, Mary  
Kramer, Rose  
Lanzon, Ide  
LeDuc, Vincent  
Lindsay, Fred  
Livermore, Norman  
Lloyd, Willis  
Lush, Edgar Burr  
Mack, Eddie  
Marcus, C. W.  
"Bill"  
McCord, Bert  
Newman, H.  
Paradise, Jim  
Ross, James  
Russell, Charles  
Sanborn, Beatrice  
Schubert, Erwin  
Sealey, Edith  
Sivak, Mary  
Sjutsen, Olya  
Stella, Lady  
Thomas, Mrs. E.  
Tousey, Woodford W.

Walker, Silvester  
Ward's Mind Act  
Whyte, Dorothy  
Wray, Lucille  
Young, R. Brigham

Hammers, Clyde Kirk  
Hanley, Bert  
Howard, Joe  
(Backus)  
Johnson, Julia  
Johanson, Roland  
Jordan, Bill  
Kamaka, Dossie  
Keith, John Robert  
Kelly, Kitley  
Landrus, Jackie & Ruby  
Little, John  
Lyn, Lya  
Lynn, R. B.  
Lutz, Floyd F.  
Maguire, Fred V.  
Mason, Rickey  
McCombs, Edward  
Menzing, Ralph  
Morris, Bob  
Nalle, Ed

O'Dea, Shannon  
Ober, Florence  
Patine, La Rose  
Phillips, Irna  
Raw, Billie  
Revello, Fred  
Richards, Jess  
Riggs, Hobby  
Robbins, Milton  
Robinson, Gill  
Rodriguez, Melba  
Rallo, Alfred  
Savage, James  
Sherman, Chester  
Stevenson, Twisto  
Teeter, Jacqueline  
Teeter, Jeanne  
Thorton, Richard  
Vale, Lucille  
Washburn, Evelyn  
White, Theodore F.  
Zawatzhe, Jack

Holbrook, C. A.  
(Chuck)  
Houssell, Bob  
Howard, Johnnie  
Hunt, Harry T.  
Hutzler, Mrs.  
Margaret  
Jackson, Frieda  
Kahue, Elsie  
Keith, John Robert  
Keller, Richard B.  
Kohler, John E.  
La Fortune, Bill  
Lee, George L.  
Lee, Robert Edward  
Lewis, Robert  
Eugene  
MacDonald, M.  
McCroy, Mrs. Tex.  
Marino, James  
Edward  
Matson, Peter O.  
Meck, Harold  
Marcbout, Mr. & Mrs. Noah  
Meyers, Fred  
Moore, Miss Patti  
Munche, Clyde C.  
Murphy, Daniel  
William  
Nagel, Walter G.  
O'Leary, Mrs.  
Dennis  
Patrick, T. W.  
"Bill"

**MAIL ON HAND AT ST. LOUIS OFFICE**

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

Carolina Concessions Lockhart, Miss  
Fitzgerald, Frank 3c  
Foss, John D. 3c

Albert, E. J. (Red)  
Allen, Mrs. Juanita  
Anthony, Marvel  
Arnold, Woodrow  
Baldwin, Billie  
Barry, Doc A. J.  
Barry, Arthur  
Bell, Bill  
Bell-Vinson Shows  
Berry, Jack  
Bradford, Henry  
"Arky"  
Brannock, John  
Brydon, Ray Marsh  
Budha, Prince  
Caldwell, E. S.  
Caloian, C. A.  
Carroll, David S.  
Carter, Keith R.  
Caswell, Mr. & Mrs.  
Fred "Mugs"  
Cattlett, Woodroe  
Church, Clarence  
Coker, W. L.

Church, Margaret  
Idora  
Daffin, Mr. & Mrs.  
Harry  
Deal, James E.  
Del Rio, Duke  
DeWitt, Mr. & Mrs.  
T. R.  
Eames, James S.  
Edmiston, Raymond  
Eckstein, George G.  
& Neta  
Eichorst, Carl W.  
Fulton, Gale  
Gowdy, Pamela  
Green, Herman W.  
Hall, Edward L.  
Hall, Louise  
Hall, Justin Chas.  
Hankins, Haden H.  
Hayman, Charlie  
Lee  
Henry, Lew, Shows  
Hopper, Frank P.

**MAIL ON HAND AT CHICAGO OFFICE**

155 No. Clark St.,  
Chicago 1, Ill.

Allen, Claude (Ace)  
Anderson, Mary  
Andrews, Frank  
Ballard, Jack  
Barclay, Harry Louis  
Barclay, Robert  
Barrett, Roy  
Beagles, Harry S.  
Blais, Fannie  
Brown, Buddy

Brown, Cleo  
Brownie, Frank  
Charles  
Carter, W. L.  
Corwin, George  
Curran, Jack  
Day, Arlene  
De Seo, Gloria  
Griffin, Bea  
Grissom, Claude M.

**GREAT!!-APRIL FOOL JOKES-NEW!!**

ORDER NOW TO INSURE PROMPT DELIVERY!  
We Are the Original Manufacturers!

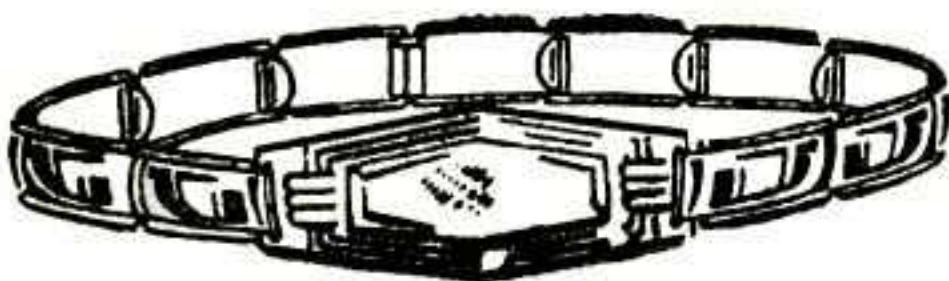
	<b>SQUIRTING METAL FLOWER</b> \$21.00 Per Gross		<b>SNAPPING GUM</b> \$12.00 Per Gross
	<b>SQUIRTING NICKEL</b> \$24.00 Per Gross		<b>SQUIRTING TIE CLASP</b> \$27.00 Per Gross
	<b>SQUIRTING RING</b> \$18.00 Per Gross		<b>SQUIRTING CHOCOLATE BAR</b> \$12.00 Per Gross

★ One dozen of each article featured above (6 doz. total) sent upon receipt of \$10.00 postpaid  
Send for complete price list of over 1,000 items!  
JOBBER! Write for special discounts on quantity orders.

**FRANCO-AMERICAN NOVELTY CO.** 1209 BROADWAY NEW YORK CITY

**NOTICE, ENGRAVERS**

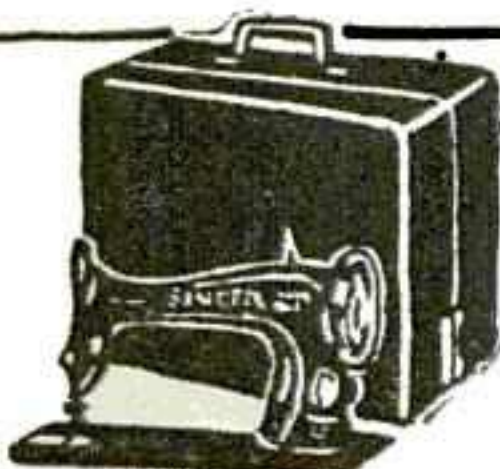
1948 CAT.



Ready March 15th  
Over 500  
Engraving Numbers

PRICES REDUCED ON MOST NUMBERS

**Dexter Engraving Jewelry Co.** 23 ARCH STREET PROVIDENCE 7, R. I.  
Manufacturers of Engraving Jewelry



PRICE .....\$68.50 EACH  
3 OR MORE..... 65.00 EACH  
REBUILT SINGER PORTABLE ELECTRIC SEWING MACHINE, with new electric motor, controls, electric wheel, luggage carrying case and equipment. All nickel parts chrome plated and new crinkle paint finish on the head. Every machine a perfect stitcher, ready to do your sewing in comfort.  
F. O. B. New York. 25% with Order, Balance C. O. D.  
Rebuilt Singer Drop Head, complete with treadle stand (foot power)—Price \$52.50. Prompt shipment.

**MITCHIE GOLDMAN**

5 BRIGHTON 1ST ROAD BROOKLYN 24, NEW YORK

**TRIO-ETTE COMPACTS**

Powder-Rouge-Lipstick  
... all in one!



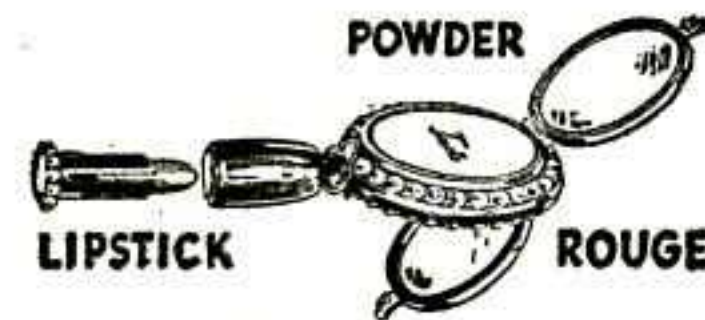
Molded plastic, in colors of green, blue or rose-pink. An artistic masterpiece in design and construction. Fashioned like a miniature hand mirror with three convenient mirrors. Complete with rouge and puff on one side—powder sifter and puff on other—lipstick cleverly concealed in handle. Lipstick and rouge in matched combinations. Refills, too.

Originally created especially for the luxury trade, the Trio-ette appeals to women everywhere. Few can resist its charm. Its attraction is universal. Its sales possibilities are phenomenal. It pays you substantial profits.

SMART!  
DIFFERENT!

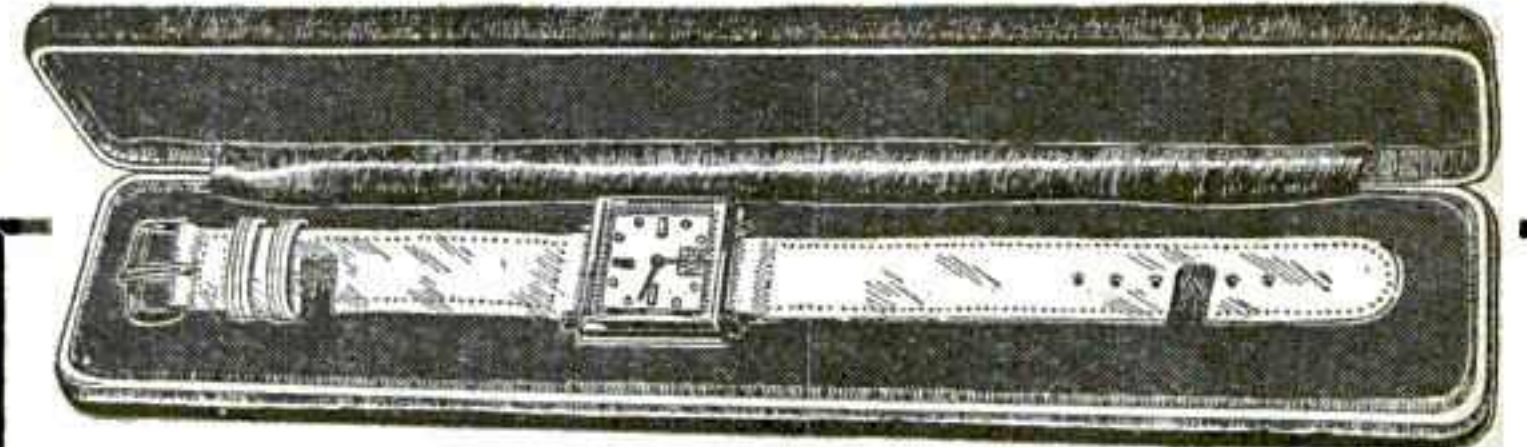
A SENSATIONAL SELLER  
Nothing Like TRIO-ETTE on the Market.  
Each compact beautifully boxed.

Retail price, fair traded \$4.95  
(Federal tax of 20 cents on cosmetics only)  
Per Dozen—\$35.64



**DELUXE SERVICE**

P. O. BOX 5510, CLEVELAND 1, OHIO



**BRAND NEW 17 JEWEL WATCHES**

Individually Boxed in Beautiful Case

A BEAUTY of a watch—with a dependable 17-jewel movement in rolled gold case and rich looking rhinestone dial. These are not rebuilt—not reconditioned—but absolutely BRAND NEW! You'll be proud to wear one yourself.

ONLY  
**\$16.50**

Ex. Collect.

Same low price for 1 or 100!

IMMEDIATE DELIVERY

**CALVERT NOVELTY COMPANY**

708 N. HOWARD ST. BALTIMORE 1, MD.  
Vernon 3034

**CASEY CONCESSION COMPANY**

1132 S. WABASH AVE.  
CHICAGO 5, ILL.

Novelty Gifts (Sweets)  
Candy Package  
FOR 1948

Highest quality at LOWEST PRICES featuring the best in the latest INSIDE BALLY AND OUTSIDE FLASH PACKAGES that give you REAL RESULTS IN FAST SALES AND HUGE PROFITS.

WE CAN FRAME ANY PRICED PACKAGES FOR YOUR CIRCUS, CARNIVAL, TENT, GIRL, MEDICINE, HILLBILLY, RODEO, GRAND STAND, RADIO ACTS, MINSTREL SHOWS.

LET BILL CARSKY'S YEARS OF EXPERIENCE IN SELLING AND MANUFACTURING GIFT CANDY PACKAGES HELP YOU. WRITE TODAY FOR FULL DETAILS—SPECIFY WHAT TYPE OF SHOW YOU OPERATE.

**BEAUTIFUL! PLASTER HIGH FLASH! ARRESTING! HIGH PLAY!**

START YOUR SEASON WITH A SURE WINNER!  
PLENTY OF STOCK! OVER 30 SELECTIONS!

We Ship **CUMBERLAND STATUARY CO.** Phone  
101E FRONT KNOXVILLE, TENN. 2-3780

**NOTICE**

**ARE YOU IN NEED OF A PURCHASING AGENCY?**

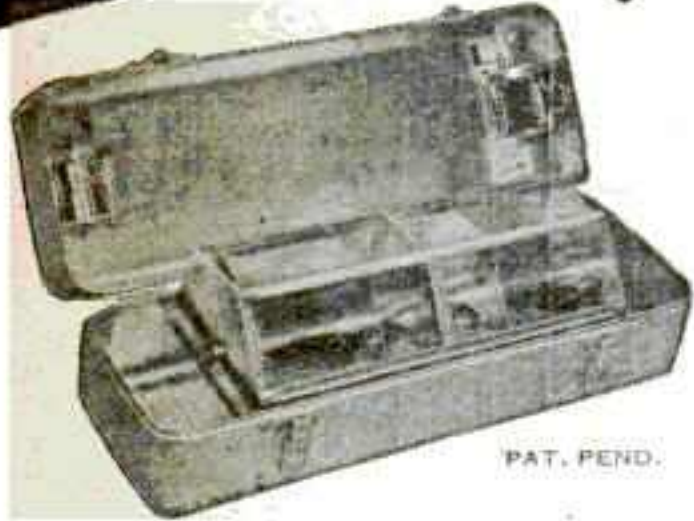
We will act in the capacity of purchasing agents for business establishments for all kinds of merchandise, new or used, manufactured or warehoused in New England. We have very extensive connections here in New England with manufacturers and jobbers. Write us regarding your needs.

**NATIONAL METAL CO.**

168 NORTH MAIN STREET FALL RIVER, MASS.

# Roll-a-Tray

NON-SPILL TACKLE BOX



PAT. PEND.

No Other Tackle Box Offers  
So Many New Features

- ★ Tray Revolves in case
- ★ 16 Bait Compartments
- ★ Full-Vu Sliding Panels
- ★ Bait Can't Spill, Tangle
- ★ Cover Clips Hold 2 Reels
- ★ 1-Piece Aluminum Case
- ★ Satin Finish Throughout
- ★ Waterproof . . . Rustproof
- ★ Roll-a-Tray Removable
- ★ Makes Ideal Shell Box

Priced to retail at \$12.50 each  
Distributor price \$6.50 each

ORDER YOUR SUPPLY NOW!

FISHING ASSORTMENTS  
Casting Rod and Reels  
Fly Rod and Reels

All Plush Bunnies  
Attractive Wrist Watch, Ass't

Red, White and Blue Tickets  
\$21.60 to Bag—5c and 10c  
\$100.00 per gross  
Minn. order, 1/2 gross

REPRESENTATIVES WANTED FOR  
EXCLUSIVE TERRITORIES

PREMIUM PRODUCTS CO.

Factory Agents to the Wholesale Trade  
43 E. Hennepin Ave. Minneapolis 1, Minn.  
Atlantic 8403

## Pipes for Pitchmen

By Bill Baker

YALE GREENHAUS . . . following a four-year stay in the Newberry store in Los Angeles, has closed his jewelry layout and is seeking greener pastures and new business endeavors.

It seems as tho the pitchman is the only present-day personage who commands the respect of his contemporaries only after he has earned it.

RED ALLEN . . . and Gene Arnold are working sheet in Klingman, Ariz., to lucrative takes.

HOLDING BIG . . . tips and scoring good passouts on the leaf in Newark, N. J., is Red Boazman.

*Jerry the Jammer says: "He's successful because he owns the know how of entertaining and putting everyone in his tip at ease."*

JOE THOMAS . . . is working Los Angeles parking lots with magic and cards and getting a little sunshine and greens under his big umbrella stand.

MICKEY FAY . . . is rolling up good geedus counts with tradepapers in Newark, N. J.

OUR COAST . . . scouts tell us that coil workers in that area are still grinding their valves to small takes working lots, with one auto polish worker managing to get a bright dollor or two at each tip.

We used to think that the fellow who always was in trouble was the one who borrowed it. Now even the nations are making a profession of borrowing trouble.

GEORGE BROOKS . . . better known to his pitchfolk friends as Scotty, the Groundhog, letters from St. Louis that since leaving his Houston headquarters he has been working fat stock shows and basketball and hockey games in the Mound City Arena, awaiting the big doings, the annual appearance of Ice Capades, March 4-14. He'll remain there to work the annual Police Circus, May 9-23. He says that he's still in the long green, altho candy butchering has fallen off somewhat. George says he'd like to read pipes here from Peanuts Cramer, John J. Looney, Barney Kaplan, Doc Taylor, Slapsy Fisher and Julius Rosen.

*Famous Last Words: "He tells the truth about his product."*

ROBERT B. CUNNINGHAM . . . tells from Corpus Christi, Tex., that the sledding around that neck of the woods is pretty tough and pitchmen are passing up the city because the town's ordinances are a bit rough on newcomers seeking permits to work. "The shore line," says Cunningham, "is closed to all types of selling or concessions. The main stem is quiet and a few of the boys strolled in only to learn that they couldn't work.

### Gracious Sakes!

Ole Gas Bill was brought up sharply last week via a note from our good friend, Stanley Naldrett. It seems this column's chronicler inadvertently asked for a pipe from the late Fido Kerr. All of which prompted Naldrett to come thru with the following choice bit: "Just noted that the column carried a request for a pipe from the late Fido Kerr. Please refer to your obituary files. Fido left us in good graces some time ago. I will be in this neck of the woods until March 27. As always, I enjoy the column."

Business conditions aren't any too good and only two venders were permitted to work the Freedom Train. It looks like it's all over for street workers here."

RICHARD ARCAND . . . is still working the W. T. Grant basement store in downtown Los Angeles to slim takes since the general business trend has been in a slump for the past two months.

RED HUTCHINSON . . . who was on the road with novelties last year, plans to remain at his home in Lenoir, N. C., where he is employed by a local concern. He plans to keep his hand in the pitch game locally, however, by setting up his tripes and keister over week-ends.

Big pass-outs in the summer, which guarantee a secure winter, are the pitchman's essentials of good living.

M. B. DUTROW . . . with scissors and sharpeners, is working Newberry's five and dimer out Los Angeles way.

SIGHTED WORKING . . . the Freedom Train during its three-day stand in Los Angeles with pennants, flags and varied other novelties were Jack Vinnick, Fat Levy, Benny Stone and Benny Eberman.

JOE CONTE . . . is reported getting the lucre with glass-cutters on Market Street in the heart of Newark, N. J.

*The fellow who becomes too important for his business isn't long in finding that he has no business.*

GLIMPSED WORKING . . . Little Rock recently were Moss Sparks, W. L. Clark, Jakie Rains and Andrew L. Clark. All were loading two-ton trucks and it is reported that A. L. Clark and Rains are making arrangements to invade Texas and Oklahoma, while Sparks is en route to Kentucky.

JOE HESS . . . and Bob Vandling have their pen layout clicking off good scores at their spot in the Kresge five and dimer in Newark, N. J.

T. D. WHITEMAN of Jobbers Supply Company, Inc., cards from Little Rock that snow and ice have curtailed the pitcher's takes there but things should show improvement with the coming of sunshine and spring weather.

Things We Never Hear: "Because we realize this is actually a pitchman's world, we understand them. That is why we give them our fullest co-operation when they play our town."—Local Merchant.

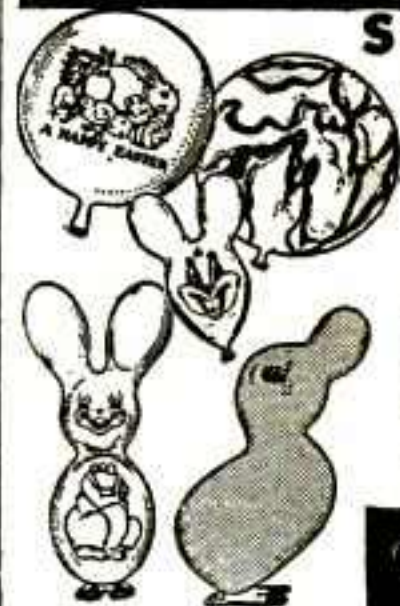
WITH PERFECT . . . weather, the boys and girls are ripping and tearing Market Street in downtown Newark, N. J., is the word from Harry Bartell, veteran leafie. He adds that all are cutting up plenty of jackpots in Rosie's Candy Store at Broadway and Gouverneur streets and that the town is open to pitchmen. Rosie is an old-time pitchwoman and demonstrator.

ADELAIDE CLARK . . . pitchwoman of note, has recovered from a recent operation and is making plans to play her demonstration thru Oklahoma territory.

*The successful pitchman is comforted by the thought that he can accomplish things that even genius can't do.*

"HAVEN'T SEEN . . . many pitchmen in this neck of the woods," letters Harry Tenney from Price, Utah. "Sheetwriters also have been scarce and my recent tour of the North proved okay. Arizona proved

## OAK-HYTEX BALLOONS



See Your  
JOBBER  
for  
EASTER  
BALLOONS

- No. 9 — Easter Prints.
- No. 9 — Easter Egg Balloon. (Mottled)
- No. 6 — Bugs Bunny Head. (with or without feet)
- No. 615 — Easter Toss-ups.

The OAK RUBBER CO.  
REVERA, OHIO

THE HOUSE BUILT ON BINGO MARKERS

## BINGO MARKERS

Transparent Plastic, 5/8" round, 3/4" round and square. Vesco Plastic, 5/8" round. Rubber, 3/4" and 5/8" round. 1M or 1# to 10 million or 1 ton.

WRITE FOR SAMPLES AND PRICES

V. E. SUPPLY CO.

282 W. Market St. AKRON 3, OHIO  
Phone: BLackstone 2169

## WRITE

For Our New  
CIRCULAR

Many New Items  
HOT — FLASHY  
Big Sellers!

Lakeview Sales

180 W. Randolph St. CHICAGO 1, ILL.

IT'S A HOLD-UP!!  
FOR EASTER  
SALES

### Masterclip

Suction Sign Holder

Holds up Easter signs,

menus, mds., etc. Sticks

to glass, metal, or any

smooth surface. Nails

or tape unnecessary.

Gr. \$4.80 Doz., 45¢

WRITE FOR CATALOG

OF 250 MASTER MONEY MAKERS.

GORDON MFG. CO.

Dept. EM 110 E. 23rd St., N. Y. 10



## DROP New "Magic Liquid"

Plates NICKEL PLATE on any Metal.

Just rub new "Magic Liquid" on Copper, Brass,

Steel or other metal articles and PRESTO! it

takes on a heavy plating of REAL NICKEL!

Makes old, worn, dingy table ware, faucets,

cigarette lighters—any worn-out, shabby articles

look like new instantly! NO POISONOUS

(CYANIDES OR MERCURY). Re-nickel for

friends, neighbors at handsome profit. Fascinat-

ing hobby. Sensational introductory offer. (Com-

plete kit mailed in dry concentrated form only

\$2.50 post paid. C. O. D.'s few cents extra for

postage, etc. MONEY BACK GUARANTEE.

INSTANT PLATING PRODUCTS

3439 S. Michigan, Dept. E, Chicago 16, Ill.

Attractive for Spring and Summer!

NECKLACES, BRACELETS AND EARRINGS

to match in Enamelled Tipped Gold Finish. Sets,

\$20.00 Doz. Individual Item, \$6.75 Doz. Made

in White, Green, Blue, Red and Yellow. 25%

with order, balance C. O. D. Sample Set,

\$2.00 Postpaid.

OWEN MORRIS & COMPANY

1265 BROADWAY NEW YORK 1, N. Y.

MEDICINE MEN!

THERE IS NO SUBSTITUTE FOR QUALITY

WRITE TODAY for new wholesale catalog on tonics,

oil, salve, soap, tablets, herbs, etc. LOW PRICES—

RAPID SERVICE! (Products Liability Insurance Car-

ried). We are MANUFACTURING PHARMACISTS established 1934.

GENERAL PRODUCTS LABORATORIES, INC.

137 E. SPRING ST. Dept. X COLUMBUS 9, OHIO

## Nylons!—51-54 GAUGE—Nylons!

15 to 30 Denier. Popular shades, 3 pr. to box,  
\$7.00 doz. prepaid. Sample box, 3 pr., \$2.00.  
SPECIAL PRICE IN QUANTITY LOTS.

Specialty Products Co.

CHATTANOOGA 2, TENN.

## MONEY WILL ROLL IN with MUSICAL BALLOONS!

ALL SALES SUCCESSFUL

BLOW  
IT UP  
THEN  
HEAR  
THE  
MUSIC  
GO  
'ROUND  
ABOUT



SHIR-LEE  
CREATION

10 Gross Lots \$3.50  
5 Gross Lots \$3.75 Gross  
Dept. 20  
5 Peterboro Street  
Boston 15, Mass.

Send 25c for Sample Assortment

Excellent  
for  
Advertising  
Premiums  
Banquets  
Parties  
Night Clubs  
New Year's  
Eve Favors  
Birthdays  
Weddings  
Children's  
Parties  
All Cele-  
brations  
All Colors  
Size 10

## COLLECT AND GROW RICH!

Here's YOUR opportunity to learn about a life-time, spare or full-time office business in which earnings run as high as \$5,000-\$15,000 yearly! In this dignified profession, BIG profits are made by having thousands of others work for you. A copy of "Collect and Grow Rich"—the booklet that tells the full story—is yours for the asking. No cost or obligation. T. J. SURFACE, Pres., Dept. 303-C, Roanoke 4, Va.

Get This  
FREE  
BOOK!

## HOT ITEMS IN ELEC. APPLIANCES

AUTOMATIC POP-UP TOASTERS  
Elec. Percolators, Waffle Irons, Sandwich Toaster and Grill, Elec. Clocks, Broilers, Small Mixers, Floor Lamps, Smoking Stands to match, other items. Quality merchandise. Immediate delivery. Catalog available.

BROOKS-DAVIS CO.

18-26 Astoria Blvd., L.I.C., N.Y. Ph. AS 8-7393

## FIREWORKS

ATTENTION, DEALERS AND JOBBERS

For Lowest Prices write Today  
for complete Price List.

MID-WEST FIREWORKS  
114 W. SECOND ST. SEDALIA, MO.

**Exclusive!  
New!**

**GENUINE  
VARGA GIRL BOARDS**

**IN BEAUTIFUL COLORS**



**ORDER AS  
720 SUNSHINE SALLY  
3 TICKETS IN A HOLE  
10¢ PER HOLE**

**AVERAGE PROFIT \$40.16**

**6 - NEW - 6  
VARGA GIRL BOARDS  
NOW READY  
IN 6 TICKET GIANT HOLES  
IN 3 TICKET JUMBO HOLES  
MORE COMING SOON**

**SIMPLY BEAUTIFUL!  
VERY PROFITABLE!**

**GARDNER & CO.**

2222 S. MICHIGAN AVE.  
CHICAGO, 16, ILL.

**SALESBOARDS—All Orders Shipped  
Same Day Received**

Holes	Play	Description	Average Profit	Net Price
409	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$ .85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.60
1209	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

**WRITE FOR OUR LATEST PRICE LIST**

Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢, stating your requirements. 25% deposit with all orders—balance C. O. D.

**MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA**

**SALESBOARD SIDELIGHTS**

Empire Press, Chicago, reports business clipping along at a good pace, as is evident from their increase in production personnel over the last month. Two shifts are keeping busy on the board line. Harry Deegan, formerly a sales representative for Empire, now confines his activities to the home office. Firm's Evelyn Zimmerman says due to heavy mailings, a stamp machine was installed in the office this week. Vice-President Dave Rice is still stamping the Southern regions on business. . . . Reuben Berkowitz, general manager of Bee-Jay Products, Inc., Chicago, is kept busy these days keeping the board flow up to meet shipping dates.

Irving Sax, general sales manager of Consolidated Manufacturing Company, Chicago, will return from his Western tour in about two weeks. . . . Harold Boex, Pioneer Manufacturing Company (Chicago) vice-president, left last week on a two-week Southern trip. William Wollpert, sales manager, says business is going along at a good level. . . . Peerless Products, Inc., Chicago, via Vice-President Irv Padorr, has a triple earful of cheerful news on the home front: production steadily increasing, broadening line, and bright business outlook for the coming months.

The McNamara Company, Chicago, is upping production on its aluminum board stands and pellet boards, Walter McNamara, in charge of production, states this week. Brother and head of sales activities, Philip, will make a tour thru the Southwest area starting in a week or two. Operator reaction to the illuminated stands and line of insert boards is good, it's said. Two new boards, one nickel and one quarter play, will be out in the next two weeks.

Superior Products, Chicago, has not seen much of Jack Morely during the last few weeks; he's in and out of headquarters on treks to St. Louis. Robert Kolinsky, sales manager, is on a jaunt thru the East; left Monday (1) and is slated to be back in a week. Meanwhile, assistant sales manager, Gerald Sonnenschein, is keeping things humming. Jack Katz, regional district manager, is currently busy breaking in several new sales representatives in the Western regions. Two of the men are Lloyd Barr, handling Texas and Louisiana, and Ed Kaplan,

covering Missouri, Nebraska and Kansas.

Al Schechter, Howard Machine Products Company, Chicago, says firm is sending out its new catalogs featuring salesboards and premiums. First mailings were made this week. Both catalogs are four-color jobs, highly illustrated and contain, respectively, 30 salesboards and 15 premium deals. . . . Sam Feldman, Harlich Manufacturing Company, Chicago, reports firm's sales director, Manny Gutterman, took off Wednesday (3) for a short circle tour thru the East.

**PIPES**

(Continued from page 89)

horns on his bonnet, known as Chief D. A. Napier, of med note. The film work outlook isn't too bright so after I do a part in Chief Thunder Cloud's new production, you'll probably see me on the midway at some State fair walking side by side with Chief Napier's new gorilla and I'll probably be the one wearing the big hat.

**SALESBOARDS**

**IMMEDIATE DELIVERIES — 20% DEPOSIT**

Holes	Name	Profit	Price
400	5¢ Bucks, X Thick	Def. \$ 9.00	\$ .65
1000	1¢ Cigarette Board, 26 Pack		.72
1000	25¢ Charley	Def. 50.00	.89
1440	5¢ Cig. Barrel	Def. 22.00	.89
1400	5¢ Barrel Winners	Def. 18.00	.89
1800	5¢ Lulu, X Thick	Def. 18.00	1.49
1000	25¢ J.P. Charley, X Th.	52.08	1.20
1200	25¢ Texas Charley, Seal	102.28	1.89
600	25¢ Jumbo Q.T., X Th.	85.30	1.89
1000	25¢ Action, X Thick	56.80	1.49
1000	5¢ J.P. Asst. Boards	27.00	2.59
1000	5¢ J.P. Asst. Boards	31.00	2.79

**NEW! 6 Tickets Per Hole Boards**

200	25¢ Kwick Fins	Max. Prof. \$39.50	\$2.50
200	\$1.00 Charley	Def. 50.00	2.50
240	25¢ Kwick Fins	Max. Prof. 44.50	2.98
2170	5¢ Rd. Wh. Bl. Tickets	Def. \$38.00	\$1.29
2170	5¢ Rd. Wh. Bl. 5-Fold Def.	38.00	1.39
120	Tip Ticket Books, Gr.	\$18.75; Doz.	1.89
1000	25¢ Kwick Fin, Pad Deal	\$24.80	1.44
200	25¢ Sure Shot, Pad Deal	15.00	.89

New Catalog—Reduced Prices

**WORLD'S BEST BOARDS, TICKETS, CARDS  
DELUXE MFG. CO.  
DeLuxe Building Blue Earth, Minn.**

**PUSH CARD OPERATORS**

—our deals are repeating.  
Send for our circulars on exclusive irresistible novelties that sell on sight, complete with special cards.  
**ECONOMY DISTRIBUTING CO.**  
Our Deals Are Repeating  
601 Wilshire Bldg., 328 W. Superior Ave.,  
Cleveland 13, O.

*A Winner . . .*

**"FANCY FIGURES"**

220 MGL HOLES  
Six Tickets for 25c Punch  
TWO JACKPOTS OF  
72 AND 30 SEALS  
PLENTY OF ACTION!

Takes In . . . \$55.00  
Av. P.O. . . . 25.78  
PROFIT . . . \$29.22  
FORM No. 210 MGL

**HARLICH  
MFG. CO.  
HOMAN AVENUE  
CHICAGO 51, ILLINOIS**



**THIS DEAL HAS BEEN ADV. IN BILLBOARD FOR THE  
PAST 47 ISSUES. OUR OPERATORS ARE DOING A  
REPEAT BUSINESS . . .  
GET YOURS NOW - - IT'S REALLY HOT!!**



**Make \$250 to \$500 a week**

**BE YOUR OWN OPERATOR OF PUSH CARDS**

A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band.  
**Watches Styled for Beauty  
and Built for Accuracy!**  
Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, card sells out in 1 or 2 days. You can place hundreds of these cards each week.  
25% Deposit with Order, Bal. C.O.D., F.O.B. Chicago

**PUSH CARD WITH 2  
WATCHES**  
1 Watch to the seller  
and 1 Watch to the  
winning seal.  
Push Card Takes in \$21.  
Your Cost . . . \$10.  
EXTRA PUSH CARDS 10c EA.

*Your  
Profit  
\$17.00*

Write **J & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, ILL.**

**It's HOT—it's SURE FIRE SELLER—it's GREAT**

(Your sale guaranteed on first order—Full refund if returned in 10 days.)  
Each DEAL consists of:

- 30 1/2-Pound Cashew Nougat Rolls. (Goes out on lucky numbers.)
- 4 Swiss Men's Watches—RETAIL VALUE, \$19.95. (One watch goes last sale each section.)
- 1 1200-Hole Board, either 5¢ or 10¢ sale. (Brings in \$60.00 or \$120.00.)

Customers punch out a whole section for watch.

Sells location \$36.00 to \$50.00. Your cost—EXPRESS PREPAID:  
Sample Deal, \$30.00 15 Deals @ \$26.00 each.

Sorry, no C. O. D.'s. No Catalog. Order on MONEY BACK GUARANTEE.

**E. C. M. COMPANY, P. O. Box 175, Johnson City, Tenn.**

**SALESBOARDS AND TICKETS**

**ALL ORDERS SHIPPED SAME DAY RECEIVED**

Holes	Play	Description	Profit	Price
400	5¢	Dollar Game, Ex. Thick	Def. \$ 9.00	\$ .60
1000	25¢	J.P. Charlie, Thick	Def. 51.95	1.20
1000	25¢	J.P. Charlie, Thin	Avg. 51.95	1.00
1000	25¢	Charlie, Thick	Def. 50.00	1.00
1000	1¢	Cigarette Boards, 30 P.O.	Def. 4.60	.85
1200	25¢	Texas Charlie, Thick	Avg. 102.98	1.85
800	3¢	Cigarette Bd., 15 Nos. to Ticket	Def. 8.00	.85
800	5¢	Silver-Mt. Coin Bds.	Def. 14.50	1.15
2170	5¢	R. W. B. Tickets	Def. 36.50	1.10
1000 for 25¢		PAD Ticket Deals	Avg. 23.50	1.25
1000-1300 Girlie Boards, Jack-Pot and Def.			from \$27 to \$25	2.20

25% WITH ORDER; BALANCE C. O. D.

**U. S. MERCHANDISE CO.**

10216 Superior Ave., Cleveland, Ohio

**GIANT-HOLES**

15 Asst. Nos.  
**6 FOR 25c**  
and  
**3 FOR 10c**  
**SPECIAL**  
**\$2.50**  
each



**FUZZY WUZZY SCOTTIE DOG**

Beautifully made of rich fur in assorted colors

9" high 12" long **\$15.00** Doz. Samples, \$1.75 Ea.

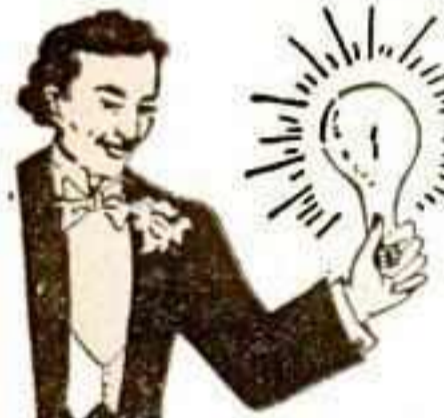
Other items immediately available:

**BLACK FUR SCOTTIE DOG** 16" high, 19" long **\$39.00** Doz. Samples, \$3.75 Ea.  
**LONG HAIR WHITE FUR SCOTTIE and PEKE DOGS** 18" high, 20" long **\$42.00** Doz. Samples, \$4.00 Ea.

PLACE YOUR ORDER NOW!

25% deposit with order, balance C. O. D.

**Joe End & Co.**  
 INCORPORATED  
 435 W. B'WAY, N. Y. 12, N. Y., WA 5-8280



**MAGIC LIGHT BULB**

Mysteriously lights whenever desired. No visible connections. A terrific Fun novelty! Fast novelty!

Retail price, \$1.50. Wholesale price, \$7.80 per doz. Sample, \$1.50.

**D. ROBBINS & CO.** 152-B W. 42ND STREET NEW YORK 18, N. Y.

**TIES**

DIRECT FROM MANUFACTURER

Large Assortment of Latest Patterns. **SELL STORES and DIRECT \$6.50 doz.; 3 doz., \$18.00. Fast \$1.00 seller, you make \$6.00 per doz. More on quantity orders. Other items. FREE CATALOG.**

**EMPIRE CRAVATS** 648 Broadway New York 12, N. Y.



Protect Your Valuables From **FIRE** with **Asbest-O-Seal** Safety Boxes. A Sturdy Metal Box, lined with 2500° Fire Resistant Cement and Asbestos. Size 11 1/2 x 5 1/2 x 3 1/2, Wt. 9 lbs. Price \$6.50 Postpaid. Goldwyn Smith Co. Box 2441 Tampa, Florida

**PEN BARGAINS**

Prepaid Prices Per Dozen  
**BALL POINT \$4.50**  
**LEVER FILLER \$2.50**  
 (Samples, \$1.00)  
**THERON FOX** 1024 Carolyn Ave. San Jose 10, Calif.

a winner and Utah spots were red ones. Sighted Leech, Duggan and Johnson in Las Vegas, Nev., getting some money with sheet."

Fancy Freddie Says: "The successful pitcher measures the effectiveness of his pitch by the results he obtains."

**ANNA McMURTREE . . .** is plying her perfumes at Bamberger's store in Newark, N. J., to reported big tips.

**LIBBY SCHULER . . .** has her jewelry engraving set-up gathering in some geedus at the Woolworth store in downtown Los Angeles.

**GREEN BROTHERS . . .** are getting fair reception with their new pastry gadgets in the Newberry Los Angeles store.

**HAROLD MYERS . . .** has opened a rug cleaner demonstration in the Sears-Roebuck Northside store in Milwaukee.

It's amazing but true that most people don't know the value of money until it comes time for them to repay what they have borrowed.

**JIM POOLE . . .** has his layout in Cleveland scoring to big tips and passouts.

**MYRTLE HUTT . . .** widely known in pitch circles, is in the hospital in Fargo, N. D., her home town.

Something for hard-shell merchants to remember is that the pitcher overcomes the difficulties that kick him the hardest.

Since a pitcher is a part of show business, don't let anyone tell you he doesn't have as many virtues as he does vices.

**MARY RAGAN . . .** and husband, Dick Kanthe, are still plying their wares in Detroit.

**DID YOU KNOW . . .** that Violet McNeal, who penned the book *Four White Horses and a Brass Band*, is better known to old-timers in the pitch field as Vi Davis?

**PLACES I GO . . .** And Folks I Know, by Joe Blow: It is great to be back in North Hollywood at the old Zane Gray Ranch, which is owned by John Sonney, who also owns King, the Wonder Horse. Came in here from Tucson, Ariz., where I played the Pima County Fair. Weather was bad, making the geedus hard to get. Carl Folk's Celebration Shows opened there and plenty of money was in evidence. They even had Ronald Mason, of quarter-horse note, there. However, none of the showmen obtained much money unless it was our old friend with the (See PIPES on page 90)

**ATTENTION Gold Wire Artists and Wood Jewelry Concessionaires**

Here is a fast seller. Life-like Horse Brooches, made of Tennessee Red Cedar, also Dog Brooches of all kind, \$28.80 per Gross. Sample sent on receipt of twenty cents cash. Write: **NAMECRAFT CO.** 613 Wright Ave. Yakima, Wash.



**LOOK! Chronograph WRIST STOP WATCH**

For Timing Races, Sports, Speeches . . . **\$7.95**

Here it is! For only \$7.95 a fine precision timepiece that is also an accurate stopwatch for timing races, sports events, speeches. Sweep second hand runs or stops at click of button. Accurate 4-jewel movement, two-tone dial, polished chrome case. A watch any man will be proud to own! Order today!

**Only \$7.95 ea.**

1 Dozen or More - - - - - \$7.50 Ea.

10% Deposit, Balance C. O. D.

**ENARC PRODUCTS CO., Dept. N-255**

1411 W. 18th Street

Chicago 8, Ill.

**EXTRA!**

We include beautiful Stainless Steel Expansion Wrist Band with each watch—in addition to leather strap—if you rush order NOW!

**CONCESSIONAIRES**

**CONCESSION SUPPLIES**

Daisy Cork Guns, Model #25, Ea. . . . \$ 4.95  
 Cork Gun Corks, Per 1,000 . . . . . 2.75  
 Aluminum Milk Bottles, Ea. . . . . 1.10  
 Wood Milk Bottles, Ea. . . . . .50  
 Hoop-La Rings, 4 in. to 7 in. Ea. . . . . .70  
 Worth Special Base Balls, Doz. . . . . 2.15  
 Case of 15 Doz. . . . . 30.00  
 French Weighted Feather Darts, Doz. . . . 1.50  
 Dart Balloons (10 Gr. for \$9.00), Gr. . . 1.00  
 Knife Rack Rings, Per 100 . . . . . 3.50  
 Cane Rack Rings, Per 100 . . . . . 3.50

Jitter Beans . . . . . \$ .98 \$ 9.50  
 Plastic Charms . . . . . 1.00 9.50  
 Crickets . . . . . 1.95 18.50  
 Pocket Clip Combs . . . . . 2.15 20.00  
 China Rabbits, 2" tall . . . . . 2.00 19.50  
 Ball Glove, Skull, Scotty Charms. 1.35 13.00  
 Baseball, Basketball, Ball and Bat, and Stone Eye Skull Charms. . . . 2.00 19.50  
 Celluloid Teeth . . . . . 1.00 9.50  
 Plastic Police Whistle . . . . . 3.90  
 Jr. Police Badges . . . . . 3.90  
 Jr. Aviator Badges . . . . . 3.50

**SLUM and NOVELTIES**

Engraved Wedding Rings . . . . . Per Gr. 10 Gr. \$ .65 \$ 6.00  
 Plastic Thimbles . . . . . .72 6.50  
 Plastic Crosses . . . . . .72 6.50  
 Simple Pencils . . . . . .85 8.00  
 Stryx Metal Whistles . . . . . .75 7.00

Comic Hat Bands . . . . . Per 100 Per 1000 \$1.35 \$12.00  
 Small Comic Buttons . . . . . .70 6.50  
 Medium Comic Buttons . . . . . 1.55 14.50  
 Comic Felt Placques . . . . . 2.90 28.00  
 Medium Lels . . . . . \$3.25 Per Gross  
 Large Lels . . . . . 6.50 Per Gross

25% deposit with orders; prices do not include shipping charges.

**KIPP BROS.**

117 SOUTH MERIDIAN STREET INDIANAPOLIS 4, INDIANA

**NEW 1948 FOBETTES, AND WE DO MEAN NEW!**



ALL ITEMS CARDED AND CELLOPHANED  
 No. 500/1 No. 500/2  
 With Any of the Following  
**FOOTBALL—BASKETBALL—BASEBALL**  
**BOWLING BALL—BOXING GLOVE**  
**HEART—ROLLER AND ICE SKATE**  
**\$1.85 DOZ. — \$21.00 GROSS**  
**CATALOG NOW READY—WRITE TODAY**

**Frisco Pete Enterprises, Inc.** 604 W. LAKE STREET CHICAGO 6, ILL.  
 MANUFACTURERS OF ENGRAVING JEWELRY

**GIANT LOLLY-POPS JUMBO**

Full 6-oz. pure and wholesome hard pull candy. 5 assorted colors and flavors. Approximately 6" round on hardwood stick. Cellophane packed in moisture-proof bag.

**14 3/4¢ ea.** In 30 Gr. Lots

Less than 10 gr., \$24.00 gr.—10 gr., \$23.00 gr.

20 gr., \$22.00 gr.—30 gr., \$21.24 gr.

4 Samples, \$1.00. Shipped prepaid. Packed solid 72 one color in case.

**BIG LEE-RO CANDY CO. FLASH**  
 6205 NO. 16TH ST. PHILADELPHIA 41, PA.

**HEY! LOOK AT THESE PRICES!**

**BALL PENS:** Profit Items—on Cards.  
 #500 "WINDSOR," All-Gold . . . . \$6.25/Dz.  
 #B50 "WINDSOR," Gold Cap . . . . 4.25/Dz.  
 #227 "WALDORF," All Gold Color 6.00/Dz.  
 #507 Key Chain All-Gold Ball Pen Novelty . . . . . 4.00/Dz.  
 Cartridges for Above Pens . . . . . 2.00/Dz.  
**COSTUME JEWELRY:** New, Beautiful Line for Streetmen, Canvassers. Sample Assortment, Prepaid . . . . \$2.00  
**SLUM:** Assorted Numbers . . . . . 1.00/Gr.  
**PLASTIC BIRD WARBLERS,** 10¢ Seller . . . . . 7.50/Gr.  
 "DECO" Club Darts, for Carnival and Fair Trade, 7 1/2" Size . . . . . 1.50/Dz.

Terms: All Merchandise F. O. B. Phila. 25% Deposit Required on All C. O. D.'s. We Prepay Postage on Orders of \$25 or Over.

**CANVASSERS, STREETMEN, CARNIVAL MEN, WAGON JOBBERS. EVERYBODY!** Send for Our Latest Price Lists. State Your Trade to Receive Correct Listings.  
**O. FAUST CO., 223 N. 8th St., Philadelphia 6, Pa.**

**GIANT PROFITS! TINY INVESTMENT**  
  
**YOUR PRICES**  
 \$10.45 Doz.  
 Chromium Plated \$14.45 Doz.  
 Gold Plated  
 Retail to \$29.95 ea.

**AGENTS—S-T-R-E-T-C-H PROFITS!**  
 Guaranteed **WATCH Expansion BANDS**  
 Men's or Ladies' Watch Expansion Bands  
 Rush C. O. D. orders with 25% deposit, or send full remittance to save time and C. O. D. charges. Samples of each of the above, \$3.50.  
 For Samples of Ladies' Styles, send \$3.50 additional.  
**RAGONESI MERCHANDISING CO.** 173 Clifton Ave. NEWARK 1, N. J.  
 P. O. Box 252

**SPECIAL CLOSE-OUT!**

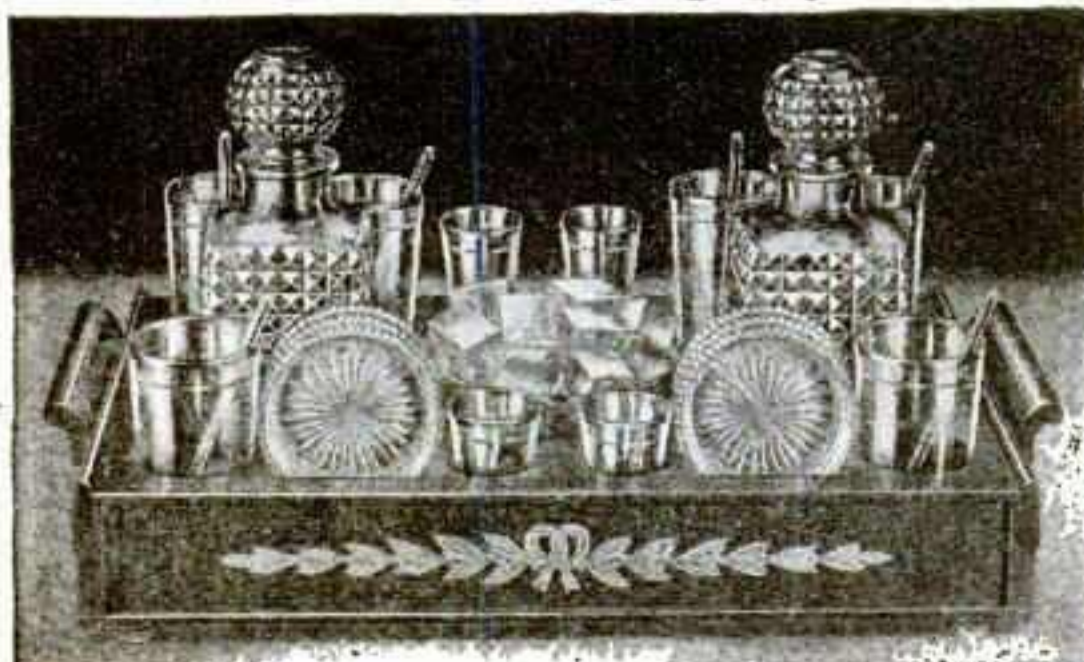
Regular **\$12.95 Value**  
**SPECIAL!**

**\$48.00 DOZ.**

Packed 1 to Ctn.

Sample \$4.50 Ea.

ONLY A LIMITED STOCK—ORDER NOW



No. 2706—BUFFET BAR—18x12  
 1902 N. THIRD ST. MILWAUKEE 12, WISC.

**WISCONSIN DELUXE CO.**





## LUCKY Seven Jars

Red, White and Blue  
Tickets  
Salesboards

Write for  
Circular and Prices

### GALENTINE NOVELTY CO.

520 E. Sample St.  
South Bend 18, Ind.

**PUSH**  
**PUSH**  
**CARDS**

Straight numbers 10 to 200-Holes Girl Names. Also 1-29 to 1-99¢ in 12 to 66-Holes Girl Names, or All Winners. Others from 10 to 600 Holes. In Stock.

FREE Order Guide. Write  
**W. H. BRADY CO., MFRS.**  
CHIPPEWA FALLS, WISC.

**FOR SALE**  
**BASE-BALL MACHINERY & STOCK INVENTORY**

Complete Equipment of going old established manufacturer

2 Massini Folding and Banding Machines  
2 Hall Junior Folding and Banding Machines  
3 Sewing Machines

Printed Stock Inventory

HERE IS A REAL BUY  
Write  
**Earl Everett Agency**  
101 S. High St. MUNCIE, IND.

**BIG PROFITS**  
**"HOT" NEW TICKET DEAL**

Salesmen wanted in every town and community. Sell to clubs, cigar stores, pool halls, taverns, etc., or start a route. Free pocket sales kit. No investment. No experience necessary. Big advance commission. Write today.

**WORTHMORE SALES**  
1825 S. Michigan Av., Dept. B-313, Chicago, Ill.

**SALESBOARDS**

**LARGEST SELECTION IN THE NATION**  
**LOWEST PRICES**

FREE: 64-Page Illustrated Catalog.

**PROFIT MFG. CO.**  
41 West 23rd St.,  
New York 10, N.Y.

**USED COIN-OPERATED MACHINES**  
Music • Vending • Amusement • Bells • Counter  
Only advertisements of Used Machines accepted for publication in this column.  
**RATE—12c a Word . . . Minimum \$2**  
Remittance in full must accompany all ads for publication in this column . . .  
No charge accounts.

**EARLIER CLOSING DATE**  
March 27 issue will be  
**THE BIG ANNUAL SPRING SPECIAL**

Special Features  
Greater Reader Interest

Valuable Lists  
Increased Circulation

**BUT NO INCREASE IN ADVERTISING RATES**

The size of the issue and the larger print order requires an earlier closing date. Classified Section goes to press  
**WEDNESDAY, MARCH 17**

**A-1 CIGARETTE AND CANDY VENDING MACHINES.** All makes, models, lowest prices. What have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago. mh13

**A-1 BUYS—CANDY, GUM, PEANUT, POPCORN, Sanitary, Scales, Cent-a-Mint, Stamp Machines.** Folders, U.S.P., 100 Grand, Waterbury 5, Conn. mh13

**A-A-A CONDITIONED USED MACHINES—**  
1-5c Mills Melon, \$79.50; 1-10c Blue Front, \$79.50; 1-10c Brown Front, \$79.50; 1-25c Black Cherry, \$135. Game bargains: Double Up (roll down), \$69.50; Pinch Hitter (roll down), \$69.50; Genco Total Rolls, \$89.50; Western Baseball, \$69.50. Pin Games: Cyclone, \$99.50; Entry, \$25; Zig Zag, \$25; Action, \$25; Target Skill, \$25, or all four of the \$25 games for \$75. 1 Mills Throne, \$89.50. All machines are guaranteed to be in first class condition. Please write for complete list. One-third deposit with order, balance C.O.D. General Novelty Company, 521 N. 16th St., Milwaukee 3, Wis. West 4242.

**ATTENTION, BALL GUM OPERATORS!—THE** marble season is here. Make extra profit by filling your machine with 1/2" pure agate marbles. Reduced to 60¢ per thousand. Minimum shipment, 14,000. Freight paid. Cash with order or 1/3 deposit, bal. C.O.D. Merrill Sales, 3925 W. 16th St., Chicago 23, Ill.

**BEVERAGE MACHINES—5 BALLY CUP** Vendors, 350-cup capacity. Guaranteed condition. \$1,495 the lot. McGuire, 15607 Lakewood, Hynes, Calif.

**CIGARETTE MACHINES—ALL MAKES, ALL** models. Equipment thoroughly reconditioned and refinished. Low prices; we buy equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. Evergreen 6-4244. ap3

**CLOSING OUT—SLOT MACHINES, SALES-** boards, Meat Slicers, Scales, Cash Registers, Refrigeration Cases, Coolers, Adding Machines. Pier, 718 Main, Dubuque, Iowa.

