

The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

• APRIL 26, 1947 •



Evelyn Knight is really opening those doors to all-round showbiz success these days. She's the fem star of the new Tony Martin Texaco show on CBS, Sundays 9:30-10 p.m. EST, while her Decca disks keep spinning on home tables, jockey shows and in the jukeboxes. Latest platter pairing is "Toorie on His Bonnet," and "Saloon." Ever since her "Dance With a Dolly" disk, her sock stint on the Paul Whiteman show, and her two-year run at the Blue Angel, New York nitery, the Knight lass has come up with that something slightly different in song, and sold it in her own fresh and delicate style. Her recent personal appearance at the Roxy Theater in New York was among the house's top gross shows. Her Associated Transcription Service e.t. platters help spread the Knight gospel, and Decca is getting set to spring an album by the lass with the delicate air.

ON MERCURY RECORDS



"THAT'S MY DESIRE"

"SUNDAY KIND OF LOVE"

AND NOW
"MAM'SELLE"

Backed by "ALL OF ME"

SUNG BY
FRANKIE LAINE

Currently in 6th Month
CLUB MOROCCO, HOLLYWOOD

Personal Management — **DICK SAM SEYMOUR** — **GABBE, LUTZ & HELLER** — 6406 Sunset Boulevard, Hollywood



Direction —
GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, President

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

Press Representatives — **RUSSELL BIRDWELL and Associates**

"TELE CITY" BLUEPRINTS SET

Sheet Music Sale Slump Worst in Yrs.

Recession Talk Moving

NEW YORK, April 19.—Music publishers here say that last week was one of the worst in years for sheet sales. Altho reluctant to discuss their plight, they indicated that the drop-off in store orders was running as much as 75 per cent below the comparable period of last year.

From the jobbers' viewpoint, Larry Richmond, of Music Dealers' Service, admitted that the last week or two had slowed, but said he "can't get alarmed." He conceded the pubs might feel the lag in their store orders before he would, but he expressed belief that the sheet sales potential had run into no permanent snag but would lift with a pick-up in national economy. He pointed out that a top hit, such as *Anniversary Song*, still could approach the 1,000,000 mark of the war years. He thought new songs of equal acceptance would fare okay.

Grumbles in pub circles about the biz recession were mounting, with pessimists speculating that the terrific boom in sales of mechanicals (See *Sheet Sale Lag on page 20*)

Non-Minimum Is No Solution For Niteries Hit by Slump; Gotta Have Show To Get Biz

NEW YORK, April 19.—The no-minimum gimmick which started in Miami at the tail end of the season and spread north when the Vanity Fair picked it up, now has been in operation about six weeks and results to date have been varied. The Vanity Fair, major Stem nitery to lead the parade, says it has helped its takes. Other clubs which continue the minimums claim that dropping them will invite shutterings.

Joe Howard, Vanity Fair op, said his policy fills seats and helps actors put on better shows. "I have to bring in the balcony trade. The war is over and people haven't got it to spend. I don't know how I would have done with the minimums still on. I do know that I'm doing okay with them off."

Lou Walters, op of the Latin Quar-

"Truth or Consequences"

Booked for St. L. Air Fair

NEW YORK, April 19.—Ralph Edward's *Truth or Consequences* will play for the St. Louis Air Fair, 10 days starting May 9 for \$20,000. Package will carry seven people plus an organist. Show and fair are being sponsored by National Aeronautics.

ter, and exponent of the minimum charge, states flatly: "Any club that drops its minimums in these days of high act salaries and big operating expenses might just as well go out of (See *No Minimum on page 40*)"

ATAM Takes in Air Flacks on Legit Jobs

NEW YORK, April 19.—A meeting of the Association of Theatrical Agents and Managers (ATAM) this week voted to set up a special division for radio flacks doing publicity on legit shows. The action stems from disagreement arising out of employment of Maxine Keith by *Finian's Rainbow*, and of David Lowe by *Oklahoma*.

Called Radio Associates, members of the new grouping will be guaranteed a minimum of \$75 weekly and will be permitted to handle up to three shows apiece. They will be restricted entirely to radio, however. This compares with guarantees of \$125 for regular apprentices who are restricted to two shows. Members of the radio division will be required to pay ATAM's regular initiation fee and dues.

NBC Has Plans All Ready; Site To Be Selected

Entire New Town To Go Up

NEW YORK, April 19.—Plans developed by the National Broadcasting Company (NBC) for the creation of "Television City," an entirely new town to be devoted solely to the production and transmission of television programs, are virtually complete. Principal element delaying further progress is that the web has been unable to select the site of the city, altho it has surveyed about six suburban locations.

Television City undoubtedly will be the most ambitious project ever tackled by a radio company. It calls for the construction of far more than merely television studios and transmission facilities, but includes provisions for a hotel, restaurant, a drug store and all the other requisites of a typical suburban community. These, of course, are needed for the NBC (See *NBC Completes on page 17*)

K. C. Segregated Dances Nixed By King Cole

DETROIT, April 19.—King Cole, who closed this week at Paradise Theater here, confirmed that he has given notice of cancellation to John Antonello, promoter of dances at Kansas City Municipal Auditorium, where Cole was scheduled to play tonight for a white dance and Sunday night for a Negro dance.

Move is a major blow at the policy of racial segregation, and one of the most forthright in the dance field. Cole indicated he would play the date if Antonello reversed the segregation policy which has been in effect for some time at the auditorium. Cole blames Antonello rather than the auditorium management as such for policy.

Cole said he had notice that the National Association for the Advancement of Colored People (NAACP) would picket the auditorium Saturday (See *King Cole Refuses on page 19*)

Pact Averts Strike By 8,600 at Victor

NEW YORK, April 19.—A strike by the 8,600 employees of the RCA Victor plant in Camden, N. J., was averted early this week with the signing of an agreement between the diskery and Local 103, United Electrical Workers (UEW), Congress of Industrial Organization (CIO).

Announcement of the settlement came from U. S. Conciliation Commissioner James Crockett after week-long negotiations had bogged down on Saturday (12).

Flicker Firms Cut Legit Dough

'46 Play Buys Only Third of '44 Outlays

Wilk Blames Poor Scripts

By Leon Morse

NEW YORK, April 19.—The film companies which helped make legit producing a road paved with gold for Stem clicks in the past seven years have clamped their purse strings tight. Movie outfits ladled out only \$916,000 in 1946 for legit scripts, as against nearly \$2,000,000 in 1945 and \$3,000,000 in 1944, the top money year. Seasonally, the cabbage drawn down by Broadway managers ran to \$1,318,000 in 1940-'41, \$1,990,500 in 1941-'42, \$1,122,500 in 1942-'43 and \$3,000,000 in 1943-'44, all above the take for this year.

While musicals accounted for \$225,000 of the 1946 total, top down payment for season of 150G stemmed from comedy *John Loves Mary*. *Glass Menagerie*, with a low initial take (110G), can net nearly five times as much if the pic is any kind of b. o. *Menagerie* deal is for 10 per cent of

Films' Legit Buys

Prices paid for legit scripts by movie firms in 1946:

Up in Central Park.....	\$100,000
(Universal-International)	
Mexican Hayride.....	50,000
(Universal-International)	
Sleep No More.....	9,000
(Universal-International)	
Johnny Belinda.....	47,000
(Warner Brothers)	
John Loves Mary.....	150,000*
(Warner Brothers)	
It Takes Two.....	50,000
(RKO)	
Barnaby and Mr. O'Malley.....	100,000
(RKO)	
Mourning Becomes Electra.....	125,000
(RKO)	
Around the World.....	10,000
(Alexander Korda)	
The Big Two.....	100,000
(Columbia)	
Billion Dollar Baby.....	75,000
(Goldwyn)	
Glass Menagerie.....	110,000
(Charles Feldman)	
(* Advance payment)	

the distributors' cost in excess of 170 per cent of the production cost, with an additional 8 1/3 per cent of the total net profit in excess of 400G.

Some Big Buys

Scripts that filled producers' coffers in the two previous years were *Voice of the Turtle* and *Life With Father*, 500G apiece; *Junior Miss*, 400G; *Over 21*, 350G; *State of the Union* and *Dream Girl*, 300G each; *Late George Apley*, 275G, and *Day Before Spring*, 250G. Some of these (See *Less Legit Coin on page 45*)

Pox & Phones Pick Showbiz Bones Anew

Legit, Vaude, Niteries Wail

NEW YORK, April 19.—Stem crepe hangers bewailing ever dwindling grosses had an additional peg to hang their woes on this week—the snappox threat which threw a hefty scare both into New Yorkers and out-of-towners bent on sampling the Stem's wares. A combination of the scare and the continued telephone strike made its effect felt at b. o.'s in almost all phases of showbiz.

Major legit ducat brokerage firms reported a sizable number of out-of- (See *Pox and Phones on page 48*)

N. Y. TV Logs 100%

NEW YORK, April 19.—When the newspaper *PM* began running television program listings last fortnight, it marked something of a video milestone. Addition of *PM* now makes complete the roster of nine New York dailies carrying television logs.

Waxer's Red Carpet Spreads As Decca Firm Capitulates To Wooing of Disk Jockeys

Diskery Set To Fall in Line Any Day

By Joe Carlton

NEW YORK, April 19.—With the last holdout, Decca, ready to capitulate, it looks as tho the entire record industry has surrendered to the hit-making powers of the disk jockey. Altho nothing official has been passed down yet by Decca's Jack Kapp, the signs are clear that the big pop diskery will fall into line with the platter pilot honeymoon any day now.

Decca long has been haughty about spinner promotion, particularly on the gratis disk score. But the turn-about is understood to be momentary: First off, Mike Connors, former head of the Chi Decca office, was brought to New York to set up a radio promotion department. Then, too, word already has leaked out to Decca's wholly-owned distributors that the attitude toward the spinners shortly will be reversed. Branch managers in Philly and other areas have been tipping off station managers that disk libraries will be serviced with cuffo platters.

Kapp's Decca Build-Up

Jockey build-up is only part of the known Kapp-stimulated desire by Decca to strengthen its entire promotion department. Artist relations, record reviewer treatment, personal appearance tie-ups and other station services all are due for overhauling.

With its jockey-promotion new deal, Decca hopes to catch up with heavy spinner romancing practiced by virtually all its competitors.

The lofty RCA Victor record division, altho relying on its independent distributors to plug wax wares with the jocks, consistently has developed activities of its "radio desk" in Camden, N. J., where literature, tie-ups

and other special-for-jocks services have emanated. Altho Victor proper has no direct control over its distribbers and, therefore, leaves the free-platter problem to them, the power of suggestion and frequent urging from the (See *Salaam to the Disk* on page 19)

Olsen-Johnson Plan Enlarged Production For Arenas, Fairs

NEW YORK, April 19.—Olsen and Johnson, currently at Nicky Blair's Carnival, are planning to build a large scale edition of their show to play arenas and fairs, starting in December. The comics are lining up John Murray Anderson to stage the show, to be built along the same lines as their Carnival and *Sons o' Fun* productions.

According to plans outlined by Olsen, show will carry a line of 36 girls and a name girl singer.

Olsen said he also will try to have the show sponsored by nationally known manufacturers on a co-operative deal, whereby the backers will get heavy plug pay-offs. Sponsor tie-up also will have the backers product handed out to lucky customers during a community pitch in the same manner they are now doing at the Carnival. Olsen also said he is negotiating with an automobile firm to back the proposed show.

Minn. Sounds Death Knell Showbiz Tax

ST. PAUL, April 19.—What is thought to be the highest amusement tax yet was proposed last week in Minnesota. Bill calls for a flat 20 per cent State tax on all amusement places where admission is charged, and an additional 10 per cent fine for violation of payment.

The bill if passed would practically sound the death knell for all forms of showbiz in Minnesota, according to trade sources, since federal tax of 20 per cent would boost taxation to 40 per cent of the gross take, plus any additional county and city levies. Naturally ops couldn't absorb such taxes and tariffs would have to be passed on to the people. With showbiz taking a nosedive all over the country as a result of high prices, this would do it in Minnesota, trade reasons.

Mex. Won't License Any More Niteries

MEXICO CITY, April 19.—Mexico City has enough night clubs and bars, the federal district government has decreed in announcing that no more licenses for such operation will be issued.

A seasonal slump in tourist business has the country worried, and official efforts to boost the trade is expected soon. There may be orders to cut prices in hotels and restaurants and cut down on red tape at border points. There have been too many squawks from tourists about being clipped every time they turn around.

RKO Building Rumored Ousting Showbiz Tenants

NEW YORK, April 19.—Rumors are flying around Sixth Avenue, between 51st and 42nd Streets, that the Rockefeller interests, owners of the RKO Building, in which Radio City Music Hall is located, are starting a campaign to oust showbiz tenants. The building is occupied by numerous percenters, three large agencies—William Morris, General Artists Corporation, and Frederick Brothers—and a number of music publishers including Leeds Music and Shapiro-Bernstein.

Whispers are that building owners are refusing to renew showfolks' leases when they expire. Plan is understood to be to ease out these firms gradually to make room for business firms needing office space. A number of showbiz ops have received notices already announcing that their leases won't be renewed. Some firms have been told that they can remain on a year-to-year basis at an increase of 15 per cent in rent. A higher boost is suggested for those anxious to sign two-year leases—a boost said by some to be equivalent to 75 per cent of current rates.

Rockefeller execs would not comment on rumors beyond admitting that in certain cases, unspecified, where lease options have come up for renewal, they have not been taken up. But company officials denied making a bid to oust showbiz from the RKO Building.

Object behind rumored action is said to be an objection by the Rockefeller interests to the heavy traffic showbiz attracts to the building, and particularly to congregation of showfolk all day in the lobby.

Koussevitzky Loses, Biog Wins Again

NEW YORK, April 19.—The appellate division of Supreme Court yesterday unanimously upheld the decision of Supreme Court Justice Bernard L. Shientag in refusing to stop publication and distribution of a biography of the Boston Symphony Ork fronter, Serge Koussevitzky, by Moses Smith, former Hub music critic. Koussevitzky brought suit last month not only against the author, but also against the publishers, Allen, Towne & Heath, Inc., and the distributors, the Arco Publishing Company. He charged that his right of privacy had been invaded.

The appellate division said that its decision "should not be construed as a determination by this court that injunctive relief may not be had to restrain publication of defamatory statements in a proper case," but added that "the record before us does not furnish proper basis for granting the temporary injunction."

Mich. Bill Would Okay Gaming To Keep Niteries

DETROIT, April 19.—In an attempt to discourage departure of nitery ops from this city to the Southwest where gambling is legalized, a bill was introduced in the Michigan Legislature last week by Rep. Arthur C. Hauffe to permit wide-open legalized gambling. The measure is said to parallel the present Nevada law. While Hauffe says it is up merely to test public reaction and is not expected to pass at this session, the belief is that it aims at meeting the State's desperate need for money.

Among the ops who have begun to look with favor on the Southwest is Frank Barbaro, owner-op of the Bowery, who has bought a nitery in Las Vegas. A number of others have shifted too.

AGMA Revolt Brews; Special Meeting Asked

NEW YORK, April 19.—Signs of an incipient revolt in the American Guild of Musical Artists (AGMA) appeared (17) when a petition, signed by 63 members of AGMA, requested an immediate special meeting of all union officers and members. Only 50 names are needed to call such a meeting. Lawrence Tibbett, AGMA prexy, declined comment on the petition, as did Hyman Fain, exec sec, who stated, however, that the request had been received and would be discussed by the AGMA board of governors early next week.

Demand was drawn up by Jack Petrill, flack for the rebel group of AGMA members. He stated that meeting is being requested "to clarify existing conditions and questionable actions of the president, the board of governors and the executive secretary."

Petition lists 10 grievance points, including alleged secret meetings and activities of the board, lack of action on the invasion of foreign artists who are admitted to the union without question "on the sole basis of contracts with their managers," consistent lack of opposition names to Tibbett's on the election ballots, operations of the exec sec; inability of members to obtain information about union affairs, the actions of the governing board and exec sec without okay of members, the spending of large sums of money by the board without consultation with the mem- (See *AGMA Revolt* on page 48)

Colo. Nitery Curfew 2 A.M.

DENVER, April 19.—By-the-drink spots thruout Colorado may remain open until 2 a.m. Mondays thru Saturdays under a new law which went into effect Easter morning. The previous closing hour generally was midnight, except in Denver and Pueblo, where it was 2 a.m. Midnight was the Saturday closing hour for the State. New law keeps the Sunday closing hour of 8 p.m.

The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.
William D. Littleford

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

Editors

Joseph C. Csida Editor in Chief
Pat Purcell Outdoor Editor
C. R. Schreiber Coin Machine Editor
George Berkowitz
(New York) } Executive News Editors
William J. Sachs
(Cincinnati) }

Managers and Divisions:

W. D. Littleford, General Manager Eastern Division
1564 Broadway, New York 19, N. Y.
Phone: MEdallion 3-1615

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

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

F. B. Joerling, General Manager St. Louis Office
370 Arcade Bldg., St. Louis 1, Mo.
Phone: CHestnut 0448

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

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

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

The Billboard also publishes:
The Billboard Encyclopedia of Music
Vend



In This Issue

American Folk Tunes	123
Broadway Showbiz	45
Burlesque	48
Carnival	51-74
Circus	75-78
Classified Ads	80-97
Club Activities	62-63
Coin Machines	105-104
Continuing Program Studies	10-12
Fairs and Expositions	70-82
Final Curtain, Births, Marriages	49
General Outdoor	50
Honor Roll of Hits	24
Legitimate	45-47
Letter List	98-99
Magic	48
Merchandise-Pipes	80-102
Music	19-38
Music as Written	22
Music Machines	110-124
Music Popularity Charts	24-34
Night Clubs	40-44
Night Clubs-Cocktail	39
Parks and Pools	93-85
Pipes for Pitchmen	100-101
Radio	5-18
Repertoire	88
Reviews: Legit	46-47
Night Club	42-43
On the Stand	38
Records	31
Television	16
Vaudeville	41
Rinks and Skaters	86-87
Roadshow Films	88
Reviews: Carnival	64
Circus	64
Legitimate	46
Miscellaneous	64
Salesboards	103-104
Sponsored Events	74
Television	15-17
Vaudeville	40-44
Vending Machines	107-115

The Billboard, Main Office, 2160 Patterson St., Cincinnati 22, O. Subscription Rate: One year, \$10.00. Entered as second-class matter June 4, 1897, at Post Office, Cincinnati, O., under act of March 3, 1879. Copyright 1947 by The Billboard Publishing Co.

NBC'S 'IMPROVE RADIO' AIMS

Web's Stations Seeking Own Organization

'No Rebellion,' Say Leaders

DETROIT, April 19.—A move to organize the affiliates of National Broadcasting Company (NBC) into an independent group to deal with the chain on matters of policy concerning the affiliates was started here this week by Harry Bannister, general manager of *The Detroit News* station, WWJ. Move stems from opposition voiced by WWJ and other NBC affiliates to commercial practice changes advocated by the network.

NBC, at a series of regional affiliate meetings just concluded, proposed radical changes in advertising policies, both for itself and its affiliates (see other stories in this issue.) All affiliates, other than those on the West Coast, who gave the plan conditional approval, have voiced opposition—some of them strenuously. Coast stations approved the suggestions, but referred them back to the NBC stations Planning and Advisory Committee (SPAC) for additional consideration.

Bannister sent all NBC affiliates a letter asking them to join the new group. He made it clear he is not opposing the present NBC management, and reaffirmed his loyalty to the web. His position is that SPAC does not provide a method of handling problems which may be more the concern of affiliates than the networks. Bannister pointed out that there is no organization existing to defend the point of view of affiliates.

Other Mentors

Appeal to the NBC stations, in addition to bearing Bannister's signature, was signed by Walter Damm, WTMJ, Milwaukee; Dean Fitzer, (See NBC STATIONS on page 13)

New Affiliate Org Not Antagonistic, States Bannister

NEW YORK, April 19.—Harry Bannister, general manager of WWJ, Detroit, outlined the reasons for organizing NBC affiliate stations in the following wire to *The Billboard*:

"The committee appointed by Midwestern group of stations to attempt organization of all NBC affiliates is not in any way fomenting a rebellion, nor is it necessarily antagonistic to network. Affiliate relationship is so complicated that with the best of faith on both sides there still may be basic conflict of interest. We feel that such fundamental differences can best be handled by affiliates acting as a group rather than individually.

"Each holder of a broadcasting license is enjoined to operate in the public interest, convenience and necessity, and the responsibility to so operate is solely that of the licensee. The ability to so operate will be vitally affected by any important change in the status quo of broadcasting.

"We feel therefore that before any important changes occur there should be full consideration and discussion by our network's affiliates acting in a body."

NBC Coverage

Because of the importance to the radio industry of the NBC "self-improvement" plan, considerable space is devoted in this issue to its various ramifications. Stories include the major proposals made to affiliates, affiliate reactions, and an account of the counter-move fostered by the Midwest NBC affiliate committee.

Alan Young and "Suspense" Segs To Fold Soon

NEW YORK, April 19.—Two, and possibly three, important network shows are set to fold shortly. They are Bristol-Myers' Alan Young program, Friday nights on NBC, and Roma Wines' *Suspense*, Thursday evenings on CBS. Additionally, Socony-Vacuum is reported ready to relinquish the time on the Victor Borge-Benny Goodman show, Monday evenings on NBC.

Alan Young does his last show June 13, and sponsor also will drop the time slot, 8:30-9 p.m. This leaves Young & Rubicam, agency handling the show for B-M, with the same sponsor's *Duffy's Tavern*. B-M also sponsors *Break the Bank*, on ABC Friday nights, and *Mr. District Attorney*, on NBC Wednesday nights. Both the latter shows are handled by Doherty, Clifford & Shensfield.

As for *Suspense*, CBS house-built package, Roma Wines late this week still had not notified CBS whether it wanted to retain the time, 8-8:30 p.m., but several bankrollers are known to be after it. Roma's time contract runs until May.

Socony's dropping of the Borge-Goodman time, 9:30-10 p.m. Mondays, couldn't be confirmed late this week, but reliable reports persisted.

Economic, Pubserv Factors, Main Reasons NBC Affiliates Oppose Web's Proposed Changes

NEW YORK, April 19.—Affiliate station opposition to National Broadcasting Company's (NBC) desire to eliminate chain-break announcements by its affiliates, limiting such spots to one per hour, stems from several causes. Most important is the effect the reduction would have on station revenues. Affiliates have told the network mentors of the chain-break plan that the consequent losses would be far more than the stations could take.

Stations reported, at the recently held NBC meetings, that in the case of 50,000-watt stations, chain breaks accounted for 25 per cent of total revenue. On smaller stations—especially 250 to 1,000 watters—the income from chain breaks frequently contributed as much as 50 or 60 per cent of total annual income.

NBC favors selling the one-per-hour break at a preferred rate, similar to the system used by publications whereby preferred page positions draw higher rates. Web feels this would compensate, at least in part, for the lost revenue.

Radical Changes in Trade Practices Sought by Web; Proposals Vast in Scope

Mystery Shows, Soapers, Chain Breaks Figure in Plan

By Jerry Franken

NEW YORK, April 19.—Fuller details of the radical new commercial policies advocated by National Broadcasting Company (NBC) and presented by the web to its affiliates at recent regional meetings were revealed this week as NBC execs returned to New York. In sum, the proposed NBC changes represent the most radical in over-all network advertising policies in years and, in the opinion of many trade executives, would constitute the most revolutionary changes in radio since the 1941 Federal Communications Commission (FCC) monopoly regulations.

Details as to the NBC recommendations are listed in this and other stories in the radio department of *The Billboard* this week, including reactions of affiliates, some of which are organizing a new affiliate group to strengthen opposition to the NBC plan.

Indications are that final decisions as to the various steps NBC has proposed will not be made for some time. However, the network's feeling is that basic changes in radio commercial practices must come; that acceptance of its new commercial standards is inevitable and that despite current affiliate objections, the stations eventually will agree.

NBC Recommendations

Essentially, these are the changes—some of which were reported in part in *The Billboard*, March 22—NBC seeks:

Reduction of chain-break local commer-

cial announcements to one an hour, this one to be sold at a preferred (higher) rate.

No mystery broadcasts before 8:30 p.m. local station time, with transcribed repeats when necessary to meet this deadline.

A limit of three daytime serials back-to-back, with every fourth program to be a different type.

Elimination (by NBC) of cow-catcher and hitch-hike spots.

Integrated commercials—i. e., similar to the Fibber McGee middle plug for Johnson's Wax—on all programs, other than those which by their nature (musicals, forums, etc.) preclude integration.

Reduction of time permitted for daytime commercials to a parity with nighttime commercial time.

While most of the controversy between NBC and its affiliates centers around the chain-break elimination, a point which may ultimately prove to be far more important is the stance NBC is taking in respect to its own accounts. Should NBC take such (See *Radical Changes* on page 13)

FCC To Pursue Relaxed Policy On Blue Book

WASHINGTON, April 19.—Federal Communications Commission (FCC), altho torn by internal dissension, is seen certain to pursue a relaxed policy on Blue Book for standard broadcasters entering FM and television. FCC showed its velvet-gloved hand in major decisions this week in which the commission overrode strenuous objections of Commissioner Clifford D. Durr, whose protest against the modified trend established one of the sharpest criticisms of the commission from one of its own members in the history of the agency.

Durr, who in one dissent singled out the National Broadcasting Company (NBC) for criticism because of NBC's soap operas, caustically reminded the commission that the agency in its historic report on public responsibility of broadcast licensees "reproached those broadcasters whose program performance falls far short of the promise made when their applications were filed and granted." Insisting that the same principles should be applied to FM and TV bids, Durr declared: "It is pertinent to ask whether the statements which the commission itself has made as to the part it proposed to play in the improvement of broadcast program service is likewise to remain in the realm of unfulfilled promises."

Durr's comments, insiders say, reflect a bitter quarrel within the commission.

In a series of grants to Chicago stations, FCC overruled Durr's dis- (FCC's *Relaxed Policy* on page 13)

Durr Claims FCC Kowtows To Congressional Pressure

NEW YORK, April 19.—Members of the Federal Communications Commission (FCC) are influenced in their thinking by what they believe will most please Congress and members of congressional appropriations committees, FCC Commissioner Clifford Durr stated here today. Durr's remarks were addressed to a *Crisis in Radio* meeting held under auspices of Progressive Citizens of America (PCA), which later passed a resolution charging that "American radio does not now speak for the people."

Major speaker at the meeting, Durr declared that "Like all people who work for salaries, we (the FCC) find it necessary to please the boss, and what the boss thinks often decides what we think, or at least do. Our immediate boss is, of course, Congress. If the boss doesn't like what we do, we don't get the appropriations necessary to do our jobs, or authority delegated to us may be limited or taken away."

Result, Durr said, is that FCC is certainly "subject to pressures, and no injection has yet been developed which assures that we will be resistant to them." Durr also indicated that circuitous pressures also are present, stating that licensees and would-be licensees sometimes confuse their interests with those of the public, and as a result, FCC mem-

bers "get confused because we know they are telling the same things to the members of the appropriations committee and other congressional committees." Finally, Durr defined the problem as not a legal question of "Whose air?" but rather, "In whose interest is it used?"

William L. Shirer, speaking on editorial policies of webs and indie stations, stated that they are not supposed to have such policies, "But, of course, there are other ways than reading an editorial over the air to express a station or network's point of view." He indicated his preference for the news policies of American Broadcasting System (ABC) and Mutual Broadcasting System (MBS), which try to balance commentators with different points of view. Columbia Broadcasting System (CBS), his erstwhile employer, he said, does not want its analysts to take any position on controversial issues.

Other speakers included commentators William S. Gailmor, Frank Kingdon and J. Raymond Walsh. Saul Carson, radio editor of *New Republic*, suggested that listeners inform responsible people of things they like in radio, as well as things they disapprove. He lauded the Peabody Awards, *The Billboard* and *Variety*.

Resolutions passed reaffirmed the principle that the air belongs to all the people and the FCC is its proper defender and called for reappointment of Durr, as the public's champion. Resolution which said radio does not speak for all the people cited, as denied a voice, labor union members, racial and religious minorities, young Americans and Americans of all political beliefs. Finally, a resolution was passed claiming American radio "deliberately and consciously" shut off liberals and demanded that the radio industry and the FCC bring them back.

Schooling Via Air Best Bet in Reich

COLUMBUS, O., April 19.—Radio is proving to be the best and most popular educational tool available in Germany, Dr. I. Keith Tyler, head of radio education at Ohio State University here, said this week after returning from a three-month assignment in Germany, made at the request of the War Department as part of its program to draft help in forming a German re-education policy.

"Radio," said Dr. Tyler, "is the chief tool of education in Germany today because of the terrific shortages of every other teaching aid. The shortages of the most elementary textbooks, pencils, paper, slates, chalk, qualified teachers and even, in many cases, of schools themselves is almost unbelievable. Radio provides the major way of getting something done in the way of at least rudimentary schooling." The major broadcasting stations, Tyler said, are in Munich, Stuttgart, Frankfurt, Bremen and the American sector of Berlin. In each of these, all-German staffs are running the stations with a small American control group, often no more than two or three officers.

According to Tyler, American radio policy is to let the Germans do all the work of producing, directing, writing and broadcasting, with Americans only passing on the finished product. Tyler said that the crying need today in Germany is for competent American personnel, and that key persons here are staying at home because they fear loss of job security, tenure and advancement if they go overseas.

It's Libel If Read On Radio: Tough N. Y. Court Decisish

NEW YORK, April 19.—A unanimous and far-reaching decision of the Court of Appeals this week ruled that defamatory matter, if broadcast from a written radio script, is libel rather than slander. The decision, upholding the rights of Dr. George W. Hartmann to have his libel suit against Walter Winchell go to trial, sets precedent in labeling spoken material as libelous.

The distinction assumes importance because libel laws are considerably stronger and provide for stiffer penalties than slander, inasmuch as in the years before radio, the written word could be spread among more people and cause greater damage. The decision specifically avoided a ruling on extemporaneous broadcast matter.

Hartmann, former Harvard and Columbia professor, headed the wartime Peace Now group which Winchell attacked. His suit demands \$50,000 in damages for broadcast remarks by Winchell alleged to have prevented him from "practicing his vocation" and caused loss of over \$7,000 in earnings.

Test Finds Sponsor Gets \$34,127 Free Promotion Windfall

NEW YORK, April 19.—Promotion by agencies, networks and local stations long has meant millions of dollars of free publicity for sponsors. Exact breakdown of cost value never was computed, however, until Batten, Barton, Durstine & Osborne's radio publicity and promotion men began to pore over charts. Test research for one program (*Theater Guild on the Air*) recently revealed that over a three-month period the sponsor, U. S. Steel, got a free promotion windfall worth \$34,127.89.

Agency queried all American Broadcasting Company outlets carrying the show as to what they had supplied in the way of courtesy announcements, special program mentions and other broadcast plugs. BBD&O then estimated values by prorating actual individual station rates.

Free "Ads" in Press

Stations also reported newspaper publicity mentions and pix obtained, along with total circulations. In cases where they placed ads, stations reported total lineage and costs. Descriptions also were included of any other media used, including billboards, displays, direct mails, etc. Agency then totaled costs of all media.

Over the three-month period surveyed, BBD&O discovered that the agency, ABC and the network affiliates gave Theater Guild a total of 1,590 announcements, 399 publicity stories, 157 paid ads, 32 billboards, 125 car cards, 34 displays and 17,472 direct mail pieces.

Announcements, \$20,401

Agency estimates value of the courtesy announcements at \$20,401.34, newspaper publicity at \$2,960.11, newspaper advertising at \$4,219.93, and other media and activities at \$5,546.51. Total, \$34,127.89.

Findings, which should prove impressive to sponsors, have induced BBD&O to set up regular promotion reports of this kind on a monthly basis for all network programs it handles.

All-Out Co-Op By Stations in Texas Disaster

Emergency Gets Right of Way

NEW YORK, April 19.—Commercial and sustaining schedules were drastically reshuffled by webs and stations, and various outlets attained a maximum peak of co-operation in order to adequately cover the Texas City disaster this week. The tragic event created communications problems which in some instances could only be solved by stations pooling their efforts. Example of this occurred Thursday at 12:30 p.m., when KRLD, Dallas, aired correspondents Paul Ross and John Daley via equipment owned by KTRH, Houston. To aid in doing this, a KXYZ (Houston) engineer aided in rigging up an emergency line.

Stations went all out to facilitate aid and cover the news. WRR, Dallas, and other Texas stations not only completely disregarded commercial schedules in order to broadcast bulletins, but also carried urgent appeals for doctors, nurses and blood donors as frequently as possible. KRLD also organized a Texas City relief fund by direct appeal and thru scheduling a benefit show at Arcadia Theater. By Friday (18) money was already pouring in from 21 States.

KTHT, Houston, in addition to feeding Mutual, co-operated with the Red Cross and medical services and broadcast identifications of dead and injured persons. WOAI, San Antonio, gathered all resources to establish communication between the demolished city and relatives and friends thruout the nation. "Taking cognizance of the value of 'hams,'" the Federal Communications Commission on Wednesday okayed creation of an amateur radio web in Texas to aid the Red Cross.

FCC Defers 9 FM Permits Pending New Allocation Plan

WASHINGTON, April 19.—Assignment of FM frequencies in nine communities will be withheld by the Federal Communications Commission (FCC) pending final action on its proposed new FM allocation plan, under which more channels would be available in each community. Applicants for frequencies in each of these communities exceed the number of frequencies available under the old allocation plan.

Under the new plan, grants could be made to all qualified applicants who have filed for frequencies in Dayton and Springfield, O.; Indianapolis, Providence, Atlanta; Mansfield, O.; San Diego, Calif., and Springfield, Mass. In Baltimore and Cleveland, at least one more frequency would be made available.

Hearings on these applications for Class B FM channels already have been completed, but FCC will defer further action to give applicants a chance at the greater number of channels to be made available if the tentative reallocation plan is approved.

No additional channels will be provided for Boston, Bridgeport, Conn., Philadelphia or Los Angeles, the commission explained, therefore decisions on applications for frequencies in these cities will not be affected.

300G Expansion at WIP; New FM Tower

PHILADELPHIA, April 19.—A \$300,000 expansion program for WIP and WIP-FM has been announced by Benedict Gimbel Jr., president and general manager of the stations. Almost half the program will be begun immediately, with emphasis on a 325-foot FM tower atop the Gimbel Building housing the stations. Other FM equipment will be installed by August, when WIP-FM will go up to its authorized power of 20,000 watts.

Plans also call for five new studios and master control room. One of the studios will be of auditorium type, seating 200 persons, and including a stage and dressing rooms for large studio productions. Three studios will be of "speaker" type.

Aim To Modernize World Tele Pacts

NEW YORK, April 19.—Modernization of basic international telecommunications agreements will be the purpose of a World Telecommunications Conference to be held in Atlantic City starting May 15. Sessions also will revise the legislative machinery of the International Telecommunications Union, according to the State Department.

Wartime advances in technique made obsolete the current provisions, agreed upon at the Madrid Telecommunications convention in 1932, and the General Radio Regulations set at Cairo in 1938. Atlantic City meet also will provide for amendments to keep new regulations in step with future scientific advances.

Arthur Reilly Quits WCPO

CINCINNATI, April 19.—Arthur Reilly, veteran newspaperman and since 1945 news commentator on WCPO, Mutual outlet here, has resigned that position to become a consultant with a New York firm with national connections. Before joining WCPO, Reilly spent three years with WLW. He leaves WCPO May 1. No replacement has been made as yet.

New FM, TV Station Grants Rushing Plans

Daily News' Bid Is Contested

NEW YORK, April 19.—Winners in the metropolitan New York competition for the five FM and four television licenses tentatively granted this week by the Federal Communications Commission (FCC) are launching plans for earliest possible operation. Sole exception is the New York News Syndicate Company (*Daily News*), which gained a frequency in each classification but faces a contest before the grants are affirmed. American Jewish Congress, which argued against *The Daily News* in earlier hearings, has announced its intention of submitting its objection to the ruling within the 20-day limit prescribed by the FCC.

Only other double winner was American Broadcasting Company (ABC), which already holds video grants in Detroit, Chicago, Los Angeles and San Francisco. ABC President Mark Woods, while not specific in outlining the web's immediate plans, indicated that plans are in the works to make the new outlets major links in prospective coast-to-coast television and FM networks.

Other tele licenses went to Bamberger Broadcasting Service, Inc., operator of WOR, and to Bremer Broadcasting Company, of Newark, operator of WAAT. Latter, which also will soon go on the air with WAAW, New Jersey's first FM station, plans to televise sports events extensively, with emphasis on boxing, baseball, basketball and track. Station also intends to feature educational shows from colleges and universities, and dramatic presentations by little theaters.

Bamberger Spending

Bamberger expects to put out over \$650,000 in setting up its station, at 444 Madison Avenue. J. R. Poppele, vice-president in charge of engineering, indicated construction will get under way very soon.

Among those granted FM permits, WMCA, Inc., figures to put out about \$42,000 in construction costs for its transmitter location in the Chanin Building, on 42d Street, which it has had under lease for the past five years. FM station plans to duplicate much of the AM station's programming, stressing the higher quality shows. After completion of technical arrangements, not expected before next year, schedule calls for 18 hours of broadcast daily.

North Jersey Broadcasting Com-

Keegan To Build Segs for WCFL

CHICAGO, April 19. — WCFL, owned by the Chi Federation of Labor, has hired Howard Keegan to develop big-time shows commensurate with the station's jump to 50-kw's. soon. Keegan is working on several music-variety segs, a new type mystery, and is producing a weekly half-hour labor show, *Operation: Harmony*.

Most of the Keegan-developed segs will be slanted toward the commercial market. He was NBC director of *Travelin' Man*, *Men at Sea*, *Archie Andrews*, *Joyce Jordan*, *Lights Out*, *Grand Hotel* and other web segs.

WCFL's labor policy will be continued, but will be pointed toward more entertainment instead of just straight across-the-board shots as formerly.

pany, of Paterson, operator of WPAT, hopes to be on the air within six months, inasmuch as its transmitter already is purchased and a site selected for it at High Mountain, Haledon, N. J. Station will share studio space with WPAT, whose building will be enlarged with at least three studios added. Estimated cost of getting into operation runs close to \$100,000.

Unity Options Sites

Unity Broadcasting Company holds a couple of options on studio and transmitter sites but thus far has made no selection. However, it has contracts drawn up for equipment, which it estimates will run close to

\$85,000. Unity's radio consultant, Morris Novik, said this week the station will begin operations sometime in 1948, on an eight-hour day, five days weekly, with 17 hours Saturday and 16 hours Sunday.

Major participant in organization is International Ladies Garment Workers' Union (ILGWU); others are the Millinery Workers' Union, Department Store Clerks, the Doll Workers and Local 802 of the musicians' union. Individual Unity corporations in Chattanooga, St. Louis and Los Angeles already have been licensed, and decisions are awaited in Boston and Philadelphia. Organization also hopes to wind up a deal with manufacturers for 25,000 FM

To the Hills, Radio!

NEW YORK, April 19.—A couple of radio's most prominent New York critics will have their innings over the air Saturday (26) at 8 p.m., when John Crosby, of *The Herald Tribune*, and Harriet Van Horne, of *The World-Telegram*, will appear on Tom Sugrue's WINS program. Broadcasters already are running for cover.

receivers for members of participating unions at special low costs.



There's a lot of truth to the statement that a radio station is no better than the people who man it and the policies that guide it. And WINS is no exception! With this in mind, initial steps toward improvement have been made. Currently WINS personnel has been increased 21% while payroll's up 60%, thus providing a more adequate size and quality of staff. Programming, too, has progressed. Approximately 48% of it represents new and improved shows. Also, a 50kw transmitter is being installed. All efforts continue to improve WINS ...to make it a better entertainment and information vehicle for listeners and an honest, resultful medium for advertisers.

WINS

NEW YORK

CROSLEY BROADCASTING CORPORATION

ZIV RADIO PRODUCTIONS

Presents



Transcribed for "less-than-network" sponsors



The Woliz King, his golden saxophone, his traditionally brilliant orchestra, plus vocalists Nancy Evans and Larry Douglas, narrated by Franklyn McCormack. A sensational network history of success.



Chester Morris plays him on the screen. Richard Kullmar plays him on the air. Sponsors from coast to coast play this half hour mystery adventure show with terrific results. Brilliantly scripted, thrillingly produced.



Starring America's favorite romantic tenor, plus the cute singing of Little Miss Rhythm, Donna Doo, plus the music of Buddy Cole and his men—all neatly tied together by your favorite master of ceremonies Jimmy Wallington. Three or five quarter hours per week.

Yes, Mr. Less-Than-Network Sponsor, you get "top billing" on any of these big-name, big-time radio shows . . . available to you at a mere fraction of their production and talent cost—because other advertisers pay their pro-rata single-city rate.

WRITE FOR AVAILABILITIES



Only WTAG covers Central New England.

When you buy time—buy an audience.



PROGRAM AVAILABILITIES

A weekly advertising service, listing pertinent details concerning outstanding programs available for sponsorship. Agencies and advertisers interested in any one or more of these programs are requested to communicate with station representative or production organizations listed.

For information concerning rates for program listings in this section, write Program Availabilities, The Billboard, 1564 Broadway, New York 19, N. Y.

Networks

NAT'L BROADCASTING CO. Nelson Olmsted

9:45-10 a.m., Mon. thru Fri.
Rep.: NBC Program Sales

NELSON OLMSTED, Teller of Tales, is a 15-minute program of dramatic narration. For more than five years Olmsted has been adapting the best short stories for radio and telling them in an original and effective manner. His skill in narration is unique, and the show is everywhere a favorite with the audience. Each program completes a story. The program appeals to all types of listeners and fills a five-a-week strip without any possibility of ever becoming monotonous.

Radio Stations

Colorado

KFEL, Denver, Colo. The Ray Perkins Show

2:30-4 p.m., 6 times weekly
Rep.: John Blair & Co.

Ray Perkins, for many years a network favorite on New York originations, gives a unique twist to a 90-minute daily record matinee. At the piano Perkins sprinkles the record session with his piano "noodling" and "chatter" for which he was famous before the war. One six-day and one three-day 15-minute strip still available. Single announcement brought 353 requests for picture folder. Repeated daily for one week offer brought 2,421 pieces of mail.

Georgia

WBBO, Augusta Swing Clinic

2:40-3:15; 3:45-5:55 p.m.,
five times wkly.

Rep.: Joseph Hershey McGillvra, Inc.

We like to try out a program for quite a while before we let it take over such a large segment of our schedule as shown above. The Swing Clinic, conducted by Doctor Jive, has more than exceeded our expectations. The mail count is climbing steadily week by week. Here is a program that will carry your sales message to the entire Augusta market at minimum cost. Available in 6, 10, or 15-min. sections, or participating spots.

Indiana

WOWO, Fort Wayne Famous Hoosier Hop

9:30 to 10 p.m., Tues.; 9-9:30 p.m. or
9:30-10 p.m. Sat.

Rep.: NBC Spot Sales.

Tradition with WOWO audiences and ABC. Minimum of 14 live artists sell Hoosier Hospitality with comedy, folk tunes, Westerns, novelties. Popular vocalists, yodelers, harmony duets, trios and quartettes. Saturday program before live paid audience at Armory has been attracting BRO crowds for four years. Tuesday program now on ABC. Artists in wide demand for personal appearances throughout area. Can give excellent sponsor case history.

Illinois

WJJD, Chicago, Ill. Ernie Simon Show

8-10 a.m. and immediately after baseball games, 5 times wkly.

Rep.: Avery-Knodel

Chicago's newest conversational topic, ERNIE SIMON, has room for only two more sponsors on his morning and afternoon shows. Completely uninhibited, ERNIE SIMON has captured the fancy of Chicago radio listeners with his rapid chatter, spontaneous humor and latest "hit" tunes. Spot charges for this favorite comedian on Chicago's next 50,000-watt station, WJJD, begin at \$21.50 for one and scale down to \$18.50 for 104.

Iowa

KRNT, Des Moines Betty Wells Presents: "Letters From Aunt Effie"

12:30-12:45 p.m., Mon. thru Sat.

Rep.: The Katz Agency

A new afternoon show for Betty Wells, Iowa's most popular woman radio personality (1947 Radio Poll, Des Moines Tribune). Her highly-Hoopered morning show—8.4 at 11:30 a.m.—has been sponsored solid for 10, these many Hoopers! (famous). First Hoop just rolled in on "Aunt Effie": an initial, startling 5.1. Fifteen merchandise minutes of question-and-answer correspondence. Blends yesterday and today, impishly . . . irresistibly. Sells. Available minutes. See Katz.

KRNT, Des Moines

The Gene Emerald Show

3-4:30 p.m., Mon. thru Fri.

Rep.: The Katz Agency

Gene Emerald delivers a friendly, down-to-earth selling program. Plenty of music; just enough of Gene. Jockeys top discs; sings with Hammond organ. Platter chatter is amusing, chuckle-toned. Here's convincing, air-wise, professional selling . . . for Emerald's show experience stretches back 25 years; takes in stage, radio, nite club, battlefront USO. For 90 afternoon minutes daily Gene puts highly-Hoopered KRNT minutes to work. They peak at 7.0. Gene Emerald can Alp your sales, too! See Katz.

KSO, Des Moines Midnight Rhythm Club

12-1 a.m., 7 times wkly.

Rep.: Headley-Reed Co.

Emceed by Bob Earle, one of Iowa's most popular disk jockeys. This program has an audience built by fourteen years of continuous after-midnight operation . . . backed by consistent promotion. A special make-up-a-name contest was carried on as a pre-Christmas promotion, with entries coming in from six states. Here is a show that's a proved vehicle for selling late stayers-uppers. The program can be sponsored "across the board" for surprisingly low cost. Audition disc on request.

Maryland

WCAO, Baltimore Stump Us

3-3:15 p.m., Mon. thru Fri.

Rep.: Paul H. Raymer Co.

This new audience participation program is drawing several hundred letters a day from listeners who send song titles that Phil Fine, one of Baltimore's most accomplished pianists, and John Ademy, leading baritone, attempt to play, sing, whistle or hum. Prizes go to senders when boys don't produce. Audition recordings available. Price \$30.00 net per program plus time. Raymer has all the details.

Massachusetts

WBZ-A, Boston Home Forum

9-9:15 a.m., Mon. thru Sat.

Rep.: NBC Spot Sales

Practically every New England family is the proving ground for Mildred Carlson's valuable hints on homemaking. Recently one offer of a fish recipe booklet on one program . . . a Saturday at that . . . resulted in 1,331 requests. That's just one example of the pulling power of WBZ's HOME FORUM. Home Forum Bulletins go to 1,000 homemakers weekly. Through Mildred Carlson's daily column in The Boston Post, countless families enjoy meals that are milestones in culinary art.

New York

WGY, Schenectady, New York Household Chats With Betty Lennox

Five times wkly, 1:30-1:45 p.m.

Rep.: NBC Spot Sales

Here's a low-cost participation show that really reaches and sells the housewives in the WGY area. Recent three-time offer brought in 1300 letters from 49 counties in six states. Women for miles around look to Betty Lennox as the voice of authority on food products, home equipment, and everything in the fashions field. Let Betty tell her thousands of listeners about the merits of YOUR product.

WHAM, Rochester

Max Metcalf and the News (News)

1 p.m. daily, 5 times wkly.

Rep.: Geo. P. Hollingsbery Co.

"Max Metcalf and the News" at 1 p.m. on WHAM—an established radio feature, not just in Rochester or Monroe County but in 43 counties of Upstate New York and Northern Pennsylvania. Max has an easy, friendly but authoritative style. He covers the "big" stories, using United Press. Local and area news is gathered by WHAM's own news bureau. Metcalf follows a delayed broadcast of "Breakfast in Hollywood." "Max Metcalf and the News" is Hoopered at 7.5.

WNEW, New York City

Make Believe Ballroom With Martin Block

10-11:30 a.m., 5:35-7:30 p.m., Mon. thru Sat.

Rep.: John Blair & Co.

IN THE MONEY 98.8% of the time! Among all programs heard over all New York stations (network affiliates included) between 10-11:30 a.m. and 5:35-7:30 p.m. THE MAKE BELIEVE BALLROOM WITH MARTIN BLOCK over WNEW in the year 1946 RATED first 55.4% of the time, RATED 1st or 2d 86.3% of the time, RATED 1st, 2d or 3d 98.8% of the time—according to THE PULSE (Monday-Friday averages).

Ohio

WBNS, Columbus Sally's Sittin' Room Musical Variety

11-11:15 a.m., 5 times wkly.

Rep.: John Blair & Co.

Sally Flowers, whose imaginary "sittin' Room" is known to thousands of Central Ohio listeners, entertains with familiar hill-billy tunes as she ad libs her way thru one of the station's newest programs. A veteran trouser, Sally's salty humor and easy style have kept her in front ranks. "Sittin' Room" is backed by program promotion, including weekly p.a.'s. It's neighborly, nostalgic, entertaining—a "town and country" natural. Additional material, platter on request.

WING, Dayton Swing With WING

12:05-6 a.m., Mon. thru Sun.

Rep.: Weed & Co.

"Gene Barry's SWING WITH WING show over WING, Dayton, O., is the best of its kind in the U. S.," says General Artists Corporation, leading band booking agency. GAC gets information from touring bandsmen . . . Tommy Dorsey, Stan Kenton, Charlie Spivak, Woody Herman, Spike Jones. They say "SWING WITH WING'S got it!" Barry's SWING WITH WING club has 6,500 membership and growing daily. Requests average 100 nightly from every State. It's a hot show . . . brimming over with sell!

Oregon

KEX, Portland, Ore. Sportscopy by Crain

7:30 p.m., Tues.

Rep.: Free & Peters

The radio sports page viewed from a Northwest perspective. Among Northwest sports fans, Paul Crain is widely known, not only through his own programs but through his network football broadcasts for a large oil company. Two years old, SPORTSCOPY has a long record of activity promoting every worthy Northwest sports event. The program's guest book reads like a "Who's Who" of the sporting world. An odds-on choice for any sponsor seeking a predominantly male audience.

Pennsylvania

KDKA, Pittsburgh Janet Ross "Shopping Circle"

9-9:15, 6 times wkly.

Rep.: NBC Spot Sales

Women in the Tri-State district turn to Janet Ross and KDKA's Shopping Circle (weekday mornings at 9) for news and tips on clothes, cosmetics, home furnishings, etc. When this fashion authority tells her listeners about a product, it sells. Her participation program alone was used to introduce a new product recently. Results are still amazing the sponsor. Background and know-how have won listeners' confidence, spell sales for advertisers. Her "live" scripts are really that!

KYW, Philadelphia Music From the Theatre

1-1:30 p.m., Sun. only

Rep.: NBC Spot Sales

The highest Hoopered show between 12:30 and 5:30, Sunday afternoon, in the Philadelphia area is "Music From the Theatre." Features the KYW orchestra directed by Clarence Fuhrman, Philadelphia's best known radio conductor, with songs by Frank Coleman. This smooth-paced half-hour features sparkling tunes from musical comedies and operettas in exceptional yet sure-footed arrangements. It fits in well with KYW's Sunday afternoon pattern of fine music; preceding Longines Symphonette.

WIP, Philadelphia
The Unseen Advisor
 7-7:15 p.m. (EST), 5 times wkly.
 Rep.: George P. Hollingbery Co.

Giving sane, appreciated advice to those in difficulty, "The Unseen Advisor" has been heard in the Philadelphia area for nearly six years—five years and ten months under one Sponsor! Recently he told his audience that the Station might have to move his program or take it off schedule altogether and asked the audience to write if they wanted him to remain. The one announcement—no premiums, no give-aways, no inducements—resulted in 7,342 answers!

Washington, D. C.

WRC, Washington, D. C.
Robert McCormick, News
 Mon. thru Fri., 1:45-2 p.m.
 (1:30-1:45 p.m. starting May 12)
 Rep.: NBC Spot Sales

Robert McCormick has been on the Washington scene more than 13 years, and his daily news-commentary is built on a background of authentic experience and personal acquaintance with the people who make news in the Nation's Capital. McCormick is a favorite with listeners. His Hooper ratings are consistently high. Ask any NBC Spot office for complete story on McCormick and Washington market. Available now for \$14.75 net per program plus time.

WTOP, Washington, D. C.
Speaking of Sports, with Eddie Gallaher
 6:30-6:45 p.m., Mon. thru Fri.

Washington's top-rated quarter-hour sports program, SPEAKING OF SPORTS, has an average weekly rating of 4.4 and attracts a 16.5% share of audience. (Oct., 1946-Feb., 1947, Hooper City Report.) Preceded by Eric Savareid, followed by Robert Trout, it is sponsored three days by Shell Oil—available Tuesday and Thursday. Gallaher spices his complete round-up with interviews featuring sportsdom's biggest names. For an audition disc and full information, call us or RADIO SALES, the SPOT Broadcasting Division of CBS.

Transcribed Services

HARRY S. GOODMAN
 19 E. 53d St., N. Y. 22, N. Y.
The Kay Lorraine Show

Advertising agencies and sponsors! Attention! A new musical program just completed. Available to local and regional accounts. Starring the blond thrush, Kay Lorraine, who has been featured in "Your Hit Parade," "Carnation Hour," "The Ford Show," and Frank Gallup, sensation of the new Milton Berle show. Added attraction—an all star 7-piece orchestra. 53 fifteen-minute transcribed programs available. Act fast while all markets are open.

FREDERIC W. ZIV CO.
 1529 Madison Rd., Cin. 6, O.
Lightning Jim (Western)

Half hour episodes of Western frontier adventure stories, featuring United States Marshal Lightning Jim Whipple portrayed by Francis X. Bushman and his Deputy, Whitley Larson, played by Henry Hoopole. Series is packed with thrills and adventures as the United States marshals match wits with hostile Indian tribes, outlaws, stage-coach robbers and cattle rustlers. The fearless days of the old West return as Lightning Jim and his big, black horse, Thunder, ride the plains to preserve law and order. 104 episodes. Write for availabilities.

PARAGON RADIO PRODUCTS
 131 W. 52 St., New York 22, N. Y.
George Raft in "The Cases of Mr. Ace"

George Raft starred in a fast-paced, hard-hitting vehicle worthy of his great movie reputation. Millions of Raft fans will love him as "Mr. Ace" in this network caliber half-hour show. Top Hollywood cast. Top script, Jason James of "Sam Spade" fame. And what music! Not an organ—a full orchestra! Show package includes impressive merchandising designed to take full advantage of this big time, big name attraction. Write or wire today!

LES MITCHEL, PRODUCTIONS, INC.
 (Producers of Skippy Hollywood Theater)

8853 Beverly Blvd., Hollywood
"The Theater of Famous Radio Players"—Family Drama, 1/2 hr.
 Features the best 16 names of Hollywood's Radio Row in "top-flight" family entertainment. Luyene Tuttle, Cathy Lewis, Peggy Webber, Joe Kearns, Tom Collins, Jack Edwards, etc. Drama, comedy, suspense, romance by name writers plus deft production. Auditions on request. Priced Right! 39 shows available, more in production.

LOUIS G. COWAN, INC.
 8 S. Michigan Ave.
 Chicago 3, Ill.
Murder at Midnight

"Murder at Midnight," offered by the producers of "Quiz Kids," is the Number 1 Hooper show in New York, Los Angeles, San Diego and many other markets from coast to coast. Real network caliber 52 half-hour mystery-suspense thrillers by the same authors who write the top rating network shows in this category. It's THE TRANSCRIBED SHOW to break sales records and reach a new high in radio selling. Available for local and regional sponsorship. Priced low. Send for free audition disc now.

FINLEY TRANSCRIPTIONS
 747 South Hill St., Los Angeles
Myrt and Marge

Radio's most famous serial is now available on transcriptions sold only on 5-a-week basis, with 130 fifteen-minute programs now available and 130 more to come. Available for local, regional and national sponsorship. Myrt and Marge has just been selected by Thrifty Drugstores for a 52-week series on KNX, Los Angeles, and was chosen after auditioning dozens of transcribed and "live" shows. Priced right for your territory. Send for free audition discs now.

FINLEY TRANSCRIPTIONS
 747 South Hill St., Los Angeles
Flight With Music

Radio's greatest open-end show is available for you. 39 fifteen-minute open-end transcriptions with Marlon Hutton, Nat Brusiloff's 16-piece orchestra and Herb Sheldon on every program plus guest stars Desi Arnaz, Clark Sisters, Johnny Desmond, Ray Eberle, Bob Eberly, Tito Guizar, Gene Krupa, Phil Moore, Danny O'Neill, Tony Pastor, Carl Ravazza, Claude Thornhill, Miguelito Valdez, Jerry Wayne and Henry Youngman. A network caliber program. Write, wire or phone for free audition discs.

TELEWAYS RADIO PRODUCTIONS, INC.
 8949 Sunset Blvd., Hollywood 46.
Moon Dreams

"Moon Dreams" is the station's favorite type of program, humanly enriched by the masterful voice of one of America's greatest radio stars, Marvin Miller; the lyrical tenor voice of the sensational new singing discovery, Warren White; the gifted fingers of Del Castillo, at the organ, and the rich, deep notes of Ivan Eplnoff's violin. Fifteen minutes five-a-week for "easy listening." Available three or five time basis. Produced by Teleways Radio Productions, Inc. Send for free audition platters.

TELEWAYS RADIO PRODUCTIONS, INC.
 8949 Sunset Blvd., Hollywood 46.
Barnyard Jamboree

Teleways newest half-hour transcribed hit, "Barnyard Jamboree," starring Jimmie "Round Boy" Jefferies. A jam-packed half hour of sure-fire entertainment, serious sentiment, rural rhythm. A real old-fashioned barn dance with songs that all America sings. Large cast. Fifty-two programs. Available one-a-week basis. Produced by Teleways Radio Productions, Inc. Send for free audition platters and costs for your market.

Live Shows

MAURICE C. DREICER, PROGRAMS
 998 Fifth Ave., N. Y.
Are You a Heel?

Nothing personal. Just the most exciting type of conduct testing ever devised, based upon the copyrighted feature the "HEEL-OMETER," which sizes one up from the louse to the angel stage. Complete copyrighted instructions make show entirely workable with local panel and contestants, and MC. Can be run 15 minutes across boards or half hour weekly. Combines quiz for the curious, with forum for the serious and judgment for all by the one and only "HEEL-OMETER."

Pipers Switch

HOLLYWOOD, April 19. — Pied Pipers will go on the Hit Parade, joining Martha Tilton, sometime in June The Billboard learned last week. This marks a unique twist since vocal group is currently peddling a rival product, Old Golds, on the Frank Sinatra show.

Cosmetics Code Sought by FTC

WASHINGTON, April 19.—Radio advertising by the cosmetics and toilet preparations industry will come in for a new thoro-going study by the Federal Trade Commission (FTC), it was revealed today in an FTC announcement of a trade practice conference for the industry to be held in the Waldorf-Astoria Hotel, New York, starting May 12. Sessions will give the industry a chance to co-operate in forming and establishing, subject to FTC approval, trade practice rules for free competition and prevention of "discriminatory, deceptive or otherwise illegal or harmful" practices.

Among subjects up for consideration at the conference are prevention of unlawful discrimination in price, advertising and promotional allowances, services or facilities; improper use of demonstrators subsidized retail sales persons and "push-money"; commercial bribery, fictitious pricing, defamation of competitors or disparagement of their productions, imitation of trade-marks and trade names, false advertising, misrepresentation as to character of business, lottery schemes, procurement of competitors' confidential information by unfair means and wrongful use thereof, and aiding or abetting use of unfair trade practices.

After study of the suggestions made at the conference, a draft of proposed trade practice rules will be prepared and made available to all interested parties. Then a public hearing will be scheduled at which members of the industry and others having an interest in the proceedings, including consumers, will be granted an opportunity to submit their views and suggestions on the proposed rules.

Paper Dolls

CHICAGO, April 19.—WLS, local indie, is sending a special promotion piece to radio eds, prospective sponsors and other segs of the trade in the form of toy cut-outs of its *National Barn Dance*, which can be erected to make replicas of the live show.

Letter which accompanies cut-outs points out that just one announcement of the show brought 6,735 letters (and dimes) from 47 States, the District of Columbia and Canada. Letter goes on to say that the same part of the seg which brought this response is unsponsored and can be bought by a bank-roller for a reasonable sum, natch.

KTLA Adds Monday Remotes to Sked

HOLLYWOOD, April 19.—KTLA (Paramount) will add Monday night to its present six-night-a-week broadcasting sked, going for the first time in open competition with Don Lee's W6XAO. Latter outlet heretofore held only the Monday night slot, but Para tele chief Klaus Landsberg told *The Billboard* the move wasn't made to compete with Don Lee but to "give receiver owners a greater and increased variety of programs."

Paramount started its Monday night programs Monday (14) with a remote of the Clyde Beatty Circus, will follow thru next week with its first stage production *Papa Is All*, and will fill its Monday night time from now until June with remotes of *Ice Capades*.



"Idol Worship"

Idol Worship has always been an influential factor in radio selling. The power of "idols" to move people equals their power to move goods. WWJ, NBC in Detroit and first radio station in the nation, is richly endowed with both local and national favorites who have won the hearts and influenced the buying habits of millions of Detroiters. Hitch your product story to the wealth of stars that attract a host of listeners to WWJ, in America's 4th largest market ... where employment, production, savings and income are hitting peace-time peaks.



First in Detroit... Owned and Operated by THE DETROIT NEWS
 Associate FM Station WENA . . . Television Station WWDT

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Part I

The Billboard



COMPARATIVE TERRITORIAL INDEX

This feature, comparing national ratings of leading network shows with their Pacific Coast ratings, operated in co-operation with the C. E. Hooper, Inc. organization.



BASED ON "FIRST 15" HOOPER RATINGS, NATIONAL AND PACIFIC COAST. BOTH ARE FOR PERIOD OF MARCH, 1947. NATIONAL FIGURES ARE AVERAGE OF TWO RATINGS.

National Opposition	Nat'l Hooper Rating	Nat'l Rank	Program	Pacific Rank	Pacific Hooper Rating	Pacific Coast Opposition
Dick Tracy, LN— Co-Op. Hollywood Jackpot (MWF) LN Buck Rogers	ABC MBS	8.3 1	YOUNG WIDDER BROWN Sterling Drug	8	6.0	No Sponsored Show No Sponsored Show No Sponsored Show ABC CBS DLBS
Kenny Baker Show No Sponsored Show No Sponsored Show	ABC MBS NBC	8.2 2	KATE SMITH SPEAKS General Foods	11	5.9	Kenny Baker Show Easy Does It No Sponsored Show ABC DLBS NBC
Kenny Baker Show Checkboard Jamboree No Sponsored Show	ABC MBS NBC	8.0 3	AUNT JENNY Spry	14	5.8	Kenny Baker Show No Sponsored Show No Sponsored Show ABC DLBS NBC
No Sponsored Show Hint Hunt, LN No Sponsored Show	ABC CBS MBS	7.8 4	RIGHT TO HAPPINESS Ivory Soap	22	5.1	Dorothy Dix No Sponsored Show No Sponsored Show ABC CBS DLBS
No Sponsored Show No Sponsored Show No Sponsored Show	ABC CBS MBS	7.7 5	STELLA DALLAS Sterling Drug	7	6.1	No Sponsored Show No Sponsored Show No Sponsored Show ABC CBS DLBS
Sky King ABC No Sponsored Show Superman	ABC CBS MBS	7.6 6	PORTIA FACES LIFE General Foods	10	5.9	What's Doing, Ladies? No Sponsored Show No Sponsored Show ABC CBS DLBS
No Sponsored Show No Sponsored Show No Sponsored Show	ABC MBS NBC	7.6 6	MA PERKINS Oxydol	12	5.8	Ted Malone William Lang No Sponsored Show Standard School ABC ABC DLBS NBC
Edwin C. Hill, LN No Sponsored Show No Sponsored Show	ABC CBS MBS	7.5 8	PEPPER YOUNG'S FAMILY Procter & Gamble	3	6.8	Edwin C. Hill No Sponsored Show No Sponsored Show ABC CBS DLBS
No Sponsored Show No Sponsored Show Fred Waring (TT)	CBS MBS NBC	7.5 9	BREAKFAST IN HOLLYWOOD (Kellogg)	2	7.9	Our Gal, Sunday No Sponsored Show No Sponsored Show CBS DLBS NBC
Terry & The Pirates No Sponsored Show Hop Harrigan (MWF)	ABC CBS MBS	7.4 10	WHEN A GIRL MARRIES General Foods	6	6.1	What's Doing, Ladies? No Sponsored Show No Sponsored Show ABC CBS DLBS
No Sponsored Show No Sponsored Show No Sponsored Show	ABC MBS NBC	7.4 11	OUR GAL, SUNDAY Anacin	37	4.5	Bkfst. in Hollywood No Sponsored Show No Sponsored Show ABC DLBS NBC
No Sponsored Show No Sponsored Show No Sponsored Show	ABC MBS NBC	7.2 12	ROMANCE OF HELEN TRENT Whitehall	5	6.5	Bkfst. in Hollywood No Sponsored Show No Sponsored Show ABC DLBS NBC
No Sponsored Show No Sponsored Show Fred Waring (TT)	CBS MBS NBC	7.1 13	BREAKFAST IN HOLLYWOOD (Procter & Gamble)	1	8.3	Romance of Helen Trent No Sponsored Show No Sponsored Show CBS DLBS NBC
No Sponsored Show Hollywood Jackpot (MWF) LN No Sponsored Show	ABC CBS MBS	6.9 14	LORENZO JONES Sterling Drug	4	6.7	Walter Kiernan, Strange Rem. E. Winters No Sponsored Show ABC CBS DLBS
Baukhage Talking (LN) Co-Op. No Sponsored Show No Sponsored Show	ABC MBS NBC	6.5 15	BIG SISTER Ivory Soap	24	5.1	Galen Drake News Standard School ABC DLBS NBC

LN—Limited Network.
ABC—American Broadcasting Company.
CBS—Columbia Broadcasting System.
NBC—National Broadcasting Company.
DLBS—Don Lee Broadcasting System.

Coast and U. S. Tastes Vary in Daytime Segs

Four Take Dive on Coast

NEW YORK, April 19.—Regional variation in listener appeal—rather than uniformity—is the rule in the Comparative Territorial Index of daytime programs, a feature of *The Billboard's* Continuing Program Studies (CPS) prepared in co-operation with the C. E. Hooper organization. For instance, the first four shows in national ranking, Sterling Drug's *Young Widder Brown*, General Food's *Kate Smith Speaks*, Spry's *Aunt Jenny* and Ivory Soap's *Right to Happiness*, all take a big dive on the Pacific Coast, where their respective rankings are 8th, 11th, 14th and 22d. The show which is No. 1 on the Coast is Procter & Gamble's *Breakfast in Hollywood*, which does no better than 13th in the national ranking. Kellogg's *Breakfast in Hollywood* is second on the Coast, and ninth nationally. The seesaw appeal value is also very noticeable in Anacin's *Our Gal Sunday*, 11th nationally and 37th in the Pacific ratings.

Other Variations

Statistically speaking, analysis of the daytime segs in the First 15 indicates that nine programs have lower Pacific than national standings. These are *Widder Brown*, *Kate Smith*, *Aunt Jenny*, *Right to Happiness*, *Stella Dallas*, *Portia Faces Life*, *Ma Perkins*, *Our Gal Sunday* and *Big Sister*. The opposite is true—that is, Pacific standings are higher than national standings—in the case of *Pepper Young's Family*, *Breakfast in Hollywood* (Kellogg), *When a Girl Marries*, *Romance of Helen Trent*, *Breakfast in Hollywood* (P. & G.) and *Lorenzo Jones*.

Few of the leading daytime programs show a comparatively uniform audience pull. *Stella Dallas*, the Sterling Drug opus on the National Broadcasting Company web, comes closest, with a national rank of fifth as against a Pacific rank of seventh. It's interesting to note that the opposition—which normally accounts for much variation—is uniform for *Stella* on both national and Pacific ratings, namely: no sponsored shows.

RWG, Nets Set Peace Parley

NEW YORK, April 19.—Some faint hope that the pending (May 10) strike of free-lance writers might be called off, or at least postponed by the Radio Writers Guild (RWG) was felt this week when the Guild and the four networks agreed to confer Thursday (24). The meeting is purely a preliminary; there has been no agreement to negotiate. But the meeting itself is held to be a good sign.

RWG members voted to strike after attempts failed to get free-lance negotiations. The union reports a sizable increase in membership in recent weeks and already has a \$50,000 strike fund, excluding pledges from other theatrical unions.

Next Thursday's meeting is described by one net exec as a parallel to diplomatic jousts which take place before international conferences.

WMCA Adds 3 Disk Segs With Gimmicks

NEW YORK, April 19.—The fact that phonograph record programs need production gimmicks and cannot be aired merely as straight spins without continuity was stressed this week when WMCA, New York, added three idea record shows to its sked. It's part of a move by the station to hypo its commercial programming.

The shows are *Musical Honor Roll*, based in part on best sellers as reported in *The Billboard*; *Picture the Song*, tied to a photographic contest, and an untitled series based on choices of top band leaders.

Notable exponent of the production gimmick in platter periods is WNEW, which adopted the idea some years ago with high commercial success.

"Kilroy" Set for Transcribed Series

ST. LOUIS, April 19.—Joe Reynolds, St. Louis playwright who wrote and produced the all-zeit musical comedy *Kilroy Is Back*, for the Veterans of Foreign Wars last summer, will write a new *Kilroy* radio series to be transcribed by United Broadcasting Service of Milwaukee. First platter will be cut next week before a theater audience. Co-author is Elinor Ohrn, of KOXK, St. Louis.

John A. Reddy, vice-president of United, is chief of production. L. D. Delaney will assist. Arnold Andrews Agency of Milwaukee will represent the show nationally.

House-Hunting New FCC Ache

WASHINGTON, April 19.—As tho it hasn't enough troubles already, Federal Communications Commission (FCC) has another problem on its hand, one familiar to many Americans: Fact is, FCC is "apartment" hunting, as a result of an order calling for all government agencies to move out of leased space soon as possible.

As a result, FCC must yield office space now leased in downtown Washington, plus 13,000 square feet of space in the New Post Office Building, Commission headquarters. FCC personnel is scattered thruout four government leased buildings.

Many broadcasters have made specific recommendations as to where FCC should go, but you just can't say that sort of stuff in print.

Flamm Wins Another 120G From Noble

NEW YORK, April 19.—Donald Flamm, one-time owner of WMCA, New York, who recently won a verdict awarding him \$350,000 in connection with the sale of the station to Edward J. Noble, this week gained an additional \$120,000 when the New York Court of Appeals unanimously reversed lower court findings. The award was for interest and costs.

The suit arose from Flamm's allegation that Noble conspired to get

a reduction of price when he acquired the station in 1941. Noble, who has since sold the station to Nathan Straus, is now owner of the American Broadcasting Company.

Little Flower To Speak

NEW YORK, April 19.—Fiorello H. LaGuardia, ex-mayor and currently a commentator on WJZ and Mutual, will talk on *The Broadcasters' Public Responsibility* at the closing session of annual NAB's District 2 meeting in New York May 6. Two hundred and fifty broadcasters are expected to attend this conference, slated for the Waldorf-Astoria.

WINS Goes All Night With Platter Playing

NEW YORK, April 19.—WINS, New York will start all-night operations April 24 as a result of a six-week contract signed this week with Monte Proser's Copacabana. Club is sponsoring Jack Eigen in a platter jockey show on the station Tuesday thru Sunday nights, 12:30-4 a.m. Station's own staffer will fill in the rest of the wee-hour time.

Program will consist of records and interviews, originating in the club.

Part II

The Billboard



URBAN Circulation Index

Tabulations are based on sponsored programs only. Points leading to totals accumulated by 15-minute periods.



FIRST 15 FEMALE AUDIENCE BASED ON MARCH 30 EVENING HOOPERATINGS

Program and Sponsor	Hooperating	Women Listeners Per Listening Set	Hooperatings Multiplied by Listeners Per Set	No. of Urban Listeners*
JACK BENNY American Tobacco—F.C.&B.	28.5#	1.36	38.8	5,676,355
BOB HOPE Pepsodent Div., Lever Bros.—F.C.&B.	31.0	1.21	37.5	5,493,294
FIBBER MCGEE & MOLLY S. C. Johnson—N.L.&B.	27.1	1.26	34.2	5,000,940
WALTER WINCHELL Andrew Jergens—Robert Orr	26.5#	1.28	33.9	4,967,543
RADIO THEATER Lever Bros.—J.W.T.	25.1	1.28	32.1	4,705,106
RED SKELETON—CH B. & W. Tobacco—R.M.S.	24.7	1.22	30.1	4,413,088
AMOS 'N' ANDY Lever Bros.—R.&R.	24.4	1.20	29.3	4,288,020
SCREEN GUILD PLAYERS Lady Esther—Blow	22.4	1.30	29.1	4,264,588
FRED ALLEN Standard Brands—J.W.T.	22.1	1.31	29.0	4,230,839
SUNDAY EVENING HOUR Musical Digest—K.&E.	18.0	1.52	27.4	4,006,839
TRUTH OR CONSEQUENCES Procter & Gamble—Compton	20.4	1.30	26.5	3,883,822
EDGAR BERGEN Standard Brands—J.W.T.	19.4	1.34	26.0	3,807,082
BANDWAGON F. W. Fitch—L.W.R.	19.3	1.35	25.0	3,815,723
DUFFY'S TAVERN Bristol-Myers—Y.&R.	10.0	1.13	22.6	3,309,742
BING CROSBY Philco—Hutchins	17.1	1.31	22.4	3,280,599

*Based on figure of 14,644,878.
#Includes first and second broadcasts on Pacific Coast.
CH—Computed Hooperating.

FIRST 15 FEMALE AUDIENCE BASED ON MARCH 30 DAYTIME HOOPERATINGS

Program and Sponsor	Hooperating	Women Listeners Per Listening Set	Hooperatings Multiplied by Listeners Per Set	No. of Urban Listeners*
AUNT JENNY Lever Bros.—B.&B.	8.4	1.22	10.2	**
GRAND CENTRAL STATION Pillsbury—Mc.E.	9.0#	1.12	10.1	1,476,204
KATE SMITH SPEAKS General Foods—B.&B.	8.7	1.15	10.0	1,465,220
STARS OVER HOLLYWOOD Bowery-Sorenson & Co.	10.1#	0.89	10.0	**
STELLA DALLAS Sterling Drug—D.F.S.	7.9	1.20	9.5	1,388,334
RIGHT TO HAPPINESS Procter & Gamble—Compton	7.7	1.19	9.2	1,341,910
YOUNG WIDDER BROWN Sterling Drug—D.F.S.	7.9	1.15	9.1	1,330,487
MA PERKINS (CBS) Oxydol—D.F.S.	7.9	1.14	9.0	**
BREAKFAST IN HOLLYWOOD Kellogg—K.&E.	7.5	1.20	9.0	1,318,039
PEPPER YOUNG'S FAMILY Procter & Gamble—D.F.S.	7.6	1.16	8.8	1,291,062
PORTIA FACES LIFE General Foods—Y.&R. Maxwell House Coffee—B.&B.	7.5	1.16	8.7	**
OUR GAL, SUNDAY Anacin—D.F.S.	7.2	1.18	8.5	1,244,229
BIG SISTER Procter & Gamble—Compton	6.9	1.20	8.3	**
ROMANCE OF HELEN TRENT Whitehall—D.F.S.	6.6	1.22	8.1	1,179,206
WHEN A GIRL MARRIES General Foods—Y.&R.	6.8	1.15	7.8	**

*Based on figure of 14,644,878.
**No "number of urban listeners" figure reported on programs broadcast in less than 100 cities.
#Based on program Hooperating in March 15th report.

Fem Listener The Backbone Of Radio Aud

Nine Night Shows on Top

NEW YORK, April 19.—The female half of the urban American family must be considered the backbone of radio's listening audience, it is revealed by close study of the Urban Circulation Index (see tabulation on this page). Based upon the March 30 Hooperatings of the top 15 daytime and evening programs, the chart offers striking evidence of the influence of women's preferences upon ratings. Further proof lies in the similarity between the chart showing over-all listening preferences (*The Billboard*, April 12) and the current chart showing only female listeners.

The first nine evening shows, in terms of Hooper points, also are on the top of the list of shows having greatest female audiences, with only one slight change in the order. Of the top 15 evening programs, in terms of Hooperatings, 14 are among the 15 having most women listeners.

Daytime Ratings

Among daytime shows, where differences can be expected because of small audiences, 12 shows make both top 15 lists, in Hooper points and in total female listeners. However, there is considerable disparity in positions on the two lists. This once again indicates that a program's Hooperating is not always an accurate guide to its total of listeners. A significant variant is the total number of listeners per set, which differs considerably with each show. Thus, while *Sunday Evening Hour* rates 15th in Hooper points, it stands 10th in total women listeners. Conversely, *Duffy's Tavern* stands 11th in Hooper points, but rates only 14th in total female listenership.

The difference lies in the variable women listeners-per-set figure, which is multiplied by the show's Hooperating. The result, used as a percentage, then is multiplied by 14,644,878—the total number of radio homes in cities having populations of 25,000 or more. The resultant total is the number of female listeners per program, as differentiated from the Hooper points, which indicate only relative popularity.

Among evening shows, the top nine, both in Hooper points and female listeners, are Jack Benny, Bob Hope, Fibber McGee, Walter Winchell, Red Skelton, *Radio Theater*, *Amos 'n' Andy*, *Screenland Players* and Fred Allen. The only difference in the list is that Hope is first in Hooper points, Benny leads in total urban women listeners. The only show which made the first 15 in Hooper points but did not in female listeners is *Mr. District Attorney*. The city ladies preferred Bing Crosby,

Rural Weeklies Get Boost From WHCU Gimmick

ITHACA, N. Y., April 19.—WHCU, which recently received a special Peabody Award for its public service feature, *Radio Edition of the Weekly Press*, quarter-hour Sunday program, tonight announced an annual competition whereby more than 75 rural weeklies in Central New York and Northern Pennsylvania would compete for three cash awards of \$500 each, to be given for leadership in editorial opinion, community action and general improvement. Decision to further the development of such weeklies was made by Mike Hanna, manager of the Cornell University station, as a result of recognition granted to the program by the Peabody Award Committee, which in its citation pointed out that the show "admirably linked together the editorial ability of 75 country editors in presenting material of social significance and interest."

At a dinner tendered by Cornell on the occasion of the Peabody citation, Charles Collingwood, CBS news correspondent, hailed the program as a milestone in radio-press relations and an example of both media co-operating to make each other more effective. He pointed out that radio in this instance widened the influence of the press and in so doing added to its own voice. He also foresaw similar radio-press co-operation on a wider, perhaps international, scale.

Program, which shapes up as a sort of town hall wherein problems common to many communities are presented, was the idea of Hanna, developed by Assistant Manager Sam Woodside. Writers are Woodside, Lou Frankel, production staffer, and Ted Howes, publicity man.

Speakers at dinner included Dr. Robert D. Leigh, director of Commission on Freedom of the Press; Arthur S. Adams, provost, Cornell University; Marice E. Miller, director, District 4, New York State Publishers Association. Bristow Adams, professor emeritus of New York College of Agriculture and dean of rural journalism, was toastmaster.

who scored only 17.1 Hooperating against the 18.6 of *Mr. District Attorney*.

Three Shifts

In the daytime category, only three points of difference exist between the 15 top Hooperated shows and the 15 most popular with urban females. The three on the point list which did not carry over to women audiences were *Theater of Today*, *Let's Pretend* and *County Fair*. In place of these shows of more general interest, the women chose daytime serials: *Our Gal Sunday*, *Big Sister* and *Romance of Helen Trent*. The 12 shows which made both lists were *Aunt Jenny*, *Grand Central Station*, *Kate Smith Speaks*, *Stars Over Hollywood*, *Stella Dallas*, *Right to Happiness*, *Young Widder Brown*, *Ma Perkins (CBS)*, *Breakfast in Hollywood (Kellogg)*, *Pepper Young's Family*, *Portia Faces Life* and *When a Girl Marries*.

Another interesting point is the difference in number of urban female listeners per set among the programs. For example, in the daytime group, the best figure is 1.22 per set, held jointly by *Aunt Jenny* and *Romance of Helen Trent*. Yet *Aunt Jenny* is first in total listeners, while *Helen Trent* rates 14th. In the evening program category, easily tops in urban female listeners per set, is *Sunday Evening Hour*, with 1.52, but that show rates only 10th in total women listeners and 15th in Hooperatings.

Part III

The
Billboard

NETWORK PROGRAM Reviews & Analyses

Rating figures used are supplied by the C. E. Hooper organization. Data concerning advertiser expenditures, campaign themes, etc., is compiled by interviews with agencies and advertisers and is based on latest available information.



My Friend Irma

Reviewed April 18, 1947

Sustaining Over CBS

Friday 10:30-11 p.m.

Cy Howard, director-writer; Lud Gluskin, music director; vocals, the Sportsmen; cast, Marie Wilson, Cathy Lewis, John Brown, George Neise.

Average Hooperatings for programs of this type (Dramatic).....10.6

Current Hooperating of preceding show, "It Pays To Be Ignorant".....12.2

CURRENT HOOPERATINGS OF OPPOSITION NETWORK PROGRAMS

ABC and Mutual, sustaining; no Hooperatings.

NBC
Bill Stern (10:30-10:45)..... 8.4

Some day, there'll be a dumb dame program—or movie—in which the dame won't always be quite so dumb, and when her vis-a-vis won't be quite so practical and acidulous, and when surrounding characters won't be stereotyped so rigidly that they seem hewn out of granite. Then this same script will, along with being commercial, allow room for some shadings in character and a reasonable amount of deviation from stock dumb dames and stock, caustic, straight foils, and iron-bound supporting roles.

To give the new CBS-Cy Howard sustainer, *My Friend Irma*, its full measure, it is—despite its standardized approach as indicated above—well tailored for laughs, reasonably tailored for commercial sale and written, produced and played with a surprising amount of engaging appeal. Its chief drawback is in its preoccupation with standardized people and rather routinized plots. CBS states the show has been in preparation almost a year, but it doesn't show thru.

Customary Characters

Irma, played by Marie Wilson, is the customarily addle-pated babe achingly devoid of brains. Her roommate, Jane (Cathy Lewis), of course, is the direct opposite. Their respective boy friends match them perfectly. Irma's Mr. Big, Al (John Brown), will do anything but work for an honest buck. Jane's dreamboat is a stuffed shirt millionaire (George Neise).

Apparently the plot lines, judged from this program, second in the series, will have Irma in weekly hot water, getting out just before sign-off time. This installment concerned her taking the rent money to give to Al to bet on a heavyweight fighter he's handling. When the prelim bum gets kayoed, Irma does a panic, but Al saves the day—he bet on the palooka to lose.

Big League Show

In performance and production, Irma is big league. Marie Wilson, from pix and legit, really projects as the lead, while Miss Lewis—who carries the story line via both dialog and narration—is right up there as the roommate foil. The excellent radio comedian, John Brown, milks every laugh possible. Lud Gluskin's musical support is good and the Sportsmen's 'tween-the-act harmonizing is up to their flashy par.

Script caught had several boff (See *My Friend Irma* on page 17)

Milton Berle

Reviewed April 15, 1947

PHILIP MORRIS & CO., LTD., INC.

Thru the Biow Co., Inc.

Via NBC (140 Stations)

Tuesdays, 8-8:30 p.m.

Estimated Talent Cost: \$9,000; agency producer, Paul Munroe; Writer-director, Nat Hiken; writer, Aaron Ruben; music, Ray Bloch orchestra; announcer, Frank Gallop; cast, Milton Berle, Dick Farney, Mary Schipp, Jack Gilford, Arnold Stang, Roland Winters, Pert Kelton.

Average Hooperating for this program...11.1

Average Hooperating for shows of this type (Variety).....13.4

Current Hooperating, show preceding, H. V. Kaltenborn..... 9.0

Current Hooperating, show following, "Date With Judy".....14.5

CURRENT HOOPERATINGS OF OPPOSITION SHOWS

ABC
"Lum 'n' Abner"..... 5.0

CBS
"Big Town".....15.0

MBS carries sustainer, no rating available.

ABOUT THE ADVERTISER

In addition to bankrolling the Berle show, Philip Morris is a long-time consistent user of network radio time, currently sponsoring "Crime Doctor" and "It Pays To Be Ignorant," both half-hour evening programs on CBS. Company also uses considerable space in dailies and magazines. While no figures are available for current advertising appropriation, some indication of company's faith in radio is given by the 1945 figures, which indicate a radio expenditure of \$2,200,000. In the same year, \$2,000,000 was allotted to mags.

Milton Berle, recognized as perhaps the fastest funny man in night clubs and vaude, has on this NBC series failed to impress as a top radio comedian. Impression one gets is that the master of the bistro and boite simply can't break loose from his script. This is tough, for inasmuch as the script must keep within radio limits, Berle can't cash in on what admittedly is one of his strong points—blue stuff. This doesn't mean that radio is necessarily out of Milton's reach. It just means that as of now the comedy doctors and writers simply haven't found a formula. For Berle on the air just doesn't sparkle and crackle as audiences know he does on the boards. It's all quite discouraging—what with every web and ad agency in the business looking for comies. And it's not comforting to recall that in the past Berle has not been able to do well on the air.

Gallop Shows Comedy Flair

Whereas Berle does not show to such good advantage, Frank Gallop, announcer on the show, exhibits quite a flair for comedy delivery. Opening exchanges with Berle, for instance, with Berle taking the insults, showed Gallop at his best—suave, urbane and with a crack delivery. Writing at this stage was fairly good, too. Later, however, scripters Nat Hiken and Aaron Ruben bogged down badly—particularly in a scene depicting the Berles

Treasury Agent

Reviewed April 14, 1947

Sustaining Via ABC

Phillips H. Lord, producer-writer-director; Elmer L. Irey, advisor; music directed by Bernard Green; Jack McCarthy, announcer; cast for premiere program, Lewis Whiteman, Santos Ortega, Everett Sloane, Alice Reinheart, Jimmy Tansey, Chuck Webster and James Van Dyke.

Average Hooperating for programs of this type (Mystery Drama).....10.0

Current Hooperating of show preceding: "Sherlock Holmes"..... 6.4

Current Hooperating of show following: None—sustaining.

CURRENT HOOPERATINGS OF OPPOSITION NETWORK SHOWS

CBS
Lux "Radio Theater" (9:00-10:00 p.m.)...25.1

MBS
Gabriel Heatter (9:00-9:15 p.m.)..... 4.0

Real Stories (9:15-9:30 p.m.)..... 3.8

NBC
"Telephone Hour".....10.0

Bucking such opposition as Lux

Radio Theater and *Telephone Hour*, with 25.1 and 10.6 Hooperatings respectively, it's smart programming of ABC to spot a crime show in this time slot. The unfortunate thing, however, is that as *Treasury Agent* was unveiled in its premiere, it just doesn't measure up. In format, production and style it is old hat. Even more important, the debut stanza failed to engender any suspense. Program is a Phil Lord package, but unless the contents improve considerably, it's doubtful he will repeat the success scored with his other shows—*Gangbusters*, *We the People*, etc.

The "T Men"—treasury agents—are among the most important law-enforcement personnel in the country, their activities covering many fields. This program has an advisory board, of which Elmer L. Irey, one-time T-man in charge of law enforcement activities, is the chairman. He is impersonated on the program by Lewis Whiteman.

Familiar Plot

Initial story dealt with a hate-monger who was put out of business when pinched for failing to report income derived from memberships sold in phony patriotic organizations. A question in the minds of many must have been the peculiar quirks of the law which call for tax evasion as the only means to stop such rackets.

Plot was obvious, with one of the agents getting into the employ of the phonus balonus flag waver, and working with another agent, to bring him into the jug. Poorly delineated characters in the script made it tough for the cast, altho Everett Sloane and Jimmy Tansey did well as the agents. Santos Ortega and Alice Reinheart, as the heavies, couldn't raise themselves above the script level. Jerry Franken.

at home, a scene which attempted to fetch some comedy out of Berle's aversion to noise. Situations here were clumsy fabrications which (See MILTON BERLE on page 17)

"Gold Coast" Pitch Must Conform With Show's Continuity

CHICAGO, April 19.—Order affecting two of the most commercial, profitable programs in town, an order stating that sponsor-participation airings are to have commercials in keeping with continuity, this week was issued by Frank Falknor, general manager of WBBM, Columbia Broadcasting System (CBS) o.-and.-o. station here. Order affected the two *Gold Coast Rhythm* shows WBBM airs Monday thru Friday twice daily.

On these shows, which are produced on low budgets, the station grossed about \$10,500. Sum is on the best possible frequency discount basis. For the morning show, which has seven commercial announcements a day, the sponsor can get five announcements a week on a 52-week contract basis for a gross of \$434.36 weekly. On the afternoon show which uses 10 commercial announcements, spots on same basis run to \$711.76.

Programs, which have been running for some time, are among the most unique, in that use of special continuity written by Mort Hall, of the CBS staff, enables commercial announcements to be worked in such a manner that they could pass for entertainment.

New ruling is expected to make shows even tighter productions than they have been. Producer of the program, Hooper White, and other WBBM execs feel more gag material and comedy and entertainment situations can be worked around transcriptions than around live announcements.

Programs have some of the top users of national spot radio. Among these are: Colgate, La France, Halo, and Wonder Bread.

SCB Opposes State Entry in FM Chain

HOLLYWOOD, April 19. — At a special board meeting of Southern California Broadcasters' Association, called to study Senate Bill No. 1382, which proposes a State-financed FM station chain, it was decided to send Attorney Don Tatum to Sacramento where he will represent SCB by sitting in on discussions of the bill. Tatum will report back to the SCB board on progress of the bill and will recommend what actions are to be taken. The legal eagle will not enter into discussions, but will merely listen to proceedings. Bill proposes that the State invest \$750,000 in FM stations to be used non-commercially for educational purposes only.

Broadcasters oppose a State-financed invasion into radio, altho it is on a non-commercial basis, since they feel that State outlets will pull away some segments of commercial stations' audiences, and, therefore, indirectly harm radio biz.

Air Lines Turn to Radio for Ballyhoo

NEW YORK, April 19.—Increasing interest of air lines in radio as an advertising medium was shown this week when Trans World Airline, Inc. (TWA) bought time on the *Hi Jinx* WNBC program, starting Monday (21). At the same time, despite a denial by the Campbell-Ewald Ad Agency, a report persisted that Eastern Airlines, now using spots, would expand its radio activities into a network program.

The airlines' activity has been spurred by a decrease in traffic and unfavorable publicity caused by crashes.

Radical Changes in Trade Practices Sought by NBC

(Continued from page 5)

drastic moves as to cut into soap opera periods, eliminate cow-catchers and hitch-hikes and shorten daytime advertising copy, it might endanger its relations with some of its top accounts. While it is figured that Columbia Broadcasting (CBS) would act in the same direction, American Broadcasting (ABC) and Mutual (MBS) probably wouldn't, for economic reasons mainly. The competitive positions of CBS and NBC networks might then be weakened.

Few Big Accounts

Adding pertinency to this situation is the fact that only a handful of advertisers in the National network picture can afford to spend the big money involved in big daytime strips. NBC derives about 80 per cent of its revenue from a dozen advertisers, and these would be the ones affected by the changes under discussion. Additionally, elimination of cow-catchers and hitch-hikes would raise a problem in connection with those advertisers whose budgets require them to allocate the costs of one program among several products, rather than on the one product plugged in the body of a program.

As matters stand now, NBC's Station Planning and Advisory Committee (SPAC) is scheduling a meeting in the near future to discuss the proposals further. It is probable that should the affiliate organization proposed by Harry Bannister, WWJ, Detroit, be fully set up by that time, it will be represented at SPAC to speak for the opposition. Question of research also would come at this meeting, research involved being such as to determine the specific nature of listener criticism of station-break commercials. There is no data available which shows whether listeners object more to local chain breaks or network plugs, or whether they differentiate at all.

Additionally, top NBC executives in New York will meet shortly to discuss the next steps to be taken by the network. NBC heads are convinced that the changes in question cannot be effective unless they are network-wide—that the chain itself and its affiliates follow the proposals.

Background To Move

NBC's movement for self-improvement dates back to last fall, when Niles Trammell, NBC president, decided, in view of the steadily increasing tide of radio criticism, coupled with surveys which showed that a good percentage of listeners was dissatisfied with current radio practices, that the industry itself had to clean house from within. Soon after, he met with Frank Stanton, CBS president, Mark Woods, ABC president, and Edgar Kobak, MBS president, and outlined NBC's objectives. No reaction to the suggestions has been reported by the other networks.

Trammell's present campaign is especially interesting in view of events at the last convention of the National Association of Broadcasters, when William S. Paley, CBS board chairman, warned the industry that house cleaning was necessary and Trammell, contrariwise, defended the status quo. Some interpret his present actions as a move to protect the status quo in the sense that, if made effective, the changes in practice would fend off both further criticism and the possibility of more active government control.

One of the points Trammell is understood to have made at the various NBC affiliate meetings was that radio must act on its own if it is to avoid further federal regulation, as keynoted by the Blue Book. Another is that with radio criticism mounting steadily, steps had to be

taken to make sure radio does not lose listeners—for to lose listeners is the surest way out of business. He stressed that radio now is an adult business and broadcasters must act accordingly. Similar points were made in talks to the affiliates by Charles Hammond and Sydney Eiges, promotion and press heads of NBC, respectively, in telling the affiliates that stations must promote, publicize and participate in community activities on an adult basis and on a parity with other communications media, notably newspapers.

Ken Stowman Named WFIL Video Chief

PHILADELPHIA, April 19.—Kenneth W. Stowman, assistant to the general manager of WFIL, has been named director of television for the station, it was announced by Roger W. Clipp, general manager. At the same time, Walter H. Annenberg, editor and publisher of *The Philadelphia Inquirer*, which owns and operates WFIL and WFIL-FM, announced that Richard A. Thornburgh, assistant managing editor of the newspaper, would add to his present duties in becoming the WFIL-Inquirer co-ordinator to promote closer co-operation in all activities of the two organizations. Until now, Stowman served as newspaper-station co-ordinator.

Clipp, in announcing Stowman's step-up, stated that the present progress at WFIL's television station necessitated the immediate appointment of a director of the entire television operation. Stowman will be relieved of all station duties to concentrate entirely on the construction and inauguration of the television station for which a construction permit already has been granted by the Federal Communications Commission.

"Willie Piper" Sold By ABC to Gen. Elec.

NEW YORK, April 19.—American Broadcasting Company (ABC) this week succeeded in selling another of its house-built shows, *The Tales of Willie Piper*, half-hour comedy script program. Sponsor will be the lamp division of General Electric Company.

Show currently is airing as sustainer on Sunday nights at 7, but undoubtedly will be shifted out of opposition to Jack Benny. No time or starting date was announced, but GE is considering both July and September for possible opening broadcast. Scripter Sam Taylor will continue to pen the show. Batten, Barton, Durstine & Osborn, Inc., is the agency.

FCC'S RELAXED POLICY

(Continued from page 5)

sent on *Drovers Journal Publishing Company*, NBC, and WGES. Durr protested that NBC would program its FM station in Chicago by a complete duplication of its WMAQ programs. While Durr admitted the excellence of some WMAQ programs, he cited an overwhelming predominance of commercial programs on WMAQ, and the programming of 70 per cent of daytime hours with soap operas as examples of what he called failure to provide balanced listening fare.

For similar reasons, Durr contested the proposed grant to WGES, noting especially that 31 per cent of the station's commercial time is sold in block to advertisers, the station retaining only a veto right over programs.

MBS' Stowe Seg Goes to WMCA

NEW YORK, April 19.—Mutual Broadcasting System (MBS) newscasts of Leland Stowe, sponsored by the United Electrical, Radio and Machine Workers of America (UE), will be heard over WMCA, New York indie, instead of WOR, regular MBS affiliate here. Series starts Wednesday (23).

Deal was set yesterday, following WOR's rejection of the program on the ground it had too many newscasts and commentators and that it would not sell time to groups. Station said same policy extended to such organizations as the National Association of Manufacturers, etc.

UE was reported contemplating protesting to the Federal Communications Commission over the WOR action when the WMCA deal was set. Because of other similar rejections by WOR, MBS now has shows airing over WQXR and WNYC locally and may go on WINS as well.

NBC Stations Seek Own Org

(Continued from page 5)

WDAF, Kansas City; Ralph Evans, WHO, Des Moines, and Nathan Lord, WAVE, Louisville. All of them are on a committee appointed at the NBC affiliate meeting in Chicago, March 14, when the stations voted against the NBC proposals.

Bannister termed the present issue as important as the "1937 musician crisis and subsequent ASCAP crisis." He emphasized to *The Billboard* that the committee was in no way attempting to stir up a rebellion against NBC, but instead recognized, that despite the best relationships, certain fundamental issues raised basic conflicts. These problems, he said, could be handled best by an affiliate organization, rather than stations individually.

One NBC official, commenting on the fact that two newspaper stations, WTMJ (*Milwaukee Journal*) and WWJ (*Detroit News*), opposed the net's self-improvement plan, stressed what he termed inconsistency. The press, he noted, is among the most trenchant of radio's critics, yet two press-owned stations refused to act for radio's improvement.

WARNING

A FEDERAL COURT HAS RULED THAT THE NAME

GRAND OLE OPRY

IS THE EXCLUSIVE PROPERTY

OF RADIO STATION **WSM** NASHVILLE

INFRINGEMENTS WILL BE VIGOROUSLY PROSECUTED

The Federal Court of the Middle District of Georgia, on March 24, 1947, in the case of WSM, Incorporated, Plaintiff, against Golden Goose Corporation and R. L. Whitton, Defendants, rendered the following decision, applying throughout the United States:

"The plaintiff, WSM, Incorporated, by virtue of the long use of the words "Grand Ole Opry" to designate its radio program has acquired the legal right to the exclusive use of such name and is entitled to be protected against infringements which would tend to deceive . . ."

The above decision applies to the use of words similar to "Grand Ole Opry"

Theatre Managers and Booking Agents:

In case of doubt as to the authenticity of a "Grand Ole Opry" act, contact **WSM, INC.** NASHVILLE, TENN.

AAAA Votes To Continue Support of BMB Research

NEW YORK, April 19.—By unanimous vote at its annual meeting, the American Association of Advertising Agencies (4-A's) this week adopted a resolution calling upon the Broadcast Measurement Bureau (BMB) to continue its research in audience measurement and affirming its confidence in and support of BMB. Endorsement followed similar resolution passed week ago by the Association of National Advertisers (ANA), another of the principals which finance BMB.

Action came after a panel on BMB with three of its directors from the agency field. Carlos Franco, chairman, set the theme by stating flatly that "BMB not only is important, it is necessary." D. E. Robinson, of LaRoche & Ellis, discussed the technique of research and presentation of the BMB reports and material.

Linnea Nelson, of J. Walter Thompson Company, described uses which have been made of the BMB surveys, which she termed "very valuable." Reports have been used, she said, in enabling an agency to set up campaigns, especially where local dealers are involved. Thru use of BMB material, money was allocated dealers on a territorial basis, using BMB's Radio Homes Survey as a guide. Report also can show cases where smaller-powered stations may dominate an area also reached by powerhouses. Such research is the basis of the so-called "orbit" system of spot buying recently instituted by Batten, Barton, Durstine & Osborn, Inc.

Agency Profits Drop

Another important revelation of the 4-A's conference concerned decline in agency profits, which some experts feel may now be spreading from the larger to the medium-sized agencies. Annual 4-A's analysis of agency costs for the past year shows that agencies billing between one and five million dollars annually now average a net profit of about 1 per cent of billings. For three preceding years, the average was about 1½ per cent. However, agencies with annual billings over the five million mark rallied last year and showed an average net profit after taxes of 1 per cent compared with seven-tenths of 1 per cent in 1945.

Top promotion campaign resulting from the meeting came out of the report of the research and creative committees, as presented by Jack Smock, of Foote, Cone & Belding. Smock's suggested project, which probably will be taken on by the Advertising Council, will be a large-scale publicity campaign for the American economic system.

New officers elected by the 4-A's include J. E. Cornelius, of Batten, Barton, Durstine & Osborn, chairman of the board; Thomas D'Arcy Prophy, of Kenyon & Eckhardt, vice-chairman, and Clarence B. Goshorn, of Benton & Bowles, secretary-treasurer. Frederick R. Gamble continues as president.

Biow Co. Options "Suspense" Series

HOLLYWOOD, April 19.—Biow ad agency has taken an option on *Suspense*, mystery series now broadcasting for Schenley Distillers (Roma Wines) over Columbia Broadcasting System (CBS). Program, which this week gained a Peabody award for outstanding radio drama, is being dropped by the liquor company May 22. Schenley has retrenched considerably in recent months, with its wine advertising budget heavily affected.

Another Coast-originated show, the Bob Burns series for Anacin, winds up May 25. Currently scaled at \$11,000, package will probably be cut to \$9,000. William Morris handles.

Understood Biow is virtually set for another *Suspense* nsor.

Fem Radio Ed in Chi To Marry; Lessner Gets Job

CHICAGO, April 19.—Adele Hoskins, *Chi Daily News* radio editor, who is known to the trade for her incisive scripting, is leaving the paper May 1 to get married.

Sam Lessner, paper's movie critic, will combine both jobs; since *News* bigwigs believe radio isn't important enough to warrant a full-time radio columnist.

WNEW Now Boasts It's "1-Station Net"

NEW YORK, April 19.—An unusual situation whereby a local radio station's programs get nationwide distribution has developed at WNEW, New York, with both public service spot announcements and shows originated by the station now being aired, or already having been aired, on hundreds of other stations thruout the country. So WNEW is calling itself the "one-station network."

The latest series is a set of Veterans' Administration (VA) jingles, urging vets to hold on to their service life insurance by converting it to civilian insurance. It is being placed nationally by the VA. Recently the *Keep Faith With America* spots started by WNEW, urging tolerance and racial understanding, were sent to 300 other stations.

Other WNEW programs which have been syndicated on a cuff basis: *Soldiers With Coupons*, for the Office of Price Administration (OPA), 38 stations; *Music Goes to War*, a wartime patriotism series, 27 stations; National Safety Council (NSC) jingles, 375 stations, serviced by NSC; a tolerance program, *One God*, 60 stations; a series of State Department programs aired during the war, and currently, V disks of a swing show, sent overseas by the army.

Another program recently aired, *Lights Out*, a tolerance program, will also be shipped to other stations. The exact number is not known yet.

High School Quiz Has Boston Excited

BOSTON, April 19.—A new program that has educators and high schoolers clapping hands is *Campus Quiz*, sponsored by Van Brode Milling for Van Brode Cereals, aired over WNAC, Yankee key station, from 10:30 to 11 a.m. Saturdays.

The program originates in high school auditoriums where two teenage teams compete. Yankee Network announcer Verne Williams is quizmaster. The questions are not stepped down to any theoretical intelligence level.

It is the prizes that rate the show a blue ribbon. The winning team gets a Wurlitzer juke box complete with a large supply of records, plus a chance to make a tidy nest-egg if a coin gadget is used with the juke. The losing team also comes out handsomely, with a Philco 1201 radio-phonograph. Individual student contestants go home with prizes if their brain-trusting is outstanding, whether their teams win or lose.

Hirshon-Garfield, Inc., is the agency for Van Brode Milling.

Sealtest Dickering For Jack Carson Seg

NEW YORK, April 19.—Sealtest probably will buy Jack Carson to replace the Haley and Arden show on NBC. According to reliable reports, sale is understood to be contingent upon Carson getting a release from Campbell Soups, his current sponsor.

Music Corporation of America has been pitching Bob Crosby to Campbell as a replacement for Carson.

Ford, Toni Go for Nielsen

CHICAGO, April 19.—Ford Motor Company and the Toni Company, St. Paul (*Ladies Be Seated*), are the latest important bankrollers to subscribe to the A. C. Nielsen Radio Index, bringing the total list to over 50. Agencies representing accounts are J. Walter Thompson and Foote, Cone & Belding, which also enrolled for the Nielsen service.

Radio - Biz Confab At City College, N. Y., Skeds Timely Issues

NEW YORK, April 19.—Third annual radio and business conference sponsored by the City College of New York School of Business, slated to be held for April 22-23, will be keyed to fact that the radio industry is now passing thru its most thoro era of self-examination. Conference highlights, therefore, will touch on all subjects now agitating radio, including raising of standards, government control, the pro and con of soap operas, kid shows and whodonits, sponsors' duty to listeners, misrepresentation by advertisers and other touchy subjects.

Participating in the discussions will be some 50 representatives of all segments of the industry, including talent, ad agency, network and station execs, etc. Partial list of the speakers includes Lyman Bryson CBS; Elaine S. Carrington, writer; Walter Craig, vice-president of Benton & Bowles; William S. Hedges, NBC vice-president; Ginger and Allen Kent, writers; William B. Lewis, Kenyon & Eckhardt vice-president; Robert Saudek, American Broadcasting Company; A. A. Schechter, Mutual veepee; Ted Streibert, president, WOR; A. D. Willard Jr., executive vice-president, National Association of Broadcasters, and Mark Woods, ABC president.

"Sunday Eve. Hour" Getting New Format

NEW YORK, April 19.—Starting May 4, *Sunday Evening Hour* on American Broadcasting Company (ABC), becomes the *Spring Festival of Music* and will be used to promote Vox Records artists, wax company owned by Henry H. Reichhold, who also is the angel of the Detroit Symphony, featured in the show. Starting with that date, all guests used will be Vox warblers.

Reichhold will use the Carnegie Pop Concerts to tie in with the Vox promotion also. For instance, Eva Likova, Czechoslovak singer, will appear May 1 at the Carnegie Pop, and on May 4 she'll sing on the ABC show.

Music on *Festival* will be lighter, but still in a classical vein. Valter Poole will conduct in place of Dr. Karl Krueger, Detroit Symphony conductor, who leaves for the summer May 4.

Campbell Soup, CBS, Set on 'Double or O'

NEW YORK, April 19.—A juicy chunk of business went to Columbia Broadcasting System (CBS) this week when the William Morris Agency wrapped up the Campbell Soup *Double or Nothing* deal, tipped in *The Billboard* last week. The business comes to over a million a year in time billings alone. The Walter Compton package will be aired five times weekly, 3-3:30 p.m., starting in June. Walter O'Keefe will do the emcee job. The program will originate on the Coast, and O'Keefe late this week was already on his way out.

A spokesman for the agency said that the finished contract forms had not yet been inked—but that the deal was all set, barring unforeseen mishaps.

Burrell's
ESTABLISHED 1888
PRESS CLIPPING BUREAU, INC.
105 Church St., New York 7, N.Y.
WAroley 7-5271

BRUNO

Hollywood

Photographers

STAGE • SCREEN • RADIO ARTISTS

NEW YORK STUDIO

154 West 57th Street

DELIGHTFULLY AIR-CONDITIONED

PHONE CIRCLE 7-3505

BOSTON STUDIO - LENOX HOTEL

Phone for Appointment: Kenmore 5-300

NEW YORK BOSTON

NBC PREPS TV NET PACTS

Joint Tele Jurisdiction Plan OK'd by 5 Unions' Councils; SAG Is Expected To Follow

Equity, AFRA, AGVA, AGMA, Chorus Equity Approve

NEW YORK, April 19.—Executive councils of five actors' unions, all affiliates of the Associated Actors and Artistes of America (4 A's), this week approved recommendations made by the Joint Television Committee (JTC) for joint jurisdiction over television talent (*The Billboard*, April 5, April 12). A sixth union, Screen Actors' Guild (SAG) is expected to follow suit. Unions having voted to go ahead are Actors' Equity, American Federation of Radio Artists (AFRA), American Guild of Variety Artists (AGVA), American Guild of Musical Artists (AGMA) and Chorus Equity. Plan, as exclusively reported in *The Billboard*, calls for television jurisdiction to be maintained by the various unions involved under the joint committee, with paid-up members of each union permitted to work in video without the need for membership in a special tele union. This

is the first time the 4 A's unions have permitted interchange of cards. Each union also has agreed to contribute \$5,000 to the JTC for organizational and negotiation purposes. JTC will have equal representation of member unions.

Chorus Equity New Entry

Chorus Equity is a new participant in the group. Its entry, since it has close affiliation with Equity—Paul Dullzell is an officer of both groups—may strengthen Equity's position in the JTC. Equity, in its 4 A's charter, has tele jurisdiction, which AFRA and SAG, among others, now claim.

Unions this week also agreed to waive individual claims to tele jurisdiction until the expiration of the first agreement reached by the JTC. This probably means a waiver effective from 18 months to two years. It is believed that JTC will open negotiations for a tele contract at one or more of the networks—National Broadcasting (NBC) and Columbia (CBS) are the two logical teeing off places—within six months. Such a contract would probably run a year, in view of video's formative stage, rather than two years, as present AFRA radio contracts run.

JTC also will explore the question of the use of films on television. It is believed that the group will ask higher pay for film-tele acting, since films will be used repeatedly.

Heller To Present Plan

George Heller, AFRA's executive secretary, left for the Coast this week, following approval of the JTC plans, to present the proposals to SAG.

It is believed that JTC will not need certification by the National Labor Relations Board as to tele jurisdiction. Reason is that all performers appearing on tele are members of one or more of the 4 A's affiliates, and since they are pooled in the television operation, it is believed there can be no question as to the propriety of their joint jurisdiction claim.

New Tele Lens Gives Longshot or Closeup Without Switching

NEW YORK, April 19.—First public action demonstration of a new television lens which telescopes from long full-length shots to close-ups was held this week in the studios of National Broadcasting Company (NBC). Called the Jerry Fairbanks Zoomar lens, invention was developed by Dr. Frank G. Back in collaboration with Fairbanks, who is producing it. Variable magnification, which Zoomar makes possible without switching lenses, constitutes "an outstanding contribution to television technique," according to John F. Royal, NBC vice-president in charge of television.

Major use of the lens probably will be for outdoor and sports events, where dolly and boom cannot be used

Production Cost Figures Released By Tele Film Co.

CHICAGO, April 19.—In an effort to give potential users of television commercial film an idea of fixed costs they can expect, Telamerica, Chi video film company, this week released a set of production costs which it claims it will charge to all sponsors regardless of their size.

According to Al Griffin, Telamerica's president, the company's definite price policy is an attempt "to get the commercial movie business down out of the clouds so as to be impartial to all comers on a business-like basis. Instead of eyeing the account's bankroll and quoting accordingly, we have a set break-down of costs by which an agency man can figure out for himself what any proposed picture will cost him. The only variable costs are in sets and talent, which a sponsor decides on for himself."

Company's price list is as follows: Preparation (writing, including ideas and story line), \$50 a day. On set production, including producer, director, cameraman, assistant, art director, prop man, electrician, grip, cameras, lights and equipment, cost will be \$800 a day. Sound, including sound man and recording unit, \$150 a day. Studio use will be \$100 a day. Finishing costs will be editing, \$25 a day; sound laboratory, \$25 an hour; film stock, sound, including 3 to 1 negative, workprint, sound track, match print and all processing, \$15 per minute of projection time. For film stock that is silent, above costs will be \$10 per minute, while extra projection prints will be \$5 per minute.

TV, Landlords In Finish Fight

NEW YORK, April 19.—Formal protest of the New York City Realty Board's action in turning down its interim plan for television antenna installations was being prepared this week by the Television Broadcasters' Association (TBA). Devised by the TBA's subcommittee on apartment house antenna installations, the plan had been proposed as a temporary measure pending development of a master antenna system, capable of feeding all receivers in any apartment house.

The interim plan, calling for agreement among landlord, tenant and the installing agency, reportedly absolved the landlords of most of the liabilities now causing him concern. Ernest A. Marx, chairman of the subcommittee, estimated that the plan would have enabled a large percentage of New York's 2,000,000 apartment-house dwellers to obtain television service.

Affiliates Get Trail-Blazing Pacts Soon

Many New Problems Involved

NEW YORK, April 19.—The National Broadcasting Company (NBC) is developing affiliation contracts for television. A company representative said this week that first drafts of these contracts would be mailed rather soon to NBC affiliates now holding television licenses or conditional permits. So far as is known, this is the first time in the history of radio-tele that a television network development has reached this advanced state.

First reports that NBC was closely studying the question of TV affiliation terms came from the recent meetings the network held with its affiliates. Affiliates representatives attending the meetings heard John F. Royal, NBC vice-president in charge of television, detail the net's video plans, as well as the progress which had been made in connection with the affiliation contracts and some of the problems involved.

No Real Precedent

Because of the differences between radio and television networking, experience gained from the parent field, while serving as a general guidepost in television affiliation, cannot provide specific answers or procedures. Thus, NBC is without actual precedent to go by.

Some of these problems, as explained to affiliates by Royal, deal with what rates should be paid; option times and, above all, whether NBC should act as the affiliate's talent booking agency and whether NBC should assume program responsibility for key blocks of time—especially nighttime stretches. The last point is of vast importance, the web feels, since sequential or mood programming will be far more important in video than radio. The network doesn't want major net productions, for instance, to be followed by local clambakes.

NBC also told affiliates that it would enter tele spot sales, and expects to represent its affiliates in this market, just as it does today in radio.

As to Talent

On the angle of talent representation, NBC appears to feel that it can provide better talent thru its key city offices than can be obtained locally. This may raise a problem in connection with government regulations prohibiting networks from maintaining talent bureaus, but it is believed that they would be waived insofar as tele is concerned, especially in the formative stages.

NBC now is actually operating a tele network, thru its New York station, WNBT, and the Philco and General Electric stations in Philadelphia and Schenectady, respectively. These

(See Trail-Blazing Pacts on page 18)

Live Vs. Film Debated at Tele Session

Marlowe, Austrian Favor Film

NEW YORK, April 19.—Disagreement on live vs. film video offerings highlighted the two-day sessions of the Television Institute at the Hotel Commodore this week. Harvey Marlowe, executive program director for American Broadcasting Company, and Ralph B. Austrian, president of RKO Television Corporation, both emphasized the desirability of using films, but their viewpoint was countered by David P. Lewis, director of television for Caples Company.

Marlowe's declaration on the importance of films came as he indicated that many video broadcasters have used film indiscriminately without meeting clearance requirements. In some cases, he said, accompanying music track is not cleared for video, altho authorized for regular theater use. Marlowe pointed out that live shows may necessitate expenditures of \$1,000 and up for a half hour, while a rented film program for the same time costs from 50 cents to \$10 each showing.

Austrian Favors Films

Pointing to recent disappointing experiences some sponsors have had with television equipment and production, Austrian declared that "all of these facilities exist in New York and Los Angeles in the movie studios which are presently operating. Why duplicate them?" Predicting that film will be the backbone of television programming, Austrian said that television today "is going in a big way for quiz games, charades, identify this or that and get a prize. That

(See Live vs. Film on page 18)

SPECIAL PRINTED ROLL OR MACHINE 100,000 FOR \$28.00	TICKETS RESERVED SEAT — PAD — STRIP COUPON BOOKS — RESTAURANT CHECKS — SALES BOOKS AND ALL ALLIED FORMS	ELLIOTT TICKET CO. 409 LAFAYETTE ST., N. Y. C. 82 W. WASHINGTON ST., Chicago 615 CHESTNUT ST., Philadelphia	STOCK ROLL TICKETS One Roll . . . \$ 1.35 Ten Rolls . . . 5.64 Fifty Rolls . . . 21.75 Rolls, 2,000 Each Double Coupons Double Price, No C.O.D. Orders Accepted.

Clyde Beatty Circus

Reviewed Monday (14), 8:30-11 p.m. Style—Circus remote pick-up. Sustaining over KTLA (Paramount), Hollywood.

Giving Coast viewers their initial tele glimpse of a circus, Paramount came thru with another humdinger in its remote pick-up of the Clyde Beatty Circus. It was intelligent shooting from start to finish.

Stress was laid on atmosphere and color, with lenses, under the direction of KTLA Pilot Klaus Landsberg, turning upon the audience during a momentary lag in the show or whenever a breather seemed appropriate. This technique served to point up one well-known but too often overlooked factor: An audience can be at times funnier or more interesting than the event it is attending.

KTLA gave its eye-followers the complete show, from the grand entry to the Wild West show. Dick Lane's commentary gave stay-at-homes a convincing verbal picture of the ticket buyers climbing into the seats, the candy-popcorn pitch and finally the opening of the show. After explaining that regulations prohibit live music, the outlet wisely dubbed in plattered circus music by the famed Ringling Bros.' circus band for the background. While viewers missed out on special music designed for this particular show, it gave the tele audience music superior in quality to what could have been picked up from the show's band. Between numbers Dick Lane filled in with the necessary gab.

Viewers were kept on the edge of their sofas with close-up shots of Beatty putting the cats thru their paces, trapeze artists, high-wire acts, clowns, etc. Lenses were at their usual level in framing the fast-moving subjects. Particularly outstanding was close-up lensing of trapeze work. An example of brainy video was double image scanning of a high perch act showing a lass atop the high pole superimposed on a shot of her partner on the ground holding the pole. Lee Zhito.

Harness Racing

Reviewed Saturday (12), 4:30-5 p.m. Style—Harness race remote pick-up. Sustaining over KTLA (Paramount), Hollywood.

This was one of three remote pick-ups beamed by KTLA in one day. Aside from accomplishing a rather unique technical feat of pulling in various events from three different (and distant) sectors of town, outlet made a noteworthy achievement in covering the harness race.

Set-buyers-to-be saw another facet of tele's potentialities, and racing fans should have been thoroly convinced with the advantages of following horse flesh via video. Without a doubt, home lookers saw the race far better than anyone present at track-side. Camera following was so smoothly handled that the lead horses were centered on the screen at all times. Telephoto shots were used

Baseball Game

Reviewed Thursday (17), 2 to 3:30 p.m. Presented by the Ford Motor Company over WBKB, Chicago.

As long as television stations can give the public shows like this one, anyone who buys a set will be repaid plenty for his investment. Furthermore, as long as sponsors can bank-roll programs like this, especially when more sets are in the homes, they will be getting their money's worth.

With only two image orthicon cameras, the WBKB staff was able to bring to viewers the color and plays which could have been seen better only by those watching at Wrigley Field, from which the game between the Chicago Cubs and Pittsburgh Pirates was televised. Cameramen Harry Birch and Art Kams had the ball in view constantly and followed each play as it occurred, with close-ups as often as possible. Despite good work by cameramen and Don Cook, who was in charge of pick-ups at the park, the station could present an even better program if at least another camera was used.

Announcing chores were handled by Jack Brickhouse and Joe Wilson, with Brickhouse doing the first four and a half innings and Wilson ending the game. Wilson, because he has done plenty of video sporting events in the past, has discovered that television announcers do their best job when they don't talk too much. Brickhouse, an experienced radio sports announcer, still puts in too much verbiage as a result of his radio background, but is starting to improve his television technique already. During the game telecast the preceding day his talking was more extensive.

Following the opinion of viewers who reported in a recent survey made by WBKB (*The Billboard*, April 12) that they preferred commercials at the beginning and end of shows, Ford and its agency, J. Walter Thompson, utilized only two short film commercials and vocal credit messages by the announcers during the game. Films, produced by Thompson's New York office, did a competent but not outstanding selling job.

when horses reached far end of the track.

Dick Lane's commentary in describing the historic contest helped convey the atmosphere that accompanies the sport. This, coupled with the top-drawer lensing, made the seg a fitting and enjoyable piece of video fare. Lee Zhito.

'New Autos' 16mm. Plays to 150,000 In 200 Bookings

DETROIT, April 19.—New Automobiles, sponsored television documentary produced for the Automobile Manufacturers' Association in December, has been having an independent circulation as a 16mm. film in its own right. The pic has played to about 150,000 persons in approximately 200 bookings, with about 300 bookings on schedule now, as prints become available.

Schools and colleges lead the bookings, with 206. Other groups: Industrial, 173; farm groups, 63; miscellaneous, 61. One request for booking came from Czechoslovakia. Print distribution to date has been concentrated in Michigan, Pennsylvania, Ohio, California and New York, allowing quicker shipment of film between bookings.

Video Workmen — No. 6 of a Series

Production Dept. Functions Like Movie Studio — Except No Retakes, Says Holden, CBS

By Charles F. Holden

Manager, CBS Television Production Department

Charles F. Holden, production manager, CBS television, both prior to and since end of World War II, has been actor, stage manager, script writer and sound effects technician in theater and radio for approximately 20 years. Last Broadway appearance was as actor and stage manager in Brock Pemberton's *Kiss the Boys Good-bye*.

Prior to that was stage manager for six Theater Guild productions, including *Mask of Kings*; *Wine of Choice* with Miriam Hopkins and the late Alexander Woollcott, and *To Quito and Back* with Sylvia Sydney and Leslie Banks. Also served as assistant stage manager for *Porgy and Bess*. Made Broadway debut as actor in *Noah*.

Holds A.B. and M.A. degrees from University of Michigan. Taught stage design at the university for one year. One of founders of the famous Michigan Repertory Players at Ann Arbor, he headed the drama department at Iowa State Teachers' College for several terms. Played summer stock at Mt. Kisco, Stockbridge, Madison (Connecticut), and Princeton. Successful radio script writer.

THE PRODUCTION DEPARTMENT

for a television studio corresponds roughly to the production department on a movie lot. It is responsible for every piece of visual material that goes in front of the ikes—scenery, properties, costumes, make-up, art work, titling, lighting and special effects. While its primary function is servicing shows developed by the program department, its activities break down naturally into two divisions.

(1) Construction or obtaining visual materials.

(2) Operation and handling of same.

The designing of scenery is handled by the television art director, who consults with the director of a given show, translating his ideas into tangible dimensions, pattern and form. He furnishes drawings to the construction carpenter, who in turn builds the necessary flats, drops or set pieces. Most television stations find it economical to run their own shop and build scenery on the premises. This saves time, trucking and handling charges.

After the scenery is built, it is returned to the art director for painting. The art director may paint the scenery himself or furnish sketches to a scenic artist who does it.

Setting Up Scenery

On the day of the first studio rehearsal, the scenery is set up in the presence of the director and the art director. This operation is handled by the floor crew, consisting of a floor carpenter and several helpers. Then the property crew takes over "dressing" the set — supplying all necessary furniture, drops, trimming, etc., as well as the needed hand props.

Usually the lighting is done at that time. The electrician handles all lighting equipment. Since lighting is a very critical item in television, he works with a sensitive light meter. He provides a certain minimum foot candlepower on the over-all set with special attention to the "hot spots" where the major action of the show takes place. As the first rehearsal draws near, the costume woman supervises the fitting of costumes and the make-up artist works out the necessary make-up.

The first activity on the floor is usually a "walk thru." The director

sits with his camera crews around him, explaining what shots he wants as the actors walk thru their business. After that the director carries on his activities from the control room and the whole floor operation is co-ordinated by the floor manager, taking orders thru ear phones from the director.

Rehearsals Limited

Under present day scheduling, it is not likely that a show will receive more than four or five such rehearsals in all. Activity reaches its peak at air time when the show, for better or worse, is put in front of the public.

It may seem from the foregoing that television is comparable in certain ways to the legitimate stage, to the movies and to radio. From the production standpoint, it may even be said that it includes the worst features of each.

Because of the instantaneous transmission of the television image from studio to observer, each show demands the sustained action that one finds on the legitimate stage.

Studios are usually small, and equipment for handling scenery inadequate, so that the type of scenery is very similar to that used on the stage. The same qualities are necessary:

- (1) Lightness of weight.
- (2) Small unit pieces.
- (3) Easy storing.

This means, of course, that many compromises with realism must be made. Outdoor scenes are painted on drops, furniture is small, moldings and woodwork (and sometimes even shadows) are painted instead of real. Moving scenery and props before television "mikes" is sometimes even more difficult than in the legitimate theater, because there are no intermissions, and very little "off stage" space. Also, there is a great disadvantage in not having your audience in a fixed position. In television your audience moves as the camera moves.

Same Problems as Films

Television presents too, some of the production problems found in movies. Each scene—each shot—covers a different area and is taken from a different angle. As in the movies, each television shot calls for special lighting and composition. But whereas in movies there is plenty of time to set up, take and retake every scene, you get but one chance at every shot in a television show. Since the composition and texture of the television picture approximates a motion picture, the audience makes a conscious or subconscious comparison between the two. The television production department, therefore, is faced with the necessity of competing with (See HOLDEN, OF CBS, on page 17)

100 8x10 PHOTOS
for ONLY **\$6.60**
NO NEGATIVE CHARGE

Professional publicity photos reproduced in quantity. Superb quality on best grade paper at prices you would expect to pay for cheapest cut rate work. Enthusiastic, satisfied customers coast to coast.

250 POST CARDS \$7.15 NO NEGATIVE CHARGE
Before ordering anywhere send for the facts, full price list, ordering instructions, etc.

COURTEOUS and HONORABLE TREATMENT Guaranteed!

MULSON STUDIO BRIDGEPORT 5, CONN.

GLOSSY PHOTOS
Reproduced in quantity at 5c each.
Negative charge of \$2.00 on first order.

100 8"x10"	\$ 6.50
500 8"x10"	25.00
1000 8"x10"	50.00

FAN MAIL PHOTOS

500 5"x7"	\$17.50
1000 5"x7"	30.00

Send Negative or Glossy Photo.
Send 1/2 Deposit With Order, Balance C.O.D.

QUALITY PHOTO SERVICE
Perkins St. BRISTOL, CONN. Box 42

CE, Ford Co-Op In Telecasting Chi Cub Games

CHICAGO, April 19.—In an effort to keep alive public interest in television and to gain good will from its dealers attempting to demonstrate sets by picking up good shows, Commonwealth Edison Company, Chi electric utility, will begin sponsorship of the telecast of home games of the Chicago Cubs on WKBK Monday (21). Edison, which already bankrolls a half-hour show, *Telequizzes*, on WKBK Fridays, will alternate with the Ford Motor Company in presentation of games, with Ford taking games one day and Edison the next.

Edison will use strictly institutional advertising during the baseball telecasts. Only advertising will be plugs mentioning that games are being telecast by Edison. No direct sales copy will be used.

Value that the utility company sees in building good will and fostering the growth of television here is seen in the amount of dough it will have to spend for the series. Each game will cost the company about \$500, the same price being charged Ford. In both cases the price of games will be paid to the station and will include time and production costs. Edison's bill for sponsorship of 38 or 39 games will be about \$20,000 for the season.

By this move Edison becomes the first U. S. utility to sponsor a major sporting series. Utility companies in Philadelphia and St. Louis are also sponsoring video shows, but neither is buying sports telecasts.

Nat'l Trek by Brown For More Tele Sets

HOLLYWOOD, April 19.—Charles B. Brown, KFI program director in charge of AM, FM and video operations, leaves Hollywood this week for a nationwide series of confabs with video manufacturers and program execs. Top subject on Brown's agenda will be a request for more sets for Southern California distribution. Brown, former RCA exec and tele pioneer, will seek an increase in set allotments for this area from the tentative sked of 7 per cent of total industry output this year to a projected 25 per cent of total production.

Brown will discuss the proposal with John Garceau, chairman, advertising committee, Radio Manufacturers' Association (RMA) and manager of advertising and sales promotion for Farnsworth Television. Plan will also be outlined to Joseph Elliott, RCA vice-president in charge of receiver manufacturing. RMA advertising committee will be asked to recommend an increased set allotment to its board of directors for adoption by the entire set manufacturing industry at the earliest date. Ronald Oxford, KFI tele producer, will accompany Brown.

Holden, of CBS, Says Production Dept. Functions Like Pic Studio

(Continued from page 16)

movies, without the advantage of abundant time for set-up or retakes.

In many ways television routine is similar to radio. The radio production man works on a split second schedule and presents a new program each day, but he is concerned only with an aural presentation. The television production man is confronted with the vastly more complex problem of a visual presentation as well as an aural one. His problems are about six to the radio man's one.

However, even tho many disadvantages of stage, screen and radio present themselves in television, there are certain advantages inherent in the medium. Since the definition of the picture is not as sharp as in movies, a certain amount of latitude is possible in scenery, properties and costume. Television audiences already have become adjusted to simpler, more highly stylized scenery and a slower pace.

Some Effects Come Easily

Because the television picture is an electronic image, many effects are done more easily in television than on film. A lap dissolve, for instance, which would take hours or preparation in a film laboratory, is done easily and instantly by a television technician as he turns a rheostat.

It may be inferred from these remarks that production men from the stage, radio or movies do not qualify completely for television. This is quite true. The best television production man today is one who has a working knowledge of all the entertainment fields, but has been in none of them long enough to have its peculiar habits ingrained in him. It is highly possible that television will have to train its own production personnel.

Up to now television has called on various fields. The men best qualified for floor managers usually have been legitimate stage managers, trained on Broadway or in the summer theaters. The actual building of scenery and the handling of properties, furniture and lights is best done by men trained as mechanics in the legitimate theater. The best art directors and painters are men whose backgrounds embody both the legitimate stage and the screen. They have found that designing a set for television requires a skill quite different from the other fields. Titling artists have to work rapidly and accurately. The men best qualified to do this type of work seem to be students trained on the job. Costume and make-up personnel qualify best when their background has been in motion pictures. Lighting men for television confront problems that have arisen neither in the movies nor on the stage. They are pioneers.

Talent From Many Fields

A well-balanced television production department draws talent from many fields, but is, in itself, a unique unit. If it confronts more than its share of problems, at least there are many compensating factors. Nobody engaged in television production ever becomes bored. With their creative capacities taxed by more than 700 shows a year, each one presenting new and different problems, the process is intrinsically an interesting one. The production man may feel a touch of the pioneering spirit, too. So many times when something is accomplished, it can rightfully be called a "television first." The problems hit him so fast and are so diversified that the chances of going stale or losing zest are practically nil.

Go into any television studio and pick out the most frantic guy in sight—the one with the brightest gleam in his eye. Ask him what he is. He will probably tell you he is a production man.

NBC Completes Tele City Plans

(Continued from page 3)

staffers who will be assigned permanently to the network's television operation, plus actors, musicians and other production personnel whose services will be required on a transient basis.

Blueprints Completed

NBC, obviously, must move slowly on its television city plans in view of the enormity of the operation. Nevertheless, the blue prints are now complete—on paper the city is a reality. Structurally, Television City will be akin to a movie lot, with low studio buildings mainly. Plans have been in work for a long time, but action was delayed by the war. Television City will be similar to NBC's present set-up in New York's Radio City, but on a far greater scale.

NBC has been hard pressed for some time for adequate television production facilities in New York. Because of the limited space in Radio City, the high city rentals, and the great amount of room needed, it was decided to move to the country.

Each of the six sites which NBC has looked at now are barren, which means that, on top of all other considerations—notably transportation facilities—the ease with which utility service can be made available is especially important.

MILTON BERLE

(Continued from page 12)

gave the comics no chance to deliver boffs.

Others on the show gave competent performances in keeping with the level of the material. Ray Bloch ork sounded tops, and Dick Farney, vocalist, scored nicely with his one number, *You Can't See the Sun When You're Crying*.

As for the commercials, this reviewer, who smokes about everything from Latakia to hasheesh, finds the Philip Morris blurbs unpleasant. Particularly such double talk as "Philip Morris smokers get what other smokers hope to get" and "If every smoker knew what Philip Morris smokers do, they'd all change to Philip Morris." This verbiage seems like an attempt to persuade the smoker that he can become a member of some mysterious cult which has access to wonderful—if vague—inside information.

Paul Ackerman.

MY FRIEND IRMA

(Continued from page 12)

laughs, stemming from both characterization and situation. If only Cy Howard, writer-director, can get off the beaten character path, his *Irma* may develop into a popular radio gal.

Jerry Franken.

Bob Bouchier, chief announcer at WLOL, Mutual's outlet in the Twin Cities, has been named program director of the station. Jack Thayer, former WLOL announcer, has left the Tel-Ex Corporation to rejoin the station as an account exec.

Coast Telemen, Indie Pixers Talk Co-Op Aid

HOLLYWOOD, April 19.—Hollywood's Academy of Television Arts and Sciences and members of the Independent Motion Picture Producers' Association this week agreed to appoint committees to develop plans for the use of indie film properties in tele. Move was made following a special meeting between indie producers and Edgar Bergen, tele Academy prexy, and Russell Furse, member of Bergen's group.

With the majority of Hollywood's indie producers represented at the confab, Bergen told filmmakers of growing demand for films by video outlets. With an estimate of two new video stations set to begin operations each month, and tele sales expected to jump to 3,000 monthly this year, the need for better tele programing is becoming increasingly urgent. Tele industry, Bergen stated, looks to motion pic producers to supply the growing demand for good, top quality pix. Therefore, Bergen stated, a working agreement between both industries is needed as soon as possible.

Producers were generally agreed that indie filmmakers can make excellent use of the video potential to exploit their product as well as secure new revenue sources. Dr. Ferenz Fodor, head of Audio Pictures and a member of the producers' group, agreed to blaze a trail by authorizing tele release of Audio 16mm. short subjects whenever requested. The barrier in acceptance of Fodor's offer, of course, remains the American Federation of Musicians' ban against tele. To solve this headache, Fodor indicated he would shortly attempt to negotiate directly with Petrillo to get the music boss's blessings. If necessary, Fodor stands ready to make a test case, using his product to establish Petrillo's legal right to ban music in tele.

Committees from both orgs will meet within a few weeks and report their findings at the next general meeting of the tele academy, skedded for May 6.

NEW TELE LENS

(Continued from page 15)

for close-ups. Also, use with image orthicon camera makes unnecessary current use of a battery of turret lenses. Instead, the Zoomar itself is constructed with a large number of coated lens surfaces. Once it has focused upon a scene, it keeps that shot in focus while making the close-up, by means of simple level adjustments.

Demonstration was made using two image orthicon cameras, one mounted on a movable dolly, and the other stationary, but equipped with the Zoomar. Both switched from long-range to close-ups, the movable camera by rolling in close and the Zoomar by adjusting the lens. Performers were balladeer Tom Scott, ventriloquist Paul Winchell, and dancers Nelly Fisher and Jim Starbuck.

REAL PROFESSIONAL
8x10 PHOTOS
\$2.95
 FOR 25
 SEND NEGATIVE OR GLOSSY PRINT
 Negative Charge \$1.50 first order
 50% CASH WITH ORDER BALANCE C.O.D.
100 POST CARDS \$2.95
GLOBE PHOTOS
 P.O. BOX 1242
 BALTIMORE 3, MD.

Producers of Genuine Photo Post Cards for SHOW PEOPLE
FINEST QUALITY
 SINCE 1918
 Hi Gloss — Photo Post Cards
 Send Photo or Glossy Print
 No Negative Charge.
 250 Post Cards \$ 7.50
 1000 Post Cards 22.00
 1/2 Down, Balance C. O. D.
When in the West—It's the
LOS ANGELES PHOTO POST CARD CO.
 1209 W. 24th., Los Angeles 7, Calif.
 Phone: PRospect 2668

FM Momentum Hypoed by Expanding Web Activities, Other Optimistic Factors

First Agency Deal, Higher Set Output Peps Up Broadcasters

NEW YORK, April 19.—Hypoed by this week's regional meeting in Albany in their battle to make frequency modulation (FM) a major commercial medium, FM broadcasters this week pointed to several late developments as signs of increasing momentum. These include enlargement of the Continental FM Network, establishment of a New York FM station, prospects for increased FM receiver production and for early settlement of the music duplication problem, and plans for making facsimile an intrinsic and potent part of FM broadcasting.

Much of the optimism rises out of growth of the Continental operation, launched less than a month ago with six stations. Within a fortnight the web had added four more stations, and this week expected to have fully 16 Eastern affiliates, with still more in the offing from other sections. Early next week, FM broadcasters in North Carolina hold a regional conclave and several stations there are expected to tie in with Continental, via either land lines or direct air pick-up. Possibility also exists for early addition of stations in Ohio.

Further FM web activity came from L. Asch, president of WBCA, Schenectady, who last week incorporated the Liberty Broadcasting System.

Broadcasters Pepped Up

Recognition of FM in the New York area as a commercial reality also has pepped up the spirits of broadcasters. This week, Ruthrauff & Ryan signed its first FM contract, with Ira A. Hirschman, president of WABF, in behalf of the Baldwin Piano Company. Contract calls for seven spots weekly.

Meanwhile, evidence is mounting that cautious production estimates of receiver manufacturers may be surpassed. One FM executive says that "within 60 days, radio manufacturers won't even recognize their current production estimates."

Low cost receivers, FM's greatest need in its drive to become a mass medium, are getting special attention. Emerson, which once reportedly said it never would produce FM sets, has a \$99 model about ready for distribution. Zenith's \$50 model is pouring off production lines. A new entry, Electronics, Inc., will have full production of a \$35 model rolling in about 90 days.

The onrush of FM activity probably will bring to an early head a problem which hitherto has beset the medium, right to duplicate AM musical programs without payment of a double fee, as demanded by the American Federation of Musicians (AFM).

Two new possibilities are being

discussed by FM broadcasters this week. One is that AM radiomen, currently stalemated with AFM President James C. Petrillo, may induce him to compromise the re-broadcast problem without awaiting the outcome of the Lea Act decision. The other is that FM broadcasters may themselves approach Petrillo for the first time and, with no background of unsatisfactory relations, may secure a friendly agreement.

While the top AM programs still cannot be duplicated, FM webs are planning popular-type shows which may capture public fancy and possibly complement if not supersede AM programming. This they intend to do by splitting costs among the web members.

In the commercial field, FM advocates feel they soon will have developments which will make current AM commercials "as outmoded as the Model T." One of the leading exponents of this theory is Harold E. Blodgett, vice-president of WBCA. Blodgett forecasts that by the end of 1948, FM receiver manufacturers will include facsimile equipment as a matter of course, and that nearly all FM stations will have facsimile operations concurrent with sound broadcasting.

TRAIL-BLAZING PACTS

(Continued from page 15)

are on a virtual handshake agreement basis, however. The network's own station in Washington is due on the air shortly, and another co-axial cable between the capital and New York is under way. NBC also has okayed for video stations in Chicago, Cleveland and Los Angeles.

In addition, at least 10 NBC affiliates have commercial television licenses, these including KDYL, Salt Lake City; KOB, Albuquerque, N. M.; WWJ, Detroit; WBEN, Buffalo; WBZ, Boston; KSPT, St. Paul; WJAR, Providence; WLW, Cincinnati, and KSD, St. Louis.

Radio Urged To Heed Critics By Peabody Awards Chairman

NEW YORK, April 19.—A warning that radio avoid "hardening of the arteries" and pay heed to criticism—unlike the press, which refuses to listen to critics—was voiced this week by Edward Weeks, editor of the *Atlantic Monthly* and chairman of the Peabody Awards Advisory Committee. Remarks were made to the radio executives' club on Thursday (17) in conjunction with the annual Peabody Awards announcement.

Weeks stated that only by heeding criticism can radio improve. He also lambasted self-styled radio critics who sound off against the medium, condemning virtually all programs, without ever listening.

Emphasis on originations from New York and Hollywood, Weeks added, impressed him as tantamount to block booking as once practiced by film companies, with the result that it stifles program development. He also lamented radio's excessive repe-

Talk of the Trade

BOB SCHMID appointed MBS vice-president in charge of station relations, succeeding Carl Haverlin, resigned to become president of Broadcast Music, Inc. Simultaneously, Ed Kobak, MBS chief, announced that E. P. H. (Jimmy) James will take over supervision of advertising, promotion and research. Charles Godwin, manager of station relations since November, 1943, will continue in that post. . . . John Lotas, announcer at WWRL, Long Island, N. Y., doubling as commentator for Paramount newsreels. . . . Elizabeth Salassie, director of women's programs at KWKH, Shreveport, La., left for Hollywood for two weeks.

Judson La Haye, former managing editor of *Picture News*, now teaching radio at Fordham University, New York. . . . Bill Gernant, package producer, planned to New York from Hollywood for a few weeks' stay. . . . Walter Dunn appointed promotion manager of WJZ, ABC key station in New York, succeeding Delphine Carpenter, resigned. . . . Hollis Seavey, production manager of WOL, Washington, moves up to director of special events. Larry Frommer, producer, moves into Seavey's spot. . . . Rhea Diamond back at her desk in publicity office of WNEW, New York, after an illness. Ditto Charley Oppenheim, WINS, New York flack, who was out with a respiratory infection. . . . *Father and Son* show now making the rounds of the webs is owned by Artie Pine, flack, and Leonard Cohen, sports editor of *The New York Post*. Among the teams under consideration are ex-pugilist Cohen, Mickey Walker and Ken Strong, and their respective sons.

SAN BENITE COMPANY, vintners, have started a unique giveaway idea. Listeners send in a penny post card—no labels, no bottle tops, no nothing—and get a 75-cent retail value recording of the *Champagne Waltz*, for as long as the quantity lasts. Company has paid for an initial pressing of 5,000 promoted by Jessye Russell. . . . Sidney D. Anderson, recently discharged from the army, has rejoined WDEL, Wilmington, Del., as a copy writer. . . . WHIM, fifth radio station in Providence, debuted Tuesday (15), operating daytime on 1,000 watts. Owned by Inter-City Broadcasting Company, station is managed by Robert T. Engles.

Personnel includes George Taylor, program manager; Brenton G. Meader, commercial manager; Carroll Philbrook, chief engineer.

Ed DeForest, until recently sportscaster of WVTM, Manila outlet of Armed Forces Radio Service, has joined KRUX, Phoenix, Ariz., as sports director. . . . "America United" campaign of NBC and the "Radio Week" promotion of National Association of Broadcasters are both featured in Philip Lesly's new tome, "Public Relations in Action," published by Ziff-Davis. Book is a compilation of case histories of outstanding public relations jobs. . . . Jerry Bess, previously with the Emil Mogul Company's Traffic Department, has joined sales staff of WLIB, Brooklyn. . . . Don L. Kearney, until recently a sales associate for the Katz Agency, has joined Mutual's Co-op Department. . . . J. Leonard Matt and Rita Dyckman Hession, both until recently with the Benjamin Sonnenberg office, have set up their flackery.

Mull Wax Repeat Idea for Bergen

HOLLYWOOD, April 19.—Plans are currently being shaped to give Edgar Bergen a waxed Coast repeat when he returns in the fall, similar to the set-up now being used by Jack Benny. Reason is to give the already Hooper-high Bergen a still heftier rating. As in the case of the Benny show, the ailer would be waxed at each of the NBC Coast stations carrying the show and rebroadcast later Sunday evening.

Agency and sponsor are said to believe the waxed repeat would pay off many times the small cost of extra time and platters by doubling the chances of having the show heard, or giving dialers who heard the show a repeat performance.

LIVE VS. FILM

(Continued from page 15)

phase will pass quickly. It's cheap, it gets a time franchise, it affords a chance to get on the band wagon, but television was not born to exist on that diet."

Lewis declared that live studio programs need emphasis and improvement or the public might easily slow down purchase of receivers once the novelty of television is gone. The industry, he said, has prepared "far too little" good live entertainment, particularly drama, to keep spectators sold and using their equipment.

Jose di Donato, of Doherty, Clifford & Schenfield Agency, spoke of agency experiences with video commercials. Worthington C. Miner, television director of WCBS-TV, said the small screens on low-priced receivers are a severe handicap to television at this time.

ALWAYS ON-STAGE

No exit-line for me. I keep on turning out 50,000 glossy Photos a day. And they won't let me stop. What a public!

8x10's—5c each
Postcards 2c each
(1,000 lots)
Mounted Blow-Ups—
20x30, \$2.00; 30x40, \$3.00
(Quantity)

Write for
Free Samples
and
Price List B.

MOSS PHOTO
155 W. 40th St.
BRYANT 9-9452 N. Y. C. 19

REPRODUCTION HOUSE

GENUINE GLOSSY PHOTOS 5 1/2
8x10" EA.

Unsurpassed in Quality at any Price

NO NEGATIVE CHARGE—NO EXTRAS OF ANY KIND

100, 8"x10", \$6.73	MOUNTED ENLARGEMENTS
1000, 8"x10", \$55.00	30"x40" \$3.85 EA.
Fan Mail Photos	20"x30" \$2.50 EA.
1000, 5"x7", \$34.00	
1000 Postcards, \$22.00	

Made By J. J. Kriegsmann, The Man Whose Photographs Grace Billboard's Covers

COPYART 165 West 46th St.
Photographer BRYANT 9-1723 N.Y.

WE DELIVER WHAT WE ADVERTISE

SALAAM TO THE DISK JOCKS!

King Cole Refuses To Play Segregated Dances in K. C.

(Continued from page 3)
day, and he pledged refusal to cross their picket line. He contends that picketing of a white dance by NAACP pickets might lead to riots, and, therefore, he is able to cancel the engagement because of risk involved under American Federation of Musicians' rules. He said, "It is time that we broke this barrier."

It is understood that the policy of segregated dances for two racial groups on successive nights has been in effect at the auditorium for some

months, but that Count Basie stopped playing there recently an hour or so after he started and learned the situation. Also that Norman Granz played for a mixed audience there recently, but this was at a concert, not a dance.

Cole is expected to be in Chicago for a broadcast today and then go to St. Louis to open Monday.

Mercury Adds Courtney and Weems Bands

CHICAGO, April 19. — Mercury Records this week added two big bands to the talent roster, with Berle Adams bringing in Ted Weems's ork and the Del Courtney crew. Weems, riding on the crest of the *Heartaches* popularity wave, will get his first release May 1. His releases will feature the trick rumba tempo used in *Heartaches*.

Courtney, currently with Enterprise, the West Coast waxery, will join the Mercury staff as an active recording band after May 7, when the contract with Enterprise expires.

Stone To Front His Own Crew

HOLLYWOOD, April 19.—Butch Stone, Les Brown saxman and novelty word slinger, will bow from the Brown crew and will go out on his own, fronting a seven-man crew. Stone will snip his ties with the Brown aggregation when it leaves the Palladium April 27 and is set to open at Billy Bergs May 1.

Asked if he would still record with Brown, Stone stated that it's a clean break with the *Sentimental Journey* batoner and that following close of the Palladium run he doesn't anticipate any more disk dates with Brown. He also indicated he is currently dickering with a few labels for a platter deal on behalf of his new group. Instrumentation of Stone unit includes sax, clary, trumpet and four rhythm plus fronter on sax and vocals.

"Cecilia" Revival Makes Bornstein Dreyer's Patron

NEW YORK, April 19.—Funny involvements of trade figures sometimes caused by the revival of old hits are neatly exemplified in the case of the tune *Cecilia*. Copyright on the old Dick Jurgens' sensation is held by Saul Bornstein's music pubs, ABC-Bourne-Bogal. The song was one of the catalog items taken by Bornstein when he had his celebrated split with Irving Berlin several years ago, a rift which by open admission has left little love between Bornstein and Berlin's whole staff.

Now with *Cecilia* pointing for heavy action anew—Columbia is re-issuing Jurgens' platter, Mercury has been out for a while with Harry Cool's a la original version, Louis Prima is due on Majestic and Decca may re-release Whispering Jack Smith's wax rendition—the trade is smiling at the fact that Bornstein indirectly would be making money for a Berlinite. *Cecilia*, it seems, was written by not only Herman Ruby but also Dave Dreyer, professional manager of the Irving Berlin firm.

Ever since disk jockey Robert Q. Lewis started local gongs beating for *Cecilia*, tradesters have been wondering whether Bornstein would follow up. Word from the pub has it that the ditty will be worked on, Dreyer or no Dreyer, which only goes to show that in the music biz a song hit creates strange bedfellows.

Decca Set To Join in Spin Wooing

Waxers' Red Carpet Spreads

(Continued from page 4)
manufacturer always have hepped Victor branches to lush spinner treatment.

Other Majors Active

Other majors have worked out their jockey programs in devious attack. Columbia rates the spinner slots so high on its budget that the diskery maintains its own *Columbia Record Shop* program (Freddie Robbins em-seeing) which goes over nearly 527 stations, including over 175 stations of the diskery's parent org, Columbia Broadcasting System. The time bill, the expensive, brings guaranteed disk plugs for the label and has the incidental advantage of supplying stations carrying the show with platters they can use on other program hours.