**ESTABLISHED DISTRIBUTION—WORTH** investigating. Phonograph routes, rebuilt slots, phonographs, consoles, closeouts, parts. Request list. Coleman Novelty, Rockford, Ill. mh20

**FOR IMMEDIATE SALE—75 PRACTICALLY** new Pop Corn Sez vending machines. Fully guaranteed. \$150 each. N. & N. Amusement Co., 526 Butternut St., Syracuse, N. Y. ap3

**FOR SALE—SLOTS IN EXCELLENT CONDI-** tion. Chrome or gold chrome, 5c, \$94.50; 10c, \$104.50; 25c, \$114.50. Blue fronts, 5c, \$79.50; 10c, \$89.50; 25c, \$99.50. Brown fronts, 5c, \$89.50; 10c, \$99.50; 25c, \$109.50. 1c Q.T., \$22.50. Silver Moon Chiefs, 5c, \$99.50; 10c, \$109.50. Red Skins, 5c, \$79.50; 10c, \$89.50. Box stands with locks, \$10. Pins, pre-war, \$20 each. Write for list. Kilroys, \$119.50. Surf Queens, \$49.50. One-third deposit with order, balance C.O.D. Please mention The Billboard. Poul's Better Music, 533 Mill St., West Bend, Wis. Tel: 896.

**FOR SALE—AUCTION. MAKE US AN OFFER** on the following Consoles: 17 5c Lucky Lucres; 6 Galloping Dominoes J. P.; 6 5c-10c Pace Twin Reels; 2 Evans Lucky Stars; 11 10c Big Games; 3 5c-5c Pace Twin Reels; 2 10c Pace Reels Jr.; 16 5c Big Games. Hy-G Music Co., 1415 Washington Ave. So., Minneapolis 4, Minn. Tel: At. 8587.

**FOR SALE—50 NORTHWESTERN DELUXE** Vendors. Reconditioned like new, \$14.75 each. In lots of 10, \$12.50. Wanted: 1c Kicker-Catchers and 1c Pikes Peak. Buckman Novelty Co., 107 S. Madison, Green Bay, Wis.

**FREE BOOKLET—"DOLLARS FROM PEN-** nies" gives the "know-how" of bulk vending. State whether you now operate bulk vendors or are interested in beginning. Becker Vendors, 105-5 Dewey, Brillion, Wis. mh20

**IN PERFECT CONDITION, ONE JENNING'S** Silver Dollar Machine, \$350. One Maybell with three five cent slots and one quarter slot, \$150. 1/2 with order, balance C.O.D. L. S. Copeland, 1303 Carondelet St., New Orleans, La. mh13

**INTERNATIONAL TICKET SCALES—LIKE** Woolworth uses, good appearance. Original cost, \$250; twenty at \$75 each. Large supply tickets, 50¢ per thousand. Austin Scale Co., 4120 Austin, Houston, Tex.

**JENNINGS JR. SCALES, \$50—LOTS OF FIVE,** \$45 each. Kirk Guesser Scales, \$110 each. Full cash with order. Sullivan Sales Co., Salem, Ind.

**LIMITED SUPPLY LEFT! REBUILT INTER-** national 1c Ticket Weighing Scales. Completely automatic, non-electric. Send for free descriptive leaflet and prices. Adair Co., 6926 Roosevelt, Oak Park, Ill. mh13

**NEW A-F COIN COUNTER, \$1—COUNTS** pennies, nickels, and dimes. Lightweight, fits the pocket. Counts money in half the time. Send \$1 with order. We prepay postage. A-F Corporation, 5729 W. Jefferson, Dept. 2 Lf Angeles 16, Calif. mh13

**MR. OPERATOR—WHETHER YOU HAVE TWO** or two thousand machines write us, post card will do, for our new 34 page catalog of Vending and Amusement Machines, stock for their operation; general Vending Machine operation information. No obligation. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. ap3

**RAY GUN OPERATORS!—WRITE FOR INFOR-** mation on extra moving target conversion units. Amplifiers, motors and rifles repaired. Coin Amusement Games, Inc., 1023 E. 47th St., Chicago 15, Ill. ap10

**REBUILT POPCORN MACHINES FOR SALE—** Fully guaranteed. Priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. ap24

**SCALES—JENNINGS JR., \$42.50; PACE, \$45;** De Lux, \$35; Rock-Ola Loboy, \$65; Mills Trylon, \$100; Ideal, \$65; American 12-slot Fortune Telling, \$145; Seica, \$35. Terms: 1/2 cash with order, balance C.O.D. H. E. Crommett, 3860 East Blvd., Culver City, Calif.

**SIX SEVEN-FOOT POKERINOS, THREE WISE** Owls, Shoot the Chutes, Scientific Batting Practice. No reasonable offer refused. Chester Nowak, 78 Littlefield, Buffalo, N. Y. mh27

**SPECIAL—RECONDITIONED BALL GUM** Machine with 3,500 balls gum, \$17.50. You have machine paid for and \$17.50 profit on first machine. Wm. R. Harris, 1731 Broadway, Paducah, Ky. mh13

**TOTAL ROLLS—15 JUST OFF LOCATION.** Bargain. Temple 2-4140. Curtis, 3033 Hamilton, Detroit 1, Mich. mh20

**USED BALL GUM MACHINE FOR \$7.50 AND** 5/8" ball gum at 28¢ per 100, any amount. Shiny all-chrome Ball Gum Machine filled with gum at \$16.50 each. A. Graeff, 1232 Broadway, Toledo 3, Ohio. mh27

**WAGON JOBBERS FOR 5c AND 10c NUT** Meats and Candies; also 5c Boneless Herring Card to call on stores, taverns and roadstands. Every stop handles them. Write Royal Nut and Candy Co., 1015R Grand Street, Hoboken, N. J. mh20

**WANTED TO BUY—LATEST MODEL USED** Coradio and Nobell Coin Radios. Cash. State price. Box C-474, care Billboard, Cincinnati

**WANTED—BUCKLEY TREASURE ISLAND** Diggers. Will buy any amount, 1 to 20. State price, condition and amount. Write Wendell R. Pierce, Ashland, Ill.

**WILL TRADE CHALLENGERS AND PIN** Games for all Gum Machines. Three Pop-Ups, Baseball, as is, \$5 each. Five Peanut Machines, \$2 each. Penny Sales, Box 1784, Louisville, Ky.

**10 MUTOSCOPE DIGGERS, 12 EXHIBIT IRON** Claw Diggers, 10 Erie Diggers, 20 Exhibit Rotary Merchandisers. Wanted: Erie Diggers, any condition, no packing. We pick up. National, 4243 Sansom, Philadelphia, Pa.

**TICKETS**  
BASEBALL—TIP—TAKES  
JACKPOT OR JAR DEALS  
**WHEELING NOVELTY Co., Inc.**  
57 14th Street Wheeling, W. Va.

**SALESBOARD SPECIALS**

Hole	Description	Profit	Our Cost	Price to You
1000 25¢	176 Charlie, N.P. (Thick) .Def.	\$50.00	\$1.50	\$ .85
1000 25¢	Jackpot Charlie, 170 N.P., Th. Avg.	55.88	2.34	.95
1000	Plain or Checkered		.98	.60
1000	Cigarette		.98	.60
1800 5¢	Lulu . . . . .Def.	30.00	2.99	1.25
2000 5¢	Lulu Belle .Def	20.00	3.13	1.50

Minimum Order, 25 of Any Number.  
25% Deposit, Balance C. O. D.  
ALL ORDERS SUBJECT TO PRIOR SALE.  
WRITE FOR OUR PRICE LIST.  
**TIC TOC MANUFACTURING COMPANY**  
BOX 504, OMAHA, NEBRASKA

**SALESBOARDS**

**"PICK-A-FIN"** 5c  
Seals Pay \$5.00 • \$2.00 • \$1.00 • 50c  
21 Seals Opened — Last Push on Seal Gives One Seal

Holes	Name	Prof.	Price
1200	"PICK A FIN" 5c—Avr. Profit	...	\$33.05
1200	"TEN SPOTS" 5c—Avr. Profit	...	\$31.16
1200	"WIN 'N' GRIN" 5c—Avr. Profit	...	\$32.84
1200	"E Z CARTONS" 5c—Avr. Profit	...	\$33.96
1200	"PICK A TEN" 10c—Avr. Profit	...	\$59.40
1200	"\$25\$ SPECIAL" 25c—Avr. Profit	...	\$137.07
1200	"SUPER CHARLEY" 25c—Avr. Profit	...	\$84.50

**CROWN PRODUCTS**  
322 E. COLFAX AVE.  
SOUTH BEND 24, INDIANA

**SALESBOARDS**  
WHOLESALE "NET" PRICES—25% DEPOSIT

Holes	Name	Prof.	Price
1000	25¢ J.P. Charley, XX Th. Avr.	\$52	\$1.49
1800	5¢ Lulu Board, XX Thk. Def.	18	1.49
1200	25¢ J.P. Tex. Chas., Tk. Avr.	102	2.25
1000	5¢ J.P. Siesta, Tk., Pr. Avr.	25	2.25

**NEW! 6 TICKETS PER HOLE BOARDS**

Holes	Name	Max.	Price
200 25¢	6 in 1, 6 Tickets	\$39	\$3.08
200 50¢	10 Sawbucks, 6 Tks.	79	3.08
240 25¢	F'h'm'd's Luck, 6 Tks.	35	3.89

1200 25¢ J.P. Cheerful Chas. . . Avr. \$77 \$2.62  
1300 5¢ Bubbles, Thick, Jum. Def. 30 2.75  
965 5¢ J.P. Rosebud, Glrlie. . Avr. 26 2.95  
1027 5¢ J.P. Hollywood, Jum. Avr. 27 3.54  
1000 10¢ J.P. Jumbo Hole, Th. Avr. 45 3.98

Write for "New Wholesale" Bulletin. 9th year giving immediate delivery on (Inest boards).

**LEGALSHARE SALES**  
Box 86-C Huntington Beach, Calif.  
(Phone 2842)

**EMPIRE**  
FOR THE *Finest*  
in SALES BOARDS  
WRITE FOR CATALOGUE  
**EMPIRE PRESS**  
637 SOUTH DEARBORN ST.  
CHICAGO 5, ILLINOIS

**SALESBOARD OPERATORS, NOTICE!**  
**CANDY DEAL**  
24 1# BOXES CHOCOLATE COVERED CHERRIES  
2# BOX OF FANCY CHOCOLATES  
ONE 1200-HOLE 5¢ PUNCH BOARD BOARD TAKES IN \$60.00  
**Jobber's Cost, \$19.75**  
25% Deposit With Order—Bal. C.O.D.  
**KEY CITY WHOLESALE SUPPLY CO.**  
325 E. Cherry St. Mankato, Minn.

**SALESBOARDS**  
Tickets, Jar Deals, Premiums  
Complete Line  
**STOP IN TO SEE US**  
**RAKE COIN MACHINE EXCHANGE**  
609 Spring Garden St., Philadelphia 23, Pa.  
Lombard 3-2676

**PEARSE-LEWIS ACTIVE**

*(Continued from page 55)*

and the Dutchess County Agricultural Fair, Rhinebeck, N. Y. He also has been requested to draft plans for the Gouverneur (N. Y.) Fair.

Lewis, one-time manager of the Ohio State Fair, specializes in serving as consultant in drafting plans for fair buildings and in operation problems. He is a consultant for the Monroe County Agricultural Fair, Monroe, Mich., for which he is drafting a master plan of operations, grounds layout and building program. The event, which operated for the first time in 1947 under tents, has been given the use of an 80-acre site by the county commissioners.

**Plan Track**

The Midland, Mich., Fair Lewis says, is planning the erection of a half-mile track, grandstand, commercial building and agricultural building, and he is working on those plans.

Another Lewis project is a planned junior fair building with a seating capacity of 2,500 for the Caro (Mich.) Junior 4-H Fair. He is working with Pearse on plans developed for the Lorain County Fair, Wellington, O., which this year proposes to build a commercial exhibit building 160 by 180 feet. Funds for the construction, Lewis said, will be derived from manufacturers in the county who receive exhibit space for five years in return. At the end of five years, each exhibitor then will be required to pay for space, the building then becoming the unencumbered property of the fair.

The Medina County Agricultural Fair, Medina, O., according to Lewis, is to rearrange the entire grounds, following the purchase of 10 additional acres of land, and plans the erection of a junior fair coliseum to seat 4,000.

Lewis, who with Pearse is working on plans for the Sandusky County Fair, Fremont, O., said the fair is

preparing a \$750,000 reorganization program, the money coming from public subscriptions and tax levy. Plan this year is to erect a commercial exhibit building.

**To Build Grandstand**

The Champaign County Fair at Urbana, O., Lewis reports, will build a steel concrete grandstand seating 4,000 and this fall may erect a junior fair coliseum with a seating capacity of 3,000.

Ambitious plans are being pushed at Athens, Ga., according to Lewis, who points out that a race track, grandstand, agriculture-livestock building and a commercial building are planned for construction this year. The dairies of Athens, he said, will build their own building.

At Rochester, N. Y., where the fair has an 80-acre site with only one major building, a huge Quonset hut, Lewis says plans are for the construction of a grandstand, commercial exhibit building and an agricultural building.

**KELLY-MILLER**

*(Continued from page 50)*

canvas loaders this year, because the new top will have to be unlaced at night. It will unlace down the middle, so with two loaders the canvas can be rolled up quickly. Loaders will be run from a power take-off.

Org will boast plenty of light this year, having five plants. Mr. Ewalt, of Hugo, bought the Liberty act from Mr. Evans, Centerville, Ia. Ewalt obtained a contract from Clyde Bros., having replaced Mrs. Bud Anderson, who had the pony drill on Clyde Bros. Mrs. Anderson is in Hugo, working the stock with her husband, who purchased a half interest with Bob Stevens.

Elvina and Mary Rossi visited Clyde Bros.' Circus in Oklahoma City. Jack Hoxie, last year on Mills Bros., visited the Hugo Showmen's Club recently.

**POLACK BROS.**

*(Continued from page 50)*

in clown alley are visitor Jack Wynn from Michigan, and Shriner Les Pettis. The tremendous thirst of the MGM bulls caused Bobo Barnett's fire gag to be waterless one evening. Organist Wally Newberry's solo of *Clair de Lune* is very effective during Josephine's descent from the high wire. Josephine was heard from coast-to-coast on the *Welcome Travelers* radio show as was the writer on Don McNeil's *Breakfast Club*.

Dwight Moore's new bus is being converted into living quarters by handyman Jesse Benn. Also new to our rolling caravan are Chai and Somay and Jo and Slivers Madison's new trailers, Tex and Reggie Repart's new Ford and trailer, and Pete and Elizabeth Ivanov's new Roadmaster Buick.

On the temporary sick list were Jo Madison with a strep throat, and Joe Berosini with lumbago. (Vicky Berosini's debut in the act came with Joe's absence.) Sweating out injured backs are Pete Ivanov and Somay Huang. Ernie Wiswell has been doctoring and Arthur Konyot has a sick horse on his hands.

Visitors were plentiful and included Albert Fleet, Frank Torrence, Harris Reynolds, Rudy Cardenas, Felix Brazon; Van Tilbert, of the Minneapolis Shrine; Winnie Colleano, Mr. and Mrs. Fred Kressmann, Whitie Harris, Terrell Jacobs, Mrs. Fred Rosenthal, Ethel Robinson, Jack Leontini, Claude (Jack) Crumley, Mr. and Mrs. Whitie Wilbur, Dick and Pauline Herdink, Billy Senior, Concha Escalante, Tad Tosky, Earl Shipley, Alexander Konyot, Alma and Ward Jukes, Sonny and Pat Moore, Mrs. Sophie Truzzi, Bagangoe Cristiani, Mr. and Mrs. Eric Philmore, Eugene and Clara Willis, the Juggling Elgins, Mr. and Mrs. Montes de Oca; Millie Keathley's daughter, Joyce; Mrs. Wally

**KING BROS.**

*(Continued from page 50)*

manager, who arrived Monday (1) from the West Coast via Hot Springs and who is lining up his crew for the season, and Tom Poplin, chief electrician, after a winter's vacation in St. Petersburg, Fla.

Al Clarkson, for the last three years general agent for James Heron's Wild Life Exhibit, will be associated with King Bros.' Wild Life Show this season. Steve Kuzmicz, manager of Advertising Car No. 1, who has been spending the winter in Pennsylvania, will report soon to handle the advance brigade, which will have a 10-man crew, 3 advance trucks and travel 14 days ahead.

Jack and Jake Mills, en route from Florida to their quarters in Circleville, O., visited Owner King for a few days. Jimmy Rose, press agent for the Johnny J. Jones Exposition, visited the writer en route to De Land, Fla.—WALTER D. NEALAND.

**MILLS BROS.**

*(Continued from page 50)*

turned from a trip to Springfield, O., where he worked several bears at the opening of a new grocery store.

Mr. and Mrs. L. F. Stoltz, of Clyde Bros., were winter quarters visitors. Others included George W. Pughe, Achbar Grotto Circus; Pat and Loretta Flanagan, Mr. and Mrs. T. Wilcox, Tom Barry, Art Marsden, Fred Bly, Virginia Schuler, Ted Fields and Elwood (Woodie) Yerian, all phone people for the Mills org now working on the Columbus promotion. — CHARLES B. SCHULER.

Newberry, Mrs. Arthur Konyot, Mike Gaska, Mr. and Mrs. Happy Maxwell and Ronnie, Leonard Pierson, Mrs. Reiffanach, Ernie Young; Dr. H. H. Conley, president, CFA, and Mr. and Mrs. Buck Reger. — HAROLD BARNES.

**CLASS OF SERVICE**  
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

**WESTERN UNION**  
JOSEPH L. EGAN  
PRESIDENT

1201

SYMBOLS	
DL	= Day Letter
NL	= Night Letter
LC	= Deferred Cable
NLT	= Cable Night Letter
Ship Radiogram	

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

**J. CF95 PD= CHICAGO ILL FEB 25 1948 348P**

**STATE VENDING MACHINE DISTRIBUTORS. READERS OF BILLBOARD=**

**2160 PATTERSON ST CIN=**

**STATE FRANCHISES AVAILABLE FOR WIDE AWAKE DISTRIBUTORS ON**

**SENSATIONAL NEW NECKTIE VENDING UNIT. VERY PROFITABLE FOR**

**DISTRIBUTORS, OPERATORS AND LOCATIONS. WRITE, WIRE, PHONE OR**

**CALL IMMEDIATELY IN PERSON FOR APPOINTMENT AND COMPLETE**

**DETAILS=**

**ALAN SHEPARD & SONS INC 189 W MADISON ST CHICAGO 2 ILL.**

**NOTE: THIS IS NOT AN AUTOMATIC VENDING MACHINE.**

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

# Exports Hit \$5,000,000 Record

## Finance Com. In S. F. Okays New Game Tax

Would Boost Fee to \$50

SAN FRANCISCO, March 6.—An ordinance which would increase the pinball machine licenses here from \$36 to \$50 a year was given a "do pass" recommendation Wednesday (3) by the finance committee of the board of supervisors. The ordinance, which does not specify any particular type of game, is expected to be passed by the board at its next regular meeting.

The license measure was opposed by John O'Day, who represented local operators. He described the proposed ordinance as "punitive." Chief administrative officer Thomas A. Brooks and a representative of the Parent-Teacher Association supported the ordinance.

The increased license fee stems from a controversy that developed here late last November (*The Billboard*, December 6) involving the legality of one-balls in the city. At that time it was decided that a city ordinance which permitted coin machines operated as a game, contest or amusement, provided there is no reward, would have to be interpreted by the city's board of supervisors to determine whether it provided for the operation of one-balls. Police Chief Michael Riordan, who had issued a general order earlier okaying the one-balls, stated it was his opinion that these games were operable but that the final decision would rest with the supervisors.

### Had Considered Ban

On December 23 a proposed city ordinance which would have banned all pinball games was discussed at a meeting of the board of supervisors' (*See S. F. Commission on page 114*)

## N. Y. Ops Name L. Rosenberg Assn. President

NEW YORK, March 6. — Amusement Machine Operators' Association of New York (AMOANY) met here Thursday (4) and elected Louis Rosenberg, Arrow Amusement Corporation, the org's new president. Rosenberg, a veepee till his election as the association's new head, replaces Joe Hahnen, of Gordon Amusement Corporation, who resigned with his term unfinished, due to pressure of his business.

Rosenberg served on AMOANY's board of directors before the war, and had been running recent meetings in Hahnen's absence. He was elected to the prexy post by acclamation.

The association discussed the unfavorable publicity in *The New York Times* (see separate story in this department), but decided there was nothing that could be done about it.

## Snow Slashes Play In Red River Valley

BRECKENRIDGE, Minn., March 6. —Heavy snow storms during the past two weeks have cut into play on coin machines thruout the Red River Valley, local operators report. The storms have also added to problems already encountered by operators in this area in servicing locations on their extended routes (*The Billboard*, February 28).

Storms last week virtually cut off several Minnesota communities for several days, with many schools and businesses closed down completely. Because travel is difficult, many farmers and city dwellers are staying at home.

Looking to the future, operators are forecasting a tough spring season.

## Boston Asking \$1,000 Fee For Each Pinball in City

BOSTON, March 6.—A license fee of \$1,000 on each pinball game in Boston was adopted by the City Council the night of March 1. Council adopted the ordinance in face of an opinion by the city corporation counsel that a charge of over \$100 would be held invalid by the courts.

Mayor James M. Curley, who will have the final voice in approving or rejecting the measure, declared that he would confer on the matter with corporation counsel before reaching any decision. He pointed out that his objective in recommending that a fee be imposed on the pinball machines was to obtain additional revenue for the city, explaining that at present the city is put to the expense of supervising the operation of the machines, but collects no income in return.

### Called a Tax

Councilman Thomas E. Linehan said: "This sum would be tantamount to a tax and not a fee. However, I will vote for the \$1,000 fee on the hope the court will take a year or longer to act on it and in the meanwhile the tax will drive the racketeers out of town."

The matter of the pinball license, dormant since October 27, was be-

## Full 1947 Report Shows Jukes, Venders and Games Make Spectacular Gains

Canadian Ban Cuts December Totals to Low for Year

By Tom McDonough

CHICAGO, March 6.—Coin machine exports for 1947 totaled 26,542 machines with a valuation of \$5,120,102. Both figures are almost double the all-time high totals reported for 1946 (14,396 machines worth \$2,655,078) and actually dwarf the pre-war high figures of slightly more than \$1,000,000.

As has occurred in every year since coin machine exports were first listed by the Department of Commerce, juke boxes were the principal purchases made by foreign coinmen, accounted for \$3,967,859, or approximately 76 per cent of total coin machine exports. During 1946 juke boxes were responsible for 71 per cent of all exports, with 6,170 music machines accounting for \$2,075,936.

### Venders, Games Up

Jukes, however, were not the only type of coin machine to make sizable gains over 1946 export figures. Vending machine foreign shipments in 1947 were \$471,234 for 6,785 units as compared with \$119,207 for 3,156 vending units, while foreign buyers imported 7,378 amusement games (*See Juke, Venders on page 112*)

## Petitions To Win Bell Okay For Colorado

Would Finance Vet Bonus

DENVER, March 6.—Petitions asking for legalization of bell machines in Colorado to finance a State bonus of \$500 to World War II veterans who qualify as Colorado residents are to be circulated in the State by *Veterans' World*, E. Robert Strand, the publication's editor and publisher, announced last week. Strand, who recently proposed the program to Governor Knous (*The Billboard*, February 21), says he will seek signatures of more than 100,000 voters in the State.

A poll conducted by Strand showed his organization had listed 92 per cent of 32,000 veterans contacted as favoring legalization of bells at \$100 yearly to pay for the bonus.

## Mo. Game Ops Hold Meet, Add Member

ST. LOUIS, March 6.—Highlighted by a record attendance for the event, the Missouri Amusement Machine Association (MAMA) held its regular monthly meet last week at the Claridge Hotel here.

Preceded by dinner, the business session included discussions by Louis Morris, association president, and Dewey Godfrey, group's legal counsel.

During the meet, the Aaron Novelty Company, this city, was accepted into membership.

## CMI May Continue Cancer Help; Gottlieb Tells Glassgold Aid

CHICAGO, March 6.—From all appearances this week it appeared that Coin Machine Industries, Inc. (CMI), would continue its drive to aid the Damon Runyon Memorial Fund for Cancer Research. When the drive started in 1947 CMI officials announced that a goal of \$250,000 had been set, and that goal was realized at the association's annual banquet held in Chicago in January.

Reached in Miami Beach, Fla., where he is currently vacationing, CMI President Dave Gottlieb admitted the possibility that the manu-

facturers' association would continue the cancer drive.

Gottlieb added that if the association did continue its support of the Runyon fund, George Glassgold, New York attorney who first proposed the idea that the industry participate in the Runyon drive, would again play an active part in the association's drive.

Speaking of the Runyon fund, Gottlieb said "the idea came from George Glassgold, a New York attorney, who has been representing various manu- (*See CMI May Continue on page 106*)

# New Tax Deal for Va. Venders

## Legislature Approves Bill Classifying Ops Retailers

**Industry, long held back by unfair per-machine tax, expected to expand when new act takes effect—place limit on city, county taxing powers**

RICHMOND, Va., March 6.—Vending machine operations, which have been stifled here for years by prohibitive and discriminatory taxes, could look forward this week to a better deal, tax-wise, with the passage of an industry-supported measure which defines merchandise vending operators as retailers and places vending in the same tax category with other methods of selling. The new tax set-up, which needed only the governor's signature to become law as the week ended, would impose a \$20 tax on each place where operators store or keep merchandise, plus a gross receipts tax of 20 cents per \$100 for all gross over \$2,000. The law does not become effective until January 1, 1949, however, and until that time Virginia's automatic merchandising industry is expected to go along without any rapid expansion.

### Per-Machine Taxes

Until the Legislature passed the new tax bill (House Bill 25) only operators whose machines were placed in industrial plants were classified as retail merchants. Those operators, under current Virginia law, pay the \$20 place-of-business tax plus 13 cents on each \$100 grossed over \$2,000. Other operators paid State taxes ranging from \$1 per machine to \$25.

Of prime importance, too, is the fact that the new tax act restricts the taxing powers of cities and towns. Under the current law, there is no such restriction, with the result that some cities have imposed per-machine levies up to \$75, making operation of equipment impossible. Vending trade leaders, who supported the bill, pointed out, however, that while the new measure restricts the amount which cities and towns may collect from merchandising operations, the new law will actually mean more revenue since it opens the way for profitable operations.

Principal elements of the tax bill were originally contained in Senate Bill 122. This proposal was later incorporated in House Bill 25 which had the governor's support as a revenue-raising act. Because the measure was part of the governor's revenue program his signature seemed assured after both houses of the Legislature had passed the bill.

### Suppliers Support Bill

Besides having the endorsement of the National Automatic Merchandising Association (NAMA) and State trade members, peanut growers and shellers, and tobacco growers, whose supplies eventually find their way into merchandise vending equipment, lent their support to the tax proposal.

At the present time, vending machine operations in the State are (See *New Tax Deal* on page 98)

## Ready 6-Flavor Ice Cream Vend.

OAKLAND, Calif., March 6.—Frosted Food O'Mat, Inc., of this city, is readying a new ice cream vending machine, designed for grocery stores, super markets and department stores. Dispenser will be offered both as a coin-operated and a manual device.

The vender will hold up to six flavors, and its makers claim that it has an automatic defroster.

### Cigs on Tele

NEW YORK, March 6.—Almost all of the major cigarette makers are expected to be sponsors of local televised sport and newsreel programs this year, according to video stations here. Philip Morris and Old Gold are the latest said to be planning television presentations. Kool cigarettes signed up recently for a five-minute film spot broadcast Friday evenings, as did Chesterfield as sponsor of the New York Giants baseball games and Camels as sponsor of the 20th Century-Fox television newsreel.

## FTC Candy Hearings Bring Forth Constructive Ideas

WASHINGTON, March 6.—Candy jobbers offered new complaints and numerous constructive suggestions at this week's hearing on Federal Trade Commission's (FTC) proposed code of fair trade practices for the industry.

National Candy Wholesalers' Association (NCWA) asked for minor clarifications in the rules, but expressed itself as generally in favor of the code.

NCWA Executive Secretary Jesse F. Jones asked FTC to clarify the terms "promote the sale" and "gift enterprise" contained in Rule 6. In its present draft, the rule reads: "It is an unfair trade practice for any member of the industry to sell, distribute, or promote the sale or distribution of industry products by means of game of chance, gift enter-

prise, or lottery."

NCWA asked the commission to state whether or not this rule would have the effect of banning so-called give-away programs over the air if they were used by a wholesaler to advertise a candy product.

NCWA further asked FTC to clarify the industry groups to be bound by the code when it is enacted. The jobbers stated that they feel the code should not apply to candy wholesalers who are also manufacturers. The code, said NCWA, should apply only to those groups which actually purchase confectionery products for resale to retailers.

William Snow, associate editor of FTC's Bureau of Trade Conference Practices told NCWA that FTC will give full consideration to the recommendation. (See *FTC Candy Hearing* on page 97)

### Editorial

## Victory in Virginia

ONLY the governor's signature was needed this week to finally approve a new tax proposal for Virginia's automatic merchandising firms. For years, the vending industry has been held back in Virginia because of unfair, discriminatory per-machine taxes. Only those operators who had equipment in industrial plants, and those machines which were owned by the Virginia Commission for the Blind, could be called truly profitable operations. The industrial plant operations were classified as retail businesses and the blind operators were exempt from taxes. A new tax measure, passed by both houses of the Legislature and sent to the governor with the support of the National Automatic Merchandising Association, State operators and suppliers, will classify all operators of merchandise vending equipment as retailers, taxing them on the same basis as other retailers are taxed.

Most importantly, too, the new tax measure imposes limitations on the amount of taxes which cities and counties can impose on automatic merchandisers. Cities are to classify operators as retail merchants and tax them on the same basis, and not in excess of the rate at which other retailers are taxed. Counties may impose taxes not in excess of the State levy. Until this measure, cities, towns and counties have not been limited—and resultant unfair, per-machine levies have been the result.

Actually, putting vending machine operations on the same footing with other retailers will mean increased revenue for both State and local governments. Under the old, per-machine rates, expansion of the vending business was stifled. The new rates, taxing automatic merchandising on the same basis as other retailers, will mean expansion of the vending industry in Virginia where expansion has not previously been possible.

Gradually the automatic merchandising industry is assuming its rightful position as a method of selling, and gradually the men who write State laws and local ordinances are coming to understand that vending is merely another way of retailing. To impose per-machine taxes on the vending operator is like taxing a store owner on the basis of the number of shelves or counters he has in his establishment.

## Johnson Intros New Changer at Coca-Cola Meet

CHICAGO, March 6.—Johnson Fare Box Company will introduce a new model of the Harris coin changer at the Coca-Cola bottlers convention in Atlantic City March 8-11, Tom Forester, sales manager of firm's vending division, announced this week. Also shown in the Johnson booth at the Municipal Auditorium will be the firm's cup dispenser, coin counter and coin wrappers.

Forester states that new Harris built-in electric coin changer is a refined version of the previous model. It holds 55 nickels in its payout tube, provides for instantaneous audit by serviceman, and has a quick loading feature permitting multiple depositing of nickels to charge payout tube. Changer can be used on either cup or bottle venders without alteration; it contains no motor, and has a three-in-one ABT slug rejector. Speed feature of the new coin changer is that it pays out four nickels (when a quarter is deposited in vender) in less than one second. Unit is more compact than the former model, measures approximately 14 inches high, 5 7/16 inches wide and 2 7/8 inches deep.

According to Forester, the new changer will be in full production within 30 days. It will be shown at the convention installed in a mock-up model of a cup vender, which will accept coins and dispense cups.

## Restaurant Ass'n Meet Attracts Coin Mach. Reps

CLEVELAND, March 6.—With representatives of the coin machine industry and suppliers of vending machine products in attendance, the National Restaurant Association will hold its annual convention here April 14-17. Exhibits will be set up at the Cleveland Auditorium, headquarters for the convention.

A complete list of the exhibitors is not as yet available, but among the exhibitors who are directly or indirectly connected with the coin machine industry will be Pepsi-Cola, Orange Crush and a group of exhibits falling under the general titles of beverage dispensers and recorded and wired music for restaurants.

A special session of the convention will be devoted to the use of paper cups in restaurants, as well as in supplementary equipment including vending machines. The session will be addressed by representatives of the major cup manufacturers and health authorities.

## Northwestern Names Empire Coin as Dist.

CHICAGO, March 6.—In conformance with the firm's announced plans to expand its vending machine lines, Empire Coin Machine Exchange here disclosed this week that it had been appointed distributor of the Northwestern Corporation's varied bulk vender equipment.

Headed by partners Ralph Sheffield and Gil Kitt, the firm also handles products made by the Silver King Corporation and Victor Vending.

**NOW—  
A POPCORN VENDOR  
Priced to Make Money  
IN ANY LOCATION**



FLOOR MODEL  
**\$15450**  
F. O. B. PEORIA

- Operators Want These Profitable Features
- Big capacity! 106 bags per filling.
  - Manually operated — no motors, no rheostats to get out of order.
  - Adjustable vend — 0 to 2½ ounces.
  - Beautiful baked enamel finish of light ivory
  - 10c or 5c coin chute optional at same price.
  - Chutes for foreign coins available at no extra charge.
- 68¾" high, 16¾" square, weighs 82 lbs.
- Immediate Delivery  
Also lower-priced counter models.

WRITE FOR FREE BOOKLET  
**Electro-Serv**  
SINCE 1936

DEPT. A, . . . PEORIA, ILLINOIS

**Silver-King's New  
2 for 1c  
BALL GUM VENDOR**



Sensational new 2 for 1c ball gum vendor. Bigger play and bigger profits for all types of locations. The most sensational ball gum vendor ever developed!

(Patent Pending)

AT ALL BEST DEALERS OR WRITE  
**SILVER-KING CORP.**  
622 DIVERSEY PARKWAY, CHICAGO 14, ILL.

**ALL SILVER KINGS**

Can be bought on  
**TORR TIME PAYMENT PLAN**  
16 weekly payments. Write for details.  
**ROY TORR**  
Lansdowne, Pa.

**Northwestern**



The lowest priced machine in our line, but a super value. Vends pistachios, confections, peanuts of all types in adjustable portions. Trouble-free mechanism. Find out all about it!

**NORTHWESTERN**  
MORRIS, ILL.

**WANTED**

Late or new Pin Tables, Vest Pockets, Metal Typers, or best cash offer for 85 Adams 1c Gum Machines, Model "G.V.," brand new, in original factory crates, never opened. Best vendor today—overestimated our market. Adams Gum, 59¢ box 100 pieces.

**FLOYD**

519 TAYLOR ANDERSON, S. C.

## Candy Popcorn Venders at Sports Show Prove Popular

CHICAGO, March 6.—Visitors to the International Sports, Travel and Boat Show being held on Navy Pier here this week got refreshments from a group of 10 United States Vending Corporation (USVC) air-conditioned candy machines and 23 Pop Corn Sez of Chicago popcorn venders located thruout the exhibits.

H. T. Roberts, vice-president and director of sales for USVC, reported that the Tribune Charities, Inc., sponsors of the show, had requested the new candy venders one day before the show opened, and that the 10 machines had been taken directly from the firm's plant to Navy Pier and installed on opening day. Eight of the venders were in operation by Friday night. Commissions were paid to the Tribune Charities, Inc.

### Roberts' Comment

"Our results during the first half of the show," said Roberts, "show that an operator of vending machines who offers more merchandise thru better equipment, and who runs his route like a real business, including the use of uniformed servicemen, can operate a profitable enterprise on a long range basis."

Roberts said that USVC had placed two men from its plant on full time duty at the show to keep the machines filled and in operation.

The 23 Pop Corn Sez machines were located thruout the show area, usually in batteries of two or three units. One triple-chute vender

was included in the group.

Ken Wilson, who with Howard Pretzel heads Pop Corn Sez of Chicago, said that his firm first decided that five venders would be adequate for the big show, but soon doubled that amount and finally decided that even the 23 machines the firm placed on location was not sufficient for the huge daily crowds. The popcorn firm had to use four servicemen to keep the venders in full supply during the show. The servicemen were broken up into two shifts, two men to a shift.

## Coin-o-Mat Set To Distribute New Shine Mch.

MIAMI, March 6.—The Southern Coin-o-Mat Distributing Company, this city, has been named national distributors for a new shoe shine machine to be known as the Imperial Shoe Shiner. The machine is of aluminum construction and is designed for simplicity so that servicing time is cut to a minimum.

The Imperial operates with brushes which apply a wax and creme, while a second brush on the opposite side of the unit does the shining. A special lighting arrangement is included in the equipment, lighting up the brushes so that no matter what the visibility within a location may be, the customer can easily see where the shining and waxing apparatus is located.

Robert Jacobson, head of Southern Coin-o-Matic, reported the firm has been field testing the Imperial Shoe Shiner for three months, and will shortly begin appointing distributors thruout the country.

## Markepp Has Cleve. Show for Candy, Hot Coffee Vending Mach.

CLEVELAND, March 6.—Markepp Sales Company here has begun showings on both the United States Vending Corporation's (USVC) air-conditioned candy vender and the Bert Mills Corporation's hot coffee vender known as the Coffee Bar. M. L. Waldman is Markepp general manager.

Features of the candy vender are that it keeps candy in the machine at a constant temperature every month of the year, dispenses seven brands, and has a capacity of over 400 bars.

The coffee vender gives the customer a choice of coffee four ways: Black, with sugar, with cream, or both sugar and cream. Machine has a large capacity and vends coffee for a nickel a cup.

Waldman also revealed that Markepp recently added 4,000 square feet of space to its vending headquarters.

Markepp handles games, phonographs and arcade equipment and also a wide assortment of vending machines. It maintains two separate staffs, offices and showrooms under one roof. One organization specializes in vending equipment, while the other is concerned exclusively with the firm's other coin machine equipment.

### Bunte Resumes Malteser

CHICAGO, March 6.—Bunte Bros. recently announced reintroduction of its dime malted milk bar, Malteser, which was shelved during the war. Bar will be available in limited quantities, it was stated.

## Mercury Adding Strength Mach. To Scale Line

DETROIT, March 6.—The line of Mercury athletic scales, brought out several months ago by the Mercury Steel Corporation, has been enlarged to a complete list of strength testers designed to fit every type of location, according to Edward A. Gorney, head of the company.

The original machine is now known as the Standard model, but other types of machines, including less expensive models designed to fit the needs of particular types of locations and areas, have been designed for the market.

These include the De Luxe model with a grip, twist and lift, capable of 13 different plays, as distinguished from the original or standard, which also has Indian wrestling and is capable of 15 different plays; the lift and grip model, twist and grip model, and a single model having the grip feature only. In addition, there are two smaller counter models, the Midget counter with the grip feature only, and the regular counter model with both grip and twist features.

The Standard, De Luxe and Midget counter models are now in production, with the other four models slated for production April 15.

## Goldenberg Adding 3 New Candy Bars

PHILADELPHIA, March 6. — D. Goldenberg, Inc., manufacturers of Peanut Chews, Kreem-Maid Eudge and the Nickel-Andy candy bars, this week announced three new bars to be known as the Palm Beach Coconut Cream Bar, Penn Charter Chocolate Covered Fudge Bar and After Lunch Mint Bar.

A special package design has been developed for each of three new bars, according to the manufacturer.

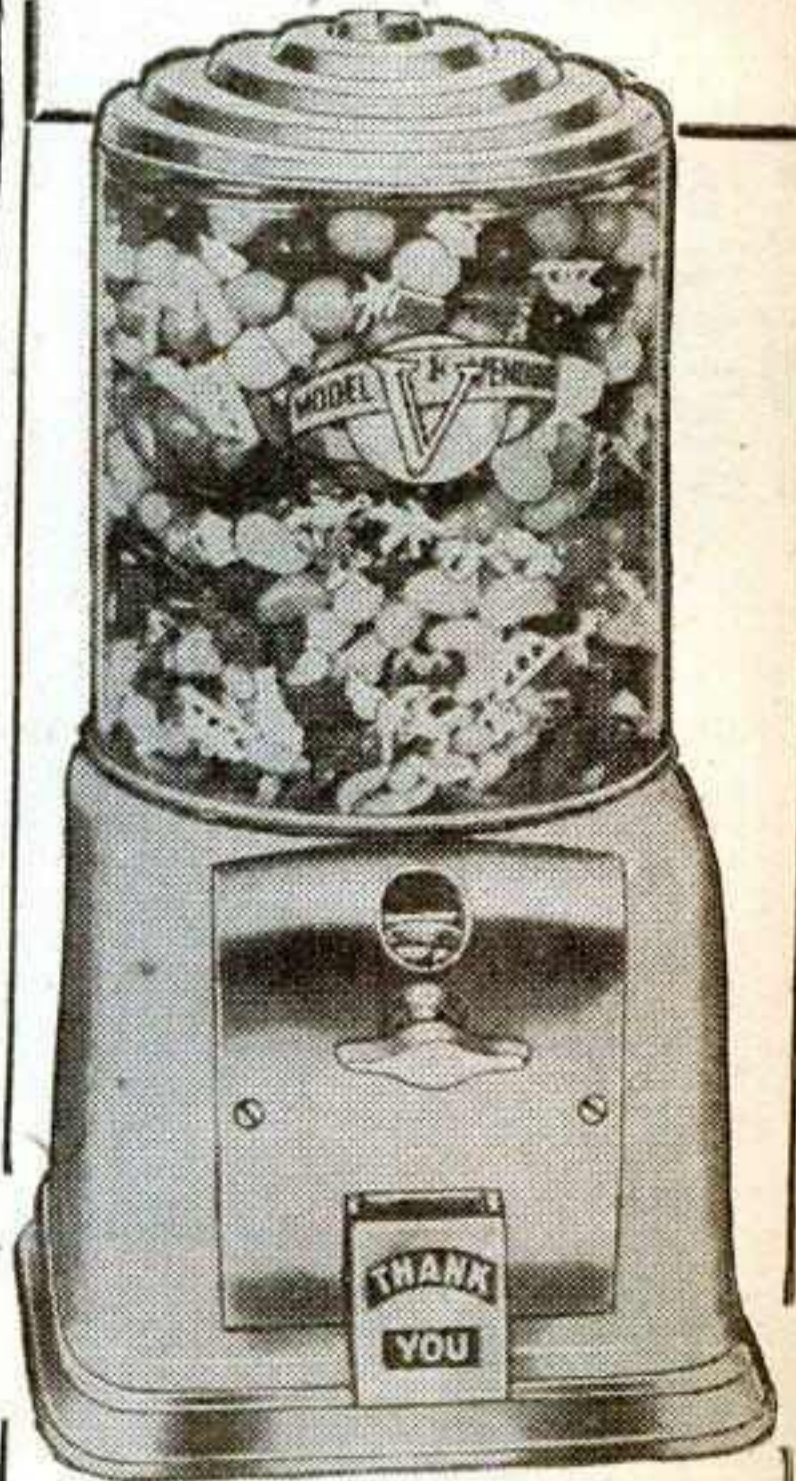
**VICTOR'S  
New MODEL K  
With PORCELAIN  
ENAMEL FINISH**



Featuring . . .  
**PLASTIC MERCHANDISE  
WHEEL**

- Guaranteed Non-Corrosive Regardless of Climate or Merchandise Vended.
- Porcelain Enamel Body
  - Porcelain Enamel Delivery Chute
  - Porcelain Enamel Coin Mechanism
  - Quick, Easy Servicing
  - Capacity: 5 to 6 Lbs. Bulk Merchandise or 1000-1200 Balls of Gum, ½", ⅝" and ¾".

**VICTOR'S  
New MODEL V  
Mechanically Perfect—Unfailing Operation  
Still the Choice of Thousands  
of Successful Operators**



Globe Type or DeLuxe Cabinet Type for Vending All Types of Bulk Merchandise. Capacity: 5 to 6 Lbs. or 1000-1200 Balls of Gum. Cabinet Type 25% Greater.

WRITE FOR COMPLETE DETAILS  
AND PRICES

**VICTOR VENDING CORP.**  
5711 Grand Avenue Chicago 39, Illinois  
Tel.: NATIONAL 0220

### CLOSING OUT! BRAND NEW IMPS

1c or 5c—Cig or Fruit Reels

ONLY \$10.00 EA.

In Case Lots (6 to Case)

Less than 6

\$12.50 Ea.



### NEW GROETCHEN PENNY WINNER!

### CAMERA CHIEF

On insertion of penny child sees 9 three dimensional pictures of famous comic strip characters, such as Flash Gordon, Captain Marvel, etc. Camera Chief is small counter size, 8" wide, 12" deep, 9" high, and will take the pennies quickly.

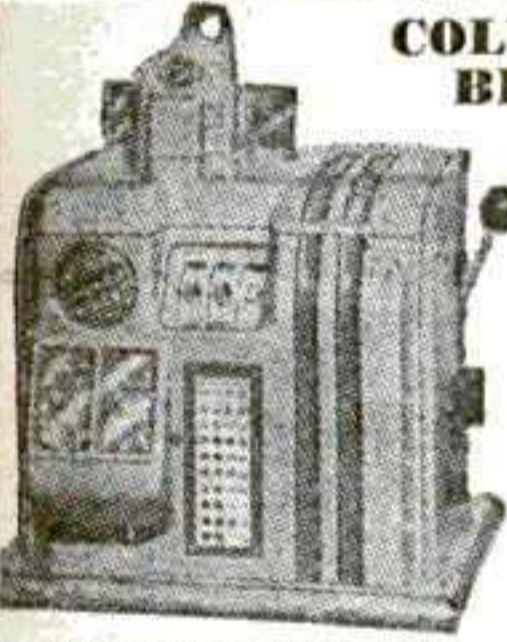


\$19.95 Ea.

Including 3 Sets of 9 Pictures Each.

### NEW A. B. T. STRIK-A-LITE IN STOCK

### COLUMBIA BELLS



Twin Jackpot 1948 Models

List Price \$145.00

\$99.50 Ea.

While They Last. Changeable to 1c, 5c, 10c, 25c Play

LARGE DE LUXE MODEL . . . \$159.50

### MILLS VEST BELL

SIZE 8"x8"x8", 5c

OPERATOR'S PRICE \$65.00

Rebuilt, \$49.50.

A pocket-size slot with automatic payout system. Awards from 3 to 20 nickels.



WRITE FOR COMPLETE LIST!

1/3 Deposit Must Accompany All Orders.

### RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN ST., PHILA. 23, PA. LOmbard 3-2676

### VICTOR Model K

1 to 23 \$12.95 Ea.

24 or More \$12.25 Ea.

DeLuxe Cabinet Type, add \$2.00 additional to above prices.



Floor Stands (Steel Base), 32 Lbs. Each \$4.00  
Floor Stands (Cement Filled), 28 Lbs. Each 4.00

IMMEDIATE DELIVERY FROM STOCK ON ALL MODELS. Send for Free Catalog and Quantity Prices on All Machines. 1/3 Deposit Required With Orders

### FRANK DISTRIBUTING CO.

605 SPRING GARDEN ST., PHILA. 23, PA. (MARKET 2-5191)

## NCA Head Airs Figures At 2 West Coast Confabs

LOS ANGELES, March 6.—In a series of conferences held here early this week, Philip P. Gott, president of the National Confectioners' Association (NCA), discussed the over-all industry picture, stressing important recent legislative activities, the ingredient situation, food and drug problems as they affect the candy industry and pointed out interesting facts and figures concerning the confectionery picture on the West Coast.

At his conferences held here Monday and Tuesday (1-2) Gott said the Pacific Coast States had consumed 10 per cent of the total amount of candy production in the United States in 1946. The 10 per cent figure amounted to \$66,000,000 in wholesale value.

### Second in Volume

According to Gott, California is the second State in the U. S. in total volume of retail sales, amounting to nearly \$9,000,000,000. However, California ranks only sixth in per capita sales and 19th in per capita candy consumption. Utah leads the nation in per capita consumption with a total of 34.2 pounds.

Continuing his discussions, Gott reported that in 1947 the total sales of confectionery in the United States amounted to approximately \$930,000,000 wholesale value, representing approximately 2,600,000,000 pounds. However, the total candy tonnage produced was greater in 1944 when it reached an all-time peak of 2,800,000,000 pounds. In 1944 50 per cent of certain candy items were set aside for purchase by the government for overseas shipment to the armed forces.

Pointing out that the candy industry calls on the Pacific Coast area for large quantities of agricultural products, including almonds, filberts, walnuts, dried fruits and sugar products, Gott said that candy manufacturers had been faced with tremendous increases in the cost of ingredient materials. Cocoa beans have jumped about 800 per cent since 1941; eggs, 230 per cent; peanuts, 210 per cent, while sugar, milk and cocoa

sirup have all nearly doubled in price since 1941.

At the conclusion of the conferences held here Gott reported that as a means of meeting current problems the NCA has launched an extensive sales training program as well as a nationwide magazine advertising and consumer educational program. Increased mechanization, streamlined production and the adoption of modernized techniques and salesmanship are considered basic requirements for progress by the industry.

### Western Conference

Appearing in San Francisco February 27, Gott addressed the Western Candy Industries Conference, pointing out that the association had recently changed the by-laws to provide greater representation for the Western States thru the reassignment of trading areas.

On the ingredient supply situation, NCA's president reported on the latest allocation of sugar requirements, which reduced the quotas from 7,800,000 to 7,500,000 pounds. He also discussed sales tax problems dealing with new taxation of candy and confections that face the industry thru-out the country and the problem of reciprocal trade agreements and foreign trade (developed to a high degree during the war when practically all rations for the armed forces overseas included some sorts of candy).

Other speakers at the conference included A. C. Carrington, who covered the over-all research problems facing the industry and employer-employee relations; W. D. MacClay, U. S. Department of Agriculture, who discussed the use of low methoxyl pectin as a sugar extender and coating agent; Warren Watkins, NCA director, who advised on NCA's balanced selling training program; J. Vern Glade, council committeeman, explained the promotional-public relations program being conducted by NCA.

Sanitation was reported on by Robert W. Kaneen, president of the Christopher Candy Company. Also heard were Craig Davidson, Raymond R. Morgan Advertising Agency; Stanley L. Kedzierski, Department of Commerce; Almon E. Roth, president, San Francisco Employers' Council; George Bahrs, general counsel, and Horace C. Guittard.

## Chi Op Developing A New Liquid Coffee For Use in Venders

CHICAGO, March 6.—New liquid coffee, for use in coffee venders, is being developed here in Chicago by Andy Anderson, Automatic Beverage Dispensers. Anderson is working with an Ohio coffee firm to develop the liquid which he says his firm will distribute.

Anderson, in addition to his soft drink routes here, is currently operating a number of Kwik-Kafe coffee vending machines and is at work perfecting a hand-operated coffee dispenser for industrial plants which want to give coffee to their employees.

He said the new liquid coffee is made under ultra-violet rays and is filtered twice. At a later date, the liquid coffee will be offered to the vending trade.

### Sees More Bubble Gum Fans

NEW YORK, March 6.—According to a leading bubble gum manufacturer, pre-war expenditures by juvenile bubble gum devotees totaled about \$4,500,000 annually. This figure, he predicts, will be greatly increased in this post-war era, now that thousands of new eye-catching gum venders are being placed on location and also because of the new multi-colored bubble gum now available.

## MARCH SPECIALS

NEW Ea.

- 5c Cash Tray Vendors . . . \$ 5.00
- 5c Advance Nut Vendors . . . 11.00
- 1c Advance Ball Gum . . . 11.00
- 5c Silver King Hot Nut Vendors . . . 29.95
- 1c Gottlieb Grippers . . . 29.50
- 5c Candy Bar Vendors, 140-Bar Capacity . . . 34.50
- Silver Kings, Nut or Ball Gum. Lots of 50 or More . . . 10.50
- Groetchen Camera Chief . . . 19.95
- Penny-Nickel Coin Weighing Scales . . . 18.00
- Victor Model V . . . 12.50

USED Ea.

- 9-Col. National Cigarette Vendors . . . \$75.00
- Asco Hot Nut Vendors . . . 20.00
- 1c A. B. T. Challengers (1947 Model) . . . 32.50
- Pin Balls—Juke Boxes . . . Write
- 1/3 Deposit with order, bal. C. O. D.

### CAMEO VENDING SERVICE

432 W. 42nd St., New York 18, N. Y. Phone: Medallion 3-1334

### NEED MONEY?

To beat the high cost of living? Then operate spare or full time these machines chosen by all successful operators!

- Victor Model K, porcelain, globe. Lots of 24—\$12.25 Ea. Less than 24—\$12.95 Ea.
- Victor Model V, (as shown), globe. Lots of 24—\$11.75 Ea. Less than 24—\$12.50 Ea.

Immediate Shipment. \* Send for free descriptive leaflet and list of WHOLESALE suppliers of vending products! R. H. Adair Company 6924-26 W. Roosevelt Oak Park, Illinois



You can't beat the 33 for vending peanuts. Ask any experienced operator. Slug protection, self-clearing coin slot, fool-proof mechanism. Porcelain finish. Just try it!

NORTHWESTERN MORRIS, ILL.

## FOR VENDING MACHINES and SUPPLIES write RUSS THOMAS CO.

2189 Central Ave., Memphis 4, Tenn. Telephone: 2-6410

### COLUMBIA BELLS



Twin Jackpot 1948 Models List Price, \$145.00 \$99.50 Ea. While They Last. Changeable to 1c, 5c, 10c, 25c Play.

LARGE DE LUXE MODEL . . . \$159.50

### Hamilton Scales

Brand New! Immediate Delivery!

\$59.50

Lots of 5 Less Than 5—\$65.00. Original Price—\$89.50.

The outstanding scale on the market today. Operators can double or triple the number of scales they have in operation if they use Hamiltons, with no increase in investment.

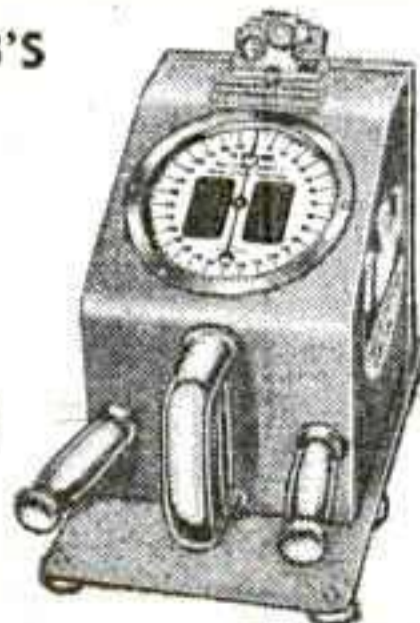


### GOTTLIEB'S GRIP SCALES

BRAND NEW!

Orig. Price \$39.50

\$24.50 EA.



1/3 Deposit on All Orders.

### 1948 IMPS

Either 1c or 5c play.

Cigarette or Fruit Reels. \$12.95 ea.

Each Lots of 12, 5 or More, \$13.75. Sample, \$14.50.

Wholesale Prices to Quantity Buyers.



Write for Catalog on Bulk Vendors, Games, etc.

### PARKWAY MACHINE CORPORATION

623 W. NORTH AVE., DEPT. B Phone: Madison 1447 BALTIMORE 17, MD.

### Kiwanis Place Machines

FORT WORTH, March 6.—Commissioners Court of Tarrant County has given the North Fort Worth Kiwanis Club permission to install gum vending machines in the county courthouse.

## PIONEER DEAL SPECIALS!



### VICTOR MODEL K

**DEAL #4**  
5 Victor Model K, \$64.75, plus 50 lbs. Bubble Ball Gum, \$78.50 all for

**DEAL #5**  
5 Victor Model K, \$64.75, plus 40 lbs. of Boston Baked Beans or Rainbow Peanuts, \$73.15 all for...

**DEAL #6**  
5 Victor Model K, \$64.75, plus 60 lbs. Spanish Peanuts, \$76.75 all for...

Prices quoted on above merchandise are subject to change without notice and hold only for complete deals.

### IMPORTANT!

We will create Victor deals with merchandise to fit your needs. Write us your requirements.

### FOR BIG PENNY PLAY, ORDER TODAY!

### Groetchen's New CAMERA CHIEF



On insertion of penny child sees 9 three dimensional pictures of famous comic strip characters, such as Flash Gordon, Captain Marvel, etc. Camera Chief is small counter size, 8" wide, 12" deep, 9" high, and will take the pennies quickly.

\$19.95 Ea.

Including 3 Sets of 9 Pictures Each.

Virginia Peanuts, 30-lb. ctns. .... 28¢ lb.  
Spanish Peanuts, 30-lb. ctns. .... 22¢ lb.  
Licorice Lozenges, 38-lb. ctns. .... 30¢ lb.  
M & M's, 25-lb. ctns. .... 42¢ lb.

### BUBBLE BALL GUM

5/8", 25, 30 or 45-lb. ctns. .... 30¢  
1,000-lb. lots .... 29¢  
Full Cash With Order

Rainbow Peanuts, 40-lb. ctns. .... 25¢ lb.  
Boston Baked Beans, 40-lb. ctns. .... 25¢ lb.  
Write for quantity prices on Rainbow Peanuts, 5/8" Bubble Ball Gum, Boston Baked Beans and Burnt Peanuts.

### FREIGHT PREPAID ON THE FOLLOWING:

Orders for 3 or more cartons of Rainbow Peanuts or Boston Baked Beans or 5/8" Bubble Ball Gum.

1/3 Deposit, F. O. B. Brooklyn, N. Y.; Balance C. O. D.  
Send Money In Full and Save C.O.D. Charges.

### PIONEER VENDING SERVICE

Exclusive Victor Distributor in N. Y.  
461 SACKMAN ST., BROOKLYN 12, N. Y.  
Phone: DICKENS 2-7992

### LOCATION TESTED CHARM SENSATION!!

The most striking and fastest moving display of bulk candies and charms ever devised to catch stray pennies! THE DISPLAY is the LURE! Our new assortment and studied arrangement of Charms makes these machines empty in from 3 to 14 days! The fastest penny harvest since War Time Ball Gum! LOCATION TESTED! 10 NEW Model V machines with our new assortment and clever display of Charms and Candy, all LOADED, ready to set on the counters for business for \$15.50 each or \$155.00. Each machine when empty will yield from \$5.45 to \$6.45. We tell you how to reload the machines, disclosing the formula of different charms used. Minimum number of sample machines sold will be four at \$16.00 each. Prices F. O. B. Toledo, Ohio. 7 to 14 days' delivery. Orders filled in sequence. Send full cash with order. Sorry, no C. O. D.'s. For the same deal using New Model "K" machines, add 55¢ per machine to prices. Write for price on 50 machines. Write

### ART GRAEFF

1232 BROADWAY TOLEDO 9, OHIO

### HERE IT IS

It's new — It's Different — It's Terrific

### PUNCH-A-BALL GUM

2¢ and 5¢ Play

Board filled with colored and wrapped ball gum. Ball gum every play. Can be refilled when empty. 2¢ Play. Takes in \$24. P. O. \$6. Profit \$18. SAMPLE DEAL, 2¢ Play, \$9.75 Each  
5¢ Play. Takes in \$60. P. O. \$20. Profit \$40. SAMPLE DEAL, 5¢ Play, \$12. Each  
Each board with 1200 Ball Gum, Winners included. Instructions, ready to operate. Save extra shipping cost, \$3.60 for 1200 Ball Gum Mixed with Winners. Rush for Sample Orders. No C. O. D. Write for Confidential Lot Prices.

### JAMES CANTE

809 Montgomery St. Jersey City 6, N. J.

## Drincolator in Production on Fountainettes

NEW YORK, March 6. — Newest non-coin-operated fountainette, and the first to be offered for immediate delivery to independent operators and concessionaires, is the Drincolator, a product of the Drincolator Corporation. Completely self contained, the Drincolator is a two-flavor unit allowing the operator to use the sirups most popular in his territory. Dispenser is virtually a miniature soda fountain, containing refrigeration, carbonator and sirup tanks, yet measures only 42 inches high, 26 inches deep. The cabinet has a baked enamel white finish with chromium trim.

According to officials of the firm, Drincolator incorporates a number of new ideas and design principles. One of the most important, perhaps, to operators is the constant flow valve used instead of the conventional dump type. In the latter, more common type, a set amount of sirup is released, then the sirup is shut off and carbonated water flows from the valve. This necessitates regulation if other than a standard six-ounce drink is to be served. With the constant flow valve, sirup flows in correct proportion to water regardless of the size drink drawn making it possible to serve any quantity or variety of quantities desired.

According to H. F. Korholz and Michael F. Drinkhouse, president and secretary-treasurer respectively of Drincolator Corporation, several hundred of their beverage dispensing units are now being operated in numerous theater chains in the East. The company has also received an order for a minimum of 200 units from the Union News Company for installation in their concessions in railroad terminals, the IRT, BMT and independent subways, Coney Island and similar resort areas.

### Dixie Cup Co. Reports Increase in Net Income

CHICAGO, March 6.—The Dixie Cup Company this week reported net earnings for the year ended December 31, 1947, of \$1,636,193, an increase of \$368,177 over the previous year when the net totaled \$1,268,061. The 1947 net, after dividend requirements on the Class A shares of stock, was equal to \$5.87 a share, or \$1.81 more than the previous figure of \$4.06.

Cecil F. Dawson, president of Dixie Cup, told the firm's stockholders that paper shortages had held up production early in 1947, while equipment shortages were noted in the latter half of the year. Dawson said that demand had exceeded supply in 1947, and that the outlook for the current year was good.

### FTC CANDY HEARING

(Continued from page 94)

recommendations before adopting the code in final form. Snow gave the industry until April 2 to comment on NCWA's recommendations.

Industry men present at the meeting besides Jones were Joseph Kantor, a member of the board of NCWA, and S. E. McCandless, head of S. E. McCandless Company, Allentown, Pa.



### BIGGER PROFITS

Here is the machine that is getting the big money with ball gum because it not only vends . . . but SELLS. Write us today for complete details.

NORTHWESTERN MORRIS, ILL.

## ACE of Coin Machine Profits

# Ace Shoe Shine



Ready now to bring you **BIG REPEAT EARNINGS** at all your present locations ... at hundreds of new locations never before used for coin machine operation!

Patent No. 2428746  
Oct. 7, 1947

Dimensions: 37" high, 26" wide, 24" deep

Beautifully designed... sturdily built... can be completely serviced in five minutes. Each machine comes equipped with long-lasting polish supply... black, brown or neutral. Fully automatic... applies its own polish for every shine.

**ORDER NOW!** Price to Operators: \$395 FOB Sacramento, Calif. (in California add 2-1/2% for sales tax) Terms: 1/3 down, balance COD.

Write, wire or phone for name of nearest distributor. Several territories open.

## Ace Shoe Shine Co.

OF CALIFORNIA

3214 Broadway - Dept. A - Ph. 6-3369 - Sacramento 17, Calif.



## ATTENTION

OHIO AND KENTUCKY OPERATORS ONLY

### IT'S HOT—BERT MILLS "COFFEE BAR"

This will make more money for you per \$1.00 invested than any equipment you've ever had.

Franchise deal available. This beautiful, practical machine is on display at our showrooms, and immediate delivery.

## ACT NOW

COME IN, CALL, WIRE OR WRITE

## MARKEPP SALES CO.

VENDING MACHINE HEADQUARTERS

4310 Carnegie Ave. Cleveland, Ohio

Phone: UTah 1-1241



## CIGARETTE MACHINES

Fully Reconditioned — Repainted — Ready for Location

### 1948 SPECIAL SALE PRICE 1948

ROWE 8 COL. PRESIDENT .....	\$110.00	NATIONAL 9-30, 270 CAP. ....	\$ 55.00
ROWE 6 COL. IMPERIAL .....	60.00	DU GRENIER "W", 9 COL., 300 CAP. ....	45.00
ROWE 10 COL. ROYAL .....	85.00	DU GRENIER 11 COL. CHAMPION .	75.00
NATIONAL 9-50 KING SIZE .....	85.00	U-NEED-A-PAK "E", 8 COL. ....	45.00
U-NEED-A-PAK "E", 6 COL. ....			\$40.00

### CANDY MACHINES

NATIONAL 9-18, 162 CAP. ....	\$ 85.00	ROWE, 120 CAP. ....	\$ 65.00
U-NEED-A-PAK, 102 CAP. ....	60.00	DU GRENIER CROCKMAN, 72 CAP. ....	55.00

## FURST & SCHWARTZ, INC.

512 Grand St. BROOKLYN, N. Y. Evergreen 7-2234

## MINIT-POP POPCORN MACHINES

We have a small number of demonstrators that have been thoroughly reconditioned and look almost like new for \$175.00 each. In lots of five or more, 20% discount.

### TRI-STATE DISTRIBUTING CO.

248 Charlotte St.

Asheville, N. C.

# METAL PLATED CHARMS

In bright gold and silver finish  
 Per M  
 Metal Plated Charms, Series #1 ... \$6.00  
 Metal Plated Charms, Series #2 ... 7.50  
 Plastic Charms, Famous Series #1 ... 3.50  
 Plastic Charms, Big Series #2 ... 4.50

**SAMUEL EPPY & CO., INC.**  
 WORLD'S LARGEST  
 CHARM MANUFACTURER  
 113-08 101st Ave.  
 RICHMOND HILL 19, L. I., N. Y.

# U. S. Chief User of India's Cashew Nuts

BROOKLYN, March 6. — Walter Huebner, salesman for the National Almonds Products Company, Inc., of Brooklyn, recently completed brief histories of a variety of nuts handled by the firm. In his research, Huebner discovered several interesting facts about cashew nuts.

According to Huebner, cashews first arrived in this country on a regular basis approximately 20 years ago. Travancore, a state in southern India is the chief producer of cashews, while the United States is practically the only buyer.

Tho the cashew nut business has developed rapidly in the past score of years, the method of preparing the nuts has remained unchanged. Despite the fact that cashews have their shells cracked in scattered instances by modern machinery, the bulk of the cracking is still done by manual labor.

# New Tax Deal For Va. Vender

(Continued from page 94)

severely limited, both because of State and local discriminatory taxes. Only sizable candy operations in the entire State are those sponsored by the Commission for the Blind, which are tax-exempt. The Commission for the Blind holds the Automatic Canteen franchise for the State. Some theaters, where the tax on machines is \$5, have candy venders.

Cigarette operations taxed at \$3 per machine plus 13 cents per \$100 gross over \$2,000, were likewise held back under existing State laws.

Automatic merchandising firms thruout the country hailed passage of the Virginia tax measure as one of the most progressive steps of the year. The industry regards Virginia's new tax bill as just another step in recognizing automatic merchandising for what it really is—another method of retailing, which should be taxed on the same basis as other retailing establishments are taxed.

### Limits Other Taxes

That section which clearly limits the taxing authority of cities and counties, and likewise defines the automatic merchant as a retailer, is reprinted below:

"The governing body of every city, town and county in this State is hereby authorized to parallel this section by local ordinance and to impose local license taxes on every person, firm and corporation coming within the provisions of this section and engaged in the business of selling goods, wares and merchandise thru the use of coin-operated vending machines in such city, town or county, and to classify such business as that of a retail merchant.

"The license taxes so imposed by any city or town shall not be in excess of the rates imposed by such city or town on a retail merchant selling similar goods, wares and merchandise in such city and town at one definite place of business, and the license taxes so imposed by any county shall not be in excess of the State rates levied by this section; provided, however, that if any such person, firm or corporation has more than one definite place in the city, town or county at which goods, wares and merchandise are stored, kept or assembled for supplying vending machines, each such place in excess of one shall be regarded as an additional definite place of business."

### Coca-Cola Joins NARICM

TOLEDO, March 6. — National Association of Retail Ice Cream Manufacturers (NARICM) recently announced the enrollment, as an associate member, of the Coca-Cola Company of Atlanta.

# SPECIAL DEAL!

## VICTOR MODEL V



10 GLOBE TYPE and 200 pounds 5/8th Bubble Gum, 28,000 balls, all for

**\$185.00**

Full cash with order. Additional machines then can be bought on the Torr Time Payment Plan.

# BALL BUBBLE GUM or RAIN-BLO BUBBLE GUM 5/8 SIZE — 140 COUNT Only 28¢ Per Pound

on orders 500 pounds or over. 30¢ per pound on orders less than 500 pounds. Full cash with order. Freight paid to your door on orders 100 lb. or over.

## ROY TORR LANSDOWNE PENNA.

# OPERATORS' SPECIAL

## Expand Your Route the Economical DANCO Way!

Brand New Atlas Vendors... \$12.50  
 Victor 1c Cab. Model. Like New. 7.95  
 A.B.T. Challengers. Like New. 24.95  
 Advance Ball Gum. Like New... 7.95  
 1/3 Deposit, Bal. C. O. D.

WE CARRY A COMPLETE LINE OF NEW AND EXPERTLY RECONDITIONED MACHINES. WRITE FOR PRICE LIST.

## Danco Coin Machine Co.

1304 E. Baltimore St., Baltimore 31, Md.

### WRITE FOR OUR CATALOG

## VENDORS' SPECIALS

Mds. Stands, Solid Steel—  
 Weight 35 Lbs. .... \$4.50  
 Double Plates for Two  
 Machines ..... 1.15  
 BUBBLE GUM — 140 Count  
 and 170 Count — 25 Lb.  
 Cartons, Per Lb. .... .35  
 1/3 Deposit, Balance C. O. D.  
 Fast Delivery.

## VEEDCO SALES CO.

2113 Market St. Philadelphia 3, Pa.

### PEP UP!

## Those Slow Vending SPOTS With CHOCOLATE PEARLS

(Ground Peanut Centers, 4 Assorted Flavors, Panned in Delicious Chocolate) High Count — For Charm Vending.  
**PRICE, 22c PER LB.**  
 25% Down, Balance C. O. D. 42 Lb. Cartons Freight Prepaid on 4 Cartons or More.  
**JOHN PAUL JONES & CO.**  
 629 11th St. Franklin, Pa.  
 Large = 2 Charms ..... \$4.50 per 1,000  
 Gold and Silver Plated Charms. 2.25 per 100  
 140 Count Rain-Blo Bubble Gum, 33¢ Lb.



A real operators' bracket. Heavy pressed steel. Strongly braced. Drilled and tapped for all Northwestern machines. Screws and bolts included. See it before you buy any bracket.

**NORTHWESTERN MORRIS, ILL.**

# How to Get Repeat Candy Sales

Feature Chase "Hard Shell" Candies on counters and in machines. They look good, taste good, ARE good! Sell Chase Candies and watch them boom your business. Write for information.

## CHASE CANDY COMPANY

Vending Division: St. Louis, Mo.

Chicago, Ill. • St. Joseph, Mo. • San Francisco, Cal.

# WANT TO BUY SEVERAL LARGE CIGARETTE MACHINE ROUTES ANYWHERE IN UNITED STATES

(200 machines route minimum)  
 All replies confidential.

## HERALD VENDING CORP.

373 Grand Street Brooklyn, N. Y.



# Northwestern BULK VENDERS All Models

Complete Stock of Northwestern Parts and Supplies

We manufacture the now famous BLACK BEAUTY and RANEO line of Boston-Baked Beans . . . CHEF Brand Salted Peanuts, too.

## FISHER BROWN, Ltd.

2216-18 South Harwood DALLAS, TEXAS  
 Phones: H-7314, H-7315

**OVERNIGHT SERVICE in all Southwestern States**

# NOW DELIVERING BERT MILLS COFFEE VENDER

Some exclusive operating territories still available in Eastern Pennsylvania and Southern New Jersey.

## KEYSTONE PANORAM CO.

2540 West Huntingdon St. Philadelphia 32, Penna.

### SCOOP

Brand New Popcorn Machines To Settle Close-Out Inventory. List Price—\$750.00 Each.

## OUR PRICE—\$199.50

Floor Model, Kettle Type. Specifications: 54" high, 44" long, 29" deep. Chrome trimmed exterior. Shipping weight, 560 lbs. each. Full amount with order deduct 2%. First come, first served. Guaranteed satisfaction. Wire for actual photo. Immediate shipment (specify rail or truck freight).

## P. K. SALES CO.

507-509 WHEELING AVE. Phone: 3-2941 CAMBRIDGE, OHIO

### NOW Top Quality Bubble Gum 32c Per Lb. Any Size—25 Lb. Min. Order.



## BRAND NEW 1948 SILVER KINGS

\$12.50 In Lots of Ten, Sample — \$13.95.

**HOT NUT MACHINE, Silver King — \$29.95.**

Good Substantial Stands—\$3.50 Each.

### DEVICES NOVELTY SALES CO.

467 N. Milwaukee Ave. CHICAGO 10, ILL.  
 Exclusive Silver-King Distributors Chicago and Suburbs

### WRITE FOR PRICES

Roasted and Salted Nuts of all types, Confectionery Items.

### SPECIALISTS TO THE VENDING TRADE

**San Filippo and Company**  
 Nut and Confectionery Importers and Wholesalers.  
 104-14 37th Ave., Corona, L. I., N. Y.  
 Telephone: Havemeyer 9-8946

# CHARMS

Write at once for free details on how CHARMS can double or even triple your profits in bulk vendors. Lowest prices on Plastic and Metal Charms, Stone and Cameo Rings, Gold and Silver Wedding Rings, Knives, Jacks, Skulls, Ballcoons, Bells and Jumbo Beans.  
**BECKER VENDING SER. BRILLION, WIS.**



## GREATEST TIME-SAVING PENNY WEIGHING SCALE

CAPACITY \$10.00  
SPRINGS ARE PRECISION CALIBRATED HEAVY SHEET METAL BASE  
TIN SCOOP  
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE

Skilled hand workmanship is employed in building this scale to assure reliability and accuracy.

There is a sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.



**\$18.50**

**ORDER TODAY**

1/3 Dep., Bal. C.O.D., F.O.B. N. Y. DISTRIBUTORS, WRITE FOR PRICES

**J. SCHOENBACH**

Distributor of Advance Vending Machines  
1647 Bedford Ave. Brooklyn 25, N. Y.

## Fla. Citrus Meet Shows Juice Vender

WINTER HAVEN, Fla., March 6.—One of the main attractions at the 24th annual Florida Citrus Exposition held here recently was the Cobbs Company's non-carbonate orange juice vender.

Cobbs vender has a capacity of nearly 1,000 six ounce cups of non-carbonated orange juice. Machine is equipped with a change maker and pours a drink in approximately seven seconds from the time the customer inserts his coin.

Henry Cobbs, manufacturer of the machine and widely known as a gift fruit packer and shipper, states that the machine has attracted many inquiries since it was first introduced in the latter part of 1947.

## Robco Announces Laundry Meter

NEW YORK, March 6.—A new all-purpose meter for use in self-service laundry stores and washer routes was announced this week by the Robco Corporation. It is a plunger type, with two new features. The operator can change the time setting by the adjustment of a single screw. If any time is left in the meter, the insertion of a fresh coin clears time for the new user and resets the meter to start.

William J. Doherty & Company, sales representative for Robco, says the meter can be used on automatic washers, conventional-type, washer, driers, ironers, extractors and any other appliances where current timing is needed. It is housed in two types of boxes, one strong enough for unprotected cellar installations and a lighter box for store locations. There are two compartments with separate keys—one for the meter mechanism and one for moneys.

The meter is built for 10 or 25-cent operation. Timing can be set from 10 minutes up to 60. The meter will not work with off-size slugs.

## New Regional Heads For Universal Match

ST. LOUIS, March 6. — S. M. Rosenberg, vice-president and director of sales of the Universal Match Corporation, announced here this week the appointment of William O. Pitcock and Jack Wilkerson as regional directors of the firm in Indianapolis and New Orleans respectively.

Pitcock was formerly Universal representative in the Pittsburgh area, while Wilkerson operated out of Shreveport, La. Both appointments are effective immediately.

## Cig. Imports From N.J. Hit New York Ops

Retailers Note 30% Drop

NEW YORK, March 6.—With retail cigarette sales here showing a drop, in some cases reaching as high as 30 per cent, due to the combination of the new 1-cent per pack tax that went into effect January 1 and the importing of cartons of cigarettes from New Jersey by commuters and thru the mails, cigarette vending machine operators in this area are now feeling the effects, especially in those locations in lower Manhattan where a number of New Jersey residents are employed.

Under the present tax, retail price for a carton of cigarettes in New York is approximately \$1.85, altho some chain grocery stores and other larger outlets have dropped their price as low as \$1.65. But the price per carton in New Jersey is only \$1.35, and even thru the mail, with a 15-cent per carton mailing fee, the charge is still 15 cents less than the chains are asking. Majority of the vending machines are still charging 20 cents per pack, the same price as practically all retail stores are getting for individual package sales.

At the present time New Jerseyites are supposed to bring no more than five cartons of cigarettes into New York on any one trip, but retailers say this ruling is being disregarded. They have requested that police at the entrance of the Lincoln and Holland tunnels and the George Washington Bridge make a more thorough check of all cars coming into the city, and confiscate all cartons over the legal five found in any one car.

## New Vend Firm In Hamden, Conn.

HARTFORD, Conn., March 6. Certificate of organization has been filed with the secretary of State here for Circle Vendors, Inc., Hamden, Conn.

Officers of the firm are Maurice J. Zimmerman, president; Jerry Aitro, Jacob Hadelman, Max Zimmerman, Anthony D. Cozzolino and Milton O'Brasky, vice-presidents; Sam Alinier, treasurer; Sidney J. O'Brasky, secretary. Firm's officers also serve as its board of directors.

Secretary of State's office also announced that final dissolution papers have been filed by the Automatic Cigarette Service, Inc., New Haven.

## Chunk-E-Nut Ups Service

PHILADELPHIA, March 6.—Chunk-E-Nut Products Company, Inc., has set up distribution facilities in Charlotte, N. C., it was announced last week by W. Drutt. Additional service was established by the firm, Drutt explained, so that the firm's customers in that area and adjacent points could receive overnight deliveries of products packed under the Chunk-E-Nut label.

## OPERATORS! Sell To Stores!



MAGIC PHOTO RACES

When blank card is moistened actual photo finish of race appears. Impossible to tell winners in advance! Terrific seller to cigar stores, etc. Package of 6 races retail 25¢. Packed 24 packages in attractive display box. Merchant's price, \$3.50 per box. Distributor's cost, 48 boxes, \$2.40 per box. Remit 1/2 deposit, balance C. O. D. Sample package, 25¢.  
D. ROBBINS & CO. 152-B W. 42nd St. New York 18, N. Y.



## 199% PROFIT

Not a Novelty

But an Investment

200 FORTUNE TELLING NO SPRINGS SCALE

Height, 51 In. Width, 13 In. Depth, 25 In. Sign, 15 In.

Net Weight.....185 Lbs. Shipping Weight....245 Lbs.

Invented and Made Only by

## WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill. Est. 1889—Telephone: Columbus 2770. Cable Address: WATLINGITE, Chicago.

## USED U-NEED-A-MONARCHS

Latest Model With National Slug Rejector In Excellent Mechanical Condition and Appearance

**\$79.50** EA.

1/3 dep. with order, bal. C. O. D. **KEYSTONE VENDING CO.**

4730 Baltimore Ave. Philadelphia, Pennsylvania Phone: SA. 7-0800

5c GUM AND 5c HARD CANDY AND MINT VENDORS

for Charms, Lifesavers, Gum and similar sized products.

## ALKUNO & CO.

408 Concord Ave., New York 54, N.Y. MEIrose 5-7757 Mechanical Manufacturing Laboratories



## The "Little Giant" HOT POPCORN DISPENSER

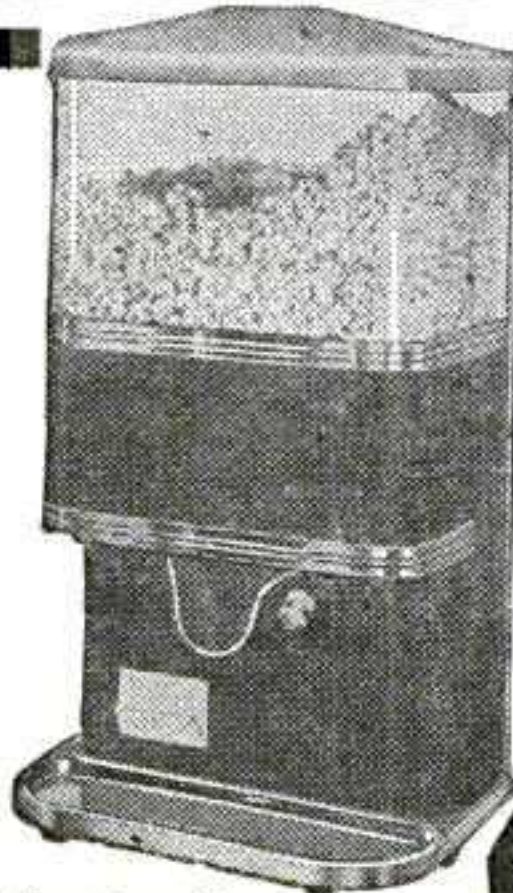
8 gal. capacity. Size: 15" by 12" by 29". Portions controlled by size of bag or bowl. Bagging companies and vending operators will find servicemen can handle these dispensers in addition to present routes. It is more profitable to operate dispensers without a coin chute. Write for information.

Manufactured by

## ABC POPCORN CO.

Wholesale and Supplies

3441 W. North Ave., Chicago 47 DIckens 3375



Also Suppliers of

- Raw Corn ● Seasoning
- Boxes ● Bags
- Pre-Popped Corn ●

9 YEARS AHEAD!

Northwestern



Your ideal all-around, all-purpose, all-product vender. Easy to clean with porcelain enamel finish inside and out. Efficient slug protection. Large globe opening. Write for more information.

THE NORTHWESTERN CORPORATION 5 E. Armstrong St. Morris, Ill.

## THE "CHALLENGER"

THREE MACHINES IN ONE

The Most Attractive Three Unit Hot Nut Machine Produced.

**TROPICAL TRADING CO.**

716 W. Madison St. Chicago 6, Illinois

# New Ops Face Television Threat

## 1948 Baseball Season Poses Problems Thruout Country

Operators in many cities will get their first taste of tele competition this summer — other localities planning special promotional programs

By Norm Weiser

CHICAGO, March 6.—With the start of the 1948 baseball season about a month off, operators of music equipment in cities where the games will be telecast daily are making plans to combat the 18 to 21 hours a week of lost revenue which will result from the baseball coverage in taverns, bars, grills and restaurants. And while operators here and in other cities such as New York, where television was operating in 1947, are looking into the promotional angle to hold juke box play up this summer, other operators in such areas as Cleveland, Cincinnati, Boston and Pittsburgh are preparing for their first taste of the public location television competition.

The baseball season, starting in April and running thru the World Series early in October, is the most advantageous period of the year for the telecasters from a programing viewpoint. With millions of Americans diamond fans, telecasters have proven that large crowds were attracted to public locations in major and minor league cities where the visual medium was in operation last year. New stations coming on the air this spring are aiming for their share of that sport-minded audience in their localities. And, following in order, manufacturers of public location sets have been pushing their sales in those new areas where the novelty attraction alone is a potent selling point.

### Problem Varies

The television problem as it confronts music machine operators varies according to the city. In Chicago, many operators feel the 1947 baseball season was the peak point in interest, and that the novelty interest in public location television here has died down to a great extent this year. While locations thruout the city still advertise television, via window signs, interior notices and canopy posters, as a feature, winter sports, including football, boxing and basketball have failed to draw the crowds that were seen when television was first introduced.

While the Federal Communications Commission (FCC) has issued grants for the construction of four television stations here, only one is in full-time operation, the same station which was on the air last summer, WBKB, the Balaban & Katz outlet. A second station, WENR-TV, will begin operation some time this year. WGNA, *The Chicago Tribune* television station, is scheduled to start tests shortly, and the fourth station here, WNBZ, should also be on the air this year.

The addition of three stations this year means competition for better programing, and thus, a wider variety of subjects available to the Chicago viewers. In the matter of baseball telecasts, however, the major factor determining the amount of interest displayed in the programs will not be the number of stations on the air, but the relative merits of the White Sox in the American League and the Cubs in the senior circuit. Should either team develop into a pennant contender, operators feel the interest will revive in the telecasts. However, this may not occur mid-season, cutting down the six-month loss in revenue to about three.

Due to the fact that Chicago is normally a good baseball city, where

(See *New Ops Face* on page 102)

## Ala. ABC Board Approves First 128 Tavern Juke Box Licenses

MONTGOMERY, Ala., March 6.—F. H. Fielder, chief license inspector for the Alabama Alcoholic Beverage Control Board, has announced approval of 128 applications from beer licensees for installation of juke boxes. They are the first to be approved since the decision of the board to permit the return of the music machines to certain beer parlors in the State.

Eighty-six of the approved applications are from Montgomery, where the city administration has indicated that the music machines will be permitted to operate.

In addition to Montgomery, ABC

officials have approved juke boxes in 10 other counties where local regulations permit their installation. These counties are Baldwin, Bullock, Colbert, Covington, Escambia, Lee, Henry, Perry, Pike and Dallas.

Meanwhile Gould Beech, of Montgomery, a member of the Alabama Alcoholic Beverage Control Board which recently authorized the return of juke boxes to certain retail beer establishments in the State, has resigned.

Beech, 34, resigned less than five weeks after being appointed. At the time of his resignation, he said that he took the appointment only to help carry out the policies of Gov. James E. Folsom. He added that he feels most of them have been worked out.

In announcing his resignation, Beech made reference to the hearing at the Capitol which preceded the juke box authorization. He asserted that his main interest while on the board was "examining and re-examining policies."

### Study Juke Issue

Meanwhile, several municipalities are working out policy on installing juke boxes. The music machines will not be permitted in beer places in any city which legislates against them.

In Montgomery, Mayor John L. Goodwyn said that citizens should have juke boxes insofar as the city government is concerned. While no city ordinance forbids mixing beer and music, Mayor Goodwyn said, the city will exercise "regulation" of

(See *Ala. ABC Board* on page 107)

## J. R. Moore Co. Sets Showings In Four Cities

CHICAGO, March 6.—The Jack R. Moore Company will hold a series of two-day operator showings, featuring the AMI music line, in each of its four Pacific Coast offices during the week of March 8-15, Lyndon C. Force, AMI manager of general sales, announced this week. Moore concern has offices in Portland, Seattle, Spokane and San Francisco, was appointed distributor of AMI products last week (*The Billboard*, March 6).

Dates for the showings in each city are as follows:

March 8-9—San Francisco.

March 10-11—Portland.

March 12-13—Seattle.

March 14-15—Spokane.

Each of the showings will be under the direction of the firm's four branch managers, namely, J. H. Ruggiero, San Francisco; J. E. Cusson, Portland; A. S. Beutler, Seattle, and R. D. Perin, Spokane.

Force disclosed that Monte West, AMI service engineer, would represent the manufacturing firm at each of the two-day events and that West would also be on hand to aid Moore staffs in explaining special features on AMI equipment.

Following West's tour of Moore offices, he will call on AMI's Salt Lake City distributor, Ogner Western, and then take part in operator showings at Musical Sales offices in both Omaha and Kansas City, Mo. Dates of these showings will be announced soon.

## L. A. - Chicago Op Survey Shows Divided Opinion On 6-For-Quarter Juke Play

### Plan Involves Converting Machines Now on Location

CHICAGO, March 6.—Six-for-a-quarter selective play on juke boxes is proving to be an item of major importance, with operators partial to the plan hoping that the idea will prove a play stimulant.

Basically, the six-for-a-quarter plan involves converting machines already on location since there is only one manufacturer turning out new machines offering this type of play. Operators point out that conversion of their equipment, where possible, would give the customer his choice of six numbers, whereas the factory-installed device offers pre-selected tunes.

In a survey of Chicago and Los Angeles operators this week, *The Billboard* found that 35 per cent of those contacted voted "yes" on con-

verting to six-for-a-quarter play, 35 per cent "no" and 30 per cent were undecided as to the plan's merit. Los Angeles operators in general were against the idea. Those in favor declared that it would act as a play stimulant for two reasons: 1. A player dropping two nickels or a dime in a machine would usually take advantage of the "free play" offered him if he deposited a quarter. 2. After the sixth successive record is played the juke falls silent, customers are more apt to "hear" the absence of music and, having had their musical appetite whetted, want more.

On the "no" side, operators stated that added expense of installation and servicing, high cost and short

(See *L. A., Chi Ops* on page 107)

## Four Mobile Juke Dealers Ask Installation Permits

MOBILE, Ala., March 6.—Four music operators, presenting a petition signed by 2,044 citizens, have appealed to the city commission for permission to install juke boxes in 250 retail beer parlors here. No immediate action was taken by the commission which previously had ordered the municipal license department to submit all juke box applications to the commission for "study and action."

At a meeting Tuesday (2), Mayor Baumhauer said that three applications had been filed in accordance with the recent decision of the Alabama Alcoholic Beverage Control Board to permit installation of juke boxes in beer places where local law is not in conflict.

Spokesman for the four music operators was Merritt F. Adair, of the Mobile Operating Company, who said the 250 dealers would purchase city juke box licenses amounting to \$3,750.

"We thoroly expect our locations to be run in an orderly manner,"

Adair said. "If not, we will take steps to see that they have their licenses revoked."

Richard Ely, owner of Ely's Record Shop, appeared at the meeting to explain that Mobile record shops have "large inventories" and that such records "are perishable." Other music operators who appeared at the meeting were Charles Fox, Fox Amusement Company; Dave Bradley, D-C-B Amusement Company, and Jack Chalcraft, Deep South Distributing Company.

In asking for the return of juke boxes, the petitions signed by the citizens read:

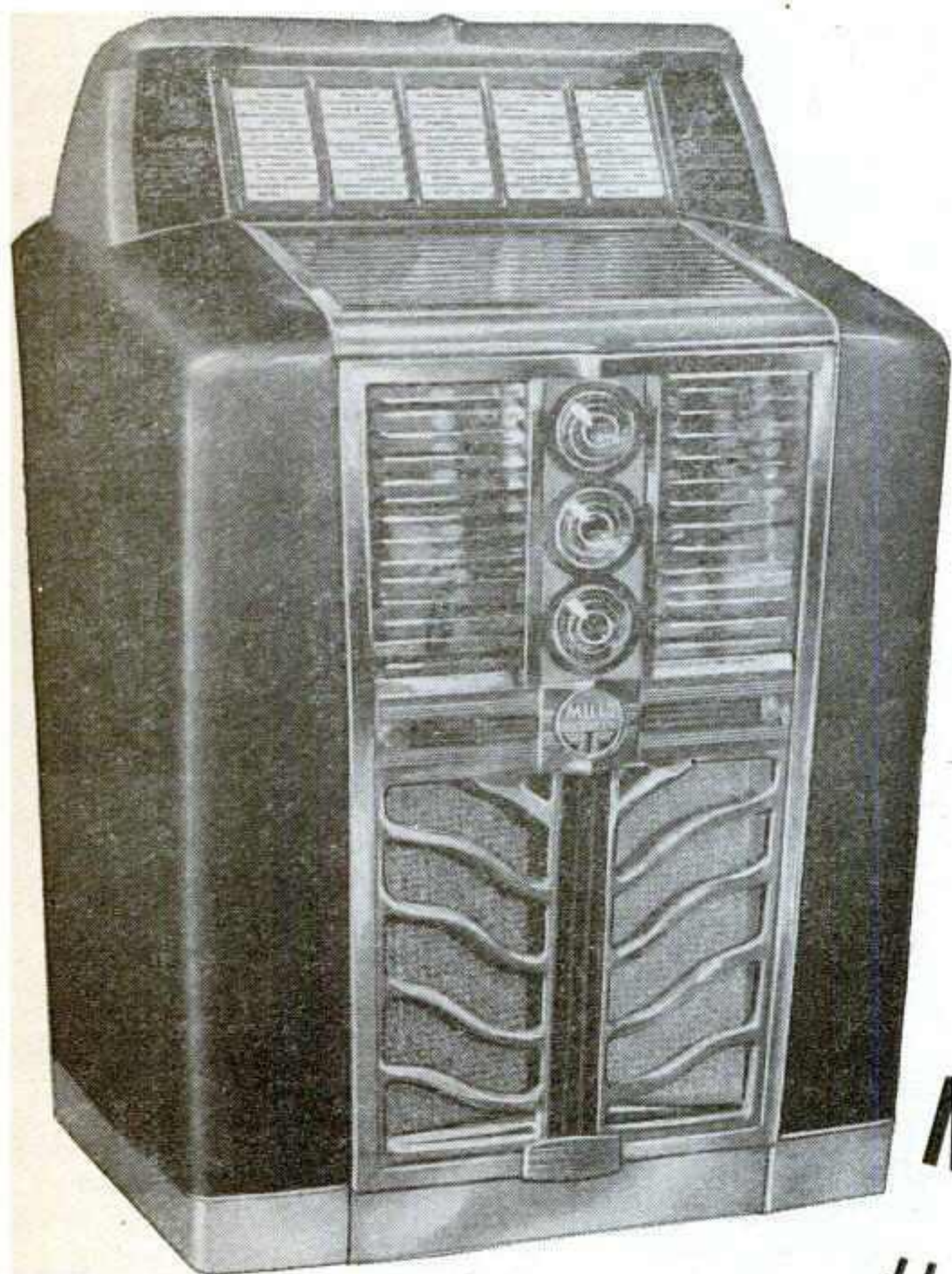
"We think we are entitled to this privilege as citizens of Mobile County. We submit our names to you of our own free will and accord and are in no way obligated to any person or group of persons concerning this matter."

Previously, nine churches and the Women's Christian Temperance Union had appeared before the commission to oppose the juke box installations.

# More Cash in the Coin Box!

**NO OTHER PHONOGRAPH  
HAS ALL THESE FEATURES:**

- plays 40 selections
- wide range tone
- aluminum cabinet
- adjustable tone arm
- table top service
- six hits for two bits



the public prefers  
**MILLS CONSTELLATION**  
 the coin box concurs

**MILLS INDUSTRIES, INCORPORATED, 4100 Fullerton Avenue, Chicago 39, Illinois**

# New Ops Face Tele Threat; Ball Games Pose Problems

(Continued from page 100)

interest in two teams runs high and sectional favoritism is also a strong factor; many locations feel television will again prove a customer lure this summer. With this in mind, some operators are studying the tests being run in the East with H. F. Dennison's Videograph, the coin-operated television-juke box combination. While coin-operated television is as yet unproven on a wide scale, ops here feel that if it can work in New York and surrounding areas, there is no reason why it couldn't be tried here, thus giving the music machine operators a chance to participate in the added income, and put their business on a profitable basis. However, operators do not see the coin-operated television combination as an immediate occurrence. Rather they feel it is something that might develop into a solution of lost juke box revenue from television.

## N. Y. Situation

The situation in New York is basically the same as that in Chicago. There, the locations have featured television during a previous baseball season, and results, as far as the operators are concerned, showed a definite drop in juke box income. Added to the three television stations in operation last year will be WPIX, *The Daily News* television station, which should be in operation by early summer.

In New York, however, there is one basic difference as compared to the situation here. Interest in baseball there is much greater thruout the season, due to several factors. The Brooklyn Dodgers have a large and steady following, no matter what the standing of the team may be in the National League. Too, Ebbets Field is a small park, with a limited seating capacity, and many fans prefer watching the daily games in a bar or grill to fighting their way into the park. A strong rivalry exists between Brooklyn and the New York Giant fans, thus stimulating interest in the National League thruout the season. The Yankees, always a powerful club in the American League, also have a large following of fans.

## Foresee Play Drop

Operators in the New York area feel that television will again cut into their juke box take, with both the afternoon and many early evening hours, all good juke box play periods, closed to them while the baseball games are telecast. Just how much of the novelty interest in television has worn off won't be evident until the baseball season gets underway, but New York operators point out that few of the city's taverns, bars and grills, plus some of the better restaurants and night spots (such as the Stork Club, Jansens, etc.) have dropped their tele sets. Instead, more sets are now on location according to manufacturers' estimates than there were last year.

Coin-operated television is one possibility of combating the situation in New York. The D. & W. Automatic Music & Television Company, operating in Harlem, has steadily increased its number of Videograph combinations on location following initial tests at the Imperial Elks Lodge and the International Workers' Association, where the income from the combination more than doubled the juke box take over a similar period of time (\$28 weekly to \$57). Introduction of Al Bloom's Speedway coin-operated combination is expected to further this type of operation.

There are two other ideas now under consideration in the New York area. Al Denver, president of the Automatic Music Operators' Association (AMOA), would like to see the

operators promote 10 and 25-cent plays in their machines, and, if possible, cut off the single, 5-cent plays. Too, the AMOA is now testing the Hit Parade poster service to determine if that type of promotion will build up the juke box play in a given location. The Music Guild of America (MGA), with headquarters in Newark, N. J., is also considering the poster plan as an on-location play stimulus.

The situation in Philadelphia and St. Louis, two other major league cities with two baseball teams, differs considerably from New York and Chicago. Both Philadelphia and St. Louis have had television for some time, but they are not considered good baseball cities; that is, the crowds are usually small, and interest in the happenings of the clubs is not too great. A flurry of interest was displayed in Philadelphia last year when the National League team showed up as a much better team than had been anticipated, but television as competition to juke boxes was still not as great a problem as it was in New York. St. Louis, with a strong National League representative in the Cardinals, is also a poor baseball city as far as fan interest is concerned and television sets on location in that city are not too prominent.

## Tele for Boston

The fifth city with two major league representatives, Boston, will have its first taste of television coverage this summer. With WBZ-TV due on the air this month, interest in the visual medium has been built up considerably over the winter months, and many locations have already installed sets, altho the station is not yet on the air.

Posing an additional problem for the music machine operator is the fact that Bostonites are interested in baseball, and, on the whole, maintain their interest thruout the season. The fact that the Red Sox are a contender for the American League title should add to the fan interest.

Operators in Boston have displayed some interest in coin-operated television, and have also been interested in the selling or leasing of sets to their juke box locations. In this way they can participate financially and get back thru rentals or sales commissions some of the possible loss in music revenue. Colonial Television, one of the few firms to work with the coin machine men in this respect, had had as its distributor in the Boston area the J. J. Golumbo Distributing Company.

## Ready More Stations

The Detroit Tigers and the Washington Senators, both in the American League, have had television coverage in their cities in the past. While each city already has two television stations in operation, both expect additional outlets soon, two in Washington and one in Detroit. This means additional programs, and additional competition to the juke box operator. Baseball teams in both cities have good followings.

Two other major league cities will be faced with television coverage for the first time this year, Cleveland and Cincinnati, both good baseball towns and each with a good team, the Cleveland Indians competing in the American League and the Cincinnati Reds in the National loop. In Cleveland WEWS will be on the air for the coming season, and two other stations are expected to begin operations there before the end of the year. WLWT, the Crosley-owned television station in Cincinnati, will be in operation in that city this summer.

Operators in both of these cities will find television moving in on their

# Bowlers Want Juke Box Music as They Seek More Strikes

LONG PRAIRIE, Minn., March 6.—Bowlers are proving to be some of the best juke box patrons in this small Minnesota community.

E. J. Eckes, proprietor of the local bowling alley, says that when he had a juke box installed in his establishment he feared that bowlers would complain that the music interfered with their bowling. The juke box, however, proved so popular with the bowlers that he had it moved closer to the lanes.

"They all seem to like music with their bowling," he reports.

Other coin machines in the same location are also popular. A popcorn vender has many steady customers and two pin games supplement a pool room which is operated in conjunction with the bowling alley.

Business is excellent for about 10 months of the year, Eckes reports. He closes down for about two months in the summer when the lake region, in which Long Prairie is located, draws most of the bowlers for fishing, boating and swimming.

locations for the first time. The Cleveland Phonograph Merchants' Association (CPMA) has been promotion-minded for many years, and thru its current Hit Tune of the Month promotions has received a great deal of favorable publicity which might come in handy this summer. Several operators, including Harry Lief, have shown interest in coin-operated television, but until now there has been little activity along these lines. However, Dennison is in that city this week setting up distribution for his Videograph combinations, a move in keeping with the firm's policy of attempting to hit localities before tele actually starts in order to educate the consumer to pay for his tele before he becomes accustomed to the free-play prevalent in New York and Chicago.

Operators in Pittsburgh, the final city with a major league representative, will not have to contend with television for some time. WDTV is now under construction, but the starting date for the station is still indefinite.

## Other Tele Cities

Other cities, with baseball teams in leagues ranging downward from the American Association and the Pacific Coast, where television is either already started or scheduled to get underway some time this spring or summer, include Hollywood, San Francisco; New Haven, Conn.; Wilmington, Del.; Indianapolis, Louisville, Baltimore, Minneapolis and St. Paul; Newark, N. J.; Albuquerque, N. M.; Buffalo; Schenectady, N. Y.; Columbus, O.; Toledo; Portland, Ore.; Fort Worth, Salt Lake City; Richmond, Va., and Milwaukee.

A final factor in the consideration of whether television will offer as much competition to juke boxes this year is the number of home sets now in operation, or to be produced this year. While manufacturers have built public location sets in greater quantities in the past, to introduce television to the public as a whole in the quickest possible time, the general trend today is toward the production of sets for home use. Manufacturers expect to turn out 500,000 home units this year, and to steadily increase that number in the future. Lower prices are resulting, and greater home set sales are expected as the prices come down to the level of good radios. With the increase of the sale of home sets, operators prophesize a return to normalcy in the operation of music routes involving tele locations.

# Threaten Major Colo. Locations

DENVER, March 6.—A see-saw battle, in which important coin machine locations figure prominently, is now under way in Colorado. The battle has to do with local option, and if the Inter-Church Temperance Movement (ICTM) of Colorado has its way an entire county within the State would be able to outlaw taverns and other coin machine locations that sell liquor over the bar.

The ICTM has decided that "local" is not inclusive enough—that is, as regards the fact that option on the sale of liquor now is by vote of municipalities only. The temperance movement wants to make it by political subdivision, which, if accepted, would open the way for an entire county to close up its bars and taverns.

The Colorado State Supreme Court has ruled on one phase of the fight. It held that the title for a proposed constitutional amendment was legal and proper. So if 50,000 signatures are obtained on petitions now being circulated, the proposal will go on the ballot in November unless opponents are able to unearth some loophole. The opponents to the proposal took the challenge to the Supreme Court with a contention that the proposal failed to set forth implications if the amendment should be adopted, including the loss of liquor revenues for old-age pensions.

# Pa. Ops Entertain Jersey Joe Walcott

SHENANDOAH, Pa., March 6.—It was an exciting day last week when Jersey Joe Walcott, leading contender for the world's heavyweight crown now worn by Joe Louis, and his manager, Felix Bocchicchio, dropped in for a visit with music operators Gus Pappas and Chester Cheslock.

Pappas, uncle of the fighter's manager, and Cheslock are also partners in the Central Music Company, a leading retail music firm here, and the visit by Walcott made the retail shop a gathering place all day.

Walcott told Pappas and Cheslock that "like a lot of other people in Madison Square Garden on the night of December 5, I thought I won the title." Walcott also stated that he thought his next bout with Louis would be tough but that he felt he could dethrone the present heavyweight king. "You see," Walcott explained, "I am thoroly familiar with Louis's style of fighting, having acted as his sparring partner for some time. I am confident that I can make the next 'victory' stick."

# Sunland Supply Co. Opening New Headquarters in Texas

EL PASO, Tex., March 6.—Sunland Supply Company, Inc., nationally known record distributing firm, opened its new Houston branch office Monday (1).

Among the Texas cities the new office will serve are Brownsville, Corpus Christi, Laredo, San Antonio, Beaumont, Galveston and intervening territory. Larry Salzman, sales manager, is in charge of the office, while J. M. Kahal is travelling representative. Flo Nicholson, who was with the Crowe-Martin Distributing Company during the past year, is the Houston branch's secretary.

Sunland Supply is Mercury label distributor for Arizona, New Mexico and Texas. Two more branch offices are contemplated for the future.

# Johannesburg Studies Tax Covering Music Machines

JOHANNESBURG, South Africa, March 6.—Acting on a recent city council suggestion to tax all juke boxes in this South African city, the Municipal Social Welfare Department has investigated the number of machines on location, the costs of the equipment and the operator incomes and has sent its report back to the council where the works committee will now consider the tax question further.

According to the report issued by the director of welfare, there are now between 500 and 600 juke boxes in the city, installed for the most part in the smaller cafes. It was estimated that the gross income from the machines average between 30 and 60 pounds (\$120 to \$240) per month per unit.

### High Prices

At the present time, according to the report, two agencies supply the four different types of music machines which are in operation throughout the city. The price of the machines varies from \$1,100 to \$1,500 each, which roughly represents an outlay on the part of the operators in Johannesburg of some \$600,000. The director of social welfare, using the above figures in his report, stated that substantial profits are undoubtedly being made by the owners and operators of these machines.

This city, like Durban, South Africa, has well-established operating firms which were in existence prior to the war. While music equipment can be made available directly to a location owner in Johannesburg, a vast number of locations prefer to have an operator install the equipment, then share in the income. The latter deal usually calls for a commission of 20 per cent of the total revenue derived from the machine to be paid to the operator. Based on the \$120 per month figure, the operator would receive \$24 while the location would take for his share the remainder of \$96. The operator, from his 20 per cent commission, must maintain the equipment.

### 10-Cent Play

The average one-time play costs 6 pence (10 cents) on all new juke boxes in the city, altho a few older models still take a 5-cent play. The machines play three records for 1 shilling (20 cents), thus cutting the package play to 6 2/3 cents per record. According to the report, it is possible to play 15 records an hour via the juke boxes, and the average machine pays for itself in from 6 to 12 months.

Taking into account the full costs of maintenance for each machine, salaries for the operator and his service and other personnel, replacement of records (which average 75 cents each) and other costs, the report estimates that 40 music machines which had been "hired out" (placed on location by the operator) would show a net profit of \$3,600 a month.

### Legal Position

Regarding the legality of taxing entertainments, a 1931 provincial ordinance allows the provincial council to levy a tax on entrance fees to all places of entertainment falling within the definition of the ordinance and on charges made by hotels and restaurants for performances, including acting, singing, dancing, etc. However, the ordinance excludes performances of purely orchestral or instrumental music. In this regard the report stated: "The imposition of a tax on revenue from juke boxes therefore does not appear to fall within the terms of the application of the ordinance."

So far as the local authorities are concerned, the local government ordinance of 1939 empowers local councils to make by-laws for the

regulation, licensing, supervising, restricting or prohibiting of the playing of musical instruments, or singing or the gramophone (juke box) performance for profit, in or on any public place.

It is possible therefore that it would be permissible for the city council to impose a license on the playing of juke boxes should they be operated in a public place as defined for this purpose.

## Mo. Music Firms Add 2 Wire System Lines

ST. LOUIS, March 6.—W. B. Distributors, Inc., here, and W. B. Music Company, Kansas City, Mo., are expanding their present music equipment lines to include industrial and commercial systems.

Both firms are adding separate sound rooms to present both these and coin-controlled music systems.

## Cleve. Ass'n Fetes Park Ave. Hillbilly

CLEVELAND, March 6.—Continuing its practice of entertaining visiting recording stars during their local engagements, the Cleveland Phonograph Merchants' Association (CPMA) recently feted Dorothy Shay, widely known as the Park Avenue Hillbilly, in the Terrace Room of the Hotel Statler here.

Among CPMA officials present at the luncheon were Jack Cohen, president, and Sanford Levine, vice-president. Don Seager represented Columbia Records, the disk firm for whom Miss Shay records.

## Cage Intros Public Tele

MONTCLAIR, N. J., March 6.—Formation of Cage Projects, Inc., by John M. Cage, one of the pioneers in the television field, and the introduction of the firm's first public location tele set was announced here this week. The set, which Cage Projects plan to market to bars, clubs and hotels, throws an image 6 by 8 feet on a movie screen.

## What's New?

NEW YORK, March 6.—Tim McGlynn and Alf Jordan operate phonographs and games in Capetown, South Africa. Recently, McGlynn made a 500-mile trip to Port Elizabeth, a city of 300,000, to attempt to place a few juke boxes. He discovered that he'd reached virgin territory—coin-operated phonographs were entirely unknown—and it took a lot of selling to convince a local cafe that a music machine was a good idea. The machine was placed; the word spread; reporters and photographers from the local papers appeared. The next day the story made page 1, and said in part, "A fast-talking American made a lightning trip to Port Elizabeth and sold the local cafe a new American device, a coin-activated gramophone. . . ."

McGlynn is now in New York on business. It's his first trip to the States!

# OUR LEASE EXPIRED MUST SELL THESE BARGAINS

These phonographs have been thoroughly reconditioned in our shop. All in excellent shape for you to take off our hands at the following prices. First come, first served . . .

- 5—1940 Rock-Ola Supers (Marble Glo & Walnut). Ea. \$ 99.50
- 2—Rock-Ola Counter Model. Ea. . . . . 49.50
- 1—1939 Rock-Ola Standard with Dial Head and Adapter plus 5 Bar and Wall Boxes. Complete. . . . . 139.50
- 1—Rock-Ola Imperial (reconditioned like new). . . . . 69.50
- 2—950 Wurlitzers. Ea. . . . . 199.50
- 2—800 Wurlitzers. Ea. . . . . 159.00
- 2—1947 Super Deluxe Aireon With Coin Conversion. Real bargains. Ea. . . . . 239.50
- 1—1947 Aireon Fiesta. Never out of original crate. . . 495.00
- 5—Seeburg Hi-Tone 8800 with Remote Control. Ea. . . 159.50
- 1—Seeburg Colonel. R.C. . . . . 99.50

For quick delivery send 1/2 cash and balance C. O. D. All above listed equipment subject to prior sale.

## WARREN C. DEATON ASSOCIATES

141 E. GAY ST., COLUMBUS, OHIO  
PHONE MAIN 0773



ALL OUR OPERATORS SAY IT'S A

COIN OPERATED  
★ BOOTH RADIOS ★

SMALLEST SIZE MADE  
7 1/2" wide, 6" deep, 6 3/4" high.

# BIG MONEY MAKER

SMALLER INVESTMENT

15 MINUTES FOR ONLY 10¢

LIFETIME INCOME

Be the first in your territory to open up locations—a real money-making proposition like this is just what profit-hungry restaurant, bar, cafe, motel and tourist cabin owners are looking for . . . and it's a big money-maker for the operator.

MANY CHOICE TERRITORIES STILL AVAILABLE—WRITE TODAY

**COLUMBIAN PRODUCTS CO.**

321 W. DIVISION ST

CHICAGO 10, ILLINOIS

Record Reviews

(Continued from page 33)

RATINGS (100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD 40-69 SATISFACTORY • 0-39 POOR

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

Table of record reviews for Bob Russell, Billy Eckstine, Wilbert Baranco, Mary Ann McCall, Dick Rogers, and Morey Amsterdam.

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

Table of record reviews for Jimmy and Mildred Mulcay, Helen Forrest, Four Chicks and Chuck, Ruth Wallis, Dennis Day, Aqua String Band, and The Eastmen Trio.

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

Table of record reviews for Dick Robertson, Bob Eberly-Russ Morgan, Herb Jeffries, Andrews Sisters, Larry Clinton, The Jesters, and Glenn Taylor.

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

Table of record reviews for Don Rodney-Jimmy Carroll, Clyde McCoy, Esmerelda and Her Shotgun Five, Miccolis Sisters, Dave Denney, Curley Williams, Texas Ruby-Curly Fox, and Sons of the Pioneers.

(Continued on page 106)

# AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

### Arnold in Texas

Von Reece, of KTHT, Houston, reports that Eddy Arnold will work for the Reece and Hart, Promotions in Fort Worth at the Will Rogers Memorial Auditorium March 15-16 and the Auditorium, Houston, 17, and the Auditorium, Beaumont, 18. . . Floyd Tillman's gang, including Little Marge, are now heard daily on KTRH, Houston, and are also on the Round-up Club. . . Dickie McBride's Musical Macs, including Laura Lee, Bob Wills' former chirp, are airing over KLEE, Houston, and appearing at the Autotel Club. . . Cameron Hill left Houston recently to join Spade Cooley's combo.

Boyd Whitney's Texas Valley Folks have moved from KWFT, Wichita Falls, Tex., to KTHT, Houston, where they do a daily morning show. . . The Blue Jean Jamboree, an hour-long Monday morning show from KTHT, is drawing such large studio audiences that the program may go on the road soon. Cast includes Von Reece, emcee; Ben Christians' Texas Cowboys, Jerry Jericho, Texas Valley Folks, Francis Turner, Cactus Lil and others.