The Capitol firm has been one of the most ambitious in going after jockey plaudits with a field staff especially employed to do nothing but give disks away—with extra-added salesmanship intended to get air play for the free tallow. Same in smaller degree applies to the newer MGM label, with Barney McDevitt on the West Coast hired to train promo- (See Decca To Join on page 21)

KENTON CRACK-UP STICKS

Orkster Dates Canceled by Sudden Wires

Gastel Says Aug. 15 Return

NEW YORK, April 19.—Stan Kenton, who startled band biz two weeks ago with an announcement that he would disband temporarily on doctor's orders, and then reversed his decision as a result of heavy pressure from operators who had booked the ork from General Artists Corporation (GAC), his booking agency, took even more drastic action than anticipated when he broke up his ork following a one-nighter in Tuscaloosa, Ala., Wednesday (16).

In a telegram to GAC, Kenton explained: "Had to break up tonight. Couldn't go further. Am terribly sick. Please notify everyone in the office. As ever, Stan."

Near Crack-Up

Earlier announcement of temporary disbandment, originally skedded for May 1 for a 10-week period, stated that the orkster was on the verge of a nervous breakdown. With no one able to reach Kenton at press time (he is heading for Hollywood by auto), the general belief is that the

GAC To Book Orks For N. Y. C. Parks

NEW YORK, April 19.—General Artists Corporation this week set a deal with New York City Park Department to set orks for dates in the city's parks this summer. Agency is skedded to fill 54 dates thru the season from June 26, thru September 12 to be played in Central, Prospect, Colonial and other New York parks. No names have been picked yet, with GAC due to book in bands that are in the territory regardless of agency affiliation. Deal was set by Howard Sinnott.

orkster collapsed while playing a University of Alabama dance. In continuing to play following the first announcement, it is said, the orkster was ignoring doctor's orders to lay off. GAC execs here are conceding that Kenton's wire was the finale and are hastily canceling all of the orkster's future bookings, which go as far ahead as August 2, by applying the "act of God" clause.

Kenton, who fronted the last of the unsweetened, high paid ork b.o. attractions, is said to be giving up an estimated \$150,000 in guarantees on dates already set for the band. Among dates being canceled are one week at Howard Theater, Washington, May 2; Earle Theater, Philadelphia, one-week, May 9; Meadowbrook, Cedar (See Kenton Crack-Up on page 21)

ASCAP Picks Nominees for Appeals Board

NEW YORK, April 19.—New writer candidates to be included with incumbents on forthcoming ballots of the board of appeals of the American Society of Composers, Authors and Publishers (ASCAP) were named this week by ASCAP's nominating committee, headed by songsmith Mitchell Parrish.

Aspirant penners include John Loeb, Manny Kurtz, Joan Whitney and Bertrand Brown. Incumbents are Peter De Rose and Abel Baer in the pop class and Douglas Moore in the standard field.

For the pub half of the appeals board, the nominations were not final, for acceptances had not been received at press time. The Society, furthermore, will have to name another pub delegate to take Irving Caesar's place as an incumbent on the slate. Caesar, newly elected to the board of directors, is forbidden by the by-laws to hold an appeals chair. Replacement will be in the pop class, which is shared by incumbent Max Mayer. The standard pub delegate is John Sangstad.

Printed ballots will be drawn up and mailed to the membership probably by next week.

Frew Exits ABC; MCA Loses Polk

CHICAGO, April 19.—Art Frew, for the past year Chi chief for Associated Booking Corporation and previously General Artists' Corporation Cincinnati brass, parted with Joe Glaser this week. Glaser, when contacted, would not discuss the split. Frew could not be reached for comment. Frew's exit leaves Bob Phillips, cocktail booker, as temporary head of the Chi outlet.

In a surprise move, Bill Polk, vet of 12 years with Music Corporation of America, tendered his resignation as a member of the Chi band department, handling one-nighters. Polk would not disclose reasons for his walk-out, but said that he intended to make another band booking connection soon.

Col's Pop Jazz To Use Cab Ork

NEW YORK, April 19.—Columbia Records is planning to turn part of its increasing disk production into development of a pop jazz series a la Decca's Louis Jordan. Activities, under aegis of Veepee and Pop Artist-Repertoire Director Manie Sacks, will steer clear of Art Satterly's hillbilly and race department, sticking primarily to what Sacks calls "Broadway race" diskings.

Talent to be focused on new race-jazz branch will include Cab Calloway with a six-piece disking ork, the Buster Bennett Trio and the newly signed ex-Woody Herman thrush, Mary Ann McCall.

DISKERS AID TRUST PROBE

Praise for Co-Operation Put in Record

No Monopolies Found

WASHINGTON, April 19.—Sen. William Langer, chairman of the subcommittee of the Senate judiciary committee investigating monopoly trends in U. S. industry, reiterated in the wake of a hearing Wednesday (16) that his committee was getting "courteous co-operation" from major record manufacturers who have been under study of the senatorial group.

As forecast by *The Billboard*, Langer gave the major record manufacturers a clean bill of health in a statement at the outset of Wednesday's hearing. Langer declared: "I want the record to show that the record companies have co-operated splendidly and are taking great pains to study all complaints which are coming in from war veterans who have been unable to break into the retail record dealer business."

Langer singled out RCA-Victor and MGM Records, Inc., for special commendation, pointing out that these two firms have been "looking deeply" into the retail dealer situation in the time which has elapsed since the previous hearing, April 5. The hearing here Wednesday was touched off by formal entry into the record of a study made by Dr. John Blair, federal trade commission economist, for the Langer subcommittee. The Blair study showed that little absorption of smaller record companies by the majors has taken place in the last several years. Blair's study revealed, however, that Decca Records, Inc., had absorbed all the capital stock of Brunswick Radio Corporation in 1941 and all the capital stock of WORK Broadcasting System, Inc., producers of electrical transcriptions, in 1943. Brunswick was purchased by Decca from Warner Bros.

A subcommittee official indicated that the committee did not regard these acquisitions as "anything that would warrant further inquiry."

S-B Sued by Widow Of Ballard M'Donald, 'Lonesome Pine' Man

NEW YORK, April 19.—Two suits were filed against Shapiro, Bernstein & Company, music pubs, this week in the U. S. District Court, both involving pacts with the late songwriter, Ballard MacDonald, who wrote *Trail of the Lonesome Pine*, *Rose of Washington Square* and *Beautiful Ohio* among others.

The initial suit seeks rescission of a contract allegedly signed under stress and reassignment of renewal rights to MacDonald's widow. The complaint charges that the tunesmith and his family were deprived of renewal rights under questionable conditions and that Shapiro, Bernstein therefore should reassign such rights to the proper holder. The suit also seeks an accounting of all licenses, contracts and assignments executed by Shapiro, Bernstein which pertain to MacDonald's works.

The second suit seeks payment on a contract drawn in 1919, which allegedly agreed that Shapiro, Bernstein would pay \$2,500 for all the songs that MacDonald wrote in that year.

Disk Biz Most Competitive End Of Music, Says Commerce Dept.

WASHINGTON, April 19.—While a Senate committee is continuing its explorations into the problem of how newcomers can get into retail record business, Commerce Department in the current issue of its publication, *Domestic Commerce*, reports that "the most competitive of musical merchandise lines is phonograph records." In an article, *Outlook for Music Stores*, written by Anne Dienstl Cotton, of the Marketing Division, Office of Domestic Commerce, it is pointed out that "radio stores, department stores, combined radio and household appliance stores, and even book stores have installed record departments."

BMI Get-Tough Policy Debut; Iceland Suit

NEW YORK, April 19.—The first "infringement of performance rights" suit ever brought by Broadcast Music, Inc. (BMI) in the night club field was initiated this week when the licensing org served papers on the Iceland Restaurant, in U. S. Southern District Court.

The complaint says that Iceland, altho a member of the Allied Restaurant and Entertainment Industries (AREI), has resisted BMI licensing attempts, but nevertheless performed itemized BMI tunes on June 26 of last year. It says songs involved included the Peer-published *Amor, Besame Mucho, Cachita, Tres Palaberos* and *Perfidia*; BMI's own *Laughing on the Outside* and London's *Take Care When You Say Te Quiero*.

BMI's action shows it has finally decided to resort to "setting-an-example" lawsuits. While this is the first get-tough move from BMI, the org's larger rival, the American Society of Composers, Authors and Publishers (ASCAP), has been pressing such cafe actions for years.

Wm. Mills To Serve On Advisory Comm.

WASHINGTON, April 19.—William A. Mills, executive secretary of the National Association of Music Merchants, is one of 82 persons (representing 44 national retail associations) who have agreed to serve on the Department of Commerce's Retail Trade Advisory Committee, it is announced by Secretary of Commerce W. Averell Harriman.

Appointment of a permanent retail trade advisory committee to the Department of Commerce was recommended by retailers at a recent conference. Purpose is to effect closer post-war co-operation. Mills is executive secretary of Campbell Music Company here.

Sheet Sale Lag Spurs Same Old Speculation

(Continued from page 3)
may have put a permanent dent in the sheet market. Gossipers were even spreading rumors that pubs were feeling out the possibility of lifting royalty demands on 60-cent disks to the full 2-cent statutory rate. One even wilder report had some pubs dwelling on a legal attempt to get the statutory rate raised to 3 cents. This may tie in with known plans of the

Songwriters' Protective Association to try soon in Washington to effect such a boost, but the possibility that pubs would even pool in support of such a move remains extremely dim. With the pubs vying for personal favor with the diskeries, the industry's farcial habit of having individuals scuttle collective measures the morning after the night they're agreed upon may easily show itself again.

U.S. Women's Clubs To Hear John Paine

NEW YORK, April 19.—John G. Paine, general manager of the American Society of Composers, Authors and Publishers (ASCAP), addresses the National Federation of Women's Clubs (NFWC) conclave in Detroit Wednesday (23).

Paine talked yesterday before the Music Educators' National Conference in Birmingham. He complained that U. S. long-hair critics were retarding the development of native American music by a preconceived distaste for anything not patterned after the European masters.

Diskery Assn. In 1st Co-Op Purchasing

NEW YORK, April 19.—The Phonograph Record Manufacturers' Association (nee Record Manufacturers' Association) held its second membership meeting last week at the Park Central Hotel. According to the outfit's temporary prexy, Jack Pearl, the group's membership has swelled to over 400 labels.

Pearl also said that the first instance of co-operative purchasing, one of the original goals set down by the org, already had been achieved. He said the org bought labels at under \$1 a thousand, whereas the price to smaller diskeries heretofore had rarely dipped under \$1.65 per thousand.

Constitution Drafted

The new name, Phonograph Record Manufacturers' Association, was adopted at the session, and the org will incorporate under that title. The group has drafted a constitution and by-laws which will be voted upon at the first general elections, to be held soon. It also decided to place an exhibit at the National Association of Music Merchants' convention in June.

Other activity at the meeting dealt with laying groundwork for exchange of credit information service, which Pearl said would become one of the org's prime functions.

Capitol Adds Heft By Pacting Reyes, Ingles to Papers

HOLLYWOOD, April 19.—Capitol last week brought two more musicians under its wing with the signing of Latin batoner Chuey Reyes and ex-Spike Jones's funny man Red Ingles and the Natural Seven. Acquisition of Reyes, it is believed, will somewhat strengthen Cap's position in the Latin field, while Ingles will give the Coast major a comedy unit. Both outfits were inked to standard contracts, one year plus options.

It's understood Reyes's pact calls for a minimum of eight sides. Initial release will be an album of Latin tunes. Talk that Reyes was brought into the Sunset and Vine waxery to replace Carlos Malinas as the label's Latin wax attraction was denied by Cap execs. Latter stated that it still has Molinas disks on the shelf for future release and stated that it was unlikely it will drop him from its roster. Cap toppers further pointed out that Reyes would not be competing with Molinas, since the latter is a larger group "playing up lush arrangements," while Reyes will cut with a smaller crew, stressing authentic Latin beats more than full ork arrangements.

Beneke, Carle Pace Summer Ork Trek Back to Airwaves

NEW YORK, April 19.—Tex Beneke and Frankie Carle orks have been signed as alternating summer replacements on the daily National Broadcasting Company *Chesterfield* 7 o'clock show. Orks will tee off June 9 with Beneke drawing the Monday, Wednesday and Friday sessions, and Carle skedded for the Tuesday and Thursday segs. Beneke will do his Monday-Wednesday broadcasts from New York, with the Friday airings due to emanate from wherever the ork may be booked. Carle's shots are skedded to originate on the West Coast. Pact, negotiated by Tom Rockwell, General Artists Corporation prexy, with the Newell-Emmett Agency, runs for 13 weeks without options.

Further confirmation of earlier stories in *The Billboard* that summer would return ork names to commercial air shows, had former orkster Woody Herman cutting out from his part-time disk jock activities on the Al Jarvis Saturday ayem KLAC airmen to devote full time to his recording activities and his forthcoming air show. Herman will have a summer replacement air show co-featuring thrush Peggy Lee and Dave Barbour's ork. Package will sub for the Phil Spitalny stanza.

This week's orkster ether activities may herald the end of a hiatus in which, outside of a handful of bands (Carmen Cavallaro, Sammy Kaye, Vaughn Monroe and Guy Lombardo), virtually no pop crews have rated sponsored radio time.

Vogue's Kidisk To Be 12-Incher

DETROIT, April 19.—Vogue Records will invade the kidisk field soon with a 12-inch record which probably will be sold at \$2. The tallow will be story-type, with carry-over from side to side, and will be sold as singles, not in albums. Present Vogue presses are adaptable to the 12-inch size by the simple expedient of changing stampers. Initial pressing is expected to be 50,000, but release title and date are not available.

Vogue will put immediate emphasis upon promotion of its new kidisk series (which is the apparent source of reports that pop record releases would be discontinued), but a spokesman for the firm vigorously denied any reduction of activity in the pop field, with cuttings and pressings slated for usual emphasis.

The company also is discussing production of vinylite records, possibly transparent, for use of other record companies. Altho no definite plans have been set, the plant is believed to have considerable reserve pressing capacity that could be turned over to vinyl platter production.

Decca To Join Spin Wooing

(Continued from page 19)

tion guns on the jocks and distribs throuth the country being needed to go all out for indie air-time exploitation.

Smaller Firms Do Same

In the smaller company field, leaders in the jockey promotion drive have been Majestic and Mercury, with the former launching a smaller sized version of Columbia's buy-your-own-jockey-time scheme. Firm, thru distribs in Philly and Chi, already has bankrolled paid-jockey segs on local air links, with Majestic wax only getting automatic boost therefrom. Mercury has been particularly strong in the Midwest area with a free-platter and personal-pitch campaign, cadging frequent plugs from

Kenton Crackup Sticks; Leader's Dates Canceled

(Continued from page 19)

Grove, N. J., two weeks, May 16 (at a reported \$5,500 guarantee against an undisclosed percentage); Convention Hall, Asbury Park, N. J., Decoration Day week-end, plus a week in the summer; Eastwood Gardens, Detroit, two weeks, June 27; Steel Pier, Atlantic City, one week, July 27 (at a reported \$8,500), in addition to two strings of one-nighters.

GAC Stunned

GAC was thrown for a loss by the orkster's unexpected move. An agency spokesman said it would be difficult for the office to fill Kenton's one-nighters and he wasn't too certain of the location spots, either. As news leaked out to other agencies, there was a frenzied rush to uncover Kenton's itinerary, with all anxious to fill the orkster's cancellations with their own ork properties.

Kenton spokesmen and GAC execs all seemed uncertain about the orkster's plans. Kenton's action is said to have caught even Carlos Gastel, his personal manager, by surprise. The original disbandment plan had the orkster skedded to return to action around August 15 with all his key toolers and singers (June Christy, Vido Musso, Pete Rugolo, Kai Winding, Eddie Safranski and Shelly Manne) agreed to come back with him. Gastel says that this plan will be carried out, but that meanwhile, Kenton will stay under wraps until his health returns.

Skeptics' View

Despite the unhappy note struck in Kenton's wires, there still were sharpshooters around who contend that general bad biz conditions and a heavy nut proved too much for the orkster. The ork's payroll was \$5,250, according to Gastel. The Kenton crew would fit into the hip variety of orks which fold when things get tough (Woody Herman, Benny Goodman, Les Brown, etc.), but it is well known that the band has been pulling the most gratifying grosses in its six-year history, a factor which does much to discount gossipers' angles.

Kenton gave four weeks' pay to every band member, with word that the present crew in its entirety is wanted back when the ork reorganizes. Gastel said that the Capitol diskery, which records Kenton, has at least 15 of the orkster's unreleased masters and may increase the number in order to keep the Kenton name alive during the "holiday."

the spinners. Both in New York and on the Coast, the label has hired publicists whose main chore is to bring home the jockey bacon.

With a host of independent wax slack organizations springing up here and in Hollywood, with singers and band leaders crooning pretty to the platter spinners, and with music pubs turning more and more professional attention to jockey plugs for published tunes on records, the disk jockey now walks thru the music biz like Mohammed among the prostrate faithful.

exclusively yours

unusual sides

Gloria

A melodic ballad inspiration . . .

"ST. LOUIS BLUES"

Unmatched arrangement of an all-time favorite.

EX-703



Johnny Moore's blazers

"Way Over There by the Cherry Tree"

Animated and smart . . . a sophisticated jumper.

EX-704

Exclusive records

SUNSET AT VINE HOLLYWOOD

NEW YORK:

Hotel Pennsylvania picked up Randy Brooks' option for four more weeks at the Cafe Rouge. . . . Mel Torme skedded for a Musiecraft waxing session with Sonny Burke's ork next week. . . . Joe Mooney Quartet booked into Park Plaza Hotel, St. Louis, for six weeks beginning May 9. . . . Billy Shaw off to California to open the Gale Agency's Hollywood office. . . . Jerry Lewis professional manager for new Beaux Arts pubbery. . . . Harry Ranch ork, a Joe Glaser band current at Village Barn, dickering for pacts with two plat-teries.

Astor Pictures has completed an all-Negro musical tabbed *Ebony Parade*, featuring Cab Calloway, Count Basie, Mills Brothers and Day, Dawn and Dusk. . . . Rainbow diskery cut *Mahzel* and *Mam'selle* with Marshall Young Monday night (14), had masters Tuesday ayem, stampers on Wednesday eve and pressing out by Thursday night and in the stores by Friday morning. . . . National diskery sending out Kits of Jack Carroll disks to a thousand disk jocks as part of a promotion drive on the former Les Brown singer.

Robbins Music is lifting *Peg o' My Heart* out of the Feist catalog to make it a No. 1 plug, following the success of the Harmonicats' waxing in the Midwest. . . . Majestic artist and rep head, Ben Selvin, is in Chicago for talks with the org's toppers. . . . A new song by Louise Long, *Road Closed, Bridge Out, Detour*, is being pubbed by the Harry Warren firm. . . . The Signature diskery is going in for a national mag campaign, starting April 29, with ads skedded for *Look, Life* and *Collier's*. The firm is working thru the Maxon Agency, on a tie-up with the General Electric distrib set-up. . . . Frankie

Laine had a *Chesterfield Supper Club* ainer on April 17.

Apollo sales on Yiddish Joe and Paul disks have been gratifying enough to interest the plattery into trying the same type of thing in Italian. . . . Alex North, composer, who did some piano scorings for E. B. Marks, was awarded a Guggenheim Fellowship this week. . . . Bob Crosby rumored to be leaving band biz for good. . . . Billy Eckstine will cut eight sides for National next week with a small band to complete his commitments to that diskery, and then will record for MGM on May 1 with a 36-piece studio crew. Eckstine will go out on one-nighters following his Billy Berg's, Hollywood, engagement.

Week of May 18-25 will be declared "Fats" Waller week in tribute to the late pianist-composer. Purpose is to stimulate sales of his records and songs to benefit his family. Sponsor of the project is Waller's former manager, Ed Kirkeby. . . . Singer Jerry Sellers signed with Frederick Bros.' Agency last week. . . . Thrush Sarah Vaughan opening April 29 for four weeks at Glen Billingsley's Borage Room in Hollywood. . . . Review of diskery of *After Graduation Day* disk last week incorrectly credited Jule Styne and Sammy Cahn for writing the tune. Should have been Sidney Lippman and Sylvia Dee.

CHICAGO:

Vitacoustic has inked the Honey Dreamers, ABC network harmony quintet, and Patti Page, local CBS vocalist, to recording pacts, and has set distributorships with James H. Martin, Chicago; Milner Records, St.

Louis; Runyon Sales, New York; David Rosen, Philly; Triangle Distributors, Pittsburgh; Pan-American Distributors, Detroit; Klayman, Cincinnati; Pioneer, Raleigh, N. C., and Barnett Distributors, Baltimore. . . . Gray Gordon, currently in New York, reorganizing his band to the previous tic-toe style and will be ready for dates around the end of May.

Clyde McCoy did \$14,000 gross for four days at the Orpheum, Davenport, Ia., last week. . . . Eddie Rogers goes into the 400 Club, St. Louis, April 20; the Muehlebach Hotel, Kansas City, Mo., May 21, and the Schroeder, Milwaukee, June 17. . . . Evelyn Ehrlich, ex-music paper scribe, heading the Vitacoustic publicity and promotion department. . . . Mills Bros. play the Chicago Theater for two weeks, teeing off June 6.

Dorothy Donegan has left Frederick Bros. and is being handled by Kay Jarrett, of Talent Associates. . . . Howard Leroy has left Associated Booking Corporation and has inked an ork pact with Frederick Bros. . . . Freddie Webster, name trumpet sideman with many Negro crews, died last week. . . . The Prom, Bill Karzas's St. Paul dancery, has found the Sunday afternoon name band policy a good pay-off, and will continue it. . . . Max Hoffman will manage Mercury's L. A. pressing plant, recently purchased from Keynote. . . . Kenny Jagger, who plays organ and piano simultaneously, has been pacted by the Gold Seal waxery. . . . Winners in the 1947 popularity poll conducted by Eddie Hubbard, emcee of the ABC Club (WIND nightly), were Tex Beneke, big bands; Frank Sinatra, male vocalist, and Peggy Lee, chirp.

HOLLYWOOD:

Ziggy Elman will return to band biz, taking back most of his former sidemen who were with him when he recently disbanded in the East. Elman currently laying plans with Manager Arthur Michaud. Group will be along similar lines as former aggregation but on smaller scale. . . . Merry Macs signed exclusive contract with William Morris last week for representation in all phases of showbiz. . . . Orkster Jerry Brent named Modern Records musical advisor.

Margaret Whiting set for week-end packaged deal with Tommy Pederson's ork by Morris Office. Thrush will work Sacramento May 30 and Stockton May 31. . . . Martha Tilton begins chirping on *Hit Parade* airshow May 17. . . . Dick Haymes begins his vaude tour June 18 when he opens at Golden Gate, San Francisco. . . . Russ Morgan rounds out a solid year at Biltmore Hotel end of May. . . . Harold Stern ork held over indefinitely at Hollywood's Chantclair Restaurant. . . . Al Jolson's Decca album passed the 700,000 sales mark and is expected to move well beyond million marker.

Hy Siegel, Apollo topper, left for Gotham. . . . Janie Powell set to wax *Alice in Wonderland* for Columbia. Carmen Dragon will wave baton on session. . . . Jeanie McKeon's first album for Black & White Records hit stalls last week. . . . Charley Barnett returns to the dancery podium May 1 with a newly organized musicrew. He bows at the Meadowbrook (Culver City). Built on conventional instrumentation, new outfit will be toned down to meet sweetened musical tastes. . . . Pied Pipers to be featured in forthcoming Capitol Buddy De Sylva album. . . . Talk continued that Casino Gardens, Tommy Dorsey's Ocean Park dancery, is on the

They ALL make Beautiful Music with —
 "WE COULD MAKE
 SUCH BEAUTIFUL MUSIC"

and here's what they say . . .



VAUGHN
MONROE

"Has everything a great song should have. That's why I recorded it."
 (Victor 20-2095)



MONICA
LEWIS

"The loveliest of love songs."
 (Signature 15068)



FRANKIE
CARLE

"My biggest record of '47. An applause winner always."
 (Columbia 37222)



BLUE
BARRON

"Inspired words and music. One of the season's best."
 (MGM 10005)



BILLY
BUTTERFIELD

"Beautiful music — what more can one say? Always among my requests."
 (Capitol 371)



GEORGE
TOWNE

"Lives up to its title completely. A welcome addition to my programs."
 (Sonora 2002)



BROADCAST MUSIC, INC. 580 FIFTH AVENUE, NEW YORK 18
 NEW YORK • HOLLYWOOD • CHICAGO

sales block. Arthur Michaud, TD manager, insisted such was not the case but said if "good offer" were made, TD would sell.

DETROIT:

Sammy Dibert and his orchestra open at Ted Lipsitz's Supper Club May 5, after spending the winter playing at the Hollywood Beach Club, Hollywood, Fla.

PHILADELPHIA:

Gene Krupa auditioned Betty Jane Bruce, who sings with the Three Men and a Maid at the Copacabana, as a replacement for Carolyn Grey, who has a date with the stork. . . . Ike Quebec, tenor sax star, guesting with Jimmy Oliver's band at Watt's Zan-zibar. . . . Clarence Fuhrman back at Willow Grove Park's Danceland for another spring and summer season of week-end dances. . . . Arnold Orsatti, who operated his Orsatti's Casino near Atlantic City as a name band spot last summer, is planning big-time radio tie-ins for his room for the coming season. . . . Deep River Boys transcribed Frank Knight's *That's What You Need to Succeed* for Associated.

Tony Starr and Frank Capano's *Va Zappa* picked up by Louis Prima for Majestic dishing and by Art Mooney for the MGM label. . . . Vocalist Vic Costa auditions for Blue Barron in New York. . . . Jules Helzner comes up from the Hotel DuPont, Wilmington, Del., to take over the Hotel Adelp-hia bandstand. . . . Luis Betancourt, Latin maestro, set for the International Travel and Trade Show at Convention Hall here mid-May. . . . Louis Prima offered the canary spot to Cathy Allen, wife of Dick Merrick, vocalist with Randy Brooks. . . . Victor Alexan-

Val Sherman Hypos College Inn Shots

CHICAGO, April 19.—Val Sherman, WBBM producer in charge of band remotes here, who has been trying to stir up interest in ork shots by using name floorshow entertainers at the bistros (*The Billboard*, April 19), succeeded this week at the College Inn of the Hotel Sherman. Hostelry room's remotes, which amount to two and a quarter hours time per week, feature chirp Jayne Walton and The Harmonicats, Vita-Coustic recording trio, in addition to the Herbie Fields Octet. Sherman is also dealing with execs of the Copacabana for Rudy Vallee, headliner there, to appear on their regular remotes, and with the Chez Paree for songs during Don Davis's ork remote by headliner Lena Horne.

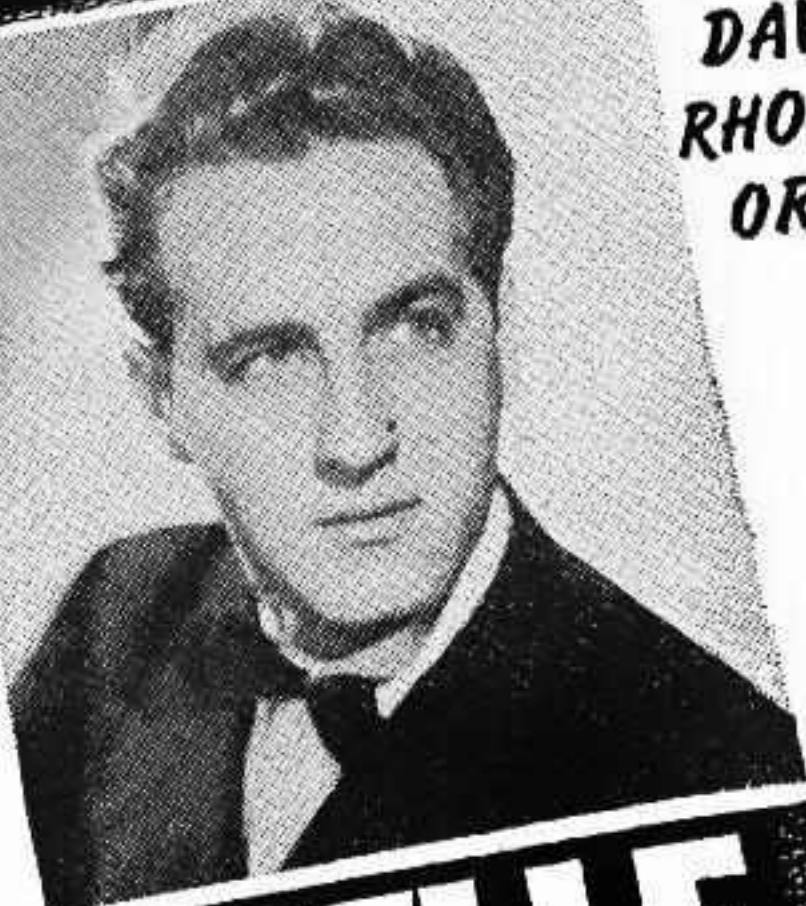
Results of the Sherman's expanded remote program are being watched closely by the two other network stations, WENR (ABC) and WGN (Mutual), and WIND, an independent, for possible impetus the appearance of floorshow entertainers may give the shots. Interest in band shots has been lagging consistently for town's location orks, currently being aired, which are all commercial crews on about the same style musical kick. As a result, listenership in remotes has declined considerably during the past year.

der's Musickmakers, song publishers specializing in school music, brings out its first pop entry in Lou Segal's *The Candy Man*. . . . Billy Hays, who has been around since the early '20s, now comes forth with a comedy band, bowing at DiPinto's, restaurant-theater.

presenting JACK CARROLL

with DAVE RHODES ORCH.

A GREAT NEW VOICE SINGING 2 GREAT NEW TUNES



MAM'SELLE

and I WONDER,
I WONDER, I WONDER
NATIONAL RECORD 9032

APOLLO PRESENTS

RELEASE NO. 32

The Newest Sensation
On Records

APOLLO 1057

THE FRECKLE SONG

P. S. I LOVE YOU

THE
FOUR VAGABONDS



APOLLO 1056

THAT'S MY DESIRE

SKY BLUE

CURTIS LEWIS
and HIS TRIO



APOLLO 767

LOVER

LICKS A PLENTY

EDDIE DAVIS
and HIS BAND



APOLLO 142

JOLE' BLON

SING TOM KITTY

JOHNNY & JACK
and The Tennessee Mountain Boys



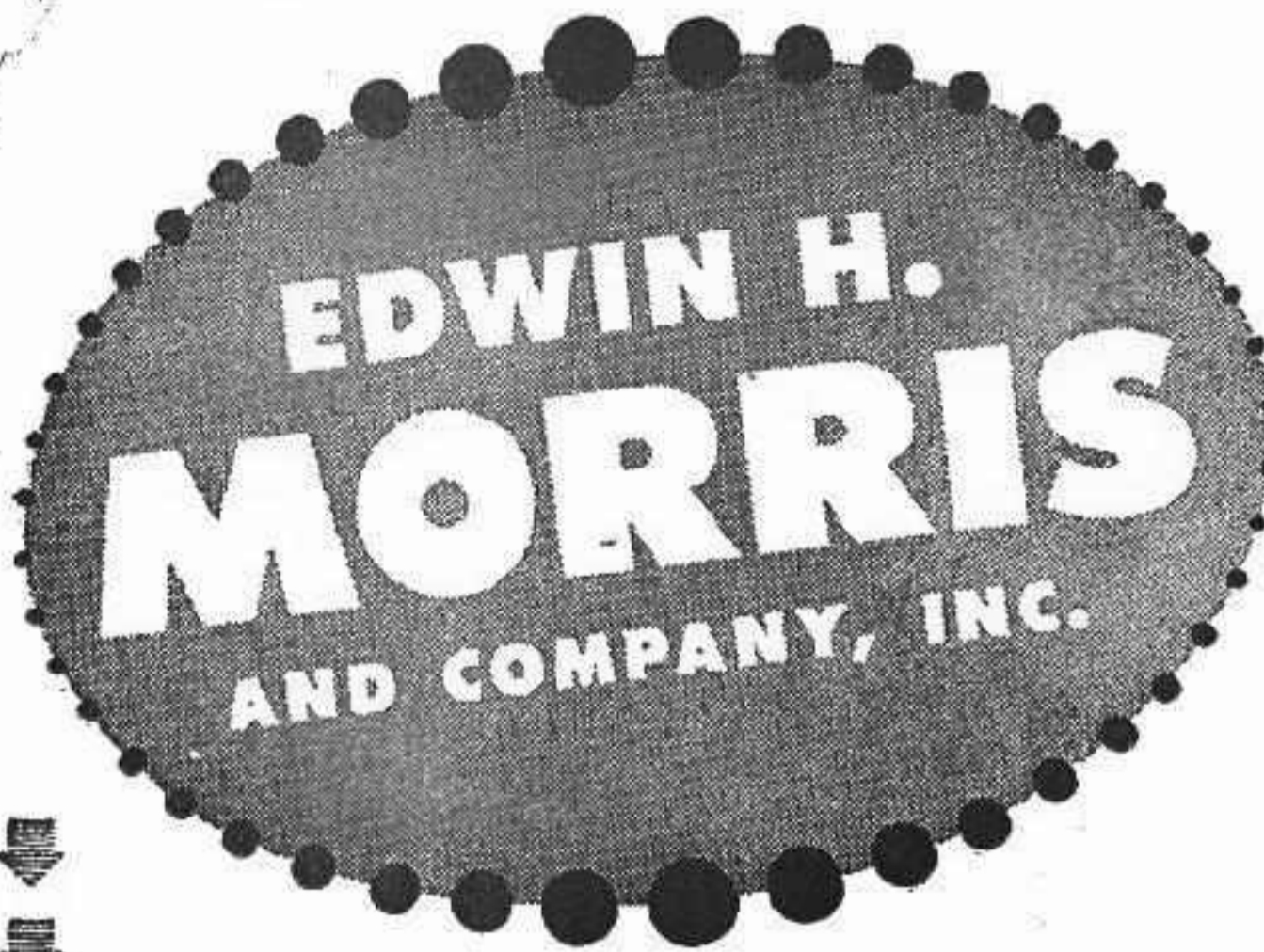
APOLLO RECORDS, INC.

EXECUTIVE OFFICES: 342 MADISON AVE., NEW YORK CITY

NEW YORK - 415 10th Ave., New York 10, N. Y.
CHICAGO - 719 South State Street, Chicago, Ill.
DETROIT - 100-02 E. Atwater St., Detroit 26, Mich.
LOS ANGELES - 2705 W. Pico Blvd., L. A. 4, Cal.

ATLANTA - 347 Edgewood Ave., S.E., Atlanta, Ga.
BALTIMORE - 2018 Maryland Ave., Balt. 18, Md.
NEW ORLEANS - 418 Greater St., New Orleans, La.
PHILADELPHIA - 1439-41 Vine St., Phila. 3, Pa.

WRITE FOR COMPLETE CATALOG



Coming Up Fast!!

**YOU CAN TAKE
MY WORD
FOR IT, BABY**

By Irving Taylor & Ticker Freeman

Recorded by

- | | | |
|----------------|---|----------|
| HAL DERWIN | ● | CAPITOL |
| DANNY RYAN | ● | DIAMOND |
| FRANK SINATRA | ● | COLUMBIA |
| CHARLIE SPIVAK | ● | VICTOR |

It's The Fashion!!

**RED SILK
STOCKINGS
AND
GREEN PERFUME**

By Dick Sanford, Sammy Mysels & Bob Hilliard

Recorded by

- | | | |
|-----------------|---|----------|
| ANDREWS SISTERS | ● | DECCA |
| SAMMY KAYE | ● | VICTOR |
| RAY McKINLEY | ● | MAJESTIC |
| TONY PASTOR | ● | COLUMBIA |
| JACK SMITH | ● | CAPITOL |
| SMILEY WILSON | ● | APOLLO |

NEW YORK • CHICAGO • HOLLYWOOD

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 April 18



HONOR ROLL OF HITS

(TRADEMARK)

The title "HONOR ROLL OF HITS" and the listing of the hits have been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

Position This Week		Position Last Week
1.	HEARTACHES By Al Hoffman and Al Klenner Published by Leeds (ASCAP)	1
Records available: Joe Alexander, Capitol 372; Richard Cannon, Diamond 2057; Cowboy Copas, King 598; Jimmy Dorsey, MGM 10001; Harry James, Columbia 37305; Monica Lewis, Signature 15065; Gordon MacRae, Apollo 1045; Ted Martin-The Airline Trio, De Luxe 1068; Red McKenzie, National 9026; Don Pablo Ork, Latin-American 10; Cedric Wallace Trio, Diamond 2057; Ted Weems Ork, Victor 20-2175 and Decca 25017; Ray Smith-The Pinetoppers, Continental C-8021; Ted Straeter Ork, Sonora 2005; Bobby True Trio, Mercury 3057; Eddie Howard, Majestic 1111. Electrical transcription libraries: Barclay Allen, MacGregor; Chuck Foster, Lang-Worth; Eddy Howard, World; Eddie Skrivaneck, MacGregor.		
2.	LINDA By Jack Lawrence Published by E. H. Morris (ASCAP)	3
Records available: Bob Chester Ork, Sonora 2006; Larry Douglas, Signature 15106; Chuck Foster Ork, Mercury 3058; Hollywood Rhythm-Aires, Hollywood Rhythms 1551; Gordon Jenkins Ork, Decca 23864; Ray Noble Ork-Buddy Clark, Columbia 37215; Charlie Spivak, Victor 20-2047; Paul Weston Ork, Capitol 362. Electrical transcription libraries: Barclay Allen, MacGregor; Jack Pina, Standard; Chuck Foster, Lang-Worth; Jan Garber, Capitol; Jack Lawrence, Lang-Worth; Leighton Noble, Standard; The Sweetwood Serenaders, NBC-Thesaurus.		
3.	ANNIVERSARY SONG By Al Jolson and Saul Chaplin Published by Mood (ASCAP)	2
From the Columbia film "The Jolson Story," sung by Al Jolson. Records available: Tex Beneke-Miller Ork, Victor 20-2126; Russ David, De Luxe 1057; Larry Douglas, Signature 15075; Anita Ellis, Mercury 3036; Al Jolson, Decca 23714; Guy Lombardo, Decca 23799; Don Pablo Ork, Latin-American 10; Louis Prima, Majestic 1107; Andy Russell, Capitol 368; Artie Shaw, Muscraft 428; Dinah Shore, Columbia 37234; Kate Smith, MGM 10093; George Towne Ork, Sonora 2004. Electrical transcription libraries: Barclay Allen, MacGregor; Hal Derwin, Capitol; Freddy Martin, Standard; The Novatime Trio, NBC Thesaurus; Russ Morgan, World; Silver Strings, MacGregor; George Towne, Associated.		
4.	MAM'SELLE By Mack Gordon and Edmund Goulding Published by Feist (ASCAP)	7
From the 20th Century-Fox film "The Razor's Edge." Records available: Ray Block Ork, Signature 15093; Dennis Day, Victor 20-2211; Ray Dorey, Majestic 7217; Dick Haymes, Decca 23861; Art Lund, MGM 10011; Marshall Young Ork, Rainbow 10014; Derry Fallicant, Enterprise 257; Frankie Laine, Mercury 5048; The Pied Pipers, Capitol 396; George Towne Ork, Sonora 2023. Electrical transcription libraries: Skitch Henderson, Capitol; Silver Strings, MacGregor; Jan Garber, Capitol.		
5.	MY ADOBE HACIENDA By Louise Massey and Edmund Golding Published by Peer International Corp. (BMI)	8
Records available: Kenny Baker-Russ Morgan, Decca 23848; The Dinning Sisters, Capitol 389; The Esquire Trio, Rhapsody RR-101; The Hammondairs, Mars 1037; Eddie Howard, Majestic 1117; Billy Hughes, King 609; Art Kessell, Vogue R-785; Louise Massey-The Westerners, Columbia 37332; Jack McLean Ork, Coast 8001; Bobby True Trio, Mercury 3057; Billy Williams, Victor 20-2150. Electrical transcription libraries: Chuck Foster, Lang-Worth; Leighton Noble, Standard; The Novatime Trio, NBC Thesaurus; Sunshine Girls-Jimmy Wakely Ork, MacGregor; Barclay Allen, MacGregor.		
6.	HOW ARE THINGS IN GLOCCA MORRA? By E. Y. Harburg and Burton Lane Published by Crawford (ASCAP)	5
From the legit musical "Finian's Rainbow." Records available: Harry Babbitt, Mercury 3056; Buddy Clark, Columbia 37223; Tommy Dorsey, Victor 20-2121; Georgia Gibbs, Majestic 12009; Dick Haymes-Gordon Jenkins Ork, Decca 23830; Bob Houston, Sonora 3043; Johnny Long, Signature 15064; Martha Tilton, Capitol 245. Electrical transcription libraries: Louise Carliyle-The Music of Manhattan Ork, NBC Thesaurus; The Sweetwood Serenaders, NBC Thesaurus; John Gart Trio-Bob Eberly, World; George Towne, Associated; Eddie LeMar, Capitol; Skitch Henderson, Capitol; Mel Torme, MacGregor; Chuck Foster, Lang-Worth; Jack Pina, Standard.		
7.	MANAGUA, NICARAGUA By Albert Ganss and Irving Fields Published by Encore (BMI)	4
Records available: Jose Curbelo Ork, Victor 26-0015; Julie Conway, Signature 15086; The Gordon Trio, Sonora 3032; Kay Kyser, Columbia 37314; Guy Lombardo, Decca 23782; Freddy Martin, Victor 20-2026; Two-Ton Baker and His Merry Music Makers, Mercury 5016; Bill McCune, DC 8014; Dick Peterson and the Vocal Yokels, Enterprise 251. Electrical transcription libraries: Patti Dugan-The Jumpin' Jacks, NBC Thesaurus; Chuck Foster, Lang-Worth; Jan Garber, Capitol; Elliot Lawrence, Associated; Freddy Martin, Standard; Dick Peterson and The Vibra-Tones, MacGregor; Arthur Smith, World; Jerry Sears Ork, Muzak.		
8.	APRIL SHOWERS By Buddy De Sylva and Louis Silvers Published by Harms, Inc. (ASCAP)	6
From the Columbia film "The Jolson Story," sung by Al Jolson. Records available: Larry Clinton, Cosmo SS-708; Dennis Day, Victor 20-1978; Guy Lombardo, Decca 23845. Electrical transcription libraries: John Gart Trio, World; Mel Torme-The Page Cavanaugh Trio, MacGregor.		
9.	GUILTY By Gus Cahn, Harry Akst and Richard A. Whiting Published by Feist (ASCAP)	6
Records available: Nick De Lano, Black & White BW-821; Del Courtney Ork, Enterprise 247; Johnny Desmond-Page Cavanaugh Trio, Victor 20-2109; Ella Fitzgerald-Eddie Heywood Ork, Decca 23844; Monica Lewis, Signature 15090; Tony Martin, Mercury 3042; Tony Mottola Four, Majestic 1106; Artie Shaw-Mel Torme and the Mel-Tones, Muscraft 428; Margaret Whiting, Capitol 324. Electrical transcription libraries: The Music of Manhattan Ork, NBC Thesaurus; Russ Morgan, World; Freddy Martin, Standard; Silver Strings, MacGregor.		
10.	IT'S A GOOD DAY By Peggy Lee and Dave Barbour Published by Capitol Songs (ASCAP)	10
Records available: Harry Cool Ork, Signature 15009; Phil Harris Ork, Victor 20-2163; Gene Krupa, Columbia 37209; Peggy Lee, Capitol 322. Electrical transcription libraries: Vic Damone, Associated; Patti Dugan-The Jumpin' Jacks, NBC Thesaurus; The Four Knights, Lang-Worth; Gene Krupa, Capitol; Eddie LeMar, Capitol; Freddy Martin, Standard.		



RCA VICTOR'S
SAMMY KAYE!

The Egg and I

Danceable, hummable hit from the movie, "The Egg and I," with Mary Marlow's vocals.

AND

After Graduation Day

Top song from a brand-new musical, "Barefoot Boy With Cheek." Johnny Ryan and The Choir do the catchy lyrics.

RCA Victor 20-2209

RCA VICTOR'S
TOMMY DORSEY!

Tommy's softly smooth trombone solos, plus Stuart Foster's romantic singing are sure money for the boxes! Both sides are from MGM's "It Happened in Brooklyn."

Time After Time

AND **It's the**

Same Old Dream

RCA Victor 20-2210



RCA VICTOR'S
DENNIS DAY!

With Charles Dant and his Orchestra, Dennis wraps some fresh and delightful vocalizing around these 2 new plug tunes.

Mam'selle

(From "The Razor's Edge")

AND

Stella by Starlight

RCA Victor 20-2211



RCA VICTOR'S
ERSKINE HAWKINS!

I Had a Good Cry

Slow blues featuring Laura Washington.

AND

Hawk's Boogie

A platterful of terrific solos. Plenty of pace and drive!

RCA Victor 20-2169

**ALSO IN THIS WEEK'S
RCA VICTOR RELEASE:**

- ★
- ★
- ★ **PEE WEE KING**
and his Golden West Cowboys
- ★ **Texas Toni Lee**
A fast-moving Texas tune featuring some fine work by the guitarists. It'll spin plenty!
- ★ AND **Southland Polka**
A catchy, country-style polka packed with box appeal.
RCA Victor 20-2212
- ★
- ★ **PAT FLOWERS**
Aloysius,
★ **Do the Dishes**
Flowers does a tricky lyric about a henpecked truck driver.
- ★ AND **Nevertheless**
(I'm In Love With You) featuring that sensational Pat Flowers piano. (Vocal by Flowers.)
RCA Victor 20-2215
- ★
- ★ **BILL JOHNSON**
★ and his Musical Notes. Vocals by Bill, Gus Gordon and the Quartet.
- ★ **Don't You Think**
★ **I Oughta Know** AND
★ **Shorty's Got to Go**
RCA Victor 20-2225
- ★
- ★ **THE RANGERS QUARTET**
★ **You Got to Get Right**
★ **if You Would Win** AND
★ **Listen to the Bells**
RCA Victor 20-2213
- ★
- ★ **LIL GREEN**
and her Orchestra
- ★ **How Come You Do Me**
★ **Like You Do**
★ AND **No Good Man**
RCA Victor 20-2214
- ★
- ★ **RODGERS AND HART ALBUM**
★ with Milton Berle, Betty Garrett, Marie Greene, Vic Damone, Chorus, plus Lehman Engel and his Orchestra. (RCA Victor Musical Smart Set, P-170.)
- ★ **This Can't Be Love** AND
★ **Falling in Love with Love**
(both from "The Boys from Syracuse")
RCA Victor 45-0015
- ★
- ★ **The Lady is a Tramp**
(from "Babes in Arms")
- ★ AND **There's a Small Hotel**
(from "On Your Toes")
RCA Victor 45-0016
- ★
- ★ **Ev'rything I've Got**
(from "By Jupiter")
- ★ AND **Here in My Arms**
(from "Dearest Enemy")
RCA Victor 45-0017
- ★
- ★ **Mountain Greenery**
★ AND **Manhattan**
(both from "The Garrick Gaieties")
RCA Victor 45-0018



THE STARS WHO MAKE THE HITS ARE ON

RCA VICTOR RECORDS

* KATE SMITH CALLING * Van Johnson * IN HOLLYWOOD *

**"Congratulations,
Van Johnson..."**

Van, you've always been one of my very favorite screen stars. That's why I was so delighted to hear your first record... You certainly put both numbers across. They sizzle with your personality."



**"Kate Smith,
you're a darling..."**

It sure makes me happy to know you like my first record. No one's praise could mean more. By the way, all Hollywood loves your new M-G-M recording of 'If I Had My Life To Live Over'"

Van Johnson's First Record I WONDER, I WONDER, I WONDER

Sonny Burke's Orchestra

GOODNIGHT SWEETHEART

Sonny Burke's Orchestra

M-G-M 10018

M-G-M DELIVERS 2 MORE HIT RECORDS

Blue Barron

and His Orchestra

Midnight Masquerade

Unless It Can Happen With You

M-G-M 10014

Sam Nichols

with the Melody Rangers

Mississippi Gal

Nobody's Fool

M-G-M 10015

M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

The Billboard MUSIC POPULARITY CHARTS PART II Sheet Music

Week Ending
April 18



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		Song	Publisher
	Last Week	This Week		
14	1	1	ANNIVERSARY SONG (F) (R)	Mood
7	2	2	LINDA (R)	E. H. Morris
8	3	3	HEARTACHES (R)	Leeds
4	6	4	MAM'SELLE (F) (R)	Feist
10	4	5	HOW ARE THINGS IN GLOCCA MORRA? (M) (R)	Crawford
14	5	6	MANAGUA, NICARAGUA (R)	Encore
4	11	7	MY ADOBE HACIENDA (R)	Peer
2	12	8	APRIL SHOWERS (F) (R)	Harms, Inc.
5	7	9	IT'S A GOOD DAY (R)	Capitol Songs
4	9	10	YOU CAN'T SEE THE SUN WHEN YOU'RE CRYING (R)	George Simon
12	8	11	GUILTY (R)	Feist
3	15	12	ROSES IN THE RAIN (R)	Barton
17	9	13	I'LL CLOSE MY EYES (R)	Peter Maurice
3	13	14	IF I HAD MY LIFE TO LIVE OVER AGAIN (R)	General
1	—	15	TIME AFTER TIME (F) (R)	Sinatra Songs

ENGLAND'S TOP TWENTY

Weeks to date	POSITION		Song	Publisher
	Last Week	This Week		
14	1	1	ANNIVERSARY SONG	Campbell-Connelly Mood
17	2	2	THE OLD LAMPLIGHTER	Irwin Dash Shapiro-Bernstein
18	3	3	THE STARS WILL REMEMBER	Feldman
12	5	4	APRIL SHOWERS	Chappell Harms, Inc.
5	4	5	OPEN THE DOOR, RICHARD	Leeds
7	6	6	HOW LUCKY YOU ARE	Kassner Duchesa
16	7	7	GO HOME (Your Mother Wants You)	Yale
7	8	8	DON'T FALL IN LOVE	Chappell
11	14	9	THE THINGS WE DID LAST SUMMER	Edwin Morris E. H. Morris
9	9	10	THE RICKETY RICK-SHAW MAN	Southern Peer
13	11	11	(I Love You) FOR SENTIMENTAL REASONS	Peter Maurice Duchesa
21	—	12	FIVE MINUTES MORE	Edwin Morris Melrose
5	12	13	WHEN CHINA BOY MEETS CHINA GIRL	Mac Melodies
1	—	14	HEAR MY SONG, VIOLETTA	Dix Crawford
1	—	15	TELL ME, MARIANNE	Southern
11	13	15	ZIP-A-DEE DOO-DAH	Sun Santly-Joy
21	19	16	TILL THEN	Chappell Sun
30	16	17	TO EACH HIS OWN	Victoria Paramount
10	18	18	THE ACCORDION	Lawrence Wright
1	—	19	SEPTEMBER SONG	Chappell Crawford
2	20	20	OLE BUTTERMILK SKY	Edwin H. Morris Burke-Van Heusen
9	—	20	THE WHOLE WORLD IS SINGING MY SONG	Francis Day Robbins

* Publisher not available as The Billboard goes to press.

PLAY STATUS OF FILMS WITH LEADING SONGS

Tunes listed alphabetically are in films currently showing or to be shown soon. Only tunes which have won a position in one or more of the other features of the chart are listed, since many film-featured tunes never reach any degree of popularity, and many others are never even published.

ALEXANDER'S RAGTIME BAND (Berlin), in 20th Century-Fox's "Alexander's Ragtime Band." Re-released April, 1947.
ANNIVERSARY SONG (Mood), sung by Al Jolson in Columbia's "The Jolson Story." National release date—January, 1947.
APRIL SHOWERS (Harms, Inc.), sung by Al Jolson in Columbia's "The Jolson Story." National release date—January, 1947.
A RAINY NIGHT IN RIO (Wimark), in Warner Brothers' "The Time, the Place, and the Girl." National release date—December 28, 1946.
I BELIEVE (Sinatra Songs), sung by Frank Sinatra in MGM's "It Happened in Brook-

lyn." National release date—April, 1947.
I GOT A GAL I LOVE (in North and South Dakota) (Famous), sung by Eddie Bracken in Paramount's "Ladies' Man." National release date—February 7, 1947.
MAM'SELLE (Feist), in 20th Century-Fox's "The Razor's Edge." National release date—January, 1947.
TO ME (Dorsey), sung by Janet Blair in United Artist's "The Fabulous Dorsey." National release date not set.
TIME AFTER TIME (Sinatra Songs), sung by Frank Sinatra in MGM's "It Happened in Brooklyn." National release date—April, 1947.

MEL

is mellow!



Musicraft Records

MGM's "Good News"

Ginny Simms
Borden Show

Chesterfield
Supper Club

Wildroot
King Cole Trio

Billingsley's
Bocage-Hollywood

C. P. MacGregor
Transcriptions

TORMÉ

Personal Management **CARLOS GASTEL**



GENERAL ARTISTS CORPORATION

Eddy Arnold's
Latest and Greatest
R.C.A. VICTOR RECORD



IT'S A SIN
 VICTOR RECORD
 NO. 20-2241

**SONGS FOR
 HOMEFOLK**

- 20-2128 The Cattle Call
I Walk Alone
- 20-2067 You Must Walk the Line
Each Minute Seems a Million Years
- 20-2058 What Is Life Without Love
Be Sure There's No Mistake
- 20-1948 That's How Much I Love You
Chained to a Memory
- 20-1871 Many Tears Ago
Mommy, Please Stay Home With Me
- 20-1855 All Alone in This World
Can't Win, Can't Place, Can't Show
- 20-1801 I Talk to Myself About You
Live and Learn

Listen to the EDDY ARNOLD Broadcast

**CHECKERBOARD
 JAMBOREE**

**Monday Thru Friday at 12:15 P.M. (E.S.T.)
 MUTUAL NETWORK**

The **Billboard**

MUSIC POPULARITY CHARTS

**PART
 III**

Radio Popularity

Week Ending
 April 18



SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, April 11, 8 a.m., and ending Friday, April 18, 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 preponderately (over 60 per cent) alive.

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

- | | | |
|-----|--|--------------------------|
| 14. | A Rainy Night in Rio (F) (R) | Witmark—ASCAP |
| 2. | A Sunday Kind of Love (R) | Peter Maurice—ASCAP |
| 2. | Alexander's Ragtime Band (F) (R) | Berlin—ASCAP |
| 15. | Anniversary Song (F) (R) | Mood—ASCAP |
| 5. | April Showers (F) (R) | Harms, Inc.—ASCAP |
| 15. | Guilty (R) | Feist—ASCAP |
| 7. | Heartaches (R) | Leeds—ASCAP |
| 12. | How Are Things in Glocca Morra? (M) (R) | Crawford—ASCAP |
| 1. | I Believe (F) (R) | Sinatra Songs—ASCAP |
| 2. | I Can't Believe It Was All Make Believe (Last Night) (R) | Bregman-Vocco-Conn—ASCAP |
| 4. | I Got a Gal I Love (In North and South Dakota) (F) (R) | Famous—ASCAP |
| 5. | I Tipped My Hat and Slowly Rode Away (R) | Miller—ASCAP |
| 17. | I'll Close My Eyes (R) | Peter Maurice—ASCAP |
| 1. | Illusion (R) | Pemora—BMI |
| 15. | It's a Good Day (R) | Capitol Songs—ASCAP |
| 6. | Linda (R) | E. H. Morris—ASCAP |
| 3. | Mam'selle (F) (R) | Feist—ASCAP |
| 14. | Managua, Nicaragua (R) | Encore—BMI |
| 5. | My Adobe Hacienda (R) | Peer—BMI |
| 10. | (There Is) No Greater Love (R) | World—ASCAP |
| 9. | Oh Why, Oh Why, Did I Ever Leave Wyoming? (R) | Feist—ASCAP |
| 1. | Old Devil Moon (M) (R) | Crawford—ASCAP |
| 1. | Passum Song (R) | Harry Warren—ASCAP |
| 2. | Roses in the Rain (R) | Barton—ASCAP |
| 1. | Stella By Starlight (R) | Beverly—ASCAP |
| 5. | That's Where I Came In (R) | Robbins—ASCAP |
| 3. | To Me (F) (R) | Dorsey—ASCAP |
| 5. | We Could Make Such Beautiful Music (R) | BMI—BMI |
| 2. | When Am I Gonna Kiss You Good Morning? (R) | Martin—ASCAP |
| 8. | You Can't See the Sun When You're Crying (R) | George Simon—ASCAP |

RECORDS MOST-PLAYED ON THE AIR

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

POSITION		Going Strong		Lic. By
Weeks to date	Last Week	This Week		
9	1	1.	HEARTACHES ...Ted Weems (Elmo Tanner)	Decca 25017—ASCAP
				Victor 20-2175—ASCAP
11	2	2.	LINDA ...Ray Noble-Buddy Clark	Columbia 37215—ASCAP
9	3	3.	ANNIVERSARY ...Dinah Shore (Morris Stoloff Ork)	Columbia 37234—ASCAP
3	6	4.	MY ADOBE ...Eddy Howard (Eddy Howard-Trio)	Majestic 1117—BMI
1	—	5.	MAM'SELLE (F) ...Art Lund	MGM-10011—ASCAP
4	7	6.	HEARTACHES ...Harry James	Columbia 37305—ASCAP
8	5	7.	ANNIVERSARY ...Andy Russell (Paul Weston Ork)	Capitol 368—ASCAP
7	9	8.	ANNIVERSARY ...Al Jolson (Morris Stoloff Ork)	Decca 23714—ASCAP
2	14	8.	LINDA ...Paul Weston Ork (Matt Dennis)	Capitol 362—ASCAP
12	4	9.	GUILTY ...Margaret Whiting (Jerry Gray Ork)	Capitol 324—ASCAP
8	8	10.	ANNIVERSARY ...Tex Beneke-Miller Ork (Garry Stevens-Song (F) ...The Mello Larks)	Victor 20-2126—ASCAP
2	12	10.	MY MELANCHOLY ...Sam Donahue	Capitol 357—ASCAP
			(Jan August and the Rhythm Stylists, Diamond 2030; Jack Carroll (Dave Rhodes Ork), National 9023)	
8	12	11.	HOW ARE THINGS ...Buddy Clark (Mitchell Ayres Ork)	Columbia 37223—ASCAP
14	—	12.	MORRA? (M) ...Buddy Clark (Mitchell Ayres Ork)	Columbia 37223—ASCAP
			(I LOVE YOU) ...Columbia 37223—ASCAP	
			FOR SENTIMEN- ...Dinah Shore	Columbia 37188—BMI
			TAL REASONS ...Dinah Shore	Columbia 37188—BMI
			(The Brown Dots, Manor 1041; King Cole Trio, Capitol 304; Ella Fitzgerald-Delta Rhythm Boys, Decca 23670; Art Kassel (Jimmy Featherstone), Vogue R-781; Charlie Spivak (Jimmy Saunders), Victor 20-1981; Skip Strahl Ork (Lenny Martin), Emerald 106; Fran Warren (Billy Moore Jr. Ork), Cosmo 514)	
3	15	13.	LINDA ...Charlie Spivak	Victor 20-2047—ASCAP
23	—	13.	(I LOVE YOU) ...King Cole Trio	Capitol 304—BMI
			FOR SENTIMEN- ...King Cole Trio	Capitol 304—BMI
			TAL REASONS ...King Cole Trio	Capitol 304—BMI
			(See No. 12)	
2	10	14.	THAT'S HOW ...Frank Sinatra	Columbia 37231—BMI
			MUCH I LOVE ...Eddy Arnold, Victor 20-1948; Bing Crosby-Bob Crosby-The Chickadees, Decca 23840; Red Foley-The Cumberland Valley Boys, Decca 48028; Wally Fowler and His Georgia Clodhoppers, Mercury 4031; Fred Kirby and the Mountaineers, Sonora H-7023; Louis Prima, Majestic 1107; Alvino Rey-The Blue Reys, Capitol 363)	
2	11	15.	HEARTACHES ...Eddy Howard	Majestic 1111—ASCAP

Coming Up

- MIDNIGHT MASQUERADE ...Monica Lewis (Ray Bloch Ork)
- Signature 15078—ASCAP

The Billboard
MUSIC POPULARITY CHARTS
PART IV
Retail Record Sales
 Week Ending April 18

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 *italics*.

POSITION	Weeks to date	Last Week	This Week	Record	Label
8	1	1	1	1. HEARTACHES Ted Weems (Elmo Tanner)..... <i>Oh, Manah</i> Decca 25017 <i>Piccolo Pete</i> Ted Weems (Elmo Tanner)..... Victor 20-2175	
5	2	2	2	2. LINDA Ray Noble Ork-Buddy Clark... <i>Love Is a Random Thing</i> Columbia 37215	
11	3	3	3	3. ANNIVERSARY SONG (F)... Al Jolson (Morris Stoloff Ork) <i>Avalan</i> Decca 23714	
2	9	4	4	4. MAM'ELLE (F) Art Lund (Johnny Tompson <i>Sleepy Time Gal</i> Ork) MGM 10011	
3	4	5	5	5. MY ADOBE HACIENDA Eddy Howard (Eddy Howard- <i>Midnight Masquerade</i> Trio) Majestic 1117	
5	7	6	6	6. LINDA Charlie Spivak..... Victor 20-2047 <i>So They Tell Me</i>	
1	—	7	7	7. PEG O' MY HEART Harmonicats (Sid Fisher) <i>September Song</i> Vitacoustic 1	
1	—	8	8	8. HEARTACHES Harry James (Marion Morgan) <i>I Tipped My Hat (and</i> Columbia 37305 <i>Slowly Rode Away)</i>	
8	—	9	9	9. ANNIVERSARY SONG (F)... Tex Beneke-Miller Ork (Garry <i>Hoodie Addle</i> Stevens-The Mellow Larks)... Victor 20-2126	
10	8	10	10	10. ANNIVERSARY SONG (F)... Guy Lombardo (Kenny Gardner) <i>Uncle Remus Said</i> Decca 23799	

BEST-SELLING POPULAR RECORD ALBUMS

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

POSITION	Weeks to date	Last Week	This Week	Album	Label
15	1	1	1	1. Al Jolson Album Al Jolson Decca 469	
2	2	2	2	2. Will Bradley Ork-Ray McKinley Album Will Bradley Ork-Ray McKinley Columbia C-123	
4	4	3	3	3. Romance Album Eddy Howard Majestic 15	
6	5	4	4	4. Concerto Album Freddie Martin Victor P-169	
10	3	5	5	5. All-Time Hits Album Tommy Dorsey Victor P-163	
2	—	5	5	Dorothy Shay (The Park Avenue Hillbilly) Sings Album Dorothy Shay (Mischa Russell Ork) Columbia C-119	

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
96	1	1	1	1. Chopin's Polonaise Jose Iturbi Victor 11-8848	
54	2	2	2	2. Jalousie Boston Pops Victor 12160	
81	3	3	3	3. Clair de Lune Jose Iturbi Victor 11-8851	
70	4	4	4	4. Warsaw Concerto Arthur Fiedler, conductor; Leo Litwin, pianist; Boston Pops Victor 11-8863	
13	—	5	5	5. Bluebird of Happiness Jan Peerce Victor 11-9007	

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

POSITION	Weeks to date	Last Week	This Week	Album	Label
32	1	1	1	1. Rachmaninoff Concerto No. 2 in C Minor Artur Schnabel, pianist, NBC Ork; Vladimir Go- schmann, conductor Victor 1075	
87	2	2	2	2. Rhapsody in Blue Oscar Levant, Philadelphia Ork, Eugene Ormandy, conductor Columbia X-251	
4	4	3	3	3. Beethoven (Sonata Pathetique) No. 8 in C Minor Artur Schnabel Victor M-1102	
2	—	4	4	4. Rhapsody in Blue Paul Whiteman Signature GP-1	
15	5	5	5	5. Tchaikovsky Nutcracker Suite New York Philharmonic Symphony Ork; Rodzinski, con- ductor Columbia MM-627	

PUT A BIG-TIME VARIETY SHOW ON YOUR JUKE BOX

Here's a Star-studded Variety Show splashed with sweet, swing, and novelty. And it's all Majestic—all top-flight box entertainment!

TONY MOTTOLA FOUR

"MAMA, DO I GOTTA?" and
"YOU DON'T LEARN THAT IN SCHOOL"

(Featuring ROSEMARY CALVIN)
Majestic No. 1119

"COQUETTE" and "TONY'S TOUCH"
Majestic No. 1125

JACK LEONARD

"SEPTEMBER SONG"
(from the picture "KNICKERBOCKER HOLIDAY")
and "MARGIE"

Majestic No. 1132

GEORGE PAXTON

AND HIS ORCHESTRA
"WHIFFENPOOF SONG" and
"STREAMLINER"

Majestic No. 7224

EDDIE DEAN AND HIS BOYS

"AIN'T IT A SHAME LOVE, AIN'T IT A SHAME"
and "I'LL CRY ON MY PILLOW TONIGHT"

Majestic No. 11007

CAPTAIN STUBBY AND THE BUCCANEERS

"ALEXANDER'S RAGTIME BAND"
and "PICCOLO PETE"

Majestic No. 12005

Majestic RECORDS

Studio: NEW YORK CITY • Sales: ELGIN, ILLINOIS
(Subsidiary of Majestic Radio & Television Corporation)

Sterling
HILLBILLY RECORDS
record sensational sales!
HANK WILLIAMS and his **DRIFTING COWBOYS**
 tops the list with these terrific numbers

201 Calling You and Never Again (will I knock at your door)
 204 Wealth Won't Save Your Soul and When God Comes And
 Fathers His Jewels
 208 My Love For You Has Turned To Hate and I Don't Care

RILEY SHEPARD, the Cowboy
Philosopher accompanied by the **BRIARHOPPERS**
 205 Strike! and Who? Me? (Who are you talking to?)
 Here's a great recording by a great combination of performers that spells out even greater sales.

THE OKLAHOMA WRANGLERS
 Tops in tunes are these wonderful Westerns by the Wranglers.
 202 I Can't Go On This Way and You Don't Have To Worry
 203 I'm Sorry If That's The Way You Feel and Farther And
 Farther Apart

LOUIS and the INNIS CLAN
 Two sides, and two hits by Louis and the Innis Clan. We're sure this is
 only the first of many successes by this grand performer of the Grand
 Ol' Op'ry in Nashville.
 207 Look In The Looking Glass and Oklahoma City
 209 Tennessee Central and Foggy River
 distributors everywhere or
STERLING RECORD CO., 7 West 46th St., New York 19

IMMEDIATE DELIVERY!



"WHO'S ON FIRST?"
 THE HILARIOUS BASEBALL ROUTINE BY
ABBOTT & COSTELLO on Enterprise
 Record #501

Royalties are donated to
 The Lou Costello Jr. Youth Foundation
 by Bud Abbott and Lou Costello

ORDER NOW FROM YOUR NEAREST ENTERPRISE DISTRIBUTOR
 OR
ENTERPRISE RECORDS, INC.
 8111 SANTA MONICA BLVD., HOLLYWOOD 46, CALIF.

The Billboard
MUSIC POPULARITY CHARTS
Juke Box Record Plays
 PART V
 Week Ending April 18

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 3,538 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I.

POSITION		Going Strong	
Weeks to date	Last/This Week	Rank	Title
8	1	1.	HEARTACHES—Ted Weems (Elmo Tanner) Decca 25017
4	3	2.	MY ADOBE HACIENDA—Eddy Howard (Eddy Howard-Trio) Victor 20-2127
8	2	3.	LINDA—Buddy Clark-Ray Noble Columbia 37215
9	4	4.	ANNIVERSARY SONG (F) Guy Lombardo (Kenny Gardner) Decca 23789
5	9	5.	LINDA—Charlie Spivak Victor 20-2047
7	6	6.	ANNIVERSARY SONG (F)—Al Jolson (Morris Stoloff Ork) Decca 23714
9	5	7.	ANNIVERSARY SONG (F)—Tex Beneke-Miller Ork (Garry Stevens-The Mello Larks) Victor 20-2126
2	12	8.	HEARTACHES—Harry James Columbia 37305
2	14	9.	LINDA—Paul Weston Ork (Matt Dennis) Capitol 362
14	7	10.	MANAGUA, NICARAGUA—Guy Lombardo (Don Rodney-The Lombardo Trio) Decca 23782
7	8	11.	ANNIVERSARY SONG (F)—Dinah Shore (Morris Stoloff Ork) Columbia 37234
1	—	12.	MAMSELLE (F)—Art Lund MGM-10011
5	—	13.	ANNIVERSARY SONG (F)—Andy Russell (Paul Weston) Capitol 368
3	12	14.	GUILTY—Ella Fitzgerald-Eddie Heywood Ork Decca 23844
1	—	15.	THAT'S MY DESIRE—Frankie Laine Mercury 5007 (Golden Arrow Quartet, Continental C-6048)

Coming Up

MY ADOBE HACIENDA—Billy Williams Victor 20-2180
THAT'S HOW MUCH I LOVE YOU—Bing Crosby-Bob Crosby-The Chickadees Decca 23840

MOST-PLAYED JUKE BOX FOLK RECORDS

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

POSITION		Title	
Weeks to date	Last/This Week	Rank	Title
14	1	1.	SO ROUND, SO FIRM, SO FULLY PACKED Merle Travis Capitol 349
4	3	2.	NEW JOLIE BLONDE Red Foley (The Cumberland Valley Boys) Decca 46034
9	2	3.	WHAT IS LIFE WITHOUT LOVE? Eddy Arnold Victor 20-2058
2	4	4.	JOLE BLONDE Roy Acuff and His Smoky Mountain Boys (Roy Acuff) Columbia 37287
11	4	5.	NEW PRETTY BLONDE (JOLE BLON) Moon Mullican and the Show-boys King 578

MOST-PLAYED JUKE BOX RACE RECORDS

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

POSITION		Title	
Weeks to date	Last/This Week	Rank	Title
8	3	1.	TEXAS AND PACIFIC Louis Jordan (Louis Jordan) Decca 23810
19	1	2.	AIN'T NOBODY HERE BUT US CHICKENS Louis Jordan Decca 23741
6	2	3.	OLD MAID BOOGIE Eddie Vinson Ork (Eddie Vinson) Mercury 8028
18	4	4.	LET THE GOOD TIMES ROLL Louis Jordan Decca 23741
4	5	5.	I WANT TO BE LOVED Savannah Churchill Manor 1046

The Billboard
MUSIC POPULARITY CHARTS
Record Reviews and Possibilities
PART VI
 Week Ending April 18

You can BANK on LES BROWN
and his orchestra



RECORD POSSIBILITIES

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

ALEXANDER'S RAGTIME BAND
THE SPANIARD THAT BLIGHTED MY LIFE Bing Crosby and Al Jolson with Morris Stoloff's Ork. Decca 40038

It takes no genius to tout the "greatest." But if this pairing by Crosby-Jolson doesn't plough little aisles all over the country for people to lay in, then there are no prophets, Casey didn't strike out and the atom bomb won't work. Without boring you with details, it's simply colossal. . . Crosby and Jolson (in the same, easy informality that has Hooperocketed Bing's Philco show) do two American favorites with charm, humor, grace and, leave us face it, class. With "Alexander" benefitting from exploitation of the same-titled Fox pic revival; with "The Spaniard" a natural for the mass audience that loves it when Bing and Al clown it up, there's no more question. Decca's Jack Kapp can take a fast bow and run for cover before the orders swamp him under.

I WANT TO BE LOVED (But Only By You) Savannah Churchill and the Sentimentalists Manor 1046
 Lionel Hampton with the Hamptonians Decca 23879

Another instance of a small-label waxing swelling into hit proportions. The Churchill disk has been grabbing off heavy coin in race locations and led to flock of other waxings, best of which is the Hampton platter. Tune, written by Miss Churchill, is a moody love ballad done with plenty of feeling by the thrush, who is backed by an Ink Spot-ish group called the Sentimentalists. This dinking is very much unlike the Hampton disks of old. Loaded with schmaltz, it features an unbilled male vocal seguing into a Hamp vibes solo, all backed by a small ork and a vocal group. Backing of Hamp's version is a torrid "Limehouse Blues" done by a quartet and spotlighting the orkster's vibes virtuosity, while Churchill dinking is backed by another woo tune, "Foolishly Yours." Other versions of the "Loved" song include the Modernaires on Columbia and Sy Oliver on MGM.

RECORD REVIEWS

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

PEE WEE KING (Victor 20-2212)

Texas Toni Lee—FT; V.
Southland Polka—FT; V.
 It's the home-spun singing with fine spirit that Pee Wee King brings to the folk ditties, and with an easy and refreshing manner that adds color to the rustic melodies. Moreover, King gets regal support in the lively rhythms of the Golden West Cowboys who have the fiddle and guitar tear off in a Western style that generates musical heat. Most attractive is the catchy "Texas Toni Lee." King showing warm regard for the little lady of his heart. All the cowboys join in on the singing for his own "Southland Polka," a gay and tuneful polka ditty of the hoodown variety.
 Music boxes will make the most of these, particularly for "Texas Toni Lee."

FRANKIE CARLE (Columbia 37311)

The Man Who Paints the Rainbow in the Sky—FT; VC.
Unless It Can Happen to You—FT; VC.
 Frankie Carle wraps up two of the more promising ballads of the moment in articulate melodic style against a fine background of hoof-appealing rhythms. Achieves an engaging bounce beat for the highly tuneful "Man Who Paints the Rainbow," which lends itself to the maestro's keyboard styling when in the solo spotlight or when adding gloss to the finely-knit band body. Just as tuneful and taken at a slower tempo is the "Happen to You" melody. And for the chanting, it's the full-voiced piping of Marjorie Hughes to make the lyrical expressions count.
 Both sides loom big for buffalo heads, with "Man Who Paints the Rainbow" heads up.

VAUGHN MONROE (Victor 20-2228)

You Can't Hide Your Heart Behind a Kiss—FT; VC.
Dreams Are a Dime a Dozen—FT; VC.
Ivy—FT; VC.
 Taking two of the new ballad entries of the season, Vaughn Monroe gives to both his pat spinning formula that finds the maestro's song efforts making for the selling effort. Spinning at a slow tempo but with the band bringing up a steady beat, Monroe sentimentalizes in his forthright manner for "Hide Your Heart Against a Kiss," getting vocal assist from the banking voices of the Moon Maids. All voices are in harmony for the "Dream" ballad, but the instrumental harmonies of the trombone and fiddle choirs are much smoother and truer than that of the singers.
 Phone play will depend largely on inroads made by the songs in hit circles.

RAY McKINLEY (Majestic 7223)

Ivy—FT; VC.
Meet Me at No Special Place—FT; VC.
 Ray McKinley packs plenty of wallop in this waxing of two contrasted and both catchy chants. A picture title tune, "Ivy" is a plaintive and pretty melody fashioned with girly lyrics by Hoagy Carmichael. McKinley applies to it an exotic bolero rumba rhythm which enhances the song selling of Teddy Norman and adds to the instrumental impression made by the trombone soloist sliding it sweetly. For the facetiously-titled "No Special Place" plattering, the band brings up a solid rhythmic beat. And before the maestro gets thru talking and singing his way thru the wordage of this bluesy torch tune, the trumpet and alto sax get a whirl at waxing their hot licks. Lyrics are intriguing and so is McKinley's low-down ditty.
 Kilm tie may well put "Ivy" on top in the phono circuits. And there's coin possibilities as well in the mated side.

CHARLIE SPIVAK (Victor 20-2202)

There Is No Greater Love—FT; VC.
Born To Be Blue—FT; VC.
 It's two slow-spinning ballads, one old and the other blue, with the maestro's sweet-toned trumpet and Tommy Mercer's romantic baritone. Both get the same treatment and while the emphasis is on the melodic content the cutting falls plenty easy for the hoof. For Isham Jones's "No Greater Love" familiar, Charlie Spivak opens up with open horn, muting the trumpet for the melancholy melody of "Born To Be Blue" to make the musical theme all the more articulate.
 Music ops will depend largely on the band's followers to flip the coins for this cutting.

BILLY ECKSTINE (National 9030)

Time On My Hands—FT; VC.
I Love the Loveliness of You—FT; VC.
 The heart-warming baritone romanticism of Billy Eckstine, embracing the lyrics with an overwhelming passion, lends itself well for both of these slow ballads. And applying a dramatic force to the wordage to make his singing all the more expressive, Eckstine hits the swoon standard hard for his own "Loveliness of You." Large band sustains the musical harmonies through, and much more effectively than for the "Time On My Hands" ever-green, where fiddles and woodwinds flood the musical bank.
 Race locations will lap these up, particularly "I Love the Loveliness of You."

(Continued on page 32)

TRISKAIDEKAPHOBIA

and

WHY DON'T WE SAY

WE'RE SORRY

COLUMBIA 37279

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

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



MERCURY'S FIRST AGAIN!



WITH

ANITA ELLIS

SINGING THE COMING No. 1
TUNE OF THE YEAR!

'ASK ANYONE WHO KNOWS'

YOU'LL NEVER HEAR ANOTHER VERSION
SUNG WITH SUCH FEELING AND SUPERB
MUSICAL BACKGROUND AS GIVEN BY
HARRY GELLER AND HIS ORCHESTRA

BACKED BY AS LONG AS I'M DREAMING'

MERCURY 3059 60c

Anita Ellis on the air every Tuesday

Red Skelton Show

MERCURY RECORDS

(Continued from page 31)

JOHN PARIS (Victor 26-9021)

Jack! Jack! Jack!—FT; V.
Illusion—FT; V.

A new singing name to the label's Latin-American roster, the rich and warm baritone voice of John Paris creates the desired effect for the romantic and haunting "Illusion" ballad of Bob Russell and Xavier Cugat. Taken at a slow bolero rumba tempo, Paris pipes it push for both the English and Spanish wordage, spaced by a short but effective piano interlude by Ellis Larkens, who leads the small but highly adequate accompanying instrumental group. However, Paris only pretends when taking on the lively "Jack! Jack! Jack!" rumba favorite. And the supporting harmonies of the Three Beaus and a Peep are just as ineffective as his own singing. Singers hardly suited for the spirited demands of the ditty.

Latin locations will lend an ear to "Illusion."

CAB CALLOWAY (Columbia 37312)

Hi-De-Ho Man—FT; VC.
Necessity—FT; VC.

Cab Calloway romps thru these two rhythmic pieces in fine rhythmic style. For those who long for the maestro's "Minnie, the Moocher" antics, there's a good carbon copy in "Hi-De-Ho Man," with the band joining in on his frenzied guttural expression. More reserved is Calloway's chanting for the "Necessity" swing spiritual from "Finlan's Rainbow," for which the band beats it out in solid style.

Show-stemming "Necessity" makes for the phono attention that makes for coins.

DICK TODD (Sonora 2010-2011)

If I Had My Life to Live Over—W; V.
Ace in the Hole—FT; V.
The Egg and I—FT; V.
Oh! My Achin' Heart—FT; V.

No attempt to sound like Bing Crosby as he did when first coming on the spinning sides a decade ago for the Bluebird label. This time, making his bow on Sonora's 39-center, it's a mature romantic voice that registers sincerity that Dick Todd's baritone brings to the spinning. And with D'Artega's music, strong on strings, giving the troubadour a full-fashioning back-drop, Todd delivers for all four of his starting songs. Registers best when adding a nostalgic flavor to the needling for the familiar "Life to Live Over" waltz, backsliding with the Bowery classic, "Ace in the Hole," which he sings in the slow ballad tempo. His full voice brings out the melodic richness as well of "The Egg and I" and "Achin' Heart," both in the slow ballad brace.

Taps and taverns will take to the old-time "Ace in the Hole" ditty.

LOUIS ARMSTRONG (Victor 20-2228)

It Takes Time—FT; VC.
I Wonder, I Wonder, I Wonder—FT; VC.

It's the characteristic husky chanting of Louis Armstrong, to which he adds his identifying lyrical licks that makes for the interest for both of these attractive rhythm tunes. However, there is not enough of Satchmo's vivid trumpet tones to satisfy the spinner. And the little there is lacks the fire and spontaneity that one looks for. The full band backs him up well, but nothing comes out of his horn for "It Takes Time," nor enough to make 'em sit up and give a listen for "I Wonder."

For the Louis Armstrong hot jazz collections.

TEDDY WILSON (Musicraft 462)

Time After Time—FT; VC.
Moon-Faced, Starry-Eyed—FT.

Teddy Wilson again subordinates his Steinwaying, with the result that it's an unaffected procession of improvised refrains by the tenor sax, guitar and bass grouped around his piano to make it a quartet for "Moon-Faced, Starry-Eyed," which spins at a bright bounce beat. As long as Wilson's fine rhythmic expressions at the 88's, it's the "Time After Time" side which stands up better. For here it's fine phrasings with rhythmic feeling by the sultry-voiced Sarah Vaughn for the attractive ballad from the movie "It Happened in Brooklyn."

Sarah Vaughn's singing will find the hot jazz diskophiles spotting the side.

ANDREWS SISTERS (Decca 23860)

His Feet Too Big for De Bed—FT; V.
Jack, Jack, Jack—FT; V.

The Andrews Sisters go below the border for two engaging ditties which they give up in engaging style. And with Vic Schoen's music weaving a typical and topical rhythmic pattern for the song's fashion, the three girls make it a Calypso clicker for "His Feet Too Big for de Bed," and at a faster clip in the rumba fashion, for a breezy "Jack, Jack, Jack." Per usual, the vocal blend and easy flow of rhythm harmonies excel.

Both sides spin bright for phono play.

THE TWILIGHT THREE (Majestic 7221)

As You Desire Me—FT.
Pale Moon—FT.

Filling the gap left on the label by the Three Suns, it's easy listening to the har-

monic blend of organ, accordion and harp that whip together these lovely melodies. "As You Desire Me" spins at a slow tempo with a more moderate beat set for the Indian love song, "Pale Moon."

Atmosphere music where class locations call for it.

TONY MOTTOLO FOUR (Majestic 1119)

Mama, Do I Gotta?—FT; VC.
You Don't Learn That in School—FT; VC.

The guitar pickings of Tony Mottolo, supported by the other three rhythm instruments are mighty fine when out front for the take-offs. However, the spinning is given over largely to Rosemary Calvin, a full-voiced rhythm chanteuse who knows how to wrap up a lyric. Gal is plenty good for the novelty rhythm ditty, "Mama, Do I Gotta?" and for the spicy lyrics of the bluesy "You Don't Learn That in School." However, the gal gets no support from the instrumental foursome and she's out front virtually singing by herself. Both singer and instrumentalists deserve better set-ups.

Coin crowds will hardly single out these sides.

LARRY DOUGLAS

(Signature 15107-15108)

No Greater Love—FT; V.
The Egg and I—FT; V.
I Can't Get Up the Nerve to Kiss You—FT; V.

That's Where I Came In—FT; V.

It's the simplicity and sincerity of Larry Douglas' singing style, bringing a degree of desirable intimacy with his sugar-coated romantic baritone, that makes this spinning fall easy and pleasantly on the ears. Heightening the effect and sustaining a pert rhythmic flow are the figured backgrounds etched by Ray Bloch's Radio Seven, who sandwich the singing with solo stanzas by piano, trumpet, trombone and clarinet. Spinning in strict tempo which makes the plattering easy to take for the dancing, it's the slow ballad beat for the familiar "No Greater Love" and for the more recent and highly tuneful "Nerve To Kiss You." Backsliding each, and at a brighter beat, are "The Egg and I" and "That's Where I Came In."

Tunes will attract at the small intimate spots locating the coin-operated boxes.

LES BROWN (Columbia 37279)

Why Don't We Say We're Sorry?—FT; VC.

Triskaidekaphobia—FT; VC.

Les Brown contrasts this cutting with a most attractive ballad in the slow spinning "Sorry" side, backing with an engaging jump rhythm novelty in the tongue-twisting "Triskaidekaphobia." With the reed and brass choirs setting the stage in smooth-spinning fashion, Jack Carroll chants it with rich sentimental appeal for the ballad. And for the mated side, it's the rhythmic chanting of Butch Stone explaining his phobia about the unlucky number 13.

Both sides spin bright for the phono play.

MONICA LEWIS

(Signature 15105-15093)

Thrill Me—FT; V.
Made for Each Other—FT; V.

Mam'selle—FT; V.
It's So Nice to Be Nice—FT; V.

La belle Monica takes three of these four sides for the song selling. And sells it best when backed by Ray Bloch's music makers for the bouncy rhythm ditty in "It's So Nice to Be Nice," a neighborly song of good cheer which she warbles in just that friendly fashion. Flipover has maestro Bloch giving a colorful interpretation for "Mam'selle," calling on the trombone and strings to stretch out the lovely continental melody, with Jeffrey Clay adding pleasant tenor piping for the meaningful lyrics. For the other two sides, Miss Monica goes Latin for two slow spinning serenades in "Thrill Me" and "Made for Each Other," both rich in melodic and lyrical content. Adds a stanza in Spanish for the more attractive "Made for Each Other" lullaby. However, there's none of that sensuous flavor the songs call for, nor is there enough musical substance in the subdued string and woodwind bank provided by Jose Morand for these slow rumba sides.

Song popularity will condition the coinage for these cuttings.

JIMMIE DALE (Continental 8009)

Filipino Baby—FT; VC.
Wabash Cannonball—FT; VC.

With an unblinded male voice, joined by a trio, singing it pleasantly, Jimmie Dale and his Pride of the Prairies taking in fiddle, guitar and accordion, platter it pleasantly for "Filipino Baby." It's the saga of the sailor lad who keeps his pledge to return to his Filipino belle. More spirited is the spinning for the traditional "Wabash Cannonball" with a lusty and husky warbler ringing out the familiar wordage to toe-tapping support.

"Filipino Baby," if the song strikes pay dirt, will pay off for this plattering.

The Billboard

MUSIC POPULARITY CHARTS

PART VII

Advance Information

Week Ending April 18



ADVANCE RECORD RELEASES

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

POPULAR

- A SUNDAY KIND OF LOVEElla Fitzgerald (Andy Love Quintet) (THAT'S MY)Decca 23866
- A TRIBUTE TO GLENN MILLERRalph Flanagan Directing Original Glenn Miller Musicians.....Rainbow 304
- ALBUMRainbow 30401
- AlwaysRainbow 30404
- Basin Street BluesRainbow 30402
- Come On InRainbow 30403
- Goodbye (Goodman's Theme)Rainbow 30403
- I'm Getting Sentimental Over You (Dorsey's Theme).....Rainbow 30403
- Low GearRainbow 30401
- Make BelieveRainbow 30401
- St. Louis BluesRainbow 30404
- AFTER HOURSRandy Brooks (TIPPIN' IN).....Decca 23869
- *ALL OF MEJimmy Dorsey (BODY AND).....Decca 25069
- ALL SUIT—NO MANBetty Reilly (MAH-ZEL).....De Luxe 1074
- ANDALUCIAEnoch Light Ork (Dick Brown) (MALAGUENA)Continental C-1208
- ANOTHER NIGHT LIKE THISTommy Tucker (Don Brown-The Two Timers) (MAYBE YOU'LL)Columbia 37338
- ASK ANYONE WHO KNOWSFour Vagabonds (OH, MY).....Apollo 1060
- ASK ANYONE WHO KNOWSThe Velvetones (I WANT).....Sonora 2014
- ASK ANYONE WHO KNOWSSammy Kaye (Don Cornell) (WOULD YOU)Victor 20-2239
- AS LONG AS I'M DREAMINGThe Twilight Three (I CAN'T)Majestic 7222
- BESIDE YOUEddy Howard (Eddy Howard-Trio) (WOULD YOU)Majestic 1123
- BLUE-AND-BROKEN-HEARTEDJohnny Blowers Ork (Delores Martin) (ONE WAY)Ca-Song 104
- *BODY AND SOULJimmy Dorsey (ALL OF).....Decca 25069
- BOIN-N-N-NGKay Kyser-Jane Russell (IF MY)Columbia 37338
- BRIGADOON ALBUMAlfred Drake (Roberta Roberts-Bill Ventura-Ted Royal Ork).....Rainbow 309
- Almost Like Being in Love.....Rainbow 30901
- Come to Me, Bend to Me.....Rainbow 30902
- From This Day On.....Rainbow 30902
- The Heather on the Hill.....Rainbow 30901
- BRIGADOON ALBUMBrigadoon Ork—Franz Allers, Dir.....Victor P-178
- Almost Like Being in Love.....David Brooks-Marion Bell.....Victor 45-0031
- Come To Me, Bend To Me.....Lee Sullivan.....Victor 45-0032
- Down on Macconnachy Square.....J. Warren-E. Redding-S. Robbins-H. Gordon (Chorus).....Victor 45-0029
- (1) From This Day On; (2) David Brooks-Marion Bell Chorus.....Victor 45-0028
- BrigadoonVictor 45-0031
- I'll Go Home With Bonnie Jean.....Lee Sullivan (Chorus).....Victor 45-0029
- My Mother's Wedding Day.....Pamela Britton (Chorus).....Victor 45-0029
- (1) Overture; (2) Once in the Highland; (3) Brigadoon.....Dee Anderson (Chorus).....Victor 45-0028
- The Heather on the Hill.....David Brooks-Marion Bell.....Victor 45-0032
- There But for You Go I.....David Brooks.....Victor 45-0039
- Waitin' for My Dearie.....Marion Bell.....Victor 45-0030
- BUTTERED ROLLBobby Byrne Ork (PARADISE).....Rainbow 10005
- CELERY STALKS AT MIDNIGHT ..Will Bradley Ork (IF THERE)Signature 15111
- CHI-BABA CHI-BABA (My Bambino, Go To Sleep).....Louis Prima (MAH-ZEL).....Majestic 1133
- COCKEYED JENNIEBarton Brothers (MINNIE THE).....Apollo 139
- DEEP PURPLERay Bloch Ork (STELLA BY).....Signature 15116
- DUEL IN THE SUN, Part ILarry Douglas-Ray Bloch Ork (DUEL IN).....Signature 15112
- DUEL IN THE SUN, Part IIRay Bloch Ork (DUEL IN).....Signature 15112
- GLOW WORMStan Freeman (KITTEN ON).....Rainbow 10009
- GONE AGAINCurtis Lewis (WHAT CAN).....Apollo 1061
- HEARTBREAKINGJohnny Long (Natalie) (IT'S THE).....Signature 15110
- HEARTBREAKIN'Page Cavanaugh Trio (WALKIN' MY).....Victor 20-2246
- HERE WE AREJohn Laurenz (Earls Hagen Ork) (NO GREATER)Mercury 5049
- I CAN'T GET UP THE NERVE TO KISS YOUJohnny Long (Natalie) (MY LOVE).....Signature 15115
- I CAN'T GET UP THE NERVE TO KISS YOUThe Twilight Three (AS LONG).....Majestic 7222
- I LOVE THE LOVELINESS OF YOU, Billy Eckstine Ork (Billy Eckstine) (TIME ON)National 9030
- I SAID IT BEFORE (And I'll Say It Again)Jerry Sellers (Michael Forman Ork) (Oh, FRANKIE).....Standard International T-5013
- I WANT SOME BREAD, I SAIDThe Velvetones (ASK ANYONE).....Sonora 2014
- I WISH YOU THE BEST OF EVERYTHINGD'Artega Ork (Hal Horton) (I WONDER).....Sonora 2012

(Continued on page 34)

•YOU CAN CONTACT THE DISK JOCKEYS

A complete list of record airshows, so important for promotion tie-ups, is included in the Eighth Annual Encyclopedia of Music, the big, two-volume reference book that all the music trade is using. This is only one of 73 vital reference lists and 50 feature articles in its more than 800 pages.

VERY LIMITED SUPPLY AVAILABLE. Write Now to B. A. Bruns, The Billboard, Station B, Cincinnati 22, O., for full information and prices.

Billboard ENCYCLOPEDIA OF MUSIC

Bobby Doyle ON THE AIR



with THE BOBBY DOYLE SHOW ABC MON., TUES., WED. 8:15-8:30 EST.

His newest SIGNATURE releases are right on Top...

- SIG 15089 AS LONG AS I'M DREAMING (FROM THE PARAMOUNT FILM, "WELCOME STRANGER")
- YOU'LL KNOW WHEN IT HAPPENS WITH RAY BLOCH AND HIS ORCHESTRA
- SIG 15079 ILLUSION
- THE STORY OF SORRENTO WITH JOSE MORAND'S ORCHESTRA.
- SIG 15067 THAT'S THE BEGINNING OF THE END
- LOVE IS A RANDOM THING (FROM "TOPLITZKY OF NOTRE DAME") WITH RAY BLOCH AND HIS ORCHESTRA

Signature records

DISTRIBUTED BY GENERAL ELECTRIC SUPPLY CORPORATION

See your GESCO distributor or write direct to Signature Records, 601 W. 26th St., New York 1, N. Y.

GENE AUTRY



*America's
Favorite
Cowboy
Singing Star.*

Presents

2 HITS ON 1 RECORD

"YOU LAUGHED AND I CRIED"

and

"AGES AND AGES AGO"

COLUMBIA RECORD #37322

Gene Autry's Western Music Publishing Co.
6520 SELMA AVE. HOLLYWOOD 28, CALIF.
799 7TH AVE. Gen. Mgr.: Oakley Haldeman NEW YORK, NEW YORK

(Continued from page 33)

- I WONDER, I WONDER, I WONDER.. Ted Martin-Air Line Trio (IF I..... De Luxe 1075
- I WONDER, I WONDER, I WONDER. Guy Lombardo (IT TAKES).. Decca 23865
- I WONDER WHO'S KISSING HER D'Artega Ork (Hal Horton) (I Wish) .. Sonora 2012
- NOW .. Standard International T-5014
- I WON'T BELIEVE YOU ANYMORE.. Jerry Sellers (Michael Forman Ork) (STOP BITING) .. Standard International T-5014
- IF I HAD MY WAY .. Ted Martin-Air Line Trio (I WONDER) .. De Luxe 1075
- IF MY HEART HAD A WINDOW .. Kay Kyser (Harry Babbitt) (BOIN-N-N-NG) .. Columbia 37338
- IF THERE IS SOMEONE .. Will Bradley Ork (CELERY STALKS).. Signature 15111
- LOVELIER THAN YOU .. Virginia O'Brien (SAY THAT).. Decca 23868
- I'M GOIN' TO WHERE I COME FROM. Guy Lombardo (I WONDER).. Decca 23865
- IT TAKES TIME .. Johnny Long (Francey Lane) (HEART-BREAKING) .. Signature 15110
- IT'S THE SAME OLD DREAM .. Tiny Bradshaw Ork (Tiny Bradshaw) (THESE THINGS) .. Savoy 650
- I'VE BEEN AROUND .. Ray McKinley Ork (Teddy Norman) (MEET ME) .. Majestic 7223
- IVY .. Barry Sisters (Sammy Meade Ork) (PUSSY CAT) .. Standard International T-5018
- JOEY'S GOT A GIRL .. The Toon Timers-Don Baker (OH, KATH-ARINA) .. Rainbow 10007
- JOSEPHINE .. Nat Brandwynne Ork .. Majestic M-16
- JUST FOR DANCING ALBUM..... Easy to Love..... Majestic 1126
- Till See You in My Dreams..... Majestic 1127
- Love for Sale..... Majestic 1127
- Love Walked In..... Majestic 1128
- Sweet and Lovely..... Majestic 1126
- Take Me in Your Arms..... Majestic 1128
- JUST FRIENDS .. Marshall Young (ONE MORNING) .. Rainbow 10008
- KITTEN ON THE KEYS .. Stan Freeman (GLOW WORM) .. Rainbow 10009
- MAH-ZEL .. Murphy Sisters (Jerry Jerome Ork) (YOU'RE BREAKING) .. Apollo 1059
- MAH-ZEL (Means Good Luck) .. Louis Prima (CHI-BABA CHI-BABA).. Majestic 1133
- MAH-ZEL .. Betty Reilly (ALL SUIT) .. De Luxe 1074
- MAH-ZEL (Means Good Luck) .. Marshall Young Ork (Marshall Young-Dennis Sisters) (MAM'SELLE) .. Rainbow 10014
- MALAGUENA .. Enoch Light Ork (Dick Brown) (ANDA-LUCIA) .. Continental C-1208
- MAMA, DO I GOTTA? .. Tony Mottola (Rosemary Calvin) (YOU DON'T) .. Majestic 1119
- MAM'SELLE .. Marshall Young Ork (Marshall Young) (MAH-ZEL) .. Rainbow 10014
- MAYBE YOU'LL BE THERE .. Tommy Tucker (Don Brown-The Two Timers) (ANOTHER NIGHT) .. Columbia 37339
- MEET ME AT NO SPECIAL PLACE (AND I'LL BE THERE AT NO PARTICULAR TIME) .. Ray McKinley Ork (Ray McKinley) (IVY) .. Majestic 7223
- MIDNIGHT MASQUERADE .. Frankie Carle (Marjorie Hughes) (ROCK-IN' HORSE) .. Columbia 37337
- MINNIE THE FLAPPER .. Barton Brothers (COCKEYED JENNIE).. Apollo 139
- MOANIN' LOW .. D'Artega Ork (Roberta Lee) (YOU DON'T) .. Sonora 2016
- MY BABY'S SWEET ON ME..... Milt Britton Ork (Susan Carol) (NICK THE) .. Standard International T-5012
- MY LOVE FOR YOU .. Johnny Long (Francey Lane) (I CAN'T) .. Signature 15115
- NICK THE GREEK .. Milt Britton Ork (Susan Carol-Skylarks) (MY BABY'S) .. Standard International T-5012
- (There Is) NO GREATER LOVE .. John Laurenz (Earle Hagen Ork) (HERE WE) .. Mercury 5049
- OH, FRANKIE .. Milt Britton Ork (Susan Carol) (I SAID) .. Standard International T-5013
- OH, KATHARINA .. The Toon Timers-Don Baker (JOSEPHINE) .. Rainbow 10007
- OH, MY ACHING HEART .. Four Vagabonds (ASK ANYONE) .. Apollo 1060
- OLD CHIEF WALLA HOO .. Barry Sisters (Sammy Meade Ork) (FOUND YOUR) .. Standard International T-5015
- ONE MORNING IN MAY .. Marshall Young (JUST FRIENDS) .. Rainbow 10008
- ONE WAY BLUES .. Johnny Blowers Ork (Delores Martin) (BLUE-AND-BROKEN-HEARTED) .. Ca-Song 104
- PARADISE .. Bobby Byrne Ork (BUTTERED ROLL).. Rainbow 10005
- POPPA, DON'T PREACH TO ME... The Merry Macs (WE KNEW) .. Majestic 1134
- POUND YOUR TABLE POLKA .. Barry Sisters (Sammy Meade Ork) (OLD CHIEF) .. Standard International T-5015
- PUSSY CAT AGONY FIVE..... Barry Sisters (Sammy Meade Ork) (JOEY'S GOT) .. Standard International T-5018
- ROCKIN' HORSE COWBOY .. Frankie Carle (Marjorie Hughes) (MID-NIGHT MASQUERADE) .. Columbia 37337
- SAY THAT WE'RE SWEETHEARTS AGAIN .. Virginia O'Brien (I'M GOIN').. Decca 23868
- STELLA BY STARLIGHT .. Ray Bloch Ork (DEEP PURPLE) .. Signature 15116
- STOP BITING YOUR NAILS .. Milt Britton Ork (Susan Carol-Skylarks) (I WON'T).. Standard International T-5014
- THAT'S MY DESIRE .. Ella Fitzgerald (Andy Love Quintet) (A SUNDAY) .. Decca 23866
- THESE THINGS ARE LOVE .. Tiny Bradshaw Ork (Tiny Bradshaw) (I'VE BEEN) .. Savoy 650
- TIPPIN' IN .. Randy Brooks (AFTER HOURS) .. Decca 23869
- WAITER-PASTA-FAZOO .. Johnny Blowers Ork (Delores Martin) (THIS GAME) .. Ca-Song 105
- WALKIN' MY BABY BACK HOME.. Page Cavanaugh Trio (HEARTBREAK-IN') .. Victor 20-2248

FOLK

- ACE IN THE HOLE .. Texas Top Hands (Walter Kleypus) (TEXAS GUITAR) .. Savoy 3012
- DEEP DELTA BLUES .. Denver Darling (Wild Bill Davison and His Range Riders) (JUKE JOINT) .. Decca 46042
- HONEY, I'M RAMBLIN' AWAY .. Delmore Brothers (I'M LEAVIN') .. Decca 46043
- I'M AGOIN' SUE, I'M AGOIN' .. Zeke Manners Band (Zeke Manners) (YOU'LL GET) .. Victor 20-2247
- I'M LEAVIN' YOU .. Delmore Brothers (HONEY I'M) .. Decca 46043
- JUKE JOINT MAMA .. Denver Darling and His Texas Cowhands (DEEP DELTA) .. Decca 46042
- SCARS UPON MY HEART .. Cliff Carlisle (The Buckeye Boys) (THE DEVIL'S) .. Victor 20-2248
- TEXAS GUITAR BOOGIE .. Texas Top Hands (ACE IN) .. Savoy 3012
- THE DEVIL'S TRAIN .. Cliff Carlisle (The Buckeye Boys) (SCARS UPON) .. Victor 20-2248
- YOU'LL GET USED TO IT .. Zeke Manners Band (Singin' Lariatiers) (I'M AGOIN') .. Victor 20-2247

(Continued on page 124)



THE PICTURE RECORD



SAGEBRUSH SENSATION!

MY ADOBE HACIENDA
crooned in the smooth style of JIMMY FEATHERSTONE
Backed by a lush ballad with a novel "echo-effect" that has never been attempted before—
THE ECHO SAID NO
Vocal by GLORIA HART AND THE KASSEL QUARTET
ART KASSEL and his orchestra **RECORD 785**

<p>VOGUE DISTRIBUTORS</p> <p>EASTERN MODERN MUSIC SALES CO. 10th Ave. at 45th St. New York 18, N. Y.</p> <p>W. VA. & WESTERN PA. WHITE & FREDERICK CO. So. Chestnut & Frederick Sts. Clarksburg, W. Va.</p> <p>WISCONSIN & UPPER MICHIGAN WISCONSIN VOGUE DISTRIBUTING CO. 521 N. 16th St. Milwaukee 3, Wis.</p>	<p>MICHIGAN & TOLEDO BRILLIANT MUSIC CO. 4006 Cass Ave. Detroit, Mich.</p> <p>KANS. MO., NEB., ILL., N. & S. DAK., MINN., IA. FREDERICK LEE CO., INC. 325 Second Ave., South Minneapolis, Minn.</p> <p>OREGON, WASH. & ALASKA TOTEM FREELANCERS ASSOCIATED 504 Fisher Studio Bldg. Seattle 1, Washington</p>	<p>OHIO MASTER DISTRIBUTORS, INC. 258 Kenmore Blvd. Akron, Ohio</p> <p>INDIANA APPROVED APPLIANCES CO., INC. 77 N. New Jersey St. Indianapolis 4, Ind.</p> <p>DOMINION OF CANADA TORONTO TRADING POST LTD. 736-738 Wyoinge St. Toronto 5, Ontario</p>
--	---	--

She's Been Talking To Lee Mortimer?

DES MOINES, April 19.—Sinatra sings flat, but Crosby's voice his definite therapeutic values, according to Mrs. Hartwig Dierks, who is a member of Project: Music in Hospitals of the National Federation of Music Clubs.

Talking at a meeting of the Des Moines Music Workshop, Mrs. Dierks said Sinatra's voice was not acceptable for hospitals and recommended that hospitals use Crosby disks in color for bed patients, as they could then be "soothed by the play of rainbow patterns on the walls and ceilings."

Local 802's Decree Aimed at Caterers Is Stayed by AFM

NEW YORK, April 19.—The recent Local 802 edict aimed at the catering biz hit a snag this week when the local's parent body, the American Federation of Musicians (AFM) stepped in. A group of leaders, headed by Joe Mass (contractor for the Savoy Plaza and Waldorf-Astoria hotels), Mark Towers (Riverside Plaza) and Bert King (New Yorker) had appealed the local's ruling prohibiting them from booking any music in their establishments. They contended that the ruling, adopted at a recent membership meeting of 802, was illegal and unenforceable. The AFM agreed that the matter was moot and granted a stay pending a national executive board decision.

As it stands now, leaders may continue in the practices that brought about the new legislation, with the exception of package booking. Music must be kept separate and distinct from other catering expenditures. Moss, et al, however, may see that bands under their banner play weddings and other affairs and continue to collect half-leader money according to established practice.

In the meantime, a number of banquet managers and caterers have advised Local 802 by mail that they will co-operate with the new ruling.

Petrillo Can't Sail; Must See Congress

WASHINGTON, April 19.—With the omnibus labor bill certain to wind up in joint congressional committee after the Senate concludes action next week on its modified parallel to the House-passed measure, Rep. Fred A. Hartley Jr. (R., N. J.), chairman of the House Labor Committee, is insisting on the appearance of James C. Petrillo, president of the American Federation of Musicians (AFM), before his committee. Hartley has already subpoenaed Petrillo, who consequently has been forced to hold in abeyance his plan to sail to Europe April 27.

Meanwhile, Petrillo came in for a verbal lashing this week in the debate preceding the House's passage of the omnibus bill, which institutes the most severe curbs on labor since Roosevelt's reforms. Rep. Ellsworth Buck (R., N. Y.) denounced what he described as "labor monopolies," singling out Petrillo as "the czaristic president" of AFM. Buck recalled the Interlochen, Mich., case, one of those that moved Congress to crack down on Petrillo via the Lea-Vandenberg Act, which is now awaiting a final test of constitutionality before the U. S. Supreme Court.

Agencies Fed Up With Show Ideas

NEW YORK, April 19.—Several of the largest ad agencies in the radio business are considering closing their doors to the submission of scripts and program ideas by non-professionals. From a percentage standpoint it just doesn't pay off, one top agency talent man explained this week. He added that the process of reading the junk, answering the sender, providing waiver forms and other rigmarole consumed a great amount of time for a net return of zero.

What is advocated is the consideration of scripts and program ideas by recognized agents. There's no use in maintaining the myth of an open door for radio ideas, another agency man stated. He added, "Everybody thinks they've got the radio program and we gotta read the stuff. It's tough all around. They get sore when we don't use the material."

Another added that even in the event some stray idea might be usable—and this rarely comes to pass—the agency hesitates because of the possibilities of copyright litigation.

Karzas Plans B. R. Empire

CHICAGO, April 19.—Bill Karzas, op of the Trianon and Aragon, major Chi danceries, who purchased three Minnesota terperies from Carl Fox last December, intends to extend his present chain to 10 ballrooms, if possible, within the next year.

Karzas, who has been making sale overtures to a number of Midwest ops, said that he has just returned from Texas where he looked over possible purchase of two ballrooms. Karzas said he is currently working on several other ballroom deals, but would not divulge where the ballrooms are located. He said that he has not definitely decided where the ballrooms would be located in his projected chain, but was merely looking for potentially good locations.

Bierkamp Exits Dorsey Dancery

HOLLYWOOD, April 19.—Tommy Dorsey's Casino Gardens was left pilotless last week when Kermit Bierkamp and his assistant, George De Vore, definitely bowed from the Ocean Park dancery.

Bierkamp, who prior to his bow-out had been on a "two-week vacation," will go into the personal management biz and is currently pushing the instrumental trio, Tri-Jones. In the meantime, the Gardens is temporarily under the eye of Dave Jacobs, TD's Coast music pub head.

Jack Johnstone, Dorsey's pub head, and Arthur Michaud, TD's manager, are surveying the field for a new manager. Rift in policy over handling of the Garden's liquor wing is said to be the reason for Bierkamp's leaving.

Swing Loses Out to Sweet At Loop Band Box in Chi

CHICAGO, April 19.—The last holdout in the swing vs. sweet fracas capitulated this week when the Band Box, Loop nitery, dropped Red Saunders' jazz group in favor of Correy Lynn's six-piecer.

Bistro, which has been a swing palace since its opening five years ago, switched to sweet intermission combos also, with the Characters, a trio, taking over. Spot is one of the Schwartz and Greenfield chain.

Wax Names Are What the Doc Ordered for Chi College Inn; Package Gets 4-Week Holdover

CHICAGO, April 19.—Recording name artists as a prescription for drooping nitery grosses was evidenced here this week when for the first time in four years Ernest Byfield, prexy of the Sherman Hotel, held over a show package for more than four weeks. Byfield extended pacts of the current College Inn show four more weeks for all the entertainers save Jan August and his trio, who had a previous commitment which will halt their stay after six weeks. Remainder of the show, The Harmonicats, Herbie Fields' ork, and local disk jockey Eddie Hubbard, will stay. Possible replacement for August may be the Joe Mooney Quartet, it's reported, keeping the chain of record names intact.

Fact that the platter star revue upped biz about 50 per cent above last year's weekly average was instrumental in the holdover. A spokesman for the room said that reservation biz has been way above average, especially over week-ends, when the s. r. o. ropes have been up.

At the Stevens Hotel, long a citadel for Music Corporation of America orks, Jim Roberts, local independent agent, sold in Henry Brandon's ork, starting May 16 for five weeks in the hostelry's Boulevard Room. The Brandon crew recently went with Frederick Bros., but Roberts gets credit for the deal, in that he started working it out before the FB affiliation.

Future policy of the Walnut Room of the Bismarck Hotel, which was rumored as dropping its two-act show and commercial bands for a concert-type band, is still surrounded by clouds. Booker Ed Beck said that hotel execs are huddling and will make a definite decision within a week.

The Edgewater Beach Hotel got on the bigger name bandwagon with Henry Busse inked for June 13 and Del Courtney to follow August 1. The Marine Dining Room of the hostelry has been using lesser-known commercial orks for the past two years, but will expand its band budget for the summer season at least.

WE'VE BEEN HONORED

Your attendance at the

WURLITZER MEETING AND DINNER

at the Bismarck Hotel in Chicago was a wonderful tribute to our efforts.

Our sincere thanks to the Music Merchants in this territory who were able to attend and to the DINNING SISTERS (Capitol Records)

THE HARMONICATS (Vita-coustic Records)

REX ALLEN (Mercury Records) our sincere gratitude for your fine co-operation.

ILLINOIS SIMPLEX Distributing Co.

831 So. Wabash Avenue Chicago, Illinois
GORDON B. SUTTON, President

"Get 'LUCKY' with America's NEWEST SINGING SENSATION"

ARTIE WAYNE

composer of

"MAHZEEL"
(means "good-luck")

on HUCKSTER RECORD No. 1002

Order from your distributor now! Or write:
5424 FRANKLIN AVENUE, HOLLYWOOD, CALIFORNIA

Graphic Preps New Vinylite Kidisks For Low-Price Mart

HOLLYWOOD, April 19.—Graphic Records, Hollywood indie label specializing in educational disks for children, will hit the market shortly with an all-vinylite kidisk, with selling price pegged at \$1.19, believed to be among lowest-priced vinylite moppet platters now available.

Graphic's educational series includes 12 sides in a group of "What Makes" series, using top AFRA talent with musical backgrounds to teach tots thru dramatic medium. Plattery will process disks in brilliant shades of red, yellow, blue, etc., instead of the conventional black waxings, and will package disks in window jackets to attract tots at point of sale. Waxery will distribute thru regular sources as well as attempt to hit children's stores and dime store chains.

Portland Park To Give Name Orks Another Try

PORTLAND, Ore., April 19.—Name bands, despite some sour results last summer, are going to get another crack at the Jantzen Beach Park biz this summer. The park cut it pretty thin last season with one or two big-name attractions, the band's pull not being quite up to the big nut.

After Dave Longtin took over the stand for the season's opening April 5, drawing fairly well in poor weather, Orin Tucker handled last week-end (11, 12 and 13.) Ted Hallock, University of Oregon band, fills in after Tucker, to be followed by Ray Herbeck, Henry Busse, Glen Gray, Sterling Young, Gene Krupa, Alvino Rey, Henry King, Bobby Sherwood and Anson Weeks.

MADRIGUERA
means...
Musical Magic...
and



CU-TU-GU-RU
JACK, JACK JACK!

means...
'JACK' in your Money-box!
NATIONAL 9028



NATIONAL Records
ORDER FROM YOUR NEAREST NATIONAL DISTRIBUTOR

Chi Hotel Show Pic Brightens As Sherman Album Revue Clicks

CHICAGO, April 19.—A bit of sun shone thru the cloudy Chi hotels' show policy when Ernest Byfield, prexy of the Sherman Hotel, told *The Billboard* that he is seriously considering keeping his current *Record Album Revue* in for possibly eight weeks. The first week of the show hyped biz greatly.

Success of the show was attributed to emphasis being placed on jock shows locally. Revue features record names like Jan August's Quartet, the Harmonicats and Jayne Walton, with Eddie Hubbard, emcee of the ABC Club, local Chesterfield sponsored disk show, handling the comedy. Hubbard has been plugging the Sherman revue nightly on his regular airer, while name disk jocks, such as Ernie Simon (WJJD); Lynn Burton and Bill Evans, free-lancers, have plugged Hubbard, who is prexy of the Chicago Disk Jockeys' Association, of which they are members. While Hubbard was paid for his emcee chores, College Inn is getting hundreds of dollars of free airtime from local platter spielers.

The Stevens Hotel's Boulevard

Garroway Jazz Concerts To Chi Civic Opera House

CHICAGO, April 19.—Hefty impetus which radio plugging gives music was illustrated here last week when Dave Garroway, emcee of the 11:60 Club (WMAQ nightly) expanded his trial jazz concerts into the Civic Opera House. Garroway, using only plugs on his own show, sold out two recent jazz concerts at the Twin Terraces, whose capacity is 600. First show's ducats went for \$1.50, while second bash's pasteboards were \$2.50. Both concerts featured Sara Vaughn and a pick-up band, with Slam Stewart Trio added for the second only.

Garroway is currently lining up a session for the 3,500-seat Civic Opera House sometime early in May, and expects to scale tickets from \$1.20 to \$3.60. Fact that he was able to sell-out first two concerts was surprising, for jazz concerts locally have taken a decided drop in the past six months.

Burt Farber Five-a-Week Jock Over WSAI, Cincy

CINCINNATI, April 19.—Burt Farber, whose orchestra recently concluded a six-year stint with the ice show in Hotel Netherland Plaza here, has turned disk jockey, with a five-time a week shot, 12:45-1:30 p.m., Mondays thru Fridays, over WSAI. Farber runs the gamut from pops to classical, runing a few chords on the piano while discussing the various spinings. Also contributes several piano numbers himself.

In the meantime, Farber continues his duties as musical director of the Mars Candy Company *Curtain Time* program, heard each Saturday, 7:30-8 p.m., over a hook-up of 106 stations from WMAQ, Chicago.

Australian Rink Reopens

SYDNEY, Australia, April 19.—Glaciarium, this city's only ice skating rink, has reopened after renovation. Its new design is that of an old English village skating pond. Spot closed during the war, has done okay since reopening. Admission is 23 cents (2/6 1/2d). Skating is run in three sessions, 10 a.m., 3 p.m. and 8 p.m. Evening session has a floor show, *Princess of the Powder Puff*.

Room inked Henry Brandon's ork for May 16, giving the fronter another big boost. Lad, who started here locally several years ago with a jobbing band, has since formed a larger band, and got his first break two years ago when he made his first long stay at the Edgewater Beach Hotel. Deal, inked by Jim Roberts, his personal rep, is another instance of the inking of a band, made up of Local No. 10, AFM, members, and will save the Stevens the payment of the 10 per cent traveling fee.

Mellin on His Own With BMI Backing

NEW YORK, April 19.—Bobby Mellin, professional manager for Broadcast Music, Inc. (BMI), definitely cuts out May 5 to go into biz for himself. New firm, to be titled Mellin Music, will be licensed thru BMI, which is putting up the cabbage behind Mellin's new enterprise.

Arrangements for BMI backing were completed at same board of directors meeting this week which saw Carl Naverlin named BMI prexy. Amicable deal between BMI and Mellin is further evidenced by fact that Mellin, with org's permission, already has set the first song under his own firm's aegis for recordings. Ditty, called *There's That Lonely Feeling*, by Bob Arthur, is skedded for Charlie Spivak on Victor, Mal McIntyre on MGM, Frankie Carle on Columbia, Louis Prima on Majestic, and George Towne on Sonora.

Staff already shaped up by Mellin includes Jerry Lester on the Coast and George Lee and Jule Chester in New York.

No replacement for Mellin has been named by BMI, but latter is reportedly going to "skeletonize" its professional operations.

Aristocrat Platters in Chicago Hdqrs; Ink Hayes Ork, Singer

CHICAGO, April 19.—A new general catalog record label was started here last week, with Aristocrat Platters inking Sherman Hayes' commercial crew to a pact, together with a girl singer, Wyoma, once with Jack Teagarden. Backers of the label are Charles and Evelyn Arons, once associated with M. & S. Distributing Company, South Side platter peddlers, and Mildred and Fred Brount. Label has already contracted for Midwestern pressing facilities, while distribution is being set up currently. Corporation intends to stick to pop and race records. The first Hayes platter will be released early in May.

Lawrence Ork's Easter Hot

NEW YORK, April 19.—Elliot Lawrence's ork grossed \$5,885 in two dates Easter week-end. Band pulled 1,807 people into Sunnybrook Ballroom, Pottstown, Pa., Saturday (5), at \$2 a head, and 1,817 into the Ritz Ballroom, Bridgeport, Conn., Easter Sunday at \$1.25. His figure at the Ritz was considerably higher than on two previous visits there.

LUND INTO ROXY

NEW YORK, April 19.—William Morris Agency has booked singer Art Lund into the Roxy Theater beginning June 7. Lund is riding the crest of a hit waxing of *Mam'selle* on the MGM label.

Brit Orksters Put Chill on Jack Harris

LONDON, April 19.—British musicians' union and the Dance Band Directors' Association will strongly oppose any effort on the part of the American-born orkster, Jack Harris, to return to some of his pre-war English stands.

Harris, who left England when the war broke out, is now trying to get a Home Office permit to resume work here. If the Home Office grants the permit, the tootlers' union probably will ask all musicians not to accept employment with Harris, while the leaders will be likely to decide to employ no musicker who accepts work with the American leader.

Harris is certain that, despite the opposition, he will again be a welcome visitor in England.

Long's \$1,740 One-Nighter

BRIDGEPORT, Conn., April 19.—Coming in for a one-nighter at the Ritz Ballroom here Sunday night (13), Johnny Long drew 1,160 persons at \$1.50 a head, grossing \$1,740.



WATCH THE ?

OPERATORS—DEALERS
Immediate attention will be given to your inquiries for
DON PABLO & ORCHESTRA LATIN-AMERICAN RECORDS
Distributed nationally (except Mich.) by **DICHA INDUSTRIES, INC.**
Factory and offices: **OWOSSO, MICH.**
Michigan distributor: **THOMAS MUSIC SUPPLY CO.**
34 E. ELIZABETH ST., DETROIT 1, MICH.

Harry Moss Agency
Representing
Name Bands, Name Acts, Tops in Cocktail Units.
HOTEL LINCOLN, NEW YORK CITY
Phones: **CI 6-4500**

PERFORMERS
VOCALISTS: Send for catalog of Popular and Standard Vocal Orchs. IN YOUR KEY.
DANCE BANDS: We carry all Publishers' Orchs. for large and small bands. Catalog FREE. Sheet Music.
SHERWOOD MUSIC SERVICE
1555 Broadway New York 19, N. Y.

Musicians' Union Puts Det. Spots On 7-Week Basis

DETROIT, April 19.—Detroit Musicians' union has adopted local regulation placing all cabarets and cocktail lounges on a seven-week contract basis instead of the four-week policy.

Effective June 1, ruling will mean that any engagement less than seven weeks will be at single engagement prices. Same goes for additional bookings that are less than multiples of seven. Approximately 400 spots, using everything from bands to single pianists are affected.

An additional ruling, tentatively adopted (also effective June 1), which would place cabaret field on a six-day-week basis instead of seven, may be held up depending on business conditions in next six weeks, according to Les Clark, business agent.

Ballrooms here are not affected since they already are on single-engagement basis.

Majestic Plots Nat'l Tie-Up To Plug 'Bacialoop'

HOLLYWOOD, April 19.—Majestic Records is planning to launch a nationwide disk jockey tie-up to plug the new Louis Prima waxing of the novelty tune, *Bacialoop*, thru a listener limerick contest, with Majestic radio-phono combos as prize bait. Contest is currently under way on Bill Anson's KFWB disk jockey seg, having been first launched several weeks ago by Hal Tunis, WAAT, Jersey City, N. J., platter pilot.

Majestic's Los Angeles distributor, Roach-Driver, claimed local demand for the Prima disk surpassed anticipated demand by more than 10,000 platters as the result of Anson's contest. Mills Music, publishers of the Sid Tepper-Roy Brodsky-Louis Prima tune, likewise reported a sizeable boost in sheet music revenue after the Anson contest was launched. As a result, Roach-Driver has circularized 71 Majestic distributors with complete data on contest gimmicks and recommendation that local platter spinners carry the idea thru on a national basis.

Barnet-Apollo Deal Finalized

HOLLYWOOD, April 19.—Apollo Records Prexy Hy Siegel signed the Charlie Barnet ork last week following American Federation of Musicians' approval of the Barnet contract. Fronter was pacted to a one-year standard deal, with a one-year option, calling for 24 sides the first year plus a six-side album.

Still to be settled by AFM is final disposition of two sides which Barnet made on his own some time ago and which are now in possession of the Cardinal waxery. Tunes are *Cherokee* and *Redskin Rumba*, which were among 16 masters waxed by Barnet and later turned over to Cardinal. Cardinal, in turn, farmed out the masters to the National diskery for pressing. When Cardinal failed to live up to its contract, Barnet broke from the waxery and reclaimed all but the two masters in question. With pacting of a new deal, fronter's manager, Lou Randell, gave masters to Apollo, and has asked AFM to rule on disposition of the two sides still held by National.

With 13 previously waxed masters as a starter, Apollo is expected to issue the first Barnet release within two weeks.

Goldman Band Concerts Start 30th Season June 13

NEW YORK, April 19.—The 30th annual series of Guggenheim memorial concerts by the Goldman band will start June 13 and continue until August 10. As in previous years, concerts will be given in Central Park on Sundays, Mondays, Wednesdays and Fridays, and in Prospect Park, Brooklyn, on Thursdays and Saturdays. Opening concert will be at Central Park. Dr. Edwin Franko Goldman will front, as usual.

This year each evening will be devoted to a different type of concert, operatic music, symphonic music, children's music and special works of Beethoven, Tchaikovsky, Wagner and Verdi. A number of new compositions, including some by Yank composers, will be included.

Concerts are supported by the Daniel and Florence Guggenheim foundation.

Bass Out of B. & W. May 1; Phil Moore In

HOLLYWOOD, April 19.—Ralph Bass, for three years recording chief at Black & White, will quit the Coast waxery May 1. Phil Moore, pianist and warbler currently with the label, will take over Bass's chores.

Bass's resignation is attributed to a rift in policy. It was while Bass held the dishing reins that Black & White came thru with Jack McVea's *Open the Door, Richard*, which kicked off the national Richard rage and gave the label its biggest hit.



THESE COIN MACHINE MANUFACTURERS

know the first impression is the lasting one. So they send out their machines equipped with PERMO POINTS.



MOST FOR YOUR MONEY

When you install a PERMO POINT needle, you get most for your money because PERMO POINTS combine 1. LONG NEEDLE LIFE . . . 2. KINDNESS TO RECORDS . . . 3. DEPENDABILITY. And

NO INCREASE IN PRICE!

PERMO POINTS — precision designed and more costly to make. But never has quality been sacrificed to maintain price; no substitute material at any time . . . Now a bigger value than ever! No wonder there are more Permo needles sold than all other longlife needles combined.



ELLIPTICAL

PERMO INCORPORATED

Chicago 26

The original and world's largest manufacturer of longlife phonograph needles

ROUND

At all Decca, RCA Victor, Columbia Record Distributors

HELP REVIVE

GROUP FAMILY PRAYERS

A Recording of Morning and Evening Prayers

With Ecclesiastical Approval

Read by

WILLIAM GARGAN

Star of Stage, Screen, and Radio

Sponsored by

HOLY NAME SOCIETY



This recording of Morning and Evening Prayers read by William Gargan with a musical background appeals with equal force to children and adults. A treasure every Catholic family will cherish for years.

Order Yours Now..\$1.25 (Tax Incl.)

Distributors and Dealers Contact . . .

Blue Label Records, Inc. 6253 Hollywood Blvd., Hollywood, California

MEMO:

WILSON HUMBER
and His
ORCHESTRA
featuring
BARBARA BARRIE
Currently
ONE-NIGHTER TOUR

EXCLUSIVE MANAGEMENT

FREDERICK BROS. AGENCY, Inc.
NEW YORK • CHICAGO • HOLLYWOOD

TERRITORIES OPEN For DISTRIBUTORS & SALESMEN

20TH CENTURY RECORDS

1947's Money-Making Line

Manufactured by

BALLEN RECORD CO.
1515 Jefferson St. Philadelphia 21, Pa.

Philly Hatching Three Diskeries; Two Will Press

PHILADELPHIA, April 16.—Court records of new disk firms applying for certificates under Pennsylvania's Fictitious Name Act, reveal three new labels coming up, applications indicating that two plan to press their own platters. One firm, to be called Melody Records, aims to manufacture its own records and transcriptions. A second, being set up by Albert and Harold W. Benditt, will be known as the Paramount Record Manufacturing & Recording Company. A third, set up by Nathan Niederman, will be the Lyric Record Company.

Altho there have been almost a dozen record firms set up here in recent years, only four produce platters on regular schedules. These are Jack Howard's Cowboy Label, Mac McGuire's Quaker City, Van Ballin's 20th Century and Frankie Adams's Sapphire.

Marvel Debut

BOSTON, April 19.—The first all-Boston disk was released here this week. The waxing, made by Marvel Records, features an all-local ork led by Boston union official, Pat Sands, and has vocals by Dick Gardner. Both sides, *Wishing You Were Here Tonight* and *Fall, Rain, Fall*, were cut in Trans-Radio studios here.

King JUKE



The Eldeen Company
610-616 W. NATIONAL AVENUE
MILWAUKEE 4, WISCONSIN

GOING STRONG!
LAWRENCE DUCHOW'S

RED RAVEN POLKA Victor AND... RAVINO WALTZ No. 1072



TO BE RELEASED SOON "THE SWISS BOY" WATCH FOR RELEASE

ON THE STAND

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

Buddy Rich

(Reviewed at Arcadia Ballroom, New York, April 9. Personal manager, Lou Mindling. Band manager, Harvey Persky. Booked by Music Corporation of America.)

TRUMPETS: Stanley Fishelson, Tommy Allison, Phil Gilbert, Bill Howell.
TROMBONES: Mario Daono, Bob Ascher, Chunky Koenigsberg.
SAXES: Eddie Caine, Jerry Thirkeld, Allan Eager, Mickey Rich, Harvey Levine.
RHYTHM: Harvey Leonard, piano; Gene Bell, guitar; Tubby Phillips, bass; Stanley Kay, drums.
VOCALS: Linda Larkin.
ARRANGERS: Eddie Finckel and Bill Channon.
DRUMS, VOCALS AND LEADER: Buddy Rich.

This is the second edition of the Buddy Rich ork and it shows a marked commercial improvement over the initial crew, whose efforts literally blew the customers out of the now defunct Aquarium Restaurant some months ago. There are a good many more up-to-the-minute pops and standards in the Rich book this time, with the orkster finding greater customer satisfaction for his current group than he did with the earlier version.

But, commercial or no, this band, on those infrequent occasions when Rich sits in at the tubs, can jump like mad. And tho it may seem an oddity in this so-called "sweet" era, the Arcadia crowds gathered around the bandstand to watch and encourage the Rich drumastics, which many people feel are the best in the business. With the drummer in there doing his stuff, the rhythm section crackles and the rest of the band wraps up some of the difficult Eddie Finckel clefted passages in top-notch fashion. The Finckel originals are not of the screecher school, but are riff pieces that are well-knit, only remotely smacking of the be-bop influence which predominated in Rich's first ork. To carry the solo load, Rich calls on trumpeter Tommy Allison, trombonist Bob Ascher (soon to be replaced by Earl Swope) and tenor saxist Allan Eager, with the latter standing out via his Lester Young influenced rides.

Accent on Terpers

Primarily, however, the ork is playing for the terpers and is doing a suitable job of it. With vocals by blond-tressed Linda Larkin and the maestro and some charming brass organ effects worked into the Bill Channon scores, Rich pours out an interesting flow of saccharine—but with a beat.

Chief entity in this ork unquestionably is Buddy Rich. He sings—and sings well—he drums, he clowns out front, he's young, personable and tries all the time. But it takes more than guts and even talent to make the grade. If the new Rich crew can land a disking pact, if the orkster gets the proper promotion and if Music Corporation of America puts its shoulder to the orkster's wheel, the drummin' man might make it this time. Hal Webman.

Why Davis Smiles

PHILADELPHIA, April 19.—While almost everybody is complaining how bad things are in the music biz, the local Meyer Davis Office reports that business is plenty good. The society maestro says he has 35 parties booked to date for his Newport, R. I., season, and that from present indications, the summer festivities will be pre-war in gayety and expense.

Art Mooney

(Reviewed at The Rustic Cabin, Englewood Cliffs, N. J., April 2. Booked thru Associated Booking Corporation.)

TRUMPETS: James Welch, Jimmy Ginolfi, Marty Olson.
TROMBONES: Bob Lord, Dick Wise, Paul Gilmore.
SAXES: Vincent Conte, George Crescent, Herb Johnson, Leo Luukkonen, Lou Carte.
RHYTHM: Nelson Brodbeck, piano; Johnny Crescent, bass; Phil Silman, drums.
VOCALISTS: Bud Brees (ballads), Gail Sisters (vocal trio), Dick Wise and James Welch (novelties).

In the last month or so things have happened to make the "genial Irish gentleman" more genial. Mooney landed an MGM disk contract some weeks ago, Joe Glaser's Associated Booking Office signed him up and the bumpy road traveled by the maestro since his army days now looks to level out.

Presently Mooney seems to be playing it safe, avoiding any one line of identification and striking out in all directions for material that'll hit. You like Miller bands? Every other ballad or so comes an a la Miller unison-reed arrangement. Crazy for Prima? Mooney has dialect songs. Glee club bands get you? Mooney has a potful of choral jobs. And novelties! Rare is the dance band going in for this much special material.

All adds up to the fact that Mooney is trying to please. With the trend away from name bands that only make music and forget to entertain, he's heaping "production" onto the terps. While a good deal of the "stage stuff" is only fair-grade, the intentions are good and inevitably the calibre will rise.

Variety of Entertainment

Band is definitely entertaining from a variety standpoint, culls a lot of listener attention from location-spot dancers and should be ready soon for theaters. With summer park season opening soon, Mooney ought to be pointed for some open-air dates. Park ops are screaming for bands with audience gimmicks and this boy's got quantity galore on that score.

With his potpourri of style, Mooney will have to buzz like mad to keep each band component up to snuff. Material on hand is good and malleable—sidemen produce; singer Bud Brees has an appealing low-bary croon voice and works well with trio backing. The trio (Gail Sisters) makes a live and kicking "act" sometimes, but should be softened down—even on zanier numbers the "shrill" is frequently stronger than the will. Taking it from the top, Mooney's future lies with his wax wares. The right tune, the right rendition (it's the old corny adage) will do it, and the orkster has such a variegated set of books that something should turn out to be right. Joe Carlton.

New Processing Firm in Canada

NEW YORK, April 19.—A new disk processing firm for Canada is being organized under the name of Canadian Record Processing Corporation.

Firm will process and manufacture pressings of both 78 and 33 1/3 speeds for some American diskeries, with shipments skedded for Canada and the British Empire. It will be headed by Garry Carter, who also is managing director of Frontenac Broadcasting Agency, Toronto, and prexy of Garry J. Carter, Inc., New York.

The diskery expects to be in operation in about six months.



New York's most modern studio is now available to you! The latest in photographic equipment... including the new stroboscopic lights that stop action at 1/5000th of a second! Spacious studio... large stage... unusual props and settings.

Write, Wire or Phone for an Appointment TODAY!

McFARLAND

STUDIO OF CREATIVE PHOTOGRAPHY
EDDIE RAY, Studio Director
846 7th Ave., New York - CI 6-9018

PRESENT
JIMMY NAMARO
& his
ICE CUBES
Record #1001
Y' GOTTA QUIT SWINGIN'
Vocal - Jimmy Namaro
WE COULD MAKE SUCH BEAUTIFUL MUSIC
Vocal - Gene Corday
75¢ list, plus tax
Dealers, Distributors, Operators
Write
PRESIDENT RECORDS
712 Louisiana, Little Rock, Ark.

WHEN THEY FOUND THE ATOMIC POWER KING 611
HAWKSHAW HAWKINS SINCE YOU WENT AWAY
KING RECORD DIST. CO.
1540 BREWSTER AVE. CINCINNATI 7, OHIO

WANTED
BROKEN OR SCRAP SHELLAC RECORDS
(No Laminated)
7c per pound
F. O. B. Torrance, Calif.
Ship Prepaid to:
PLASTIC MATERIALS CORPORATION
1822 West 213th St., Torrance, Calif.

Talent Budget Hiked To 7G at Colosimo's

CHICAGO, April 19.—Colosimo's South Loop nitery which has used a vacillating show policy since reopening nine months ago, takes a flyer into Negro revues starting April 28 when Billie Holiday and Louis Armstrong's ork head the bill. Irv Benjamin, op of the bistro, said he intends to spend up to \$7,000 on the opening, with three more supporting acts yet to be inked. Spot will also use a line of eight gals, with productions to be handled by either Sammy Dyer or Joe (Ziggy) Johnson.

The \$7,000 budget almost triples the amount which the spot had been spending during the past three months. The effort at a Zanzibar show is being watched closely, because the Rhumboogie, the Club De Lisa and El Grotto, the city's three major black and tan spots, have been hard hit by the recent biz recession, and if Colosimo's, which is located miles nearer the Loop, goes over, it will certainly hurt the three other estaminets which are in the heart of the Negro district.

Bernard Brothers Split For Three-Month Period

NEW YORK, April 19.—The Bernard brothers, Gene and George, have split for what is intended to be a three-month period. George is going to Paris to produce a show, while Gene will head for the Coast to take care of his Glendale, Calif., airport.

Boys are now at the Philly Latin Casino, where they wind up about mid-May.

Gayle to Elmwood Sky Club

CHICAGO, April 19.—Name stature which a cocktail single can achieve thru consistent appearances in spots in a particular area was demonstrated recently when Rozelle Gayle, top cocktail single, inked pact for an opening May 4 at the Sky Club, Elmwood, Ill. Gayle, who just completed an 18-month stay at the Tailspin, North Side Chi lounge, and has been featured on the North Side for the past three years, will get, under his contract clauses, top billing in all advertising and will be featured on any remotes which bistro airs.

Op Libby Francos has Bernie Cummins opening the summer season April 22, with other semi-names to follow thru the mild weather. Spot is dickering for a summer wire with a network outlet here.

Dean Martin Sued Again

NEW YORK, April 19.—Dean Martin is being sued again. This time it is by Dick Richards, his ex-personal manager, who served Martin with papers claiming \$15,000 for breach of contract and commissions.

Richards charges he had Martin on a five-year paper signed in 1944 which called for his receiving commission of from 10 to 20 per cent, depending on Martin's salary.

MEMO:

VARIETY BOYS AND ETHELENE

Currently Enjoying
FIRST VACATION IN 2 YEARS
Available Soon

EXCLUSIVE MANAGEMENT
FREDERICK BROS. AGENCY, Inc.

IN SHORT

New York:

Mabel Todd is coming East for theater appearances this summer. . . . Amory Brothers are operating a mink farm in Massachusetts. . . . Brian Sullivan, of *Street Scene*, is building a nitery act and will double from the legit show. . . . Bertica Serrano started April 14 for 10 days at the Hotel Jaragua, Domini Republic.

Rick Mardell, vocalist with Dave Dennis's ork at the Vanity Fair, has a daily radio show on WAAT, Newark. . . . Judith Arlen, who opened at the Bedford Hotel April 5, has cut a side with Emil Coleman's ork for De Luxe Records. . . . Dorothy Ross held over indef at Cafe Bagatelle. . . . Herb Shriner gets four weeks at the Palmer House, Chicago, starting April 17. . . . Deane Carroll goes into Dinty's Terrace, Cohoes, N. Y., May 5.

Olsen and Johnson are held over thru June 30 at the Carnival. . . . Lee Henderson's Manhattan Models are taking a two-week vacation after seven months at the Cairo Hotel, Washington. They'll resume after Martha Raye's stint there. . . . Ciro's claims to be dickering for Leo Durocher to come in as manager of the spot. . . . Gerri Gale has been held over at the Glass Hat, Belmont-Plaza Hotel. The ballerina is also in Carnival in Costa Rica, where she does a terp sequence with Leonid Massine.

Jerry Bergman started a tour of the Loew's one-nighter circuit April 22. . . . Into Loew's State: Richard Adair Dancers, April 24; Claire and Hudson, May 8; Duresco Trio, May 15. The Durescos move to the Capitol, Washington, May 22. . . . G. Ray Terrell bows into the Cotillion Room of the Hotel Pierre April 29.

Joey Kaufman, Bambo Cafe op, is offering a free case of beer to any player on the three local ball clubs who pitches a no-hit game or slugs out a homer during the season. . . . Jackie (Moms) Mabely into the Apollo Theater April 25.

Irving Romm has inked material writers Marty Roth and Al Sproul to a one-year managerial paper. . . . Kay Grant at Doc's, Baltimore. . . . Bill Peterson, of Consolidated Radio Artists' cocktailery, convalescing from a foot ailment.

Frederick Bros. Agency is submitting the Goldwyn Girls for nitery bookings. Asking price for the line (8) will be \$3,000.

Chicago:

Al (Stomp) Russell Trio making their first Midwest stay at the Bar o' Music. . . . Ted Lewis closes a four-month stay at the Latin Quarter May 1, with George M. Cohan Jr., Dottie Dotson, Vitma Sherry and Ming and Ling, opening May 2. Gertrude Nielsen will head the May 23 show. . . . Howard Rosene, personal manager, became father of a son this week.

San Francisco:

Jerry Lester opened Thursday (15) at the Copacabana, getting \$3,000 per, his asking price. Copa's owner, Joaquin Garay, goes on the road making personal appearances. . . . Charley Low, owner of Forbidden City, will marry Betty Wong, one of his showgirls, in the fall. . . . Ray Jensen, band leader at the Monterey Country Club on week-ends, is a milkman during the week.

Hershey Martin, long-time local chief for Music Corporation of America, has been transferred to Hollywood, but will continue to book acts for this end. . . . June Wilson, dancer, into Club Oakland. . . . Les Poe, formerly with Coffee Dan's, into Players Club, along with comic Jimmy Casanova. . . . Bal Tabarin may reopen in August. . . . Bill Millward and ork into Club El Molino, Oakland.

Detroit:

Eddie Martin, who has fronted the unit at the Motor Bar for several months, moved into the Olde Wayne Club Monday (14). . . . Gloria Goode, formerly staff vocalist at WWJ, has moved into the London Chop House. . . . A. Robins, comedy-magic specialist, who proved a hit in *The Wizard of Oz* last week in the Civic Light Opera, was speedily booked in as co-headliner with Donald Novis at the Bowery for a week.

Philadelphia:

Bill De Mayo took over the complete offices of Variety Booking Agency from his brother, Richard. . . . Al Jacobs enters the personal management field, with Alan Gale his first attraction. He's setting up shop in Jolly Joyce's office. . . . McGee's Club 15 returned to a floorshow policy after operating as a musical bar during the war. . . . Art Mathues returns to Wilson's Cafe.

Eddy Kaplan's *Screwballs of 1947* revue is set at Sciolla's Cafe. . . . Steve Miller and His Four Barons take over at Powelton Cafe. . . . Jerry Fields Quartet is under the wing of percenter Ruth Davies. . . . Pearl Williams heads the new bill at the Little Rathskeller. . . . Arthur Lee Simpkins takes over the lead at Jack Lynch's Latin Casino.

C. S. Uptown Shuts June 28; Boyer Inked for '48 at 4G

NEW YORK, April 19.—Cafe Society Uptown will shutter for the summer June 28, when Lucienne Boyer closes. Barney Josephson, op, has booked the French thrush to reopen September 8 at \$4,000 per. For her first date, starting February 10, she got \$2,500. She earned a \$500 hike at the end of her first four weeks and another \$500 when her option was picked up, making it \$3,500 for the final option period.

Miss Boyer goes to the Park Plaza Hotel, St. Louis, for three weeks starting July 4. She also has three weeks at the Palace Hotel, San Francisco, opening August 8.

Steinman Buys Into Tavern

PHILADELPHIA, April 19.—Harry Steinman, of the local Latin Casino, has bought an interest in Andy's Log Tavern, Camden, N. J. Spot has been running with a cocktail unit at a budget of about \$400. Steinman said he will expand Log Tavern entertainment outlay to about \$1,000 and will use acts and maybe a line.

R. I. Intros License Bill On All Agents

\$50 Annual Fee and 1G Bond

PROVIDENCE, R. I., April 19.—Booking and personal agents and managers in Rhode Island will have to take out a license and be bonded under terms of a bill introduced in the Legislature recently. Bill covers all theatrical agents and applies to entertainers of all descriptions. License fee is \$50 per year and bond is \$1,000.

Following is a portion of the bill: "Every booking agent, personal agent or actor's manager shall obtain a license from the Bureau of Police and Fire in cities and the licensing authorities in town, hereinafter called the licensing authority, to engage in the State of Rhode Island in the business of booking actors, actresses and entertainers of all descriptions for vaude, banquets and other stage performances, including floor shows, so-called in restaurants, clubs, beer gardens and similar places of amusement; provided, however, that this section shall not apply to any person whose participation in such business consists only in contracting or hiring such actors, actresses or entertainers for his own establishment. The term of said license shall be for a period of one year and the fee therefor shall be \$50. Every person licensed under this section shall maintain one or more offices in the State and, while actively engaged in any or all of the activities of the business hereinbefore referred to, and not hereinbefore specifically exempted from the provisions of this section, shall be required to be so licensed."

MEMO:

BERT MANN

Piano & Song
Stylist

STILL KILLIN' 'EM
PADDOCK CLUB
CALUMET CITY

EXCLUSIVE MANAGEMENT

FREDERICK BROS. AGENCY, Inc.

NEW YORK • CHICAGO • HOLLYWOOD

ZANY-ACKS
Show Stoppers!

The Peelin's Mutual

RIOTOUS MUSICAL COMEDY
CURRENTLY THE FROLICS
OMAHA

MUTUAL ENTERTAINMENT AGENCY 703 N. Wabash Ave. Chicago

NO-MINIMUM NO SOLUTION

If Show Isn't There, Prices Mean Nothing

Key City Ops Give Views

(Continued from page 3)
business. Such a club is playing with its creditors' dough and is ready for bankruptcy."

Billy Rose's Reasoning

Billy Rose says he intends to keep his minimums so long as "anybody keeps theirs." He says, "I know things are high. I know I charge too much. But I'm loaded. I can stand the gaff. If I get a losing week, I drop maybe a thousand. If I have a winning week, I make a couple of G."

La Martinique reopened with no minimum. Apparently the desired result wasn't achieved, for the minimum has gone on again.

Carnival and Copa, both running with minimums, are making no plans to drop the operation. One op said that giving something away for nothing is no solution. "Woolworth's sells things for a dime, but Cartier's is still doing business." Another op pointed to the yesteryear legit show, *The Ladder*, which was kept open with cuffo tickets. Despite the fact that it didn't cost anything to get in, the show still had more people onstage than it had in the front of the house."

Boston Mostly Status Quo

Boston spots are mostly operating with the minimums still on. The Bradford Roof, however, has cut its minimum from \$3 to \$2. Philadelphia has grabbed the no-minimums and is playing it heavily. Mocambo runs ads, "Spend what you wish." Swan Club also switching to no cover. Latin Casino, only major talent buyer in town, is thinking of accepting the no-minimum stunt, but so far is operating as usual.

Chicago spots have been hit as hard as any in the country. The Copa has cut its minimum from \$3.50 to \$2.50. The Latin Quarter is mulling a week-day no-minimum plan and so is the Rio. The only spot still running on the same basis is the Chez Paree. Actually, only the Black Hawk dropped its minimum entirely and that was when it eliminated its shows.

The Coast is operating with a minimum charge. A few spots are said to be considering a change, but so far none has actually made it.

Operators in New York who believe the minimums must stay on, say that price can never be a yardstick to measure customer appeal. "Entertainment is what will bring them in," they say.

Consensus was that if there is a good show, with maybe a name that will attract, the business will come in. "If you don't have that, then you can give your stuff away and you still won't get them to come in."

Niesen for Boston, Chi LQ's

NEW YORK, April 19.—Gertrude Niesen will open at the Chicago Latin Quarter May 23 for a reported \$5,000. Before she opens for Ralph Berger, singer will do two weeks at the Boston LQ, starting May 4.

Pearl's Oyster

NEW YORK, April 19.—A syndicated columnist ran an item about the Jack Pearl booking at the Vanity Fair. "Jack Pearl agreed to pinch hit for Allan Jones at Vanity Fair, without even setting a weekly fee. 'If I do business,' Pearl told Joe Howard, 'pay me.'"

"Tain't so. Pearl and his straight man, Cliff Hall, instead of going in on an "If-I-do-business-pay-me basis," get \$3,000.

AGVA Reps OK Electors Plan For Nat'l Meet

CINCINNATI, April 19.—Twenty-three national representatives of the American Guild of Variety Artists' (AGVA) 27 jurisdictional areas unanimously voted to follow a democratic system of voting for the forthcoming national election at a three-day closed session with President Matt Shelvey in Hotel Gibson here this week. Huddles, which got under way Thursday (17), were devoted to discussions of two points, (1) to have branches elect delegates who will vote on membership instructions, and (2) to have every member vote directly at the time of the national elections.

Seek 4A Okay

A poll of representatives, said Shelvey, indicated that individual members preferred the method of appointing electors to represent them at the national meet. Plan as presently set up, and which will be brought before board members of the Four A's for final okay, will be to arrange special meetings in each jurisdictional area at a given time for the election of representatives to be sent to the national election meetings to voice the individual's choice for all offices in AGVA.

These electors will also act in a liaison capacity between national AGVA headquarters and the locals. It will be part of their duty, at specifically arranged meetings, to present before the local groups reports of the AGVA's finances, regulations, by-laws, etc., for approval.

Select Delegates

Under the proposed plan, the number of delegates from each local would be determined by the total number of paid-up members in the individual local groups. For instance, New York with the largest paid-up membership, would be entitled to appoint 15 delegates, with Los Angeles and Chicago electing eight representatives each.

Shelvey pointed out that in some jurisdictional areas only one member may be elected a delegate because of the small size of the membership. He emphasized that each local area will have at least one delegate, tho.

He said that the work of getting the machinery in order so that each member will have a voice in all AGVA matters would be a tedious one, but that it would go ahead immediately after the proposed plan is approved by the Four A's board.

At the wind-up of the three-day session today, Shelvey said he planned to remain here another day to clear up final details before returning to his New York headquarters.

Nitery Outlook Brighter if Costs Will Hold

WASHINGTON, April 19.—For the first time in almost a year, Department of Commerce experts are beginning to toss out encouraging hints on the outlook for the nation's long-suffering nitery business. The hints, however, are cautious and subject to numerous conditions. Census Bureau spokesmen in the Commerce Department say off the record that they are looking for an upsurge in nitery and eatery business in late summer if costs of food and services go up no more—one says that, while this is a big "if," there is an outside possibility that the ceiling in costs has been reached nationally and that from now on the service trades will be beneficially affected by the trend of price cuts established by some of the heavy industries.

This spokesman pointed out that general rises in costs have been accompanied "by a steady decline in sales receipts of eating and drinking places since mid-1946." High costs of food, materials and labor have been chief factors in the slump, he said, and it is now possible "that a turning point may have been reached."

The Census Bureau reported an 11 per cent increase in sales in the nation's eateries and drinkeries in March, compared with March last year, and a 9 per cent gain over February of this year. Customer resistance to spending has been a conspicuous factor in the uncertain economic period, the spokesman said, but there are now signs of "a more wholesome spending attitude." While the nitery and eatery average wound up with a better average for 1946 than for 1945, the decline in receipts since the middle of '46 threatened to cancel out exceptional gains made earlier. Official census figures for the first two months of 1947 have shown continued decline.

Operators of niteries in the nation's capital believe they are setting a model for the rest of the nation in holding onto talent shows despite the gloomy economic spell. Club owners and managers in Washington point out that floorshows and dance bands are their principal drawing cards, and say it would be bad business to skimp in that department, tho they are reporting revenue far below the wartime peak. Even private clubs are feeling the pinch of costs for labor and services, with the wealthy National Press Club, which operated in the black thru the war years, reporting a net loss of nearly \$3,400 in January this year and a net loss (See Club Pic Brighter on page 43)

Riviera Opening Still Faces Snags

NEW YORK, April 19.—The Bill Miller-Riviera opening set for May 15 still has a couple of snags. The date was tentatively set when the spot interested a new coat room concessionaire brought into the picture by Howie Horwitz. Miller has a prior commitment with the Ritz brothers for what is said to be \$12,500, tho the trade believes the figure is closer to \$7,500.

If the Ritz deal falls thru, Jackie Miles will go in together with Beatrice Kraft and novelty satirical ballet dancer, Iva Kitchell.

Eggs-Actly

NEW YORK, April 19.—Kenneth MacSarin, Vanity Fair stage manager, was offered \$500 to eat 50 eggs on the stage of Radio City Music Hall as a tie-up with the opening of *The Egg and I* flicker.

MacSarin, who has been on an egg diet since a dentist left a hypodermic needle in the right side of his jaw 20 years ago, nixed the offer, asking \$5,000.

The Universal-International exploitation department countered with a \$1,000 offer, which the stage manager agreed to accept provided they tossed in a sterling silver stomach pump. Deal is still hanging fire.

MacSarin, meanwhile, goes on *We, the People* May 4 to tell the story of his egg-eating life.

Baron, Harlem, Relights With Pic-Live Combo

NEW YORK, April 19.—Club Baron, Harlem nitery closed for two months, reopens in three weeks with a combined film and flesh policy. Starting at midnight, the club will offer a 16mm. all-Negro flicker, *Boy, What a Girl!* with floorshows built around performers in the film. Floorshows will be shown between screenings until 4 a.m. Club will open at 1 p.m. and show the same flicker, plus shorts, without the live shows until 11 p.m., when the club will be cleared for what is expected to be a different brace of patrons. Then the flesh will be added.

Under the plan, admission tickets will be sold and patrons will be able to buy food and liquor. The pic and live-package deal will be handled by Herald Pictures thru Jack Goldberg, producer of the pic which will be shown at the club. The spot, which has a capacity of 400, is operated by John Barone.

Goldberg is also handling a combined pic-flesh unit as a road package, which starts Monday (21) when the *Girl* film opens at the Palace Theater, Memphis, for a week. The live show has Deak Watson and the Brown Dots, as well as several other performers from the pic. The complete units are being booked thru the Gale Agency on a percentage deal.

Capitol Drops Flesh For "Duel in Sun"

NEW YORK, April 19.—The Capitol Theater will eliminate flesh for the run of *Duel in the Sun*, due May 8. This will be the first time the Metro flag house will have operated without live talent since it put it back in 1939.

Flicker runs about two and a half hours and with the sked arranged for about eight shows daily there is no room for the live acts. Another reason is the percentage deal on the picture. Split, it is understood, is so high that any stage attractions would water the take so much that house would lose money on the deal.

Picture is tentatively set for five weeks, but may stay longer. When run is over, house will resume flesh.

Roxy, New York

(Wednesday, April 16)

Capacity, 6,000 seats. Prices, 80 cents to \$1.50. Number of shows daily: four; week-ends, five. House booker, Sammy Rauch. Show played by Paul Ash house ork.

Show has fair marquee pull. It runs only about 40 minutes but does a competent job of entertaining. Biggest thing on the bill is the Lecuona Cuban ork (18), which works on-stage in front of the house band seated in the cage. The set is made to resemble a nitery, with house boys and girls at tables getting up for rumbas or watching featured acts work. Band played some meaty Latin tunes, and the gals and lads did some wicked hip-swiveling.

For the show itself, Paul Ash came down front and led both orks. The augmented band was required only with the Del Rios, two boys and a gal, who did a competent lift and acro routine. The team's best were its three high lifts and balances, with the gal in the middle. Walked off to good hands.

Three Swifts did their standard comedy Indian club juggling act. The third lad got into the act smoothly and initial flubs pulled titters. Larry Daniels, newcomer, is a pleasant, chubby lad with a good personality. Using a clipped British accent, Daniels went thru about six minutes of standard mimicry, very little of it being distinguished. His take-offs were okay but lines showed little originality and lacked comedy. With better material the boy could move.

Pic, *Alexander's Ragtime Band*.—Bill Smith.

RKO Albee, Cincinnati

(Thursday Afternoon, April 17)

Capacity, 3,200 seats. Prices, 50, 65 and 85 cents. Four shows daily: five on week-ends. House booker, Dan Friendly.

House resumes its intermittent flesh policy with Guy Lombardo ork (15) plus an abundance of solid comedy values, which won all-out palm reception from a big opening crowd.

Lombardo's crew catchily delivers the mellow stuff, complementing it with a group of vocalists who adapt their tonsiling capabilities to sock ork backgrounding. Closely paralleling the Lombardo air-show format, bill fairly breezes along. Ice crackers are *How Are Things in Glocca Morra?* excellently piped by Don Rodney, and a neat *Managua, Nicaragua*, with ace vocal support from The Trio and Rodney. Both grabbed loud mitts.

Kenny Gardener gave able tenor voicing to the *Anniversary Song*, a sentimental highlight, but went best with his novel *Frankie and Johnny*. His efforts elicited sock applause. Trio won an especial crowd nod for its fancily applied vocal treatment of *Uncle Remus*. Standout is the twin 88-ing on *Humoresque* by Bud Bremer and Fritz Krietz, whose stylized arrangement and smooth pecking proved a decided click.

Pryde and Day, boy and shapely fem, sell their juggling act with savvy. Lad does a remarkable job with tennis balls and Indian clubs, incorporating deliberate fluffs for laughs. Gal lends sound support with the balls and clubs, and at the blow-off act builds into a vertical juggling duo, with the lass standing atop lad's head to garner wide approval.

Hopkins Scores

Bob Hopkins, monologist-mimic, offered sharply routined material and had the laugh meter jumping from his entrance. Runs the gamut of impressions on radio and film high-lighters, with his best being take-offs on Crosby, Hugh Herbert, and Allen. His inebriate doing a *Holiday for Strings* and *Blue Skies a la Crosby*, rocked the house. Gave 'em a num-
(See RKO Albee on page 44)

VAUDEVILLE REVIEWS

Oriental, Chicago

(Thursday, April 17)

Capacity, 3,300. Price, 95 cents straight. Number of shows, five per day. House booker, Charles J. Hogan.

With disk jockey shows increasing interest in platters locally, this house comes up with another potential hefty-grosser in Tex Beneke and the Glenn Miller ork. For the third straight show, all of which have featured top recording frontiers, this house was packed for opening.

The Beneke band is one musical aggregation that doesn't need a novelty number to sell via the stage. Band is so rich in commercial music that Beneke can select a varied program of moods and tempos to pace the show. For jumpers, the band did oldies like *In the Mood* and *Tuxedo Junction*, with pops mixed in from their later Victor hits. Fronter was the only old face in the vocal corps, as the Mello-Larks (three boys and a gal) and Gary Stevens are new with the band since they played here last year. Mello-Larks do okay on the harmony blending, but need more animation for stage presentation. Stevens has a relaxed manner of singing that's a pleasant contrast to so many boy singers who work too hard trying to please.

Helene and Howard offer their top-drawer comedy ballroom stepping. While the pair have top laugh-snatching routines, it would be better if the house booker worked in a different team because they'd been seen here four months ago in the same routine.

With so many of the young comics trying to work up a tumult of laughs and so often working too hard, Artie Dann got some of the biggest yocks heard in this house recently by just doing a comic-philosopher bit. With a schnoz that rivals Durante's, he got laughs consistently with his Will Rogerish dialog in which he kidded his comedy cohorts. The chap's delivery and patter are restful, in that you don't have to sit intent on his every word to catch the punch line. Was called back and delivered a parody on *Smiles*, called *Hands*, that was socko. *Johnny Sippel*.

Fay's, Providence, R. I.

(Friday Evening, April 11)

Capacity, 2,000 seats. Prices, 50 to 75 cents. Number of shows, three daily; four Saturdays. House booker, Feinberg, of New York. Show played by house orchestra (8) with Buddy Page, bandemsee.

George M. Cohan Jr. made his theatrical bow here, opening a vaudeville tour with John McLaughlin, his dad's old pianist, accompanying him. The lad looks like his dad, has a lot of his mannerisms, has acquired many of his stage tricks—and, like pop, had the S.R.O. sign out at all performances.

Bowing in for Manager Ed Fay puts Cohan in good hands. The welcome mat is everywhere in evidence, from the red, white and blue draped stage the crew hung for the current show to his name on the marquee, the first ever placed thereon. And Cohan comes thru in a satisfying manner.

Does Cohan Oldies

Spotted No. 4, he opened with *Yankee Doodle Musical Comedy Man*, one of his dad's last compositions, not especially strong. He followed with *It's a Good Day*, after introducing his accompanist for a bit of patter at the mike. *Oh, How I Love Brooklyn* came next, and then a pair of short anecdotes about his father which didn't go so well, not because of the telling but because of the material. Then the boy really slid home with a Cohan medley that included *Give My*
(See Fay's, Providence, on page 44)

Chicago, Chicago

(Friday, April 18)

Capacity, 3,900 seats. Price, 95 cents straight. Number of shows, five per day. House booker, Nate Platt.

This Loop house has a one-week winner in headliners Veloz and Yolanda, who pulled a record \$12,500 per week for dance teams here back in 1936. This pair, who have confined their Chi activity to infrequent one-night concert appearances during the past five years, still know what clicks in a vaude house. They deliver their dancing in a homey style, even going to the extent of describing in simple terms what they will do in their dance. Vaude audiences aren't hep to intricate ballroom stepping and the intros had a lot to do in warming up interest in their work.

Pair possess the charm of continuous motion, with never a break
(See Chicago, Chicago, on page 44)

Loew's State, New York

(Thursday Evening, April 17)

Capacity, 3,500 seats. Prices, 50 cents to \$1.10. Number of shows, four daily: five Saturday. House booker, Sidney Piermont. Show played by Louis Bail house band (13).

This is one of those bills that's bound to please the old-timers as well as the young fry. Altho none of the acts has any top name value, the show is good entertainment all the way. The laughter department is ably held up by Joe Besser, Arren and Broderick and George Prentice, with a healthy song assist from former moppet filmite Bobby Breen.

Breen showed himself as a mature performer with a sturdy set of pipes and a load of personality. The kid handled himself well thru seven numbers and won big mitts after each. Breen showed one fault, a tendency to toss in a wrong word here and there thruout the lyrics. His warm baritone, however, was good. It sold best on *Begin the Beguine*.

Home From Abroad

Back in the U. S. after six months
(See Loew's State on page 44)

JACKIE MILES

JUST COMPLETED
5th RETURN ENGAGEMENT
AT
ROXY THEATER
NEW YORK

THANKS TO
SAM RAUCH

Personal Management: NAT KALCHEIM
Direction: WILLIAM MORRIS AGENCY

CHARLOTTE ARREN and JOHNNY BRODERICK

NOW
LOEW'S STATE
New York

Week April 24
RKO, BOSTON

Direction: William Morris Agency
RKO BLDG., N. Y. C.

Embassy, New York

(Tuesday, April 9)

Capacity, 350. Price policy, minimums \$3.50-\$4.50. Shows at 9 and 12:30. Operator, M. Schwartz. Booking policy, Bill Pk, exclusive. Publicity, Mill Rubin. Estimated budget this show, \$1,000. Estimated budget last show, \$1,500.

This show has good entertainment value, once the customers come in, even if there is little marquee strength to bring them in. Top attraction now is Yvette. The blond canary is as pretty as ever and sells her material with skill. As a stylist, Yvette has plenty of what it takes, but she falls down when it comes to melody. The result is she shines with novelties and special material, particularly when she can turn on the charm. When it comes to ballads she shows glaring weaknesses, the good arrangements permit her to finish strongly. Yvette's use of the hand mike for her *Shake Hands* number that called for a strolling bit and chit-chat with ringsiders was a good idea, but her execution left much to be desired. She tried it without a set routine and her ad libs were woefully weak. Over-all job, tho, was competent and won her a good hand.

Galante and Leonardo haven't been seen in the East for some time. Their ballroomology is better than ever. The gal seems to have lost some weight, so the male's handling, always competent, now seems smoother. The team's one-handed lift spins, chin to chin whirls wind up with the gal in a deep back bend. They made for plenty of flash and a sock mitt. Couple also showed an audience participation gimmick calling for male customers to do a rumba with the gal partner. The stunt started slow, but picked up until the girl was almost beat. The dancers' work is (See Embassy, New York, page 44)

NIGHT CLUB REVIEWS

Ciro's, Hollywood

(Friday, April 11)

Capacity, 450. Price policy, \$2 cover. Shows at 9:30 and midnight. Booking policy, non-exclusive. Owner-operator, H. D. Hoyer. Publicity, Charlotte Rogers. Estimated budget this show, \$5,200. Estimated budget last show, \$5,500.

With the mike tenderly cradled in his arms, Jean Sablon vocally woos the fems and makes 'em wilt with his intimate, Gallic song stylings. The Parisian balladist gushes with Continental charm and throws a line of smooth-as-silk patter that cinches him from the start as a click with the gals.

Participation Gimmick Socko

Sincerety, coupled with polished phrasing, brings cheers after each song. He offers a half-and-half program of English and French language tunes. He's at his best in such items as *These Foolish Things*, *Rainy Night in Rio* and *The Girl That I Marry*, while the French selections winning the most palms include *La Accordion*, *Melode D'Amour* and *Pigale*. With plenty of sales savvy under his belt, he has developed a ringsider participation gimmick for the latter tune, with the customers clucking their tongues in time to the music. Patrons love getting into the act, the tune pulling the biggest hand despite the foreign lyric. To make sure his French songs are not wasted on the non-linguists in the house, each tune gets a thumbnail intro giving the tune's background and the meaning of its lyric.

Jan Savitt's ork (14) does an excellent job in backing the warbler with arrangements purposely built on light and lacy patterns to blend with (See *Ciro's, Hollywood*, opp. page)

Latin Quarter, New York

(Monday, April 14)

Capacity, 630. Price policy, minimums, \$3.50-\$5. Shows at 8:30 and 12:30. Operator, Lou Walters. Booking policy, exclusive, Arthur Fisher. Publicity, Zussman and Bayne. Estimated budget this show, \$11,000. Estimated budget last show, \$10,000.

Productions built around and preceding Sophie Tucker have a glitter and flash. The girls are pretty and their costumes must have cost some heavy dough. But outside of sight appeal there is really little until Tucker comes on and goes to work. And Tucker with her brassy pipes can still do a job. Opening night the room was jammed and if that sort of business keeps up, Walters can get off the nut in the first few days.

Tucker came on and practically held a reception. Her bat-wing blond hair-do might have looked queer on somebody else, but no matter what the old gal looked like, once she gave out, she had them right in her palm. Her talk-sing style, with the band giving the melody behind her, was everything it possibly could be. Material, as always, was special—and blue. From her opener, *I'm Having More Fun*, to her *Showbiz* medley, she was in there pitching with plenty. In the medley she pulled out a few of her oldies plus *Mama Goes*, with a Jewish chorus which just about broke everybody up. At the wind-up, Tucker got a lot of posies and made with the sob in her voice, ending with a pitch for her book. Ted Shapiro, on piano, gave a fine assist.

Eddie Schaefer

Eddie Schaefer, a presentable tall self-effacing guy, came in with some new intro chatter for his *Indian* number that helped get him off to a good start. There were times when nervousness made him forget his lines, which was all to the good. In fact, his ad libs and mugging to cover up were so much better than his set material, that Schaefer might incorporate them into his routine. He wound up with a pleasant mitt.

Debonaires, five lads, did their standard robot dance quite nicely. In fact, the Debonaires were one of the strongest acts on a bill which can stand more heft. The Chadwicks showed an okay dance-lift routine, but in the spot they were put in, so much dancing preceded them they meant little. Ralph Young, boy production singer, was adequate but had little to do. Hal Raywin, fiddler and dancer, as a holdover, works in the *Hora Staccato* together with Cecil Lewin and Chick Gladke. Music is exciting, but dancing is ordinary. Cecil Lewin, toe dancer, was average in her single.

Too Much Terp

The show seemed to have too much dancing. It opened with a fashion number and segued into a waltz with Debonaires and Chadwicks doubling. Then the Chadwicks stayed on for more dancing, followed by the Debonaires also with dancing. It wasn't until the East Indian number that the pace was picked up. Dancing in small doses is all right, but there seemed to be too much terp in the present show. A knockabout dance team that can get laughs, or some other kind of novelty would fit the show a lot better. Even if Tucker does do a wonderful job, she can't carry everything by herself. Something has to happen before she comes on.

Vincent Travers cuts the show with superior skill. Buddy Harlowe plays the intermission dance music.

Bill Smith.

NEW YORK, April 19.—Robert Lamouret, French ventriloquist, goes into the Copacabana next January. He is now in the Sid Fields musical in London. Lamouret works with a rubber duck.

Andres, Syracuse

(Tuesday, April 15)

Capacity, 425. Price policy, \$1.50-\$2 minimum. Shows at 10:30 and 2. Operator, Ray Martino. Manager, Barry Vianu. Booking policy, non-exclusive. Estimated budget this show, \$1,150.

Andres is going in for all-girl entertainment, other than emcee, after having used name acts most of winter season. Town has been fed up on so-called name attractions which failed to live up to billing, and new policy has given business a good pick-up.

Walter Murray, only male on bill, handles the show in neat style. He feels out the house slowly, warms it up with some clever chatter, and when he finally gets to his own spot he has them eating out of his hand. As an emcee, Murray wastes no time in introducing acts. He keeps the show at a fast pace thruout, has a neat appearance on the floor, and in his first showing in Syracuse is making a host of friends among patrons. Boy knows his way around. His fast delivery and timing showed in his story-telling and table bit, getting plenty of laughs. Murray scored the biggest individual hit of any emcee to play the spot this season.

"Cocktail Girls" Click

Gal line-up, headed by the Cocktail Girls (5), has precision, timing, good routines and nice wardrobe. Girls really look and act as tho they enjoyed working. Open with a military baton-swinging number, and then into a fan routine and close with a fast acro for great returns.

Joan Price, pint-sized canary, held the deuce spot. Gal is not too forte on pipes, but here delivery and personality on the floor makes up for it. Opened with *Blue Skies*, then into *Want To Get Married* and closed with *Summertime*. Last named is not suited for the gal. She should stick more to pop tunes.

Helen Nolan, tapster, completes the line-up. Gal stepped around and knows how to handle herself on the floor, earning good mits.

Dick Robinson ork (6) handles show in capable fashion.

B. S. Bennett.

Blue Room, Roosevelt Hotel, New Orleans

(Wednesday, April 16)

Capacity, 450. Price policy, \$1.50 minimum week nights, \$2.50 Saturday. Shows at 7:30 and 12:15. Operator, Roosevelt Hotel, Seymour Weiss, president. Booking policy, non-exclusive. Publicity, Al Bourgeois. Estimated budget this show, \$3,500.

Frances Faye not only steals the new show but just about is the show at the plushiest of New Orleans night spots. Two other acts, Miriam Seabold and Laurette and Clymas, are offered, but fail to round out the bill satisfactorily. New ork is Freddy Nagel, with vocals by Jane Easton and Dick Baldwin.

Failure of the other two acts to make a well-balanced evening of entertainment is not due entirely to acts themselves, but because both are dance routines. Both are theatrical, and so is Miss Faye, making the whole thing lopsided. Inclusion of a magic or novelty act of some sort would have improved things considerably.

However, that may be quibbling, because Miss Faye alone seemed to be enough to satisfy the payees. The veteran entertainer got terrific mits and begged off, too soon as far as the crowd was concerned.

Faye Gives All

From the second Miss Faye steps out to her piano, orchid-studded and black-gowned, the whole room knows they are in for entertainment and are going to like it. She gives with everything, hands, feet, voice, face and body with unusual intensity. Does a variety of numbers from *Black Magic* to her self-announced "dirty" parodies (See *Blue Room* on page 44)

HELD OVER AGAIN!

HAL RAYWIN
The World's Greatest Dancing Violinist

Now in 10th week of record breaking engagement

LOU WALTERS'
LATIN QUARTER
New York

★
Continuing indefinitely with the new show starring **SOPHIE TUCKER**

Direction: MILES INGALLS, Joe Flaum, Associate

Capacity, 1 Shows at Monte Prosc Publicity, C this show, \$

Topper Fields, in spot. W punchy f opened w *Showbiz*, two foot swing. H and then be a Jolsc all Jolsc pipes bog was slight came bac rangemen making t ley (his v married day. A l again. T oldies, wi the choru

Fields great fini ception. be better player be just play Fields ne

G.

Greb a most excel the biz. little bla ant cost set them Couple's lizing da show yo markable tention a

Sandra hooper, u She was toe and tosses of beautiful

Nancy worked different ter adva loaded v quate, b

The r virtually couple of Productio holdover

Michael outstand

E

VANI the subs Cliff Ha and the the spot on the lightning tically a Pearl a dates is Pearl a take. I fact. H hasn't st ent gen many y when I

MILT "Joe Sch

Writer a

1 Benn

Copacabana, New York

(Thursday, April 17)

Capacity, 610. Price policy, \$3-\$4 minimum. Shows at 8:30, 12:30 and 2:15. Operator, Monte Proser. Booking policy, non-exclusive. Publicity, George Evans. Estimated budget this show, \$6,000; last show, \$7,500.

Topper on the new bill is Bennie Fields, in his preem at an East Side spot. Working in his accustomed punchy fashion, the husky singer opened with a sock arrangement of *Showbiz*, giving it his familiar one-two foot beat plus a roundhouse swing. He followed with *Good Day* and then went into what started to be a Jolson medley. Songs were not all Jolson, but with Fields's deep pipes booming them out, the result was slightly terrific anyway. He came back with a tear-jerking arrangement of *Anniversary Song*, making the pitch about Blossom Seeley (his wife) "coincidentally" being married to him 27 years this very day. A big hand brought him back again. This time it was for more oldies, with customers coming in on the choruses.

Fields always comes up with a great finish, and this time was no exception. The effect, however, could be better if the singer had a piano player behind him. The band pianist just played the chords, and what Fields needs is melody behind him.

Grab and Lober Terps

Grab and Lober are still one of the most exciting novelty dance teams in the biz. Their costumes (boy in tight little black pants; gal in broad peasant costume, and both barefooted) set them off to good advantage. Couple's routines are as full of tantalizing dance patterns as ever. They show youthful abandon plus a remarkable co-ordination that got attention all the way.

Sandra Barrett, cute little brunet hooper, used to be in the line here. She was charming and went thru her toe and heel stuff with verve and tosses of the head which helped sell beautifully.

Nancy Doran, ballet dancer, worked with the productions. On a different bill, she might show to better advantage. Here, with show loaded with terpers, she was adequate, but no more.

The rest of the show remained virtually the same. There were a couple of new girls added to the line. Production numbers, however, were holdovers.

Michael Durso cut the show with outstanding skill. *Bill Smith.*

Follow-Up Review

VANITY FAIR, NEW YORK: With the substitution of Jack Pearl and Cliff Hall for the ailing Allan Jones and the addition of Gloria Gilbert, the spot has one of the best shows on the Stem. It runs like greased lightning and packs a wallop practically all the way. The combo of Pearl and Hall in their first nitery dates is a beautiful act to watch. Pearl is still the master of the slow take. His timing is well nigh perfect. His Baron Munchausen routine hasn't suffered thru the years. Present generation gave out with as many yocks as the old Palace mobs when Pearl was one of the top

MILTON BERLE says:
"Joe Schuster's Song Parodies Are Chuck-Full of Laughs."
Price, \$10.00 Each.
Writer of "Don't Shoot the Bartender, He's Half Shot Now."
JOE SCHUSTER
1 Bennett Ave. New York 33, N. Y.

Cafe Society Downtown, New York

(Tuesday, April 15)

Capacity, 210. Price policy, \$2.50-\$3 minimum. Shows at 8:30, midnight and 2:30. Operator, Barney Josephson. Booking policy, non-exclusive. Publicity, Marvin Kohn-Tibel Nord. Estimated budget this show, \$750. Estimated budget last show, \$1,350.

With the French chanteuse policy a success uptown, Barney Josephson has departed from the traditional downtown layout this time to intro another Gallic singer, Jacques Passy, along with the well-known Mary Lou Williams and Ann Hathaway. The over-all impression is okay.

Slim, mustached Passy, on last, was understandably nervous at first and so wasn't able to turn on his youthful charm until his third number. But when he relaxed enough to do his first encore, a French version of *A Gal in Calico*, he struck pay dirt. Passy has a nice baritone and excellent mike technique, which he picked up in European broadcasting. His lack of assurance, however, caused even his accent to sound phony and a table crooning bit which he attempted during one number dropped dead because of a lack of suavity and the fact that away from the mike his voice isn't powerful—the contrast between natural and mike voice is too great to cause swooning. Nevertheless, French singers are the vogue now and Passy has enough on the ball to make him a good bet for Josephson's village cellar. He's fairly certain to please both the gawkers and the genuine Francophiles, especially the fems.

Mary Lou Williams Tops

Mary Lou Williams, on any bill, is a guarantee of top 88-ing. Rambling around with *Lover*, as an opener, she followed with *Yesterday*, *Fifth Dimension* and an encore boogie number. Miss Williams's smile is one of the delightful parts of her work. She merits the hand she gets.

Husky-voiced Ann Hathaway is something to look at, especially in a strapless gown. The lovely brunette did three numbers in a torchy fashion, but went over well only in an encore, *It's Just the Gypsy in My Soul*, done in faster tempo. Possibly Miss Hathaway had a bad throat or perhaps she does rhythm songs better than the sob stuff, but on the night she showed to disadvantage at times because of an occasional harsh, cold tonal quality.

Gene Sedric's band opened the show in more modulated fashion than usual, but to good effect, with *I Think You're Wonderful* and *Honey-suckle Rose*. The ork also cut the show well. *George Berkowitz.*

CIRO'S, HOLLYWOOD

(Continued from opposite page)

Sablon's singing style. Savitt's crew (four fiddles, one cello, two brass, two reeds plus rhythm) utilizes pizzicato strings to a great extent, blending reeds and muted brass for body's sake.

Don Alfredo's South-of-the-border combo (4) provides dance beats for the Latin-addicts. *Lee Zhito*

monologists in the biz. Hall's straightening is equally masterful. His pedantic line feeding was in the old tradition and as good today as it was years ago. Together Pearl and Hall make one of the best acts around. How they'll do at the gate is something else. But the customers that do come in will find plenty of entertainment.

Gloria Gilbert, ballet dancer, fits the show like the proverbial glove. Her whirling dervish spins and her beautifully executed toe stands were as fascinating as they were skillful. *Bill Smith.*

Club Pic Brighter If Costs Will Hold

(Continued from page 40)

of almost \$3,700 in 1946, as contrasted with a net gain of \$19,000 in 1945. The unique newspaperman's club, a capital social center, attributes its loss not only to higher costs of food and services, but also to repairs and replacements which were put off during the war.

Free Spenders Vanish

Most night clubs in Washington report just as many customers as ever, but in the words of William Kavakos, owner of Kavakos Club, the folks are "tighter with their money." Kavakos, typical of capital nitery owners, has nevertheless kept the emphasis on talent. He recently instituted alternate floorshow and name-band bookings and finds this schedule gaining a favorable response from the customers, many of whom are "regulars." He plans to make the customary summer reductions in shows.

The Shoreham Hotel's Blue Room, for which bookings are handled by Maxim Lowe, shows a drop in weekday crowds. "Washington is a weekend town," according to Barney Briskin, orchestra leader at the swank spot for 16 years, who says capacity crowds have been the rule at the big Blue Room on Friday and Saturday nights. The Shoreham dance and show spot has two shows nightly, changing every two weeks.

Management of the nearby Wardman-Park's Metronome Room reports that enlargement of menu choices has been a contributing factor in upping patronage. The room does not offer floorshows, but dance bands are booked for approximately four-month runs.

"Show's the Thing"

Club Cairo finds "the show is the thing," according to Sam Schanker, who stages one of the city's largest floorshows. "We made our name on good shows and we'll continue to feature first-class, full-scale shows," he said. Schanker reported 1,000 reservations for a one-week run featuring Martha Raye the first week in April.

The Balalaika, putting on 12 acts twice nightly, contemplates no cut-back and no change in its all-Russian bookings, according to George Gallo, manager. Equal importance is given the full show staged at Casino Royal by Manager L. Tom. Major attraction at this spot for months has been Jack (Jive) Schafer and band, with wide variety in floorshows. Paul Young's Romany Room likewise will continue to base its appeal on two-a-night act shows, changed frequently in an intimate room for a largely repeat clientele, according to Manager Andre Samlin.



McCONNEL & MOORE

Comedy Jugglers

Now SKY-VU CLUB

Dallas

M. C. A.

Texas

AVAILABLE FOR THE FIRST TIME

THE ATTRACTION YOU'VE BEEN

WAITING FOR

PARKS — THEATERS

FAIRS — CELEBRATIONS

STARS OF WFIL-ABC NETWORK

The Entire Original Cast

HAYLOFT HOEDOWN

Hear Them on the ABC NETWORK

Every Saturday Night, 10:30-11 P.M.

FOR OPEN DATES

MAY 1 TO SEPTEMBER 10

Booking Exclusively Thru

JOLLY JOYCE

Write Earle Theater Bldg.

WAInut 2-4677 PHILADELPHIA, PA.

Tom and Tiny TWIST
America's Most Versatile Team
BALANCING
• Miniature Dogs
• Hand to Hand
• On 38 Ft. Rigging
EAST—Address: Lurry Kenneth Koonan Bldg. Pittsburgh, Pa.
WEST—Address: J. C. Michaels Reliance Bldg. Kansas City, Mo.
Atop 38-Ft. Rigging

WALTON'S O'ROURKE
APRIL 2, 9, 16, 23
THE NEVADA BILTMORE
LAS VEGAS, NEVADA

DISC SENSATIONS OF THE YEAR
Jerry Murad's
HARMONICATS
"PEG O' MY HEART"
"FANTASIE IMPROMPTU"
HELD OVER
COLLEGE INN
SHERMAN HOTEL
Chicago
ON VITA^{acoustic} RECORDS
MUTUAL ENTERTAINMENT AGENCY 203 N. Wabash Ave Chicago

COMEDY PATER

BLACK-OUTS • PARODIES
FOR ALL BRANCHES OF THEATRICALS
FUN-MASTER GAG FILES

NOS. 1 THRU 22 @ \$1.00 EACH

"BOOK OF BLACK-OUTS," Bits and Skills,
Great for Radio "Warm-Ups."
3 Vols. @ \$20 Per Vol. or \$50 for 3 Vols.

"BOOK OF PARODIES," \$10 Per Book,
10 Special-Written Sock Parodies.

SEND FOR NEW LIST OF COMEDY
SONGS AND PARODIES!

Don't Be a Ham-C!
"HOW TO MASTER
THE CEREMONIES"

(How To Be an Emcee)
\$3.00 Per Copy.

No C. O. D.'s on any material!
If en route also send permanent address.

PAULA SMITH
200 W. 54th St. New York City 19

MYSTIFYING! DRAMATIC! BEAUTIFUL! SPECTACULAR!

STROBLITE

LUMINESCENT COLORS
GLOW IN DARK

The choice of leading theatres thruout the world. Countless intriguing and spectacular effects can be attained with striking Stroblite colors and U. V. Blacklight. For stage shows, theatre decorations, advertising displays, night clubs, etc.

STROBLITE CO.
Dept. B, 35 W. 52d St., New York 19.

In Philadelphia
**HOTEL
SENATOR**
915-17 Walnut St.
Caters to
The Show World
NEWLY DECORATED
Rates From \$2.00
Restaurant and Bar
Lee Guber, Mgr.

COMICS! MC'S!
HERE'S THE MATERIAL YOU NEED
FOLIOS "A," "B," "C" and "D" each
contain COMEDY SONGS with music,
PARODIES, GAGS... BITS... COMEDY
CHATTER. \$2.00 EACH; NO C. O. D.'s
GAG FOLIOS 1, 2, 3, 4, \$2.00 EACH
3 VOLUMES, BLACKOUTS, SCENES, BITS,
Etc., \$25 Per Volume. Set of 3 for \$50

AL STANLEY
P. O. Box 1015 Los Angeles 53, Calif.

Sale on NEW Comedy Material!
For Radio, Stage, Etc.
Authored by top gagmen, you can now get Up-to-date hilarious gag files, called **PUNCH LINES**, Nos. 1, 2 or 3—\$1.00 each... 50 surefire Comebacks to Hecklers \$2.00... **COMEDY TEAM CROSSFIRE**—\$2.00... Parody: **OLD MAN'S LIVER**, \$1.00... **LAFFfile** collection of bellylaughs, \$1.00. Order now.

LAUGHS UNLIMITED
276 W. 43 St. New York City

ACTS—GIRLS
Jugglers, Acrobatic Dancers, Ventriloquists, Strips, etc., when in Baltimore contact

CLUB PICCADILLY
115 W. Fayette St. BALTIMORE 1, MD.

WANT GIRLS BAND
Five to Six pieces for South America.
Opening June 1st.

STAN WILLIS AGENCY
1850 Broadway N. Y. 19

New York:

Stem Resists Pox Scare; MH 140G, Cap 98½, Para 80

NEW YORK, April 19.—Smallpox scare or no smallpox scare, box-office totals continued strong at the six Stem pic-flesh houses last week with total takes coming to \$464,400, as against the Easter week's sturdy \$504,500. Two weeks ago, the six theaters racked up \$456,500.

Still scoring a solid take was the Paramount, with \$80,000 for the fourth week of its reduced matinee admission, indicating that lowered prices are bringing more customers. Xavier Cugat's first stanza at the Capitol brought in a solid \$98,500, its top take since Tommy Dorsey's opener in January.

Radio City Music Hall (6,200 seats; average \$110,000) got \$140,000 for the fourth week with the Arnaut Brothers, Ben Beri, Glenn Burris, Lucille Cummings and *The Late George Apley*, as compared to the previous frame's \$155,000. Preemed with \$138,500, then went to \$140,000.

Roxy (6,000 seats; average \$85,000) collected \$72,000 for the third and final stanza with Jackie Miles, Connie Boswell, Peters Sisters, Buster Shaver and *Carnival in Costa Rica* to rack up \$227,000 for the total run. Kicked off with \$81,000, then went to \$74,000. New bill, reviewed this issue, has Lecuona's Cuban Boys, the Three Swifts, the Del Rios and *Alexander's Ragtime Band*.

Capitol (4,627 seats; average \$72,000) brought in \$98,500 for the first week with Xavier Cugat's ork, Lewis and Martin, Betty Reilly and *Smash-up*.

Paramount (3,654 seats; average \$75,000) brought in \$80,000 for the fourth week with Jimmy Dorsey's

ork, Louis Jordan's Tympany Five, Pat Henning and *My Favorite Brunette*, as against the previous week's \$100,000. Started with \$110,000, then went to \$100,000.

Loew's State (3,500 seats; average \$25,000) got \$29,000 for the second and closing week with Mickey Rooney, Jane Harvey, the Marvelettes and *The Mighty McGurk*, compared with preem's \$45,500. New bill, reviewed this issue, has Bobby Breen, Joe Besser, Maurice and Maryea, Marie Louise and Charles, and *California*.

Strand (2,700 seats; average \$40,000) collected \$45,000 for the second frame with Cab Calloway's ork, Dusty Fletcher, Miller Brothers and Lois, and *Stallion Road*, as against first week's \$63,000.

Boston:

Hutton and 3 Flames Weak 25G at Boston

BOSTON, April 19.—The box office sag continued for another week in the Hub, with the RKO-Boston Theater and a top, fast-paced show slipping \$3,000 behind the average established in the past three months. Marion Hutton and the Three Flames managed to pull a tidy but below-average \$28,000 for the week ended Wednesday (16). Pic, *Trail Street*.

The current show, with Frankie Carle and his ork spotlighted, started off slowly at the box office, but picked up fast. Pic, *The Devil Thumbs a Ride*.

CHICAGO, CHICAGO

(Continued from page 41)

in their poised movement. Team continually had satisfied smiles and their pleasure in dancing projected easily. They went thru a series of the more easily understood steps, with the comedy j-bug minuet and their version of *Whispering*, done to whistling by the audience, as the biggest mitt-snatchers.

Two remaining acts, both on the laugh ledger, didn't get the usually good response they rate in Chi because audience was, in the majority, above the 45-year mark and cold to any comedy attempt. Carlton Emmy and his 12-canine steeplechase unit hit several times for good results, but it was hard to keep the titters consistent. Jean Carroll, who scored well recently at the Chez Paree, had in addition to material she previously used, several more punchy bits, but the audience just wouldn't crack to her work. Gal's new encore bit, a race track parody, is meaty material and rated, like her whole routine, a far better response.—*Johnny Stippel*.

RKO ALBEE

(Continued from page 41)

ber of humorous character types on the recall.

The Pitchmen, male trio, garnered top laugh laurels with their screwball humatone projection of the classics and pops. Turn is replete with junk gimmicks and gadgets which the lads use to get across their impressions of various orks. Push over the payees with the mad zanyisms and could have remained on indefinitely.

Lombardo crew closes it with a medley including *Easter Parade*, *Seems Like Old Times* and *Moon Over Brooklyn*, with the twin pianos getting in sock licks and trombones

FAY'S, PROVIDENCE

(Continued from page 41)

Regards to Broadway, Harrigan and *I'm a Yankee Doodle Dandy*. After a great hand he encored with a two-part song which he and Cohan Sr. once did in a *Friars' Frolic*. This time he did both parts. It was a reminiscent bit but lacked a Cohan punch. However, it drew him another bow, in which he commented: "I've stolen all the rest of dad's act, I might as well steal his curtain speech too," which he did—the "My father thanks you" one.

If the young man can acquire stage presence as well as he has acquired sr.'s stage style, he'll do business for any theater.

Good Back-Up Acts

While it's Cohan the patrons came to see, it was a good bill that backed him up. It opened with Bud Carlyle and Rosa in their standard rope and whipcracking turn. Gordon Gifford, baritone, No. 2, has a strong voice used well in such standard numbers as *Without a Song*, *Oh, What a Beautiful Day* and *That's Why Darkies Were Born*. Don Francisco, juggler, followed, showing showmanship in handling of tennis balls.

To follow Cohan was no easy job, but hokum of Bert Yorke and Barbara Pierce met the assignment well with loud and rough stuff delivered with a punch. Yorke did a good W. C. Fields bit at one spot. The hand-balancing turn of Louis and Oliver, man and woman team, brightly costumed and nicely presented, closed the show. House ork used a jivey overture, *Elks' Parade*.

Charles A. Rosskam.

and clarinets giving grand-slam assists.

Pic, *Calendar Girl*.

Bob Doepker.

LOEW'S STATE

(Continued from page 41)

in England, Arren and Broderick have a satiric song routine that earned healthy applause. Mainstay of the act is the gal half, Charlotte Arren, whose smooth vocal slapstick reaped strong yocks. Miss Arren dressed up the act with several costume changes and showed a strong soprano. During her stint she hit several difficult high ones with apparent ease. The team had to beg off.

Joe Besser started cold but warmed up fast. Working with Jimmy Little, the comic showed the same familiar material, which may not have won yocks but kept chuckles at an even pace.

Opener, Marie Louise and Charles, featured the gal's difficult trapeze bar stunts. Stopper was the bit in which Marie Louise divested herself of her shoes and swung from the bar while hanging by her heels.

Puppets

George Prentice's standard puppet routine sold well. The ballroom team of Maurice and Maryea showed some sock air work and smooth routines. Opening routine, a ballet bit, was beautifully executed. The pair's solid one-armed spin during their third bit won hearty mitts.

Pic, *California*. Don Marshall.

BLUE ROOM

(Continued from page 42)

dies, which don't seem to hurt anyone's sensitivity.

Show starts off with Miriam Seabold, who does several adequate toe and ballet numbers. Act is not spectacular enough to open a show and does not hold attention at first. More color is needed. Did a samba and boogie on tip-toe as well as classical ballet.

Laurette and Clymas clown thru several novelty dance numbers with fair success. Laurette's attitudes and facial expressions appealed to the crowd and act got more attention as it progressed. A good solid dance number added to the comic pantomime and burlesque would have been an improvement. Encore with Clymas twirling her around while she is stretched out on his shoulders is spectacular and got a great hand.

Nagle's music is fine for dancing and not especially typed, but mostly sweet and smooth to the approval of the clientele. He makes with the maraccas, plays saxophone and handles the emcee spot competently. Comely singer Jane Easton could get by on her looks, but doesn't need to, as her voice is good and she goes all-out to sell songs. Dick Baldwin is well received with popular, stylized singing.

Dick Hartshorn.

EMBASSY, N. Y.

(Continued from page 42)

smooth and competent and their appearance is good.

Jose Melis teed off with a couple of piano solos, of which his boogie number was the belter. It showed a fine left hand to match his unusually competent right. Boy is an excellent soloist. He's not so good as a show cutter.

Bill Smith.

AVAILABLE

for Hotel or Club

Single veteran, 33, no bad habits. Can manage club, book shows or handle help. 15 years' show business. Also experienced in food catering. Go anywhere. Photo and references on request.

Write BOX D-480, The Billboard, Cincinnati, Ohio

LESS LEGIT COIN FROM PIX

More Aspirants Land Jobs Thru Brown Auditions

NEW YORK, April 19.—Now that the strawhat season is fast burgeoning, the Chamberlain Brown auditions for new talent take on added impetus. At the Malin Studio on Tuesday (15), Brown show-cased summer talent futures from 2 o'clock until late in the afternoon. Such potential employers as Harry Brandt, Jules Leventhal, Milton Steifel, Eddie Gould and Weldon Heyburn were on hand to look over the embryo thespians.

The Brown auditions have become a first-aid to aspiring acting youngsters over the past six years, with over 50 auditionees on various pay rolls. Tuesday's shakedown adds to the list. Young Dan Baker showed enough promise in a scene from *Dream Girl* to rate a summer-job bid from Stiefel at Ivorytown, Conn. Ann Barlow and James Greaves are set for a summer session at Hartford, Conn., with Weldon Heyburn via a try-out scene from *Deep Are the Roots*. Heyburn also picked William Calloway for another Hartford spot for his audition bit from *The Last Mile*.

Others Show Talent

From this reporter's seat, at least three others should rate strong consideration. Ex-G.I. William Altman was the afternoon's standout in a scene from *Night Must Fall*, and Peggy Fenn ought to be any summer-stock troupe's asset on the basis of a bit from *Accent on Youth*. Both definitely have what it takes. Pat Burdill also looks like a comer, provided she is not typed strictly for an Ann Thomas angle of approach. It will be interesting to catch her in another audition along different lines.

As a tip to future aspirants who may be skedded for showcasing at the next audition, Friday (20), it is smart to limit material to the required three minutes. A minute is enough to intrigue buyer interest, provided the talent is there, and an overrun on the time sked is more often than not apt to result in annoyance rather than salesmanship.

Bob Francis.

Courtroom 'Dugan'

SACRAMENTO, April 19.—Beginning Thursday (17), *The Trial of Mary Dugan* is being presented in a courtroom of the Sacramento County Superior Court for an unlimited engagement. Presentation is by the Sacramento Civic Repertory Theater, under the direction of Myron Hamm.

"The production is staged entirely as tho it were a real court trial," Hamm said. There is no curtain, no lights. The play follows court procedure almost completely, except that the ordinary type of cross-examination is eliminated to preserve the dramatic suspense.

Proceeds will go to a fund for the \$500,000 Eagle Theater which SCRT proposes to build at 15th and H streets.

Cut in Scale for 'Carousel' Tips Stem Downtrend

NEW YORK, April 19.—Beginning April 28 and indicative of the slumping legit b. o. on Broadway, *Carousel* cuts its ticket prices from \$6 top to \$4.80 top, with more seats being made available for less dough all thru the house. There will be 40 more \$1.20 seats on hand at the Majestic, the show's home. Reduction does not imply that new shows preeming will cut prices, but means Stem producers see the handwriting on the wall and are trying to grab some of the summer tourist trade instead of closing up shop.

Voice of the Turtle and *Another Part of the Forest* already are peddling two-for-ones. Last season, *Deep Are the Roots* did the same thing, with results that kept the show going during the hot months.

Trying Radio Hypo

Carousel also is beginning an interesting radio advertising campaign that will use five plugs per week on the Martha Deane and Ted Husing shows. Radio flacking will offer reservations over the phone to customers to try to reach a new audience. The Theater Guild show is now in its third year on the Stem.

Another Part of the Forest previously was allowed to cut salaries 25 per cent by appearing before the Equity "cutsboard," but refused. However, biz has been so bad that Kermit Bloomgarden, the producer, has taken advantage of the privilege and since April 14 the cast has been getting three-quarters of its former salary. Show is slated to close May 3 unless biz picks up. Members of the cast holding run-of-the-play contracts will get two weeks' extra pay if the show doesn't run to May 31.

Det. Operetta Ends With Top Take, 480G

DETROIT, April 19.—The 10-week season of the Detroit Civic Light Opera wound up Sunday night (13) with a gross 15 per cent over any of its three predecessors: \$408,020 compared with \$350,000 in 1944. Attendance: 295,000.

The final production, *The Wizard of Oz*, starring Evelyn Wyckoff, had an average gross of \$40,697 with an attendance of 28,000. High of the season (\$57,549) was the opener, *The Firefly*, with Allan Jones and Rosemarie Brancato, closely followed by *The Desert Song* (\$55,082) with Walter Cassel and Andria Kuzak. The low was hit by *The Mikado* with Lanny Ross and Andria Kuzak, which snared only \$33,324 but did fairly well in attendance because of the large proportion of low-price ducats sold.

Radio Helps Out

Outstanding touches of showmanship featured the build-up for the season. Vaudeville, radio and other fields were drawn on, notable examples being Ross in *The Mikado*, Frankie (Sugar Chile) Robinson's thesping debut in *My Maryland*, Bennett and Franks in their standard vaude comedy sofa routine worked into *Balalaika*, and A. Robbins with his zany banana magic act in *The Wizard of Oz*.

Significant of this interchange of talent is the way some of the opera talent was grabbed up by leading local nights spots. Allan Jones moved

BROADWAY SHOWLOG

Performances Thru April 19, 1947

New Dramas

	Opened	Perfs.
All My Sons.....	1-29, '47	93
(Coronet)		
Another Part of the Forest.....	11-20, '47	173
(Fulton)		
Born Yesterday.....	2-4, '46	513
(Lyceum)		
Happy Birthday.....	10-31, '46	192
(Broadhurst)		
Harvey.....	11-1, '44	1,016
(48th Street)		
Joan of Lorraine.....	11-18, '46	156
(Alvin)		
John Loves Mary.....	2-4, '47	87
(Music Box)		
Life With Father.....	11-8, '39	3,121
(Bijou)		
O' Mistress Mine.....	1-23, '46	111
(Empire)		
State of the Union.....	11-15, '45	599
(Hudson)		
Tenting Tonight.....	4-2, '47	21
(Booth)		
Voice of the Turtle, The.....	12-3, '43	1,360
(Morosco)		
Whole World Over, The.....	3-27, '47	20
(Billmore)		
Years Ago.....	12-3, '46	150
(Manfield)		

REVIVALS

Alice in Wonderland.....	4-5, '47	17
(International)		
Burlesque.....	12-25, '46	134
(Belasco)		
Importance of Being Earnest, The.....	3-3, '47	56
(Royale)		
Lady Windermere's Fan.....	10-11, '46	216
(Cort)		

Musicals

Annie, Get Your Gun.....	5-16, '46	378
(Imperial)		
Barefoot Boy With Cheek.....	4-3, '47	20
(Marlin-Beck)		
Brigadoon.....	3-13, '47	41
(Ziegfeld)		
Call Me Mister.....	4-18, '46	423
(National)		
Carousel.....	4-19, '45	839
(Majestic)		
Finian's Rainbow.....	1-10, '47	115
(46th Street Theater)		
Oklahoma.....	3-31, '43	1,710
(St. James)		
Street Scene.....	1-9, '47	116
(Adephi)		

REVIVALS

Chocolate Soldier, The.....	3-12, '47	45
(Century)		
Sweethearts.....	1-31, '47	103
(Shubert)		

OPENED

Message for Margaret.....	4-16, '47	5
(Plymouth)		
All-out thumbs-down from crits. No: Louis Kronenberger (PM), William Hawkins (World-Telegram), Ward Morehouse (Sun), Robert Garland (Journal-American), Robert Coleman (Mirror), John Chapman (News), Howard Barnes (Herald Tribune), Brooks Atkinson (Times), Richard Watts Jr. (Post).		

COMING UP

(Week of April 21, 1947)		
Miracle in the Mountains.....	4-25, '47	
(The Playhouse)		

CLOSED

Bathsheba.....	3-20, '47	29
(Barrimore)		
Saturday (19)		
Message for Margaret.....	4-16, '47	5
(Plymouth)		
Saturday (19)		

into the 500 Club; Ollie Franks played two engagements at the Club Burgundy, one doubling with her opera week, and Robbins went in this week as co-star at the Bowery.

O'Daniels To Return

Barrie O'Daniels, who headed up production for the first time this season, has been okayed for a return engagement as producer next season. Meanwhile he may stage a summer of open-air operetta in the Greek Theater at Hollywood.

Only 916G in '46 Against 3 Mil in '44

Scarcity of Good Plays

(Continued from page 3)

figures are just down payments with the final take much higher.

Another interesting development is that out of the big five film companies—Universal, Warner Brothers, RKO, Paramount, and Metro-Goldwyn-Mayer, the last two didn't even buy a script. Previous year Paramount bought three plays and MGM five, altho two of the Metro scripts never hit the boards.

It also is noteworthy that one-third of the scripts purchased found their way into the possession of independent film companies. Two scripts, *Sleep No More* and *Johnny Belinda*, were off the boards several years when they were purchased.

Analysis of this bad year shows that the 79 plays were produced in 1946, 21 were revivals, of which seven already had been purchased by screen outfits in one version or another. One play was a propaganda script, *A Flag Was Born*, and *Bal Negre* was just a dance revue. Thirteen musicals and three revues were presented that year.

Wilk Blames Scripts

Commenting on the lack of buying by studios, Jake Wilk, Warner Brothers' Eastern story head, states that movie firms aren't moving out of the legit field, but that few important scripts were produced in 1946 as compared to the previous years. Wilk's idea of an important play is one with a sock idea and plenty of story content to interest audiences.

The feeling on the Coast is, the exec claims, that to justify the high asking prices of playwrights, agents and producers for scripts, Broadway has to deliver the goods. As terms have gone up, the movie companies are becoming more choosy. Method is now for them to set their scenario writers to work dreaming up scripts.

Tho movie outfits have bought more books than plays, Wilk admits that a legit script actually has more penetration than a book. He feels that most people don't go for the (See Picture Firms on page 46)

Dunham Terps Do Week Stint in Mex

MEXICO CITY, April 19.—Katherine Dunham and her company of 25 Negro dancers opened a week's engagement under auspices of the American Theater Tuesday (15) in the Teatro Esparanza Iris.

The American Theater ran for six weeks before suspending prior to Easter week while backers Sam Pearce and Irving Marks reshaped their plans in an effort to attract more box office. Legitimate productions starring Dame Mae Whitty, Margo, Roddy McDowell, Gertrude Lawrence, Dennis King, Eddie Albert and Melvin Douglas were top-notch in every respect, but the English-speaking residents here didn't go all out in support. Inadequate publicity was one reason.

Foreign Opening

SCHOOL FOR WIVES

ATHENEUE THEATER, PARIS

A comedy by Moliere. Staged by Louis Jouvet. Sets and costumes, Christian Berard. Music, Vittorio Rauti. Produced by Louis Jouvet.

Moliere's classic comedy, *School for Wives* (*L'Ecole des Femmes*), has been given a fresh and novel production by Louis Jouvet at Jouvet's 700-seat Atheneue Theater.

high spot of his staging career.

The plot is known to American audiences: A middle-ager brings up a beautiful young thing according to his own specifications in order to have a perfect wife—only to have her fall for a lover. The play has been done many times by our little theaters and was produced by the Theater Guild during its early days.

Jean White.

This time, instead of the classic Louis XIV type of staging, Jouvet, with remarkably simple and provocative set and costumes by Christian Berard, has given the play a modern twist. Berard has achieved the same mocking good humor in his set as Moliere in the play.

Jouvet in Lead Role

Louis Jouvet, besides producing and directing, acts the principal role of old Arnolphe. One of France's best loved actors, he is especially familiar to Americans thru his excellent work in films. His Arnolphe is a masterpiece of technique. Dominique Blanchard, a newcomer to the French stage and daughter of the movie star, Pierre Blanchard, plays the ingenue, Agnes.

With this production, periodically revived since 1935, Jouvet reaches a high spot of his staging career.—Jean White.

Topeka Playwriting Contest In Finals; Decision June 1

TOPEKA, Kan., April 19.—Eighty-five manuscripts are entered in the Topeka Civic Theater's playwriting contest for the \$500 John Breyfogle award, with winners scheduled to be announced June 1.

Screening committee has selected the best MSS., which are being passed on to the judges, three professors: George Wilner, of Wichita University; Allen Crafton, of the University of Kansas; and Earl G. Hoover of Kansas State. Scripts this trio selects will be sent on to Eddie Dowling, Stem producer, for final decision. Eventual winners will be offered to pro producers.

3 Thesps Teach Vets

TOPEKA, Kan., April 19.—A trio of actresses recently played a five-day stand at Winter Veterans' Hospital here, teaching the convalescents how to act and direct. Their tour was sponsored by American Theater Wing. The thesps were Martha Greenhouse, Marie Carroll and Noel Mills. Miss Mills was in the film *Madame Curie* and the road company of *My Sister Eileen*. Miss Greenhouse is a radio actress who has played in *March of Time*, *Aldrich Family* and *Columbia Workshop*. Miss Carroll played in *The Little Foxes* and Bea Lillie's *The Show Is On*.

Cohan Jr. Vaude Bow Okay

PROVIDENCE, April 19.—George M. Cohan Jr., who made his theatrical debut at Fay's here April 11, doing a vaudeville single with his dad's old pianist, John McLaughlin, as accompanist, has been held over for a second week's booking—the first hold-over at Fay's since 1916. Cohan was guest of honor Monday (14) at a luncheon of the Town Criers of Rhode Island, business men's organization. He was made an honorary chief crier and received a gold St. Christopher

Picture Firms Cut Legit Coin

(Continued from page 45)

written word and would rather sit back and be entertained by plays. This leads him to the conclusion that more people see plays than read books.

Pre-Production Deals

Wilk, who sponsored pre-production deals for scripts with John Wharton, the attorney for the playwrights company, says these deals haven't worked out. His argument is that many producers actually are getting what should be considered the total payment for a show, when in reality it is only a down payment. As a result, managers get hit money before production for what frequently turns out to be a flop. He says, "We should make hits out of flops, not flops out of hits."

Wilk still is for pre-production deals but on the basis of a smaller down payment.

However, the picture isn't all black. Metro bought *Annie, Get Your Gun* for Judy Garland for 650G this year. Also in 1947, *Another Part of the Forest* went for 250G to Universal-International. *Park Avenue* went for 30G and *Years Ago* for 120G to Paramount. *Joan of Lorraine*, being made independently, netted the playwrights company only a small down payment, but the legit outfit will participate in the movie's profits.

In addition, there are several scripts still on the boards that signpost plenty of coin futures including *Harvey*, *Born Yesterday*, *Oklahoma*, *Call Me Mister*, *Finian's Rainbow* (the asking price here is 650G and 30 per cent of the picture's profits), *All My Sons*, *Brigadoon* and *Barfoot Boy With Cheek*. *Street Scene* also is on the market, Dwight Deere Wiman having bought back screen rights for less than 10G from United Artists. Reports are that movie companies aren't too interested in bidding for *O' Mistress Mine* because they feel the show is strictly a vehicle—long on thesping and short on plot.

Flacky-Wacky

A touch of spring seems enough to spark even the jaded emotions of a press agent. The doleful muse has socked Tom Weatherly, of the J. H. Del Bondio office, right in his public relations. He busts out into verse, as follows:

Press Agent's Lament

Back in the spring of 'twenty-five,
(Hardly a man is now alive)
When first I hit the Great White Way,

Drama pages were really gay.

You could land a pic of a chorus girl
(Ermine muff and huge spit curl)

By simply treating ye old-time eds

To 5-cent beers with creamy heads.

You could steal two columns, maybe three,
(Depending upon your duplicity)

With milk baths, mayhem, multiple wives,
Or the prima donna's love for chives.

But times have changed, alas and alack,
(It's really tough to be a flack)
Today, you're lucky—and genius-tinted

If you even get *Chocolate*
Soldier printed

Out-of-Town Opening

A YOUNG MAN'S FANCY

(Opened Tuesday, April 15, 1947)

LOCUST STREET, PHILADELPHIA

A comedy by Harry Thurschwell and Alfred Golden. Produced by Henry Adrian. Staging, Robert E. Perry. Scenery and lighting, Ralph Alswang.

CAST: Lynne Carter, Bill Talman, Hugh Raffly, Jean Lawrence, Richard Leone, Donald Hastings, Roy Sterling, Bart Roe, Lenore Lonergan, Jean Shepard, Ronnie Jacoby, Raymond Bramley, Lee Carney, Myrtle Ferguson and Mickey Carroll.

This is the third try that Henry Adrian is making with this new comedy, giving it an overhauling after previous false starts in Boston and Wilmington, Del. But the producer must now be convinced that he struck out. The sad fact remains that this roundelay of teen-age hi-jinks doesn't measure up to an evening in the theater. There are some funny spots in the adolescent antics, but the play's farcial best foot forward gets out of step too often and there is hardly enough vitality in the lines to keep it alive for three acts.

The two authors have chosen a likely setting in the bunkhouse of a summer camp for boys and girls. Their lead character is a precocious youngster who is the rich parent's problem child. Apart from his exalted opinion of his own importance, the teen-ager has yet to assert his masculinity. In getting the sissy attributes knocked out of him, he gives his four bunkmates a whirl of shenanigans that might put a juvenile delinquent to shame. But in the end, he turns out to be all boy.

Summer Romance

On this setting is super-imposed a summer romance that has developed between councilors at the camp—and the blue-blooded rowdy does a switch on John Alden. The dear boy helps to sustain the romance to hilarious returns by doing the love letter penmanship, but for a guide uses a medical book on nervous disorders, so that sex has its day at the camp. There's nothing subtle in what cupid cloaked in medical nomenclature sounds like. But here again, love will out and the course runs smoothly before the curtain-falls

Ronnie Jacoby as the rehabilitated sissy, Bart Roe as the ever-hungry fat boy, Roy Sterling as the camp wit, and Richard Leone and Donald Hastings as the toughies, all have a good time with the antics lined up for them by the authors, making the most of what little substance there is in the play. Even less is provided for Bill Talman and Lynne Carter as the love interest. And the comedy capabilities of Lenore Lonergan, as head of the girl's section of the camp, are completely wasted. All the others in the cast wander on and off the settings with little meaning or significance in either lines or actions.

The material is entirely too flimsy to take seriously at the box-office, and while this third try is geared for a hop to Broadway, it's hardly likely that the producer will dare.

Maurie Orodener

Opera Follows Shakespeare As Golden Theater Pic Fare

NEW YORK, April 19.—The John Golden Theater, which has been tenanted by the British film *Henry V* for a long run, will replace the Shakespeare pic with another film May 5.

New movie is the Italian-made screen version of the opera *The Barber of Seville* and headlines the current Metopera tenor star, Ferruccio Tagliavini. Deems Taylor has been engaged to explain story before each act. New pic also will have two-a-

Critic New Head of Comedie-Francaise

PARIS, April 19.—Several weeks ago a crisis struck France's national repertory theater, the Comedie-Francaise, and Andre Obey resigned the directorship. The increasingly difficult search for a successor ended last week when Pierre-Aime Touchard, the drama critic, was appointed.

The appointment has taken many people by surprise. It is the first time that anyone can remember that a critic has been chosen for this important chore. Usually an outstanding writer has been selected. (Obey is a playwright.)

Touchard is known for his independent thinking and relentless but fair criticism. He has the rarely combined qualities of appreciation, interest and enthusiasm for a modern dramatic experimentation — which should bring about a marked improvement in both rep and thesping.

Ojai Festivals Group Sets Coast Auditorium Series

HOLLYWOOD, April 19.—A series of three pre-season showings sponsored by Ojai Festivals, Ltd., an artist group which sponsored quality legit and musical events in pre-war days, is set for the Nordhoff Auditorium here on three Sundays, May 4, and 18 and June 15.

The series will consist of a song recital by the French baritone of the Metopera, Martial Singher; a production of *Macbeth* by the Michael Chekhov Players, formerly connected with Darlington Hall, England, and a chamber ork concert conducted by Thor Johnson, new permanent frontier of the Cincinnati Symphony Orchestra.

Dinner for Vet Comies To Send Kids to Camps

NEW YORK, April 19.—The National Laugh Week Foundation is running a testimonial dinner at the Waldorf-Astoria May 23 for comics who've been around for a quarter century or longer. Proceeds will go toward sending under-privileged kids to summer camps run by the Fresh Air Fund.

Dinner sponsors include Brock Pemberton, Oscar Hammerstein II, Gene Buck, Spyros Skouras, Lawrence Langner, Sol Lesser, Fiorello H. La Guardia and Grover Whalen. Some 35 comics will be kudoed at the session.

ROUTES

Dramatic and Musical

Anna Lucasta (Plymouth) Boston.
Anna Lucasta (Belasco) San Francisco.
Accidentally Yours (Stockton, Calif., 23;
Memorial Aud.) Fresno 25.
Blossom Time (Erlanger) Atlanta, Ga.
Born Yesterday (Erlanger) Chicago.
Beggars Opera (Shubert) Chicago.
Ballet Russe de Monte Carlo (Opera House)
Boston.
Bloomer Girl (English) Indianapolis.
Barrets of Whipple Street, with Katherine
Cornell (Mayfair) Portland, Ore., 23; (Tem-
ple) Tacoma, Wash., 24; (Lyric) Vancouver,
B. C., Can., 25-26.
Blackstone (Geary) San Francisco.
Cyrano de Bergerac (Hanna) Cleveland.
Call Me Mister (Emery Aud.) Cincinnati.
Draper, Ruth (Wainut) Philadelphia.
Dear Ruth (National) Washington.
Fatal Weakness, with Ina Claire (Selwyn)
Chicago.
Class Managerie (Shubert Lafayette) Detroit.
Harvey, with Joe E. Brown (Harris) Chicago.
Hamlet, with Maurice Evans (Colonial)
Boston.
Iccan Cometh (Bushnell Aud.) Hartford,
Conn., 23; (Shubert) New Haven 24-26.
Lute Song (Studebaker) Chicago.
Laura (Court Square) Springfield, Mass., 23;
(Academy of Music) Northampton 24;
(Lyric) Bridgeport, Conn., 25-26.
Magnificent Yankee (Biltmore) Los Angeles.
Oklahoma (Paramount) Omaha.
Pygmalion, with Gertrude Lawrence (Cass)
Detroit.
Red Mill (Shubert) Boston.
Student Prince (Auditorium) Denver 23; (Mu-
sic Hall) Kansas City, Mo., 25-26.
State of the Union (Forrest) Philadelphia.
State of the Union (Park) Youngstown, O.,
23; (Shea) Erie, Pa., 24; (Auditorium)
Rochester, N. Y., 25-26.
Two Mrs. Carrrolls (Royal Alexandra) Toronto.
Maurie for Post (American) St. Louis.

Broadway Opening

MESSAGE FOR MARGARET

(Opened Wednesday, April 16, 1947)

PLYMOUTH THEATER

A drama by James Parish. Staged by Elliott Nugent. Setting, Donald Oenslager. Company manager, Thomas Bodkin. Stage manager, James Nelson. Press representative, Sol Jacobson. Presented by Stanley Gilkey and Barbara Payne in association with Henry Sherck, Ltd.

Margaret Hayden Mady Christians
Stephen Austin Roger Pryor
Adelaine Chalcut Miriam Hopkins
Robert Chalcut Peter Cookson
Mild Janice Mars

Once more the Stem adage proves itself—that what may be hot stuff in London may be cold turkey here. James Parish's drama of fem feuding over the memory of a dead man, titled *Message for Margaret*, may have titillated the West End, but at the Plymouth, even as canny a trio as Mady Christians, Miriam Hopkins and Roger Pryor can make it no more than fantastically artificial drivel.

Parish's yarn is something that might step from the pages of a fem mag—somewhere between the crocheting hints and the recipes. It concerns the demise of a publisher who has muttered a deathbed message of endearment for "Margaret." Since Margaret is both his wife's name and his author-mistress's pen name, some complications are in the making. Unfortunately, they come to little dramatically and never to anything believably. The author-mistress is inclined to bitchiness, but just why she wants to harpoon friend wife with an expose of dirty linen is something only Parish knows about female psychology.

The Plot Thickens

Anyway, the ladies hate each other so fiercely that they become friends in the process—that is, until the wife discovers that the other gal is in an interesting condition thanks to the deceased spouse. Then she tries futilely to push her off a balcony, but only succeeds in paving the way for a similar header by the mistress's estranged husband. The latter is a nice guy, even if his mental processes are as incredible as those of the rest. The lad's death has a leavening effect on both gals. So far as a reporter could judge, the mistress was going to turn over the rearing of the expected blessed event to friend wife and both were certain that the message of the dying publisher had been directed to his ever-loving spouse. Roger Pryor, however, who was the only one purporting to have heard the deathbed crack, still wasn't sure. In any event, whomever the message was meant for, it doesn't get over to the audience.

Direction Weak

All of this continues stodgily and at great length because of singularly uninspired direction from Elliott Nugent. It is packed with dismal, tiresome talk—without a laugh in a carload—leading up to an incredible climax.

Just what intrigued Mady Christians and Miriam Hopkins into undertaking the roles of the wife and the bitchy mistress is hard to say. Neither one gains any stature by the gamble. La Hopkins comes off the better of the two—probably on the basis of the sheer, selfish nastiness of the role. Miss Christians contrives to give the wife an overlay of annoying smugness, which may be intended as an indication of the reason for the defunct publishers' extramarital.

Roger Pryor's chore is to be pleasantly helpful as the family friend. What lighter notes are in the dreary affair fall to his lot and he manages to inject a modicum of lively sanity into the proceedings. Peter Cook-

Jim Crow Suit in D. C. Near Finish; N. Y. Flacks Hit Bias

WASHINGTON, April 19. — The Jim Crow suit against the National Theater is headed to a wind-up. With cross-examination completed in Small Claims Court here Wednesday (16), Judge Nadine Gallagher, presiding over the trial in which seven persons are demanding refunds from the National Theater, withheld his ruling on a motion by plaintiffs' chief counsel, James A. Cobb, for a stipulation that the National Theater, being incorporated in the State of New York, is in violation of New York State Civil Rights Law barring Jim Crow practices.

Cobb did win two favorable rulings from Judge Gallagher. He was upheld in opposing an attempt by the theater's counsel to subpoena records of the Committee for Racial Democracy (CRD), which has been protesting the House's racial discrimination policy. Cobb also was upheld in opposing the theater's attempt to get testimony from Ida Fox, CRD's executive secretary.

"Unconstitutional"

In objecting to the demand for subpoenaing CRD records, Cobb contended that the committee is not a direct part to the suit against the National and that forcing the committee to bring in evidence against itself would be in violation of the fourth and fifth amendments to the constitution.

The theater is being sued for refund of ticket purchases by seven persons who attempted to take Negro guests to a performance December 11.

Defense cross-examination ended abruptly Wednesday after Judge Gallagher's rulings on the CRD, and it is expected that both sides will be able to complete their summations in five hours at a wind-up proceeding.

ATAM Backs Equity Campaign

NEW YORK, April 19.—The Association of Theatrical Agents and Managers (ATAM), at its bi-monthly meeting at the Hotel Claridge here yesterday (18), threw its support behind the campaign led by Actors' Equity to end discrimination against

Chi Legit Biz Dive Closes Four Shows

CHICAGO, April 19.—The legit slump which has hit Chi during the past several weeks reacted on four companies this week with three announcing closings, and the fourth, *Harvey*, slated to fold soon. First out was *Beggars' Holiday*, which closes today after three weeks in the Windy City. Mixed crux notices and poor b. o. forced it to go under wraps. Second out is *Three To Make Ready*, which will hit the road May 10 after a fair 14-week stand. Average was about 22G.

Lute Song is calling it a day May 3 after 11 good weeks and about three mediocre ones. *Harvey*, with Joe E. Brown, is slated for an early fold after a long and successful run.

Born Yesterday and *The Fatal Weakness* are the only strong shows in town, both hitting around 21G.

son is also helpful as the bedeviled lad who takes the tumble.

However, none of them can do much for such pseudo-dramatic matters which have entranced author Parish. An unbiased estimate rates Donald Oenslager's plush set of a Gramercy Park apartment as the best item on the bill. But it will take more than a fancy background to sell *Margaret*. Bob Francis.

Negroes in Washington's National Theater. ATAM's membership went on record against any kind of discrimination, in Washington or elsewhere.

The dues-payers also nominated their choices for executive positions in the union. Members running include Zen Boyar, unopposed for proxy; Charles Mulligan and Bernard Simon, for vice-president; Milton Weintraub, for secretary-treasurer, and Oliver Saylor, for biz agent. For the board of governors, with 10 to be elected, just 10 were nominated: Lawrence Jacobs, Mack Hilliard, Bob Milford, Frank L. Smith, William Fields, Dick Maney, Elliot Forman, Forrest Crosman, Ben Chasin and Nat Parnes. Fred De Bondy got the nod for sergeant at arms. The voting will be at the next meeting, in June.

Conservatives Vs. Liberals Flare In Equity Slate

NEW YORK, April 19.—Once again conflict has broken out between conservative and liberal factions in Actors' Equity, this time over the selection of the regular slate of councilors by the nominating committee. In an unprecedented move, two thirds of the nominating committee of nine, the portion selected by members at the quarterly meeting, addressed a letter for publication in *Equity* magazine revealing they had selected the ticket in a democratic fashion, altho failing to choose Ilka Chase, Frances Heflin and Aline MacMahon, councilors whose terms end in May.

The minority reply to their letter states the three were defeated for renomination "in spite of recommendations on their fitness, faithfulness and ability by the council members of the nominating committee."

Reports circulating in the trade are that the three who failed to be named are progressives—and that conservatives dominating the nominating committee gave them the heave-ho. All this no doubt will lead to an opposition slate for the 10 council posts. Independent nominations must be in by May 13.

"Young Man's Fancy" Closes for Repairs

PHILADELPHIA, April 19. — A *Young Man's Fancy* shutters today at the Locust Street Theater for further rehearsals before hitting the Stem. Show received bad notice from local crux, but Henry Adrian, the producer, hopes another week of practice will give the show a fighting chance when it preems on Broadway April 20.

Kramer Dons Strawhat

GREENWICH, Conn., April 19.—Herbert Kramer, who formerly directed and produced in Vienna, Berlin, Prague, Paris and Milan, has joined forces with Joel Spector and will operate the Playhouse here for a season starting June 23. The team is eager to develop new talent and will operate the Playhouse with "community idea," along with a name star. Auditions start this week.

Levinson Reps for Road

NEW YORK, April 19.—Ben Levinson is prepping a summer road set-up. The producer expects to send out three plays, *Out of the West*, *The Lonely Voice* and a third not yet titled. He is operating from the Broadway Central Hotel.

Library Theater

THE CENCI

(Opened Monday, April 14, 1947)

HAMILTON GRANGE LIBRARY THEATER, NEW YORK

A verse drama in two acts by Percy Bysshe Shelley. Music by James Niver. Stage manager, Miles Dickson. Direction, Felicia Sorel and Forrest Thayer. Presented by the Equity Library Theater.

Count Cenci Hubert Long
Cardinal Camillo William Robertson
Andrea Warren Enters
Orsino Everett Rihley
Beatrice Claire Couglhart
Lucrella Mary Jane Stockham
Bernardo James Lord
Giacomo Will Dean
Olimpio Edmund Stolber
Marzio Wendell Hulet
Savella Robert O'Flaherty
Judge William Watkins

BANQUET GUESTS AND GUARDS: Nancy Norman, Betty Barras, Lillian Bloom, Irene Paulos, Joseph Rudecki, Edmund Stolber, Robert O'Flaherty, Wendell Hulet and Warren Enters.

We have fallen upon dark days. The Equity Library Theater (ELT) has seen fit to exhume Percy Bysshe Shelley's *The Cenci*, with results to make stout hearts quiver and weak hearts quit. This one definitely belongs back on the library shelf.

The tale is of the wicked Count Cenci, a man so depraved as to make Bluebeard seem a maker of mudpies, who gets his just desserts at the hands of his daughter and her co-conspirators after he has molested her. Then the gal finds out that the Pope would have taken the job off her hands if she had been more patient. To top it all, she, her mother and her brother go to their deaths.

Hubert Long Is Count

In the role of the count, Hubert Long hands out more ham than one audience can chew without choking. He rolls his R's loudly and disturbingly, evidently for his own and the customer's amazement. Long should note that his outfit has other thespes on the job and stop trying to dominate the stage.

However, a fine performance is turned in by Claire Cornibert as the daughter. Her ability to read and punch lines stirs the only real interest in the play.

Production-wise, *The Cenci* makes a visit to the morgue seem an evening's entertainment. Altho the script has a score created specially for it by James Niver, the music contributes nothing; if anything, it detracts. Staging by Felicia Sorel and Forrest Thayer is at fault in over-emphasis on Long's capers. Once again, ELT has rushed in to produce where more experienced managers might ponder. Perhaps ELT could do some of the same. Leon Morse.

"Finian's" Richards Takes "Pagliacci" Guest Shot

NEW YORK, April 19.—Donald Richards, romantic bary lead of *Finian's Rainbow*, makes a Stem grand opera debut on the Sunday (20) matinee when he guests with the New York City Opera Company at City Center. Richards will warble the Silvio role in *Pagliacci*.

The jump from song-and-dancer crew-cut to a double in loughair operatic chanting sets a Stem precedent. Richards is up on his guest assignment, having sung the role with out-of-town G. O. troupes.

Brown 'Harvey' to June, '48

NEW YORK, April 19.—Joe E. Brown signed a new contract this week with Brock Pemberton to continue on tour in the National Company of *Harvey*. The pact runs to June 1, 1948. The troupe is now starting its 38th week in Chicago.

Burlesque

By UNO

PRIMROSE SEMON is featured at Nick's Town Tavern, Delair, N. J. . . . Mae Dix, ex-burly ace, is now with Eva Collin's costume establishment. . . . Walter Brown, comic, opened in stock with straight man Harry Rollins at the Roxy, Cleveland, April 18 for an indefinite run. . . . Kollett and Marie, female ballroom dance team, are first-timers in burly houses after five years in niteries and vaude in Midwest. . . . Mike Sachs, comic, stricken sightless despite careful medical attention, continues on the Hirst Wheel under the watchful guidance of Alice Kennedy, his straight. Sachs, while in Union City, N. J., last week, was driven to and from his Sunnyside, L. I., home between performances by Dave Mack, operator of the Red Robin niterie. He has been receiving similar courtesies in every other house on the circuit. . . . Bunny Weldon, after seven years on the Coast, replaced Natalie Cartier as producer at the Howard, Boston. . . . Evelyn Taylor and Lemo closed at the Casino, Boston, for Schuster and opened April 25 at the Empire, Newark, N. J., for Hirst. . . . Billy Revel, formerly of the team of Revel and Moore, is now operating a travel service of his own in Manhattan.

RENEE GRIFFIN shifted from the burly circuits to niteries. Opens April 28 at the Cat and Fiddle, Cincinnati, for two weeks. . . . Artie Lloyd, comic, moved into the Grand, St. Louis, April 18 for a stock engagement. . . . Frank Bryan's Casino, Boston, changed from Midwest road shows to stock April 14 with Evelyn Taylor featured; Bobby Faye, Irma Lee, Ralph Morgan, Vicky McNeely and Charles Schultz, stage manager, in the cast, plus Candy Parker, Taffy Dolan, Gloria Marlowe, Ann Devere, Tina Roth, Nancy Moore, Dorothy Warner, Gene Blake, Babs Davis and Jeannette Dee, strippers and talkers. Jay Pearlstein remains as producer and house manager. . . . La Vodis, stripper and talker, on April 14 joined the stock cast at the Casino, Pittsburgh, as a feature. . . . Evelyn Brooks, ex-burly principal, is now a department store chief in Washington, and her son, Johnny Barry Jr., is schooling in North Carolina. . . . Bella (Dressler) Belmont is recovering from a diabetes attack in an Atlantic City hospital. . . . Peaches Strange closed a record engagement of 84 consecutive weeks as featured house stripper at the Casino, Boston, to vacation at her home in Chicago. . . . Herb Fisher, sax man, is the new ork leader at the Avenue, Detroit, replacing Felix Marshick, who died recently. Ellen Aller, formerly with the Civic Opera, has Marshick's seat at the piano.

STRIPS

WANTED FOR THE
FLAMINGO—SILVER PALM—SO-HO
TROCADERO—AND OTHER
CHICAGO CLUBS.

BILL MATHEWS AGENCY

Suite 400, 54 W. Randolph St.
Dear, 3031 CHICAGO, ILL.

Pox and Phones Wallop Showbiz

(Continued from page 3)

town cancellations after heavy flacking of the smallpox threat in the press. Unable to cancel by telephone some nixed their orders by telegram, often turning down previous purchases at the last minute. The brokers reported that the top half dozen hit shows rode the double threat relatively unharmed, but the less successful shows felt the impact of cancellations quite heavily.

Pix and Vaude Suffer

Top pic and pic-vaude houses along the Stem also noted down-grade grosses.

Niteries, which by now are getting accustomed to a heavy drop in biz, laid the blame on both the strike and the pox. Niterie and vaude bookers, however, still marveling at the realization of last week that they could continue doing biz without phones and have dough at that, kept up the good work by their new method, with over-all okay results.

The hotels, too, took a philosophical view of the double threat. As one top exec put it: "Actually business today is no worse than it was in pre-war days. We're just coming off the wartime boom, and with expenses a lot higher than before the war, we need bigger grosses to cover the nut and show a profit. But we've got to realize that we can't have New Year's Eve every day."

One-Night Bookers Hurt

In the music biz one-night booking continued to take the major punishment from the strike. The epidemic scare had no effect here. But a second week of telephone difficulties had a number of music biz percenters leaving their swivel chairs and trekking out on the road to close dates for their clients in person.

Arcades, especially in the Coney Island area, reported thinner crowds during the daytime this week and attributes this to the epidemic threat.

The only phase of showbiz which appeared to be untouched by either difficulty was radio, which continued unhampered this week.

AGMA Revolt Seen; Ask Special Meet

(Continued from page 4)

bership and the unavailability of board meeting minutes or membership lists to AGMA members.

Other Points Raised

These are the major objections of the petitioning group to present running of AGMA. There are others questioning the legality of Tibbett's continued presidency, the lack of voting rights by ballet and chorus members and the holding of artist memberships while also acting as employers, as in the cases of Alexander Smallens, fronter, and Frank M. Chapman Jr. (husband of diva Gladys Swarthout), who is both an artist and an agent.

Ruckus was explained by Petrill as an effort by the little people of AGMA to have a greater voice in the running of their union, especially the ballet and chorus members, who, not being soloists, he contended, have no voting rights in the election of AGMA officers.

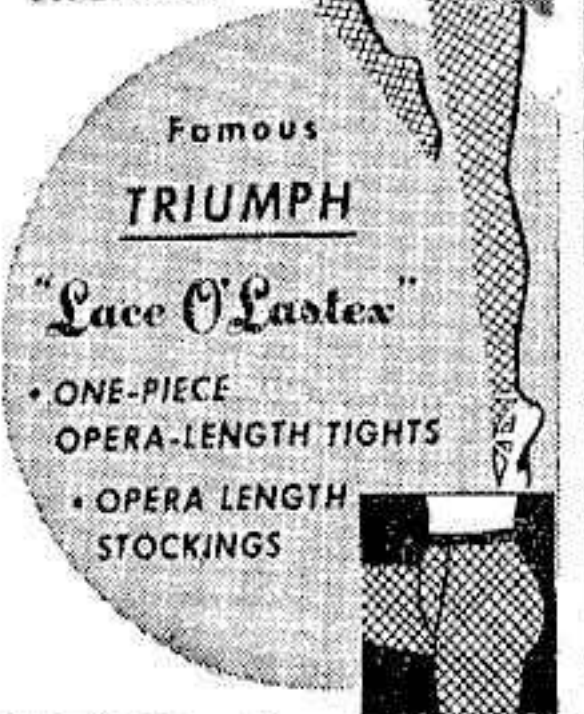
Magic

By Bill Sachs

CARDINI and wife and son, in Washington recently for a show for President Truman at the White House, stopped in at the Cairo Club to catch Bill Baird's performance. . . . Dick Himber, during his recent engagement in the nation's capital, doubled the afternoons behind the counter at the Baker Magic Shop. . . . Bill Neff, now on a theater tour in the South with his combo magic and spook opry, writes from Birmingham under date of April 12: "Since my recent visit to the Magic Desk we have appeared behind Hal Haviland in a number of houses. Reports on his act are excellent and, altho he does only a few minutes, it sounds as tho he and one other act hold the unit together. It is a pleasure to follow magicians like him. The same goes for John Calvert, who we find leaves a good taste for magic everywhere." . . . Ben Pardo (the Great Lorenzo), mentalist, is in his 17th season with Pete Kortess's Side Show, now with the Clyde Beatty Circus. . . . Jay Marshall drew rave reviews from the Providence dailies during a recent week's engagement at Fay's Theater there. . . . Charles and Madeleine Ross-Kam are keeping busy in Rhode Island with club and school dates. . . . Dantini, now on club dates in Pennsylvania, recently made Club Bolton, Harrisburg, where he found the spotlight man to be a lad named Alexander, himself a magician. . . . Sir Edwards and Constance have concluded their tour for International Harvester Company and have an offer to repeat next season. While working around Evansville, Ind., Sir Edwards formed a new IBM Ring in that city. Officers are Harvey Drissel, president; Harry (Kreko) Whitefield, vice-prez; Rev. Ray Montgomery, vice-prez; Dr. Forrest Snurpus, secretary, and Conrad Diedrich, treasurer. Other members are Ashburn Koch, Robert Forth, Robert Cox, John Lopp, John Callin and Carl Yeager.

FRAXSON is currently fooling 'em in the Boulevard Room of the Stevens Hotel, Chicago. . . . Boy Scouts of Troop 139, Louisville, have organized what is believed to be the first Boy Scout Magic Club. Scoutmaster George Distler heads the new group, and Elmer Brandell, magish, is serving in an advisory capacity. According to the latter: "Thousands of dollars are wasted annually on magic equipment that cannot be used. One job of the advisors will be to prevent the Scouts from throwing away money on junk." . . . Tony Kardyro is planning on making his permanent residence in Pittsburgh. . . . Everett Ingram, Westerly, R. I., trixster, recently injured in a fall on an icy sidewalk, is able to amble about on crutches after nine weeks' hospitalization. . . . Lieut. Lee Allen Estes, Safety First Magician of the Kentucky State Highway Patrol, scored a beat recently with an illustrated story by Joe Reister, headed "Magic Safety Lessons," in the Sunday magazine section of *The Louisville Courier-Journal*. The article ran over three pages and accompanying showed Estes putting over his safety first theme via magic to the Kentucky school kiddies. . . . Frank and Peggy Cole, after a visit to Frank's ailing mother in Providence, departed for theater dates on Long Island and in Albany, N. Y., before returning to their Chicago headquarters. . . . Herbert Lamond, Providence magician and chalk-talk artist, was elected president of the William E. Baker Ring 44, IBM, Providence, at the org's recent annual meeting. Other officers named were Doris Bergeon, vice-prez; Ira H. Duckett, secretary; Dr. H. W. Potter, treasurer, and William Satchell, sergeant-at-arms.

Now
Available



Tights \$7.50 — Opera Lengths \$5.00

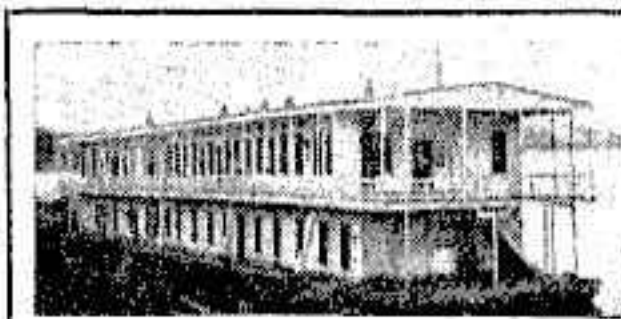
Suntan — White — Black

COMPLETE STOCKS OF COSTUME MATERIALS

THEATRICAL KNIT-GOODS

DANCE FOOTWEAR — ACCESSORIES
MAX FACTOR'S MEHRON'S MAKE-UP
MAIL ORDERS PROMPTLY FILLED

Dance Art Co.
216 POWELL ST.
SAN FRANCISCO, CALIFORNIA



FOR SALE

This former U. S. Coast Guard House Boat, 140x30x5 1/2 ft., in excellent condition, suitable for nite club, show boat or hotel. First floor has large dining room, app. 50x24 ft.; kitchen, pantries, laundry and elec. refrigeration walk-in cooler. Second floor: Large room, app. 65x24 ft.; inc. two units of 4 toilets, lavatories and showers. Also two 3-room apartments with private baths. Boat heated thruout by Bryant warm air heating system.

Box 256

Parkersburg, W. Va.

Phone 656

BE FAST HYPNOTIST!

Large Booklet of Instantaneous Hypnotism or Five Powerful Methods of Hypnotizing People Instantly will clearly show you how! This 25-page book teaches you the eight secret requisites and the one vital factor to make your success on a speed-demon hypnotist assured. Only \$5.00.

NELMAR

2851 Milwaukee Ave. CHICAGO 18, ILL.
100 Books and Courses for sale. Catalog, 25¢.



COSTUMES

Rented, Sold or
Made to Order
for all occasions.

Custom Made GIFTS.

Send 25¢ for Sequin
and Net Hair Orna-
ment and receive

Circulars FREE

THE COSTUMER

238 State St., Dept. 2

Schenectady 5, N. Y.

IMPORTANT PAUL KANE, JR.

and
JANE KANE

Get in touch immediately with your Dad,
PAUL KANE, former show producer
Route 4, Box 134-C Stockton, Cal.

Want to hear from Dancers
and Strippers at all times

BE A BOOSTER FOR

MILTON SCHUSTER

127 North Dearborn St. CHICAGO 2, ILL.

Advertising in the Billboard Since 1925

ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE

SPECIALY PRINTED

CASH WITH ORDER PRICES --- 10M, \$10.00 --- ADDITIONAL 10M's AT SAME ORDER, \$2.00

Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS

1 ROLL \$1.00
5 ROLLS @ 75c
10 ROLLS @ 60c

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

CLARK-
screen act
He was a
stage and
motion pic
widow, Re
geles Apri
CAFFEE
singer, kno
raime Bake
Hospital, I
an opera
mother an
Los Angel
CRABBS
manager (C
Arena, Tol
Burial Apt
tery, Toles
DEMBO
and operat
ater, April
vived by
sons, a st
Services .
with buris
there.
DEMPS'
engineer f
New York
DILLEE
singer, act
sical circle
delphia, A
Devon, Pa
ter and a
in Philae
Whitemar
DONAF
blackface
Don, Apri
ETTLIN
ager at th
Francisco,
that city.
Lina, and
marriage.
Park, San
FAUNC
dancer ar
convalesc
Mo. He
ner of Fr
wife, bill
toured th
Mexico 3
12, with
Cemetery
FISCH
Milwaukee
city Apri
he came
and star
traveling
He was
Mozart t
ated the
theaters.
two sons.
FRIED
tary-trea
Picture (C
phia, Ap
cologic E
by his w
sisters a
in Philae
in Har I
GOUL
owner-ol
bearing-
Gould
March 1-
vived by
father,
Hastings
Mabel C
and Mr
Calif. S
dan Mar
HEAR
Maury I
door sh
Hollister
Burial i
HULI
daughte
of the r
Bud, di
Miami.
13. Bu
JONE
nival ec

THE FINAL CURTAIN

CLARK—Jack J., 70, stage and screen actor, in Hollywood April 11. He was active on the New York stage and appeared in more than 200 motion pictures. Survived by his widow, Rose. Burial in Los Angeles April 13.

CAFFEE—Lorraine, 25, Negro singer, known professionally as Lorraine Baker, at Queen of the Angels Hospital, Los Angeles, April 7 after an operation. Survived by her mother and two children. Burial in Los Angeles.

CRABBS—William E., 67, former manager of Memorial Hall Skating Arena, Toledo, March 30 in that city. Burial April 3 in Woodlawn Cemetery, Toledo.

DEMBOW—Samuel J., 80, owner and operator of the Media (Pa.) Theater, April 12 in Atlantic City. Survived by his widow, Fannie; three sons, a stepson and two daughters. Services April 14 in Philadelphia, with burial in Har Nebe Cemetery there.

DEMPSEY—Edward J., 40, sound engineer for Radio City Music Hall, New York, April 11 in that city.

DILLER—Mrs. Fanchon C., 72, singer, active for many years in musical circles in New York and Philadelphia, April 10 at her home in Devon, Pa. Survived by her daughter and a sister. Services April 14 in Philadelphia, with burial in Whitemarsh Memorial Park there.

DONAHUE—Hugh J., 69, former blackface comedian known as Hugh Don, April 7 in Providence, R. I.

ETTLING—Harry, 59, stage manager at the Golden Gate Theater, San Francisco, for 25 years, April 12 in that city. Survived by his widow, Lina, and three children by a former marriage. Burial in Salem Memorial Park, San Francisco.

FAUNCE—Charles, 83, retired dancer and showman, April 10 in a convalescent home in Kansas City, Mo. He was a former dancing partner of Fred Stone. He and his late wife, billed as Faunce and Faunce, toured this country, Canada and Mexico 35 years ago. Services April 12, with burial in Memorial Park Cemetery, Kansas City.

FISCHER—Bert K., 64, veteran Milwaukee theater owner, in that city April 15. A native of Germany, he came to America at the age of 10 and started in show business by traveling with circuses and carnivals. He was owner of the Alamo and Mozart theaters and formerly operated the Pearl, Lincoln and Park theaters. Survived by his widow and two sons.

FRIEDMAN—William, 62, secretary-treasurer of Local 307, Motion Picture Operators' Union, Philadelphia, April 11 in the American Oncologic Hospital, that city. Survived by his widow, Dora; two sons, two sisters and two brothers. Services in Philadelphia April 13, with burial in Har Nebo Cemetery there.

GOULD—Lloyd T., 62, former owner-operator of a tent rep show bearing his name and builder of the Gould Theater, Sheridan, Mich., March 14 in Sheridan Hospital. Survived by his widow, Myrtle; his father, Frank; brother, John, of Hastings, Mich., and two sisters, Mrs. Mabel Griswald, Big Rapids, Mich., and Mrs. Hazel Elger, Pasadena, Calif. Services and burial in Sheridan March 16.

HEARNE—Mrs. Addie, wife of Maury D. Hearne, well known in outdoor show business, March 31 near Hollister, Calif., in an auto accident. Burial in Los Angeles.

HULICK—Victoria, four-year-old daughter of Wilbur S. (Bud) Hulick, of the radio team of Stoopnagle and Bud, drowned in the Miami River, Miami. Her body was found April 13. Burial in Brooklyn April 14.

JONES—Milton, 77, former carnival concessionaire, recently in Sa-

vannah, Ga. Survived by a sister in Pittsburgh. Burial in Laurel Grove Cemetery, Savannah.

KETRING—Ezra E. (Earl), 50, motordrome operator on the Johnny J. Jones Exposition, in Greenville, S. C., April 16. (Details in Carnival Section.)

HIS SOUL SHALL DWELL AT EASE
EZRA ELMO KETRING
who passed away April 16, 1947.
A Loving Husband and a Dad.
Your Sons, Eugene and Clarence, and
Wife, Florence.

LACOMPT—George, 37, emcee and singer, the past seven years at Ring-side Club, Mansfield, O., March 31 in that city of a cerebral hemorrhage. Survived by his widow; a daughter, Rose Marie; a brother, Edward, and his parents of Weirton, W. Va. Burial April 4 in Chestnut Ridge Cemetery, Washington County, Pa.

LAGER—Sam, 61, concessionaire with World of Mirth Shows, April 12 in Brooklyn. Burial April 14 in National Showmen's Association plot at Ferncliff Cemetery, New York.

LANGDON—William C., 75, writer and librettist, April 11 in Westport, Conn. He wrote the libretto for the opera *Judith*.

LOWERY—Joe E., veteran showman, at his home in Chattanooga recently. He was with Capital City and other shows for many years.

MILLER—Louis, 64, Kansas City, Mo., showman, April 12 in St. Joseph Hospital, Kansas City, after an operation. Survived by his widow, May; two daughters, a son and three sisters.

MITCHELL—W. J., 74, former owner of the shows bearing his name, April 11 at his home in Atlanta. He retired 12 years ago after touring the South since 1905. In recent years he operated rides in Atlanta. Survived by his widow, Veda; a daughter, Mrs. O. H. Brinkley, Jacksonville, Fla., and eight sons, Raymond, Bill, Jack, Donald, Clyde, Bobby, Homer and Elmer, all of Atlanta.

MORIARITY—Emma, 69, former revue and legit actress, and mother of Molly and Alice Moriarity, vaude duo, April 16 in New York. Burial in East Hartford, Conn.

MURRAY—Mal, 54, announcer and emcee of Station WNAX, Yankton, S. D., March 30 in that city. He began his career at 15 with a stock company in which Maurice Costello and Allan Holubar played. After touring many well-known stock companies, he acted as stage director and theater manager and at one time had his own stock company.

MUSSINON—Douglas, 47, former continuity writer at Station WLW, Cincinnati, and one-time reporter for *The Cincinnati Commercial-Tribune*, a suicide in Dallas April 16. Musson was associated with WLW from 1935 to 1943, when he left to tour the Southwest gathering material for Western stories. Besides his widow, he leaves his father, August, and a brother, Louis, of Cincinnati.

NOBEL—Mrs. Kathryn McGinley, singer, recently in Sacred Heart Hospital, Allentown, Pa. She was a member of the Philadelphia Operatic Society, had appeared as soloist with the Philadelphia Orchestra and sang on the concert stage at Willow Grove (Pa.) Park. A son, a daughter, three sisters and two brothers survive.

PICKERING—Major Russell, 63, general manager of the Bertram Mills Circus and internationally known showman, April 16 in a London, England, hospital. Pickering was in charge of the recent indoor season of the Mills Circus, at Olympia Hall, and had been planning to go on tour with the circus which went out under canvas on the day of his death. Pickering was prominently asso-

ciated with practically all the showmen's organizations in England, being chairman of the National Amusement Council and secretary of the Amusement Park Proprietors of Great Britain and of the Association of Exhibition Organizers. He also was an official of the Circus Proprietors' Association and of the National Chamber of Trade, as well as a director of Butlin's Limited, operators of a chain of British shore resort camps, and managing director of the Covent Garden Opera House in London.

SHEPPARD—Earl, 54, snake show operator, in Sacramento April 9, from the effects of a rattlesnake bite. At the time of his death he was operating a snake show on the Golden West Shows. He was a member of the Pacific Coast Showmen's Association and the San Francisco Show Folks of America. Survived by his widow, Alice. Burial in San Francisco.

STAIR—Grace C., 79, wife of E. D. Stair, Detroit legitimate theater owner, who formerly headed the Stair-Havlin Circuit, April 13 in Palm Beach, Fla. She also leaves two children. Interment in Detroit.

WHITELAW—Arthur, 76, former vaudeville and revue actor, April 14 in New York. A native of South Wales, he made his first appearance in the United States about 60 years ago with a juvenile *Pinafore* company. Later he appeared in Gus Hill's *McFadden's Flats*, Hurtig & Seamon's *Me, Him and I*, and with Weber and Fields. Surviving are his widow and a sister.

WILSON—James R., scenic artist, in New Iberia, La., recently of a heart attack. Survived by a son, Hal, and daughter, Mrs. R. E. Miller.

In Loving Memory
of husband and father
HARRY D. WEYDT
who passed away April 20th, 1941.
Pearl and Charles Weydt

WINGLER—Mel, 92, candymaker, who for many years sold candy at New York county fairs, March 20 in Millinocket, N. Y. Survived by a daughter, Mrs. George Noyes, Millinocket, Me., and a son, Edward Noyes, Milo, Me.

WOOD—Donna, 29, former vocalist with Horace Heidt's orchestra, in Hollywood April 9. A singer with Heidt from 1938 to 1943, she had been vocalist with Kay Kyser and at one time had her own radio singing group, Donna and the Don Juans. She had also appeared in motion pictures. Survived by her husband, Lee H. Hackler; her parents, Mr. and Mrs. Robert E. Wood, and two brothers. Burial in Glendale, Calif., April 12.

Marriages

DONOVAN-TODD—Warde Donovan, singing star of NBC's *Solitary Time* show, and Margery Todd, concert pianist, in New York, April 7.

DORSEY-LANGE—Claude Dorsey, leader of the Claude Dorsey Trio, playing at McCarthy's, Milwaukee, and Willabelle Lange, nbn-pro, in Milwaukee recently.

DUFFY-GARDNER—Jack Duffy, non-pro, and Mrs. Vivian Gardner, former radio editor of the old *Wisconsin News* and the *Milwaukee Sentinel*, March 29 in Milwaukee.

GOLDMAN-GORDON—Martin Goldman, Long Hill, Conn., and Marion Gordon, New York radio script writer, in New York, March 30.

GRAZIANO-COREZ—Carmen Graziano, nonpro, and Aida Corez, bass player, in Philadelphia April 16.

GRODE-FIELD—Howard Grode, composer, and Virginia Field, actress, recently in Santa Barbara, Calif.

KEARNS-HOWARD—Joey Kearns,

orchestra leader at Station WCAU, Philadelphia, and Mary Lou Howard, singer, in Philadelphia April 12.

KRISEL-WEIDLER—Lieut. Comm. Leonel Krisel and Virginia Weidler, film actress, March 28 in Las Vegas, Nev.

LAMB-MOORE—Buddy Lamb, ride foreman, and Lily Mae Moore, sister of Robert Moore, owner of the Big State Amusement Company, April 10 in Robstown, Tex.

LASLEY-FOWLER—David Lasley, advertising and promotion manager of KPO, San Francisco, and Mrs. Allen Wilkie Fowler in San Francisco April 10.

NEVINS-TOWER—Hardwick Nevins, author and playwright, and Mrs. Edna Hoyt Tower, April 12 in Bronxville, N. Y.

SALZWEDEL-EVANS—John (Whitey) Salzwedel and Evelyn Evans, both formerly with the Barney Tassel Shows, March 13 in Atlanta.

SAMISH-TIBBETT—Adrian P. Samish, vice-president in charge of programs of the American Broadcasting Company, and Mrs. Edith E. W. Tibbett, daughter of the late Roland Wittee, for many years manager for Mme. Ernestine Schumann-Heink, at Mt. Kisco, N. Y., March 25.

STYLES-McRAE—John Styles, ventriloquist, and Beverly McRae, magician, in Mobile, Ala., April 9.

McGRAW-MAYER—Walter McGraw II, director of NBC's *Story to Order*, and Peggy L. Mayer, scripter on Mutual's *Nick Carter* program, in New York April 16.

Births

A son, Fitz-David Edward, to Mr. and Mrs. Pat Duggan at Cedars of Lebanon Hospital, Los Angeles, April 1. Father is vice-president of Samuel Goldwyn Studios. Mother is Libbie Block, novelist.

A son, Herman Joseph, to Mr. and Mrs. Phil Itzkowitz March 16 in Milwaukee. Father was with the Johnny J. Jones Exposition during the 1946 Milwaukee Centurama.

A daughter, Doreen, to Mr. and Mrs. Herman Doucette, in New Britain, Conn., recently. Father is assistant at the Music Box Theater there.

A daughter, Andrea Beth, to Mr. and Mrs. Frank Goodman in the Bronx, N. Y., March 14. Mother, under the name of Arlene Wolf, writes for the theater; father is a theatrical publicist.

A daughter to Mr. and Mrs. James Morgan in Alexandria, La., March 19.

A son, Robert S., to Mr. and Mrs. Walter Cole in St. Joseph Hospital, Tampa, March 3. Father is a concessionaire with Howard Bros.' Attractions.

A son, David, to Mr. and Mrs. Phil D'Rey March 12 in Michael Reese Hospital, Chicago. Father is the ventriloquist.

A daughter to Mr. and Mrs. James M. Raftery in Wilmington, N. C., March 14. Father is manager of R. & S. Amusements.

A daughter, Marcia Elizabeth, to Gregg and Betty Wellinghoff at Good Samaritan Hospital, Dayton, O., March 13. Father was at one time secretary with the D. D. Murphy Shows and later managed *The Billboard* offices in Kansas City, Mo., and Dallas before joining *The Billboard's* staff in Chicago. For the last several years he has been manager of the Dayton branch for the Kelson Company.

A son, Mark, to Mr. and Mrs. Ricardo Montalban at St. Vincent's Hospital, Los Angeles, March 13. Father is a Mexican film star; mother is the former Georgianna Young, screen actress and sister of Loretta Young.

A daughter to Mr. and Mrs. Harold Stephens in Detroit recently. Father is operator of Jefferson Theater, Detroit.

165,000 SEE R-B IN WEEK

Big One Holds Record Pace; TV Airs Show

256,500 at 21 Sitings

NEW YORK, April 19.—An estimated 165,000 attended this week's 14 performances of the Ringling Bros. and Barnum and Bailey Circus in Madison Square Garden, to bring the total for the 21 shows since the opening, Wednesday (9), to about 256,500. The advance sale continues heavy, with expensive seats still most in demand. All indications point to the remaining 37 performances maintaining the current box-office pace and establishing a record.

The Big Show was televised by the Columbia Broadcasting System tonight under the sponsorship of the Ford Motor Company, which had postponed the opening night telecast because of Henry Ford's death. Gil Fates, WCBS staffer, handled the commentary. The circus was televised from the Garden last year for the first time, and reception, except for the Strobelite sequences in the spectacle *Toyland*, was good.

Cybas May Bow Soon

Pat Valdo, circus general director, says the running order of the show will remain about as is for the rest of the engagement. The Cybas, perch act, on the sick list since their arrival in this country, may be able to appear within a few days. The Cimses, a scheduled opening aerial feature, are still awaiting their rigging from abroad.

Thirteen-year-old Ralph Thommen, appearing in a perch act with his father, Fritz, was enjoined from further appearances Monday (14) by Magistrate Charles F. Murphy in Manhattan Court. Summonses were issued on the application of Joseph Libasci, an agent for the Society for the Prevention of Cruelty to Children. The action was based on a section of the New York Penal Law, which prohibits the employment or training of anyone under 16 as a circus acrobat. It is unlikely that the circus, thru its legal adjuster, Herbert DuVal, will contest the ban. The Thommens are one of the foreign acts imported for this year's show.

Clyde Bros. Racks Up Good 5 Days in Peoria

PEORIA, Ill., April 19.—Clyde Bros.' Circus enjoyed a fruitful five-day stand here under auspices of the Junior School Police Fund.

Tommy Hanneford, recently discharged from the army, joined the George Hanneford troupe here. Other acts included Barth and Maier, perch, back after an illness; Si Kitchen, mules and chimps, who rejoined at East St. Louis, Ill.; Cloyd Harrison, bicycles, and Harry Pickard, seals. Van Wells and Roy Hill are new attractions to clown alley.

Al Perry handled the advance promotion for the Peoria date.

How To Avoid Damage Suits

By Leo T. Parker

Few operators of circuses, carnivals, parks and traveling shows realize the importance of introducing testimony of employees, and even the proprietor himself, in suits filed by injured patrons.

For instance, in *Carrara v. Noonan*, 31 Atl. (2d) 424, it was shown that a patron of a roller-skating rink sued to recover damages because her right leg was broken in a fall when roller skating. She alleged that the proprietor was negligent in permitting the floor of the rink to be rough and littered with foreign substances and debris.

During the trial the skate manager testified he did not see the girl fall, but saw her carried away from the place where she fell, and he then examined the floor and found nothing on it and no roughness or unevenness in it. The proprietor testified he talked with the girl right after she fell and took her to a doctor; that she did not say to him at that time the floor was rough, but made to him the statement that her skate came in contact with her girl friends' skate and she fell. In her testimony she denied making such a statement. Nevertheless the higher court refused to allow the girl any damages.

Eject Disorderly Patrons

According to a recent higher court it is the duty of the operator of roller-skating rink, or other amusement device, to eject promptly a patron who is visibly intoxicated and disorderly and therefore, dangerous to other patrons.

Failure of the operator or proprietor to eject from the premises a disorderly and dangerous patron may result in heavy damage allowance to an injured patron.

For illustration, in *Martin v. Philadelphia Gardens, Inc.*, 35 Atl. (2d) 317, the testimony proved that while a minor, age 13, was skating in a rink, another patron came into violent collision with him, causing him

(See *How to Avoid on page 66*)

Proposed Relaxing Of Flameproof Law In Calif. Opposed

SACRAMENTO, Calif., April 19.—State Fire Marshal Joe Yockers and a representative of the Institute of Flameproofing Thursday (8) strongly opposed the proposed amendments supported by California exhibitors and tent makers which would ease present California laws requiring flameproofing of all tents housing public gatherings.

During a hearing of the proposed amendments before the State assembly's public health committee, representatives of the exhibitors and tent makers said that the 50 to 60 per cent additional weight of flameproofing materials on tents subject them to added strain and possible collapse in wind or rain. The tent manufacturers further contended it is difficult and expensive to produce this type of tent, required under a 1945 State law.

Following the proposal of the manufacturers that only the sides or walls of canvas tents be required to be flameproofed, the fire marshal said "this would be flirting with disaster," citing the 1945 Hartford circus tent fire.

Assembly committee recommended unanimously that the amendments and the original bill introduced earlier in this session be put on file for reconsideration at a regular meeting April 29.

Jim Williams Closes To Stage Attractions At Grand Rapids Park

CHICAGO, April 19.—Jim Williams, promoter of the *Cavalcade of Stars, Salute to the Marines* and the annual Labor Day show at Soldier Field here, has closed a two-year exclusive contract to stage a variety of attractions at Bigelow Park, Grand Rapids, Mich.

Williams announced the first attraction at the Grand Rapids Park Stadium, which seats 12,000, will be *Sutton & Lee's Frontier Days*, booked May 25-June 1. He also plans to book exhibition games by major league baseball and pro teams and build a race track for motorcycle races and thrill shows.

Gruberg Loses Fight To Make R-B Use G St.

Butler Lands 11th St. Lot

PHILADELPHIA, April 19.—Ringling Bros. and Barnum & Bailey Circus won a battle of petitions here last week, and Max Gruberg, owner-operator of Gruberg's World Famous Shows, a local org, stands to be a heavy loser. As a result, the Big One is scheduled to appear here May 23-31 on the choice 11th Street and Erie lot instead of at Erie and G Street, where Gruberg was said to have invested heavily in contracting all adjacent real estate to day and date the circus.

Al Butler, circus contracting agent, said he was refused a city license about a month ago for the 11th Street lot because of a previously prepared petition bearing 80 signatures which protested the appearance of the show in that location. Losing the 11th Street lot would leave the show faced with no alternative but return to Erie and G Street, a lot used during the war and where Gruberg annually sets up on a location across the street and garners lucrative play from patrons attracted by the circus.

Butler said he was undaunted by a mere petition since it was "just a lot of names" and went out and got one of his own bearing an impressive total of 385 signatures. "So we won," he added with marked pride.

As Gruberg's investment is said to run into several grand there would seem to be little chance for him to recoup, especially since concession space, including all front lawns surrounding the 11th Street lot, is said to have been acquired by another citizen.

New N. Y. Law Seen Paving Way for the New Garden

ALBANY, N. Y., April 19.—Gov. Thomas E. Dewey signed a bill Thursday (10) broadening the powers of the World Trade Corporation, which was set up by special legislation last year. The corporation, headed by Winthrop W. Aldrich, now can acquire, establish and operate any project for the improvement of trade and commerce, including a world trade center.

Some observers here regard the new powers as broad enough to include construction and operation of the proposed new Madison Square Garden in New York if the Madison Square Corporation and the city government agree to it.

Hunt Opens April 28

TRENTON, N. J., April 19.—Charles Hunt Jr., of Hunt Bros.' Circus, told *The Billboard* representative here the show opens at Florence, N. J., near here, April 28. For the first time in a decade the show will pass up Trenton.

April
Poor
Day
SIOUX
Orrin
overcam
opening
bad light
Tuesday
good we
show re
which hi
for man
Attenc
(17) hit
admissio
ing caps
are rese
25 cents
balking
the 658
Matin
Thursda
cents ea
business
The l
ial acts
ble timi
of the k
tion of
Walte
did mo
first-nig
The F
heavy I
had to
darknes
caused
net.
The 1
1—Te
Lewis, 1
aerial.
Orantof
wire.
Lewis.
nier
Horses.
14—Ar
Ponies.
16—Mi
Hoagla
Clowns
20—Cl
22—Vi
balanci
Concell
Om
In
OMA
Shri
bounce
The
sented
for 12
rected
Fred V
Wright
Acts
trapezi
Helen
Isla M
phants
board;
the S
ponies
Gasca
Miss
Lewis,
the Fi
lera, I
rist
Los
Walter
Conce
Syr
E
SYI
Shrin
Frank
reco
show
Wil
direct
Shrin
years.
Shc
ran a

Poor Lighting Mars Davenport Opening

SIoux FALLS, S. D., April 19.—Orrin Davenport's Shrine Circus overcame quite a few obstacles here opening night, Monday (7), including bad lighting, but things smoothed out Tuesday and the show enjoyed a good week's business. Davenport's show replaced the Gil Gray Circus which has played the Sioux Falls spot for many years.

Attendance thru Thursday night (17) hit 8,600, with \$1 for general admission the prevailing price. Seating capacity is 3,600, 2,000 of which are reserved and selling strongly at 25 cents extra. However, patrons are balking at paying 75 cents extra for the 658 choice reserves.

Matinee crowds Tuesday thru Thursday hit an estimated 9,000 at 25 cents each with tickets purchased by business men.

The lighting trouble bothered aerial acts and all performers had trouble timing their routines to the music of the local Shrine band under direction of Russ Henegar.

Walter Jennier and his seal, Buddy, did most to melt the ice of a cold first-night audience of 1,500 persons. The Flying Concellos received a heavy hand at the opening, but they had to limit their work because the darkness of the Coliseum ceiling caused several misses above their net.

The program:

- 1—Tournament. 2—Brownie and Lewis, table rock. 3—Eva Mae Lewis, aerial. 4—Haag's Dogs. 5—The Orantos. 6—Clowns. 7—Bert Dearo, wire. 8—Bozo Harrell. 9—Miss Lewis. 10—Clowns. 11—Walter Jennier and Buddy. 12—Hoaglan's Horses. 13—Corrine Dearo, trapeze. 14—Arsene Gautier's Steeplechase Ponies. 15—Hoaglan's Football Mule. 16—Misses Dearo and Lewis. 17—Hoaglan's garland entree. 18—Clowns. 19—Orantos, high perch. 20—Clowns. 21—Haag's Elephant. 22—Violette and Rooks, high head balancing. 23—Clowns. 24—Flying Concellos. 25—Finale.

Omaha Shrine Show In Pre-War Stride

OMAHA, April 19.—Tangier Shrine Temple's annual circus bounced back in its pre-war stride.

The 19th annual version was presented in City Auditorium last week for 12 performances. Show was directed by Rink Wright, with Dr. Fred Whitcomb, chairman, and Jack Wright, emcee.

Acts included Violette and Rooke, trapeze; the Great Eugene, wire; Helen and Jerry Hartley, elephants; Isla Miller and Virginia Noel, elephants, the Lange Troupe, teeterboard; Dick Lewis, rocking tables; the Stanleys; Gautier's dogs and ponies; Tom and Betty Waters; Leo Gasca and Company, wire walkers; Miss Coleman, Spanish web; Eva Lewis, cloud sway and single traps; the Five Antaleks, perch; Stan Volera, bar stunts; the Lowes, equilibrium act; the Garcias, rolla-bolla; Los Monte de Ocas, trampoline; Walter Jennier, seals, and the Flying Concellos.

Syracuse Shrine Show Breaks Attendance Mark

SYRACUSE, April 19.—Tigriss Shrine Circus here, promoted by Frank Wirth, broke all attendance records. Thru Friday night (11) show had grossed \$60,000.

Wiley Cook, Wirth's promotional director, handled the show, the first Shrine circus to show here in nine years.

Show had 22 acts and the program ran about two hours.

Selling Entertainment—

Circus Shows How To Dress It Up To Get Most Out of Talent

By Herb Dotten

Editor's Note: This is the text of a talk, delivered by Herb Dotten, staff writer of The Billboard, at the Short Course on Fair Management conducted April 7-9 under sponsorship of the Minnesota Federation of County Fairs at University Farm, University of Minnesota, St. Paul.

It would be a pleasure, indeed, to report that there will be some new attractions available to county fairs this year.

But the unvarnished fact is that the attractions will be substantially the same as in recent years. There will be horse races, auto races, motorcycle races, thrill shows, rodeos, revues, circus acts, radio talent—or a combination of them.

However, there is no cause for alarm because no new attractions are in sight. When, as a matter of fact, have new types of attractions been introduced? Not in years! Yet it is a matter of record that last year was the greatest in the history of fairs.

And this year, too, should be big. Altho there has been no new type of attractions introduced in some 20 years (the last was the thrill show)—there has been a continuous search for new features. Similarly, there has been a ceaseless search for new acts.

This winter the Ringling-Barnum show spent a large sum scouting Europe for acts. The Big Show finally contracted 40. Of these, I am told, most will be below the par of acts already in this country and only a few will rate on an even level with top circus acts now here.

Dress It Up

Yet Ringling's circus faces a tremendous year. It will go out emblazoned as "the greatest show on earth"—which it will be. And it will go out as "bigger and better," which it should be—because it will be embellished with the latest in costumes, lighting and other staging effects.

What's more important, from a business standpoint, it will be sold to the public as being "bigger and better." Lured to it, the vast majority of patrons will agree with the advance build-up.

What does this suggest? Merely that the same dish, garnished with new effects and backed by powerful exploitation, will sell—and continue to sell.

County fair executives can learn from the circus approach. They, too, can garnish up the same old dish, dress it up and talk it up and sell it—just as strong, probably stronger, than before.

Think About Patrons

All too often fair men sell their own attractions short. And they sell short quite unknowingly. Because they have seen a thrill show, not once but many times, they don't get the same bang out of a performance that they did the first time they saw a thrill show. And then some of the fair men assume that their dimmed enthusiasm is matched by that of potential patrons.

It must be remembered that a fair patron sees on an average of one fair a year. It must be remembered, too, that a new crop of customers comes of age every year. During a year's time a patron, seeing only one fair, cannot become weary of attractions—unless those attractions are not presented properly in the first place.

By effective exploitation it is possible to build interest. On the whole,

county fairs do a woefully weak job of advertising their attractions.

However, all the fault does not lie with fair officials.

Better Material Needed

Also remiss are the booking offices and the attractions themselves. Outdoor performers lag behind others in the amusement business in so far as publicity is concerned. Few outdoor acts have really good publicity photos or other publicity material.

Booking offices could assist greatly by seeing that better photos and releases are supplied. Acts would be doing themselves and fairs a great service if they would provide suitable photos and effective, well-prepared publicity releases.

Attractions, booking offices and promoters have run into some discouraging situations over publicity. On some occasions after having supplied photos, releases, window cards, etc., they found, upon arrival at some fairs, that the window cards were still bundled—and not placed—and that the releases and photos were still in the fairs' offices—and not in newspaper offices.

If county fairs would insist to bookers that adequate publicity matter be supplied, bookers in turn would make similar demands upon acts. And if fairs then would follow thru thoroly with the material supplied, the results would be excellent publicity and increased crowds.

Pay a Press Agent

County fairs should devote far greater attention to publicity. They should delegate the publicity duties to one man with a knowledge of newspapers and radio. And if possible, they should pay that man—and pay him adequately. Then he will realize he must strive for results, which can easily be measured by grandstand receipts.

A competent publicity man can do much for a fair. He's an absolute necessity for a successful fair. He can build up interest in the agricultural and educational aspects of a fair. He can win public support for a fair's program. And he can bring about a sharp increase in receipts.

Even with an average county fair he can do a powerful job with radio. Many fairs have failed to utilize radio with effectiveness. Some do get a substantial amount of time. All too often the material is not well prepared, neither selling the fair nor interesting the listeners. But a competent publicity man can prepare material and devise ways of making a program interesting and a powerful selling force.

Check Your Selling

It would be well for fairs to re-evaluate their publicity programs. Because a thing has been done a certain way for years, fair officials quite frequently follow the same pattern. A survey of past methods in the light of present needs, particularly in regards to publicity and advertising, is certainly in order for many fairs.

Such a check may suggest the need for increasing the advertising budget. It may suggest that a greater emphasis be put on some medium—newspapers, radio or outdoor advertising. It may disclose that past methods are obsolete and should be replaced with a new approach. It may reveal the need for coverage in a wider area or, on the other hand, the need for a greater concentration of effort in a smaller area.

Next to better selling of their at-

Phoenix Rodeo Jams 'Em in at Six Shows

PHOENIX, Ariz., April 19.—Approximately 50,000 spectators attended the six performances of the annual Phoenix World Championship Rodeo here, April 11-13, at the State Fairgrounds, with contestants from 11 States participating. Afternoon and evening shows were staged.

Larry Finley, Phoenix, won the all-around cowboy championship title with 616 points. Jimmy Sloan, Phoenix, was second, 601; Bill Linderman, Billings, Mont., third, 595, and Buster Ivory, Copperopolis, Calif., fourth, 578.

Total prize money was \$23,815. This included \$9,000 contributed by the Phoenix Junior Chamber of Commerce, rodeo sponsor, and \$14,815 in entry fees. Top money winners were Troy Fort, Lovington, N. M., \$1,680; Buck Nichols and his brother, Gilbert, both of Gilbert, Ariz., tied for second place, each receiving \$1,630; Finley was third, winning \$975, and Buck Sorrells, Tucson, Ariz., fourth, winning \$912. The remainder of the prize money was divided among more than 210 other contestants.

Winners of the different events received saddles in addition to contest prize money. Toby Lugville, Chandler, Ariz., riding a bull, was thrown and slightly injured in the Sunday afternoon performance. Jack Spurling, Las Vegas, Nev., had to be carried from the arena after being thrown from a bronk, but his injuries were not serious.

Final standings were listed as follows:

- Calf Roping—Troy Fort (39.3 seconds), Buck Sorrells, Zeano Farris and Pete Pascoe.
- Saddle Bronk Riding—Gerald Roberts (633 points), Larry Finley, Bill Linderman and Wilbur Plaugher.
- Team Roping—Buck and Gilbert Nichols (39 seconds), Jack Clem and Bob Hardt, Joe Bassett and Asbury Schell, and Ben Saure and Clarence Darnell.
- Steer Wrestling—Dave Campbell (26.5 seconds), Homer Pettigrew, Claude Henson and George Mills.
- Bull Riding—Jimmie Hazen (320 points), Wag Blessing, Franke Mendes and Carl Mendes.

'Shooters Absolved In Fatal Accident

MINNEAPOLIS, April 19.—William Johnson and his wife, Frances (the Shooting Johnsons of Waupaca, Wis.) were absolved of blame by Hennepin County Attorney Michael J. Dillon in the accidental shooting of Curtis W. Erickson, musician, Tuesday (8) during the Johnsons' sharpshooting performance at the Northwest Sportsmen's Show in the Auditorium here.

The tragedy occurred as the Johnsons were completing their act. Mrs. Johnson, who had her legs entwined about her husband's neck as they fired at balloon targets, slipped as she began to disengage her legs. As Johnson lunged to catch her, his revolver discharged, the bullet striking Erickson over the heart. The victim, a member of the band playing the show, was standing near an exhibit booth when the accident occurred. He died while en route to a hospital.

The Johnson act was canceled immediately by Nick Kahler, show producer.

Central Mass. Gets Two New All-Purpose Arenas

WORCESTER, Mass., April 19.—Central Massachusetts soon will have two new sports arenas available for ice shows, circuses, expositions, etc. Ground was broken last week for the foundation for a new \$750,000 arena in Webster Square, Worcester. In Framingham, plans were announced for a similar building on the Boston-Worcester Turnpike by the Framingham Arena, Inc.

Stevens Bros.' Org Awaits New Canvas

COALGATE, Okla., April 19.—Despite some bad weather in quarters at Hugo, Okla., Stevens Bros.' Circus managed to get away on schedule Sunday (6). First stop was at Fort Towson, Okla., where show drew fair houses at both performances.

Pending the arrival of new canvas, the show is being presented in a 70-foot round top, with one 40-foot middle. Seating capacity is 1,000. The Side Show is a 50 with two 30's and 10 banners. The marquee, which is new, is 20 by 30. At the front part of the midway, Mr. and Mrs. Ralph Robinson have a new all-aluminum 30-foot photo studio. It has a flashy blue and white canvas canopy and there is plenty of colored fluorescent lights. Laura Stevens's novelty stand, cotton candy and snow cone concession, the No. 1 stand run by Leonard Briggs, and the flashily painted office wagon, complete the midway.

Members of clown alley are Jack Dale, Bud Wheeler, George Zurline and Mr. and Mrs. Bert Morley.

The staff: Robert A. Stevens, owner-manager; Raymond Duke, general agent; Eddie Shearer, car manager; Jack Wilson, superintendent of canvas; Roy Headly, superintendent of side show canvas; Glen Shearer, light superintendent; Leonard Briggs, candy stand superintendent; Bob Gruff, equestrian director.

Jackie Dale has the Side Show; Bud Wheeler, the front of the same; Dudley Riggs is cookhouse chef; Laura Stevens, buyer; Oklahoma Shorty Shearer, concert, and George Zurline is mailman and *The Billboard* agent. Members of the Side Show are Rubeo and Rubyo, magic and rag pictures; Lee-La Dean, annex attraction; Bud Wheeler, inside lecturer.

The program:—Grand entry; 2—Stevens's dogs, presented by Bob Grubb; 3—Bud Wheeler, goats; 4—Miss Jackline, swinging ladder; 5—clowns; 6—Bob Grubb, pony drill; 7—Miss Shearer, Spanish web; 8—Gatchell's dogs; 9—clown walk-around; 10—Juan De Avilla, hand balancing; 11—concert announcement; 12—the Moreys, comedy balancing; 13—Miss Shearer, cloud swing; 14—clown wedding; 15—specialty horse; 16—George Zurline and the Morleys; clown horse; 17—second concert announcement; 18—clown magic; 19—Juan De Avilla, Roman rings.

Fla. Moves To Restore Haley's Civil Rights

TALLAHASSEE, Fla., April 19.—A step to restore full civil rights to James A. Haley, who served a prison sentence in connection with the Ringling Bros. and Barnum & Bailey Circus fire in Hartford, Conn., has been taken by the Florida Legislature.

The delegation from Sarasota County, winter home of the Big One, introduced the bill, which was passed in the House and now goes to the Senate.

The law, if passed by the Senate, would grant "full and complete restoration of any and all civil rights of which he might heretofore have been deprived due to operation of any law affecting the same because of his conviction in the State of Connecticut, in 1945, following the fire."

The measure decreed the Hartford fire was not of such nature as to "brand him a criminal." Rep. Leslie W. Smith, of Haines City, told the House that Haley was made a "fall guy" when a reckoning of the fire responsibility was made.

Haley was vice-president of the circus at the time of the fire.

From the Lots

Silver States

SILVER CITY, Mexico, April 19.—Week ended Sunday (13) and enjoyed good business. Bill Johnson, with candy apples and popcorn, said this was the largest gross he's had in five years.

Shows opened Tuesday (8) to good business, and crowds increased each night, despite some chilly weather. The Sunday matinee and night grosses were the best of the stand.

Jack Bernstein joined with three concessions. J. P. Sartin, with his *Paris Follies*, said business "was wonderful." Professor Rogers, with his dog and monkey circus, dittoed Sartin's remarks.

Mrs. James Carpenter, wife of the co-owner of the show, and her mother and father left for their home in Omaha, where the Carpenter's daughter will go to school.—FRANK GASKINS.

B&H

ELLENTON, S. C., April 19.—Move here from Estill was made in good time and everything was up and ready for an early Monday (14) opening. Opening night crowd was good and an increase was noted each successive night.

New addition is a sound truck. It is owned and operated by James Anderson, who also has two flashy concessions. P. Shields is a busy man these days, what with doing the sign painting, operating a joint and looking after the mail and *The Billboard*. Marion Chandler is agent for the new bowling alley.—FRED OWENS.

20th Century

PITTSBURG, Kan., April 19.—In spite of some unfavorable weather, business here was good. The new all-aluminum 80-foot front and main entrance, designed and built by Harry E. Bauer, caused plenty of favorable comment. Other new additions include the two new panel show fronts, light towers and the large army searchlight.

Staff includes Albert Martin and (See 20th CENTURY on page 60)

Summit Beach Org Gets Rubber Bowl Concession

AKRON, April 19.—Summit Beach, Inc., operators of Summit Beach Park here, was the successful bidder for the right to sell refreshments at Akron's Rubber Bowl.

Contract runs for three years and the company agrees to pay the city, which owns the bowl, a percentage of the gross business. It offered a \$600 yearly rental and also will pay 25 per cent on the first \$40,000 worth of business.

From \$40,000 to \$60,000 it will pay 27½ per cent. Above \$60,000 it will pay 30 per cent. On the basis of last year's performance, the gross would be \$76,000 and the company would pay the city \$20,900.

\$1,500,000 Sports Arena Proposed for N. Orleans

NEW ORLEANS, April 19.—\$1,500,000 sports arena has been proposed here as a memorial to the city's war dead. Suggestion was made at a meeting of various veterans groups to choose a city-wide committee to select and recommend a suitable war memorial.

It was suggested that the proposed area be modeled after the Coliseum Building at Louisiana State University. A committee of about 60 was chosen.

Columbus Shrine Show May Net 15G

COLUMBUS, O., April 19.—Achbar Grotto Chapter of the Columbus Masonic Lodge figures to net a \$15,000 profit on its fourth annual circus, which was staged in the Ohio State Fair Coliseum.

Chairman Bill Feil said the nut had been taken care of by Wednesday night (9). Total attendance, it was estimated, will reach 50,000. Prices were pegged at \$1 and \$1.50.

Don McCullough and George Pugh directed the event. Jim Kelly handled advance promotion, elephant banners and a 42-page program. Ray Dean was in charge of local press.

Feature acts included Terrell Jacobs, lions; Rudynoff and his horses, Helen Billetti and her aerial artists; Harry Frobess, Liberty horses and ponies, and Tereso Morales, trapeze. Clowns included Otto Griebing, Freddie Freeman and Charley Marcus.

Jacobs was slightly injured Tuesday night (8) when one of his lions fell when the standard under the cable slipped. Jacobs was hit on the head but was able to make the exit without trouble.

Eight stitches were taken in Griebing's right arm, which was torn by a nail on a support.

Experimental Stage Passed, Says Karl Wallenda

TAMPA, April 19.—The Wallenda Circus, newest org on the road, definitely has passed the "experimental stage" and is ready for big-town performances, according to its founder and co-owner, Karl Wallenda.

Here Monday (14) to confer with Egypt Temple Shrine officials about the Tampa date Thursday (24), Wallenda said the show has been on the road since April 2 giving "rehearsal" performances in several Florida towns. He said he has ordered a big top and other equipment.

The *Tampa Times* devoted a full column with two-column picture of Wallenda and his partner, Jack A. Leontini, in a good build-up for the local performance.

New Jersey House Passes 3% Shore Amusement Tax

TRENTON, N. J., April 19.—New Jersey House of Representatives Monday night (7) passed a bill to permit summer resort cities in sea-coast counties to impose, after voter's approval, a 3 per cent sales tax on hotel room rentals, amusement admissions, liquor, cigarettes and tobacco, cover charges, beach chairs and similar accommodations. Bill was passed without debate by a vote of 35 to 24.

The levy on amusements and rentals would replace a law used by Atlantic City for similar purposes until it was declared invalid last year.

Bailey Bros. Get Strong Night House at Marion, Va.

MARION, Va., April 19.—Bailey Bros.' Circus attracted a strong night house here Saturday (12), after getting only a half house at the matinee. The day previous at Bristol, Va., org drew well, considering the weather. It rained heavily all afternoon and a light rain continued all night. In spite of this the show had a fair matinee and a good house at night.

At Greenville, Tenn., Thursday (10), business was only fair.

Major Pickering Dies

LONDON, April 19.—Major Russell Pickering, general manager of the Bertram Mills Circus and internationally known showman, died Wednesday (16) in a London hospital. (Details in Final Curtain.)

Re: Pantomimists

To the Editor:

Regarding the item in the March 1 issue of *The Billboard*, Len Tells 'Em, it is true that *The New York Times* did not treat the Emmett Kelly picture at Olympic Circus (London) very well. Then, too, Len Traube is quite in error when he refers to Kelly as the "American pantomimist." Kelly, while a great artist in his line, is not a pantomimist. Pantomimists are actors who play parts in plays where the dialog is carried on by motions, mostly by the hands and some mugging. The present generation of theatergoers in this country have never seen a pantomime. The last time pantomime was produced here was 40 years ago when Klaw & Erlanger produced *Mother Goose* and *Humpty Dumpty* at the New Amsterdam in New York. At that time we had but a few artists up on panto so it was necessary to import Arthur Conquest to play the Demon and direct the pantomime portion of the plays—some parts of these productions were musical.

America has developed only a handful of pantomimists, an art that requires long careful training. George L. Fox, grand uncle of our present day Harry Fox; George H. Adams, Charles Guyer and one of the Four Schrode Brothers, acrobats, were all great pantomimic clowns. Charles Christdie, later a theatrical costumer, was the great pantaloone of his day, and George Topack, of Topack and Steele, was the best known harlequin. Incidentally, Len is again in error when he calls Kelly a "hobbe harlequin." The harlequin is not a clown. He is mystic character supposed to be the rival of Pierrott for Columbine's hand.

Kelly styles himself a pantomimist and as very few know just what pantomime is, it is not noticed. Pantomimic clowns never played the circus as the work is too intimate for an arena. Also they regarded themselves as stage people. Circus clowns, as you know, at one time sang and gagged. Al Miaco and Billy Burke, both old Barnum clowns, tried pantomime in a small way but were not regarded as finished artists in the line. Billy Burke was the father of our present-day comedienne of the same name.

Emmett Kelly is really not a clown in the strict sense of the term. He is a kind of buffoon and a great one at that. Back in the original Barnum & Bailey days his type was classed as "funmakers" to distinguish them from the white face clowns.

Some of your older readers who understand pantomime will bear me out in my statements.

Cordially,
CHARLES A. LOMAS,
East Rockaway, N. Y.

King-Franklin Org Bows In Sylva, N. C., April 25

SYLVA, N. C., April 19.—King-Franklin Circus, owned by Charlie Campbell, of Sylva, and John Loy and Ernest White, of Hendersonville, N. C., opens the season with a one-day stand here next Friday (25).

The org recently purchased the Roy Acuff tent show canvas and equipment, including four large trucks and semi-trailers.

Campbell, operator of a candy shop here, is going on the road with the show.

Fredericton, N. B., Council Okays July 18 for Sparks

FREDERICTON, N. B., April 19.—Sparks Circus will show here July 18, as a result of favorable action by city council on the Sparks org's application.

It will be the first circus to play here in nine years.

Strates Snares One-Day Record

Washington, off slow, ends strong, with org topping previous single-day takes

WILMINGTON, Del., April 19.—James E. Strates Shows railed and trucked here this week after a powerful finish in its 10-day stand in Washington. Due to continued building while org is on the road, three-system flat cars were pressed into use and some show-owned trucks went overland to transport the additional equipment here from Washington.

Saturday (12) turnout surpassed all previous throngs in the capital city, and the gross soared. For several days prior to the closing, the take showed steady increases. Early business was off.

While in Washington, Owner Strates was visited by his son, James E. Strates Jr., and his daughters, Elizabeth and Theodoro. Other visitors in Washington included Pat Purcell, outdoor editor of *The Billboard*; S. S. Lewis, secretary of the York (Pa.) Fair; Jake Fickles, concession manager of the same fair; Leo Bistany, owner of the Bistany Greater Shows; R. C. McCarter, Cetlin & Wilson general agent, and Max Cohen, American Carnival Association.

Merchandise concessionaires, not listed in show's opening story, include Steve Gekas, cookhouse; Charles Casteas, manager, frozen custard; Louis Strates, grab; Ed Ebsen, candy apples; Joe De Capio, 2 popcorn and 1 candy floss; John De Marco, novelties; Fred and Francis Fournier, 8 stock concessions; Ernie Delebrates, darts; Jean Delebrates, Temple of Knowledge; Al Campbell, two ball games; Joseph (Ding Dong) Christian, fruit dart wheel, and Rocci Maroletti, four guess-your-age and weights; R. C. MacRae, balloon dart; Ed and Julia Grant, hoop-la; Joe Schiavo, two duck ponds; Harry Gold, hoop-la; Tony Gordon, two cigarette penny pitches; Fred Polachek, pitch-till-you-win; Warren Murphy, rotaries; L. D. Powers, long and short range galleries and basketball; James Yotas Jr., photos; Charles Davenport, cork gallery and hoop-la; Sam Applebaum, toy dart wheel; Al Miller, French fries; Morris Kantroff, grocery dart wheel; Joe Horan, cigarette shooting gallery, and Bill Jones, bing, with Pete Stamas as manager.

Switch in Booking

WILMINGTON, Del., April 19.—A sudden switch in booking resulted in the James E. Strates Shows' leaving here tonight for a Monday (21) opening in Chester, Pa., instead of South River, N. J.

Rain and cold dampened the showing here. Roy B. Jones, business manager, reported 1,700 attended opening night, Monday (14), in spite of rain, and Tuesday (15) a near record still date crowd turned out. More rain fell Wednesday (16), and Thursday (17) was cold, but attendance was fair. Yesterday was okay, tho chilly. If the weather remains clear thru tonight it will have been a good engagement.

C. W. (Chick) Franklin, press agent, landed pictures and stories in the usually hard to crack *Wilmington Morning News* and *Journal-Every Evening*. Spot announcements were used on stations WDEL and WILM and will be continued for the Chester engagement. WILM carried an interview with the show's midgets.

Mrs. James E. Strates came on from Florida to rejoin her husband here.

Cavalcade Opens Nashville Stand; Al Wagner on Job

MONTGOMERY, Ala., April 19.—Cavalcade of Amusements, with General Manager Al Wagner back on the job after a serious illness, completed a week's stand here tonight and officials said business was okay after the rains stopped. Wet weather plagued the show the first three days.

Org pulls out of here Sunday morning (20) for Nashville, where it opens an eight-day stand Sunday (21) on the Nashville baseball park lot.

Cetlin-Wilson In Petersburg Record Start

PETERSBURG, Va., April 19.—Cetlin & Wilson Shows opened its season here Saturday (5) with the greatest number of units ever carried by the org. Owners Jack Wilson and Izzy Cetlin unveiled 16 rides, 20 shows and 40 concessions and prediction that more would be added as the season progressed. Attendance on opening day was the greatest in the show's history. Crowds continue large and business is brisk whenever weather is favorable.

Rides are the Merry-Go-Round, Octopus, Fly-o-Plane, Caterpillar, Chairplane, Rocket, Roll-o-Plane, Skooter, Tilt-a-Whirl, three kiddie rides and four Ferris Wheels.

Powered by Diesel

Six light towers, trimmed in fluorescent tubing, were on the midway. The show is powered by eight new Diesel units.

Co-operation by the local press and radio was good. WSSV aired broadcasts from the lot and studios, using show talent.

The staff is composed of J. W. Wilson, manager; I. Cetlin, assistant manager; William Hartzman, secretary-treasurer; J. E. Walker, assistant; R. C. McCarter, general agent; E. K. Johnson, contracting agent; A. L. Barnhart, publicity director; Ben Smith, business manager; John Weise, lot superintendent; B. McDonall, purchasing agent and Diesel superintendent; Fred Utter, chief electrician; Ellis Barlow, assistant electrician; Tom Poplin, train master; Larry Bedwell, maintenance; Charley Kidder, construction superintendent; William Scott and Bert Miller, builders; Tony Lewis, mail and *The Billboard*; Neil Hunter, ticket superintendent; Henry Roeller, sound technician; Pat Reilly, scenic artist, and Paul Bradley, neon.

Visitors' List

Visitors included Mr. and Mrs. Frank Bergen, Bucky Allen, Sam Beatty, Gerald Snellens, Pete Christian, Charley Holliday, Mr. and Mrs. William Homburg, Eddie Byer and Ford Brown, World of Mirth Shows; Tommy Carson, Roy Allen and Clyde Wilson, Joseph J. Kirkwood Shows, and Sam Goldstein and James Sakobie, Majestic Shows.

Mrs. Bradford Flies to Chi For Her Sister's Funeral

LITTLE ROCK, April 19.—Mrs. Arky Bradford, caterer for the Wonder Shows of America, planed Monday (14) to Chicago to attend the funeral of her sister, Mrs. Lottie Drager, who died Friday (11).

Mrs. Bradford's parents, Mr. and Mrs. John R. Bell, reside at 4142 North Southport Avenue, Chicago.

Rand Unit Moves Into Bir'ingham

Hennies Bros.' make-ready stepped up in quarters—buy plane for bally

BIRMINGHAM, April 19.—Sally Rand and her company arrived Wednesday (16) at winter quarters of Hennies Bros.' Shows here after closing at New York's Greenwich Village Inn.

No little effort has been expended on readying the physical set-up for the Rand troupe. Owner Harry W. Hennies claims the cost of drapes, settings, lighting, etc., has run to \$7,000. Front for the show was designed by Bob Wicks.

Org apparently is going to step up its exploitation. Hennies announced the purchase of a plane which Leon Goodwin, of this city, will fly for bally purposes. Plane will carry a trailer and p.a. system, both of which will be used to plug the Rand troupe.

Tom O'Connell, recently signed as press agent, arrived this week. It is understood the show will spring with a new line of outdoor paper, much of it featuring the Rand unit, and also with new ad mats. It's expected that la Rand will be scheduled for many appearances over the air and before community groups.

Six new Diesel light plants have arrived and are ready for the road. Show again will use two huge army searchlights.

Wonder Shows To Open Apr. 25 Despite Floods

LITTLE ROCK, April 19.—Despite high winds and high water which are plaguing this area, the Wonder Shows of America will go thru with its scheduled opening here Friday (25). Swollen by extremely heavy rains, the White River, adjoining the org's winter quarters, overflowed its banks, flooding the lot to a depth of four feet.

Officials of the show commandeered row boats to reclaim the floating equipment and piles of lumber, located a mile from the ground.

Since that time, ground crews have been working day and night renovating equipment and Mel Vaught, general manager, and Arky Bradford, construction superintendent, say the show will open Friday, barring another flood or hurricane.

The town has been well papered and newspaper and radio advertising is heavy.

McKee in Harrisburg, Ill.; Early Stands Net Okay Biz

HARRISBURG, Ill., April 19.—The John McKee Shows made an uneventful jump here from Herrin, Ill., opening on time Monday night (14). Org enjoyed fair biz in Herrin.

Previous stand in Dexter, Mo., accounted for an excellent week. Robert Kobacker, advance agent, back from a booking trip, reported snarling several contracts.

S. Portland Bans Shows

SOUTH PORTLAND, Ore., April 19.—City council has banned stands of carnivals from outside the city. It has nixed application for permits from local American Legion and V. F. W. posts.

Thrill Show Op Jumps 265 Feet Into S. F. Bay

SAN FRANCISCO, April 19.—Frank H. Cushing, 42, who, his wife, Marjorie, 26, said, operated a Thrill Show, jumped 265 feet from the Golden Gate Bridge into San Francisco Bay this morning "to get some publicity so he could secure financing for his show."

Cushing was taken to a coast guard station where he was found suffering from a sprained back and exposure. He was transferred to a hospital.

Highway Patrolman Dave Zebo said Cushing's wife told him her husband operated a Thrill Show, making a business of crashing autos and performing other stunts at fairs. "She told me he was a World War II veteran and had been unable to get a G.I. loan for his Thrill Show and hoped to gain enough publicity from his bridge jump to secure financing," Zebo said.

"This jump was to have been a practice jump, but when I couldn't see him in the water I got nervous and notified the highway patrol," Mrs. Cushing said.

Ezra E. Ketring, 50, Dies From Injuries

GREENVILLE, S. C., April 19.—Ezra E. Ketring, 50, motordrome operator and dare-devil, died here Wednesday (16) from injuries sustained in a Motordrome accident while appearing with the Johnny J. Jones Exposition. He collided with another rider, Edward Kesterson, during the Jones stand here. Kesterson is reported recovering from his injuries.

Ketring had been in outdoor show business for 33 years. He had appeared and managed the Motordrome on the Sheesley, Royal American, Royal Crown and other shows.

The body has been sent to Goshen, Ind., for interment.

En route the train stopped at Spartanburg, S. C., where troupers of the Johnny J. Jones Exposition paid Ketring a tribute.

The Showmen's League of America is participating in arrangements.

Bea Prell Commended For Vets' Party Role

NEWARK, N. J., April 19.—Mrs. Beatrice Prell, wife of Joseph Prell, secretary of Prell's Broadway Shows, this week was in receipt of letters of commendation from the Treasury Department and American Women's Voluntary Services, Inc. (AWVS) Bronx, for her role at an Easter party tendered veterans in the cancer and tuberculosis wards of Kingsbridge Base Hospital No. 81 April 5. A talented singer, Mrs. Prell has spent much time during the war and since entertaining at various USO presentations in New York and Miami.

Florence Haslacher, Bronx Special Service Chairman, in writing Mrs. Prell on behalf of the AWVA, said: "May I take this opportunity to thank you for your wonderful co-operation at Base No. 81, April 5. I have since been told by many of the boys how much they enjoyed the entertainment. I am sure without your assistance it would not have been the success it was."

Popsit Plus Price Cut 15%

PHILADELPHIA, April 19.—C. F. Simmon's Sons, Inc., refiners and producers of liquid peanut oil, announced Thursday (17) a 15 per cent reduction in the price of its product, Popsit Plus.



PENNY PITCH GAMES
 Size 48x48", 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 \$5.00
 100-Player Complete 7.00

1/3 Deposit on All Orders.

SLACK MFG. CO.
 118-122 Illinois St. CHICAGO, ILL.

ASTRO FORECASTS AND ANALYSES
 All Readings Complete for 1947
 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 \$1.50
 Analysis, 8-p., with White Cover. Each 1.50
 Forecast and Analysis, 10-p., Fancy Covers. Ea. \$4
 Samples of the 4 Readings. Four for 25c.
 No. 1, 35 Pages, Assorted Color Covers 35c

NEW DREAM BOOK
 120 Pages, 2 Sets Numbers, Clearing and Polity, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample, 15c.
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p., Well Bound 25c
PACK OF 75 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. 50c
 Signs Cards, Illustrated, Pack of 38 15c
 Graphology Charts, 9x17, Sam. 5c. Per 1000 \$6.00
MENTAL TELEPATHY, Booklet, 21 P. 25c
"WHAT IS WRITTEN IN THE STARS", Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; Sample 10c.
 Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25 Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

SIMMONS & CO.
 19 West Jackson Blvd. CHICAGO 4, ILL.
 Send for Wholesale Prices.

Save BY BUYING BETTER **POPCORN**

S. A. HYBRID CORN—YELLOW PEARL CORN
 BOXES, BAGS, CONES AND SALT

- Cottonseed and Peanut Oils in 5-Gallon Containers and Drums.
- Popcorn Plus in One-Gallon Containers, 6 to 3 Case.
- Coconut Oil in 50 and 400-Lb. Drums Colored and Natural.

Distributors for Star Popcorn Machines. IMMEDIATE DELIVERY. Write for Descriptive Folders.

J & N POPCORN Specialties Co.
 1451-1459 W. 69th St. Chicago 36, Ill.
 THE HOUSE OF QUALITY

ALL ALUMINUM



12 QT. POPPER
 Equipped with Lifetime Micro Precision Heat. Only Treated Gears. **\$16.00**

8 Qt. Popper, All Aluminum Gearless. **\$10.00**

NEW ATOM POPPERS
 ALL ELECTRIC. FOR IMMEDIATE DELIVERY. PORTABLE GASOLINE UNITS. USED EQUIPMENT OF ALL KINDS. POPCORN SUPPLIES.

B & B SALES CO.
 1017 WOODLAND MA 4838 Cleveland, Ohio

RETAIL LOTS **POPCORN** AT CARLOAD PRICES

Jap Hullless, South American, Hybrids

J. H. POPCORN CO., INC., WAYNE, OHIO



NEW FORTUNE
 Buddha Papers on NEW WHITE Paper
 MASTER OUTFITS NOW AVAILABLE.
S. BOWER
 Belle Mead, N. J.

MIDWAY CONFAB

News: Press agent visits newsroom.

Mr. and Mrs. E. L. Field have quit the road and are raising turkeys at Refugio, Tex.

V. S. Scott is booking Happy Powelson's Midway Attractions. Powelson will have two units on the road this season.

Lucky Lopez, formerly of the James E. Strates Shows, is playing the Swing Bar, Cincinnati, as emcee and comic.

During a showmen's club dinner, the general agents elected as speakers all spoke well of their organizations.

James H. Drews, playing in Washington with James E. Strates Shows, was visited by his brother, C. L. Drews, who is in the army air forces.

Johnny and Janet Veterick, who will have concessions on Max Goodman's Wonder Shows, wintered in Hot Springs.

George (Mechano) Stevens will continue in Etiwanda, Calif., until June 3, he advises. His address is P. O. Box 116.

Jess Sandusky, member of the Heart of America Showmen's Club, now operates Jess's Bar in Kansas City, Mo.

Average customer doesn't understand why he doesn't take a better picture—but the muggin' machine operator does.

L. A. (Tex) Beeson, owner of Tex Beeson's Amusements, recently made a trip from the Webb City (Mo.) winter quarters to Kansas City, Mo., where he visited Charles Reynolds.

Rene Morgan recently caught the Triangle Shows at Charlottesville, Va., and visited with Joe and Mollie Mooney, Mr. and Mrs. Al Hubbard and Mr. and Mrs. William Anderson.

Mr. and Mrs. J. K. Mann, former

cookhouse operators, who have operated a Moline (Ill.) restaurant in recent years, will have a cookhouse on the road this season.

Press agent's alibi for writing bad copy: "I bought my typewriter from a hillbilly gag writer who had filed off the punctuation marks."