The Bar X Cowboys, veteran Houston cowboy band are now heard over KLEE. . . Bob Cutting is disk jockey on the Houston Hoedown, a two-hour folk music record show from KNUZ, a new Houston outlet. . . Ernie Lee, the Victor singer and WLW, Cincinnati, artist, will be headliner on the Grand Ole Opry March 13. He will do *Hominy Grits* and *Tomorrow's Just Another Day*. Ernie became a father of a boy, Stephen (named after Victor's folk music scout, Steve Sholes),

February 23. . . WLW's Trailblazers, Bill Thall and Dolly Good are working Ohio International Harvester Shows, with Dolly acting as emcee.

### Recuperating

Jimmy Wakely has just returned to his San Fernando Valley ranch, following his emergency appendectomy of two weeks ago. He will rest up at Palm Springs, returning home March 15, when his next Monogram pic starts shooting. . . Les Paul, the jazz guitarist, who worked at WJJD, Chicago, as "Rhubarb Red," has recovered from his auto accident, but is now bedded with pneumonia at Wesley Hospital, Oklahoma City.

Tex Ritter and his show will play Texas thru March 20, hitting the larger cities' theaters for several days per stop. . . Gene Autry is back in Hollywood, following a six-week personal appearance in the South where the Columbia platter singer hit 11 States and 22 cities. It was his first tour since 1939.

Dr. Harry Shor, Philadelphia dental firm head, is sponsoring the *Hillbilly Hit Parade*, which will air thru a local station, and will utilize the top platters as surveyed by *The Billboard*. The program, including chatter about Western artists, is produced by Mickey Feldman, of the J. M. Korn advertising agency.

George Long, Western singer on WSBA, York, Pa., made his record bow on Security label, doing *A Petal From a Faded Rose*, backed by *The Flying Fiddle*. Long, who was fea-

tured in the *Rodeo Rhythm* movie, is planning to return to Hollywood this spring with both Metro-Goldwyn-Mayer and Smiley Burnette interested in a movie deal. Burnette originally found Long while he was on KITE, San Antonio.

A new station, WESA, Charleoi, Pa., is featuring the Keystone Mountaineers, consisting of Eddie Huber, bass and mandolin; Shorty Long, comedian; Pepper, electric guitar; Salty, fiddle and banjo; Paul, bass, and Yodelling Lou Carter, guitar. . . The Connecticut Kernels, headed by Pappy Howard, are now on WSRS, Cleveland Heights, O., and working at Donovan's Loop, Cleveland nightery.

The Beaver Valley Sweethearts, Colleen and Donna Wilson, formerly of WISR, Butler, Pa., and WWNY, Watertown, N. Y., are now on WMMN, Fairmont, W. Va. . . Bob Barry, accordion, and Fay Walls, fiddle, are now on WDW, Tuscola, Ill.

Patsy Jean, Mel Steele, Smiling Mary, Red Richards and Stan Carson have left WPDZ, Clarksburg, W. Va., with the Davis Twins, Honey and Sonny and Sleepy Jeffers new station additions. . . Hank Thompson, who made the recent Capitol best seller, *Humpty-Dumpty Heart*, is heard over WACO, Waco, Tex.

## WANTED PHONOGRAPH DISTRIBUTOR

Metropolitan New York  
By Well-Known Established  
Phonograph Manufacturer

Address Replies to  
BOX 158, c/o Billboard, 155 N. Clark St.,  
Chicago 1, Illinois

**WE BUY  
USED  
PHONO RECORDS**

**MERVIS TRUCKING  
COMPANY**  
7026 LEXINGTON AVENUE  
CLEVELAND 3, OHIO

### HIDEAWAYS AND WALL BOXES

2 H146M Hideaway, Wireless & 3 Wire. Ea. . . . .	\$375.00	Seeburg Selectomatics, 16-20-24 Select. . . \$	7.50
1 Rex Hideaway, 30 Wire . . . . .	150.00	Seeburg WS-2Z Wireless WOM . . . . .	15.00
2 24 Wurlitzer Hideaway, Seeburg 3-Wire Steppers. Ea. . . . .	150.00	Seeburg DS20-1Z, 3 Wired WOM . . . . .	20.00
2 24 Wurlitzer Hideaway, Wurlitzer Fast Steppers. Ea. . . . .	150.00	19 Rock-Ola Dial-a-Tune Wall Boxes. Ea. . . . .	7.50
4 24 Wurlitzer Hideaway, Seeburg 30 Wire. Ea. . . . .	125.00	1 Rock-Ola Dial-a-Tune Bar Box . . . . .	10.00
3 16 Wurlitzer Hideaways, Buckley Adaptor. Ea. . . . .	95.00	9 Packard Boxes, Chrome Finish, Like New. Ea. . . . .	25.00
Above Hideaways equipped with bar control and cancel assembly.		6 Packard Boxes, Dull Finish, Like New. Ea. . . . .	22.50
		7 Buckley Boxes. Ea. . . . .	5.00

## HY-G MUSIC COMPANY

1415 WASHINGTON AVENUE, SOUTH

MINNEAPOLIS 4, MINNESOTA

# Coin Machine

# Acceptance Corporation

**A SPECIALIZED CREDIT AND FINANCING AGENCY FOR MANUFACTURERS AND DISTRIBUTORS OF COIN-OPERATED MACHINES**



**ACKNOWLEDGED LEADERS IN COIN MACHINE FINANCING BY THE COIN MACHINE INDUSTRY.**

**134 NORTH LASALLE STREET • CHICAGO 2 • ILLINOIS**

717 Market St., San Francisco, Calif.

710 Construction Bldg., Wood & Akard Sts., Dallas, Texas

208 Delta Building, 348 Baronne Street, New Orleans, Louisiana

761 Peachtree St., N. E., Atlanta, Ga.

C. M. A. C. Corporation, 50 Church Street, New York, N. Y.

### TOP PRICES PAID for USED RECORDS

Sell to Chicago's Largest Distributor of Used Records. WE PAY THE FREIGHT WRITE, CALL OR SHIP TO "TONY" GALGANO



DICKENS 7060 4142 W. Armitage Chicago 39, Ill.

Operate NATIONALLY ADVERTISED

### WURLITZER PHONOGRAPHS

Get more locations—make more money!

### PHONOGRAPHS

ALL A-1 RECONDITIONED

WURLITZER 950 ..... \$295.00  
WURLITZER 780, COLONIAL... 219.50  
WURLITZER 500 ..... 165.00

1/3 Deposit, Balance C. O. D. WE BUY, SELL AND EXCHANGE Phone: Jefferson 1844 3147 Locust St. St. Louis 3, Mo. CALL NOVELTY CO.

### 50,000

Used and New Records Wanted at Once 96 F. O. B. Boston, Mass. Also Albums, including Children's Albums. Write or wire details at once. WEST RECORD CO. 31 Tremont St. Boston 8, Mass.

### USED RECORDS WANTED

ANY QUANTITY. Older Records Accepted. Highest Prices Paid. LEWIN RECORD ASSO. 4553 45th St. Woodside, L. I., N. Y. Phone: IRonside 6-8681

### OPERATORS, ATTENTION!

SELL TO New York's largest distributor of used records. Write, Call, or Ship to C. & L. MUSIC CO. 2373 East 24th St. Brooklyn, N. Y. Phone: Nightingale 5-7948

### PFANSTIEHL NEEDLES

New Low Prices! For both Old and New Style Pick-ups. 1,000 or more, 35¢ ea.; 100 or more, 37¢ ea.; less than 100, 39¢. Order yours today from IDEAL NOVELTY CO. 2823 Locust, St. Louis 3, Mo., FRanklin 5544-5

## CMI May Continue Cancer Fund Help

(Continued from page 93)

facturers in this industry at various times. Glassgold first proposed the industry's campaign for the Damon Runyon fund to me last June. He was the liaison man for the industry between us and Walter Winchell and made all the necessary arrangements with Winchell for the promotion of the campaign.

"He did a lot of work on this drive without compensation," Gottlieb continued, "and I just learned the reason for it on my last trip to New York. Just before his proposal to our industry a very dear friend of his became afflicted with cancer and has since passed away. At that time he felt the industry could do something about cancer research and at the same time do a good public relations job, and he made the proposal to me. The officers and directors of the association accepted the invitation from Winchell, and you well know that we did a terrific job, both for cancer and the industry."

CMI's contribution, which came in from all phases of the industry, from members and non-members of the association, was the largest single sum raised by any industry for the Runyon research fund.

Speaking further of Glassgold's contributions to the industry and the association, Gottlieb pointed out that the New York attorney "was also instrumental in getting the Monogram Studios to cut an objectionable scene out of the motion picture Louisiana." This particular scene, which aroused Louisiana coinmen when it got its first showing in New Orleans, contained damaging inferences relating to pin games.

Of the part which Glassgold played in the Runyon drive and his success in convincing movie producers that they should eliminate the unjustified attack on pinball, Gottlieb said, "He has, more or less, been an ambassador of good will for the industry without direct compensation from the association. He has done some admirable work for our industry."

SAN ANTONIO, March 6.—Crowe-Martin Distributing Company will hold an operators' showing of Aireon equipment here March 15. Firm was recently appointed an Aireon distributor for the San Antonio territory.

### Crosby Juke Skit

NEW YORK, March 6.—The Bing Crosby show, via American Broadcasting Company, Wednesday (3) was built largely around juke boxes. Jack Benny and Tom Brenneman guested with Der Bingle and music machine situations developed when Benny dropped a nickel in a juke in Brenneman's joint to hear a Crosby disk and the machine stopped playing after the first couple of bars of the disk. Benny then "went across the street" to the Crosby studio to try to get his nickel back.

## Record Reviews

(Continued from page 104)

RATINGS (100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD  
40-69 SATISFACTORY • 0-39 POOR

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

### FOLK

JERRY IRBY AND HIS TEXAS RANCHERS (MGM 10151)

*Cryin' in My Beer* Piano effects, h. b. mandolining make this a prime follow-up to "Bubbles in My Beer."

85 85 80 89

*Answer To Drivin' Nails in My Coffin*

75 78 70 77

Irby's a comer in the field with his metallic effects on piano and strings. The answer is as good as the question.

ZEKE MANNERS BAND (Zeke Manners-The Singing Lariatiers) (Victor 20-2730)

85 89 80 85

*Television* This oughta set video (or records) back a few years. But it's cute, folk satire. Should sell.

85 88 80 88

*Ever Since Eve* Pop-folk vein that's been selling. Zeke's got a back-to-back winner.

BOB PRESSLEY AND HIS SAGEBRUSH SERENADERS (Decca 46117)

68 71 65 68

*Hawaiian Cowboy* Hillbilly Hawaiian guitar twanging with good Western vocal delivery.

*When the Snow-Birds Cross the Rockies* The traditional slow-motion vocal on Western h. b. stereotyped ballad. Good.

BILLY WILLIAMS (The Pecos River Rogues) (Victor 20-2732)

73 73 70 77

*Livin' Western Style* Billy's warm, relaxed syncopating with neat effects for group chanting tied in at package end.

*Texas Belle* Good, typical Western rhythm ditty. Billy has one of the best voices in the field.

CARL STORY AND HIS RAMBLING MOUNTAINERS (Mercury 6093)

65 65 62 67

*Love Is a Game* (Carl Story) Bouncy, with twangy guitars lending satisfactory support.

*I Heard My Mother Weeping* (Carl Story-Trio) Slow-paced Western wailer. Sob vocal sells.

ROY ACUFF AND HIS SMOKY MOUNTAIN BOYS (Roy Acuff) (Columbia 38109)

83 84 84 80

*Thank God* Nasal Acuff and group chanting in appropriate fashion of hillbilly spiritual at peppy pace.

*I Saw the Light* Same vocal, band formula here as flip for stronger folk spiritual with Acuff piping shining thruout.

HOMER AND JETHRO (King 695)

83 83 79 85

*Oh, You Beautiful Doll* Oldie gets shrewd sales job. Ork sets gay nineties tempo for old-time styled vocal.

*(Don't Telephone, Don't Telegraph) Tell a Woman*

80 80 77 82

Slick version of current pop-folk tune. Amusing comedy patter. A bit late.

### FOLK

DUDE MARTIN AND HIS ROUNDUP GANG (Victor 20-2699)

81 80 75 88

*Murder On the Radio* Novelty take-off on mke "who-done-its." "Smoke, Smoke" type vocal. Good juke bet.

*It's the Latest Style* New look gets Western appraisal. Likeable warbling of stock material.

CHET ATKINS AND HIS COLORADO MOUNTAIN BOYS (Victor 20-2692)

72 72 67 76

*My Guitar Is My Sweetheart* (Chet Atkins) Slow-paced, sweet hill version of climbing item.

*Bug Dance* Easy-flowing guitar work on instrumental.

60 59 57 64

SAM "LIGHTNING" HOPKINS (Modern 20-568)

81 80 78 86

*Lonesome Home* Woeful folk blues chanting. Good for jukes down South.

*Appetite Blues* Authentic piping for folk race locations.

79 78 75 84

SALTY HOLMES AND HIS BROWN COUNTY BOYS (Decca 46118)

86 86 84 88

*Mama Blues* Talking harmonica makes entertaining novelty. Clever and commercial.

*John Henry* Lively tempo on folk-legend oldie. Skillful harmonica solo with good guitar backing.

73 73 69 76

BOB ATCHER (Randy Atcher and His Swingin' Cowboys) (Columbia 38132)

75 74 72 79

*Down With the Feminine Gender* Conventional Western item with drawled vocal. Bob Atcher-Bonnie Blue Eyes

*Your Broken Vow (My Broken Heart)* Acceptable duo warbling of prairie torcher. Able strings.

75 75 72 79

DON CHURCHILL AND HIS TEXAS MAVERICKS (Trilon 207) ("Curly" Burns)

71 73 70 70

*Yesterday, Today and Tomorrow* Okay nasal Burns piping, fair rhythm folk lament, good guitar and 88-ing solos.

*Texas Plains* Fancy fiddlin' leads way to group vocal of bright hill ditty, with strong Burns chanting setting pace.

75 76 73 75

DON CHURCHILL AND HIS TEXAS MAVERICKS ("Curly" Burns) (Trilon 206)

45 44 44 44

*Dainty Brenda Lee* (Pretty Brenda Lee) Ork and vocal treatment of so-so ditty lacks sparkle.

*Leave Me Be* Effective Burns nasal delivery with chorus vocal aid and happy instrumental riffs.

72 74 70 71

(Continued on page 116)

## A Good Point... Better

Juke Box Performance

### MIRACLE POINT NEEDLES

The MIRACLE POINT Needle performs better with its round precious metal tip. Your records last longer, play more often between needle changes, give the clear, true tones that mean pleasant listening. These advantages add up to greater enjoyment for your patrons, reduced costs for you.

Make it a point to buy MIRACLE POINT

30¢ each, lots of 1 to 12

M. A. Gerett Corp.

722 - 724 WEST WINNEBAGO STREET MILWAUKEE 5, WISCONSIN



# L. A., Chicago Ops Divided On 6-for-Quarter Juke Play

(Continued from page 100)

life of post-war records, and the fact that wall-box installations would not lend themselves to such conversion, were major reasons why they would not adopt the "free tune" policy. Those operators who were undecided declared that the idea "might have merits, but they would have to see it in actual operation before reaching any conclusion."

Comments of Chicago operators were about evenly divided for and against the conversion. Bob Gnarro, ABC Music Service, said he had a few six-for-a-quarter converted machines on location and intended changing over additional units within the next several weeks. Present conversions were "going good," he stated. Floyd Pedone, Little Amusement, altho not having converted any of his juke boxes to date, plans to do so with a portion of his equipment in the next week or two and eventually convert all machines in non-wall-box locations later. Anton Oomens, Walter Oomens Sons, states he will convert "quite a few phonographs to six-for-a-quarter play during the next month." He has some converted juke boxes now operating and thinks the idea is a good play incentive.

### Will Try Idea

Jack Paschke, Paschke Phonograph Service, is another operator who, tho having no converted machines on location, intends to try out the idea soon. Jack Morgan Jr., operating a string of juke boxes, also states he will convert some equipment. "I had some machines fixed for a 'free' record at intervals when the juke was silent and it proved to be a good play boost," he said. Adolph Raymond, A & M Music, says he will convert most of his machines and place suitable decals on them informing players of the extra record. He began the change-over this week. Vince Angeleri, of A. A. Swing Time Music Company, thought such a conversion might "help play a bit," but was not certain it would be a permanent hypo.

Responding with a definite "no" to any conversion arrangement, Edward Bandyk, Melody Music Service, stated that such installations would not promote additional play. This was seconded by Frank Padula, Melody Music (different firm) who said that he had tried a three-records-for-a-dime idea back in 1941 on one machine (which he still has on location) but that it did not bring an increase in play. Padula also has a number of new machines with non-selective six-for-a-quarter play. Any increase in partonage on these units he attributes to newness and not to the extra play offer.

Bert Bondioli, B & B Novelty Company, vetoed the six-record idea because of a possible player kick-back. He said that if a second person were to drop in a quarter while machine was going thru a six-for-a-quarter cycle and they selected a tune already played they would only receive five records for their quarter. William Nyland, manager of Western Automatic Music, Inc., also comes up with a no to the conversion idea. "There is little quarter play, most people put in nickels and dimes, and the extra record would not entice more quarters for that reason. Anyway, records are too expensive and wear out too quickly to spin for free," he states.

Harold Motherway, heading Marquette Music, while stating that his new non-selective six-play machines show a 20 per cent increase in play, he feels it is due to a combination of both their newness and the free record gimmick, and not the latter alone. He thinks conversions are too expensive to warrant installation. Herman Duenisch, operating from Glen Ellyn, Ill., thru DuPage County,

says use of good machines, best records and prompt servicing should be sufficient to build up play. If a person is going to play the juke at all the free sixth record will not be the deciding factor, he thinks.

Holding a middle course, not entirely for or against the six-hits-for-two-bits idea, Al J. Dettling, A. J. Automatic Music Company, says that while it could build up play at first, it was more than likely it would lose its effect as a stimulant after a few months. Clarence McGowan, McGowan Bros., said he would hold off making such conversions until he hears of others doing so on a larger scale.

Jerry Schuman, official of Gillette Distributing Company, feels that such conversions may be profitable if easily made and an operator did not have too many wall-box installations. However, a wait-and-see policy would be adopted until evidence of its actual value was available, Schuman said.

Majority of Los Angeles operators contacted turned thumbs down on converting to six-for-a-quarter play. One juke box distributor in Southern California, who had been using the idea in his promotion, said that he had been receiving a "who wants that" reaction and so discontinued it. Instead, he said, operators evidenced interest in the fact that the particular machine he handled could be easily switched to three-for-a-quarter play.

Ray Suhr, California operator, declared: "Altho play is down, I don't know if the six-for-a-quarter idea will help. Wired music gets three-for-a-quarter, and in the spots that use this type of music, I understand it is going all right." Ray Eberts, one of the largest California operators, stated that the price of music should remain between six for a quarter and three for a quarter, which is a nickel. Sammy Ricklin, California Music, feels that the three-for-a-quarter plan should be adopted rather than the six-tune policy. Profits are shaved too close on the straight nickel-play price, with labor, records, depreciation way up, so how can less than a nickel a play make you money, Ricklin said.

Frank Robinson, R. & H. Music Company, voiced his views with: "We've seen such ideas as the six-for-a-quarter gimmick come and go in the past. I don't think it will do us any harm, but then it won't do us any good. The six-play for the price of five will come, but it will fade away."

Chicago operators who have converted machines to deliver a free disk on quarter deposits have mostly done so without any one device. Machines lending themselves to easy conversion have been favored, with those presenting change-over problems bypassed. Altho having a six-for-25-cents-play stimulator accessory, United Manufacturing Company, Chicago, has not publicized it. Billy DeSelm, firm official, states that there are several models of the unit designed for various makes of juke boxes and that a number have been out on test over the country.

### ALA. ABC BOARD

(Continued from page 100)  
juke box installations.

All local juke applications to the ABC Board will be examined, according to Mayor Goodwyn, who added: "If they would prove to be objectionable at certain establishments, then the city will exercise restraint to prevent their installation."

The Mobile City Commission disclosed that no juke box permits will be issued "for the present" and the city license department has been instructed to submit all applications to the commission for study.

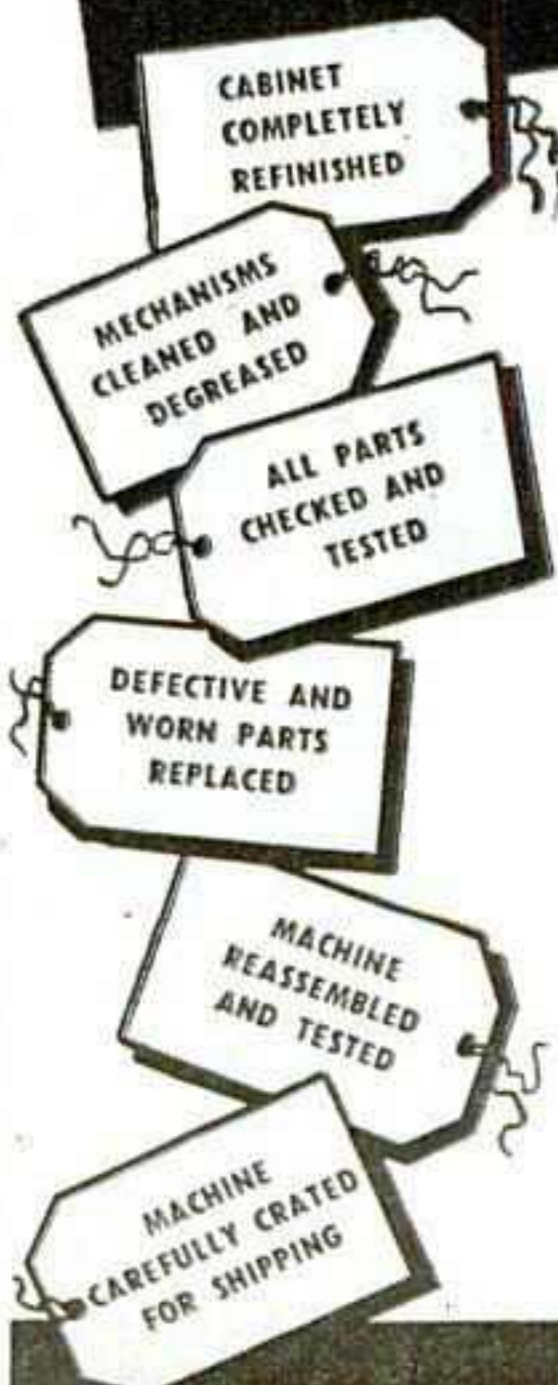


3 NEW RECORDS EACH WEEK  
DELIVER 6 NEW SELECTIONS  
on the AMI 40 Selection Phonograph

AMI Incorporated

127 NORTH DEARBORN, CHICAGO 2, ILLINOIS

## SHAFFER GUARANTEED USED PHONOGRAPHS



### PHONOGRAPHS

SEEBURG 9800, RC, LO-TONE.....	\$279.50
SEEBURG 8800, RC, LO-TONE.....	279.50
SEEBURG 8200, RC.....	260.00
SEEBURG MAESTRO, ES-RC.....	194.50
SEEBURG COLONEL, ES-RC.....	234.50
SEEBURG MAYFAIR OR PLAZA.....	139.50
WURLITZER "1015".....	\$524.50
WURLITZER "750-E".....	274.50
WURLITZER "950".....	225.00
WURLITZER "600".....	99.50
ROCK-OLA '40 SUPER.....	\$159.50
ROCK-OLA '39 STANDARD OR DELUXE....	109.50

### "WALLBOX SPECIALS"

SEEBURG WS-2Z, 5c, WOM.....	\$28.50
SEEBURG WB-1Z, 5-10-25c, BAR-O-MATIC..	34.50
SEEBURG 3-WIRE, 5c, WOM.....	24.50
WURLITZER 3020 WALLBOX.....	\$52.50
ROCK-OLA DIALTUNE, 5c.....	5.00

TERMS: 50% CERTIFIED CHECK, BALANCE C. O. D.

SHAFFER MUSIC CO.

606 S. HIGH ST., COLUMBUS 15, OHIO

ROCK-OLA  
"1422"  
\$349.50

**Chicago:**

Mike Spagnola, Automatic Distributing Company, says the new AMI wall box selector is being received favorably by operators, altho heavy delivery on the selectors has not yet been realized. . . . Joe Goldberg, Ex-Cell Products Manufacturing Corporation head, is busy lining up prospective big users of the firm's new cup vender. The two-flavor machine, Joe says, turns out a quick quality drink which is mixed (water and sirup) within the delivery spout thus assuring proper mixing.

Bob Gnarro, ABC Music Service, keeps a wary eye over his shoulder these days—the painters are swinging the brushes on firm's office and service department ceilings. March 1 saw the spring refurbishing job well under way, with the office and shop equipment in temporary upheaval. Verne Hamann, service manager, and Bob, however, are still humming the latest juke hits.

H. T. Roberts, vice-president and director of sales for United States Vending Corporation, is happy over several tests held on the firm's new candy machine. One of the venders on location at the DeForrest Trade School here sold 93 bars in 30 minutes, and the 10 machines at the Sport Show on Navy Pier have been averaging \$30 a day each. Clarence Bayne, USVC exec, is expected back at his desk Monday (8) from the East while B. O. Sprynger, who is covering the Midwest, is due back in town later in the week.

Murray Rosenthal, Coinex Corporation, welcomed Mrs. Rosenthal's return Saturday (6) from her six-week vacation in Los Angeles and Palm Springs. Murray says he'll welcome a good homemade meal again. Since the first of the year, a steady rise in business has been noted, with the current sales level now about 15 per cent above that of early January. Murray allows. New and rebuilt equipment for arcades is now coming into demand, too, with the passing of winter. All in all, it's a cheerful outlook, he feels. . . . Tom Forester, Johnson Fare Box sales manager, and Edward Spaulding, sales manager, are off to attend the four-day Coca-Cola bottlers' convention in Atlantic City's Municipal Auditorium March 8-11.

Exhibit Supply is pleasantly surprised by the immediate reaction to its recently announced flipper kit. John Chrest, firm vice-president, was back at his office for a few hours Monday (1) but is again confined to his home. Exhibit's new catalog, now being prepared by Perc Smith, should be ready in a few weeks.

John Haddock, AMI president, and Lindy Force, manager of general sales, left Wednesday (3) for stops in Cleveland and Cincinnati. During the trip they expect to make an announcement about a new distributor for Ohio. Monte West, AMI sales engineer, left this week for the Pacific Coast where he will attend operator showings at each of the Jack R. Moore Company's four offices.

R. L. Budde, A. B. T.'s assistant to the president, returned Tuesday (2) from his plane trip to Florida. When he left Friday (27) he was quite sure that spring weather would greet his return, but instead Budde found about eight inches of snow blanketing the Windy City. . . . Operators in the local area say that the sudden snowstorm in this area cut play somewhat—but now that the streets are virtually clear again they look for an immediate upsurge.

Gil Kitt and Ralph Sheffield, partners in the Empire Coin Machine Exchange, announced this week that they now handle the Northwestern bulk vender line. Firm also distributes venders manufactured by both Silver King and Victor Vending. Howie (See CHICAGO on opposite page)

**COINMEN YOU KNOW****Cincinnati:**

Charles Kanter, association secretary, has returned to Miami to be at the bedside of his mother, who is critically ill in the resort city.

The Cincinnati Automatic Phonograph Owners' Association holds its regular monthly meeting Tuesday (9) at the Gibson Hotel. Among the more important subjects to be discussed at the meet are plans for election of association officers and board members. Election meet of the Cincinnati operators is scheduled for April 13.

**Houston:**

Sunland Supply Company, Inc., with headquarters in El Paso, Tex., opened a Houston branch here Monday (1). Firm has distribution of Mercury records in Texas, Arizona and New Mexico, and plans to open two more offices in the near future. Larry Salzman holds the double title of office manager and sales manager of the Houston office. Flo Nicholson, new secretary, was with Crowe-Martin until joining Sunland.

Lon L. Allbritton, who was in the coin machine business in San Antonio for 14 years, recently opened his own distributing firm here. . . . Crowe-Martin, recently appointed Aireon distributor in the San Antonio area, will have a showing of new Aireon equipment March 15.

**St. Louis:**

The Missouri Amusement Machine Association is still talking about the large attendance at their last regular meet held in the Claridge Hotel here. During the event, which included a top-flight dinner, the Aaron Novelty Company, this city, was accepted for membership. Among the speakers at the association's business meet were Louis Morris, president, and the group's legal counsel, Dewey Godfrey.

Walter Hannum, well-known local coin machine operator, keeps in trim by spending week-ends at the Mississippi Valley Roping Club at Cross Keys, Mo. Before entering the coin machine business some 10 years ago, he was one of the top rodeo contestants in the country, winning a goodly share of prizes for bronk riding and bulldogging, as well as roping. Hannum still enters rodeos but confines

**Detroit:**

E. S. Wawrzyniak is incorporating the Wolverine Music Company at Grand Rapids (300 Michigan Trust Building), with a capitalization of \$50,000. . . . Jack Brilliant has taken over the Saturday afternoon shift at the Brilliant Music Company. . . . Tom Agmey, veteran music operator, who was seriously injured in an automobile accident last October, is convalescing, but will be unable to walk for another five months. . . . Ray French, of the Northeastern Music Company, a Detroit visitor on Monday, reports trade slow in the Northern resort area.

Glenn Yulle, of Wolverine Sales Company, who was in the hospital in the fall, is back on the job but still commuting regularly to the doctor. . . . Fred Mann and Rudy Greenbaum, Aireon executives, are due in town over the week-end for a special trade showing of the new Aireon. . . . Frank Healy, games manufacturer, is getting set for an enlarged activity program.

Tommy O'Connell has apparently hit the jackpot with his new number *That's What Ireland Means to Me*, which is locally written and recorded number by Fortune Records, and doing well on jukeboxes as well as with the jockeys. . . . R. H. Wann, vice-president and general manager of the Hotel Radio Corporation, spent the past week in Chicago on business conferences. . . . H. D. Stolcenburg, of the Sunline Company, reports additional tests now approaching completion on the new coin meter attachments for washer and drier units which they are readying for production.

Lou Heilbronner, former head of the Interstate Music Company, who retired from active operation about two years ago, has returned to the music field as a salesman for Wolverine Sales Company. On his first trip up-State over the week-end, he was snowed in during the blizzard at Oscoda in Northern Michigan, but managed to get home by trailing a snow plow.

his activities to Midwest meets. He is no longer enters bronk contests but is still one of the best men at roping and bulldogging. He has a big farm at Cross Keys and just last week purchases 30 Brahma calves.



JERSEY JOE WALCOTT, who will battle it out with Joe Louis this summer for the world's heavyweight championship, visits Shenandoah, Pa., music operators Chester Cheslock (left of Walcott) and Gus Pappas, who is shaking hands with the contender. Felix Bocchicchio (extreme right), Walcott's manager, is Pappas's nephew.

**Los Angeles:**

Billy Cohen, Silent Sales Company, Minneapolis, out here on a business and pleasure trip, is visiting his old friend and Bill Happel, head of Badger Sales Company. . . . Hal Smoot, Kwik-Kafe of California, back in town after a 10-day trip up-State, securing locations in the Bay Area for Kwik-Kafe coffee venders. . . . Chicago Coin's representative, Phil Robinson, seen along coin machine row. . . . Bill Wolf returned Saturday from a visit to his M. S. Wolf Distributing Company branch in Seattle. He held an office meeting Sunday and left immediately for another business trip in the Fresno area.

Walter Singerman and Irving Landman have opened local offices at 2321 West Washington Boulevard. New firm, called Pacific Automatic Games, will make a series of coin-operated games. . . . R. E. Smith, Automatic Enterprises, is adding new lines while his partner, Bob Bell, is still on the sick list. . . . Dale Engineering Company is stepping up production on their coin-operated 15-shot Mauser pistol machine. . . . Jay Kurtz just returned from a jaunt to New Orleans where he spent a mid-winter vacation. . . . Bud Parr, General Amusement Company, recently returned from a swing around Northern California where he called on J. R. . . . Jack Mitchell, salesman for J. Glesler & Associates, off to the Midwest on behalf of the Landis hot popcorn machine, the Aristocrat.

Earl Everett, owner of Shine Distributing Company of Los Angeles and Seattle Coin Company, Seattle, huddling with Bill Pyfe and Jim Jackson of the same firm, on the affairs of the Douglass shoeshine machine. . . . C. A. Robinson back from the Windy City. . . . Stylon Corporation, makers of the Popmaster, hot popcorn vender, setting up distributorships thruout the country. . . . Recent visitors at Badger Sales Company included E. S. Trimble, Huntington Park; Cecil Vincent, Harold E. Quinn and E. E. Peterson, all of San Diego; Mrs. Fred Allen, Bakersfield; Ivan Wilcox, Visalia, and Mrs. Mary Rudolph, Los Angeles.

**Indianapolis:**

Paul Jock, P. J. Distributing Company, Inc., announces the arrival of the first air-conditioned candy bar venders now on display at his showrooms, 821 North Illinois Street. . . . William Bolles, advertising manager, Packard Manufacturing Company, visited Richmond, Ind., with Bill Brase, looking over the situation there. . . . Robert Anderson, Rock-Ola representative in Louisville, was a visitor at the Indiana Automatic Sales Company over the week-end. He reports business in the Falls City good.

Fred Slough, of the Plymouth, Ind., Novelty Company, visited coin row on a buying spree. . . . Carl Thacker, operator at Rochester, Ind., is reported on the sick list. . . . George Pollack, operator at Rochester, and Dale Wiley, Columbus, Ind., were coin row visitors, buying new equipment and parts.

W. D. Dawalt has joined the sales organization of the Southern Automatic Music Company, Inc. Sam Weinberger, Bryce Grey and W. D. Dawalt will attend the general sales meeting at Seeburg Manufacturing Company in Chicago, March 12-13. . . . Peter Stone, Indiana Automatic Sales Company, Rock-Ola distributor, visited operators in Southern Indiana and Eastern Illinois during the past week.

**Tampa:**

Bob Norman, former Mutoscope technician, is now operating pin games and panoramas here, as well as an arcade in Sulphur Springs. Eddie Callahan, who used to match mits in the squared circle, is associated with Bob in his operations.

## "SKILL THRILL" FLIPPER KITS

First and STILL the best there is. Don't confuse genuine "SKILL THRILL" Flipper Kits with poor imitations.

- ★ Revamp ANY game with a "SKILL THRILL" Kit.
- ★ Very simple to install.
- ★ Complete instructions furnished.

Kit #A—CHICAGO COIN, EXHIBIT, GOTTLIB, KEENEY, MARVEL, UNITED.

Kit #B—BALLY and WILLIAMS.

Kit #C—GENCO.

**Rush Your Order Today**  
All Kits \$5.95 complete

### MARBLE CO.

1425 NO. BROAD ST.  
PHILA. 22, PA.  
PHONE: STEVENSON 4-8975

GET IT FROM BLOCK — THEY HAVE IT IN STOCK

## CONSOLES

QUALITY GUARANTEED

DRAW BELLS	\$239.50
DRAW BELLS—Red Buttons	259.50
5c BONUS SUPER BELLS	335.00
5c-25c BONUS SUPER BELLS	575.00
5c-10c-25c TRIPLE SUPER, C. P.	845.00
WILD LEMONS, New	572.50
DOUBLE UPS, New	542.50
KEENEY'S NEW GOLD NUGGETS, 5c-25c	800.00
BALLY TRIPLE BELLS	545.00
JUMBO PARADES, F. P.	59.50
JUMBO PARADES, C. P.	79.50
PACES REELS—RAILS, C. P.	49.50
PACES REELS—RAILS, C. P. & F. P.	49.50
BALLY BIG TOPS, C. P.	69.50
EVANS WINTERBOOK, Late, C. P.	625.00
BANGTAILS, Late, C. P. Jackpots	425.00

### CENTRAL OHIO COIN MACHINE EXCHANGE

185 E. Town St. Columbus, Ohio  
PHONE: ADAMS 7949-7993

## MONEY MAKERS!

BANK BALLS, 9 Ft. \$179.50  
BANK BALLS, 12 Ft. 199.50  
STRIKES 'N' SPARES 495.00  
All Reconditioned and Refinished.

NEW BEST HANDS, Special \$ 22.50  
NEW SKILL THRILLS, Special 27.50

50% OFF ON ALL RECONDITIONED SLOTS!

ALL LATEST PIN TABLES AVAILABLE.

PACKARD PHONOGRAPHS,  
SPEAKERS, WALLBOXES.

U. S. DESIGNATED  
GANDY REFRIGERATED

### TWIN PORTS SALES CO.

230 Lake Ave., So., Duluth, Minn.  
2029 Washington Ave., So.,  
Minneapolis, Minn.

## 60 OFF LIST!

TUBES—Minimum order, 25.

2A3	\$2.65	68C7	\$1.80
5U4G	1.35	68J7	1.50
5V4G	2.20	68N7	2.20
5Y3G	.95	68K7	1.50
5Z3	1.50	68L7	2.20
6C4	1.50	68Q7	1.35
6C5	1.50	76	1.50
6C8	1.80	77	1.50
6F8	2.65	80	1.05
6F6	1.80	83	2.20
6H6	1.50	58	1.50
6J6	1.35	45	1.50
6J7	1.80	30	1.80
6K7	1.50	2051	2.65
6L6	3.20	70L7	3.90

1/3 Dep. With Order—Bal. C. O. D.

Write for Catalogue.

### WEST SIDE DISTRIBUTING CORP.

698 Tenth Ave. (49th St.), N. Y. 18, N. Y.  
Phone: Circle 6-8464

BALLY DOUBLE UP, WILD LEMON, DRAW BELL  
KEENEY SUPER BONUS BELLS  
MILLS JENNINGS, COLUMBIA BELLS  
PIN GAMES—ALL MAKES

SAVE MONEY—BUY HERE  
GENERAL COIN MACHINE CO.

225 N. Ninth St. Philadelphia, Pa. 49 N. Second St. St. Clair, Pa.

### Chicago:

(Continued from opposite page)  
Freer says that Empire's business is going along well, and predicts continued improvement, especially if the weather gets better and people can get around without too much trouble.

Fulton Moore, sales manager for Williams Manufacturing Company, reports that both the rolldown, Box Score, and the newest William pinball, Stormy, are getting steady response from all parts of the country.

Victor Comforie, general manager of Distributing Corporation of Illinois, is quite willing to change places with firm's Lou Koren since the March snowstorm hit the city—Lou is vacationing in Florida. Harry LeVine is energetically mashing thru the snow on behalf of the new Aireon Coronet 400. . . . Vendall Company's sales representative, Bill Fuller, is convalescing in the Evanston Hospital after an operation last week. Will be back at the job this week. . . . Bert Riel reports that Jerry Scaramuzzi is now service manager for Vendall Service Corporation. Jerry was formerly a routeman with the firm.

Sam Gensburg, Chicago Coin Machine Company, returned from his Florida vacation last week, but with the arrival of the annual Chicago March blizzard Monday (1) he decided not to fight the flakes and so took a return trip Tuesday to Miami Beach. Sam Wolberg and Edward Levin will keep on top of the home front until Gensburg returns in a few weeks. Chicago Coin's Catalina continues as a steady operator item in the game field, Levin states.

Harold Schwartz is back at work after a sick leave last week, and says Atlas Novelty Company is hitting along on all eight as far as business is concerned. Firm's offices are now in the process of being remodeled; when job is finished, they'll be larger, more modern, air conditioned and the music rooms will be sound-proofed. Joe Kline reports he is snowbound somewhere in Illinois. Only a few weeks ago Joe was skidding all over the icy roads—"Give me green grass and summer sun," he pleads.

Harold Pincus, Coin Machine Service, rolled back to headquarters this week after a seven-day trip thru Illinois, contacting operators and distributors on his pin game bumper service kit and the flipper re-vamp kit. Good response, he states. Harold starts the mailing of his new parts list this week; list contains hundreds of separate coin machine parts. . . . Stanley Levin, National Coin Machine Exchange sales representative, celebrated a birthday Wednesday (3). Joe Schwartz is planning on a cross-country trip soon.

James H. Martin & Company reports a high level of wax demand, both retail and juke-wise. Firm added two new sales representatives to its force this week; Jack Westerland and Mort Swenson. Jimmy Martin has his office buddy, George Solar, as a house guest while George's wife is off on a vacation. Seems George is quite a bug on old pipes. He has a collection of some 250 rare old models, and just received the prize of them all from Lee Monti, with the Tu-Tone Aristocrat Disk group, last week. Monti presented George with a 300-year-old Italian handcarved pipe, its bowl is the size of two fists (as George describes it). Pipe was a Monti family heirloom.

Silver King Corporation is still waiting for a roof over its new addition to the Aurora (Ill.) plant. H. F. Burt, firm head, blames shortage of sheet metal and other roofing materials. . . . Ed Hanson, Groetchen Tool & Manufacturing Company, says the Camera Chief viewing machine is just the thing for counter-conscious (See CHICAGO on page 110)

## Look To The GENERAL For LEADERSHIP

Now Delivering!

### GOTTLIEB'S NEW LADY ROBIN HOOD

Exclusively in Md., D. C. and Va.

## RECONDITIONED BUYS!

### 1-BALL, FREE PLAY

- DAILY RACES, clean, ready for location. \$249.50
- VICTORY SPECIAL.. 189.50

### AIREON PHONOGRAPHS

A special close-out price on 1947 Aireon Super Deluxe Phonographs equipped with new Guardian accumulator, latest improved coin chute and coin reject, and many other features and improvements. Do not confuse with new or used 1946 models.

\$395.00 Each

AMBER	\$ 75.00
BAFFLE CARD	79.50
BOWLING LEAGUE	149.50
DYNAMITE	79.50
HAVANA	89.50
KILROY	89.50
LIGHTNING	89.50
LUCKY STAR	129.50
MAISIE	129.50
MARJORIE	149.50
MISS AMERICA	89.50
MYSTERY	99.50
NUDGY	129.50
SHOW GIRL	85.00
SMARTY	75.00
STAGE DOOR CANTEEN	39.50
STATE FAIR	89.50
SUPERLINER	59.50
SUPER SCORE	69.50

Terms: 1/3 cash with order; balance C.O.D.  
Write for our regular bulletins.



Established 1925

Growing Steadily Ever Since

## GENERAL



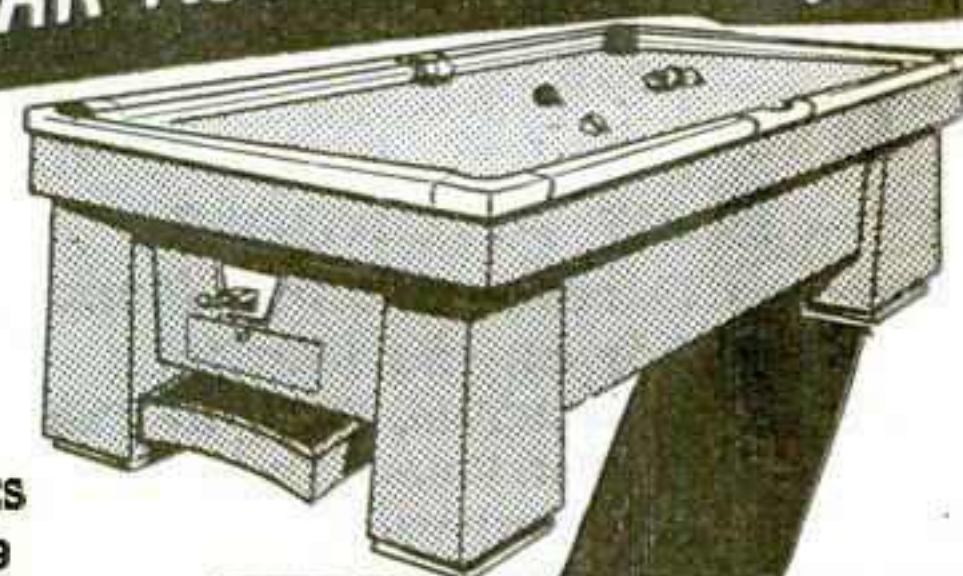
Vending Sales Corp.

BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.



VENDING MACHINE COMPANY  
207 FRANKLIN ST., FAYETTEVILLE, N. C.  
MILLS COIN MACHINES  
NORTH CAROLINA, SOUTH CAROLINA  
AND VIRGINIA

## YEAR 'ROUND PROFITS!



### NEW POOL TABLES

5c or 10c  
Coin Operated

AVAILABLE IN FOUR SIZES

3 x 6, 3 1/2 x 7, 4 x 8, 4 1/2 x 9

Now in stock at Fayetteville

Ready for instant shipment

These coin-operated pool tables give S-T-E-A-D-Y profits year after year!

Write for details and prices

The VENDING MACHINE CO.  
FAYETTEVILLE, NORTH CAROLINA  
U. S. A.

## COME TO HEADQUARTERS FOR THE LATEST MODELS

# SLOT MACHINES

BOUGHT, SOLD AND EXCHANGED

SEND FOR CATALOG

QUICK, EFFICIENT SLOT MACHINE REPAIRS

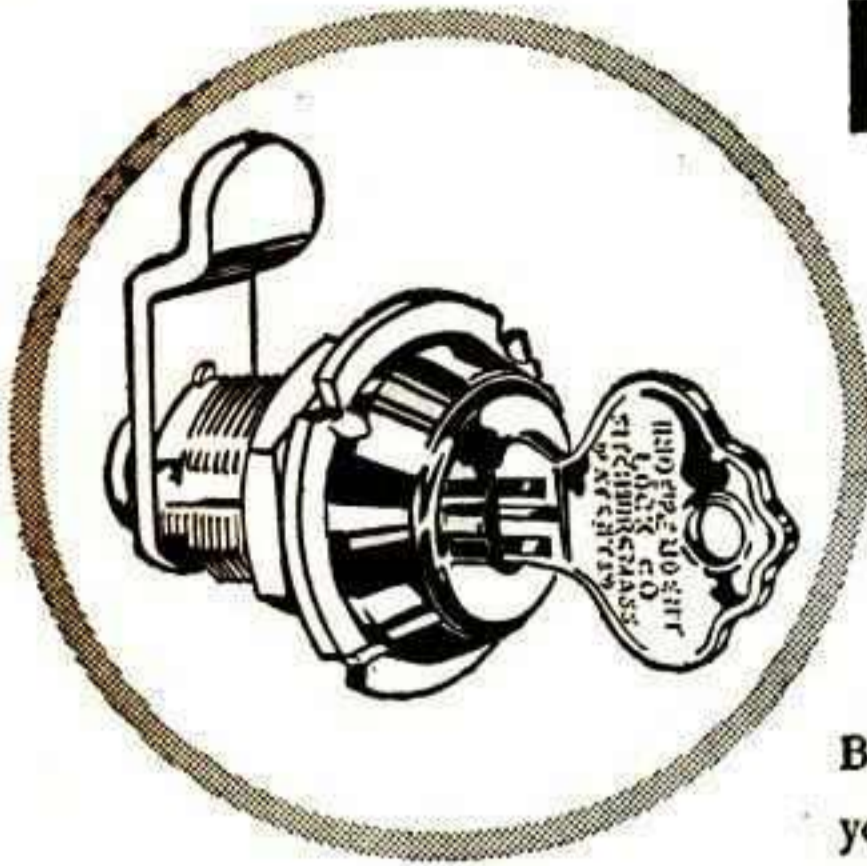
BAKER NOVELTY CO. 1700 WASHINGTON CHICAGO 12, ILL.

## FOR SALE

Music and Cigarette Route in North Jersey for sale. Half new machines, mostly AMI. Route consists of 40 Music, 20 Cigarette and 10 Rolldown. Good weekly net. '46 Studebaker Pickup Truck, Records, Spare Parts, Speakers, etc., included. Price \$25,000, half cash. Reason for sale, partners disagree.

Write Box #286

The Billboard, 1564 Broadway, N. Y. C.



# HERCULO<sup>®</sup>LOCK

means  
**HANDS OFF  
TO  
NICKEL-NAPPERS!**

By putting ILCO HERCULO<sup>®</sup>LOCKS on all your coin boxes, every nickel of your take is insured. HERCULO<sup>®</sup>LOCKS are always dependably tight-fisted till collection time . . . then they "give" instantly at the turn of the right key. They're the safest collection policy you can have.

c-30

\*Trademark Registered

No. 4750Y HERCULO<sup>®</sup>LOCK. Pick-resisting design, with shark-tooth keyway. Double-sided key, wrench-proof cylinder. Extra-heavy spur washer, retaining screw and key. 90 degree cam movement. Cam bent inward—distance from head to cam 19/32 inch. Thousands of key changes.

WRITE FOR CATALOG

## INDEPENDENT LOCK CO., Fitchburg, Mass.

NEW YORK, 25 Warren St.  
CHICAGO, 555 W. Randolph St.  
DETROIT, 2109 Cass Ave.  
PHILADELPHIA, 508 Commerce St.

BALTIMORE, 611 Eutaw St.  
SAN FRANCISCO, 121 Second St.  
LOS ANGELES, 406 Wall St.  
SEATTLE, 568 First Avenue, South

### LOOK LOOK LOOK

Announcing  
**6 ADDITIONAL MODELS  
ONE FOR EVERY LOCATION**  
Watch This Ad Weekly for  
Additional Models

## MERCURY ATHLETIC SCALES

Now Available

Proven Greatest Penny Money  
Maker on the Market  
For Prices—Write, Wire or See  
Your Distributor Today.

### MERCURY STEEL CORP.

3830 HOLBROOK DETROIT 13, MICH.



STANDARD MODEL  
13 PENNY PLAYS

# COINMEN YOU KNOW

## Chicago:

(Continued from page 109)  
proprietors. Operators using the game say it is well received by candy and school store locations.

Monarch Coin Machine Company's Clayton Nemeroff says the snow this week not only blanketed the city but also blanketed business when coinmen postponed buying trips. With the coming of spring, Clayton thinks the upturn in business apparent since January will continue and usher in a good summer season. . . . Henry Hildebrand, head of Berco, manufacturers of the Hilco ice cream bar vender, announced this week that the first production run of 125 machines will have been completed by early April. At present, there are five vendors out on test locations, and they are proving a valuable aid in eliminating minor operating bugs. Hildebrand says that production after April will be 100 machines a month.

Fred Mann, Aireon's traveling regional sales manager, is scheduled to arrive in Detroit in time for the Friday (6) showing of the firm's Coronet 400 at the Wolverine Sales Company headquarters there. Fred then goes to Cleveland for a showing at the Erb-Wert Distributing Company this week-end, then continues on to Pittsburgh where the Mulligan Distributing Company will show the new machine March 9-10.

Activity at the United Manufacturing Company's headquarters is at a peak with the introduction of the firm's new game, Manhattan, this week. Lyn Durant, Billy DeSelm, Ray Riehl and the rest of the group at United hardly noticed the snow as they kept the production rolling along. . . . Col. Ed Ross, of Ald, Inc., national distributor for Laundromats, missed the snow storm last week while he was in Los Angeles on business.

Dick Hood, H. C. Evans Company, is taking a lengthy vacation, and won't be back at the firm's headquarters on West Adams Street until some time next month. Dick is in Florida, and may cross the country for a look at California before he returns to Chicago. Meanwhile the firm reports production is moving right along on its consoles despite the weather.

Al Douglas and Ben Lutske, Daval Products, report the assembly line at their plant is working full time these days. The Daval execs are busy setting up production plans for the future and also are catching up on the accumulation of office matters that piled up during and after the CMI show.

World Wide Distributors reports no business slow-down is foreseen for the coming months. Present orders for consoles and new five-ball games keep the force busy. Wallace Finke says they are striving to keep orders moving out on time. Among visitors at World Wide offices and showrooms this week, were operators from nine States, including some who saw the new headquarters for the first time. Wallace reports they were unanimous in their praise of the modern building and equipment. Mary Lennan, Al Stern's secretary, left Saturday (6) on a two-week visit to Miami Beach, Fla., and Cuba.

A & M Music, headed by Adolph Raymond, has a new secretary, Ester B. Ryden. Ester is a member of a tuneful family, one of whom plays in a popular combo. . . . Andy Oomens, Walter Oomens Sons, was a busy fellow tending the disk counter in his retail wax shop this week. Out on the juke locations, he says, the whirling disk continues to draw many a play and it's evident that teen-agers, especially, not only buy top wax hits

to take home, but also drop in coins when they visit their favorite snack spot.

Floyd Pedone, Little Amusement, tells of plans for bringing back "the good old days" in used record sales in his music shop. He will have a king-size sign made up informing the local populace that "used disks" for a dime are available within. Floyd also has immediate plans afoot to hypo play on his juke boxes by offering six-for-a-quarter play; he intends to convert many of his machines within the next few weeks.

Sol Gottlieb, of D. Gottlieb & Company, is in upper New York State visiting coinmen. While on the trek East Sol has had the pleasant experience of running into a snowstorm which caused him to change trains in the middle of the night. Among the cities Sol will hit before he returns to the Gottlieb plant are Buffalo, Utica and Albany. Visitors at the plant during the week included Irving Morris, Active Amusements, Newark, N. J.

John Neise, sales manager for O. D. Jennings, got back Tuesday (2) from his trip to Harrisburg, Pa., where he visited the equipment showing put on by Sam Spurrier. Event drew upward of 800 operators and guests. Art Neyens, Jennings field representative, also made the Harrisburg trip. Just before the big doings, Spurrier's favorite club burned to the ground, but Sam took the loss in stride. . . . Distributors in the local area report that there has been a gain in machine turnover during the past two weeks.

Music operators in the Windy City are giving increased consideration to six-for-a-quarter play as a trade stimulant. Altho the early results on the idea are beginning to roll in, no definite conclusions have been reached by operators on its merits. . . . Sam Stern, who became vice-president at Williams Manufacturing in January, is already acclimated to Chicago. He formerly made his headquarters in Philadelphia.

"Pop" Corn Sez, of Chicago, headed by Ken Wilson and Howard Pretzel, and United States Vending Corporation each had routes at the Navy Pier last week. Both firms decided to run tests during the week-long show at the pier, with the Wilson-Pretzel firm ending up with 23 machines and four "routemen," including Ken and Howard.

## WILLIAMS ALL STARS

LIKE NEW

**\$329.00**

One-third deposit, balance C. O. D.

## BABE KAUFMAN, INC.

Atlantic Highlands, N. J.

## FOR SALE

2 clean 1422 Rock-Olas, around 22,000 plays, each \$350.00. 1 Evans Bang Tails, like new, \$350.00. Apply

## CLARENCE SHANKS

401 E. High St. Lexington, Ky.  
Phones: 833-Y—JA. 2798

## CLEARANCE SALE

Bally Draw Bell, Each . . . \$175.00  
Keeney Bonus Bell, 5 Cent. Each . . . 200.00  
One-third deposit, F. O. B. Pittsburgh.

## GLAUSSER MUSIC COMPANY

300 Gearing Ave. Pittsburgh 10, Pa.



# W. B. NOVELTY CO., INC.

1012-14 MARKET ST., ST. LOUIS 1, MO.