Fred Waite, who wintered in Miami with Mr. and Mrs. J. C. Weer, will be foreman for Lee Cuddy's new Fly-o-Plane on the Royal American Shows.

Eddie Greeno, Wild Life Show operator, and Rex M. Ingham, Ruffin, N. C., animal dealer, recently visited Cash Miller on the Prell show at Burlington, N. C.

Jerry Whitney has transferred from A. J. Budd's Side Show No. 1 on Crafts 20 Big Shows to Budd's Side Show No. 2 on Crafts Exposition Shows as talker in charge of the front.

Neil Geary, publicity director of the World of Mirth Shows, landed an eight-column strip of pictures on winter quarters activities in *The Richmond (Va.) News Leader* Saturday (12).

Jean Delebates, of the James E. Strates Shows, flew from Washington, during the org's stand there, to Perry, Okla., to visit her mother who was ill. Upon her return she reported her mother recovering.

Well, we are progressing right along, and the day will soon be here when we have workmen instead of third, fourth and fifth men on rides.

Peter Zibin, ride operator with Myerhoff's Crescent and Royal Canadian Shows, will leave Brilliant B. C., soon for Vancouver, B. C., where he will have charge of the Tilt on the Royal Canadian org.

Al (Mucker) Shore, whose death from a cerebral hemorrhage April 5 was reported in the *Final Curtain* of the April 19 issue, was stricken while operating his concession on Majestic Greater Shows in Richmond, Va. Shore, whose experience in out-

WHEELS OF ALL KINDS
 Tickets—Paddles—Laydowns
 Complete BINGO Outfits
CARNIVAL SUPPLIES AND EQUIPMENT GAMES, ETC.

ALUMINUM MILK BOTTLES
 Now Available . . . Write

Write for Catalog
H. C. EVANS & CO.
 1520-28 W. Adams St., Chicago 7


GIRLS WANTED
 For Girl Show and Posing Show.

Wire
J. SCIORTINO
WORLD OF MIRTH SHOWS
 Richmond, Va.; Chester, Pa. next week.

—POP CORN—

- Hundreds of outdoor operators are going to use our Baby Golden Hullless and Jap Hullless this year. If you haven't received your sample, write us for it. Also, your permanent address.
- Also, if you like the large Hybrid yellow, we have it, too, as well as complete supplies.

INDIANA POP CORN CO.
 MUNCIE, IND. Phone, Wire, Write Anytime.
 Phone open Day and Night.
 DIRECT WESTERN UNION WIRE.



NATIVE SHRUNKEN HEAD, LONG HAIR LIKE PHOTO, PREPAID \$8. MANY OTHER MED. ATTRACTIONS: GO-RILLA BOY, FISH GIRL, MISSING LINK, DEVIL'S CHILD, WOLF BOY, BOB FROM BORNEO. WRITE TODAY FOR PHOTOS AND CIRCULARS. ADDRESS: TATE'S CURIOSITY SHOP, 5234 East Van Buren Street, Phoenix, Arizona.

WANTED
 ROLL DOWN AND RAZZLE WE WORK

NORMAN F. LITTERFIELD
 Care Mighty Page Shows
 Mt. Pleasant, Tenn.

WANTED
 First and Second Men for all rides. Long season in Midwest. Good pay.

JACK KELLY
 55th Street and La Grange Road, La Grange, Ill.

RIDE HELP WANTED
 Foreman for No. 16 Wheel and Merry-Go-Round. Can use other Ride Help.

GRIFFEN AMUSEMENT COMPANY
 JACKSONVILLE BEACH, FLORIDA.

SHOOTING GALLERIES
 And Supplies for Eastern and Western Type Galleries. WRITE FOR CIRCULAR.

H. W. TERPENING
 137-139 Marine St. OCEAN PARK, OALIF.

Supplies — POPCORN — Machines
 Complete Line of Supplies for Prompt Delivery

BOXES ★ COCONUT OIL ★ CORN
 PLAIN OR COLORED

VIKING Stainless Steel POPCORN MACHINES
POPPERS SUPPLY CO. OF PHILA.
 1315 VINE ST., PHILADELPHIA 7, PA.
 Lombard 3-9020

CELEBRATION
 DAY AND NITE — FALMOUTH, KY., FAIR GROUNDS
 HORSE RACING — FIREWORKS — FREE ACTS — HORSE SHOWS

NOW BOOKING
 FOR JULY 4 AND 5. ALSO COUNTY FAIR, AUGUST 20-21-22-23.
 WANT SHOWS — BINGO — CONCESSIONS — ALL OPEN
 JACK REED, contact

F. A. McCARTY P. O. Box 63, Falmouth, Ky.

CHEAP—FOR SALE—CHEAP

12 Trucks and Semis for Sale. Price, \$400.00 to \$1,500.00. Models 1937 to 1942. Fords, Chevrolets, Internationals. Good rubber—ready to drive away.
 Show Tops, Fronts, Ticket Boxes, Ticket Cans, Concession Tops and Frames—all kinds. Percentage, Ball Games, 7 Diggers with International Panel Truck. First \$500.00 takes all Top and Frame. Two 75 Foot Front Arches, plenty lights, new last year. 1941 Super Roll-o-Plane with '40 Chev. Cab over and semi. Cheap. 2 60 KW. C.M. Diesel Light Plants. Completely overhauled by Stewart & Stevens. Perfect. Plenty new Cable. TANGLEY AIR CALLIOPE. WIRE, WRITE:

C. A. VERNON Bryan, Texas
 (Phone: 2-7279)

OHIO
 High Exp

New—
 (N

Smart opera are using convenient Test sample wire or w Seasoning.

Be
CORN
 638 Bellef
 Growers and

BREWEL
 HAVE
 Fun Home Five-In-One, a small Bizz Games, Cloth Buck, Candy owned and sold week. Want some choice 4th of July Atlanta.

Can place a of a kind. Special propo with own. then North.

J. L.
 Wanted—10

EX
POP
 \$15.00 will popular price for circular.
INDIANA

SUNFL
 Cook Hour: \$35.00 per Buckets, \$1.00 thre as told. V
C.
 Kit

Foremen f man Two salary with

C. H
W. G.
 9600 Broa

RIDE
 For now 2 Auto Ride. Must be ca Also Con

DEL
 2303 N. 1

OHIO SUPER YELLOW

High Expansion—Excellent Quality

POPCORN

New--50 Lb. Bag

(NO EXTRA COST)



Smart operators, who know popcorn best, are using our popcorn, in our NEW convenient 50 lb. moisture-proof bag. Test sample free on request. Phone, wire or write for prices on Popcorn, Seasoning, Cartons and Supplies.

Betty Zane

CORN PRODUCTS, INC.

638 Bellefontaine Ave. Marion, Ohio
Growers and Processors of Selected Hybrid Popping Corn

door show business totaled 30 years, was well known among carnival concessionaires. Services were conducted in Richmond and in Dorchester, Mass. His wife, Ann; his parents, two daughters, three brothers and a sister survive.

Louie Maxwell, formerly with Bill Hames Shows, is Ferris Wheel foreman on Don Franklin Shows. . . . Lou Davis's Side Show is playing Central New Mexico after having been out with Harry Craig's Heart of Texas Shows.

Joe Streibich, secretary of the Showmen's League of America, and Mrs. Streibich are grandparents. A son was born Friday (18) to Mr. and Mrs. Russell Cady at St. Joseph's Hospital, Chicago. Mrs. Cady is the daughter of the Streibichs.

Buford Nessler has five men working in his shop adjacent to his Sheldon, Ill., home, building concession booths for his string of stores which he has booked to open April 24 in Springfield, Ill., with Turner Bros.' Shows.

Harry (Slim) Martin, ride superintendent last year for Elmer Cote, suffered a slight stroke at his home in Riverdale, Mich., and was rushed to an Ann Arbor, Mich., hospital. He is well on the road to recovery and expects to take to the road within a few weeks.

On a cold day at Chillblaine, Va., the natives identified the stomach sticks by the flash-blankets they had around them for overcoats.

Mrs. W. J. Jennings has shifted from the H. B. Rosen Shows to Moore's Modern Shows. . . . Jim Stutz cards from Brady, Tex., that the World Wild Animal Show had its first blowdown of the season there Tuesday (15), with wind damaging one concession top.

Charles S. Reed, who this season has the task of booking two shows, stopped in St. Louis en route into Illinois. He is booking both the (See MIDWAY CONFAB on page 56)

BREWER'S UNITED SHOWS

HAVE OPENING FOR SHOWS

Fun House or any Show or merit. Will place Five-in-One, Snake or Monkey Show, Wild Life, a small Bingo, Fish Pond, Balloon Darts, Ball Games, Clothes Pins, Coke Bottles, Huckle Buck, Candy Apples, Mug. All Rides are office owned and show right in heart of town every week. Want Ferris Wheel Foreman. We have some choice spots and the best June/teeth and 4th of July spots in Texas.

Atlanta, Texas, this week; Linden next.

LAST CALL

Can place a few more legitimate Concessions, one of a kind. Privilege \$20.00. Photos open. Special proposition to small, clean Grind Shows with own. Opening April 25, Omega, Ga.; then North.

J. L. HENSON SHOWS

OMEGA, GEORGIA

Wanted—150 Ft. Sidewalk, good condition.

AGAIN EXCEL ELECTRIC POP CORN MACHINES, \$79.50

\$15.00 with order, balance C. O. D. The only popular priced machine on the market. Write for circular.

INDIANA POP CORN CO., MUNCIE, IND.

SUNFLOWER STATE SHOWS WANT

Cook House or Sit Down Grab. Privilege \$35.00 per week. Diggers, \$50.00. Nails, Buckets, Swinger. We work 25¢, 50¢ and \$1.00 through office only. Must operate as told. WIRE

C. A. GOREE, Mgr.

Kingfisher, Okla., this week.

WANTED

Foremen for Number Five Wheel and Spillman Two Abreast Merry-Go-Round. Top salary with bonus. Address

C. D. MURRAY, Mgr.

W. G. WADE SHOWS, NO. 2 UNIT

9600 Broad Street Detroit, Mich. Phone Tyler 4-2026

RIDE HELP WANTED

For new Merry-Go-Round, Ferris Wheel, Kiddie Auto Ride and Octopus. State what you can do. Must be experienced, sober, reliable. Top salary. Also Concession Agents.

DELGARIAN AMUSEMENT CO.

2303 N. MELVINA CHICAGO 39, ILL. Phone: BERkshire 7964

TENT SHOWS



ATTENTION! Have dependable electric current wherever you tour with a Universal Portable Lighting Plant — and at less than city rates. All sized to handle 10 to 500 bulbs. Universals are lightweight, compact, reliable. Write for catalogue!



UNIVERSAL MOTOR COMPANY
426 Universal Drive • Oshkosh, Wisconsin

ROGERS GREATER SHOWS

WANT Roll-o-Plane. Want Shows with own outfit. Want Concessions, Frozen Custard, Jewelry, Hoop-La, Fishpond, Bumper, Ball Games, Ice Cream, Popcorn and other Stock Concessions. Address

Christopher, Ill., this week;

Vandalia, Ill., next week.

GALVESTON'S 12TH ANNUAL STREET FAIR

JULY 16-17-18-19, 1947

Wanted—Concessions. For space write

L. E. MOTE

Committee, Galveston, Ind.

BOXES AND BAGS

They Are Still in Short Supply But We Have Plenty.

Send Us Your Standing Order and Save 10%.

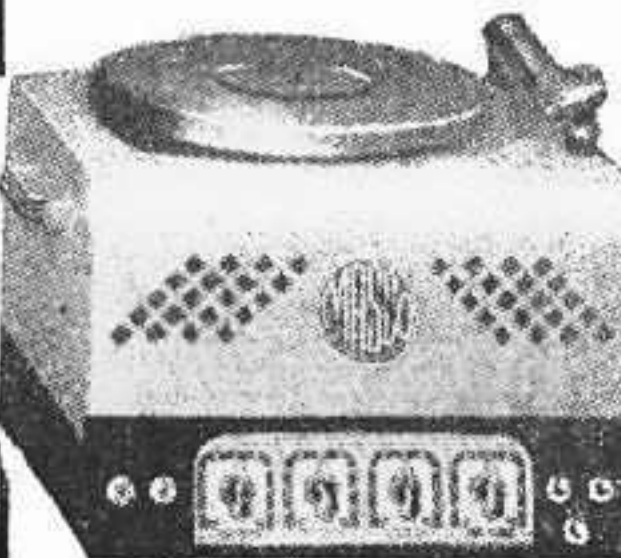
Look at These Savings!

	List Price	Standing Order Discount	Net Price
BOXES—5c size, serially numbered, printed and colored	\$5.50	10%	\$4.95
BOXES—10c size, printed red and white (4 1/2 x 2 1/2)	8.65	10%	7.79
BOXES—Carnival size, 4x1 1/2 x 5 1/2, 1000 to case	6.50M	10%	5.85M
JUMBO BAGS—15" long x 1 1/2 x 1 1/2, 600 to case	6.75	10%	6.08
BAGS—5c Johnny Boy, red and white stripe (3x1 7/8 x 7), 10,000 to case	1.82M	10%	1.64M
BAGS—10c Johnny Boy, red and white stripe (3x2 x 9), 3000 to case	2.35M	10%	2.12M
BAGS—Kraft, 1/2-lb. size (3x1 1/2 x 6 1/2), 10,000 per bale	1.40M	10%	1.26M
BAGS—Kraft, 3/4-lb. size (3x2 x 7 1/2), 10,000 per bale	1.50M	10%	1.35M
BAGS—Kraft, 10c size (3 3/4 x 2 1/2 x 9), 6000 per bale	1.65M	10%	1.49M
BAGS—Kraft, 10c size, Johnny Boy red stripe, 6000 per bale	2.20M	10%	1.98M
BAGS—5c glassine, 12,000 to case (3x1 1/2 x 6 1/2)	1.98M	10%	1.79M
BAGS—10c glassine, 8000 to case, 1/2-lb. (3 1/2 x 1 1/2 x 7 1/2)	2.88M	10%	2.60M
BAGS—1 lb. glassine (3 1/2 x 2 1/2 x 7 1/2)	2.79M	10%	2.52M
BAGS—2 lb. glassine, 6000 to case	3.31M	10%	2.98M

ONE-DAY SERVICE—ORDER TODAY

BLEVINS POPCORN CO.

315T & CHARLOTTE DEPT. B NASHVILLE, TENN.



AMPLIFIER

Masco M.C. 25P. Applicable to all uses for outdoor sound. Operates on 6V DC or 115V AC.

- Phono Top
- Two Microphone Input
- Four Controls
- Output 25 Watts

\$88.35 COMPLETE WITH TUBES

Less 2%

Shure, Electro Voice, Turner, Microphones. University Horns, Drivers and Baffles, and Cinadagraph Speakers

Write for our latest catalog and for further information to Department B

RADIO PARTS COMPANY 612 W. RANDOLPH ST., CHICAGO 6, ILLINOIS

POPCORN



Our Hybrid Popcorn Is Backed By A Money Back Guarantee If You Are Not Completely Satisfied In Every Respect. Write For Special Contract Price Through June '47.

Finest Quality Roasted Peanuts—Attractive Circus Bags

5 Sizes Boxes—Cones—Bags—Snow Cones—Floss Papers
Napkins—Spoons—Flavor Concentrates—Colors—Sticks

Immediate Delivery Star Poppers. Used Popcorn and Peanut Equipment Bought & Sold

CHUNK-E-NUT PRODUCTS CO.

Serving You From Coast To Coast

MATTY MILLER
231 N. Second St.
Philadelphia 6, Pa.

HANK THEODOR
2908 Smallman St.
Pittsburgh 1, Pa.

JOE MOSS
1261-65 E. Sixth St.
Los Angeles 21, Cal.

OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

SNOW CONE — POP CORN

Our new catalog was mailed last week to everyone on our mailing list. If you did not receive your copy, we shall be glad to send one on request.

FOR TOP QUALITY, LOWEST PRICES AND FASTEST SERVICE

Be sure you line up with GOLD MEDAL this year.

GOLD MEDAL PRODUCTS CO.

318 E. THIRD ST.

CINCINNATI 2, OHIO

TICKETS PRINTED TO YOUR ORDER 100,000—\$24.70

ROLL — FOLDED — CASH WITH ORDER — SAVE

Minimum Order Each Working Price of Color 10,000 Tickets	10,000	\$8.50
Each Additional 10,000		1.80
Print Charge		3.00
Color Charge		.80

DALY TICKET CO.

COLLINSVILLE, ILL.

Good Grade POPCORN

Over 25 Bags per 100 lbs. **\$8.75**

1 to 25 Bags per 100 lbs. **\$9.75**

"Lou-Ana" Coconut Oil

In returnable drums or 38 1/2 lb. tins.

Prices on Request

POPCORN BOXES

Per 1000 **\$7.50**

F. O. B. Chicago

Immediate Delivery

Distributors for
CRETORS
Popcorn Machines

- Peanut Oil
- Bags and Boxes
- Paper Cones
- Salt Seasoning

Prices Subject to Change

POPPERS' BOY PRODUCTS CO. 60 E. 13TH ST. CHICAGO 5

John FRANCIS Shows

WANT WANT

RIDE HELP THAT CAN DRIVE SEMIS. SECOND MEN ON ALL RIDES. CAN USE ONE OR TWO FOREMEN. TOP SALARIES. CAN PLACE A FEW MORE STOCK CONCESSIONS.

FOR SALE
SANDWICH AND COFFEE TRAILER. WILL BOOK ON SHOW.

This show plays Illinois, Wisconsin and Iowa. Fairs starting July 3 in Wisconsin.

Address:
JOHN FRANCIS, Mgr.
EAST ST. LOUIS, ILL., THIS WEEK; THEN PER ROUTE.

DE LUXE SHOWS

WANT RIDE HELP

Will place dependable Ride Help on any of our seven rides. Excellent working conditions. Salary—All you are worth.

SHOW OPENS APRIL 23, NORWICH, CONN.

Have for Sale complete Popcorn Outfit consisting of 1 World's Fair Floor Model Birch, 1 Counter Model Birch, 1 8x8 Stand, 4-Way Awnings with Counters. Ready to operate. Complete price for all, \$400.00 cash.

All replies care of
DE LUXE SHOWS Norwich, Conn.

FLORIDA AMUSEMENT CO.

Place Side Show People. People who worked for me before, wire Billie Logsdon. Want General Agent, must have car and able to put out window and tack cards. Route mostly booked. Place Second on Ferris Wheel, must drive. Dan Riley wants Ticket Seller. Place Fun House, also Tilt. Want Manager and Geek for Snake Show. Join at once.

All address:
HOWARD INGRAM
Albertsville, Alabama, This Week; Murphy, North Carolina, Next.

FRANK M. SUTTON SR. Presents

GULF COAST SHOWS

WANT STOCK CONCESSIONS AND BALL RACKS.

Want one or two Flat Rides if you have your own transportation. Prefer Octopus, Tilt-a-Whirl, Roll-o-Plane or Fun House. This Show Will Play Missouri and Arkansas. Address: FLAT RIVER, MO., April 21-26; POTOSI, MO., April 28-May 3.

O. C. BUCK SHOWS

Due to Disappointment Can Place Second Agent That Can Handle Press and Radio.

O. C. BUCK, Troy, New York

PEARL CITY RIDES AND SHOWS

WANT WANT

GOOD COOKHOUSE IMMEDIATELY. CONCESSIONS WORKING FOR 10c. RIDE HELP AND CONCESSION AGENTS.

FOR SALE: 30 KVA. AC. 100 60 Cycle Generator, or would trade for 75 KVA. 100 or two 50's 2300 Primary Secondary 110-220.

ADDRESS: PEARL CITY RIDES AND SHOWS, Gen. Del., Fort Madison, Ia.

Midway Confab

(Continued from page 55)

Great Sutton Shows and the Gulf Coast Shows, which are owned by Frank M. Sutton Jr. and Frank M. Sutton, respectively.

Harry J. Chandler, former business manager of Beams Attractions, has been named sales and promotional manager for a new razor blade which will hit the market about May 5. Mrs. Chandler has several program events tied up and keeps six people on the pay roll. The Chandlers recently took delivery on a new car.

Leslie Spencer, former concessionaire with the Ellman Shows, is now selling drinks and candy at the Empress Theater, Milwaukee. Henry Liederbach, one-time Goodman Shows talker, is now a doorman at the same theater. . . . Emil Hansher, also formerly with carnivals, now makes his home at the Towne Hotel, Milwaukee.

Bill Powell, of World of Mirth Shows, is visiting Penny Millette, free attraction at Fair Park, Dallas. . . . Doc Reves advises from Boston that he concluded a successful tour there with the Frozen Food Show April 4. He plans to head for Atlantic City for the summer.

Ben Pardo (The Great Lorenzo), mentalist, is in his 17th season with Pete Kortez Side Show, currently with Clyde Beatty Circus in Los Angeles. . . . Doc Morris, former general agent with John Francis and Hopkins shows, letters from his home at 842 Miami Avenue, Miami, that he's being treated there for a neck cancer and would like to read letters from friends.

Mr. and Mrs. Stanley Warwick, who winters in St. Louis, left recently for the St. Paul winter quarters of the William T. Collins Shows. Warwick will manage the Collins org., while Mrs. Warwick will operate several concessions. Slim Donaldson, concessionaire, who this winter and spring played celebrations thru the South, recently visited St. Louis, en route to St. Paul to join the Collins org.

N. E. Darrow, who closed his tent theater tour recently, visited The Billboard's new offices, and plant in Cincinnati last week while en route from Birmingham to his Jackson, Mich., winter quarters. Darrow says his wife, Jacqueline, has been seriously ill for the last six months and that they have decided to sell their equipment and retire from the road after 13 years in the carnival field.

Madam Zelda, mentalist with Frank Zorda's Circus Side Show on Mighty Page Shows, met many friends on the Sparks Circus Side Show when the two orgs day and dated in Florence, Ala. She entertained about 15 guests in her new

AGENTS WANTED

Skill and Grind Store Agents. Must be capable and sober. Forest City, Ark., this week; then the big one, Bald Knob, Ark., Strawberry Festival. 100,000 people. Wire

MARTY MICHILS
SOUTHERN VALLEY SHOWS
Forest City, Ark.

WANTED

Because of disappointment, Acts doing 2 or more for round-up show. Lariat, Bull Whip, Sharp Shooting, Cowboy Singers. Will consider unit. Wire, state all. Form at once.

PLAYTIME SHOWS
Manchester, N. H.

ONLY
\$79.50
For the New
EXCEL
POP CORN MACHINE
Cabinet Model

• Now you can go into business for yourself and pay for your machine in one week.

We also have complete supplies for you and a grade of hulls pop corn especially adapted for THE EXCEL. Also Seasoning, Boxes, Bags, Cones and Salt.

LET'S GET STARTED NOW

HERE IS OUR SPECIAL OFFER—

New Excel Electric Popper... \$ 79.50
#100 Baby Golden Hullless Popcorn 10.00
1 Cs. 6 Gal. Popsit Seasoning 21.00
1 M. Glassine Bags (10c Size) 3.50
1 Cs. Salt (24 2# Boxes).... 2.40

TOTAL COST \$126.40
Gross Sales Approx. \$140.00

Write — Wire — Phone

INDIANA POP CORN CO.
MUNCIE, IND.
Excel and Korn King Pop Corn Machines. Complete Supplies

STEBLAR GREATER SHOWS

Glade Springs, Va., April 21 to 26; Damascus, Va., April 28-May 3.

Want Ferris Wheel Foreman, Chair-o-Plane Foreman; also Second Men. Also small Cook House, Custard, High Striker, Lead Gallery and any Stock Concessions that work for ten cents. Can place Merry-Go-Round, Roll-o-Plane, Octopus for proven ride spots in West Virginia. Can place Five-in-One, have top and front for same. Also Monkey Show. Address all mail to

J. G. STEBLAR, Gen. Mgr.
Glade Springs, Va.

L. J. HETH SHOWS

WANT NOW AND FOR FAT CATTLE SHOW & GENE AUTRY'S RODEO

Shows—Organized Side Show, will furnish complete outfit. BILLY LOGSDEN, ANSWER NOW. Fun House, Wildlife or Animal Show. Rides—Kiddie Train, Live Pony Ride, Flying Scooter, Pretzel, Spiltfire. Help—Colored Musicians, Chorus Girls, Comedians. WE HAVE CONCESSION SPACE OPEN. All replies: BOWLING GREEN, KY.

WANTED WANTED

D.-W. SHOWS

Snake Show, Ferris Wheel. Lease, book or buy few more Concessions, Lead Gallery, Dart or any not conflicting. Have for Sale—Top, 30x50, like new, cheap.

LEWIS WILLIAMS **TEX DABNEY**
Roseboro, N. C., April 21-26.

WANT AGENTS

For Swinger, Bayless and Tom Hart, acknowledge.

DANNY NEWMAN

Marks Shows, Richmond, Virginia, this week; Charlottesville, Virginia, next week.

DROME RIDER WANTED

A-1 Trick Rider. Join on wire. Starting salary, \$75.00 week.

MARION PERRY
Royal Crown Shows Clarksville, Tenn.

April 26

COLE
Deduct

20%

NC

J. J.

Legitimate Popcorn; openings for Billie Cla J. J. I

W

SP

WI
LAST

Location—Will book Can use W

150,000
Age, Pic

Will book Will WANT—and

A good book con Show, H Carnival
DOC
P. S.—C

COLEMAN EQUIPMENT

Deduct 20% from these prices.



457-G (5") Handy gas plant . . . \$18.95
 460-G (7") Handy gas plant . . . 20.95
 502 5" Coleman burner 7.95
 558 7" Coleman burner 8.95
 5-gal. tank comp. . . . 12.95
 3-gal. tank comp. . . . 10.95
 Complete line tubing, tees, shut-off valves, air gauges, pumps, 10 gal. tanks.

20% discount on all orders for Coleman equipment.

GIANT HEAVY ALUMINUM



Measurements:
 21 in. long to end of handle.
 12 in. in diameter
 11 in. high.
 Capacity:
 12 quarts at one popping.
 Speedy, self-seasoning.

12-quart geared popping kettles, finest quality, self-seasoning.

\$15 Immediate shipment.

NEW COPPER CARAMELCORN KETTLES

At \$22.50. New heavy copper candy kettles. 14", at \$11.50, 18" at \$17.25, 22" at \$22.50. Candy thermometers, \$1.75; display cases, \$12.50. Peanut roasters and warmers.

NORTHSIDE SALES CO.

(Established 1920)
INDIANOLA, IOWA

J. J. PAGE EXPOSITION SHOWS

WANT

Legitimate Concessions of all kinds except Eats, Corn Game, Diggers, Popcorn and Fishpond. Will look Tilt or Rolloplane with own transportation; liberal proposition. Can place Shows with own outfits. Have openings for useful Show People in all lines. Want Musicians and Chorus Girls for Colored Minstrel Show. Want Agents for legitimate Concessions. Billie Clark wants Percentage Dealer. Everybody address

J. J. PAGE SHOWS, Box 705, Johnson City, Tenn.

GREAT SUTTON SHOWS

POSITIVELY AMERICA'S MOST BEAUTIFUL MOTORIZED SHOW
 WANT LEGITIMATE CONCESSIONS FOR ONE OF THE
 BIGGEST STILL DATES IN THE COUNTRY
 ALTON, ILL., ALL NEXT WEEK

SPORTSMAN'S PARK, WEEK APRIL 28 TO MAY 3

L. Lucas Wants Annex Attractions for Side Show.

GREAT SUTTON SHOWS

Granite City, Ill. All This Week; Then Alton

WILSON FAMOUS SHOWS

LAST CALL LAST CALL

OPENING MAY 1ST, EAST PEORIA, ILL.

Location—Center St. Concessions can locate April 29 or 30th. Will make good proposition to SIDE SHOW AND FUN HOUSE, and other Shows with own equipment. Will book Flying Scooter or Kiddie Auto Ride. Can use Wheel Foreman and other ride help.

Address to April 28th, Astoria, Ill.

APPLE BLOSSOM FESTIVAL

WINCHESTER, VIRGINIA, MAY 1 AND 2

150,000 people each day. Can use Novelties, Grab and Juice, Scales and Age, Pictures and all straight sales. On main streets. Was terrific last year.

SOL NUGER

WANT—WM. T. COLLINS SHOWS—WANT

Opening May 12th

Will book GIRL Show. Must have own equipment and transportation, have at least four Girls. Will furnish 80 ft. Panel Front. Also any other Shows of merit.

WANT—Electrician that can handle 12 Rides, 10 Shows and 40 Concessions.

WANT—Ride Help, Foremen and Second Men for Parker Baby Q Merry-Go-Round, Tilt-a-Whirl and Roll-a-Plane. Useful Ride Boys that can drive new trucks.

All replies to WM. T. COLLINS, Winterquarters, Alexandria, Minnesota.

SMITH'S GREATER SHOWS

WANT

A good reliable General Agent, one that does not misrepresent to the Show Manager. Will book concessions of all kind. Ray Price, answer, your wire misplaced. Will book a good Girl Show. Have a 20x60 top and banner line for a 10-in-1 or Side Show. Need ride help, useful Carnival People in all departments. All address

DOC T. R. MARSHALL, Mgr. Selma, N. C.
P. S.—Clyde Howey, wire.

Like Pending

Two First-of-May snack stand operators who were out to see the country were hooked for a fair date on a Saturday morning. One had heard of a fair in Iowa and argued about going there. The other had heard of a fair in Indiana and wanted to go there. To settle the question they asked an old-timer where he was going.

The answer was, "I'm going to hopscotch."

"Let's go there," spoke up the first First of May, "I've been in Iowa."

trailer. Joan, mentalist on Sparks Circus Side Show, was guest of honor. Red Friends, Side Show manager, held open house, renewing acquaintances with Eddie and Rosa Lee Woods.

Best way to build up a midway is to form a committee, made up of those who worry about no new improvements, and place a saw and hammer in each's hand.

Charlie Griggs, concessionaire, visited *The Billboard's* new Cincinnati offices and plant last week while en route from Nashville to Detroit. Last season, general manager and legal adjuster with J. J. Page Shows, Griggs has signed as legal adjuster with Capital City Shows for 1947. He'll also handle five concessions on the org, he said. . . . Mr. and Mrs. W. (Kid) Bagby have inked their long-range shooting gallery with Heller's Acme Shows for the season. Mr. and Mrs. Quentin Anderson have their candy apple and popcorn stands there, Bagby says.

WICHITA NOTES—Freddie Poore writes that showfolk are starting to hit the road: Rainey and Bobbie to the Stafford Shows, Mr. and Mrs. Ted Adams to Collins Show, Mr. and Mrs. Bob Morgan to the Larry Nolan Shows, Eddie F. Murphy to one of the Western orgs, Charles Jett to Anderson's 20th Century Shows and Mr. and Mrs. Bill Brenton and Mr. and Mrs. Frank Phillips to M. A. Srader Shows. . . . Jimmie Billotte is selling his concessions and intends to devote all his time to his stable of race horses. . . . Mr. and Mrs. Blackie McGregor opened with their concessions on Frear Shows. . . . Mr. and Mrs. MacFinley leave soon to join Sraders Shows with four concessions.

MARITIME PROVINCES NOTES: Jim McGarrigle, of St. John, N. B., 75-year-old carnival veteran, is in a serious condition in General Hospital, St. John. . . . Percy Ganter, member of the St. John police force for 25 years and a veteran contortionist who has appeared with 10 shows and on the stage, has been retired from the force. . . . Al Foster, of Yarmouth, N. S., and formerly of Halifax, who toured as a concessionaire and show emcee with carnivals, now produces, directs, acts and sings in amateur stage productions and also sings in a church choir in Yarmouth. . . . Paul and Rita Gearin, of Halifax, will be with the No. 1 Bill Lynch Shows this season. . . . Charlie Josephs, of St. John, veteran athletic show worker, is recovering from a fractured foot. . . . Ernie Loiselle, of Chipman, N. B., off the road about six years, is reported eying it again. . . . Len Dryden and Tommy Wiggins will open their new carnival in May.

BINGO FOR SALE

Complete Top and Frame, size 14x24. New last year.

B. V. BRIGGS

214 S. W. 28 St. Oklahoma City, Okla.

POPCORN and CONCESSION HQ



• Jumbo South American, a price leader at: \$7.50

• BEE HIVE, the superior hybrid popcorn that popped out more than \$200.00 per bag (in regular 10c carnival boxes) before thousands at the N. A. A. P. P. B. convention: \$10.95

POPCORN MACHINES

Jumbo Giant Wholesale Popper . . . \$248
 Super Star, Post-War Floor Model . . . 589
 Silver Star, Floor Model . . . 485
 Super Star, Counter Model . . . 519
 Silver Star, Counter Model . . . 398
 Corn Crib, All-Steel, Holds 500
 Lbs. Raw Corn 65
 Machine for Every Purse and Purpose.

COLEMAN EQUIPMENT

457G (5") Handy Gas Plant . . . \$18.95
 460G (7") Handy Gas Plant . . . 20.95
 502 (5") Coleman Burner . . . 8.95
 558 (7") Coleman Burner . . . 10.95
 3-Gal. Coleman Fuel Tanks . . . 10.95
 Complete line of Tubing, Tees, Generators and Air Gauges. SPECIAL DISCOUNTS ON \$25.00 COLEMAN EQUIPMENT ORDERS. Priced competitively.



POPCORN SEASONING

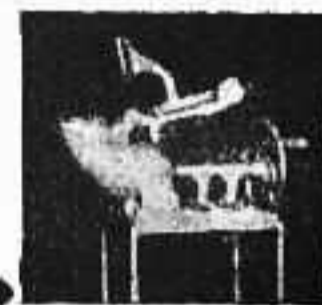
We Have the Kind You Want—whether it's coconut, liquid or solid. Sign a contract with Blevins for your season's requirements and save 10 per cent! SAVOROL, the powdered seasoning that helps save expensive oils, 75 lbs. for \$10.00.

FOR THE CONCESSION



Super Wizard Candy Floss Machine. The standard for half a century. 3,300 R.P.M. with no vibration. 5 cones a minute! Complete with double spinnerhead, \$295.

Echols Ice Ball Machine. Fast, lightweight. Cast aluminum. In stock for immediate shipment. With or without motor and stand. From \$34.50.



Bags • Boxes • Popcorn Color and Flavor • Kettle Cleaning Kits • Scoops • Paper Cups • Candy Floss Paper • Certified Food Colors • Duvan Orange Syrup • Candy Apple Paper • Salt • Flavor Concentrates • Straws • Soda Cups • Cup Holders • Sundae Dishes.

KING CONCESSION Trailers Now in Stock

A Season's Contract With Blevins Will Save You 10 Per Cent on All Popcorn, Seasoning and Supplies. Write Today for Contract.

CATALOGUE ON REQUEST

BLEVINS POPCORN CO.

31ST & CHARLOTTE N. S. VILLE

JOHNNY DENTON SHOWS

WANT CONCESSIONS—All Stock Concessions open. Sell exclusive on Frozen Custard.
SHOWS—Will book any Show with own equipment, 25% to office. Will give good proposition to Motordrome.
RIDE HELP—Have good opening for A-1 Foreman for two brand new Kiddie Rides. Must be able to take care of them. Have good opening for capable Wheel Foreman for brand new No. 5. Will pay top salary. Must be sober. Can use Second Men on eight major rides and two Kiddie Rides.
 Bob Robertson wants man to take charge of beautiful new framed Bingo, also six Cat Agents.

Wire

JOHNNY DENTON

Care Johnny Denton Shows, Pikeville, Ky.

Eddie Young's Crown Royal Shows

"AMERICA'S FINEST CARNIVAL"

Want organized Minstrel Show with Producer and Talker. Must be high class and in keeping with our show and have good wardrobe. Want capable Grind Store Agents for Roll Down, Clothes Pin and Bowling Alley. Long season, good route. Must join at once. Can use sober, reliable Ride Help who can drive semis. All replies to

E. L. YOUNG, Mgr. ROYAL CROWN SHOWS
 Clarksville, Tenn., this week; Bowling Green, Ky., Shrine Festival to follow.

EXPOSITION at HOME SHOWS

High Class Attractions for Fairs and Celebrations

NOW SHOWING BALTIMORE, MD.

Hanover and McComas St. First Carnival in Baltimore This Year.
 2 More Choice Lots to Follow.

Will book Hanky Panks of all types. No X. \$25.00 privilege. Also Mitt Camps, Frozen Custard. All Shows with own outfits. Have two magnificent Frame-Ups for first-class Girl Show Operator. All reply:

ROX GATTO

EXPOSITION AT HOME SHOWS

BALTIMORE, MD.

WANT—PENN PREMIER SHOWS—WANT

Concessions—Candy Apple and any legitimate Concession. No gypsy. Good opening for exclusive Photo Gallery. Shows—Arcade, Monkey Show, Iron Lung or anything not conflicting. Will furnish tops and transportation if needed. Want Half and Half for Annex to feature in Side Show (May Jo, wire), also Ticket Seller. Speedy Bauers wants Lady or Man Straight Rider on Drome. Due to fire will book, buy or lease Merry-Go-Round. Will compensate party for reliable information as to whereabouts of Robert Bengé. Address all mail

LLOYD D. SERFASS, General Manager

Penn Premier Shows, Bridgeton, N. J., this week; Salem, N. J., next week.

WANT—PINE STATE SHOWS—WANT

American Legion Fair and Live Stock Show, all this week, Carthage, Tenn., Fair Grounds; Cookeville, Tenn., Spring Festival, next week.

Will book Fish Pond, Bowling Alley, Age, Arcade, Scale, Penny Pitch. Will sell Photos, Custard, Diggers. All Concessions open. Shows—Snake, Motordrome, Iron Lung, Mechanical Show. Can place Flat Ride and Roll-a-Plane only. We carry 5 Rides and 5 Shows, office owned. Can place reliable Ride Help, top salary. All address:

MANAGER, CARTHAGE, TENN., THIS WEEK.

P.S.: Can place Count Store and Skillo Agents.

LIBERAL COMPENSATION WILL BE PAID

For any information as to whereabouts of

VIVIAN NICKERSON

Baby is sick and needs her at once. Call collect or wire

B. W. NICKERSON

Lockwood Hotel, Frankfort, Indiana

Shows Sell Entertainment By Dressing Up Their Talent

(Continued from page 51)

tractions, fairs should give greater attention to the presentation of their attractions. And this means a greater awareness of the problems of acts and other grandstand attractions.

Bookers rarely over-estimate the facilities which must be available for their shows. If anything, they tend to minimize the needs—if only to assure the closing of a contract. Acts, playing fairs, ask the minimum in the way of facilities.

Facilities Usually Bad

Usually when acts or a revue arrive at a fair, the act or revue manager makes a quick survey of the facilities and then proceeds to prepare for the performance without raising a fuss about the lack of facilities. This is a habit, acquired in most instances because facilities at most fairs are inadequate and last-minute requests can't be met.

If the stage flooring is uneven, the performers still go on, even tho the floor will mar their performance. If the facilities for dressing or washing are inadequate, they make the best of it, dressing in tents and washing at the nearest tap. If the p.-a. system is faulty they don't go prima donna, even tho the faulty p. a. hurts their performance.

And if it rains and the stage flooring becomes slippery, they don't beg off. More often than not they accept this condition as a challenge to continue. They know, for one thing, that a fair must take in money to pay it out—and they operate on this theory. They do their best to see that there are no forced cancellations—and they try to hold up their end regardless of obstacles, whether from the weather or lack of adequate stage facilities.

All of this, of course, is commendable. But when a performance is hurt a fair receives the greater damage. The act can move on to other spots; the fair remains.

Horsemen Get Theirs

The resignation of acts toward their working conditions is in marked contrast, I believe, with horsemen and horse show exhibitors. Both the horseman and the horse show exhibitor are articulate. They make known their requirements. And they reiterate these demands not once or twice but usually until their demands have been met.

But the fact remains that when rain falls, the acts, revue, thrill show—even a rodeo—will go on if at all possible. And it has been these professional entertainers who have saved many fairs from financial woe. Yet the demands of the horseman or the horse show exhibit are given top preference.

A fair can do much for its grandstand show—and thus itself—by providing an adequate stage, sufficient in size and properly floored. Similarly, it can do much by providing a good sound system, ably manned.

And it should do much to improve an act's working conditions. Dressing rooms and toilet facilities all come under that heading. More and better acts would choose to play fairs if they knew they would not have to suffer inconveniences that go with playing most fairs.

A fair, too, should be prepared to assist with the necessary manpower requested to be on hand when a show arrives at the grounds. Too often these requests, which invariably are reasonable, are not met on schedule. This means delay and sometimes a sloppy first performance, all of which hurts.

Not all the grief of a stagershow, particularly a night show, comes from

the stage side. Perhaps one of the greatest irritations to a fair patron, seated at a night show, is to have the cries of grandstand venders stab the air while a singer is singing or the emcee is talking. It is realized that a grandstand concessionaire makes his money—and pays for his concession—only thru sales. But selling during a night revue certainly should not be permitted.

People who pay to see a show want to see it without annoyances. And, I think, most people agree that speeches at a fair are annoying. Certainly, political speeches should be tabooed. So, too, should heavy subjects.

At one fair last year a U. S. senator talked for a half hour on the atomic bomb and its significance. It was an unscheduled speech. The fair secretary, it seems only that day learned that the senator had a downtown luncheon speaking engagement on the same subject. And the secretary invited the senator to come to the fair.

But the folks in the stands had paid to see horse races, circus and stage acts—to have fun, not to hear a serious talk on a serious subject. Yet they were forced to sit thru a half-hour speech that dispelled the atmosphere of gayety traditional of a fair.

Watch That Mike!

One of the most abused pieces of equipment at many fairs is the grandstand or judges' stand microphone. Either it is used too much or not enough. It should be entrusted to someone who is not mike-happy. Yet it is important that events be given the necessary build-up. And in some instances it is essential that a narration be supplied.

For years auto races and thrill show promoters have done what on the whole has been an excellent job in this respect. Other events, such as horse-pulling contests or the parade of prize-winning livestock, would be more effectively handled if given meaningful explanation over the mike.

Apart from what each fair can do on its own to better its presentations, it can thru co-operation with other fairs pave the way for a higher level of attractions by organizing circuits based on attraction needs.

This, of course, would require substantial thought and effort, but the success fairs have had in organizing circuits for horse racing purposes points the way. So, too, does the success of the Midwest Fair Circuit, the formation of which enabled the building of one huge show which could play a continuous route. Without such a circuit it would have been impossible for member fairs to get the shows they have been getting at the price they have been paying for them.

However, even without such circuits, fairs can achieve greater success than in the past.

They can do this with the same old dish. But they will have to embellish that dish. And they will have to serve it in a more appealing manner. They will have to sell it—advertise it—more effectively.

Following this time-tested circus formula, they will lure greater crowds. And their patrons will be better entertained.

Brand New Kiddies'

MERRY-GO-ROUND

12 Horses—Immediate Delivery.
 PRICE—\$2500.00 CASH.

D. & M. ENTERPRISES, INC.

4241 Cliff Road Birmingham, Ala.



12 Modern
 3 U. S. A
 "Brown th
 cities, best
 July 4th.

WANT RIDE
 Men all
 treatme
 Fly-o-Pl

CONCESSIO
 Rack, Jo
 2 P. C.

SHOWS—M
 plete ou
 Show n
 City, U
 transpo

SIDE SHOW
 Finest
 office.

Kannay

P.S.: Like l

BE

Experienced FC
 AGENTS for n
 cater to family
 ERNIE SLAVIN
 ditions. SHOW
 APRIL 27, FOR
 JOIN A SHOW
 NO CRIFT: NC
 Write or wire:

M. A. H

W

OPENS
 This will be
 independent
 Ride Help wt
 first-rate unic
 W

Concessions—E
 Pitch, Novelty
 edible people.
 weeks girls for
 Billy (Shanero)

CONF

Want for this
 Concession, E
 show will pla
 week out. WR
 J. B

Creusement

AMUSEMENT COMPANY

Dependable Attractions Since 1912

12 Modern New Rides — 8 Clean Shows — Light Towers
 3 U. S. Army Searchlights — 5 Flying Fishers' Free Act.
 "Brown the Clown" — Playing established territory, industrial cities, best route still dates, with 10 Fall Fairs and GALAX, VA., July 4th.

WANT RIDE HELP—First and Second Men for 2 Ferris Wheels, Second Men all Rides that can drive semi trailers. Highest salaries, best of treatment and bonus; must be sober and reliable. Help for new Fly-o-Plane.

CONCESSIONS—Age, Scales, Basket Ball, Novelties, String Game, Cane Rack, Jewelry, Balloon Darts, Cigarette Pitch, Long Range Gallery. 2 P. C. Agents that can get money.

SHOWS—Man take charge Snake Show, Midgets, Mules. Furnish complete outfits brand new, must know your business. Place any Show not conflicting. Place Glass House, Fun House, Mechanical City, Unborn. REAL PROPOSITION for Motordrome with own transportation.

SIDE SHOW People, Working Acts, Freaks to feature, Musical Acts. Finest framed Side Show in the South. Salaries guaranteed by office. James Chavanne, Mgr. Salary no object if you have the act.

Address:

L. C. McHENRY, Manager

Kannapolis, N. C., this week; Lexington, N. C., week April 28th; then per route.

P.S.: Like know whereabouts Geo. L. Smith.

BEAM'S ATTRACTIONS

WANT

Experienced Foremen for new Caterpillar and Wheel. Good salary and bonus. CONCESSION AGENTS for new office owned Stock concessions, including new Modern Age. SHOWS that cater to family trade; will furnish tops.

ERNE SLAVIN WANTS GIRL RIDER for Motordrome. Top salary with pleasant working conditions. SHOW PULLING ON OPENING LOT, CRYSTAL BEACH, JOHNSTOWN, PA., SUNDAY, APRIL 27, FOR BIG FIREMEN'S JUBILEE.

JOIN A SHOW THAT IS BOOKED SOLID AT COMMUNITY SPONSORED EVENTS AND FAIRS. NO GRIFT; NO INDECENT SHOWS. All people contracted with the show acknowledge this ad. Write or wire:

M. A. BEAM

Windber, Pa.

WADE W.G. SHOWS

OPENS TUESDAY, APRIL 29, PONTIAC, MICHIGAN

This will be a twelve-day stand, including Sunday. Downtown location. Can use independent Shows and Attractions. Also a few more legitimate Concessions. WANTED—Ride Help who can drive semis. Due to disappointment have exceptional opportunity for first-rate union Billposter. Address:

W. G. WADE SHOWS, G. P. O. BOX 1488, DETROIT 31, MICHIGAN.

A.M.P. SHOWS

Juggy

Concessions—Fish Ponds, Hi-Striker, Mug Jolot, Lead Gallery, String Game, Dart Store, Clothes Pin Pitch, Novelties, Hoop-La, others not conflicting. Have complete 10-in-One outfit with some of the reliable people. Want Wild Life, Funhouse, Mechanical, Geek and others of merit. Johnny Ryan wants Girls for Posing and Girl Show. Ducky Miller wants to get in touch with Stanley Girnas and Billy (Shamrock) O'Connor. All replies:

A. M. PODSOBINSKI

This week, Thomasville, N. C.; next week, Statesville, N. C.

CONFLUENCE FIREMEN'S JUBILEE, May 1 to 10

FUNBEAM SHOWS

Want for this big opening date and a full season of similar COMMUNITY EVENTS legitimate Concessions. SHOWS—A. P. Costello, Ernie Murray, Bertie Willie Talosa, contact at once. This show will play big events in Greensburg, Latrobe, Uniontown, Johnstown. Big convention third week out. WRITE or WIRE

J. B. HENDERSHOT, Mgr., Windber, Pa., until April 26; then Confluence, Pa.

Double YOUR POPCORN "PROFITS"

With This Auxiliary

CRETORS

since 1885

MODEL 41 POPCORN MACHINE

- Insures Large Production
- Weight Equalizing Device—Makes Pan Easy To Dump



A fast, efficient, trouble-free popper that pops corn direct in the seasoning and salt. Pan easily dumped . . . enclosed transmission . . . gears run in oil . . . keeps heat where needed . . . no pressure from popping corn insures maximum popping volume. Dump handle interchangeable—right or left hand operation. Machines operated by bottle gas or natural gas. Motor driven by electricity. Gasoline extra.

Capacity

Pops two pounds of raw corn each popping. With good grade corn, pops approximately 50 lbs. raw corn per hour, giving about 13 bushels of popped corn per hour.

Specifications

Inside pan diameter, 16 inches. Over-all height to top of pan, 26 inches. Base dimensions, 11 1/4" x 17 1/2".

C. CRETORS & CO.

602 W. CERMAK RD.

CHICAGO 16, ILL.

LOOK!

THE FIRST PORTABLE POSTWAR POPCORN MACHINE—ALL NEW!

The "Little Bee" Unit, ideal for Carnivals, Concessions and Outdoor Show People. 18" wide, 36" high, 36" long. Hinged top folds back to form 18x22 1/2" shelf. Pops \$15.00 worth of corn per hour! Can easily average \$75.00 per day. Heavy construction of Sheet and Angle Iron. Popping and storage compartments. Coleman Gasoline Plant, 5" burner, 3-gal. tank. Lights instantly; no preheating. Kettle of 1/2" drawn aluminum, superior to any other on market. Cabinet painted orange and trimmed in black with sign. Entirely dependable. Order today.

Shipping Weight, 133 Lbs.

BLEVINS POPCORN COMPANY

31st & Charlotte • Dept. B • Nashville, Tenn.



\$135

IMMEDIATE DELIVERY

BISTANY inc.

GREATER SHOWS

for Fairs and Celebrations

WANT

For five weeks around Washington, D. C., and balance of season, with all winter's work in Florida.

RIDES—Spittfire, Octopus, Roll-o-Plane, Kiddie Autos. SHOWS—Have Side Show complete with new top and front, will furnish to capable party. Good opening for Monkey Show, Motordrome, Funhouse. Any Novelty Show, will furnish outfit. Happy Jack Long, wire me at once. CONCESSIONS—Everything open except Bingo, Cookhouse, Popcorn, Candy Apples and Custard. What have you? HELP—Ride Help that drive Semis. Want sober Mechanics that can handle fleet of trucks. Carl Aspy, wire. Write or wire **LEO M. BISTANY, ASHBORO, N. C.**

DUE TO SUDDEN ILLNESS

AL TOMAINI CAN PLACE

Auxer Attraction, must be clean and have good wardrobe, capable of pleasing the public. No time to dicker. Salary, no percentage. State all in first communication. Write or wire

AL TOMAINI, Care Catlin & Wilson Shows, Bristol, Virginia, this week; then Kingsport, Tenn.

ent

e of the patron to have lers slab nging or realized ssonaire s for his s. But certainly

ow want s. And ce that ing. Cer- ould be avy sub-

i. senator e atomit

It was fair see- y learned own town nt on the etary in- the fair. had paid and stage ar a seri- Yet they half-hour mrosphere ir.

pieces of he grand- crophone. h or not rusted to appy. Yet be given d in some t a narra-

brill show it on the nt job in s, such as he parade would be if given over the

air can do sentations. with other igher level g circuits

quire sub- t, but the organizing purposes does the air Circuit nabled the ow which nte. With- have been s to get the ting at the g for them. such cir- creater suc-

ie same old o embellish ll have to ag manner. —advertise

sted circus re greater ms will be

Idies' UND elivery. SH. , INC. ingham, Ala.



CARAVELLA AMUSEMENTS

Most Beautiful Show Under the Sun

GRAND OPENING AT FARRELL, PA., SATURDAY, APRIL 26, THRU SATURDAY, MAY 3

following Week

NEWCASTLE, PA.; THEN YOUNGSTOWN, OHIO

CONCESSIONS: All open but Bingo, Cook House, Pop Corn.

SHOWS: Ten in One Side Show, Snake Show, any good show of merit.

RIDE HELP: Good reliable men for Ferris Wheel, Merry-Go-Round, Octopus and Roll-o-Plane, come on; top wages.

RIDES: Will buy \$5 Ferris Wheel and also Chairplane. Will book any Flat Ride not conflicting. Wire immediately.

Harry Ruben, contact R. W. Roeco. Allen Tobell, contact Buddy Bernstell, have good proposition.

ALL WIRE

F. H. CARAVELLA, Mgr.

WILLIAM (RED) HICKS, Business Mgr.

WANT BOHN & BOLIS WANT

CARL BOHN-FRED BOLIS UNITED SHOWS R. T. (BOB) BULLOCK
Co-Owners FOR COVINGTON, TENN., APRIL 21-26 AND Bus. Mgr.

Proven Route of Celebrations and Money Spots To Follow

RIDES—Will book, buy or lease for season: Wheel or Little Beauty Merry-Go-Round, with or without transportation. Book Flat Ride or Roll-o-Plane. Ralph, contact Tex. Use Rides and Cook House.

SHOWS—Will book ANY Show of merit with own outfit—Snake, 5-in-1, Illusion, Wild Life, Jungle. Special proposition to Girl Show with outfit. Ted Blank, contact. Few Stock Stores and some P. C. open. Al Herman and Tex Forkum want Stock Store and P. C. Agents. Also sober Agents needed for following: Skillo, Count store.

CONCESSIONS—Clothes Pin, Buckets, Swingers, Ball Game, Pan Game. Will book Cookhouse, French Fries, Floss, Candy Apples, Snow, Custard, Diggers, Penny Arcade, Jack Steffens, wire, Mitt Camp that can follow instructions. Frank or John Miller, wire Bob Bullock. Scale—Age open; also Hi-Striker, Novelties, etc. What have you?

HELP—Chairplane Foreman; also man for Kid Auto. Capable Bannerman with car.

All Answer COVINGTON, TENN., THIS WEEK, THEN PER ROUTE.

FIRST KING REID SHOWS FIRST
CALL CALL

OPENING ON MAY 5 AT SOUTH GLENS FALLS, NEW YORK

RIDE BOYS, ATTENTION! Those already contracted report at Winter Quarters Wednesday, April 30th. All former help in good standing with the office, come on that date.

CAN PLACE for the season: High Class Sound Car. Top salary. Not interested in Model "T" or similar historical exhibits.

CAN PLACE good Novelty Concession. Also Jewelry.

WANT a real Cowboy or Hillbilly Band for Circus Side Show. Also any other good Side Show acts. NO SEX ATTRACTIONS WANTED.

All Show Folks contracted with us please acknowledge this notice.

KING REID, WINTERQUARTERS, MANCHESTER CTR., VT.

BRIGHT LIGHTS EXPOSITION
Shows
World's Brightest Midway

Featuring the GANGLER BROS.' CIRCUS as Free Act

Can place one more Flat Ride. Place Shows. Book or buy Funhouse, Glass House, Penny Arcade, Walk-Thru, Girl or Posing Show, Motordrome or any Show not conflicting. Place Concessions—Candy Floss, High Striker, String Game, Bumper, Devil's Bowling Alley, Photos, Rotaries or any Concessions not conflicting. Pete Ross, Harry Head, High Pockets, contact Fred Fitzpatrick. Sam Spelton, Slim Tucker, contact Larry Bean. Also place Bingo Counter Man. This Show is booked solid till last week in November with all Celebrations, Fairs, Conventions, Home Comings. Will send route to interested parties. Write or Wire JOHN GECOMA, Gen. Mgr., or L. C. HECK, Asst. Mgr., Danville, Va., this week, Bedford, Va., week April 28, V. F. W. Celebrations. First Show in Bedford for 9 years.

MORE PROFITS FOR YOU!
YOU TOO CAN MAKE \$100.00 A DAY

★ New Saratoga Aluminum Popper
Makes delicious French Fried Popcorn—sells fast!
Easy to operate. Very profitable!
Lowest priced corn popper on market or equal capacity and excellence. 12-Qt. capacity. \$20.00 each. Meets all State health requirements. Durable, dependable.
Other poppers to 35 qt. capacity.

★ New Model #100 Floss Machine
New Super Model #100 Candy Floss Machine is extremely easy to operate. Single Spinnerhead, \$207.50; Double Spinnerhead, \$5.00 each. Double Bands, \$15.00 each.
We repair all makes of machines.

CONCESSION SUPPLY CO., Box 133, Sta. B., Toledo 6, Ohio

L. W. ELLIOTT AMUSEMENT COMPANY

Wants Concessions of all kinds except Photos, Popcorn, Cotton Candy, Ball Games. Want P. C. Games, Mouse, Pan, Color, Block, etc., for American Legion Celebrations beginning May 5th at Morristown, Indiana. ADDRESS:
D. FLEMING
43 NORTH JEFFERSON STREET, INDIANAPOLIS, INDIANA.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., April 19.—Five additional personnel membership cards have been issued to the Gooding Greater Shows. Current standings: James E. Strates, 200; Gooding Greater Shows and B. C., 6 each; Paramount Exposition, 3, and Endy Bros., W. G. Wade and World of Pleasure and Crystal Exposition, 1 each.

Member shows operating as corporations in New York State are reminded that the annual State franchise tax returns must be filed by May 15.

The Association secretary will attend the meetings of the American Standards Association on changes in the outdoor safety code. Visits are planned to shows in the Detroit area during the first week in May.

20TH CENTURY

(Continued from page 52)

Mack McCrary, owners; H. W. Anderson, manager; Sailor Oliphant, lot superintendent; James White, advance; Fred Hamilton, head mechanic, and Bill Clark, electrician.

Rides and foremen are: Spitfire, Cal Miller; Ferris Wheels, Pete Sterns; Octopus and Mix-Up, Ray Martin; Merry-Go-Round, Otis

Garden State

NEW HOLLAND, Pa., April 19.—Quarters work got under way April 1, with a six-man crew constructing a new body for the power truck and a new panel front for the Garden State Revue. The writer supervised the work. Owner-Manager R. H. Miner Sr. arrived April 7 when seven men were added to the crew.

Trucks and trailers are being painted and overhauled and will be ready for the season's opener at Slatington, Pa. New canvas has been received for the Reptile Show and Monkey Speedway. Charles and Betty Fretz are en route from Florida with two shows.

Kenneth Whitehead is chief electrician, with Frank Garger as his assistant. Whitehead will have charge of shows' five electric generators. Harry Rush visited quarters, reporting that his six concessions are ready, and Fred Budd cards that his cookhouse and two stores will arrive April 22. Len Morley has signed his two stores and bingo stand. William Baldwin will have three concessions; George Vlado, two; F. Kile, popcorn and candy apples, and J. Fiore, French fries. Office has three stores. Org will carry 7 rides, 5 shows, 30 concessions and a free attraction.—R. H. MINER JR.

Moody; Tilt, Joe Woods; Kiddie Planes, Orville Van Fleet; Miniature Train, Carl Harlan. Billy Dusin's pony ride is expected any day.

EDDIE L. WHEELER SHOWS

Want General Agent Who Can Produce

Prefer one acquainted with Southern Territory. Good opening for Bingo, Diggers, Photos, Apples, Floss. Agents for Swinger, Roll-down, Sets. Weldon, answer. All replies to

EDDIE L. WHEELER

Cedartown, Ga.

AT LIBERTY
THE GUTHRIES
3 — FREE ACTS — 3
SOUND CAR — KIDDIE RIDE
FOUR CONCESSIONS—BALL GAME, PENNY PITCH, PITCH-TIL-U-WIN, CORK GALLERY.
FRED GUTHRIE
216 W. 9TH ST., CINCINNATI 2, OHIO

AMERICAN BANNER SHOW

CALL CALL
TAUNTON, MASS., MAY 5 TO MAY 10 — SANTO CRISTO FESTIVAL AND CELEBRATION
FIREWORKS — BANDS — PARADE — PUBLIC BARBECUE
Here's a Red One From the Hop

Will book Rides and Shows that don't conflict. Concessions that work for Stock, Photos, Scales and Ace. Fritzie Reynolds and Pete Miller want to hear from Agents; Ralph Clark, contact. Can place useful Help, also Electrician. All People contracted please acknowledge this ad. Don't forget we play 40 of the biggest celebrations in New England. No time to write—Wire.
JOSEPH E. SHINER, 40 Woodliff St., Dorchester 25, Mass.

WANT EXPERIENCED CARNIVAL SECRETARY

One who understands carnival business and all forms of taxation. Don't misrepresent. Sickness reason for the advertisement. All answers to
E. L. YOUNG, Mgr. ROYAL CROWN SHOWS
Clarksville, Tenn., this week; Bowling Green, Ky., next week.

WANTED
FOR VFW BIG FOURTH OF JULY CELEBRATION

All week, location City Park. Plenty of shade and water. Mammoth Fireworks, also staging Parade. Giving away new Dodge Car. Advertised for fifty miles around. Carnival with six or more Rides and four or more Shows and Concessions. All address
VFW POST or J. T. HUTCHENS
CASSVILLE, MISSOURI

VIRGINIA MIDWAY SHOWS WANT

Will book or buy Ferris Wheel with or without transportation. Furnish outfits for Snake Shows, Geek Shows and Girl Shows. Must work according to orders. Place a few 10¢ Stock Concessions. Want First Man for Two-Across Merry-Go-Round, First Man for Smith & Smith Swing. Opening May 6th. Winter quarters open. Bozo, who was with Johnson last year, come on. Riley Johns, Fred Stockman, answer. Address all to
EVERETT P. BRYANT
MEADOW STREET, GALAX, VA.

GE
WA

Will furnish
or Monkey,
and Shows.

MILLIO

40

NE



Ph. 65

ABANY,

Ca

Custard.

W.
CAN

For Girl:
two Girls:
if you have
Sellers, all

Want C
Monkey,
Carl pla

404 CAI

**J. GEORGE LOOS
GREATER UNITED SHOWS
WANT** — Ferris Wheel, Spitfire, Roll-o-Plane, Mix-Up, Miniature Train, Tilt-a-Whirl, Octopus and Fun House.

CAN PLACE SIDE SHOW
Will furnish top (Jack Korie, write). Also want Snake Show, Wildlife, Arcade, Midget or Monkey, and Hawaiian Show (have complete outfit), or any other non-conflicting Rides and Shows.

**MAY 5 TO 11 — VERNON, TEXAS
MILLION DOLLAR LIVESTOCK SHOW, FAIR AND RODEO**
THEN AMARILLO, TEXAS.

FAIRS BOOKED IN TEXAS

TULIA, REUNION CELEBRATION
CORNICANA, FAIR AND LIVESTOCK SHOW
TEMPLE, CENTRAL TEXAS FAIR
NEW BRAUNFELS, COMAL COUNTY FAIR
CALDWELL FAIR AND REUNION
BEEVILLE FAIR AND RODEO
LAREDO, LIVESTOCK SHOW AND FAIR

40 WEEKS OF PROFIT AND CONTENTMENT 40
Wire J. GEORGE LOOS, WICHITA FALLS, TEX.

NEW 10 CAR KIDDIE AUTO RIDE



Large jeep style cars. Canvas top. Ride complete. Ready to operate. Easy to install and dismantle. 30-day delivery guaranteed.

IMPERIAL KIDDIE RIDES

211 W. 13TH ST.
LORAIN, OHIO

Ph. 6531 Amherst, O.

GROVES GREATER SHOWS

ALBANY, LA., APRIL 21-26; HAMMOND, LA., STRAWBERRY FESTIVAL, MAY 1-18

Can place Shows with own outfit.
Want Operator for Office-Owned Mug Joint.
Will book Kiddie Auto Ride for balance of season.
Can place legitimate Concessions of all kind. All replies

ED GROVES

Albany, La., then as per route.

WANT

Custard. Book, buy or lease Eli Wheel, Ride Men; pay every week. Legitimate Concessions, clean Shows, General Help.

BELL-VINSON SHOWS

Sikeston, Mo., this week.

WALLACE BROS.' SHOWS

WANT BILLPOSTER AND BANNER MAN
CAN PLACE MOTORDROME RIDERS — TRICK AND STRAIGHT

Address:
E. E. FARROW, Mgr.
HENDERSON, KY., This Week.

GIRLS - - - GIRLS

\$50.00 a week and up

For Girl Show, Hawaiian Show and Picnic Show? Hula, Strin, Oriental, Fan Dancers, etc. Also two Girls for Postcard Show with nice figure. Can use two Girls without experience; wardrobe furnished if you haven't any. **WANT ONE DANCER TO FEATURE; TOP SALARY.** Want two Men Ticket Sellers, also good Candy Pitch Man. Show opens April 28th with W. G. Wade Shows, Pontiac, Mich. All Answers to

F. W. MILLER

General Delivery, Pontiac, Mich. Wire c/o Western Union.

B & V SHOWS

HAVERSTRAW, N. Y., APRIL 28TH.

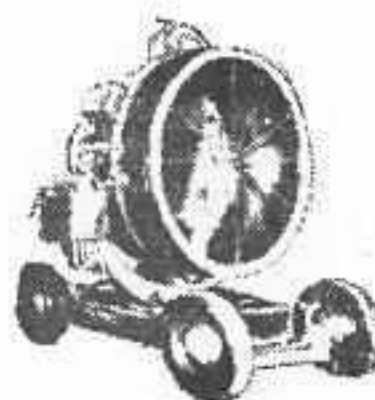
Want Grind Stores, Want Arcade, Drome, Fun House, Mike Roman, contact. Can place Monkey, Wild Life, Unborn, any Grind Shows. Red Jenigan, Lou Erand, contact Eddie Elkins. Can place Tilt, Fly-o-Plane.

J. VAN VLIET, Manager

404 GARIBALDI AVE.

LODI, N. J.

GOVERNMENT PAID \$15,000 FOR COMPLETE UNIT
Portable Power Plant
BRAND NEW! AND ONLY



Complete with **FOUR** 600x16 Tires

\$895 EACH
Less of 3 \$850 Each

Standard JXD Hercules Gas Engine 4-in. Bore

G. E. Generator CT-1504-B1 100 to 115 Volt D. C. Up to 300 Amp.

Individual 2-Wheel Brakes

Standard Ford Axles

Mobile Unit is Adaptable for Trailer Hitch

Completely Enclosed Self Contained Unit

Hundreds of uses for this efficient power plant which you can haul to the spot needed. Now at a fraction of the cost the government paid. Ideal for welders and industrial uses. Quantities limited. Hurry! Order now!

880 Million Candle Power

SEARCH-LIGHTS

Complete with Remote Control

\$349 ea.

\$300 Each in Lots of Three

Ideal for carnivals, outdoor games, advertising purposes, circus. Mobile, and has FOUR 600 x 16 tires. Performs perfectly with power plant.

CHICAGO SURPLUS CO.

THE MOTOR TRUCK BROKER

4545 W. Madison St., Chicago 24, Ill.

SNAPP GREATER SHOWS, INC.

OPENING JOPLIN, MISSOURI
10 DAYS — STARTING MAY 1

Can place Cook House or neat Sit-Down Grab., Also Photos. Can place Mechanical Show, Monkey Show and Silo Drome.

WANT TO BUY
ONE MORE #5 ELI FERRIS WHEEL

WIRE OR WRITE

SNAPP GREATER SHOWS

118-128 Virginia Ave.

Joplin, Missouri

WANT—REGENT SHOWS—WANT

Due to condition of lot will open Phenix City, Ala., April 28th, instead of 21st, and going North by leaps and bounds to Indiana, Ohio and Michigan, and I mean all good spots. Want a few more legitimate Concessions, only one of each. Want Shows with or without transportation. Ride Help—First and Second Men for Tilt, Eli Ferris Wheel and Chairplane. Address:

BOB OVERSTREET, Mgr.
This week, Fair Grounds, Eastman, Ga.

LAST CALL

LAST CALL

MAD CODY FLEMING SHOWS

Opening April 26—Two Saturdays—Waycross, Ga.

Mr. Concession Man, why we make you money. We have a capable agent, show capably run. Plenty new, midget rides; light towers and reduced prices on ride tickets. No warm Concessions. Stock, \$20.00 a week. WANT clean Shows; Ride Help on Comet, Flying Scooters, Caterpillar. All replies: Waycross, Ga.

**PARADA SHOWS
CAN PLACE**

Foreman for No. 5 Eli Wheel, top salary; prefer one who can drive semi. Second Men on all Rides, Ticket Sellers, Truck Drivers, Agents for Ball Games, Stock Concessions. Come on or wire.

OSAWATOMIE, KANS., WEEK APRIL 21; OLATHE, KANS., WEEK APRIL 28.
P.S.: Wilbur O'Neal, wire me.

NEW TENTS FOR IMMEDIATE DELIVERY!

30x60, 20x40 & 20x30 Hip Roof Tents, 14x28 B'ingo Top, Awnings Attached, Khaki, FLASHY FLAMEPROOFED CANVAS

AVAILABLE IN THESE COLORS:
 ● FOREST GREEN ● ROYAL BLUE
 ● KHAKI ● ORANGE

BERNIE MENDELSON—CHARLES DRIVER

O. Henry Tent & Awning Co.
 4967 N. CLARK ST. CHICAGO 40

NEW ENGLAND AMUSEMENT CO. WANTS

Foreman for No. 5 Wheel and new Octopus. Salary and bonus. All wires to

HARRY J. KAIN
 60 Parkside St., Springfield, Mass. Phone 60237

GEO. FORTUNE WANTS AGENTS

For Shm Skilo, outside Help for same, also Wheel. Babe Enswiller, legal adjuster. Wire or come on. No boozers. Waxahachie, Texas, April 21-26; then per route.

WANTED

A-1 Ride Operators for all Rides. Good pay—long season.

Write
MILLER AMUSEMENT ENTERPRISES
 55th Street and La Grange Road, La Grange, Ill.

WANTED

Drome Riders and Ride Help on Loop and Roll-o-Plane. Want especially Trick Rider that can do few tricks for Palisades Amusement Park, Cliffside Park, N. J. Top salary and cut on tips. No up or down. Wire or come in, now open.

EARL PURTLE

CALL—CALL AMERICAN BANNER SHOW

Winter quarters open. Riders Pony Ranch, South Easton, Mass., Route 138, between Scituate, Mass., and Truham, Mass. Pure at Howard Johnson's. Free Horse Hunt. Stock Agents. Useful Help. All Comm. Electrician.

JOSEPH E. SHINER
 40 Woodcliff Street, Dorchester, Mass.

WANT

Foreman and Help for new Spitfire. Must be sober and reliable, drive semi, join at once.

GEORGE R. SEXTON
 1650 Bennett Ave., FLINT, MICHIGAN

PRODUCING AMERICA'S BEST Carnival and Circus Side Show

BANNERS SNAP WYATT STUDIOS
 1808 Franklin St., TAMPA, FLA. Phone: W-83562

SECOND-HAND SHOW PROPERTY FOR SALE

\$10.00 Bass Drum, Good hands. This is a bargain, \$9.00 Heavy Glass Juice Jars, 40 gal. Round bottom, \$6.00 Band Suits, Flashy color. All sizes. Now Rope, Manila and Sisal. All sizes. Will sell any quantity. Special prices. Call or write

WEIL'S CURIOSITY SHOP
 12 Strawberry St. Philadelphia 6, Pa.

CLUB ACTIVITIES

Showmen's League of America
 400 So. State St., Chicago

CHICAGO, April 19.—President Irving J. Polack presided at the meeting Thursday (17). Also on the rostrum were Treasurer Walter F. Driver, Secretary Joe Streibich and Harry Russell.

Ways and means committee raffled another bowling ball trophy which was won by Streibich and donated by him for re-raffle. This will add another \$50 to the cemetery fund.

President Polack is planning a cemetery fund benefit during the Richmond, Va., stand of the Polack circus.

Sick list includes Jess Duggan, in the Alexian Brothers' Hospital, and Marshall Green, patient in Holmes Hospital, Cincinnati.

Elected to membership were Charles F. Zemater Jr., Thomas F. Stevens, Ed Raymond, Benjamin W. Mack, Harold Swift and Paul E. MacDonald.

House committee is planning a special lunch and entertainment for the closing meeting May 24.

Present after absences were Nat Green, Harry Atwell, Fred Johnson, Irving Malitz, John Klippel, Jimmie Stanton, Frank Winkley, Charles Magid, Harry Russell and Flash Williams.

President Polack donated a new vacuum cleaner to the house committee.

Maxie Herman stopped over en route to Canada. Jack Krutt and Silent O'Brien are back from the South. Harry Wonnacott, a Canadian member, visited. Club will participate in funeral arrangements for Ezra Ketrung, who died Wednesday (16) in Greenville, S. C.

Ladies' Auxiliary

Mrs. E. Sopenar, second vice-president, presided at the regular business meeting April 10. Also on the rostrum were Mrs. Margaret Hock, first vice-president pro-tem; Mrs. Ann Belden, third vice-president pro-tem; Mrs. Rose H. Page, treasurer, and Mrs. Robert H. Miller, secretary. Mrs. Margaret Filograsso, chaplain, gave the invocation.

Ann Rankine, first vice-president, returned to Chicago following a vacation in Florida, Cuba and Mexico. Cora Yeldham, past president; Mattie Crosby and Grace Goss are recuperating from illnesses. President Viola Fairly, now on the road with the World of Today Shows, sent in a letter.

Summer activity plans now are being formulated by a committee headed by Mrs. Elsie Miller.

Regular Associated Troupers
 106 E. Washington, Los Angeles

LOS ANGELES, April 19.—First Vice-President Nell Robideaux presided at the April 10 meeting. Also on the rostrum were Florence Lusby, Cecelia Kanthe, Maxine Ellison and Harry Golub. It was voted that a member who holds a life membership gold card shall become a permanent member of the board of governors, filling vacancies in rotation.

A \$50 contribution to the Memorial Cancer Hospital was voted. Thanks were extended to Madame Delma for having the luncheon cloth framed and the large tablecloth laundered and to the Lisle Smiths for the bags donated for bazaar night. A card was received from Mr. and Mrs. C. H. Krug from Kentucky.

It was decided to continue weekly meetings as long as attendance holds up.

National Showmen's Association
 1564 Broadway, New York

NEW YORK, April 19.—Executive Secretary Walter K. Sibley returned from a visit to the James E. Strates Shows in Washington. Owner Strates, chairman of the association's monument committee, said the unveiling probably would take place as scheduled in Ferncliff Cemetery November 23. H. William Jones, chairman of the bingo committee, said he planned to start operations in a few weeks. William C. Fleming said he will try for a gold card, since he is already credited with 15 members and must sponsor only 35 more. Many association members were seen, but a recording of names was not attempted. Sibley was involved in a traffic accident in Baltimore; he wasn't hurt, but his car was.

Three members died during the past week. They were Al (Mucker) Shore, Saul Salsberg and Sam Lager. Last named two were buried in the club's plot.

Recent visitors were Mr. and Mrs. Ralph Decker and daughter, Constance; Bill Moore, Jack Martin, Harry Kaplan and daughter; Louis Elias, Lou Blackmon, Henry Finneral and son; Everett Fuller, Bennie Fox, Henry Cohen, Bibs Malang, Barney Berman, Eddie Elkins, George Nichols, Joe Duban, Irving Mosais, Syd Rifkin, Morris Levi, Red Faber, Louis Ulrich, George Traver, George Regan, Harry Krasnow, Nathan Kilberg and Phil Ray.

Last meeting of the season will be held Wednesday (23). Clubrooms and office will remain open all summer, with the exception of the main assembly room, closed from May 1 thru September 1.

Ladies' Auxiliary

Deepest sympathy is extended to Mary Salsberg and Anne Lager, whose husbands died recently.

Remember, please, to send news items to Anita Goldie, 309 West 93d Street, New York City.

Show Folks of America
 San Francisco

SAN FRANCISCO, April 19.—President Harry Seber presided at the April 7 meeting. Pat Treanor, Charles Albright and Counsel Rairford also were on the rostrum.

Correspondence was received from Joe Hart, West Coast Shows; Pacific United Shows, Marie Jessup and Nellie Baker.

James M. Tarpolin, William Arnold Johnson and Morris L. Kellog were elected to membership. Sick and relief committee reported Mrs. Billie Hodges ill at her home; Mrs. Boehm is still wearing a cast on her arm, and Fred Ramsey is scheduled to enter Marine Hospital. Jeanette Young thanked the club for flowers sent her.

Mickey Hogan, Billie Stone, Oscar Walker, Pat Treanor, L. M. Bruns, Steve Murphy and Mr. and Mrs. Kelly McShay were present after extended absences. Visitors included Mr. Hunt, James Tarpolin, Mr. Livingstone and Tom Murry.

Helen Artz returned from a visit to her mother in South Dakota.

At the board meeting (12), directors and 5 officers were present. Nate Cohn said he will accept designs for the club lapel pin thru April 28. President Seber named Fred Weidman chairman of the birthday party.

Frances Seber won the \$15 Pot of Gold and donated \$5 to the cemetery fund.

FLAMEPROOFED TENTS IN STOCK — ALL NEW

60'x120'	40'x100'	40'x80'
30'x90'	30'x60'	20'x60'
20'x50'	20'x40'	20'x30'
20'x20'	14'x21'	14'x14'

Prompt Delivery Any Type Tents to Order. Bright Flameproofed. Royal Blue, Forest Green, Olive Green, White, Blue & Khaki Dyed Hoopers Flameproofing Compound.

Write Today

UNITED STATES TENT & AWNING CO.
 2015-21 W. Hubbard CHICAGO 12
 Chicago's Big Tent House Since 1870

JOHNNIE REED WANTS

Skillo Agents, Outside Men. Want Man to take charge beautifully framed Roll Down. Whittie Campbell wants Pin Store Agents. Blackie Asher can use Swinger Agents; Candy Adams, Bobby Bloom, contact. I hold exclusive on these Concessions with Kogel & Creator Shows. Bobby Sickels, adjuster. Address: Christopher, Illinois, this week; Vandalia, Illinois, next week.

WANT NEON MAN

Have complete new shop on wagon.
 Monroc, La., this week.

JOHN R. WARD SHOWS

WANTED

Glenn, reliable Young Man, experienced with Scale, to work beautiful Platform Scale with Neon in one of the best amusement parks in New York State. Park opens May 11th and goes till Labor Day. Will work on fifty-fifty basis. Wire immediately.

MILTON KAUFMAN
 Room 639, J. Y. Bldg., University Ave. at Andrews St., Rochester 1, N. Y.

EVANS UNITED SHOWS

Will book High Striker, Scales, Hoop-La, Bumper, Jewelry, Fish Pond, Watch-La, Devil's Bowling Alley or any legitimate Concession not conflicting. SHOWS — Monkey, Mechanical, Snake or any good Grind Show. OHAS, REYNOLDS NEEDS P. C. AND BALL GAME AGENTS. Address:
 Warrensburg, Mo., this week Osceola, Mo., next week.

WANTED

TWO FERRIS WHEEL OPERATORS
MOUND CITY SHOWS
 1417 GRATTA ST. ST. LOUIS 4, MO.

WANTED CARNIVAL

For July 4th Celebration, Northwest Missouri Fair Grounds, Bethany, Mo. For further details write

L. M. MAPLE, Sec.

DROME RIDERS WANTED

On Cotlin & Wilson Shows. Top salary, tips split. Johnny Wills, get in touch with Pat.

SPEEDY McNICH
 BRISTOL, WEST VIRGINIA

WILL BOOK OR BUY

Two or Three Baby Rides, Kiddie Auto, Airplane or Ferris Wheel for Island Park, Sunbury, Pa. Can book Two or Three Concessions, One Major Ride. What have you? Write

JOE GOBBO, JR.
 1001 W. Pine St. Phone 657 Shamokin, Pa.

April 26,

Show F 1839 W.

CHICAGO meeting was President Maing. Elected Jenny and R. The sick Schaefer out recuperating & discharged fr now at home wife, France; thur May on ailing at his and around, home.

Jack and I in Central P. write they v picnic. War Coulthard I chairmen of Dance. Du date for the lime next w Hostesses home will Grosch and J Marcel La V nival commi will be held

COO

Twenty by This Times. (Chin), all complete wi — Fifty. His can be seen on S. C. Rosen, create Chalk County Fair 1

JACI

PRICED I

Several Concessions with Kitchen. Concess. Caterer Nola Wall, 20 Other Curren what you want condition. Fish selling.

L. CRESCO Kansas Leola

FC

Waterproof, Pl NEW 10x32 US MAIN A 230 Main Street

P SHOW

WANTED—C

Want to hea and Ohio. C Real Red O Celebrations,

9619 DECAT

ORDER

Fluores

WESEL

Grab Joint, Floss, Age SHOWS—G RIDE HELP We play N April 28.

Show Folks of America

1839 W. Monroe St., Chicago

CHICAGO, April 19.—Regular meeting was held Tuesday (15), with President May Adams Stoker presiding. Elected to membership were Jenny and Rosa LaPetite.

The sick committee reports Bud Schaefer out of the hospital and recuperating at home; Tom Johnson discharged from Billings Hospital and now at home being cared for by his wife, Frances Kennedy Johnson; Arthur May on the mend; Chet Genter ailing at his hotel; Uno Bradley up and around, and Al Geiler sick at home.

Jack and Louis Howard, of the *Up in Central Park* cast in Philadelphia, write they will be here for the SFA picnic. Warren Warren and Tom Coulthard have been named co-chairmen of the Halloween Barn Dance. Darrell Lyall reports the date for the picnic will be set sometime next week.

Hostesses for the next social at the home will be Rose Page, Nellie Grosch and May Adams Stoker. Rev. Marcel La Voy, chairman of the carnival committee, reports the carnival will be held in June.

COOKHOUSE

Twenty by Thirty with Dinner Room, Extension Tables, Chairs, Register, Two New Coffee Urns all complete with 1 1/2 Ton Truck in A-1 Shape. Fifteen Hundred cash. Doing big business. Can be seen on History Greater Shows, Ashbury, N. C. Reason for selling—Building new, modernistic Cookhouse for a route of State and County Fairs help. Contact me now.

JACK GALLUPPO

PRICED RIGHT FOR QUICK SALE

Several Concessions Tops, all sizes, Grab Outfit with Kitchen, Ell Wheel and Octopus Seat Covers, Caterpillar Tunnel, 20 x 30 Top and Side Wall, 20 x 30 Bingo Top with Awning. Other Concessions too numerous to mention. Write what you want or come and see it. All in good condition. (Gentle Royal Blue Canvas reason for selling.)

L. C. McHENRY
CRESCENT AMUSEMENT CO.
Kannapolis, N. C., this week.
Lexington, N. C., next week.

FOR SALE

SURPLUS
Waterproof, Flameproof Tent Fly 26x54 Feet.
NEW \$95.00 — USED \$65.00
16x32 USED SQUAD TENT—\$50.00.
MAIN AWNING AND TENT CO.
230 Main Street CINCINNATI, O.

PLAYLAND UNITED SHOWS

SHOW OPENS MAY 2—ELEVEN MILE & COOLIDGE, SUBURB OF DETROIT

WANTED—Concessions that work for 10 cents. Bingo, Pop Corn, Cook House, Photos sold. Want to hear from Bingo Caller. Top salary. This show will play money spots of Michigan and Ohio. Celebrations start last week in June. Brighton, Mich., 4th of July week—the Real Red One. Can place two flashy Pit Shows or Miniature City. Michigan and Ohio Celebrations, contact us. Few dates open. Six office-owned Rides. Write or wire

C. J. BENNETT

9619 DECATUR

Phone Hogarth 0689

DETROIT 27, MICH.

ORDERS AGAIN BEING ACCEPTED FOR QUICK DELIVERY

WESCO DELUXE TICKET BOOTHS

Fluorescent Lites — Coin Box — Ticket Dispensers — Lavish Chrome Trim — Eye-Catching Paint Job.

WESELY MFG. CO. 1280 N. 18 St., Salem, Ore.
WEST'S LARGEST MANUFACTURER OF TICKET BOOTHS

SAM'S FUNLAND SHOWS

WANT CONCESSIONS

Grab Joint, Pitch-Til-U-Win, Cat Rack, Photos, Duck Pond, High Striker, Hoop-la, Candy Floss, Age or Scales, Bumper. What have you? Grind Stores, \$21.00 a week or percentage. SHOWS—Grind Shows with own outfit. RIDE HELP—Two good second men. We play North Carolina and Virginia. Walnut Cove, N. C., this week; Stoneville, N. C., week April 28. First show in 5 years.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, April 19.—A complete dinner, topped by a huge birthday cake decorated with the club's emblem, marked the organization's fourth birthday. President Edna Stinson cut the cake. Hattie Hoyt was the emcee and read telegrams from Joe Streibich, secretary of the Showmen's League of America, and from the North Side Boosters' Club.

Entertainment included offerings by Dorothee Bates, Veronica Potenza, Isabelle Brantman, Bonnie Lorayne, Grace Lynn and Irene Coffey.

Others present included Lucille Hirsh, first vice-president; Pearl McGlynn, second vice-president; Bessie Mossman, third vice-president; Edith Streibich, chaplain pro tem; Joicy Williams Gray, Ann Sleyster, Dorothy Golz, Lorraine Dugas, Josephine Glickman, Mollie Raymond, Mariana Pope, Marie Greenwood, Betty Broderick, Helen Weltour, Martha Witter, Estelle Swaider, Rose Marie Giorrette, Mrs. B. B. Tennyson, Josephine Woody, Harriet Powlack, Gusie Breger, Agnes Barnes, Antoinette Rohr, Catherine Potenza, Lucille Sherman, Clara Polich, Katherine Robertson, Mina Herbert, Mae Taylor, Louise Donohue, Anna Young, Rose Reed, Elizabeth Jacks, Mae Oaks and Lillian Lawrence.

Called on for short talks were Ann Young, Priscilla Tennyson, Joyce Williams Gray and Louise Donohue. Due to illnesses, Past President Jeanette Wall and Ester Myers were unable to attend.

Rev. Marcel La Voy, Showmen's League of America chaplain, spoke. Others extending best wishes were Larry O'Keefe, Cecil Mayers, Arval Hoyt and Max Brantman.

All officers were present at the April 15 meeting. Lucille Hirsch presented a birthday cake and Jeanette Wall a bouquet of flowers to Edna Stinson, who marked her birthday. At the club's birthday party she was presented with a miniature dog for her collection, plus a roll of bills.

Sick list includes Rebecca Daniels and Esther Meyers. Goldie Fisher is out of the hospital.

The club voted a \$25 contribution to the cancer fund.

BARNEY TASSELL UNIT SHOWS

Another Scoop for the Big Little Show

CREWE, VIRGINIA

First Show in Twelve Years. Big Railroad Pay Day. Center of Town. Can Place Candy Floss, Mug and Concessions Not Conflicting.

WANT FOR SAM GOLDIN SIDE SHOW

America's Finest

Working Acts and Freaks, Fire Eater, Sword Swallower, high class Mental Act; salary no object. Working forty-four weeks in the year, all summer around Washington, D. C. Short jumps. No agitators.

Can also place a few more Agents.

This Week: APPOMATTOX, VA.

Morris Hannum Shows

A tradition at Veterans' Conventions

WANT FOR COATESVILLE, PENNA.

COREY FIELD, HEART OF TOWN, APRIL 28 TO MAY 3

Motordrome with or without transportation. Whip or Flyplane and any worth-while Show. Ten-Cent Stock Concessions always have a terrific week here.

Can place experienced capable Show People in all departments. Ride Men, come on; especially Tilt Man.

York, Pa., now; Coatesville, Pa., April 28-May 3.

LAWRENCE GREATER SHOWS

AMUSEMENTS OF TODAY PLUS A BIT OF TOMORROW

Want now for two locations in Richmond, Va. Silver Springs, Maryland, to follow

SIDE SHOW—We have 120-foot new Blue Top with Banners. FAT PEOPLE SHOW, WILD LIFE or MONKEY, or any worth-while Grind Show. Musicians and Performers for MINSTREL SHOW; salary out of office.

WANT Arcade, Photos and Guess Your Age and Weight. CAN PLACE Agents for Wheels, Grind Stores and Percentage Dealers. WANT CAPABLE, DEPENDABLE, CARNIVAL SECRETARY. LAWRENCE GREATER SHOWS Richmond, Va.

CALEDONIA SHOWS

WANT RIDES, SHOWS, CONCESSIONS OF ALL KINDS

Freddy Blythe wants Bingo Help, Acts for Side Show. Can place Monkey Show, Animal Show, Snake Show. Will buy Merry or Flat Ride. Help wanted for Ferris Wheel, Chairplane and Kiddie Whip. Agents for Ball Games, Pitch and Pan Stores. Truck drivers who can work. Also Electrician. ONEONTA, N. Y., APRIL 28 TO MAY 3.

KELLIE GRADY SHOWS

WANT WANT

Rides. Will book Kiddie Rides and any other ride that does not conflict. Need Ride Help in all departments; those that worked for me season 1946 on J. F. Sparks Shows, wire. SHOWS—Will book Glass House, Wild Life, Monkey Show, Illusion, Fat Show, Snake Show, with own transportation.

CONCESSIONS—Will book a few more concessions; those already contracted contact us at once. Opening May 3rd. Address all replies to

KELLIE GRADY or R. E. FENNELL
313 W. TOMMOCBEE STREET, FLORENCE, ALA.

Jim McCall Shows Want

Man to take charge of Animal Show, Fun House. Will book Ten-in-One or Five-in-One. Concessions—Bumper, String, Game Stock, Blower, Ball Game, Pitch Til-U-Win, Water Games, High Striker. Playing best mill towns in Georgia. Fairs start September 15. Wire

JIM McCALL, Owner-Mgr., or BILL REESE, Asst. Mgr.
FAYETTEVILLE, GA., THIS WEEK.

POPCORN

"Rush Hour" Mammoth Yellow Popcorn, \$9.25 per 100 pounds. Sample cheerfully furnished.

PEANUTS

Roasted in the shell, \$21.00 100 pounds. Raw in the shell, \$18.00 100 pounds. Price list of all supplies upon request.

STAR POPCORN MACHINES

Immediate shipment on all models. Literature upon request.

Prunty Seed & Grain Co.

—Popcorn Processors—
620 North 2nd St. St. Louis 2, Mo.
"IN OUR 73RD YEAR."

KAY BURNS CIRCUS

WANTS

Working Men, Seat Men, Candy Butchers, Single Novelty Act, good Cook, Sideshow Ticket Seller. For Rent—Custard Floes, Lunch Stand, Wire
KAY BURNS CIRCUS
Mountain City, Tenn., Fridays; Abingdon, Va., Saturday.

WANTED

Merry-Go-Round, Ferris Wheel, Kiddie Car, Flying Scooter.
Also Concessions of all kinds for JULY 4-5-6, Lemont, Ill., American Legion. Write or Wire.
LESLIE DE LONG
LEMONT, ILL.

SAMMY EPPLE WANTS

Outside Men and General Outside Help for Wheels.
C/O HARRY CRAIG'S HEART OF TEXAS SHOWS
Lubbock, Texas, week April 21st to 26th.

WANTED

Ferris Wheel Operator

For beach location. No tear-downs. Must be sober and reliable. Whiskey is reason for this ad. Address
J. S. BULLOCK
General Delivery, Charleston, S. C., or wire care Western Union.

D. D. HALE

WANTS AGENTS

For well-flashed Roll-downs; Charlie Leman, answer. Will give head of store. Agents for well-flashed Buckets and Slum Outfits.
Replies c/o
JOHNNY DENTON SHOWS
Pikeville, Kentucky, this week.

HAL ROBERTS

WANTS

Former Frame and Bucket or other Agents to operate new Skill Ball Game.
c/o **TRIANGLE SHOWS**
Hagerstown, Md., this week; then Uniontown, Pa.

OKLAHOMA CITY, OKLA.

FLASH!—OPENING MAY 1—FLASH! FLASH!

A new park; on four and two-lane highway; outside city limits of Oklahoma City, Okla.; busy intersection; best spot in Southwest.

Now Booking

RIDES, CONCESSIONS, GAMES, EXHIBITS, RODEOS, THRILL SHOWS, AERIAL AND HIGH ACTS, SMALL SHOWS, TATTOO ARTIST. Must be flashy, clean outfits. No drunks, forty millers or rag bags. Will book you on flat, privilege or percentage; live and let live policy. Everything must furnish own transportation and tops. This spot is a natural amphitheater and is being promoted by an experienced showman. **PROMOTERS, BANNER AND ADVERTISING MEN, COME ON.** Thrill Shows wanted for other spots, too. WRITE, WIRE OR PHONE 7-8255 or 8-3893.

JACK LEWEDAY, Gen. Mgr. and Promoter

112 WEST MAIN STREET OKLAHOMA CITY, OKLA.

Carnival Routes

Send to
2160 Patterson St., Cincinnati 22, O.

- (Routes are for current week when no dates are given. In some instances possible mailing points are listed.)
- Alamo Expo.: San Antonio, Tex.
 - American Expo.: Clarksburg, W. Va.
 - American United: Keokuk, Wash.
 - A. M. P.: Thomasville, N. C.; Statesville 28-May 3.
 - Anderson's Greater: Livingston, Tenn.
 - A. & P. Am.: Yale, Okla.; Olton 23-May 3.
 - Badger State: Oshkosh, Wis.
 - Baker United: Indianapolis, Ind.
 - Barkot Bros.: Toledo, O.
 - Bay State Am. Co.: New Bedford, Mass., 21-May 3.
 - B. & C. Expo.: Rochester, N. Y., 5-10.
 - Bee's Old Reliable: Oak Ridge, Tenn.; Wheelersburg, Ky., 23-May 3.
 - Beeson's, Tex. Am.: Pierce City, Mo.
 - Bell & Vinson: Sikeston, Mo.
 - Big State Am. Co.: Mathis, Tex., 23-29; Taft 30-May 6.
 - Bistany Greater: Ashboro, N. C.
 - Blue Grass State: Owensboro, Ky.
 - Blue Ribbon: Lewisburg, Tenn.
 - Bohn & Bolls: Covington, Tenn.
 - Borderland: Gatesville, Tex.
 - Boston Shows: Lynn, Mass.; Medford 30-May 10.
 - Brady & Leedy: Harriman, Tenn.; Appalachia, Va., 28-May 3.
 - Brewer's United: Atlanta, Tex.; Linden 28-May 3.
 - Bright Lights Expo.: Danville, Va.; Bedford 28-May 3.
 - Brownie Am. Co.: Allen, Okla.
 - Buck, O. C.: Troy, N. Y.
 - Burdick's Greater: Snyder, Tex.
 - B. & V.: West New York, N. J.
 - Caledonia: Oneonta, N. Y., 28-May 3.
 - Capell Bros.: Duncan, Okla.
 - Capital City: Nashville, Tenn.
 - Caravella Am. Co.: Farrell, Pa., 26-May 3.
 - Carr, Lawrence: Cambridge, Mass.; Lynn 28-May 3.
 - Cavalcade of Amusements: Nashville, Tenn.
 - Central States: Russell, Kan.
 - Celvin & Wilson: Bristol, Va.; Kingsport, Tenn., 28-May 3.
 - Chanos, Jimmie: Richmond, Ind., 26-May 3.
 - Coastal Plain: McCall, S. C.
 - Coleman Bros.: Middletown, Conn.
 - Continental: Hudson, N. Y., 24-May 3.
 - Copper State: Cortez, Colo.
 - Crafts Expo.: Bakersfield, Calif.
 - Crafts 20 Big: Riverside, Calif., 23-27.
 - Craig, Harry: Lubbock, Tex.
 - Craudell's Midway: Jasper, Ga.
 - Crescent Am. Co.: Kannapolis, N. C.; Lexington 28-May 3.
 - Crystal Expo.: Covington, Ga.; Commerce 28-May 3.
 - Cudney Border State: Boynton, Okla.
 - Cunningham's Expo.: New Matamoras, O., 26-May 3.
 - Carl, W. S.: London, O.; Washington C. H., 28-May 3.
 - DeLuxe: Norwich, Conn., 24-May 3.
 - Denton, Johnny J.: Pikeville, Ky.
 - Dickson United: Bristol, Okla.
 - Douglas Greater: Bellingham, Wash.
 - D. & P. Attrs.: Wilkes-Barre, Pa., 25-May 3.
 - Dudley, D. S.: Stamford, Tex.; Paducah 28-May 3.
 - Dupree, Jimmie: Los Lunas, N. M., 22-28.
 - Dumont: York, Pa.
 - D. & W.: Roseboro, N. C.
 - Dyer's Greater: Blytheville, Ark.
 - Eddie's Expo.: Ford City, Pa.; Elma 28-May 3.
 - Elliott, L. W., Am. Co.: (3900 W. Washington St.) Indianapolis, Ind.
 - Endy Bros.: (Highland Town Lot) Baltimore, Md.; Wilmington, Del., 28-May 3.
 - Evans United: Warrensburg, Mo.; Osceola 28-May 3.
 - Exposition at Home: Baltimore, Md.
 - Fidler's United: Jacksonville, Ill., 29-May 3.
 - Fleming, Mad Cody: Waycross, Ga., 26-May 3.
 - Florida Am.: Albertville, Ala.; Murphy, N. C., 28-May 3.
 - Folk's Celebration: Santa Fe, N. M., 23-May 3.
 - Francis, John: E. St. Louis, Ill.
 - Franklin, Don: Austin, Tex.; Taylor 28-May 3.
 - Franks Playland: Hawkinsville, Ga.
 - Funbeam: Confluence, Pa., May 1-10.
 - Galloway: Bloomington, Calif.
 - Garden State: Slatington, Pa., 26-May 3.
 - Gate City: North Wilkesboro, N. C.; Elkin 28-May 3.
 - Gem Carnival: Petros, Tenn.; Elgin 28-May 3.
 - Gen City: Fort Smith, Ark.
 - Gielow, Art: (1st and E. Capitol Drive) Milwaukee, Wis., 22-May 4.
 - Globe: Pawtucket, R. I., May 1-8.
 - Gold Bond: Batesville, Ark.
 - Gold Medal: Jackson, Tenn.; Paducah, Ky., 28-May 3.
 - Gooding Am. Co., No. 1: (Kelton and Livingston) Columbus, O.

- Gooding Am. Co., No. 3: Greensburg, Pa., 24-May 3.
- Gooding Park Attrs.: (W. Broad and Hartford) Columbus, O.
- Granite State: Kingston, N. Y., 24-May 3.
- Great Sutton: Granite City, Ill.; Alton 28-May 3.
- Greater Rainbow: Miami, Okla.; Vinita 28-May 3.
- Greater United: Wichita Falls, Tex., 23-May 3.
- Groves Greater: Albany, La.; Hammond 23-May 3.
- Gulf Coast: Flat River, Mo.; Potosi 28-May 3.
- Hansum, Morris: York, Pa.; Coatesville 23-May 3.
- Happy Attrs.: Coshocton, O.; Mount Vernon 28-May 3.
- Harris, Roxie: Mansfield, O., 26-May 3.
- Harrison Greater: Richmond, Va., 21-May 10.
- Heller's Acme: Englewood, N. J.; Bayonne 28-May 3.
- Henson, J. L.: Omega, Ga., 25-May 3.
- Heth Expo.: Kennett, Mo.
- Helh, L. J.: Bowling Green, Ky.
- Hill's Greater: Oklahoma City, Okla.
- Home State: West Plains, Mo.
- Hottle, Buft: New Orleans, La.
- Imperial: Greenville, Ill.
- Imperial Expo: Marysville, Calif.
- International: Ponca City, Okla.; Junction City, Kan., 28-May 3.
- Jayhawk Am. Co.: Neodesha, Kan.
- J. & B.: South Boston, Va.
- Johnny's United: Social Circle, Ga.
- Jolly: Suitland, Md.
- Jones Greater: Ashland, Ky.
- Jones, Johnny J., Expo.: Washington, D. C., 23-May 3.
- Kaus, W. C.: Henderson, N. C.; Emporia, Va., 26-May 3.
- Ken-Penn Am.: Pittsburgh, Pa., May 1-10.
- Keystone Expo.: Racford, N. C.
- Kilgore: Grapeland, Tex.; Fairfield 28-May 3.
- Lamb, L. B.: Fayetteville, Tenn.
- Lawrence Greater: (21st and P. Streets) Richmond, Va.; Silver Springs, Md., 28-May 3.
- Leeright, J. R.: Drumright, Okla.
- Mace, Herbert: Burgess Store, Va.
- Madison Bros.: Metropolis, Ill.
- Magic Empire: Henderson, Tenn.
- Majestic Greater: Annapolis, Md.; Harrisburg, Pa., 28-May 3.
- Manning, Ross: Port Reading, N. J.
- Marion Greater: Pountain Inn, S. C.
- Marks, John H.: Richmond, Va.; Chester, Pa., 24-May 3.
- Martin United: Chino, Calif., 27-May 4.
- McCall's, Jim: Fayetteville, Ga.
- McCown Midway: Clinton, Mo.; Osceola 28-May 3.
- McKee, John: Vincennes, Ind.
- Midway of Mirth: Carlisle, Ill.
- Mid-Western Expo.: Springfield, La.
- Mighty Hoosier State: Muncie, Ind.; Kokomo 28-May 3.
- Model Shows of Canada: Owen Sound, Ont., Can., 21-May 1.
- Moore's Modern: West Frankfort, Ill.
- New England Am. Co.: Springfield, Mass., 24-May 3.
- Nolan, Larry: Rocky Ford, Colo.
- Ohio Valley: Mansfield, O., 26-May 3.
- Omar's Greater Am.: Picher, Okla.
- Page Bros.: Waverly, Tenn.
- Page, J. J., Expo.: Johnson City, Tenn.
- Paramount Expo.: South Norfolk, Va.; Elizabeth City, N. C., 28-May 3.
- Parade: Otawatomie, Kan.; Olathe 28-May 3.
- Parris & McInyre: Norwood, N. C.; Marshville 28-May 3.
- Paul's Am.: Hartshorne, Okla.
- Pearl City: Fort Madison, Ia.
- Peerless Celebration Am.: Rocky Mount, Va.
- Penn Premier: Bridgeton, N. J.
- Peppers All-State: Florence, Ala.
- Pine State: Carthage, Tenn.
- Pioneer: Waverly, N. Y., 28-May 3.
- Playtime Am.: Manchester, N. H.
- Powelson Greater: Newark, O.; Newcomertown 28-May 3.
- Prel's Broadway: Alexandria, Va., 21-May 3.
- Pryor's: Cowan, Tenn.
- Rafferty & R. & S.: Greenville, N. C.; Plymouth 28-May 3.
- Regent: Eastman, Ga.
- Rockwell: Beaver, Okla.
- Rogers Greater: Christopher, Ill.; Vandalia 28-May 3.
- Rogers & Powell: Bynockville, Miss.
- Rosen, H. B., Am.: Cleveland, Tenn.
- Royal American: (Grand and LaCade Sts.) St. Louis, Mo., May 1-10.
- Royal Amusement: Elberton, Ga.
- Royal Crown: Clarksville, Tenn.
- Royal Exposition: Vidalia, Ga.
- Royal Rides: Jemison, Ala.; Alabaster 28-May 3.
- Rupe's Midway for Fun: Blanchard, Okla.
- Sam's Funland: Walnut Cover, N. C.; Stoneville 28-May 3.
- Schafer's Just for Fun: Cleburne, Tex.
- Shan Bros.: Maryville, Tenn.
- Shugart, Dr., & Son: Talco, Tex.
- Siebrand Bros.: Mesa, Ariz.
- Silver States: Carrizosa, N. M.
- Smith Am. Co.: Teague, Tex.
- Smith, George Clyde: Duncansville, Pa., May 1-10.
- Snyder's Am.: Eminence, Ky., 26-May 3.
- Southern Am. Co.: Ozona, Tex.
- Southern Valley: Forrest City, Ark.; Bald Knob 28-May 3.
- Srader, M. A.: Newton, Kan., 26-May 3.
- Stafford United: Indianapolis, Ind.
- Standard: Douglas, Wyo., 29-May 3.
- Stellar's Greater: Glade Springs, Va.; Damascus 28-May 3.
- Stephens, C. A.: Douglasville, Ga.
- Strales, James E.: Chester, Pa.
- Sunflower State: Kingfisher, Okla.
- Sunset Am. Co.: Excelsior Springs, Mo., 24-May 3.
- Sweeney's United: Charleston, W. Va.
- Tassell, Barney: Appomattox, Va.; Crews 28-May 3.
- Texas Expo.: San Antonio, Tex.
- Thomas Joyland Am.: Williamson, W. Va.
- Tidwell, T. J.: Levelland, Tex.
- Tinsley, Johnny: Anderson, S. C.; Athens, Ga., 28-May 3.
- Tivoli Expo.: Joplin, Mo.
- Triangle: Hagerstown, Md.; Uniontown, Pa., 28-May 3.
- Turner Bros.: Springfield, Ill., 22-May 3.
- 20th Century: Emporia, Kan.
- Twin City: Tipton, Mo.
- United Am. Corp.: Pawtucket, R. I.; Newport 28-May 3.

- Utah Expo.: Grand Junction, Colo.
- Veterans United: Des Moines, Ia., 21-May 1.
- Victory Expo.: Durant, Okla.
- Virginia Greater: Weldon, N. C.
- Wade, W. G.: Pontiac, Mich., 23-May 3.
- Wallace Bros.: Henderson, Ky.
- Wallace & Murray: Elkins, W. Va.
- Ward, John R.: Monroe, La.
- Wason Am.: Bass, N. C.
- West Coast: San Jose, Calif., 22-27; Lodi 28-May 4.
- Wheeler, Eddie L.: Cedartown, Ga.
- White's Rides: Dunlap, Tenn., 26-May 3.
- Williams Southern: Kings Mountain, N. C.
- Wilson Famous: East Peoria, Ill., 23-May 3.
- Winchester Am.: Martinsville, Va.
- Welfe Am. Co.: Edgefield, S. C.
- Wonder City: Princeton, Ky., 28-May 3.
- Wonder Shows of America: Little Rock, Ark., 25-May 3.
- World of Mirth: Richmond, Va.; Chester, Pa., 28-May 3.
- World of Pleasure: Wyandotte, Mich.
- World of Today: Wichita, Kan., 21-May 3.
- Zacchini Bros.: Waxahatche, Tex.
- Zeiger, O. F., United: Albuquerque, N. M., 23-May 4.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

- Barnes Bros.: (Stadium) Chicago, Ill., 20-May 4.
- Beatty, Clyde: Alhambra, Calif., 22; Santa Barbara 23; Santa Maria 24; Salinas 25; Monterey 26; Watsonville 27; San Jose 28; Tracy 29; Modesto 30; Tulare May 1; Bakersfield 2; Fresno 3.
- Burns, Kay: Rogersville, Tenn., 22; Gate City, Va., 23; Mountain City, Tenn., 24; Damascus, Va., 25; Abingdon 26.
- Cole Bros.: Evansville, Ind., 22; Terre Haute 23; Decatur, Ill., 24; Springfield 25; Peoria 26-27; Bloomington 28; Champaign 29; Danville 30; Lafayette, Ind., May 1; Indianapolis 2-4.
- Cole, James M.: Hagerstown, Md., 22; Frederick 23; York, Pa., 24; Harrisburg 25-26; Lancaster 28; Pottstown 29; Easton 30; Westfield, N. J., May 1; Elizabeth 2; Mountclair 3.
- Dalby Bros.: Vicksburg, Miss., 20; Jackson 28; Meridian 29.
- Gainesville Community: Gainesville, Tex., 23-25; Greenville May 1-2.
- Garden Bros.: Windsor, Ont., Can., 21-26.
- Hamid-Morton: Washington, D. C., 21-27; Montreal, Can., May 3-10.
- Hunt Bros.: Burlington, N. J., 28.
- King Bros.: Hopkinsville, Ky., 22; Clarksville, Tenn., 23; Springfield 24; Franklin, Ky., 25; Glasgow 26; Elizabethtown 28; Shelbyville 29; Frankfort 30; Cynthia May 1; Mount Sterling 2; Richmond 3.
- King & Franklin: Syva, N. C., 25.
- Mills Bros.: Findley O., 22; Lima 23; Marion 24; Columbus 25-26; Zanesville 28; Newark 29; Mansfield 30; Wooster May 1; Akron 2-3.
- Montgomery, C. R.: Rosebud, Tex., 22; Gatesville 23; Hamilton 24; Comanche 25; Cisco 26.
- Pelack Bros. (Eastern): (Shrine Mosque) Richmond, Va., 21-26.
- Pelack Bros. (Western): Santa Rosa, Calif., 21-23; (Oivic Auditorium) Sacramento 25-May 4.
- Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, thru May 11.
- Roger Bros.: Oak Grove, La., 23; Delhi 24; Winsboro 25; Rayville 26; Bastrop 28.
- Sparks: Lexington, Ky., 22; Covington 23; Hamilton, O., 24; Springfield 25; Columbus 26-27.
- Stevens Bros.: Enfield, Okla., 23; Checotah 24; Gore 25; Spiro 26.
- Wallenda: Tampa, Fla., 24-27; Jacksonville 30-May 3.
- Yankee-Patterson: Hanford, Calif., 23; Coalinga 24; Avenal 25; Lemoore 25; Riverdale 26; Kingsburg 27.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

- Florida Blossom Minstrels: Griffin, Ga., 23; Thomaston 24; Port Valley 25; Montezuma 26; Macon 26.
- Gosh, Byron, Hit Parade Tent Show: Purvis, Miss., 30.
- Ice Parties of 1947: Minneapolis, Minn., 21-May 5.
- Miller's, Irvin C., Brown-Skin Models: (State) Dallas, Tex., 23-25.
- Plunkett's Stage Show: Sanderson, Tex., 21-23; Marathon 24-26.
- Roller Skating Vanities: (Armory) Syracuse, N. Y., 22-27.

WANTED

For TILTON'S COMEDIANS

Two Young People, Man Juveniles, Leads, Woman Ingenues, Leads; preference Specialties Orchestra. First change since October, 1945. Long season, year round work. Write or wire
M. R. TILTON, Ontario, Wis.

BRAND NEW

30 ft. by 70 ft. flame proof, forest green Top and 8 ft. walls, mfr. by E. S. Tont & Awaiting Co. Original cost \$1,165.00. Will sell with poles and stakes, \$800.00. Complete model circus cost \$3,000.00 to build. Will sell, \$1,000.00.
H. G. EDWARDS
248 E. Main St., Avon, Mass.

1-May 1
 3
 Lod 29
 May 3
 N. C.
 19-May 3
 7 3
 Jek, Ark.
 Chester
 1
 May 3
 N. M., 2
tes
 22, O.
 Ill., 21
 22; Bank
 Altos 25;
 Jose 21;
 Baker-
 Gate City,
 4; Dams-
 rre Haute
 25; Peach
 1 20; Dan-
 Indian-
 22; Fred-
 urg 25-26;
 Easton 31;
 2; Mont-
 1; Jackton
 Illc, Tex.
 21-26
 C., 21-22
 Clarksville,
 n, Ky., 21;
 Shelbyville
 1; Mount
 23; Marlon
 18; Newark
 1; Akron
 22; Gales-
 15; Cinea 51
 3; Mosque
 20; Calif.
 mento 23
 27; (Mad-
 thru May
 Delhi 24;
 rep 28
 Ingleton 21;
 Columbus
 ; Checotah
 Jacksonville
 ; 22; Coal-
 Riverdale
tes
 1 22, O.
 1, Ga., 21
 Montezuma
 27; Purth
 Minn., 21-
 21; (Stat)
 1, Tex., 21-
) Syracuse
ANS
 or, Leads,
 circa Spe-
 ige since
 car round
 Vis.
 tern Top and
 Arriving Co
 th police and
 ctious out
 0.00.
DS
 18.

EXTRA!
BIG TEXAS CITY
CATASTROPHE
WALK-THRU SHOW NOW READY

Our photographers arrived by plane and have been sending most heart rending startling scenes in every mail.

To our already new splendid BIG FIRE SHOW, containing America's biggest fires, we now add and FEATURE the above stupendous spectacle.

Our great scenes, made with special 3rd dimension cameras on colored glass, red, brown, blue, etc., life-like, just like on the scene itself, fascinate all who see them. Scenes indescribable.

FRONT OF SHOW HAS: 2 brilliant, flaming 8 by 10 ft. banners, pictorial and titled, also 3 big blow-ups, 44 by 64 in., in frames in colors that stop the midway.

A GREAT SHOW INSIDE: Of 24 strong viewing boxes containing the very greatest scenes imaginable, also 20 great pictorial panels, spid on phono record, also one written describing all.

All you need after you receive show is your tent and about \$20.00 for lumber for counters and lighting.

Show framed in any tent 14 or 20 ft. by 24 or 30 ft. One person or one and a helper run the show. Great for carnivals, parks and fairs.

Show complete as above

Only \$360.00

Orders filled in order of receipt starting at once this week. Wire or mail one third deposit, remainder collect, or write for info on this and other great Walk-Thru Shows for 1947.

Weight of above show about 250 lbs.

Also write us about Banners for any Side Show attraction as we are making Banners for the very biggest Carnivals and Shows and have the biggest Banner Department known.

Wire your order for this BIG FIRE SHOW quick.

CHAS. T. BUELL & CO.
 NEWARK, OHIO

ROGERS & POWELL
WANT
TO CONNECT AT ONCE WITH

J. S. McNatt, H. Griffin, Walter Moore, Jack Cook or any Stock Concession. Dutch Ward, answer. Western or Tony not connected with show. Brooksville, Miss., this week; Starkville, week of April 28.

PRUDENT'S
AMUSEMENT SHOWS

Want Ferris Wheel and Chairplane Foreman; If you know your business, wages are no object. Best treatment, bonus end of season. No Tickets; pay your own Wires.

Mike Prudent
 124 Cedar Ave. PATCHOGUE, N. Y.

WHEEL MAN WANTED

Full Season, \$60.00 per week
 No boxers or drifters. We move every two weeks.

LACHMAN AMUSEMENT CO.
 2931 12th St. N. E., Washington, D. C.

GIRL SHOW WANTED
 With or Without Own Outfit

OPERATORS for Fun House and Bouquet of Life Show. WANT SHOWS OF ALL KINDS. PHOTOS OPEN, also other Concessions. Filipino Jimmie wants Side Show Acts. Will place good Ride Men who have references.

Greater Rainbow Shows
 Miami, Okla., this week; Vinita, Okla., April 28-May 3.

WANTED HELP
 for Clothes Pin Concessions.
 RUSSELL "RED" LUNDE, contact me.
HENRY H. HETH
 Bowling Green, Ky., this week

B&V Off to Good Start in Jersey

WEST NEW YORK, N. J., April 19.—B & V Shows opened Saturday (12) at West New York, N. J., just across the Hudson River from mid-town New York. Warm and sunny weather on opening day and Sunday (13) brought big crowds to the lot, with business brisk on rides, games and concessions.

Rain and a drop in temperature killed off attendance Monday and Tuesday (14-15) but business picked up after mid-week.

Justin and Queenie Van Vleet, owners, and Eddie Elkins, legal adjuster, were hosts to showmen and friends from New York. Show has nine major rides, three shows and a large number of games and concessions. Shows remain here until April 27.

Adams Amusement Skeds Vermont Opener May 26

NEW YORK, April 19.—Adams Amusement Company, under direction of General Manager Frank Adams and Field Manager Miller Adams, has completed arrangements to open its season in Vermont May 26, the city to be announced later, it was revealed here this week. Officials said that Pleamon A. Clark will have the Ten-in-One Side Show, for which a new top has been purchased.

Roy McGowan has signed his bingo stand. General Manager Adams said that a number of fair and celebration dates have been booked. Org plans to carry 4 rides, 3 shows and about 20 concessions.

Williams Southern Unit Moves Into Spindale, N. C.

SPINDALE, N. C., April 19.—Williams Southern Shows, entering their third week, opened here Monday (14). Org played previous week at Morganton, N. C., after bowing at Hickory, N. C.

Troy Williams has routed the unit thru North Carolina, Virginia and Tennessee. Gus Wade is lot superintendent. Fearless Gregg, cannon act, is featured.

A smaller unit, consisting exclusively of rides, will be opened by Williams late this month.

Snake Bite Proves Fatal To Earl Sheppard, 51

SACRAMENTO, April 19.—Earl Sheppard, 51, died in Sacramento Emergency Hospital here Wednesday night (9) from the effects of a bite of a rattlesnake used in his act on the Golden West Shows. While the org was playing in Broderick, across the river from the capital city, Sheppard was bitten in the calf of the leg by the snake. He was taken to the hospital and treated with anti-venom serum.

Surviving are his widow, Alice, who says she will continue the boarattlesnake act with the shows, and a daughter, Mrs. Edna Cassey.

Two More for Don Franklin

LULING, Tex., April 19.—Two more South Texas fairs have been booked by the Don Franklin Shows, Owner Don Franklin announced this week. New additions are Refugia Fair and the Trinity Valley Exposition at Liberty. Org now has eight South Texas fair dates.

FOR SALE

Kiddie Eighteen Passenger Streamline Train, Two Cage Loop-the-Loop with complete set of extra parts. Burch Electric Large Cabinet Model Popcorn Machine.

OTHO B. ZIMMER
 2323 E. 5th Ave. (Tel. EV 8008) Columbus, O.

TRIANGLE SHOWS

CAN PLACE FOR BEST STILL DATE ROUTE IN EAST
 ALL KINDS OF SLUM CONCESSIONS
 PERCENTAGE OPEN TO LINE CONCESSIONAIRES

WANT

Pit, Snake and Monkey Show with own equipment. Good proposition for capable Talkers. Life Show with good flashy banners, and Crime Show. Will sell or book our new Iron Lung. Need reliable Ride and General Utility Help. Want Ferris Wheel Foreman, good steady job. Wire collect. Weinstein wants Bingo Men. Want Percentage Agents. Virgil Murray, contact Frank England. Wild Life, good proposition.

HAGERSTOWN, MD., This Week; UNIONTOWN, Week of April 28.

PARAMOUNT SHOWS
EXPOSITION INC.

"TRULY A GOOD SHOW ALL WAYS"

WANT FOR THE BEST ROUTE OF STILL DATES, CELEBRATIONS AND FAIRS
VETERANS' SPRING CELEBRATION
 ELIZABETH CITY, NORTH CAROLINA, WEEK OF APRIL 28

WANT: Monkey Show, Motordrome, Fun House, Glass House, Photos, Cigarette Shooting Gallery, Basketball, Slum Concessions, Lead Gallery, Ride Help that drive, Ride Superintendent, a good Lot Man, Press Agent. Girls wanted for Posing and Girl Show. Horace (Horse Collar) Hopkins, contact Harry Langford. Write or wire

RALPH P. FLANNIGAN, Gen. Mgr.
 SOUTH NORFOLK, VA., Now; ELIZABETH CITY, N. C., Next Week.

WALLACE & MURRAY SHOWS

ELKINS, W. VA., THIS WEEK

W Octopus and Rollo-Plane at once due to disappointment; very liberal percentage for season booking. Also Fun House, Wild Life, Snake and Side Show (Sid Crane, contact immediately; good proposition for you).

A CONCESSIONS: Frozen Custard, Scales, Fish Pond, Duck Pond, Pitch-Til-U-Win, Coke Bottles, Penny Arcade, any 10-cent Grind Concessions (no ex.).

N SHOWS: Bull Martin wants good looking Dancing Girls; salary and percentage guaranteed out of office.

T WORKINGMEN: Sober, reliable men, come on; can use help on all rides, semi-drivers given preference. Twelve solid weeks already booked FIRST-IN in PITTSBURGH AREA, proven hanky-pank territory, with long season of Southern Fairs.

Route to reliable parties.

ELKINS, W. Va., this week; then as per route. (Fair Secretaries, attention: We have two open weeks in OCTOBER. (Contact as per route).

RED'S UNITED SHOWS
OPENING IN MAY—PLAYING TWO-A-WEEK
 ALL CELEBRATIONS AND FAIRS IN IOWA, SOUTH DAKOTA, NEBRASKA AND MINNESOTA

JACK THOMAS WANTS AGENTS FOR STOCK CONCESSIONS; BINGO CALLER AND ONE MORE COUNTER MAN. Tex Morris is in charge of Concessions. Those he spoke to or wrote, wire at once.

All Concession People, wire or write Jack Thomas or Tex Morris, WALTHILL, NEB.

WANT SHOWS OF ALL KINDS. Monkey Show, Snake Show, Animal Show or Ten-in-One. Also Fun House. No Girl Shows or Mitt Camps Wanted. All Show People wire or write: H. M. Salaway, Mgr., Rosale, Neb.

WANT

Bingo, Guess Your Age and Weight, Potato Chips, Bumpers, Devil's Bowling Alley, Cola Bottles. All others booked. No grift on this show. Percentage Dealers, P-Pool, Boat Dealer, One Dice. Victor Zarra, write. Want Free Act.

All phone Orange 4-5447 after midnight or mornings. Englewood, N. J., this week; then Bayonne, N. J., four weeks, all different lots.

HELLER ACME SHOW

GATE CITY SHOWS

Carolina's Own Show THE SPONSOR IS ALWAYS OUR BOSS

NORTH WILKESBORO VETERANS' JUBILEE THIS WEEK

ELKIN, N. C., TWIN CITY FIESTA Location Two Blocks From Heart of City. April 28th thru May 3rd.

HIGH POINT BIG GALA WEEK May 5th Thru 10th

DAVIDSON COUNTY MERCHANTS AND MANUFACTURERS' EXPOSITION

Lexington, N. C., May 12th thru 17th. This is the one—exhibits, prizes, special programs. No exclusives this date. All civic organizations are supporting the sponsors, which is all combined vets. Another big one—

JUNIOR CHAMBER COMMERCE FIESTA Benefit Building Fund. Brevard, N. C., May 19th thru 24th.

BIG FIREMEN'S RALLY Waynesville, N. C., First Show in Ten Years, May 26th thru 31st. With—

BIG JUNIOR ORDER AND SCHOOL BENEFIT GALA WEEK Boone, N. C., week June 2nd. Other big one, with

BIGGEST JULY 4TH IN SOUTHEAST 3 BIG DAYS. TWO CARS GIVEN AWAY.

WANT FOR ALL ABOVE AND ALL SEASON

Legitimate Concessions, Custard, Novelties, and what have your Want Rides not conflicting, with or without transportation, for best ride territory in country. Long season. Octopus, Tilt, Streamline Train, etc. Fun House and Motordrome with own transportation. Shows not conflicting with transportation. Johnny, wire if front ready. Want Mechanical City, Fat People, Midgots. Want capable Ride Help, Lot Man that can build and get Show on and off lot, Scenic Artist, Ed Breckenridge, wire.

AGENTS, NOTICE

Bill Hunter wants Peek Store, Count Store, Watch Skillo and Line-Up Agents, wire Bill Hunter. New outfits, well flashed. Good treatment. All wire Bill Hunter. Our season just starting. We play cream of the crop in Carolinas and Virginia. Everybody address:

J. E. BAXTER, Mgr.

NORTH WILKESBORO, N. C., THIS WEEK; ELKIN NEXT.

PEERLESS CELEBRATION AMUSEMENTS

Headed for the Coal Fields

V.F.W. CELEBRATION—ROCKY MOUNT, VA., APRIL 21 TO 26

This Show Positively Carries No Grift

NOTICE—CELEBRATION COMMITTEES IN WEST VIRGINIA AND PENNSYLVANIA CONTACT

WANT—Good Grind Shows, Five or Ten-in-One People, Will furnish tops and transportation. What have you? Can use Octopus, Fun House, Girl Shows.

WANT—French Fries, Custard, Seales, Guess Your Age, Photos, Ball Games and a few Good Stores. ANYTHING NEW.

WANT—Roll-o-Plane Man. Good Ride Help and other useful show people, contact. All address:

PEERLESS CELEBRATION AMUSEMENTS

WM. J. MESPILT OR FRED HEDRICK

ROCKY MOUNT, VA., Now; RADFORD, VA., April 28-May 3

HARRISBURG, PA., WEEK APRIL 28

(POSITIVELY FIRST IN)

MAJESTIC GREATER SHOWS

Can Place for Harrisburg and Many Other Firsts, With a Long Route of Fairs To Follow:

CONCESSIONS: Photos, Fish and Duck Pond, String Game, Long and Short Range Gallery and other Merchandise Concessions. A few choice wheels open.

SHOWS: Unborn, Fun House, Jig (with own equipment), Wild Life (Pat, let's hear from you).

Clementine Coffee can place Dancing Girls. Art Converse can use several Working Acts. Will book or buy Kiddie Rides. Will buy complete Popcorn Outfit. Must be good.

Address SAM GOLDSTEIN

Annapolis, Maryland, This Week; Then Harrisburg, Pa.

PIONEER SHOWS high class midway attractions

OPENING MAY 28, WAVERLY, N. Y.

PROVEN ROUTE CELEBRATIONS

Want Ride Help for Whip, Chairplane, Merry-Go-Round Foreman and Second Men; top wages; come on. Concessions and Shows not conflicting. Answer Western Union, Waverly, N. Y.

UNITED AMUSEMENT SHOWS

RHODE ISLAND, CONNECTICUT, MASSACHUSETTS CAN PLACE FOR THE SEASON

Ferris Wheel, We will book, buy or lease with or without transportation. We will give a road proposition to one that wishes to book with a small show consisting of 4 Rides. Concessions—One of a kind only. Wire what you have, we will answer. Pay your own. Seales, Short Range Gallery, Ice Cream or Custard, Shum, Gallery, Cigarette Pitch or what have you? Shows—Shako, Animal or any Grind Show, excepting girls, come on. Ride Help and Agents come on, will place you. Newport, R. I., week April 28; Natick, R. I., week May 5.

How To Avoid Damage Suits

(Continued from page 50)

to be thrown to the floor and to be injured seriously. The boy sued the proprietor and alleged the proprietor permitted the patron, who was disorderly and visibly intoxicated, to use and skate upon the rink, and that this dangerous patron collided with him.

Also, see Kessler, Down Amusement Company, 133 Atl. 905, where a boy who purchased a circus ticket was struck by a circus employee. The higher court held the circus owner liable because inadequate police protection was provided patrons.

Woman Wins Suit Also, see Williams v. Essex Amusement Corporation, 43 Atl. (2d) 328, where an aged woman was knocked down by some youngsters who rushed in to procure seats. The severely injured woman sued the proprietor for damages and proved the proprietor knew that boisterous boys had been in the habit of climbing over seats in crowds and that the proprietor did not provide police or other supervision. In view of this testimony the jury held the proprietor liable in damages.

As above indicated, some higher courts have held that a patron who sustains injuries from boisterous patrons may not recover damages, if the proprietor proves he provided police protection to stop boisterous conduct of patrons or did not anticipate unruly conduct of patrons. But the patron may recover damages if he proves the proprietor failed to use ordinary care to anticipate boisterous conduct of patrons.

Again see Terrell v. Key, 159 Pac. (2d) 704, where a person was seriously injured when he was pushed by another during a brawl participated in by patrons following a crap game. He sued to recover damages. Altho the lower court refused to hold the proprietor liable the higher court reversed the verdict, saying all proprietors must exercise the care and diligence for the safety of their patrons. See Sims v. Strand Theater, 29 Atl. (2d) 208, where the testimony showed a person purchased a general admission ticket and stood waiting for an opportunity to obtain seats. The crowd in the lobby surged forward and in the rush she was thrown to the floor and was trampled on. In holding the proprietor liable, the higher court said: "Crowds made up of individuals vying with each other to obtain seats in a place of public amusement are likely to become unruly if not controlled. Defendant (proprietor) must have known that failure to exercise control involved an unreasonable risk of injury."

Also, in Neering v. Illinois, 383 Ill. 366, the Supreme Court of Illinois held it actionable negligence if a proprietor has knowledge that vagrants are in the habit of congregating and he fails to furnish protection against assaults by such vagrants.

Court Announces Rule

And, again, in Anderson v. Carolina, 12 Wash. (2d) 637, the higher court announced the rule that where a proprietor knows that large crowds are accustomed to congregate at certain hours, and to crowd and jostle to gain admittance, the proprietor is put on notice of the danger.

On the other hand, in all of these decisions the courts clearly held that no proprietor may be held liable for injuries to a patron, if the testimony shows the proprietor's employees or agents used "ordinary care" to protect the patrons. Thus, altho proprietors of amusements are put on notice by knowledge of dangers to patrons, the proprietor is not liable if the testimony proves he used the same degree of care to protect his patrons as would have been used by other amusement operators under the identical circumstances.

FOR SALE

The following Show Property can be seen at Winter Quarters. Come and see it. Act quickly as these bargains will not be here long. Crating extra.

Tangley Callaghan, perfect condition. Completely overhauled and guaranteed. Can be hand or mechanically played. A perfect instrument for street or show bally purposes. Requires 1 1/2 h.p. motor. A rare bargain for immediate sale—\$450.

Military Band Organ, A-1 shape. North Tonawanda machine, complete with drums and cymbals. Exceptionally beautiful cabinet. A magnificent buy at \$350.

Wurlitzer Electric Piano, Perfect for Arcades, Fun House or Grind Show. Late model, excellent condition. Price \$150.

Portable Light Plant, 25 kw., mounted on 4-wheel trailer. General Motors engine. Capable of carrying 100% overload. Spare tire for trailer. Perfect for small show. A rent buy at \$600.

30x60 Top, in good condition. Treated with khaki Preserv. Thoroughly waterproof. Top only. A rugged brute. Bargain price, \$150.

30x40 Khaki Tent, Used 2 seasons. Good serviceable condition. Sids wall blue and khaki stripe—needs some repairs. A good value for \$200.

5 Kiddie Airplanes for Smith & Smith Ride. No motors. Complete with wings and chains. Need some repairs. Having bought new planes, will sell all 5 for \$75.

Rat Game. Consists of well-made center standard with table, cups, etc. Cost new \$100. Will sacrifice for \$50.

KING REID

Winter Quarters Manchester Center, Vermont

Southern Amusement Co. CAN PLACE

Man to handle Mix-Up, also Second Man on Merry-Go-Round and Ferris Wheel. Place few more Concessions. OZONA, TEXAS, APRIL 21-26

WILL PAY CASH

For eight or ten Eels Diggers, hand operated, A-1 condition. Wire.

ANDY WIDMER

Care MOORES SHOWS, West Frankfort, Illinois.

VIRGINIA MIDWAY SHOWS

Open May 5. Want Concessions of all kinds, help on Merry-Go-Round, Chairplane, Kiddie Auto and airplane. Have one of the best agents on the road. All address EVERETT P. BRYANT, Galax, Va.

INTERNATIONAL SHOWS

WANT

Frozen Custard, Floss, Snow, Bumper, Fish Pond, Cane Rack, Lead Gallery, Grind Store Agents for Clothes Pin, Raffle Dazzle, Roll Down. Also Slum Store Agents. Must be sober and capable. Want Stone Man, Mechanical Show, Rat Show, Freaks for Side Show. Will book Roll-o-Plane with own transportation. Also Pony Ride. Can use Ride Help who drive semis.

WANT

Address: PONCA CITY, OKLA., April 21-26; JUNCTION CITY, KAN., April 28-May 3.

FO BRAND NEW CUS

Complete, br. CUST With 2 dispensers 2 persons can drink in 2 min. and we have water heater Trailer is tandem chrome lined, on casters living quarters, Cabinet, 5 n um brokes, flat the best thing in 160" #8-3 Lead Reason, too ill sold—so act q PR FOR SALE—1' Ten, Dual Whr Hitch, New lin GEOR 408 N. Willow Te

W.

High Diver, Fir Diving Girls, 5 want Ferris Wh Number Two U and small Show Want Ride Me

JOH

Gen. I

F.

IRON Finest on road, mill. Original account of Illinois to seen at 12 (Murr

A & I NO GATE

Will book any Shot Plus, Stock Conc Cars, Game. Ag C. O. D.'s or drum Call, 27-May 2.

FRI ing a ing f. proble supply recom estimc ment we'll exact remor

FOR SALE

BRAND NEW 1947 CUSTOM-BUILT CUSTARD TRAILER
CUSTARD KING

Complete, brand new, 30 gal. per hr. With 2 dispenser cabinets—all stainless steel, 2 persons can dip at same time. Heavy stainless sink and work table, 10 gal. automatic hot water heater. Trailer is tandem 23' long. Concession part all chrome lined, opens on 3 sides. Solid wall separates living quarters with 2 wardrobes, Seng Bed, Cabinet, Chest Drawers and Stainless Galley sink, 5 new 750x18 8-ply tires, vacuum brakes, flat tire signal system. In short, the best thing on wheels. All complete with 150' #8-2 Lead wire. Will trail with any car. Reason, too ill to go on road. This will be sold—so act quickly. A Real Bargain.

PRICE \$5800.00.

FOR SALE—1939 INTERNATIONAL 1 1/2 Ton, Dual Wheels, with 10' van body and hitch. New tires—new painted—\$800.00.

GEORGE KUTZ

408 N. Willow St. TRENTON, N. J.
Telephone 3-5437

Turner Org Bows In Springfield, Ill.

PETERSBURG, Ill., April 19.—Winter quarters of Turner Bros.' Shows were alive with activity today as last-minute preparations were made for the move tomorrow into Springfield, Ill., for the opening stand.

Completed in ample time was the new Diesel wagon, in which a generator has been installed.

Madame Pearl Price arrived with her Doll Show, and Tim and Jeanette Waters checked in with their four stores. Margaret Hoffman arrived a week ago with her two hoop-la games.

Org's executive staff includes Ray and Cecil Turner, owners-managers; Dorothy Turner, secretary; Marie Turner, concession secretary; Jack Price, general agent, and V. O. Whipp, legal adjuster.

Weather Takes a Wallop At Penn Premier in Trenton

TRENTON, N. J., April 19.—Penn Premier Shows closed a one-week engagement here Saturday (12) to only fair biz. A heavy rain early in the week all but ruined the lot and shows spent several hundred dollars filling the midway with cinders and sawdust.

Shows were sponsored by Hamilton Democratic Club and an excellent promotion-publicity tie-up was made with Arthur Hoffman, editor of *The Morning Trentonian*. At this engagement unit had 12 rides, 9 shows and 45 concessions. April 11 was Manager Serfoss's birthday and boys on the shows presented him with a radio.

CAMEL TENTS
ALL STYLES — ALL SIZES
Forest Green — Khaki — Green — Blue
Flash Trimmings — Quick Delivery



CAMEL Manufacturing Company
SERVING THE SHOWMEN OF THE SOUTHEAST
329 South Central St.
KNOXVILLE 60, TENNESSEE

ANCHOR TENTS



SQUARE UMBRELLAS FOR NOVELTY STANDS
CONCESSION — TRAVELERS — BINGO — CIRCUS — BALL GAME — MERRY-GO-ROUND — GREEN — BLUE — KHAKI — FLAMEPROOF GREEN — BRIGHT CONTRASTING TRIM.

ORDER NOW TO ASSURE PROMPT DELIVERY

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

TENTS

TENTS—Concession, Cypsy, Camping. Flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops.

ANYTHING IN CANVAS
QUICK DELIVERY—WIRE, WRITE OR PHONE

TENTCO CANVAS, INC.
130 GREENE STREET Phone: Walker 5-1299 NEW YORK 12, N. Y.

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.
ERNE CAMPBELL, Owner JIMMY MORRISSEY, Salesman
100 CENTRAL AVE. (Phone 38885) ALTON, ILLINOIS

WANTED

High Diver, Fire Jump, Comedy Diver and Diving Girls. State all in first letter. Also want Ferris Wheel and any other Rides for Number Two Unit. Legitimate Concessions and small Shows with own transportation. Want Ride Help, sober, and drive Semis.

Address to

JOHN KEELER

Gen. Del., Crisfield, Md.

FOR SALE
IRON LUNG EXHIBIT

Finest on road. Fully equipped and ready to roll. Original cost \$10,000.00. Selling on account of illness. Price \$6,500.00 cash. Can be seen at 12 E. Bay St., Jacksonville, Fla. (Murrays) Phone 5-0853.

A & P AMUSEMENT

NO GATE NO GRIFT

Will book any Show of merit, 25%. Will book Mag. Flies, Stock Concessions, Ball Games, Diggers and Corn Game. Agents for office Concessions. No C. O. D.'s or drunks. Yale, Okla., 10-25; Oilton, Okla., 27-May 2.

NEW Lafayette SOUND SYSTEMS

IMMEDIATE DELIVERY ON ALL MODELS



FREE! P.A. engineering advice. Write—describing fully your sound or P.A. problem. Our engineers will supply you with equipment recommendations and price estimates. If standard equipment will not fill the bill—we'll design and install the exact units you require—at remarkable savings.

NEW

- Low Prices
- Lifelike Tone
- Easy Rigging
- High Power With Reduced Weight
- Trouble-Free Operation

Lafayette

SOUND SYSTEMS

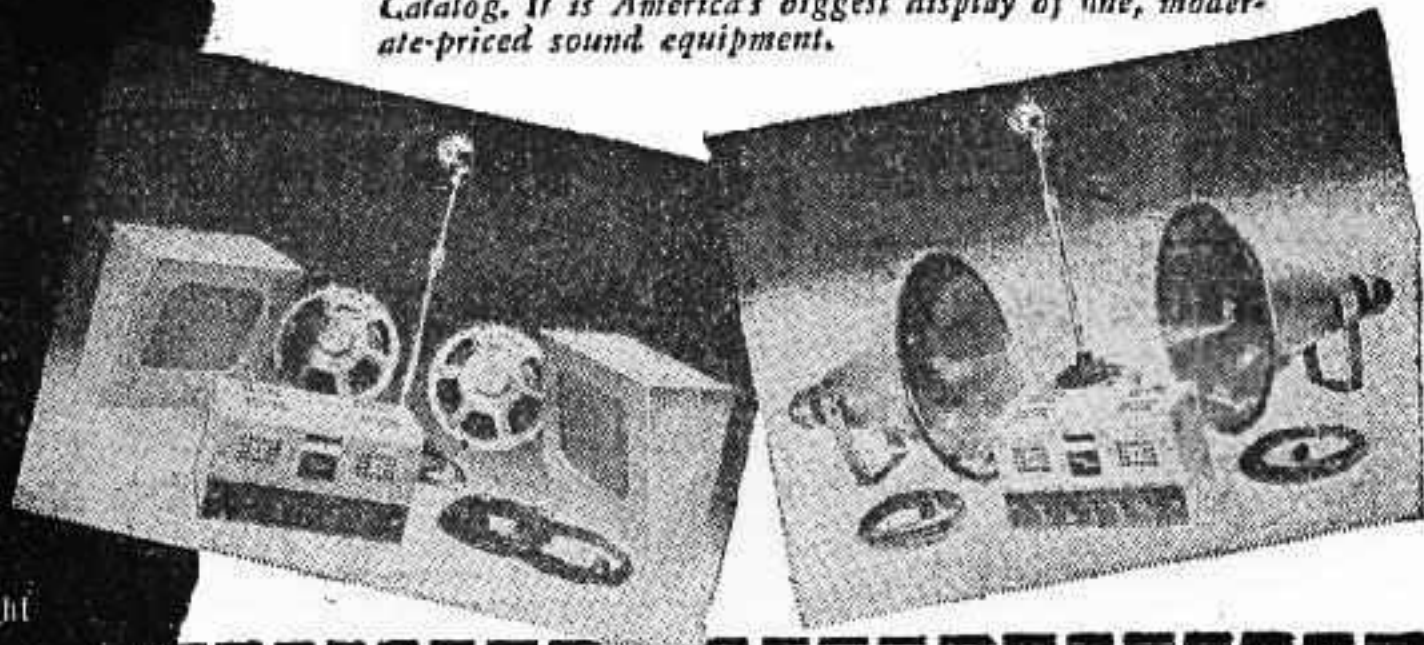
100 SIXTH AVENUE, NEW YORK 13, N. Y.

110 Federal Street, Boston 10 — 24 Central Avenue, Newark 2, N. J.

...for every need in show business

For 26 years Lafayette has been meeting the P.A. requirements of show people. Ballrooms — trailers — down the midway — or what have you . . . you name it — and if it's a P.A. job we've done it. Unfailing performance under tough operating conditions has earned for Lafayette P.A. equipment top billing with side show talkers and Broadway emcees, alike.

Whether you need a portable unit for serving small indoor groups — a musicians' amplifier — a 6-volt mobile unit — or a big permanent set-up for reaching the largest outdoor areas . . . your best deal — both performance — and economy-wise — is a Lafayette Sound System. Mail coupon today for free copy of the new Lafayette Catalog. It is America's biggest display of fine, moderate-priced sound equipment.



LAFAYETTE SOUND SYSTEMS, Dept. GD-7
100 Sixth Avenue, New York 13, N. Y.

Please send new free catalog of Lafayette Sound Equipment.

Name _____

Address _____

City _____ Zone _____ State _____

Radio Wire Television Inc.

FOR SALE

A Varied Assortment of Used Trailers

Lengths from 20 feet to 34 feet. Open and closed types. Also Special units as required.

Call on

CARLEY TRAILER & EQUIPMENT CO.

College Park, Ga.

C. D. CARLEY or W. P. MATTHIAS
Phone Ca. 2181



PHOTO Machines (all types) Original

Amco means more profits. Fastest delivery. Plenty supplies. New—Used. Beautiful, durable, portable.

Simplified so anyone learns in hour. Sign below for literature. American Stamp & Novelty Mt. Co., Dept. 426, 1132 N.W. 2, Oklahoma City 4, Okla.

Name
Address

FROM THE LOTS

Midway of Mirth

MURPHYSBORO, Ill., April 19.—Cold weather and poor business marked the org's opening March 29 in the city park at Highland, Ill. The following day, however, turned warm and all concessions and rides enjoyed good business.

Org's staff follows: Esther Speroni, owner-manager; Tommie Davis, assistant manager and ride superintendent; Frank La Vall, lot man, and Mrs. Billie Goodrich, office assistant, who also handles the mail and *The Billboard*.

Personnel includes Gene Caocher, Merry-Go-Round foreman; Gerald Clark, second; Frank Winstead, Ferris Wheel foreman; Bob Britton, second; Ted Loveless, Spitfire foreman; Jimmie Davis, second; Jimmie Rogers, Mix-Up foreman; Fred Waters, second; Francis Hines, Mrs. Ted Loveless, Frank Yehle and Mrs. Babe Goodrich, ticket sellers; Ralph and Jackie Mulkey, ball game and spindie, and Blaine Taylor, jewelery.

Mr. and Mrs. Ware, photo gallery; Johnny Lantz, pitch-till-you-win, ball game and pea pool; Babe Goodrich, duck gallery; Mr. and Mrs. Lively, fish pond, blower and pitch-till-you-win; Bill Davis, mitt camp; Mr. and Mrs. Tandy, cookhouse and grab; Mr. and Mrs. Cealy Seals, high striker and basketball; Mr. and Mrs. Carl Pope, bingo; Mr. and Mrs. Reese, ball game; Chew Tobacco (Shorty), swinging ball, and F. R. Scholtz, popcorn.

Recent visitors included Richard Daniels, Gale Fulton, Mr. and Mrs. Rusty Woods, Mr. and Mrs. Gene Woods and Mrs. and Mrs. W. C. Burns. Mr. and Mrs. Ware entertained at a spaghetti dinner. Mr. and Mrs. Ralph Mulkey gave a weiner roast in honor of Mr. and Mrs. Burns. —MRS. BILLIE GOODRICH.

Boston

LYNN, Mass., April 19.—After 10 weeks of painting and repairing at winter quarters in Salem, Mass., shows opened here with an enlarged midway. Ernie Raynor is back as ride foreman, and Tom and Eleanor Robertson and Mr. and Mrs. Al Palmer arrived in time for opening after wintering in Pompano, Fla., with Clyde Whipple.

Ernie Dube's popcorn wagon is in shape, as is Mrs. Dube's candy apple layout. Al and Louise Deary have a number of food concessions. Frankie Bochino and Jimmy Pipes have their six stock concessions ready. Billy Young said ride sales are ahead of last year for the same period and spot. Dick Lashua is keeping the midway well illuminated. Shows are carrying 25 concessions and 5 rides.

Prell's Broadway

LYNCHBURG, Va., April 19.—Burlington, N. C., engagement proved a mild one compared with the highly successful business chalked up at Fayetteville. Move into Burlington was made successfully, but because of a city ordinance prohibiting the setting up of anything but the tent for the animals and the cookhouse nothing was started until early Monday. By 5 p.m., however, everything was up and ready to operate. With an estimated 2,000 paid admissions, Monday night was a winner. Rain hampered Tuesday and Wednesday operations, but on Thursday the skies cleared and good business resulted.

Rain killed off Friday night's business. Saturday broke clear and warm and over 6,000 patrons passed thru the gates, officials said. Owner Sam Prell left for Newark, N. J., where shows are set for a two-week run. Plenty of difficulty, including a burned truck and motor trouble, was encountered on the move in here from Burlington. Shows were ready to open on time despite the handicaps, but a cloudburst washed out the night's business. Tuesday, however, shows opened to big business. Org goes into Alexandria, Va., from here.—ALLAN A. TRAVERS.

Johnny T. Tinsley

CLINTON, S. C., April 19.—Org has been running into the wrong kind of weather since it bowed March 22 at Greenville, S. C. It did, however, get in a record-breaking Saturday in Gaffney, S. C. Weather at outset here was off, but it cleared and once again everyone is happy.

Mr. and Mrs. W. H. Reed joined with their new bingo, coming from Key West, Fla. Willie Hewitt has six concessions. Mr. and Mrs. H. L. (Tuck) Archer continue to feature their popcorn and photo studio but also have concessions. Millard Matheny has added another store. Only regret of Mr. and Mrs. Gullimette is they stayed so long on the West Coast. This is their first season in the Southeast. Kate Thompson returned to the concession business with a high striker. Show has one more week in South Carolina, then on to Georgia, with Athens the first stand.—H. SAWYER.

FOR SALE!

Four General Electric TRANSFORMERS

100-KVA, 2300-Volt, 110-220 Transformers, in Excellent Condition!
AVAILABLE AT ONCE

Contact:

WONDER SHOWS OF AMERICA

BOX 21 of HOTEL MARION,
LITTLE ROCK, ARKANSAS

RIDES WANTED

ON PERCENTAGE FOR
BOARDWALK POINT PLEASANT BEACH NEW JERSEY

Any of the Following
Bubble Bounce—Tilt-a-Whirl
Moon Rocket—Octopus—Whip
Ferris Wheel—Flying Scooter
100% Location Draws
50,000, 75,000 Week-Ends
Contact
I. B. KIRSCH
King Amusement Device Co.
711 Main St., Asbury Park, N. J.
Phone AP 1515

.22 Shorts Ammunition

FEDERAL BRAND
\$65.00 Per Case
REMINGTON—WESTERN
\$75.00 Per Case
KANT SPLASH—SPATTERPROOF
\$85.00 Per Case
10,000 ROUNDS TO A CASE.
ALL NEW STOCK THIS YEAR.
UNITED LOCKSMITH AND SUPPLY CO.
11551 Livernois Detroit, Mich.

Wanted - Wanted - Wanted

FOR JULY 3-4-5-6
One Merry-Go-Round and other small Rides. If you are in this territory around July, the Panama Special Events, Incorporated, is putting on one of the biggest celebrations ever held in North-west Florida. Over one hundred thousand people will attend this four-day celebration. Seventy-five booths holding beauty contests, with finals being held here. In connection the Army and Navy is participating in this big event. Right on the Gulf of Mexico. Over a thousand beach cottages and completely hooked up for the entire summer. Contact **PANAMA CITY SPECIAL EVENTS, INCORPORATED**, Bud Davis, Chairman, P. O. Box 640, Panama City, Florida. It's going to be a red-hot date. LICENSE FREE.

WANT SHOWS

Opening Saturday, April 26, Mansfield, Ohio, with Marlon, Ohio, to follow.
WANT Glrl Show, Side Show, Pit, Monkey, Mechanical, Wild Life, Athletic Show.
WANT Fun House or Motor Drama. Some Concessions still open, wire.
Can give you a good route with plenty of people and free gate.

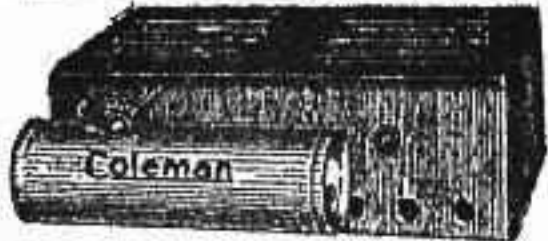
ROXIE HARRIS
General Delivery
MANSFIELD, OHIO

AVAILABLE NOW PRESS AGENT

For High-Class Carnival or Park
"On the Ball." Have Packard Coupe and Press Camera.
P. D. M., 124 Oxford St., Brooklyn 29, N. Y.
Tel.: DEway 2-6304

THOMAS JAMES BURNEY
CONTACT YOUR FAMILY IN SYRACUSE, N. Y., AT ONCE. VERY IMPORTANT.

Coleman HOT PLATE



Ideal for lunch counters, hot-dog and hamburger stands. Cooks like city gas. Instant lighting. Write nearest office for prices and information.
THE COLEMAN CO., INC., Wichita 1, Kans.
401 N. Broad St., Philadelphia 8, Pa.; Los Angeles 84, Calif.; Honolulu, T. H.; Toronto, Can.

PROMPT DELIVERY COLEMAN EQUIPMENT

Handy Gas Plants, Burners and Repair Parts.
BLEVINS POPCORN CO., NASHVILLE, TENN.

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.

A, B, C. 6-Gun Shooting Gallery. 1 Sky Fighter. 1 Air Raider, 2 extra Guns, Canvas Top and Sidewalls, Targets, Motors and Air Compressor.
PRICE, \$1200.00

J. SCHULTS

P. O. BOX 2961 Phone 3-9114 MIAMI, FLA.

TRUNKS \$10.00

BIG SAMPLE SHOE TRUNKS 38" high, 38" long, 15" wide.
IDEAL FOR NOVELTIES and CONCESSIONS. Perfect shape. Good locks. 25% with order.
COLUMBUS TRADING CO.
5 W. State St. Columbus 15, Ohio

WANTED NOW

WHEEL FOREMAN
Top salary, no boozers, for brand new #12 Wheel, 1947 model. Write:
Victory Amusement Co.
208 W. Saratoga Street, Baltimore 1, Md.

BINGO
6 29 43 60 65
15 21 42 57 64
4 30 49 63
12 18 39 48 72
3 26 35 55 73
HEAVY BINGO CARDS
ELECTRIC BLOWERS
Giant Automatic Cages
Bingo Specials 1500 & 3000
Ace Specialty Mfg. Co.
65 Blecker St.
New York 12, N. Y.

MARTIN UNITED SHOWS WANTED

Ferris Wheel, Octopus, Loop-o-Plane Foreman that can drive Semi; must be sober, good salary.
CONCESSIONS—Lead Gallery, Watch-La, String Game, Bumper Store, Cat Rack, High Striker, Cane Rack, Glass, Jewelry and Novelties. Also Grind Shows that own their equipment. The Show that never closes, open 52 weeks. Routes: Chino Fair, Chino, Calif., April 27th to May 4th; San Gabriel, Calif., Spring Festival, May 6th to 11th; Monrovia Days, Monrovia, Calif., May 13th to 18th; Ontario, Calif., May 20th to 25th; Downey Pageant of Progress, May 27th to June 1st, Downey, Calif.; Bell Gardens Fair and Horse Show, June 3rd to 8th, Bell Gardens, Calif.; Bellflower Fair and Horse Show, June 10th to 15th, Bellflower, Calif.

BEN H. MARTIN, Mgr. and Owner
MARTIN UNITED SHOWS

W. E. BUNTS, Mgr. MRS. LUCILLE BUNTS, Sec. GEORGE B. YANCEY, Gen. Agent

CRYSTAL EXPOSITION SHOWS

WANTED—RIDE HELP—PERFORMERS FOR OFFICE OPERATED JIG SHOW.
WANTED—Will book legitimate Concessions of all kinds except the following: Popcorn, Candy Apples, Snow Balls, Candy Floss, Cookhouse and Lead Gallery.
BEEEMON YANCEY WANTS—Agents for Roll Down, Slum Skillo and P.O. Will give capable men Head of Stores. Only three Flats on this Show. Operate every week. Jack Cohen, contact immediately.
THIS WEEK, COVINGTON, GA.; APRIL 28, COMMERCE, GA.; MAY 5TH, TOCCOA, GA. THEN WESTERN NORTH CAROLINA. Fall season starts in August and runs to November.
P.S.: Whitey Nielsen wants Swinging Ball Agent.

This Show opens every Monday night.



OAK-HYTEX TOY BALLOONS

TOUGHER STRONGER BALLOONS

for Your **DART GAME**

THE OAK RUBBER CO., RAVENNA, OHIO

Gentlemen:

Here is the name and address of the jobber who supplies me with OAK-HYTEX balloons. I want to secure the Oak Change Apron and Memo Book from him.

My Name _____

Jobber _____

Address _____

OAK-HYTEX BALLOONS

Distributed by

CONTINENTAL DISTRIBUTING CO.

822 N. Third St. Milwaukee 3, Wis.

TENTS

Concession, Khaki, Immediate Delivery.

8x10, 8x12, 10x12, 10x14. Also Four-Way Joists, 8x8, 10x10, 10x12. Roped Tents, 20x30 to 40x70. Orange, Green or Blue to order. Change Aprons and Sidewall. Order Now.

D. M. KERR MANUFACTURING CO.

1854 W. GRAND AVE. CHICAGO 22

TRAVELON TRAILERS

BUILT BY MEN WHO KNOW HOW

21 feet overall length.

Designed for Convenience and Ease of Handling.

HILL MANUFACTURING CO.

U. S. 30, Ill. 50

21100 S. Cicero Ave. Matteson, Ill.

Carnival and Concession TENTS

Serving the Showmen of the Southwest

JOHN M. COLLIN CO.

18 E. KIRK ST. SHAWNEE, OKLA.

ATTENTION CARNIVAL AND PARK

Large PLASTER 25¢ Each
Medium PLASTER 10¢ Each
Small PLASTER 8¢ Each

Orders filled same day received. 25% bal. O.O.D.

LOUISVILLE STATUARY COMPANY

2817 FRANKFORT AVE., LOUISVILLE, KY.
Phone Taylor 8431

Will Pay Spot Cash for ELI FERRIS WHEEL

Any Condition. Communicate with

PHILIP RAY

81 Willard Ave., Providence, R. I.
Phone: Dexter 1744

TENT FOR SALE

Brand new 14x14 Tent, 4-Way Awning, Bally Curtains and Guy Ropes, all complete. Never used. Still in shipping bag—Kerr make. A real bargain. \$135.00.

E. VOWELL

3920 N. Sterling Way CINCINNATI, OHIO

WANT

Account disappointment, Single Men, drive Semi and work Kiddie Rides, Playing celebrations Maryland, Pennsylvania. Short jumps. Good treatment and salary. Drunks need not apply.

MARIE AND BILL HEGEMAN'S KIDDIELAND

825 Eastern Ave. BALTIMORE, MD.
Bill Hayes, come on.

WANTED

Ride Help, Concessions, Photo Gallery, Hoop-La, Devil's Bowling Alley, Lead Shooting Gallery, other Concessions, Shows for Fairs and Celebrations.

MOUND CITY SHOWS

1417 Gration St. St. Louis 4, Mo.

Bee's Old Reliable

LAKE CITY Tenn., April 19.—Shows made the long run here from Winchester, Ky., quarters in good time, opening for the fourth consecutive year under American Legion Post auspices. Robert Gibbs, in charge of sponsoring committee, co-operated. Satisfactory business prevailed when weather permitted. Manager Raymond G. Huls was complimented on shows' appearance.

Concession lie-up includes Watson Catering Company's cookhouse; Joe Duncan, frozen custard; Ray Pine, 3; Bill Carey, 1; Mrs. M. B. VanHooser, bingo; Larcy Ward, 1; Mrs. H. H. Dawson, 1; Mary Miller, 1; Helen Bishop, 1; Joe Selly, 1; Joe Lobue, 1; Charles Lehman, 1; Maurice Washburn, 1; Vincent Bellamo, 1; Richard Tucker, 1; Herb Grager, 1; Johnny Adams, photo gallery; Joe Balsler, 1; Jimmy Teague, 1; George Adams, 2; Ernie Stone, 1; R. G. Baker, 1; Jake Hatmaker, 1; Paul Bradley, 1, and John Huls, high striker.

Shows are *Hollywood Revue*, *Minstrel*, *Funhouse* and *Glass House*. Last named two are owned by Jim Duncan and are booked for the season. Rides include *Merry-Go-Round*, *Charles Haven* and *Jeffie Reagan*; *Ferris Wheel*, *Troy Scuggs* and *Calvin Smith*; *Octopus*, M. B. VanHooser and *James Wallace*; *Tilt-a-Whirl*, M. F. Nelson; *Chairplane*, *Grayden Colegrove*; *Kiddie Rides*, *Troy Scuggs*.

Staff: Raymond C. Huls, manager; M. B. VanHouser, ride superintendent, mail man and *The Billboard* sales agent; John Huls, electrician; H. C. Dawson, concession manager and legal adjuster; Leroy Ward, assistant concession manager and stock man; Francis Haynes, front gate and night watchman; David J. Huls, special agent, and Joe Lobue, sign painter. Shows go to Oak Ridge from here.—RAMOND HULS.

Dickson United

BRISTOW, Okla., April 19.—Now in their sixth week, shows have been finding business up to par when weather permits operation. Line-up includes 2 shows, 5 rides and 25 concessions.

Manager Dickson and E. E. Moody returned this week from a booking tour with two more dates in Arkansas booked. Robert Beshears is electrician and laying out the lot. J. H. Dickson has the rolling stock in shape and two more trucks are to be added soon.

Thus far, the *Merry-Go-Round* and *Ferris Wheel* are the leading money-getting rides. Mr. and Mrs. Zack Langston has two concessions with it, while Mr. and Mrs. Fred Lasley have four. F. N. McCurtain's photo gallery is chalking up good business. Mrs. Lasley has recovered from an attack of the flu.

Mr. and Mrs. E. E. Moody's 11 concessions are operating, and Mr. and Mrs. Robert Beshear have their Coca Cola bottle stand going. Mr. and Mrs. Dave Moody and son also have their concessions here. Zenia Mirer joined with her cookhouse.—R. H. BESHEAR.

Alamo Exposition

HILLSBORO, Tex., April 19.—Because of rain and hail storms, shows only played three days here and date was practically lost. Saturday afternoon, with the midway crowded, it rained hard and scattered patrons and the rest of the day was ruined. Jaunt to Lockhart, Tex., was made in good time, but org was forced to move onto a soft lot. Despite this handicap everything was up and ready for opening on Monday.

Shows have encountered much inclement weather since opening, but have lost only four nights thus far.—TED CUSTER.

Every Rider Must Have A Ticket

TICKET BOOTHS

NEW — STREAMLINED

Note These Features:

- Indirect Lighting—60 Watt Bulbs.
- Sloping Front.
- Indirectly Lighted Grill
- Disappearing Money Drawer.
- Frame and Panels of well-seasoned Lumber.
- Highly Decorated and Well Varnished.
- Assembled with Loose Pin Hinges.

Can be had with Lighted or Un-lighted Grill—Also Unpainted.

Write For Details.

D. SWARTHOUT
5813 Northwest Highway
CHICAGO 31, ILL.

ROYAL AMERICAN SHOWS

WORLD'S LARGEST
(AND MOST BRILLIANTLY ILLUMINATED MIDWAY)

SHOW TRAINS LEAVING TAMPA, FLORIDA, FOR ST. LOUIS, MISSOURI, APRIL 24TH, ARRIVING IN ST. LOUIS APRIL 26TH

SEASON OPENING MAY 1ST — GRAND & LA CLEDE SHOW GROUNDS

WANT TO JOIN IN ST. LOUIS FOR SET-UP APRIL 27TH

Tractor Drivers — Both Caterpillar and Rubber Tire.
Ferris Wheel Operators. Workingmen for All Rides.

Address:

CARL J. SEDLMAYR, Mgr. ROYAL AMERICAN SHOWS

DON FRANKLIN SHOWS

A clean show. No grift. Best of equipment. Excellent route.
Long season. Eight choice fairs. Two celebrations. All Texas.

WANT SHOWS with own outfits. 20% to Office. Monkey Circus, Slide Show, Midcot, Animal Snake, Glass House. Positively no Girl Shows.
Office owns *Merry-Go-Round*, *Wheel*, 1946 *Spitfire*, 1947 *Tilt*, new *Fun House*, *Twin Diesel Plants*, *Light Towers*, *Army Searchlight*, new *Entrance*.

RIDES: Will book two major rides not conflicting, also two Kiddie Rides and Pony Track. Will book or buy *Miniature Train* built at Addison, Ill.

Independent Ride and Show Operators—Here is your opportunity to book where you will get money. We play no towns less than 8000 population.

CONCESSIONS: We have openings for *Novelties*, *Jewelry*, *Cane Rack*, *Cigarette Shoot*, *Huckley Back*, *Hoop-La*, *Basket Ball*, *Bowling Alley*, *Spin Blower*, *Country Store*, *H1 Striker*. Privilege \$20.50. We carry no grift. Gypsies, save your wires. Can use Concession Agents and Ride Help.

Now showing Austin (First & Chalmers); next week Taylor; Mexia to follow. All Texas.

DON FRANKLIN, Owner-Mgr.

ATTENTION, SHOW PEOPLE!!

SHOW FOLKS ARE REALLY GOING FOR THE ALL-ALUMINUM

OWOSSO TRAILER COACH

Don't miss this bet. It will pay you to see it before you buy. Not low in price, but you will agree it is supreme in quality, and the Best Trailer Value today.

ESPECIALLY LENIENT TERMS TO SHOW PEOPLE

— DEALERS —

GRASK TRAILER SALES, 6671 Olive Street Road, St. Louis, Mo.
GRASK TRAILER SALES, 6400 Troost, Kansas City, Mo.
AUTO TRAILER SALES & SERVICE, 9060 S. Chicago Ave., Chicago, Ill.
JAYHAWK TRAILER SALES, 1151 State St., Kansas City, Kans.
DAKOTA TRAILER SALES, 10th & Franklin, Sioux Falls, So. Dak.

THE GRASK CO., INC.

314 SIXTH AVE. EAST (Distributors) DES MOINES, IOWA

GEORGE CLYDE SMITH SHOWS

Opening **Duncansville, Pa., May 1 to 10**

WANTED: Bowling Alley, Cigarette Pitch, Penny Pitch, Guess Your Age, Scales, Milk Bottles, Cat Rack, French Fries, Cane Rack, Balloon Darts, Penny Arcade.

WANTED: Foreman for Chair-o-Plane, Octopus, Ferris Wheel—General Ride Help.

WANTED: A#1 Truck Mechanic.

WANTED: Girl Show, Monkey Show, Plantation, Wild Life.

WANTED: Truck and Semi Drivers, Ticket Sellers for Shows.

Address all communications to **George Clyde Smith Shows, P. O. Box 521, or Winter Quarters, 1000 Lafayette Ave., Cumberland, Md., till April 27, then Duncansville, Pa.**

JIMMIE CHANOS SHOWS

WANT

RICHMOND, IND., APRIL 26 TO MAY 3

Legitimate Concessions of all kinds. Want Shows with own equipment, all they have to pay is lights. I have complete outfit for Girl Show and high-class Athletic Show, want capable people to manage them. Want Ride Help for *Merry-Go-Round*, *Ferris Wheel*, *Chair-o-Plane*, *Kiddie Auto*, *Flying Scooter*, *Roll-o-Plane*, *Octopus*; top salary if you are capable. Cliff Curtis, answer. All reply to

JIMMIE CHANOS, RICHMOND, IND.

ic
S
Trans
onl
CE
WS
N,
S
D
K
ACH
Whirl
Whip
cooter
nds
Co.
N. J.
lion
OF
E.
R.
Y CO.
Mich.
nted
Rides. If
Pannusa
on one
North
nd peon
venty-fra
als being
nd Nary
t on the
cottages
munter.
EVENTS,
an, P. O.
going to
id, Ohio,
Monkey,
w. some
Con-
of people
D. OHIO
V
T
Park
to and
19. N. Y.
NEY
ACUSE,
RTANT.

Seazo

COCONUT OIL



POPCORN SEASONING

... has that rich, golden color that makes 'em buy!

- ★ Uniform Quality always — in color, in flavor, in consistency.
- ★ Colored at the refinery by expert chemists*
- ★ Packed in Open Head Pails and drums for better accessibility.
- ★ Backed by 70 years of "know how".

** For those States where colored oil is not sold—use SIMKO brand, natural color coconut oil seasoning.*

C. F. Simonin's Sons, Inc.
Refiners

3450 N. BELGRADE ST.
PHILADELPHIA 34, PA.

Warehouses in Principal Cities—
Coast to Coast

SEASONING SPECIALISTS TO THE NATION

STEAM TRAINS

BUILT TO LAST
A LIFETIME

A more fascinating Ride that puts more money in the Ticket Box.



OTTAWAY AMUSEMENT

2514 Aloma
WICHITA, KAN.
WRITE FOR FOLDER, PRICES AND DELIVERY DATE.

SUNSET AMUSEMENT CO.

OPENING THURS., APRIL 24, TO MAY 3, EXCELSIOR SPRINGS, MISSOURI

Want Second Man on Tilt, \$40.00; Second Man Caterpillar, \$40.00; Third on Wheels, \$40.00. Can use independent Shows after this spot. Some Slum Concessions open; also Ball Games. Athletic, Side Show and Girl Show Help, write.

Excelsior Springs, Mo.



TWIN CITY SHOWS

CAN PLACE

Hi Striker, Scales, Guess Your Age, Hoop-La, Bumper, Rat Game, Pan Game, Watch-La, Cook House, Coke Bottle, Novelties, Candy Floss, Basket Ball, Custard, No P. C., Flats or Mitt Camps. Will book Tilt-a-Whirl or any good Flat Ride. All Shows open with own equipment. Take notice, Fair and Celebration Committees, have open dates for Missouri.

GEO. CRABLE

TIPTON, MO., APRIL 21-26.

THE TRAVELING SHOW NEEDS EXCEPTIONAL SERVICE

OUR CENTRAL LOCATION MEANS FAST DELIVERIES

WE HAVE THE CAPACITY AND THE "KNOW HOW"

TICKETS PRICES IN LINE BOX OFFICE FORMS

PREMIER SOUTHERN TICKET CO., INC.

P. O. BOX 5, EVANSTON, CINCINNATI 7, OHIO

From the Lots

Majestic Greater

RICHMOND, Va., April 19.—Stand here at the West Broad Street lot the week ended Saturday (12) netted excellent business. Weather thruout was near-perfect. Sponsors, the American Legion Post, gave strong co-operation, as did press and radio. (Org played at the show-grounds here the week previous, without auspices.)

First four nights of the stand were cool, but business was good. It rained at 7 p.m., Friday (11), but stopped at about 8:10 p.m. and turn-out was big.

Pearl Roth Glassman, wife of concessionaire Nathan Glassman, is hospitalized with a severe cold. Ella Mae Finch, who underwent an operation on an infected arm, is reported okay.

Doc Anderson is doing okay with his combination show. Clem Coffey reported good business with the girl revue.

Visitors included Mr. and Mrs. Paul Lane, Leo Bistany, Glenn Porter, Bert Rosenberger, Herb Shive and Charles Potter.

The writer was busy entertaining personnel of radio Station WLEE, which came thru with powerful support. WLEE staffers visiting included Harvey Hudson, program director; Uncle Lud and Jimmy Fair, announcers. Don and Dorothy Thompson, Happy Jack, Queen Midge and Aloa were interviewed on WLEE, with Jimmy Fair handling the mike.

Art Converse's trailer was burned to the ground en route here from Newport News, Va. Art lost all his personal belongings, papers, etc., in the fire.—HARRY E. WILSON.

Marks

RICHMOND, Va., April 19.—A late decision to play the West Broad Street lot after billing the old fair-grounds here did not seem to hurt attendance when the show opened Tuesday (15). Turnout was excellent despite the condition of the lot which had been cindered heavily after two days of rain. Scheduled opening the previous night was rained out.

Lew Hamilton, press agent, scored with newspapers and Station WMBG. Monday (14) *The Times-Dispatch* carried a story of the show's opening, played up big on the amusement page, along with a feature on Owner John H. Marks's 20 years as a showman. Same paper came thru Wednesday (16) with a spread by feature writer Edith Lindemann.

Station WMBG went all out in support, giving free plugs for three weeks over the show titled *Dollars to You*. Passes, along with station dough, were given away.

Gerald Snellens, Pete Christian, Johnny Anderson, Neil Geary, Eddie Reitter, Frankie Schillizi, Jimmie Summers, Eddie Berner, Ernie Elkie, Pete Chabot, Charles Holiday and others from the World of Mirth Shows visited.—LEW HAMILTON.

Franks Playland

ROCHELLE, Ga., April 19.—After two postponements due to bad weather, org's first stand was here April 7-12. Weather proved good, only part of one day being lost by rain. Business was satisfactory.

Show wintered here on the farm of Bill and Peggy Franks. Ferris Wheel has been overhauled and painted an ivory white, with red upholstery. Tilt-a-Whirl also was overhauled. A new Sunshine train was delivered in time for the opening.—ACE TURNER.

You can...
take it with you!

LUXURIOUS LIVING
AT MODEST COST



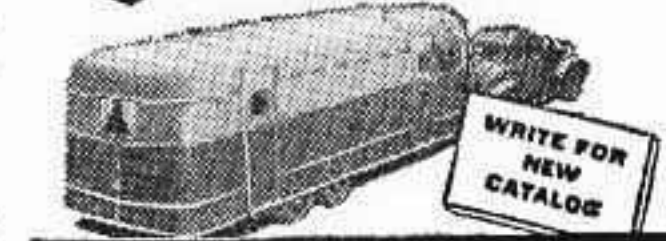
Yes, you can take this mobile home wherever you need it for living or playing. Every facility of a 2-bedroom house, plus insulated comfort, plus the mobility of your car.

LUXURIOUSLY FURNISHED!

Complete kitchen includes oven range, refrigerator, double sink, ample food storage space. Plenty of drawers, closets; 3 wardrobes. Luxurious double bed built into the bedroom; sofa-bed in living room converts into extra double bed. Sliding doors provide 3-room privacy.

1947 Luxury Liner and DeLuxe Commodore fit every need. See both at your Schult dealer or send today for the latest catalog.

Schult Corporation, Dept. 204, Elkhart, Ind.
Members: TCMA



SCHULT TRAILER COACHES

TENTS

Special sizes and shapes made to your order within 5 days. Any color combinations, fireproofed and waterproofed.

MANY SIZES IN STOCK.

For Immediate Delivery

- 30x100 ft. fireproofed
- 40x100 ft. fireproofed
- 8x 10 ft. concession
- 10x 10 ft. concession

Change Aprons — Bally Cloth

A. Mammann & Son

120 BOULEVARD OF THE ALLIES - PITTSBURGH 21, PA.

SHOW
CIRCUS
CONCESSION
MERRY-GO-ROUND

TENTS

CENTRAL
Canvas Company

HARRY KOMMERVILLE—FORREST GILL
121 West 8th Street Kansas City 8, Mo.

TENTS—SIDEWALL

NEW AND USED

Tarps — Floor and Ground Cloths
Flags — Streamers — Banners
Get Our Prices

INDIANAPOLIS TENT AND AWNING CO.

INDIANAPOLIS 6, IND.
P. O. BOX 433 PHONE: RILEY 6655

FIREWORKS

Special displays at all prices for all events and fairs. Big Free Catalogue. Ask for same—and details.

ELMER BROWN

390 Arcade Bldg. ST. LOUIS, MO.

GIANT FIELD DAY

11 Big Days, May 21st Thru 31st. Youth movement of Third Ward Men's Club of Salina, Lemoyne Ave. at city line Men's Club 8-Acre Park. Concessioners, Show Owners, write. Opening for Carnival for later date. Write C. F. GRAY, P. O. Box 26, Salina Station, Syracuse 8, N. Y.

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$6.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2,700 cards, \$5 per 100 for cards only—markers or tally omitted. No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card, 6¢.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. 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, 50¢. Ping-Pong Balls, printed 2 sides, \$30.00. Replacements, Numbered Balls, Ea. . . .50
3,000 Jack Pot Slips (strips of 7 numbers), per 1,0001.25
M. W. Cards, 5x7; White, Green, Red, Yellow, per 1002.00
3000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4x8, M1.50
3000 Featherweight Bingo Sheets, large size, 5 1/2 x 8; 5 colors; loose, no pads. M1.75
Adv. Display Posters, Size 24x36. Each Cardboard Strip Markers, 10 M for75
Nickel Wire Cage, with Chute, Wood Ball Markers, Master board; 3 piece layout for15.00
Thin Transp. Plastic Markers, Bwn., 3/4 M 1.00
Red or Green Plastic Markers, scalloped edge, transparent, size 3/4 inch. M2.50
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. JACKSON Blvd., Chicago 4, Illinois

Bright Lights

LYNCHBURG, Va., April 19.—Org opened here Thursday (10) to cool weather but good business. Fats Usher signed to handle the Side Show and sign and art work.

Joe Jungler, manager of Gungler Bros.' Circus, has the free act and the Bring 'Em Back Alive and Snake Show.

Other personnel includes Mr. and Mrs. Charles (Doc) Fretz, curiosity college and birth show; Mr. and Mrs. Michael Lucas, cookhouse and ball game; Hattie Dolan, ball game; Mr. and Mrs. Joe Rea, popcorn; Mr. and Mrs. Herb Beard, penny pitch and slum spindle; John Lucas, French fries; William Shirley, dart store; Claude Shaw, shooting gallery; La Verne Daniels, penny pitch; Danny Daninni and Lew Lange, bingo and 12 stores; Paul Martin, bingo manager, and William Smallwood, Pete Brooks, Slim Paris and Bill Jones, bingo countermen.

Also Bobby Heck, pea pool; Jack Nevies, beat the dealer; Francis and Cherry Nevies, pan joint; Gladys Zimmerman and Mrs. Paul Martin, dice; Art Snyder, rolldown; Charles Nickles, wheel; Freddy Fitzpatrick, spindle; Larry Ben, razzle dazzle; White Fellers, toy wheel; Clark H. Roth, clothes pin pitch, and Charlie Karnold, wheel.

Frank Norton is readying his new transformer truck.—MRS. H. C. KETCHUM.

C. A. Stephens

CARROLLTON, Ga., April 19.—After playing five weeks of blanks, org hit a red one here this week ended April 12. Closing day was big. Jack Hutchinson, special agent, promoted a Saturday matinee which lured 600 kids. Closing night drew 3,000 paid admissions.

Shows will play two more weeks in Georgia and then hop North. Mr. and Mrs. George White joined in Manchester, Ga., with 12 joints. Other concessionaires include Slim Williams, diggers; E. C. Cooper, 2; C. Rice, 3; S. Cooper, 2; Mrs. W. B. Fox, penny pitch; Lorane Johnson, penny pitch; John R. Jones, Penny Arcade and bingo; Bob Land, shooting range; E. Quinn, 2; M. V. Frail, 2; Bill Stephens, 2, and Pat Brady, one concession and two girl shows.

Gilbert Johnson has finished painting all trucks.—J. R. H.

Heart of Texas

SWEETWATER, Tex., April 19.—Out for the fifth week, org ran into its third storm here Wednesday night (9). High wind and sand storm damaged some canvas but equipment was saved.

In opening spot, Brownwood, show's home base, org was greeted by a three-inch snowstorm and in Abilene a wind storm destroyed new minstrel and Side Show tops and caused slight damage to the show and gate fronts.

Altho running into three storms, it has not all been grief. Pay rolls have been met. Some days have equaled those of last year and a few have shown a slight increase.

Parris & McIntyre

YORK, S. C., April 19.—Out since March 31, when it bowed at Cramerton, N. C., org moved in here Monday (14) for a week's stand. Clover, S. C., last week's stand, and Cramerton were both under V.F.W. auspices and were okay.

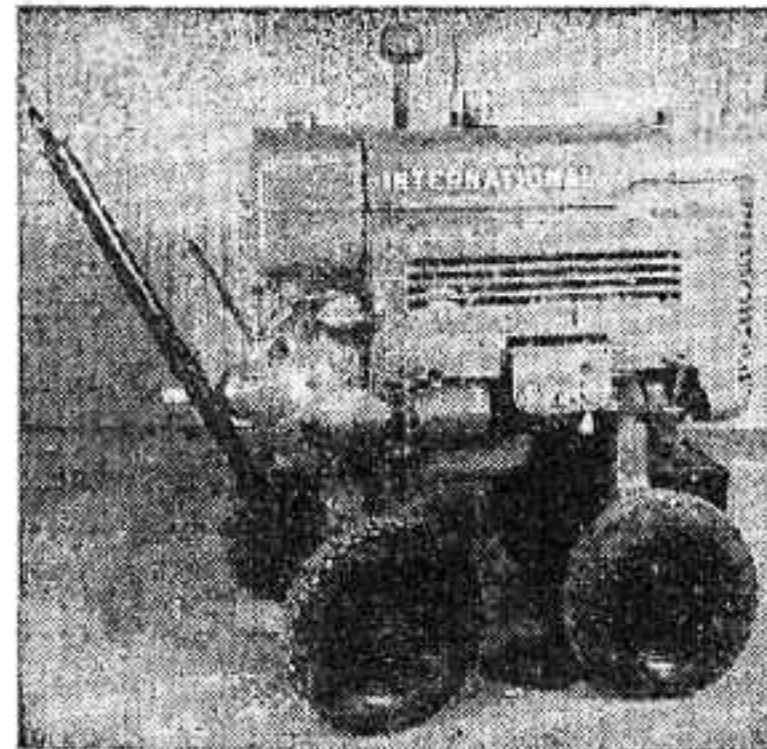
Show's staff follows: Clyde Parris and J. M. McIntyre, owners; Mrs. Clyde Parris, secretary; James McIntyre, ride superintendent; Flinchum and Hodge, electricians, and Unis Thompson, mail and The Billboard sales agent.—UNIS THOMPSON.

POWER UNITS FOR ALL TYPES OF RIDES

INTERNATIONAL
LE ROI
JEEP SPECIAL
WISCONSIN

FOR:
Merry-Go-Round
Ferris Wheels
Chair-o-Plane
Tilt-a-Whirl
Silver Streak
Octopus
Ride-o
Etc.

IMMEDIATE DELIVERY



EDWARD C. FLAHERTY

43-87 VERNON BLVD. LONG ISLAND CITY 1, N. Y.
Stillwell 4-0050

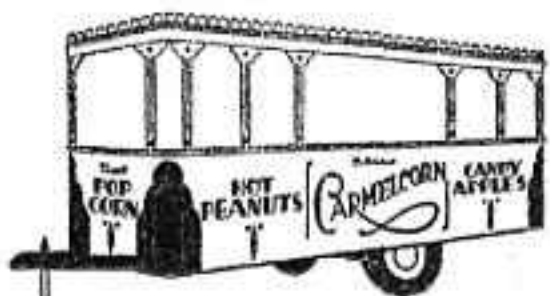
WANTED FOR MATTLE SHOWS

Opening April 28

All locations in Western New York State
Custard and Stores of all kinds. No Flats.
No Eats. Write or wire. Let me know what you've got.

ANTHONY SANTILLO
106 Madison St. East Rochester, N. Y.

POPCORN TRAILERS



IMMEDIATE DELIVERY
WRITE FOR CATALOG
KING AMUSEMENT COMPANY
82 ORCHARD ST., MT. CLEMENS, MICH.



PHOTO MACHINES

Shipped in 2 days!
Big profits. Exclusive features—easy to operate. Hands not in chemicals. KD or 1 piece. 5-year warranty. Cameras only or complete. 10 sizes—single, double or triple. Write—phone—wire.

\$495
Federal Identification Co.
Dept. R, 1012 N. W. 17, Oklahoma City, Okla.

Florida Amusement Co. Endorses THE SUN SHINE CHOO CHOO

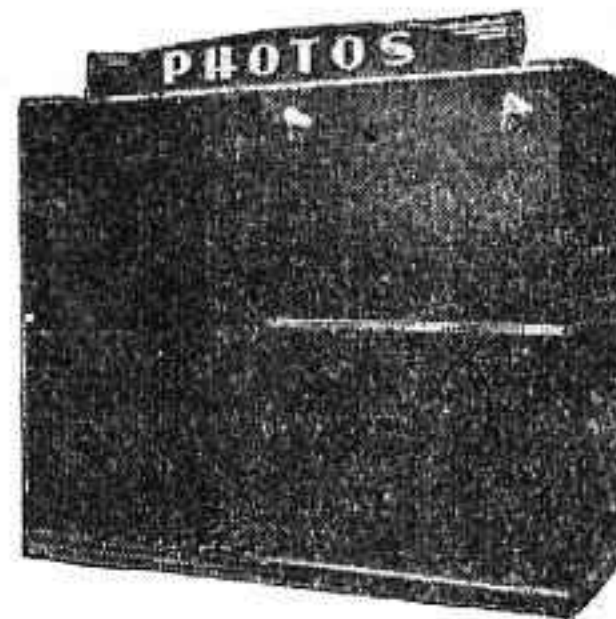
Howard Ingram wires as follows: "The Sun Shine Choo Choo has proven satisfactory and everything you claimed. It is among our WINNERS on the season and we proudly recommend it. Many thanks."

SUNSHINE MFG. CO.
1307 Grand Central Ave. TAMPA, FLA.
Sunshine Mfg. Co. makes delivery like the Sun . . . On Time. Order Now.
We are still able to make Spring Delivery. (Send \$1.00 for large photo and complete description.)

WANT MAN

To take charge of Concession Tents. Short moves, plenty help. If married, can place wife. Write now

UNITED BAZAAR ATTRACTIONS
13 CLARK ST. PATERSON 1, N. J.



HASSAN De Luxe D. P. 3 SIZE PHOTO OUTFIT

Makes Close Ups and Full Length NOT AN EXPERIMENT
But the Results of 16 Years of Constant Improvement
A REAL PRACTICAL MONEY MAKING OUTFIT
A. HASSAN, P. O. BOX 971 PARKERSBURG, W. VA.

ATTENTION, ALL NOVELTY-SPECIALTY WORKERS

MEMPHIS COTTON CARNIVAL

MAY 10-17

MEMPHIS, TENN.

DON'T MISS THE SOUTH'S BIGGEST CELEBRATION

Everybody works. No exclusive sold on Novelties and Specialties except Gas Balloons. All specialty workers come on. Everybody works on Main St.

C. H. McKNIGHT

DE SOTA HOTEL, MEMPHIS, TENNESSEE

LAST CALL ATTENTION LAST CALL

VETERANS UNITED SHOWS

Now playing lots in Des Moines, Ia., with our Rides until May 1st.

OFFICIAL OPENING: Centerville, Ia., May 3rd to 10th. We have a good route of Still Dates, first in for month of May. Celebrations, two and three a week, start first of June. Fairs start the 3rd of August. Good opportunity for Shows with own transportation. What have you?
All Concessions booked, please acknowledge. Can use a few more Hunky Punks. We need a few Agents for office owned P.C. Ball Games, Cigarette Shooting Gallery and Slum Spindle.
Need Second Men on Merry-Go-Round and Wheel that can drive Semis and have chauffeurs' license. Smokey, contact us.

DES MOINES, IA., GEN. DEL., UNTIL THE FIRST OF MAY, AND THEN AS PER ROUTE.

QUEEN OF THE FLYING RIDES

FLYING SCOOTERS

BISCH-ROCCO AMUSEMENT CO.

5441 COTTAGE GROVE

CHICAGO, ILL.

FOR PROFIT AND FLASH THE SPITFIRE

IS "SUREFIRE"
WORLD'S MOST BEAUTIFUL RIDE

FRANK HRUBETZ & CO.

SALEM, ORE.



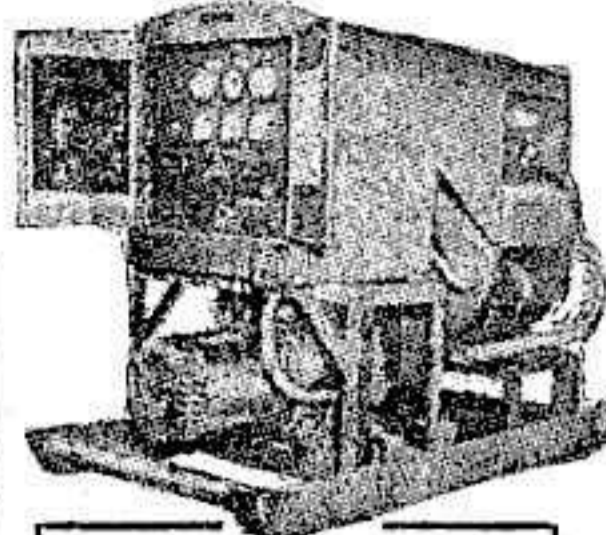
BA

IMMEDIATE DELIVERY — NEW
7.5 KVA Gasoline
GENERATOR SETS (PE 99)
POWERED BY WISCONSIN VE 4 AIR
COOLED ENGINE

ENGINE SPECIFICATIONS
• 4 Cylinders • Electric or Crank Start
• 4 Cycle • Displaces 81.0
• V Type Engine • Cu. In.
• 3 1/2" Bore • 2 Six V. Bot-
• 3 1/2" Stroke • teries Incl.
• 7-Gal. Fuel Tank • Control Panel
• 20 HP. at 2200 RPM.

GENERATOR SPECIFICATIONS
• 7.5 KVA at 3 Phase
• 1800 RPM. • 60 Cycles
• 120 Volts. A.C. • Drip Proof
• Semi-enclosed • Direct Connected Exciter

Includes Tools and Spares for Engine and Generator, plus all necessary controls including remote control relay.



\$575.00 each
F. O. B. N. Y. CITY.

25% Deposit with Order, Bal. C. O. D.

HARRY HAYKIN

290 EMPIRE BLVD., BROOKLYN 25, N. Y.
President 2-1612

Smaller and Larger Units, Gas or Diesel, Available. What Are Your Requirements?

NORTHERN EXPOSITION SHOWS

Can place Fun House, Freak Show, Ten-in-One or any good shows of merit not conflicting with Animal Show or Mechanical Show.

Also have openings for a few Stock Concessions. **NO GRIFF.**

Have full season Fairs and Celebrations in Western Dakotas, Wyoming and Montana. We move two and three times a week. Opening spot, Winner, South Dakota, May 14-18. We have eight Rides and can always use **GOOD MEN.**

Write, Wire or Call

MIKE SMITH, Worthing, So. Dak.

OPENING
METRO SHOWS

New Show — New Ideas — New Personnel

Can place one Grind Store and three Hanky-Panks. **ALSO**, one Ball Game. Will book for entire season capable and sensational High-Wire Act. Communicate with manager

PHILIP RAY

91 Willard Ave. Phone: Dexter 1744 Providence, R. I.

WANTED — ATLANTIC BEACH, N. C. — WANTED

Will place any one Flat Ride; also Chair-o-Plane. All other rides booked. Get in a good live beach. No moving worries. Can use capable Ferris Wheel Operator. Also Ball Game Agent, married couple preferred. Conventions galore. A live spot for live people. Apply

F. W. WADSWORTH or ATLANTIC BEACH, INC.
Morehead City, N. C.

LAST CALL **REDWOOD EMPIRE SHOWS** **LAST CALL**
Playing the Great Northwest
EIGHT OFFICE OWNED RIDES

WANT SHOWS—Capable People to operate Side Shows, will furnish new tops for same if desired.
WANT CONCESSIONS—A few more legitimate Concessions that do not conflict.
WANT RIDE HELP—Top wages paid Ferris Wheel Foreman and other sober and reliable Help.
Address: **PICKARD AND MASSETH**
P. O. BOX 663 SACRAMENTO, CALIF.

POKERINO FOR SALE
Atlantic City, N. J.

One of the Best Locations. Terrific Money Maker. Cash Needed \$25,000. Good Lease. Retiring. BOX D-479, c/o The Billboard, Cincinnati 1, O

BOOMERANG

Unlimited Capacity — Repeater — Thriller
Write for Catalogue

U. S. RIDING DEVICES CORP.
298 Junius Street Brooklyn 12, New York

From the Lots

Gold Bond

CONWAY, Ark., April 19.—Auspiced by the police and fire departments, org hit the jackpot here the week ended April 12. Ideal weather prevailed with the exception of Thursday night (10), which was lost by rain. Town had been closed to carnivals for nine years.

Business Monday night (7) was good and each night thereafter it picked up. Promotional staff clicked with four special events. Real surprise was kids' matinee, starting at 10 a.m. A ticket tie-up with 55 merchants kept the midway packed until closing time.

Life topped the shows, with the Ferris Wheels pacing the rides. Concessions all did big. Mrs. Jack Hall, of Hot Springs, joined with two ball games, and O. T. and L. D. Smith joined with a sound truck and three concessions. H. J. (Duke) Mitchell checked in with a string of six concessions.

Joe Barish is operating a second set of diggers for Lee Moss. George Allen arrived with a new electric penny pitch. Mrs. Riley was in from St. Louis to join her husband, Eddie, as p. c. dealer. Mr. and Mrs. George Hall had their 10-year-old son, Dunkle, with them over the Easter holidays. He came in from Hot Springs. Carl McCoy joined as second man on the Loop and Johnny (Red) Garrett as third man on the Merry-Go-Round.

Visitors included Harry Zimdar, Mr. and Mrs. Johnny Wuetherick, Homer Finley, Mr. and Mrs. Sam Levine, Mr. and Mrs. Harold Williamson, Thomas E. Paggett, Lee Moss, Mr. and Mrs. Franklin Westcott, Jefferson Lane and Lawrence Mulligan. — HOWARD W. WEL-LINGTON.

Redwood Empire

SAN LEANDRO, Calif., April 19.—Org moved here Monday (14) after enjoying a good week at Stockton. Latter stand started off weak in the face of rain and cold weather, but weather turned hot and clear and week-end business was strong. The turn in business was particularly welcome because the org previously had run into rain and cold weather for almost a month.

Newly added Octopus has been getting big play. A 10-in-1 also has been added. Business for the org jumped so at Stockton, Calif., that Blanche Pickard and Mrs. Masseth tossed a party for the show personnel. Harold Atherly lead off with songs and jokes.

Personnel in addition to Atherly, who has the cookhouse, includes Mr. and Mrs. Fred Zimmers, shooting gallery and ball game; Eugene Masseth, photo gallery; George Stickle, add-em-up; Pete Velovich, novel-ties; Lou Dreshler, hoop-la; Mr. and Mrs. J. C. Foote, two-ball games; G. Patrice, slum wheel; Kenneth Drake, wheel operator; Fred Leiber, fun-house; Kenneth Drake, wheel man; Arnold Smith, second wheel man; Nattie Robinson, girl show; Anton Fettigh, mechanic; Chuck Brownlie, ticket box; Jo Ann Masseth, ice cream store, and Gordon Pickard, glass store.

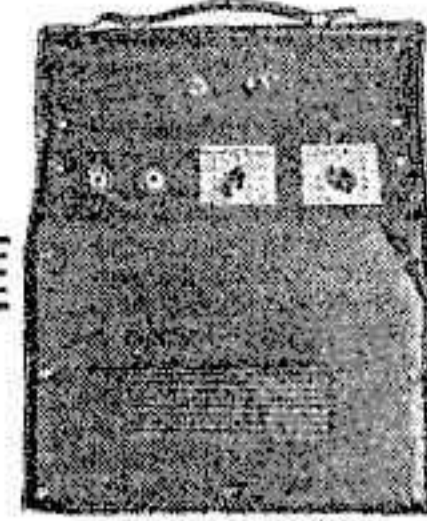
Harry Freidman, San Francisco novelty concessionaire, was a visitor here.

After the stand here org heads into the Northwest.—G. L. PATRICE.

For Sale—1936 Chev. Truck

Best offer. 8723 actual miles, 205" wheel base, body new, 17' long, 7' wide, 6' high. 8 large possum bellies. Truck as good as new.

MAE DUFFEE
1430 Rosedale, Pontiac, Mich. Ph. 22470



PRESENTING!

Eastern Amplifier

BALLYHOO and PITCH
SPECIAL - PORTABLE
SOUND SYSTEM

Can be set up anywhere in 1 minute flat.

★
COMPLETE WITH MICROPHONE
AND CARRYING CASE—
NOTHING ELSE TO BUY
For use on 105-125 volts A.C.

PRICE COMPLETE . . . \$35.00

1/3 Deposit, Balance C. O. D.
Shipped post paid if full remittance is sent with order.

See our distributors or write-wire direct.

ELECTRONIC
PHONOGRAPH
CORP. 288 BRUCKNER BOULEVARD
NEW YORK 54, NEW YORK

WANTED
MONKEY SPEEDWAY

Have Good Location in Park.
Also Excellent Location for Spitfire.

Write or Wire

PLAYLAND PARK
Houston, Texas

WANTED
POPCORN TRAILER

Not over 14 feet. Should be clean, flashy job. Prefer one booked for the season.

JIM MALONEY
COLUMBUS, KANSAS

WANTED
At good salary in pleasant surroundings on the Atlantic Coast, one experienced, high-class Bingo Caller; must be sober, intelligent and capable of earning good salary.

ROY B. HARRELSON
PHONE 139L GEORGETOWN, S. C.

RIDES WANTED

For Jonesburg, Mo., Home-Coming, August 7, 8, 9. Merry-Go-Round, Ferris Wheel, etc. 3 Big Days and Nights. Contact:

F. A. LUDY
P. O. BOX 215 JONESBURG, MO.

WANTED
Ferris Wheel Foreman, must be sober and reliable; also single Free Act for season. Address all communications to

HENRY GRONOWSKI
160 Cambria Ave., Newington, Conn.

FOR SALE
CAGE TYPE—KIDDIE FERRIS WHEEL
Now operating—good condition.
W. R. CURRY
334 Elmhurst St. San Antonio, Tex.

FOR SALE
Super Roll-o-Plane, good condition, \$500.00 worth of new parts on hand. . . . \$3,500.00 cash. Must make room for new Rides.
GRIFFEN AMUSEMENT COMPANY
JACKSONVILLE BEACH, FLORIDA.

Dear Pat
We w
opening
Remember
Shows
ing her
undisput
tion of th
ing Expo
Booed-w
doir that
it was s
little jaz
gals is t
nettes a
young,
Above a
well as
agents.
them in
who ha
they'd d
day mee
Now
played
Brassier

D
C
Ideal fo
Carnival
Amusem
Parks
Gatin
Rinks
Clous
and
Arcade

GLO
1623 N

Lew
This St

FOR IC
MAY 5
Conces
String
Shows—
Rides—
plane c
Help—
ond Mr

ALBA
Will b
ing th
C to u
Book
Petros

FC
G
S
WI
OPEN

J

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Brassier, S. C.,
April 19, 1947.

Dear Pat:

We wrote about our unofficial opening last week, which, if you remember, was very unofficial. Shows made their official opening here. The outstanding and undisputed feature of the 1947 edition of the Ballyhoo Bros.' Circulating Exposition is *Dayspring Daisy's Boed-waa Revue*. (We spelled bou-doir that way because that's the way it was spelled on her front. Adds a little jazz to the title.) Her bevy of gals is tops. She has blondes, brunettes and red heads. They are young, shapely and bedroom-eyed. Above all things they have brains as well as beauty — they like press agents. Press agents who can put them in Hollywood — press agents who have already promised them they'd do so. (None of that early-day measuring them for tights).

Now for the opening story. We played under the auspices of the Brassier Marching and Cheering

Club. Committee co-operated 100 per cent to make the date a successful one from a pleasure standpoint. There was no money involved. For our 40 attractions, the committee furnished two ticket takers nightly and two bottles of rum to keep them warm and happy. Due to *Dayspring Daisy* doing such big business, both committeemen elected themselves as ticket takers for her attraction. While one took up tickets, the other stood guard at the gals' dressing room sharing his rum with all.

The head committeeman proved co-operative by staying soused all week and will learn what the shows and rides grossed by mail next week. Let me add that *Dayspring Daisy's Revue* was the highlight of the engagement. The old stand-by, the *Chairplane*, topped last year's gross by 9,000 revolutions. Allowing 8,000 revolutions for the 8,000 extra passes put out this year, the paid revolutions were 1,000 ahead of 1946's take. But *Dayspring Daisy* broke all former records here.

Many new shows grace our mid-way this season. Not having time to visit the new shows or to meet their operators, it is impossible to give them much space. The office reported good business for the new shows—but *Dayspring Daisy's Boed-waa Revue* proved the outstanding show. We have a grand *Monkey Circus*, but *Daisy's Revue* was paramount.

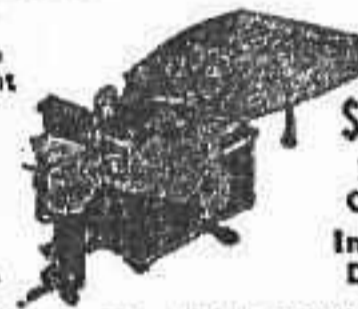
Gorilla Show was also present and did nothing to offset the glamour of *Dayspring Daisy's Revue*. A new *Giggle and Grin Fun House* was well located to the right of *Dayspring Daisy's Revue*. Flashing a new well-lighted front, the *Glass House* grossed heavily, being located to the left of *Dayspring Daisy's gal show*.

Scoff and Flops Side Show presented a beautiful 100-foot front that almost rivaled *Dayspring Daisy's* front. All rides were freshly flashed with paint and color and operated to good takes, but *Dayspring Daisy's Boed-waa Revue* set the standard.

P. S.: For the benefit of those who do not know that we have her show on our midway again this season, kindly mention that *Dayspring Daisy's Boed-waa Revue* joined after a successful tour of lodge halls during the winter.

DOWNEY-JOHNSON COIN COUNTER

Ideal for
Carnivals,
Amusement
Parks,
Skating
Rinks,
Circuses
and
Arcades.



Price
\$217.50
F. O. B.
Chicago
Immediate
Delivery.

Write for Descriptive Circular.

GLOBE DISTRIBUTING CO.
1623 N. CALIFORNIA AVE. CHICAGO
Phone: Armitage 0870-81

Lewis Celebration Shows

This Show carries 4 Rides—office owned.

WANT

FOR IONE HOME-COMING CELEBRATION, MAY 9TH, 10TH, 11TH, ON THE STREET. Concessions—Grab Ball Game, Cat Rack, String or any Stock Stores, P.C. or Grind Shows—Midway Mouse, Snake, Fun House. Rides—Will book Kiddie Auto Ride or Airplane or Live Ponies. Help—Ride Man for Ferris Wheel and Second Man. Also can use Agents, P.C. or Stock. Write or wire, all contacts. 143 So. Calif. St., Stockton, Calif.

GEM CARNIVAL

ALBANY, KY., MAY 5-10 V.F.W. OIL BOOM. BUILDING BIG DAM.

FIRST SHOW IN SEVEN YEARS

Will book Concessions not conflicting. Playing the best of Bingo territory, new Bingo. Can use Agents for P.C. and Stock Stores. Book Shows. Committee Percentage Still Dates Free.

CLYDE R. PIERCE

Petros, Tenn., April 20-26; Elgin, Tenn., April 28-May 3.

AGENTS WANTED

FOR BALL GAMES, PENNY PITCH, GUESS YOUR AGE, COKE BOTTLES AND OTHER CONCESSIONS.

See **BOB KERLIN** on **WILSON FAMOUS SHOWS** OPENING EAST PEORIA, ILL., APRIL 29.

ATTENTION

All Carnivals interested in dates of **JULY 23, 24, 25, 26** Please write to the AMERICAN LEGION, Rockport, Mo.

V. F. W. Will Sponsor HOMECOMING AND CARNIVAL

On the Streets--Aug. 14-15-16
Litchfield, Michigan
Auto and House given away.
First Carnival Since 1934.
100,000 to draw from.
NOW BOOKING

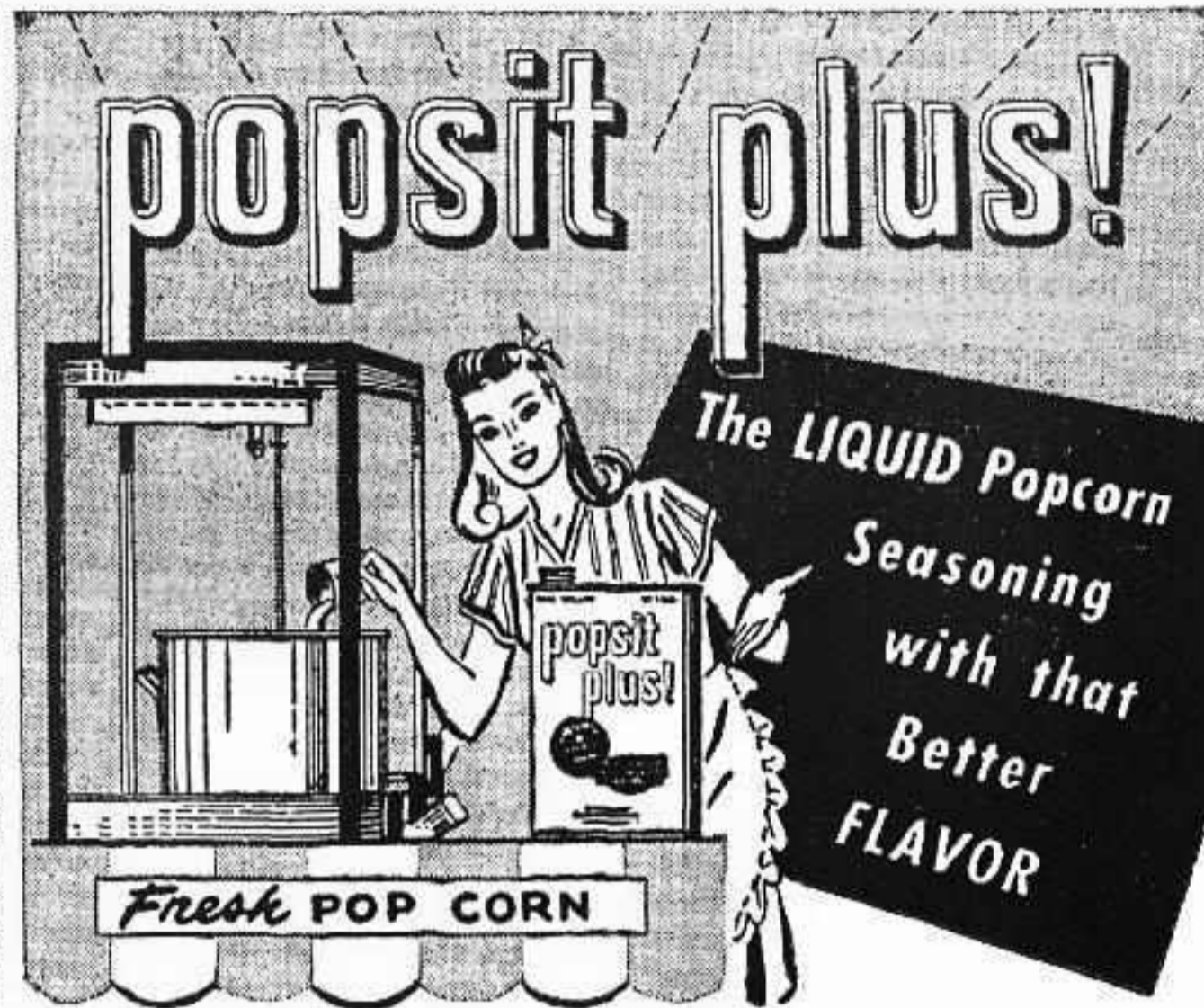
Independent Rides, Shows and Concessions. Will consider complete Carnival if we can reserve one street as independent Midway. Write or wire:

DUANE L. DOTY, Chm.
V.F.W. Carnival, Litchfield, Mich.

FOR SALE

BAKER ICE MACHINE COMPRESSOR

Sets of Pipes, 7½ HP. motor, complete, good condition, \$1500.00. Now in warehouse, Chicago. Inspection appointment can be arranged. Address Box 830, The Billboard, Chicago 1, Illinois.



STILL the most economical because . . .

- . . . it is always liquid and requires no melting.
- . . . there is no waste. Every drop pours with ease from the handy gallon can.
- . . . it gives you bigger profits by popping more bags of corn per batch.
- . . . its delicious flavor brings repeat customers.
- . . . there are 70 years of "know how" behind the refining of this modern seasoning.

Warehouses in principal cities — coast to coast

C. F. Simonin's Sons, Inc.

Refiners

3450 N. BELGRADE ST.
PHILADELPHIA 34, PA.

SEASONING SPECIALISTS TO THE NATION

TRAVELITE "HOMETTE" ALUMINUM

The Cadillac of the Industry

ROYCRAFT COACH, Aluminum or Masonite

An Old Name—Always Dependable

SUPERIOR COACH, Oil Tempered Masonite

A Great Road Trailer, With Clerestory Roof

Special Discounts to Show People • 5% Finance Rate

We Deliver Free Anywhere • 3 Locations—3

Chicago, Illinois 5901 South Western Ave. Grovehill 6466 Charlie Comstock, Mgr.	Buffalo, New York 2420 Delaware Ave. Riverside 4116 Ted Cope, Mgr.	Hammond, Indiana 6441 Calumet Ave. South Chicago 8446 M. Eddy, Mgr.
--	---	--

ALL FORMERLY WITH IT. WE UNDERSTAND YOUR PROBLEMS. **EDDIE COMSTOCK**

ADAMS AMUSEMENT

WANTS WANTS WANTS WANTS

Foreman for Ferris Wheel, First Men for Chair-o-Plane, Top salary. Want Men and Wives for Girl Show; we have new top. Want Front Men to handle Half and Half; we have new top for same. Concessions open—Cook House or Grab, Cat Rack, High Striker, String Game, Guess Your Weight, Fish Pond, Pitch Till Win, Candy Apples and French Fries, Hoop-La, Novelties, one of each only. What have you? No flats. Only show that plays the streets in Vermont and New Hampshire. For Sale—Chair-o-Plane, good running order, \$1250. Come and get it. We open May 24 in Vermont.

FRANK J. ADAMS, Gen. Mgr.

1527 MADISON AVENUE

NEW YORK 29, N. Y.

POWER GENERATING SETS

5-10-20-25-30 Kw. — Exceptionally Low Prices

OLDHAM AND SUTHERLAND

Rt. 2, Stanford, Ky.

WILL BOOK

• LIVE WIRE KIDDIE RIDE OPERATOR •

LONG SEASON. EVERY CO-OPERATION.
BOARD WALK AND BOULEVARD LOCATION.

SEASIDE PARK
VIRGINIA BEACH, VA.

CARNIVAL WANTED
for
BIG THREE DAY CORN FESTIVAL
September 11, 12 and 13
In **GOLDEN, ILLINOIS**
* * *
PROGRAM COMMITTEE for occasion would like to contact good Booking Agency for entertainment.
Address all communications to
R. A. GALLOWAY
GOLDEN, ILL.

WANTED
GOOD CARNIVAL
With plenty of Shows and Rides, week of June 30-July 5. Plenty of money here.
Write or wire
AMERICAN LEGION POST 41
SALEM, IND.

WANTED
LARGE CARNIVAL
One week stand, July or early August.
Sponsored by the
JUNIOR CHAMBER OF COMMERCE
1300 Walnut Ave. East St. Louis, Illinois

WILL BOOK OR BUY
FERRIS WHEEL
For A-1 route. Can furnish transportation if necessary. Write
THOMPSON BROS.
2096 4TH AVE. ALTOONA, PENNA.

TWO DAY CELEBRATION
JULY 4-5
Sponsored by Lucasville Civic Club.
Lucasville Fair Grounds.
Want Rides and Concessions. Contact
JOS. W. MCKINLEY, Secy., Lucasville, Ohio.

WANTED
Good, clean Carnival, July 2, 3, 4. Community festival, outside Louisville. Wire or phone
RAY CHANABERRY
1810 Washington Bldg. Louisville 2, Ky.

RIDES WANTED
Ferris Wheel, Merry-Go-Round and Kiddie Rides for **MARQUAND HOME-COMING, 3-DAY PICNIC,** JULY 3, 4 and 5. Contact
MARQUAND CHAMBER OF COMMERCE
MARQUAND, MO.

CARNIVAL WANTED
Want to book outstanding Concessions, Rides, Free Acts, Carnival immediately for
ANNUAL JUBILEE CELEBRATION
Villisca, Iowa, Aug. 11-15.
Excellent downtown carnival site. Address promptly, giving full information, including terms: **CHAMBER OF COMMERCE, American Legion, Harold L. Snow, Villisca, Iowa.**

NATIONAL SHOWMEN'S ASSOCIATION
GREET'S YOU
You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.
Meetings 2nd and 4th Wednesday each month
Palace Theatre Building,
1564 Broadway,
New York 19, N. Y.
Mostly everyone of the Eastern amusement family is a member. Are you?
Write For Information.
Initiation \$10.00
Dues \$10.00 Yearly

SPONSORED EVENTS
Veteran, Lodge and Other Organization Festivities

Andalusia, Ala., VFW Fair
In Successful Week's Run

ANDALUSIA, Ala., April 19.—An estimated 15,000 turned out Saturday (12) to wind-up of the week-long Covington County Fair here, under Veterans of Foreign Wars Post auspices. Fair was directed by M. A. (Skinny) Boyette, and VFW officials and fair executives said the event was one of the most successful ever attempted locally.
Feature at the wind-up was a two-mile-long parade at which State and city officials, including Governor Folsom were present. Armed service units made up a large portion of the parade, which was part of ceremonies honoring 51 gold star mothers who lost sons in World War II.

Free attractions playing the event included Uncle Hiram, rube clown, and Professor Lippincott, musician in magic. Jack Darling, who made the event, left here for the VFW Spring Festival in Maysville, Ky.

3 New Britain Groups
Land Free Licenses

NEW BRITAIN, Conn., April 19.—License committee of the common council has voted to approve licenses for a carnival, mardi gras and a festival to local organizations and to charge no license fees.

Recommendations are that Nicola Bernardino Post, Italian war veterans, be allowed to conduct a festival, May 12-18, in the rear of the Palace Theater; that Sgt. Harry Berson Post, Jewish war veterans, its auxiliary and the B'nai B'rith Lodge be allowed to hold a mardi gras at the Stanley Arena June 7, and that Hardware City Chapter, D.A.V., be allowed to operate a carnival June 12-15.

Knox, Ind., Festival
To Ohio Valley Shows

KNOX, Ind., April 19.—Ohio Valley Shows have been signed to play the Annual Fall Festival and Street Fair here August 20-23. Event, sponsored by the fire department, will include drawings and several free acts. Bill Harris, general agent, closed the date for the shows.

Hartford Okays Carnival

HARTFORD, Conn., April 19.—Zoning Board of Appeals in suburban Bloomfield, Conn., granted a permit to the Church of Christ the King to hold a carnival on the ground of the Blue Hills Firehouse May 19-24.

Susquehanna Lions Club
Again Sponsors Carnival

MOUNT WOLF, Pa., April 19.—The 14th annual carnival, sponsored by the Susquehanna Lions Club of York County, Pennsylvania, will be held on the Manchester High School Athletic Field August 6-9. Event drew 9,000 persons last season.

Proceeds are donated to the Sight Conservation and Blind Fund. John H. Doll is president of the Susquehanna Lions, and Bruce C. Brothers is secretary. Members of the committee include Leonard Diehl, Roy V. Mundis and Roy Wetzel.

Police, Firemen Sponsor
Charleston, W. Va., Show

CHARLESTON, W. Va., April 19.—Fraternal Order of Police and the International Association of Fire Fighters will hold a benefit indoor show May 28 in the Community Center here. Tom Hasson is promotion director. Staff members are Bill Martin, Doc Nold, Jimmie Scott, George Dorland, Frank Vaughn and Glenn Farrell.

Jack Alexander is handling publicity. Committee members are Earl E. Kidd, police chief; Charlie Smith, fire chief; Paul G. Dolan, Paul D. Salisbury, T. G. Snell, C. R. Mandeville and L. T. Miller.

Two Carnival Dates Set
By West Haven, Conn., Orgs

WEST HAVEN, Conn., April 19.—Two carnivals are scheduled here in May and August.

The Savin Rock Hose Company has skedded one for May 5-10 at Campbell Avenue and Nobel Street, with Arthur Wellman, chairman. The American Legion will sponsor one the week of August 11. Arthur J. Pfeiffer, Benjamin Pierce and Albert Giammetti head the committee.

Gibsonburg, O., Cele Set
GIBSONBURG, O., April 19.—Gibsonburg Volunteer Fire Department and American Legion will combine to stage a home-coming and ox roast August 27-28. Frank Ottney is chairman.

Brand New Kiddies'
MERRY-GO-ROUND
12 Horses—Immediate Delivery
Price—\$2500.00 Cash
D. & M. Enterprises, Inc.
4241 Cliff Road Birmingham, Ala.

WANTED! WANTED! WANTED!
INDEPENDENT RIDES — SHOWS
CONCESSIONS
OHIO COUNTY FARMERS FAIR
AUGUST 13-14-15-16, RISING SUN, INDIANA
DAYS — NIGHTS — FIREWORKS — GRANDSTAND ACTS
SPONSORED BY THE AMERICAN LEGION
Write **MAX HOLLINGSWORTH**
RISING SUN, INDIANA

PLASTER USERS
HERE IT IS

Here is your chance to have a Pin-Up Girl Concession. 5 different model girls.
1. September Morn
2. Lady Lou
3. Telephone Girl
4. Baby Blimp
5. Red Headed Model
All 5 different girls are 12 inches long. Come all fancy painted, special wrapped.
\$25.00 PER HUNDRED
We Ship Express Only.
Money Order or Check With Order.
We Ship in 100 Lots Only.
Deposit with order, balance C. O. D.
HOWERTON NOVELTY PLASTER CO.
BOX 25 EUREKA, MO.

WANT

Good sober, reliable man to take charge of Prize Package Candy Sales in three sit-down shows. Excellent opportunity for good man. **OPEN APRIL 25.**
WONDER SHOWS
OF AMERICA
Hotel Marion or Box 21
LITTLE ROCK, ARK.

CONCESSION HELP

Bingo, Alley and Swinger (must grind). Contact L. E. Raley Jr. Ball Games, Coke Bottle, Cigarette Gallery and other Slum Stores, contact Charley Thompson.

UTAH EXPOSITION SHOWS
Grand Junction, Colo., week of April 21st;
Heber, Utah, week of May 4th.

WANT GIRLS

For Cat Rack and Milk Bottle Ball Games. Best route with good proposition to experienced workers. Also man for Snow Cones.
F. W. PAULI
Care MAJESTIC SHOWS
Annapolis, Md., This Week.

SKIMMING CREAM

Want Penny Arcade, Freak and Live Act Shows, Fun House, Diggers open. First Man for October, Second and Third Men on all beautiful new rides. Will furnish 22246 top front Banners, transportation for reliable Showman. Jack's Athletic Arena wants Wrestlers, Boxers, finest equipment. M. Morris wants Lecturer for Wild Life, also High Striker Agent. Blytheville, Ark., then the Big One. All spots up town. Free data. Strong sponsor. We are skimming cream.
Dyer's Greater Shows

KILGORE SHOWS

WANT TO BUY 2 TUBS FOR TILT, 29 MODEL ON UP.
CONTACT ME AT ONCE. WILL PAY CASH.
Grapeland, Texas, April 21st thru 26th.
Fairfield, Texas, April 28th thru May 3rd.
W. E. KILGORE, Owner-Manager

LOOK LOOK

Open place for good large Carnival this season in the heart of the Lead Belt. Good money to be made here. Would like especially to have one for 4th of July week. Contact
CECIL DE MIER
I. O. O. F. Lodge Box 424 Leadwood, Mo.

WILL PAY CASH FOR USED RIDES ALL OR PART
Also Park and Carnival Equipment.
Wanted—7 1/2 H.P. Double Loop Motor.
D. VAN BILLIARD, North Wales, Pa. Phone 698

April
C
Ch
Br
Tu
rac
LOS
up mo
day ru
Street
to pull
Santa
may n
the sh
jinz. o
turnav
The
perfor
what
assure
life. s
Golda
Goldie
Antho
decide
bolste
partm
Cha
pick
Canad
was e
week.
the sl
closed
would
a 20-c
with
also
last
Drug
price
perfo
(See
P
I
G
Or
INI
Irvin
Bros.
was
break
org
talkin
Wh
here,
mana
noun
cent.
"Th
of C
prom
ever
Our
pape
fair
reall
Or
ing i
tome
playi
the
avere
persc
Ait
here

COLE BROS. ANOTHER WINNER

Clyde Beatty Breaks Jinx

Turnaway bolsters morale — few roster changes — radio exploitation big

LOS ANGELES, April 19.—Picking up momentum the last 10 of its 20-day run on the Washington and Hill Street lot, Clyde Beatty Circus stands to pull out of here tomorrow night for Santa Monica with folding money. It may not be a big hunk of change, but the show seems to have broken the jinx of small houses, getting its first turnaway biz here Friday (11) night.

The red one had its effect on the performers, too. With many debating what to do, the packed stands reassured them that the circus still has life. Some did pull out (Eddie and Golda Grady left) and some came on. Goldie and I. B. McCoy joined. Mark Anthony, clown for the local stand, decided to stay on, and Ray Dean bolstered the press and radio department.

Chances are that the show will pick up business between here and Canada. The school kid trade that was expected during the pre-Easter week holidays did not mature. Had the show opened about Easter and closed as on this schedule, everything would have been okay. Advertising a 20-day run instead of a shorter one with a "holdover by popular demand" also curtailed ticket buying. In the last 10 days tickets sold at Thrifty Drug Stores thruout the area at half price have been recognized at evening performances and on week-ends. Last (See *Beatty Breaks* on page 102)

Polack Beats 1946 Indpls. Gross by 50%

Org Presented 36 Shows

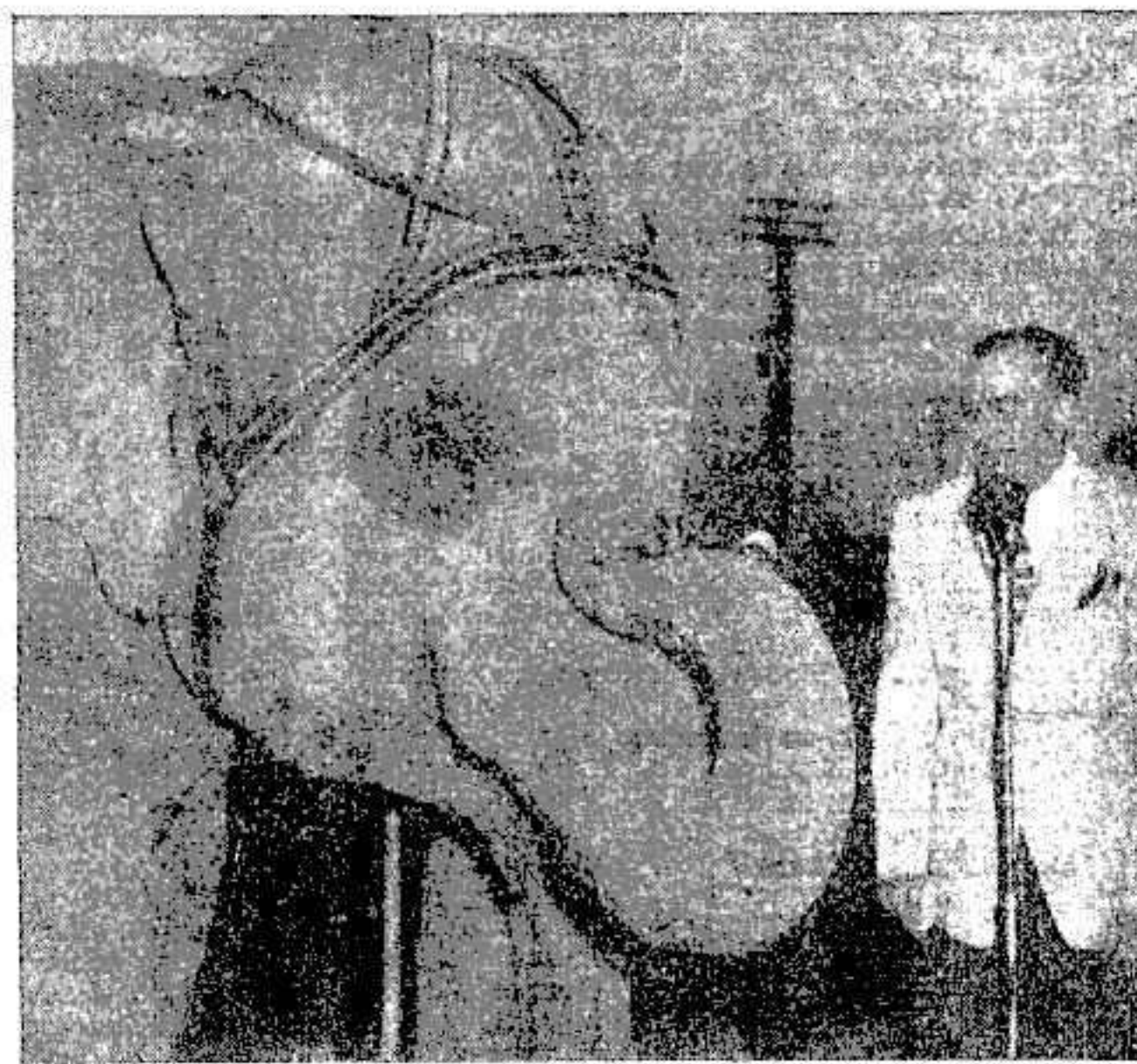
INDIANAPOLIS, April 19.—When Irving J. Polack, owner of Polack Bros. Circus, said last week that it was a cinch this year's show would break the records chalked up by the org here last year, he wasn't just talking.

When the show concluded its run here, Joe O'Donnell, promotional manager of the Polack org here, announced gross receipts were 50 per cent ahead of last year.

"This was our largest date outside of Chicago," O'Donnell said. "Too, promotion topped anything else we've ever done," outside of Chicago dates. Our program, for which six tons of paper was used, was a 120-page affair and we carried 1,500 ads. It was really something."

Org, which gave 36 shows here during its 14-day stand, turned the customers away the second week after playing to packed houses all the way the first week. O'Donnell said the average turnaway per night was 1,000 persons for the second week.

Aiding O'Donnell in the promotion here were Tom Stevens, Dave Miller, Glenn Lindquist and Ed Steinbock.



OFFICIALS OF THE SPARKS CIRCUS and Joe (Barnum) Engel, of the Chattanooga Baseball Team, co-operated to give both orgs a bit of publicity recently when Topsy, 82-year-old Sparks elephant and four of her fellow behemoths paid a visit to Engel Stadium in Chattanooga for the opening of the baseball season. Here is Topsy being "interviewed" by Engel.

Cole Bros.' 1947 Program

- Display No. 1**
The *Clown Is King*, a spec with the crowning of Otto Griebling as king; featuring the entire personnel in colorful costumes; lead stock gaily caparisoned and elephants decked out in sparkling new blankets.
- Display No. 2**
Ring 1—De Rue brothers, contortion; Ring 2—The Bounders, trampoline; Ring 3—Laird brothers, knock-about.
- Display No. 3**
Harold Voise's two aerial bar acts, billed as the Voise Troupe and the Harrold Troupe.
- Display No. 4**
Barney Cole, hind-leg waltzing pony, presented by Capt. John Smith, assisted by Horace Laird and Lee Virtue.
- Display No. 5**
Kay Clark, Spanish web routine climaxed by one-arm turnovers.
- Display No. 6**
Georgia Sweet and the 16-horse Roman hitch.
- Display No. 7**
Clown walk-around.
- Display No. 8**
Perch display. Ring 1—The Del Murls; Ring 2—The Great Davisos; Ring 3—The Excellos.
- Display No. 9**
Clown walk-around.
- Display No. 10**
Ring 1—Milt Herriott, 8 ponies; Ring 2—Paul Nelson's Harry, the riding sea lion presented by Marion Knowlton; Ring 3—Ruth Nelson, 8 ponies.
- Display No. 11**
Cristiani's principal riding act, featuring Misses Corcaita, June and Ortans.
- Display No. 12**
Boxing horses worked by John Smith and Mahlon Campbell.
- Display No. 13**
Elephants, worked by Bobbie Donovan, Marion Knowlton and Janet La Pisque.
- Display No. 14**
First concert announcement, featuring Steve Seline, Cossack rider, and Jimmy Ray, wrestler.
- Display No. 15**
Otto Griebling and his clown band, topped off by Ernie Burch. (See *Cole Bros. Program* on page 87)

John Williams Org Bows at Cary, N. C.

CARY, N. C., April 19.—The John Williams & Sons Circus bows for the season here the first week in May on the show's winter quarters lot in the heart of town, Slim Briggs reports.

Cold weather, with plenty of rain, has caused some delay in getting things ready.

The animal acts are being drilled by John Williams Jr., trainer, and other acts are arriving daily.

The org will play thru North and South Carolina and Virginia. Some celebrations and auspices have been contracted. The show will move on trucks and semi-trailers. The big top is a 60 with two 30-foot middles. A side show, a few concessions and a cookhouse also will be carried.

Captain John Williams is owner-manager and will be assisted by his sons, Alex, who will have charge of the office wagon; Warren, who will handle advertising and press, and John Jr., who will direct the big show performance. Fred Carroll will be producing clown and Mrs. Elizabeth Fearn will have the concessions.

Cristianis in Leading Roles

Paul Nelson overcomes loss of foot to retain position as outstanding performer

By Pat Purcell

LOUISVILLE, April 19.—With a program that was improved all the way, Cole Bros. Circus opened its 1947 tour here Thursday (17) afternoon to the complete satisfaction of Owner Zack Terrell, a difficult man to please, indeed, and the customary collection of first-nighter circus fans, and an enthusiastic gathering of cash customers despite damp, chilly weather.

Terrell was pleased to the point that he proclaimed it the best performance he has ever directed, and that includes his show last year which was pretty generally conceded to be the best on tour.

The Cristianis family again is the backbone of the program, but they are aided and abetted no little by the acquisition of Hubert Castle, wire walker, who readily admits his home is Dallas, and that he learned his profession in this country. Other features rating top billing were Col. Harry Thomas's spec, *The Clown Is King*; the Chambertys, a holdover from last year; Kay Clark's one-arm turnovers; Georgia Sweet's handling of the 16-horse Roman hitch; La Louisa (Cristiani) on the single traps; the aerial ballet; the Davisos (Cristiani) perch, and Harold Voise's fliers.

Orchids to Paul Nelson

It is a well-rounded program, circus from start to finish, and a big nod is due Paul Nelson for his portion of it. Paul suffered the loss of a foot in a hunting accident three months ago, and already he is back in the harness as active as ever directing the program and handling his assignments.

Equipped with an artificial foot, he handled Harry, the riding sea lion, and then worked his 12-horse Liberty act from horseback, as he did a year ago, and there were few in the audience not in the know who realized the handicap he has overcome to retain his place at the top of his profession.

Show Well Framed

Terrell didn't go out for new canvas all the way this year, but his new big top, supplied by the O. Henry Tent & Awning company, Chicago, catches the fancy. It is a 150 with three 50's, and is green with orange trim. As it is doubly reinforced, there is an unusually large amount of inside trim, and the color scheme blended in perfectly with the yellow and green motif of the costuming.

The steam calliope again has been placed at the head of the midway to greet the customers, and to let the townsfolk know the circus is playing, and Arthur Hoffman has an unusually attractive array of Side Show banners. All candy stands are in the same green and orange, blending in perfectly with the new marquee.

By drawing in the ends a trifle and raising the peaks, additional seating capacity has been made possible for both grandstands. The same type of blues and grandstands are (See *COLE BROS.* on page 88)



OAK-HYTEX TOY BALLOONS

New Circus and Animal Prints

For the new outdoor season be sure you get OAK-HYTEX. Now, at your jobber, free Oak Change Aprons with your first purchase of OAK-HYTEX balloons. Ask for your free Memo Book, too. If your jobber doesn't have them, use the coupon and we'll see that he gets them.

THE OAK RUBBER CO., RAVENNA, OHIO

Gentlemen:

Here is the name and address of the jobber who supplies me with OAK-HYTEX balloons. I want to secure the Oak Change Apron and Memo Book from him.

My Name _____

Jobber _____

Address _____

OAK-HYTEX BALLOONS

Distributed by **CONTINENTAL DISTRIBUTING CO.**

822 N. Third St. Milwaukee 9, Wis.

CALL—CALL—CALL

All people contracted by **C. R. MONTGOMERY WILD ANIMAL CIRCUS**

Route: April 22, Rosebud; 23, Gatesville; 24, Hamilton; 25, Comanche; 26, Cisco; all Texas.

WANTED

Assistant Boss Canvasman, Big Top and Side Show Boss Canvasman, Curley Booth, answer. Working Men in all departments, come on. Good wages and best Cookhouse. Want Man to contact schools, also Porter for sleeping car. State salary.

CLYDE BROS.' CIRCUS

WANTS

ACTS OF ALL KINDS TO ENLARGE SHOW

Horses, Ponies, Animals and Aerial Acts. Write

HOWARD W. SUESZ

Black Hotel Oklahoma City, Okla.

ROGER BROS.' CIRCUS

WANTS

Cowboys, Cowgirls, Trick Riders, Trick Riders. Married couples preferred. Property Men and Riggers, Men and Wives to work Domestic Stock. Want Man that can announce as Assistant Equestrian Director. Don Tom's wants Side Show People, Events to feature. Want good Half and Half, also 2 Dancing Girls. Oak Grove, La., 23; Delhi, La., 24; Winnsboro, La., 25; Rayville, La., 26; Bastrop, La., 28.

PHONEMEN WANTED

U.P.C. and Banners. Now town each week.

WANT FOR CIRCUS

Cook, Wild West People, Dog and Pony Acts, Manage, Horses, and Acts of all types.

OPEN MAY 10

Patterson Bros.' Circus

HOLLY, MICH.

ROMIG & ROONEY COMBINED CIRCUS

WANTS

Girls for Montage and Ladder. Experience unnecessary, will train. Two men Clowns, Useful People in all lines. Good proposition for Lunch Stand. Also Side Show with own equipment. Can place good Banner Man, Grooms and Working Men.

SHOW OPENS MAY 24TH.

State Salary in First Letter.

RT. 2, BOX 232 BIRMINGHAM, MICH.

WANT

Rodeo Clown to work mule and flight bulls, Girl Bronc and Trick Rider for this season, starting May 16th, to work with Circle M Rodeo. Write at once.

HUGH MUSTER

Phone 2821 MADISON, IND.

8 New Elephants Set for Dailey

NEW YORK, April 19.—Lewis D. Reed, of Chatham, N. Y., an agent for Dailey Bros.' Circus, is returning to this country from Mysore, India, with a shipment of animals, including eight elephants, according to a story which appeared in *The New York Times* Wednesday (16). The cost of the animals was given as about \$20,000 at the source.

Reed left here in October and said it had taken him four months to acquire the elephants which were located thru the game warden at Mysore City.

"Prices are terrible," Reed said. "I used to pay two to 400 rupees before the war. Now I'm paying as much as 6,000 rupees (approximately \$2,000). I got mostly young elephants—smallest one is three feet high and the largest five feet. But they'll grow into big ones. Got another one less than three feet high, which is joining us at Madras. It's still suckling."

Reed said he had been handling elephants for 45 of his 64 years.

Eagles Definitely Set for Next Tour Despite 15G Loss

SPRINGFIELD, O., April 19.—Eagles Circus, which made its bow in the indoor field this past winter, will definitely tour during the next indoor season, but there will be no outdoor show this summer, according to M. L. Brown, managing organizer for the Fraternal Order of Eagles.

Brown reported the first venture cost the organization \$15,000, but sponsors feel they can put the program over big in another year.

E. Don McCullough, who managed the first venture, has not been re-contracted, it is reported, and no successor has been named.

R-B Personnel

NEW YORK, April 19.—Girls taking part in aerial *Cancan*, spec and production numbers of the Ringling-Barnum show are:

Charlotte Applegate, Bella Attardi, Vicki Bakken, Charlotte Bell, Mars Bennet, Janet Berry, Ann Blackburn, Judy Bissell, Reggie Bogart, Dorothy Boylan, Irene Burt, Donna Cameron, Sherry Classe, Tony Cole, Dolly Copeland, Addie Corsi, Virginia Daly, Beatrice Dante, Theresa DuHaine, Halina Dymek, Elanor Feuerbach, Ann Fields, Florence Fleischer, Valentine Frohn, Margaret Garner, Elizabeth Gibson, LaGay Gustina, Mirta Hall, Rita Harnos, Martha Henderson, Jeanne Higgins, Frances Jones, Mary Dell Jones, Elsie Jung, Mildred Keathley, Laurencia Klaja, Kathryn Kramer, Julia Kutz, Bobby Lattig, Verena Lawrence, Cecilia Lynott, Victoria Llach, Fanny McCloskey, Laura May McKenzie, Olga Macura, Aliena Marquee, Theol Marlowe, Donna May, Elsie Mee, Marie Michael, Mary Jane Miller, Gloria Morgan, Polly Morrissey, Rey Nelson, Jane Nygood, Rita O'Brien, Rose Orlando, Julia O'Donnel, Isabel Paterson, June Perkinson, Louise Peterson, Barbara Petry, Lois Prechtl, Rita Powell, Betty Reed, Mary Seifert, Marion Seifert, Joyce Seawell, Joan Sharkey, Marie Szabo, Virginia Tompkins, Irene Uebel, Maxie Walker, Jenny Wallenda, Joselyn Werst, Bobby White, Helen Wolthing, Dorothy Yakim, Lela Zazzara, Yvette Zenner.

Clown alley: Felix Adler, Paul Alpert, Jimmy Armstrong, Gerald

Cole Bros.' Roster

Executive Staff

Zack Terrell, president and general manager; Noyelles Burkhart, assistant general manager; P. N. Branson, general agent and traffic manager; Fred E. Schortemeier, general counsel; Estrella Terrell, secretary; Robert DeLochte, treasurer; Lorne M. Russell, chief auditor; Watson M. Koontz, C. P. A., general tax counsel; Paul Nelson, director of program; Col. Harry Thomas, director of performer personnel; William (Cap) Curtis, director of safety; Joseph Haworth, legal adjuster; Karl Knudson, master of transportation; H. E. Leeman, time-keeper.

Local Contractors

Henry V. Winslow and William J. Lester.

Press Department

Ora O. Parks, general press representative; Edward A. Johnson, Emmett W. Sims and C. Foster Bell, story men; C. S. Primrose, contracting press.

24-Hour Agents

Al Hoffman and Fred A. Loeber.

Department Heads

Richard (Dick) Scatterday, national advertising representative; Arthur Hoffman, manager Side Show; Fred H. Donovan, chief of police; Ken Drake, assistant legal adjuster; George Davis, steward; Robert E. Morrill, superintendent of ushers; Josephine McFarlan, wardrobe, assisted by Katie Luckie; Ralph Winarski, props; Charles Luckie, shops; J. H. Simpson, Side Show canvas; Frank Casey, big top canvas; Eugene Scott, menagerie; Gene Weeks, concessions; Frank Loftus, front door; John McGraw, ring stock; Walter Rice, electrical department, assisted by Charles W. Burch; Ace Donovan, trucks and caterpillars; Frank Wise, big show tickets; Gus Tallieferro, programs; George Churchill, paint shops; William Spaulding in charge of train porters; L. C. Warren, trainmaster; Dr. George D. Woodbridge, physician; James Gephart, manager

Barnes Bros. Opens In Chicago Stadium

CHICAGO, April 19. — Barnes Bros.' Circus bowed in Friday (18) night for its annual stand at the Chicago Stadium. Run, which will continue thru May 11, will have 47 performances, one more than last year.

Opening night turnout was estimated at 15,000, which was good. Included in the crowd were newsboys from *The Chicago Sun* and *The Chicago Herald-Examiner*.

The Stadium is scaled at \$1.20, \$1.80, \$2.40 and \$3.60, with kids admission at half price, excepting on Saturdays and Sundays.

A review of the show will be carried in the May 3 issue of *The Billboard*.

Bangs, Henry Bedow, Charles Bell, Henry Boers, Arthur Burson, George Campbell, Fred Canesstrelli, Clayton Chase, Art Cooksey, Harry Dann, Fred Forgeur, Adolph Frohn, Homer Goddard, Edwin Green, Fred Hanlon, William Hanlon, Rose Hanlon, Clem Hartman, Pat Higgins, Arne Honkola, Paul Horompo, Lou Jacobs, Paul Jerome, Lambert Jorio, Paul Jung, Hadyi Kadir, Robert Kellog, Emmett Kelly, John B. LeClercq, Donald Lee, Frank Luley, Buster Littlefinger, Howard Marce, Polydore Mortier, Louis Nagy, Harry Nelson, John Nelson, Robert Nelson, Buzzy Potts, Sandor Roka, Ken Reardon, John Reilly, Frank Saluto, Burt Starke, Carl Stephan, John Triplet, Paul Wenzel, George Wong.

Advertising Car No. 1; William Wilcox, No. 2 car; Harry McFarlan, equestrian director; Pat Lyon, uptown tickets; Mayme Ward, ballet.

Ladies of the Ballet

Elena Trevino, Alberta Voise, Janet LaPisque, June Marie George, Jean Moore, Maria Luisa Pacheco Balanos, Esperanza del Moral Belanos, Esther LaPayne, Josephine Trevino, Mildred Sheppard, Paula Alley Leopoldina Dominguez, Ray Bonner, Beatris Jimenes, Leticia Garza, Marie Monahan, Mary Los Angeles Salazer, Elvira Lara, Delores Lara, Edith May Nolan, Sue Richards, Kiki Kernan, Mary Ladoux, Cecelia Young, May Wright and Fay Billinger.

Clown Alley

Otto Griebing, producing clown; Freddie Freeman, Frank McCain, Jack Kennedy, De Rue Brothers, Lee Virtue, Clarence Mendleson, William Blair, Larry Bloomfield, William Lawson, Juan Mendiola, Horace Laird, "Huffy" Huffman, Albert White, Albert Lee Benson, Emmerson Smythe, Wade Markham, Gallifilli Bagonghi, Fred Wright, Chas. Robinson, Chas. C. Rainer, W. M. Griffin, Grover Nihman, William Sneed, "Bill" Sawyer, Frederick Long and Ernie Burch. (Ballet and clowns as listed in the printed program).

BY ORDER OF
USO CAMP SHOWS, INC.
THOS. F. BURCHILL
AUCTIONEER AND APPRAISER
SELLS MONDAY APRIL 28TH, 10 A.M.
and continuing thereafter until sold at
8 WEST 62ND STREET, NYC
\$200,000 COST INVENTORY
SCREEN & THEATRICAL
Wearing Apparel, Costumes and Accessories
LADIES' AND GENTS'
Ready-to-Wear Specialties, Chorus Ensembles, Every Day Wear, Suits, Slacks, Dresses, Blouses, Hats, Shoes, Dress Suits, Tuxedos, Silk Hats, Federas, Boots, Tap Shoes, Shirts and Ties, Personal Wear, Sporting Equipment, Sport Wear.
5000 PIECES
COSTUMES FOR
MUSICALS—DRAMAS—COMEDY
THEATRICAL TAYLOR TRUNKS, All Sizes
FOOT LOCKERS—BAGS—HANDBAGS
SOUND EQUIPMENT
of every description
THEATRICAL PROPERTIES
Props and Scenery for All Occasions
SERVICE UNIFORMS
AUCTIONEER'S OFFICE, 7 W. 24 St., N.Y.C.
Phone: Chatsen 2-5353
Exhibition Apr. 21st to 26th, 10 A.M. to 4 P.M.

SPANGLES TIGHTS

WETTSTEIN CO.
440-442 W. 42 St.
N. Y. C.

Paste This in Your Address Book.

EUREKA SPRINGS CHAMPIONSHIP RODEO

June 6-7-8. NEW STADIUM.
40,000 People Expected.
All Concession Privileges for Sale.
Write or Wire

D. E. WEAVER
Eureka Springs, Ark.

WANTED

4 PHONE MEN

Firemen's Circus deal. Best deal in Michigan program, U.P.C. Tickets, Banners. Address

L. F. STOLTS
FIRE STATION NO. 2, FLINT, MICH.

BOND BROS.' CIRCUS

Can place Family Acts, Dog, Pony, Monkey Acts or others doing two or more. Operator for Side Show. Does Canvasman. State all in first and be ready to join on wire. Address: 1038 Broadway, Camden, N. J.

ATTENTION

Due to expiration of our present lease we cannot accept orders for equipment until further notice, which will be in *The Billboard*.

THE HEBELER SHOPS
BLOOMINGTON, ILLINOIS

Norths Offer State 550G for Ringling Estate

TALLAHASSEE, Fla., April 19.—Heirs of the John Ringling estate Tuesday (15) offered the State of Florida \$550,000 cash for all remaining assets and liabilities, except the Sarasota Art Museum and Home, which the showman left largely to the State when he died 11 years ago.

The Cabinet, after a long closed session, gave no hint of whether it would accept or reject the latest offer made by John Ringling North and his mother, Mrs. Ida Ringling North. Leonard G. Bisco, of New York, attorney for the Norths, made the following offer to the State:

The Norths will pay \$550,000 cash, waive all claims to fees, take over claims and obligations of the estate, set up the \$5,000 a year legacy for Mrs. North, as provided in Ringling's will, assume all responsibility for further court litigations by rival heirs, deed the State 13 acres of land adjacent to the Sarasota museum and leave in the Ringling home all its contents except certain designated pieces of silverware and other family objects of art.

In return they will receive the circus stock, the oil wells and leases, deposits of about \$300,000 in a Sarasota bank, the Sarasota County real estate and a quarter interest in a Wisconsin motion picture theater.

Bisco set the value of all the assets at about \$2,300,000 and estimated the outstanding fees and claims would offset nearly \$2,000,000 of that. He said the executors were willing to pay \$250,000 above the \$300,000 difference "for the advantage of having a single deal negotiated without further delay."

Doyle E. Carlton, the Cabinet's special Ringling estate attorney, offered an estimate that assets of the estate are worth about \$3,300,000 and commented that the executors' figure of \$2,000,000 for fees and claims was "exaggerated."

It seemed clear that the executors and the Cabinet agents were attaching values about \$1,000,000 apart to assets of the estate, which includes 30 per cent of the stock in the Ringling circus, interests in Oklahoma oil fields and a considerable block of Sarasota County real estate.

UNDER THE MARQUEE

Bennie Reece, former circus man, hospitalized in Deaconess Hospital, Milwaukee, is reported showing marked improvement.

In circus biz the word "almost" is used in the most ridiculous sense.

Murray Burt, formerly wardrobe superintendent of the Ringling-Barnum circus, is in charge of front door on the Sparks Circus.

Jack Walsh, veteran big top toup-er, last year with King Bros.' Circus, will do high pitch and work novelties this season.

When every man with a circus takes off his coat and gets with it, it's called "a trend."

Pat Cartier and her mother card from Sarasota, Fla., that they visited the Wallenda Circus at Bradenton, Fla., and saw many friends.

Mr. and Mrs. Clyde Wixom, Detroit, visited John D. Wixom at his winter quarters in Black River Falls, Wis., en route from Rochester, Minn.

If a wildcat or a bear is killed on a farm, the report goes out: "It must have escaped from a circus."

Joe Scharoun, purchasing agent, James M. Cole Circus, was in New York to catch the opening of the Big One.

Willie C. Clark, foot juggler, infos he will be with Dailey Bros.' Circus this season, doubling in clown alley.

At an opening stand, a bookmaker was mistaken for a circus man because he wore a horseshoe stickpin.

L. Sailor Muse writes from Ripley, Miss., that Saturday (12) he made a 100-mile trip to Corinth, Miss., to visit King Bros.' Circus. He reports the org had a sellout there.

Mr. and Mrs. Herbert A. Douglas, West Chester, Pa., visited Eddie Jackson, who is in his third season with the Ringling-Barnum show, in New York Easter Sunday.

Nature and billposters brightening landscapes.

Mr. and Mrs. Fred Proper passed thru St. Louis recently, en route from Indianapolis to Santa Rosa, Calif. Proper is in charge of concessions on the Polack Bros.' Circus, while Mrs. Proper operates the popcorn concession.

Ringling-Barnum billposting crew invaded Bridgeport, Conn., recently to advertise the New York engagement. It marks the first time the show has extensively advertised the New York run in Bridgeport territory.

Talk about good weather and you speak every showman's language.

James M. Cole Circus rated syndicated publicity thru a recently circulated picture of Dorothy, a baby elephant, and the owner's son, Jimmy. Elephant is one of four received by Cole last month.

Pinkey Barnes writes that he and his wife, Mabel, will be with the Buffalo Ranch Wild West Show this year, with Barnes doing announcing. Earl and Janice Sutton, trick riders and ropers, also will be with the show, which will feature Art Min.

Snake lecturer: "This monster won't hurt me because he knows my smell."

Doris M. Spollett, Hampstead, Mass., lone woman senator in the 1947 State Legislature, is a former circus horse trainer. She began training horses for circus performances at the age of 14, according to a recent story in *The Haverhill (Mass.) Gazette*.

Lion cubs born on the Clyde Beatty Circus last fall were used in filming of *RKO Tarzan and the Huntress*. A prospective mother lioness was discovered with the Beatty show following a lengthy unproductive search of nearly every zoo in the United States.

Top City Novelty Company, operated by Dr. J. D. Rudford, Al Young and Mulie Marshman, which is playing rodeos in Arizona and Southern California, reports business is good. Doctor Rudford recently purchased Herb Taylor's interest in the novelty company.

There was a time when you called a man "a dry-weather trouper." They were fighting words.

Chester Sherman's tips to youngsters on how to make up for their backyard circuses gave the Shrine show in Omaha recently a top break in *The Omaha World-Herald*. Joe Sherman and Hop Greene came in for bows, too; and Whitey Harris passed the information along.

Orville (Shanty) Speer writes to assure Beul Lamar Gabbert that he recalls the Yankee Robinson clem at Westhope, N. D., and the hold-up at Pine Bluff, Ark., the night of October 29, 1909, and that he believes that Johnny Haley was trainmaster and Red Carroll was boss props.

Dave Frederickson writes from Daytona Beach, Fla., that Kirk Adams and his educated dogs have left winter quarters at Holly Hill, Fla., to join the James M. Cole Circus. The Avalon troupe, which wintered at Adams's quarters, joined the King & Franklin Circus. Frederickson reports he purchased a new sleeper for his band with the King & Franklin org.

J. C. MICHAELS ATTRACTIONS

—FAIR BOOKERS for 37 Years—
SENSATIONAL ACTS—REVUES—THRILL SHOWS and Famous BIG CITY GRAND-STAND CIRCUSES for
FAIRS—CELEBRATIONS—EXPOSITIONS

Chicago Offices: 64 W. Randolph St. Chicago, Illinois Phone: DE 3770
Kansas City Offices: Reliance Building Kansas City, Mo. Phone: MA 0382

CAN ALWAYS USE ACTS OF MERIT

ELASTIC NET OPERA HOSE

Black, Suntan and White, \$4.95. Elastic Net Tights, \$7.50. Rhinestones and Settings. Metal Spanglers, all sizes and colors. Chainette Fringes. Other Items. Folder? Yes.

C. GUYETTE
346 W. 45th St.
New York 18, N. Y.
Phone: Circle 6-4137

WANTED

3 Combination Billers—Union Scale

\$90.75 PER WEEK

You must be sober, reliable, and put my paper up or you will not last. Must be able to join on wire.

JACK MILLS, MILLS BROS.' CIRCUS

Ohio route: Lima, April 23—Marion, 24th—Columbus, 25 and 26th—Zanesville, 28th—Newark, 29th—Mansfield, 30th.

DAILEY BROS.' CIRCUS

WANTS

Boss Canvas Man for Menagerie. April 26th, Vicksburg, Miss.; Jackson, Miss., April 28th; Meridian, Miss., April 29th. Wire B. C. DAVENPORT.

BLEACHER SEATS WANTED TO BUY

Seating approximately 3,000. State lowest cash price; where located.

FRANKLIN FAIR ASSN., INC.
BOX 281 FRANKLIN, MASS.

WANTED AT ONCE ADVANCE AGENT

With car for one night. State salary. Long season. Wire or Write I. W. BODEN, Springville, Tenn.

GardenRacksUp 47G at Toronto

TORONTO, April 19.—Garden Bros.' Circus drew a total of 63,000 persons and a gross of \$47,000 for its six-day run here in the Toronto Coliseum, according to Bill Garden.

Line-up of acts, as presented here, follows:

- 1—Garden Bros.' band, directed by Kenneth Good, with Louise Lindon, soloist.
- 2—Grand entry.
- 3—The Carlos Brothers, the Langs, Eric and Erica, acrobats.
- 4—Garden Bros.' Ponies.
- 5—Prof. George J. Keller and His Wild Animals.
- 6—Clowns.
- 7—Harold Voise and Company, aerial.
- 8—The Cycling Kirks, bike riders.
- 9—Dorothy Herbert and Her Albino Stallion.
- 10—Clifford and Leonora and the Leos, trapeze.
- 11—Clowns.
- 12—The Silver Cyclones, roller skating.
- 13—The Gretonas, high wire.
- 14—Watkins's Trained Chimpanzees, Dorothy's Pets.
- 15—Clowns.
- 16—Eric Philmore, juggler.
- 17—Aerial ballet.
- 18—Don Dorsey, aerial.
- 19—Dorothy Herbert and Mons Kennard, High School Horses.
- 20—Clowns.
- 21—Dolly Jacobs's Elephants.
- 22—The Marcelli Brothers, slack wire.
- 23—Mons Kennard and His Horses.
- 24—The Sensational Langes, tumbling and teeterboard.
- 25—Dorothy Herbert, horses.

CHIMPANZEE SALE

- | | |
|--|---|
| 1 Female, cage animal, 6 years old \$450.00 | 1 Female, 2 yrs. old, collar and chain broken \$900.00 |
| 1 Female, collar and chain broken, 5 years old, very gentle, one finger is crooked. Inconspicuous 650.00 | 1 Female, 3 1/2 yrs. old, collar and chain broken, gentle 600.00 |
| 1 Male "Stanley" black faced, 3 1/2 years old, collar and chain broken, excellent animal for training 600.00 | 2 Males, babies, one 8 months old, one 1 year old, can be handled by children. Ea. 700.00 |
| | 1 Female, 4 years old 600.00 |

MONKEYS

- | | |
|--|--|
| DIANA MONKEYS, MOTHERS AND BABIES, Both \$175.00 | Rhesus Monkey, small. Ea. \$ 30.00 |
| MALES AND FEMALES, DIANAS, Ea. 100.00 | Rhesus Monkey, large. Ea. 35.00 |
| Mons Monkey, Ea. 40.00 | 1 Drill Monkey, female, 12" sitting position. 100.00 |
| Sooty Mangabey Monkey, Ea. 35.00 | 1 Langur Monkey 100.00 |

SNAKES

- Pythons up to 5 feet. Ea. \$ 40.00 | Ball Pythons up to 5 feet. Ea. \$ 35.00

POISONOUS SNAKES

- | | |
|---|---|
| Mambas, Ea. \$ 35.00 | African Spitting Cobras. Ea. \$ 75.00 |
| African Black Cobras. Ea. 60.00 | |

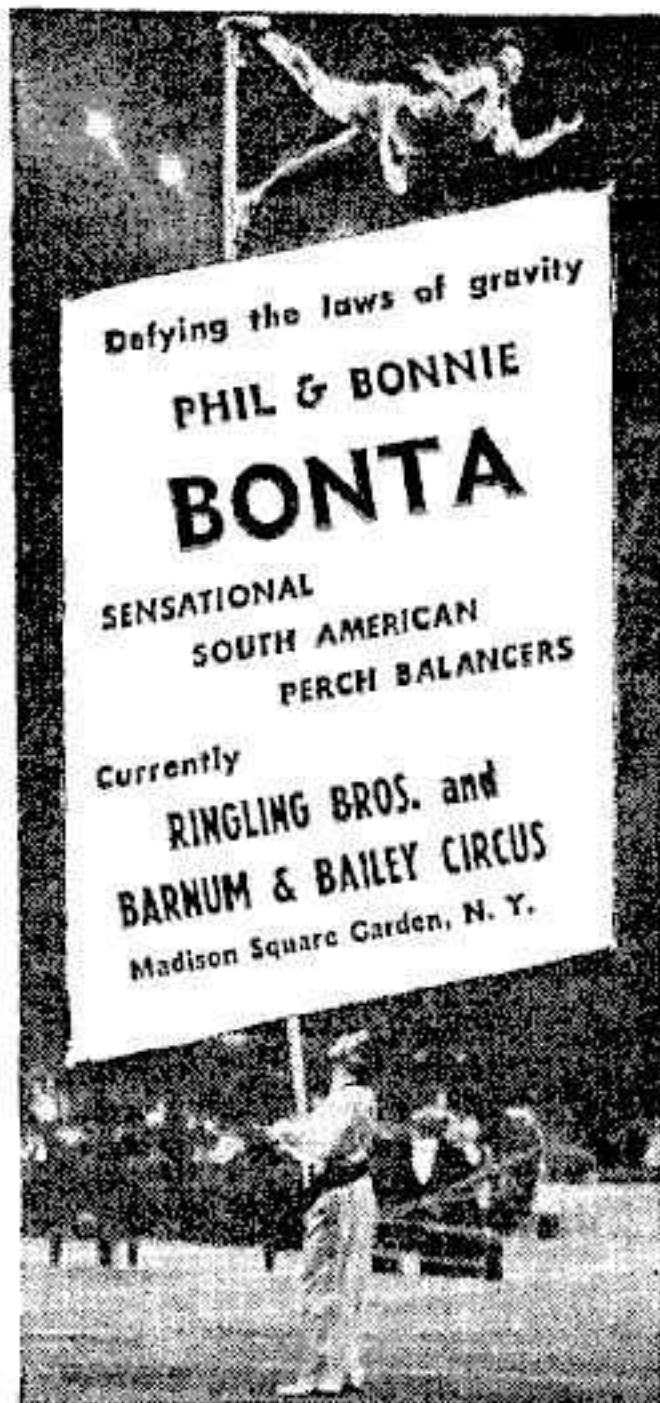
3 PALM CATS, For 3 \$100.00 | 1 AFRICAN CIVET CAT, YOUNG . . . \$ 40.00

The above animals are all F. O. B. N. Y. Live arrival guaranteed.
TREFFLICH'S BIRD & ANIMAL CO., INC.
215 FULTON STREET, N. Y. 7, N. Y.

WANTED—ONE FIRST CLASS ANIMAL MAN

Who thoroughly understands the ordinary care of Lions and Tigers, to act as First Assistant on my Wild Animal Act. Must be able to drive truck and keep the act's props in repair. I will not tolerate chasers or anyone who is not sober. Can't cut it—forget it. I want the best and the salary will be accordingly. Jack Berry, I have a place for you. Wire me.

DICK CLEMENS Wild Animal Act
R. R. 104 EAST PEORIA, ILL.



Defying the laws of gravity

PHIL & BONNIE
BONTA

SENSATIONAL
SOUTH AMERICAN
PERCH BALANCERS

Currently
RINGLING BROS. and
BARNUM & BAILEY CIRCUS
Madison Square Garden, N. Y.

**NOVELTY MEN
AND SEAT BUTCHERS**

WANTED

WIRE

FRANK ELLIS

Bailey Bros.' Circus, Parkersburg,
W. Va., April 28; Clarksburg 29.

AT LIBERTY

For Fairs, Circuses, Redcos, Horse Shows.

**Greers 12 Horse Liberty Act
& Shetland Pony Act**

worked by

Mr. & Mrs. Bud E. Anderson

Address: POLICE CIRCUS, April 20-May 5,
St. Louis, Mo.
Permanent Address: Emporia, Kansas,
Broadview Hotel.

WANT

24-Hour Man with car. Only thoroughly experienced Showman considered. Also can place Assistant Electrician and Billposters, Combination Men who can lithograph or post and drive.

Address:

KING BROS.' CIRCUS

Clarksville, Tenn., April 23; Springfield, 24;
Franklin, 25; Glasgow, 29, and Elizabethtown, 28.

**TWO TOP FLIGHT
TRUMPET PLAYERS**

Wanted, also Trombonist, for Rossi Circus Concert Band. Write or wire as per Dailey Bros.' Circus route or Gonzales, Texas.

JOE ROSSI

**WANTED
FOR PATTERSON BROS.' CIRCUS**

Side Show Acts, Blow-Off Workers. All those who know me answer. L. E. ROBA COLLINS, Patterson, Missouri, until May 2nd; after that Holly, Mich.

DRESSING ROOM GOSSIP

Yankee-Patterson

Our first break came at Oxnard, Calif., where we had two straw houses. A repeat performance was experienced at Santa Paula. School officials dismissed classes for the matinee. At Lancaster, we had two fair houses and at Tehachapi we had a full house at the matinee and a strong night crowd.

Cecelia Bowery's backyard notes: Alice Guiterrez has been discharged from the hospital after her accident when she fell from a swinging ladder. Maurice Marmalejo purchased a new trailer. The Fred Bowery trailer was damaged when a truck ran into it en route to Oxnard. Visitors overlooked by Walton de Pallaton included the Mark Smith troupe from the Clyde Beatty Circus, which included Tina Keahler, Skeeter Knutson, Pat Hart, Laura Lee Kemp, Mr. and Mrs. Don Haller and Mr. and Mrs. Mark Smith. Other visitors were Mr. and Mrs. Sky Eagle and Dorothy, Smokey Chism, Mr. and Mrs. Edward Kyte and son, Larry, Shirley Campanelli is our new swinging ladder girl. Quite a few new spider monkeys have been added to the menagerie. The new cookhouse, operated by Frank Chicarello, assisted by Paul Scott and Fred Marienthal, is getting raves.—WALTON de PELLATON.

Stevens Bros.

Opening day was fair with the weather about the same. Strong winds came up after the matinee and the Side Show banner line was ripped off. Otherwise the show got off to a good start. Several visitors were on hand, including the folks from the Kelly-Miller show, and Vernon Pratt, of Hugo Bros.

Shorty Shearer, electrician, was called to his home in Woodward, Okla. Several of his family were injured in the tornado. Oklahoma Shorty, his son, has the concert, and Eddie Shear, another son, is on the advance with Raymond Duke.

George Zurline joined clown alley. He also will handle the mail and banners. Daniel F. Mahoney, formerly with Dailey Bros. and Bailey Bros. as claim agent, joined April 10.—JACKIE DALE.

Sparks

On our Sunday off, many of the personnel enjoyed visiting Lookout Mountain, Ruby Falls and Rock City.

Roxie Cropper joined in Nashville, as did Kermit Bugham, who is in the band. Most popular man on the lot is Gene (Whitey) Haven with his portable radio and his bulls to pull us out of the mud. Skeets Mayo and all the old 11:45 minstrel boys talked it over in Nashville.

First sign of spring: Dapper Dave Murphy, with ice-cream-colored trousers and seersucker coat, posing for Associated Press photographers. Walter Nealand, our press agent, grabs plenty of space in the dailies.

Visitors included Mr. Klein, Mr. and Mrs. McGree (the former Norma Rogers), Mr. and Mrs. McCormick Steele, he the former front door boss on the Big Show.—DOROTHY LEE BROWN.

King Bros.

We are rolling along thru Western Kentucky . . . lilacs and peach trees are in bloom. . . The grass is green, the sun is shining and there is contentment in the air.

This is a tobacco section (Central City, Ky.) and the farmers tell us they have finished marketing, at top prices, one of the largest crops in history. Too, there are plenty of coal mines and all are working three shifts a day.

The show encountered plenty of

rain and muddy lots the first week. However, L. D. (Doc) Hall, superintendent, has the different departments hitting it off well. Enoch Bradford has 28 men on the big top and they are generally rolling it up around 11 p.m.

J. C. Admire left with one of the show's wild life exhibits for London, Ont., to join the Wallace Bros.' Shows. It's the third season this show has made the Canadian Provinces.

Dotty, our three-year-old elephant, which came to us in December last year, died in Mayfield, Ky., Wednesday (16). Another one has been ordered and is expected within 10 days.—FRANCINE DERIZKIE.

Bailey Bros.

We have had all varieties of weather, except snow. We have managed, however, to have the doors open on time. The first move was a honey, what with hills, curves and new drivers, but Pete Sadowski, transportation superintendent came rolling on the lot by noon. He was greeted with the news that his wife gave birth to a nine-pound daughter. Pete set up the cigars and candy.

Van Kemp had tough luck on the first move. His Chevrolet was destroyed by fire.

The Side Show has a nice line-up and is getting its share of business. Ray-Rayette is the annex attraction and is packing in the customers.

The bulls are working like old-timers and Mac McDonald must feel proud. The Stanleys joined in Ashville with a new Packard. Mrs. Stanley and John Pringle both have sprained ankles. You should see Al Dean reigning over the diner on the midway.

Visitors have included Ernie White, Joe Haworth and Walter Garland.—LAURENCE CROSS.

Garden Bros.

Our opening in Toronto proved pleasant for all. There were many customers and the weather was springlike. The Coliseum supplied us with ample room for stock and a parking place inside for the trailer-ites, which just about includes all the folks. It's all very welcome after the trouble most of us had getting to King George's country—detouring flooded areas, getting over river-like highways, driving most of the time in pouring rain and going thru the usual ordeal at the border with customs and immigration officials.

Geraldine Mathews has been on the sick list and Dorothy Herbert is nursing a bruised and strained shoulder.

We have parties and more parties every night. To date, nobody has been kicked by a black horse. We all vote Orval Wyckoff, of the Lions Club, the perfect host.

Visitors included Mr. and Mrs. J. W. (Patty) Conklin and party; Dr. Campbell and Mr. Miles, and from the Cherokee Rodeo that followed us in the Coliseum came Ralph Clark, Joe Byrd, Mr. and Mrs. Stan Dillbar, who, incidentally, are expecting an heir; Mr. and Mrs. Bob Holt and family, Midge Sloane, Wylie Elliot, Mr. and Mrs. Jelly Duke and children, and Mr. and Mrs. Cherokee Hammond.—DOLLY JACOBS.

Dailey Bros.

I was aroused early the other morning by something hitting the side of my house. I thought my modest homestead was being attacked by the rich cattle barons (that's what comes of seeing too many Wild West pictures), but it was only Si Kitchie throwing stones at a strange dog. (See DAILEY BROS. on page 102)

Mills Bros.

Everyone busy with last-minute preparations before the opening. Troupers like Jack Hoxie, Bert Wallace, Roy Howze, Ted Gallup and George Bell were more than busy. Jonnie Mae Snyder and Jane Moser, aerialists, crowded in plenty of last-minute rehearsals. Jane, who is the mother of four sons, managed to get in a bit of menage riding, too. Buffalo Ben, in his third year with Mills Bros., reports he's in tip-top shape and ready for a big season. Margie Butcher, Annie Collins and Donna Drew have a neat act with their swinging ladders. Donna, who broke her arm last season, says she's okay.

Ted Gallup is watching over Burma, the elephant. Everyone comments on how closely Teresa Morales and her infant daughter resemble each other. The Conley Troupe, bareback riders, have three handsome resinbacks, two ponies and a trained monkey. Every member of the family, including Anita, 3, rides. Claire Conley does a slack wire specialty, and his sister, Ruth, has a single riding act.—JOHN JAY KNIGHT.

Ringling-Barnum

As usual, colds and sniffles are playing havoc with the entire personnel. On the sick list are Doc and Martha Henderson, Frenchie Wothling, Toni Cole, Eugene (Hunky) Guttman and Esther Junger. Doctor Harris has been busy giving smallpox vaccine to all personnel. Amid all the sickness, Betty Ward celebrated her birthday.

Around the lot: Paul Jung's Adam Smasher gag is funnier than ever. . . Midget clowns in the gag work hard and their antics help make the show a hit. . . All is serene in the men's dressing room. . . The New York weather has received the official okay from Johnny Tripp and Dutch Luley. . . Paul Jerome, *The Billboard* sales agent, made his first delivery of the season. . . Al Powell, after a four-year layoff which included time spent in the navy during the war, is back on the Big Show.

Johnny (Snooper) Burnside, Bar-bette's nephew, must be twins. I never saw one person in so many places at one time. . . The Behees have discovered a new perfume called El Chimpito. They say the odor is out of this world.

At the close of the bear act Sunday night (13), one of the bears broke away from the trainer and for the first time in the history of the Garden the back yard was cleared in two seconds flat. Not a soul in sight. Wonder where everyone, including yours truly, went?—DICK MILLER.

Clyde Beatty

Celebrity row, H section, included the Dan Duryears, Errol Flynn, Glen Ford, Harry James, Rod O'Connors, Red Skeltons, Edgar Bergen, Tom Drake, Elizabeth Taylor, Zachary Scott, and John Hodiak and wife, Ann Baxter.

Visitors included Mr. and Mrs. James D. Maddoux, Glendale, Calif., Mrs. Maddoux being a sister of Elden Day; Chief Sky Eagle and daughter, Dorothy; Percy and Charley Clark, Si Olis, Gus Lind, Sue Pallenberg, Esther Escalante, Fay Alexander and Ted DeWayne.

Shorty and Peggy Sylvester, omitted from the clown alley line-up a few weeks back, wish it to be known they represent Lilliputania on the Beatty show.

Norman Carroll certainly has been getting the show plenty of breaks on Coast-to-Coast radio hookups. Circus representatives around the lot have included Gloria Hunt, Judy Southern, Mike Cahill, Oscar Lowande, the Hannefords, Elizabeth Clark and Ernestine and Parley Bear.

Blessed event of the week: A camel arrived on schedule.—DICK ANDERSON.

KENTUCKY UPS AND CHANGES

An Engraver Lets Out a Yelp About Space Allotments

CHICAGO, April 19.—Many State fairs unknowingly make it impossible for jewelry engravers to work, Charles T. Vale, himself an engraver, maintains, citing the fact that fairs infrequently bulk all jewelry as novelties and thus shut out engravers unwilling to pay excessive demands of the concessionaire holding the exclusive on novelties.

Vale writes from Norfolk that fairs should clearly define precisely what jewelry may be sold by the concessionaire holding the "ex." Nine times out of 10, Vale contends, fair secretaries are not aware of engraving jewelers when they draft the novelty contract.

He attributed this to the turnover in State fair administrations. The experienced novelty concessionaire is well aware of engravers and succeeds in having jewelry go undefined, without any provision for engravers, in the contract.

To work a fair where such an exclusive is granted, the engraver must work thru the novelty concessionaire. Sometimes the sum asked for the privilege on a sub lease basis is three or four times its actual value, Vale says, adding that this prevents many engravers from working. Fairs, Vale concludes, should retain the right to grant their own engraving jewelers and sell space direct to them.

Calif. \$\$ Menaced, WFA, 77 Other Orgs Gird To Fight Move

SACRAMENTO, April 19.—Western Fairs Association has joined 77 other organizations opposed to AB-2082 and other similar proposed State legislative measures which would seriously damage or entirely destroy California's non-profit State district and county fairs, it was announced by the WFA Monday (14).

Assembly Bill 2082 proposes to take \$10,000,000 from the fair and exposition fund which contains considerably less than this, opponents of the measure claim. Thus, the bill would wipe out the balance accumulated for fairgrounds construction, only because some fairs have been inoperative during the war years. Many other measures have been introduced to wipe out these funds. Advanced by the Farm Bureau, AB-2082 would set up funds for a series of buildings not for fair purposes.

Latest group going on record before the Western Fairs Association against efforts to raid fair funds were the California Cattlemen's Association, NAPA Valley Horsemen's Association, Saddle and Harness Horse Exhibitors' Association, Northern California Supervisors' Association, Colusa County Harvest Festival and Holstein Friesian Association.

Launch Fund Drive for New Plant in Knox County, Ind.

BICKNELL, Ind., April 19.—A county-wide campaign has been launched to raise funds to purchase a new Knox City fairgrounds site, northwest of this city, and prepare it for use by August of this year. Joel Wampler and Robert Fox are co-chairmen of the fund-raising group.

Orange, Calif., Decision in Air

District directors await answer from supervisors on management of annual

ORANGE, Calif., April 19.—Board of directors of the 32d Agricultural District has laid squarely on the shoulders of the Orange County board of supervisors the responsibility of declaring whether the directors have full authority of running the Orange County Fair, President H. Clay Kellogg announced. Clay said the board now is awaiting a verdict from the supervisors.

The action was taken at a meeting of the directors here recently. The group also formulated a fair policy, which Kellogg said means essentially that all politics must be taken out of the fair control before Orange County will have a really good representative fair.

The policy is that the directors want a permanent fair on a permanent site and that a theme of national importance is a necessity. The fair, Kellogg stated, will be built around agriculture and the directors will seek the closest co-operation of all organizations in the county, including the Farm Bureau, on a participating basis. The directors also state that they are opposed to pari-mutuel betting.

Kellogg said that Chairman F. M. Wooley, of the sites committee, has reported that his group has inspected a number of prospective permanent sites for the fair, and that the directors have now proceeded as far as they intend to at the present without notice by the supervisors that they will have full control of the fair, but that if the token notice is not received within six months the directors will exercise the authority vested in them by the State of California and proceed with plans for a fair anyway.

"We could do that now," said Kellogg, "but we'd prefer to co-operate with all interested parties."

The chairman stated it will be impossible to hold a fair this year due to the many delays.

Full-Time Mgr. Plan For Woodland, Calif.

WOODLAND, Calif., April 19.—The 40th District Fair board plans to hire a full-time secretary-manager, according to Mrs. Ray Robinson, president. Announcement came after Harry B. Crego resigned.

Mrs. Robinson also announced that plans for the board's building program are complete. When the State architect makes some changes and building restrictions are lifted, the program will get under way, she said.

Mel Wingler, Candy Maker Who Worked Fairs, Dies

MARATHON, N. Y., April 19.—Mel Wingler, 92, widely known thruout Central New York as a candymaker who for many years has sold candy at New York's county fairs, died March 20 at the home of his daughter, Mrs. George Noyes, Millinocket, Me., according to word received here. He had been active until his death. Only recently he wrote the editor of the newspaper here, telling of how much he missed not being at county fairs.



PLANS FOR THE exploitation of the Lucky Lott Hell Drivers for the coming season were discussed recently at the conference in Pekin, Ill. Participating, left to right, were: W. H. (Bill) Green, MCM tub thumper, and Neal and Lee Lott, owners and stunters.

Pueblo, Colo., Puts Up \$1,500 for Bands In State-Wide Event

PUEBLO, Colo., April 19.—Colorado State Fair, August 25-30, will feature a State-wide band contest. Management is offering \$1,500 in cash, with \$350 to the winner. Additional prizes of \$100, \$125 and \$150 will go to bandmasters.

Fair also proposes to pay \$1 to each band member traveling less than 60 miles, \$1.25 to those traveling 60 to 125 miles and \$1.50 for over 125 miles. James Moore is the fair's band superintendent.

The afternoons of August 26-29 will feature rodeo and horse racing, while evening shows will have rodeos and hippodrome acts. Auto racing is scheduled August 30.

Oregon Legalizes Horse Betting Rooms

SALEM, Ore., April 19.—State Legislature, instead of yielding to the clamor to outlaw horse and dog race betting in Oregon as being immoral, enacted a law providing for establishment in the State of race betting rooms and for a 3 per cent tax on the money bet in these rooms.

Fairs in Oregon are financed thru a tax on the wagers on races held within the State, altho nothing was found in this new law indicating fairs could expect revenue from bets placed on races outside the State. Fair-management people, however, had been concerned lest all race betting be outlawed.

Maine Annuals Battle New Pari-Mutuel Running Bill

AUGUSTA, Me., April 19.—Strong opposition to legalized dog and running horse racing in Maine has developed in the legislature.

Principal reason advanced is that such racing would destroy county fairs and encourage a huge gambling machine. The legislature two years ago passed a running horse racing bill but it was vetoed by the governor. Maine now only permits pari-mutuel betting on light harness horse racing at fairs.

Full-Time Mgr. For State Fair

Taylor named—Robertson resigns as prexy—plan yr.-around use of fairgrounds

LOUISVILLE, April 19.—At long last, Kentucky State Fair, the target for much criticism, appears on its way to gaining public confidence and stature as a truly representative State Fair.

Recent developments included:

Appointment of C. W. Taylor, of Lewisport, as the first full-time fair manager at a \$5,000-a-year salary.

Resignation of Elliott Robertson, State commissioner of agriculture, as president of the State fair board.

Election of Dr. Thomas P. Cooper, dean of the College of Agriculture, to that post.

Announcement of long-range plans designed to rehabilitate and properly equip the plant, making it suitable and available for year-around use as well as for the State fair itself.

These developments came as a climax to charges and counter charges, all aired in no little detail in the Louisville newspapers, over last year's operations. Taylor, then on a part-time basis, held the title of manager, but much of the actual authority was exercised by Robertson, Taylor maintained.

Says He'll End Gambling

Shortly after being named to the manager's post on a full-time basis, Taylor announced he plans to expand the agricultural and educational aspects of the fair and to get rid of gambling.

"I assure you that the contract with the carnival company this year will carry a clause which prohibits gambling for money on the fairgrounds," Taylor said.

Discussing the use of the merchants and manufacturers' building this year, he said he proposes to ban all sales "except by outside delivery."

Taylor listed an eight-point program which follows:

(1)—Rehabilitation of the horse (See TAYLOR NAMED on page 81)

Name Group To Pick Site at Santa Ana

SANTA ANA, Calif., April 19.—Permanent establishment of an Orange County Fair was approved by the board of supervisors here Wednesday (2). Board favors move "regardless of its sponsorship." Chairman Willard Smith, Orange, was authorized to appoint a committee to select a site.

Waiting on the board action were Chairman H. Clay Kellogg, Garden Grove, of the 32d District Agricultural Association, which recently reorganized, and its site committee of Roy N. Edwards, Orange; Glen Woolley, Fullerton, and W. F. Croddy, Santa Ana.

Plans are to acquire grounds and erect a permanent exposition building which may be used for agricultural and machinery exhibits on a year-around basis.

Edwards pledged his opposition to "any race tracks" at a county fair, an opinion shared by fellow members.

WORLD'S FAIR FOR DETROIT?

Bring them in with **POSTERS!**

Immediate service

FOR PROVEN RESULTS CONTACT

CARDS AND POSTERS FOR EVERY PURPOSE

CARNIVALS FAIRS CIRCUSES

Posters
INCORPORATED
835 CHERRY ST. PHILA., PA.
CHANGE TO POSTERS AND FEEL THE DIFFERENCE!

Fact-Finders Say It Can Go

Report big one could operate successfully within 5 years—make detailed study

DETROIT, April 19.—Plans for the projected Detroit World's Fair, under wraps for the past year, became definite Thursday (17) with the presentation of a detailed report by a fact-finding committee of some 200 business leaders of the city, under the chairmanship of Federal Judge Frank A. Picard, of portal-to-portal suit fame.

The report, formally presented to the city council, takes the view that the city can present the fair successfully within five years, and it recommends appointment of an active group to complete any further necessary investigation and proceed with the actual arrangements for the fair.

See 32,300,000 Turnout

Study, under way for a year, has drawn extensively on records and experience of other fairs, as shown in a detailed report, offered in book form. The study emphasizes that management must not attempt to outdo all previous fairs, and it indicates the potential attendance would be considerably under New York and probably Chicago fair.

Estimated attendance is placed at 12,300,000 from the Detroit area, which is defined as being within a 300-mile radius of the city. Estimated attendance from outer area is set at 20,000,000, which gives a likely estimated attendance of 32,300,000.

Fact-finding committee points out that estimates are higher for outside attendance in comparison with the experience at past fairs because of the vastly improved transportation now available.

Consider Two-Year Run

A two-year fair is under consideration. A further objective is given that the fair become a permanent world industrial merchandise mart, potentially replacing the pre-war Leipzig fair.

Spending by maximum potential of 28,000,000 visitors from the outer area is estimated at a quarter billion dollars. In addition, perhaps half this amount would be spent by fair management, concessionaires and exhibitors, the study indicates.

The report is notably objective in considering the disadvantages and in not setting sights too high. Drawbacks cited include dislocation of local population's living and shopping habits, creating artificial conditions in the labor market, and hampering construction of homes and other local buildings by diversion of buildings to fair needs.

Would Have Free Admish

Five sites are considered. These are located from one to 12 miles out, and they suggest numerous possible post fair developments. One site considered is a portion of the Henry Ford estate, which might be borrowed at moderate cost if no permanent development is incorporated in plans.

New feature planned is to have no fences and keep the grounds entirely open to the public at all times. This feature is based in part upon the fact that several of the sites proposed

Bill As Amended Would Exempt All From U.S. Gate Tax

WASHINGTON, April 19.—Sen. Raymond E. Baldwin (R., Conn.), has filed an amendment to his bill to exempt agricultural fairs from the federal admission tax which would extend the exemption to all such enterprises.

As introduced, the bill would have granted exemptions to such gatherings which receive financial aid from States or their political subdivisions. The suggestion that the bill be broadened to include all fairs, regardless of whether they receive State aid, came, Senator Baldwin said, from one of the Democratic members in the Senate.

have main traffic arteries running thru them. These would be suitably bridged, with frequent access points to the fair proper. This is believed to be the first proposal for a free fair on such a scale.

Emphasis in site selection is upon local attendance because of repeat business from local residents, and the use of customary methods of transportation to reach the site.

Sites proposed entirely pass over the use of the present State fairgrounds which are in a developed area, and which would be entirely too small.

Suggest Federal Aid

Possible federal aid in the form of funds for slum clearance is suggested if central sites are selected. Tax exemption for the fair corporation and exhibitors may be sought.

The study emphasizes the importance of careful wording of contracts with exhibitors and concessionaires because "a fair, as a temporary business venture, does not enjoy loyalty on the part of employees characteristic of other business ventures."

Insurance is stressed, with the study pointing to the need of comprehensive coverage of all risks, together with stiff requirements that all concessionaires carry adequate insurance. The experience of the Century of Progress, with complete report study files on all possible sources of damages is cited by the study.

Lists Recommendations

Anticipated space rental is expected to compare favorably with the Chicago fair, with no estimate definitely upon the amusement revenue. Retention by the fair management of certain profitable types of concessions, such as rest rooms, is suggested.

Major recommendations to keep the fair operation successful are: Keep site within reasonable bounds, not over 300 acres, plus parking space; contact all prospective exhibitors well in advance, so that no unnecessary exhibit buildings are erected; allow ample construction time to allow competitive bidding for contracts and to avoid overtime payments.

Major attendance is expected to be by automobile, because of heavy automotive travel in Midwest, with Great Lakes ship travel and air both bringing proportionately far more people than at previous fairs and with railroads bringing less than at past fairs.

Hotels Hopeful

Important hotel accommodation situation appears hopeful, with ho-

Shelby Annual Back to 4 Days

SHELBY, Mont., April 19.—For the first time since 1940 the Marias Fair here will be a four-day event, August 14-17, Clifford D. Coover, secretary-manager, announced.

Coover says the Ernie A. Young Agency, Chicago, will produce the revue; Thearle-Duffield, Chicago, the fireworks; John Tunnick, JTX Ranch, the rodeo, and Northwest Exposition Shows will furnish the midway. Race purses will total \$5,300, rodeo prize money will be \$2,500 and \$4,000 in premiums will be awarded. Special features will include the Blackfoot Indian encampment, free children's day and a doll and pet parade.

Coover says plans are in the making for a 25th anniversary celebration in 1948 of the Dempsey-Gibbons heavyweight championship fight which was held here. Tommy Gibbons already has signified his intention to be present and Jack Dempsey is expected to be on hand. Many sports writers and photographers who covered the battle will be invited.

Ia. State Auto Race Contract to Sloan; Lynch Show Signed

DES MOINES, April 19.—Iowa State Fair has closed with John Sloan (Racing Corporation of America) for three auto race dates at the '47 event, Lloyd Cunningham, secretary, announced. Speed events will be held on two Fridays and the one Sunday of the fair.

Jimmie Lynch's Death Dodgers have been signed for one thrill show.

New feature this year will be four running races on each of the four days harness races are held. Heretofore, the fair held a few running races only on one or two days. A starting gate will be installed for the running races, Cunningham said.

Gridley Acquires New 37-Acre Site

OROVILLE, Calif., April 19.—Board of supervisors of Butte County Fair in Gridley has approved purchase of 37 acres for a new site. Cost will be \$33,889.29 plus title insurance expenses, all of which will be reimbursable from State pari-mutuel funds earmarked for fairs.

R. A. Leonard said development work calls for the expenditure of the \$14,000 from county taxes, plus about \$80,000 in State funds.

The tract purchased is a former airport site, at the intersection of Highway 99E and the East Gridley Road, just outside Gridley City limits.

tels reporting that if business returns to normal, 75,000 additional people could be handled nightly. Maximum load of fair visitors is estimated at 125,000 nightly, leaving 50,000 on peak nights to be handled by special Pullmans, passenger ships, temporary special housing, rooming houses and other casual accommodations.

Next action in fair development is now up to the common council.

Around The Strie

The ques State Fair gate, inste vertised in cision bef but one Ill will aban to-get-in the Farmer cent outsid a 25-cent cent parki this year ments of 1 one-half n 2,500 cap built. Tw also will l

P. T. St Florida S leased Sat pal Hospit at his ho diagnose i dition." been orde

Five ran 2 resident have con' buy 38 a outside of new fairg erated by be charte sociation. rodeos ar fair. Or county e: Fair.

Sum to repa State l fair, S ningha of the be rep crete.

George & L. C City, Mo the East. cials in Mass., ar burg, Pa New Yo had sig the midg ton and George ing as te since the been na

Rese stand hibitor this ye has an livator Canorc

A nev Weybur soon as grandst be pain lace Br contract pany, T stand a

John his nan cent flc Pointin years y starting ager, te holding of the : had ass

Around the Grounds

They'll Pay at This Ill. Fair; Strieder, Back at Home, Rests

The question of whether the Illinois State Fair is to have a free outside gate, instead of the paid gate advertised in the past, is still up for decision before the State Legislature, but one Illinois county fair this year will abandon its free gate for a pay-to-get-in policy. Making the shift, the Farmer City Fair will have a 50-cent outside charge in the afternoon, a 25-cent night admission and a 25-cent parking charge. About \$20,000 this year will be spent on improvements of the Farmer City plant. A one-half mile race track and a new 2,500 capacity grandstand will be built. Two 20-stall barns and toilets also will be added.

P. T. Strieder, veteran manager of Florida State Fair, Tampa, was released Saturday (1) from the Municipal Hospital and is now recuperating at his home from what physicians diagnose as "a congested heart condition." It is reported that Pa has been ordered on a long rest cure.

Five ranchers, 53 business men and 2 residents of Pasco County, Florida have contributed enough money to buy 38 acres one and a half miles outside of Dade City as a site for a new fairgrounds. Plant will be operated by a non-profit organization to be chartered as the Pasco Fair Association. Plan is to use the site for rodeos and other events besides the fair. Organization will also sponsor county exhibits at the Florida State Fair.

Sum of \$67,800 will be spent to repair the grandstand at Iowa State Fairgrounds before the '47 fair, Secretary Lloyd B. Cunningham announces. Steel frame of the 25-year-old structure will be replaced with reinforced concrete.

George Busch, vice-president of B. & L. Concessions, Inc., left Kansas City, Mo., last week on a swing thru the East. He plans to visit four officials in Brockton and Springfield, Mass., and in Allentown and Bloomsburg, Pa., and to do some buying in New York. He announced his org had signed concession contracts at the midget auto race tracks at Houston and Beaumont, Tex., and that George Hodges, who has been serving as temporary secretary of B. & L. since the death of Joe Jacobson, has been named permanent secretary.

Reserved seat space in the grandstand of the Saskatoon (Sask.) Exhibition will be increased 40 per cent this year, Manager Steve MacEachern has announced. . . . Grandstand and livestock buildings will be built by the Camora (Sask.) Agricultural Society.

A new fence will be erected at the Weyburn (Sask.) Fairgrounds as soon as materials are available. The grandstand and exhibition hall will be painted prior to the '47 fair. Wallace Bros.' Shows hold the midway contract. Garden Amusement Company, Toronto, will supply the grandstand attractions.

John C. Wehrley writes to clear his name in connection with the recent flop St. Petersburg (Fla.) Fair. Pointing out that he had spent 37 years with the Kentucky State Fair, starting as guard and ending as manager, to leave in 1945 with the fair holding a \$675,000 nest egg instead of the \$50,000 deficit it had when he had assumed the post, Wehrley writes

that he had been led to believe there was ample financing behind the St. Pete venture and that he found out too late what he was up against. "I want to apologize to concessionaires and other friends for getting mixed up with it and only hope I can give them a break at some future date," he pens. Wehrley adds that he too suffered a loss from the flop, pointing out, "I am waiting for three months' salary."

Maude Moore has left her Kirkwood, Mo., home to play indoor and fair dates with Jinx Hoagland's troupe.

Old livestock sheds at Windham County Fair, Brooklyn, Conn., are being razed. Plan is to replace them with modern wood structures, which will include facilities for poultry shows, livestock pens and stables to accommodate 20 more horses. Other planned improvements include the replacement of existing lavatories and the establishment of better eating stands.

John Sloan, auto race promoter, says he has contracted for two race days at South Dakota State Fair, Huron, and also for Iowa fair dates at Bloomfield, West Union, Vinton and Decorah.

Arthur Ellingson, Decorah, Ia., has been elected president of the Northeastern Iowa Fair Managers' Association. He succeeds C. C. Nichols, of Cresco. B. O. Gates, of Independence, was named vice-president, and Norton Bloom, Nashua, secretary-treasurer. The association includes 30 counties in Northeastern Iowa.

Charles (Buddy) Wagner, manager of the Lucky Lee Crosby Hell Drivers, visited Chicago Wednesday (2) while on a Midwestern booking trip. He announced that Crosby's org will open the season May 15 at Alcyon Speedway, Pitman, N. J., and will open its fair campaign at Clearfield, Pa., July 28.

Mrs. Lucy Sorgi writes from Hudson, O., to report that the American Fireworks Company furnished the shows at the St. Petersburg (Fla.) Fair, and not the Hudson Fireworks Company, as previously reported.

Eddie Dean, singing star of the Producers Releasing Corporation, has been named grand marshal of the annual Sante Fe Trails Rodeo, which will be held in Topeka, Kan., July 4-6.

All-Winnipeg talent will be used for the 1947 season on the Canada Class "C" circuit fairs, traveling with the E. J. Casey Shows, it was announced by the Arch and Terry McDonnell Agency of Winnipeg. Line-up will be baritone Maurice Taylor; the Sophisticates, fem specialty dance duo; Glen and Fred, roller skating team; Steve Santick, "King of Canadian Jugglers;" Ray and Eleanor, "Sweethearts of Accordiana," and Mark Donald, emcee. Music will be by the Westernaires, swing trio.

J. A. Mitchell and Harold Major, manager and president, respectively, of the Anderson, S. C., Fair, recently spoke in Athens, Ga., before a meeting of civic leaders who plan to start a fair there. Mitchell and Anderson pointed out that the Anderson Fair has been operating for 20 years and that not once in the past 15 years had it failed to make money.

Taylor Named Full-Time Mgr. For Ky. State

(Continued from page 79)

show pavilion for year-around recreational functions and athletics. Also the construction of a baseball diamond which could be used by the carnival during the fair and could be rented at other times for baseball.

(2)—Razing of old, useless structures and the erection of new buildings necessary for the normal growth and development of the fair.

(3)—Construction of a clubhouse on the roof of the restaurant building.

(4)—Organize committees for the horse show under the direction of the fair management and the horse show manager, "who should be a Kentuckian approved by the majority of Kentucky horsemen."

(5)—Construction of a poultry balcony.

(6)—Year-around use of the restaurant for all activities on the fairgrounds.

(7)—Permanent location and construction of a seed and grain display and demonstration plot, under the direct supervision of a board member.

(8)—Beautification of the fairgrounds thru a sound program of landscaping and planting.

The powerful Louisville Courier-Journal hailed the announced program, the appointment of Taylor and the election of Dean Cooper. In an editorial it said in part:

"There could be no more emphatic rebuke for politics in the operation of the State fair than the fair board's action naming C. Waitman Taylor

Up Greencastle, Ind., Aid

GREENCASTLE, Ind., April 19.—Putnam County commissioners have voted an additional \$1,000 for premiums to the 1947 fair here. Increase will give the annual a total of \$2,500 in premiums.

full-time manager. Mr. Taylor gets the green light for a program of development, with an institution of year-around service as the goal. . . . In the selection of Dr. Thomas P. Cooper as president, the board obtains a policy-directing head of unusual capacity and vision. . . .

The plans announced by Mr. Taylor in his new authority are gratifying. Broadly, they mean the development of facilities that will make the fairgrounds a center of public activities thruout the year. A valuable asset, representing an accumulated investment of some \$6,000,000, is no longer to be immobilized 11 months in the year, and then turned over to a routine show so sketchily planned and improved that its constructive values necessarily are subordinated to catch-penny entertainment—or worse. The reform is as it should be."

★ ALL IN ONE! ★ HIGH SWAYING POLE — TRAPEZE — PERCH — BALANCING — ACROBATICS — SLIDE FOR LIFE Selden THE STRATOSPHERE MAN World's Highest Aerial Act! /o THE BILLBOARD, Cincinnati 22, O.

DO YOU NEED ACTS? 1 or a Dozen OUTSTANDING EUROPEAN CIRCUS, FAIR, PARK AND THEATRE ATTRACTIONS WARD (FLASH) WILLIAMS HAS JUST RETURNED FROM AN EXTENDED EUROPEAN SEARCH FOR TALENT—OVER 600 ACTS WERE REVIEWED, AND ONLY THE BEST OF EACH TYPE WERE SELECTED. The Cream of England, France, Sweden, Czecho Slovakia, Hungary, Italy, Spain, Belgium, Holland, Switzerland and Africa Available. FOR OPEN TIME WIRE, WRITE OR PHONE WARD (FLASH) WILLIAMS ERNIE YOUNG AGENCY 155 NORTH CLARK ST. (PHONE: CENTRAL 0661) CHICAGO, ILL.

Seek Appropriation Hike To Buy New Site in Calif.

SACRAMENTO, April 19.—Plans to seek "substantially greater" appropriations from the State to purchase a new site for the California State Fair and for preliminary groundwork and planning were revealed at a meeting here April 1 of State, civic and tourist officials with members of the State fair staff. E. P. (Ned) Green, secretary-manager, and Ted Rosequist, chief of the fair's bureau of promotion, disclosed that a bill introduced at the current legislative session to appropriate \$750,000 for the purchase of a site and planning will be revised upward. They said Senator Earl Desmond, Sacramento County, author of the bill, plans to introduce the amendment in the near future.

12 Sites Recommended

Green and Rosequist made the disclosure after outlining the State Department of Finance's study of present fair facilities and probable future needs. They pointed out director of finance, James S. Dean, stated in his report to Governor Warren, that an entirely new fair institution seems "advisable."

Green reports that 12 sites have been recommended tentatively. Eleven are in Sacramento County.

It was pointed out that a State code amendment pending in the Legislature would require that a Sacramento County site be chosen. State law currently requires the fair to be held "in Sacramento." Proposed amendment would change wording to "in Sacramento County," since its sponsors feel the original law may be interpreted to require the fair to be held in the city of Sacramento.

Insufficient Space

Fair officials also revealed that the fair management has received applications for more exhibits than there is space for them. "With the result," said Rosequist, "we are in the position of having to turn down some. Even some of the county exhibits may not find space this year. The demand from industrial, agricultural, mining and oil groups is the largest ever."

Rosequist discussed the possibility of holding year-round exhibits if a new fair plant is built, pointing out the Chicago Museum of Science and Industry was an outgrowth of the

Set Rodeo, Fireworks For Los Banos, Calif.

LOS BANOS, Calif., April 19.—With the decision to hold another all-star pro rodeo Sunday, May 4, and the signing of a big fireworks display for Saturday night, May 3, the Los Banos May Day plans are complete. Dates of "It's May Day in Los Banos," to be held jointly with the Merced County Spring Fair and Livestock Show, are May 1-4.

Entire State allotment of \$6,600 for fair premiums from the California State Division of Fairs and Expositions will be awarded winners in the livestock division of the fair.

Outstanding feature this year will be an all-new midway, complete with rides and shows.

Tallahassee, Fla., Plans Fall Revival of Annual

TALLAHASSEE, Fla., April 19.—Revival of Leon County Fair here, idle since 1941, is planned for next fall with dates to be between October 15 and November 15.

Chamber of Commerce is co-operating with farm groups in selecting a site, and it is hoped it will be large enough to permit expansion into a North Florida annual.

Chicago World's Fair a few years ago. He suggested California could do the same thing.

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended April 18.
The complete List of Fair Dates was published in the issue dated March 29. The next complete list will be published in issue to be dated May 31. See each issue of The Billboard for corrections and additions.

COLORADO
Burlington—Kit Carson Co. Free Fair. Aug. 18-20. G. M. Baxter.
Eads—Klown Co. Free Fair. Sept. 11-13. G. E. Hightower.
Holyoke—Phillips Co. Fair. Sept. 4-5. R. E. Enseminger.
Julesburg—Sedgwick Co. Fair Assn. Sept. 11-12. Blanche Buchanan.

CONNECTICUT
Goshen—Goshen Agri. Soc. Aug. 31-Sept. 1. Mrs. Louise Blakelock.
Riverton—Riverton Fair. Oct. 11. Mrs. Alen Seymour. RFD 2. Winsted, Conn.

FLORIDA
De Puniak Springs—Walton Co. Fair Assn. Nov. 10-11. Mitchell Wilkins.

INDIANA
Anderson—Anderson Free Fair Assn. June 30-July 5. William J. Hutton.

IOWA
Sac City—Sac Co. Fair Assn. Aug. 19-21. Charles A. Hacke.

KANSAS
Burlington—Coffey Co. Fair. Sept. 1-5. Carl N. Henning.

KENTUCKY
Russell Springs—Russell Co. Fair Assn. Aug. 6-9. R. Felton Robertson.

MASSACHUSETTS
Dudley—Dudley Hill Fair. Sept. 25-27. Florence M. Penniman.

MICHIGAN
Addison—Addison Community Fair. Oct. 2-3. Clare E. Monroe.
Barrington—Barrington Community Fair. Oct. 15-16. Howard Malcolmson.
Berrien Springs—Berrien Co. Agri. Assn. Sept. 11-13. Lucie Sickman.
Brown City—Brown City Agri. Assn. Sept. 18-20. Louis F. Reuter.
Croswell—Croswell Agri. Soc. Aug. 26-28. Paul Helm.
Decatur—Decatur Agri. Soc. Sept. 25-27. Ezra C. Planck.
Hudsonville—Hudsonville Community Fair. Sept. 4-6. Ben Bahn.
Lmly City—Lapeer Co. Fair. Sept. 15-19. J. M. Dunn.
Manchester—Manchester Community Fair. Oct. 2-3. Clyde Hazen.
Norway—Dickinson Co. Free Fair. Aug. 29-Sept. 1. Frank J. Molnar, Iron Mountain.
Newaygo—Garfield Community Fair. Aug. 25-27. Max Purcell.
North Branch—North Branch Fair Assn. Aug. 27-Sept. 1. George W. Furse, Ferndale.
Standish—Arenac Co. Agri. Soc. Aug. 19-21. Paul R. Penneck.

MISSISSIPPI
Vicksburg—Miss.-Low Expo. Sept. 22-27. Frank H. Andrews Jr.

MISSOURI
Aurora—Tri-Co. Fair. Oct. 8-11. D. R. Harper.
West Plains—Howell Co. Fair Assn. Sept. 3-6. E. E. Thornburgh.

MONTANA
Chinook—Blaine Co. Fair. Aug. 29-31. Floyd Bowen.
Deer Lodge—Treasure State Horse Fair Assn. Aug. 30-Sept. 1. Ted Rule.
Polson—Lake Co. Fair. Sept. 6-7. Les Baldwin.
Sidney—Richland Co. Fair. Aug. 21-23. J. M. Buckstorff.

NEBRASKA
Beaver City—Purnas Co. Agri. Soc. Aug. 15-17. Boyd Ready.
Concord—Dixon Co. Agri. Soc. Aug. 27-29. Roy E. Johnson.