## USED PHONOGRAPHS AND AUXILIARY EQUIPMENT

SEEBURG		ROCK-OLA	
148M . . . . .	\$550.00	Standard Model #2-12-Record . . . . .	\$110.00
8200, 8800, 9800 LoTone, ES . . . . .	210.00	1946 Model "1422" . . . . .	395.00
8200, 8800, 9800 LoTone, RO . . . . .	235.00	<b>AIREON</b>	
8200, 8800, 9800, ES . . . . .	185.00	Model 1946 . . . . .	\$200.00
8200, 8800, 9800, RO . . . . .	210.00	<b>MILLS</b>	
Colonel, ES . . . . .	200.00	Constellation . . . . .	\$550.00
Colonel, RO . . . . .	225.00	Throne . . . . .	75.00
Vogue . . . . .	225.00	Empress . . . . .	100.00
Concert Master, RO . . . . .	150.00	<b>A. M. I.</b>	
R.O. Special W.B. . . . .	175.00	Singing Towers . . . . .	\$ 75.00
Regal . . . . .	125.00	A.M.I. Top Flight . . . . .	75.00
Plaza . . . . .	125.00	<b>AUXILIARY MUSIC EQUIPMENT</b>	
Royal . . . . .	85.00	Speak Organs—Seeburg . . . . .	\$ 10.00
Rex . . . . .	85.00	Seeburg WS2Z Wallomatic, 5¢ Wireless . . . . .	15.00
Victory Model . . . . .	75.00	Seeburg WB1Z Baromatic, 5-10-25¢ . . . . .	35.00
<b>WURLITZER</b>		Seeburg DS20-10Z Wallomatic (3-Wire), 5-10-25¢ . . . . .	25.00
1015 . . . . .	\$550.00	Seeburg Selectomatics, 5¢, DS20-1Z (3-Wire) . . . . .	15.00
950E . . . . .	250.00	Seeburg WS-10Z Wallomatic, Wireless, 5-10-25¢ . . . . .	25.00
Model 500 . . . . .	140.00	Wurlitzer Model 331 Bar Box . . . . .	5.00
600 Rotary Selector . . . . .	125.00	Wurlitzer Model 125 Wireless Wallomatic . . . . .	12.50
Model 24 . . . . .	100.00	Seeburg Universal Unit, UBR2 . . . . .	65.00
616 . . . . .	60.00		
716 . . . . .	60.00		
61 Counter Model . . . . .	65.00		
Victory Keyboard . . . . .	125.00		
Victory 24 . . . . .	75.00		

# Six State Legislatures in Moves Affecting Coin Mach. Industry; Stress Licenses

## Trade Interest Focuses on Bills Introduced in New York

CHICAGO, March 6. — Six State Legislatures this week were considering measures or taking action directly affecting the coin machine industry. Nationally, trade interest was focused on New York where two bills were introduced which would empower New York City to license all types of coin-operated amusement devices. The same two bills would likewise empower cities and counties of more than 25,000 population to impose a tax of \$25 yearly on amusement games.

In Massachusetts, the measure which would have fixed a maximum location commission to be paid locations having cigarette machines appeared to be dead. Support for the measure, which originally came from the Massachusetts Cigarette Merchandisers' Association, fell off, and the measure was passed out of committee with an unfavorable report. Later the bill was withdrawn.

Altho there was no official confirmation, Michigan's Legislature was reliably reported ready to convene in special session beginning March 16. Purpose of the special session could not be learned.

Round-up of legislative action follows:

Kentucky—Two proposals to tax coin machines are being considered here. One of them is a general measure which would include games,

venders and music equipment, excepting postage stamp machines and parcel lockers. Fees proposed range from \$2 for penny equipment to \$10 for nickel machines and \$15 for machines operating at a dime or more. Equipment having multiple coin chutes would be taxed at the fee for each denomination, with a top of \$20 on any one piece of equipment.

In addition, Kentucky's Legislature is considering a proposal to place a \$15 annual tax on phonographs, plus a \$1 fee on each additional control box (wall box) used.

### Coin Tele Tax

Mississippi — House Bill 233, to amend the existing tax law applying to coin machines, has passed the House and is now being considered by the Senate Finance Committee. The bill would place a \$4 annual levy on all coin radio and coin television sets—a move which radio operators are certain to protest since it would cut out a sizable portion of their income.

Mississippi's House Ways and Means Committee is studying a bill which would fix license fees for all types of laundries, including self-service laundries such as laundrettes and laundromats. Fees here are graduated according to the size of the municipality, ranging from a low of \$16 per year to a top of \$60 annually.

New Jersey—Monday (8) will see the introduction of a bill to prevent unfair competition in cigarette sales. Specifically mentioned are loss-leader sales. All cigarette sales would be brought under the regulation of the State's taxation division.

New York—Rules Committee here has introduced two identical proposals which would enable certain municipalities, including New York City, to impose a special tax on coin-operated amusement games. Cities in the 25,000-100,000 class would be enabled to tax games at \$25 per year, and the bill proposes to enlarge "powers of New York City to impose taxes on utility services and on coin-operated amusement devices." No fee is mentioned in connection with New York City.

South Carolina—The House here has voted to adjourn March 27. The Senate meantime is considering a measure which would exempt food vending equipment from licenses required for other types of coin machines. The licenses were enacted in 1947 when the State put its official stamp of approval on free-play pinball games. The act would take effect immediately on approval by the governor, would fit in line with the vending machine industry's general drive to demonstrate the unfairness of per-machine taxes on automatic merchandising and service vending equipment.

Virginia—The Senate passed Wednesday (3) a license proposal for coin radios which would call for a \$1 annual fee on all such sets. The measure was then referred to the House Committee on Finance.

### Dr. Charles Hill Retires

FULTON, N. Y., March 6.—Dr. Charles Hill, vice-president and director of the Peter Cailler Kohler Swiss Chocolates Company, Inc., and manager of the company's chocolate works for the past 21 years, has retired. Paul A. Cooper, who has been assistant manager, succeeds Dr. Hill.

# Did You Know...

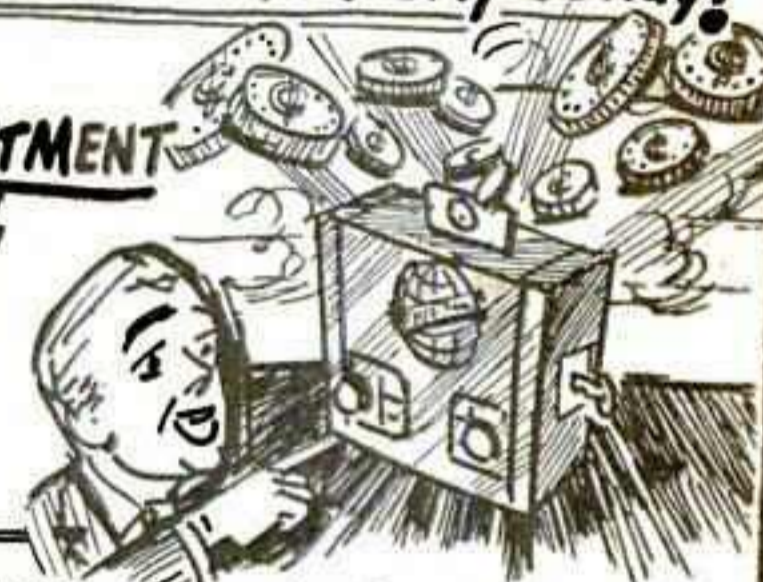


WITH TRADIO-ette...

- 1) You Have No Records To Change.
- 2) No Merchandise To Buy.
- 3) No Overhead.
- 4) Initial Cost...Your Only Outlay!

## ENTIRE TRADIO-ette INVESTMENT

Can Be Realized In From 4 To 8 Months (ACCORDING TO A NATIONWIDE SURVEY OF CURRENT INSTALLATIONS).



TRADIO-ette IS A FAVORITE With Location Owners & Patrons Alike. Sound Is Restricted To Booth In Which Radio Is Playing.

IN BETTER BARS & RESTAURANTS \* The Trends To TRADIO-ette  
WRITE Dept. A-2 TODAY FOR DETAILS & IMMEDIATE DELIVERY.

**TRADIO, Inc.** ASBURY PARK, N.J.  
Telephone Asbury Park 2-7447-5-9

## Reconditioned Pin Games

### With Flippers

3 Super Score.....	\$ 95.00
2 Laura.....	40.00
Big League.....	45.00
Stage Door Canteen.....	50.00
2 Superliner.....	75.00
Spellbound.....	85.00
Sea Breeze.....	70.00
Click (No Flippers).....	95.00
Baffle Card.....	95.00
Havana.....	99.50
Smarly.....	80.00
Fiesta.....	80.00
Brazil.....	40.00
Daily Races (1 Ball), F. P.....	200.00
Victory Special (1 Ball), F. P. ....	200.00

Write for circulars and prices describing the phenomenal Buckley New Criss-Cross Slot Machine and Coin Changers.

1/2 Deposit—Balance C. O. D.

**INTERSTATE COIN MACHINE CO., INC.**  
1883 Columbus Avenue Springfield, Mass.  
Telephone: 3-9088



YOU'LL BE HAPPY EVER AFTER

with

*Cinderella!*

BEN RODINS IS DELIVERING NOW →

Terrific Selection USED GAMES  
GUARANTEED CHECKED • SCRAPPED • CLEANED  
CONTACT US FOR LOWEST PRICES

CONTACT US FOR PRICES Latest 5-Ball Games United's Manhattan Exhibit's Build-Up Chicoin's Catalina  
FOR SALE: Complete Lead Shooting Gallery

**MARLIN** AMUSEMENT CORPORATION

District 1625 412 9th Street, N. W. WASHINGTON, D. C.

GIVE TO THE DAMON RUNYON CANCER FUND

# Jukes, Venders and Games Make Spectacular Gains

(Continued from page 93)  
valued at \$681,009 in 1947 as against the \$459,935 for 5,070 amusement games in the previous year.

Whereas in 1946 coin machine exports for January were comparatively low, the succeeding months slightly higher and the final month, December, high month for the year, the 1947 monthly pattern started out with a high figure and then varied sharply from month to month, with December recording the lowest figures for the entire year—1,067 machines worth \$198,080. October with 3,132 units, whose total value was \$702,229, had the highest coin machine export total ever recorded for a single month.

## Explanation

Reasons behind the steady monthly growth of coin machine exports in 1946 and the unpredictable market during 1947 are fairly clear. In 1946, the first full year of peacetime operations, markets had to be developed from scratch, progress with new markets and also with some of the established markets was slow but steady. But by the time 1947 rolled around most of the post-war markets for exports were developed to a point where American firms shipping abroad had some idea of the type of and scope of outlet they were dealing with and could therefore set up appropriate facilities.

However, in 1947 two situations developed that caused considerable alarm in export circles. First was of a temporary nature: Congested ports in South America which caused many machines to pile up on the docks and resulted in some cancellations. The second, however, an embargo on all non-essential imports by the Canadian Trade Ministry which became effective November 17 has already had noticeable affect on the whole export set-up.

## Canadian Loss Hurts

Canada has long been the leading importer of coin machines. Canadian coinmen not only bought more jukes, venders and games than any other foreign coinmen, but often accounted for as much as 70 per cent of the entire export total. The value of the Canadian trade can be gleaned from the fact that in September, 1947—one of the average months as far as coin machine exports were concerned—Canada accounted for 383 jukes worth \$178,724, while in November, with the ban effective in the middle of the month, Canada bought only \$41,538 worth of jukes. In November, 1946, a further comparison shows that American coinmen exported \$100,941 in music machines to Canada.

Whether the Canadian ban will remain in effect thruout 1948 is anybody's guess, but the real blow to Canadian coinmen will come should the embargo last for any appreciable time. Many of the older machines now on location in the Canadian provinces will be worn to a point where it is no longer practical to keep them in repair.

While Canadian export coin trade is at a virtual standstill, U. S. coinmen have already begun to set their sights on developing other markets, namely South American countries, a few in Continental Europe and even some British possessions, such as the Union of South Africa and the Australian Commonwealth. Just this week it was disclosed that there are more than 600 music machines in Johannesburg, S. A., alone, while Australia imported 150 venders worth \$3,006, according to latest Commerce Department reports.

Leading importer of coin machines during December, 1947, was Colombia, whose coinmen bought 124 U. S.-made machines with a total value of \$58,734, all music machines. Next

most important coin machine importers were the Philippine Republic, 138 machines worth \$32,057; Cuba, 90 units valued at \$28,492, and Venezuela, 35 coin-operated machines for \$21,723. Significant is the fact that of the first four on the list all are south-of-the-border neighbors except the Philippines.

During this same month foreign coinmen purchased 505 venders, having a total value of \$11,864. During October, the last full month Canadian operators were able to buy automatic merchandisers, they took 1,003 venders for \$112,455.

Game totals during December, 1947, were 196 amusement machines with a total valuation of \$20,307. In the same month, 1946, foreign game operators purchased 753 games for \$81,670.

## Court Challenges Decatur, Ala., Tax

DECATUR, Ala., March 6.—Crescent Amusement Company, Nashville, is attacking the constitutionality of an increased city amusement tax.

The contest by Crescent, which operates three theaters here, is thru declaratory judgment proceedings in Chancery Court.

Under present city ordinances, the following tax is imposed: Admissions of 15 cents or less, 1 cent; 16-20 cents, 2 cents; 21-30 cents, 4 cents, and admissions in excess of 30 cents, 7 cents.

In the three-mile zone outside the city limits the scale is one-half of the amount levied in Decatur.

The theaters contend the tax violates State and federal constitutions, the 14th amendment to the U. S. Constitution, and the statutes of the State of Alabama.

## Jennings Line Shown To Pennsylvania Ops

HARRISBURG, Pa., March 6.—More than 600 operators and guests attended the four-day showing of the complete O. D. Jennings line held here February 28 thru March 2 by Sam Spurrier, Jennings distributor for part of Pennsylvania.

On hand for the event from the Jennings plant in Chicago were John Neise, sales manager, and Art Neyens, field representative.

Held in Spurrier's four-story headquarters, the event's special preparations included the installation of a large sea food bar and refreshments.

## Bessemer Installs Meters

BESSEMER CITY, Fla., March 6.—Installation of 100 parking meters here was completed recently, city officials reported this week. Of the 100 meters, 10 have been set up to handle straight two-hour parking for a dime.

## COIN MACHINE EXPORTS 1947 MONTHLY SUMMARY

Month	No.	Total Value	Phonographs		Venders		Amusement Games	
			No.	Value	No.	Value	No.	Value
January ..	1,461	\$ 380,036	811	\$ 326,306	244	\$ 7,580	406	\$ 46,150
February .	1,924	471,278	906	382,886	322	23,711	696	64,681
March ....	2,870	633,432	1,552	540,392	609	18,239	709	74,801
April ....	2,734	485,539	1,035	375,795	771	29,922	928	79,822
May .....	2,136	422,742	899	342,994	563	25,554	674	54,194
June .....	1,775	361,209	1,129	270,141	188	25,541	458	65,527
July .....	2,077	386,304	686	251,947	725	96,942	666	37,415
August ...	2,666	344,548	1,946	264,999	197	24,215	523	55,334
September	2,770	446,159	781	319,560	1,249	78,322	740	48,277
October ..	3,132	702,229	1,443	514,743	1,003	112,455	686	75,031
November.	1,930	288,546	825	212,187	409	16,889	696	59,470
December.	1,067	198,080	366	165,909	505	11,864	196	20,307
<b>TOTALS</b>	<b>26,542</b>	<b>\$5,120,102</b>	<b>12,379</b>	<b>\$3,967,859</b>	<b>6,785</b>	<b>\$471,234</b>	<b>7,378</b>	<b>\$681,009</b>

## COIN MACHINE EXPORTS 1946 MONTHLY SUMMARY

Month	No.	Total Value	Phonographs		Venders		Amusement Games	
			No.	Value	No.	Value	No.	Value
January ..	430	\$ 48,589	48	\$ 12,600	94	\$ 5,033	288	\$ 30,956
February .	255	25,410	32	10,615	51	5,324	172	9,471
March ...	521	56,181	31	15,377	238	13,434	252	27,370
April ....	729	132,718	237	102,053	158	3,578	344	27,087
May .....	1,091	143,792	156	77,210	284	25,157	651	41,425
June .....	801	159,642	287	119,116	89	3,301	425	37,225
July .....	779	142,666	240	115,414	287	5,957	252	21,295
August ..	1,510	301,098	601	237,511	294	9,901	615	53,686
September	1,338	288,218	601	236,516	403	19,545	334	32,157
October ..	1,794	352,209	993	288,666	189	3,554	612	59,989
November	1,910	437,865	1,062	388,566	476	11,695	372	37,604
December.	3,228	566,690	1,882	472,292	593	12,728	753	81,670
<b>TOTALS</b>	<b>14,396</b>	<b>\$2,655,078</b>	<b>6,170</b>	<b>\$2,075,936</b>	<b>3,156</b>	<b>\$119,207</b>	<b>5,070</b>	<b>\$459,935</b>

## COIN MACHINE EXPORTS DECEMBER, 1947

Country	Totals		Phonographs		Av. Price	Venders		Av. Price	Amusement Games		Av. Price
	No.	Value	No.	Value		No.	Value		No.	Value	
Colombia .....	124	\$ 58,734	124	\$ 58,734	\$473	—	—	—	—	—	—
Philippines .....	138	32,057	44	24,670	561	—	—	—	94	\$ 7,387	\$ 78
Cuba .....	90	28,492	90	28,492	316	—	—	—	—	—	—
Venezuela .....	35	21,723	32	21,211	663	—	—	—	3	512	171
Salvador .....	17	9,714	17	9,714	571	—	—	—	—	—	—
Mexico .....	61	9,513	18	4,093	227	—	—	—	43	5,420	121
Guatemala .....	11	7,707	11	7,707	701	—	—	—	—	—	—
Canada .....	332	7,186	1	516	516	301	3,679	12	30	2,991	99
Brazil .....	12	4,180	12	4,180	348	—	—	—	—	—	—
Panama .....	14	3,452	3	1,823	608	—	—	—	11	1,629	148
Australia .....	150	3,006	—	—	—	150	3,006	20	—	—	—
Union of South Africa...	13	2,689	—	—	—	6	1,004	167	7	1,685	241
Costa Rica .....	3	1,950	3	1,950	650	—	—	—	—	—	—
Honduras .....	13	1,784	1	500	500	12	1,284	107	—	—	—
Curacao .....	4	1,315	4	1,315	338	—	—	—	—	—	—
Sweden .....	4	1,201	—	—	—	4	1,201	300	—	—	—
India .....	1	585	1	585	585	—	—	—	—	—	—
Dom. Republic.....	2	539	2	539	269	—	—	—	—	—	—
Other Countries.....	43	2,253	7	1,195	171	28	375	14	8	683	85
<b>TOTALS .....</b>	<b>1,067</b>	<b>\$198,080</b>	<b>366</b>	<b>\$165,909</b>	<b>\$453</b>	<b>505</b>	<b>\$11,864</b>	<b>\$20</b>	<b>196</b>	<b>\$20,307</b>	<b>\$103</b>

## Converted School Bus Solves Fargo Op's Service Problems

FARGO, N. D., March 6.—An unusual solution to the problem of satisfactory mobile equipment to operate an extended coin machine route has been found by H. L. (Bud) Knudson, of Knudson Candy Service here.

Knudson, whose main business is a candy and tobacco wholesale route which covers the territory in a 50-mile radius of Fargo, operates juke boxes and pin games as a companion business.

To cover his extended route, Knudson has converted a used school bus to meet his requirements. The bus has become a familiar figure in rural communities in Eastern North Dakota and Western Minnesota where Knudson operates. He has dubbed it the Candy Cruiser and has the name prominently painted on the vehicle.

At present Knudson has only 20 juke boxes and five pin games, but he expects to continue to expand his coin machine operations. He has been operating his phonographs for the past five years but just started operating pin games last fall.

Most of Knudson's locations are small-town restaurants. Play, he reports, is much better than he expected and has been a great help in supporting his business. He services the machines once a week at the same time he makes his rounds to supply

candy and tobacco to retailers. Gross is split 60/40 with location owners.

In addition to the income the machines have provided, they have helped Knudson's business in other ways. By providing this added service he finds that locations are more apt to favor his candy service over several competitors who service the same area with confections and tobaccos.

"When you give a location owner his cut of the gross he feels that you are doing something for him rather than just conducting a shut-and-closed business transaction," Knudson says.

It also gives him a chance to build up stronger personal contacts with the location owners since he must spend more time with them.

The heavy snowstorms and extremely cold weather in the territory this winter cut play on the machines somewhat since the farmer trade has been unable to spend as much time in town as customary.

At present Knudson operates no vending machines, but he has his eye cast in that direction for the future. Partner in Knudson's operations is his brother, Bill.

## IEFC Lowers Cocoa Export Estimates To Meet Crop Prospects

LONDON, March 6.—International Emergency Food Council (IEFC) here has announced its recommendation that "a full season allocation of 591,550 tons of cocoa be distributed among 45 importing nations or areas." For the United States, a 254,000-ton allocation was approved.

IEFC's allocation for the current season (from October 1, 1947, to September 30, 1948) is about 58,600 tons below the exportable surplus the agency figured would be available. Lower allocations were result of less favorable crop prospects.

It was stated that cocoa merchants had anticipated a full season quota for the U. S. market (about 270,000 tons) or some 16,000 tons more than the actual recommendation.

Altho allocation figures for the U. S. point to further tightening of cocoa stocks, a number of merchants stated they thought the U. S. supply would be augmented by that designated for certain European countries which will not take their full quotas.

## Cuba Tightens Reins On Foreign Business

HAVANA, March 6.—In a move that may have a decided effect on the distribution of coin machines in this country, the Cuban government recently placed restrictions on relations between foreign firms and their agents in Cuba.

According to the terms of the restrictions, any foreign firm employing the services of a representative, agent or distributor in Cuba will not be permitted to revoke or cancel agreements with such representatives for the purpose of transferring its representation to a competitive firm without showing "just cause" to the Cuban Ministry of Labor.

New regulations apply even in the cases where foreign firms seek to establish branches in Cuba or direct agencies to handle business now being consummated by other agents, commission merchants and similar firms.

Cuban coinmen have been among the top importers of coin equipment manufactured in the United States for many years.

# LONDON gives you VALUE!

EXTRA! Pfanstiehl Needles . . .  
REGULARS OR SPECIALS:  
35c EA. Lots of 1000 37c EA. Lots of 100

SPECIAL #18 ZIP CORD 1 1/2c PER FOOT

### PIN TABLES

CLEANED, CHECKED, READY FOR LOCATION!  
SPECIFY 1ST AND 2ND CHOICE WHEN ORDERING.

\$24.50 EACH — 5 FOR \$100.00

- |                     |                |               |
|---------------------|----------------|---------------|
| Clamour Majors, '41 | Play Mate      | Big Chief     |
| Vacation            | Barrage        | G. I. Joe     |
| Bomb the Axis       | Double Feature | School Days   |
| Seven Up            | Play Ball      | Ten Spot      |
| Box Score           | Golden Gate    | Limelight     |
| Hi Hat              | Roxy           | Capt. Kidd    |
| Eig League          | Stop and Go    | Hold Over     |
| Border Town         | Big Show       | Super Charger |
| Jolly               | Dixie          | Spot Pool     |
| Eagle Squadron      | Gold Star      | Boom Town     |
| Airport             | Lone Star      | Entry         |
| White Sails         | Metro          | Twin Six      |
| Sport Parade        | Line Up        | Belle Hop     |
|                     | Dough Boy      | Tops          |

\$39.50 EACH  
4 FOR \$130.00  
Jungle  
Hi Dive  
5-10-20  
Exh. Bowling Alley  
Kismet  
Four Aces

Keep 'Em Flying \$ 69.50  
Western Baseball 49.50  
Sky Chief . . . . . 69.50

### PHONOGRAPHS

Completely Reconditioned and Ready for Immediate Location!

- |  |   |   |
|--|---|---|
| <b>WURLITZERS</b>                          | <b>ROCK-OLA</b>   | <b>SEEBURG</b>                          |
| 412 . . . . . \$ 49.50                     | Imperial 20 . . . . . \$ 49.50  | Gem . . . . . \$ 94.50                  |
| 616 . . . . . 64.50                        | Standard of DeLuxe . 119.50   | Plaza or Mayfair . . 124.50             |
| 24 and 24A . . . . . 89.50                 | Masters or Supers . . 139.50  | Classics or Vogues . . 194.50           |
| 600-R . . . . . 99.50                      | 1946 Rock-Olas . . . . . Write for Prices   | Colonel or Envoy, ES 250.00             |
| 600K or 600K . . . . . 125.00              | AMI Top Flite . . . . . 49.50   | Colonel or Envoy, ESRC . . . . . 275.00 |
| Victory Model, Rotary . 79.50              | Playmaster With Spectravox . . . . . 149.50   | 8800 or 9800, ES . . 175.00             |
| Victory Model, Keyboard . . . . . 124.50   | Playmaster . . . . . 124.50   | 8800 or 9800, ESRC 210.00               |
| 780-M . . . . . 229.50                     | Bury Job, Rock-Ola 20 mech. in metal cab., suitable for any 20-wire boxes . . . . . 99.50 | 8200, ES . . . . . 200.00               |
| 780-E . . . . . 249.50                     |   | 8200, ESRC . . . . . 235.00             |
| 1015 (like new) . . . . . Write for Prices |   |   |

SPECIAL: Seeburg Regals or Crowns, completely reconditioned . . . . \$99.50

### PHONOGRAPH ACCESSORIES

- |  |  |
|--|--|
| Seeburg Selectomatic, 20-Selection, 24-Wire, Ea. . . . . \$ 5.00 | WB1Z Seeburg Wireless 5-10-25 Baromatic . . . . . \$ 44.50 |
| WS2Z Seeburg Wireless Wallomatics . . 19.50                      | Rock-Ola Dial-a-Tune Wall and Bar Boxes, Ea. . . . . 5.00  |
| 3-Wire Seeburg Wired Wallomatic . . . 15.00                      | Buckley 24-Selection Wall Boxes, Ea. . 5.00                |
| WS10Z Seeburg Wireless 5-10-25 Wallomatic . . . . . 39.50        |  |

### MISCELLANEOUS

- |   |   |
|---|---|
| A.B.T. Challengers (New) . . . . . Write for Price                | Bally Rapid Fire, crating included . . . \$ 49.50                     |
| Genco Advance Roll, like new . . . . . Write for Price            | Boomerang (like new) . . . . . 74.50                                  |
| Chicago Coin All Star Hockey, crating included . . . . . \$ 49.50 | Roll-a-Ball (Firestone) . . . . . 49.50                               |
| Scientific Batting Practice, crating included . . . . . 49.50     | Tally Roll (like new) . . . . . 49.50                                 |
| Keeney Air Raider, crating included . . 49.50                     | Pinch Hitter (like new) . . . . . 49.50                               |
| Tall Gunner, crating included . . . . . 49.50                     | Chicken Sam, with Rifle Range Conv., crating included . . . . . 49.50 |
| Score-a-Barrel (like new) . . . . . 74.50                         | Champion Hockey, crating included . . 29.50                           |
| Skill Roll (like new) . . . . . 74.50                             | Goatee, crating included . . . . . 99.50                              |
| Roll-a-Score (like new) . . . . . 74.50                           | Total Rolls (like new), crating included . . . . . 49.50              |
| Rock-o-Ball, 14 Ft. (excellent shape) . 74.50                     | Roll-a-Ball, with barrel . . . . . 74.50                              |
| Rock-o-Ball, 16 Ft. (excellent condition) 74.50                   | Target Roll (like new) . . . . . 74.50                                |

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

PHONE:

Exclusive Distributor for SEEBURG Products in Wisconsin and Upper Michigan.

KILBOURN 7323

*J. L. London Music Co., Inc.*

3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

## SUPER ★ ALBENA ★ SPECIALS

### WURLITZER—ROCK-OLA—SEEBURG

Reconditioned machines—mechanically overhauled—with the new look. Superior improved "JUKES" that are money getters.

PRICES FROM \$85.00 TO \$225.00

THESE MACHINES ARE NOT CLEARANCE BARGAINS—BUT BETTER MACHINES FOR LESS MONEY

- |   |   |
|---|---|
| Heavy Duty 12" P.M. Speakers . . . . . \$5.25 | Steppers—Receivers—Remotes, . . . . . Reasonable  |
| Baffle Boards (Cabinets) . . . . . 2.50       | WS2Z, 20 Sel. 5¢ Wireless Boxes . . . . . \$16.00 |
| 18" Lumalines, Ea. . . . . .80                |   |

### PARTS—FOR ALL MAKES AND MODELS COIN-OPERATED PHONOGRAPHS

- |  |
|--|
| Wurlitzer (New) Metal Title Strip Holders . . . . . 1¢ Ea. |
| Seeburg Hi Tone Pick-Up Heads (Used) . . . . . \$2.50      |
| Wurlitzer Tone Arms, Complete All Models . . . . . 6.50    |

- |   |
|---|
| JUKE BOX BULBS                              |
| 7 1/2 W.—15 W.—40 W.—60 W.—                 |
| Case of 120, Tax Included . . . . . \$10.15 |

WE HAVE PRACTICALLY EVERY TUBE MANUFACTURED. SEND FOR FREE CATALOG. DEPOSIT REQUIRED WITH ALL ORDERS.

## ALBENA SALES CO.

587 10th AVE., NEW YORK 18, N. Y. • Longacre 5-8334

## NEW METAL TYPER MACHINES

REPAIR SERVICE

PARTS AND SUPPLIES

We Rebuild Old Groetchen Typer Machines to Look and Operate like new.



FINEST ALUMINUM DISCS

Plain or Colored

Write for Samples and Prices

FOR TOPS IN QUALITY

BUY DIRECT

FROM THE MANUFACTURER

STANDARD SCALE CO.

4333 DUNCAN AVE., ST. LOUIS 10, MO.



*Cinderella!*

WILL MAKE YOU A

PRINCE CHARMING

FOR YOUR LOCATIONS!

# CONGRATULATIONS SAM SPURRIER

on the mammoth  
three day open  
house you held  
in Harrisburg,  
Pennsylvania.

Clubs and operators all thru Central Pennsylvania have told us of your fine eats and wonderful display of Jennings machines.

Thanks for giving them a lift  
onto the Jennings Bandwagon

## O. D. JENNINGS & COMPANY

4307-39 West Lake Street

Chicago 24, Illinois

# SENSATIONAL OFFERS! REBUILT PHONOGRAPHS!

UNCONDITIONALLY GUARANTEED

THE FOLLOWING LOW PRICES ARE FOR MACHINES COMPLETE AND IN WORKING ORDER BUT NOT REBUILT

WURLITZER	SEEBURG	ROCK-OLA
850-800 .....\$225.00	Hiltone, RC .....\$149.50	Commando .....\$127.50
780E ..... 239.50	Hiltone, ES ..... 139.50	Super & Master ..... 127.50
780 ..... 224.50	Commander, Cadet, Envoy, Major, etc. . . 149.50	DeLuxe ..... 107.50
500 ..... 119.50	Classic, Vogue ..... 109.50	Standard ..... 107.50
600 ..... 99.50	Plaza ..... 89.50	Twin Twelve ..... 89.50
24 Victory ..... 79.50	Regal ..... 89.50	5-Wire Cellar Job ..... 89.50
616, Ill. .... 59.50	Casino ..... 89.50	Rock-Ola Spectravox rebuilt and equipped with Seeburg Wireless Wallbox—to be used with Seeburg phonographs as remote console .....\$99.50
616, Plain ..... 49.50	Royal ..... 89.50	
61 ..... 64.50	Rex 30-Wire Cellar Job ..... 59.50	
50 ..... 39.50		

IF YOU WANT THESE PHONOGRAPHS PROFESSIONALLY REBUILT AND UNCONDITIONALLY GUARANTEED, ADD \$35 PER MACHINE

CHECK THESE POINTS

- ✓ PROFESSIONALLY REFINISHED
- ✓ MECHANISM OVERHAULED
- ✓ WORN PARTS REPLACED
- ✓ AMPLIFIER RECONDITIONED
- ✓ TONE HEAD RENEWED
- ✓ TALKING GOLD GRILL

ALL WORK DONE BY SKILLED FACTORY TRAINED TECHNICIANS

POSTWAR PHONOGRAPHS WALL BOXES	LIKE NEW	NEW	Wurlitzer	Rock-Ola	1946 Rock-Ola, Like New	Seeburg	Seeburg, 1946 Wireless and 3-Wire Wallboxes
Seeburg Lo-Tone, professionally rebuilt and guaranteed.....			.....\$550.00	.....\$49.50	.....\$39.50	.....Write	.....Write
							.....\$269.50

WALL BOXES	MISC. EQUIPMENT
Seeburg Post War (used) Write	Needles ..... Write
Seeburg 8-24-1Z .....\$ 3.95	10,000 Title Strips .....\$3.75
Seeburg 8-20-1Z ..... 3.95	Talking Gold ..... 75¢ per 100 sq. inches
Seeburg 3-Wire Baromatic 22.50	Solotone Personalized Music System, Mechanism and 10 boxes ..... Write
WS-2Z Wireless .....\$19.50	
DS-20-1Z 3-Wire ..... 15.00	
Wurlitzer 120 ..... 5.00	
Rock-Ola Dial-a-Tune .. 3.50	

Tubes and Miniature Bulbs, 40% Disc. Terms: 1/3 Deposit with order, bal. C. O. D.

# DAVIS DISTRIBUTING CORPORATION

## SEEBURG FACTORY DISTRIBUTORS

738 ERIE BLVD. EAST SYRACUSE, NEW YORK  
PHONE SYRACUSE 5-5194  
BRANCHES BUFFALO ROCHESTER

12 YEARS OF OPERATOR CONFIDENCE

# New York Pin Story Again Up For Study

Joseph Hirsch Interviewed

NEW YORK, March 6. — In a full-column story in its Thursday (4) edition and a one-column box the following day, *The New York Times* this week reported on the pin game situation in New York, as reporter Edwin Gordon of the paper found it.

Story was based on an interview with Joseph Hirsch, former manager of the Amusement Machine Operators' Association of New York (AMOANY). It quoted Hirsch as saying that 5,000 pins have been distributed throuout the city, that the charges that the machines were being used as gambling devices were ridiculous and that the "test" case (a dismissal of a case in General Sessions Court October 16 against an operator who had a couple of pins) clearly established the right of pins to be out on location.

The *Times* story, however, also quoted the town's police commissioner, Arthur W. Wallander, and License Commissioner Patrick Meehan. Wallander, according to the *Times*, said that the cops had made 25 or 30 arrests in the past four months, but "we haven't been too successful in the prosecution." Prosecution, admitted the commissioner, has been practically nil because the magistrates refused to say that the machines are illegal.

"If we knew how many pin games there are," Wallander told the *Times* reporter, "we would go out and get them all. We'll have to watch the situation very closely. The action is in the hands of our legal department."

Meehan said he was aware machines are being placed, but told the *Times*: "... we have no licensing power at all on these machines. As far as I know the problem is still up to the police department."

Short box, carried in the *Times* Thursday (5) reported that Superintendent of Schools Dr. William Jansen had issued orders to truant officers to check stores in vicinity of schools for "evidences of gambling on pinball machines."

## S. F. Commission OK's New Game Tax

(Continued from page 93)

police committee, then was dumped in the laps of the supervisors. However another meeting of the committee was scheduled for January 6, and Marshall E. Leahy, counsel representing the operators, said proposals would be made at that time to limit the licensing of pins to five-ball games and that an amendment would be drawn prohibiting anyone under 18 years of age to play the machines (*The Billboard*, January 3).

Early in February the police committee issued a "do pass" recommendation banning the one-ball games and including the 18-year-old-or-under-age ban. The action this week by the finance committee on the new \$50 license, however, did not specify that the fee was to be paid by five-ball machine operators exclusively. Instead its wording read "pinball machines."

San Francisco's municipal licenses for pinball games are issued by the tax collector's office. However, applications for the licenses must be made to the police department, who pass on them before referring them to the tax collector.

**Special!**

## SHOOT the BEAR RAY GUN

Completely reconditioned. Fully repaired.  
**\$124.50**  
Money-back guarantee

### SEEBURG RAY GUN

Amplifiers, Motors and Rifles Repaired.

COMPLETE STOCK OF SEEBURG RAY GUN PARTS. Write for list.

# Coinex

CORPORATION

1346 ROSCOE ST.  
Gra. 0317 CHICAGO 13, ILL.

## YOU CAN STOP SEARCHING FOR THAT "SWEETHEART"!

# IT'S Cinderella!

## ROUTE FOR SALE

We have available, in New England, two large and two small, very attractive, profitable Routes for sale. Price is right. Wonderful opportunity to expand, with complete co-operation of distributor.

**BOX D-244**  
Billboard, Cincinnati 22, Ohio

## Have You Seen the NEW TRADIO?

### 5 DAYS' TRIAL

2 Chicago Safes, Dbl., 2-Dr. Both for	.....\$50
1 Vest Pocket Bell, Like New, Chrome	..... 35
1 Po-Ko Reel, Late Model	..... 10
3 Grootchen Sparks, New, 3 for	..... 35
1 Columbia Gold Award, A-1	..... 35
1 1947 Fada Maroon-White Radio, 6-Tube	..... 29
36 New Irons, Retail \$5.95, Doz.	..... 25
"HIT 50" Jar Deal—Operator's Dream, Doz.	..... 35

Write about this Money Maker.  
NORMAN DEE, Phone 800, Cumberland, Md

### CLEARANCE SALE—MARCH ONLY

Paces Reels, F.P. or P.O. Each	.....\$15.
Keeney Super Bell, F.P. or P.O. Each	..... 25.
Bally High Hands	..... 35.

Pace and Keeney Checks  
One-third deposit, F. O. B. Pittsburgh.

### Glausser Music Company

300 Gearing Ave. Pittsburgh 10,

### FOR SALE

50 PACE SARATOGA SENIORS, FREE PL CONVERTIBLE CONSOLES WITH M.I. VENDOR ATTACHMENT, \$44.50 EACH.  
1/3 Deposit With Orders, Balance C. O. D.

### STANDARD SCALE CO.

4333 DUNCAN AVE. ST. LOUIS 10,

### Mechanic Available

14 years' experience Pin Ball, Arcade and Music Equipment. Good references. Free to 10 years with one operator. State salary.

BOX D-245, The Billboard, Cincinnati 22,



ADVANCE RECORD RELEASES

POPULAR

(Continued from page 34)

- Tonight He Sails Again
Lucky Millinder Ork (Don't Hesitate) Decca 24384
Trouble Is a Man
M. Davis (Ooh-Wee) Decca 24383
Two Loves Have I
R. Georg (Do It) Tempa TR 612
Ugga Ugga Boo, Ugga Boo Boo Ugga
S. Jones and His City Slickers (Down In) Victor 20-2820
What's Gonna Happen To Me
M. Dale (It Takes) Tempo TR 590

- When Am I Gonna Getcha Alone?
B. Reid (My Extraordinary) Sun 1423
When You're Smiling (The Whole World Smiles With You)
Army Air . . . Capitol 501
Wrapped Up in a Dream
Do, Ray and Me (The Wise) Commodore C-7505
You Can't Run Away From Love
H. James (Nina) Columbia 38152
You Gave Me So Much to Remember
T. Taylor (They Tried) Urab U-13

FOLK

- All Night Long
Turner Brothers (Could You) Radio Artist 204
Betty Ann
J. Ashlock (My Bank) Columbia 38144
Boogie Woogie Yodel
Miccolls Sisters (Nighttime Is) De Luxe 5040
Bugle Polka
E. McMullen (The West) Penguin R-501
Chickashay Gal
Smokey Rogers (Slap 'Er) Capitol Americana 40098
Clementine
Esmerelda (Put Down) Musicraft 545
Could You Take Me Back?
Turner Brothers (All Night) Radio Artist 204
Deep Water
B. Willis and His Texas Playboys (This Is) Columbia 38137
Down by the Railroad Tracks
Pie Plant Pete-Bashful Harmonica Joe (The Story) Process 512
Goodbye, My Lover, Goodbye
Pie Plant Pete-Bashful Harmonica Joe (That Mother-in-Law) Process 513
I Don't Care If Tomorrow Never Comes
M. O'Day-The Cumberland Mountain Folks (I'll Never) Columbia 38138
I Don't Know How To Cry
A. Stidham (In Love) Victor 20-2767
I Found Somebody New
L. Cassidy (I'm Still) Capitol Americana 40099
I'll Never See Sunshine Again
M. O'Day-The Cumberland Mountain Folks (I Don't) Columbia 38138
I'm Still Crying Over You
L. Cassidy (I Found) Capitol Americana 40099
I'm Still Pretending
D. Churchill and His Texas Mavericks (Shenandoah Valley) Trilon 209
In Love With You
A. Stidham (I Don't) Victor 20-2767
It Is Later Than You Think
Montana Slim-The Big Hole Bronco Busters (There's a) Victor 20-2766
Kentucky
Karl & Harty (Look What) Columbia 38139
Leave Me Be
D. Churchill and His Texas Mavericks (Pretty Brenda) Trilon 206
Lone Star Moon
G. Autry (Play Fair) Columbia 38148
Look What Those Blue Eyes Did to Me
Karl & Harty (Kentucky) Columbia 38139
Mountain Rosalie
Texas Jim Robertson-The Pan Handle Punchers (The Letter) Victor 20-2764
My Bank Account Is Gone
J. Ashlock (Betty Ann) Columbia 38144
Nighttime Is the Time for Making Love
Miccolls Sisters (Boogie Woogie) De Luxe 5040
Ole Mother Nature
Lonzo and Oscar (Popin' Bubble) Victor 20-2765
Play Fair
G. Autry (Lone Star) Columbia 38148
Popin' Bubble Gum
Lonzo and Oscar (Ole Mother) Victor 20-2765
Pretty Brenda Lee
D. Churchill and His Texas Mavericks (Leave Me) Trilon 206
Put Down Yore Shootin' Iron, Pappy
Esmerelda (Clementine) Musicraft 545
Shenandoah Valley
D. Churchill and His Texas Mavericks (I'm Still) Trilon 209
Seaman's Blues
E. Tubbs (Waiting for) Decca 46119
Slap 'Er Down Agin, Paw
Smokey Rogers (Chickashay Gal) Capitol Americana 40098
Texas Plains
D. Churchill and His Texas Mavericks (Yesterday, Today) Trilon 207
That Mother-in-Law
Pie Plant Pete-Bashful Harmonica Joe (Goodbye, My) Process 513
The Letter I'm Mailing to You
Texas Jim Robertson-The Pan Handle Punchers (Mountain Rosalie) Victor 20-2764
The Story Has Ended
Pie Plant Pete-Bashful Harmonica Joe (Down By) Process 512
The West Is My Home Sweet Home
E. McMullen (Bugle Polka) Penguin R-501
There's a Love Knot in My Lariat
Montana Slim-The Big Hole Bronco Busters (It Is) Victor 20-2766
This Is Southland
B. Willis and His Playboys (Deep Water) Columbia 38137
Waiting for a Train
E. Tubbs (Seaman's Blues) Decca 46119
Yesterday, Today and Tomorrow
D. Churchill and His Texas Mavericks (Texas Plains) Trilon 207
\*Reissue

RACE

- Ain't No Better For You
C. Davis Ork (17 Million) Imperial 5019
All My Love Belongs To You
Bull Moose Jackson (Three Bones) King 4213
Artistry By Bostic
E. Bostic Ork (Temptation) Gotham G-160
Brownskin Woman
Sunnyland Slim (Jivin' Woman) Hy-Tone 32
Chicken Leg Chick
J. Swift (Don't Trust) Exclusive EX-264
Clair De Lune
V. Greene Trio (Honey, Can't) Trilon 210
Don't Trust a Women Blues
J. Swift (Chicken Leg) Exclusive EX-264
Fat Meat Is Good Meat
S. Churchill (Tell Me) Celebrity 2003
Good Lookin' Fella
M. Scott (When Did) Exclusive EX-263
Highway 99
L. Fulson Ful-Tones (Whiskey Blues) Trilon 193
Honey, Can't We Steal Away Together
V. Greene Trio (Clair De) Trilon 210
How Come
J. Liggins Honeydrippers (Worried) Exclusive EX-262
In the Evening When the Sun Goes Down
P. Gayten Trio (Peter Blue) De Luxe 1118
It's So Hard To Have Fun
Ce Ce Kay (Tell Me) De Luxe 1141
Jivin' Boogie
Sunnyland Slim (Brownskin Woman) Hy-Tone 32
Just Say We're Through
A. Greene Jades of Rhythm (The Things) Trilon 213
Let's Throw a Boogie-Woogie
L. Fulson Ful-Tones (Tryin' To) Trilon 192
Peter Blue and Jasper Too
P. Gayten Trio (In the) De Luxe 1118
17 Million \$ Baby
C. Davis Ork (Ain't No) Imperial 5019
Tell Me So
Ce Ce Kay (It's So) De Luxe 1141
Tell Me Your Blues an' I Will Tell You Mine
S. Churchill (Fat Meat) Celebrity 2003
Temptation
E. Bostic Ork (Artistry By) Gotham G-160
The Things You Do To Me
A. Greene Jades of Rhythm (Just Say) Trilon 213
Three Bones
Bull Moose Jackson (All My) King 4213
Tryin' To Find My Baby
L. Fulson Ful-Tones (Let's Throw) Trilon 192
When Did You Leave Heaven?
M. Scott (Good Lookin') Exclusive EX-263
Whiskey Blues
L. Fulson Ful-Tones (Highway 99) Trilon 193
Worried
J. Liggins Honeydrippers (How Come) Exclusive EX-262

HOT JAZZ

- Albert's Special Boogie
A. Ammons (The Boogie) Commodore C-617
Angry
Muggsy Spanier Ragtimers (Snag It) Commodore C-616
Gee, Baby, Ain't I Good to You? (12")
C. Berry Jazz Ensemble (On the) Commodore C-1508
High Society
"Wild Bill" Davison and His Commodores (Wabash Blues) Commodore C-615
Jam Session at Commodore No. 3, Paris I, II, III & IV (2-12")
E. Condon, Dir., Commodore C-1504 and C-1505
Mama Inez
Nappy Lamare's Levee Loungers (South Rampart) Capitol 15050
On the Sunny Side of the Street (12")
C. Berry Jazz Ensemble (Gee, Baby) Commodore C-1508
'Round About Midnight
The T. Monk Quintet (Well You) Blue Note 543
Snag It
Muggsy Spanier Ragtimers (Angry) Commodore C-616
South Rampart Street Parade
Nappy Lamare's Levee Loungers (Mama Inez) Capitol 15050
The Boogie Rocks
A. Ammons (Albert's Special) Commodore C-617
Wabash Blues
"Wild Bill" Davison and His Commodores (High Society) Commodore C-615
Well You Needn't
The T. Monk Quintet ('Round About) Blue Note 543

INTERNATIONAL

- Here Is the Bride
J. Goldstein (The Baby) De Luxe 1140
The Baby Sitter
J. Goldstein (Here Is) De Luxe 1140



GUARANTEED SLOTS

Table listing slot machine models and prices, including Mills Brown Front, Mills Bonus Bell, Mills Black Cherry, etc.

CONSOLES

Table listing console models and prices, including Mills 4-Bells, Keeney 3-Way Bonus Super Bell, etc.

CLOSEOUT SPECIALS—BRAND NEW

Table listing closeout specials like Exhibit Starlight, Chicago Coin Baseball, etc.

MISCELLANEOUS BUYS

Table listing miscellaneous items like 9 Col. DuGrenier Cig. Machine, 11 Col. DuGrenier Cig. Machine, etc.

Terms: 1/3 Deposit, Balance C. O. D.

WRITE FOR COMPLETE LIST: GAMES, PHONOGRAPHS, PARTS, ETC.

AUTOMATIC COIN MACHINES & SUPPLY CO. ALL PHONES: CAPITOL 8244 4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS

HERE'S BIG! BIG! NEWS! BALLYHOOS Equipped with FLIPPERS! only \$139.50. Satisfaction guaranteed or your money back! Member C. M. I. Attention, operators in our Territory: Use our EZ Payment Plan . . . small down payment . . . easy weekly installments. COME IN OR WRITE Terms: 1/3 Certified Deposit, Balance Sight Draft. J. ROSENFELD CO. 3218 OLIVE ST. ST. LOUIS 3, MO. NEWSTEAD 1582 Direct factory distributor for Bally, Jennings, U-Need-a, Victor, Daval, Midget Movies, Frantz Scales.

Table titled 'READY FOR LOCATION!' listing various slot machine models and prices like Oscar (New), Superliner, Lucky Star, etc.

Mid-State Co. 2369 MILWAUKEE AVE., CHICAGO 47, ILL. Phone: Dickens 3444

RECORD REVIEWS

(Continued from page 106)

RATINGS  
(100 Point  
Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD  
40-69 SATISFACTORY • 0-39 POOR

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

FOLK

**BOB HARTER AND HIS RANCH BOYS**  
(Dana 4002)  
*T.E.X. For Texas* International diskery makes debut in folk field. Strong Western vocal. Strings set lively pace.  
*Crime Doesn't Pay* Still another "Smoke, Smoke" styled song. Piping lacks enthusiasm. Good guitar backing.

**"T" TEXAS TYLER**  
(4 Star 1228)  
*Deck of Cards* Backwoodsy, homespun religious allegory. Card deck comparison may offend some church interests but dramatic effect is strangely binding. Orking so-so.  
*Sweet Thing* Vocal tricked up with growled phrases. Twangy guitar.

**EDDIE McMULLEN**  
(Rainbow Mountain Boys)  
(Penguin R-501)  
*The West Is My Home Sweet Home* Purty folk ballad with strong melodic line. Leisurely paced.  
*Bugle Polka* Assembly horn call set to music with able guitar work. Tempo more Western swing than polka.

71	72	65	76
61	62	54	68
63	64	64	60
66	65	63	69
69	69	66	72
66	67	63	69

RACE

**CRAWFORD & BEANE**  
(Ray Carter Ork)  
(Banner B-523)  
*Frankie and Johnny* Boys outfit standard in up-tempo dressing for modern race interpretation.  
*Man Smart—Woman Smarter* Boys go calypso, and with ork try hard, but lyric weak.

**THE HALL SISTERS**  
(Victor 20-2728)  
*Money, Money, Money* Calypso novelty. Catchy.  
*Teach Me, Teach Me, Baby* Gals sing banal tune with facility.

**JOE LIGGINS "HONEY-DRIPPERS"**  
(Exclusive 262)  
*Worried* Relaxed instrumental for more sophisticated race locations. Jackson Brothers on sax with Pasley's guitar provide smooth blend.  
*How Come* Band jumps with Leon Rene tune. Liggins handles vocal chore capably. Sax work excellent.

**DR. CLAYTON'S BUDDY (Sunnyland Slim) Ork**  
(Victor 20-2733)  
*Illinois Central* Backroom blues shout and piano should provoke juke interest.  
*Sweet Lucy Blues* More of the same done up better than most of this authentic race disk type.

76	77	73	79
69	69	66	71
78	78	75	80
65	66	62	68
75	75	72	79
80	82	74	84
62	51	58	73
58	48	53	72

RACE

**JOE SWIFT (Red Callender Quintet)**  
(Exclusive 264)  
*Chicken Leg Chick* Shouted blues has juke appeal.  
*Don't Trust a Woman Blues* Sincere vocal. Tasty sax work.

**MABEL SCOTT**  
(Exclusive 263)  
*When Did You Leave Heaven?* Chirp makes satisfactory debut on indie label. Phrasing forced on some passages of oldie ballad.  
*Good Lookin' Fella* Gal sells own blues with shouted enthusiasm. Band jumps right along with her.

**LESLIE SCOTT-COLEMAN HAWKINS ORK**  
(Victor 20-2745)  
*Under a Blanket of Blue* Pleasing rendition of the pretty oldie—Scott's vocal relaxed. Hawk's tenor tasty.  
*You Were Meant for Me* Revived pic title in an unexciting waxing.

**CE CE KAY**  
(De Luxe 1141)  
*It's So Hard To Have Fun (and Still Be Good)* Sincere delivery marred by "head cold" tones. Ork tempo lags.  
*Tell Me So* Gal's unaffected chirping pleases but nasal quality still there. Guitar-piano work effective.

**PAUL GAYTEN TRIO**  
(De Luxe 1118)  
*In the Evening When the Sun Goes Down* Creditable race item instrumentally.  
*Peter Blue and Jasper, Too* Swing guitar backs up proficient vocal.

78	79	74	82
74	74	72	76
70	69	67	73
74	74	72	77
69	73	65	69
62	64	60	62
57	57	55	59
70	70	67	72
71	72	67	75
80	79	77	74

**EARL BOSTIC QUARTET**  
(Gotham G-160)  
*Temptation* Bostic makes an alto sax jazz solo out of the oldie that starts okay but falls off toward the ending.  
*Artistry by Bostic* More in the Bostic vein. But lacks the frantic excitement of his more successful waxings.

**SAVANNAH CHURCHILL AND HER ALL-STAR SEVEN**  
(Celebrity 2003)  
*Fat Meat Is Good Meat* Re-issued up-tempo novelty with all-star Dixieland backing.  
*Tell Me Your Blues an' I Will Tell You Mine* Rocking two beat blues shout by Churchill, who since has become hot item via "I Want To Be Loved."

**ALBERT AMMONS RHYTHM KINGS**  
(Mercury 8075)  
*The Clipper* Slow blues instrumental which reminds of the classic Avery Parrish "After Hours"; good Ammons piano, loggy rhythm.  
*Ammons Stomp* Stomp which smacks of ragtime.

**VIVIANE GREENE TRIO**  
(Trilon 203)  
*Love Me, Love Me, Love Me or Leave Me Alone* (Viviane Greene)  
Racy blues ballad; Viviane gets enough sex into the vocal to bid for some juke coin.  
*Jades of Green* Clean boogie instrumental which may get an occasional juke nickel.

56	55	49	64
56	54	52	63
65	69	63	63
59	58	56	63
79	80	75	81
60	60	60	61
57	50	53	6
54	50	48	6



STRIKES 'N' SPARES

- Automatic ball return
  - Pins are set automatically
  - Electric scoreboard — adds score as game progresses
  - Gives two extra balls for a strike
  - Delivers one extra ball for a spare
- All new improvements including new type cables and pins. . . . \$449.50

BUSH DISTRIBUTING CO. 257 PLYMOUTH AVE., N. MINNEAPOLIS 1, MINN.

FLIPPER CONVERSION KIT FOR PIN GAMES

COMPLETE KIT CONTAINING 2 FLIPPERS, 2 COILS AND BRACKETS AND ALL PARTS PLUS INSTRUCTIONS FOR A QUICK CONVERSION JOB

ONLY \$3.95 PER KIT

DON'T BE MISLED — WHY PAY MORE?

Our kits are made of best quality materials and are precision engineered. Watch collections soar when our "Flippers" are put on your old games.

Satisfaction Guaranteed or Your Money Back

Remember "Heath's"—America's foremost parts house—always offers ONLY QUALITY merchandise priced right.

HEATH DISTRIBUTING CO.

217 THIRD STREET

PHONES 2681-2

MACON, GA.



Your Grandest Opportunity with

"7-Grand" The Operators' Counter Game

- Grand Operator Appeal
- Grand Location Appeal
- Grand Player Appeal

it's "7 Grand"

ORDER FROM YOUR DISTRIBUTOR

If he cannot supply you, write direct.

1/3 Deposit With Order, Balance COD.

Write for illustrated literature today!

Bradley Industries

BRADLEY ASSOCIATES, INC.

1652 N. Damen Ave., Phone ARMitage 8198, Chicago 47, Ill.



2 Cash Boxes—one for location owner and one for operator.

OPERATORS' PRICE

\$69.95

MAKE US AN OFFER ON ANY-THING YOU MAY NEED

SLOT BARGAINS MAKE US AN OFFER

MAKE US AN OFFER ON ANY-THING YOU MAY NEED

WE HAVE MORE THAN 200 SLOTS—NICKEL, DIME, QUARTER, HALF DOLLAR MILLS: Golden Falls, Black Cherries, Glitter Gold Chromes, Glitter Gold Brown Fronts, Glitter Gold Blue Fronts, Glitter Gold War Eagles, Majority pay 2 on 1 Cherry. All in A-1 condition and appearance. JENNINGS: Standard Chiefs, Bronze Chiefs, Victory Chiefs, 4-Star Chiefs, A-1 in condition and appearance. SAFE STAND & SAFES: Over 100 Mills and Jennings Safe Stands; Single, Double and Triple Slot Cabinets.

MAKE US AN OFFER — WE MUST SELL — MAKE US AN OFFER

NO REASONABLE OFFER TURNED DOWN

TRI-STATE MUSIC COMPANY

1909 Eighth Street

Phone: 2221 or 2388

Portsmouth, Ohio

**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**

RATINGS			
OVER-ALL	DISH JOCKEY	DEALER	OPERATOR

**LATIN-AMERICAN**

**NORO MORALES**  
(MGM 10152)  
*Hora Staccato*  
Esy "Jungle Rumba"  
Morales' flashy flute  
fashions fantastic flight  
to accompaniment of  
solid Latin rhythm sec-  
tion.

**CHEN CHEN CO**  
Afro-Cuban fosters L-A  
excitement; frantic vo-  
cal, neat scoring, mov-  
ing rhythm.

**CUARTETO HER-  
MANOS MERCADO**  
(Davis 629)  
*Perversidad*  
(Pepe-Yiye)  
Good bolero-rumba beat  
here with strong Pepe-  
Yiye piping of fair L-A  
ditty.