NORTH DAKOTA
Crosby—Divide Co. Fair Assn. June 16-18. Vernon V. Nichols.

OKLAHOMA
Chickasha—Grady Co. Free Fair Assn. Sept. 10-13. M. G. Tucker.
Clinton—Custer Co. Free Fair. Sept. 10-13. M. Lee Phillips, Arapaho, Okla.
Guymon—Texas Co. Free Fair Assn. Sept. 16-19. Clifford Hatcher.
Taloga—Dewey Co. Free Fair. Sept. 18-20. H. Dale Martin.
Walters—Cotton Co. Free Fair Assn. Sept. 11-13. Guy Bengel.
Wewoka—Seminole Co. Free Fair Assn. Sept. 11-13. W. F. Lott.

OREGON
Newport—Lincoln Co. Fair Assn. Aug. 28-30. Turner Bond, Toledo, Ore.

PENNSYLVANIA
Ford City—Armstrong Co. Fair. Sept. 1-6. W. B. Mechling.
Sugar Grove—Sugar Grove Community Fair Assn. Sept. 11-13. Richard J. Sanders.

TENNESSEE
Hollvar—Hardeman Co. Colored Fair Assn. Sept. 25-27. W. B. Hunt.

TEXAS
Anderson—Grimes Co. Fair Assn. Oct. 8-11. O. W. Becker.
Jefferson—Marion Co. Fair Assn. Sept. 23-27. Walter C. Ralph.
Paris—Lamar District Fair Assn. Sept. 8-13. Dorcy Mackey.

UTAH
Heber—Wasatch Co. Fair Assn. July 15-19. Harold H. Smith.
Kayville—Davis Co. Fair. Aug. 20-23. Ellen Agren, Farmington, Utah.
Logan—Wasatch Co. Fair Assn. Aug. 19-16. M. R. Hovey.
Manti—Sanpete Co. Fair. Aug. 25-30. Rudolph Hope.

Macon To Spend 100G on Office Exhibit Bldgs.

MACON, Ga., April 19.—Improvements in new buildings amounting to more than \$100,000 are scheduled for Central City Park, home of Georgia State Fair.

An agreement has been reached between city council, which controls the municipally-owned fairgrounds, and the Exchange Club Fair Association, which operates the annual, for construction of at least two new buildings.

Site of a new administration building, estimated to cost \$45,000, has been chosen.

There have been no new buildings on the fairgrounds in the past decade, and in recent years the annual has been sorely cramped in the eight structures allotted for use. Each of the last seven annuals has used tents for overflow exhibits.

Following award of the midway contract again to Endy Bros.' Shows, the board announced grandstand acts have been signed thru the George A. Hamid Agency.

Col. House Approves Mutuel Referendum

DENVER, April 19.—The Colorado House of Representatives this week gave approval to a measure to refer the pari-mutuel racing bill to a vote of the people. If approved by the Senate, the bill will appear on the ballot at the next general election.

The Legislature has defeated three attempts this session to legalize pari-mutuel betting in Colorado.

Molalla, Ore., Sets Show

MOLALLA, Ore., April 19.—With breaking of the deadlock in negotiations between the International Rodeo Association and the rodeo cowboys' union, the Molalla Buckaroo has signed Christianson brothers of Eugene, Ore., to provide the stock for the July 3-5 event. Gene Payne, of Tucson, Ariz., will be announcer and Monty Montana's troupe has been contracted for stunts, says Frank Lowes, Buckaroo president.

Morgan—Morgan Co. Fair. Sept. 3-5. Clevel Peterson.
Murray—Salt Lake Co. Fair. Aug. 26-30. E. C. Brothers, R. D. 1, Sandy, Utah.
Provo—Utah Co. Fair. Sept. 11-13. S. W. Clark.
Richfield—Sevier Co. Fair. Sept. 3-5. Ernest R. Anderson.
Tremonton—Box Elder Co. Fair. Aug. 21-23. Robert H. Stewart, Brigham City.

VIRGINIA
Farmville—Pine-County Fair. Sept. 22-27. J. C. Brickett.
Petersburg—Petersburg Fair. Oct. 13-18. R. Willard Eanes.

WASHINGTON
Lynden—Northwest Wash. Dist. Fair Assn. Aug. 13-16. Al Lawyer.

WEST VIRGINIA
Charleston—Kanawha State Park Assn. Aug. 30-Sept. 7. T. H. McGovern.
Grafton—Taylor Co. Fair Assn. Sept. 11-13. Lloyd M. Reid.

WYOMING
Sheridan—Sheridan Livestock & Racing Assn. Aug. 31-Sept. 1. J. S. Bentley.
Sundance—Crook Co. Fair. About Aug. 29-30.

"IF YOU SAW ONE YOU SAW 'EM ALL" IS A COMMON REMARK YOU HEAR PEOPLE MAKE WHEN SPEAKING OF CARNIVALS, CIRCUSES, FAIR PROGRAMS AND SHOWS IN GENERAL.

With THE MIRACLE HORSES on your program you will not hear people make this remark as my liberal \$1,000 reward, for the first duplication of THE MIRACLE HORSES, which I have been advertising since December 1, 1945, in widely circulated publications, including THE BILLBOARD, continues in force and remains unclaimed at this time.

If you're looking for a cheap act, don't write.

If you are interested in the newest, most unique and highest accomplishment in the field of show, at a reasonable price, THE MIRACLE HORSES ARE IT.

Have some open dates.

I am booking direct but desire to work under a reliable agency as the acts demand all of my time.

THE MIRACLE HORSES

BOX 824

LINCOLN 1, NEBRASKA

THE WORLD'S GREATEST CROWD ATTRACTION

★ DAZZLING DISPLAYS ★ FIREWORKS ★ ANIMATED CHARACTERS ★
EACH PROGRAM COMPLETE WITH EXPERT OPERATORS AND LIABILITY INSURANCE
NOW BOOKING FOR FAIRS AND EXPOSITIONS FAIRMEN SEND FOR PROGRAM AND INFORMATION
P. O. BOX 177 **PEERLESS FIREWORKS CO.** TULSA 1, OKLA.

AUGUST 12-16, 1947

GREAT ABBOTSTOWN FARMERS' FAIR

32ND YEAR. BIGGER THAN EVER.

WANTED—Shows, Rides and Concessions. Rides and Shows for Low Percentage. Will sell Ex on Bingo. Free Acts, send photo and price. Write for space to
FRANCIS C. INNERS
888 E. BOUNDARY AVE. TEL. No. 69820 YORK, PENNA.

NOW CONTRACTING ACTS FOR 1947

SUITABLE FOR
CIRCUSES, FAIRS AND
PARKS
ERNIE YOUNG
155 No. Clark St.
CHICAGO, ILL.

Apr

E.
Ok
Co

Sur
at
ma.

NEW

sunny
brough
exceed
ter wet
Boardw
Bowery
was so
way, w
the res

Sund

crowd,

sions, 1

doing e

eration

Surf A

on the

renovat

also wa

ity cro

The

Girl S!

drew f

rather :

Tirza d

a fan n

38 cent

Insta

Kyrim

West 13

a Merr

already

novel

comple

cleared

Feltma

made i

charred

lapidate

In sp

ing up

mained

hour as

eries, 1

About t

was T

which 1

date.

San

A

A

SAN

side Pa

year b;

20,000

here E

which c

adjacen

River

kiddie

glance h

restaur

operate

gate. (

bands a

Obada

Dave Si

Showi

NEW

annual m

Coney I

was he

Coney

Nearly

men we

was re-

EASTERN SPOTS CLICKEROO

Old Sol Puts Coney in Biz

Sunday air-gatherers spend at merry clip—Tilyou only major still shuttered

NEW YORK, April 19.—Mild and sunny weather the past week-end brought Coney Island crowds that exceeded those of the preceding Easter week-end. On Sunday (13), the Boardwalk, Surf Avenue and the Bowery were jammed. Auto traffic was so heavy the six-lane Belt Parkway, which traverses the outskirts of the resort, was taxed.

Sunday's visitors were a spending crowd, with rides, games, concessions, restaurants and lunch stands doing capacity. Feltman's put in operation their large dining hall on Surf Avenue and the new lunch bar on the Boardwalk. The recently renovated clam bar on Surf Avenue also was open and catering to capacity crowds.

The only show open was Tirza's Girl Show on Surf Avenue, which drew fair attendance in spite of a rather mediocre array of talent, with Tirza doubling in her wine bath and a fan number at mid-season price of 38 cents.

Installation of new rides for the Kyrimes and Ward projects along West 12th Street is progressing, with a Merry-Go-Round on the Ward site already operating and Kyrimes's novel Gyroscope ride practically completed. The ground is being cleared and leveled for new rides at Feltman's. Little headway is being made in the tearing down of the charred towers and arches of the dilapidated facade of Luna Park.

In spite of a cool sea breeze blowing up at sun-down, the crowds remained until a comparatively late hour and practically all rides, eateries, games and concessions continued to do a brisk evening business. About the only big spot not operating was Tilyou's Steeplechase Park, which hasn't announced its opening date.

San Antonio Spot Attracts 20,000 At Easter Opening

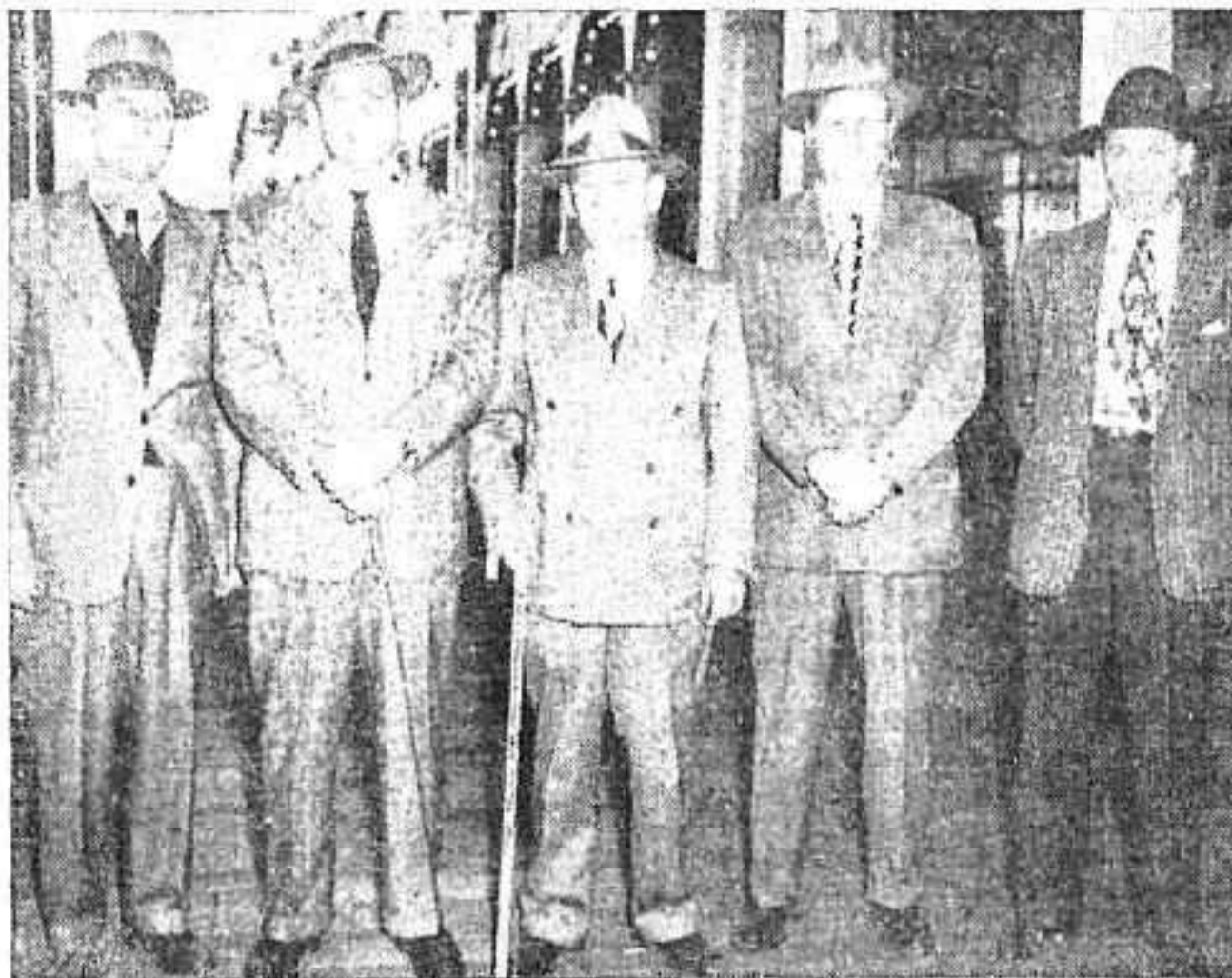
SAN ANTONIO, April 19.—Riverside Park, completed during the last year by A. (Booby) Obadal, drew 20,000 persons at its grand opening here Easter Sunday. New park, which covers 46 acres, is immediately adjacent to the new ball park.

Riverside has 12 major rides, 4 kiddie rides, 20 concessions, a large dance hall, roller rink, beer garden, restaurants and picnic area. Spot will operate the year around with a free gate. Obadal plans to book name bands and free acts.

Obadal is owner-manager, and Dave Stevens is concession manager.

Showmen at Coney Dinner

NEW YORK, April 19.—The 22d annual meeting and dinner of the Coney Island Chamber of Commerce was held at the Half Moon Hotel, Coney Island, Thursday (17) night. Nearly 300 showmen and business men were present. Thomas Tesauro was re-elected president.



THESE GENTLEMEN ARE SPORTING a self-satisfied expression and rightly so, as the picture was taken shortly after the record-breaking opening of Ocean View Park, Va., Easter Sunday. Left to right: Dr. Dudley Cooper, Charles Lewis, Jack Greenspoon, Albert Miller and Carl Lewis.

Payees 'Force' Savin To Open

Ops unleash Coaster when folks pack closed grounds—concessions fall in line

NEW HAVEN, Conn., April 19.—Savin Rock, which looks forward to its biggest season in a decade, got off to an early start when 26 stands opened for business April 12. The rest of the operators expect to be in full swing within the next two weeks.

The Savin Rock Company, largest individual property owners at the resort, started the ball rolling Easter Sunday, when huge crowds, wandering about the practically closed park tempted officials to open their new Roller Coaster as a test. The first ride took off at 2:30 p.m. and when the park closed at 10 p.m. more than 2,000 riders had been clocked.

As a result of the successful launching of the Roller Coaster, independent operators took the covers from their concessions, and the following week found the Rock wide open. While two Merry-Go-Round, a Penny Arcade, a Fun House, the Thunderbolt, and several bumper games sparked the initial opening, other rides will open next week.

The Virginia Reel, which burned last July 4 week-end, is being rebuilt.

Among newcomers to the Rock will be a new midway operated by Jack Tiernan, of this city; enlarged Fun House, operated by Peter Franke, and the renovating and rebuilding of the White City, which will contain new rides, skill games and refreshment stands.

The sunny week-end following the Easter parade brought out over 25,000 visitors to the Savin Rock area, and indications point to another overwhelming crowd on successive week-ends.

Giraffe Price Up, Cully Says

KANSAS CITY, Mo., April 19.—William T. A. Cully, director of Swope Park Zoo, received a letter from Meems Brothers & Ward, New York animal importers, indicating that prices for giraffes will be upped from \$4,000 to \$20,000. Letter also reported the formation of a "Giraffe Trust."

Cully quoted a letter from E. S. Ward as saying:

"Due to a demand in Europe and South America, the hunters in East Africa have raised their prices for a giraffe in the 'bush' by about 500 per cent and have formed a combine to hold that price.

"This lot we now have is at the old price and we do not plan to buy any next year in an effort to break up the giraffe trust in Africa. However, we may not be successful because the European and South American zoos seem willing to pay any price at all, probably using our money.

"Anyway, my best advice is for you to take a pair from this herd of 14 I now have on water if there is any possible way for you to do it. They may not be offered again at this price for two or three years, if at all."

Sitting 'Round the Table

(Editor's Note: Parkmen thruout the nation have some definite ideas on the current question, "What bugs should be taken out and what improvements do you suggest for the National Association of Amusement Parks, Pools and Beaches' winter convention and also the NAAPPB Trade Show?" and have sent in their views to this column. Have you sent in your ideas? If not, do it at once so that NAAPPB officers and directors may know what it is you like or dislike about the annual convention. Send your comments to the Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1, Ill.

Freed Gives Views

As new members of the NAAPPB, attending our first convention last year, we had the impression that many of the discussions were full of platitudes and generalities and only gave the members a broad view of the amusement business during the preceding year. Notable exception was the round table discussion on swimming pools under the supervision of Henry Guenther.

We felt the greatest value of such discussions would be concrete, specific suggestions by the various park operators, citing several of their experiences, failures, disappointments and successes, especially those that might aid his fellow members. Would it not be beneficial to all members if some of the following subjects were discussed in five-minute talks:

Our best promotion during the season.

How we obtained extra publicity.

Never again—

Our experience can help others avoid

We would like to accomplish _____; can you suggest a solution.

By this means park operators could become acquainted with more of the details of the operation of other amusement parks and thereby solve their own problems. When ideas are freely exchanged, all members are greatly benefited.

We are hopeful the very informative luncheons, which were held previously, can again be part of future conventions. Such luncheons are invaluable, especially to the new members—primarily as an ideal means of becoming acquainted—and also in af-

Philadelphia Spots Get Weather Break

PHILADELPHIA, April 19.—With favorable weather prevailing, Woodside and Willow Grove here reopened for week-end business.

Woodside, in Fairmount Park, marking its 50th season, boasts a new Caterpillar ride constructed on the site of the roller rink. Spot will remain open for week-end operation until May 23 and then will move into daily operation. At its opening the park featured Johnny Dugan and the Flying Berrys in Sylvan Hall. Jack Steck conducted the Sunday morning Kiddie Hour. Fireworks will be featured Friday nights.

Willow Grove, in suburban Willow Grove, Pa., moves into daily operation May 24. Spot has three new rides, Moon Rocket, Cuddle-Up and new Auto Scooters. Danceland reopened with Clarence Fuhrman's music again featured. Skateland will be open nightly. Frank Schluth will be back again this season as emcee of the vaude shows presented three times each Sunday in the open-air auditorium.

for a free exchange of ideas, experience and suggestions.

Every park operator has the same general objective—to make a success of his park. He should be able to learn the many, many different methods of accomplishing this by attending the NAAPPB convention and getting specific examples that have been proved workable by the leading operators in the amusement park field.—ROBERT E. FREED, Lagoon Park, Salt Lake City, Utah.

Hot Weat Record California

LONG BEACH Scorching desert the temperature consecutive we...

Philadelphia kinds of snakes and the sand vi the zoo by plar...

GI

And if you prise Co. location on

GR

Boston 'Post' Gives Parks Page 1 Plug

BOSTON, April 19.—A timely story outlining the importance of amusement parks as recreational outlets...

The story was engineered by, and quoted in part, Harry Storin, president of the New England Association of Amusement Parks and Beaches...

Strolling Thru the Park

Adrian Ketchum and Eddie Pratt, of Forest Park Highlands, St. Louis, were recent visitors to the National Amusement Company's plant in Dayton, O., to inspect the Century Flyer being built for them there.

Frankie Schauflier, of Forest Park, Dayton, O., is putting the finishing touches on his new midway, which boasts a new Coaster front, Looper, Auto Scooter front, Century Flyer and kiddie rides.

Harry Stahl, Jefferson Beach Park, Detroit, spent Easter Sunday laying track for his new Century Flyer amid flood water that washed over his park the day before and literally washed out his Easter opening.

Fred Pearce Sr. is up and around again after being hospitalized with the flu. Fred reports little damage to his Walled Lake Park, Detroit.

Reports are that Shirley Watkins, of Coney Island, Cincinnati, is doing a great job rebuilding the Funhouse for Eddie Schott. Feature is the mirror maze and a shadow screen built into the front of the building.

Bill Miller, co-owner with his brother, Dale, of Miller's Grove Park, West Milton, O., hit the front page of Dayton, O., newspapers as the hero

of an airplane crash. Miller, driving along a country road, saw the plane crash, reported it by radio telephone from his car and then ran to the plane and pulled both passengers from the wreckage.

Charles Paige, Roller Coaster engineer for National Amusement Device Company, who is building a new Coaster at Texas State Fair, Dallas, recently flew to Los Angeles for a week-end.

Frank Murphy will operate his Luna Park Merry-Go-Round at Savin Rock's White City, New Haven, Conn., this season. At least three new orgs will operate in Savin Rock this year.

Ben Moss, concessionaire, is readying a new Fascination unit for opening attraction at Eastwood Park, Detroit.

Robert Bollinger, general manager of Oaks Park, Portland, Ore., reports that Lusse Bros., Philadelphia, shipped a new 20-car Scooter Tuesday (8) by water.

Sam Knickerbocker is in charge of Harry A. Illions's operations at State Fair Park, Dallas, and is also handling the Over the Rapids ride.

Mahoney Purchases Chesapeake Holdings

BALTIMORE, April 19.—Purchase of the historically famous Chesapeake Bay holdings, known as Pleasure, Hart and Miller Island by George P. Mahoney, former owner of Bay Shore Park and prominent Baltimore civic leader, is announced.

Purchase involves more than 250 acres, all of which is island property, available from the mainland by bridge extending from the end of Miller's Island road across inlet water to Pleasure Island Beach.

Mahoney intends to speed up development work so the Pleasure Island property may be open to the public this summer as a new bathing beach, picnic area and park.

Long range planning calls for a million dollar resort hotel, to be built on the wooded portion of Hart Island. The 50-odd acres comprising Miller's island will be converted into a new and modern boat club.

Cascade Plunge To Again Stage AAU Championships

BIRMINGHAM, April 19.—Cascade Plunge again will be host to the Southeastern AAU swimming championships in July. J. H. Dickson, Cascade Plunge manager, announces, Dickson says swim meets pay off big in publicity.

Cascade Plunge will open for the season May 24. In addition to Dickson, executive staff includes J. H. Dickson Jr., assistant manager, and A. E. Killian, superintendent.

FOR SALE REAL MONEY WINNER DERBY HORSE RACE GAME

24 Unit Group Game—Earning Capacity \$2.40 per minute. For price and other information—WRITE—WIRE—PHONE TODAY!

ROLLING GREEN PARK SUNBURY, PA. WANTS WANTS

Due to death, have two Concession Buildings open. Also want Seals and Agas. Write or wire for interview only.

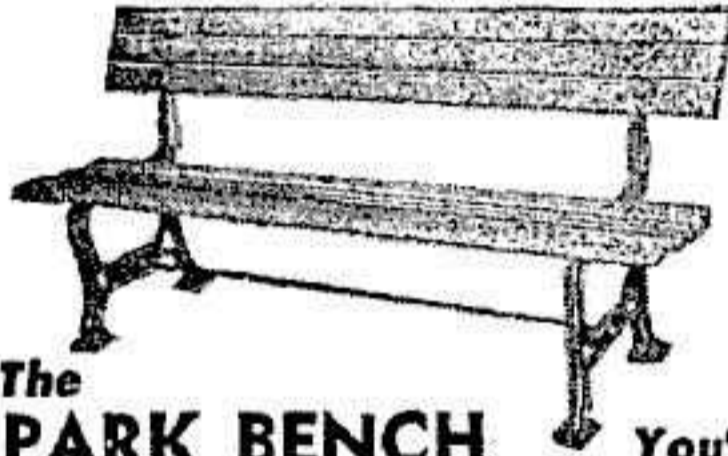
WILL BUY OR BOOK PERCENTAGE

Any two of the following Rides: Bubble Bounce, Tilt-a-Whirl, Moon Rocket, Octopus, Whip. WRITE, WIRE OR PHONE:

SUMMIT BEACH PARK

FRANK RAFUL, Mgr. AKRON, OHIO Phone: FR 8174.

HERE AT LAST...



- Durable • Heavily Built • Simply Designed

The PARK BENCH You've been waiting for!

Weight 140 Pounds... 6-ft. long with 1 1/4"x2 1/4" hardwood back and seat boards. Cast iron legs. Painted or unpainted.

NATIONAL AMUSEMENT DEVICE CO. BOX 488, VAF DAYTON 7, OHIO

WE OFFER FOR SALE ACCOUNT SICKNESS SET OF NEARLY BRAND NEW RIDES

- 1—63-Ft. 3-Abreast Allan Herschell Merry-Go-Round 1—8-Car Mangels Kiddie Roto-Whip 1—Smith & Smith Kiddie Plane Ride 1—Sun-Shine Choo-Choo Train 1—8-Boat Kiddie Water Ride 1—6-Horse Kiddie Merry-Go-Round 1—No. 125 Warlitzer Band Organ

JOE DIEHL KIDDIELAND

3330 CAHUENGA BLVD. HOLLYWOOD 28, CALIF. PHONE HOLLYWOOD 2888

FOR SALE OR WILL BOOK

IN GOOD PARK ON WEST COAST FINEST STREAMLINED TRAIN IN AMERICA

This is not a toy train. This train carries 90 passengers. The adults love it.

DAVE BRADLEY, JR.

8506 Beverly Blvd. Los Angeles 36, Calif. Phone Bradshaw 22408

Table with columns for Stock Tickets, Special Printed Tickets, and a list of ticket prices for various denominations.

WANTED Best Scale Man in Canada

For high-class Amusement Park. Must be sober and industrious, with best of character.

Wire ROOM 689, Queens Hotel, Montreal.

WANTED

AT EXPOSITION PARK, AURORA, ILL. Operators with the following Rides and Concessions: Chair-a-Plane, Loop-o-Plane, Merry-Go-Round, Ferris Wheel, Caterpillar, Whip, Dodgem.

MR. FOX Box 368 Telephone 6333 Aurora, Ill.

FOR SALE

20 DODGEM SPEEDSTER CARS A-1 running condition. \$100.00 Ea., F. O. B. Keansburg, N. J. LOUIS RABKIN 1750 Montgomery Ave. BROOKLYN, N. Y.

HAVE YOU

ANY RIDES AND CONCESSIONS TO PLACE IN AMUSEMENT PARK FOR THE SEASON ON A LEASE OR PERCENTAGE BASIS? STATES THEATRE AMUSEMENT PARK EAST GRAND FORKS, MINN.

FUN HOUSE FOR SALE

Located at Cedar Point, Sandusky, Ohio. One of the best parks of its kind in the country. New, modern building built last year.

S. W. MANHEIM CO. 3614 Euclid Ave. CLEVELAND 16, OHIO

Wanted—Wanted—Wanted

Rides, Concessions, Bingo for new Park, established summer resort, with one million population in thirty mile radius. No Wheels or Flats.

W. H. CURTIS, Mgr. 7 WATER ST. CORTLAND, N. Y.

COLORED AMUSEMENT PARK AND BATHING BEACH

The only one of its kind in the South, would like very much to contact Rides and Concessions, also Vaudeville Acts.

MR. PAUL LACASSIN 4701 Franklin Avenue, New Orleans, La.

Pokerino Operators

Equip your Pokerino with new improved positive contacts. Send \$2.50 for sample set of 18 Contacts. ALSO IN STOCK—Balls, Timers, 6-V Lamps, Transformers. TOLCES 2905 W. 15th St. BROOKLYN 24, N. Y.

Hot Weather Brings Record Crowds to California Beaches

LONG BEACH, Calif., April 19.—Scorching desert winds, which shot the temperature above 90 for three consecutive week-end days (11-13), brought the largest crowd of the year to the beaches here but did little to help along the Pike. More than 250,000 Southern Californians jammed the strand on each of the three hottest days—exceeding by 25,000 the throng that came to the beach last July 4, making the greatest crowd here since the war.

Park men were, however, disappointed with the public's failure to spend freely for amusements. A few operators reported a better take than at any time since the doldrums hit the park last fall, but most rides and shows did only average week-end biz for this time of year.

Concessions selling food got the biggest break. Most hot dog and soft drink stands sold out early on each of the three top days. One operator reported selling his entire stock of 500 dozen buns before 2 p.m. Sunday.

Many concessionaires and operators are scaling their prices downward. At most stands ice cream cones are now a dime, hot dogs and hamburgers 15 cents and many shooting galleries are advertising 20 shots for 20 cents.

Very few new rides are appearing here this year. Outstanding exception is Tom Wade's spectacular new Rocket ride recently installed in Virginia Park.

Philadelphia Zoo has two new kinds of snakes, an Egyptian cobra and the sand viper. They arrived at the zoo by plane from Cairo, Egypt, along with an assortment of other desert snakes and lizards and an Egyptian kite and a pair of kestrels.

Long Beach Notes

LONG BEACH, Calif., April 19.—Tom Wade has his Rocket in operation at Virginia Park. . . Gyro Globe, the ride which made its debut here last summer, has been dismantled and shipped to Coney Island, N. Y. . . Joe Glacy reports his Dillinger car, now on the Crafts 20 Big Shows, is doing big biz. Joe is busy redecorating his large building on the pike and will soon open his new Side Show.

Elmer Velare plans to send some of his rides to the Salt Lake City celebration. . . Como Norris, of C. F. Norris Enterprises, took a trip to Salt Lake City where he will have some of his shooting galleries and other concessions at the forthcoming event. . . Nate Miller recently bought a duplex at Belmont Shore near here and will commute. . . Arthur Loof is spending a reported \$40,000 on a new shooting gallery on the pike. . . C. F. Norris Enterprises will soon open a new poolroom over the Rainbow Cafe. . . Dave Bradley, who operates a large kiddie park in Hollywood, was a recent visitor. He reports his rides have been repainted and overhauled. . . Charlie Cox, last year with Joe Glacy's Side Show, is now inside lecturer on the Clyde Beatty Circus Side Show.

Stratton Park Pavilion, Colorado Springs, Burns

COLORADO SPRINGS, Colo., April 19.—Stratton Park Pavilion was destroyed by fire Sunday (13). M. R. Allard, owner, estimated the loss at \$60,000.

The structure in recent years has been occupied by Bruin Industries in the manufacture of souvenirs and novelties. The blaze was believed to have been caused by a drier used in a manufacturing process.

Rolling Green Opens May 3, Spangler Says

SUNBURY, Pa., April 19.—Rolling Green Park, central Pennsylvania's largest amusement park, will open its 40th consecutive season May 3 for week-end operation, owner R. M. Spangler announces. Spot will operate week-ends only until May 30, at which time it will move into daily operation.

This year, Spangler said, the policy in the ballroom is being changed. Instead of a house band, Rolling Green will book various local orks.

The swimming pool, which is undergoing a paint job, will open May 30. A Pretzel ride and Walk-Thru have been added this year, being located in the spot formerly occupied by the Park Theater. A band shell and vaude stage also are new additions.

Leons Expect Best Year

At Miles City, Mont., Spot MILES CITY, Mont., April 19.—“We are anticipating the biggest season we have ever had.” That is the way D. P. Leon, who, with L. B. Leon, owns Leon Park, located three miles from here on Yellowstone Trail No. 10, sizes up the outlook for his spot this season.

The Leons have made many improvements, including a new dance floor and bar, and they hope to book some name bands.

ISLE OF PALMS PARK

Charleston, S. C.

Now open and operating. Can always place non-conflicting Shows, Rides and Concessions. Bingo open.

TERRILL AGENCY

193 KING ST. PHONE 31975

THE NEW MACKINAW DELLS

FINEST AMUSEMENT PARK IN ILLINOIS

WANTED MERRY-CO-ROUND, FERRIS WHEEL AND ANY GOOD THRILL RIDE. ALSO MINIATURE RAILROAD AND KIDDIE RIDES.

OPERATE 7 DAYS & NIGHTS A WEEK

FREE GATE—350,000 people to draw from. Opening Memorial Day; closing Labor Day. Contact

EARL THOMPSON

201 E. McCLURE

PHONE 53859

PEORIA, ILL.

FOR SALE—CONCESSION

10 DODGEM BOATS, equipped with 2½ H.P. Lauson Marine Engines, in good condition; also miscellaneous items, \$3,500.00.

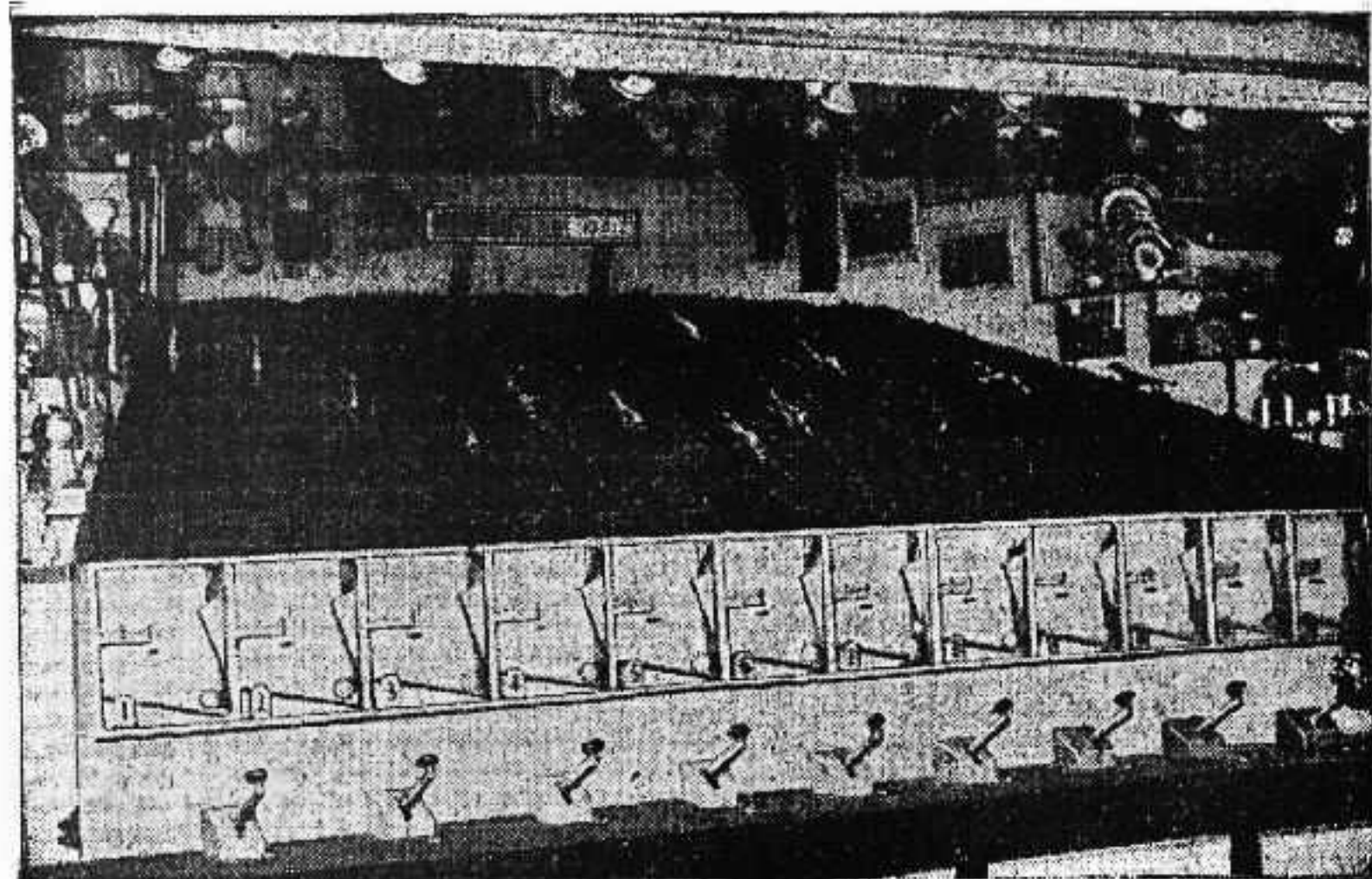
WM. HUNTER, Clementon Park, New Jersey

HAVE YOU A CONCESSION DOING \$8,000 TO \$15,000?

YOU CAN DOUBLE IT OR BETTER WITH A . . .

GREYHOUND RACE

And if you don't think so, The Greyhound Enterprise Co. will install and operate one in your location on percentage (N. Y. — N. J. — Conn.)



Registers to Count Gross — Sound System

Don't Waste a Good Location on a Poor Producer

\$3,540.00 Complete

GREYHOUND

Amusement Device Co., Inc.

2303 SURF AVENUE • BROOKLYN 24, N. Y. • ESplanade 2-1155

stock these
HYDE
skate-room
accessories

Laces
5 1/2" - 6 1/2" - 7 1/2" and 8 1/2"
Plaids and solid colors

Cinderella Polish

Inner Soles

Rubber Heel Toe Stoppers

Ankle Protectors for Straps

Skate Carrying Cases

HYDE ATHLETIC SHOE CO.
Manufacturers of those famous
BETTY LYTLE Roller Shoes
Cambridge, Mass.

PORTABLE RINK

180 pairs Skates, 20 pairs Shoe Skates, plenty
Skate repairs, 40'x100' Maple Floor in excellent
condition, new Tent, P.A. system. Just opened
in industrial city doing excellent business. Sold
complete only.

PRICE \$6250.00

R. M. BRANSTETTER
120 Hood Ave., South Gadsden, Ala.

FOR SALE
ONE PORTABLE SKATING RINK TENT
Complete with Side Walls and Poles, size 42' by
110', in good condition. No phone calls, write
or see

JOHN F. SCOTT
15 1/2 West State St., Marshalltown, Ia.

FOR SALE
1,000 Pr. Brand New Chicago Rink Skates
All Sizes—\$5.00 PR.—Never Used.

ROLLER BOWL
1058 W. Washington St. Chicago, Ill.

FOR SALE
NEW MAPLE FLOORING
10,000 FT., \$350.00 PER 1,000 FT. WRITE

DON NEILSON
ENDEAVOR, WIS.

REAL OPPORTUNITY
ROLLER RINK Complete and new equipment, in-
cluding air station, restaurant, 2
swimming pools, cabins. Income per year \$30,000.
of investment. Located 90 miles from Chicago.
For details contact:

G. MEYER, 2116 W. 120th St., Blue Island, Ill.

"CHICAGO"
TRADE MARK REG. U.S. PAT. OFF.

MEN'S AND LADIES' WHITE SHOES



Full Grain Elk Leather Lined
Box Toe. 10° or 45° Action
Skate. Fibre or Maple Wheels.

Adjustable Cones or
Precision Bearings.

No. 886

Keep Your Shoes White With
CHICAGO SHOE SOAP — 25c Per Jar or \$1.80 Per Doz.

CHICAGO ROLLER SKATE CO.
4427 W. Lake St. Chicago 24, Ill.

**Dance Contests
Build Interest
Of Portlanders**

PORTLAND, Ore., April 19.—Chris Jeffries, operator of Imperial Roller Rink here, reports that a recent innovation, a dance-of-the-month contest, is proving successful. Eliminations are held each Wednesday night for three weeks, with finals the fourth Wednesday of the month.

A different dance is chosen each month, the April number being the Style B waltz. Competition during March was in the barn dance, winners receiving a trophy cup. Two or three couples are selected in each week's elimination contest.

"The contests heighten interest in skating," says Danny McNiece, pro. "Twenty or 25 couples enter each week, seeking to perfect their technique. Their interest in competition is sharpened, too."

Oaks Park Rink here uses contest in slightly different form, says Dean Songer, pro. Four Wednesdays are devoted to eliminations, with finals on the fifth.

"It's a successful interest builder," says Songer, "requiring little time and giving students a chance to get into competition. It promotes interest in better skating."

Classes at Oaks will close at the end of this month for the summer, resuming in September.

Speed club at Fee's Roller-drome is preparing for a State racing contest to be held at the Roller-drome on April 23-25. Team members, coached by Joe Forrest, are decked out in blue and gold uniforms.

**AOW Racing Finals May 10;
90 Entries Are Expected**

ELIZABETH, N. J., April 19.—Finals of the America On Wheels inter-rink race season will be held May 10 in Twin City Arena here, reported Jack Edward, AOW director of racing. Edward expects more than 90 entries from the rinks in the William Schmitz chain, including some State and national champions of the United States Amateur Roller Skating Association.

Receipts from admissions, pegged at 65 cents, will be used to defray the expense of sending skaters to the USARSA nationals, to be held July 7-13 in Julius Navari's Flamingo Roller Palace, Pittsburgh.

**Oregonians Sked
State Race Meet**

PORTLAND, Ore., April 19.—Dates for the first annual Oregon State roller skating speed contests were set for April 23-25 at Fee's Roller-drome here during a recent meeting of the Oregon Chapter, Roller Skating Rink Operators' Association of the United States.

Between 25 and 30 entries are expected from among skaters at the Fun Center, Gresham; Skateway Rink, Albany; Paramount Rink, Eugene; Pacific Skating Palace, Newport, and the Imperial, Roller-drome and Oaks rinks of Portland, said Jess Fee, chapter secretary-treasurer. Indications are that the most entries would be from the Roller-drome, where stress has been laid on speed skating lately.

At the chapter meeting, conducted by Chairman L. W. Hendrickson, of Gresham, plans were made to take State champions to rinks at Albany, Eugene and Newport as a move to stimulate interest in the Pacific Coast regional meet at Redondo, Wash., May 12 and 13.

**Fitzpatrick Portable Units
Expand in Okla.; Biz Good**

CHICKASHA, Okla., April 19.—Since opening a portable rink here in August, 1946, Pat Fitzpatrick has put two more on the road, reports G. A. Long, pro, who with Lester Fitzpatrick manages the No. 2 rollery at Sulphur, Okla. Prior to the current stand the No. 2 unit had a successful stand at Cyril, Okla. The No. 3 unit at Lindsay, Okla., managed by Woody Nichols and Billy Joe Sikes, is reporting good business.

Owner Fitzpatrick expects to close here soon and reopen at Kingfisher, Okla. With him there will be his wife and four-year-old daughter, Sue, who is reportedly developing into a skillful skater. The Fitzpatrick rinks develop clubs in the towns they play and encourage members to visit other Fitzpatrick units.

**Conneaut Lake Arena Gets
Priming, New Management**

CONNEAUT LAKE PARK, Pa., April 19.—Refurbished Dreamland Roller-drome, located at the center of the mall of Conneaut Lake Park, is scheduled to open its summer season April 25, reported William N. and George Ott Jr., new managers. Spot has added new skates, sound equipment and decorations.

Said to have the largest skating surface in Northwestern Pennsylvania, the rink will offer nightly sessions, with two on Saturdays. The second, called the Jamboree, will run from 11 p.m. to 2 a.m., featuring prize awards and special skating numbers.

Sholes Adds Plastic Floor

BOSTON, April 19.—Sholes River-view Roller Rink here recently installed an aquamarine Curvecrest Rink Cote plastic floor that is meeting with excellent reception of skaters, reported Sam Sholes, son of Morris B. Sholes, who also operates the Hillsgrove (R. I.) Country Club Rink. Al Froncek, Muskegon, Mich., supervised installation.

New One in Mount Airy, N. C.

MOUNT AIRY, N. C., April 19.—Carolina-Virginia Roller Rink has been opened here on Moore Avenue, near the City Hall, by Fred Samuels and Lee Kirkman. Rink is open from 7 to 10 p.m. Wednesday and Friday, and from 2 to 6 p.m. on Thursday and Saturday. Ladies are admitted free on Thursday afternoon.

**Roller Hockey,
Revue Draw at
Norw'd Benefit**

NORWOOD, O., April 19.—An excellent turnout of spectators witnessed roller hockey games staged at Ed J. Von Hagen's Norwood Roller Rink last night as feature attraction of a two-part benefit program sanctioned by the United States Amateur Roller Skating Association.

Proceeds will be used to pay expenses of Norwood skaters entered in the association's national championships, to be held July 7-13 at Julius Navari's Flamingo Roller Palace, Pittsburgh.

Using newly established rules, 12 events were presented in the hockey program, the first held here this year. Under the new rules, a puck is used instead of a ball. Von Hagen said that use of the flat puck makes the game faster, but at the same time makes it safer for players and spectators.

More than 125 skaters took part in the hockey games and in the 12-act revue that formed the second part of the program. Appearing in the latter was Janet Freese, USARSA national junior ladies' figure skating champion. In addition to figure skating exhibitions, there were choral acts in which groups of 25 girls took part, and acts of pageantry and comedy.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3318 Ravenswood Ave. Chicago, Ill.
The Best Skate Today

FOR SALE

Permanent rink, 50x110, year around location in town of 20,000; only rink. Sides open up for summer skating. Also have for sale 40x100 portable, complete 40x104 portable, complete; 60x120 portable, complete. These rinks are priced to sell, come see them.

LLOYD R. BRODIE
BURNSIDE, ILL.

SKATE CASES AT A NEW LOW

- * STEEL CASES—Assorted color combinations. Finest made. \$92.28 Doz. Sample, \$2.69.
- * ALL ALUMINUM CASES—"The Feather-weight Champion." Light, sturdy, with satin finish. Former OPA ceiling \$6.50. NOW \$36.00 Doz. Sample, \$3.00.

L & L PRODUCTS
67019 N. Glenwood St. Chicago 26, Ill.

BOOK, BUY OR LEASE

An ideal opportunity and location in Hastings for a Portable Rink, Tent and Floor. Prefer to book or lease on percentage; will buy if right. Population 6000; no Rink in 25 miles.

JACK RASBECK
1225 Vermillion St., Hastings, Minn.

RIEDEL

THE BETTER SKATING SHOE

NOW AVAILABLE

2727 Milvia Street Berkeley, Calif.

One New Portable Rink

43x106, complete. \$7500.00; one 43x108 second hand floor, complete with new Tent, \$6250.00.

Tillinghast & Ray
2007 Fillmore St., Wichita Falls, Texas

April 26, 1946

New Jersey Contests Expert

PATERSON, N. J. servers at the re State championshi the Roller Skating Association of the Paterson Recreation skaters for the it have made during predicted that in s may offer stiff c Northeastern regi May 13-15 in New

Results: Senior i don, New Dreamla and Jacob DenB Haddad, Paterson. olive Werner, Nev for pairs, Haddad : son, and DenBleyl Paterson. Senior and Lawrence, an per, New Dream William McKenzi and Raymond Wh ice ladies, June R Ruth Schulte, Pr Devino, New I dance, Schimune Herrmanni and Ri land, and Haddad son. Junior boy Paterson.

Junior girls, Luc son. Junior dance las, New Dream ladies, Virginia W land, and Julia Bo mediate men, Al Dreamland, and Ventnor. Intern bleyker and St Knott and Woo Mossman and P termediate pairs, New Dreamland, Donohue, Paters Sherry Danner, Connie Grubler Ventnor. Fours, DenBleyker and

SALE SHOE-SKI

All-Leather 51 Chicago 785

Men's Black—4 1/2 20/10
Ladies' White—2 10/7

USED CHI CLAMP S

Good Condition, 38/3 8/4 6 Deposit with Ore

MIRADOR
BOX 226

FOR HOLLYWOOD RIN CHICA

Fully Equipped 63x137 -

No. 321
Cleanse with less lousness per gal., 25¢ wi
444 Box

FO COMPLETE POR TIONAL FLOORS.
Maple used. Write BILT-RITE Rt. 2, Box 202 Day

NEW AND BE "LIVE ORGA
Write Midwest 104 E. Wilson

New Jersey State Contestants Draw Experts' Plaudits

PATERSON, N. J., April 19.—Observers at the recent New Jersey State championships sanctioned by the Roller Skating Rink Operators' Association of the United States at Paterson Recreational Center lauded skaters for the improvements they have made during the past year and predicted that in some divisions, they may offer stiff competition in the Northeastern regionals, to be held May 13-15 in New York.

Results: Senior men, Howard Sheldon, New Dreamland Arena, Newark, and Jacob DenBleyker and John Haddad, Paterson. Senior ladies, Caroline Werner, New Dreamland. Senior pairs, Haddad and Schulte, Paterson, and DenBleyker and Steenbeck, Paterson. Senior dance, Bogaczky and Lawrence, and Bartik and Rump, New Dreamland. Novice men, William McKenzie, Henry Malluck, and Raymond White, Paterson. Novice ladies, June Roy, New Dreamland; Ruth Schulte, Paterson and Eileen Devino, New Dreamland. Novice dance, Schimunek and Coyle and Hermann and Riordon, New Dreamland, and Haddad and Schulte, Paterson. Junior boys, Donald DeRoo, Paterson.

Junior girls, Lucy Raimondo, Paterson. Junior dance, Danner and Douglas, New Dreamland. Intermediate ladies, Virginia Werner, New Dreamland, and Julia Boone, Ventnor. Intermediate men, Alwyn Baumann, New Dreamland, and Ralph Caniglio, Ventnor. Intermediate dance, DenBleyker and Steenbeck, Paterson; Knott and Woods, Riverview, and Mossman and Patroni, Ventnor. Intermediate pairs, Bauman and Barret, New Dreamland, and McKenzie and Donohue, Paterson. Juvenile girls, Sherry Danner, New Dreamland; Connie Gruhler and Hazel Young, Ventnor. Fours, Schulte, Haddad, DenBleyker and Steenbeck, Paterson.

Five Spots Swell RSROA Roster

DETROIT, April 19.—According to Fred A. Martin, secretary of the Roller Skating Rink Operators' Association of the United States, the following new members have been taken in by the association:

Ernest and Amy Jacobs, Shore Acres Roller Rink, Blaine, Washington; Albert Earlson, Knotty Pine Roller Rink, Spokane, Wash.; Mark E. Collogan, Skatemor Roller Rink, Oakland, Calif.; Leonard A. Gregory and George N. White, Salinas (Calif.) Rollerland, and Mr. and Mrs. Earl King, Flint Park (Mich.) Rollerade. Flint Park (Mich.) Rollerade.

AOW Spots Observe Easter

ELIZABETH, N. J., April 19.—The seven rinks in the American On Wheels chain observed Easter with parties on Monday (7), reported General Manager William Schmitz. Patrons were given an extra hour of skating at no extra charge and rabbits were awarded winners of contests and as door prizes. During Easter holidays all AOW rinks featured daily matinees.

Cole Bros. Program

(Continued from page 75)

Display No. 16

Hubert Castle, tight wire.

Display No. 17

Liberty horses. Ring 1—Mahlon Campbell (8). Ring 2—Paul Nelson (12). Ring 3—John Smith (8).

Display No. 18

Aerial ballet, featuring La Louisa, and Florence Tennyson's vocalizing.

Display No. 19

Three and five-gaited horses ridden by Ruth Nelson, Marion Knowlton, Bobbie Donovan, Milt Herriott, John Smith and Mahlon Campbell.

Display No. 20

Clown quartet and balloon-bursting gag.

Display No. 21

Chambertys, casting act.

Display No. 22

Clowns and ballet in "share the ride" gag.

Display No. 23

Aerobic display. Ring 1—The Freehands. Ring 2—Cristians, featuring Miss Ortans. Ring 3—The Manuals.

Display No. 24

The fighters—Otto Griebing and Freddie Freeman.

Display No. 25

Second concert announcement.

Display No. 26

Equestrian display featuring Ruth Nelson, Nena Thomas, Georgia Sweet, Janet La Pisque, Babe Woodcock, John Smith, Marion Knowlton, Ethel Freeman, Norma Adams, Josephine Monarch, Milt Herriott, Kay Clark, Mildred Chamberty, Bobbie Donovan, Maggie Wise and Don Beall, and the Liberty jumpers, Scotland Yard and Niagara.

Display No. 27

Cristiani family riding act, featuring Lucio, riding comedian.

Display No. 28

Clown walk-around.

Display No. 29

Harold Voice's Flying Thrillers.

Display No. 30

Hippodrome races featuring ponies; Liberty pony against horse and rider; jockey race, and Roman standing race.

Indpls. Rollerland Working Out Hefty Program for April

INDIANAPOLIS, April 19.—Rollerland here is in the midst of a program of special events that will consume the greater portion of the month, the management reports.

On April 2 the rink played host to the State championships of the Roller Skating Rink Operators' Association of the United States with morning, afternoon and night sessions in which contests in the various divisions were run off. Admission charge of 60 cents will be used to send various winners to the Great Lakes regional contests to be held April 21-23 in the Cleveland Rollerade.

At stake in the Indiana meet were four challenge trophies, the Pat Patterson trophy for senior dancing, the Jerry Nolan trophy for novice dancing, the Rollerland Figure and Dance Club trophy for novice men's figure skating, and the Rollerland trophy for novice pair skating. In addition, gold, silver and bronze medals were awarded first, second and third place winners.

Another special program was held Easter Sunday, the management offering an egg-rolling contest, games and live rabbits.

RSROA week, observing the 10th anniversary of the association, was held April 7-11. At evening sessions on these nights there was exhibitions by champions crowned at the State meet.

Skate dance night will be held April 28, with couples only allowed on the floor. Feature of the night will be a barn dance contest, with medals going to winners.

Me. Rollery Changes Hands

SMITHFIELD, Me., April 19.—Clarence E. Carpenter, who has operated a roller rink here for a number of years, recently sold the building to Joseph R. and Paul E. Winegardner, of Smithfield, who plan to continue operation of the rink.

TOP-DRAWER QUALITY!

In looks and performance LIBERTY is tops. That's why they're used by more present-day champions than any other skate. Investigate and you'll agree.



LIBERTY ROLLER SKATE CO., Inc. FARMINGDALE, L. I., NEW YORK

At-Once Delivery!

ALL SIZES—ANY QUANTITY

BRAND NEW

CHICAGO 5.50 PR.

CLAMP SKATES—Wide Fibre Wheels

— Deposit With Order —

JOHNNY JONES, JR.

51 Chatham St. PITTSBURGH, PA.

SKATING RECORDS

with

STANDARD DANCE TEMPOS

Write for Complete List.

SKATING RHYTHMS RECORDING CO.

P. O. Box 1838 Santa Ana, Calif.

PORTABLE RINK

For sale. Operating near city transportation. Large Florida city—very small competition. Year round business possible—many side opportunities. Tent, 50'x110'; marble floor. \$7,500.00. Communicate with

SKIP

2031 Herashef JACKSONVILLE, FLA.

CURVECREST "RINK COTE"

THE PLASTIC RINK SURFACE

Write

PERRY B. GILES, Pres. Muskegon, Mich. Curvcrest, Inc. Originator and Sole Distributor.

"TUNE-TOPS"

SENSATIONAL NEW SKATING RECORDS TOP THEM ALL! RECORDS NOW READY TO SPIN:

Time	Met	T-4 A	T-4 B	T-5 A	T-5 B	T-6 A	T-6 B
4/4	104	"WHAT MORE CAN I ASK FOR"	"WE COULD MAKE SUCH BEAUTIFUL MUSIC" (Fox Trot)	"ARLEEN"	"KENTUCKY WALTZ" (Waltz)	"MY ANNIVERSARY SONG"	"OHIMARIE! OHIMARIE!" (All Skate Waltz)
4/4	104	"YES, YES, HONEY"	"EVERYBODY LOVES MY BABY" (Fox Trot)	"IT'S ASSIMPLEASTHAT"	"JUKE BOX SERENADE" (Fox Trot)	"HOLD ME, HOLD ME"	"IT'S ALL OVER NOW" (Fox Trot)
4/4	104						

NON-ASCAP SET COMPLETE, \$4.50

By Ordering Complete Set of 6 Records Your Cost Is 75¢ PER RECORD ANY ONE RECORD \$1.00

EXPRESS—POSTAGE EXTRA

TUNE-TOP RECORDS

BOX 190

MOUNT PROSPECT, ILL.

IMMEDIATE DELIVERY ON THESE POPULAR

ROLLER SKATES

Ball-bearing; adjustable, for boys, girls 6 to 12. Genuine leather straps.

\$30 Doz.

BEGINNERS' MODEL

Adjustable, for boys, girls, 2 to 6

\$18 Doz.

25% Dep.; Bal. C. O. D.; not to rated firms; F. O. B. Pittsburgh

SEND FOR FREE BARGAIN PRICE LIST OF TOYS, GAMES, NOVELTIES, ETC.

CORONET CORP.

3010 JENKINS ARCADE

PITTSBURGH 22, PA.

SALE—BRAND NEW SHOE-SKATE OUTFITS

All-Leather Shoes Chicago 785 Wheels \$9.75 PR.

Men's Black—All or Part—4/8 8/7 12/8 20/8
20/10 9/11 4/12

Ladies' White—2/4 10/5 20/6 20/7
10/8 2/9

USED CHICAGO CLAMP SKATES \$2.75 PR.

Good Condition, None Broken or Welded
35/3 8/4 6/5 18/6 38/7 8/8
Deposit with Order—Balanzo C. O. D.

MIRADOR ROLLER RINK
BOX 226 HOMESTEAD, PA.

FOR SALE

HOLLYWOOD RINK, 4823 N. KEDZIE AVE. CHICAGO 25, ILL.

Fully Equipped—Good Skating Floor
63x137 — Owner Retiring

No. 321 DUSTLESS FLOOR DRESSING

Cleanse the air, providing a shoe grip with less cane wear and lower maintenance cost. \$4.00 per gal., \$9.75 per gal. in 5 gal. containers. Terms: 25% with order, balance C. O. D.

GAGAN BROTHERS
444 Second St. Everett, Mass.

FOR SALE

COMPLETE PORTABLE RINKS, also SECTIONAL FLOORS. Only 33/32 Northern hard maple used. Write for prices and full information.

BILT-RITE FLOORS & RINKS
Rt. 2, Box 202 TYLER, TEXAS
Day Phone: 9054F-3

NEW AND BETTER SKATING RECORDS

featuring "LIVE ORGAN QUALITY" From Discs
Write for Complete Lists

Midwest Recorded Specialties
104 E. Wilson ELMHURST, ILLINOIS

REP RIPPLES

L A TIER'S Players, Harry C. La Tier Jr., manager, are readying for an early opening at Griggsville,

ROADSHOWMEN!

For the biggest selection of the latest and best major and independent Features and Westerns, be sure you have the 1947 Eastin Pictures catalog of 16mm. sound film before you book your summer circuits. It's free! Write for your copy today!

EASTIN PICTURES

707 Putnam Bldg., Davenport, Iowa
830 Cherry St., Chattanooga, Tenn.
Colorado Savings Bank Bldg., Colorado Springs, Colo.

Roadshowmen, Attention

Free . . . Our Big New Catalog to Roadshowmen

Large assortment of 16MM Roadshow Attractions. Also Projectors and Equipment. **SOUTHERN VISUAL FILMS**
66 Monroe (Dept. 88) Memphis, Tenn.

OUTDOOR REFRESHMENT CONCESSIONAIRES Now Specializing in Refreshment Concessions for **DRIVE-IN THEATRES**
SPORTSERVICE, Inc. JACOBS BROS. HURST BLDG. BUFFALO, N. Y.

FOR SALE

Motion Picture Sound Projectors, 16mm. Victor Model 40. Government agency surplus. Thoroughly reconditioned. Guaranteed. Terms. Ideal equipment for Roadshow Men. \$295.00 and up.

SELECT MOTION PICTURES

1818 Wyandotte, Kansas City 8, Mo.

16MM. FILMS—PROJECTORS 35MM.

35mm. Westerns, perfect condition, \$25.00 and up; also action dramas. 35mm. programs reeled, \$7.50 two days, all first class prints. Magic Lantern with 300 slides for only \$30.00. 2,000 ft. shipping cases for 35mm. films, \$4.00 each. "Jews of Nazareth," new silent religious, \$50.00. Send for big free lists.

SIMPSON FILMS

155 HIGH ST. DAYTON 5, OHIO

RELIGIOUS SUBJECTS

Westerns, Action, Selected Shorts. Wanted: 16MM. Sound Projectors.

OTTO MARBACH, 630 Ninth Ave., N. Y. City

DRIVE-IN AND THEATRE EQUIPMENT

Complete new 35MM Sound and Projection Equipment for Drive-Ins, \$2974.00; for Theatres, \$2280.00. Small Theatres and Tent Shows, \$1846.00. Also 16MM Films, Projectors.

ACE CAMERA SUPPLY

118 N. Dargan St. FLORENCE, S. C.

TENT SHOW OWNERS

If you have not been making any money, I have a proposition, free admission, that will make more money. Small tent, you furnish outfit, I will pay flat rent, or per cent. Sure thing. By the man who has made millions think. Address until May 15th:

JACK SCHARDING

GEN. DEL. MEMPHIS, TENN.

Bardex Minstrels Want

Colored Musicians and Performers for Free Platform Medicine Show. 3-week stands. Largest Med Show on road. Starting in May in Penna. Tell all in letter to

DR. MILTON BARTOK

P. O. BOX 491 COLUMBUS, OHIO

16MM. OPERATORS, BEAT THE HEAT

No Increase in PRICES here. . . **BOOK OUR SUMMER BLOCK**. . . 4 first-class programs for \$40.00. Sample film. . . 1. **SECOND CHORUS** (Fred Astaire and Paulette Goddard). 2. **Hange Buster Western**. 3. **LAUREL & HARDY** feature (Your Choice). 4. **TEX RITTER WESTERN**. 5. **SHREIK IN THE NIGHT** (Comedy-Mystery with Ginger Rogers). 6. **CLEYENNE KID**. Get what you order. . . Don't accept second and third choices. If we don't have it, we don't advertise it. Some features as low as \$3.95. . . Action trailers FREE. **WE ARE FIRST WITH THE LATEST. THE MOVIE VAN, NEW FLORENCE, PA.**

Ill. Org will present short-cast bills and vaude, featuring Aunt Emmy *Arrives*, by E. F. Hannan. . . Charles and Allan Morey have a 16mm. pic org, operating around Pittsfield, Mass. . . Haley's Comedians, with flesh and 16mm. pic, open soon near Newton, Kan. . . Rollings Brothers, operators of 16mm. films in Northern Michigan, write: "We have been featuring religious pictures prior to Easter, but will get back to regular routine with Westerns and comedies. We will make our first trek into Canadian territory, giving 'em pix, magic, juggling and other specialties." . . . Arthur E. Lindsay has 16mm. pic around Easton, Pa. . . Flye's Show, now in Northern Oklahoma, barely escaped the bad twister in Woodward County, that State. . . Fred Wormwood has just finished producing three amateur minstrels in the Baltimore area and has the urge to put out a vaude-pic show to play Western Pennsylvania. . . Carlton's Colored Minstrels have completed three weeks of hall dates in Northern Alabama and will soon begin their carnival season. . . H. L. Clancy will have films in his established Northern New York territory this summer. . . Turgeon's Show reports fair biz around Boulder, Colo. . . Kennebec Players will operate out of Bath, Me., this summer. . . Doss and Mae Show have been doing fair business in Central Mississippi. . . Leonard L. Lyle will soon have a film show around Knoxville. He has had religious pix the past four months. . . Garrity Players will operate in Central Wisconsin this summer. Org will have six people and 16mm. pictures.

Not So Bad

By E. F. Hannan

BELIEVE me or not, but there will be some 50 or more tent orgs moving over the country this summer that will offer flash of some kind. This tagged to the 2,000 or more pic shows, tent and hall, will make a formidable array of roadshowmen out to entertain the country-side. The film end is so booming for small roadshowmen that he needs some money in his clothes to buy outright in the film line. Any kind of film is bringing a price.

I know of more than 20 tricks that will offer flesh bills of the rep type, so that if we follow all this thru to the end, it would seem that the road as we read it in Rep Ripples is far from the down count. Things don't seem so bad after all.

Mrs. Terrell Seriously Ill

ROSELAND, La., April 19.—Mrs. Billy (Bonnie) Terrell, who has been under the care of five doctors the past 10 weeks, was rushed to Oschner Clinic, New Orleans, this week, in a serious condition. The Terrells, who formerly owned and operated Billy Terrell's Comedians in the Midwest, now own a small chain of theaters and night clubs in Louisiana.

Canada Navy Show Nets 290G

OTTAWA, April 19.—Admiral Percy Nelles has announced that the navy show, *Canadian Wartime Revue*, poured nearly \$290,000 into a fund for relieving distress among navy veterans and men now serving.

Cole Bros. Another Winner; Cristianis in Leading Role

(Continued from page 75)

used, but it is possible now to use four rows of chairs on the ground behind the reserved seat netting. Also, the higher peaks add to the aerial displays and makes it possible for the Davisos to work the center ring.

Advance Well Handled

Louisville was well aware the circus was in town and P. N. Branson's advance did a bang-up job of billing. In addition to the banners, lithos and snipe, Branson used window cards featuring pictures of the star performers, and whoever did the carding had the main streets well plastered.

Ora Parks, general press representative, handled this town, and he succeeded in making the conservative *Courier-Journal* and *Times* circus-minded, indeed.

Merchants, too, were put in the spirit by Dick Scatterday, banner man, whose display almost entirely circled the big top. His program, too, is a work of art, boasting an amazing number of national advertisers.

Woeckener in Stride

Thru the entire performance Eddie Woeckener, band leader, and his 14 men, including a calliope, cut it in great shape. After only one complete rehearsal, surprisingly few cues were missed, and the selection of music proved productive of every mood desired.

Florence Tennyson, soloist, worked effectively, her vocals being well timed in the spec and the ballet numbers. Thomas, of course, was the announcer, and his introductions were adequate, well placed and delivered in a masterful manner.

Spec Is Colorful

There has been a slight change in the lighting of the big top, which works to the advantage of both performers and customers. The low lights which were raised slightly above the ring curbs have been boosted 12 feet, which concentrates the light on the performers without the use of spots and does not glare in their eyes.

These lights worked in well with the colorful, well costumed spec, *The Clown Is King*. It took the customary tournament form with most of the people circling the rings at the conclusion to form a background for the ballet while Otto Griebling was being lugged to a throne in the center ring and being crowned.

The Bounders, a hadgy-padgy trampoline act, opened with the Laird and DeRue brothers working the track at each end. Bounders features a Chamberty and Ruth Nelson, but Mrs. Nelson was kicked by a horse Wednesday (16) and was just barely able to make an appearance, so Freddie Freeman and Griebling filled in so Chamberty could get his breath, and this gave almost ample time to set the aerial bars (2) presented by Harold Voise.

Barney Cole, the waltzing pony, was presented on the track by John Smith, assisted by Horace Laird and Lee Virtue, while the Spanish web was being hung in the center ring for Kay Clark, who features more than 50 one-arm turnovers.

Davisos Solid Score

Thrills came fast and furiously when Georgia Sweet thundered around the track with the 16-horse Roman hitch, followed by the perch display featuring the Great Davisos. Latter act, a Cristianis, was forced to work in an end ring last year and its true value could not be appreciated.

Davisos handles an unusually high shoulder perch and his wife, Louisa, offers a top routine including an upside-down walk, handstand, trap rou-

tine and ankle drops. It was a solid click. The Del Murlis (Manuels) and the Excellos (Freehands) worked their perches in the end rings.

Paul Nelson presented Harry, the riding sea lion worked by Marion Knowlton, in the center ring with pony drills handled by Ruth Nelson and Milt Herriott in the ends. There were eight ponies in each group, well matched.

The Cristianis girls, Corcaita, June and Ortans, worked the principal riding act, with the clowns on the track, and Smith and Alabama Campbell followed with boxing horses.

Elephant Men Out

Ten elephants were worked, four in the center and three on each end, being fronted by Miss Knowlton, Bobbie Donovan and Janet Lapisque. Eugene Scott, boss bull man, and his assistant, Bill Woodcock, were noticeable by their absence, Scott still being on crutches as a result of an accident last fall while Woodcock was away taking the Scottish Rite. Men from the blacksmith shop and the train filled in perfectly, so effectively has Scott got his charges performing.

Hubert Castle fitted in well as the next feature, and his polished performance was well received. His somersault thru a hoop was featured but his all-around wire work would have been sufficient to rate him this spot on the program.

La Louisa Hit

Paul Nelson was given full opportunity to display his natural flare for showmanship in his handling of the 12-horse Liberty act in the center ring while Mahlon (Alabama) Campbell and John Smith handled groups of eight each in the end rings.

Aerial ballet number followed with 12 girls on the Spanish web, with La Louisa working over the center ring. As the ballet paraded out, La Louisa took over on a high single trap, and gave a sparkling exhibition. Her ankle drops were breathtaking.

Ruth Nelson, Marion Knowlton, Bobbie Donovan, Milt Herriott, Smith and Campbell handled the gaited horses and they returned with Nena Thomas, Georgia Sweet, Janet La Pisque, Babe Woodcock, Ethel Freeman, Norma Adams, Josephine Monarch, Kay Clark, Mildred Chamberty, Maggie Wise and Don Beall with the jumpers.

Chambertys a Repeater

Chambertys rated center ring alone again this season with their casting act, which was featured by a double pirouette, and well-timed comedy.

Billed as the Ortans Troupe, the Cristianis took over with their tumbling and teeterboard. Miss Ortans succeeded in top-mounting a four-high without an announcement, and her two-and-a-half to a chair was given the blurb. Both drew solid hands. The Freehands and the Manuels, hand balancers, worked the end rings.

After the menage and jumpers, the Cristianis offered their sock family riding act with all members cutting it and Lucio, as usual, stealing the show with his horse-to-horse somersaults and comedy.

Harold Voise's Fliers worked in (See Cole a Winner on page 102)

HUGO PLAYERS WANT

Want Juvenile Man and Woman.

HARRY HUGO
Kearney, Neb.

IT'S HERE—CIRCL

Bulb Includ
FLUORESCENT F
Write for Catalog

OUR NEW LOW
WHOLESALE PR
FLUORESCENT I
WILL MA
BIGGER PR
For Agents,
Concession

CONVENTI
TWO BULB FI
\$3.75 EA. IN L
SAMPLE \$
THREE BULB F
\$5.85 EACH L
SAMPLE \$1

DESK LAMPS, Lots
Sample, \$1
BED LAMPS, Lots
Sample, \$1
CHROME WALL
Lots of 6, \$2
Sample, \$1

Larger Quantities
Proportionate Pric
JOBBERS, WRITE FOR

CONVENTIONAL
LESS BL
F. O. B. PHIL.
WRITE FOR ILLUSTR
AND PRICE LIST OF

ABRAMS L
MANUFACTURERS' FLU
113 No. 7th St., Phil
Phone Walnut

Special Sprit

12 Inch Fur Monkey,
#9 Paddle Balloon (2
Per Gross
Airships (Inflate 30 I
Balloon a Worker)

Airship Workers, Each
#14 Kat Balloons, Fur
24-Inch Red Balloon S
Flying Birds (Whistler),
Whites (Long Lash), Pei
Swinger Sticks, Per Gros
Lancaster Bell Buttons, P
Small Hawaiian Lids, Pe
Large Hawaiian Lids, Pe
4-1/2-Line Comic Buttons
Lead Sium (Large Ast.)
Rubber Animals (Sium)
Plastic Bracelets (Sium)
Beaded Necklaces (Sium)
Sium Rings, Per Gros
Dancing Clowns, Per Gr
Heavy Maple Walking C

Send orders for special
SEND FOR FREE ILLI
1/3 DEPOSIT

KIM &

816 Arch St.

ATTE

JOBBERS—SALESM
"CLEARA
Now on \$75,000
MANY ITEMS BE
BELOW FAC

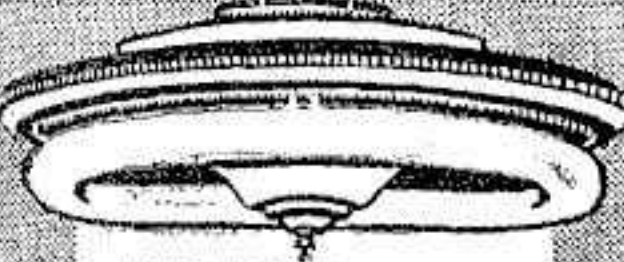
Hoses — Dry Goods —
Auto Supplies — Sat
Knives — Combs —
Send 3¢ stamp to

H. L. BLAKE S
112 E. Markham Str.

BIL

SPECIAL
TRANSPARI
Write

AMUSEMENT INDUSTRY



IT'S HERE—NEW CIRCLINE
Bulb Included
FLUORESCENT FIXTURES
Write for Catalog BB-322

OUR NEW LOW 1947 WHOLESALE PRICES ON FLUORESCENT FIXTURES WILL MAKE BIGGER PROFITS For Agents, Dealers, Concessionaires

CONVENTIONAL TWO BULB FIXTURES \$3.75 EA. IN LOTS OF SIX SAMPLE \$7.00

THREE BULB FIXTURES \$5.85 EACH LOTS OF SIX SAMPLE \$11.70

DESK LAMPS, Lots of 6, Ea. \$5.00. Sample, \$10.00.
BED LAMPS, Lots of 6, Ea. \$3.50. Sample, \$7.00.
CHROME WALL BRACKETS, Lots of 6, Ea. \$3.50. Sample, \$7.00.

Larger Quantities Available at Proportionate Price Reductions
JOBBER, WRITE FOR SPECIAL PRICES

CONVENTIONAL UNITS QUOTED LESS BULBS
F. O. B. PHILADELPHIA
WRITE FOR ILLUSTRATED CATALOG AND PRICE LIST OF COMPLETE LINE

ABRAMS LIGHTING
MANUFACTURERS FLUORESCENT FIXTURES
113 No. 7th St., Philadelphia 9, Pa.
Phone Walnut 2-6787

Special Spring Specials
12 Inch Fur Monkey, Per Dozen... \$ 6.75
#9 Paddle Balloon (2 Side Printed) Per Gross... 5.50
Airships (Inflate 30 Inches) (Every Balloon a Worker) Per Gross... 15.00
Airship Workers, Each... 30
#14 Kat Balloons, Per Gross... \$10.50
24-Inch Reed Balloon Sticks, Per Gross... 75
Flying Birds (Whistler), Per Gross... 12.00
Whips (Long Lash), Per Gross... 12.00
Swagger Sticks, Per Gross... 9.50
Lancaster Bull Bats, Per Gross... 16.50
Small Hawaiian Lela, Per Gross... 3.25
Large Hawaiian Lela, Per Gross... 6.50
46-Line Comic Buttons, Per 1000... 10.00
Lead Slum (Large Ass.), Per Gross... 4.50
Rubber Animals (Slum), Per Gross... 4.50
Banded Neckties (Slum), Per Gross... 4.20
Slum Rings, Per Gross... 1.95 and 1.00
Dancing Clowns, Per Gross... 7.20
Heavy Maple Walking Canes, Per Gross... 54.00

We take orders for special pennants and buttons. SEND FOR FREE ILLUSTRATED CATALOG. 1/3 DEPOSIT WITH ORDER.

KIM & CIOFFI
916 Arch St. Philadelphia 7, Pa.

ATTENTION
JOBBER-SALESMEN-DISTRIBUTORS
"CLEARANCE SALE"
Now on \$75,000 worth of overstock. MANY ITEMS BEING SOLD AT 50% BELOW FACTORY PRICES

Hose—Dry Goods—Sundries—Hardware—Auto Supplies—Sales Boards—Gloves—Knives—Combs—Blades—Clocks—etc.

Send 3¢ stamp for clearance sale list.

H. L. BLAKE SUPPLY COMPANY
112 E. Markham Street Little Rock, Ark.

BINGO

SPECIALS ★ CARDS
TRANSPARENT MARKERS
Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

OPPORTUNITIES
A Display-Classified Section of
Business, Sales and Employment Opportunities

RATES: Display 70c an agate line . . Minimum 10 lines . . Maximum 1/2 Page
Classified 12c a word . . Minimum \$2.00 . . Maximum 50 words

IMPORTANT—All Classified Advertisements Must Be Accompanied by Remittance in Full

FORMS CLOSE
THURSDAY NOON IN CINCINNATI
FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office in Cincinnati, 2160 Patterson St., early in the week.

ACTS, SONGS & PARODIES

A GREAT NEW NOVELTY SONG—"I'D Rather Be an Old Man's Darling." Prof. copies free. Liberty Music Co., 612 E. 11th St., New York 9. ap20

BEAUTIFUL BALLAD—"CONTINENTAL Rose." Prof. copies free. Write Peer International, 1819 Broadway, New York, N. Y.

BE FIRST WITH THE BEST PARODY ON "Heart-Aches," \$3.00. Frank Reynolds, 1429 Westmoreland St., Philadelphia 40, Pa.

COPIEST, MUSIC TRANSPPOSED. ALL WORK neatly done. Address S. Bacon, 370 W. 126th St., New York 27, N. Y.

NEW SONG PARODIES—DIFFERENT SITUATIONS. Can be used anywhere. Good socko endings. 1947 list on request. Manny Gordon, 819 W. North Ave., Milwaukee, Wis. my10

PARODIES, SPECIAL SONGS, BITS. MATERIAL for any act. 1947 catalog free. Kleinman, 25-31 30th Rd., Astoria 2, N. Y. je28

SELL TAVERN TUNES RECORDS—"Just a Barmaid." Cost 45c. Retail 70c. Spotlight Co., Box 942, Baltimore 3, Md.

AGENTS & DISTRIBUTORS

AGENTS, DEMONSTRATORS—FORTUNE maker. The 1947 sensation. Cost 2c, sells 60c. Make at home or traveling. The new popular Quickmend Solder. Mends pans, etc., with match, without skill. Women wild about it. Sample, 25c. Western Chemical, Salem, Ore.

AGENTS, DISTRIBUTORS—LET OUR LOW overhead give you big savings on Balloons, Come-back Balls, Safety Pins, Bobby Pins, Ipaus, Ex-Lax, other national brands. Literature free. Bragg's Wholesale Co., P.O. Box 73, Dept. 10-D, Sweetser, Ind.

AGENTS—HERE'S YOUR OPPORTUNITY! New Devil Dog Auto Burglar Alarm, new, baffling, mysterious, and best of all, it works. 10-year guarantee. 10 minutes to install. Easily sold. Retail \$5.00. Send \$5.00 for two samples and start making money immediately. Liras Laboratories, 5025 Chester Ave., Philadelphia 43, Pa.

AGENTS, MEN, WOMEN—SELL EXQUISITE and original Costume Jewelry, hand-made by disabled veterans. Terrific sales appeal. Generous profits. Clear field. Details, Clara Weber Studio (Dept. B), 5 Marlton Ave., Camden, N. J. my10

AMERICA'S NEWEST CRAZE—EVERYBODY'S playing "Photo-Finish" Races. Agents cleaning up. Sample pack and prices, 25c. Jack Blades, Box 844, Altoona 5, Pa. my3

BALLOONS DIRECT FROM MANUFACTURER. Highest quality, lowest prices. Write for prices and samples. Diercraft Mfg. Co., 2303 Sherbrook St., Pittsburgh, Pa. my17

BEAUTIFUL "REAL ENGRAVED" BRASS OR Aluminum Name Plates. Fast sellers, 75c. Cost you 25c. Samples of both, your name engraved, 50c. Details free. Monroe Engravers, 681-Z Redondo, Long Beach 4, Calif.

BEERY-EYED OSCAR—COMIC PORTRAIT. Fast seller to bars, clubs, individuals. Sample and quantity price list, 25c. Manna Novelty, 113 S. Third, St. Joseph, Mo. ap20

BUBBLE GUM—BEST IMPORTED. 120 count, individually wrapped, \$12.50 for 10 boxes. Also Candy and Merchandise Deals, Boxes-O-Do, Boards, etc. Variety Sales, 1058 N. Rockwell, Chicago 22, Ill.

COSTUME JEWELRY CLOSE-OUTS AT VERY low prices: Pins, Earrings, Oboliers, etc. Act quickly. Box C-189, Billboard, New York City. my10

CREW MANAGERS WANTED! HOTTEST premium deal. Bookmen, subscription men, earn \$30.00 daily. Rural, small towns, Rocky Mountain States, Weakens. Must have car. Give full information first letter. H. B. Pigman, 1520 Court Pl., Denver 2, Colo. my3

EXCELLENT SIDELINES FOR PRINTING AND advertising salesmen. Decalcomania Name Plates in small quantities. Great demand. Also, make

money with our Hue of Automobile Initials and Sign Letters. Free samples. Ralco XL-Roxbury, Boston 19, Mass.

GENUINE FUR JUMPING MONKEYS—JUMBO size, 10" high, 5" wide, special per dozen, \$3.00; per gross, \$36.00. Spooky Spiders, Large size, 8 legs, per dozen, \$1.50; per gross, \$14.40. Samples of above postpaid, one dollar; orders, 1/2 down, balance C.O.D. Address I. Stern, Box 139, Station N, New York 23, N. Y. ap26

HOUSE NUMBERS THAT GLOW IN THE dark. Luminous Pictures, etc. Large mfr. wants factory representative. Wonderful new product. Post seller. Free samples. Madison Mills, 303 4th Ave., New York City.

IT'S NEW! EVERY AUTO OWNER WILL want one or two. Opportunity to really make money. Over 100% profit for you. Send \$1.00 for sample, details. Peerless Sales, 913-T Main, Kansas City, Mo. my3

JOHN L. LEWIS, UNITED MINE WORKERS. Union made Buttons with official photograph. Workers can clean up with these buttons at miner's rallies, parades, celebrations, \$5.00 hundred. Sample, 25c. Kant Novelty Co., 323 Third Ave., Pittsburgh 22, Pa. my3

LORD'S PRAYER, TEN COMMANDMENTS, OR Crucifixion, reproduced on a real penny, individually carded, \$9.00 gross. Sample assortment sent prepaid, \$1.00. Perkins, Dept. B, 1109 Lawrence, Chicago. my3

MAKE QUICK CLEAN UP SELLING PERFUME Beads. Jobbers prices. Particulars free. Sample Hue, \$1.00. Minton, 2328 W. Pico, Los Angeles 6, Calif. jul4

MEXICAN BAMBOO PICNIC BASKETS WITH top, \$10.20 doz. Indian decorated small Walking Canes, 18", assorted, \$14.40 gross. Pottery Pig Banks, \$12.00 gross. Mexican Desert Recreation Plants, money making special, \$10.00 thousand, \$2.50 hundred; 12 samples, 50c. General Mercantile Co., Laredo, Texas.

MEXICAN CLAY NOVELTIES—ARMADILLOS, Tortles, Alligators, moving the head and tail, special for making money, \$8.40 gross assorted. Clay Spiders, knot wire, \$14.00 gross. Mexican Pottery, crates assorted, \$10.00, \$15.00, \$20.00, and \$25.00 crate. Mexican small curio Horse Saddles, \$6.00 doz.; sample, \$1.00. General Mercantile Co., Laredo, Tex.

MORE PROFITS FROM ERNIE AUTOMATIC Tire Indicator (16 t.), retails \$1.95. Sells itself. State distributors wanted. Sample, \$1.00 (refundable). Details free. Kramer Industries, Box 3595B, Cleveland 18, O. ap26

NEW CROP JUST ARRIVED—MEXICAN Selected Jumping Beans, the last curio in the world. 1000, \$5.00; taking 5000, \$4.00; 10,000, \$3.50; 25,000, \$3.00 thousand. National Products Co., Laredo, Tex. my3

PIGGY AND BUNNY BANKS, 9"x4 1/2", \$12.00 per dozen; samples, \$1.00 each. Mexican miniature 10-piece Tea Set, Bamboo Bird Cages, \$6.00 dozen; sample of two, \$1.00. Send money, we ship postpaid. Liberty Sales, 2624 S. Central Park Ave., Chicago, Ill. my3

POCKET PAL—THE ALL-PURPOSE CUTTING Tool. 150% profit. Every man and housewife a prospect. 50c seller. Steady repeat item. Sample, 25c. Nelson Mfg. Co., 221 W. Kellogg, St. Paul 2, Minn. my10

SALESMEN, SALESWOMEN, AGENTS—SEE our display ad for agents in Merchandise Section. Glass and Brass Miniatures. Sells on sight. BB, Box 531, RPK Station, Detroit 32, Mich. my24

SELL POPULAR \$5.00 FIRE EXTINGUISHER, wholesale or direct; exclusive territory to producers. "Fire-Killer," Syracuse 1, N. Y. my24

200 MONEY MAKING DEALS—PLANS, Unusual Items, Rare Formulas, Ideas, Schemes. Folio free. Fernico KA, Box 572, Dayton, O. my10

SOCIAL SECURITY WORKERS—WE HAVE the real Brass Plates, also Cases. Sample, 25c stamps. C. Gamelsier, 145 Park Row, New York 7, N. Y. ap26

SOCIAL SECURITY OPERATORS—BIG BUY. 300 Social Security and Identification Plates, \$14.00. Samples, \$1.00. F. Bonomo, 860 Broadway, Brooklyn, N. Y. ap26

TOY MIRROR WRIST WATCH ON FLASH Card close out, \$3.00 gross; sample, 25c. Mitchell, 611 S. 25th St., Omaha, Neb. my10

CARNIVAL AND PARK SUPPLIES

PLASTER—Four Sizes—Large Assortment
Lela, Paper and Cellophane
Hat Bands, Screen Print
Comic Buttons, 4 Sizes
Balloons and Sticks, All Sizes
Glass, Large Assortment
Slum, Very Large Assortment, 70¢ Gross Up
Beacon Blankets, All Grades
Swagger Canes, Whips and Batons
Prices are right on these items. Come in or send for information on items you are interested in.

Stuffed Toys, Large Assortment
Bears, Elephants, Dogs, Horses, Clowns, Etc.
Boudoir Dolls, Large Assortment
Dolls, Large Assortment
Hoop-La Items
Bingo Items, Large Assortment
3-Way Mirrors and Many Flash Items, Jewelry, Etc.

UNITED NOVELTY AND CANDY CO.
2116 Gratiot Ave.
DETROIT 7, MICH.
Phone: Fitzroy 4190

ACCLAIMED THE BEST EVER!

Sensational New ROLLIT RETRACTABLE POINT BALL PEN



The biggest Retractable Point Ball Pen value in the low-priced field! Precision built for effortless, easy ball point writing. Attractive design, rugged construction for years and years of constant use.

- No Cap or Ink to worry about
- No Smear, No Scratch, No Leak
- Ink dries instantly as it writes
- Writes clearly through 6 or more carbons
- Smart plastic barrel with metal cap

Amazingly Simple to Use
Retractable Point—Press and Turn . . . It's Out!
Turn . . . It's In!

WRITES UP TO 3 YEARS WITHOUT REFILLING (with average use)

CHOICE OF SEVERAL COLORS

List price, \$1.00.
Dealer's price, **\$7.20**
Lots of Doz.
or More—Doz.
Less Than Doz. Lots. Ea. \$1.00
25% With Order—Balance C. O. D.

Write for Literature and Prices on our new 1947 line of Cameras, Shavers, Lighters, Binoculars, etc.

MUTUAL DISTRIBUTING CO.
901-905 Milwaukee Ave.
Dept. B-5, Chicago 22, Ill.

AN EXACT REPLICA OF A WOMAN'S \$700.00 COCKTAIL WRIST WATCH



ILLUSTRATED HERE IN ALL ITS LUXURIOUS GRANDEUR!

Beautifully Set with Simulated Diamonds and Rubies

7 Jewel **\$24.95**

17 Jewel **\$29.95**

This is the most skillful reproduction we have ever seen. Set in gorgeous 18K R. O. P. daintily designed case.

Comes in 4 distinctive styles.

Act Now To Be First With this Sales Getter!
25% With Order, Balance C. O. D.

Write for Catalogue.

THE WILLIAM ALAN CO.
5 S. Wabash Ave.
Chicago 2, Illinois

JEWELRY FINDINGS
GENERAL MACHINE WORK

Earrings—Pin Backs—Joints and Catches—Brass Chains—Stone Settings—etc.

THESE ARE A FEW OF THE ITEMS WE MANUFACTURE.

Manufacturers' Representative
6628 Kenwood Ave.
TBB DEPT. Chicago 37, Illinois

A FEW OF OUR 1947 PRICES

Spanish Hats, head size, all red. Gro. \$27.00
Jumbo Fox Tails. Hundred 25.00
Beaded Key Chains w/plastic charms. Gro. 3.00
Cigarette Holders, plastic, asstd. Gro. 3.00
Pocket Combs, good weight, asstd. colors. Gro. 2.25
Detd. Water Glasses, lg. Gro. 6.00
5-Piece Powder and Perfume Set, asstd., flashy box. Gro. 16.50
Balloon Sticks. Gro. .75
Large 2-Blade All Metal Construction Pocket Knives. Doz. 2.75
Miniature Charm 1 and 2-Blade Knives. Doz. 4.00
Genuine All Leather Laced Billfolds with carded windows, each in box, up to \$2.00 retail value. Doz. 4.80
Washable Plastic Toys, 10-in., horses, lambs, dolls, etc. \$1 retail value. Doz. 4.50
Balloons, first quality. Dart Balloons. Gro. 2.00
No. 9, round. Gro. 5.40
No. 11, round. Gro. 6.40
No. 16, paddle. Gro. 16.00
Novelty Rubber Man in Barrel, "The Old Timer," Our fastest selling novelty item. Dz., \$3.00; Hundred 22.50
13-inch Dolls for Racks, best construction, hvy. wool fringe. Doz. 21.00
Long Rayon Lash Whips, "a real flashy whip." Gro. 13.50
Earrings, plastic and G.P. sterling wire with beautiful stone sets, asstd. Gr. 3.00
Peanut Butter Kisses, 25¢ carton for 6.00
Metal Cigt. Cases, holds full pkg. Gro. 5.00
Dart Boards, hvy. wall board. Each 1.00
French Weighted Feather Darts. Doz. 1.50
Swagger Canos, full length, asstd., lacquered colors. Gro. 10.50
Baseballs, Worth brand, Doz. \$2.10; Gr. 24.00
25% With All C. O. D. Orders.
All Orders Shipped Same Day Received.
We carry full line Firecrackers and Fireworks. Write for price list.
OUR LATEST CARNIVAL FLYER NO. 447 IS NOW BEING MAILED OUT. Write for your copy.
Be sure and mention your line of business.
THE MIDWEST MERCHANDISE CO.
1006-08 Broadway Kansas City 6, Mo.

It's here! OUR Latest CATALOG of
NOVELTIES
DECORATIONS
PREMIUM GOODS
LEATHER SPECIALTIES
HOUSEWARES • APPLIANCES

NOW READY!
MR. CONCESSIONAIRE, FAIR and PARKMAN!
WRITE FOR YOUR COPY TODAY! OVER 272 PAGES OF REAL VALUES
When in or near Milwaukee stop in and visit America's finest jobber's showroom.
PLEASE STATE YOUR BUSINESS!
GENERAL MERCHANDISE COMPANY
233-243 No. Water Street
Milwaukee 1, Wisconsin

PHOTO MACHINES
Shipped in 2 days! Big profits. Exclusive features—easy to operate. Hands not in chemicals. 35° or 1 piece, 5-year warranty. Camera only or complete. 10 sizes—single, double or triple. Write—phone \$495
Federal Identification Co.
Dept. T, 1012 N.W. 17, Oklahoma City, Okla.

MFR. OFFERS
BEAUTIFUL GOLD PLATED PIN AND EARRING SETS, CHAISE \$12.00 DOZ. LAMES AND BRACELETS.
STAR IMPORT NOVELTY CO.
635 Eighth Ave. New York 18, N.Y.

ANIMALS, BIRDS, PETS

A BEAR CUB, \$100.00; FLORIDA PANTHER, \$200.00; WILDCAT, \$20.00; RACCOONS, \$8.00; POSSUMS, \$3.00.
A BIG STOCK OF FRESH BOAS, 5', \$8.50; 5 1/2', \$10.50; 6', \$12.50; 6 1/2', \$16.50; 7', \$20.00.
ABSOLUTE SATISFACTION GUARANTEED—Dens of poisonous and non-poisonous Snakes, Special low prices on Bullfrogs and Mosquitos, fixed or hot.
AFRICAN ANIMALS, BIRD, REPTILES—World's largest direct importations. Also regular direct shipments from Central and South America, India, Siam, Philippines, Europe, etc.

A BUSINESS OF YOUR OWN! GO INTO business for yourself. Start at home in spare time. We can help you! Details free.
AT HOME—YOUR OWN MANUFACTURING business, making popular \$1.00 novelties. Cost you 3c to 15c. Everything supplied.
AVAILABLE FOR 1947 SEASON AT GAUGA Lake Park: Guess-Your-Age and Guess-Your-Weight Concessions.
BUY DIRECT! MAKE BIG PROFITS! AR-Kay's highly-praised "How to Start a Mail Order Gift Shop" and 100 sources quality gift shop items.

CARNIES! READ HANDWRITING ON THE midway. Our "Key to Graphology" enables you to work at once. Key and 4-foot flashy banner, with tacking sheets, \$5.00.
DOLLARS DAILY! I CLEARED \$2,000.00 IN two months selling by mail. Rush name for details.
FORCED TO DISPOSE—FINEST BIRD FARM and Zoo on East Coast of Florida. Present owner 16 years. Rare birds, macaws, cockatoos, swans, flamingos, monkeys, large snakes, hundreds alligators, modern apartment, gift shop, filling station, sales room.
FOR SALE OR TRADE—COMPLETE TWO-hour Magic Show. New tricks and illusions. A bargain.
FOR SALE—THREE FROZEN CUSTARD, Electric-Freeze Machines. One large, two small; air-cooled.
GET 200 MONEY MAKING DEALS—Business Plans, Unusual Items, Quality Porcelain, Schemes, Folio free.
JOBBER, VENDERS—WE NOW HAVE A sensational fast-selling 5c Cashew and Pistachio Card.
MAKE YOUR OWN JEWELRY! FINDINGS IN metal and plastic; Ear Wires, Pinbacks, Cameos, Stones, Beads, Clasps, Sprays, Combs, Hair Pins, plastic and metal Chains.
MAKE MONEY BY MAIL—NEW COURSE tells how. Write J. A. McKelrick, P.O. Box 58, Mount Vernon, Ill.

DIAMONDBACK RATTLESNAKE DENS — Harmless dens, mixed dens, \$25.00 to \$10.00.
GIANT BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada.
MANUFACTURER'S SURPLUS—5000 MEN'S two-tone Leisure Jackets, first quality, fully guaranteed, small, medium, large, \$6.00 each.
NEED MONEY? START YOUR OWN BUSINESS! 137 different detailed plans. Spare time home, office. Small investment, immediate returns.
PREMIUM GOODS—DOGS, ELEPHANTS, PIGGY Banks, Wall Plaques, Plaster Novelties. List free.
RECORDS—COMMERCIAL PRESSINGS MADE from your own recording. Labels printed in your name (details).
THE MAIL ORDER NEWS (54TH YEAR)—Shows you money making opportunities in every issue. Sample copy, 25c.
WHY WORK FOR OTHERS? MAKE AND sell own products.
YOU MAKE \$2,000.00 IN THREE MONTHS—Everybody helps. Details free.
\$25.00 WEEKLY FOR EIGHT HOURS' WORK addressing envelopes.
315 OPPORTUNITIES TO MAKE MONEY selling by mail.
BUTTERFLY SETS
Digging Operator
Tinted Beach Mix.

BABY BEAR CUBS, LION CUBS, PUMAS, Monkeys, Wildcats, Squirrels, Coatis, Agoutis, Ringtail Cats, Raccoon Coyotes, White Fox, Red Fox Pups, Prairie Dogs, Porcupine Engles, Pheasants.
BABY CHIMPANZEES, RHESUS MONKEYS, Lion Cubs, Brazilian Tapir, Emu, Macaws, Catalina Island Wild Bear, Kinkajous, Parakeets, Canadian Beaver, Ringtail Monkeys, White Foxes, Chase Wild Animal Farm, Egypt, Mass.
BOA CONSTRUCTORS, 4 TO 8 FEET, \$10.00 to \$40.00. Twelve-foot Python, \$300.00.
CUB BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada.

DIAMONDBACK RATTLESNAKE DENS — Harmless dens, mixed dens, \$25.00 to \$10.00.
GIANT BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada.

DIAMONDBACK RATTLESNAKE DENS — Harmless dens, mixed dens, \$25.00 to \$10.00.
GIANT BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada.

DIAMONDBACK RATTLESNAKE DENS — Harmless dens, mixed dens, \$25.00 to \$10.00.
GIANT BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada.

DIAMONDBACK RATTLESNAKE DENS — Harmless dens, mixed dens, \$25.00 to \$10.00.
GIANT BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada.

DIAMONDBACK RATTLESNAKE DENS — Harmless dens, mixed dens, \$25.00 to \$10.00.
GIANT BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada.

DIAMONDBACK RATTLESNAKE DENS — Harmless dens, mixed dens, \$25.00 to \$10.00.
GIANT BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada.

DIAMONDBACK RATTLESNAKE DENS — Harmless dens, mixed dens, \$25.00 to \$10.00.
GIANT BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada.

DIAMONDBACK RATTLESNAKE DENS — Harmless dens, mixed dens, \$25.00 to \$10.00.
GIANT BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada.

DIAMONDBACK RATTLESNAKE DENS — Harmless dens, mixed dens, \$25.00 to \$10.00.
GIANT BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada.

DIAMONDBACK RATTLESNAKE DENS — Harmless dens, mixed dens, \$25.00 to \$10.00.
GIANT BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada.

WANTED FOR ZOO—PAIR EACH: BABOONS, Honey Bears and Golden Spider Monkeys. Must be young and good specimen. Send detailed description. Wayne Evans, Duncan, Okla.

BUSINESS OPPORTUNITIES

A BUSINESS OF YOUR OWN! GO INTO business for yourself. Start at home in spare time. We can help you! Details free.
AT HOME—YOUR OWN MANUFACTURING business, making popular \$1.00 novelties. Cost you 3c to 15c. Everything supplied.
AVAILABLE FOR 1947 SEASON AT GAUGA Lake Park: Guess-Your-Age and Guess-Your-Weight Concessions.
BUY DIRECT! MAKE BIG PROFITS! AR-Kay's highly-praised "How to Start a Mail Order Gift Shop" and 100 sources quality gift shop items.

CARNIES! READ HANDWRITING ON THE midway. Our "Key to Graphology" enables you to work at once. Key and 4-foot flashy banner, with tacking sheets, \$5.00.
DOLLARS DAILY! I CLEARED \$2,000.00 IN two months selling by mail. Rush name for details.
FORCED TO DISPOSE—FINEST BIRD FARM and Zoo on East Coast of Florida. Present owner 16 years. Rare birds, macaws, cockatoos, swans, flamingos, monkeys, large snakes, hundreds alligators, modern apartment, gift shop, filling station, sales room.
FOR SALE OR TRADE—COMPLETE TWO-hour Magic Show. New tricks and illusions. A bargain.
FOR SALE—THREE FROZEN CUSTARD, Electric-Freeze Machines. One large, two small; air-cooled.
GET 200 MONEY MAKING DEALS—Business Plans, Unusual Items, Quality Porcelain, Schemes, Folio free.
JOBBER, VENDERS—WE NOW HAVE A sensational fast-selling 5c Cashew and Pistachio Card.
MAKE YOUR OWN JEWELRY! FINDINGS IN metal and plastic; Ear Wires, Pinbacks, Cameos, Stones, Beads, Clasps, Sprays, Combs, Hair Pins, plastic and metal Chains.
MAKE MONEY BY MAIL—NEW COURSE tells how. Write J. A. McKelrick, P.O. Box 58, Mount Vernon, Ill.

DIAMONDBACK RATTLESNAKE DENS — Harmless dens, mixed dens, \$25.00 to \$10.00.
GIANT BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada.

DIAMONDBACK RATTLESNAKE DENS — Harmless dens, mixed dens, \$25.00 to \$10.00.
GIANT BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada.

DIAMONDBACK RATTLESNAKE DENS — Harmless dens, mixed dens, \$25.00 to \$10.00.
GIANT BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada.

DIAMONDBACK RATTLESNAKE DENS — Harmless dens, mixed dens, \$25.00 to \$10.00.
GIANT BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada.

DIAMONDBACK RATTLESNAKE DENS — Harmless dens, mixed dens, \$25.00 to \$10.00.
GIANT BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada.

DIAMONDBACK RATTLESNAKE DENS — Harmless dens, mixed dens, \$25.00 to \$10.00.
GIANT BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada.

DIAMONDBACK RATTLESNAKE DENS — Harmless dens, mixed dens, \$25.00 to \$10.00.
GIANT BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada.

DIAMONDBACK RATTLESNAKE DENS — Harmless dens, mixed dens, \$25.00 to \$10.00.
GIANT BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada.

DIAMONDBACK RATTLESNAKE DENS — Harmless dens, mixed dens, \$25.00 to \$10.00.
GIANT BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada.

DIAMONDBACK RATTLESNAKE DENS — Harmless dens, mixed dens, \$25.00 to \$10.00.
GIANT BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada.

DIAMONDBACK RATTLESNAKE DENS — Harmless dens, mixed dens, \$25.00 to \$10.00.
GIANT BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada.

DIAMONDBACK RATTLESNAKE DENS — Harmless dens, mixed dens, \$25.00 to \$10.00.
GIANT BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada.

CARNIVAL-PARK-CIRCUS SPECIALS

Robin Hood Felt Hats, Gr. \$10.00
Spanish Felt Hats, Gr. 25.00
Mexican Felt Hats, Gr. 25.00
Flying Birds with Sticks, Gr. 7.50
Flock Birds (Whistler), Gr. 12.00
Hawaiian Lois (3 Gr. to 6in.) Gr. 3.80
Comic Buttons, 1 1/2", 100 \$1.00 M 6.00
Comic Buttons, 1", 100 1.75 M 15.00
Comic Buttons, 2 1/2", 100 4.00 M 35.00
Comic Buttons, 4", 100 9.00 M 85.00
Comic Felt Hat Bands, 100 1.75 M 16.50
Comic Felt Plaques, 100 2.75 M 22.50
Wh. Metal Crucifix and Necklace, Corded, Gr. 7.20
Swagger Canes, Gr. 10.00
Ball Knob Canes, Gr. 6.50
Horseshoe Placque Pin Up or Religious, Gr. 3.00
Horseshoe Placque, asst. subjects, large, Doz. 1.50
Plastic Dogs (Stump), Gr. 1.25
Plastic Dogs (Medium), Gr. 7.00
Beautiful large Plaster, # A, 100 15.00
Beautiful large Plaster, # B, 100 35.00
Pocket Combs, 5", Gr. 3.25
Ladies' Colored Dressing Combs, 7 1/2", Gr. 7.20
Bow Flags, Cloth, Gr. 1.25
18" Balloon Sticks, Gr. .90
Sabers, Gr. 3.50
Cigarette Holders on card, Gr. 3.50
Aium, Pin Wheels, Gr. 7.00
Metal Frog Crickets, Gr. 1.85
Key Chains, Plastic, Corded, Gr. 3.50
Metal Tongue Whistles, Gr. .85
1/3 Deposit with order, balance C. O. D.
Distributors of Oak Hytex Balloons

NEWMAN & STERN CO.
60 WILLIAM ST. NEWARK 2, N. J.



STERLING SILVER RINGS
Two hands that clasp and unclasp go to make up this memento of true friendship.
BB9119—Sizes 6 to 9. Ea. \$7.65
BB9120—Same as above in Ladies', Sizes 5 to 7. Ea. 1.35
BB102—Ladies', Sizes 5 to 7. Per Doz. 6.50

ROHDE-SPENCER CO.
223-225 W. MADISON STREET CHICAGO 6, ILLINOIS

BEACON BLANKETS

ORDER NOW! (30 to case) Terms: 25% Dep. With Order, Bal. C. O. D., F. O. B. PITTSBURGH, PA.
Less than Case Lots
"MAGNET" (66x80) \$3.35 \$3.25
"MINGO" (60x80) 3.35 3.25
"TOBA" (60x80) 2.75 2.65
" MIDWAY " (60x80) 2.75 2.65
"MERLIN" (5% Wool) (70x80) 3.45 3.35

FREE PRICE LIST
Please state your type of business and your permanent address so that we can supply you with our latest Bulletin.
THE JOHN ROBBINS CO.
340 Third Ave. Pittsburgh 22, Pa.

NEW Suction-Cup AUTO FLAG-HOLDER

For Autos, Windows, Celebrations, etc. Complete with 3 American Flags, 4 1/2 x 6", Sensational seller. Sell for 50¢ each. Sample, 25¢. Gro. \$24.00
Adjustable, used in Horizontal or Vertical Position. 25% Deposit with order.
Writes for List of Over 200 Popular Items.
GORDON MFG. CO.
110 E. 23 St. Dept. BF New York City

Lead with REAL FUR STUFFED TOYS
The oldest established stuffed toy manufacturer. Always something new! As low as \$10.00 per doz.

HERE ARE A FEW OF QUICK PROFIT-MAKER #190—FRENCH PO (Illustrated above) Size 14x11. Part Hk and part Lincoln Lam White or all Black.

MINIATURE MOUNT Asst. Size 6"x4". Se Bear and Terrier. No. 111—SCOT Black or asst. colors. haired Dog Skin. Size

No. 101—CA White or gray Rabbit! Size 16x5.

No. 108—SCOT White, long-haired Size 12x10.

No. 208—SCOT Extra large, long-ha Skin. Asst. colors a

No. 122—GRIZZLY Asst. colors. Long-ha 28" tall.

25% deposit with order (if not r CHOICE TERRIT REPRESENT

Send for 16 p listing 37 num Ace TOY 122-30 W' 271

FEATURE

\$1.65 Each in lots of 12 No. A crystal cut glass off matching, all glass, c switch socket. Overall 1 doz. complete, to c

WRITE FOR I READY CONTINENTAL D 622 N. Third St. ATTEN GOLD WIR We have a wide as adjustable Bangle Br Rings in rolled gold pl and other designs for sets. We also supply such as Crosses, Ancho Stars, Jewel Sets, Swi rings, Chains, Suta Gold Wire, etc. Write for \$5 price list. Depo EMROW JI Box 93, North Stat

Lead with REAL FUR *Ace*

STUFFED TOYS

The oldest established stuffed toy manufacturer.

"Always something new!"

As low as \$10.80 per doz.

HERE ARE A FEW OF OUR QUICK PROFIT-MAKERS

- #190—FRENCH POODLE (Illustrated above) Size 14x11. Part High Hair and part Lincoln Lamb. All White or all Black. **\$54.00** Doz.
 - MINIATURE MOUTON Asst. Size 6"x4". Squirrel, Bear and Terrier. **\$10.80** Doz.
 - No. 111—SCOTTY Black or asst. colors. Long-haired Dog Skin. Size 12x10. **\$15.00** Doz.
 - No. 101—CAT White or grey Rabbit Skin. Size 16x6. **\$24.50** Doz.
 - No. 108—SCOTTY White, long-haired Lamb. Size 12x10. **\$24.50** Doz.
 - No. 208—SCOTTY Extra large, long-haired Dog Skin. Asst. colors and black. **\$36.00** Doz.
 - No. 122—GRIZZLY BEAR Asst. colors. Long-haired Fur. 28" tall. **\$42.00** Doz.
- 25% deposit with orders, balance C. O. D. (if not rated.)
- CHOICE TERRITORIES OPEN FOR REPRESENTATION**

Please State "Dep't B"

Ace TOY MFG. CO.

122-30 W 27th St., NEW YORK 1

FEATURE LAMP



\$1.65 Each in lots of 12

Individual samples available at **\$1.75** each

No. 5380

A crystal, cut glass effect lamp, complete with matching, all glass, clip-on shade and brass switch socket. Overall height, 11 1/2". Packed 1 doz. complete, to a carton—No less sold.

WRITE FOR NEW CATALOG READY MAY 1

CONTINENTAL DISTRIBUTING CO.

822 N. Third St. Milwaukee 3, Wis.

ATTENTION!

GOLD WIRE ARTISTS

We have a wide selection of hand-made, adjustable Bangle Bracelets and Wire Knot Rings in rolled gold plate. Also Hoop Earrings and other designs for pierced and unpierced ears. We also supply wire artists with findings such as Crosses, Anchors, Stone-Set Hearts and Stars, Jewel Sets, Swivels, Springrings, Jump-rings, Chains, Square and Round Rolled Gold Wire, etc.

Write for \$5 sample order with price list. Deposit, \$2, bal. C. O. D.

EMROW JEWELRY CO.

Box 93, North Station, Providence 8, R. I.

COIN-OPERATED MACHINES, SECOND-HAND

A Large List of Second-Hand Coin Machine Bargains will be found on Page 104 of this issue.

COSTUMES, UNIFORMS, WARDROBES

ALL-BRAIDED CELLOPHANE WAISTEARD Hula Skirts, with Leds, \$7.50. Oriental and Strip Costumes, \$12.50. Net Chorus or Strip Pants, \$1.35. Bras, 75c. Rhinestone G-String, \$7.50. Bras, \$2.50. Metal Stomachs, all sizes. Folder, C. Gazette, 348 W. 42th St., New York 19. Tel. Circle 6-4137.

ASSORTED BUNDLES OF COSTUMES, GOWNS, Trimmings, etc., \$5.00. State for men or women. Other costumes and novelties from \$2.50. C. Conley, 308 W. 47th St., New York.

CLOWNS' AND BURLESK COMICS' PROPS and Accessories. Free lists. (Assortment, \$5.00.) "Happy" Morgan's Clown Headquarters, 2404-N Fifteenth, Philadelphia. ap26

RHINESTONE SETTING PUNCHES, \$5.00. Rhinestones with Settings, \$1.00 gross. Elastic Net Opera Hose, \$4.95. Nylon Opera Hose, black or flesh, \$4.50. Metal Spangles, Rubber Bands, \$2.50. Theatrical Eyebrows, \$1.35. Other accessories and costumes. Folder, Evelyn Rowe, Box 233, Station G, New York 19.

SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; Principals, three up. No catalogue. State wants. Guttenberg, 9 W. 18th, New York 11, N. Y. my31

STRIP TEASE COSTUMES, BEAUTIFUL Rhombas, Evening Gowns, Cellophane Hulas, Velvet Curtains, Red Caps, Chorus Costumes, Clowns' Wigs, Tuxedos, Orchestra Coats, Wall-lace, 2416 N. Halsted, Chicago.

FORMULAS & PLANS

"ROADMAN'S GUIDE" MAILED IMMEDIATELY, \$1.00. Ways, Plans, Schemes, Formulas for carnival, show, crowd workers, pitchmen. Worth its weight in gold. Adams Brown Co., Chestnut Hill 67, Mass.

FOR SALE SECOND-HAND GOODS

ABOUT ALL DIFFERENT MAKES POPPERS available. Fifty gas-electric or gas-heated machines cheap. Burch, Advance, Creators, Dunbar, others. Candy Corn Equipment, 120 S. Halsted St., Chicago. Ap26

ALL-ELECTRIC POPPING UNITS, GEARED Aluminum Kettles, Peanut Roasters, Copper Caramel Candy Kettles, Display Cases. Northside Co., Indianapolis, Iowa. 3-14

COLEMAN HANDY GAS PLANTS, BURNERS, Tanks, Tubing, Fittings. Complete line, 20% discount. Northside Sales Co., Indianapolis, Iowa. ap26

FOR SALE—REBUILT KOHR CUSTARD WITH new compressor, \$1,300.00; 25 gal. br. Front Cabinet, \$175.00. Frank Kuba, Dupont, O.

LIGHT PLANTS—WAR SURPLUS, 110 AC, all sizes, for home or commercial use, 1/3 of original cost. Aulenberg, 820 N. Kingshighway, St. Louis, Mo. 3-7

LOTS OF GAMES, WHEELS, SPINDLES, Tents, Frames, Bagatelles, Electric Penny Boards. Wood, 4231 Wilcox St., Chicago.

SILVER STAR FLOOR MODEL AND ALSO Counter Model Popcorn Machine. Brand new, never uncrated, one each. Wire P.O. Box 330, Cambridge, O. my17

SIX ALL-ELECTRIC DOUBLE HEAD FLOSS Machines. Perfect condition. 1/2 h.p. ball-bearing stainless steel nut. Allied Candy Machine Manufacturers Co., Mill-Railroad St., St. Clair, Pa. ap26

TARPAULINS, WATERPROOFED AND FLAME-proofed, made of 12-ounce twill or duck, 10x12", \$9.00; 12x15", \$14.40; 15x20", \$24.00. Other sizes at 8c per square foot. Sidewalk any length or width. Canvas and Leatherette by yard. Deposit of 25% required with order. Satisfaction guaranteed. Michigan Salvage, 417 W. Jefferson, Detroit 26, Mich. my3

THREE BEAUTIFUL ELECTRIC BURCH & Manley Popcorn Machines, clean. Several concessionaires' Snowcone Shavers. Two copper Candy Kettles. Matthews Specialty Co., 3200 Gonzales, Austin, Tex.

22 SHORTS—10 CASES FEDERAL, \$70.00 case. Another shortage this summer. Order now. McGuire, 313 N. Santa Ana, Bellflower, Calif. ap26

PLASTIC BEACH BALLS

Large, transparent Vinylite with var-colored Balloon Bubbles. Unequaled beauty and sales appeal. A spring and summer hype for your novelty profits. "The world's best example of a self-advertising product."

14" Dia. Doz, \$7.20. Retail \$1.00. Gr. \$72.00
14" Dia. Doz, \$9.80. Retail 1.50. Gr. 108.00

Postage paid when cash in advance. Satisfaction guaranteed.

PLASTIC BALL CO.

63 N. Venice Blvd., Venice, Calif.

RUBBER BALLS

1 1/2 inch RED SPONGE RUBBER with Rubber String attached. Only \$3.95 per Gross. Wire or write today! Supply limited. Special discount in larger quantities. 25% deposit with order, balance C. O. D.

LEONARD INDUSTRIES

Dept. BB, 179 W. Washington St., CHICAGO 2, ILL.

SPECIAL PRICE FROM COAST TO COAST

America's Fastest Selling Balloon Toy

DANCING HEP CAT

(THE BALLOON WITH LIFE)

It wiggles and dances. Can be carried on a stick or made to dance on the floor or ground. Easily assembled in five seconds. A BRAND NEW INVENTION—NOTHING LIKE IT ON THE MARKET—NO WORKER NEEDED. Carnival and Streetmen are selling from five to ten gross per day.

ONLY \$14.40 PER GROSS

F. O. B. WASH., D. C.

(Sticks Included—Immediate Delivery)

THREE SAMPLES SENT POSTPAID FOR 50¢.

BALLOONS . . . ASSORTED COLORS . . . ALL FRESH STOCK . . . FIRST QUALITY

5 Round \$ 1.95 Gr.	16 Paddles \$12.95 Gr.	Catheads, Devilheads—Printed
7 Round 3.45 Gr.	18 in. Balloon Sticks 1.00 Gr.	7's \$ 5.78 Gr.
9 Round 4.95 Gr.	2418 Airships 2.46 Gr.	10's 7.45 Gr.
13 Paddles 7.45 Gr.	524 Airships 4.95 Gr.	13.00 Gr.

25% DEPOSIT WITH ORDER, BALANCE C. O. D.

TERRELL-KOEHLER ENTERPRISES

602 F STREET, N. W. WASHINGTON 1, D. C.

DON'T MISS THESE FAST SELLING ITEMS!

U. S. NAVY CODE FLAGS

Really colorful decorations for parks, carnivals, pools, circuses, race tracks, etc. Assorted colors and many beautiful design combinations. With snaps for stringing together. Best quality 2-ply cotton twill. Made to strict Navy specifications. Astonishing low prices. Limited quantity.



T-SHIRTS

For parks, pools, rinks, bowling alleys, resorts, etc. Your employees and patrons will really go for these fine knit T-shirts—complete with your name and emblem in attractive Velva-Sheen flock-embossed process. They are big sellers as souvenirs and great advertisers. Make a neat uniform. All sizes, including children.



PENNANTS

All standard sizes and colors. Neatly made, attractive art work that sells faster. Prompt service at right prices.

HAT BANDS

30 assorted major titles. Many color combinations. Nicely made. None defective. Attractive, low price.

WRITE NOW FOR PRICES

VELVA-SHEEN MFG. COMPANY. Cincinnati 14, Ohio

*YOU'RE MY WEAKNESS
GOOD NIGHT LADIES
LET'S GET IT OVER WITH*

#1945K Guiding Light Crucifix Plaques

GLOW IN THE DARK

Placed at doors, steps, light switches, etc., they serve as guides in the dark. **THREE PLACQUES FOR 50¢.**

Each Plaque in three colors, with a **SILVER CRUCIFIX** imbedded on white background. Size, 1 3/4 inches, 1/16 inch thick.

The **DISPLAY CARD** is 7x9 inches, with easel back, covered with cellophane, showing all three Plaques in the different colors. So that when placed on the counter, the Plaques actually sell themselves.

WHOLESALE PRICES

\$3.60 per doz. sets with one display card.
In three doz. lots, \$3.30 per doz. sets with one display card.
In six doz. lots, \$3.00 per doz. sets with one display card.

SALESMEN WANTED

To sell these plaques to stores, liberal commission. Send one dollar for display card, from which to take orders, and this dollar will be refunded as soon as you have sent in orders for 12 doz. Special prices to jobbers.

LEO KAUL IMPORTING AGENCY, INC.

333 and 335 N South Market St., CHICAGO 6, ILL.



EXPANSION WATCH BRACELET

FOR MEN Stock order 6 or more. Each. **\$2.25**

BIGNEY QUALITY



Sample Bracelet. Cash With Order, \$2.50.

B225—1/20th 12-karat yellow gold-filled top and bottom shells with automatic expansion of 12 inches, 5 1/2 in. length, 29 links. Smooth, reliable action. Individually earded. 25% Deposit Required With All C. O. D. Orders.

LEVIN BROTHERS Established 1886
TERRE HAUTE, INDIANA

KICKAPOO

Built for You

Oil Circulating Heaters of quality for less than \$100.

Will heat a room or a home.

A real proposition for live-wire dealers and distributors.

Mfg. by

REGAL PRODUCTS, LTD.

Dept. B. N. Gays Mills, Wisconsin



100
95
90
85
80
75
70
65
60
55
50
45
40
35
30
25
20
15
10
5
0

A Terrific Seller!

"BARTENDER COASTER"

For the Coming Carnival Outdoor Season!

Here is an item that every carnival visitor will want and everyone else too... the "Bartender Coaster"... in attractive colors with the jolly old-fashioned bartender... alcohol-resistant finish... an item that will produce volume sales because it's appealing and durable... made of metal... order today.



PRICES

F. O. B. Chicago
 200 \$ 5.00
 500 10.00
 1000 16.00
 Minimum Order, 200.
 Wt. 4" Per 100.

Modern Artware Company • Manufacturers • 131 W. 75TH STREET CHICAGO 20, ILL.

DUCKS & FISH FOR PONDS \$2.25 PER DOZ. \$2.25 PER DOZ.

SMALL DUCKS, \$1.60 Per Doz. WRITE FOR 1947 FREE CATALOGUE

SLUM		BINGO SUPPLIES	
Wedding Rings, Gr.	\$.75	#500 Smoke Stands, Ea.	\$.85
Paper Flags, Gr.75	#520 Cocktail Smoke Stand, Ea.	1.50
Out-Of Toys (Asst. Subjects), Gr.	1.00	Kitchen Stools (all White), Ea.	1.50
Plastic Crucifix, Gr.	1.00	Everyday Chicken Fryers (with Wooden Handle), Ea.	1.40
Plastic Thimbles, Gr.	1.00	Glass Lamp with Glass Shade, Ea.	1.35
Asst. Plastic Airplanes, Gr.	1.25	10-Pc. Gift Set (Glass), Ea.90
2" Paper Squawker Horns, Gr.	1.25	11-Pc. Gift Set (Glass), Ea.	1.50
Lead Guns, Gr.	1.50	Eveready Dutch Oven, Ea.	1.35
Paper Pennants on Stick (Asst. Colored Names), Hundred	1.50	Eveready Skillet (with Wooden Handle), Ea.	1.00
Imported Metallic Hats, Gr.	2.00	Hunting Knife in Leather Case, Ea.	1.00
Cameo Rings, Gr.	2.00	Eight 3-Qt. Decorated Water Tumblers with Wire Holder, Ea.75
Asst. Stone Rings, Gr.	1.00	Six 9-Qt. Decorated Water Tumblers with Wire Holders, Ea.55
Imp. 3-Blade Toothpick Knives, Gr.	2.00	Boudoir Dolls (Asst. Colors), Ea.	3.00
Imp. 2-Blade Toothpick Knives, Gr.	3.80	Lg. Chenille Dolls, 24", Doz.	16.50
Lead Pocket Watches, Gr.	2.75	Magazine Racks (pkd. 4), Ea.	1.50
Small Hawaiian leis, Gr.	3.25	Metal Whiskey Set (Metal Rack, Decanter and 6 Gold Rim Whiskey Glasses), Ea.	1.25
Celluloid Pinwheel, Gr.	4.80		
Plaster Dog with Flowerpot, Gr.	7.50		
Swagger Canes, 36", Gr.	9.80		
Plastic Earrings, Gr.	3.00		

KRAVITZ & ROTHBARD
720 E. BALTIMORE ST. BALTIMORE 2, MARYLAND

"PLAYFUL PETE" is a SURE WINNER

Your profits will gallop in with Playful Pete taking the lead. He's a clever novelty horse that can be placed in any position. All plush, cotton stuffed and with legs wired so he can stand, sit, kneel and crouch—Playful Pete will be your winning streak!

\$42.00 Dozen
 Sample Price, \$4.00
 25% Deposit with Order,
 Bal. C. O. D., F. O. B. N. Y.

JOE END & CO. MIKE TISSER, General Manager Telephone 435 WEST BROADWAY Walker Cor. Prince St., N. Y. 12, N. Y. 5-8280

ORIGINAL The Mysterious WONDER MOUSE

MOUSE WORKERS PITCHMEN Attention! MADE BY EMIL, WELL KNOWN MOUSEWORKER

They are perfectly balanced, every one a worker, natural looking. No more trouble in hot weather. None glaze wire. Plenty of extra gimmicks with every shipment. Choice of 3 colors, gray, black or white. Packed in attractive 3 colored boxes. Prompt shipment. Send \$1.00 for sample dozen. \$8.60 per gross. 25% deposit, balance C. O. D. Large quantity users ask for jobber prices.

EMIL SEIBOLD
97-36 63rd Dr., Forest Hills, N. Y. Tel: Havamoyer 3-5861

COMPLETE LINE CARNIVAL SUPPLIES

#47-48 Catalog Now Ready for Mailing

SCHREIBER MERCHANDISE CO.

2124 N. ST. PAUL DALLAS 1, TEXAS Riverside 2801

919 BROADWAY KANSAS CITY 6, MO. Victor 9209

FOR SALE—SECOND-HAND SHOW PROPERTY

A NEW CATALOGUE 35MM. MOTION PICTURES, any type of picture you want we have it. Medicals, Headshow Attractions, Comedies, Westerns, Spooks, Serials. Low prices. New prints. Husna Film Exchange, Friendship, O. my31

A BIG NEW SELECTION OF 35MM. SOUND Films now available. Send stamp for list. Standard Film Service, Box 782, Charleston, W. Va. ap26

AMPRO, UA, 16MM. SOUND, \$275.00. KODASCOPE, FB25, \$275.00. Victor, 25, \$200.00. Sound Film list. A. Savarese, Woodcliff Lake, N. J. my17

AMUSEMENT GROUNDS—13 ACRES, GOOD building, good location, \$4,500.00. Also Merry-Go-Round, \$1,000.00. Miniature Train, \$500.00. Chairplane, \$300.00. Kiddie Aero Swing, \$500.00. Dodge Truck, \$200.00. Juice Box, \$100.00. Make an offer for entire park, Meritt Marks, Box 114, R. D. 2, Gibsonia, Pa.

CHAS. BUELLS' "CRIME SHOW"—COMplete. Write for details. Also Tent and 6000 Bleachers. Minot Films, Millbridge, Me. ap26

CONCESSION TRAILER WITH LIVING QUARTERS. Juice, grab, ice cream, popcorn, electric refrigeration, butane gas. Perfect condition. Plenty of stock. All goes at \$2400.00. J. J. Macnamer, Oberlin, Kan. ap26

DRIVE-IN THEATER PROJECTION EQUIPMENT, complete, \$2974.00. Theater Equipment, \$1345.00 and \$2280.00. Also 16mm. Films, Projectors. Ace Camera, 116 N. Dargan, Florence, S. C. my10

FOR SALE—THREE ACROPLANES, GOOD condition; one Loop-o-Plane one Kiddie Ride. N. F. Keller, 1915 N. Fairfax Dr., Arlington, Va. ap26

FOR SALE—ASBESTOS CURTAIN IN TWO equal sections, approximately 32'x25' high. Painted. Good condition. Very reasonable. Cooper Stage Equipment Service, 700 Euclid Ave., Syracuse, N. Y.

FOR SALE—CHAIRPLANE, THIRTY-SIX seats, engine recommissioned. Price reasonable. H. A. Ellison, Nipiswin, Sask., Canada.

FOR SALE—PUBLIC ADDRESS SYSTEM, first-class condition. Works on AC or DC. H. H. Hamilton, 335 E. Apache St., Tulsa, Okla.

FOR SALE—35MM. SOUND MOTIOMOGRAPH Portable Projectors, 2000-ft. magazines, A-1 condition, \$89.00. \$10.00 down, balance C.O.D. Caesar Entertainments, Atlanta, Ind.

FOR SALE—BRAND NEW BLUE FLAME-proof Side Wall, 10 ft. high, 220 ft. long. Roped top and bottom. Built for outdoor theater. Price, \$400.00. c/o Valiant Theater, Valiant, Okla.

FOR SALE—KING GOLF DRIVING RANGE, electrically controlled, four units in perfect condition as they were used only two months of 1946 season. Priced \$400.00 per unit for quick sale. Write R. E. Smith, 600 E. Town St., Columbus, Ohio.

FOR SALE—LONG RANGE SHOOTING GALLERY, 1942 Tractor and Trailer with 18-ft. Front. Also Ammunition, approximately 25 cases. For information write Dave Perry, 334 Perry St., Trenton, or phone 24604.

FOR SALE—TWO TENTS, 25x40, 50x50. FINEST pre-war material and workmanship. Condition excellent. Stoneman's, Albany 1, N. Y.

GOVERNMENT SURPLUS THEATER SOUND Projectors, Arca, Rectifiers, Chins, Drapes, Screens. Catalog mailed, E. O. S. Cinema Supply Corp., 449 W. 42d St., New York 18. my17

KIDDIE AUTO RIDE PLANS, \$5.00 (SOURCE for \$10.00 autos included). Tonerville Trolley (full size pattern), \$5.00. Circulars free. Brill, 228-B North University, Peoria, Ill.

ONE POWER 35MM. 6R PROJECTOR—WITH 15-inch magazine and heavy base, complete, with American Electric Sound Head, Webster Amplifier, speaker in excellent condition. \$200.00. G. C. Caylor, Hot Springs, S. D. my3

POPCORN TRAILER—CUSTOM BUILT. ALL plate glass, white enamel, chrome finish. Giant Popper. Floss Machine. Lots stock. Storage Lockers. A beauty. On Rupa Midway. H. L. Boltman, Blanchard, Okla., 21 to 26.

ROOT BEER BARREL—30-GAL. SIZE COMPLETE with 3 carbonated water tanks, gauges, etc. Also 15 gals. Prepared Syrup. \$125.00. Can be booked on show. L. R. McNeuca, Zaachini Bros.' Shows, Waxahachie, Tex.

SHOOTING GALLERY 15-SHELL LOADING Tubes, 75c dozen; \$6.00 100. Deposit on C.O.D.'s. H. B. Sherbahn, Wayne, Neb.

STRATOSHIP FOR SALE—RUNNING CONDITION. Reasonable. Vacating spot. F. D. McNutt, Silver Spray Pier, Long Beach 2, Calif.

TENTS—60x120, 80x90, 50x75, ALL FIRE-proof and complete with Stakes, Sidewalls and Poles. Also 6000 Bleachers. Minot Films, Millbridge, Me.

WE SPECIALIZE IN SERVING READERS OF Billboard with quality Trailer Coaches. Many leading makes to select from. We handle the financing and insurance. Rogers Trailer Ranch, Huntout, Ill. Phone 393. my31

2 ICE CUSTARD MACHINES ON TRAILERS—Operated last year and ready to go. Price, each, \$700.00. 2 new Double Head Floss Machines, 1 Toledo, 1 National, each used 1 week; price, \$165.00 each and 2 Indianapolis Ice Machines. Also 6-oz. Cups, Karo, Flavors, Spoons. Lakewood Beach Park, Urbana, O. my3

14-UNIT RABBIT RACE FOR SALE—GOOD condition, very cheap. Contact Ruby, 2303 Surf Ave., Brooklyn 24, N. Y.

15 KW. GENERATING LIGHT PLANT—GOOD condition, \$200.00. Johnson Novelty Rides, Inc., Huntington 3, W. Va.

18 AND 35MM. FEATURES FOR SALE—Like new prints. Also new and used Projectors. List for stamp. Minot Films, Millbridge, Me.

35MM. SOUND FEATURES, SERIALS, COMEDIES. Low rental rates. Also outright sales. Oakley Film Exchange, 242 Kontner, Nelsonville, O. ap26

35MM. AND 16MM. SOUND FILMS AND 16mm. Sound Machine for sale. Box 32, Springfield, Ill. ap28x

110 FEET 2-WIRE NO. 14 HARD RUBBER Wire and 50 feet 2-wire No. 8 rubber covered Wire and Plugging Boxes, all for \$95.00. Joseph Conway, Cuywyd, Pa.

RICH DOES IT AGAIN! BUMKIN DOLL

\$40 DOZ. 22" high

SAMPLES \$4

Personality-Plus Bumkin Doll! Just beams all over! Composition head, soft, brushed rayon body. Elaborate, silky dress, satin trim and bows.

—A Typical Jay Rich Value!—
 25% Dep. Required with Order, Bal. C. O. D. Watch for our Ads! Write for Circular!

JAY RICH
 "The Efficient Distributor"
 591 SOUTH 18th STREET
 NEWARK, N. J.

OUR MOTTO!
 Low rent, Low operating cost,
 Quality merchandise. Rock-bottom Prices!

"JET QUEEN"

59¢

TWO GREAT SELLERS—
 Authentic Models

PADDLE QUEEN—Amphibious all plastic rubber boat; runs on land or water under its own power. \$3.00 per doz., \$33.00 per gross.

IMPROVED JET QUEEN—1947 Model of the famous Jet Queen Plastic Speed Boat with generous supply of propellant charges included with each boat. \$4.00 per dozen; \$45.00 per gross.

SYDNEY MART
 P. O. Box 34, Brighton Station, Detroit, Mich.
 25% with order, balance C. O. D.

Paddle Queen

39¢

Ticket to Big Business

Novelties—Utility Products—Miniatures. Manufacturer of—Marblite: An imitation Marble that glitters. Tinted in Rich Art colors. Don't wait, we can't pull Marblite out of our sleeves. Prices are stable.

Samples \$2.00 Deductible from any order.

ARTEX NOVELTY CO.
 561 Jefferson Ave. Pottstown, Pa. Phone 2859-W

JOBBER-MANUFACTURERS, ATTENTION

WAR SURPLUS—\$1000.00 TAKES ALL.

30,000 Hardwood Plugs, shaped like bottles, 2 sizes, 9 inches high, 2 inches across top, 4 1/2 inches across bottom. Small size, 6 inches high, 1 1/2 inches across top, 3 1/2 inches across bottom. Can be used for lamp bases, Bottle Concessions, legs for furniture, etc. Packed 150 to 500 to case. Weight, large size, average 2 lbs. Small, 1/2 lb. average. \$85.00 thousand, \$10.00 per hundred case lots. No less sold. Cash with order. We buy for cash and sell for cash only.

NORTH GILROY SURPLUS STORE
 GILROY, CALIF.

"KEystone" JUMB STUFFED TOY A

FEATURE ITEMS F 1947 SEASON—BIG

#8 R \$65.00 Per Doz.

ALL FUR TWO-TONED BEAR

Standing 27 inches high—17 inches arm to arm width—bits without support.

IMMEDIATE DE

TERMS: 2% Discount Cas
 25% Deposit With Order
 Prices F. O. B. New Y

Write for Catalog on

KEYSTONE T Mfr. of Stuffed Toys

37 WEST 21ST NEW YORK 10,

SPOT SLIN CONCESSIONARI

A proven money maker. Young and skill. Use marbles for ammunition. Stroj (assorted colors) with best of "bead" by patented method, end of string. New Rubbers. Width of stock 3 1/2". Lc 2 doz. in box.

PER DOZ. Spare Rubbers \$4.80

F. O. B. HENDERSI
 1/3 with order, balac

SAMPLE 60c P

JOBBER-DEALERS: Wri
 Prices.

WE ALSO OFFER: 4" O.
 wood loss rings, \$1.50 doz.;
 her rings, 60¢ doz. Also, A
 MENT OF NOVELTIES AT

WRITE FOR C.

TEX-E-LEC PRO

PHONE 1088 HE

JEWELRY S

ROLLED GOLD WIRE AND BRA

- Swivels • Springs
- Chains • Earring and styles
- Stone-Set Heart
- All shapes Mother-of-Pe

WRITE FOR PRICE

Sample orders to your choice \$2 down, balance \$5 on gross 1 for \$4.00 sent guaranteed or

Also Jewelry Made to Your Send Sarr

Williams & C
 RM. 806, 188 WE PROVIDENCE 3, RI

ATTENTION, Hustlers BUY DIRECT TURE A COM

Latest creation Neckwear, whi variety of combinations per dozen, less 5% on gross 1 for \$4.00 sent guaranteed or

ROYAL
 Dept. B, 87 Orange St.

"KEYSTONE" GREAT VALUES IN
JUMBO
STUFFED TOY ANIMALS

FEATURE ITEMS FOR THE
1947 SEASON—BIG SELLERS!

\$8 R
\$65.00
Per Doz.
ALL FUR
TWO-TONED
BEAR



Standing 27
Inches high—17
Inches arm to
arm width—Sits
without support.

IMMEDIATE DELIVERY!

TERMS: 2% Discount Cash With Order.
25% Deposit With Order, bal. C. O. D.
Prices F. O. B. New York, N. Y.

Write for Catalog on Other Items.

KEYSTONE TOY CO.

Mfr. of Stuffed Toys and Novelties

37 WEST 21ST STREET
NEW YORK 10, N. Y.



SPOT SHOT
"SLING SHOT"
CONCESSIONAIRES—HERE IT IS

A proven money maker for target stands. Young and old will try their skill. Use marbles, steel balls or pebbles for ammunition. Strong hardwood stock (assorted colors) with best grade double bands as "etched" by patented method, eliminating use of oil or string. New Rubbers installed instantly. Width of stock 3 1/2". Length of stock 7". 2 doz. in box.

\$4.80 PER DOZ. Spare Rubbers **60c** DOZ.

F. O. B. HENDERSON, TEXAS

1/3 with order, balance C. O. D.

SAMPLE 60c Prepaid

JOBBER-DEALERS: Write for Quantity Prices.

WE ALSO OFFER: 4" O. D. x 3" I. D. Hardwood lens rings, \$1.50 doz.; 2 1/2" Neoprene rubber rings, 60c doz. Also, A LARGE ASSORTMENT OF NOVELTIES AND TOYS.

WRITE FOR CATALOG

TEX-E-LEC PRODUCTS CO.

PHONE 1066 HENDERSON, TEXAS

JEWELRY SUPPLIES

ROLLED GOLD PLATED
WIRE AND BRASS CHAIN

- Swivels • Springings • Jumpings
- Chains • Earring and Jewel Sets in many styles
- Stone-Set Hearts • Brass Locketts
- All shapes Mother-of-Pearl.

WRITE FOR PRICE LIST TODAY!

Sample orders to your choice: \$5.00 Assortment. \$2 down, balance C. O. D. Also Jewelry Made to Your Specifications . . . Send Sample.

Williams & Co. Manufacturers' Representatives
RM. 606, 169 WEYBOSSET ST.
PROVIDENCE 8, RHODE ISLAND



ATTENTION, Hustlers and Money Makers.
BUY DIRECT FROM MANUFACTURER AND DEFEAT YOUR COMPETITORS.
Latest creations in Men's Knitted Neckwear, which sells on sight. Large variety of solid colors, stripes and combinations at our present low Mill price to Jobbers and Dealers at \$4.00 per dozen, less a special discount of 5% on gross lots. Send money order for \$4.00 sample dozen. Satisfaction guaranteed or money refunded.

ROYAL KNITTING MILLS
Dept. B, 87 Orange St., New Haven, Conn.

HELP WANTED

ALTO TENOR SAXES DOUBLING CLARINET.
Drummer who can play good Latin, including sambas for commercial semi-name band. Steady work, top salaries to reliable, sober men. Characters no must cut or else. Sight read, tone intonation. Join immediately. Wire, don't write, no collect wires. Orchestra Manager, 745 Alabama, Bristol, Tenn. ap24

BLACKFACE COMIC. HILLBILLY TEAM OR
Group. Novelty Act. Must be able to change for week, and be sober. State all. Address Show, 559 Hazard Rd., Palmerton, Pa.

BRASS BASS MAN FOR POLKA BAND—
Immediately. Write or wire L. A. Berg, Albert Lea, Minn.

BRASS BASS MAN—ONE OF TOP OLD-TIME
bands in territory. Polkas, waltzes and commercial modern. Steady work. Herb Moller, 1905 Rainbow Dr., Cedar Falls, Iowa.

COMEDIAN—FOR MED SHOW. TOP SALARY
for good Comic Hillbillies. Other useful people write. Jerry Frantz, Slatington, Pa. my3

DANCE MUSICIANS—ALL INSTRUMENTS.
Territory band. Headquarters: Cedar Rapids, Iowa. Top salary. State qualifications. Box C-182, Billboard, Cincinnati 23, O.

EXPERIENCED BOOK AND MAGAZINE
Salesmen earn \$25.00 a day. Crew Managers with cars, \$100.00 a day. Brand new copyrighted magazine and premium book deal that sells on sight. Box 371, New Orleans 9, La. my7

HALF AND HALF FOR PARIS UNDERWORLD
show. Will feature you on banner. No flash, just short lectures. You can have pictures. Wire salary, etc., you pay wires. Helen L. Leist, c/o Western Union, Mansfield, O.

HILLBILLY SINGERS, COMICS AND MUSI-
cians for Bardex Medicine Show. Free platform med. show, 2 to 3-week stands in Pennsylvania starting in May. Write, telling all to Dr. Milton Bartok, P.O. Box 491, Columbus, O. my3

MAKE MORE MONEY SELLING INDIVIDUAL-
ized Buehls, Belts, Tie Holders, Cap Badges. Choice of 2,000 emblems. Quick profits, repeats. Special outfit offer, write Hook-Fast Products, Dept. D, Columbus 6, O. my31

MUSICIANS FOR SEVERAL COMMERCIAL
dance bands; travel and location; pays when scale; work steady; minimum \$50.00 each week guaranteed. VSA, 848 Insurance Bldg., Omaha, Neb. my10

PIANO, LEAD TRUMPET, TENOR SAX, VIO-
lin, Trombone, Drums. Tenor band reorganization. Singers preferred. Salary seventy. Box C-192, Billboard, Chicago. my3

PITCHMAN WANTED—WEEKLY GUARAN-
tee and commission, steady work. Selling medicine from drugstore window. Apply: Florida Medicine Co., Jacksonville, Fla.

REPERTOIRE PEOPLE DOUBLING SPECIAL-
ties, Piano, etc. For tent show. Write, stating lowest. Harry Latier, Griggsville, Ill.

WATER HIGH DIVER FIRE JUMPER OR
amateur considered. Grand Stand Attractions, 456 Lamphier Pl., Warren, O. ap20

WANTED—PIANO MAN TO WORK ON MID-
west territory band. Steady salary year around. Need reliable man. Hank Winder, 1515 Park Ave. S.E., Cedar Rapids, Iowa. ap26

WANTED—EXPERIENCED COMMERCIAL
Piano Man. Also Tenor Sax. Must read, fake. Orchestra Leader, Room 310, Meridian Hotel, Meridian, Miss.

WANTED—GOOD WORKMAN FOR WILD
Life exhibit. Prefer man with circus experience. Must drive truck. Good salary, year around job. Positively no drinkers answer. Wild Life Exhibit, Western Union, Newton, Kan. No collect wires.

WANTED—FOR FREE PLATFORM SHOW:
Med. Show People in all lines. Especially want real Black. Must change strong for two weeks. Opening middle of May in Ohio. State lowest salary or no answer. Bonzers lay off. Black Horse Medicine Co., Route 5, Upper Sandusky, O.

WANTED FOR POSING SHOW—MAN AND
wife. Man for front, especially openings; wife for acts. State all first letter. No wires. All photos returned. Leona H. Kemp, Chattanooga Hotel, Chattanooga, Tenn.

**INSTRUCTIONS
BOOKS & CARTOONS**

BOOKS AT 2% UP FOR HEALTH, MAGIC,
Crime, Narcotic, Astrology, Athletic, Musical, Fun, Snake, and other shows. Stock and special editions. Write your business; 20 different samples. \$1.00 postpaid. Stein Publishing House, 521 S. State, Chicago, Ill.

YOU CAN ENTERTAIN WITH TRICK CHALK
Stunts and Gag Pictures. Catalog, 10c. Bakla Art Service, Oakkosh, Wis. my3

MAGICAL APPARATUS

AAA WHOLESALE TRICK CATALOG, 10c.
Manufacturers' "World's Largest Line." Pitchmen's 25c packages (7 items): \$4.50 100. Atlanta, 4462 Germantown, Philadelphia. ap26

A BRAND NEW CATALOGUE—MINDREAD-
ing, Mentalism, Spirit Effects, Magic Hecateuses, 1947 Perceps, Crystals, Palmistry, Graphology, Facial Charts, Romes. 148-page illustrated Catalogue plus Magic Catalogue, 30c. Wholesale. Nelson Enterprises, 336 S. High, Columbus, O. my10

AMAZING! MYSTIFY! HYPNOTIZE! BE-
come fast hypnotist! Expert magician! Pound mail describing hundreds startling secrets, fascinating volumes, apparatus, illusions, 25c. Nelson, 2851 Milwaukee, Chicago, Ill.

DOUGLAS CATALOG, 50¢ TRICKS, 10¢—FOR
25 years America's fastest magic service, professional, amateur. Douglas' Magicland, Dept. B, Dallas, Tex. j614

HYPNOTIZE ANYONE SPEEDILY, EASILY,
effectively! Sure-fire method! Guaranteed Course, \$5.00. (Information, stamp.) Philadelphia School Hypnotism, 2404-N Fifteenth, Philadelphia. ap26

LARGE PROFESSIONAL MAGIC CATALOGUE,
35c. Max Holden, 220 W. 42d St., New York, N. Y. my3

CARNIVAL CONCESSIONAIRES, ATTENTION

HAND TOOLED LEATHER GOODS GET THE MONEY
Buy Direct From Factory
OUR HANDBAGS—BILLFOLDS—BELTS—BRIEFCASES—COMPACTS—CIGARETTE CASES, AND OTHER ITEMS MAKE A COMPLETE AND BEAUTIFUL FLASH FOR BINGO AND GRIND STORES.



SEND FOR FREE
CIRCULAR
AND PRICE LIST

PLACE YOUR
ORDERS
NOW

W. S. 14 Western Streamline, \$15.00
Special Discount to Jobbers

NO BREAKAGE—NO BULKY STOCKS TO PACK—NO DAMAGES IN SHIPMENTS.
MUSKOGEE LEATHER CRAFT COMPANY
32 W. BROADWAY, MUSKOGEE, OKLA.

NOTHING BETTER FOR PROFIT

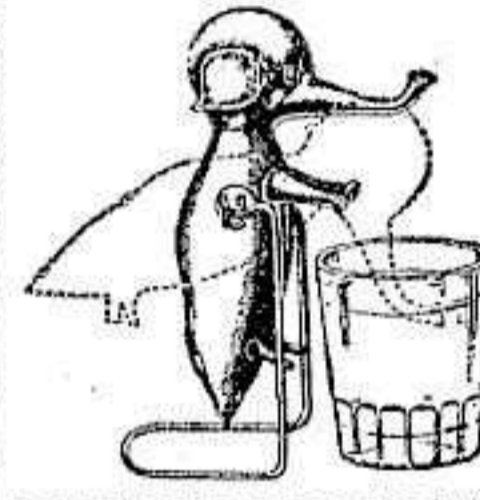
Than This New

PINK ELEPHANT

AT ONLY

\$20.00 DOZ.

3 DOZ. LOTS AT \$18.00
TRIAL ORDER OF 6—\$10.00
SAMPLE—\$2.00 POSTPAID
Complete with Glass and Stand



PENGUIN PETE—\$16.75 Doz. || DIPPY JOE—\$13.75 Doz.

Deposit with order, balance C. O. D. Orders filled immediately

Larac Industries—4767 Liberty Ave.—Pittsburgh 24, Pa.

fan blades

thin, blue, double edge
and single edge

THE FASTEST SELLING
PROFIT-MAKER
IN THE INDUSTRY.

AVAILABLE

The FINEST
SHAVING EDGES
EVER PRODUCED

IN ANY QUANTITY

IMMEDIATE DELIVERY FROM YOUR JOBBER
For further information write to . . .

FAN BLADE CO. • NEWARK 2, NEW JERSEY

YOU NEED IT PLASTER WE'VE GOT IT

Plenty of Stock—Good Finish—Shipped anywhere.
LARGE 27¢ — MEDIUM 13¢ — SMALL 4¢

PLASTER PRODUCTS

15901 CORGICA AVE.

If near, come and get it — Phone 1Vanhoo 3358

CLEVELAND 10, OHIO

CARNIVAL PLASTER

Now is the Time to Purchase Your Plaster to insure Timely Delivery. Beautifully Finished. Ready for Immediate Delivery. Place Your Order Today. Take Advantage of Winter Prices.

DETROIT ART INDUSTRIES

2328 RUSSELL DETROIT 7, MICH.
Phone: RANDolph 8442

HOT OFF THE PRESS

Write for Our Free Catalog
Featuring Fastest Selling Items in America for Stores, Salesmen and Jobbers.

GEM SALES CO.

533 WOODWARD AVE.
DETROIT 26, MICH.

SENSATIONAL NEW GIANT PIGGY BANK



HOLDS
\$1000 IN COIN
LARGE
AS A
WATERMELON!
HAND PAINTED
SIZE 8 In. High 16 In. Long
Cork Opening in Base.
RETAIL **\$3.98** Each

"THE CHAMP"

Made in U. S. A. Copyrighted
IMMEDIATE DELIVERY!
Comes in Pastel Colors of Pink, Blue and Cream.
1/3 Deposit with Order. Balance C. O. D., F. O. B. Chicago.
Open Territories for Live Jobbers—Act Quick!

NATION WIDE MERCHANDISE CO. Dept. B 5 64 W. Randolph St., Chicago, Ill.

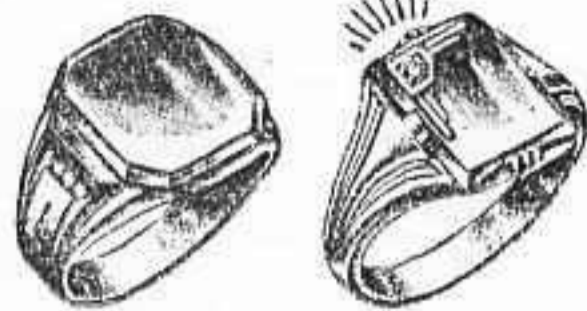
MR. Z'S COMPLETE ONE-MAN MIND-READING Act. No equipment. No skill. No peeks. No one ahead. No confederates. \$3.00. Sterling Magic Co., Royal Oak, Mich. my3
SEND 25c FOR SAMPLE COPY OF MONTHLY Fakir. Free list available. Fakir, 114 Grand St., Brooklyn 11, N. Y. ap20

MISCELLANEOUS

ELECTRIC FANS! ASSEMBLE YOUR OWN. Blades, Guards, Standards. Dealers, write. Ted Riseman, 207 N. Fifth, Springfield, Ill. ap26
EXCLUSIVE SELECT MOVIES—8 AND 16MM. For sale. Write for free list. Home Pix, 1674 Broadway, New York 19, N. Y. ap26
HIGH STRIKERS—WE HAVE CIGAR BAR-gains while they last. Good flash, assorted values, \$42.00 per 1,000; sample 25¢ lot, \$11.00. Continental Cigars, Corning, N. Y. my3
HOUSE TRAILERS—10-DAY DELIVERY ON custom built Trailers. 24-hour service on repairs. American Beauty Trailers, 1610 E. Main St., Grand Prairie (Dallas), Tex. my10
HYPNOTIZE ANYONE! GET THE MOST PERFECT, easily learned, modern scientific course of "genuine hypnosis" in the world! Fully illustrated. Only \$1.00. Money back guaranteed. Fowler, Box 1284, Boston 4, Mass. my10
PORTABLE RADIOS — APPROX. SIZE, 6"x7"x12", alligator leatherette, complete, ready to play, with batteries (standard types), \$14.85. Terms: 25% down, balance C.O.D. express. K. Elmer, 204 Elmwood Ave., Brooklyn 30, N. Y. my3
PREMIUM GOODS, DOLLS, PIGGY BANKS, Placques, Dogs, etc. Moulded products. Ambro Products Co., 2488 Summit St., Columbus 2, O. je28
RECORDING DISK BLANKS—WILCOX-GAY 5 and 6 1/2-inch cardboard. Foreign sale price, \$30.00 thousand, \$9.50 hundred. Limited supply. Order now. McGuire Co., 315 N. Santa Ana, Bellflower, Calif. ap20
STANDARD BRANDS CANDY BARS, Fountain Syrups of all kinds, Popcorn and Seasoning. Confection Distributors Co., 717 W. 119th St., Chicago. je28
SUPER-STAR THEATER MODEL (FLOOR), brand new, never used, Popcorn Machine. Save. Will sacrifice to close estate. Wire for immediate action. P.O. Box 330, Cambridge, O. my17
WHAT A BREAK FOR FAIRS AND CARNIVALS! Ladies' Purses and Handbags, \$12.00 doz.; sample of 2, \$3.00. Return if not worth the money. No catalog. \$4.98 retailer. Liberty Sales, 2624 S. Central Park Ave., Chicago. ap26
WILL LEASE 2 MAJOR PORTABLE RIDES for summer. Must be within 300 miles for inspection. Will give deposit. D. Doty, Litchfield, Mich. my3
WIN DOLLARS — PROFITABLE PASTIME. Send 10c for current copy of our "Collector's Hobbyist" and get in the contest game. Surprise if you mention this magazine. Paramount Distributors, Box 864, Denver, Colo. ap26x

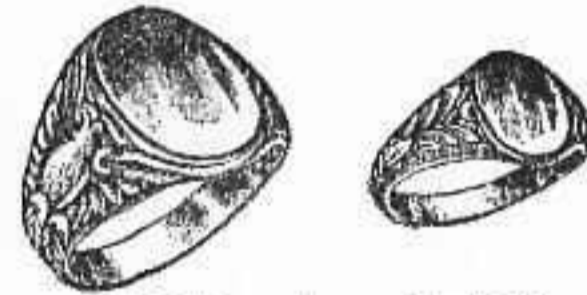
NEW SIGNET RINGS

Fast Selling Styles



No. 123W Polish White Finish
No. 123Y Polish Yellow Finish
Sizes 8 to 13
\$3.65 DOZEN
\$42.00 GROSS

No. 122W Polish White Finish
No. 122Y Polish Yellow Finish
Sizes 7 to 12
\$3.40 DOZEN
\$39.00 GROSS



No. 118W Polish White Finish
No. 118Y Polish Yellow Finish
Sizes 7 to 12
\$2.90 DOZEN
\$33.00 GROSS

No. 126W Polish White Finish
No. 126Y Polish Yellow Finish
Sizes 7 to 10
\$1.65 DOZEN
\$18.00 GROSS

State Your Business

HARRY PAKULA & CO.
5 N. Wabash Av., Chicago 2, Ill.

AGENTS SALESMEN DEMONSTRATORS
HERE IS YOUR GREAT OPPORTUNITY

DOOR-CHECK AND DEODORIZER

A Quality Double Action Combination. A Necessity for Every Rest Room. Bono-Dry Vapor. Completely Automatic. Laboratory Tested. Scientifically Correct. Refillable and Easy to Attach. Entirely Worry-Free and Guaranteed.

UNIVERSAL DOOR-CHECK DEODORIZER, INC.
320 E. LARNED DETROIT 26, MICH.

CARNIVAL PLASTER STATUARY
America's Largest House of Carnival Supply

We Deliver Coast to Coast
Special Truck Service in the States of Washington, Oregon, Idaho, Utah, Nevada and California.

Write us for details and costs of our product

NEW ITALIAN ART COMPANY
3155 Army Street San Francisco, Calif.

SUPERIOR SELLS BETTER!
REMEMBER—MOTHER'S DAY—MAY 11

"MOTHER PIN"
Looks like MARCASITE. Feels like MARCASITE. Complete with safety catch. A sure-fire seller.
Send \$15.00 for large assortment of engraved MOTHER PINS.
WRITE FOR FREE CATALOGUE

SUPERIOR JEWELRY CO.
740 SANSON ST., PHILA 6, PA

SLUM BALLOONS
Bingo & Premium Merchandise
WRITE FOR OUR 1947 PRICE LIST.
M. A. SINGER CO.
2125 COMMERCE DALLAS 1, TEXAS

MUSICAL INSTRUMENTS, ACCESSORIES

AA-1 HAMMOND NOVACHORD, \$1,345.00. Also Solovox with carrying case, \$245.00. Ken Thompson, 26 Englewood Ave., Waterbury 42, Conn. my3
FOR SALE—HAMMOND ELECTRIC ORGAN Model D with DX, tone cabinet and vibrate, used one month. Forx Roller Rink, Grand Forks, N. D.

PERSONALS

SIDESHOW POLKS—SEND FOR SAMPLE OP Photograph we make for \$15.00 per thousand. Fast 48-hour service on orders. Olson Studio, 11-905 Walnut, Des Moines 8, Iowa. my10

PHOTO SUPPLIES DEVELOPING-PRINTING

A FAST COMPLETE SERVICE FOR THE Direct Positive Operator. Everything you need. West Coast Photo Supply Co., 1800 E. 14th St., Oakland 6, Calif. my24
DIME PHOTO OUTFITS CHEAP—ALL SIZES. Drop in and see them; latest improvements. Real bargains. P. D. Q. Camera Co., 1161 No. Cleveland Ave., Chicago 10, Ill. ap20
COMIC FOREGROUNDS—"JAIL," "DANCE Team," "Donkey," "Hula," "Bruncho" and others stocked in sizes 24x36", 30x48", 48x72". Also backgrounds. Eastman Paper, Chemicals, Photo Mounts, Rings, Novelties, Literature. Miller Supplies, 1635 Franklin, St. Louis, Mo. my24
FORCED TO SELL—PHOTOMATON LOCATION, Fixtures, Frames, Chemicals, Paper, or have 3 Photomatons on location with complete spare, lots of Conveyors and Extra Parts. Will sell all or individually. Scheider Studios, Box 148, Winchester, Va.
FOR SALE—NEW FEDERAL IDENTIFICATION Camera. 1 1/2x2 with 3.5 lens, automatic shutter and new booth. Never used. \$225.00. Write Coin Amusement, 1335 E. 47th St., Chicago 16, Ill. ap24
FOR SALE—DIRECT POSITIVE MECHANISM for automatic pictures with shutter and F 3.5 lens, without cabinet, \$90.00. D. Kaplan, c/o Commissary, U. S. Maritime Service, Kings Point, N. Y.
FOR SALE—PHOTO BOOTH COMPLETE with 1 1/2x2 Direct Positive Camera, Hex F-2.5 lens, used 7 mo. Ill health reason for selling. Price, \$100.00. Frank & Mary's Cafe, Kilmuncy, Ill.

SPRING SPECIALS

- Foot Bellows, Ea. \$ 8.00
- Hit & Miss, Dc. 7.40
- Magnetic Battling Pals, Donkey & Elephant, Gr. 15.50
- Punching Bag Balloons, Dz. .75
- Kathead Balloons, #14, Gr. 10.00
- Balloons, #9, Gr. 6.50
- Balloons, #4, Gr. 2.00
- Balloons, #5, Gr. 2.35
- Balloons, #7, Gr. 3.75
- Squawkers, Gr. 1.25
- Comic & Rodeo Buttons, 100 1.65
- Hat Bands, Gr. 28.00
- Felt Plaques, Gr. 1.20
- Darts, Weighted, Dz. 15.00
- Scout Knives, 4 Blades, Dz. .90
- Balloon Sticks (Wood), Gr. 14.50
- Whips, Best Made, Gr. 18.00
- Batons, Bell & Ball Top, Gr. 4.80
- Hawaiian Lids, Ass. Colors, Gr. 9.80
- Repeating Guns, Dz. Lowest Prices
- Kilgore Guns, All Sizes
- Roll Caps (250 Shots—50 Pkgs. to Carton), Carton 2.00
- Flat Caps (74 Caps to Pkg.) 3.50

25% DEPOSIT WITH C. O. D. ORDER, F. O. B. LOS ANGELES

THE SOUTHWESTERN NOVELTY CO.
420 South Los Angeles St. LOS ANGELES 13, CALIF.



LOW-PRICED ENGRAVING JEWELRY!
Unusual Bargains! Attractive Styles! Suitable for RESORTS, FAIRS, STORES, Etc. Send \$5.00 for samples.

MAJESTIC BEAD & NOV. CO.
307 Fifth Ave. NEW YORK 10, N. Y.

FLAG DECORATIONS

For stores, buildings, parks, etc. 3x3 ft. centers (U. S. Seal, V.P.W., Kiwanis, American Legion, Firemen, Moose, etc.) Fans, Pull Downs, etc.
SPECIAL
25 12"x24" String Pennants on 25 Ft. Canvas Tape \$39.00
Send for price list
H. A. Wales Co., Inc., 261 W. 54th St., N.Y. 19

CF

MC

1/2 Lb.
1 Lb. B
2 Lb. B
Cedar C
Assor
Mirror
Lbs.

Falcon
rying
Musical
Pendulu
Each
Sessions

DI
4744

DI
4744

FIREWORKS

M

THE

★

10 S

\$7

CZE

MOTHE

A
25% wt
samples \$

MOR

310 W
7th &

Old

Plenty pl
NEW
Phone:

CHOCOLATES for MOTHERS' DAY

- 1/2 Lb. Box of Assorted Choc. Doz. \$ 3.60
- 1 Lb. Box of Assorted Choc. Doz. 7.20
- 2 Lb. Box of Assorted Choc. Doz. 14.00
- Cedar Chest Filled With 2 Lbs. of Assorted Choc. Each 2.60
- Mirror Vanity Chest Filled With 2 Lbs. of Assorted Choc. Each 3.50

- Falcon Camera Complete With Carrying Case. Each \$ 1.98
- Musical Bowling Ball. Each 17.70
- Pendulum Horseshoe Electric Clocks. Each 8.97
- Sessions Clock (Tambour). Each 7.80

TERMS
1/3 deposit with order, balance C. O. D., F. O. B. Chicago. Net 10 days to rated firms.

**JAYLEN
DISTRIBUTING CORP.**
4744 W. Harrison St., Chicago 44, Ill.

FIREWORKS

FREE CATALOG NOW READY
Write for It Today!
CAP AND GUN DEALS
360—10c BOXES CAPS WITH EACH DEAL
36 RANGER & CAPS \$40.15
36 PRESTO & CAPS 34.00
36 BANGO & CAPS 29.85
36 CAPTAIN & CAPS 31.75
36 AMERICAN & CAPS 63.00
36 BIG HORN & CAPS 51.00
36 LONG TOM & CAPS 57.00
36 GENE AUTRY & CAPS 37.50
36 TEXAN JR. & CAPS 40.50
36 ARMY "45" CAPS 40.50
24 CARTONS ROLL CAPS, 5 DOZ. TO CARTON 57.50
TERMS: Cash With Order.

STANDARD SPECIALTY COMPANY
Oostburg, Wisconsin

TERRIFIC MONEY MAKERS!

THE COCKTAIL BRACELETS

&

10 styles CHATELAINE AND EARRING SETS

\$12.50 PER DOZEN

CZECHO MARKASIT MOTHER PIN—\$16.50 per dozen

All items individually boxed.

25% with order, bal. C. O. D. Individual samples \$2.00. Open account to rated dealers.

MORRIS GOLDENSTUK
310 WASHINGTON SQUARE BLDG.
7th & Chestnut St., Philadelphia 6, Pa.

Old Forge Statuary Co.

Laurenzi & Pellegrini Bros.

Plenty plaster well tinselled, delivered or shipped.

NEW LOCATION, 814 MOOSIC RD.
OLD FORGE, PA.
Phone: Day 661; Night 493, Moosic, Pa.

MARFIL DOUBLE WEIGHT ENLARGING
Paper available in 5x7 and 8x10; Single Weight in all sizes, 2 1/2 x 3 1/4 and up. Marks & Fuller, Inc., 70 Scio St., Rochester, N. Y. my3

NEW SMILE-A-MINUTE D.P. CAMERA AND
Booth with enough Film and Equipment to do \$2000.00 business. Used six weeks. Best offer takes. D. Freed, 2664 Jarlath, Chicago 45, Ill.

"OLSON" DIRECT POSITIVE CAMERAS—
Will not buckle, jam or scratch the paper. 1 1/2 x 2 and 2 1/2 x 3 1/4 size, \$25.00. Order now before the raise in price. Olson Sales, 905 Walnut St., Des Moines 9, Iowa. my3

PROFESSIONAL MODEL D.P. STUDIOS—
For immediate delivery: One brand finished Booth with Double Camera for 2 1/2 x 3" and 4x8" pictures; one mahogany Booth with Single Camera for 2 1/2 x 3" pictures. Positive Camera Mfg. Co., 16 N.E. Second St., Oklahoma City. my3

REWARD FOR QUALITY PHOTOS—
Is business off? Switch to Dired Portrait-Tone Paper and Chemicals, then watch repeat sales grow. Dired sales are good; are yours? Write Dept. BX, Grant Photo Products, 18915 Detroit Ave., Cleveland 7, O. my31

WRITE FOR A NEW PRICE LIST JUST OFF
the press. Complete direct positive supplies. Marfil and Eastman. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. my10

100 PHOTOSTAMPS, \$2.00. ANY PHOTO OR
snapshot reproduced on Breast Pocket Ketchik, \$2.50. Photo, Name and Address on Stationery, \$5.00. Cash and photo with order. All postpaid. Cowling, 583 Somerset, San Francisco. ap

PRINTING

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS
and 6 1/2 Envelopes, Hammermill Bond, four lines copy, \$1.50 postpaid. Samples. Dickover Printing, 6233 Cleveland, Kansas City 4, Mo. je14

14x22 SIX-PLY WINDOW CARDS—THE BELL
Press, Winton, Pa. ap26

500 BOND LETTERHEADS PRINTED, \$3.50;
500 Envelopes, \$3.00. Quick service. Printing of all kinds. Ace Press, Clearwater, Fla. my24

1,000 BUSINESS CARDS, \$1.95. FREE CARD
Case. 100 gov't-sized Post Cards, \$1.00, name, address neatly printed. B. Kerman Press, 40 W. 17 St., New York City. my3

SALESMEN WANTED

ADVERTISING BOOK MATCHES—WORLD'S
largest direct selling manufacturer Advertising Book Matches offers opportunity for profitable year 'round selling; every business prospect. No experience needed to start. Full-part time. Factory service. Low prices, high quality. Repairs. Sales kit furnished. Match Corp. of America, 3433-43 W. 48th Pl., Dept. D-1, Chicago.

QUICK PROFITS—SELLING FULL OR PART
time Individualized Buckles, Belts, Cap Badges, Tie Holders, Uniform Shirts, Caps, Ties. Choice of thousand emblems. Sure repeat orders. Easy selling outfit offer. Write Hook-Fast Co., Dept. 10, Roanoke, Va. my31

SALESMEN—REPRESENT MFR. PLASTIC
Lamps, Shades, etc. Exclusive territory. Money maker. Littell Mfg., 4435 Fountain Ave., Los Angeles 27, Calif.

WANTED—SALESMEN WITH EXPERIENCE
to sell routes of the famous Asco All-Purpose Machine. Also Asco Coin-Operated Radio. Earnings, \$500.00 per month up. When writing give all information. Asco Vending Machine Exchange Corp., 56 Branford St., Newark 5, N. J. my17

SCENERY AND BANNERS

A-1 SHOW BANNERS FOR ALL SIDE SHOWS.
Wonderful banners and quick service. Chas. Buell Co., Newark, O. my31

CLOTH BANNERS, HEAVY, 3x10 FEET, \$7.25,
with Brass Grommets. Write for prices on special job. W. Courtney, 541 N. Longwood St., Baltimore 23, Md. my3

TATTOOING SUPPLIES

NEW MODERN TATTOOING EQUIPMENT—
Also Diamond Pointed Engraving Outfits for carnie and store workers. Write Milt Zein, 728 Leney, Rockford, Ill. au9

TATTOOING MACHINES—WORLD'S FINEST,
all chrome plated. Latest Design Sheets, Colors, Supplies. Best engravers. \$7.50. Needs no transformer, just plug in any light socket. Owen Jensen, 120 W. 83rd St., Los Angeles 3. my3

TATTOOING OUTFITS AND SUPPLIES—SEND
for illustrated literature. Also Diamond Equipped Engraving Outfits for concessionaires. Moore, 651 B. State St., Chicago 5. my10

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING MACHINES,
all other coin equipment. Mac Postal, 6750 N. Ashland, Chicago, Ill. my17

LORD'S PRAYER PENNY MACHINE AND
Dies. Also Pencil Printing Machine. Gold Bond Sales Co., 116 Broad St., Boston, Mass.

TENT FOR PORTABLE ROLLER RINK—
40x100 or larger. Herbert Bravolka, P.O. Box 376, Warren, Ind. Phone 8.

USED WATCHES—MEN'S, LADIES' POCKET
Watches or Wrist Watches, in any condition. Max Present, 4421 N. Sheridan Rd., Chicago 40, Ill.

WANT—EVANS AUTOMATIC DUCK PIN
Alleys, or might buy machinery without the alleys. Also one or two Group Games, attendant or coin-operated, suitable beach resort. Box 1, Greensboro, N. C.

WANTED—PENNY ARCADE, NO JUNK.
Also Ferris Wheel or Tilt. Kelly Ingoer, Route 1, Salem, Va.

WANTED TO IMPORT—BUBBLE GUM IN
quantities. Give details in first letter. Send samples. Box 101, Billboard, New York City. my3



GLASS AND BRASS MINIATURES

Ideal for Concessioners—They Sell Themselves on Sight.

Write for sales plans.

- MIRROR PLATEAUS
- BEAUTIFUL DISPLAY CASES
- MAGIC POLISHING CLOTH

B. B. BOX NO. 531, ROOSEVELT PARK STATION, DETROIT 32, MICH.

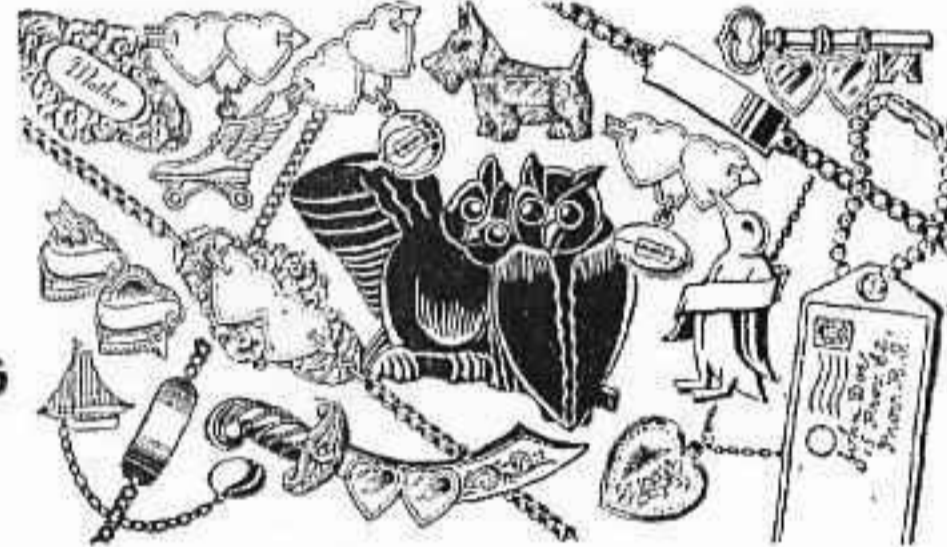
**SALESMEN
SALESWOMEN
AGENTS**
Establish your own all-year-round business. Tremendous demand sweeping country for glass animals and brass miniatures. Sells on sight everywhere—homes, offices, stores, shops—everyone a prospect. Exceptional earning opportunity, large profits, quick turnover. Write for convincing details.



NOTICE, ENGRAVERS

**SEND FOR YOUR 1947 CATALOG
400 ENGRAVING NUMBERS IN IT**

SEND
FOR
YOUR
CATALOG



400
ENGRAVING
NUMBERS
IN
IT

Dexter Engraving Jewelry Co. 23 ARCH STREET
PROVIDENCE 7, R. I.
Manufacturers of Engraving Jewelry

GUARANTEED Monarch RADIOS

5 Tubes, Including Rectifier

No. BB1R1, Walnut. Retail \$19.95

Each \$13.97

No. BB1R2, Ivory. Retail \$21.95

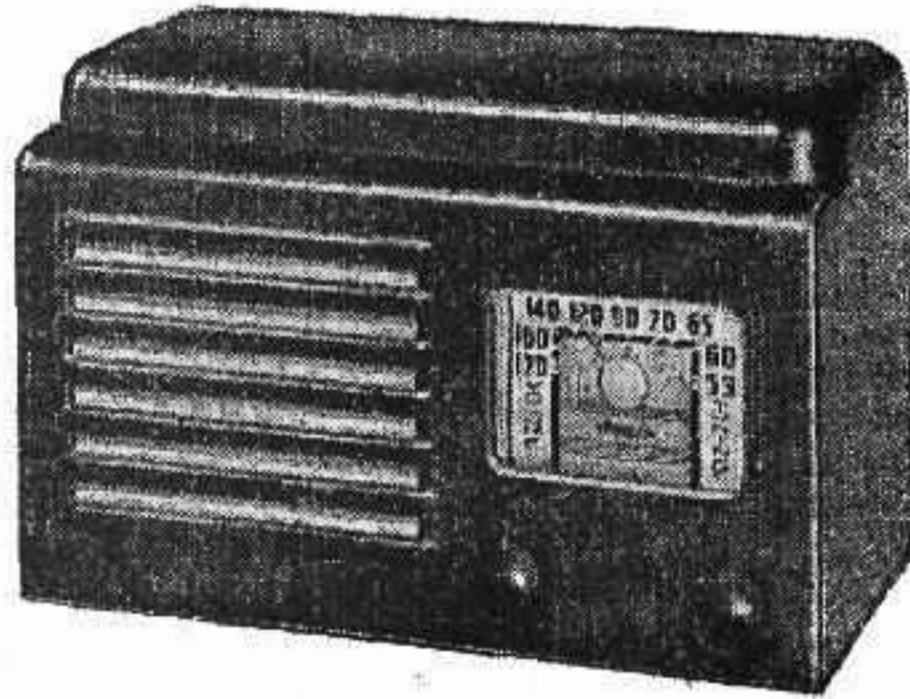
Each \$15.37

Latest type superheterodyne circuit; 5" dynamic speaker illuminated square airplane type dial; automatic volume control circuit. Ivory or Walnut finish plastic cabinet, Size 9 1/2" by 6 1/2" by 5 1/2" 105-125 volts, 50-60 cycles, AC-DC.

Write for catalogue showing complete line of our radios.

N. SHURE CO.

200 WEST ADAMS STREET
CHICAGO, ILLINOIS



PLASTER—ONE CARTON OR A CARLOAD

We Manufacture the Best on the Market

Our line includes Circus Horse, Patriot on Horse, Indian or Cowboy on Horse, Sport Girl, Miss Fairyland, Super Sam, Uncle Sam, Two Gun Tim, Squirrel, Bull, Spitz, Peke, Duck, Mopey, Tootsie (as illustrated), packed 12 of a kind to a (new) carton, Each \$.30 cents.

Small Circus Horse, Sailor Boy and Girl, Ship, Animal Assortment, packed 48 to a (new) carton, Each \$.12 cents.

All Orders Shipped Same Day Received.
25% Deposit Is Necessary Before Shipping.
Out 1948 Catalog Will Be Mailed by May 1st.



WISCONSIN DELUXE CO. 1902 NO. THIRD ST., MILWAUKEE 12, WIS.

WANT TO MAKE MONEY FAST? HERE'S A TERRIFIC BUY!!



BALL POINT PENS

ONLY \$6.25 Per Dozen

We defy you to find any ball point pen at 10 times the price... which equals the superb new PENGUIN... It's precision built to 1/10th of 1/1000th tolerance!

SMOOTH-FLOWING WRITING!

PENGUIN looks and writes like the most expensive ball point pen. It has a patented air lock feature - prevents STOP and CO flow. PENGUIN CAN'T CLOG! It writes smoothly on any surface... CONTINUOUSLY.

UNCONDITIONALLY GUARANTEED

PENGUIN writes up to 3 years without refilling. It writes dry. Writes clearly through 6 to 8 carbons. An unconditional guarantee certificate with each PENGUIN PEN.

HIGH PROFITS

Here's your chance to make money! Only our tremendous production makes this incredibly low price possible!

\$6.25 Per Dozen (In Gross Lots) \$6.50 per doz. (In doz. lots)

25% deposit with order, balance C. O. D. Complete satisfaction or money back.

ORDER STYLE #120 BP NOW! Quantity Prices on Request. **PENGUIN PENS, INC.** 644 Broadway New York 12, N. Y.

52¢

Write on the Ball! Style #120 BP.

You'll Sell a Thousand BRAND NEW, 2-IN-1 CUP PERCOLATORS

4 Highly polished, Rustproof, Hammered, Cast Aluminum.



YOUR COST \$2.20 Ingenious cover holds 'perk' for pouring without removal. Usable as Hot Cup for heating soup, tea, bottle-warmer, etc.

Complete with glass viewer, parking unit, etc. A slight-seller! Rush order! Illus. Catalog included. Sample \$2.50.

ARISTA, 446 Dean St. Bklyn. 17, N. Y.

YOUR NAME ON SEA SHELL

Sunset Shells, Per Gross \$ 2.25
Sunset Shell, Per 1000 13.00
Metal Pins, Per Gross 2.25
Metal Pins, Per 1000 15.00
Plastic Pins, Per Gross 1.50
Plastic Pins, Per 1000 10.00
Letters, Coral Colored, Per lb.50
Combs, 2-oz. Tube, 15¢; 4-oz.25
Sample Name Brooch P. P.25
Tinted Beach Mix for Diggers, Per Gal. ... \$1.00
Sea Shells for Slum, Per Gr. \$1.44
Write for Complete Catalog.

RUSS RENAUD NOVELTY 7958 N. E. 2ND AVE., MIAMI 38, FLA.

FINE ASSORTED CHOCOLATES

Attractive Cellophane Wrapped 1-Pound Box, \$8.40 Doz. F. O. B. Factory. Immediate Delivery. Packed 2 doz. to case, if not rated, send check. 25% cash on C. O. D. orders.
BARBARA FRITCHE CHOCOLATES Frederick, Md.

At Liberty—Advertisements

See a word, minimum \$1, maximum 50 words, cash with copy.

BANDS AND ORCHESTRAS

AT LIBERTY MAY 26—14-PIECE COLLEGE, all-veteran Orchestra, including Male Vocalist, desire summer location. Well rehearsed, neat appearing; average age, 23. Use all special J. Caterino, S.A.E. House, 737 Comstock Ave., Syracuse, N. Y. my17

ENTERTAINING, DANCE ORCHESTRA—FIVE Men and Girl Vocalist. Ideal for resort, hotel or club. Presentations and appearance top. For availability and details communicate Box C-187, Billboard, Cincinnati 22, O. my4

JACK BROWN ORCHESTRA—AVAILABLE for summer work, 6 men, feature trumpet and novelty. Write Box 393, Amery, Wis. my17

LATIN AMERICAN RHUMBA BAND—5 TO 6 pieces. Play anything, anywhere. Union. Lou Pasqual, 2243 Southern Blvd., Bronx 60, N. Y. BE-decwick 3-6108. ap26

SHERWIN TWINS ENTERTAINING ORCHESTRA. Available parks, ballrooms, summer engagements. Al Schwartz, 318 W. 51st St., New York 19, N. Y. Circle 6-7550. my4

THAT BIG LITTLE DANCE BAND—CHARLIE Walters' Four Moods now booking thruout 1947 season. Over 70 weeks on Upper Broadway. Union, white. Wire or write immediately. 119 Audubon Ave., New York City 32. ap26

THAT BIG LITTLE DANCE BAND! CHARLIE Walters' Four Moods now booking engagements thruout 1947 season. Over 60 weeks' appearance Upper Broadway. Now playing fourth return engagement Anchor Cafe, Chippewa from past dates upon request. Agents considered. Write, wire 119 Audubon Ave., New York City 32. ap26

CIRCUS AND CARNIVAL

AT LIBERTY—TWO TRICK HORSES SEEK- ing connection with some outdoor show traveling in North Dakota, Minnesota or Montana. Require transportation for horses and equipment. Program of at least 25 tricks. For further details, write Frank J. Chrony, Conway, N. D.

MAGICIANS

HYPNOTIST AND MENTALIST—OPEN FOR lecture tour and bookings. Agents, contact Albert C. Miller, 2609 Fairview Ave. N., Seattle 2, Wash. 135/5/3

SINGLE VENTRILOQUIST—WANTS TO travel with magician or vaudeville show. Can also do some magic. Want to start at once. Write Bill Spake, 22 A St., Poc Mill, Greenville, S. C.

MISCELLANEOUS

ANNOUNCING POSITION—SMALL EASTERN station desired by young man, thirty, with some experience. Temporary or permanent. Disc available. Box C-184, Billboard, Cincinnati 22, O.

AT LIBERTY—GENERAL BUSINESS CHAR- acters, Specialties, Wardrobe, etc. Al Unruh, 1570 34 Ave., Columbus, Neb.

PIANIST—RECENTLY RETURNED FROM overseas USO musical comedy tour, seeks connection, in or out of country. Can perform dance music, pit work and accompaniment. Aged 30, single. Box C-183, Billboard, Cincinnati 22, O. 138/5/3

VERNON HOFF—FEMALE IMPERSONATOR. Sophisticated comedy singer. Specialty dancer. Pictures on request. Write now. Vernon Hoff, Club Band Box, Cleveland, O.

MUSICIANS

A-1 PIANIST—PREFER NAME HOTEL BAND. Available immediately. Call, write or wire. Musician, 1940 So. 62d St., Omaha, Nebr.

ALTO AND CLARINET—ROBER, AGE 21. Not much experience. Given a chance will work hard. Go anywhere. Write or wire Musician, 3507 32nd Ave. S., Minneapolis 6, Minn.

AT LIBERTY—HAMMOND ORGANIST, HAS Model B Leslie Speaker. Desires hotel, summer resort, cocktail lounge. Homer Shanton, 122 Chestnut St., Springfield, Mass.

AT LIBERTY—TROMBONE DOUBLING VIO- lin. Good reader, range and nice tone. Lots of experience. All address Box C-186, Billboard, Cincinnati 22, O.

AT LIBERTY—VETERAN, CARNIVAL OR small tent shows, no one niters. Magic, fire, escapes, mental. Wife assistant. Twenty years' experience, capable and not afraid of work. Willing to handle top, lecture or work front. George L. Hershey, Box 64, Dearborn, Mo. 131-5-10

AVAILABLE IMMEDIATELY—GUITARIST. Electric solos, good rhythm, vocals. Age 22, single, neat, sober, will travel. Prefer combo. Write, wire Bob Eckler, 997 Catalina Lane, San Bernardino, Calif. my3

AVAILABLE—TENOR SAX AND CLARINET. Young, experienced, jazz or commercial. Musician, Room 37, Y.M.C.A., Columbus, Ga.

AVAILABLE IMMEDIATELY—GUITARIST. Electric, Spanish, and Vocalist. Modern romantic baritone voice. Fine rhythm. Excellent appearance. Ten years best hotels, clubs. Musician, Box 1074, Palm Beach, Fla. my3

BASS MAN AND DRUMMER TEAM—3 YEARS together. Read, fake. Satisfaction guaranteed. Contact Johnny Jones, 807 E. Main, Corbin, Ky.

COWBOY CROONER DESIRES WORK— Sing, play excellent guitar. Play background on electric Hawaiian, standard guitar, double mandolin. Excellent wardrobe. 30% war disability. Married, 1 child. Many stations since 1935. Pro name, Dick Carson, Change hillbilly shows. Special service. Prefer radio paying spot. Have band or work for another or singly. Box 274, Cecil, Pa. 137/5/10

DRUMMER—AGE 23, UNION, EXPERI- enced two or four beat. New white pearl equipment. Also sober and reliable. Prefer location. Available immediately. All offers considered. Write, wire Drummer, 810 Oak Ave., Panama City, Fla. 138/5/10

DRUMMER—DOUBLES MARIMBA, UNION. Society dance band, concert experience. Carl Gerken, 70 Cain St., N.E., Atlanta, Ga. ap26

DRUMMER—AVAILABLE IMMEDIATELY. Union, sober, single. Cut shows. Good road and army band experience. Good equipment. Travel or location. Gene Harmon, 214 Broadway, Nicholasville, Ky. my3

DRUMMER—SEMI AND NAME EXPERIENCE. Will travel, location. Hotels, clubs, shows. Some arranging. Two or four beat. Cut or no notice. Wire, write Drummer, Glenville, Ga. Phone 110 Glenville. my3

FIRST CLASS RINK ORGANIST—NOW EM- ployed. Desires change. Only well-conducted A-1 year-round rinks considered. Address Organist, Gen. Del., Hartford, Conn.

GIRL TRUMPET AT LIBERTY—GOOD READ- er, tone and range. Experience semi-name band. Charles Rutherford, 200 D. Hull St., Denison, Tex. Tel. 918.

GUITARIST—AVAILABLE MAY 1ST. ELEC- tric. Solo and rhythm. Prefer lounge unit or small band. Guarantee satisfaction. Box C-185, Billboard, Cincinnati 22, O. my3

GUITAR MAN—PLAY ANY STYLE SOLID rhythm. Good take off. Sing, neat, sober, married, veteran. Good instrument, electric; will travel. Don Wilson, 336 W. Central St., Chippewa Falls, Wis.



LOOK FOR THIS WINNER!

HERE IS A COLORFUL STUFFED JOCKEY THAT IS A WINNER EVERY TIME

These features will tell you why:

- Stands by itself
- Corduroy pants
- Rayon-taffeta blouse and cap in bright, flashy colors
- Composition boots and glove hand
- Colored whip
- Overall ht. 27"
- Well constructed
- Attractively priced

See your local jobber. If he does not have the "Jockey", have him contact us. Our line includes the finest in stuffed dolls and animals - from the smallest to the largest.

USUAL PROMPT DELIVERY ARROW FUR CO.

142 West 24th St. New York 11, N. Y. Watkins 9-3960

FAST SELLING • PROFIT MAKING DRINKING WONDER BIRDS DIPPY SAM
Drinks Out of a Whiskey Glass
\$12.00 Doz.

\$10.80 Doz. In 6 Doz. Lots or More

DIPPY DAN DRESSED UP with moveable eyes, hat, 6 buttons on chest. Sample, \$2.00. \$15 Dozen.

The DRINKING OSTRICH \$16.00 DOZEN

Order Direct, 25% With Order, Balance C. O. D.

VICTORY NOVELTY CO. 229 West 101st St. N. Y. C.

ATTENTION—5,000 ITEMS FOR JOBBERS—SALESMEN—DISTRIBUTORS
All your needs at one source. Order direct. Save time, save money. Merchandise for you is our specialty: Dry Goods, Notions, Specialties, Sundries, Gloves, Knives, Candy, Hosiery, Saleboards, Laymon's Famous Carded Merchandise, Combs, Blades, Clocks, etc. Send \$3 stamp for catalog to warehouse nearest you. **JOBBERS SUPPLY CO.,** Bluefield, Va. or MID-SOUTH SUPPLY CO., Little Rock, Ark.

FIREWORKS ATTENTION, DEALERS
For Lowest Prices, write Today for complete Price List.
MID-WEST FIREWORKS 114 W. SECOND ST. SEDALIA, MO.

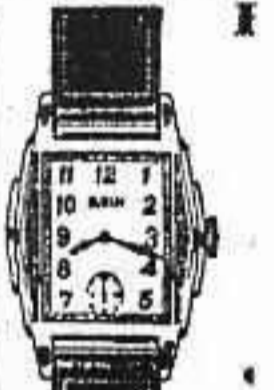
WHITESTON WHITE OR YELL BEAUTIFUL



B-44—ROLLE OR ST \$17.00 Per S;

NEW C TWO UPON 25% Depos Tucker-Lo 5 So. Wabash Ave. Telephone DE

BEAL ELGIN and WALTHAM



● STAINLESS STEEL ● GENUINE LEATHER
Reconditions Sample Ord 25% with ord
WRITE FOR N

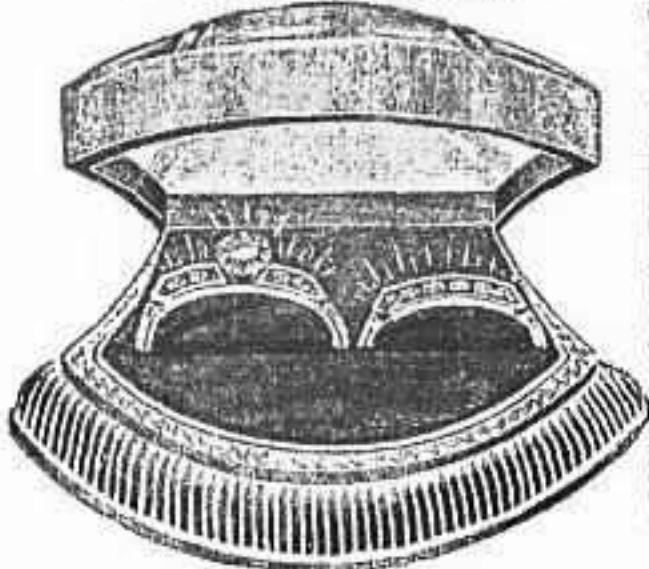
LOUIS 737 Wain PHILADE

DIAN \$1 and \$2 per from 5-point carat (100-point sizes of diamonds) We specialize Diamonds, 75c assortment sizes. Diamonds, 75c tion of Men's and White Go. to \$15.

B. Holland Bldg., De

SL NOVELTIES, TO **KIDS' NECKLACES, 3,000 P \$2**
SOME ITEMS RE 25% Depos **Mdse. Di** 19 E. 16 St.

WHITESTONE RING SET
WHITE OR YELLOW MOUNTINGS
BEAUTIFUL PLASTIC BOX



**B-44—ROLLED GOLD PLATE
OR STERLING**

\$17.00 For Dozen Sets Boxed.
Sample \$1.50

**NEW CATALOG IN
TWO WEEKS
UPON REQUEST**

25% Deposit, Bal. C. O. D.

Tucker-Lowenthal Co.
5 So. Wabash Ave. Chicago 3, Ill.
Telephone DEArborn 1403-1921

HAMMOND ORGANIST, FIRST CLASS, LONG
experience restaurant, band, lounge; union. De-
sires locate metropolitan N. J. Roszbach, 599 S.
20th, Newark 3, N. J. my3

LEAD TENOR, ALTO, CLARINET—EXPERI-
enced in hotel style and jump. No character,
business minded. Young, good reader, brilliant
tone, fine ear, good solos. Prefer semi-stable loca-
tion band but will consider anything not under
\$70.00. Box C-191, Billboard, Cincinnati 22, O.

MUSICIAN—WANTS SHORE JOB, PREFER-
ably N. J. or Ill. Plays trombone, hot or sweet;
saxophone straight; piano or vibraphone for entertain-
ment or dance. Union. Write Dick Dichus,
Robesonia, Pa.

PIANIST—EXPERIENCED ALL LINES, PFER-
red nite club, theater, carnival girl show, small
combo. Don Phillips, 406 Carolina Ave., Spencer,
N. C.

PIANIST—UNION, 15 YRS. EXPERIENCE.
Married. Hotels or locations only. Musician,
315 N. 3d St., East Grand Forks, Minn. my3

PIANIST—VETERAN, TALENTED, COLLEGE
trained, union, single, wide professional experi-
ence. Desires hotel engagement playing alone.
Box C-188, Billboard, Cincinnati 22, O. my3

PIANO MAN—STEADY LOCATION ONLY,
commercial preferred. Reliable, non-drinker, has
own car. State all in first. Write or wire Frank
Green, Box 246, Route No. 9, Birmingham 7, Ala.
ap26

PIANO—ALL ESSENTIALS, SINGLE AND CAN
travel. Combo or large band. Union. Available
immediately. Contact Musician, Box C-190, Bill-
board, Cincinnati 22, O. my3

PIANO, ARRANGER—PREFER SMALL JUMP
combo but will consider anything. Bob Andrews,
Casa Mia Courts, Amarillo, Tex. my3

RHYTHM PIANO MAN—SEMI-NAME EXPERI-
ence. Want location only. Married, have one
child. Join immediately. Warren Cutron, Box 253,
Wenonocket, S. D.

TENOR, ALTO SAX, CLARINET, VIOLIN—
Union. Leo Johnson, Monroe Broadcasting
Station MNOE, Monroe, La. 139/5/10

TENOR SAX, DOUBLE CLARINET—TONE,
phrase, and improvise. Richard Klaztorowski,
open April 20. 916 McNeil, Shreveport, La.

TROMBONE—THOROLY EXPERIENCED IN
dance, concert, shows, circua. Union. Reliable.
Address Box C-193, Billboard, Cincinnati 22, O.
my3

TROMBONE MAN—UNION, ALL ESSENTIALS
necessary. Would prefer Southern location.
Married, age 21, reliable, sober at all times. Write,
wire or call Paul Hebert, 113 Leona St., Houma,
La. Phone 1959-W.

TROMBONIST—WELL EXPERIENCED, TONE,
read, fake, sober, reliable, good appearance, age
21, union. State all details. Roger Hayer,
Lamoni, Iowa.

TRUMPET—EXPERIENCED COMMERCIAL,
tenor bands, combos or jazz outfits. Good
reader, ride. Austin Coleman, 13012 Grandville
Ave., Detroit 23, Mich.

VIOLIN AND PIANO TEAM, CONCERT, DIN-
ner music and dance. Young, good appearance.
Hotel or summer resort everywhere. Bernard, 2923
West 32nd St., Brooklyn 24, N. Y.

WESTERN AND MOUNTAIN BALLADEER—
Available May 1st. 15 yrs. radio, stage, high
school circuit. Sober, reliable. Best recommenda-

tion. Beautiful Western wardrobe. Plays profes-
sion. Beautiful Western wardrobe. Good M.C. and
comedy. Single or duet with wife. Prefer rodeo or
high class mod. show. Age 33. Ken Seely, 2305
S. Eighth St., Shelbyville, Ill. 140/5/10

PARKS AND FAIRS

AT LIBERTY—NO. 1 PARACHUTE ARTIST.
Now available for parks and fair dates. Delayed
jumps a specialty. For particulars write: Ople
(Slim) Lase, 1013 Forest, Kansas City 8, Mo. ap26

BOSCOE ARMSTRONG FORD ACT—ALSO
complete grandstand shows. Fair secretaries,
write for information. Acts, write. Earl Arm-
strong, Montezuma, Ind. my10

THE GREAT KELLY "RIDE OF DEATH"—
Bicycle chute act, jumping cars, crashing flam-
ing walls with fireworks. Mike Kelly, Goshen, Ind.
ap26

VAUDEVILLE ARTISTS

AT LIBERTY—EXPERIENCED OPERATOR
for Ferris Wheel or Merry-Go-Round. Ticket
over 300 miles. C. A. Showman, Hudson, Ind. my3

CONVENTIONS, SCHOOLS, CHURCHES, HO-
tels, theaters, etc. Contact versatile Bob Tom-
linson, singer, dancer, ventriloquist, magician,
juggler, rosetician, accordionist, pianist. Avail-
able now. Ask for illustrated circular. 3600 W.
Addison, Keystone 8491, Chicago, Ill. ap26

FEMALE IMPERSONATOR—SINGING AND
Talking Female Voice, etc. Interested persons
write to mo. Ted Lane, 127 1/2 S. Fulton,
Wausau, O. my3

FOUR-GIRL LINE WITH GOOD WARDROBE
and Specialties. Available April 20th. No bur-
lesque. Professionals. Contact Thelma Carmen,
252 E. Inkeriew Ave., Columbus 2, O.

GIRL, PARACHUTE JUMPER AT LIBERTY—
Would like to hear from managers. Mary Luban,
93 Clinton St., New York City.

MIMIC—VOCAL SOUND EFFECTS OF ARMY
bugle, banjo, trumpet, Jew's harp, trombone, air-
plane, air raid, street noises, musical saw, organ.
Also whistle double note. Can M.C. want theater
town, travel light, single, white; seven years' experi-
ence. Clean routine. A.G.V.A. Jimmy Dean, 1
Howard Ave., Lockport, N. Y. 141/5/17

OUTSTANDING PLATFORM TRAPEZE ACT—
Available for conventions, fairs, etc. Attractive equip-
ment. For literature, particulars address Charles La
Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

VOCALISTS

EXPERIENCED RADIO FOLK SINGER AND
Electric Standard Guitarist. Recently featured
on 50,000-watt Midwest station. Soloist and also
sing any part in Western trio. Solo or will work
with group. Age 28, married, sober, reliable and
veteran. Consider radio only. F. H. Clark, 3745
2d Blvd., Detroit 1, Mich. 142/6/17

**BEAUTIFUL
ELGIN and
WALTHAM
WATCHES**



**REAL PROFIT
BUILDERS!**

So distinctive they
sell on sight!

**NOW 7 Jewels
Wholesale \$12.95**

**FOR
IMMEDIATE DELIVERY**

• ATTRACTIVELY
ENGRAVED, 10K
r. g. p. case

- STAINLESS STEEL BACK
- GENUINE LEATHER BAND

Reconditioned and Guaranteed
Sample Orders, \$1.00 extra.
25% with order, Balance C. O. D.

WRITE FOR NEW 1947 CATALOG

LOUIS PERLOFF

737 Walnut St., Dept. C
PHILADELPHIA 6, PA.

DIAMONDS

\$1 and \$2 per point. ALL SIZES
from 5-point stones at \$5 to one
carat (100-points) at \$100. Large
sizes of diamonds always in stock.
We specialize in White Imperfect
Diamonds. Papers of 1 to 5 carats,
assorted sizes. Big value. Brown
Diamonds, 75c point. Large selec-
tion of Men's and Ladies' Yellow
and White Gold Mountings at \$5
to \$15.

B. LOWE

Holland Bldg., Dept. 58, St. Louis 1, Mo.

SLUM

NOVELTIES, TOYS, BROOCHES, PINS,
KIDS' NECKLACES, JEWELRY, COSMETICS, Etc.

3,000 PIECES, ASS'T

\$25.00

SOME ITEMS RETAIL UP TO 25¢ EACH
25% Deposit, Balance C. O. D.

Mdse. Distributing Co.

19 E. 16 St. New York, N. Y.

CHROME COOK WARE



DUTCH OVEN
3 1/2 Qt. Capacity.
Packed 12 Per Ctn. **\$1.25 EA.**



CHICKEN FRYER
3 1/2 Qt. Capacity.
Packed 12 Per Ctn. **\$1.25 EA.**

- ★ NEVER NEEDS SCOURING
- ★ COOKS PERFECTLY
- ★ STAYS BRIGHT AND NEW LOOKING
- ★ COOL WOOD HANDLES

25% Deposit,
Balance C. O. D.

GOTTLIEB-CUTTLER, CORP.

928 BROADWAY NEW YORK CITY

WRITE for New
FREE List #69

AMERICA'S NEWEST NOVELTY CRAZE!!

OPEN THE DOOR, PRICHARD!

What a novelty! You just haven't seen anything until you see this novelty! Thousands have already
been sold. Millions more will be sold over the entire country. Be first to handle this new novelty
in your locality! Also a dynamic giveaway at our low wholesale prices for park, carnival and burlesque
concessionaires! Send 10¢ immediately for samples and wholesale price list.

F & F NOVELTIES

— EXCLUSIVE DISTRIBUTORS —

131 WEST 42ND STREET

NEW YORK 18, N. Y.

NEW PRICE

STAINLESS STEEL BANDS, \$1.75 EACH

Also have Gold-Filled Bands at \$2.00. Same
price on quantities of 1 or 100. Our stock
consists of 75% SS, 25% Gold Filled.

NATIONAL METAL CO., 168 N. Main St., Fall River, Mass.

SENSATIONAL SELLER!

**AUTHENTIC WESTERN
SOLID Sterling SILVER
SADDLE RING**

FOR MEN, WOMEN
AND CHILDREN



Authentic replica of ad-
vance western saddle.
Handcrafted from
solid Sterling Silver by
expert silver craftsmen.
Masive style for men.
Dainty style for women
and children. Has instant
sales appeal. Big profit
opportunities.

**SELL TO INDIVIDUALS
OR TO STORES**

Here's your chance to get in on the
ground floor with a "good thing"
and make big money, quick sales
long profit! Either through stores or
direct to get started fast, act now—
send \$2.40 (which includes 20%
extra tax) for sample ring today,
or write for full details.

MAIL THIS FOR FULL DETAILS!

ARIZONA CRAFTSMEN, Dept. 93

206 So. 19th • OMAHA 2, NEBRASKA

Full complete details
of money-making
opportunity on exceptional
Saddle Rings.

Enclosed is \$2.40.
Send ring Str.—
also full details of money-
making deal.

Name _____

Address _____

City _____

**SUPER VALUE with
SUPER SALES**

- MERCERIZED LACES, 27".
Paired and Banded in Brown,
Black or White. \$ 1.45
per gross
 - BALL POINT PEN, Wenover
brand. Guarantee with each pen.
per doz. 7.20
 - PENCILS No. 2. Banded and
Boxed. First quality. 2.50
per gross
 - BOBBY PINS. 24 on card.
Black only. 3.45
per gross cards
 - JEWEL BRAND Plastic Radio
CABINET. Fully guaranteed.
Special 15.00
- Write for our "LOW PRICE" circular
with 1000 other items.

SUPER SALES CO.

25 E. 17th Street, New York 3, N. Y.
Est. 1928

**Headquarters for
COUNTER CARD**

**MERCHANDISE
NOTIONS-SUNDRIES**

FOR IMMEDIATE DELIVERY

**LEE RAZOR
BLADES**

Write for Price List •
LEE PRODUCTS CO.
437 WHITEHALL ST. S.W.
ATLANTA 2, GA.

**"KILROY
WAS HERE"**

\$1.00 will get you a hundred.

Mail \$1.00 for sample of the newest and hottest
Kilroy sensation. Will sell on sight.

Your Cost \$.98 - \$10.50 per doz.

Suggested Retail Price \$1.50

GLOBE DISTRIBUTING CO.
1169 BROADWAY NEW YORK, N. Y.

WANTED

Dealers in small towns to handle hand made
Shell Costume Jewelry and Novelties.
Sample by mail, \$2.50.

MRS. MARIE ARMBRUST
727 N.W. 15TH ST. MIAMI, FLA.

JEWEL "PIN-UP" COMBINATION CLOCK & RADIO



Retails at\$39.95
JOBBER'S PRICE \$24.50

Cleverest radio idea in years. Guaranteed electric clock combined with a fine radio, with Magic Volume Control and Miracle Rectifier.

PARKER SILENT FLAME LIGHTERS, Doz. \$18.00

PORTO-BARADIO, Ivory \$31.50

ELECTRIC KITCHEN & ALARM CLOCKS, Guaranteed Retail Value, \$6.95. . . . Only \$3.75

"SMOOTH-CASTER" ROD & REEL, for perfect casting. A \$13.00 value. . . . Only \$8.95

2170 RED, WHITE & BLUE JAR TICKETS "The Best on the Market"
 Single bag, \$1.50. Doz., \$16.50. Gr. lots, \$175.

U. S. MERCHANDISE CO.
 10216 Superior Ave., Cleveland 6, Ohio.



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 office by Wednesday morning, or Cincinnati office by Thursday morning.

**MAIL ON HAND AT
CINCINNATI OFFICE**
 2160 Patterson St.
 Cincinnati 22, O.

Parcel Post
 Burke, Billie (Crown) 25c
 Cook, Frank (Lis-cumc Plates) .05

Abbott, Lloyd (Curly) Corner, Frank
 Alton, Tom (Aut.) Corbett, John
 Alan, James Cotton, Ray J.
 Allen, J. C. Coyle, Bill
 Allen, P. J. Craden, Sam
 Allen, Roma Cramer, H. K.
 Alton, J. W. Cramer, Harold
 Ames, Geo. Louis Crawford, Jack
 Ames, Morris Crato, Pete
 Amy, Mrs. Mabel Crocker, Luc
 Anderson, Capt. Sig Cunnings, Wm. G.
 Anderson, Mrs. Eva (Pte.)
 Andrian, Mildred Cunningham, Mrs.
 Autes, Bill Cunningham, Mrs.
 Anthony, Geo. Pay
 Archer, H. L. Cunningham, Mrs.
 Arnhart, Tearence O. C.
 Amott, Mrs. John K.
 Arthur, Prof.
 Atkins, Carl
 Atou, Michly
 Bailey, W. C.
 Baker, Mr. Pat
 Barbay, Stanley
 Barber, John
 Barnes, Mrs.
 Barnes, Howard Anthony
 Barnett, Chester Taft
 (Ballo) &
 Dorothy
 Barrar, Frank
 Barrett, Dorothy
 Barrett, Mrs.
 Barrickman, Emma
 Floyd
 Nelson
 Bartimus, Mildred
 Bass, Gene
 Bayless, C. R.
 Beall, Harold Wm.
 Beaulieu, Agnes M.
 Bell, Fred
 Bellomo, Vincent
 Bender, Chas. A.
 Benzie, Mrs. Mary
 Bergman, Mrs. Lila S.
 Bernie, Bill
 Bernstein, Jack
 Betterley, A. W.
 Bickett, J. H.
 Biggers, Larry
 Billel, P. E.
 Billingsley, Ira
 Birnie, W. J.
 Blaize, Pepo
 Blakeley, Benton II.
 Blank, Ted
 Blanken, Lloyd E.
 Blue, Micoyle
 "Marshall"
 Blythe, Freddie
 (Bingo)
 Booth, Tommie
 Roswell, Thos. H.
 Boyd, Chas. D.
 (Muscian)
 Braeson, Mrs. Emma
 Brasley, Lucille
 Bremer, E. B.
 Brown, Cecil R.
 Brown, Wendell
 Stuart
 Brown, W. S.
 Brunsard, Blackie
 Bryan, James
 (Whitely)
 Buckholz, Eddie
 Buckley, Joe
 Bulsterbaum, John
 M. (Painter)
 Burke, Agnes P.
 Bucas, Mrs. James D.
 Busch, Mrs. Ruby J.
 Butterfield, Rey
 Buxbaum, Mrs.
 Marian
 Cain, Lillian B.
 Carl & Arlene
 (Comedy
 Acrobats)
 Carmichael, C. K.
 Carrigan, Jack
 Carrigan, Betty
 Jeanne
 Carter, Wm.
 Case, A. M.
 Case, Jack
 Case, Wm. Horace
 Casey, James P.
 Cattlett, Clarence
 Chapman, E. A.
 Chastain, Wm.
 Chayter, Wm. E.
 Childer, Bill
 Chisholm, John
 Clair, E.
 Clark, James H.
 Clark, L. L.
 Clemens, Mrs. Fred G.
 Coblter, Walter P.
 Cochran, Virgil
 Coffey, Mrs.
 Clementine
 Cohn, Bobby
 Colburn, J. L.
 Coleman, Moki
 Coleman, Peter
 (Rabbit)
 Coleman, T. G.
 Coman, Merton
 Conatser, L. C.

Goldstreet, Jimmie
 Gordon, Rob T.
 Gore, Edw.
 (Toppins)
 Gorman, Johnnie
 (Polock)
 Goss, Robt. L.
 Graham, Arlene
 Graudi, Mrs.
 Kathleen
 Graves, Johnnie
 Gray, Clifford H.
 Gray, Don
 Gray, Jerry
 Gray, Steven M.
 Green, Roy (Cafe)
 Greenaway, R.
 Greene, Donald S.
 Green, Ralph
 Greer, Jerry
 Greer, Leone
 Griffith, Billy
 Griffith, C. X.
 Gruman, J.
 Gurnier, James V.
 Haddis, Benny
 Robinson
 Hale, Tige
 Hall, Jess
 Hamilton, Dick
 Hanes, Ott
 Hankins, Hayden H.
 Hanson, Mrs. Kiele
 Harms, Albert
 Harpur, Marshall
 Harris, Mr. Hazel
 Harris, Imogene
 Harris, Lillian
 Harrison, James R.
 Hartzell, Johnny
 Hasey, R. (Bob)
 Haskins, Mrs.
 Francesa
 Hastings, Mrs.
 Willie M.
 Hatfield, Wayne
 Hayes, John Rufus
 Hazen, R. S.
 Helton, Jean
 Helvey, Neale
 Hendricks, Lois
 Hill, E. J.
 Hill (Rez) Edw.
 Hillier, Thos. Y.
 Hoberg, Ira E.
 Hodge, Bert
 Hodges, Elsie
 Hogue, Mrs.
 Dorothy
 Holmes, Lillio
 Holt, Peggy
 Hood, W. DeForest
 Horne, Ernest L.
 Hornfeld, Wm.
 Hos, Leo
 Houser, Chas.
 Houston, Leo
 Howis, Anna Ruth
 Howley, J. P.
 Hoy, M. W.
 Hubbard, Paul
 Huddleston, B. W.
 Hudson, Thos. J.
 Hughes, White
 Hylard, Dick
 Hyman, Harry J.
 Ingram, Mrs.
 Gladys
 Jackson, Willie B.
 Jaxon, The Great
 Jennett, Robt.
 Jennings, Wm. Jon.
 Johnson, Mary
 Johnson, Bob
 Johnson, Mr. Butz
 Johnson, Jerry
 Johnson, John G.
 Johnson, Michael R.
 Johnson, Mike Joe
 Johnson, R. H.
 Johnson, Myron
 Johnson, Russell
 Jones, Beatrice
 Jones, Carl J.
 Jones, Herbert
 Kamm, Al
 Kaplan, Sam
 Kaufman, Elmer L.
 Kearns, Paul J.
 Keifer, Richie
 Keen, Bill
 Kehon, Vernon
 Kelly, J. H.
 Kelly, John
 Kelly, L. A.
 Kelly, Mike
 Kennard, Zano O.
 Kert, Lee
 Kibel, Harry
 King, Bonita L.
 King, Clifton A.
 King, Frank
 King, Joe
 King, John M.
 King, Luke
 Kirk, Oran
 Kios, Marvin O.
 Klines, The
 (Chas. & Peggy)
 Krug, C. H.
 LaFountain,
 Raymond
 LaPearl, Mrs. Harry
 LaRouch, Sr.
 Daniel P.
 Lab'ooxy, Constantin
 Laine, Burton
 Laughing, George
 Laughway, Clifford
 Joseph
 Latowski, Margaret
 Fairard
 Lawis, Chas.
 Lecher, Eugene V.
 Leggett, Emery
 Legler, Pauline
 Lenz, Al
 Leofus, Joe
 Lester, L. F.
 Lewis, Frank
 Lewis, Melvin
 Lewis, R. O.
 Lewis, Stan
 Leworthy, Ruth J.
 Lilly, John

BUY NOW!!

At These Prices You Can't Go Wrong!

YES, PURE SILK IS BACK

12" Silks (In assorted colors) 3.60 Doz.
 18" Silks (In assorted colors) 7.20 Doz.
 36" Silks (In assorted colors) 21.60 Doz.

CARDS & COINS

Assorted Card Tricks (10 in box) \$2.50
 Svengali Decks 5.40
 Wizard Decks 5.40
 X-Ray Decks 6.00
 Folding Half 8 in Bottle (A Must) 21.00
 Nickels to Dimes (Do Lux Model) 15.00
 Twenty-one Cent Trick 15.00

MAGIC THAT'S NEW Each Doz.

Great Monte (3 Giant Cards with case) \$8.50
 Flip-over Box (Rabbit Production) 5.00
 Square Circle (Stage Size) 7.50
 Vanishing Pan of Water (Recommended) 3.00
 Bag O' Tricks (5 in illustrated envelope) 1.20
 Contour Projection 1.20
 Mante Telego (A clever card trick) 1.20
 X-Ray Eyes (The Eyes have it) 1.20
 Pop-Up Tie (One of the best today) 7.20

FAST SELLING JOKE

Comic Cigarette Labels, Per O \$1.25
 Comic Cigarette Labels, Per O 1.00
 Hot Gum60
 Leaf Letters (8 different in envelope) 1.00
 Lovers' Fun Cards (12 in envelope)30
 Paper Hats75
 Pop-Poo Cushions (A terrific Laugh) 2.40
 Racket Letters (A huzz for a Bride)60
 Matches40
 Plugs (For the Cigarette "Grubbers")30
 200 More Fast Sellers in Magic and Jokers' Novelties in Wholesale Price List #10. Send for your copy. One-Third Deposit, Balance C. O. D.

G. K. MAGIC & NOVELTY HOUSE, INC.
 145 East 2nd Street, New York 3, New York

NOW DELIVERING NEW BINGO BLOWER



HEAVY DUTY MOUNTED BINGO CARDS
 3000 To Set

Also a complete line of P. A. SYSTEMS, RECORD CHANGERS & other BINGO SUPPLIES

SEND FOR CATALOG
MORRIS MANDELL, INC. - Dept. B
 131 West 14th St., New York 17, N. Y.
 Phone Chelsea 2-3064

For 31 YEARS

We proudly advertised that
Our Prices Are Right
 and we still are soliciting
 business from
'The Shrewdest Buyers'
Our Line Consists of

Stuffed Toys, Leather Goods, Outley, Sun Glasses, Combs, Flashlights, Batteries, Fire Proof Glassware, Vitamins, Smoking Articles, Household Necessities, Razor Blades, Pocket Knives, Jewelry, Tooth Brushes, Lighters, Etc., Etc. Promiums, Gifts, Boboy Pins, Hair Pins, Electric Appliances, Stationery, Playing Cards, Etc., Etc.

WRITE FOR OUR 1947 BARGAIN CATALOG

MILLS SALES CO
 Cut-Rate WHOLESALEERS Since 1916
 901 BROADWAY, New York 3, N. Y.

MUST BE SOLD 1,000 GROSS

COSTUME AND NOVELTY JEWELRY

FORMERLY SOLD UP TO \$1 EA. RETAIL. NOW \$14.40 GROSS, IN GROSS LOTS! \$12.00 GROSS, IN 10 GROSS LOTS!

ACT AT ONCE!

L. H. G. COMPANY
 19 E. 16 ST. NEW YORK, N. Y.

Blank, Ted
 Blanken, Lloyd E.
 Blue, Micoyle
 "Marshall"
 Blythe, Freddie
 (Bingo)
 Booth, Tommie
 Roswell, Thos. H.
 Boyd, Chas. D.
 (Muscian)
 Braeson, Mrs. Emma
 Brasley, Lucille
 Bremer, E. B.
 Brown, Cecil R.
 Brown, Wendell
 Stuart
 Brown, W. S.
 Brunsard, Blackie
 Bryan, James
 (Whitely)
 Buckholz, Eddie
 Buckley, Joe
 Bulsterbaum, John
 M. (Painter)
 Burke, Agnes P.
 Bucas, Mrs. James D.
 Busch, Mrs. Ruby J.
 Butterfield, Rey
 Buxbaum, Mrs.
 Marian
 Cain, Lillian B.
 Carl & Arlene
 (Comedy
 Acrobats)
 Carmichael, C. K.
 Carrigan, Jack
 Carrigan, Betty
 Jeanne
 Carter, Wm.
 Case, A. M.
 Case, Jack
 Case, Wm. Horace
 Casey, James P.
 Cattlett, Clarence
 Chapman, E. A.
 Chastain, Wm.
 Chayter, Wm. E.
 Childer, Bill
 Chisholm, John
 Clair, E.
 Clark, James H.
 Clark, L. L.
 Clemens, Mrs. Fred G.
 Coblter, Walter P.
 Cochran, Virgil
 Coffey, Mrs.
 Clementine
 Cohn, Bobby
 Colburn, J. L.
 Coleman, Moki
 Coleman, Peter
 (Rabbit)
 Coleman, T. G.
 Coman, Merton
 Conatser, L. C.

COSTUME JEWELRY PRICES SLASHED



50 STYLES CHATELIN SETS AND BRACELETS TYPICAL SPECIAL

Cocktail Bracelets, 14K Gold Plated, Imported Stones and Jewels, 8 styles. Expansion Band.
\$12.00 DOZ.
 SAMPLE, \$1.50
 Write today for prices on complete line.
 1/2 Dep. with order—Bal. C. O. D.

BLUE RIBBON NOVELTY CO.
 624 BROADWAY, NEW YORK 12, N. Y.

ATTENTION, CLOSE OUT

Czechoslovakian Bead Necklaces, different styles and colors; also Plastic Chokers. Assorted.

9 Dz. Bead Necklaces } Per Gross
 3 Dz. Plastic Chokers } \$16.00

10 Gross—\$150.00.
 Sample Order—3 Dz. Assorted, \$4.50.
 Deposit \$2.00, Balance C. O. D.

MAGIC NOVELTY CO.
 132 W. 21st St. New York 11, N. Y.

CHAIRS TABLES

FOLDING and NON FOLDING. Many Styles. Prompt Shipment. Smallest chair order 2 dozen.



ADIRONDACK CHAIR COMPANY
 1140 Broadway, New York 1, N. Y.
 Dept. 5 Corner 26th Street

NEW PROCESS TOY BALLOONS

Synthetic Latex Balloons in the most popular sizes at the lowest prices. Write for our proposition.

THE TEN-KEN RUBBER PRODUCTS CO.
 RITTMAN, OHIO

CARNIVAL New L.

Metal Table Lamp and Asst. Metal Compacts
 Pocket Flashlights W (Complete). Ea.
 Electric Alarm Clocks
 Pen and Pencil Sets
 Piggy Banks (Asst. C)
 7 Pc. Cake Plate Set
 3 Pc. Carving Set
 Per Set
 5 Pc. Kitchen Set
 Per Set
 Ball Point Pen (T)
 3 Pc. Dresser Set
 3 Pc. Cordial Set W
 Tray. Per Set
 Electric Toasters. Ea.
 Aluminum Dripolator
 Aluminum Perculator
 Camera and Case, Coo
 7 Pc. Tourist Set (5)
 3 Pc. Military Brush
 2 Pc. Brush and Com
 Wallet and Cigaret L
 Pocket Lighters. Ea.
 Pocket Knives. Ea.
 Assorted Compacts.
 Sun Glasses (Large A
 Novelty Writing Poi
 Pipes. Ea.
 Import Leather Cl
 Zipper Wallets. Ea.
 Novelty Metal Ash Tr
 Novelty Memo Book.
 Metal Cigaret Cases.

CARNIVAL-PA
 New
 Large Variety of ST
 Awa
 Send for Sample C
 Order, Balance
J. C. M
 912 BROADWAY
 NEW YORK

NO KEY

with assorted
 Prizes, Premiu
 a 10c seller.

SCOTTIES & SKI
 FIELDER'S MI
 Attractively ca
 Each chain lo
 in gross lots o
 we will ship
 the gross.

PRICE \$4

SPECIAL 10
 Send check

ACE-HY
 206 Bowery,

6x BAUSCH &

20% deposit, bal
L. J. TI
 12413 Sou
PALOS HEIGHT
 (Reference: Dnn
 Bc

MOT BOX

Fancy 2 poun
 Chocolates, \$
 Box Chocolate
 a dozen. F. C
 Deposit wit
Merrill
 3925 W. 1671

BA
 STORE MERCHA
 FOR ON
 V
 BY

CARNIVAL SPECIALS

New Low Prices

Table listing various carnival items and their prices, such as Metal Table Lamp and Shade, Asst. Metal Compacts, Pocket Flashlights, Electric Alarm Clocks, etc.

CARNIVAL-PARK-RESORT MDSE.

New Low Price

Large Variety of Slum and Novelty Premiums Always on Hand. Send for Sample Order, 25% Deposit With Order, Balance C. O. D. No Catalog.

J. C. MARGOLIS

912 BROADWAY (NEAR 21ST ST.) NEW YORK 10, NEW YORK

NOVELTY

KEY CHAINS

with assorted plastic ornaments for Prizes, Premiums, Souvenirs or for a 10c seller.

SCOTTIES • SKULL • BOXING GLOVES FIELDER'S MITT • AND OTHERS

Attractively carded. 2 doz. to card. Each chain looped into card. Sold in gross lots only. Specify styles or we will ship 6 assorted designs to the gross.

PRICE \$4.00 THE GROSS SPECIAL 10 GROSS \$36.00

Send check or money order to

ACE-HY PLASTICS CO.

206 Bowery, New York 12, N. Y.

6x30 ARMY

BAUSCH & LOMB BINOCULARS



Limited quantity! Used, in good working condition. Cost the government \$73 to \$84 each. Individual focusing. Come complete with leather case and straps. Similar to picture. Your price \$27.50 each. MINIMUM ORDER 3 BINOCULARS.

20% deposit, balance C. O. D.—Dealers Only.

L. J. THOMAS & CO.

12413 South Harlem, Dept. A-20

PALOS HEIGHTS, ILL. (Suburb of Chicago) (Reference: Dun and Bradstreet and Jewelers' Board of Trade)

MOTHER'S DAY BOX CHOCOLATES

Fancy 2 pound Boxes Lewis's Assorted Chocolates, \$12.00 a dozen. 1 pound Box Chocolate, attractively boxed, \$7.00 a dozen. F. O. B. Chicago.

Deposit with order, balance C. O. D.

Merrill Candy Sales

3925 W. 16TH ST. CHICAGO 23, ILL.

BARGAIN

STORE MERCHANDISE VALUED AT \$1000.00 FOR ONLY \$250.00. WRITE

V. YONTZ

BYESVILLE, OHIO

Spurlock, J. C. Squires, Helen Stack, Richard C. Staples, Mrs. Tomes Stanton, Eddie Starr, Hedy Jo Starr, Ronnie Steele, Eddie & Verna

Steff, Howard Stein, Tom P. Steinbauer, Franz Steplann, Margaret A. Sterling, Edith Stern, Sylvia Stevens, L. E. Stevins, Mrs. Sheila Stewart, Edna Jo Stewart, Jim Stewart, Patrick Stewart, Walker Stratton, L. Strubbe, Orange Studebaker, Paul Stutzman, Robert Suges, Leo Summers, Dan Surescher, Earl Sues, Marion I. Sutherland, Pat Swain, Jimmy Sward, Jack W. Talbot, Harlan Talbot, Stanley Taylor, Tim Bill Terry, Glenn I. Thornton, Buddie Thornton, C. A. Tilley, Milford Tompkins, Thomas Trean Jr., William F. Tressell, George Turner, Thomas E. Underwood, Gladys Johnson

Gruhn, Jeff VanZandt, Harry Varner, Grant Tex Venable, Mike Verli, Frank G. Vezo, Robert E. Villamaria, Francesca Villapouteau, Harry

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway, New York 19, N. Y.

Bennett, Allan Brenner, Anne Ruppel, Anthony Byford, Leslie Byford, (Rog-Joy) Chelly, Ovid P. Clayton & Phillips Colin, Jess Cook, Frank Cook, Maguerito Davis, Whitby Delaney, John De Pascale, Alfred Duclause, Harry Dumont, Evelyn Emerson, Cleon Fernandez, E. K. Gardner, Sol Gault, Walter Gault, Walter Gibson, "Wynonia" Steve Gillespl, Edward Gomez, Angie Greene, M. Griffin, Jean Halpin, George F. Helman, Van Holt, Jack Horner, S. C.

Merchandise You Have Been Looking For Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster, Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready - Write for Copy Today IMPORTANT To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ALCO PREMIUM SUPPLY CORP. 1111 South 12th, St. Louis 4, Mo.

GIANT BUBBLE GUM Made in U. S. A.

Extra Large Candy Coated Ball, Asst. Colors, Jaw Breaker Type. Packed 120 Balls to Box. Per Box \$1.80 Giant Slice, 4 1/2" Long, 7/8" Wide, Double Wrapped, Packed 100 Pks. to Box. Per Box 2.00 Stick Type, Packed 5 Sticks to Envelops, 100 Envelops to Box. Per Box 3.75

Dandy Dan Candy Bar, 24 to Box. Per Box .80; Adversised Brands Candy, 24 to Box. Per Box .85; 50% Deposit, Balance C. O. D. Certified Check or Money Order.

NEW LOW PRICE BUY FROM MANUFACTURER

SWAGGER CANES RAINBOW HANDLE WITH TASSLE

\$8.40 Per Gross

50% deposit with order, balance C. O. D. ALCO NOVELTY MFG. CO. 716 Lemon St. BALTIMORE, MD.

10 LBS. JEWELRY . . \$20

Mostly Broken. Some perfect pieces. Send order today.

B. LOWE 1014 Bldg., Dept. BB, St. Louis 1, Mo.

MAIL ON HAND AT CHICAGO OFFICE

155 No. Clark St., Chicago 1, Ill.

Alford, Ned Becker, Clifford L. Blake, Robert E. Brandenburg, George A. Cone, Ted U. Davis, W. A. Dwyer, Miss A. Deary, June Frazer, Al & Grace Gibson, Don Goldstein, Nate Grison, Claude M. Hamilton, Francis L. Jones Jr., John R. Jones, Raymond H. Jones, E. Glenn Latham, Celous E. Leaden, Billie Matthews, Henry Motson, Wm. Patrick, Mrs. C. Reudella, H. J. Rouse, R. Scoble, Earl Sevell, Charles Starr, Ronnie Thomas, Jack & Ann

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg., St. Louis 1, Mo.

Adams, William Albert, Elmer Joseph & Ada Lee Allen, Harry Allen, William H. Allman, Mr. & Mrs. A. J. Alvino, Sabinio Amy, Ray Anders, Miss Boots Anderson, Robert L. Arnold, Vireh Ashurst, Bob Barr, Mrs. Mary Beckner, Cecil Bell, Dorothy Bell, Marvin Beemer, Robert Boots, Mrs. Charles D. Boudreau, Mrs. Gilbert Braum, Frank L. & Mary Ivarte, Mr. Campbell, Miss Evelyn Campbell, Glenn (Blackie) Carter, Wm. Clark, James H. Clemmons, Mrs. Richard Colegrove, V. R. Conaway, Martin W. Cook, Frederick Curran, Joseph G. Davis, James P. Davis, N. E. Davis, Mr. & Mrs. Walter Dean, Joe H. Dickson, Harry G. Douglas, Miss Luan Duff, Roy F. Dufus, Danny Durr, Lee Edulstou, R. R. Eickenhorst, Kenneth Edwards, John W. Evans, Joe E. Fialus, John Fortune, George E. Futon, Gale Gatto, Michael Gorman, Bernice E. Gowdy, Pamela Graves, Sylvia Great Southern Exposition

IF IT'S RINGS . . . WE HAVE IT

Special: #8921 WHITESTONE STERLING SOLITAIRE \$36.00 GR. ENGAGEMENT RING . . .



#3111 Three Head Snake Ring (Illustrated), \$5.00 Doz. \$48.00 GR. #8922 Sterling Wedding Band, \$2.50 Dz. \$27.00 GR. #3191 Lady's Birthstone Ring. \$28.00 GR. #9086 Man's Heavy Sim. Ruby Ring. \$4.00 DOZ. #9041 Sterling Man's Onyx (Sim.). \$11.00 DOZ. #3128 Skull & Cross Bone Ring. \$4.20 DOZ. #3151 (Illustrated) Yellow Gold Plated Signet Ring, Assorted Designs and Styles. \$27.00 GR. . . and many more.

Samples, \$10.00 or \$15.00. 1/3 Deposit! All Orders.

FIFTH AVE. JEWEL CO.

Dept. B-26 415 Lexington Ave. New York 17, N. Y.

THIS WEEK'S SPECIAL . . .



29", Satin Dress \$36.00 Doz. Catalogs Sent on Request. 25% With Order, Balance C. O. D. BRANFORD MFG. CO. 126 Branford Pl. NEWARK 2, N. J.

PENCILS

less than 2c each in quantity.

Yellow hexagon, number 2—black-metal tipped with eraser—regular 5c seller. Costs you \$3.60 per gross, \$3.00 in 10 gross lots, \$2.75 gross in 50 gross lots or more. Send cash or M. O. Save time and expense.

SCOTCH—Box 434, Times Sq., New York 18

MEN'S SWISS WRIST WATCH

\$3.93

1/3 With Order, Balance C. O. D.

WRITE FOR COMPLETE CATALOGUE

RICHARD TRENT, Ltd. 21-25 La Salle St., New York 27, N. Y. Phone: Monument 2-7373

CONCESSION SUPPLIES

Worth Baseballs, Doz. \$2.50	
4 to 7" Hoop-La Rings, Doz. .70	
Weighted Darts, Doz. 1.20	
French weighted Darts, Doz. 1.50	
Dart Balloons, Gr. 2.15	
Wood Milk Bottle, Ea. .50	
Aluminum Milk Bottles, Ea. 1.50	
Knife Rack Rings, Per 100 3.50	
Cane Rack Rings, Per 100 3.50	
Shooting Corks, Per 1,000 2.75	
Rubber Jar Rings, Gr. 4.95	
Rubber Jar Rings, Gr. 4.40	
Professional Bingo Cards, Per 100 \$ 4.00	
1/2" Red Plastic Markers, Per 1,000 2.75	
Wire Bingo Cage, complete, Ea. 10.50	
Wire Bingo Cage, rubber coated, with Balls and Master Card, Ea. 12.50	
Automatic Cage, Ea. 34.95	
Electric Blower Cage, Ea. 189.50	
U. S. SLUM	
Wedding Rings, Gr. \$.70	
Plastic Thimbles, Gr. .90	
Comic Books, Per 100 1.50	
Comic Buttons, Per 100 1.45	
Motto Buttons, Per 100 .35	
Flag Buttons, Per 100 1.00	
Tongue Novelty, Per 200 1.50	
Paint and Puzzle Books, Gr. 6.50	
Asst. Prevue Brooches, Gr. 9.80	
PLASTER	
1 3/4" Dogs, Ducks, etc., Gr. \$ 1.25	
2 1/2" to 3" Animals, Packed 3 gr. Gr. 2.25	
3 1/2" Animals, Gr. 6.50	
3" to 5" Animals, Gr. 9.00	
7" Animals, Packed 2 doz. Doz. 2.00	
Asst. Baby Face Plaques, Ea. .15	
25% Deposit with C. O. D. Orders; F. O. B. Indianapolis.	

BEACON BLANKETS	
TOBA, Indian design, Ea. \$2.70	
MIDWAY, Plaid, Ea. 2.70	
MAGNET, Plaid, 3" Sateen Bound, Ea. 3.35	
MINGO, Indian design, Sateen bound, Ea. 3.35	
Less 10¢, lots of 30.	

Metallic Pin Wheels, Gr. \$ 6.75	
Celluloid Pin Wheels, Gr. 9.60	
Aluminum Pin Wheels, Gr. 10.00	
Circus Pin Wheels, Gr. 21.60	
22" Crook-Handled Plastic Cane, Per 100 6.95	
34" Crook-Handled Plastic Cane, Per 100 14.95	
Swaggers, Gr. 10.50	
Silver Canes, Gr. 14.50	
Red, White and Blue Batons, with Bells, Gr. 18.50	
Parachute Troopers, Gr. 13.50	
Flying Birds, Gr. 16.50	
Small Pin-Up Plaques, Doz. .85	
Large Pin-Up Plaques, Doz. 1.95	
Horse Shoe Plaques, Doz. 2.00	
Straw Horse and Rider, Doz. 3.60	
GLASSWARE	
Whiskey Glasses, Gr. \$ 2.95	
Miniature Mugs, Gr. 3.45	
Ash Trays, Gr. 3.75	
Tumblers, Gr. 3.95	
4 3/4" Nappy, Gr. 4.00	
Sherbets, Gr. 4.80	
6" Mixing Bowl, Packed 2 doz. Doz. .85	
8 1/2" Bowl, Packed 2 doz. Doz. .90	
9" Mixing Bowl, Packed 2 doz. Doz. 2.25	
10 1/2" Fruit Bowl, Doz. 2.25	
Fire-King Bowl, Packed 2 doz. Doz. 2.25	
Crystal Candy Dish and Cover, Doz. 2.25	
HATS	
Tiny Hat with Feather, Gr. \$ 6.50	
Miniature Cowboy Hat, Gr. 16.50	
Miniature Spanish Hat, Gr. 18.00	
Mexican Hat, Gr. 22.50	
Spanish Hat, Gr. 30.00	

Importers-Wholesalers **KIPP BROTHERS** (Established 1880)
117-119 S. MERIDIAN ST. INDIANAPOLIS 4, IND.

Pipes For Pitchmen
By Bill Baker

Speaking generally, pitchmen are among the few people who do not get credit for what they do.

JIMMY RYAN gadget worker, is reported to be dishing out his items in Los Angeles.

MAE LITHGOW is still purveying herb tea at the F. W. Grand store, Milwaukee.

PITCHING books and candy at the Empress Theater, Milwaukee, is Leslie Spencer.

STILL WORKING St. Petersburg, Fla., to click returns are Eddie Leonard and Bert Cramer.

THEY TELL US that cowboy Williams is currently in Chicago working out a new item for summer distribution.

An engaging smile is a pitchman's most potent stock in trade. Be a grouch with your tip and you're not long with success.

FOLLOWING a vacation in Sarasota, Fla., Doc and Mrs. Alvin Hunt are en route to their Ohio home.

JOE BECKETT ace gadget mover, is in the household department of Schuster's department store, Milwaukee. Stint is for 10 days, with options.

Believe in your tip and you'll encounter little difficulty making them believe in you and your product.

STILL GRABBING the geedus in Pennsylvania territory with resurrection plants is Harry Belch.

THE REIGLES Hugo and Echo, have about completed work on their new med layout in their Tennessee quarters.

HIS CANDY PITCH package completed, Jolly Bert Stevens is set for a return to the pitch field after a layoff of six years.

FORMER CANDY pitchman at the Empress Theater, Milwaukee, Bob Best is in Buffalo on a brief business assignment, after which he heads for New York to work concessions in the baseball parks there.

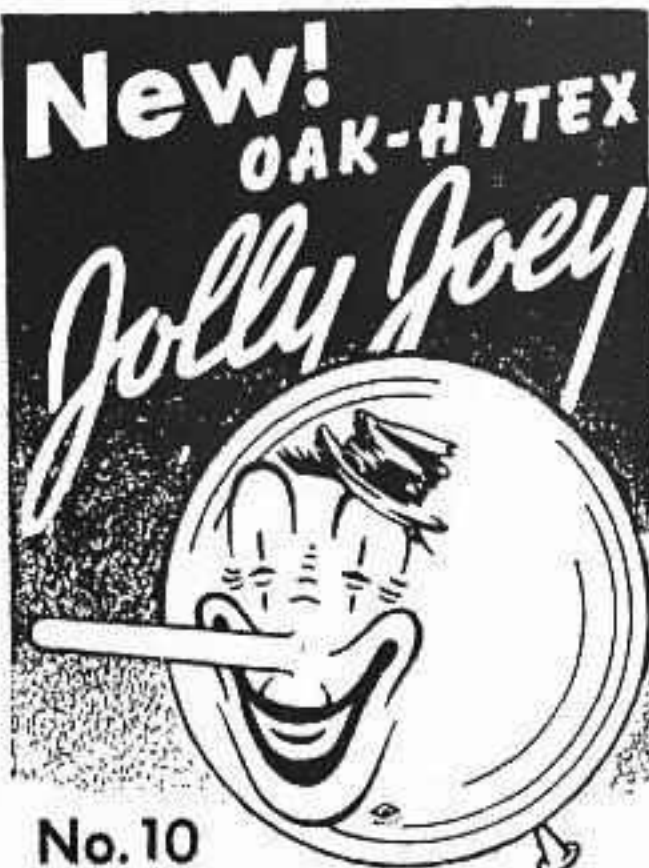
In the mail bag: He writes that, after an operation, he will be in a Denver hospital for several weeks to recuperate but fails to sign the letter. If your contributions to the column are not worth the time it takes to affix your signature, they're not worth writing at all. You must sign 'em before we can use 'em.

If you speak well of your friends in their absence you don't have to worry about what they have to say about you when you are not present.

THE JACK BRENNANS of Lorain, O., worked the Big Mile Day at Columbia, Tenn., recently, while en route home from New Orleans, and are reported to have garnered plenty of shekels.

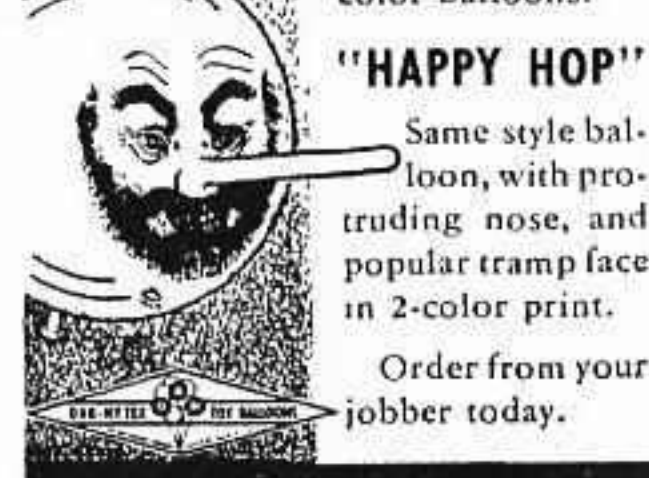
PROF. L. O. BOWIE and wife are in Strong, Me., mapping their 1947 tour of New England fairs with their graphology layout. Bowie says he has added a number of new frames for his pitch and the set-up will be more attractive. A Farmington, Me., artist has been contracted to provide the bally features.

GEORGE L. HALL better known as Meliso, comedy clown and magician, says he has completed (See Pipes on opposite page)



New! OAK-HYTEX Jolly Joey
No. 10 CLOWN HEAD BALLOON
for Stick or Gas

Here's something to make every date a red one. Face printed in 3 colors on assorted color balloons.



Same style balloon, with protruding nose, and popular tramp face in 2-color print. Order from your jobber today.

The OAK RUBBER CO.
216 S. SYCAMORE ST. • RAVENNA, OHIO
SELLING THROUGH JOBBERS ONLY

LEVIN BROS.
Distributors for Oak-Hytex Balloons
6th & Ohio Sts. TERRE HAUTE, IND.

GET YOUR SUPPLY OF OAK HYTEX BALLOONS AND FREE CHANGE APRON FROM KIPP BROS.
Wholesale Distributors
117-119 S. Meridian St. Indianapolis, Ind.

WIRE WORKERS ATTENTION!
Immediate Delivery of Superior Quality Seamless Square Wire
1/100-12K 25 oz. or over \$.85 oz.
1/60 -14K 25 oz. or over 1.10 oz.
Cold Filled Cable Chain15 ft.
Pearl Type Backs in Various Shapes.

HILI CO.
741 Brooklyn Ave., Brooklyn 3, N. Y.

PAPERMEN
Can use a few good Men in Kentucky.
Write
GEO. D. SMITH
Kentucky Farmer Louisville 2, Ky.

MEDICINE-MEN!
THERE IS NO SUBSTITUTE FOR QUALITY
WRITE TODAY for new wholesale catalog on tonics, oil, solve soap, tablets, herbs, etc. LOW PRICES-RAPID SERVICE! (Products Liability Insurance Carried) We are MANUFACTURING PHARMACEUTISTS established 1934.
GENERAL PRODUCTS LABORATORIES, INC., 220 177 SPRING ST. DEPT. X COLUMBUS 4, OHIO

ED MASTERS SAYS... You can SPECI plastic



\$3.50 assortment of 4, 5 and 6 envelopes easily sold for \$7

IMMEDIATE D... mister! If you want... dollars, not penni... tremendous plastic w... now! It's big—it's... offers swell profits! I'm making this spee... send you a dozen ha... serts with 4, 5 and 6... plastic covers. Sell... and get at least \$7.50... All for \$1.50 invest... the finest on the tr

Ed Masters' MONEY-BACK GUARANTEE
You're absolutely nothing to lose! If you aren't 100% satisfied with my deal when you see it, or if you can't sell a few inserts, I'll refund your money on the inserts you have left. But you'll really have no trouble making \$0 on this \$1.50 investment. Order now!

Ed Masters

SLUM
5 Lbs. Slum Jev
1000 Costume Je
COMPLETE WRIST
Swiss in whi
minor repairs

8 Used Running
and Wrist Wa
minor repairs

B.
Holland Bldg.,

FOLDING PROM
W

J. P. RED
DEPT. 29

PEI
Quality Cometh
combinations for
premium trade.
prices. Direct fr

LAUR
250-261 Norma

JEWELRY DEMONSTRATORS

We carry a complete line of fast selling money-making items. Write for our new 1947 Catalog now! Wholesale only.
—PLEASE STATE YOUR BUSINESS—

PROMOTE THESE PINS FOR MOTHERS' DAY
An Excellent Seller
No. 7 x 1 \$2.00 Per Doz.

Mother

WHITESTONE WORKERS

No. 3R157. Dz. \$4.50

No. 3R100. Dz. \$5.25

No. 3R159. Dz. \$5.25

ENCRIVERS

No. 1X7 \$12.00 per gross

No. 2X1 \$22.50 per gross

No. 3X20 \$24.00 per gross (Illustrations 3/4 Actual Size)

No. 1 x 15 \$13.50 Per Gross

No. 1 x 14 \$13.50 Per Gr.

BIELER-LEVINE, 5 N. WABASH AVENUE, CHICAGO 2, ILLINOIS

ARZY OR WHISTLER

FLYING BIRDS

\$15.00 A GROSS

AT YOUR JOBBER ONLY
JOBBER COMPLETELY PROTECTED

ARZY TOY CO., 3052 W. 21 ST., BROOKLYN, N. Y.

BOW GLOW IT LIGHTS UP!

COMPLETE WITH BATTERIES & WIRES. WEAR IT ANYWHERE. IT LIGHTS UP WHEN YOU WANT IT TO JUST BY FLICKING YOUR FINGER. BE THE LIFE OF THE PARTY. LOTS OF LAFFS!

MEYER NOVELTY CO.
51 BRISTOL ST., B'KLYN. 12, N.Y.

THE BOW GLOW PERSONALITY TIE

ED MASTERS SAYS... You can't beat my SPECIAL DEAL on plastic wallet inserts!

PLASTIC WALLET INSERTS

\$3.50 assortment (dozen) of 4, 5 and 6 envelope books—easily sold for \$7.50 . . .

ONLY \$1.50
(Discounts on Gross Lots)

IMMEDIATE DELIVERY! Take my advice, mister! If you want to make some real money—dollars, not pennies—you'll go after this tremendous plastic wallet insert market right now! It's big—it's easy to sell—and it sure offers swell profits! Just to prove what I say, I'm making this special introductory deal: I'll send you a dozen handsome plastic wallet inserts with 4, 5 and 6 envelopes, all with heavy plastic covers. Sell these for 50c to \$1 each and get at least \$7.50 on the whole lot. Think! All for \$1.50 investment! My inserts are the finest on the market—strong wire spiral binding; clear, heavy plastic envelopes, and I put an identification card in each insert. [Remember, to sell wallet inserts today you must show an assortment of attractive designs in different price ranges. That's just what I give you here.] Rush me \$1.50 for your trial shipment and start making these big profits at once. No personal checks, please.

Ed Masters' MONEY-BACK GUARANTEE

You've absolutely nothing to lose! If you aren't 100% satisfied with my deal when you see it, or if you can't sell a few inserts, I'll refund your money on the inserts you have left. But you'll really have no trouble making \$6 on this \$1.50 assortment. Order now!

ED MASTERS CO.
P. O. Box 2346, Dept. B
Hollywood 28, Cal.

Ed Masters THE WALLET INSERT KING

SLUM JEWELRY

5 Lbs. Slum Jewelry \$10.00

1000 Costume Jewelry Stones 3.00

COMPLETE WRIST WATCHES — 5- Swiss in white case needing minor repairs 15.00

8 Used Running Ingersol Pocket and Wrist Watches. Need some minor repairs 6.00

B. LOWE
Holland Bldg., Dept. BB, St. Louis, Mo.

FOLDING CHAIRS

PROMPT DELIVERY

IN STEEL OR WOOD

WRITE FOR CATALOG

J. P. REDINGTON & CO.
DEPT. 28 SCRANTON 2, PENNA.

PERFUMES

Quality Cosmetics—fancy boxed and special combinations for the concession, mail order and premium trade. Guaranteed toiletries at pre-war prices. Direct from manufacturers. Est. 1927.

LAURÉ COMPANY
250-261 Norman Ave. Brooklyn, N. Y.

work on his new tent show and will spring, it soon from Tulsa, Okla., where he has been wintering. He plans to do his pitching from a platform to a seated audience. Initial stand will be Hulbert, Okla. Hall has added a new truck and sound system and will feature his own original Laughing Mirror Screen Pictures.

The successful pitchman truly enjoys his periods of ease and relaxation because he knows he earned them thru hard work and huge effort.

BEN ACKERMAN . . . blasts from Los Angeles: "Noted in a recent issue that Brother Benny Stone worked candy at the National Orange Shows here. My partner, Mannie Wolf and I worked the candy layouts. Stone was confined to his home and did not work the event. We found business on the lucrative side and obtained full co-operation from Hal Eifort and Frank Warren, of Crafts 20 Big Shows."

"SORRY TO LEARN . . ." that my old friend, Harry Maiers, has been ill," letters F. E. Bennett from Nashville. "Just concluded a successful engagement at the Big Mile Day at Columbia, Tenn. Enjoyed visits there with Mr. and Mrs. Jack Brennan, whom I hadn't seen in about 12 years. Let's have more pipes from Harry Maiers, Bill Danker and Doc George M. Reed."

Respect for yourself and your profession is one of your greatest attributes. Lose it and you've lost a goodly portion of your assets.

JOHNNY RIECK . . . veteran pitcher, following a lengthy silence, tells the following from his Greenville, S. C., home: "Have been crippled for the last 11 months but have recovered and will operate my med show in this neck of the woods this year. Plan to handle Cel-Tonsa products under my own name. Would like to read pipes here from Pat Dan, Eddie Leonard and Harry Maiers."

PAT MALONE . . . and Jack (Bottles) Stover are again in the hills of West Virginia staking their claims for some of the gold there. Jack says they've had a good, long vacation, as the weather has kept them pretty close to the fireside. "There's nothing wrong with us," cracks Jack, "that a good warm spell won't cure."

Ask a pitchman the whys and wherefores for his success and he'll tell you that he has overcome most of the obstacles of the laboratory of experience.

ENGRAVERS

For the best in Engravers' Merchandise use "Morse Finish": it stands up. Old reliables and new 1947 numbers now ready. New post-war Engraving Machines.

"Always Something New"

EDW. H. MORSE & CO.
ATTLEBORO, MASS.
"We Lead, Others Follow"

CHEWING GUM SORRY!

No new Agents' territory open until end of sugar quotas. BUY AND HOLD VICTORY BONDS.

AMERICAN CHEWING PRODUCTS CORP.
4th and Mt. Pleasant Ave. NEWARK 4, N. J.

PAPER MEN

Good deals, all States, RED only. Usual rates, especially Kentucky, Indiana and all States east. Pacific, Atlantic Coast and Rocky Mountain States. Write or wire, references.

ED HUFF & SON
5411 Quiley DALLAS 10, TEX.

SCALE MEN AND CARNIVAL FOLLOWERS

Here is a top winner—flash, value and sensational

XI The Magic Printer

Hot item, big money getter; wooden base and sides, size 5 1/2 x 6, select pictures will fit the rollers from any comic strip or magazine, etc. This machine is packed each in an illustrated box with full directions. It was retailed for \$1.50 each. Price as long as they last. In gross lots, \$24.00. Samples, prepaid, 50c.

NO GOODS SHIPPED WITHOUT A DEPOSIT. WRITE FOR NEW CATALOGUE
M. GERBER, INC.
505 MARKET STREET PHILADELPHIA 6, PENNA.

X2 Glass Boat Ashtray With Aluminum Sails, Size 6x6	\$21.00 Gr.
X3 Felt Spanish Hats, Large Size	24.00 Gr.
X4 Hat Bands With Comic Sayings, Per 1000	14.00
X5 American Made Loaded Darts	12.00 Gr.
X6 Oak's #4 Dart Balloons	2.00 Gr.
X7 Swapper Canes . . . \$10.00 Gr.	6.00 Gr.
X8 Preview Brooches, 10c and 25c Goods	4.80 Gr.
X9 Pocket Combs, 5"	2.00 Gr.
X10 Genuine Leather Wallets and Pass Cases	3.00 Dr.
X11 Large 2 Bl. Pocket Knives	4.25 Dr.
X12 Key Chains With Charms	3.50 Gr.
X13 Kat Balloons . . . \$10.50	6.00
X14 Leds, Ass't. Bright Colors \$3.50	7.00 Gr.
X15 Fur Monkeys . . . \$10.00	38.00 Gr.
X16 Flying Birds . . . \$9.00	12.00 Gr.
X17 Composition Snakes	8.00 Gr.
X18 Collodion Comic Buttons, 50 Ligne, Per 1000	15.00
X19 Composition Dolls With Movable Hands	15.00 Gr.
X20 Holster and Gun, Silver Stamping	7.20 Gr.
X21 Amber Cigarette Holders	13.00 Gr.

Czechoslovakia Stone Rings. Gr.	\$1.00
Chinese Novelty Whistle. Gr.	1.50
Plastic Bracelets. Gr.	2.50
Slum Wedding Rings. Gr.	.75
10 Gross Slum, Assorted	8.00
10 Gross Slum, Larger, Ideal for Fishpond or Pitch-Till-You-Win Items That Sold for \$1.50 and \$2.00 a Gross. 10 Gross for	10.00
Chinese Slum, 6 Different Numbers. Limited Supply. Gr.	1.00
Hat Bands, All Good Sayings. Per C.	1.75
Felt Plaques, 6x8. Per C	3.00
50 Ligne Comic Buttons. Per C	1.75
Hat Bands, All Good Sayings. Per C.	1.75
Pin-Up Girl Mirrors. Per C	5.00

Bingo and Ballgame Items in Stock.

#7 Balloons. Gr.	\$4.00
#11 Balloons. Gr.	8.00
Ratan Balloon Sticks. Gr.	1.00

25% Deposit. Balance C. O. D. Orders Shipped Same Day Received.

HARRY FRIEDMAN
1065 MISSION ST. SAN FRANCISCO, CALIF.
"The Best Carnival Supply House in the West"

BINGO SUPPLIES AND EQUIPMENT

IMMEDIATE DELIVERY!

- ELECTRIC FLASH BOARDS
- RUBBERIZED and WIRE CAGES

WIRE OR WRITE FOR CATALOG

John A. Roberts
235 HALSEY ST • NEWARK 2 • N • J

BALLOON JOBBERS

#4 Round, Ass't. Colors	Per Gr. \$ 1.65
#5 Round, Ass't. Colors	1.80
#7 Round, Ass't. Colors	2.95
#418 Airship, Ass't. Colors	2.60
#426 Airship, Ass't. Colors	4.00
#524 Airship, Ass't. Colors	5.40
#7 Cat Head, Plain	3.50
#7 Cat Head, Printed	4.80
#10 Cat Head, Printed	7.50
#14 Cat Head, Printed	8.50
#14 Cat Head, DeLuxe	9.50
#7 Airship	3.50
#12 Circus Print, 2 Sides	6.50
#8 Paddle	4.20
Bathing Hats, Ass't. Colors	18.00
Pails and Shovels	12.00

50% Deposit, Balance C. O. D.

NEW ENGLAND NOVELTIES
74 HANOVER ST. BOSTON, MASS.

QUALITY PLASTER

IT HAS EYE APPEAL.

Large, Medium and Small.

Write for Price List. We Ship Coast to Coast.

G. M. G. ART AND NOVELTY CO.
415 S. WENZEL ST., LOUISVILLE 4, KY.

Concessionaires—Save

In Business Since 1918!

SLUM SPECIALS

Metal Wedding Rings	Gr. \$.55
Metal Pistol, Scotty Dog	1.35
Metal Charm Horse Shoe, Etc	1.45
Plaster Animals	1.45
Plastic Brooches	4.20
Pocket Combs	2.66
Glass Beer Mug	3.40
Whiskey Glass	3.40
Imported Baseball, Football Charm	2.80
Imported China Slum	3.20
Key Chains, Ass't. Charm	4.75
Hawaiian Leds	3.40
Hat Bands (Best Kind), Per 1000	16.25
Comic Buttons, Per 1000	10.80

NOVELTIES

Swapper Canes (Best Kind)	\$10.75
Ball Top Canes (Best Kind)	10.75
Lash Whip, Rayon, 55" Long	13.25
Spanish Felt Hats	28.80
Robin Hood Felt Hats	11.75
Balloon Sticks	1.00
Corks for Cork Guns, Per 1000	1.95
Pocket Knives, Doz.	4.25

BINGO ITEMS

Beacon Blankets, Tobo & Midway, Each	\$ 2.50
Metal Kitchen Stools, Ea.	1.95
Smoking Stand, Doz.	11.25
4-Pc. Canister Set, Decorated, Doz.	6.40
Metal Cookie Cans, Decorated, Doz.	4.25
Metal Decorated Waste Basket, Doz.	4.80
Metal Decorated Cake Cover, Doz.	6.75

25% Deposit Required With Order.

RODIN NOVELTY CO.
Rodin Building SIOUX CITY, IOWA
Write for Price List.

MEN—Build a Wholesale Route GET INTO A Big Pay Business

We Help You Establish a Steady Route of Dealer Customers

Make good weekly earnings selling stores our BIG line of 200 products—all daily necessities. Show merchants in your locality a sensational line of self-selling counter goods. Retail at 5c and 10c. You make up to 112% commission. No large capital required. Easy to start. A fortune spent for National Advertising has made our products known from coast to coast. Send for our booklet, "Your Opportunity in a Wholesale Business of Your Own." It's FREE—no obligation. WRITE TODAY!

WORLD'S PRODUCTS CO., Dept. 8-N, Spencer, Ind.

10,000 PIECES

Large Assorted

CARNIVAL PLASTER

8 Different Numbers. Individually Packaged. \$30.00 PER 100 PIECES.

25% Deposit, Balance C. O. D.

A & W PLASTER NOVELTIES
(Formerly Foster & Wilde)
3300 Mariposa St. DENVER 11, COLO.

Marion Flyer

Fireman's Red & Ivory Trim, Dealer's Sample . . . \$12.00
to 12 11.00

25% Deposit, Balance C. O. D.

Cash in Full, 2% Discount. Jobber's Price in Quantity Lots.

Jobber's Exclusive Territory. Used on Salesboard Deal.

Sidewalk Bicycle MARION COMPANY Wichita, Kansas

CARNIVAL ENGRAVERS STORE ENGRAVERS

Send for Illustrated Identification Bracelet Catalog. WE'RE BOTH WITH IT.

Miller Creations Mfg. H. E. Hughes
6628 Kenwood Ave. 11187 Morrison St.
Chicago 37, Ill. N. Hollywood, Calif.

CHOCOLATES

MOTHERS' DAY SPECIALS
In CEDAR CHESTS
MAPLE CHESTS
CHOCOLATE DEALS
WITH APPEAL!
24 HOUR SERVICE!
75 HOT ITEMS ILLUSTRATED
IN OUR NEW CATALOG
1-Pound Assorted Chocolates, Attractively
Boxed, \$7.20 Per Doz.
(Minimum, 2 Dozen)

CEDAR CHESTS
With One Pound
of Chocolates
& 1 attractively
boxed, \$24.00
per doz. With
2 pounds of
chocolates in
each chest,
\$31.00 per
doz. Cel-
lophane
wrapped.
Empty
Cedar
Chests,
\$15.00 Per Dz.

**CHOCOLATE
COVERED
CARAMELS with
PECANS**
Delicious—Quick
Selling.
BIGGER PROFITS!
SOLD IN BULK at
40¢ per pound.
Send for 5-pound
Sample Box, \$2.00.
Money Refunded
in 5 days if not
satisfied.

EARL PRODUCTS CO.
221 N. CICERO AVE., CHICAGO 44, ILL.
DEALS

LOOK!
New Low Prices
Sure Profit Makers
WRIST WATCHES

Bulova, Gruen, Elgin or Waltham
Wrist Watches With Simulated
Diamond Dial, 15 Jewels \$18.00
Swiss Wrist Watches, Chaton or
Geneve, With Simulated Diamond
Dial, 15 Jewels 14.00
All Cases are R.G.P. with High Rock Crystal.
Simulated Diamond Dial on all Watches.
Watches are Copies of Expensive Originals.
All Watches complete with Leather Straps.
All Watches timed out and guaranteed.

**Largest Rebuilders on the
West Coast**
Mail Orders C. O. D. Promptly Filled.

K. & L. JEWELERS
218 1/2 W. 4th St. Los Angeles 18, Calif.

Cole Bros. a Winner; Cristianis Featured

(Continued from page 88)
midseason form, and the show was
closed with hippodrome racing.

Griebbling is surrounded by an un-
usually large and effective group of
clowns. Walkarounds followed the
customary patterns, but it was ob-
vious the versatile Otto has spent
considerable time building his pro-
ductions, which require a minimum
of props.

Griebbling and Freeman have their
boxing bit down to fare-thee-well,
and the quartet singing gag was em-
bellished with a butcher chase and
climaxed by a balloon-bursting bit.
They also use the "mob out of the
car" scene.

Steve Seline, billed as a Cossack
rider, heads the Wild West, which is
supplemented by Jimmy Ray, wrest-
ler, meeting all comers.

In retrospect, the program appeals
as better than the 1946 presentation,
as it is evident that more thought
has been given to production and
costuming. Features are stronger and
while the program does not glisten
with new names, neither does it con-
fuse. There is action all thru the top
the greater portion of the time, and
after four performances it should
click with the precision of a Swiss
watch.

There are many who think that
Terrell will make this his last tour,
as he definitely stated he would be
interested in selling at the conclu-
sion of the season, but those who
watched him sail into the final de-
tails with the enthusiasm of a sopho-
more, are inclined to believe that
he'll always be making that "farewell
tour."

BALLOONS
Cathod With Ears. Per Gross . . . \$10.50
#13 Cat Face Balloons. Per Gross . . 9.50
9 Assorted Animal Prints. Per Gross . 6.50
#13 Assorted Animal Prints. Per Gross . 9.50
5 Plain. Per Gross 4.50
#13 Plain. Per Gross 8.00

All items come in assorted colors, and all
Grade A Balloons.
SHIPMENT—DATE ORDER RECEIVED.
Terms—1/3 down with order, balance C. O. D.

PETER HERMAN
118 WEST BURNSIDE PORTLAND, ORE.

Beatty Breaks Jinx As Business Perks

(Continued from page 75)
week-end extremely hot weather
(mercury hit over 90) was too warm
for circus going, yet the show did all
right.

Exploitation has been discussed and
mapped for future engagements. The
show did well here, getting 17 trans-
continental radio plugs. New paper
was added from the Alles Show Print
Company for future dates. Bill Antes,
press, spotted Janie Stutz and Red
Hovius, prospective bride and groom,
on Hope Chest over CBS—KNX Sun-
day (13) with Jimmy Wallington, an-
nouncer, going strong on the circus
performer angle. Broadcast pulled
heavy fan and congratulatory mail to
the Stutz-Hovius combine. Monday's
(14) performance was televised over
KTLA.

Show management can definitely
see its mistakes now. However, at
the time, the planning seemed based
upon good judgment. Since leaving
the barn in Nacogdoches, Tex., March
21, show has had spotty business.
However, current reports that Beatty
was \$35,000 in the hole when he
opened here were vigorously denied.
Ira Watts would not elaborate on the
statement except to say "business has
been fair."

Beatty plays Santa Monica Monday
night (21), then Alhambra, and mov-
ing up the Coast to Santa Barbara.

New lighting effects, including
chandeliers and colored lights around
the Beatty arena, were added. Elec-
trical department personnel includes:
Floyd Lee, superintendent; Raymond
Miles, assistant superintendent; Don
Wilson, Ed Gastro, Ralph Zickon, Bud
Guthro, Ben Lopez, Clyde McCain
and Oscar Aguilar.

DAILEY BROS.

(Continued from page 78)
Needless to say, Si had more en-
thusiasm than accuracy.

There is a dark side to riding a
white horse. This is the fourth sea-
son the writer and her horse have
had to bear the flag.

Jimmy Van threw an actor's fit
when accused of owning the camel-
back trunk that arrived by express.

Rehearsal day was clear and
balmy. The less said about the open-
ing, however, the better. We had
a terrific rainstorm. Too bad we
never can get away from Gonzales,
Tex., in all our pristine beauty. In
Eagle Lake, Tex., the colt and
eight-horse hitch, with Pilot, the
colt, made its first trip thru town
with the veteran driver, Jim Doyle,
holding the ribbons. The new hous-
ings and plumes dressed the hitch in
old-time flavor.

Gonzales visitors: Marvin Hulick
with his camera, Mr. and Mrs. Harry
Hamil, Ted Bowman, Ola Odum,
Marie Beckman, Mr. and Mrs. Harley
Saddler, Mr. and Mrs. Sid Presson,
Mrs. Henderson, Evelyn Turner's
mother, Colonel Sturdyvant, Thomas
Scraplenda, Mrs. Pahman; Mr. Birk,
of Birk's Carnival, and Cecil Hagen.
—HAZEL KING.

STEEL & HARD WOOD
FOLDING CHAIRS

- STRONG!
- FLAT-FOLDING!
- IMMEDIATE DELIVERY!
- MANY OTHER STYLES

U. S. SEATING CO.
307 5th Ave. New York 16, N. Y.
MURRAY HILL 4-1818

**MEN'S HIGH GRADE
RECONDITIONED WATCHES**

ELGIN AND WALTHAM	
12 & 18 Sizes	18 Size
7 J. \$12.00*	7 J. \$ 9.50*
15 J. 14.00*	15 J. 10.50*
17 J. 16.00*	17 J. 12.00*

**FINE NEW
CASES and
DIALS**—
25% with
order, bal-
ance C. O. D., or send full
amount and we pay postage.
**WE DO EXPERT WATCH
REPAIRING AND RE-
BUILDING.** All work guar-
anteed. Make your old watch
look like new. Send your
watch for free estimate.
*Add 10% Fed. Tax to these prices.
KANE WATCH CO. 104 Canal St., Dept. B-8
New York 2, N. Y.

**Manufacturer of Shoe Laces
Desires Salesmen**
for principal cities to sell Notions, Dry
Goods and Findings Jobbers on commission
basis. State experience and give references.
BOX 190, The Billboard
1564 Broadway New York City 19

FOR IMMEDIATE DELIVERY
.22 SHORTS
\$65.00 PER CASE
SPATTERLESS—\$75.00
NEW RIFLES

- 1 Remington 241 Automatic . . . \$57.50
- 10 Winchester 62 Gallery Pumps . . 37.50
- Tube Loading Machine 20.50

SEND 1/3 DEPOSIT, BALANCE C. O. D.
PLAYLAND ARCADE
12 E. Market St. Huntington, Ind.

**NOVELTY CATALOG &
PRICE LIST**
NOW READY
CHAS. SHEAR
150 Park Row, New York 7, N. Y.

CLOCKS
of all descriptions
Immediate Delivery
No Mail. Call in Person.
WORLD TRADING
37 W. 23d St. NEW YORK, N. Y.

AGENTS—WAGON MEN
Beautiful plastic pipe racks, \$7.50 Doz. Sample,
\$1.00. Something new, beautiful plastic Jeweltone
Earrings, \$8.75 Doz. Sample, \$1.00.
N. B. SALES
4654 N. Kedzie Ave., Chicago 25, Ill.

WOODEN TOPS—ALL KINDS
Spinning type with metal point bearing and heavy 21
gauge loss string. Return type packed in 3 doz. dis-
play boxes, ass't. colors. Write for folder:
SALES MANAGER
P. O. BOX 1814 HIGH POINT, N. C.

CARNIVAL SPECIALS

- Swagger Games, Ass't. Col. Pr. Gr., 50.00 Lancaster . . . \$10.50
- Balons, R.W.B., Tinsel Top. Pr. Gr. 15.00
- Balons, R.W.B., Tinsel Top, With Bells . . . 18.00
- Flying Birds, Whistling, W/Sticks . . 12.00
- Large Lash Whips 14.50
- Fur Tails, Giant, \$30.00 Large, \$20.00; Med., \$15.00 Pr. 100.
- Wood Pulp Scotty & Piggy Banks, Pr. Gr. 24.00
- Plastic Telephone Banks, Pr. Gr. . . . 24.00
- Raccoon Fur Doos, 25x17, Pr. Doz., 24.00
- Beacon Blankets, Curley & Wig-
wags, Size 72x84. Each 3.65
- 4. Pr. Gr. . \$2.00 | 5. Pr. Gr. . \$2.85
- 9. Pr. Gr. . \$6.00

We also carry a large selection in stuffed
Plush Toys, Dolls, Ball Game and Grind
Store Items.
Write for Price List

CARNIVAL NOVELTY CO.

714 BROADWAY, NEW YORK 3, N. Y.
GRamercy 7-1798

**DEALERS! ARRANGE NOW FOR
FIREWORKS
FOR THE HOLIDAY TRADE!**

We are distributors for
every kind of fireworks; cater-
ing to jobbers and retail out-
lets. **WHOLESALE ONLY.**

ACME SALES CO., Inc.
Dept. 2, 781 Marietta St.
ATLANTA, GA.

**MACHINES
PHOTO
NO HAND
Developing**

Yet our Machine
cost no more than
old types. Portable.
Fast shipment.

BURBRIDGE CO.
Dept. 29
Burbridge Bldg.
2415 San Jacinto, Houston 4, Texas.

BALLOONS

- # 6 Round Ass't. Colors \$2.00 Per Gross
- # 7 Round Ass't. Colors 3.50 Per Gross
- # 8 Round Ass't. Colors 4.00 Per Gross
- # 9 Round Ass't. Colors 5.25 Per Gross
- #11 Round Ass't. Colors 6.25 Per Gross
- #16 Round Ass't. Colors 13.00 Per Gross
- #312 Airship Ass't. Colors . . . 1.95 Per Gross
- #316 Airship Ass't. Colors . . . 2.00 Per Gross
- #418 Airship Ass't. Colors . . . 2.90 Per Gross
- #524 Airship Ass't. Colors . . . 5.10 Per Gross
- #1 Assmt. of 312-315-6 1.90 Per Gross
- #2 Assmt. of 7-8-418 3.40 Per Gross
- #6 Disney Print 2.75 Per Gross
- #7-8-8 Ass't. Mickey Mouse Prints . 4.25 Per Gross
- #9 Squawker Balloons 3.50 Per Gross
- Doll Balloons 5.00 Per Gross

Immediate Shipment, 25% Dep. req. with ea. order.
DIANA NOVELTIES
3641 Leland Ave. Ph: JUNiper 7071, Chicago, Ill.

"GOOD 'N FRESH" FAMOUS PENNY CANDIES
BIG LINE BULK CANDIES
IMMEDIATE DELIVERY
1 1/2 120-Count Boxes and 4 for 1¢ 480-Count
Boxes. Good ass't. 67¢ per box net F. O. B.
Chicago. No limit on quantities at present. 48
Boxes for \$32.16. Terms: Full net cash with
order. No C. O. D.'s. Also available—5¢ and
10¢ Candies and Specials. Write for full details.
CASTERLINE BROS.
Dept. C
2030 Sunnyside Ave. CHICAGO 25

BIG PROFIT SPECIALTIES

Complete line of Fountain Pens, Lighters, Plastic
Novelties, Dice, Poker Chips, Combs, Handker-
chiefs, Toys, Games, Medium Priced Jewelry,
Leather Goods, Household Items.
Write for List of over 200 Pop. Items.
GORDON MFG. CO.
110 E. 23rd St., Dept. B-3, New York 10, N. Y.

WOOD BALLOON STICKS
24" length, 84¢ Gr. 36" length, \$1.32 Gr.
Minimum shipment, 5 Gross. Send money
order to:
SOCK-IT CO., INC.
HIGH POINT, N. C.

WHOLESALE FIREWORKS
Complete Selection.
Finest Quality—Lowest Prices.
ORDER NOW.
THE GUTTMAN FIREWORKS CO.
2209 DELMAR ST. LOUIS 8, MO.

SALESBOARD SIDELIGHTS

New York:

Morris Aron will be president of a new Globe Printing plant to be opened in Canada in 90 days for the manufacture of salesboards. Otto Goldman, who will be general sales director of the organization, will be on the West Coast within a week on a business trip. Firm now has a plant in Philadelphia. . . Benjamin Bluss, partner in U. S. Printing & Novelty Company, reports business slow in the area.

A salesboard that will have six tickets in every hole is the new venture of the Profit Manufacturing Company. . . Alvin Borkin and Al

Hirsch, both of Bork Manufacturing Company, spent the past week on sales trips. Borkin covered New England and Hirsch made the rounds of Upper New York State. . .

Sidney Lieberman, Brooklyn coin machine operator, reports that he is getting a salesboard premium firm under way.

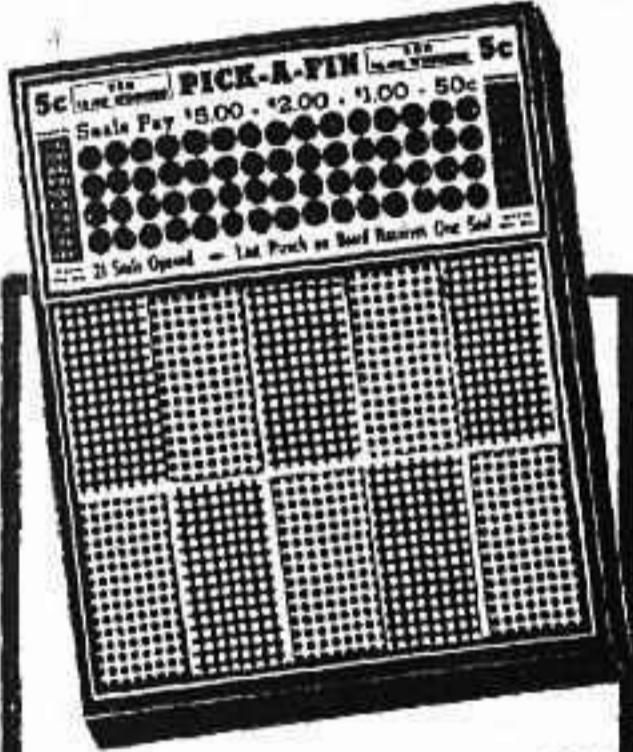
Pipes and watches seem to be best salesboard premiums in the area at the present time, according to such operators as Jack Marlin and Sol Engleman. . . Hy Greenglass, of Greenglass Sales Company, reports that his firm soon will move to larger quarters in the same building. . .

Nathan Katz, of N. F. Katz Specialties, is back on the job after a vacation. . . Bob Stein, of Stein Sales Company, is on a New England road trip.

Chicago:

I. E. Gill, of Gilco Products Company, is going on the road next week and plans to spend a week or 10 days in Ohio. Gill was honored by a few friends who gave a party on his birthday recently.

J. Worth, of Worthmore Sales Company, reports that his firm has worked out an improvement on its Fair Play cardboard tickets, making it easier and faster for the customer to open them. All tickets are now printed with a blue and green arrow pointing to the perforation. Worth also reported that his company is now handling folded and banded paper tickets. Visitors in the Worthmore offices recently were George Gange, Oswego, N. Y.; Martin Houff, Lorain, O.; Robert Fischer, Bethlehem, Pa.; Harry Friedman, Uniontown, Pa., and J. Barton and G. Rendell, of Indiana.



1200 Holes—Avr. Profit. \$33.05
60 Sewed Seals

Ten Spots 5c
1200 Holes—Avr. Profit. \$31.16

\$25 Special \$25
1200 Holes—Avr. Profit \$137.07

SUPER CHARLEY 25c
1200 Holes—Avr. Profit. \$84.50

CROWN PRODUCTS
322 E. COLFAX AVE.
SOUTH BEND 24, INDIANA

IMMEDIATE DELIVERY—SALESBOARDS

Holes	Play Description	Your Profit	Net Price
800	5¢ Gobs of Fun x th.	Avg. \$22.70	\$2.29
1000	Cigarette Boards.		
	All kinds	.75	
1000	5¢ Nickel Charley, thin	17.00	.95
1000	25¢ 176 Winners Charley, thin	50.00	.95
1000	25¢ Golden Boy Charley, thin	45.00	.95
1000	25¢ J. P. Charley, Avg.	51.98	1.22
1200	25¢ Cheerful Charley x th.	Avg. 82.85	2.89
1200	5¢ Yankee Doodle x th.	Avg. 31.80	2.71
1200	5¢ Pick a Fin x th.	Jumbo 24.72	2.80
1200	10¢ Pick a Ten x th.	Jumbo 59.40	2.80
1500	5¢ Three Grand Prize x th.	52.00	2.50
1800	5¢ Red, White & Blue x th.	18.00	1.95
1800	10¢ Red, White & Blue x th.	38.00	1.95
1800	5¢ Lulu x th.	30.00	1.95
1800	5¢ Lucky Colors x th.	24.00	1.95
2000	5¢ Lulu Belle x th.	20.00	2.50

*Thick style @ \$1.40—same payout.
We are able to supply you any size, style, number of holes and payouts.
25% Deposit Required on All Orders—Balance C. O. D.
Stuart Salesboard Co.
P. O. Box #838 Omaha, Nebraska

TIMELY! A FAST SELLER



No. D320 sells out fast in taverns, cigar stores, clubs, pool halls, liquor stores, fairs, bazaars, etc. This stupendous deal consists of 70 assorted and frequently changed surprises in packages. Each contains a good 10¢ value. (Shipped by express or freight, collect.) Weight, 12 lbs.
Lots of 14 \$3.35 EA.
COSTS YOU \$3.50
SPORS CO., 4-47 Lamont, Le Center, Minn.

SALESBOARDS

SPECIALS—IMMEDIATE DELIVERY

Holes	Name	Profit	Price
1000	1¢ Old Bds., Asst. Profits	\$ 89	1.89
600	5¢ Good Going, Jumbo	\$17	1.68
1000	25¢ J.P. Charley, XX Th.	Avr. 52	1.59
400	25¢ J.P. Starlets, Thk.	Avr. 47	2.48
1200	25¢ J.P. Tex. Chas. Th. Pro.	\$102	\$2.50
1800	5¢ Lu-Lu, XX Thk.	18	2.58
1200	5¢ J.P. Buck Pvt., XTh.	27	2.85
1000	5¢ J.P. Lure Waves, Girlie	34	3.54
975	5¢ J.P. Hiker, Thk., Girlie	27	3.54
1050	5¢ J.P. Golden Trout, Prot.	\$29	\$3.85
1020	10¢ J.P. Gilded Baby, Girlie	59	3.98
1340	5¢ J.P. Moon Gazing, Girlie	34	3.98
1200	5¢ J.P. Strip Poker, Girlie	30	3.99
2268	10¢ J.P. Barrel Jackpots, Pr.	32	4.98

Write for "New Wholesale" Bulletin.
(8 years specializing in the finest bds.)

LEGALSHARE SALES

Box 86-B Huntington Beach, Calif.
(Phone 2842)

TICKETS WHOLESALE

Red, White and Blue
2170 Singles, 1/2 or Gross Lots . . . \$1.55 Per Bag
2170 5-Fold, 1/2 or Gross Lots . . . 1.75 Per Bag
25% Deposit With Order.
12 Bags or More, Singles . . . \$1.70 Per Bag
12 Bags or More, 5-Fold . . . 1.90 Per Bag
References: Dun & Bradstreet, Inc. Phone 1221
M. & K. CANDY & NOVELTY COMPANY
Urbana, Ohio

LIFT YOUR PROFITS WITH a New FREE PLAY Glamour Board



ORDER AS:

NO. 1000
FREE HOLE
FUN



THICK
SLOT SYMBOL
TICKETS
5c SALE

166

FREE PLAYS

KEEPS 'EM
COMING
AVERAGE
PROFIT

\$28.04

Gardner & Co.
2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.

AVAILABLE AGAIN

Skip-number Push Cards with major winner under Master Seal in 4-16¢, 1-29¢, 1-33¢, 1-39¢, 1-49¢, 1-59¢ and 1-99¢ in 12, 15, 20, 24, 30, 35, 48 and 66 Holes, with take-ins from \$3.00 to \$25.32.

Skip-number Push Cards with every push a winner in 1-29¢, 1-39¢, 1-49¢, 1-59¢, 1-69¢, 1-79¢, 1-89¢ and 1-99¢ in 12 and 24 Holes, with take-ins from \$3.10 to \$21.50.

Other styles and sizes from 10 to 600 Holes, including Put & Take Cards, Cigarette Cards, etc. Write for Free Jobbers' Catalog.

W. H. BRADY CO. Mrs.
CHIPPEWA FALLS, WIS.

PROVEN SALESBOARD VALUES

Holes	Name	Net	Profit
240	QUICK AND EASY	25¢	\$2.00
1440	TRACK ODDS	25¢	5.52
500	ATOM JACK	50¢	2.72
120	E. Z. PICKENS JR.	25¢	1.22
1000	SILVER BUCK	5¢	2.12
400	GAME OF DOLLARS	5¢	.90
400	7-11	5¢	1.11
1000	JACK POT CHARLEY (THICK)	25¢	1.20
1000	PIPPEROO (GIRLIE)	5¢	28.25
1840	3 BAR JACKPOT	5¢	3.48
1200	GOLDIE (GIRLIE)	5¢	3.37
1500	PIGGY BACK (DOUGH)	5¢	5.60
1188	GORGEOUS (GIRLIE)	5¢	3.30
1500	SWEET PICKENS (GIRLIE)	5¢	8.80
500	POT AND TAKE	5¢	1.96

PUSH CARDS . . . 1 to 29 cents \$4.00 per hundred—take in \$8.45
PUSH CARDS . . . 1 to 39 cents 4.00 per hundred—take in 8.00

PAD DEALS

1000 Tickets	GRAB-A-FIN	5 Tabs for 25¢	\$2.00	\$ 24.00
1200 Tickets	GRAB-A-FIN	6 Tabs for 25¢	2.50	24.00
1200 Tickets	GRAB-A-TEN	6 Tabs for 50¢	2.50	46.10

TICKET DEALS

1000 Bingo Refills	.75	Card 10¢ ea.	Profit \$10.00
1200 Bingo Refills	.95	54 Seal 65¢ ea.	Profit 21.00
1260 Bingo Refills	1.10	74 Seal 80¢ ea.	Profit 24.00
1080 Bingo Refills, complete with Mystic Card	1.20	Aver.	Profit 12.00

WE SHIP IMMEDIATELY UPON RECEIPT OF ORDER.

A. M. COMPANY

1506 GRAND AVE.

KANSAS CITY, MO.

SALESBOARDS

IMMEDIATE DELIVERIES—25% Deposit

Holes	Name	Profit	Price
400	5¢ Board (Thick)	Def. \$ 7.00	\$.57
300	25¢ Kutor Kolor, Tk.	Def. 15.00	.78
1000	1¢ Old Board Girlie, 26 Pk.		.79
1000	25¢ Charley Board	Def. 50.00	.89
1000	5¢ Charley Board	Def. 17.00	.98
1800	5¢ Lulu Board, X Tk.	Def. 18.00	1.50
1000	25¢ J.P. Charley	Avr. 52.08	\$1.10
1000	25¢ J.P. Charley, Clp.	Avr. 77.00	1.20
1000	25¢ J.P. Charley, Thk.	Avr. 52.08	1.25
1200	25¢ Texas Charley, Seal.	Avr. 102.28	1.89
1000	5¢ Win a Fin, Jumbo	Avr. 24.80	1.99
1020	25¢ J.P. Block Buster	Avr. 81.59	2.88
1000	5¢ Beat This Card, X Tk.	Avr. 93.00	\$2.59
1800	5¢ J.P. Lulu, X Tk.	Avr. 31.75	2.78
2170	Rd. Wh. Bl. Sgle. Tickets	\$36.00	\$1.48
2520	5¢ J.P. Jar Tickets	Avr. 48.00	2.45
120	Baseball Ticket Books, Am. Nat. Dz.		1.95
120	Tip Ticket Books	\$20.00 Gr.	Dz. 1.95

Grand Prize & Real McCoy Boards—Send for Cat.

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
DeLuxe Building Blue Earth, Minn

ORIGINAL JAR-O-DO • ORIGINAL JAR-O-DO

ORIGINAL JAR-O-DO



! FAST ACTION ! REPEATS GALORE

Takes in 2052 Tickets Stapled, 5 for 50¢ . \$205.20
Pays Out (Actual) 161.00
Profit (Actual) \$ 44.20
If Used With 2280 Tickets
Profit (Actual) \$67.00
133 WINNERS

THOSE WHO KNOW—USE JAR-O-DO



WRITE TODAY FOR LITERATURE
SPECIAL DISCOUNT TO BIG DISTRIBUTORS



Takes in 2040 Tickets @ 5¢ . . . \$102.00
Pays Out (Average) 85.24
Profit (Average) \$ 16.76
97 WINNERS

Takes in 2170 Tickets Stapled, 3 for 25¢ . . . \$180.83
Pays Out (Actual) 114.00
Profit (Actual) \$ 66.83
90 WINNERS

UNIVERSAL MANUFACTURING CO.

World's Foremost Mfr. of Jar Games
405-411 E. 8TH ST. KANSAS CITY 6, MISSOURI

ORIGINAL JAR-O-DO • ORIGINAL JAR-O-DO

SALESBOARDS—All Orders Shipped Same Day Received

Table with columns: Name, Play, Description, Average Profit, Net Price. Includes items like LUCKY BUCKS, EASY ADS, BABY BELL, etc.

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

Oh Nellie!...they're RED HOT and a WOW!

"WOW"
1020 G.L.Holes - Special Thick - 5¢ Play
Board \$51.00 Payout \$22.90
Average Profit \$28.10



"RED HOT NELLIE"
960 G.L.Holes - Special Thick - 5¢ Play
Board \$48.00 Payout \$21.50
Average Profit \$26.50

Form No. 386

Form No. 387

HARLICH MANUFACTURING COMPANY
1200 NORTH HOMAN AVENUE CHICAGO 91, ILLINOIS

HARLICH is Always First with the BEST

COIN-OPERATED MACHINES, SECOND-HAND

Only advertisements of used machines accepted for publication in this column.

RATE: 12¢ a word . . . Minimum, \$2.00 Remittance in full
must accompany all ads for publication in this column.

A-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mac Postel, 6750 N. Ashland, Chicago. my17

A-1 STAMP MACHINES, SINGLES, \$5.95; Doubles, \$19.50; Triples, \$29.50. Polders, 80¢ thousand. U. S. P., 100 Grand, Waterbury 5, Conn. my24

AA-1 BARGAIN—MILLS BLACK CHERRY Balls, 2 each, 25¢ and 5¢, never uncrated or used, \$800.00 for all. 1/2 deposit. Business Stimulators, 912 E. Washington St., Indianapolis, Ind. my3

A.B.T. CHALLENGERS—1947 MODEL, USED three weeks, \$42.50 single. Lots of five, \$40.00. 1/2 deposit, balance C.O.D. Frank R. King, 664 Plum St., Macon, Ga. my3

HALL GUM WILL MAKE MORE MONEY—One good-as-new reconditioned machine and 500 Balls Gum, \$10.50. 1/2 cash. Thomas Novelty Co., Paducah, Ky. my3

HALL BUBBLE GUM—140 COUNT, 80¢ pound; 210 count, \$1.05 pound. New Model V Globe Venders, \$11.75; Cabinet Venders, \$13.75. 5 Cabinet Venders, 100 pounds Bubble Gum, \$133.75. Pipe Stands, \$3.75. Bracketts, 65¢. 1¢-6¢ Coin Counters, \$1.25. 35 lbs. Boston Beans, \$10.50. 30 lbs. Spanish, \$6.60. Becker Vending Service, Brillion, Wis. my3

BEVERAGE VENDING MACHINES—60 Bally type Automatic Cup Dispensing Soft Drink Vending Machines. Royal Crown Vendors, Rm. 810, 139 N. Clark St., Chicago 2, Ill. my3

BUBBLE BALL GUM—COMBINATION DEAL. 5,500 pieces Bubble Ball Gum and 7,000 Marbles, 9/16" size, all for sensational price of \$27.50. Full cash. Variety Sales, 1058 N. Rockwell, Chicago 22, Ill. my3

CHARMS! CHARMS! CHARMS! BUY DIRECT and save money. These charms are made on brand new molds. Completely different. Write for free samples and prices. Adams-Pattex Corp., 5721 W. Jefferson Blvd., Los Angeles 16, Calif. ap26

CHAMP VENDERS WITH BUBBLE GUM, each, \$8.50. Advance with Bubble Gum, \$8.50. New Northwestern 33's with Bubble Gum, each, \$14.00. New Advance with Bubble Gum, each, \$15.00. Columbus type Nut Machines, \$6.00 each. Bubble Gum, 4", 70¢ lb. B & K Vending Co., 1477 S. 10th St., Camden, N. J. Emerson 6-3069. my3

DRIVEMOBILE, \$139.50; SKY FIGHTER, \$139.50; Chicago Hockey, \$119.50; Goaleo (like new), \$239.50; World Series, \$79.50; Batting Practice \$79.50; Kis-O-Meter, \$129.50; Air Raider, \$119.50; Love Pilot, \$129.50; Photomatic, second model, inside lights, very clean, \$549.50; many others, all good, clean machines. Can equip complete arcade. Baldrige, 6678 Academy Rd., Brighton, Mich. my3

EXHIBIT ROTARY MERCHANDISER, PUSHER, \$249.50. Buckley Treasure Island Diggers, \$69.50. Electro-Hoist Diggers, \$49.50. Knockout Fighters, \$129.50. Photomatic, \$399.50. Floor World's Fair Card Venders, \$24.50. Peerless Grandma 10¢ Fortune, \$99.50. Mystic Pen Card Vender, \$99.50. Caille 5¢ floor Dewey type Slot, \$49.50. Deposit. Herb Everschor, 1182 N. High, Columbus, O. my3

FOR SALE—35 CANDY VENDING MACHINES, used. Rowes, Nationals, DuGuenners, Stokers. Will sell any part of lot. All in A-1 condition. Located New York State. Box 184, Billboard, New York City. ap26

FOR SALE—EVANS TEN STRIKES, \$75.00. Wurlitzer Skee Balls, \$250.00. Thirty-five Plastic Bumper Pin, \$35.00. Mills Thrones, \$180.00. Wurlitzer 71, \$125.00; 850 Wurlitzer, \$425.00. 1/2 deposit. Donald Zak, 3017 S. 14th St., Milwaukee, Wis. ap26

FOR SALE—2 MUTOSCOPE PHOTOMATICS, stainless steel chemical tank, excellent condition (replacing with new models) or exchange for National make Skee Balls. Fetzer & Peterson, Seaside Heights, N. J. ap26

GENCO TOTAL ROLLS, \$275.00. JUMBO Parade Comb, late, \$99.50. Silver Moon FP, \$54.50. Maybell, 4 26¢, \$295.00. Bally Club Bells, 5¢ comb, \$99.50. Mdse. excellent cond. 1/2 deposit, bal. C.O.D. M. A. Pollard Co., 725 Larkin St., San Francisco, Calif. my3

FIRST \$82.50 TAKES WURLITZER COUNTER Model 61, A-1 conditioned, 1/2 deposit, balance C.O.D. Box 1189, Aransas Pass, Tex. my17

LARGE STOCK SLOT PARTS—IMMEDIATE shipment. Twin-Twelve Hideaway, seven Buckley boxes with cable, \$142.50. Request bargain list. Want: Wurlitzer's 750E's. Coleman Novelty, Rockford, Ill. my10

NOTICE, ARCADE—2 MUTOSCOPE PUNCHING Bags with padding. 1 High Striker with weight (flat). 1 Medium Striker (flat). 1 Dumbbell Lift. All for \$300.00. N. La Rocque, 500 Britton, Fairview, Mass. my3

PIN GAMES FOR SALE—1942 SMARTY, \$220.00, 1947 Bally Carl, \$210.00, 1946 Big Hit, \$125.00. All games in perfect condition, 1/2 deposit, balance C.O.D. North Central Amusement Co., 459 Griswold St., Princeton, Ill. my3

REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed. Priced from \$150.00. Consolidated Confectioners, 1314 S. Wabash, Chicago 5, Ill. my31

RECONDITIONED LIKE NEW PENNY PEANUT or Ball Gum Machine with 5 lbs. Peanuts, \$10.50. 1/2 with order. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. my3

TEN DAVAL'S AMERICAN EAGLES, ONE cent, in perfect condition, shipped in original cartons, twenty dollars each. One Mills Q.T. five-cent, glitter front, early '42 model, in good condition, \$60.00. One-third deposit. R. E. Parrish, U. S. Highway No. 1, West Columbia, S. C. my3

TWO WINTERBOOKS, THIRTY MILLS, PACE, Keeney's, Jennings, 5¢-10¢-25¢ Consoles. Closeouts: twenty-five No. 332, six Buckley Wall-Bar Boxes, \$60.00 lot. Coleman Novelty, Rockford, Ill. ap26

VICTORY SPECIALS, SLOTS, VP'S. WANT late Pinballs and Lite-up Cabinet for Seeburg 20-record mechanism. P. Shafer, Washington, Ind. my3

WANTED—PEANUT AND BALL GUM MACHINES in good condition. Write Precision Novelty House, Box 432, Prescott, Ariz. my17

WANTED—USED PEANUT AND BALL GUM Machines. State make, model and quantity. Thomas Novelty Co., Paducah, Ky. my21

1/2 BALL GUM—TWENTY DOLLARS PER carton of 3500 balls. Limited supply. Send deposit. D. F. Hyles, 4021 Colgate, Dallas 5, Tex. my3

2 5¢ JENNINGS J.P. CHIEF AND 4 STAR, 1 10¢ Walling Rotator, J.P. 1 10¢ Columbia J.P. All recently reconditioned, all machines, \$240.00. Charles Loman, 3756 W. 25th St., Cleveland, O. my3

3 EXHIBIT ROTARY MERCHANDISER—A-1 condition. Two claw and one pusher type. Just off location. Best offer over \$150.00 each takes one or all of them. A money maker for parks or arcades. Write Skill Coin Machine Co., 4310 Springfield Pike, Dayton, O. my3

4 PRE-FLIGHT TRAINER PLANES—A-1 condition. \$400.00 each. L. Malcomson, Vermilion, O. my3

8 EXHIBIT IRON OLAW DIGGERS, 8 ERIE and Panama Diggers. Wanted: Eric Diggers. We pick up. National, 4243 Sansom, Philadelphia, Pa. my3

10 DE LUXE 5¢ ALMOND MACHINES—A must for bars and clubs. Perfect condition, 4 machines new, \$13.50 each. Joe Pusget, 418 N. Orchard, Eldorado, Kan. my3

20 CALVERT GUM BALL MACHINES AND 150 lbs. of Gum Ball, \$265.00. Hamco Sales Co., 69 Farrington St., Wollaston, Mass. my3

25 POPCORN VENDORS—5¢ OR 10¢ PLAY. Real bargain. Owner has other connections. Live wire can make decent income from a route of these. P. K. Sales Co., 507-509 Wheeling Ave., Cambridge, O. my17

32-VOLT DE LUXE ROCK-OLA WITH EXTRA motor (2) and converter, \$375.00. Will trade four Red Ball Machines for four Rock-Ola Supers or new Model 5 Balls. ABC Novelty Co., 2509 S. Press St., San Antonio, Tex. K 1152. ap26

98 VICTORY POSTAGE STAMP VENDING MACHINES. Any quantity over 25, \$25.00; under 25, \$26.75. G. W. Guttridge, 2823 Forest Ave., Kansas City, Mo. my3

Make \$250 to \$500 a week
BE YOUR OWN OPERATOR OF PUSH CARDS
A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band.
Watches Styled for Beauty and Built for Accuracy!
Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, card sells out in 2 or 3 days. You can place hundreds of these cards each week. 25% deposit with order, bal. C.O.D., F.O.B. Chicago
Write J & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, ILL.

TICKET DEALS
SEE OR WRITE US FOR QUALITY TICKET DEALS AT LOWEST FACTORY PRICES!
Tips, 2-, 3- or 4-Way Baseball, any size Spindle, Jar or Combination Deals. Latest money-making hand-stamped Pad Deals.
Wire, Write or Phone, Either MISSOURI NOVELTY CO. "National Sales Representatives" 3092 OLIVE ST. ST. LOUIS 3, MO. (Phone: Jefferson 2857) OR TRI-STATE CORPORATION "Manufacturers of Fast Ticket Deals" 201 8TH ST. BRISTOL, TENN. (Phone: 356)

TICKETS
THE LARGEST AND MOST COMPLETE LINE IN THE INDUSTRY
• JAR TICKETS
• BINGO REFILLS
• ALL TICKET GAMES
Buy Direct from Factory
BEST MERCHANDISE—LOWEST PRICES
Write for Free Catalog and Price List
CIRCLE PRODUCTS CO. 4421A N. Clark Chicago 40, Ill.

April
NA
Me
To
Met
NEW
ing of
Board (
tional /
chine (
headed
preside
the Ma
gram o
ment i
mechar
ization:
the "c
Board
Smith
Besit
and N
has be
(35-ho
the V
the G.
month
of Edu
minist
not co
listed
of NA
their i
projec
the na
Firs
ans w
a gue
day m
out k
but t
receiv
time (
tenan
pleted
where
At
manu
specie
Smith
will i
specie
the st
each
be us
An
was
meet
day (
comm
sistin
obs.)
durin
Hote
Wi
the
abler
sing
grad
mon
with
cent
Afte
a bi
for
the
the
enc
mor
A
be
sche
arca
vets
lan
140

NAAMO, BofE Meet Tuesday To Okay Sked

Mechanic School Is Set

NEW YORK, April 19.—At a meeting of members of the New York Board of Education and a special National Association of Amusement Machine Owners (NAAMO) committee headed by F. McKim Smith, NAAMO president, to be held Tuesday (22) in the Manhattan Trade School, the program of the special school for amusement machine operator and arcade mechanics, sponsored by both organizations, will be approved. School has the "definite support of both the Board of Education and NAAMO," Smith states.

Besides the Board of Education and NAAMO approval, the course has been approved in its 12-week (35-hours-per-week study) form by the Veterans' Administration under the G.I. Bill of Rights after a seven-month wait. At the start the Board of Education and the Veterans' Administration questioned whether or not coin machine mechanics were listed as a trade, but thru the efforts of NAAMO both orgs have given their final stamp of approval to the project, one of the first of its kind in the nation.

24 Vets in First Class

First class will consist of 24 veterans with two regular instructors and a guest instructor. "Most present-day mechanics repair machines without knowing the technical reasons, but these boys, with the training received in school, plus a year's full-time course in radio repair and maintenance—which they have just completed—will know all the whys and wherefores," Smith declares.

At present seven coin machine manufacturers have agreed to send special instructors to the school, but Smith states that all manufacturers will co-operate in the program. A special room has been set aside in the school for the class where two of each of the leading coin machines will be used for instruction.

Intensive Program

An intensive program for the school was outlined at a special NAAMO meeting in the Roosevelt Hotel Friday (11). A meeting of the NAAMO committee, headed by Smith and consisting of Herb Weaver and Bob Jacobs, both arcade owners, will be held during a luncheon at the Roosevelt Hotel Grill Tuesday (22).

While attending the special school, the vets, some of them partly disabled, will receive \$65 monthly if single and \$90 if married. After graduation the vets will serve a six-month - on - the - job training period with a member of NAAMO at 85 cents an hour for a 40-hour week. After this period they will receive a base minimum of \$1.20 per hour for the same 40-hour week. During the six months on-the-job training the government will pay the difference between the wages and \$175 per month if single and \$200 if married.

Approximately 100 mechanics will be trained yearly at the special school. Coin machine operators and arcade owners that want to hire these vets should contact Smith at the Atlantic City headquarters of NAAMO, 1400 Boardwalk.

Grass-Roots Public Relations Proposed For Oregon Ops

PORTLAND, Ore., April 19.—A. M. Moss, local manager for Wolf Distributing Company, has proposed a public relations and good-will program for the coin machine industry that involves placing of idle pin games, arcade equipment and juke boxes in veterans' hospitals.

Moss, who has invited operators to attend a meeting here next Friday (25) in order to discuss the program, says that at minor cost to the industry such use of stored equipment would mean a valuable creation of good will not only on the part of the veterans who would benefit by the entertainment but also on the part of the general public.

Many Idle Machines

Moss estimates that idle coin machines of suitable type, now in shops and warehouses, number thousands. Such equipment would be set for free play when placed in the hospitals, he said, and servicing and refinishing of the pieces would be undertaken by distributors. Machines would bear either the names of the operators who contributed them or, if handled on a national basis, the CMI label.

Moss talked up the program locally in advance of the operators' meeting and has a promise from three large department stores to pro-

(See Public Relations on page 114)

News Digest

BOOSTING PLAY—Tony Ligouri, Des Moines operator of telephone music system, has come up with a unique idea for boosting play in his locations. Ligouri has started what he calls the "Mystic Record Hour," offering a prize for the first listener who calls in the correct name of the number played. For details of the play-boosting idea see the music machine section.

LOCAL SHOWS—Wisconsin Phonograph Operators' Association gave a good demonstration last week of the kind of show a young but active State association can put on, and the high attendance at this first gathering will probably start other State associations thinking along the same lines.

INTERPRETATION—Both Oregon and Iowa had a legal interpretation problem on their hands last week, tho the Iowa situation was considerably clearer than Oregon. Both States recently enacted legislation affecting operation of certain types of gaming devices, placing taxes on them without actually making them legal.

NATD SHOW—Discussions during the National Association of Tobacco Distributors' convention in Chicago last week indicated an increasing interest in vending on the part of cigarette wholesalers and jobbers. The part all-electric cigarette merchandising machines will play in the future of cigarette sales was gone into thoroly, and details of the tobacco jobbers' ideas will be found on the first page of the vending machine section.

PUBLIC RELATIONS—Oregon coin machine operators who found themselves faced with a \$50 tax on amusement games are working urgently to

Preem Billboard CMI Show Newsreel at the Association's Annual Meeting in Chicago

Election of Officers, Directors; 4 Vacancies To Fill

CHICAGO, April 19.—Premiere showing of *The Billboard's Convention Newsreel*—16mm. sound film made during the 1947 Coin Machine Convention and Show—will be given at the annual meeting of Coin Machine Industries, Inc. (CMI) when officers, directors and manufacturer-members meet at the Bismarck Hotel here Tuesday evening (22).

Annual meeting—originally scheduled for April 8—was postponed to April 22. Purpose of the dinner-meeting will be the election of officers and directors for the ensuing year. Manufacturer-members will vote on four directorships at this annual meeting to fill vacancies caused by the expiration of terms for three directors and the resignation of a fourth.

Board members whose terms expire this year are William Rabkin, International Mutoscope; F. H. Parsons, Buckley Music Systems, and Louis Gensburg, Genco Manufacturing Company. The regular members will likewise vote to fill a vacancy in the board caused by the resignation of DeWitt (Doc) Eaton, who resigned from the directorship and from his

position with AMI, Inc., to enter the ceramics business.