**EL PASO DE LA JAIBA**  
(Pepe)  
Bright guaracha for edu-  
cated r u m b a steppers.  
Able Pepe chanting and  
fancy instrumental rif-  
fing.

**NOEL DE SELVA PAN-  
AMERICAN ORK**  
(Pan-American Pan  
683)  
*Ay, Ay, Ay, Rumba*  
Violin led orking in ball-  
room rumba tempo for  
gay treatment of L-A  
fave.

**NOCHE**  
(Leopoldo Gonzales)  
Pretty L-A ditty well de-  
livered by ork, altho  
Gonzales' romantic war-  
bling misses mark.

**PHIL GREEN CUBAN  
CABALLEROS**  
(Pan-American Pan  
81)  
*Frenesi*  
English waxed disk of  
oldie. Ork style tune in  
bolero-rumba beat. Good,  
but undistinguished.

**JOSE MORAND ORK**  
(Jose Duval)  
(Victor 26-9030)  
*I Don't Want To Dream*  
Crooner Duval's debut  
for the label, warbling  
pretty L-A ballad over  
full Morand orking.

**NINO THE GREAT  
YACOVINO**  
(Betty Harris)  
Harris gal comes up with  
pert vocal of fast step-  
ping rumba ditty about  
real-life Miami Beach  
character. Morand ork  
rates a bow.

**CLASSICAL & SEMI-CLASSICAL**

**JAN PEECE (10")**  
(Celebrity 2006)  
*Without a Song*  
Old Peerce master still  
picks punch for Jan's  
vocal power. Orking is  
thin but for non-collect-  
ors this stacks up fine.

**THE HUMBARD  
FAMILY**  
(Sacred 74)  
*The Glorybound Train*  
Rare religious novelty  
with train whistle sound  
effects and amusing  
chatter. Lively tempo.

**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**

RATINGS			
OVER-ALL	DISH JOCKEY	DEALER	OPERATOR

**HOT JAZZ**

**IKE CARPENTER ORK**  
(Modern 20-537)  
*Daydream*  
Johnny Hodges - Elling-  
tonia given sound in-  
terpretation by this in-  
teresting Coast ork.

**CHU BERRY-CHARLIE  
VENTURA**  
(Castle 500)  
*Dream Girl,*  
*Parts 1 and 2*  
Private backroom session  
put on wax—not related  
to current pop plug—  
which despite some fine  
B e r r y improvisations  
would have been best-off  
private—poor balance,  
recording.

**IKE CARPENTER ORK**  
(Modern 20-522)  
*Take the "A" Train*  
The Ellington theme gets  
a solid ride thru horri-  
ble surface distortions heard  
on this sample.

**LESLIE BROS. (Ray  
Carter Ork)**  
(Banner B-535)  
*Steam, Steam, Steam*  
A Yiddish Greenstreet-  
Lorrie; Barry Fitzgerald-  
Menasha Skolnick take-  
off on the landlord fuel  
shortage situation. For  
Jewish audience.

**JEAN HANDZLIK-  
CHORUS (12")**  
(Columbia 55040)  
*The Balalaika Serenade*  
Legit "Music in My  
Heart" sealed on one 12  
incher. Pretty stuff with  
strong contralto pipes of  
Jean Handzlik spotted in  
good cleffing.

**PETER URYGA POLKA  
BAND**  
(Rego 1038)  
*Menuet*  
Gay polka delivery of  
fair polka tune. Capable  
ork arranging here.

**RAY HENRY ORK**  
(Dana 2010)  
*Domino Polka*  
(The Serenaders)  
Ork sets danceable tem-  
po but vocal chorus lacks  
spirit.

**FRANK WOJNAROW-  
SKI ORK**  
(Dana 2014)  
*I Love Julida*  
(The Serenaders)  
Fast-moving number by  
composer of popular  
"Helen Polka." Exuber-  
ant chorus piping.

**TOLEDO**  
Raucous chorus yells en-  
liven standard polka  
item. Instrumental with  
ad lib shouts.

**NEW GAMES**

Gottlieb **LADY ROBINHOOD** Chicago **CATALINA**  
Exhibit **BUILD UP** United **MANHATTAN**  
Genco **TRIPLE ACTION** United **TROPICANA**

**USED POST WAR GAMES — Thoroughly Reconditioned**

Amber	\$ 65.00	Ginger	\$ 80.00	Show Girl	\$ 80.00
Baffle Card	80.00	(Floor Sample)	150.00	Silver Streak	135.00
Ballyhoo	80.00	Gold Ball	95.00	Smarty	70.00
Big Hit	35.00	Kilroy	70.00	Smoky	90.00
Big League	35.00	Lucky Star	110.00	Spellbound	50.00
Canteen	45.00	Maisie	115.00	State Fair	55.00
Carousel	90.00	Marjorie	115.00	Step Up	50.00
Co-Ed	130.00	Mexico	130.00	Superliner	50.00
Crossfire	120.00	Mystery	90.00	Superscore	70.00
Cyclone	100.00	Play Boy	100.00	Surf Queens	40.00
Dynamite	85.00	Rio	75.00	Suspense	55.00
Fiesta	80.00	Rocket	70.00	Tornado	95.00
Flamingo	115.00	Sea Breeze	55.00	Vanities	75.00

All games marked \* can be had with flippers for \$10.00 additional.

**EXHIBIT FLIPPER KITS . . . . . \$3.95 Per Set**

**ONE BALL FREE PLAY — Thoroughly Reconditioned**

Special Entry	\$390.00	Derby, '41	\$ 50.00	Dark Horse	\$ 30.00
Victory Special	210.00	Club Trophy	45.00	Foreign Colors	30.00
Daily Races	300.00	Record Time	40.00	Skylark	30.00
Hot Tip	300.00				

**OLIVE NOVELTY CO.**

2625 LUCAS AVE., ST. LOUIS 3, MO.  
(Phone: Franklin 3620)

**STANDARD BRAND TUBES**

**60% OFF LIST!**

024 Met.	5Y3GT	6H6GT	6S7J Met.	12S07GT	47
1A7GT	5Y4G	6J5 Met.	6S7GT	25Z6GT	49
1H5GT	5Z3	6J7G	6S7GT	27	50L6GT
1N5GT	6A8GT	6K6GT	6S7GT	30	56
1V	6B4G	6K7G	6V6GT	32L7GT	70L7GT
2A3	6B8 Met.	6L8 Met.	6X5GT	35L6GT	75
2A4G	6B8G	6N7 Met.	12A8GT	35Z5GT	76
2A5	6C5 Met.	6N7GT	12AH7GT	37	77
3Q5GT	6C8G	6R7GT	12SA7GT	38	78
5U4G	6D6	6SA7GT	12SH7 Met.	41	80
5V4G	6F8GT	6SC7GT	12SJ7 Met.	45	83
5W4 Met.	6H6 Met.	6SG7 Met.	12SK7GT	46	89
5Y3G					

Rubber Zip Cord (500 Ft. Rolls). Per Ft. . . . . 1 1/2¢  
Casters, Scratch Proof—Fit All Juke Boxes, Sturdy. Per Set . . . . . \$1.00  
Recording Blanks: 6"—9¢; 8"—12¢; 10"—15¢.

**PIN BALL PARTS IN STOCK**

**WRITE US YOUR NEEDS** Above is Only a Partial List of Large Stock Carried.  
1/2 Deposit, Balance C. O. D.—Under \$10, Full Remit. **ORDER TODAY!**

**JOE MUNVES** **ECONOMY SUPPLY COMPANY**  
615 10th Ave., N. Y. 19, N. Y.  
All Phones: PLaxa 7-2175

**JACKRABBIT SPEED**

**\$27.50**  
(Distributor Discount)

**It's Accurate!**  
**It's Attractive!**

The finest coin changer that money can buy. Check these features: All metal, solid die cast, precision machined construction . . . finished in **HIGHLY POLISHED CHROME**. On heavily weighted non-slip base. Fully tested for absolute accuracy. A flick of the finger automatically dispenses 5 NICKELS, 5 DIMES, 4 QUARTERS or 2 HALVES in the palm of your hand. Protected by patents. Sold on a money-back guarantee.

**The Master Changer**

**Northwest Sales Co.**  
EXCLUSIVE NATIONAL DISTRIBUTOR  
MEMBER 3144 ELLIOTT AVENUE SEATTLE 1, WASH.

**PALISADES IS NOW DELIVERING!**

**MANHATTAN—MELODY—TRIPLE ACTION—ROBIN HOOD—STORMY—CATALINA**

**FACTORY BUILT FOR NEW YORK CITY OPERATION**

WE HAVE A COMPLETE LIST OF PRE-WAR AND POST-WAR EQUIPMENT, IT IS WELL WORTH NEW YORK CITY OPERATORS' TIME TO VISIT OUR SHOWROOMS.

READY FOR DELIVERY FOR OUR FREE PLAY CUSTOMERS: Keeney—Cover Girl; Williams—Stormy; Exhibit—Build Up; United—Manhattan; Bally—Melody; Bally—Eureka; Bally—Gold Cup; Genco—Triple Action; Gottlieb—Robin Hood; Chicago Coin—Catalina, and other new games in cases.

SEND IN YOUR ORDERS NOW FOR BALLY GOLD CUP.

**ONLY DEALER IN THE EAST WITH A COMPLETE LINE OF EVANS CONSOLES AND ALL SLOT MACHINES!**

**PALISADE SPECIALTIES COMPANY**  
498 ANDERSON AVENUE CLIFFSIDE 6-2892 CLIFFSIDE PARK, N. J.  
ONLY 20 MINUTES FROM NEW YORK CITY VIA LINCOLN TUNNEL OR WASHINGTON BRIDGE.



M. S. GISSER, Sales Mgr.

**OUTSTANDING VALUES**

- 400 BANK BALLS, Skee Ball Alleys, 9-ft., 12-ft. or 14-ft. size, almost new. Singles ..... \$160.00
- 5 or more ..... 135.00
- 10 or more ..... 120.00
- 4 STRIKES AND SPARES, original price, \$1,000.00. Now \$395.00 each, all for ..... 1,500.00
- 125 MERCHANTMEN by Exhibit. Each ..... 85.00
- 10 WURLITZER SKEE BALLS, cleaned, checked and crated ..... 165.00
- 4 WURLITZER SKEE BALLS, HIGH SCORE, cleaned, checked and crated ..... 185.00
- 40 BALLY 200-CUP DRINK VENDORS in excellent operating condition, \$250.00 each in lots of 10. Singles, crated ..... 260.00
- 75 POP SEZ, Pop Corn Vendors, slightly used, at \$160.00 each for the lot, or in singles ..... 170.00

**SLOTS & BELLS**

- WATLING**
- 1 1/2 Blue Seal, DJ \$50.00
  - 1 5/8 Rollatop, DJ. 50.00
  - 4 2 1/2 Rollatop, DJ 75.00
  - 2 1 1/2 Treasury, DJ 60.00
  - 2 5/8 Treasury, DJ. 45.00
- JENNINGS**
- 1 5/8 Silver Chief \$75.00
  - 1 2 1/2 4 Star Chief 60.00
  - 5 5/8 4 Star Chief. 60.00
  - 1 5/8 Club Console. 95.00
  - 1 1 1/2 Club Console 105.00
- MILLS**
- 1 5/8 Black Cherry \$105.00
  - 1 1 1/2 Blue Front. 75.00
  - 2 2 1/2 Glitter Gold 110.00
  - 1 2 1/2 Black Cherry 125.00
  - 1 5/8 Glitter Gold. 85.00
  - 1 5/8 Blue Front. 65.00
  - 4 2 1/2 Club Console 125.00
  - 1 1/2 Silver Chrome Bell. 60.00
  - 4 5/8 Q.T. Blue Front 50.00
  - 2 5/8 Glitter Gold Q.T. 60.00
  - 1 1 1/2 Glitter Gold Q.T. 65.00
  - 2 1/2 Blue Front Q.T. 40.00
  - 1 1 1/2 Blue Front Q.T. 55.00

**USED CONSOLES**

- 3 Mills 4 Nickel 4 Bells ..... \$125.00
- 2 Bally Club Bells, Comb. .... 95.00
- 3 Keeney 5 1/2 Super Bells, Comb. .... 95.00
- 8 Keeney 5-5-25 Super Bells ..... 225.00
- 10 Silver Moons, F.P. .... 89.50
- 2 Bob Talls, F.P. .... 89.50
- 2 Bally Draw Bells ..... 225.00
- 3 Keeney 3-Way Super Bonus Bells ..... 850.00
- 2 Keeney 2-Way Super Bonus Bells ..... 550.00
- 2 Paces Reels, F.P. Comb. .... 95.00
- 2 Sun Ray, F.P. .... 85.00
- 15 Keeney Super Track Time ..... 175.00
- 2 Keeney '38 Track Time ..... 95.00
- 15 Keeney Triple Entries ..... 125.00
- 5 Buckley Track Odds, '48 Model ..... 550.00
- 2 Buckley Track Odds, latest model ..... 650.00
- 2 Evans Casino Bells 598.00
- 3 Bakers Paces, D.D. 175.00

**NEW PIN BALLS—WRITE UNITED'S MANHATTAN EXHIBIT'S BUILD UP**  
 Chicago's COLIN'S CATALINA  
 Keeney's COVER GIRL  
 Williams' STORMY MARVEL'S GOLD MINE  
**BRAND NEW PALLKARD WALL BOXES .. \$29.50**

**BRAND NEW STAMP VENDORS.**  
 Similar to Shipman. 19.50  
**BUCKLEY'S CRIBB CROSS BELLS.** The newest bell sensation—Write for Price  
**BRAND NEW STEEL BALL ROLL DOWNS, WITH CONSOLE BASE, BUILT BY A MAJOR FACTORY—**  
 \$275.00 each, Limited Quantity.



**CAMERA CHIEF**  
 On insertion of penny child sees 9 three dimensional pictures of famous comic strip characters, such as Flash Gordon, Captain Marvel, etc. Camera Chief is small counter size, 8" high, 12" deep, 9" high, and will take the pennies quickly. The price of this machine is \$19.95 each, including 3 sets of 9 pictures each.

**NEW COUNTER GAMES**

- A.B.T. Challenge ..... \$42.50
- A.B.T.'s Newest Challenger, Strike-a-Lite .. 47.50
- Kicker & Catcher .. 35.00
- Gushers, 5¢ .. 25.00
- Penny Target Guns and Gum Vendors 49.50
- Acme Shockers .. 22.50
- Gottlieb Grippers .. 22.50
- A.B.T.'s Newest Model F, Target Skill .. 47.50

**USED COUNTER GAMES**

- 2 Genco Pee Wees ..... \$25.00
- 15 Smiles ..... 12.00
- 2 A.B.T. Red, White & Blues 20.00
- 8 Pop Ups ..... 14.95

**USED VENDORS**

- 8 15-Col. U-500 U-Need-A-Pak Cigarette Vendors \$ 95.00
- 2 7-Col. S. & M. Cigarette Vendors ..... 65.00
- 8 10-Col. Rowe Presidents Du Grenier Champions, Clean Shaver, 7, 9 and 11 Col. .... 75.00
- 20 Northwestern 33 1/2 Ball Gum Vendors, like new, plastic globes. Ea. 8.50
- 25 Silver-King Ball Gum Vendors ..... 8.50
- 25 Ace Nut & Gum Vendors 8.50

**BUBBLE BALL GUM**

Finest quality, 35¢ per lb. Packed 25 lbs. to a carton.

**BRAND NEW SCALES**

- Watling Tom Thumb Jr. ... Write
  - Watling 500 ..... Write
  - Ideal Lo Boy ..... \$125.00
  - Marion Scales ..... 97.50
- Subject to quantity discount.

**ARCADE EQUIPMENT**

- 1 Evans In the Barrel ..... \$110.00
- 2 Rapid Fires ..... 110.00
- 1 Pitchem & Katchem ..... 85.00
- 1 Scientific Baseball ..... 95.00
- 1 Jafco 9-ft. Barrel Roll ..... 125.00
- 3 Ten Strikes ..... 89.50
- 2 Batting Practices ..... 95.00
- 3 Chicken Sams ..... 95.00
- 3 Keeney Air Raiders ..... 110.00
- 3 New Bowl-a-Scores ..... 125.00
- 3 Heavy Hitters ..... 85.00
- Champion Hockey ..... 65.00
- Blow Ball ..... 135.00
- Keeney Submarine ..... 95.00
- Evans Super Bomber ..... 195.00
- Evans Leaguer ..... 38.00
- Texas League ..... 110.00
- Major League ..... 150.00
- 1 K.O. Fighter ..... 169.50
- 2 Rotary Claw Type ..... 145.00
- 1 Bally Defender ..... 325.00
- Williams All Stars ..... 95.00
- 2 Western Baseballs ..... 150.00
- 2 Goatee ..... 100.00
- 10 Total Rolls ..... 75.00
- 8 Pinch Hitters ..... 75.00
- 2 Tally Rolls ..... 75.00
- 2 Slightly Used Microscope ..... 575.00
- Voice-o-Graphs ..... 825.00
- 2 Photomatics, 1947 ..... 825.00
- 8 Boomerangs ..... 99.50

Terms: 1/2 Deposit Required With All Orders.  
 Balance C. O. D., F. O. B. Cleveland.

**CLEVELAND COIN MACHINE EXCHANGE, INC.**

2021-25 PROSPECT AVE. CLEVELAND 15, OHIO  
 Phones: PProspect 6316-17

**Two N. Y. Bills Would Impose Added Taxes**

**Gives Cities More Power**

ALBANY, N. Y., March 6.—Two new revenue bills have been introduced in the New York State House by the rules committee, both affecting the coin machine industry in the State. The bills extend to counties and cities with more than 25,000 population, excluding New York City, the power to impose special taxes similar to those that can be levied by cities with more than 100,000 population, and enlarges the taxation powers of New York City as regards coin-operated amusement devices.

In the bill maximum taxes permitted by counties and cities over 25,000 include a \$25-a-year levy on coin-operated amusement devices as well as varying taxes on retail sales of personal property, food and drink in restaurants and cafes if the total charge is \$1 or more, gas, electricity, water, refrigeration, telephone and telegraph, alcoholic beverage license fees, admissions to theaters and places of amusement except race tracks and boxing matches, pleasure cars, trucks and busses, incomes, financial business and a tax on the use of rooms in hotels and lodging houses.

Included is an enabling act that enlarges the powers of New York City to impose taxes (amounts not specified) on coin-operated amusement devices and utility services.

**NAAMO Starts Third Mechanic School Course**

ATLANTIC CITY, March 6.—The third coin machine mechanics' course for veterans will start Monday (8) at the Manhattan Trades Center in New York under sponsorship of the National Association of Automatic Machine Owners (NAAMO), F. McKim Smith, NAAMO president, announced this week. The course is conducted by the New York Board of Education and is sanctioned by the Veterans' Administration under the G.I. Bill of Rights.

The second class, still in session at the school, is slated to be graduated at the end of April. A fourth class is scheduled to start May 3 on the new 50-week standardized course that will be approved by that time, according to A. P. Henry, head of the Manhattan Trades Center.

**Jobs Available**

Smith reports there are more than enough jobs available for all graduates of the second class.

"Now that coin machine mechanic training schools are being started in various sections of the country an opportunity exists for experienced mechanics to become instructors in the schools," Smith stated. The mechanics selected will become members of the staffs of the various boards of education.

An immediate need for an experienced mechanic exists at the Manhattan Trades Center according to Henry. The mechanics selected will be paid about \$75 for a 35-hour, five-day week. A high school education and seven years' experience in the coin machine field are required.

Applications from mechanics who want to become instructors should be sent to the national headquarters of NAAMO at 1400 Boardwalk, Atlantic City.

**METAL TYPER DISCS**

FOR GROETCHEN TYPERS

\$7.00 PER 1,000

Manufactured from Precision Dies from Finest Quality Aluminum. Standard Thickness. Satin Finish.

TOP QUALITY ONLY—ONE LOW PRICE

SAMPLE ON REQUEST

MONEY BACK GUARANTEE

1/3 With Order, Balance C. O. D.



**YOU'LL AGREE Cinderella! IS "SOME PUMPKIN!"**

Give Your Old Game That NEW LOOK with

**FLIPPER BUMPER REVAMP KIT \$5.95**

ORDER IMMEDIATELY  
 Latest Price List Now Ready  
**COIN MACHINE SERVICE CO.**  
 1547 N. Fairfield Ave., Chicago 22, Ill.  
 Phone: Humboldt 3476

**SPECIAL OFFER!**

- ADVANCE ROLL ..... \$129.50
  - TOTAL ROLL ..... 59.50
  - DYNAMIC ROULETTE ..... 129.50
  - BUCCANEER (New) ..... 129.50
  - SPORTSMAN (Blue Cab.) .... 99.50
- and many more at lowest prices.  
 Send 1/3 Dep., Bal. C. O. D.

**HUB DISTRIBUTING COMPANY**

632 Tenth Ave., cor. 45th St.  
 New York 19, N. Y.  
 Circle 6-9570

**FOR SALE**

**PINBALLS**

- 1 Gottlieb Superliner
  - 1 Genco Big Chief
  - 1 Genco 4 ACES
  - 1 CHICOIN Frisco
- All 4 for \$119.50.

**MUSIC**

- 1 Mills Throne of Music ..... \$ 79.50
  - 1 Wurlitzer 61 Counter Model and Stand 115.00
- All machines F. O. B. Chincoteague.  
 1/3 deposit with order, Balance C. O. D.

**ISLAND AMUSEMENT CO.**

86 MAIN ST. CHINCOTEAGUE, VA.

**CLEARANCE SALE**

Pin Games below market price. These games may be sold at once. Also Arcade Equipment.

**GLAUSSER MUSIC COMPANY**

300 Gearing Ave. Pittsburgh 10, Pa.

**Terrific ROLL-DOWN Specials**

- Advance Roll ..... \$175
  - Super Roll (Kicker) ..... 125
  - Sportsman Roll ..... 100
  - Total Roll ..... 85
  - Double-Up (Button) ..... \$115
  - Tally Roll ..... 75
  - Genco Play Ball ..... 55
  - Super Triangle ..... 85
- and many others

TERMS—1/2 Certified Deposit Write for Price List

**WISCONSIN'S LEADING DISTRIBUTOR**

**United Coin Machine Co. Inc.**

6304 W. GREENFIELD SPRING 8446 MILWAUKEE 14, WISC.

**RENT A MACHINE**

**KEEP THAT LOCATION HOT**

Established Operators—Save money by renting games and phonographs. 2/3 rental fee may be applied against purchase.

Send Your Name and Address To Receive Our Monthly Newsletter.

**NATIONAL NOVELTY COMPANY**

183 Merrick Road, Merrick, Long Island  
 Phone: Freeport 8-8320

**FOR SALE**

- 10 Bally DeLuxe Draw Bells, like new, over 7000 serials ... \$275.00 Each
- 10 Bally DeLuxe Skill Draws, like new, over 7000 serials ... 325.00 Each
- 10 Keeney Bonus Super Bells, Singles ..... 275.00 Each

**DURSELL NOVELTY CO.**

176 Arch Street New Britain, Conn.

**OUR FOURTH GREAT SEASON**



**COIN-OPERATED AUTOMATIC SALES BOARDS**

Deals of all kinds  
Write for particulars

**R. C. WALTERS MFG. CO.**  
4201 NORFOLK ST. LOUIS 10, MO.

**CMI Names Pickering New Public Relations Advisor**

CHICAGO, March 6.—In an announcement this week Coin Machine Industries, Inc. (CMI), named John Pickering as public relations advisor. Pickering, a former political writer and city hall reporter for *The Chicago Sun*, will act as advisor to the public relations department of CMI, which is headed by Dudley Ruttenberg. The appointment of Pickering was announced by Ruttenberg, who also heads up CMI's legal department.

Prior to joining the *Sun* in 1941, Pickering was the publisher of several weekly newspapers in St. Augustine, Fla., and also served as a European correspondent for *The New York Herald-Tribune*.

With the appointment of Pickering, and Barbara Humphries (*The Billboard*, February 21), the CMI public relations set-up is rounding into shape. Formed at a meeting at the Blackstone Hotel here October 9, 1946, the first CMI public relations committee met a week later on October 15, and, following a five-hour session, announced its goals and the appointment of James T. Mangan as the director of the newly formed CMI public relations bureau, which was to be supported in the form of associate memberships in the association.

With the entire coin machine industry co-operating, CMI launched a

major public relations campaign July 13, 1947, when it started an all-out, industry-wide campaign on behalf of the Damon Runyon Memorial Fund for Cancer Research. This campaign set a goal of \$250,000, and with the entire industry co-operating, announced at the 1948 convention that their quota had been surpassed by \$7,000.

Last month, after 15 months of service, Mangan announced his resignation as director of public relations for the association (*The Billboard*, February 14). At the same time Dave Gottlieb, CMI president, announced the appointment of Ruttenberg to succeed Mangan.

Gwen Desplenter, assistant to the director, Dorothy Ellis and Marilyn Roble, all of whom had worked under Mangan, also resigned shortly after Mangan. Miss Humphries joined the bureau at the same time the other resignations were confirmed.

**Amer. Tob. Net \$33,845,021**

NEW YORK, March 6.—Sales of the American Tobacco Company in 1947 established a new high, and net income reached \$33,845,021, which was equal to \$5.70 a share of common and common B stock, highest since 1932. The net earnings were \$3,958,464 higher than 1946 when the figure reached \$29,886,557.

**K. C. CLOSE-OUTS**

Bally Heavy Hitter	\$ 99.50
(Floor Stand, \$12.50 Extra)	
Treasure Chest	175.00
New Bonanza	175.00
New De Luxe Draw Bell	375.00
Used Twin Bonus Super Bell,	
5¢ & 5¢	475.00
Used Twin Bonus Super Bell,	
5¢ & 25¢	525.00
Honey	99.50
Broncho	104.50
Chicago Coin Baseball	95.00
Chicago Coin Gold Ball	99.50
Maisie	99.50
Spellbound	55.00
State Fair	59.50
Step Up	49.50
Mam'selle	125.00
Mexico	125.00
Tally Ho	125.00
Ranger	115.00

Send for complete list of new and post-war used games and prices.

TERMS: 1/3 Deposit, Balance C. O. D.

**K. C. NOVELTY CO.**

419 MARKET ST. PHILA. 6, PA.  
Market 7-4641 Market 7-6391

**SPRING SPECIALS**

3 2c Muto. World's Fair Card Venders, Ea.	\$24.50
2 Muto. 42 Reels Lite-Up Tops, Ea.	69.50
1 Seeburg Hockey	69.50
1 Col. Upright Scale	43.50
1 Gottlieb Skee-Ball-Ette	59.50
1 Bally Alley	39.50
1 Tom Mix Ray Gun	22.50
1 Turf Champ Race Horse, Free Play	39.50
1 7-Grand Counter Game	15.00
1 Pop-Up	15.00
2 Jungle Hunts, A.B.T. Guns, Ea.	15.00
3 Blue & White, A.B.T. Guns, Ea.	15.00
1 American Eagle	15.00
1 Gottlieb 3-Way Grip, As Is	5.00

**MUSIC & ANTIQUE**

1877 Edison's Coin Operated Music Box.  
Photo on request, \$1.00. Price crated, \$399.50  
1916 Seeburg Piano, 52" high, 37" wide.  
Price crated, \$199.50

Good for Beer Gardens or Merry-Go-Rounds.

**PLAYLAND**

340 Monroe, N. W. Grand Rapids 2, Mich.

- KILROYS** .....\$49.50
- STEP UPS**..... 34.50
- ROCKETS**..... 49.50
- SURF QUEENS**.... 24.50

Write for prices all types post-war Phonographs, Consoles, and Pin Games. All equipment thoroughly checked, guaranteed.

**Central Amusement Co.**  
1144 UNION MEMPHIS, TENN.  
Ph. 2-6294

SEE  
**SPEEDWAY'S TELE-JUKE**  
Speedway Products, Inc.  
502 W. 45 Street New York 19, N. Y.  
LOnacre 5-0371  
Al Bloom, President

**WANTED**  
LATE USED PIN GAME  
IN TRADE FOR  
AIREON BLONDE BOMBSHELLS  
Write, Phone or Wire  
**Atlas Amusement Co.**  
1078 Union Avenue Memphis, Tennessee  
Phone 36-2309

the **TRADIO**  
NEW  
HAS THAT NEW LOOK!

We are proud to announce our appointment as  
**Exclusive Seeburg Distributors**  
IN  
**EASTERN PENNSYLVANIA**  
**SOUTHERN NEW JERSEY**  
AND  
**DELAWARE**  
operating under the name of  
**ATLANTIC PENNSYLVANIA CORPORATION**  
at 919 N. Broad Street, Philadelphia 23, Pa.  
Phone: POplar 5-1333  
(PLEASE NOTE THAT THE ADDRESS AND PHONE NUMBER ARE THE SAME AS THE FORMER SEEBURG DISTRIBUTOR IN THIS AREA.)  
This is another step forward in Atlantic's "Faith in the Future" policy, inspired by our faith in Seeburg's continuing leadership.  
Operators are cordially invited to visit our new showrooms and meet  
**Mr. Harry Pearl**  
who will supervise our Philadelphia branch office.  
**ATLANTIC NEW YORK CORPORATION**  
EXCLUSIVE SEEBURG DISTRIBUTORS  
540-550 West 58th Street, New York 19, N. Y. COLUMBUS 5-4584  
BRANCHES IN: NEWARK, NEW JERSEY • HARTFORD, CONNECTICUT • PHILADELPHIA, PENNSYLVANIA

CENTRAL OHIO'S QUALITY BUYS

CONSOLES	ARCADE EQUIPMENT	MUSIC
Draw Bells, Regular . \$239.50	Batting Practice . . . \$ 79.50	Rock-Ola Standard . \$109.50
Draw Bells, Red Buttons . . . 259.50	Sky Fighter . . . . . 119.50	Rock-Ola DeLuxe, '39 149.50
Wild Lemons, New. Ea. 542.50	Air Raider . . . . . 79.50	Rock-Ola Master, '40. 159.50
Double Ups, New. Ea. 542.50	Tommy Gun, Late . . . 79.50	Rock-Ola Super . . . . 179.50
Keeney Gold Nuggets, 5¢-25¢ . . . . . 800.00	Panorams . . . . . 259.50	Seeburg Hideaway. . . . RC . . . . . 249.50
50 5¢ Jumbo Parades, F.P. . . . . 59.50	Undersea Raiders . . . 149.50	Singing Towers . . . . 89.50
5 25¢ Super Bonus Bells . . . . . 575.00	Lite Leagues . . . . . 149.50	Aireon, Like New . . . 295.00
5¢ Bonus Super Bells 335.00	Voice Recorder . . . . 69.50	AMI Highboy, 40 Selections . . . . . 295.00
5¢ Jumbo Parade, O.P. 89.50	9-Ft. Skee Roll . . . . 79.50	Wurlitzer 600-R . . . . 99.50
25 5¢ Paces Reels, Comb., F.P. Ea. . . . 49.50	Scientific Baseballs . . 69.50	Wurlitzer 500, Victory Cabinet . . . . . 145.00
5¢ Paces Reels, C.P. . . 49.50	Jack Rabbit, New . . . 300.00	8 Wurl. #125 Wall Boxes, Ea. . . . . 15.00
Price of Keeney Triple Super Bonus, 5¢-10¢-25¢ . . . . 895.00	Buckley Diggers . . . . 99.50	8 Seeburg Bar Boxes, RC . . . . . 35.00
Bally Triple Bells, 5¢-10¢-25¢ . . . . 545.00	Rotary Pushers . . . . 265.00	616 Wurlitzers . . . . 89.50
	Pop Up, New . . . . . 25.00	
	Champ Basketball, New 49.50	
	Pokerino, Scientific . . 199.50	
	Goalee, New . . . . . 225.00	
	Wurl. Skee Rolls, 14-Ft. . . . . 165.00	
	10 1/2-Ft. Premier Skee Rolls . . . . . WRITE	

PIN BALLS, \$29.50 Ea.	NEW SLOTS
Air Circus, Boloway, Bosco, Defense, Eagle Squadron, 5-10-20, Four Aces, Jeep, Hollywood, Invasion, Flat Top, Knockout, Topic, Victory, American Beauty, G.I. Joe, Horoscops, Marines at Play.	Mills Black Cherry . . . 5¢ \$248.50
	Mills Jewel Bells . . . 10¢ 248.00
	Mills Golden Falls . . . 25¢ 248.50
	Mills Golden Falls . . . 50¢ 253.00
	Mills Vest Pockets . . . 25¢ 253.50
	Mills Vest Pockets . . . 50¢ 258.00
	Jennings Std. Chief . . . 269.50
	Jennings Club Chief . . . 279.50
	Jennings Club Chief . . . 289.50
	Groetchen Columbia . . 324.00
	Groetchen Columbia . . 334.00
	Groetchen Columbia . . 344.00
	Watling Rolatop . . . . 175.00
	Watling Rolatop . . . . 200.00
	Watling Rolatop . . . . 225.00
	Pace DeLuxe Chrome . . 245.00
	Pace DeLuxe Chrome . . 255.00
	Pace DeLuxe Chrome . . 265.00
	\$1.00 Pace DeLuxe . . . 550.00

PIN BALLS, \$19.50 Ea.	USED AND FACTORY REBUILT SLOTS
A.B.C. Bowler, Big Chief, Gold Star, Jungle, Legionnaire, Play Ball, Spot Pool, Sunbeam, Ten Spot, Wildfire, HI Hat, South Paw, Zig Zag, Star Attraction.	5¢ Blue Fronts . . . \$ 79.50
	10¢ Blue Fronts . . . 89.50
	25¢ Blue Fronts . . . 99.50
	5¢ Brown Fronts . . . 99.50
	10¢ Brown Fronts . . 109.50
	50¢ Chiefs . . . . . 249.50
	50¢ Blue Fronts . . . 249.50
	\$1.00 Chief . . . . . 475.00

NEW PIN BALLS	COUNTER GAMES	REBUILTS LIKE BRAND NEW	SAFES & STANDS REVOLVAROUNDS
UNITED — MANHATTAN EXHIBIT — BUILD-UP	1¢ Sparks, Check P.O. \$12.50	5¢ COPPER, GOLD AND BLUE, Hammerloid Finish . . . \$119.50	Single . . . . . \$ 79.50
GENCO — TRIPLE ACTION	1¢ Daval Marvels . . . 19.50	10¢ COPPER, GOLD AND BLUE, Hammerloid Finish . . 129.50	Single DeLuxe . . . 119.50
CHI COIN — CATALINA	5¢ Gushers, New . . . 29.50	25¢ COPPER, GOLD AND BLUE, Hammerloid Finish . . 139.50	Double . . . . . 116.50
KEENEY — COVER GIRL	5¢ Davals, Free Play. 39.50		Double DeLuxe . . . 162.50
WILLIAMS — STORMY	1¢ Marvel Pop Up, New 25.00		Triple DeLuxe . . . 262.50
BALLY — MELODY	1¢ Target Skills . . . 22.50		Heavy Double . . . 265.00
	1¢ Gottlieb Grip Scales 32.50		Box Stands . . . . . 25.00
	1¢ Daval Buddy . . . . .		
	Cigarette . . . . . 27.50		
	5¢ Jennings Grandstands . . . 12.50		

1/3 DEPOSIT WITH ORDERS

**CENTRAL OHIO COIN MACHINE EXCHANGE**

185 East Town St.  
Columbus 15, Ohio

PHONES: AD. 7479 - AD. 7993

# Twin Cities Cold Breaks, Upping Take

## Ops Report Increases

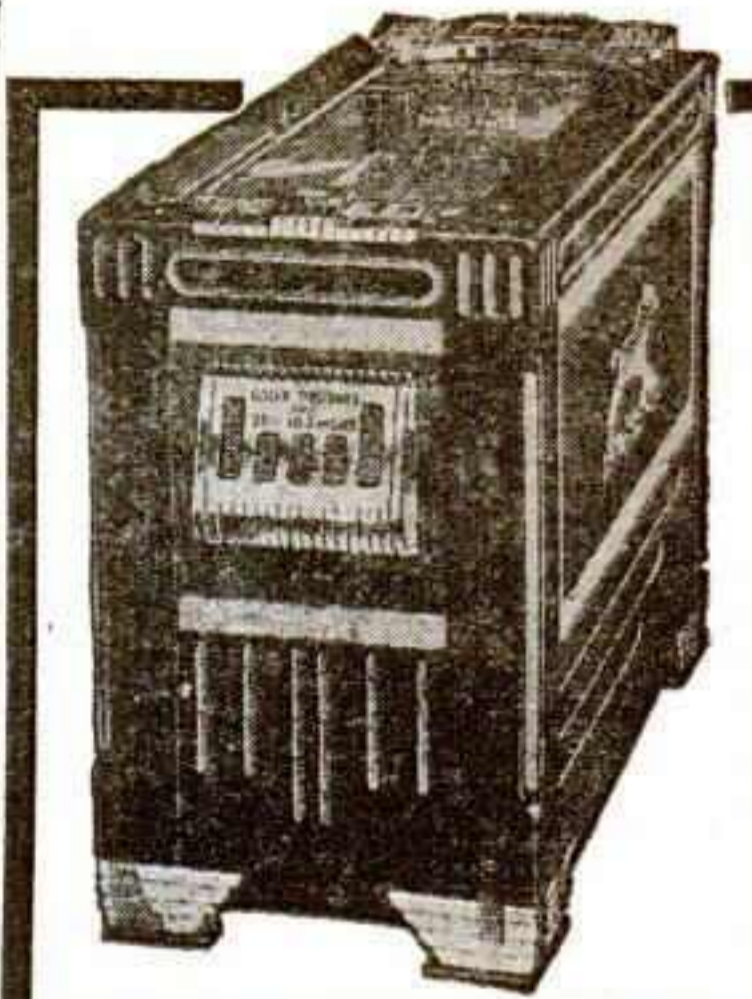
MINNEAPOLIS, March 6. — The apparent break in one of the coldest Twin Cities winters in several years has served as a business impetus, with coinmen reporting conditions much improved and collections increasing, despite the Lenten season.

Principal increase has been noted in the music business, operators report. Coinmen say a great deal of new equipment is being sold these days, despite price, with the demand up 10 to 25 per cent in the last 10 days or two weeks.

Flipper bumpers on games have taken this area by storm and jobbers carrying such lines report they are being stormed with orders. Some distributors and operators have attempted to change over flipperless devices, but results have not been too good. As a result of the flipper attraction, other type machines are practically unsalable and used equipment has nosedived 10 to 20 per cent in price.

Jobbers say they don't have enough flippers to go around and orders are being taken for delivery when factory shipments arrive. Distribution is being made on a priority basis as a result.

A revival of one-balls with chip replay has been made in Minneapolis and in several sections of the State, but St. Paul still is down on such equipment. Southern Minnesota has had a recurrence of one-ball free play units.



## GET IN THE MONEY WITH THE NEW BAKERS PACERS

The Aristocrat of Consoles

Galloping Horses • Flashing Odds • 7 Coin Play • Illuminated Track.

**GUARANTEED! The Best Money Maker Ever Built or Your Money Back!**

SEE YOUR DISTRIBUTOR OR WRITE TODAY!

**BAKER NOVELTY CO., Inc.**  
1700 W. Washington Blvd., Chicago 12, Ill.

# ALFRED SALES, INC.

cordially invites you to attend its

## BIG 3 SHOWING

**NEW AIREON CORONET "400"**  
Automatic Phonograph

The sensational new machine that combines perfect tone, graceful design, unerring guaranteed performance — with the world's lowest price!

**PHILCO** and Other Famous Makes of  
**TELEVISION RECEIVERS**

We have a SPECIAL PLAN for Operators . . . a plan that provides for NO INVESTMENT — but just PROFITS!

**NEW BALLY GOLD CUP**

the Most Revolutionary One-Ball Ever Built! Now Delivering!

SUNDAY, MARCH 14, 11 A.M., UNTIL —

**ALFRED SALES, INC.**

Distributors of Coin Operated Machines & Devices  
1006-1008 Main St. Lincoln 9107 Buffalo 2, N. Y.

## Empire Co. Sets Up in Houston

HOUSTON, March 6. — Empire Sales Company, distributors of several lines of coin machines, recently opened for business here. Lon L. Allbritton, formerly of San Antonio, is owner and manager of the new concern.

Allbritton is widely known in coin machine circles. Prior to moving here last fall, he was a San Antonio coinman for 14 years.

## Price Co. Expanding St. Louis Facilities

UNIVERSITY CITY, Mo., March 6.—Al Price Candy & Tobacco Company here, operating cigarette and candy venders in addition to its jobbing activities, is now utilizing a new two-story warehouse just outside the St. Louis city limits, owner Al Price has announced.

Warehouse includes a fully equipped machine and paint shop, where firm's venders are repaired and refinished, Price states. Containing 16,000 square feet of floor space, the warehouse is also used to stock merchandise for retailer customers. Price has the items arranged on open display shelves, cafeteria style, permitting each buyer to easily make his own selections.

Firm, which is a relative newcomer to the vending field, began by operating cigarette machines. After "careful study of the potential of the machine-vending apparatus," it started operating candy bar venders in industrial, theater, hotel, department store and other retail type locations in the St. Louis area.

YOU WON'T NEED A MAGIC WAND WHEN YOU OPERATE **Cinderella!**

OUR USED GAMES HAVE THAT "NEW LOOK"

**Morris Novelty Co., Inc.**

SUPERLINER . . . . .	@ \$ 49.50
BIG HIT . . . . .	@ 35.00
CO-ED . . . . .	@ 130.00
RANGER . . . . .	@ 105.00
NUDGY . . . . .	@ 79.50
ROCKET . . . . .	@ 69.50
HONEY . . . . .	@ 115.00
BRONCHO . . . . .	@ 125.00

**LOOK . . .**

Mills Brown Fronts, 5¢ . . . . .	\$80.00
Mills Brown Fronts, 10¢ . . . . .	85.00
Mills Brown Fronts, 25¢ . . . . .	90.00
5¢ Mills Blue Fronts . . . . .	65.00
Blue & Gold Vest Pockets . . . . .	30.00
New Mills Q.T. . . . .	115.00
New Black Cherry Bells . . . . .	Write
New Jewel Bells . . . . .	Write

Write for Price List on New Pin Games.  
Order your Mills Slot Parts from us.  
1/3 Deposit, Balance C. O. D.

**COIN-A-MATIC DISTRIBUTORS**  
3924 W. Chicago Ave. Chicago, Illinois

# '48 PAGE BELL CONSOLES

## CASH OR FREE PLAY!



No. 1.

Triplay — Cash Payout Only. 3 Coin Heads — 5c-10c-25c-50c. Any Combination of 3 Coin Plays.

No. 2.

Triplay — Free Play - Convertible to Cash. 5c-10c-25c Play.

No. 3.

5c Free Play — Convertible to Cash. Single Coin Chute.

NEW DESIGN CABINET — GENUINE DARK WALNUT — CHROME TRIM — Compact, 54" High, 23" Wide, 28" Deep.

Triplay Models  
Take 1 License  
Save \$200

★ Write For New Reduced Prices.

# PAGE MFG. CO., INC.

2909 INDIANA AVENUE  
CHICAGO 16, ILLINOIS



**\$27.95**  
STARTS YOU IN BUSINESS

THE NEW  
**RCA COIN-OPERATED RADIO**

The finest playing, finest looking, finest money maker. RCA 6-tube coin-operated radio, built tough as a tank to keep the play in hotels, cabins, etc.  
**\$27.95 with order**  
6 months to pay balance of \$42.00

The **VENDING** MACHINE CO.  
FAYETTEVILLE, NORTH CAROLINA  
U.S.A.

**PAY OUT OF PLAY**  
"PRO-SCORE"

Pay Out of Play "Pro-Score"

See your local distributor or write us for details, stating number of games desired. Write today. Pay out of profits

# GEORGE PONSER CO.

158 East Grand Avenue • Chicago 11, Illinois • Superior 4427

## ATLAS

PERSONAL SERVICE  
DELIVERS EVERYTHING  
YOU NEED FOR  
PROFITABLE  
Operating!

A NEW  
BELL  
IDEA...

TIC	
TAC	
By JENNINGS	TOE

8 Mystery Bar Payouts!  
3 Models—5c-10c-25c Play  
DELIVERY NOW!

WE CAN SUPPLY  
ANY BELL, CONSOLE,  
ARCADE MACHINE  
OR OTHER EQUIP-  
MENT —  
WRITE!

## NEW EQUIPMENT

CATALINA  
MANHATTAN  
BUILD UP  
TRIPLE ACTION

GOLD MINE  
MELODY  
BANG TAILS,  
Combination

SPECIAL PRICES ON PACE BELLS

## NEW

### JENNINGS BELLS

Standard Chief, 5c	\$269.00
Standard Chief, 10c	279.00
Standard Chief, 25c	289.00
Standard Chief, 50c	399.00
Standard Chief, \$1	599.00
Super DeLuxe Lite Up Chief, 5c	324.00
Super DeLuxe Lite Up Chief, 10c	334.00
Super DeLuxe Lite Up Chief, 25c	344.00
Super DeLuxe Lite Up Chief, 50c	454.00
Standard Club Console	369.00
Super DeLuxe Club Console	424.00

## SPECIAL! BRAND NEW SHOOTING STARS

Real money maker.  
In Orig. Cartons.  
Only **\$69.50** Ea.  
Lots of 5  
**\$74.50** Each  
Single Lots

## PHONOGRAPHS

Seeburg Cadet	\$245.00
Wurlitzer 600	195.00
Wurlitzer 616	89.50
Seeburg Royal	110.00
Seeburg Classic	195.00
Seeburg Hi-Tone, R.C.	275.00
Seeburg Concert Grand	175.00
Concert Master, '40	225.00
Seeburg Crown	175.00
Rock-Ola DeLuxe	175.00
Rock-Ola Master, '40	175.00
Mills Throne	145.00
Mills Empress	169.50
SEEBURG LO-TONE	295.00

All used equipment  
is completely recon-  
ditioned and refin-  
ished — GUARAN-  
TEED to be perfect!

TERMS:  
1/3 Deposit,  
Balance C. O. D.

# ATLAS

2200 N. WESTERN AVE. • PHONE ARMitage 5005 • CHICAGO 47

ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8  
ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19  
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

FRIENDLY  
PERSONAL  
SERVICE



### OPERATORS

See the New 1948 Filben Phonograph Line and Save the Difference . . . Like \$ in Bank.

New Filben Stowaway and Cabinet. \$723.00  
 New Filben Mirrocle Cabinet . . . . . 325.00  
 New Filben Hideaway . . . . . 398.00  
 New Filben Complete Cabinet Phono. 595.00  
 New Filben Tier Drop Speaker . . . . . 15.95  
 Any New 5 Ball in Stock . . . . . Write  
 200 Late 5 Balls in Stock, Lowest Mk. Pr. . . . . Write  
 50 Used Bang-a-Fitty Bowling Games, A-1 . . . . . 200.00  
 Bang-a-Fitty Bowling Games, in Original Crates . . . . . 375.00

Write—Wire—Phone  
 1/3 down with order!

**MIDWEST COIN MACHINE CORPORATION**  
 777 University Ave. ST. PAUL 4, MINN.  
 Phone: MI 7454

## 7-Inch Snowfall Slows Chi Servicemen; Ups Plant Sales

CHICAGO, March 6.—Coin machine operators in the Chicago area blamed the heaviest snowfall of the season (seven inches), which fell Monday (1), for a drop-off in business and, more particularly, for creating serious servicing problems.

Many operators declared that servicemen found it impossible to visit their normal number of locations during the day following the storm. Business decline, due to the snowfall, was not too serious. In the case of industrial vender locations, the storm served to actually boost sales.

Joseph J. Kaden, Kandy Kit Company, reported that while the snowfall slowed down his servicemen, it kept employees at their benches and desks, foregoing that "run across the street" for a snack. This meant that more coins were dropped into in-plant candy venders, he said. This increase in sales was apparent in almost all of the firm's factory loca-

tions, Kaden stated. Other vender operators also reported the storm acted as a sales stimulant for their in-plant equipment.

Andy Anderson, Automatic Beverage Dispensers, operating cup soft drink and hot coffee machines, agreed that the snow did not curtail business, but was responsible for making prompt servicing of equipment difficult.

Juke box play, major part of which is chalked up at night, did not show any sudden decrease. Operators contended that snow or no snow, people ventured out for entertainment after a day's work. With arcade play, however, a decided drop was recorded. Gene Wilhelm, Finer Amusements Arcade, reported "quite a bit" of a drop-off in play, which gradually worked back to normal as snow began to disappear. Other arcades over the city experienced a like drop in play.

### EYE IT! • TRY IT! • BUY IT!

Which Simply Means You May Return Any Of This Equipment Within 30 Days If Not Satisfied.

- WURLITZER 1015 . . . . . \$525.00
- WURLITZER 616 . . . . . 69.50
- WURLITZER 600 . . . . . 125.00
- WURLITZER 24's . . . . . 99.50
- WURLITZER 500 . . . . . 119.50
- WURLITZER 61 C. M. . . . . 79.50
- WURLITZER 71 C. M. . . . . 99.50
- WURLITZER 24—CELLAR JOB WITH PACKARD ADAPTER, STEEL CAB. 79.50
- ROCK-OLA 1422 . . . . . 385.00
- ROCK-OLA DELUXES . . . . . 109.50
- ROCK-OLA STANDARDS . . . . . 119.50
- ROCK-OLA MASTER . . . . . 129.50
- ROCK-OLA C. M. . . . . 69.50
- AIREON (LIKE NEW) WITH NEW MECHANISMS . . . . . 199.50
- SEEBURG LO-TONE (THE HIT OF THE SHOW) . . . . . 335.00
- SEEBURG 1-46 . . . . . 450.00
- AMI STREAMLINER . . . . . 109.50
- AMI SINGING TOWER . . . . . 119.50
- PACKARD BOXES . . . . . 22.50
- ROCK-OLA BOXES . . . . . 3.00
- BUCKLEY BOXES . . . . . 2.00

WRITE, WIRE, PHONE TODAY!  
 WE CARRY THE LARGEST STOCK OF USED EQUIPMENT IN THE NATION—ALL TYPES, MAKES AND MODELS. WRITE TODAY FOR COMPLETE LIST. 1/3 Deposit With Order—Balance C. O. D.

### DAVID ROSEN., INC.

Exclusive AMI Distributor  
 855 N. Broad St., Philadelphia 23, Pa. Stevenson 2-2903  
 503 Evergreen Ave., Baltimore 23, Md. Edmonson 5322

### ROUTE FOR SALE

Located in the piedmont section of South Carolina, consisting of 22 Phonographs and 20 Pins, 90% late models; Records, Parts and Pick-Up Truck. \$16,500.00.

BOX D-246

The Billboard Cincinnati 22, O.

# EMPIRE'S SUPERMART

## WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

### NEW PIN GAMES

- UNITED MANHATTAN
- CHICOIN CATALINA
- GENC. TRIPLE ACTION
- LADY ROBIN HOOD
- EXH. BUILD UP
- WMS. TENNESSEE
- KEEN. COVER GIRL
- BALLY MELODY
- TREASURE CHEST
- MARV. GOLD MINE

WRITE

### NEW ONE BALLS

- BALLY GOLD CUP, P.O. \$645
- BALLY TROPHY, F.P. . 645

### ROLL DOWN GAMES

- BING-A-ROLL . . . . \$499.50
- BALLY HY-ROLL . . . . 499.50
- ESSO ARROWS . . . . 499.50
- PRO-SCORE . . . . 499.50
- BUCCANEER . . . . 449.50
- CHI. ROLL DOWN . . . . 395.00
- GOLD MINE . . . . 375.00

### NEW COUNTER GAMES

- |   |                             |
|---|-----------------------------|
| ABT STRIKE-A-LITE \$ 52.50                                    | ACME SHOCKER . . . \$ 24.50 |
| ABT CHALLENGER . . 49.50                                      | DAVAL BEST HAND. . 24.50    |
| GRIP-VUE . . . . . 49.50                                      | SKILL THRILL . . . . 24.50  |
| SHIPMAN ART SHOW . 49.50                                      | FREE PLAY . . . . . 24.50   |
| BASKET BALL, 1¢ . . . 34.50                                   | GROET. CAMERA CH. . 19.95   |
| KICKER & CATCHER . 34.50                                      | IMP, 1¢ or 5¢ . . . . 14.50 |
| GOTT. GRIP SCALE . . 29.50                                    |                             |
| BAT-A-BALL JR. & STAND, Originally \$79.50, Now . . . \$29.50 |                             |

### NEW SLOTS

- JENNINGS LITE-UP CHIEF . . . . .
- JENNINGS STANDARD CHIEF . . . . .
- MILLS JEWEL BELL . . . . .
- MILLS BLACK GOLD, H.L. . . . .
- MILLS MELON BELL . . . . .
- MILLS BLACK CHERRY . . . . .
- COLUMBIA, JP . . . \$109.50
- VEST POCKETS . . . . 65.00
- DE L. COLUMBIA . . \$129.50
- MILLS Q.T. . . . . 115.00

WRITE!