Nominating board for the meeting consists of John Chrest, Exhibit Supply, chairman; R. W. (Dick) Hood, H. C. Evans & Company, and Louis Gensburg.

The movie, *Convention Newsreel*, was produced by The Billboard Publishing Company with the close cooperation of Coin Machine Industries, Inc. Filming of the movie was accomplished the first day of the convention, and a silent version of the movie before editing was shown the final day of the convention. CMI's annual meeting will mark the first showing anywhere of the edited, sound version.

Jack Lieb, for 19 years one of Metro-Goldwyn-Mayer's top newsreel cameramen and now president of Telecolor Films, Inc., acted as cameraman for the day-long shooting and aided *The Billboard* staff in final editing of the film for presentation. Film traces the pattern of the coin machine convention, from registration thru closing, gives close-ups of many of the new machines which were given their first showing during the convention and features interviews with trade leaders and recording artists. While it was physically impossible to include each of the booths in the film, the great majority of the firms who exhibited at the convention were filmed, marking the first permanent pictorial record of the annual Coin Machine Convention and Show.

Following showing at the CMI (See *Billboard Newsreel* on page 114)

Newsreel Ready

CHICAGO, April 19.—Final prints of *The Billboard's Convention Newsreel* were finished here today in time for the premiere showing April 22 at the Coin Machine Industries annual dinner. Film runs 35 minutes and is filled with highlights of the first post-war coin machine convention.

Prints are now available for showing at distributor openings, association meetings, operator gatherings, etc. Anyone interested in obtaining the film for showing in his city is requested to write to

CONVENTION FILM DEPT.,
The Billboard,
155 N. Clark St.,
Chicago 1, Ill.

Those requesting the film are asked to give full particulars in their letter as to purpose of gathering, estimated attendance, etc., at which film is to be shown; also to give choice of two dates.

Film requires a 16mm. projector for showing. It will be sent free of charge with understanding that person requesting it is responsible for insuring and returning it within 24 hours so that it can be cleaned and sent on to next stop without delay.

organize a local association. Efforts to organize an association in the State have been made before, but interest in the association has gradually ebbed. In Ohio, meantime, the Ohio State Automatic Phonograph Owners' Association is preparing for its annual convention, expected to draw close to 1,000 trade members interested in examining the Cleveland group's unique promotion program.

MOVIE PREMIER—First showing of *The Billboard's Convention Newsreel* will be held at the annual meeting of Coin Machine Industries, Inc., Tuesday (22). Place is the Bismarck Hotel, third floor. The film will get its first Ohio showing during the Ohio phono ops' gathering there May 5. Other showings thruout the country will be announced, since the film is being made available for association meetings, distributor gatherings and other industry sessions.

SALES TAX—Gross receipts from juke boxes, pinball games and bell machines will be subject to Iowa's 2 per cent sales tax under a measure passed last week by both houses of the Legislature. Automatic merchandising equipment is already under the gross receipts sales tax.

SERVICE SCHOOLS—Coin machine manufacturing concerns, working with their distributors, are continuing service schools thruout the country and reporting successful meetings everywhere. Service schools, designed primarily to acquaint operators and their servicemen with the mechanics of new equipment, also serve the purpose of getting operator reaction to equipment and have been instrumental thru the years in helping manufacturers improve their equipment.

New Jennings Bells Shown At Previews

Series of Open Houses

CHICAGO, April 19.—O. D. Jennings & Company is now approaching the halfway mark in a series of distributor and dealer open houses which began March 27 and will end May 3. Purpose of the meetings is to give dealers, distributors and operators a preview of new Jennings bells — Silver Eagle dollar console, new perfected dollar bell, and the Super De Luxe Challenger. Trade members who attend the showings are also getting a first look at the Standard Chief, Super De Luxe Club Chief and De Luxe Challenger.

Meetings have been broken down into five groups, all meeting for three-day sessions at the end of the business week. This way an average of five distributor gatherings are being held each week in Jennings' first all-out distributor-dealer spot promotion since the war.

Firm Representatives Attend

Each of the meetings is being attended by different factory representatives including J. R. Bacon, vice-president and general manager; Bill Lipscomb, general sales manager, and Dave Lovitz, advertising manager.

The Jennings firm is promoting the series of distributor-dealer showings thru advance announcements with trade paper advertising, advance direct mail to operators in the areas where the showings are to be held. Distributors and dealers are likewise doing advance promotion of the meetings. The company will carry out similar promotion plans during future months, Dave Lovitz, advertising manager, said.

List Meets, Places and Dates

Complete list of the meetings, past and future, follows. The list is broken down according to groups. In all cases the first day is given, and the meeting will continue for two days afterward.

Group No. 1: March 27, Dixie Music Company, Miami; April 3, Heath Distributing Company, Macon, Ga.; April 10, Branson Distributing Company, Louisville; April 24, Frankel Distributing Company, Rock Island, Ill.; May 1, H. Z. Vending Company, Omaha.

Group No. 2: March 27, J. H. Peres Distributing Company, New Orleans; April 10, Jack Rosenfeld, St. Louis; April 17, Consolidated Distributing Company, Kansas City, Mo.; May 1, Jones Distributing Company, Salt Lake City.

Group No. 3: March 27, Southern Distributing Company, Houston; April 3, General Distributing Company, Dallas; April 10, Phoenix Distributing Company, Phoenix, Ariz.; April 17, C. A. Robinson, Los Angeles; April 24, Advance Automatic, San Francisco; May 1, Western Distributors, Portland, Ore.

Group No. 4: April 3, Automatic Sales, Nashville; April 10, Automatic Amusement, Evansville, Ind.; April 17, Esquire Distributing Company, Cincinnati; April 24, Garfield Novelty Company, Columbus, O.; May 1, Ray Volmer, Elkhart, Ind.

Group No. 5: March 27, General Vending Sales, Baltimore; April 3, Walter Heist, Reading, Pa.; April 10, Sam Spurrier, Harrisburg, Pa.; April 17, Shaffer Music Company, Charleston, W. Va.; April 24, Rex Distributing Company, Syracuse; May 1, Trilmount Coin Machine Company, Boston.

Calendar for Coinmen

April 21-24—National Premium Exposition, Palmer House, Chicago.

April 25-26—National Automatic Merchandising Association, Region 4, Edgewater Gulf Hotel, Gulfport, Miss.

April 26-May 4—Quick Frozen Foods Association of Chicago, annual show, International Amphitheater, Chicago.

April 29—Cincinnati Automatic Phonograph Owners' Association, executive board meeting, Association Headquarters, Cincinnati.

April 29-May 1—Industrial Packaging and Materials Handling Exposition, Hotel Sherman, Chicago.

May 5—Ohio State Phonograph Owners' Association, annual convention, Carter Hotel, Cleveland.

May 6-10—National Plastics Exposition, Coliseum, Chicago.

May 11-13—National Peanut Council, annual convention, Galvez Hotel, Galveston, Tex.

May 11-16—Radio Parts and Electronic Equipment Show, Stevens Hotel, Chicago.

May 14-15—Retail Tobacco Dealers of America, convention, Stevens Hotel, Chicago.

May 25-28—Flavoring Extract Manufacturers' Association, convention, Hotel Traymore, Atlantic City.

May 25-29—National Confectioners' Association, annual convention and exposition, Stevens Hotel, Chicago.

May 25-29—Associated Retail Confectioners' Annual Convention, Drake Hotel, Chicago.

June 15-18—National Candy Wholesalers' Association, annual convention, Hotel Sherman, Chicago.

Colorado Bill Killed by Senate After House Okay

CHICAGO, April 19.—All eyes were on Colorado's Legislature this week, but the Senate killed House Bill 273 which would have provided a \$300 annual license fee on bell machines. The measure had passed the House earlier, and many observers predicted its passage in the Senate. Colorado's Senate also rejected a measure which would have placed a sales tax on liquor sold by the drink.

In Iowa and Colorado this week, coinmen were wondering about possible interpretations of new acts passed by those State legislatures. Iowa has just included gross receipts from juke boxes, pinball games and bell machines under the State's 2 per cent sales tax act, and members of the Legislature have commented that this might amount to legalizing gaming in the State.

Excessive Oregon Levy

In Oregon, coinmen found themselves facing a \$50 tax on amusement devices and wondered how they would meet this excessive levy. The Oregon law-makers eliminated a passage in the Revenue Act which specifically forbids pay-outs, but then inserted another section saying that the new tax on amusement games was not to be considered as giving legal authority to run gaming devices.

As predicted (*The Billboard*, April

Empire Corp. Named Firestone Distrib.

BROOKLYN, April 19.—Empire Automatic Corporation was announced as metropolitan New York distributor for Firestone Enterprises' roll-down games and coin-operated radio this week.

Equipment is now on display in the firm's showrooms.

Red Ball Games Files for Charter in State of Del.

WILMINGTON, Del., April 19.—Red Ball Games, Inc., has filed a charter with the corporation department of the secretary of State's office in Dover for the purpose of dealing in amusement games.

Firm's capital is listed at 100 shares of no par value stock, and the principal office is listed as the Corporation Service Company.

19), Florida's Legislature this week got a new sales tax proposal. Interesting section of the new measure is the one which would decrease the State's cigarette tax from 4 to 3 cents. Cigarette retailers, who have complained that business is going out of State, are pushing the reduction in the cigarette tax.

In Massachusetts, the Legislature has carried over to the next regular session consideration of a measure which would have placed an annual tax of \$10 on each automatic merchandising machine.

Summary by States

Here is a summary of legislative action:

Colorado—House Bill 404, proposing a \$50 tax on juke boxes and amusement machines, was reported favorably by the House committee. Proposal would exempt automatic merchandising machines from payment of the fee.

Illinois—House Bill 74, to license juke boxes, pinball and other music and amusement games at \$50 annually, will get further hearings by sub-committees of the licensing committee. First hearing was held April 16, but the committee made no definite recommendation. One section of this measure would exempt all merchandising machines from the act. The bill's text likewise stipulates that the proposal would in no way legalize gaming in the State.

Kansas—Legislature here adjourned April 10. Prior to adjournment, the law-makers passed a new retailers' sales tax which places "a tax at the rate of 2 per cent upon the gross receipts from the operation of any coin-operated amusement device, whether automatic or manually operated, etc."

Michigan Bell Bill

Michigan—Legislation has been introduced in the House which would legalize bell machines and other gaming devices. Measure is House Bill 362. It has been referred to the affairs committee.

South Carolina—The Senate has amended House Bill 274, changing the license fees on music and games to \$15 per year, but exempting billiard and pocket billiard.

Texas—Proposal to tax soft drinks has been reported unfavorably by the House.

New Bally Game, Rocket, Shown At Milw. Meet

MILWAUKEE, April 19.—Coven Distributing Company, Chicago, had a first showing of Bally Manufacturing Company's new pinball game Rocket, at the Wisconsin Phonograph Operators' Association (WPOA) first annual show which took place at the Pfister Hotel here April 14. Ben Coven, Art Cady and Al Kopprasch were on hand for the distributing firm, while Bally was represented by K. Sheldon, Bud Breitenstein and Bill Billheimer.

Game is played as a three ball or five ball, can be either a novelty free play or payout operation. Making adjustments to these different types of play can be accomplished by two changes in the game's working apparatus.

Fast Action Game

Rocket is a fast moving high score game of conventional size. Backboard, which tabulates score by multiples of 1,000, 5,000 and 10,000 points and also number of free plays, depicts a rocket plane flying thru the sky. Unusual features are two jackpot bumpers that if hit when lit give up to 50 free plays, depending on how many free plays are already showing on the score board; and four ball holes placed diamond shape a foot apart which, after registering points, shoot the ball around the diamond, pausing long enough to register points and eventually hurling the ball up on the playing surface so that it can hit all the point bumpers and drop thru the playing surface again.

Play Described

Play of the Rocket is as follows: Player inserts coin thereby releasing balls toward the plunger one at a time. Plunger when released by player shoots metal ball up an alley, thru a gate and onto playing surface. Ball than caroms off bumpers that register from 1,000 to 10,000 points. If the ball drops into a hole at the top of the diamond, an apparatus in this hole hurls the ball to the second hole of the diamond on the player's right. Hole gimmick then hurls the ball to the bottom point of the diamond which repeats the action of the previous diamond points. When the ball reaches the fourth point on the diamond, an apparatus in the fourth hole shoots the ball up to the top center of the playing and repeat action is then possible. Operation of the succeeding balls is similar.

The jackpot or bonus lights of the Rocket are set up to go on after a certain number of games have been played. When these lights are on and the ball strikes either one of them free plays are run up on the backboard until a maximum of 50 free plays are reached.

J. J. Golumbo Holds Open House in New Boston Headquarters

BOSTON, April 19.—Open house at the new home of J. J. Golumbo & Company, 1119 Commonwealth Avenue, will take place Tuesday (22) from 2 p.m. to 6 p.m., according to Jerry Golumbo. Besides celebrities, cocktails and a buffet lunch, a \$200 fully-equipped home bar—complete with glasses—will be given away as a door prize.

Officials of Rock-Ola Manufacturing Corporation and the United States Vending Corporation will be among those attending, Golumbo states. It is expected that among the attending celebrities will be many recording artists and well-known entertainers.

April
VI
Att
Tob
Resol
of an
unfair
CHICA
attacking
ucts; seel
sible rev
trust law
of unfair
adopted l
of Tobac
here Thu
Other
the estat
chandisin
organizat
agement
associatio
Joseph
(N. J.)
elected r
sociation,
included:
bacco Co
dent; W.
& Tobac
chairman
Arthur F
urer; He
Company
of the w
and Rich
Company
man of
with mar
Kolodn
ness sessi
adoption
those in
protectio
strengthe
Tax res
associati
bled doc
cessive a
products
State an
hereby c
unfair, u
tory in t
denies b
ees in the
portunity
other inc
It add
the assoc
are auth
test the
on tobac
to seek i
the exte
and disc
authorize
ward cor
taxing at
Citing
ities hav
(See Hig
CHI
bershi
a re
"heart
coin
who i
15th a
their c
in ma
greate
try."

VENDING MAJOR NATD TOPIC

Attack High Tobacco Tax

Resolutions seek revision of anti-trust laws, halt to unfair trade practices

CHICAGO, April 19.—Resolutions attacking high taxes on tobacco products; seeking examination and possible revision of existing federal anti-trust laws, and urging strengthening of unfair sales practices acts were adopted by the National Association of Tobacco Distributors (NATD) here Thursday (17).

Other resolutions also authorized the establishment of a retail merchandising department in the NATD organization, as well as a labor-management bureau, for the benefit of association members.

Joseph Kolodny, of the Jersey City (N. J.) Tobacco Company, was re-elected managing director of the association, and other officers elected included: Stanley Stacy, Cavalla Tobacco Company, Milwaukee, president; W. P. Rollings, Mobile Cigar & Tobacco Company, Mobile, Ala., chairman of the board of directors; Arthur F. Schultz, Erie, Pa., treasurer; Henry Gunst, Cliff Weil Cigar Company, Richmond, Va., chairman of the ways and means committee, and Richard C. Pinney, of H. E. Shaw Company, Worcester, Mass., chairman of the committee on relations with manufacturers.

Kolodny, presiding over the business sessions of the convention, urged adoption of the resolutions, especially those in regard to high taxes and protection of small businesses thru strengthening of the anti-trust laws.

Tax Resolution

Tax resolution stated, in part: "This association in convention assembled does hereby protest the excessive and unequal use of tobacco products as a vehicle for federal, State and local taxation and does hereby denounce such taxation as unfair, unreasonable and discriminatory in that, among other things, it denies both employers and employees in the tobacco industry equal opportunity with those engaged in other industries."

It added: "The proper officers of the association be and they hereby are authorized and directed to protest the further extension of taxes on tobacco products and to endeavor to seek relief from existing taxes to the extent that they are excessive and discriminatory, and that they be authorized and empowered to forward copies of this resolution to such taxing authorities."

Citing the fact that taxing authorities have repeatedly created tobacco

(See High Tobacco Tax on page 111)

Thanks

CHICAGO, April 19.—Membership of the NATD adopted a resolution expressing its "heartfelt appreciation to the coin machine manufacturers who participated in the NATD 15th anniversary convention for their co-operation and assistance in making said convention the greatest ever held in the industry."

Program for Mississippi NAMA Meeting Is Set

CHICAGO, April 19.—National Automatic Merchandising Association (NAMA) this week announced the program for the association's Region IV meeting which will be held April 25-26 at the Edgewater Gulf Hotel, Edgewater Park, Miss.

Problems of legislation, equipment and supplies in the tobacco, confectionery and soft drink fields as applied to automatic merchandising methods will occupy most of the business sessions.

First meeting is listed for 1:30 p.m. on April 25 and will be highlighted by the appearance of several prominent speakers. Lead-off speaker will be William Cutcliffe, of Candy Distributing Company, Atlanta, on the subject *Can Automatic Merchandising and Jobbing Be Combined Successfully?* This will be followed by a talk by Marcus Kaplan, Virginia

Cigarette Service, Roanoke, who will speak on *Selling Locations*.

Other afternoon speakers include: John Saxon, of Ace-Saxon, Miami, and Tom Vaughn, of the New Orleans Cigarette Service, Inc. Opening session will conclude with a symposium on new equipment by manufacturers' representatives.

Harry DeBuys, Canteen Service of Alabama (Birmingham), will act as toastmaster for the banquet session which climaxes the opening day's activities. George M. Seedman, of the Rowe Corporation, New York, will give a talk on *The Automatic Scene*, and a speaker to be announced will conclude the evening program.

Final session will get under way at 9:30 a.m. on April 26 with a legislative address by R. J. Vonesh, NAMA's legislative counsel for Regions 1 thru V. He will be followed by P. W. Bullock, Piedmont Canteen Service, Greensboro, N. C., Region IV legislative chairman, who will discuss legislative problems as applied to his region.

Darling To Moderate

C. S. Darling, NAMA's executive director, will serve as moderator for a legislative round-table discussion that follows the legislative addresses. An operators' forum on problems of operating and supplies will conclude the membership participation.

Election of a regional chairman for 1947 and selection of a place and dates for the next meeting of the region will terminate activities at noon.

Region IV Chairman J. Herman Saxon, Saxon's, Inc., Charlotte, N. C., revealed that recreational facilities of the hotel, including the golf course, swimming pool and entertainment, will be available to NAMA members, their wives and guests.

Lehigh Machine Gets First Big Showing in Chi

CHICAGO, April 19.—First public showing of the Lehigh Foundries, Inc., PX cigarette vending machine was held at the National Association of Tobacco Distributors (NATD) convention here this week.

Production on the PX-10, a 10-column manual vender, is increasing, according to Neill Mitchell, firm sales manager who was in charge of the PX booth.

Machine, which is of standard dimensions, has aluminum columns with a capacity of 425 packs, either regular or king size. Book matches are vended free or two books for a penny with total capacity of 500 books. Cabinet door is removable for servicing and columns shift forward for loading.

Model is available in several colors with a plate glass mirror front with stainless steel trim. Facsimile display is lighted indirectly.

Booth personnel included Mitchell and Maurice Auerbach, together with Presley Hamilton, Chicago district representative; Daniel and Everett Neidig, district representatives in Minnesota, Illinois and Wisconsin, and Bernard Spira, district representative in Ohio and Indiana.

Rowe Crusader Seen At NATD Meeting

CHICAGO, April 19.—Rowe Manufacturing Company, Inc., of Whippany, N. J., exhibited at the National Association of Tobacco Distributors show here this week.

The Rowe booth, which was on the exhibition hall floor in the Palmer House, featured the Crusader, eight-column manual vender which has been in production for the past 15 months.

Personnel present included Robert Z. Greene, firm president; George M. Seedman, John S. Mill, Ralph Phipps, John Moran, Richard Gluck and Chris Gabrielsen.

Round Table Plots Future

Focus on electric machines, gains thru operator-wholesaling combines, prices

CHICAGO, April 19.—Focal point of the National Association of Tobacco Distributors' convention at the Palmer House this week for the vending trade was a round-table clinic discussion Thursday (18), in which tobacco jobbers took as their theme "The Vending Machine—Where Is It Going?"

Arranged as one of a series of 14 clinics covering a variety of topics vital to the tobacco wholesale business, the clinic brought together tobacco jobbers who operate or plan to operate cigarette venders as well as representatives of vender producers and of National Automatic Merchandising Association. Chairman of the breakfast gathering was Arch Riddell, president of the Riddell Company of Pasadena, Calif., and its subsidiary vending firm, Harmony Cigarette Service.

New Ideas Developed

The discussion, tho slanted toward the special problems in vending of wholesale men, developed a number of ideas of importance to all cigarette machine operators. Among topics covered were the future of the new electric cigarette venders, the relationship between vender operation and tobacco wholesaling, competition factors in cigarette vending, price and tax questions and prospects for new machine production.

Indicative that the electric vender already is raising important questions in the trade was the fact that this subject led off the round-table talk. One operator, who said that a substantial number of electric machines have been placed on location in his area, expressed the view that the trade—whether it is ready or not—was now being faced with the problem of determining what to do about the new type of machine.

Three operators, who are now operating two types of electric venders, said that they apparently are meeting the test of public acceptance and standing up on location. General feeling seemed to be that competition, especially in top locations, would stimulate use of the machines, even tho cost of equipment is higher and (See Vending Major on page 109)

Jack Feinberg Adds Five More States to Cig Distributorship

DETROIT, April 19.—Jack Feinberg, distributor of Monarch Cigarette vending machines for U-Need-A Vendors, Inc., in four States for the past year and a half, has been given five additional States for his territory.

Feinberg, who has been covering the additional territory for the past month, now has Wisconsin, Illinois, Indiana, Minnesota and Nebraska (new States), as well as Ohio, Virginia, West Virginia and Michigan.

Feinberg, who attended the National Association of Tobacco Distributors convention in Chicago this week, said he plans to put two salesmen in the field as soon as U-Need-A production warrants it.

Tru-Ade Ready To Enter Vending on Large Scale

CHICAGO, April 19. — Tru-Ade, Inc., producer of orange and grape base flavors for non-carbonated drinks, is preparing to enter the soft drink venter field on a large scale now that sugar is no longer the No. 1 problem facing this industry, Sam H. Ellison, firm's vice-president, says.

Ellison said that both cup and bottle venders will be used, but that the 10 Tru-Ade-designed cup venders now in use will be followed first by similar equipment. "Our 10 pilot models, which we call the Tru-Ade Cup Dispenser, were designed by our engineers and built for us by the Standard Gas Equipment Corporation, Baltimore, during 1946," Ellison said. Bottle venders, he added, will not be specially designed by the company, which is now looking for a suitable machine of standard make to use in quantity.

Plan Twin-Flavor Venders

Firm's present cup machines are the one-flavor type, but plans for a two-flavor machine are being formulated, Ellison stated. "Die-produced single flavor venders are about ready to be turned out in quantity for us by the Standard Gas Equipment Corporation. These are able to vend 550 6½ ounce cup drinks," he said. Machines are serviced from the front, which swing open, and have a three-color finish: red (bottom), blue (center) and yellow (top), each section being divided by a horizontal chrome strip. A large circular mirror is placed at head height on the yellow panel.

Ellison said that like the firm's present 10 pilot models, all future cup

and bottle venders will be equipped with built-in coin changers. Changers used on present machines are ABT units which take nickels and dimes.

All Tru-Ade venders, according to Ellison, will be owned and operated by the firm's bottlers. Special trucks and drivers will service the vending machines, while non-vender locations will continue to be handled by present equipment and help.

Accenting Coin Operation

That future operation of venders is being stressed by his company is shown by the companion contract all franchised Tru-Ade bottlers are given, Ellison stated. "This contract provides that all bottlers operate vending machines," he said. Present number of bottlers is 38, with 42 additional franchise holders building plants and facilities over the country for early production.

To date, the nine pilot model cup venders on location in Baltimore are the only machines in use (the 10th venter is installed in Tru-Ade's Chicago offices in the Civic Opera Building). Locations in Baltimore include a bowling alley, bank and six industrial plants. Ellison said commissions vary from 15 to 20 per cent on venter sales, a factor determined by the type of location.

Chicago set-up for venter locations will be completed within the year, Ellison claims, with other major cities and sections of the country following suit shortly.

Texas Vender Mfg. On Contract Basis

DALLAS, April 19.—Texas Engineering & Manufacturing Company, Inc., is now manufacturing vending machines on a contract basis, concentrating at the present time on producing the T & C Company's pre-popped popcorn vending machine.

The firm has two beverage vending machines—a sample cup venter and a sample bottle machine—ready to go into production, but has not yet signed contracts for these machines. According to officials of the firm, Texas Engineering produces machines only on a contract basis.

Tax-Pd. Cigarette, Cigar Production In February Gain

WASHINGTON, April 19. — Tax-paid production of popular brand cigarettes showed an 11.43 per cent gain during February, 1947, when compared to the same month last year. Popular priced cigars—in the eight to 15-cent price bracket—showed an increase of 106,153,569, according to figures from the Bureau of Internal Revenue. The report shows that higher priced cigars had losses in production during February.

For the eight months ending February 28, 1947, 219,215,896,929 tax-paid small-sized cigarettes were produced. This compares with 198,321,759,015 produced for the same period in 1946.

One indication of this high production rate came last week (See *The Billboard*, April 12) when Camels announced that it was gradually eliminating its rationing program, a war-born method of doling out a restricted number of cartons to retailers, including vending machine operators.

Frozen Food Vender Backers Eye Show In Chicago April 26

CHICAGO, April 19.—With recent statements by spokesmen of the Frozen Food Institute heralding the time when frozen foods will be increasingly dispensed thru coin-operated venders, local coinmen are focusing their sights on the show to be held at the International Amphitheater here April 26 to May 4, under the guidance of the Quick Frozen Foods Association, of Chicago.

The exhibit, which will be held in conjunction with the National Food Show here, is part of the association's efforts to promote this city as a center of the industry, and will feature the past, present and future of the frozen food business.

The association, numbering about 70 member organizations, has embarked on the Chicago-as-a-Center theme on the premise that the city is a logical choice because of its proximity to the nation's food belt road hub.

Schedule Guest Speakers

In addition to the display of the latest developments in food freezing and packaging the association has scheduled a series of dinner speakers to stimulate interest in the project. Toward this end invitations have been tendered to Gov. Dwight H. Green and Chicago's new mayor, Martin Kennelly. Adm. Richard E. Byrd, who has recently returned from South Pole achievements, has already sent a tentative acceptance for a speaking date.

Industry spokesmen predict a rosy future for the frozen food business. According to Charles E. Wurm, association president, the volume of frozen foods on the market is expected to increase some 50 per cent by 1950. He added that within 10 years most of the country's food will be preserved by quick freeze methods.

Two-Cent Cig Tax Awaits Governor's Okay in N. J.

TRENTON, N. J., April 19.—The two-cent-a-pack cigarette tax, sought by Atlantic City, was approved by the New Jersey Senate last week by a vote of 13 to 1. New tax is to be levied only by the municipal governments in fourth class cities.

Measure now goes to Gov. Alfred E. Driscoll.

Juice From Can Vender Getting Fla. Showings

LAKELAND, Fla., April 19.—First model of a new citrus juice venter is being demonstrated during various Florida citrus meetings by its inventor, Robert W. Johnson. Idea for the machine, Johnson says, came to him in June, 1946, when he returned to this city and discovered the citrus industry was seeking new outlets for its surplus citrus crops.

Pilot model, which automatically dispenses the juice from refrigerated cans, holds 24 cans containing 26 ounces of citrus juice, Johnson stated. Machine punches a hole in one can at a time, to assure freshness, and pours juice into a refrigerated reservoir. In a few seconds from the time of coin deposit, a six-ounce paper cup drops into place and is filled from a spout.

Johnson said that a total of 184 5-cent cups are dispensed from a fully loaded machine. Out of a total of 8,000 coin deposits, he claims, the machine has failed to dispense only one cup.

Vender, which is about 6½ feet high, has a lacquered front with room for display of the particular brand being dispensed. It occupies about two square feet of floor space and is opened and serviced from the front.

Citrus industry leaders John A. Snively Sr., and his son, John Jr., of Polk Packing Company, Winter Haven, Fla., assisted Johnson in getting the venter in production and are interested in its possibilities. That these possibilities are widespread, Johnson claims, is evidenced by the fact that 47,000,000 cans of citrus juice were sold in a year to housewives from retail stores and restaurants.

Louis Riggio Named Head Of American Tobacco Sales

NEW YORK, April 19.—American Tobacco Company's board of directors at a recent meeting elected Louis J. Riggio to the office of assistant to the president, Vincent Riggio, it was announced last week.

Riggio, who joined the company early this year, has been made responsible for the functioning of American Tobacco's sales department. He also will continue to call on the trade thruout the country.

ASCO VENDORS THE FINEST VENDORS MADE

For All Kinds of Bulk Products

- Made of strong, highly polished aluminum castings.
- Crystal clear globe displays nuts appetizingly.
- Simple foolproof mechanism adjustable for all kinds of bulk products.
- Dispenses accurate portions of pistachio nuts, salted peanuts, mixed nuts, panned confections (with or without charms), almonds, cashews, etc.
- Capacity 6 lbs.
- 1c or 5c Play.

ASCO ALL-PURPOSE VENDOR \$29.50

ASCO HOT NUT VENDOR \$46.50

IMMEDIATE DELIVERY

Write for Special Operator's Quantity Prices DISTRIBUTORS! TERRITORIES AVAILABLE! WRITE!

ASCO VENDING MACHINE EXCHANGE

55-57-59 BRANFORD ST., NEWARK 5, N. J., Bigelow 3-7744-5

"OVER 40 YEARS' EXPERIENCE"


Manufacturing

Harvard Identification Medal Machines

AND

SUPER QUALITY STANDARD SIZE

Harvard Deluxe Medals



\$10.00 Per 1,000

Especially Manufactured for

Finest Embossed Print

Samples Upon Request

HARVARD AUTOMATIC MACHINE CO.

JAMESTOWN, N. Y., U. S. A.

Est. 1905

Vending Major NATD Topic; Round Table Plots Future

(Continued from page 107) some in the trade believe that it has not been sufficiently tested.

Two factors were stressed in the success of electric venders now being used by these operators. Owners of top locations are likely to demand electric equipment when their competitors have it. Also, the novelty and added convenience of electric operation has an influence on consumer patronage.

Servicing of electric machines by operator personnel whose experience is with manually-operated venders was thought to be not too great a problem. Suggestion was made that a simplified schematic wiring diagram would solve most of the difficulty for a serviceman who is not an expert electric technician.

Consensus of the meeting seemed to be that the manually operated machine would remain the operator's basic all-location equipment for some time. Until the trade is certain of the electric machine trend, and until current higher costs of production come down, the operator probably will take a cautious course, it was felt. One factor here is the need for replacements of outworn equipment which might be filled most quickly with the traditional vending unit.

Turning to question of more general concern to tobacco wholesalers with vending operations, the group considered cigarette vending, both from the point of view of increasing distribution and of using venders for more successful wholesaling operations.

It is well known that many wholesalers have found that venders are an advantageous medium for cigarette distribution, leaving sales forces to concentrate on cigars and other lines of merchandise. Indications point, it was agreed, to a constantly increasing proportion of total cigarette sales thru venders. This, of course, would be accomplished thru sales to independent cigarette machine operators on the retail level, as well as to sales thru wholesalers' own vending operations.

Enthusiasm of cigarette manufac-

turers for venders as a means of selling thru more outlets, and as an advertising display medium for their products, was cited. Several in the group described requests from the Big Five producers, requesting that their brands be stocked in three columns of each machine.

To the question of whether the jobber would move more deeply into vending operations, several men expressed the view that jobbing-vending relationships would be influenced, even more in the future than in recent years by a two-way process. More vending machine operators will be adding wholesaling functions; more jobbers will add vending machine divisions to their firms.

It was agreed that division of vending and jobbing operations, with distinct bookkeeping systems, made for greater efficiency on both sides.

Price and Tax Effects

In the price and tax field, discussion followed the thinking of most operators today. Key problem here was the effect on venter sales when price changes involve the need for an additional coin insertion to make price. Thus, if a new tax or simple price change raised vender price from 19 or 20 cents to 21 cents, the machine patron must insert an extra nickel. A 1-cent price change involving an added nickel insertion will inevitably cut volume sales more than a 3-cent rise which does not require the extra nickel, it was agreed. Reason advanced was the psychological consumer resistance to putting out an additional coin.

Comments at the meeting suggested that supplies of new vender equipment are now beginning to make a sizable dent in huge post-war demand. One operator-jobber estimated that in his area there are now 20 per cent more machines out on location than two years ago.

Asco Shows 4 Bulk Machines At NATD Meet

CHICAGO, April 19.—Four bulk nut and candy venders were exhibited at the National Association of Tobacco Distributors (NATD) convention here this week by Asco Vending Machine Exchange Corporation, Newark, N. J. Featured in the same booth were lines of bulk candy and nuts, as well as 5-cent packaged confections, shown by Asco Enterprises and Asco Packing Company, also of Newark. All three firms are headed by A. S. Cohen, who personally directed the display.

Firm played up its 5-cent hot nut vender, constructed of aluminum and incorporating a paper cup dispenser beside the glass-globe machine proper. Other machines shown included Victory penny bulk vender, Master ball gum machine and Asco's 5-cent bulk, all-purpose vender.

Cohen said that bulk nut and confection supplies were now adequate, and that his firm was able to supply operators with a substantial variety.

N. E. Candy Club Meeting

BOSTON, April 19. — Howard Pierce Davis, writer and commentator, will speak at the Thursday (24) meeting of the New England Confectioners' Club in the Copley Plaza Hotel.

M & M's MIXED COLORS
47c Any quantity. Immediate delivery.
Per Lb. (25 lb. minimum).
Cashier's check or money orders. No C.O.D.'s

ABT CHALLENGERS

\$49.50

Each.

Brand New.
Stands
\$7.50



GROETCHEN'S

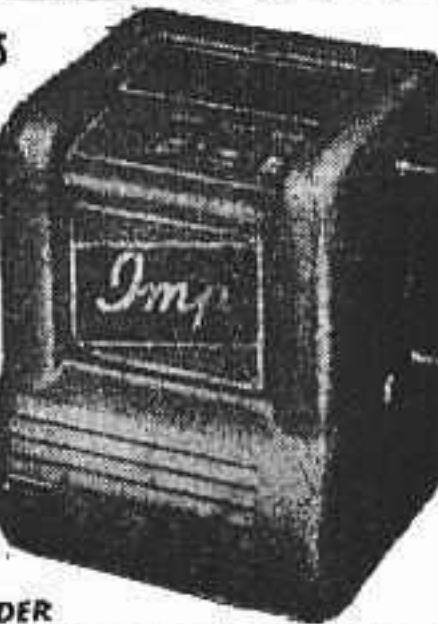
1¢ or 5¢ **IMPS**

Fruit or Cigarette Reels.

Brand New.
Immediate Delivery.

\$13.75

Lots of 6.
Single—
\$14.75



RUSH ORDER

SHIPMAN

Triplex Stamp Machine. Brand new! Vends 1¢, 3¢ and new 5¢ airmail postage stamps. Sluggproof, compact, foolproof. Immediate delivery.

Operator's Price
\$39.50

Distributors interested in selling our Shipman Stamp Machine, write for details.



FRANTZ SCALES

Your Best Buy! The Original Pace Scale with greater improvements.

Aristo Scale
\$115.00

Mirror Scale
\$125.00



STAMP FOLDERS

For Shipman, Schermack, N. Y.
10,000 \$ 5.75
25,000 13.95

VICTORY

Duplex Stamp Machine. Brand new! Vends 1¢ and 3¢ postage stamps. Can be used inside or outside. Guaranteed weather proof. Returns slugs and fool-proof. Immediate delivery.

\$19.95 Lots of Ten
Single, \$24.95



Write for Catalog on Bulk Vendors, Games, Etc.
1/3 Deposit on All Orders.

PARKWAY MACHINE CORP.
823X W. North Ave. Baltimore 17, Md.

BALL GUM

3/8", 140 to 149 Count, 35 to 3700

\$20.00 per case

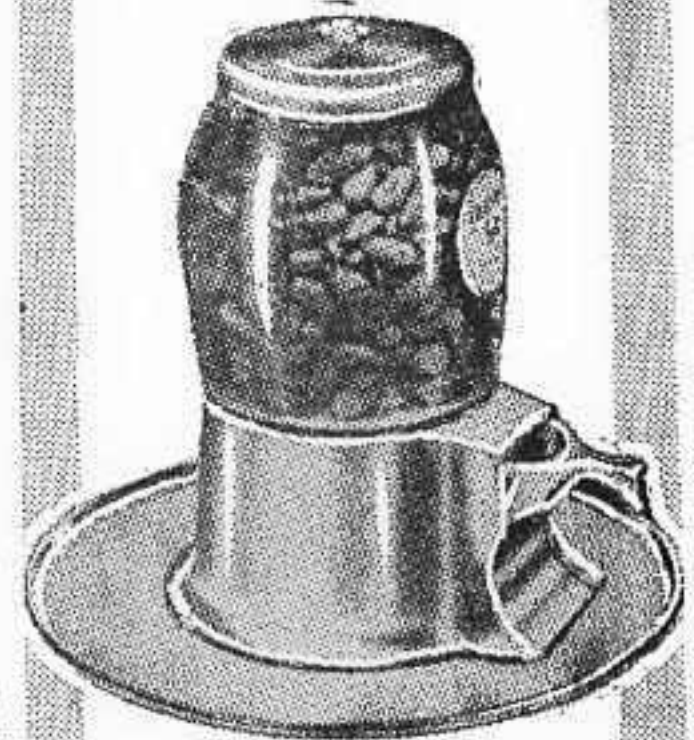
1/3 Deposit With Order.

THOMAS NOVELTY CO.
1572 JEFFERSON ST. PADUCAH, KY.

Cash In On

CASH-TRAY

The Most Stupendous Money-Making 5c Almond Merchandiser



50 machines will earn better than \$60.00 weekly!

\$9.85 Ea. F. O. B. Factory

5% Discount in lots of 50

ORDER NOW!

IMMEDIATE DELIVERY

"Teeny" Almonds—95¢ lb.

SCOTT-CROSSE COMPANY
1423 Spring Garden St., Phila., Pa.

Northwestern



Your Assurance Of Postwar Security

Time and time again Northwestern bulk venders have proved their worth as steady, dependable money-makers under any and all conditions. That's why so many operators, and others interested in a permanent income, are looking forward to the time when these machines will again be available. To make sure of your postwar success, plan now to invest in Northwesterns—venders built for operating. In the meantime, keep in touch with activities through our free monthly paper The Northwesterner.

THE NORTHWESTERN CORPORATION
1 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

VENDING MACHINE OPERATORS

We are State distributors for Samuel Eppy's Plastro Charms and have them in stock at the following prices:

Assorted Charms. Per M \$4.00
Alphabet Letters. Per M 5.00
Wire Crack Buttons. Per M 6.00

We Pay Postage—Immediate Delivery.
1/3 With Order, Balance C. O. D.

GEORGIA AUTOMATIC CO.
P. O. BOX 223 DECATUR, GEORGIA

NEWEST THREE UNIT HOT NUT MACHINE NOW Available

We have found that it is impossible to operate with 1946-47 ideas. Here is a machine with 1947 ideas. A real revenue producer.
Operators • Distributors • Salesmen
Territories now open

TROPICAL TRADING CO.
831 S. Wabash Ave. Chicago 5, Illinois

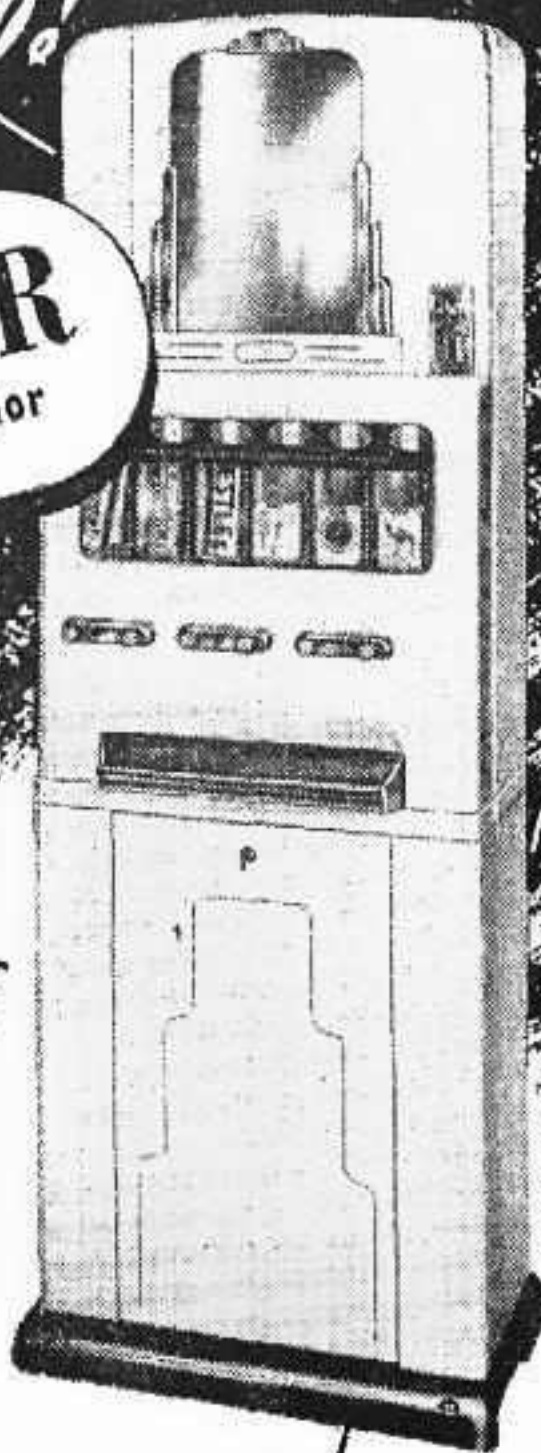
Ready Now!
The New

UNIVENDOR
Assorted Merchandise Vendor

Superior
PRE-WAR QUALITY
PLUS

NEW DESIGN
NEW IMPROVEMENTS

The new UNIVENDOR vends merchandise ranging in price from 5c to 20c—adjusts easily for the items most popular in each location. Precision workmanship guarantees trouble-free operation, easy servicing—a flick of the finger sets shelves for reloading. Steel construction assures durability, long service. Handsome styling, gleaming chrome trim... the clean, sanitary appearance patrons appreciate... a compliment to the most modern surroundings.



Stoner Mfg. Corp. Aurora, Illinois



CIGARETTE MACHINES
NEW ROWE CRUSADER, 8 Col. Write
NEW UNEEDA, 8 Col., 510 Pack Cap. \$159.50
NEW UNEEDA, 6 Col., 380 Pack Cap. 149.50
Rowe Royals, 10 Col. \$100.00
Rowe Royals, 8 Col. 85.00
UNEEDA Model 500, 15 Col. 115.00
UNEEDA Model E, 8 Col. 57.50
DuGrenier Champion, 9 Col. 89.50
DuGrenier WD, 9 Col. 65.00
DuGrenier V, 7 Col. 54.50

CANDY MACHINES
Rowe, 120 Bar Cap. \$ 89.50
Rowe De Luxe Model With Lights, 120 Bar Cap. 110.00
Uneeda, 102 Bar Cap. 70.00
National 9-18 Standard, 162 Bar Cap. 110.00
Advance 64 Bar Cap. 37.50

PENNY INSERTING MACHINES ... \$85.00 and up
TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
One-Third Deposit With Orders—Balance C. O. D.
PARTS AND MIRRORS AVAILABLE FOR ALL MODELS!
UNEEDA VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET BROOKLYN 11, NEW YORK

PAN'S "HARD SHELL" CANDIES
FOR COUNT GOODS AND BULK VENDORS

Pan Quality — More Selling Appeal — Easy Vending — Fair Price. If You're Not on Our Mailing List, Write Us.

PAN CONFECTION DIVISION
CHASE CANDY COMPANY 311 West Superior, Chicago 10, Ill.

ATTENTION, VENDING MACHINE OPERATORS
WE SELL Pistachio Nuts, Peanuts, Almonds, Ball Gum, Boston Beans, M & Ms, etc. LOWEST PRICES IN COUNTRY. IMMEDIATE SHIPMENTS. Write for Free Price Lists. ALSO complete stock of New and Used Nut, Candy and Cigarette Machines for immediate delivery.
SPECIAL—10 ROWE CANDY MACHINES \$75.00 EACH.
CAMEO VENDING, 432 West 42nd, New York 18, N. Y.

Electros Go Directly to Op-Customers

Eastern Electric Policy

CHICAGO, April 19. — Eastern Electric Vending Machine Corporation, of New York, national distributors of the Electro cigarette vender, has established a policy of selling machines direct to operators without employing a sub-distributing system, Joseph P. Marcelle, firm president, announced this week.

The single exception of this policy, Marcelle said, is the distribution on the West Coast, which will still be handled thru Blake Sales Company, Inc., headed by Cliff A. Blake. The Blake firm handles distribution in 11 Western States.

Electro is an all-electric vending machine manufactured by the C-Eight Laboratories in Newark, N. J. It was exhibited by Eastern Electric this week at the National Association of Tobacco Distributors convention at the Palmer House in Chicago.

According to a company spokesman, machines are now being produced by C-Eight at the rate of 1,200 to 1,500 a month. This rate, he stated, is expected to be increased within 30 days. Approximately 2,500 machines already are on location.

A sales representative declared that shipments on each order received are being stretched over a 10-month period, with 10 per cent of the order being delivered each month. This policy was established because of the inability of production to keep pace with demand and the pro rata system of shipment insured a more even distribution.

Attending the convention here, in addition to Marcelle and Blake, were M. S. Starr, a sales representative, and Sam Farina, engineer from the C-Eight plant.

Leading Candy Co. Puts Out Three New Bars; More To Come

BROOKLYN, April 19. — Leading Candy Company, now located in a new plant on Parkside Avenue here, has added three new candy bars to its line and plans additional expansion in the near future, according to Jack Lipschitz and Nathan Fialkoff, firm heads.

Six-year-old firm acquired 10,000 additional feet of floor space with the new factory. The officials stated they will retain the old plant, with 5,000 square feet of space, at 49 Mangin Street, New York.

New bars are 4 Trix, made of chocolate, filberts and raisins; Nu-Treat, a coconut confection, and Etabar, made of chocolate, peanuts and soya. Plant has a capacity of 10,000 boxes of 24 bars of 4 Trix and 30,000 boxes of Nu-Treat daily. Production of Etabar was not revealed.

Firm was an exhibitor at the National Association of Tobacco Distributors exposition this week at the Palmer House, Chicago.

New Sound Movie Company Names Leading Officials

HARTFORD, Conn., April 19.—Associated Film Libraries, Inc., new 16mm. motion picture firm here, has as president, Alfred C. Baldwin; Tony Pastor, band leader, vice-president, and Alexander Warner, of the Self Service Cigarette Corporation, treasurer.

Organization opened offices locally

Nehi Corp. Cited For Promotion of Teen-Age Canteens

ATLANTA, April 19.—For its work in promoting teen-age canteens, the Nehi Corporation of Columbus, Ga., has been awarded a citation by the Georgia Citizens' Council, which is likewise working to promote teen-age canteens in the State. Nehi's teen-age campaign has been designed to promote the establishment of such centers nationally.

At the present time, Georgia has 103 teen-age centers, William Ellis, president of the Citizen's Council pointed out. He said that two years ago the State had only two such organizations, and that the growth of these centers has been largely possible because of financial aid offered by Nehi.

Most of the clubs now boast juke boxes and many have vending machines.

Nat'l Venders Spots Electric Units at Show

CHICAGO, April 19. — National Vendors, Inc., of St. Louis, exhibited three machines at the National Association of Tobacco Distributors (NATD) convention at the Palmer House here this week. Shown were the Model 9E electric cigarette vender, the Model 8CE console electric candy vender and the Model 9M cigarette vender.

Personnel in the private show room on the seventh floor included Ben W. Fry, president; A. F. Diederich, Thomas B. Donahue, A. Weidman, Ed Brown, L. Cantor and Marvin Pierson.

The electrically-operated candy vender has eight vending columns with a capacity of 304 to 400 bars. There is no dummy display of merchandise, displayed bar being vended on purchase from individual trays mounted on endless chains. This type of operation automatically rotates the merchandise, eliminating rehandling of bars.

Adaptable Machine

Each column on the vender has an individual price control dial which can be set from 5 to 40 cents, making the machine adaptable to the vending of articles such as tooth paste, shaving cream, cigarettes, pipe tobacco, razor blades, etc.

Machine operates on any combination of nickels, dimes and quarters in a single chute. When columns of the machine are set on varying prices, a totalizer automatically frees columns for operation when the proper amount of coins has been inserted.

Physical Proportions

Machine is 42 inches high in the front and 47 inches high in the rear. Display is lighted by a concealed fluorescent tube and covering, for the display is plexiglass. It is finished in two colors and is trimmed in stainless steel and chrome.

The electric cigarette machine has nine columns with a capacity of 477 packs and has the same price setting dials as the candy vender. Operates on any combination of nickels, dimes and quarters in a single chute. There is no dummy display. Displayed packs are vended on purchase and the customer is informed when the column is sold out.

at 53 High Street and features renting of professional sound movies and equipment.

Sample, 5 to forty-1 Stands, 5 padlocks, 5 (E

Ten Mod \$108.50. Total \$1 tomer, 5 THO 1572 JEF

No. No. wt Eithe plete Hand D.

BL 14

PRO

In Busin Since 1934

FIELD 258 W. P

A Sa for Rest

Mod 620 W.

2 Natlona Stand—5 Ing Minch All macl

371

High Tobacco Tax Attacked; Resolutions Call for Changes

(Continued from page 107)
taxes as the "easiest way" to raise tax funds, the resolution stated:

"The accumulation on the same items of new and ever-increasing federal, State and local taxes, is becoming unduly burdensome and obnoxious, and tobacco products are being forced to bear a wholly disproportionate share of the tax burden as compared with luxury items and other products equally or better able to serve as vehicles for excise or sales taxation."

Concerning the anti-trust laws, the resolution states that the survival of small business is a necessary corollary of one of the basic freedoms of American life, adding:

"Virtually the entire membership of the wholesale tobacco trade and its more than one million customers belong in the classification of small business, the existence of which is threatened by the trend toward the concentration of large industries."

Wants Laws Examined

It urged Congress "to examine the several laws now on the statute books, including the Sherman Anti-Trust Act, the Clayton Act, the Federal Trade Commission Act and the Robinson-Patman Act, with a view toward strengthening their provisions or supplementing them by additional legislation which will safeguard our American freedom of opportunity for the small merchant."

A spokesman for the association declared after the meeting that the first step toward activating this resolution probably will be approaching the small business committees of both houses in Washington for a general hearing on the entire price situation.

Establishment of the labor-management bureau was authorized by the association's board of directors following the adoption of the resolution by the membership. Purpose of the bureau, which will be operated in NATD headquarters under the direction of the chief counsel, was stated in this way: "To concern itself (the bureau) with all labor-management problems of those members of the association who may request it to do so; to study and engage in research in the field of labor-management relations generally, and to provide such general information, re-

ports, suggestions and recommendations on the subject as such study and research may indicate."

Retailer Assistance

Resolution setting up the retail merchandising department followed the policy of NATD in giving assistance to independent retailers. The department will "devote its efforts and facilities toward the constructive growth and progress of independent retail merchants in the fields of management training, technical knowledge and advanced merchandising practices."

Another resolution urged Congress "to enact legislation making it unfair for any person to sell or transport in interstate commerce any merchandise, the sale or transportation of which, if wholly within a State would be violative of any existing State unfair sales act or unfair practices act."

Convention, which marked the 15th anniversary of the organization, was held at the Palmer House here. A total of 6,747 people were registered and an estimated 13,000 persons attended the show. Several hundred firms had exhibits in the exhibit hall, as well as three other floors in the hotel.

Florida Sales Tax Bill Would Exempt Tobacco

TALLAHASSEE, Fla., April 19.—The Shands 3 per cent sales tax bill, which was introduced in the Senate this week, has been referred to the Senate Finance and Taxation Committee and probably won't be acted upon until after the introduction of the administration appropriations bill later in the session, according to capitol reports.

Unless amendments are tacked on the bill when it comes up for consideration, it is not expected to have much effect on coin machine operations if it passes. This would be especially true of machines operating on less than 10 cents, because present provisions of the bill cover only transactions in excess of 9 cents.

In its present form, the bill exempts the sale of manufactured tobacco products, which are taxed separately. Cigarette taxes would be lowered from the present 4 cents a pack to 3 cents and the tax on liquor would be reduced from \$1.92 per gallon to \$1.20.

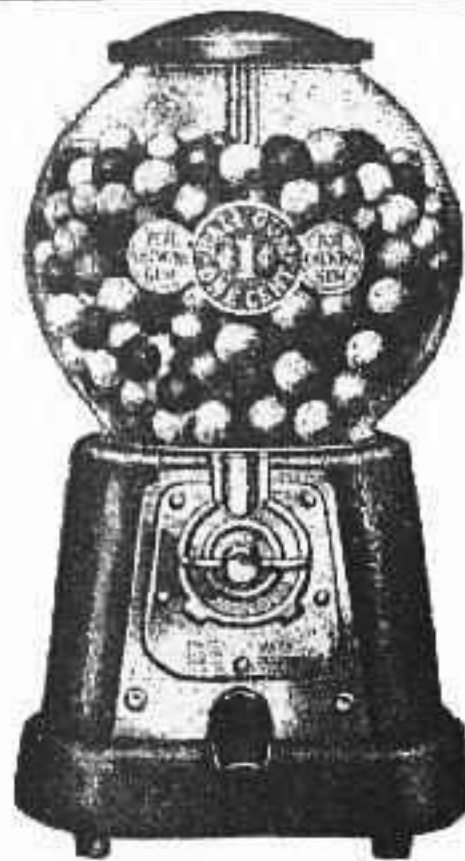
Other exemptions would include most groceries, farm products, school supplies, power, and daily newspapers. Present tax of 72 cents a case on beer would be reduced to 48 cents.

Legislators at present are spending most of their time working on non-controversial matters in expectation of a bitter fight on the Shands measure, which is not expected to pass without amendments.

Only one other piece of legislation has been introduced to date concerning coin machines. This is one sponsored by Sen. Raymond Sheldon, of Tampa, seeking to exempt postage stamp venders from taxation.

West Side Adds Cigar Line

NEW YORK, April 19.—Natural Bloom cigars is a new factory line now being handled by the West Side Distributing Corporation, of which Harry H. Berger is president. The concern is also a distributor for the Amity cigar vending machine and handles juke boxes and coin-operated games.



Sample, \$13.25; two to eleven, \$10.85; twelve to forty-nine, \$10.35; fifty and up, \$9.95. Stand, \$9.90; brackets, 50¢; brackets with padlocks, 95¢; stands, \$3.90.

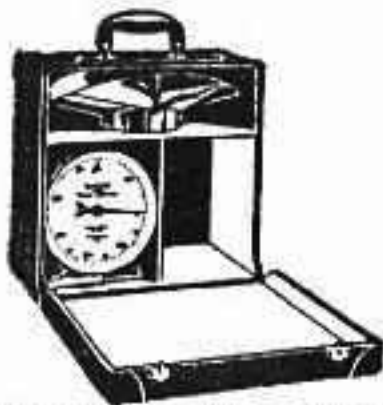
(Export business handled through International Expeditors.)

Ten Model D Advance Ball Gum Machines, \$108.50. One Case 3700 Balls of Gum, \$22.75. Total \$131.25. Special deal, one to a customer, \$108.50. Cash with order.

THOMAS NOVELTY CO.
1672 JEFFERSON ST. PADUCAH, KY.

HANSON SCALE COUNTS PENNIES AND NICKELS

The Modern Way to Count Collections



No. 317 weighs only pennies to \$15. No. 318 weighs pennies to \$7.50, or weighs nickels to \$23.65. Either Style, Complete with Tray and Handy Carrying Case **\$18.50 Each**

DISTRIBUTORS, WRITE FOR QUANTITY PRICES
National Sales Agency
BLOCK MARBLE CO.
1426 N. Broad St., Phila. 22, Pa.
Phone: Stevenson 4-8975
Get It From Block.
They Have It in Stock

PROVEN Money Makers!

TOM THUMB PENNY VENDERS ARE AVAILABLE AGAIN FOR IMMEDIATE SHIPMENT.
They are time-tested, die-cast, precision-built, neat and attractive—Just the thing for booths, taverns and restaurants where large machines are barred.
Thousands on location—Good profits for you—We'll match Tom Thumb against any low-priced vender. Vends P-nuts—Gandies—1 1/2¢ or 3¢ sizes available—Identical mechanisms.

DON'T WAIT—ORDER WHILE AVAILABLE—MONEY BACK GUARANTEE.
Write now for prices and bulletin with full information.
FIELDING MANUFACTURING COMPANY
258 W. Pearl Street JACKSON, MICHIGAN
Department BB

A ROUTE OF OUR Sanitary Vendors

For Rest Rooms will give you a secure, permanent income. Write for details.

Modern Sanitary Sales
620 West Saratoga Ferndale 20, Mich.

FOR SALE

2 National 9 Column Candy Bar Vender with Cabinet Stand—\$100.00 each; 3 Nab Diner 5 Column Vending Machines, 100 package capacity, \$55.00 each.

All machines in A-1 condition. One-third down, balance C.O.D.—F.O.B. Chicago.

BARCO

3713 N. Newland Ave., Chicago 34, Ill.

Auto. Dispensers To Leave Mpls. For Mass. Plant

MINNEAPOLIS, April 19.—Automatic Dispensers, Inc., has set up a new plant in Lawrence, Mass., for the manufacture of firm's Drink-O-Mat vender, Albert Cole, president, announced this week. Move will mean existing Minneapolis facilities will be closed, he said.

Production of firm's soft drink machine will be in charge of Lee Yeaton, who has been elected treasurer and secretary of Automatic, it was stated. Yeaton has been identified with the coin machine industry in the manufacture of cigarette machine parts.

Firm's advertising will be under supervision of Richard L. Cole, who will have offices at the new main plant at 360 Merrimac Street, Lawrence, Mass.

Albert Cole said that the new plant has a manufacturing area of 70,000 square feet. He said that present conditions indicate that deliveries of Drink-O-Mat will start in early May, and that a national sales distributor organization is being set up with sales offices located in New York

THE ACME ELECTRIC SHOCK



Price of Machine.....\$25.00
2 to 11 Machines..... 18.75
Bracket (if desired)..... .50
Floorstand (if desired)..... 4.00

ORDER TODAY

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

J. SCHOENBACH

Distributor of Advance Vending

Machines
1647 Bedford Ave. Brooklyn 25, N. Y.

GOLDEN STATE VENDOR ASSURES "GOLDEN FLOOD" OF PROFIT



An all-purpose, all-product Vender of unsurpassed beauty. Recently constructed to give years of service.

Hammerhead Enamel Finish. Trimmings in Stainless Steel. Aluminum Mechanism.

1c or 5c
Sample
\$12.95

Quantity Price... Write.

Distributors, Contact Us

Some Territories Still Open.

BADGER SALES CO., INC.

2251 W. Pico Blvd. Los Angeles 6, Calif.

FAMOUS EPPY

CHARMS

Series #1

\$3.50
per M

SAMUEL EPPY & CO., INC.

113-08 101ST AVENUE
RICHMOND HILL 19, L. I., N. Y.



SERVING OPERATORS

In Western Pa., Ohio, West Virginia, and all open territory With the Best in Bulk Vending

Northwestern

DeLuxe Model 33-39-40-33

Ball Gum Vender

For complete information write

AMERICAN DISTRIBUTORS

1849 5th Ave., Pittsburgh, Pa.

ABT CHALLENGERS \$49.50 EACH
Brand New in Original Cartons. Challenger Stands, \$7.50.



BRAND NEW VICTOR MODEL V
Globe Type 1¢ Model **\$11.75 EA.**
Any Quantity
Cabinet Type 1¢ Model **\$13.75 EA.**
5¢ Model **\$14.75 EA.**

NEW ASCO HOT NUT VENDOR, \$39.50.
5 or More, \$37.50.

NEW VENDING MACHINES
Advance #11, 1¢ or 5¢ \$13.75
Silver Kings, 1¢ or 5¢ 13.95
Col. Mod. 4B, 1¢ 11.50
Col. Mod. 4C, Ball Gum, 1¢ 12.50
Col. Mod. 4E, 1¢, All Purpose 11.95
Col. Mod. 4E, 5¢, All Purpose 12.95
Master Novelty, 1¢ 15.00
Master #2, 1¢ and 5¢ Comb. 18.50
Master #8, 5¢, All Purpose 18.50
Asco All Purpose Vendor, 5¢ 29.50
Send for Literature and Quantity Prices.

1/3 DEPOSIT REQUIRED WITH ORDERS
FRANK DIST. CO. 535 N. 8th St. Phila. 23, Pa.

NATIONALLY PREFERRED SILVER KING VENDORS 5c-1c



Get the nickels, larger profit Vending Almonds, Pistachio, Mixed Nuts at all the best dealers.

SILVER KING CORP.
622 Diversey, Chicago 14, Ill.

CIGARETTE MACHINES REAL BARGAINS
READY FOR LOCATION

Rowe Royal, 8 Col.	\$65.00
Rowe 7 Col. Mint & Gum. Ea.	10.00
DuGrenier W's, 8 Col.	47.50
DuGrenier 7 Col. Mod. S. Ea.	27.50
DuGrenier Champs, 9 & 11 Col.	75.00
DuGrenier V.D. 7 Col.	50.00
U-Need-a-Pak A. 9 Col.	55.00
U-Need-a-Pak E. 8 Col.	40.00

2 Col. Postage Mach. like now. Cost \$35.00 each. My price **13.50**

SAVE THIS AD FOR LOW PRICES.
What have you to sell?
Half Deposit. Phone: BA 0-8066

HARRIS VENDING
2717 N. Park Ave. Philadelphia, Pa.

VENDING MACHINES
Now Regal 1¢ \$13.95 Ea. In lots \$11.45
35 Northwestern Standard, 1¢ or 5¢ Ea. 7.75
30 Columbus, DeLuxe, 1¢ or 5¢ Ea. 5.00
20 Lighter Fluid, 1¢ Ea. 5.00
3 Jennings in a Bag, 1¢ Ea. 8.00
2 Advance Candy, 2 col., 5¢ Ea. 10.00
50 Snacks, 3 Col., 5¢ Ea. 10.00
15 Pin Games, \$30.00 Ea. \$5.00 for Crating.
Also Parts and Globes.

C. E. BRADFORD
226 Hamilton St., Albany 3, N. Y.

Changers Widen Vending Trade, Says Associated Press Survey

NEW YORK, April 19. — Newspaper readers thruout the country were given the story of vending machine merchandising in an Associated Press release which covered practically every new type of vender in a column-long article. From the industry's point of view, feature represents one of the important publicity breaks of recent months. Because of its interest to coin machine trade members, it is reprinted here as follows:

"Push-button merchandising has come of age.
"More than 80 separate items and services are available thru vending machines, an industry survey showed. And the list is growing almost every day.
"Newspapers, nylon hosiery, suntan lotion, vitamins and shoe shines are among products currently slated for automatic selling.
"One of the biggest handicaps to machine selling in the past was the problem of correct change. Too often no nickel meant no sale.
"Today the industry has automatic change makers. Some are separate machines which give the customer a supply of nickels or dimes, but many new vendors have built-in devices which return change along with your purchase.
"This broadens the scope of vending machine operation which formerly had to cling to a single price or package change with the product as in the case of cigarettes.
"Prints Railroad Tickets
"The Pennsylvania Railroad currently is operating a vending machine in Philadelphia which prints and issues railroad tickets and makes change all in a matter of seconds.
"The food industry is ready to unveil a frozen food and dairy product vender at the Frozen Food Institute Convention in Boston, March 31.
"Called an Auto-Clerk, the dispenser was developed by the institute in co-operation with ABT Manufacturing Company of Chicago, and is designed to handle 112 items.
"Frozen foods present an unusual problem in automatic selling because the low temperature at which the cabinets must be kept tends to alter the size of money chutes, and rough coins are likely to get stuck, Dr. G. Hodges Bryant, of the institute, said. For this reason, the Auto-Clerk coin

Thatcher Glass Re-Elects Entire Board of Directors

ELMIRA, N. Y., April 12.—All officers and members of the board of directors of the Thatcher Glass Manufacturing Company here were re-elected last week. Thatcher is one of the largest producers of soft drink bottles.

Directors, who were elected at the annual meeting of stockholders, at which more than 75 per cent of each class of stock was represented either in person or by proxy, were: Jervis Langdon, Ray W. Niver, William H. Mandeville, Frederick W. Swan, Lewis H. Durland, T. Clifford Hayes, Franklin B. Pollock, F. K. Rodewald and S. G. H. Turner.

Officers, re-elected by the board following the stockholders' meeting, are: Franklin B. Pollock, president; William H. Mandeville, vice-president and chairman of the executive committee; F. K. Rodewald, executive vice-president; Raymond K. Boeckman, vice-president in charge of plant operations; David R. Parfitt, vice-president in charge of sales; Whitney S. Powers, secretary-treasurer, and F. Raymond Minard, assistant secretary-treasurer.

mechanism is separate from supply cabinets.
"It works on the same principle as a dial telephone system," Dr. Bryant said. "Each food item is numbered. The customer selects the item she wants, inserts her coins, dials the number of the wanted article and the machine delivers the package and change simultaneously."
"Automatic insurance salesmen have been at work in the New York Airlines Terminal and at LaGuardia Field since last October. The air traveler inserts 25 cents for \$5,000 coverage, fills out the blank himself and pockets the policy.
Sales Rise Fivefold
"Stating that 'air travel insurance sales at the terminal building have increased 500 per cent since we installed the machine,' an Associated Aviation Underwriters' representative said the company plans to place more of them in air terminals thruout the country.
"Western Union currently is experimenting with coin-operated telegram sending machines, and an automatic grocery is in the making. Hayes Manufacturing Company has announced a machine which 'in a few seconds selects, grills, packages and delivers to your hand the hot hamburger or other sandwich you specify.'
"A U. S. Vending Company canteen will give the customer a selection in one machine of 10 different items including sandwiches, milk, soft drinks, fruit, candy, cookies and ice cream, and give him his change as well.
"Samuel Leschin, president of International Vending Machine Company, plans to start production in July of an automatic newspaper vending machine with change-making device, for use in apartment houses, office buildings, stores and other locations where newsstands are lacking. The model will be adjustable for handling both daily and Sunday editions.
"Automatic selling of 25-cent books, tried out here by the Pocket Book Corporation in recent months, was so successful the company expects to put more machines into operation next fall. And plans are under way for magazine vending machines.
Coin-Operated Laundries
"Coin-operated neighborhood laundries are mushrooming in various parts of the country as equipment becomes available. Telecoin Corporation already has 1,000 franchises for washing centers in 44 States. Most centers ultimately expect not only to provide washing machines at the rate of 25 cents for a nine-pound wash, but also to offer drying and ironing facilities on a coin-in-the-slot basis.
"With the correct change you can slide a letter or card into a Mail-o-Mat machine in Pennsylvania Station here and it will be stamped and mailed automatically.
"A machine has been developed for vending women's nylon stockings. Another will dispense donuts and coffee.
"And while new products are being added to the list, the old standbys are being improved.
"An all-aluminum juke box geared to play both sides of 20 records soon will be marketed by Mills Industries.
"That company also has something in store for the restaurant patron who is not a juke box enthusiast. Thru use of a new wall box, volume can be controlled so the music is audible only in the booth of the person who inserted the coin. If the person in the adjoining booth wants to hear, he must insert a coin in his box as well."

HERE'S THE WAY TO BIG CASH PROFITS



\$169.50

ALL ELECTRIC — COMPLETELY AUTOMATIC. 10¢ COIN OPERATION. ELIMINATES ATTENDANT. BEAUTIFUL DESIGN. Designed to harmonize with the finest of fixtures. Passersby and customers stop, marvel and BUY.

AUTOMATIC OPERATION: Fully automatic, it feeds the corn, pops it, seasons it and delivers it to your customers hot and fresh. Continuous operation for 10-hour period costs less than 10¢ for power.

DIMENSIONS: 60" height, 15" width, 15" depth. Shipping weight, 150 lbs.

CAPACITY: Size of Bag of Popcorn vendable can vary from 6 to 12 oz. size.

Lots of 10, \$150.00 Each.
Specify 5¢ or 10¢ Play.
F. O. B. Cambridge, O.
5% for full remittance with order. Immediate delivery.

SUPPLIES FOR POPMATIC
Extra Heating Elements. Ea. \$5.00
Popcorn. Per Lb.14 1/2
Glassine Bags. Per 1,000 2.50
Popping Oil (Packed 6 Gal. Per Case), Per Gal. 4.00

P. K. SALES CO.
507-509 Wheeling Cambridge, Ohio

BALL BUBBLE GUM
170 to a pound
Limited Quantity.
Write or Wire for Prices

BOSTON BAKED BEANS
33c per lb.
35 pounds per carton.

PISTACHIO NUTS
Red 64c per lb.
White 55c per lb.
25 pounds per carton.

M & M's CHOCOLATE
45¢ per lb.

M & M's MIXED COLORS
50¢ per lb.
25 pounds per carton.

LICORICE PASTELS
42¢ per lb.
40 pounds per carton.

All orders F.O.B. New York
1/3 Deposit.
Balance C.O.D.

SUNFLOWER DISTRIBUTING CO., INC.
2125 Amsterdam Ave. New York 32, N. Y.



Sells any combination of stamps—5c or 10c

Gold finish, all metal. An ornament to any store; guaranteed in every way. Immediate delivery. Sample machine \$18.00; sample combination as one unit 5 & 10¢ machine \$36.85. Single machine \$18.00, two or more \$13.50. Combination unit, two or more \$36.85.

(Export business handled through International Exporters of Chicago).

THOMAS NOVELTY CO.
1572 Jefferson St. Paducah, Ky.

C
U
C
insp
stati
smo
1946
Bus
libe
here
dish
nent
dise
W
tren
that
com
pers
cide
long
past
pro
T
mes
for
tota
000,
clin
aret
whi
to 3
rect
of tl
T
eral
poir
pac
levy
Jun
the
000,
tota
T
duri
cons
with
year
A
C
stein
in B
port
his
was
the
F
stay
of c
gray
coin
corr
eage
chir
ther
F
the
in
"Ma
oth
ings
ber
the
fenc
the
una
F
beh
sai
bee
coin
app
son
elie
"tra
por
cen
Fei

Cigarette Smoking Remains on Uptrend; No Cut-Back in Sight

CHICAGO, April 19.—Taking its inspiration from recently published statistics showing that Americans smoked 321,000,000,000 cigarettes in 1946, an article in a recent issue of *Business Comment*, a bulletin published by Northern Trust Company here, analyzes the cigarette merchandising outlook and gives some pertinent facts for cigarette merchandisers.

With few exceptions the graduated trend in cigarette smoking has shown that since 1900, when the per capita consumption was 32 cigarettes per person, each year has shown a decided increase, the banking firm's long-range survey showed, and the past year's average consumption approached 2,300 per capita.

Other Gains Noted

The gain was not confined to domestic consumption alone, however, for during the past year the export total showed a 6 per cent or 31,000,000,000 cigarette rise. The only decline registered was by tax free cigarettes shipped to the armed forces, which dropped from 65,000,000,000 to 31,000,000,000, a factor resulting directly from the rapid demobilization of the men in uniform after V-J Day.

The importance of cigarettes as federal revenue producer was also pointed up in the survey, for each pack of 20 cigarettes bears a 7-cent levy. During the fiscal year ended June 30, 1946, federal revenue from the tobacco product surpassed \$1,000,000,000 for the first time on record, totaling \$1,073,000,000.

The cigarette consumption soared during the war years, profits for a considerable group of companies within the industry were until last year restricted by OPA control of

Atlas Man Finds Mexico Big Mart For Coin Machs.

CHICAGO, April 19.—Nate Feinstein, of Atlas Novelty Company, now in Mexico City on firm business, reported to Chicago headquarters that "his reception by Mexican coinmen was one of open arms," according to the firm's Harold Schwartz.

Feinstein, who plans a month's stay in Mexico, wrote that the need of coin equipment, automatic phonographs in particular, is such that coinmen there are giving him a most cordial reception. "Music men are eager to buy any and all good machines, and I have been busy meeting them since I arrived," he said.

Contacts Many Operators

Feinstein claims that his suite at the Hotel Reforma in Mexico City is, in effect, an Atlas branch office. "Many operators have come from other cities to talk over our offerings and I completed a great number of business appointments during the first week," he stated. He intends to travel to other sections of the country to see operators who are unable to meet him in Mexico City.

Feinstein, who flew to Mexico on behalf of his firm's export division, said that since the Chicago office has been honored by visits from Mexican coinmen in the past, he feels it is appropriate and timely to make personal contact with the firm's export clients on their own ground.

"More such contacts with foreign trade can lead to greater export opportunities and is highly effective in cementing good neighbor relations," Feinstein wrote.

the price structure, higher costs and the excess profits tax. Thus the manufacturers of the popular brands, after excess profits tax and trade allowances, received \$2.51 per thousand cigarettes from 1937 to 1946, even tho the cost of leaf tobacco, which traditionally accounts for the major proportion of the sales dollar, taxes excepted, climbed steadily and reached new levels

No Drop Indicated

Despite the new record cigarette consumption, the survey summarized, there has been no indication in recent months to even suggest that any cutback is on the horizon, and it is therefore logical to expect the upward trend to continue, since records show that once the cigarette habit is acquired, it takes on a permanency that is not appreciably disturbed by changes in general business activity.

Both World Wars are given credit for stimulating the increased popularity of cigarette smoking, for the first war saw the per capita consumption jump from 167 in 1914 to 468 in 1921, and in the last world conflict from 1,318 in 1939 to 2,300 in 1946.

The banking firm's survey concluded: "It is reasonable to believe that cigarette consumption is permanently higher than before the war."

Jewish Appeal Drive At NATD Meeting

CHICAGO, April 19.—National Association of Tobacco Distributors' (NATD) April 14 opening of their 1947 convention here witnessed the launching of the United Jewish Appeal's (UJA) drive for funds in the tobacco industry. Joseph Kolodny is chairman of the UJA's national tobacco division.

Kolodny emphasized the generous response so far accorded this year's UJA program in the tobacco field. He stated that in the last three weeks the national division has quadrupled its membership. Tobacco division, he said, now numbers 21 regional chairmen, 15 of whom have accepted campaign posts recently.

List Committee Members

Among the prominent tobaccoists assisting Kolodny in mobilizing the trade behind the \$170,000,000 campaign for refugees, overseas needs, etc., are Henry H. Brenner, Harrisburg, Pa.; Albert Cassel, Chicago; Louis Ehrlich, of Rothenberg & Schloss Company, Kansas City, Mo.; Isaac Ginsberg, Columbia, S. C.; Abe Goldbloom, Federal Drug Company, Pittsburgh; Harry K. Goldenberg, Duluth, Minn.; Hyman Goldman, Washington; Robert Z. Greene, Rowe Manufacturing Company, Whippany, N. J.; S. M. Hirsch, Atlanta; Jerome H. Kohn, Hartford, Conn.; Fred Myers, Denver; Philip Polumbaum, American Sumatra Tobacco Corporation, New York; Edward J. Regensburg, E. Regensburg & Sons, New York; Adolph H. Rosenberg, St. Louis; David M. Schulte, New York; Peter J. Schweitzer Jr., Elizabeth, N. J.; Alfred Silberman, Hartford, Conn.; Melvin Sosnik, San Francisco; Ben Taub, Houston; Moe Venger, Omaha, and Louis Weksler, Amarillo, Tex.

Kolodny emphasized that the 1947 United Appeal supports the relief, rehabilitation and reconstruction programs of the Joint Distribution Committee, United Palestine Appeal and United Service for New Americans.

Flavoring Extract Makers Hold 3-Day Meeting on Coast

CHICAGO, April 19.—Flavoring Extract Manufacturers' Association (FEMA) will hold its 38th annual convention May 25-28 at the Traymore Hotel, Atlantic City, according to a joint announcement last week by Clarke E. Davis, Virginia Dare Extract Company, Brooklyn, chairman of the convention committee, and George M. Chapman, Liquid Carbonic Corporation, Chicago, chairman of the program committee.

Key speaker at the opening ses-

sion will be Dr. Allen Stockdale, who will appear thru courtesy of the National Association of Manufacturers. Other speakers during the meet will include E. C. Crocker, Arthur D. Little Company, Cambridge, Mass., who will speak on *Odor in Flavor*; Harry Miller, head of the Trade Practice Conferences section of the Federal Trade Commission, who will discuss the government's program of trade practice conferences, and Ody H. Lamborn, president of Lamborn & Company, sugar brokers, who will talk on sugar. Vanilla beans will come up for discussion by Ray Schloter, secretary of the Vanilla Bean Association of America, Inc.

*** SEE RAKE FOR VENDING MACHINES *
COUNTER GAMES—SALESBOARDS ***



CHAMPION'S BASKETBALL
\$39.50

Features: 5 or more balls for 1¢ or 5¢. Only 2 feet high—small enough to set on any counter. Attractive, sturdy cabinet—built to take abuse. Trouble free mechanism—saves time and money. Free play "foul ball" gives extra ball.

3 Reel Counter Game

NEW IMP'S
6"x6"x6"
Cigarette or Fruit
Either 1¢ or 5¢
\$13.75 EA.

LOTS OF 6.
SAMPLE, \$14.75

NEW VENDING MACHINES	
Northwestern Deluxe, 1¢-5¢ Comb.	\$25.20
Plastic	12.75
Northwestern Model 39, 1¢	10.95
Northwestern Model 39, 1¢ Ball Gum	9.65
Northwestern Model 40, 1¢	Write
Northwestern Model 40, 5¢	Write
Shipman Triplex Stamp Vendor	39.50
Advance Stamp Vendor	18.00
Star Card Vendor With 1000 Cards	29.50
DuGrenier Adams Gum Vendor	24.50
Victory Stamp Vendors	19.50

NEW SLOT MACHINES	
Columbia Deluxe Bell, 5-10-25¢	\$209.50
Columbia Twin Jackpot, 1-5-10-25¢	145.00
Pace Deluxe Bell, 5¢, Chrome	245.00
Pace Deluxe Bell, Chrome	255.00
Pace Deluxe Bell, Chrome 25¢	265.00
Mills Black Cherry Bell, 5¢	248.00
Mills Black Cherry Bell, 10¢	253.00
Mills Black Cherry Bell, 25¢	258.00
Mills Golden Falls, 5¢	258.00
Mills Golden Falls, 25¢	288.00
Mills Vest Pocket Bell, 5¢	74.50

SUPPLIES & ACCESSORIES	
Spanish Peanuts, Per 30¢ Ctn.	\$ 6.80
Virginia Peanuts, Per 30¢ Ctn.	8.70
Mixed Nuts, Deluxe, Per 30¢ Ctn.	14.70
Pistachio Nuts, Red, Per 35¢ Ctn.	16.25
Rainbow Peanuts, Per 35¢ Ctn.	11.55
Amy and Navy Mix, Per 35¢ Ctn.	11.55
Plastic Charms, Series #1, Per M	3.50
Plastic Charms, Series #2, Per M	\$ 4.50
Sassy Wise-Crack Button, Per 1000	6.00
A to Z Alphabet Charms, Per 1000	5.00
Penny Counting Scales	18.50
Penny-Nickel Pocket Coin Counters	1.25
Stands for Bulk Vendors (Pipe)	4.00
Stands for ABT Challengers	7.50
Stands for Counter Games (Pipe)	\$4.50

ALL ORDERS MUST BE ACCOMPANIED BY 1/2 DEPOSIT.
Send for Complete List of Coin Operated Equipment We Accept Trade-Ins.

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET
LOmbard 3-2676
PHILADELPHIA 23, PA.

NEW OPERATOR'S DREAM COME TRUE \$25.00

SPIN-IT

5c ALMOND VENDOR

A NATURAL FOR
COCKTAIL LOUNGES & BEER TAVERNS

The Spinning Reel with 6-horse Race Track gets the play.

LEGAL EVERYWHERE—NO PRIZES OR AWARDS

Deposit 5¢, press down plunger, horses spin by and winner stops at window. Pull out tray for nuts. Customers Play HI-LO for treats or "What Have You". 5¢ worth of Nuts with every Spin.



HAMMER-TONE FINISH

STAINLESS STEEL INTERIOR
ADJUSTABLE NUT TRAY
ASSORTED COLORS
CAPACITY, 2 1/2 LBS.

1/3 cash with order—Bal. C. O. D.
DISTRIBUTOR OPPORTUNITIES AVAILABLE

AUTOMATIC ENTERPRISES

4701 CIMARRON ST.
LOS ANGELES 37, CALIF.



PRICE SAMPLE, \$13.95

two to nine, \$12.50 ten and up, \$10.00



Sample, \$13.75; two to eleven, \$11.25; twelve to forty-nine, \$10.75; fifty and up, \$10.50.

10 #11 Advanced Peanut Machines, \$112.50. 2 cases 80 lbs. of Peanuts, \$19.20; total \$131.70. Special deal of 10 Peanut Machines with 80 lbs. of Peanuts for \$112.50. Limit one deal per customer. Cash with order.

Stands, \$3.90 (Export business handled through International Expeditors.)

THOMAS NOVELTY CO. 1572 Jefferson St. Paducah, Ky.

Detroit City Council Bestows Blessing on Vending Contract

DETROIT, April 19. — Valuable public service performed by beverage vending machines was given official recognition when the city council here approved contracts for installation of soft drink dispensers in local parks and the Detroit Zoo.

Two firms were awarded contracts: Stewart Products Company, Greenwich, Conn., for vending machines that will dispense Pepsi-Cola, and the Detroit Coca-Cola Bottling Company, a local firm that will install venders that handle Coca-Cola products. Each contract provides for installation of 20 beverage machines for designated city-owned locations.

There were a number of differences in the two contracts. Pepsi-Cola contract calls for cup venders that dispense a nine-ounce beverage. Commissions are based on 10 per cent of the monthly sales up to \$200 and 15 per cent of gross sales over that figure. In the Coca-Cola contract, the city will pay to the local bottling firm 80 cents per case of six-ounce bottles and will be charged for unreturned bottles and cases at the rate of 2 cents each. There is also a rental charge of 10 cents per case,

with a clause stating that prices are subject to adjustment.

At the same meeting the council approved contracts for the following beverages that will be handled by non-coin-operated concessions: Pepsi-Cola, 6,250 cases; ginger ale, 3,000 cases; 5,000 cases of orangeade, 6,500 cases flavored soda and 2,000 cases of Lime Cola.

Florida Solons Get Tavern Legislation

TALLAHASSEE, Fla., April 19.—State administration hopes to restrict the number of drinking places in counties and cities under the provisions of a bill being drawn for presentation in the Legislature which convened April 8.

Measure, prepared by James T. Velle, director of the State beverage department, would:

1. Give counties as well as cities the power to limit the number of liquor licenses according to population.
2. Give county commissions and the beverage department the right to pass on applicants for beer and wine permits as well as for liquor.
3. Give county commissions the same right as city governments to regulate hours of sale and sale on Sundays.
4. Prohibit sale of beer to minors and make it possible to prosecute violators.
5. Repeal a requirement that drinking places serve food.

Gen. Cigar Co. Ups Production by 40%

NEW YORK, April 19. — Cigar venders look to benefit with popularity of cigars on the increase, as indicated by the report of General Cigar Company's 1947 first quarter sales. Bernhardt G. Meyer, president, announced at the company's annual meeting that the first three-month sales for this year amounted to \$8,400,000, a gain of about 40 per cent over the similar period in 1946 when sales totaled \$5,900,000.

Meyer told stockholders that White Owl and Robert Burns cigars are still being allotted to the trade because demand still exceeds supply. With the opening of two new plants, one in May and the other in July, additional cigar production is promised, he said, and added that labor supply in present plants is improving.

Some manufacturers, however, Meyer stated, have experienced a falling demand for their product, especially in the case of high-priced cigars and some newcomers who have not turned out good quality products.

Two Plastic Shows In Chi During May

CHICAGO, April 19.—Second national post-war show of the Society of the Plastics Industry will take place May 6 to 10 at the Coliseum here, while another national convention will be conducted concurrently May 7 to 9 in the Stevens Hotel, W. K. Woodruff, chairman of the conference committee and Midwest manager of Celanese Plastics Corporation announced this week.

Show will be free to those in the industry and will consist of over 150 exhibitors. Woodruff said show will be attended by many business men from Latin America and Europe.

Clark T. Ames Appointed Philip Morris Vice-Pres.

NEW YORK, April 19.—Clark T. Ames has been appointed vice-president of Philip Morris & Company, Ltd., Inc., in charge of production of Philip Morris and Marlboro cigarettes, Alfred E. Lyon, president, has announced.

Ames, who has been associated with the company since 1935, will have charge of production at the Richmond, Va.; Louisville and London factories.

PUBLIC RELATIONS

(Continued from page 105) vide free records for every juke box so used. For the games, Moss said, arrangements will be made with merchants to donate prizes to be awarded high scores in any hospital wards that care to keep tallies. Proposed program, if launched on a sufficiently large scale, has the appearance of being a top-notch industry booster and will furnish much needed recreation to veterans.

No License Fee For Fixing Tax Stamp in W. Va.

CHARLESTON, W. Va., April 19.—West Virginia's new 1-cent-a-pack tax on cigarettes, to become effective July 1, will not mean that wholesale tobacco dealers given responsibility of affixing the new stamps are to be charged a fee for license to perform this task, the attorney general's office stated April 5.

Assistant Attorney General Eston B. Stephenson upon being queried by Tax Commissioner C. H. Koontz on the language of the new tax law, which is intended to help meet the cost of increased teachers' salaries, replied that altho it indicated that the Legislature intended wholesalers to obtain a license from the tax commissioner before authority is given by him to affix stamps or use metering devices, the method of licensing wholesalers or a fixed fee for the license was not specifically provided.

Cites Current Law Current law requires that retail cigarette dealers pay an annual tax of \$10, but since a recent bill that would have extended the fee to wholesalers did not pass the Senate finance committee, it is believed that the Legislature did not contemplate a wholesale dealers' license since it failed to amend the code to include such a fee.

In any case, Stephenson's opinion held that since fees are only collectible when expressly authorized by law, and since an officer collecting such fees must point to a particular statute authorizing them, there will be no levy against tobacco wholesalers when the new cigarette tax goes into effect.

Maritime Province Gets First Stamp Vending Machines

ST. JOHN, N. B., April 19.—First postage stamp venders in the maritime provinces, handled by Jack Jones, this city, and Currie & Jones, Halifax, N. S., are being installed in various retail locations, bowling alleys and hotels. Machines are said by local residents and tourists to meet a real need, especially when main and branch post offices are closed on Sundays and holidays, besides the added service rendered in everyday service.

Other types of venders are becoming more common here and in Eastern Maine, with cigarette machines leading. Many stores having counter sales of cigarettes are also adding cigarette venders, it is reported.

Installation of cigarette venders in service stations also is reported to be on the increase.

BRAND NEW
LATEST factory model
Shipman Triplex Stamp
Vender. Vends 1¢, 3¢
and New 5¢ Air Mail.
Compact size! Fool-
proof! Sold ONLY to
operators.
Price, \$39.50 each.
**IMMEDIATE
DELIVERY!**
1/3 Dep., Bal. C.O.D.
★Send for free leaflet★
R. H. Adair Company
6924-26 Roosevelt Rd.
Oak Park, Ill.
Folders—New, time sav-
ing multiple type only
\$16.75 for 25,000
which return gross profit
of \$250.00 when sold
through the machines!

**IF YOU WANT
A STEADY
SUPPLY OF
BALL GUM—
CONTACT US
VICTOR
MODEL V
FAMOUS
PRE-WAR
VENDERS**

Globe Type
Model V to 8
lbs. of gum
merchandise or
2250 to 1800
balls of gum,
Vends 1 1/2", 3",
and 3 1/2" ball
gum.

Model V
De Luxe
Cabinet
Type
\$12.75
Ea.

**MODEL V GLOBE
TYPE, \$11.75 EACH**

Pioneer Vending Service
Exclusive Victor Distributor in N. Y.
491 Bockman St. Brooklyn 12, N. Y.
Phone: Dickens 2-7992

**Plastic Globes for
Northwestern De Luxe
Model V Wall Bracket, Ea. . . . \$.85
Complete 1¢ and 5¢ Coin Counter,
Plus Postage, Each 1.25
Orders Filled in Rotation.
1/3 Deposit, Certified Check or Money
Order, Balance C. O. D.**

5¢ De Luxe Cabinet Type, \$14.75

**M & M Ass't. Candy Coated Choco-
lates, 18-Lb. Ctn. 48¢ Lb.
Pistachio Nuts, 60-Lb. Ctn. 48¢ Lb.
Salted Almonds, 25-Lb. Ctn. 50¢ Lb.
Virginia Peanuts, 30-Lb. Ctn. 35¢ Lb.
Spanish Peanuts, 30-Lb. Ctn. 27¢ Lb.
Salted Cashews, 30-Lb. Ctn. 21¢ Lb.
Boston Baked Beans, 45-Lb. Ctn. 31¢ Lb.**

CIGARETTE VENDING MACHINES
Refinished Like New—Ready for
Location.

Each

• DuGrenier VD, 7 Cols. \$ 60.00

• DuGrenier W, 9 Cols. 60.00

• U-Need-A-Pak 500, 7 Cols. . . . 105.00

• U-Need-A-Pak A, 8 & 9 Cols. . . 80.00

• Rowe Imperial, 6 Cols. 55.00

• 1/2 Down Payment, Balance C. O. D.,
F. O. B. New York City.
WHAT HAVE YOU FOR SALE?

• **N. Y. VENDING MACHINE EXCH.**
418 Broadway Brooklyn, N. Y.
E. Vergreen 8-7570

PUTS
PLAIN
VENDI

75c

LEON
760 HAYES

1572 Jelfe

Victor
MODE

Mach
We buy
Vending
Bulk Me
WH
2100 E.

5/8" Bize.

BOX 116



GRAB ALL TOOL
PUTS EVERY CHARM IN PLAIN VIEW IN YOUR VENDING MACHINE



75c PREPAID (\$1.00 Prepaid East of Rocky Mountains)

Jobbers Wanted

NATIONAL DISTRIBUTOR

LEON "Hi-Ho" SILVER

760 HAYES ST. SAN FRANCISCO, CALIF.
 Phone: Market 1073

Commerce Department Predicts \$3,000,000,000 Vending Sales

WASHINGTON, April 19.—Vending machines may dispense \$3,000,000,000 dollars worth of miscellaneous merchandise annually within the next 10 years, according to an article in U. S. Department of Commerce's forthcoming April issue of *Domestic Commerce* written by Curtis E. Anderson, chief of the manufacturing and service trades section of the department's office of small business.

This would be six times the present estimated annual gross sale of merchandise thru these machines, the article states. While no complete statistics on total national vender sales are available, the current estimated volume of \$500,000,000 for cigarettes, beverages, candy and gum is said to be due for this upswing, partly because a much wider variety of goods will be vended thru machines.

Other Factors

Optimistic outlook for the automatic merchandising industry, according to Anderson's article, is also based on such factors as the versatility of machines now being built, the desire of merchandisers to increase sales volume thru extra outlets and the ambition of operators to apply sound market research techniques in picking locations. Up to the time when manufacture of machines was prohibited by wartime material conservation orders of about 4,000,000 units of all types had been produced. During the war vending machines gained locations in office and production areas of factories, mills, foundries as well as public places because management in general considered cigarettes, candy bars and soft drinks essential to employee morale.

"The increased acceptance of automatic vending devices has created interest in this form of retailing on the part of the merchandise manufacturers and distributors as well as operators," the article states, and "with the employment of non-agricultural workers at an all-time high in this country the demand for vending machines for plant locations will remain firm. There are still shortages that bother manufacturers, such as sugar which continues to be insufficient for capacity production of candy bars, carbonated beverages and gum, and the lack of adequate sheet steel for all needs."

Cites Evidence

Article cites evidence disclosed at recent Federal Trade Commission hearings on one company's volume of sales. A large-scale operation carried on thru 140 machine lessees in 31 States sold 200,000,000 candy bars annually, 5,000,000 pounds of nuts and 1,850,000 boxes, of 100 sticks each, of chewing gum from this single manufacturer. Article points out that the recent accelerated acceptance of automatic vending machines and their products in the U. S. "is all the more remarkable because American machines have lagged behind those of other countries for years. Some of the interest by veterans in the automatic merchandising business springs from the fact that many American soldiers stationed in England gained their first actual acquaintance with machines of foreign make. Perhaps their interest runs high in this direction because the machines not only are more numerous in England than here, but they dispense a greater variety of articles."

European Situation

Anderson also claims that in England and on the Continent fewer establishments remain open at night

than in America. Usual hour of closing for practically all business there is 6 p.m. It is at this time then that the vending machine makes its appearance, emerging on wheels or skids thru the doorway to be stationed outside to serve late comers with a variety of merchandise seldom obtained from machines in the U. S. For example, the article states, "Perfume, lipstick, assorted drug sundries, in addition to the usual chocolate and jellied candies are customarily obtained from venders after stores have closed."

Discussing future prospects, the article continues: "Much has been written about the vending machine of the future. Electricity, electronics, photo electric cells, refrigeration and heating elements are all being engineered into venders until there is no limit to items of popular use that will be sold by machines. Eggs, cream, butter, cheese and other dairy products, fresh meats and fish are perishables predicted soon to be available from venders. Book sales thru machines are now being tested and phonograph records may be sold the same way.

"Beer in bottles or cans, cooled to just the right temperature, may be had in the future. Sales of frozen vegetables, fowl and fresh fruits or fruit juices and concentrates thru these venders are a certainty.

Keeping Good Locations

"Operators know that only thru gaining and keeping good locations for their machines can they capitalize on the expanding retail service which appears certain for automatic vending. One type of location being studied by operators of both merchandise and service venders is the new-type multiple enterprise recreation development being urged upon municipalities by city planners. A few multiple-tenant recreation centers were in operation before the war. Future annual operating costs for such establishments are hard to predict, but manpower costs loom large in any projected budget. The future supply of help to properly staff such establishments is a subject of conjecture.

"Substituting coin-operated machines for clerks or attendants at snack bars, clubroom, swimming pool, bowling alley, billiard, dance, skating and reading-room concessions provides a challenge to the ingenuity of the vending machine manufacturer and operator. Recreation centers of the future must inevitably have playground-playfield-park areas, and whether this country will produce or import the outdoor type venders needed at such locations remains to be seen.

"Box lunches, ready-made sandwiches, fruits, salads and beverages are but a few of the items that will be needed. Firewood, charcoal and ingredients for cooking hamburger or cubed steak sandwiches must surely be supplied. Napkins, cups, plates, tablecloths, spoons and forks, towels, soap, sunburn lotions and countless other articles may be in demand," Anderson concluded.

K-80
ASTROLOGY SCALE
 Expertly rebuilt
\$169.50
 Includes 18,000 (6 sets) Astrology Tickets
1c Coin Chute



CAPRICORN
 DECEMBER 22 to JAN. 19
TEMPERAMENT No. 1.
 While you are generally accurate and poised mentally, this period will find you influenced by flighty ideas. The best antidote for this negative condition, which may show itself as gloom, is to focus your mind on optimistic thoughts, control your nerves and avoid excitability. You must, furnished on next Card No. 2 about YOUR SUBCONSCIOUS MIND. 10

Tickets for
ASTROLOGY SCALE \$5.00
 for Set of 3,000
 1/3 Deposit with Order

The VENDING MACHINE CO.
 FAYETTEVILLE, NORTH CAROLINA
 U. S. A.

THE MASTER
 really is the only machine on the market that will handle either peanuts or ball gum and sell either one a cent's worth for the penny or five cents' worth for the nickel without any changes or extra parts. Sample machine, \$17.50; two to eleven, \$16.25; twelve to forty-nine, \$15.50; fifty and up, \$15.00. Every machine guaranteed.

THOMAS NOVELTY CO.
 1572 Jefferson St. Paducah, Ky.

IMMEDIATE DELIVERIES
Globe Type Victor \$11.75
Cabinet Type Victor \$13.75
THOMAS NOVELTY CO.
 1572 Jefferson St. Paducah, Ky.

Machines and Merchandise
 We buy and sell all kinds of New and Used Vending Machines. We sell all kinds of Bulk Merchandise.
WHITSTONE VENDING SERVICE
 2100 E. 177 St. Bronx 61, N. Y.
 Tel.: TA 3-2266

BALL GUM
 5/8" Size, Premium Quality. Special consideration to quantity buyers.
JOHN HORN
 BOX 1155 ABILENE, TEXAS

NORTHWESTERN VENDORS
 Deluxe Merchandisers... \$25.00
 Model "33"..... 10.95
 Model "40"..... Write
 Model "32" Ball Gum... 9.95
 1/3 Deposit, Balance C. O. D.
 Subject to change without notice.
IDEAL NOVELTY CO.
 "Authorized Northwestern Distributor"
 2823 LOCUST ST.
 ST. LOUIS 3, MO.

GROETCHEN'S
IMPS 14 or 54
 Fruit or Cigarette Reels.
 Brand New! Immediate Delivery!
\$13.75
 Lots of 6. Single—\$14.75.

RUSH ORDER HARD TO GET STANDS
 for Merchandise Vendors
 Solid Steel Base Total Weight 40 Lbs.
PRICE \$4.00 Will Support Any Type Vendor.
VEEDCO
 2113 Market St., Phila., Pa.

IBEW FIGHTS CALIF. BILLS

Seek To Halt 4 Proposals

New license fees required in provisions of one proposal—new regulations

LOS ANGELES, April 19.—International Brotherhood of Electrical Workers (IBEW), Local B-11, has urged Senators and Assemblymen of the 57th General Assembly of the California State Legislature in Sacramento to oppose four bills now pending in the session "with both your vocal opposition and your vote."

The bills IBEW is seeking to defeat include Assembly Bill No. 835, which would add Section 337h to the Penal Code, relating to coin-operated amusement devices making it unlawful to maintain in a public place any coin-operated device the purpose of which is to provide amusement, other than music with or without motion pictures, and every person who owns or controls any device which is so maintained or the premises upon which it is so maintained is guilty of a misdemeanor. Every such device and its contents would be seized and disposed of in the manner described in Section 335a with reference to gambling devices.

Senate Bill No. 175 says, in gist: "Mechanical amusement device," as used in this act, includes any amusement or music machine operated by inserting a coin, token, or similar object. "Vending machine" as used in this act includes any mechanical device thru which by means of inserting a coin, token or similar object a person is able to secure goods, merchandise or other articles. An indoor recreation commission consisting of five members appointed by the governor with the advice and consent of the Senate, each of whom shall be a citizen of the State of California, would be created. (Commissioners would serve for four years with staggered expiration dates).

No person would be permitted to operate and maintain a mechanical amusement device or vending machine for profit within a building unless he first obtained a license from the commission. The application would include the address of each building in which the applicant intends to operate or maintain an amusement device or vending machine.

At the time of filing his application the applicant would pay the commission a license fee as follows: (a) Not less than \$10 nor more than \$150, as the commission should determine for each amusement device other than a music machine. (b) Not less than \$50 nor more than \$175, as the commission should determine, for each music machine. (c) Not less than \$10 nor more than \$200, for each vending machine.

Any license may be suspended or revoked for any violation of this act or of any rule or regulation issued hereunder. Money received shall be paid into the State treasury to the credit of the State Hospital Fund, which fund is hereby created.

Limit Music Machines

Assembly Bill No. 1063, introduced by Clayton A. Dills, is an effort to add Section 19502 to the Education Code, relating to coin-operated musical machines. "Section 19502 is added to the (See IBEW Fights on page 118)



AND THE BAND played on. Old juke in Chicago tavern still has what it takes for the proprietor, Eddie Michelsen, standing at the right, says that this old-timer never seems to break down altho built in 1885.

Quiz Idea Booming Phone Music Biz in Des Moines

DES MOINES, April 19.—Music operators in some parts of the country may be finding it difficult to keep up play profits in the face of higher costs, but A. J. (Tony) Liguori, who heads the Mid Continent Sales Company here, recently came up with an idea that has stimulated play in Des Moines. Firm has offices at 2722 Ingersoll Avenue this city.

Liguori, a music operator before he entered the Army Air Force in 1942, three weeks ago decided to establish a Mystic Record Time as a part of his Teletone Musicale System, which features a \$5 cash award for anyone who is listening to his firm's music in any of his 23 locations and can name the selection played at 10 p.m. and identify the band that originated the recording.

Describes Innovation

Describing the idea, Liguori said: "I have always felt that people like something new and different. So it occurred to me that if other mediums of entertainment can stimulate interest by giving away cash prizes, so can the music business."

Liguori described the idea this way: "On each night of the week except Sunday, one of my girls at the studio who announces tunes tells Musicale listeners 'to be sure to hear Mystic Record Time at 10 p.m.' The girl makes this announcement three times, at 7 p.m., 8 p.m. and 9 p.m. Then at 10 p.m. the studio operator tells the system listeners: 'Mid Continent Sales presents Mystic Record Time and proceeds to inform them that the first person to phone the studio and correctly identify the next selection played, together with the band then playing the tune will be awarded \$5,

provided that the studio receives the call before 10:15 p.m.

"In the event," he continued, "no one is able to properly identify the selection and band, the prize automatically becomes \$10 one week from that night. Thus if the prize is not won on Monday and the tune played at 10 p.m. on the following Monday is properly identified the winner on the second Monday wins \$10. If the award is not won on the second Monday the prize is increased to \$15 the third Monday. This procedure goes on each night of the week except Sunday, so that the prize might very well vary from night to night depending on whether the award was won the week before."

"The way I figure it," Liguori said, "the most it can cost me in any one week is \$30 and the interest already shown in Mystic Record Time, as indicated by the increase in play and the number of calls we get at the studio both during the award time and during the day, proves that the people of Des Moines like it. Moreover, the location owners like the idea. For they have told me time and again that the number of people now coming in their establishments at 10 p.m. just to be on hand for the special program is creating more business for them all along the line."

Has 300 Units

In all, Liguori has 23 locations which house 300 units of the Musicale System. He employs three servicemen and four girl studio operators.

An interesting sidelight on Liguori is that he was at one time a prominent professional boxer, engaging in 130 fights throught the country. Among the champions and championship contenders he met in the ring were Sammy Mandel, Cowboy Anderson and King Tut.

Title Scrap Between L. A. Music Groups

Two Claim MOASC Name

LOS ANGELES, April 19.—Differences between Southern California Automatic Music Operators' Association (SCAMOA) and Music Operators' Association of Southern California (MOASC) were complicated this week by a meeting which put two MOASC groups in the field.

SCAMOA was reported still waiting for its union charter from the International Brotherhood of Electrical Workers (IBEW), and MOASC conferred with its counsel Tuesday (15) to restrain Jay Bullock, of SCAMOA, from using the MOASC title.

Two Claim Title Rights

Bullock claims right to the title, while the MOASC group, headed by President Dick Gallagher, declares it has the exclusive right to use the title. Complications arose when operators received an invitation to what was called a joint meeting of MOASC and SCAMOA, even tho a special session of MOASC had been called for the same evening but in a different location.

The Gallagher-MOASC faction appeared at the second MOASC meeting, and when Gallagher was invited to speak he said that confusion had been created by someone who had mailed the cards announcing a second MOASC session. The Gallagher-MOASC meeting in its West Pico headquarters did not start until 11 p.m., when its members returned to the offices.

Meantime, this week, Brice Worley, business representative in charge, issued a letter addressed to all members of the music unit, IBEW, Local B-11, which stated: "This is to of- (See L. A. Music Groups, page 122)

Atlantic, Seaboard Opening Called Off For Lack of Phones

NEW YORK, April 19.—Opening of the new 15,000-square-foot headquarters of the Atlantic New York Corporation and Seaboard New York Corporation at 540-550 West 58th Street, scheduled for Monday (21), had to be postponed at the last minute because of the telephone strike, according to executives Bert Lane, Myer Parkoff and Harry Rosen. Without any phones in the new location, the organization has to keep its old quarters until the strike ends. The grand opening party, set for Sunday, May 11, will come off on sked if peace comes in time.

Advance notice of the opening and opening party dates will be published in *The Billboard*.

Lear, Inc., Reports Loss

NEW YORK, April 19.—Lear, Inc., a firm that has announced plans for production of a wire recorder, reported a net loss of \$620,922 for year ended December 31, 1946. Figure takes into account an income tax adjustment credit of \$2,465,000 and special credits totaling \$172,606 for same year. In 1945 firm reported a net profit of \$657,106.

ROCK-OLA

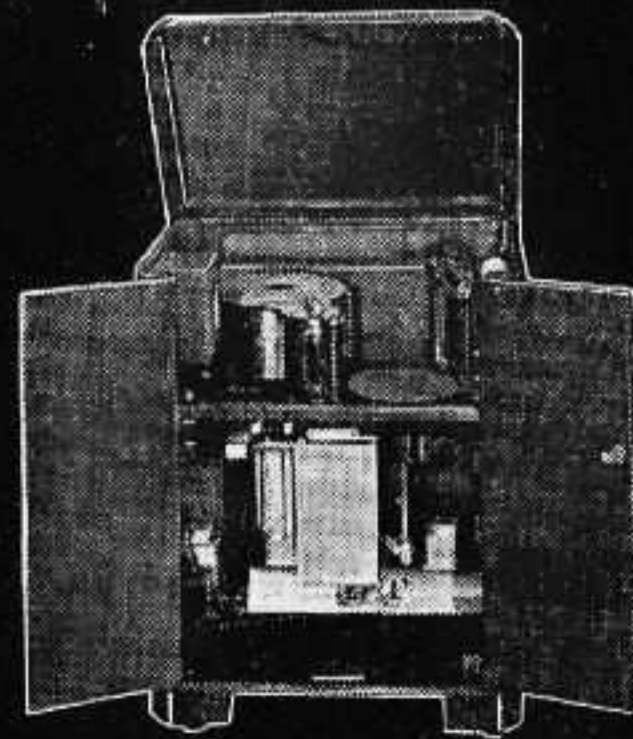
Always Out in Front



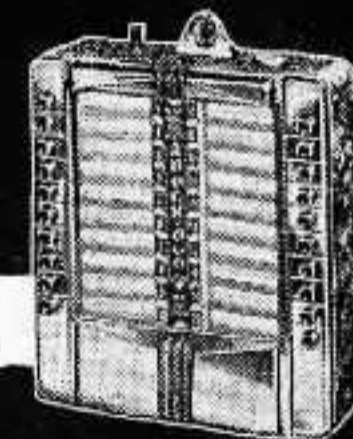
IN STYLING

IN ENGINEERING

IN PERFORMANCE



PLAYMASTER Model 1424



WALL BOX Model 1530

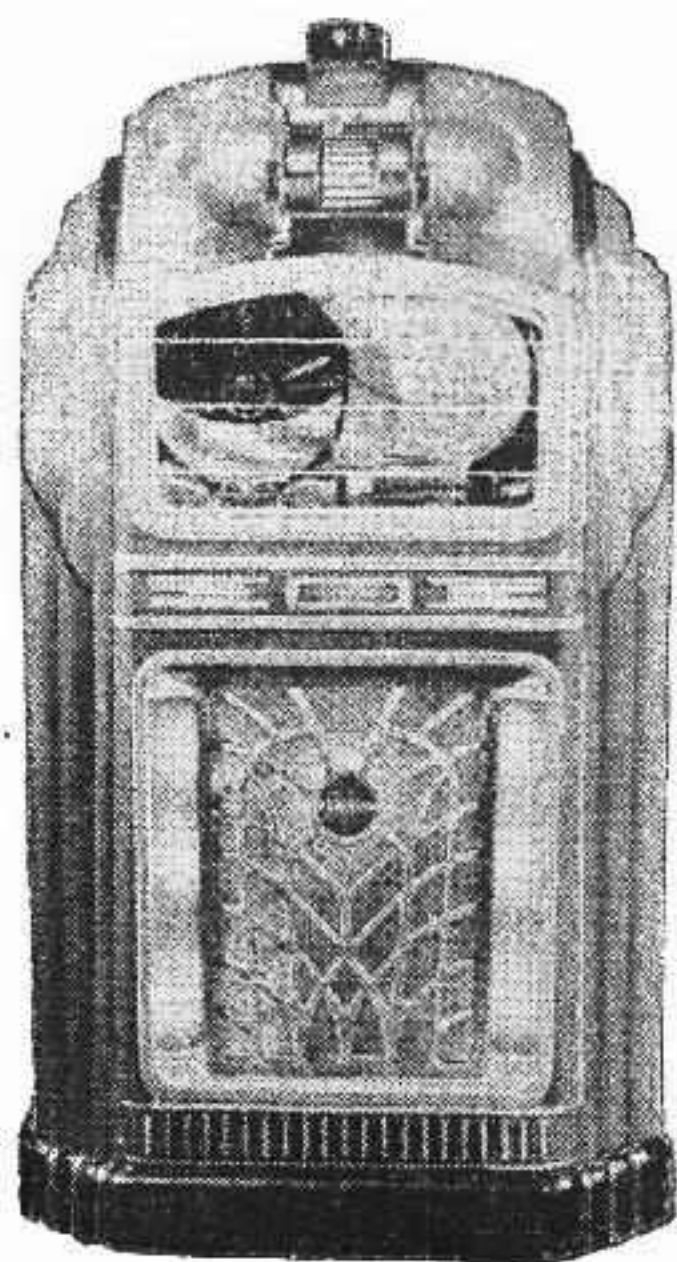


ROCK-OLA MANUFACTURING CORP.

800 NORTH KEDZIE AVE. • CHICAGO 51, ILL.

... e, v e, r e, a t C n d f. ... t e d i d e r c o l l t o ... y, s n a l f. 2) ... S n g d r k r k f h l), n v e, r e, h m, d h e y, c e n d e d ... c, o r e a r i z e a x n d o r a

"WITH OPERATORS WHO KNOW
THEIR MUSIC BEST . . . IT'S



PACKARD
TWO TO ONE"

Unanimously acclaimed —
THE PHONOGRAPH FOR
1947

At the Annual CMI Show!

PACKARD
PLA-MOR

MODEL 7 AUTOMATIC
PHONOGRAPH

WE ARE NOW MAKING
IMMEDIATE DELIVERY

ON ALL PACKARD
PRODUCTS

SCHEDULE YOUR
DELIVERIES TODAY!

WHITEHEAD MUSIC CO.

PACKARD DISTRIBUTORS FOR NORTH CAROLINA

106 N. 2D STREET

WILMINGTON, N. C.

IBEW Fights Calif. Bills; Seeks To Halt 4 Proposals

(Continued from page 116)
Educational Code to read: "Any person who places any coin-operated musical machine within 500 feet of any public school is guilty of a misdemeanor and is punishable by a fine of not less than—dollars nor more than—dollars (\$—)."

Assembly Bill No. 751, introduced by Allen: An act relating to taxation, providing for the licensing of vending machines, providing for the enforcement of this act, to take effect immediately. Purpose of the act is "to provide protection to usual businesses against mechanical devices resulting in unfair competition and to provide revenue to the State."

"Vending machine" and "machine," as used in this act, mean every mechanical device and include any machine which dispenses or vends merchandise of any kind, amusement of any kind, music, or music and a moving picture, or a moving picture.

Operators would be required to file application to operate with the Board of Equalization within 10 days "from and after the date which he becomes the owner of the machine." At the time of making application for a license, the applicant would pay to the board the tax imposed by this act.

A separate license would be required for each machine. If an applicant desired a license for more than one machine he would file a single application but would pay a separate tax for each license. Each license issued would be issued in the name of a given licensee for a specific machine to be kept on designated premises. The licensee could not be assigned to another person or transferred to another machine. However, the board could permit the removal of a machine to premises other than those specified on the license.

A penalty of \$5 would be added to the tax payable under this act in any case where an application for a license is not filed with the board within the time specified in this act. Any machine and its contents seized by the board pursuant to Section 21 would be forfeited to the State and could either be destroyed or sold. Every person who owned a machine for which a license had not been issued under the act, or who permitted such a machine to be kept or possessed in any premises owned, leased or occupied by him would be guilty of a misdemeanor.

Referred to Committees

Assembly Bills Nos. 835, 1063 and 571 were referred to Committee on Public Morals. Senate Bill No. 175 was referred to Committee on Governmental Efficiency.

In asking the Senators and Assemblymen to vote against these bills, Monty DeMontreville, IBEW business representative, gave the basis of his request.

DeMontreville's letter pointed out that IBEW is "a labor union affiliated with the American Federation of Labor and has approximately 50,000 active members in the State of California. Together with their dependents they constitute a segment of our State population of a quarter of million persons."

"Between 3,000 and 4,000 electricians are dependent upon public phonographs, legal amusement games and electrically operated vending machines for their livelihood. Some of these electricians are salaried or hourly-paid workers and some are owner-operators of their own phonograph equipment, machines and games," DeMontreville declared.

Pointing out that music is one of the few commodities that has not doubled or trebled in price, the union agent gave the legislators information

on the cost of machines and their operation.

Cites Increased Costs

"The average phonograph, referred to in the vernacular as a 'juke box,' sells new for between \$900 and \$1,000. The complicated installations of hidden units, speakers, remote controls, etc., comply with city codes and ordinances and many require a building permit to install. These installations frequently involve an expenditure of an additional \$1,000," DeMontreville informed legislators.

Continuing his plea for reduction of taxes and licenses on coin-operated equipment, the agent stated: "Installation, including wiring and equipment costing from \$2,000 to \$2,500 are very common. The music operator pays a sales tax on his phonograph when he buys it of either 2 1/2 per cent or 3 per cent. He pays a city or a county license on each phonograph.

"The music operator of today is beset from all sides. Hamp-backed and bow-legged from all of the foregoing taxes, he has felt up to this time that the legislators—city, county, State and federal—had hit the bottom of the bucket. But it appears that some Senators and Assemblymen of the 57th General Assembly have conjured up new concepts of taxation, punitive in their aims and confiscatory in their effect.

The music operators ask no special favor. They ask merely that you, as a legislator occupying a position of public trust, rationalize the situation and cast your vote only after having full knowledge of all facts and weighing the economic factors which are basic in intelligent legislation."

The union official estimated there are 30,000 pieces of music equipment (phonographs and coin-operated or controlled music devices) in Southern California south of Fresno.

Affect Allied Trades

Taxes levied against machines will also affect other fields such as record making, record retailing and clerical services, sale, transportation, manufacture, wholesaling and distribution, parts manufacture, service and installation by independent contractors and many others. "Indirectly, but basically, we reach much further into the cabinet shops, metals, machine manufacture on equipment and tools used to make parts, ad infinitum.

"In our complex economic and social system one cannot destroy an industry without cutting deeply into realms never suspected. So with clear conscience you can flatterly oppose the bills herein listed, first, because they will not and cannot achieve the purpose of producing revenue, and second, because a great and irremedial harm will be done unto those who have elected you, by depriving them of an enjoyable and highly respectable pastime—good music of their own choosing at a price within their reach—America's greatest nickel's worth."

FOR BIGGER PROFITS



... it's
PERSONAL
MUSIC

PERSONAL MUSIC CORPORATION

U. S. Highway No. 1, Newark, New Jersey
Telephone: Bigelow 8-2204

MAPE'S BETTER BUYS!

● PHONOGRAPH

Replacement Plastics

for all popular Phonograph
Models. Guaranteed perfect
fit. Write for prices.

● ● KEENEY

Super Bonus Bells

Singles, two-ways, three-
ways. Slightly used, refin-
ished. Write for prices.

TERMS: 1/3 deposit with order,
balance C.O.D. F.O.B. Los Angeles
or San Francisco.

SAN FRANCISCO, General Office:
284 Turk Street - Phone PR 8257

STOCKTON:
21 N. Aurora Street - Phone 7-7903

LOS ANGELES:
1704 W. Pico Boulevard - Phone DR. 2314

E. B. MAPE Distributing Co.

SAN FRANCISCO
STOCKTON
LOS ANGELES

All Merchandise TRIPLE-WARRANTED by Pacific Coast's Largest Distributor
of Coin Operated Equipment

SPECIALS

SEEBURG Baromatics, 5, 10, 25¢. Wireless . . .	\$34.50
SEEBURG Baromatics, 5, 10, 25¢. 3-Wire . . .	29.50
SEEBURG Wallomatics, 5¢. Wireless	27.50
SEEBURG Wallomatics, 5¢. 3-Wire	24.50
PACKARD Wallboxes (used)	24.50
BUCKLEY Chrome Boxes	17.50
BUCKLEY Chrome Boxes	15.00

FEATURE ITEMS

PICKUP COILS (for all Seeburgs exc. Hitones)	\$ 1.50
FIBRE INSERTS (for Seeburg Wall Boxes) Sets each, 25¢—Minimum Order, 10 sets	2.50
SEEBURG Wall Box Covers, Cream or Brown	4.95
FIBRE Main Gears (Wurlitzer or Seeburg)	3.25
Lots of 10, \$2.75. Quantity Lots	2.50
B-3 CRYSTAL PICKUPS, Dated, Rock. or Mills	2.75
FLOCKING KITS (Includes Gun, Ivory and Brown Felt Flock, Undercoats, Thinner, Brush, Instructions). Dealers' Net	6.45
STAPLE DRIVER (Walsco). Dealers' Net	4.25

REPLACEMENT MOTORS

For Wurlitzer-Seeburg Phonos. Ea. \$22.50
110V, 60-Cycle, Reconditioned Motors. Will
Give Excellent Service—30-Day Guarantee.

PLASTIC SHEETS

20"x50" (Red), 60-Gauge. Ea. \$ 9.50

BOTH WILL "HIKE-UP" YOUR PROFITS



SOME operators say "more play per phonograph" is the way to boost profits.

Others say it's "more pay per play."

Wurlitzer believes it's a combination of both, and Wurlitzer backs up its belief with **ACTION!**

Action to the tune of the most powerful, far-reaching, play-promoting national consumer magazine, billboard and point-of-purchase advertising program ever known to this industry.

Action in the form of a full-dress drive to convert the public, the location owner, his employees, all operators and their phonographs to **QUARTER-DIME PLAY.**

Doesn't cut any ice which idea *you* favor. They *both* favor *you*. And they'll *both* hike your profits to levels you're entitled to under today's economic conditions. The Rudolph Wurlitzer Company, North Tonawanda, N. Y.

FOR TOP PROFITS TODAY...



450 Attend First Annual Wisconsin Music Op Show

MILWAUKEE, April 19.—Wisconsin Phonograph Operators' Association (WPOA) held its first annual show at the Pfister Hotel here April 14, featured by exhibitions by coin machine manufacturing and distributing firms, including record distributors, phonograph needle manufacturers and one phonograph stand concern.

Exhibition space comprised two entire floors of the hotel. Exhibits which were viewed by 450 coinmen and their guests, were open from 10 a.m. to 6 p.m.

Luncheon meeting featured speeches by James T. Mangan, director of Coin Machine Industries (CMI) public relations bureau, who spoke on *Personal Public Relations*, and James Gilmore, CMI secretary-manager, who discussed *The Future of the Coin Machine Business*.

Stein Banquet Speaker

During the evening banquet, LeRoy Stein, Newark, N. J., executive

director of the Music Guild of America (MGA), delivered an address titled *The Advantages To Be Gained Thru Forming Associations*.

Presiding at the luncheon and banquet was C. S. Pierce, WPOA president. Members of the arrangements committee were George Gessert, Packard Distributing Company; Doug Opitz, Hilltop Coin Machine Company, and Sam Hastings, Hastings Distributing Company.

Mangan on Good P-R

During the luncheon session Mangan pointed out the importance of a strong public relations program. "This business is in its infancy," he said, "and because a few people of undesirable character were long ago in some way affiliated with it an early stigma was attached to the trade. Tho the business is now run by business men of unimpeachable character, the former shadow of the business lurks in the background, and takes its toll on present coinmen in the

Juke Box Keeps Kids Off Streets

NEW YORK, April 19.—Teen-agers can go right ahead and jitterbug in the Madonna House Settlement Center, an affiliate of the New York Catholic Charities, to music supplied by a juke box, according to Mother Superior Mary Elizabeth in answer to a question by a *New York Post* reporter.

"There are 400 enrollees for that entertainment (dances), and we are happy that it keeps them off the streets," the mother superior stated.

Question came up during an interview regarding the citywide appeal currently being made by the Catholic Charities for \$2,000,000.

form of higher license fees and restrictive policies. There are 2,000,000 locations in America which are proud to feature coin-operated machines which are patronized every week by 75,000,000 people, thereby making a living for the upwards of 1,000,000 individuals engaged in the coin machine business.

"Altho taverns and other public locations for coin machines also have other industries involved on the premises, such as the gas and light company and the telephone company, if any disturbance is caused at the location it is always blamed on the juke box. It is high time that we informed the public of the good side of our industry," Mangan concluded. Gilmore backed up Mangan's views and urged those present not already associated members of CMI to join as a form of insurance so that the program for good public relations will be continued.

Need for Associations

At the evening banquet Stein centered his talk around the work of associations in helping to combat unfavorable legislation. "An association offers you," he said to the assemblage, "the opportunity to combine forces to combat unfavorable legislative measure. It also offers you a program of public relations which is of utmost importance to a field that has so much contact with the public." Stein told his audience a good way to foster favorable attitude on the part of the public was to further the efforts of youth centers, which he pointed out are doing an excellent job blotting out juvenile delinquents. He suggested that the donation of juke boxes to such organizations and also to charitable homes and institutions would be repaid many times over by the good will this would do for the industry as a whole.

Following Stein's address, a floor show was presented. Among the artists on the bill were Rex Allen, Swiss Family Frauentfelder and the Romy Gosz Polka Band, Mary Taft Dancers, Dick Burns, the Parker Brothers, and Paul and Pettit Dychow.

Firms and the personnel present exhibiting equipment during the one day showing were:

Coin Machine Exhibits

Bradley Associates, Chicago; Morris Nozette and Al M. Koplo.

Coven Distributing Company, Chicago; Ben Coven, Art Cady and Al Kopprasch, and Bally representatives R. E. Sheldon, Bill Billheimer and Sam Breitenstein.

General Music Company, Fond du Lac, Wis.; F. H. Decker.

Green and Delitz, Wausau, Wis.; E. R. Green, Otto Delitz and Jack Delaney.

Mitchell Novelty Company, Chicago; Edward A. Beck, and Telequiz representatives Joseph E. Beck, Leonard Sheehan, Royal R. Rasler, K. J. Kalesha and Pat O'Neill.

Packard Distributing Company, Milwaukee; George Gessert, E. E.

Gessert, William Huber, E. Gessert Jr., A. F. Hurley, L. Shew, and Packard Manufacturing Company, Indianapolis, representatives T. J. Hicklin, Bill Jodran and W. C. Mossbarger.

Paster Distributing Company, Milwaukee; Irv Stacel and Elmer Menzner.

Peerless Novelty Company, Spooner, Wis.; Frank W. Davidson.

Pierce Distributing Company, Brodhead, Wis.; C. S. Pierce, R. L. Bernstein, John Carter, Ivan Cox, William Reigle, William Robinson, Francis Saunders, Kenneth Shrier, John Trutman, Stanley Wright, Stanley Bouton and Mabel Bork.

Wisconsin Novelty Company, Milwaukee; R. H. Rischman, Frank J. Essinger, William Rischman, Frank Sprader, James Stecher and Stanley Johnson.

James Martin Company, Chicago; Al Defoe and Stan Ratner.

Mercury Record Distributors, Inc., Chicago; Arthur H. Cohen, Jack Friedman, and Mercury Records, Milwaukee, Gene Barron and Abe Heller.

Radio Specialty (Columbia Records), Milwaukee; John Monroe, Jack Carey, Ralph Collipp, C. Horak, Cy Simonis and Frances Murphy.

Taylor Electric Company (Victor Records) Milwaukee; W. G. Dorward, A. Kay, H. E. Rietz and W. Thompson.

Wisconsin Vogue Company (Vogue Records), Milwaukee; Ray Gaffney, Harold Hampton and Arnold Jost.

Zenith Radio Distributing Company (MGM Records), Chicago; Bud Diefenthaler and Dave Kutner.

Aero Needle Company, Chicago; E. R. Haines and R. O. Lund.

Permo, Inc., Chicago; Edward Crowley and Dick Goetzen.

Mason New Partner In Dave Lowy Firm

NEW YORK, April 19.—Phil Mason, formerly a partner with Joe Eisen & Sons, local Packard juke box distributors, was announced this week as partner with Dave Lowy in Dave Lowy & Company, coin machine distributors. The firm handles new and used jukes and vending and game machines.

Mason is working on an exclusive export distributorship of a leading pinball machine as one of his first duties with the firm.



BETTER RECEPTION! REPEAT PROFITS! with this

6 Tube COIN OPERATED RADIO

RCA and Hazeltine Licensed! 90 Day Guarantee!

Here's a coin operated radio that will make money for you... high in quality and reception... 6 tubes, 1-band, 5-in. permanent speaker and 2 gang condenser. Specifically designed to meet the rigid requirements of coin machine operation. Radio chassis and coin mechanism housed in a sturdy steel cabinet finished in wrinkled brown or gray. Cabinet secured by a strong tumbler lock and money container secured by an additional lock, thus making it fool-proof. Can be made to operate for 1 or 2 hours for a quarter, accepts up to 20 quarters credit at one time. Coin box holds \$50 in quarters.

Operates on 110 volts, 50-60 cycles, AC only. Cabinet of 18-gauge steel, 16"x9"x9", rustproof finish. Shipping weight, 22 lbs. Timers by International Register.

25% With Order, Balance C. O. D.

OPERATOR'S PRICE—
Lots of 3, Each, **\$45.00**
(Sample, \$47.50)

Write for Illustrated Catalog on Radio, Phonographs, Lamps, Electrical Appliances, etc.

SHEFFIELD RADIO AND APPLIANCE CO.
WHOLESALE DISTRIBUTORS
916 W. BELMONT AVE., CHICAGO 14, ILL.

WURLITZER PHONOGRAPHS FOR SALE

All clean machines — Excellent working condition

#616 Plain	\$125.00	#750E	\$450.00
#616L	140.00	#750M	450.00
#600	275.00	#850	500.00
#500	275.00		

MELODY MUSIC, INC.
126 NORTH MAIN ST. PHONE 266 SALISBURY, N. C.

PHONOGRAPHS FOR SALE

These machines are on location and not junk that has been sold and resold. Each piece will be cleaned and shipped in good condition, in a good strong crate.

2 500 Wurlitzers	\$195.00	2 12 Rock-Ola	\$ 60.00
5 800 Wurlitzers	195.00	1 16 Rock-Ola	95.00
1 24 Wurlitzer Marble Glo. Color Plastic and Solid Base	160.00	6 20 Rock-Ola Imperial, Marble & Plastic Corners	145.00
1 24 Wurlitzer Hideaway, Metal Cabinet	145.00	1 20 Rock-Ola Imperial, Plain	125.00
1 616 Wurlitzer	100.00	1 20 Rock-Ola Hideaway with Adapter & Metal Cabinet	125.00
3 61 Wurlitzer Counter Model	90.00		
4 8800 Seeburgs	275.00		

1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

HALL BROTHERS

1817 FOURTH AVENUE JASPER, ALABAMA

IN WISCONSIN

Aireon KLEIN DISTRIBUTING CO.

2606 W. Fond Du Lac Ave.
MILWAUKEE 6, WISC.
KILBOURN 2032-3

9¢ Each

FOR YOUR USED RECORDS.
F. O. B. Boston, Mass.
Not more than 5% Blues or Race Records.
Any Quantity—No Limit.
Let us know what you have. Wire or write
Sheldon's Record Centre
19 LaGrange St. Boston 16, Mass.

HERE'S A SCOOP!

Music Machine Amplifiers rebuilt for \$28.95; all burnt or worn out parts replaced. 10 days' service. Satisfaction guaranteed. Speaker reconditioning service available.

ELKINS RADIO

ELKINS, W. VA.

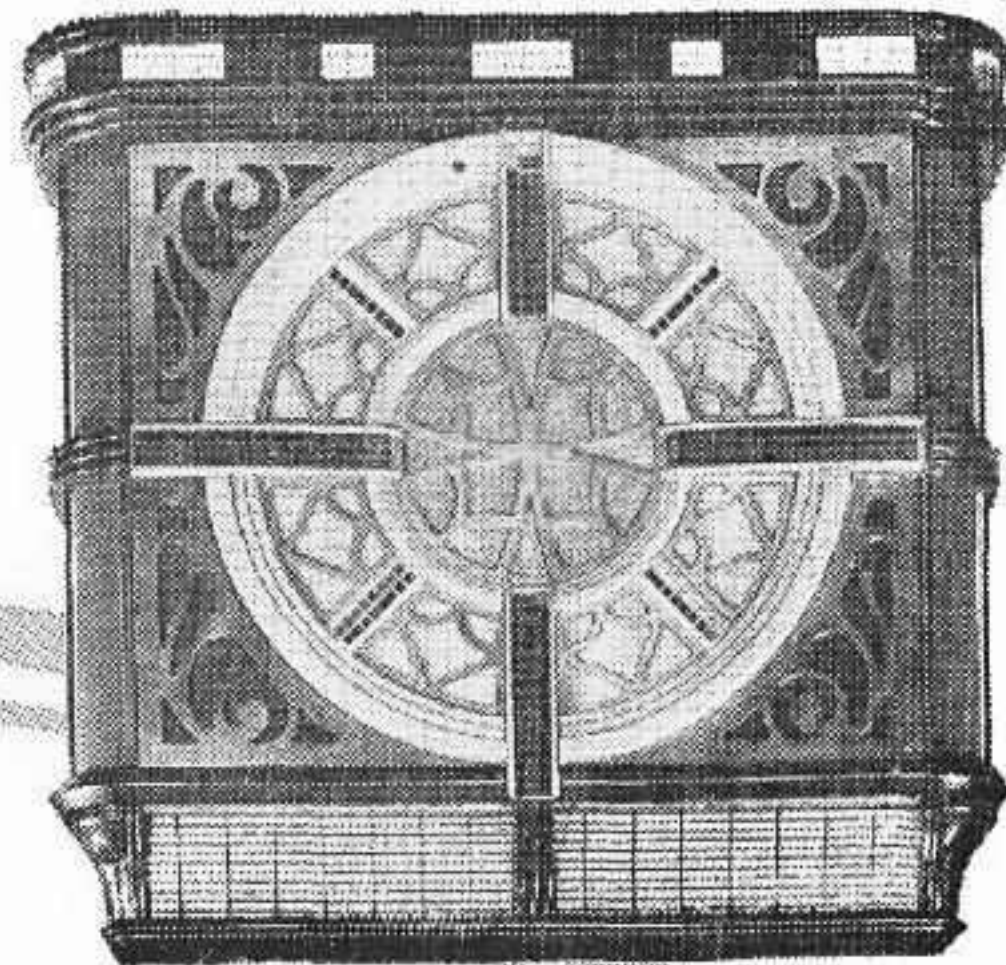
April 26, 1947
GO F
GET I

PIONEER
SELECTIVE
• AD

GO PACKARD ALL THE WAY! GET BEAUTY...TONE...PERFORMANCE

AND

Profit

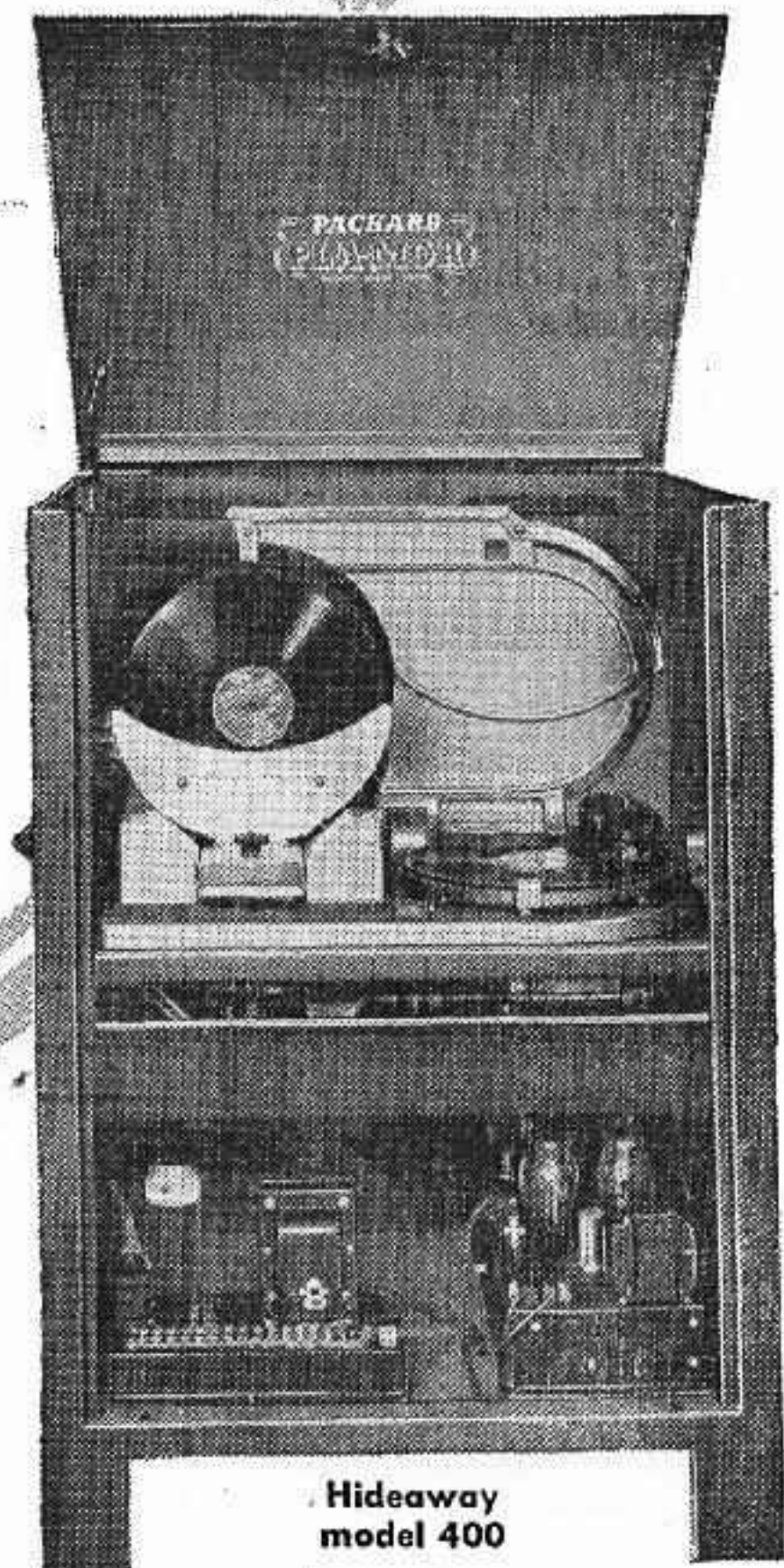


Speaker "Orchid"
model 1200

● Operator experience proves this combination hard to beat as a profit maker for many of your locations. Install Packard's Hideaway phonograph with tastefully designed Packard speakers. Place Packard's play-promoting wall boxes in every booth and along the counter or bar—that's all you need to make more money!

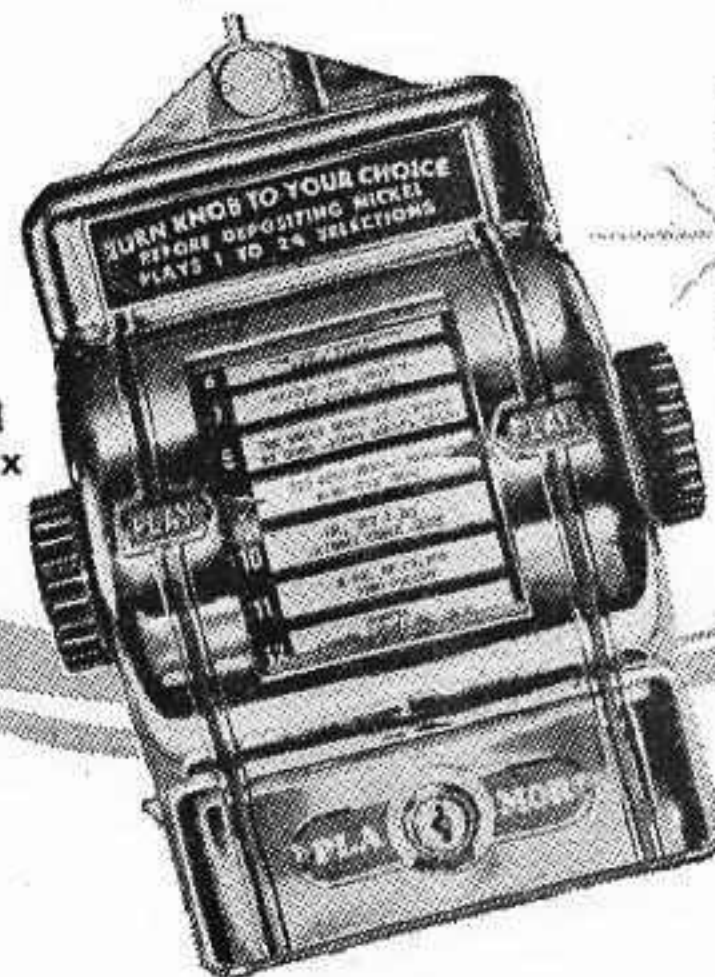
The beauty of Packard's new speakers and appeal of the wall box attract the attention of your patrons and invite greater play. Packard's glorious, hi-fidelity reproduction of every song pleases your patrons and keeps 'em coming back. You'll be more satisfied with Packard's fine mechanical design, long life and trouble-free performance — so

... go **PACKARD** all the way!



Hideaway
model 400

Packard
Wall Box



PACKARD (PLA-MOR)

PIONEER OF THE INSTRUMENTS

POLICY-MAKERS OF THE INDUSTRY

SELECTIVE REMOTE CONTROL WALL BOXES
• ADAPTERS • BAR BRACKETS •

AUTOMATIC PHONOGRAPHS

CEILING AND WALL AUXILIARY SPEAKERS
• ACCESSORIES • 30-WIRE CABLE •



**SYLVANIA
ELECTRIC**

**ALL SIZES
but
ONLY THE
BEST
QUALITY**

RADIO TUBES

and
PANEL LAMPS

for
**REPLACEMENT
IN JUKE-BOXES
AND PIN-BALL
MACHINES**



**SYLVANIA
ELECTRIC**

EMPORIUM, PA.
MAKERS OF RADIO TUBES; CATHODE RAY TUBES;
ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIX-
TURES, WIRING DEVICES; ELECTRIC LIGHT BULBS

Detroit Tradio Operation Gets Reorganization

DETROIT, April 19.—Change in the local franchise operation for Tradio, coin-operated radio for hotel rooms, is being made with the organization of the Detroit Tradio Company, succeeding the former Tradio Service of Detroit.

Irving B. Ackerman, a founder of the original company, is a partner in the new firm with Leon H. Lewis, a newcomer to the coin machine field. They are operating in a number of Detroit locations at the present time and have the franchise for the State of Michigan.

Andrew E. Hamer, of the Sunny Jack Music Company, who was a partner in Tradio Service, has taken over location rights for Negro hotels in the Detroit area, separating the two operations.

Ackerman and Lewis have developed a special 18-gauge steel table designed for this type of radio, which they find superior in several ways to the typical wall-type installation and are placing it in production now for national distribution.

Green & Delitz Firm To Distribute Jukes For Mills Industries

CHICAGO, April 19.—Mills Industries, Inc., has appointed the firm of Green & Delitz to handle phonograph sales and service in north central Wisconsin and upper Michigan, according to an announcement by Charles Schlicht, sales manager for Mills' phonograph division.

Distributing firm, with offices at 115 Franklin Street, Wausau, Wis., is owned by Otto Delitz, who has previously operated phonographs in Southern Wisconsin, and E. R. (Mickey) Green, one of the oldest distributors of Mills products, having handled the line for 32 years.

Green & Delitz concern, which had a showing of the Mills Constellation at the Wisconsin Phonograph Operators' Association's first annual show at the Pfister Hotel, Milwaukee, April 14, is manned by experienced personnel in key positions, Green stated.

ATTENTION
GEORGIA AND FLORIDA OPERATORS
All good, clean, refinished Marble Glow Phonographs right off location.
WURLITZERS
850-750E-750M-800-800-500-616-412.
SEEBURGS 8800-8800—MAJORS, VOGUES
MILLS EMPRESS. Wire or write
PAL MUSIC CO.
PALATKA, FLORIDA

**ADD BEAUTY TO YOUR MACHINES
WITH THE NEW
PHONOGRAPH LITE-UP THRONE**

Illustrated for Wurlitzer No. 1015.

- ★ Sturdily constructed to fasten to base of phonograph.
- ★ Made to fit all machines.
- ★ Protects phonograph from mops and shoe marks.
- ★ Improves appearance by adding height and color.

Seeburg Thrones, \$35.00; All Others, \$29.50.
Distributors Wanted—Write for Information
½ Deposit With All Orders.

H & H DISTRIBUTING CO.
2172 WILSON AVE., CHICAGO 25, ILLINOIS 300 BROADWAY, MACON, GEORGIA

L. A. Music Groups In Title Scrap

(Continued from page 116)
officially brand as false a recent circular letter issued by SCAMOA to the effect that another charter had been granted an IBEW music unit and that a contract had been negotiated with such unit.

Says No Connection
“Threats that your membership in IBEW B-11 will be jeopardized if you do not pay tribute to SCAMOA may be ignored completely. SCAMOA has no connection with IBEW, past, present or future, and we recommend that because of their non-union attitude our IBEW members drop membership in SCAMOA.”

“All equipment which does not bear an IBEW quarterly label for April, May and June, will be picketed beginning at once. If a union member displaces equipment which is without a current label, the grievance will not be entertained by the union.”

The union action against SCAMOA followed the association's picketing of B-11 pickets.
Music operators here, who are members of either or both associations are somewhat confused this week, faced with three associations, two of them bearing the same title.

Additional Tradio Distributors Bring Total to 27 Firms

ASBURY PARK, N. J., April 19.—Appointment of six additional distributors for Tradio, Inc., manufacturers of coin-operated radios, restaurant coin radios and coin-operated television sets, was announced this week by Harry J. Rockafeller, Tradio sales co-ordinator. This brings the total of Tradio distributors to 27 in the U. S. and one in Hawaii.

In charge of sales in Arizona will be Arizona Tradio Sales, Phoenix Merchandise Mart, 246 South First Street, Phoenix, Ariz. Nebraska will be handled by Northwest Distributing Company, Hotel Palmer, Grand Island, Neb. Hotel Radio Service Company, 20 Adams Avenue, Memphis, Tenn., will be in charge in Mississippi. Rhode Island, Connecticut and Massachusetts will be handled by New England Sales Distributors, Inc., 80 Federal Street, Boston. Greenberg-Bonsteel Distributing Company, 312 West Smith Street, Greensboro, N. C., will be the representatives in North Carolina. Sales in Hawaii will be handled by Pacific Sales Factors, 657, Kapiolani Boulevard, Honolulu.

**PHONOGRAPHS
Ready for Location**

ROCK-OLA:
1 Rock-Ola Windsor \$110.00
1 Rock-Ola DeLuxe.
(Equipped for Wallbox) 190.00
1 20-record Imperial 120.00
2 Rock-Ola DeLuxe. Ea. 175.00
1 Rock-Ola DeLuxe Cabinet.
(No broken plastics) 50.00
1 Rock-Ola 20-rec. mechanism. . 55.00

WURLITZERS:
1 Wurlitzer Twin Twelve.
(In metal cabinet) \$ 75.00
1 Wurlitzer #61 Counter Model.
(Amplifier needs work) 50.00
1 Wurlitzer 500 Keyboard 175.00
1 Wurlitzer #850 375.00
1 Wurlitzer #616 Illum. 100.00

SEEBURGS:
1 Seeburg Mayfair \$150.00
1 Seeburg Envoy RCES
(Equipped for Wallboxes) ... 285.00

Install on Seeburgs and Wurlitzers:
Electric Cancels \$ 7.85
Crystal Pick Ups 3.85
Save \$200.00 a year on Records!

T & L DISTRIBUTING CO.
1321 CENTRAL PARKWAY
CINCINNATI, OHIO.

**WE BUY
USED
PHONO RECORDS**

**MERVIS TRUCKING
COMPANY**
7026 LEXINGTON AVENUE
CLEVELAND 3, OHIO

RECORD TRAYS

For 61, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old trays the same dimensions as when new and guarantee them to give satisfaction. Price \$7.50 for set of 12, or \$6.00 a set in lots of 5.

HUGO JOERIS
3208 Jackson St., Amarillo, Texas

**WE BUY
USED RECORDS**

**WE PAY HIGHEST PRICE
CASH FOR ANY QUANTITY**

**WE PAY FREIGHT
CALL, WRITE OR WIRE**

SEYMOUR SCHWARTZ & CO.
2117 S. Loomis St. Chicago, Illinois
Phone: MONroe 3064

OPERATORS, ATTENTION!

**TOP PRICES PAID FOR
USED RECORDS**

SELL TO Chicago's Largest Distributor of Used Records.
WE PAY THE FREIGHT

**WRITE, CALL OR SHIP TO
USED RECORD EXCHANGE**

1736 N. Keeler CHICAGO 39, ILL.
Telephone: CAPITAL 7852
Will Pick Up Within 100 Mile Radius

Hoedown Road

Jack Steck's *Hayloft Hoedown*, barn dance show heard every Saturday over the ABC network thru WFIL, Philadelphia, and originating at Town Hall in that city, will go on the road for the first time since its inception two years ago. An exclusive booking arrangement was made with Jolly Joyce, head of the Jolly Joyce Theatrical Agency, calling for the original *Hoedown* cast to appear at parks, fairs, theaters and celebrations. Bookings for the radio show will be confined to the season period between May 1 and September 10. And because the show will continue on the web during the summer, Joyce said that bookings will be confined largely to spots in the East. In order to make the tour possible, the broadcast time of the show has been changed to a later evening period, and is now heard Saturday nights from 10:30 to 11 p.m.

In a most unusual booking, a Western name attraction has been signed to make four appearances at the same park during the coming season. Arranged by Joyce, who books the park exclusively, the Sleepy Hollow Ranch near Quakertown, Pa., has signed contracts to feature Eddy Arnold and his guitarist, Ray Higgins, for Sunday stands on June 22, July 20, August 17 and September 14.

Frank de Knight, head of Cowboy Records, Philadelphia, has arranged for a promotional program in the interests of his record and music publishing company. Music and record booths, complete with record player, will be set up on a concession basis at many parks and groves in the East where the Western names are featured. Records, sheet music and song folios will be sold at the concession stands. It is believed to be the first time that Western music on records and sheet music will be promoted in this manner.

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

Danny Powell, who now has his own Western band in New Orleans and is remembered as the fiddler with Roy Acuff, Smiley Burnette and other Western names, has been named distributor for Sapphire Records, it was announced by Frankie Adams, head of the record firm in Philadelphia. Featuring many Western sides in its catalog, Powell will handle the distribution for the Sapphire label in all the Southern States.

Dick Thomas, writer of *Sioux City Sue*, returning to Philadelphia, his home town, after a Western tour, is making his first home-town appearance at Wilson's Restaurant and Night Club for a limited engagement before taking in a tour of the parks and groves in the East re-opening for the summer season next month.

New Chi Office

Tex Ritter's tour of the South and Southwest has been extended and he will remain on the road until May 15. New offices of Tex Ritter Radio Productions are being established in Chicago by George Marx. The transcribed Tex Ritter Show, produced in Hollywood, will be distributed throughout the Midwest from this source. Additional offices will soon be set up in New York and Houston.

The Hoosier Hot Shots have signed a new four-year contract with Columbia Pictures calling for four films annually. *Swing the Western Way*, action musical now before the cameras, is their first stint under the new deal