### SLOT SAFES, STANDS, ETC.

- CHICAGO METAL REVOLVING SAFES — DE LUXE
- Single . . \$119.50 • Double . \$174.25 • Triple . \$262.00
- UNIVERSAL—Single Safe . \$79.50 • Double Safe . 116.75
- FLIPPER BUMPER KIT . . . . . 5.95
- DOWNY-JOHNSON COIN COUNTER . . . . 198.50
- BOX STANDS . . . . . \$27.50 • FOLDING STANDS . 12.50

### NORTHWESTERN BULK VENDORS

- DE LUXE . . . . . \$ 27.00
- MODEL 39 . . . . . 12.80
- MODEL 39 . . . . . 14.40
- MODEL 40 . . . . . 11.00
- 33 BALL GUM . . . . . 11.55

### NEW CONSOLES

- KEEN. GOLD NUG. . \$800.00
- EVANS RACES . . . . . 931.00
- BAL. TRIPLE BELL . . 895.00
- EV. WINTERBOOK . . 826.00
- EVANS BANGTAILS . . 671.50
- EV. CASINO BELL . . 637.50
- JENN. CHALLENGER . 595.00
- BAL. WILD LEMON . . 542.50
- BAL. DOUBLE UP . . . 542.50

### NEW VENDORS

- ARISTOCRAT POP CORN VENDORS . \$225.00
- FRANTZ SCALE . . . . 115.00
- MARION SCALE . . . . 97.50
- SILVER KING HOT NUT VENDOR . . . . 29.95
- 5¢ 4-WAY MINT . . . . 27.50
- ADVANCE 25¢ MODEL 21F VENDOR . . . . 27.50
- SILVER KING, 1¢ or 5¢ NUT OR B.G. . . . 13.95
- VICTOR MODEL K . . . 12.95
- VICTOR MODEL V, 1¢ GLOBE TYPE . . . . 12.50

### RECONDITIONED 5 BALLS

- |                                  |                          |
|----------------------------------|--------------------------|
| HONEY . . . . \$139.50           | SUSPENSE . . . \$ 54.50  |
| TORCHY . . . . 139.50            | MID. RACER . . . 44.50   |
| GOLD BALL . . . 139.50           | CANTEEN . . . . 44.50    |
| LUCKY STAR . . . 124.50          | SURF QUEEN . . . 44.50   |
| MAISIE . . . . . 119.50          | BIG LEAGUE . . . 44.50   |
| CROSSFIRE . . . 119.50           | BIG HIT . . . . . 44.50  |
| CYCLONE . . . . 119.50           | LITE-O-CARD . . . 29.50  |
| HAVANA, with Motor Unit . 119.50 | YANK. DOODLE . . 29.50   |
| TORNADO . . . . 119.50           | LAURA . . . . . 29.50    |
| ROCKET . . . . . 114.50          | FLAT TOP . . . . 29.50   |
| MYSTERY . . . . 109.50           | LIBERTY . . . . . 29.50  |
| RIO . . . . . 99.50              | SKY CHIEF . . . . 29.50  |
| VANITIES . . . . 99.50           | BIG PARADE . . . 29.50   |
| KILROY . . . . . 99.50           | AIR CIRCUS . . . . 29.50 |
| BALLYHOO . . . . 99.50           | KNOCK OUT . . . 29.50    |
| PLAY BOY . . . . 99.50           | SOUTH SEAS . . . 29.50   |
| SUPER SCORE . . . 89.50          | SANTA FE . . . . . 29.50 |
| SPELLBOUND . . . 79.50           | BRAZIL . . . . . 29.50   |
| MISS AMER. . . . 74.50           | 5-10-20 . . . . . 29.50  |
| DYNAMITE . . . . 69.50           | BOSCO . . . . . 29.50    |
| SMARTY . . . . . 69.50           | HI HAT . . . . . 29.50   |
| SHOW GIRL . . . . 69.50          | PRODUCTION . . 24.50     |
| BAFFLE CARD . . . 69.50          | SEA HAWK . . . . 24.50   |
| STEP UP . . . . . 69.50          | JUNGLE . . . . . 24.50   |
| STATE FAIR . . . . 69.50         | BOLAWAY . . . . 24.50    |
| HOLLYWOOD . . . . 59.50          | SHOW BOAT . . . 24.50    |
| SUPERLINER . . . . 59.50         | VENUS . . . . . 24.50    |
| FAST BALL . . . . 59.50          | ABC BOWLER . . . 24.50   |
| SEA BREEZE . . . . 59.50         | SEVEN UP . . . . 24.50   |

### SLOTS

- JENN. LITE-UP CHIEF, 25¢ . . . . \$235.00
- JENN. LITE-UP CHIEF, 10¢ . . . . 225.00
- 50¢ WATLING ROLATOP, 3-5 . . . . 145.00
- MILLS BLACK CHERRY, Orig. 5¢ . . . 144.50
- MILLS BLACK CHERRY, Orig. 10¢ . . . 149.50
- MILLS BLACK CHERRY, Orig. 25¢ . . . 154.50
- 5¢ MILLS BONUS BELL . . . . . 119.50
- 5¢ MILLS ORIG. CHROME, 2-5 . . . . 109.50
- 10¢ BROWN FRONTS . . . . . 109.50
- 5¢ JENN. CLUB CONSOLE CHIEF . . . . 109.50
- JENN. SILVER CHIEF, 5¢ or 10¢ . . . . 99.50
- JENN. CIGAROLA XV . . . . . 99.50
- 5¢ MILLS BLUE FRONT, ORIG. . . . . 89.50
- GROET. COLUMBIA, J.P. . . . . 89.50
- 5¢ MILLS VEST POCKET . . . . . 44.50

### ARCADE

- WMS. ALL-STARS . . . . . \$339.50
- LIFT-O-GRAPH . . . . . 195.00
- BICYCLE, EXH. . . . . 189.50
- DRIVEMOBILE . . . . . 189.50
- FOOTBALL, IDEAL . . . . . 189.50
- GENCO TOTAL ROLL . . . . . 169.50
- ROLL-A-BARREL, 10 FL . . . . . 149.50
- WATL. GUESSER SCALE . . . . . 149.50
- SUPER BOMBER . . . . . 149.50
- UNDERSEA RAIDER . . . . . 139.50
- SKY FIGHTER . . . . . 129.50
- SUPER TORPEDO . . . . . 109.50
- HOCKEY, CHICOIN . . . . . 89.50
- LIBERATOR OR PERISCOPE . . . . . 79.50
- VITALIZER, EXH. . . . . 79.50
- ROCKET BUSTER . . . . . 79.50
- RAPID FIRE . . . . . 74.50
- TEN STRIKE . . . . . 69.50
- AIR RAIDER . . . . . 69.50
- WHIZZ, WITH STAND . . . . . 69.50

### ONE BALLS

- VICTORY SPECIAL, F.P. . . . . \$225.00
- VICTORY DERBY, P.O. . . . . 189.50
- TURF KING, P.O. . . . . 89.50
- JOCKEY CLUB, P.O. . . . . 89.50
- PIMLICO, F.P. . . . . 79.50
- CLUB TROPHY, F.P. . . . . 74.50
- KENTUCKY, P.O. . . . . 74.50
- BLUE GRASS, F.P. . . . . 69.50
- RECORD TIME, F.P. . . . . 69.50
- LONGSHOT, P.O. . . . . 69.50
- SPORT KING, P.O. . . . . 64.50

### CONSOLES

- 5-25 TWO-WAY BONUS SUPER . . \$585.00
- BALLY TRIPLE BELL . . . . . 585.00
- DE LUXE DRAW BELL, New . . . . . 375.00
- 25¢ DE LUXE DRAW BELL . . . . . 375.00
- 5¢ KEEN. BONUS SUPER BELL . . . . 345.00
- DE LUXE DRAW BELL . . . . . 325.00
- TRACK ODDS, D.D., J.P. . . . . 279.50
- DRAW BELL, Regular . . . . . 245.00
- 4-WAY SUPER BELL, 5-5-5-25¢ . . . . 169.50
- MILLS 3-BELLS . . . . . 159.50
- 2-WAY SUPER BELL, 5-5¢ . . . . . 125.00
- GALLOPING DOMINOS, J.P. . . . . 119.50
- EVANS LUCKY STAR . . . . . 109.50
- HI HAND. COMB. . . . . 99.50
- MILLS 4-BELLS, 5-5-5-5 . . . . . 99.50
- BALLY CLUB BELL . . . . . 99.50
- WATLING BIG GAME, P.O. or F.P. . . . 69.50
- 5¢ PACE SARATOGA SR., P.O. . . . . 69.50
- BALLY BIG TOP, P.O. or F.P. . . . . 69.50
- MILLS JUMBO, LATE HEAD . . . . . 69.50
- PACE REELS—CHR. RAIL . . . . . 69.50
- JENN. FAST TIME, P.O. . . . . 59.50

YOU DON'T HAVE TO MARRY A MILLIONAIRE'S DAUGHTER When You Operate Cinderella!

### SEND TODAY!

FOR OUR LIST OF

OUTSTANDING EQUIPMENT BUYS!

### RUNYON SALES CO.

123 W. Runyon St., Newark 8, N. J. Tel.: Bigelow 3-8777  
 593 Tenth Ave., New York 18, N. Y. Tel.: LOnacre 4-1880

# Empire Coin

MACHINE EXCHANGE



1012-14 MILWAUKEE AVE. • Phone EVERGLADE 2600 • CHICAGO 22, ILL.  
 Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT. Ph: Tyler 7-2770

TRADIO HAS HAD ITS FACE LIFTED!



# NOW \$150<sup>00</sup>

## BRAND NEW 1948 MODELS 5c-10c-25c ROL-A-TOP BELLS

WE CAN FURNISH ALL TYPES OF REEL COMBINATIONS TO MEET YOUR REQUIREMENTS:

1 Cherry Pay 2 — 1 Cherry Pay 3 — Mystery 3-5 Payout, Standard  
— Mystery 3-5 Payout, Club — No Lemon on First Reel

**DON'T WRITE—WIRE!**

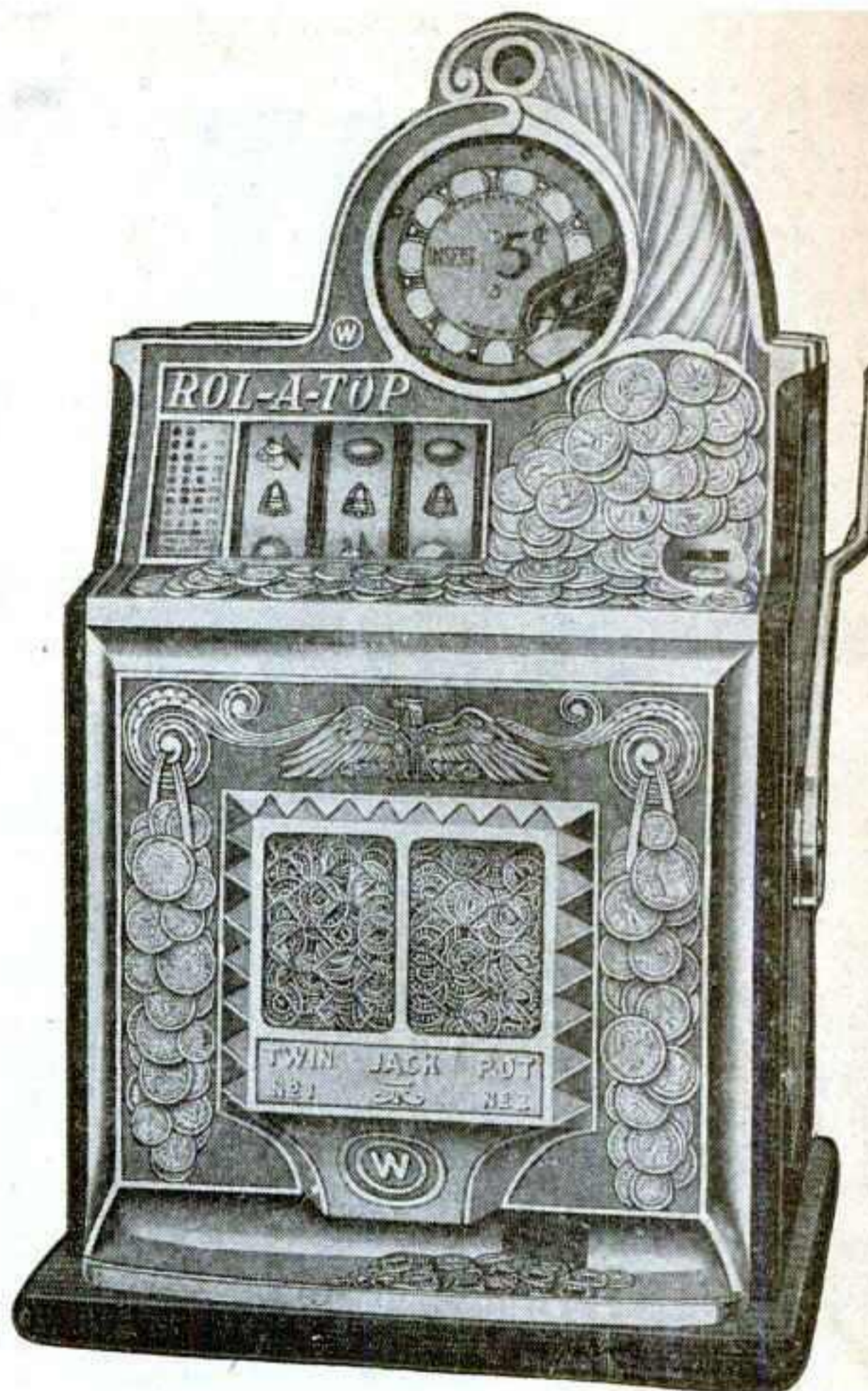
### WATLING MFG. CO.

Est. 1889 — Tel.: COL. 2770

4650 W. FULTON ST.

CHICAGO 44, ILLINOIS

Cable Address: "WATLINGITE," Chicago



### A KNOCKOUT GAME WITH A PROFIT PUNCH!

MUTOSCOPE'S

# SILVER GLOVES

(Trademark)

Here's your main attraction, SILVER GLOVES, a streamlined profit producer with sensationally life-like real boxing action. Two players—one coin—two fighters—alive with fighting interest, knockdown scores and ringing bells. This is the winner everyone has been waiting for.

Mutoscope's expert knowledge of what the public likes has turned out another winner . . . another member of the great Mutoscope family of profit makes, including . . . Photomatic, Voice-O-Graph, Fishing Well, Atomic Bomber, Mutoscope Movies, Postcard Vendors.

**ORDER TODAY**

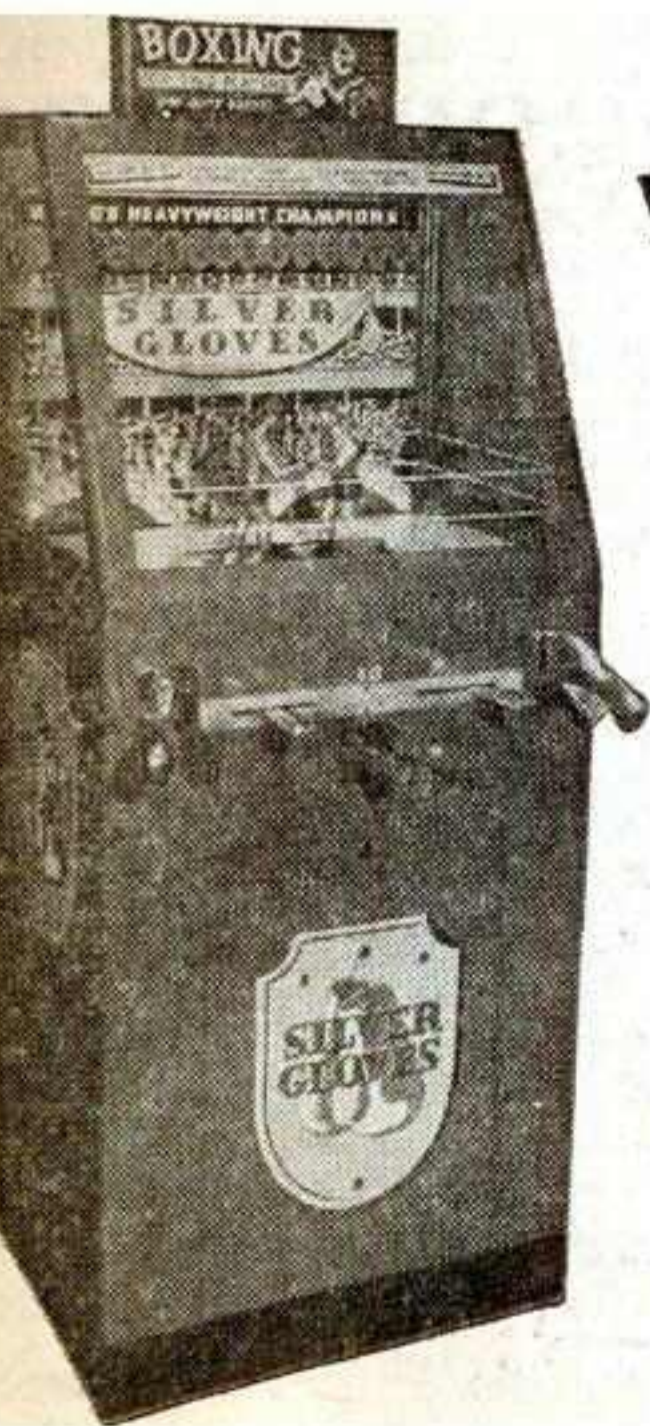
### INTERNATIONAL MUTOSCOPE CORPORATION

Established 1895

WM. RABKIN, President

44-01 Eleventh Street

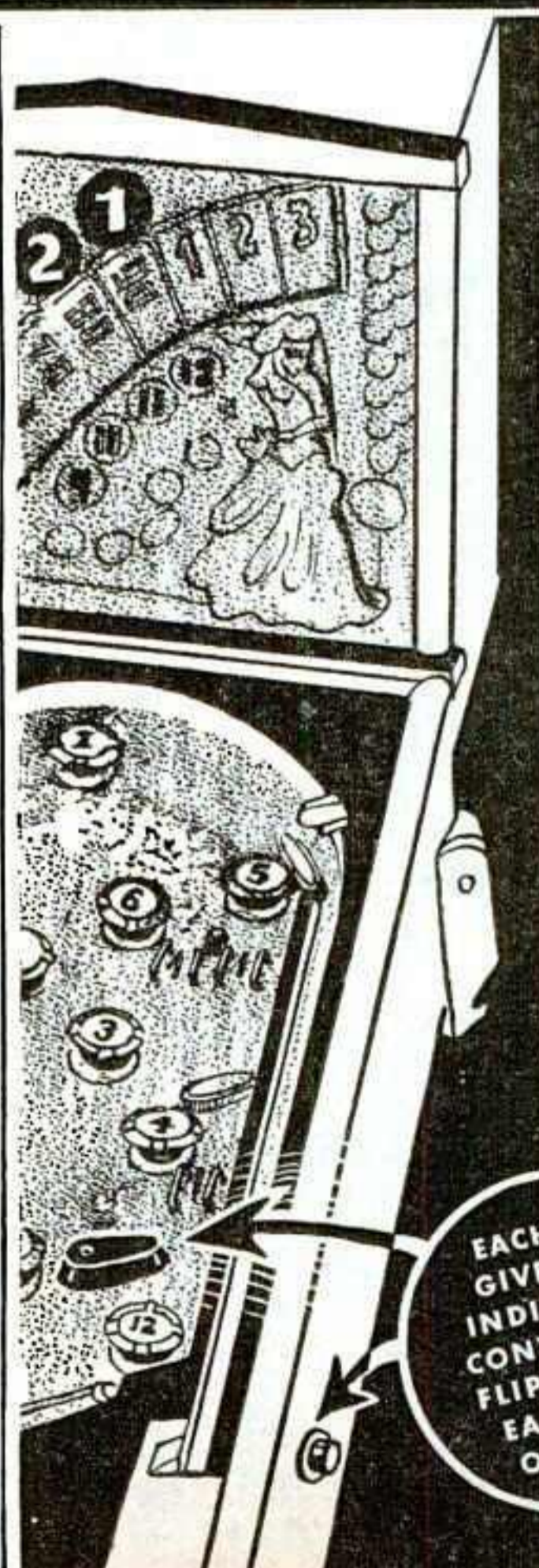
Long Island City 1, N. Y.



Specifications: Approx. 26" wide—19" deep—62" high—plus attractive Sign.

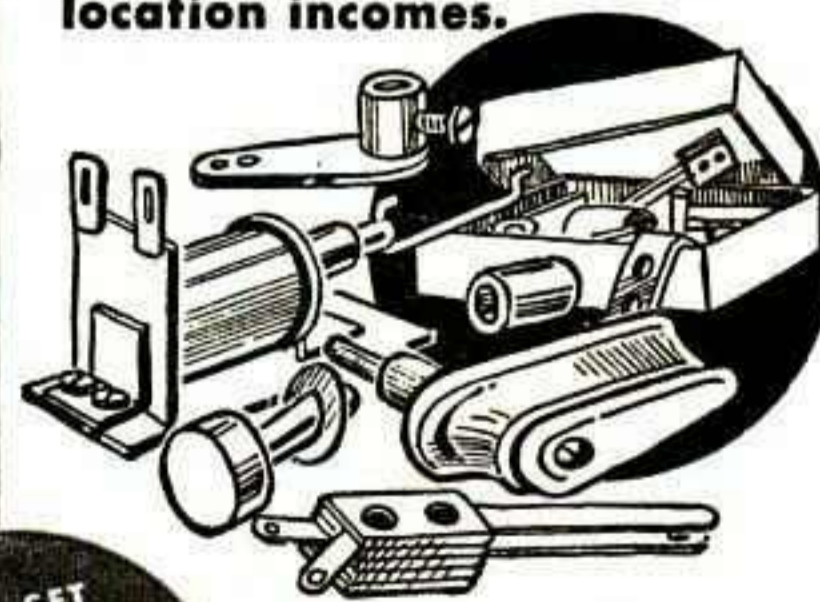
PRICE: \$375.00

F. O. B. Long Island City.



### PUT NEW LIFE TO YOUR EARLIER EXHIBIT GAMES with FLIPPERS

YOU CAN ADD these popular thrillers yourself. EXHIBIT makes this special offer in the interest of EXHIBIT operators to help them build up their location incomes.



EACH SET GIVES AN INDIVIDUAL CONTROLLED FLIPPER FOR EACH SIDE OF GAME.

Exhibit's NEW LIFE FLIPPERS comes to you in a kit, consisting of TWO complete FLIPPERS with installation instructions

Price \$3<sup>95</sup>

ORDER from your EXHIBIT Distributor

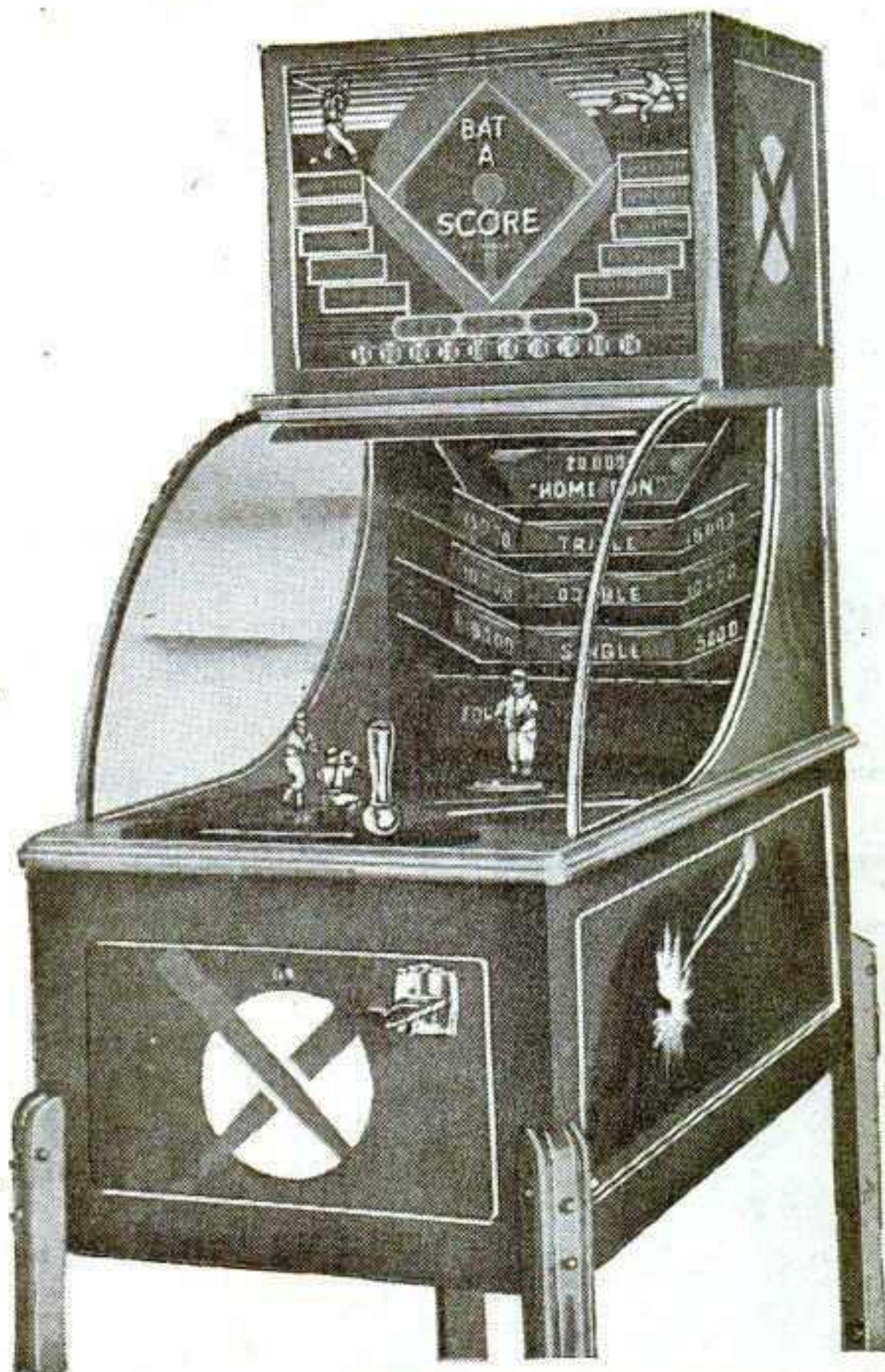
### EXHIBIT SUPPLY CO. 4222-30 W. LAKE ST. (ESTABLISHED 1901) CHICAGO 24, ILL.

EVANS'

# BAT A SCORE

10 BALLS

5¢ PLAY



**ANIMATED MANIKIN-ACTION HIGH SCORE BASEBALL GAME**  
PLAYER CONTROLLED!

**BALL PITCHED AND HIT**

**Through the Air!** (NOT ROLLED)

ANIMATED MANIKIN PITCHER—Actually picks up and pitches ball through the air!

ANIMATED MANIKIN BATTER—Swings and hit flies, grounders. Under player control.

MANIKIN CATCHER catches the ball on strikes, balls, fouls.

BAT-A-SCORE puts your location up among the leading "scorers"! Irresistible appeal, LIFE-LIKE baseball action and "ninth-inning-bases-loaded" thrills! BAT-A-SCORE keeps players in there swinging . . . pays off in champion collections all the year 'round!

ORDER FROM YOUR DISTRIBUTOR OR DIRECT

**H. C. EVANS & CO.**  
1528 W. ADAMS STREET  
CHICAGO 7, ILLINOIS

- IT'S BASEBALL UNDER LIGHTS!
- TERRIFIC BACKBOARD FLASH!
- HIGH SCORE SKILL CHALLENGE!
- MODERN DESIGN—CONSOLE STYLE.
- EVANS PRECISION ENGINEERED!

## NEW GAMES

Immediate Delivery on Chicago Coin CATALINA, Genco TRIPLE ACTION, United MANHATTAN, Gottlieb ROBIN HOOD & Exhibit BUILD UP. Write.



"LEN"

### PHONOGRAPHS

Aerion DeLuxe with new mechanism	\$300.00
Model "A" AMI Phonograph	700.00
Empress Phonograph, Mills	100.00
Throne Phonograph, Mills	80.00
Phonograph, Mills	31.00
Packard Wallboxes, new	275.00
Packard Hideaway Unit	470.00
Packard Model #7 phonograph	250.00
Personal Music Boxes	9.00
Personal Music Studio, complete	250.00
Rock-Ola Playmaster Hideaway, 1422	440.00
1947 Model Rock-Ola phonograph	79.00
Rock-Ola Counter Model	45.00
12-Record Rock-Ola phonograph	137.50
Rock-Ola Master	79.50
Seeburg Royal phonograph	79.50
Seeburg Regal phonograph	495.00
1946 Model Seeburg	45.00
12-record Seeburg	495.00
Wurlitzer #1015 Model	220.00
Wurlitzer Model #800	74.50
Wurlitzer Victory Model	224.50
Wurlitzer Model #850	62.50
Wurlitzer 16-record machine, III.	62.50
Wurlitzer #412 Model	58.50
Wurlitzer Counter Model #61	58.50

### ARCADE PIECES

Air Raider, Keeney	\$ 37.50
Bat-a-Ball, Muney	13.50
Card Vendors by Mutoscope and Exhibit.	19.50
Chicken Sam	37.50
Chicago Sam	39.50
Chicago Coin Hockey	32.50
Hockey, Champion (2-way)	27.50
Mills Strength Lifter, floor model	260.00
Midget Movie, Aeco, 5¢	335.00
Photomatic	47.50
Rapid Fire, Bally	295.00
Roll Down, Chicago Coin	94.50
Skyfighter, Mutoscope	38.50
Submarine, Keeney	82.50
Skee Roll, Supreme	47.50
Scientific Batting Practice	28.50
Texas Leaguer	87.50
Undersea Raider, Bally	31.50
Whizz, Genco, w/stand	48.50
World Series, Rock-Ola	61.50
Western Baseball, DeLuxe	42.50
Zingo	42.50

### FIVE BALLS, USED

Baffle Card, Gottlieb (2)	\$ 76.50
Big Hit, Exhibit	32.50
Captain Kidd, Genco	15.00
Carousal, Keeney	69.50
Dynamite, Williams	55.00
Fast Ball, Exhibit	36.50
Flat Top, Williams	15.00
Gold Ball, Chicago Coin	108.50
Havana, United—with new motor	107.50
Jungle, Genco	15.00
Kilroy, Chicago Coin	67.50
Maisie, Gottlieb	104.50
Marjorie, Gottlieb	104.50
Midget Racer, Bally—with flippers	49.50
Playboy, Chicago Coin	98.50
Ranger, Exhibit	89.50
Rio, United	89.50
Sea Breeze, United	47.50
Showgirl, Williams	53.50
Smarty, Williams	68.50
Spellbound, Chicago Coin	34.50
Stagedoor Canteen, Gottlieb—late	29.50
Step Up, Genco	47.50
Suspense, Williams	15.00
Ten Spot, Genco	175.00
Treasure Chest, Exhibit	105.00
Torchy, Williams	15.00
O'Boy, Chicago Coin	15.00
Yanks, Chicago Coin	15.00

### ONE BALLS

Bally '41 Derby, Free Play	\$ 40.00
Bally Longacres and Thorobreds, Free Play	85.00
Bally Victory Special, Free Play	188.50
Bally Special Entry, Free Play	369.50
Bally Pimlico, Free Play	47.00
Gottlieb Daily Races, Free Play	234.50
Keeney Big Parlay and Free Play conv.	129.50

### Counter Machines

1¢ American Eagle, Sparks, Ginger (Token P.O.)	\$ 12.50
1¢ Skill Thrill, Daval	16.50
1¢ Champion Basketball	29.50
1¢ Big Game Hunter, ABT Mfg.	14.50
5¢ Daval Free Play Machines	12.50
1¢ Best Hand and OOMPH, Daval	16.50
1¢ Gottlieb 3-way Grip Scales	12.50
1¢ Pop Up, Marvel	12.50
1¢ Smiley, Pioneer	5.50
SLOTS???? We have Mills original, 5¢, 10¢ and 25¢ Black Cherrys and Golden Falls. Used only thirty days. Each..\$150.00	

### WHEN YOU ORDER

1. State second choice, if possible.
2. Send 1/3 deposit, balance C. O. D.
3. Specify shipping instructions!

ATTENTION: 10% discount on purchases of \$500.00 or more.

Telephones: Main 8751 and Main 0477

## T and L DISTRIBUTING CO.

1321 Central Parkway Cincinnati 14, Ohio

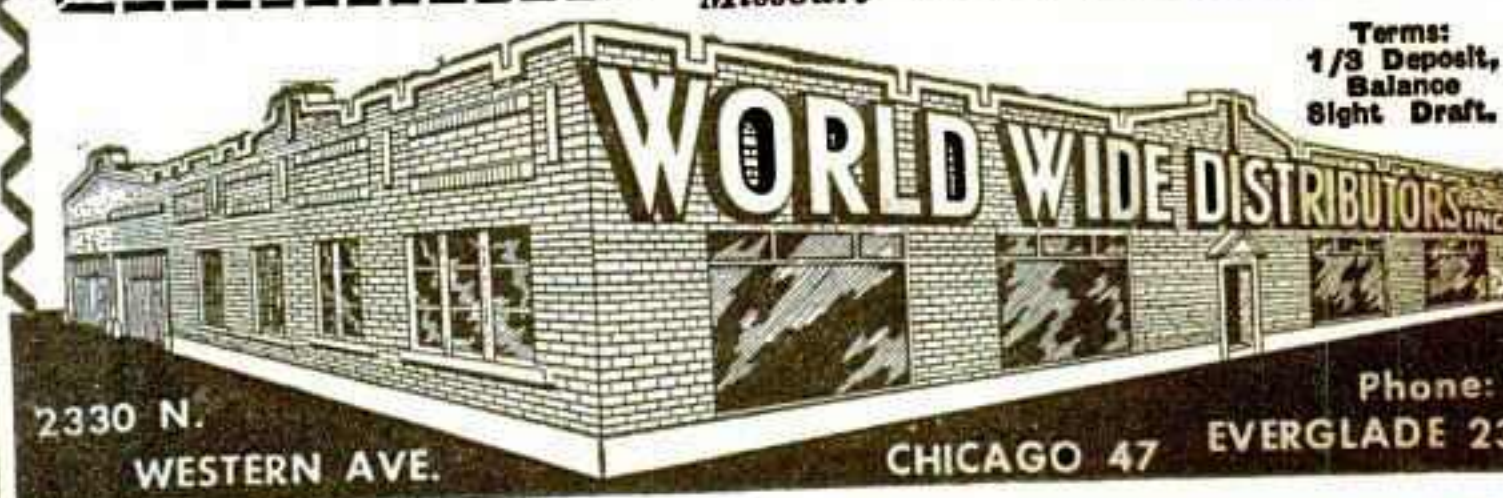
### Guaranteed Consoles!

Bally Draw Bell, Red Plastic Buttons	\$250	Keeney Twin Bonus Super Bell	..\$575
Bally DeLuxe Draw Bell	305	Keeney Three-Way Bonus Super Bell, 5¢-10¢-25¢	795
Evans Galloping Dominoes, F.P. & P.O.	445	Evans 1947 Bangtails, F.P. & P.O.	445
Mills Three Bells	..\$195		

Headquarters for  
**NEW PIN GAMES**  
All the latest releases Available  
for Immediate Shipment.

Exclusive for  
**KEENEY**  
in Illinois,  
Nebraska,  
Kansas,  
Iowa,  
Missouri

Reconditioned  
**ONE BALLS**  
Jockey Club .....\$75  
Turf King ..... 75



2330 N. WESTERN AVE. CHICAGO 47 Phone: EVERGLADE 230

## Now delivering UNITED'S new 5-BALL MANHATTAN

WRITE • WIRE • PHONE YOUR ORDERS TODAY!  
**SIMON SALES, INC.**  
627 10th Avenue Dave Simon New York 19, N. Y.  
Please Note NEW Phones: Plaza 7-5660-5661-5662

GIVE TO THE DAMON RUNYON CANCER FUND

# WICO FLIPPERS FIT ALL MANUFACTURERS' GAMES KNOW YOUR FLIPPERS!!

In Wico "Skill-Thrill" Revamp Kit You Get All These Features:

- ▶ Complete Parts and Instructions (No Extra Parts to Buy).
- ▶ Simple, Permanent Installation
- ▶ Quality Merchandise
- ▶ Proven Performance (ask the operator who is using them now).
- ▶ Substantially Increased Profits
- ▶ "Skill-Thrill" Flipper Revamp Kits FIT ALL GAMES
- ▶ Order a Sample Kit Today—If Not Satisfied Within 10 Days Your Money Refunded
- ▶ Immediate Delivery

When ordering specify name of game and manufacturer to be assured that you get proper voltage coils operating from transformer.

**COMPLETE KIT**  
**\$5.95**

Optional—When ordering. Kits can also be supplied to operate on 110 volt AC Circuit direct if desired — PLEASE SPECIFY.

Distributors, Write

## WICO CORPORATION

2913 N. Pulaski Road Chicago 41, Illinois  
Phone Mulberry 3000

**you can't stop after one game**  
**ON THE NEW**  
**WILLIAMS 5 BALL**  
**TENNESSEE**

ORDER DIRECT FROM

**Scott-Crosse Co.**  
1423 Spring Garden St.  
Philadelphia, Pa.  
RIttenhouse 6-7712

- Hold Bonus Score
- Jackpot Bonus
- Unusual Flipper Action
- Highest High Score

## WANTED

Working Capital for going concern now manufacturing amusement games. Substantial amount of orders now on hand to support your investment. \$100,000 to \$200,000 needed for one-half interest and working capital. Large distributor inquiries invited with cash to invest

Address All Replies to  
Box 161, c/o The Billboard,  
155 N. Clark St., Chicago 1, Ill.

promote



AND  
**Relaxation**

to patrons in your territory

Operate  
**Mills** Bell Type  
Coin Machines!

BELL-O-MATIC CORPORATION

4100 Fullerton Avenue  
Chicago 39, Illinois

## MILLS LATEST MACHINES



**GOLDEN FALLS**  
You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play. WRITE FOR PRICES

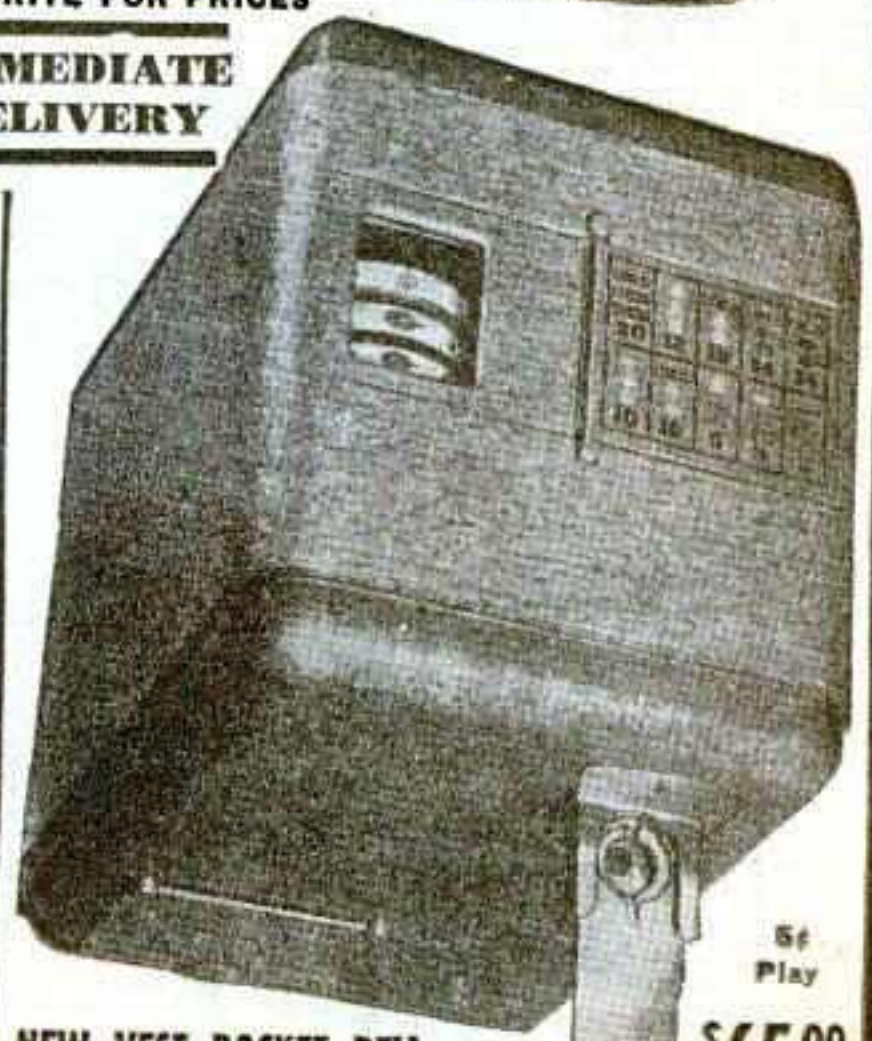


**JEWEL BELL**  
If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play. WRITE FOR PRICES



**MILLS QT**  
A "Pony-Size" Bell. Weighs only 35 lbs.  
The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

**\$115.00** 1/3 Deposit.  
New Box Stands, Single, Double and Triple Safes



**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.

**SICKING, INC.**

Established 1895 1401 CENTRAL PARKWAY CINCINNATI 14, OHIO

# Grant Patent For New Game

WASHINGTON, March 6.—A patent for a baseball game has been issued to Maxmillian C. Meyer, Brooklyn, it was disclosed in the current issue of the U. S. Patent Office's *Official Gazette*.

Meyer made original application for the patent August 21, 1943, and was issued patent serial No. 2,436,816. Tho the game as described in the patent office publication makes no mention of coin operation, the game appears suitable for adaptation to coin play.

A description of the game as listed in the *Official Gazette* reads as follows:

In a baseball game in which a ball

is propelled into a wheel element containing a plurality of separate compartments, which wheel element is adapted to be rotated, a pitching and batting stand rising above and positioned adjacent to said wheel element and being mounted on a support, said stand having on opposite sides a pitching side and a batting side, said pitching side being concealed from said batting side, a plurality of holes in the pitching side facing said wheel element, said ball being adapted to be placed in any one of said holes, a plurality of plungers on the batting side one plunger for each of said holes, each of said plungers being yieldably supported so that the tapping of a selected plunger moves one end of said plunger into its respective hole and thereby expels the ball from the hole into said wheel element.

# Canadian Bottling Industry Expands

ST. JOHN, N. B., March 6.—One of the industries undergoing major expansion in the Canadian provinces is the bottling trade. Indications are that with the extension of services by bottlers, the 2-cent tax on nickel beverages put into effect as a war time emergency may be eliminated this year.

Among the firms making noticeable use of their expansion plans are the Coca-Cola Company, of St. John; Sussex Ginger Ale, Ltd., of Sussex, N. B., and the Canada Dry Company.

The St. John Beverage firm has acquired a former St. John army camp to be used for the bottling of Coca-Cola. Several buildings on the field are to be extensively altered and new bottling equipment will be installed. First production from the new plant is set for April.

### Buys Plant

Sussex Ginger Ale has purchased a plant in Halifax from the Orange Crush Company. At the moment extensive remodeling and enlargement plans are being developed for the new acquisition. Principal reason for the additional plant is to take some of the production pressure off the plant at Sussex. Sussex has also arranged to enlarge its St. John facilities, a branch that formerly concentrated on distribution. With the additional appointments, the firm will do manufacturing and bottling at St. John as well as handling its former distribution services.

Canada Dry is getting ready to erect a new plant on some property recently purchased in Halifax. This plant will concentrate on the manufacture of the firm's ginger ale. Output from the Halifax branch will be distributed thru Nova Scotia, Prince Edward Island and New Brunswick,

# NCWA Adds Jobbers, Mfrs. to Membership

WASHINGTON, March 6.—National Candy Wholesalers' Association (NCWA) has announced the recent addition of new jobbers, manufacturers and sales managers as members. NCWA is also completing plans for its annual convention, to be held June 13-17 at the Sherman Hotel, Chicago.

New jobber members are F. A. Brown Co., Lincoln, Neb.; The Brown Specialty Co., Galesburg, Ill.; Conrad Wholesale Co., Johnstown, Pa.; Carolina Candy Co., Greensboro, N. C.; Jack Fox, Lawrence, Mass.; General Candy Co., St. Louis; Glaser Brothers, San Francisco; Hagman Candy Co., Pittsburg, Kan.

Joseph Bernard Harding, Washington; Kanco Distributors, Inc., Phoenix, Ariz.; Klauber-Wangenheim Co., Los Angeles; Lekas Candy Co., Oakland, Calif.; McGlasson Distributing Co., Columbia, Mo.; Memphis Tobacco Co., Memphis; St. Clair & Allen, Rockland, Me.; Sterling Tobacco Co., Seattle; Twin State Fruit Corp., White River Junction, Vt., and Walter Williams Candy Co., Oklahoma City.

New manufacturer members are Brock Candy Co., Chattanooga; Bunte Brothers, Chicago; Deran Confectionery Co., Cambridge, Mass.; Pearson Candy Co., Minneapolis; Purity Candy Co., St. Louis; The Toycraft Rubber Co., Ashland, O.

New NCWA enrollments in sales manager and other classifications are John A. Morrow, Cambridge, and J. J. Zackry, Chicago.

thus relieving a vital distribution problem that has hampered the firm, namely, the overcoming of geographical and rail disadvantages while making a major effort to serve the maritime provinces.

## OPERATORS' INFORMATION ON REQUEST

## RECONDITIONED PIN GAMES

Ready for Location!

Baffle Card .....	\$ 59.50	Play Boy .....	\$ 98.50
Ballyhoo .....	77.50	Smarty .....	59.50
Big League .....	26.50	Sun Valley .....	14.00
Baseball (Chicoin) ..	92.50	Smokey .....	82.50
Carousel .....	78.00	Show Girl .....	45.00
Dynamite .....	55.00	Suspense .....	49.50
Hi Ride .....	155.00	Superliner .....	44.50
Kilroy .....	75.00	Superscore .....	65.00
Maisie .....	99.50	Spellbound .....	55.00
Miss America .....	72.50	Tornado .....	89.50
		Towers .....	22.50

# ROY MCGINNIS CO.

2011 MARYLAND AVE., BALTIMORE 18, MARYLAND • PHONE: UNIVERSITY 1800

**TERRIFIC ACTION!**

**7 PLAYER CONTROLLED FLIPPERS!**

**ADVANCING BONUS SCORES!**

**SPECIAL SCORING!**

**NOVELTY AND FREE GAMES**

Also Available as a 5-ball straight novelty roll down game with console cabinet

**FLIPPER ACTION** is from center and bottom, as well as from both sides. It's FAST!

BE FIRST IN YOUR TERRITORY TO CAPTURE CHOICE LOCATIONS WITH THESE KEENEY WINNERS



**BIG MONEY IS WAITING FOR YOU!**

- ★ Sensational FLIPPER and bumper action!
- ★ Big ADVANCING BONUS SCORES!
- ★ SPECIAL SCORES of 50,000!
- ★ TOP HIGH SCORE: 950,000!

Keeney's "Cover Girl" is a riot of FAST high-scoring action. A BIG MONEY WINNER!

**FLIP BUTTON**

**THE LATEST AND GREATEST OF CONSOLES**



**NEW! Keeney's GOLD NUGGET**

Bell fruit reels! 2 coin play! Multiple Scoring! New High Awards! See it! Play it! Standard models equipped 5c—25c chutes. Any combination of 5c—10c—25c chutes.

Keeney's 2-Way Bonus Super Bell a perfect team mate with Gold Nugget

KEENEY GAMES GET AND HOLD YOUR LOCATIONS AGAINST ALL COMPETITION

**J. H. Keeney & CO., INC.**

"THE HOUSE THAT JACK BUILT"

2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

Order from your Keeney Distributor

# MARVEL LEADS AGAIN! GOLD MINE

**"PLUS 4" COIN  
FEATURE  
COSTS ONLY  
\$10**  
MORE THAN REGULAR  
PRICE OF SINGLE COIN  
"GOLD MINE"

WITH THE  
**PLUS 4  
COIN  
CHUTE**

WITH ONE COIN CHUTE — PLAYER CAN  
PLAY FOR

**5¢** **10¢** **15¢** OR **20¢**

A GAME

WHICH MEANS: **LOADED CASH BOXES!**

**FEATURING**

- Four Flippers
- Simplified Bonus Scoring
- Simplified Out-Hole Scoring
- Knockout Pockets
- Fool-Proof Ball Lift

**EACH ADDITIONAL COIN  
INSERTED**

automatically gives player a better  
chance to win. Here is a 5 ball  
game that can take in 20c instead  
of 5c per game!



**DISTRIBUTORS!  
WIRE  
PHONE or  
WRITE**

**SEE YOUR DISTRIBUTOR AT ONCE  
OR WIRE, PHONE OR WRITE TO**

**MARVEL Manufacturing Co.**  
2847 W. FULLERTON AVE., CHICAGO 47, ILL.  
PHONE: DICKENS 2424

## THE SACRIFICE PRICES OF FLORIDA AMUSEMENT COMPANY

**JENNINGS STANDARD CHIEFS (Silver Chromes)**

*LIKE NEW—Used from one day to two weeks*

5c .....	\$170.00
10c .....	180.00
25c .....	190.00
50c .....	270.00

**JENNINGS STANDARD CHIEFS (Silver Chromes)**

*Used 60 days—guaranteed perfect*

5c .....	\$140.00
10c .....	150.00
25c .....	160.00

**USED JENNINGS**

**GUARANTEED IN A-1 CONDITION**

5c Standard Chiefs (Silver Chromes) .....	\$110.00
5c Bronze Chiefs .....	90.00
25c Standard Chief Black Hawks (Grey Front) .....	115.00
Comb. 10-25 Groetchen Twin Falls Consoles — Like New — Used one week .....	\$195.00

**CONSOLES**

5c Evans Galloping Dominos, 1946, Cash P. O. ....	\$195.00
5c Paces Reels — A-1 Condition .....	50.00
25c Bangtails, 1947, Cash P. O. ....	395.00
25c Evans Racers — Like New — Used one week ...	745.00

Universal Revolv-a-Round Double Safe Stands, used one week, same as new .....	\$70.00
De Luxe Revolv-a-Round Double Weighted Safe Stands, used one week, same as new .....	100.00

Universal Single Stands, new .....	\$16.00
Universal Single Stands, used one week .....	14.00
Used Single Stands .....	8.00

*1/3 Cash With Order, Balance C. O. D.*

**YOU CAN'T AFFORD TO PASS UP THESE BARGAINS**

## FLORIDA AMUSEMENT CO.

2019 HOLLYWOOD BLVD., HOLLYWOOD, FLORIDA

PHONE HOLLYWOOD 160

# Treas. Favors Scaled Levy On Cigarettes

## Supports Economy Brands

WASHINGTON, March 6.—United States Treasury Department, in a study made to help Congress in its post-war tax revision program, has come out in support of economy brand cigarette manufacturers in the latter's attempt to gain a lower excise tax than applies to the five major brands.

The Department, in its report, favored a differential tax for cigarettes, just as it did when Congress adopted wartime taxes in the Revenue Act of 1942. However, at that time the Treasury Department lost its fight when a flat \$3.50 excise tax applicable to all types of cigarettes was adopted. That same tax is still in effect.

In the fiscal year of 1947, the cigarette excise tax yielded \$1,145,300,000, second only to distilled spirits as an individual revenue producer.

# Council on Candy Leads in 3 States

CHICAGO, March 6. — John K. Kettlewell, council director of National Confectioners' Association (NCA) Council on Candy, reported this week that Texas, California and Pennsylvania continue to lead the list of States showing the council's candy and nutrition film. The three States have held first place in number of showings since the movie was released for distribution in the fall of 1947.

Kettlewell said that the film has, to date, been shown to more than 357,080 persons. During January, 83,875 persons attended 885 showings in schools, church group meetings and civic organization programs. Breaking down attendance figures, it was found that by far the majority of showings have been viewed by school-age children; 291,908 boys and girls have seen the film.

Bookings during 1948 have greatly exceeded earlier estimates, and it is figured that approximately 1,000,000 people will see the movie this year. Modern Talking Pictures, Inc., distributors of the council film, report that it has been "booked solidly thru the school year ending in June."

# Canadian Ops Hope Embargo Ends in 1948

## Parts Only Allowed Now

TORONTO, March 6.—Canadian distributors and operators of coin machines are still hopeful that the end of the year will see an end to the embargo which their government has placed on certain items, including coin-operated equipment. As the import ban now reads, only repair and replacement parts can be brought into the country.

Ban was imposed late last year when the Canadian Government found the country short of dollars with which to continue trading. Canada's main source of foreign exchange is its wheat crop and newsprint supplies. Currently, most of the newsprint is being shipped to the States, while the wheat supplies are going to the United Kingdom, with payment in British pounds.

The government finance experts believe that the amount of dollars brought into the country by the newsprint industry is not sufficient to permit unlimited trading with the States, since the States can't take settlement in British pounds.

Prior to imposition of the ban, Canadian coin firms were the largest non-domestic buyers of coin machines, rivaled only by Mexico. Bulk of the juke boxes shipped to buyers outside the States went to Canadian firms, and since juke boxes represented approximately two-thirds of the normal month's exports the ban has noticeably affected U. S. export shipments.

# Tilt and Swayers Compete in School Pinball Tournaments

CHESTERTOWN, Md., March 6.—Pointing up the cultural aspects of pinball play is a news story published in a recent issue of *The Washington Elm*, campus newspaper of Washington College, a fortress of higher learning established here in 1782.

Tho there was no definite information available to the effect that pinball squads would soon succeed football players as the favored intercollegiate sport heroes, several of the college's fraternities have apparently formed top-notch pinball teams and are well on their way toward forming leagues for regulation play.

A report of the pinball contest as it appeared in the college paper follows:

"The Beta Theta team met the Lambda Chi Squad on the pinball gridiron at Bennett's Stadium and came thru with a crashing 1,326,000 to 856,000 point victory. The Theta team was composed of Cook, Mullineaux and Crim. The Lambda team was Shellburg, Weaver, Bean, Steele and Campbell.

"The play on both squads was outstanding and the sportsmanship displayed thruout the contest was of the highest caliber known to the sports world. Steele was forced to retire early in the fray because of a knee injury. Mullineaux was the evening's high scorer. Henry Bosz was promoter, announcer and chief official."

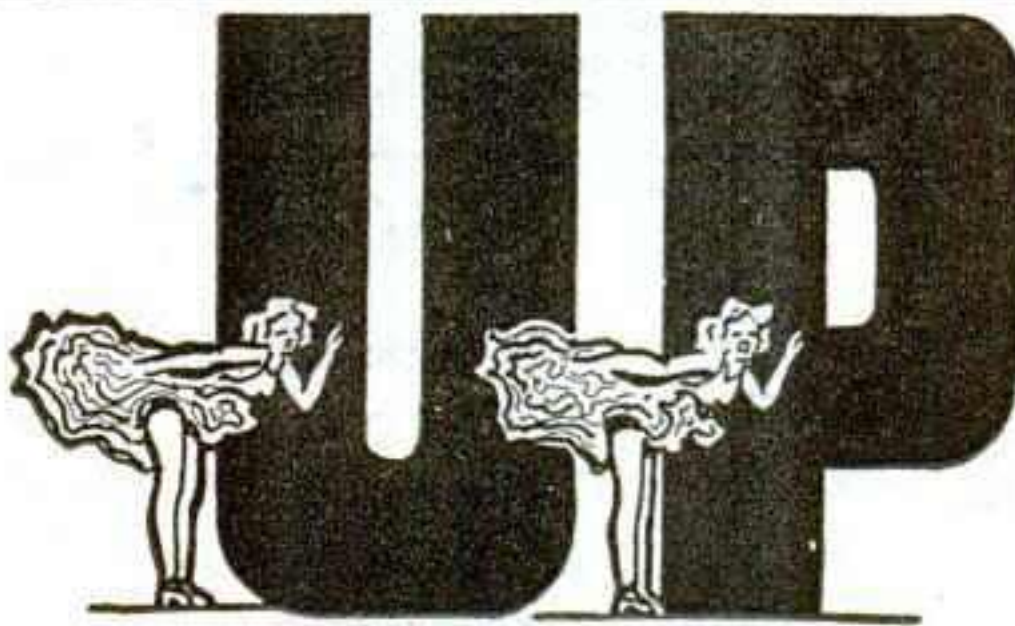
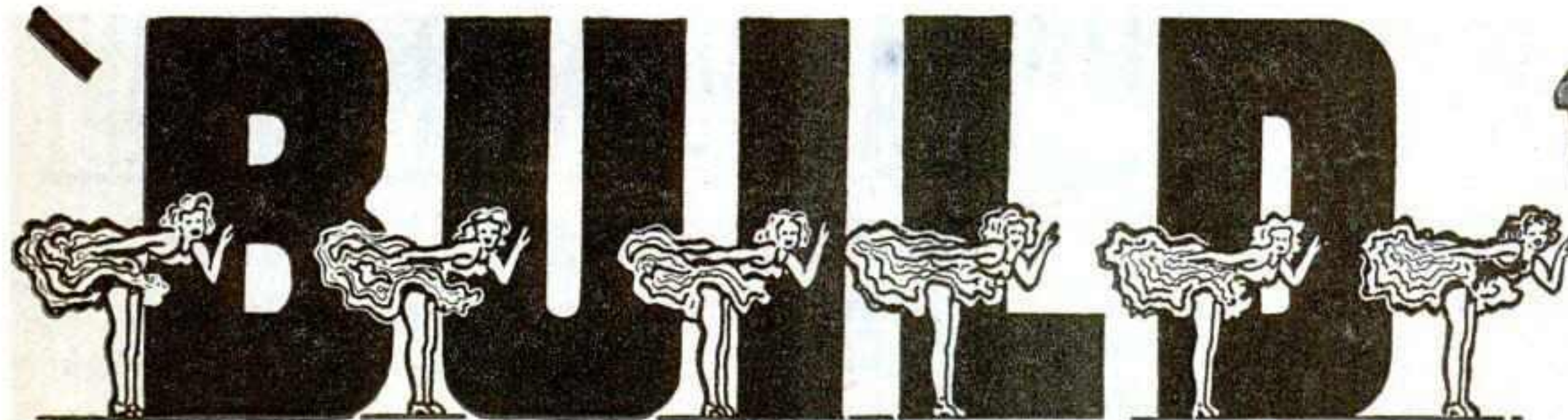
The equipment used in the fiercely waged "athletic contest" was a Gottlieb Humpty Dumpty.

## Used Games—Specials

Williams Sunnys, floor samples...\$140.00	Humpty Dumptys .....\$170.00
Williams Bonanzas, used very little 129.50	Sea Breezes ..... 45.00
Hawaii ..... 125.00	Nevadas ..... 135.00
Bally Big Leagues ..... 30.00	Bally Special Entries ..... 325.00
Star Lifes ..... 120.00	

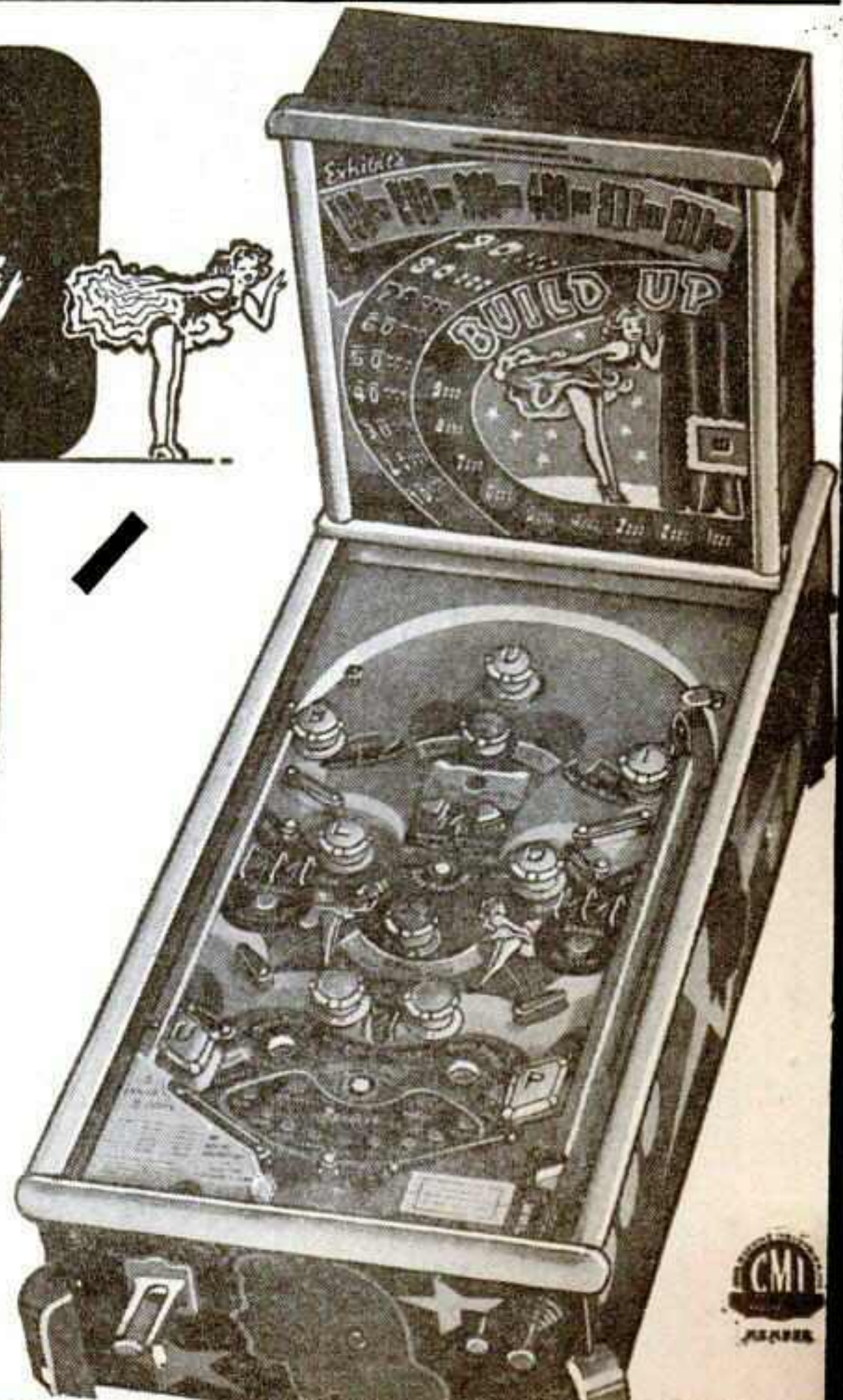
## NEW ORLEANS NOVELTY COMPANY

115 Magazine Street Phone CANal 5306 New Orleans, La.



Reports come to us every day—**BUILD UP**—is doing **BIG** on all locations. Players like it. **YOU** are missing something **BIG** without "**BUILD UP**" on your spots. **ASK ANY SMART OPERATOR WHO HAS THEM.**

**GET IT! from your nearest DISTRIBUTOR**



**EXHIBIT SUPPLY COMPANY** (ESTABLISHED 1901) **4218-4230 W. LAKE STREET CHICAGO 24, ILL.**

# RADEX

## EXCLUSIVE coin-operated PERSONAL HOSPITAL RADIO offers you PROOF...

### that this is one of the Greatest PROFIT OPPORTUNITIES ever to hit the Coin Industry!



## YES- IT'S NEW

### HOSPITALS SAY "YES"! TO RADEX

- Hospital management is enthusiastic—Radex eliminates radio NOISE—and provides, AT THE SAME TIME, individual enjoyment to convalescing patients.
- Operators are enthusiastic . . . two coin-boxes, special collection plan means operator has to visit hospital just ONCE EACH MONTH!
- Distributors are enthusiastic . . . because RADEX provides a special merchandising plan that makes RADEX EASY-TO-SELL (ask about our plan to help provide operators with locations . . .)

**NO  
NEW  
LOCATIONS  
ALLOCATED  
AFTER  
MARCH 31!**

### A NEW FIELD . . .

Worth Thousands of Dollars to Individual Operators and Distributors

An independent survey shows "Consumer Acceptance"—an average gross potential per radio in excess of \$1.00 per day! (Photostatic copies on request.) 3,000,000 hospital beds in the U. S.—A potential (at 50%) of \$1,500,000 PER DAY! (Ask for the quota for YOUR territory.) And a TESTED MERCHANDISING PLAN (including financing) on a national scale that starts with your purchase and continues until radios are "on location."

ACTUAL REPRODUCTION of a Few of the HUNDREDS of RESPONSES from Distributors and Operators received in JUST 14 DAYS after the initial announcement by **RADEX!**

## For FREE Illustrated Brochure and Complete Facts

### WIRE TODAY

# RADEX, INC.

DEPT. B-2, 100 WEST 13th AVENUE  
DENVER 4, . . . . . COLORADO

In the "Major League" of Money Makers

Williams

# BOX SCORE

SUPER DELUXE ROLL DOWN  
IS STILL AT THE TOP!



FORCED TO  
RESUME  
PRODUCTION  
BY POPULAR  
DEMAND!



Scout its "big-time" performance  
at your distributor now!  
See for yourself why  
**BOX SCORE**  
commands big play and  
consistently high  
earnings!

Williams  
MANUFACTURING  
COMPANY  
161 W. HURON ST.  
CHICAGO 10, ILL.

## Better DEALS Bally GAMES

USED EQUIPMENT	
<b>FIVE BALLS</b>	
Big Hit	\$29.50
Big Parade	29.50
Ballyhoo	29.50
Eagle Squadron	19.50
Havana	99.50
Kilroy	89.50
Knockout	29.50
Liberty	29.50
Rocket	89.50
Stage Door Canteen	29.50
Victory	19.50
<b>USED ROLL DOWNS</b>	
My Rolls (Like New)	\$369.00
<b>ONE BALLS</b>	
Special Entries	\$349.00
<b>SLOTS</b>	
Mills Black Cherry, 10¢	\$129.50

NUDGYS  
SILVER  
STREAKS  
NEW  
ORIGINAL  
CRATES  
\$99.50

GOLD PLASTIC GRILLE CLOTH CLOSEOUT 50x20" ..... \$3.99 PER SHEET  
Lots of 5 ..... \$3.50 per sheet      Lots of 10 or more ..... \$3.19 per sheet

### NEW GAMES

BALLY EQUIPMENT		FIVE BALLS	
Bally Bowler	Hi Boy	Triple Bell	Manhattan
Big Inning	Double Up	Gold Cup	Lady Robin Hood
My Roll	Wild Lemon	Trophy	Catalina
			Cover Girl
			Gold Mine

One Half Down, Balance C. O. D. or Sight Draft on All Orders.  
COLLECTION BOOKS IN TRIPLICATE, \$7.00 PER 100

**COVEN** distributing Co.  
2181 ELSTON AVE. CHICAGO, ILL.  
Phone: INDEPENDENCE 2210



★ IN NEW ENGLAND IT'S TRIMOUNT ★ IN NEW ENGLAND IT'S TRIMOUNT ★

### CLEARANCE SALE on used 5 BALLS

EVERY PIECE COMPLETELY SHOPPED, CHECKED, CLEANED

READY FOR LOCATION					
Silver Streak	\$135.00	Baffle Card	\$ 85.00	Vanities	\$109.50
Carousel	119.50	Super Score	79.50	Smoky	95.00
Cyclone	109.50	Superliner	69.50	Crossfire	109.50
Gold Ball	129.50	Step Up	49.50	Tornado	109.50
Click	139.50	Suspense	59.50	Canteen	59.50
Playboy	109.50	Spellbound	59.50	Rio	99.50
Miss America	89.50	Big League	49.50	Kilroy	99.50
		Surf Queen	39.50	Amber	79.50
		Big Hit	39.50	Smarty	79.50
		Maisie	135.00	Flamingo	165.00

All orders must contain 1/3 deposit and shipping instructions.

# TRIMOUNT

COIN MACHINE CO.  
40 WALTHAM ST., BOSTON 18, MASS. PHONE: LIB. 9480

### SPECIAL SALE! MILLS 50c SLOTS—ALL MODELS!

NEW PACKARD HIDEAWAY	FLIPPERS—YES!	SHOOTING STARS
8 New Pla-Mor Boxes, 100 ft. 30-wire cable. Complete	\$625.00	5-Ball Free Play, Brand New, in original cases
		\$69.50

NEW EQUIPMENT IMMEDIATE DELIVERIES		
Manhattan	Gold Mine	
Catalina	Bing-a-Roll	
Bull Up	Rio Rita	
Robin Hood	Evans Bang Talls	
Triple Action	Pro Score	
Cover Girl	Bally Gold Cup	
Chicoin	Bally Trophy	
Basketball		
Chicoin Goalees		\$179.50

SLOTS—RECONDITIONED—GUARANTEED			
	5¢	10¢	25¢
Mills Blue Fronts	\$ 87.50	\$ 90.00	\$ 92.50
Mills Brown Fronts	87.50	90.00	92.50
Mills Chrome Bells	110.00	115.00	120.00
Mills Gold Chromes	110.00	115.00	120.00
Mills Black Cherrys	145.00	150.00	155.00

Write for prices on all New Mills, Jennings, Pace and Buckley Slots.

TRY OUR 24-HOUR REPAIR SERVICE

Write for list: Thoroughly reconditioned Five-Balls, One-Ball Free Plays or Payouts, Consoles, Arcade Equip., Phonographs, Counter Games and Scales.

FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information. We make all coin chute adaptations; are experts in special packing and crating. Send for our illustrated literature.

Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft.      CABLE: MOGOIN.

# MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO 22, ILL.



**IN  
EVERYBODY'S  
BOOK  
IT'S**

# LADY ROBIN HOOD!

The ORIGINAL  
**FLIPPER BUMPERS!**  
COMPLETE SEQUENCE!

COMBINATION  
HIGH SCORE  
AND FREE  
PLAY POCKET!

FLASHING  
STEP-UP  
TARGET  
BUMPER!



**SUPER-SENSITIVE  
CONTROL BUTTONS  
ON BOTH SIDES**

**SEE FOR YOURSELF!**

"There is no substitute  
for Quality!"

*D. Gottlieb & Co.*

1140-50 N. Kostner Ave.  
Chicago 51, Illinois



MEMBER

**YOUR  
DISTRIBUTOR  
IS MAKING  
IMMEDIATE DELIVERY!**

# PRICES

## SLASHED

# AGAIN!

STAGE DOOR CANTEEN \$24.50

DON'T PASS THESE BUYS!

SURF QUEEN \$29.50

ONLY \$44.50 Each  
SMARTY  
SPELLBOUND  
SUSPENSE

SUPERLINER \$39.50

ONLY \$84.50 Each  
BAFFLE CARD MYSTERY  
SUPER SCORE \$54.50  
STEP UP \$69.50

These PHONOGRAPHS Are  
READY FOR LOCATION!

Wurlitzer 500 ... \$100.00	Mills Throne ..... \$59.50
Wurlitzer 600 ... 100.00	Mills Empress .... 69.50
Seeburg 8800 ES \$209.50	Seeburg 9800 ES . \$219.50
Seeburg 8800 RC 239.50	Seeburg 9800 RC . 249.50

PHOTOMATICS  
Excellent Condition \$950.00

These are only a few of the many exceptional values now available from SOUTHERN! Now is the time to get set for spring and summer operating and SAVE MONEY! Send for complete list TODAY!

LIKE BRAND NEW  
ROCK-OLA \$425.00  
1422

"The House that Confidence Built"

## SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN  
CINCINNATI • DAYTON • FT. WAYNE  
INDIANAPOLIS • LEXINGTON



TERMS: 1/3 DEPOSIT, BALANCE SIGHT DRAFT

624 S. THIRD ST., LOUISVILLE 2, KY.  
242 JEFFERSON ST., LEXINGTON 2, KY.  
1329 S. CALHOUN ST., FT. WAYNE 2, IND.  
228 W. 7TH ST., CINCINNATI 2, OHIO  
603 LINDEN AVE., DAYTON 3, OHIO  
325 N. ILLINOIS ST., INDIANAPOLIS 4, IND.  
410 MARKET ST., CHATTANOOGA 2, TENN.



NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS



JOE ASH

# ACTIVE RECONDITIONED GAMES 'NUFF SAID

COMPLETELY RECONDITIONED—READY FOR LOCATION!

BAFFLE CARD . . . . .	\$59.50
FAST BALL . . . . .	49.50
HAVANA . . . . .	79.50
MAISIE . . . . .	89.50
STAGE DOOR CANTEEN	29.50
SUPERLINER . . . . .	44.50
STATE FAIR . . . . .	59.50

1/3 With Order — Balance C. O. D.

## ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad St.  
Philadelphia 30, Pa.  
Fremont 7-4495

98 Clinton Ave.  
Newark 5, N. J.  
Mitchell 2-8527

1120 Wyoming Ave.  
Scranton, Pa.  
Scranton 4-6176



"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

## BADGER'S Bargains

"Often a few dollars less — Seldom a penny more"

LOS ANGELES see  
Bill Happel  
MILWAUKEE see  
Carl Happel

### GUARANTEED RECONDITIONED CONSOLES

NEW KEENEY GOLD NUGGET ... WRITE	BALLY WILD LEMON ..... WRITE
NEW BALLY TRIPLE BELLS ... WRITE	BALLY DOUBLE UP ..... WRITE
BALLY TRIPLE BELLS ..... \$595.00	KEENEY BONUS, 3-WAY ..... \$695.00
MILLS THREE BELLS, 5-10-25¢ ... 169.50	KEENEY BONUS, 2-WAY ..... 595.00
KEENEY 4-WAY SUPER BELLS ... 169.50	KEENEY BONUS, 1-WAY ..... 345.00
KEENEY TWINS, 5-25¢, F.P., P.O. ... 89.50	1947 GALLOPING DOMINOES ... 395.00
KEENEY SUPER SINGLE, F.P., P.O. ... 59.50	1947 BANCTAILS ..... 395.00
MILLS JUMBO, LATE, F.P., P.O. ... 49.50	BALLY DE LUXE DRAW BELLS ..... 325.00
MILLS JUMBO, LATE, P.O. .... 34.50	BALLY DRAW BELLS ..... 275.00

### GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER, MODEL 1015 ..... \$525.00	SEEBURG, MODEL 1-47 ..... \$575.00
WURLITZER, MODEL 1080 ..... 575.00	SEEBURG, MODEL 1-46 ..... 495.00
A.M.I., 1946 MODEL M ..... 695.00	ROCK-OLA, MODEL 1426 (1947) . 495.00
PACKARD, 1946 MODEL 7 ..... 395.00	ROCK-OLA, MODEL 1422 (1946) . 395.00

### RECONDITIONED SLOTS AND STANDS

MILLS BLACK CHERRY, ORIG., 5¢ \$149.50	MILLS BLUE FRONT, ORIG., 5¢ ... \$ 74.50
MILLS BLACK CHERRY, ORIG., 10¢ 159.50	MILLS BLUE FRONT, ORIG., 10¢ ... 79.50
MILLS BLACK CHERRY, ORIG., 25¢ 189.50	MILLS BLUE FRONT, ORIG., 25¢ ... 89.50
NEW BLACK CHERRY ..... WRITE	SINGLE WEIGHTED STAND ..... 19.50

Badger Sales Co., Inc.

8251 WEST PICO BLVD.,  
LOS ANGELES 6, CALIF.  
ALL PHONE DR. 4326.

Badger Novelty Co.

2546 NORTH 30TH STREET,  
MILWAUKEE 10, WIS.  
ALL PHONE KIL. 3030.

## STEEL BALL ROLL-DOWNS \$94.50

REBUILT FROM PIN GAMES  
OR WE WILL REBUILD YOUR PIN GAME  
INTO A STEEL BALL ROLL - DOWN FOR  
\$60.00

## BELL PRODUCTS CO.

2000 N. OAKLEY

CHICAGO, IL

GIVE TO THE DAMON RUNYON CANCER FUND

# OUTSTANDING

IT'S OUTSTANDING! IT'S TERRIFIC!

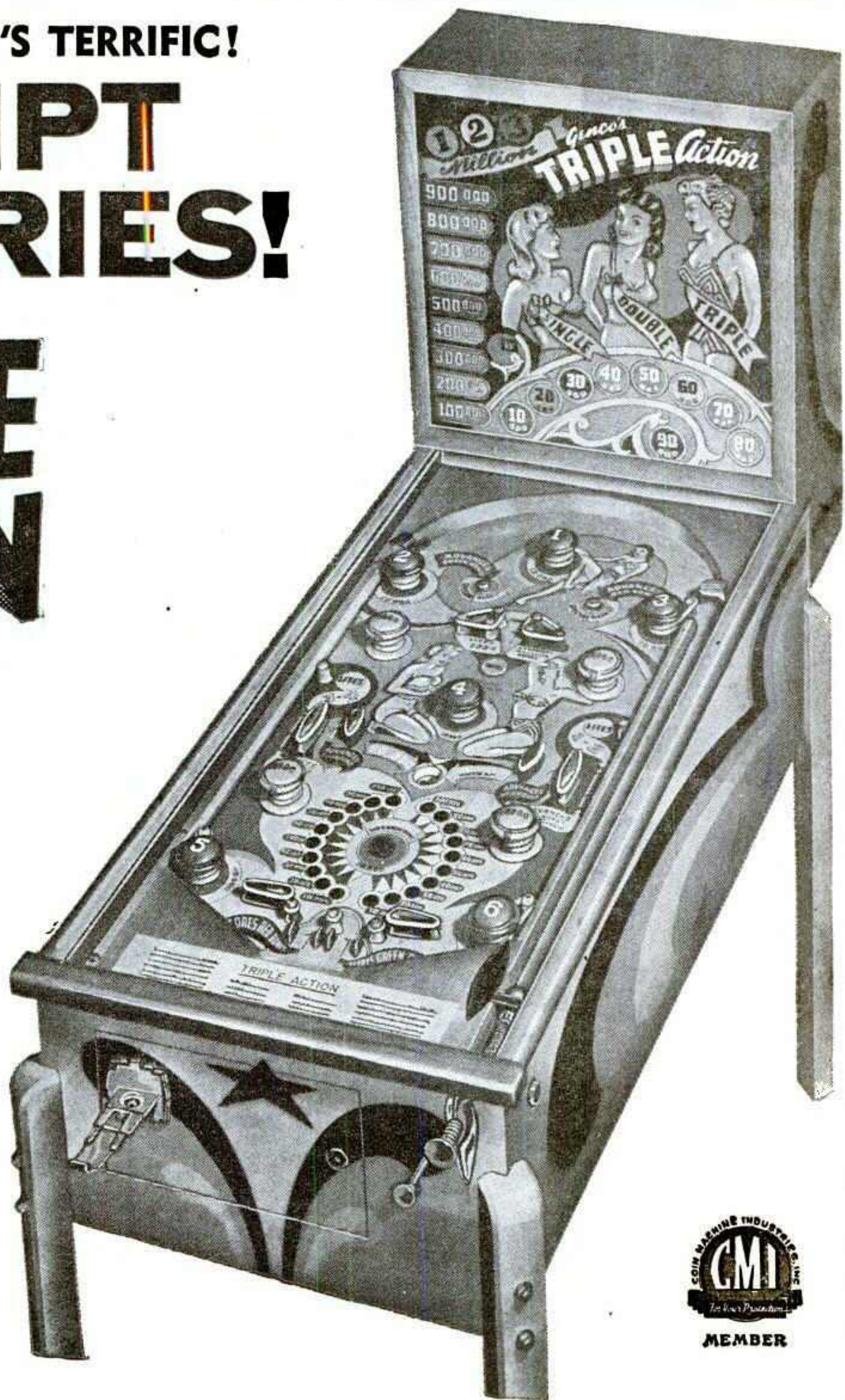
## PROMPT DELIVERIES!

# TRIPLE ACTION

FLIPPER ACTION TO THE TOP OF THE BOARD

ADVANCING BONUS SCORES  
SPECIAL "BONUS FEATURE"  
TRIPLE BONUS FEATURE

*Triple Action!  
Triple Profit!*



ORDER FROM YOUR NEAREST DISTRIBUTOR

**Genco** MANUFACTURING and SALES CO.  
2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

# Chicago Coin's

FOUR FLIPPER GAME

# CATALINA

IS OUTSELLING THEM ALL!



**IN GREATER  
DEMAND  
THAN ANY OTHER  
GAME ON  
THE MARKET!**

- ★ NEW FLIPPER ACTION
- ★ DOUBLE BONUS
- ★ HIGH SCORE
- ★ SUPER-BONUS
- BUILD-UP POCKETS
- ★ FREE PLAY LANES

**ORDER FROM YOUR  
DISTRIBUTOR TODAY!**

WEST COST REPRESENTATIVE  
**PHIL ROBINSON**  
607 KELTON, LOS ANGELES, CALIFORNIA

EASTERN SALES REPRESENTATIVE  
**ALBERT SIMON**  
501 W. 42nd ST., NEW YORK, NEW YORK

**CHICAGO COIN** MACHINE COMPANY  
1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

# ONLY BUCKLEY CRISS CROSS BELLES CAN GIVE YOU THIS COMBINATION OF OUTSTANDING FEATURES—

X X X

## Criss Cross Bar Payouts—

(Three bars showing in any position pay 20 coins)

X

## Extra Award Payouts—

(New payout combinations in addition to regular 2-5 awards)

X

## Guaranteed Jackpots—

(Ranging from \$5.00 to \$100.00)

X

## Jackpot Token Payout—

(Another Buckley "first!")

X

## Token Payout Meter—

(Registers each jackpot token delivered)

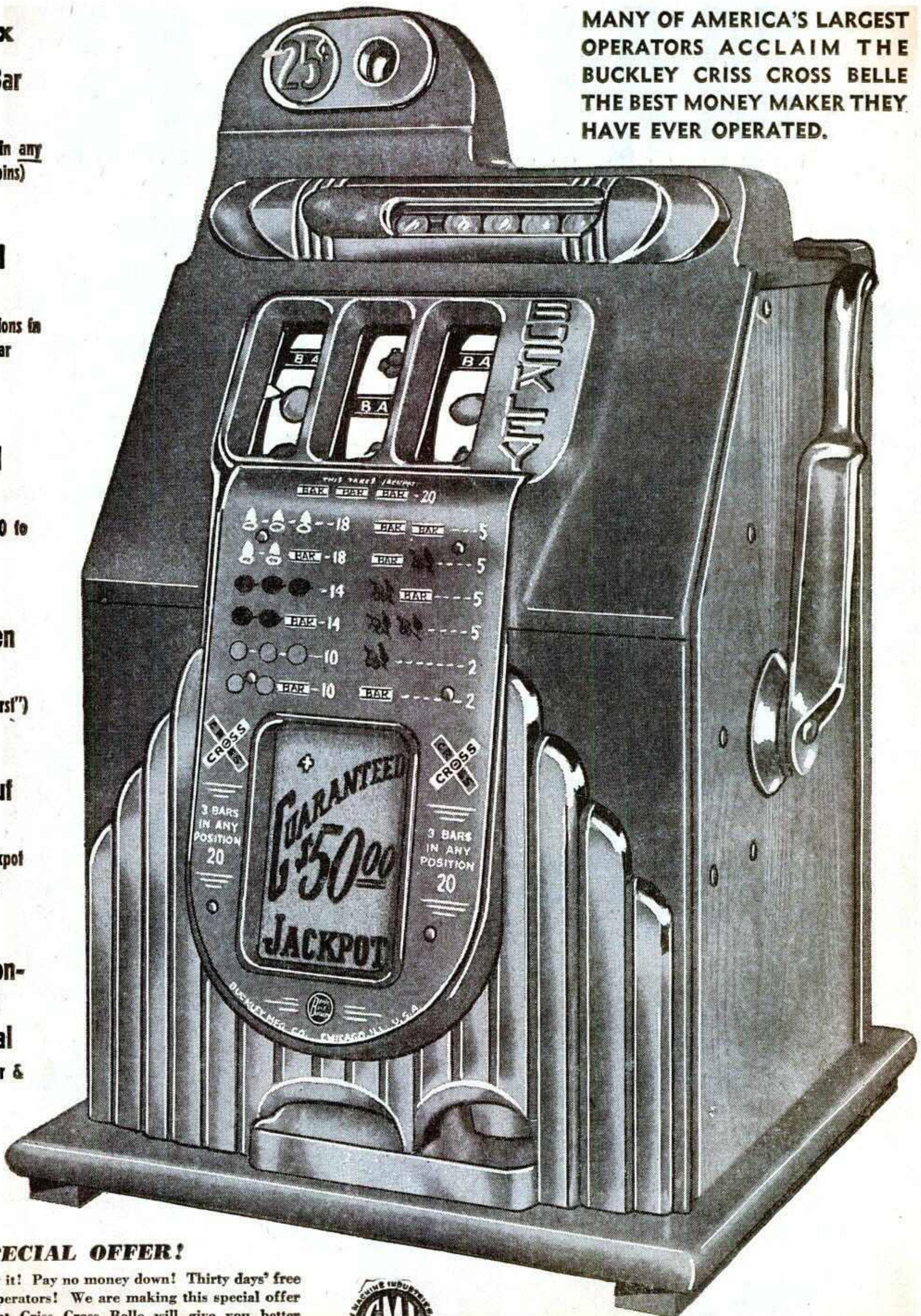
X

## Mechanism Constructed of Aircraft Metal

(Considerably lighter & stronger)

X

MANY OF AMERICA'S LARGEST OPERATORS ACCLAIM THE BUCKLEY CRISS CROSS BELLE THE BEST MONEY MAKER THEY HAVE EVER OPERATED.



### SPECIAL OFFER!

Try it before you buy it! Pay no money down! Thirty days' free trial to established operators! We are making this special offer to prove to you that Criss Cross Belle will give you better mechanical performance and will make more money than any other Bell machine. Let us know the type of location in which Criss Cross will be placed and we will recommend the model Criss Cross for your particular location.



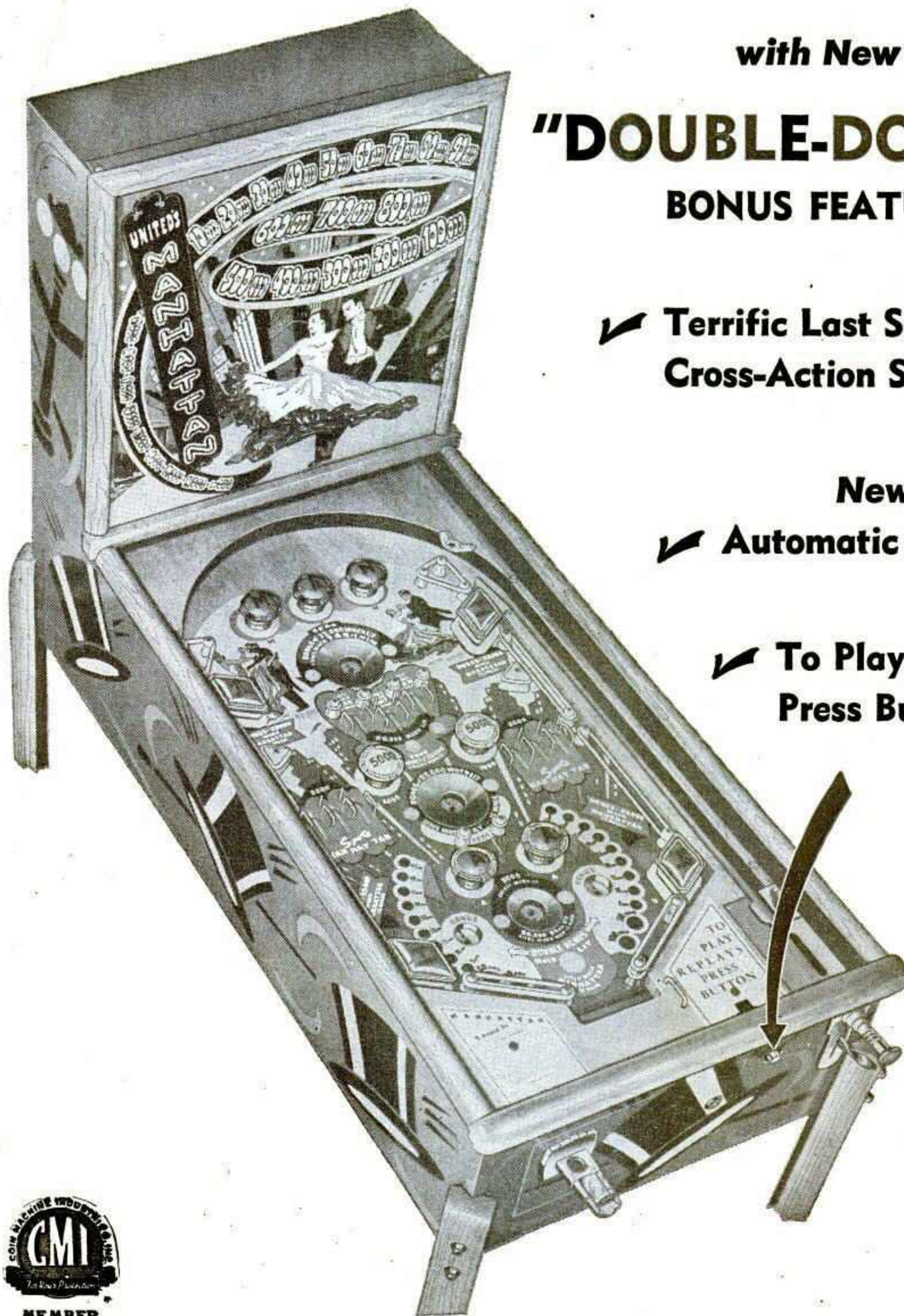
## BUCKLEY MANUFACTURING CO.

4223 W. LAKE ST.

CHICAGO 24, ILLINOIS

TELEPHONES: VAN BUREN 6636, 6637, 6638, 6533

# UNITED'S MANHATTAN



with New

## "DOUBLE-DOUBLE" BONUS FEATURE

✓ Terrific Last Second  
Cross-Action Suspense

New

✓ Automatic Shuffle

✓ To Play Replays  
Press Button

FIVE-BALL  
NOVELTY  
REPLAY

SEE YOUR  
DISTRIBUTOR



### UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS



# It's a Honey for Less Money!

## Aireon MODEL 400

## Coronet AUTOMATIC PHONOGRAPH



Everybody's buzzin' about the new price . . . 495 . . . the low initial cost that makes a reasonable payment plan possible.

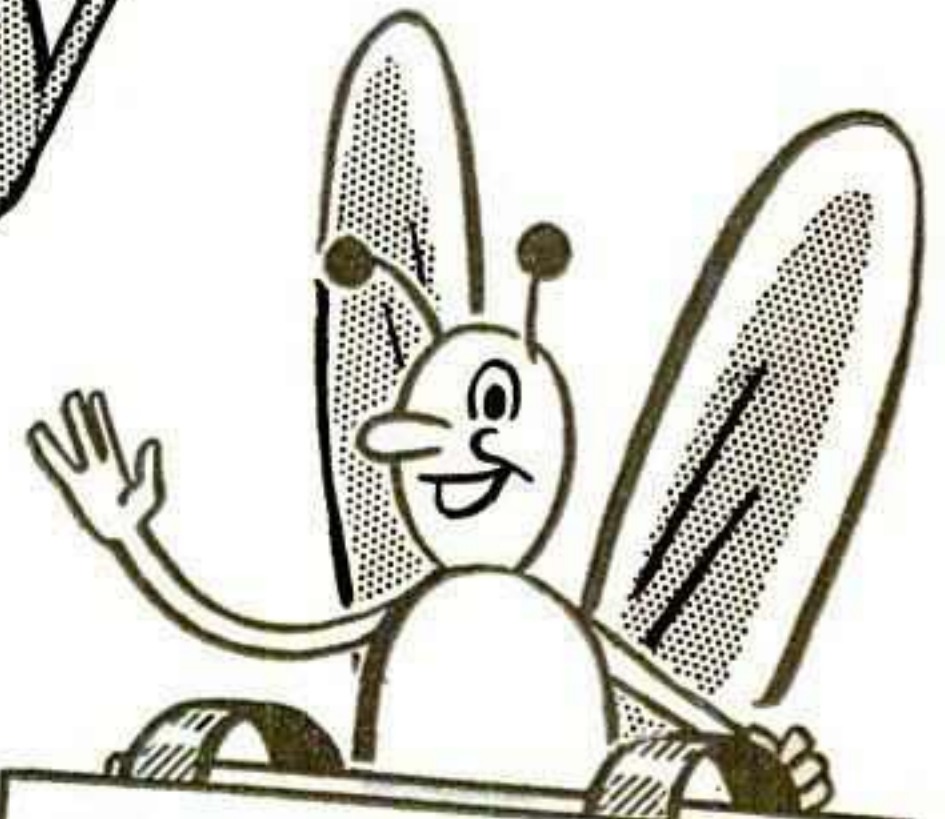
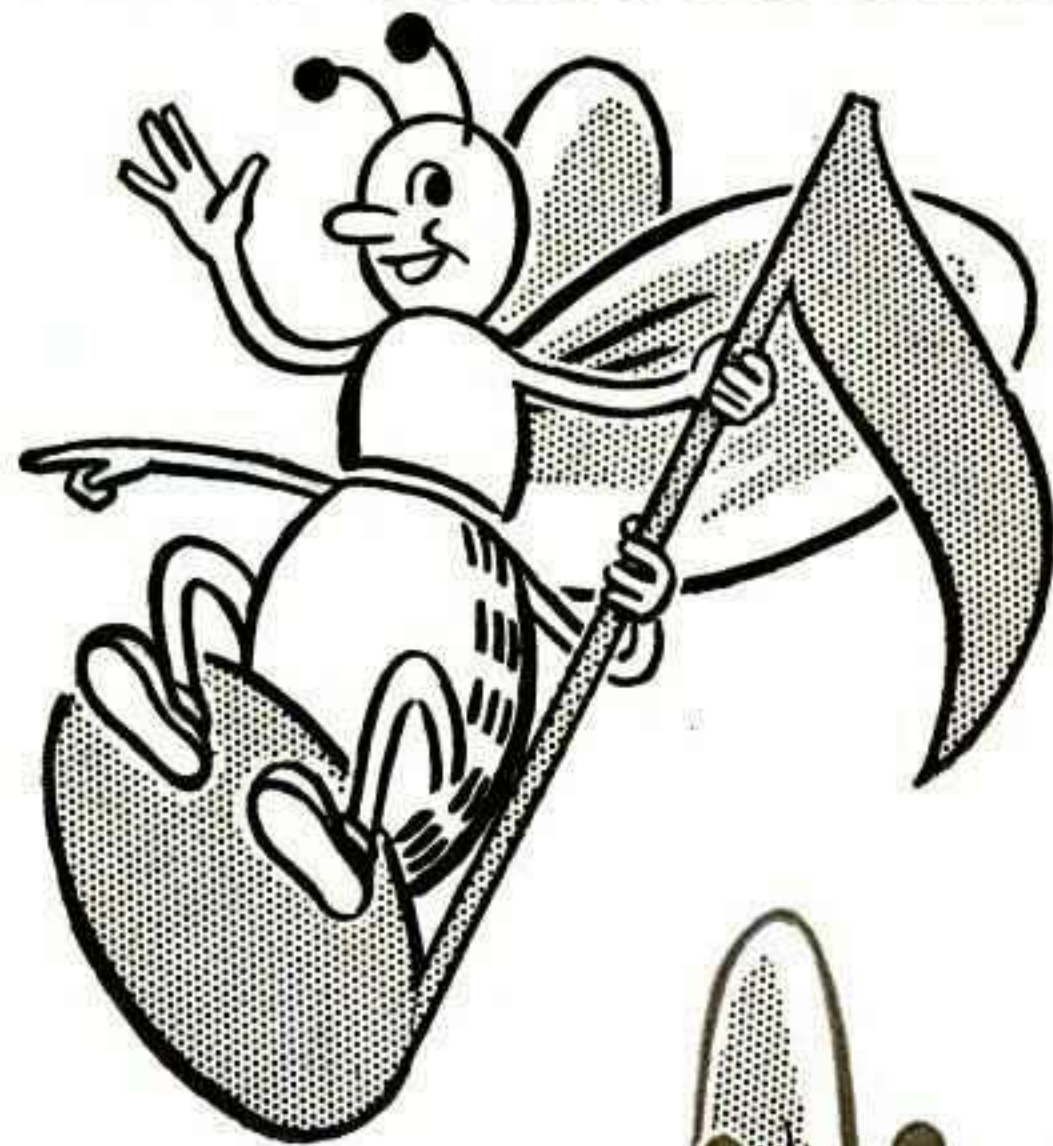


They're buzzin', too, about the sensible payment terms that mean profit from the start. Your weekly installments come from actual collections, not capital!



CORONET'S attractive styling stimulates customer interest—flawless performance keeps them playing and paying, without interruption.

All this for 495 . . . the lowest price ever paid for perfection.



### Join The 400 CLUB

20% DOWN PAYMENT on phonographs, wall boxes, speakers, etc Only \$4.00 WEEKLY PAYMENTS on phonographs, including all finance charges. Up to 110 weeks to pay.

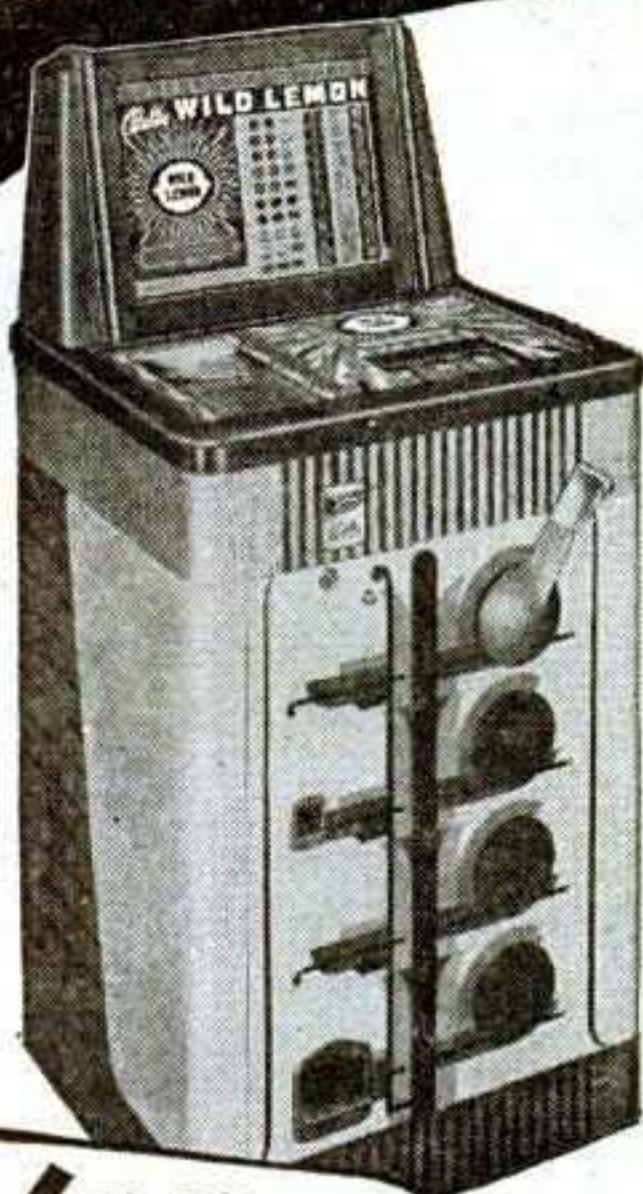
### The World's Finest Phonograph Equipment . . . at the World's Lowest Prices

## Aireon MANUFACTURING CORPORATION

General Office: 1401 Fairfax Trafficway, Kansas City, Kansas In Canada: Mafco Corp. Ltd., 4001 St. Antoine St., Montreal, Que.

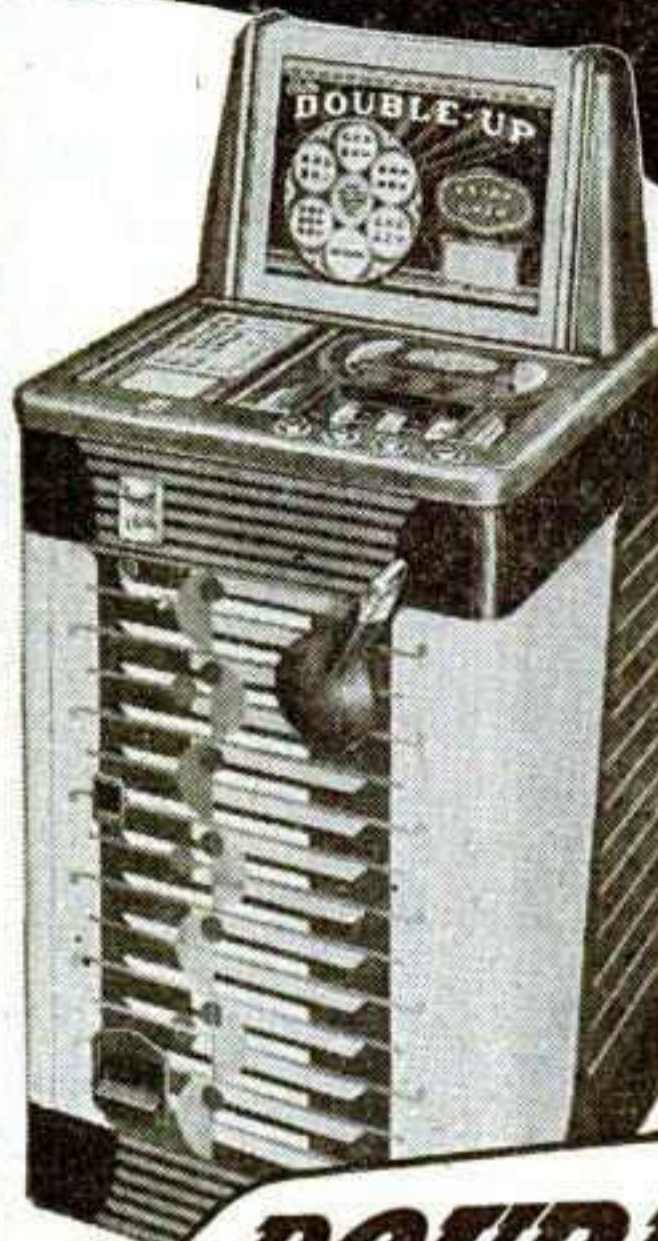
# Bally BELL CONSOLES

CHANGING ODDS  
plus sensational  
new WILD LEMON  
LIGHT. Lemons on reels  
SCORE AS ANY SYMBOL  
when WILD LEMON is lit.  
Nickel or Quarter play.



**WILD LEMON**  
CHANGING ODDS BELL CONSOLE

Features famous  
EXTRA DRAW . . .  
plus new DOUBLE  
AWARD SPINNER which  
automatically doubles  
winners when spinner lights  
match reel combination.  
Nickel or Quarter play.



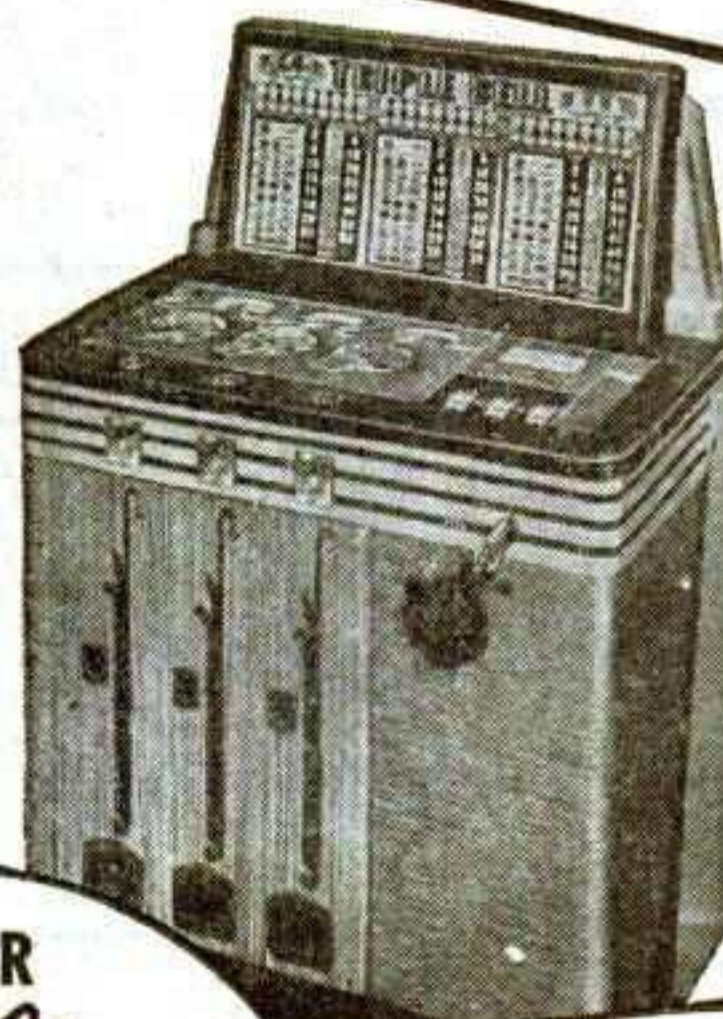
**DOUBLE-UP**  
HOLD AND DRAW BELL CONSOLE

HOLD AND DRAW feature  
permits player to hold favorite  
reels, after first spin, and  
deposit a second coin for a  
second spin of reels  
not held. Nickel,  
Dime or Quarter play.



**hi-boy**  
CLUB-TYPE HOLD & DRAW BELL CONSOLE

Triple Coin Chutes permit three  
players—or three coins every  
spin. 1000 Super Special  
Awards plus plenty of  
other big awards. Any  
coin combination—  
Nickel, Dime,  
Quarter.



**TRIPLE BELL**  
TRIPLE PLAY! TRIPLE PROFIT!

OTHER  
Bally  
HITS

MELODY • HEAVY HITTER  
EUREKA • JOCKEY CLUB  
JOCKEY SPECIAL • HY-ROLL  
BIG INNING  
BALLY-BOWLER



**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION

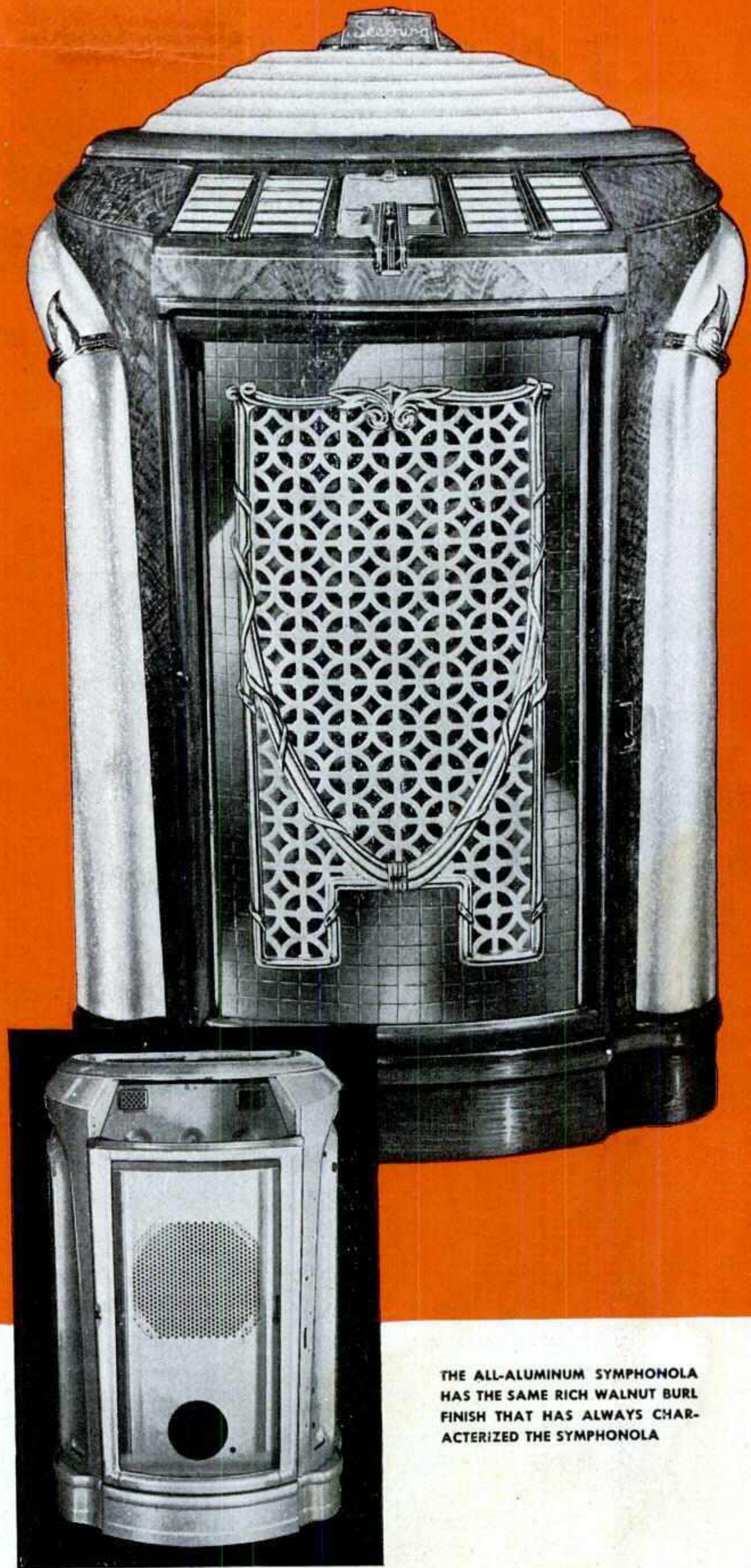
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



the  
*Symphonola*  
 ...not just a  
 phonograph  
 but a complete  
 music  
 merchandising  
 system

SEE YOUR SEEBURG DISTRIBUTOR

**Seeburg**  
 1902 • DEPENDABLE MUSIC SYSTEMS • 1948  
 J. P. SEEBURG CORPORATION  
 1500 N. Dayton St., Chicago 22

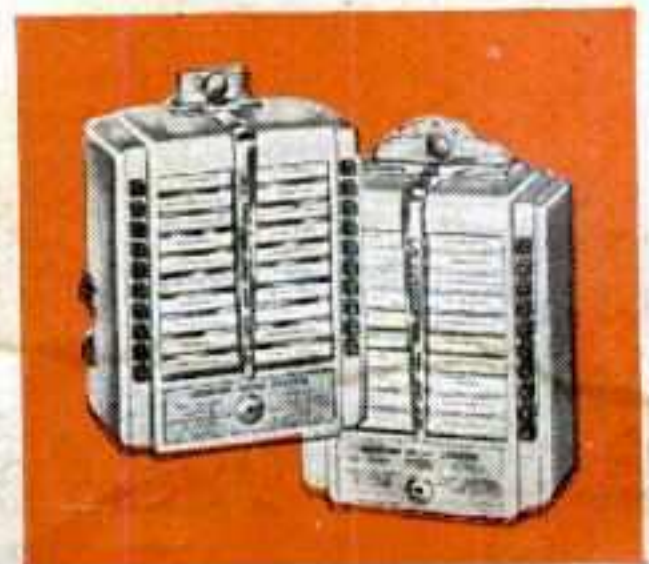


THE ALL-ALUMINUM SYMPHONOLA HAS THE SAME RICH WALNUT BURL FINISH THAT HAS ALWAYS CHARACTERIZED THE SYMPHONOLA

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS



Dual Remote Volume Control



Wireless and 3-Wire



Auxiliary Remote

Copyrighted material

THE PUBLIC PREFERS  
THE MILLS CONSTELLATION  
THE COIN BOX CONCURS

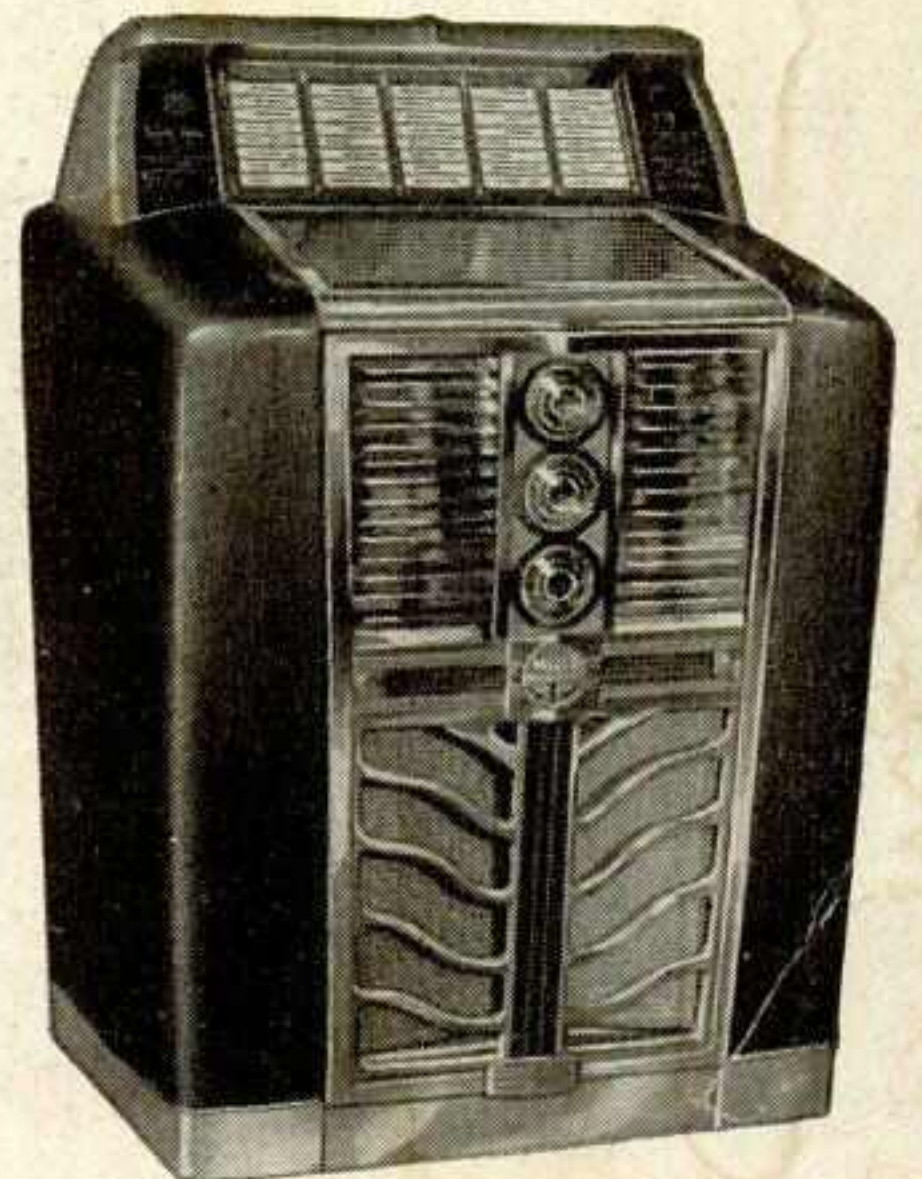


Make  
More Money  
with Mills



**no other phonograph  
has all these features:**

plays 40 selections • six  
hits for two bits • wide  
range tone • aluminum  
cabinet • adjustable tone  
arm • table top service



Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois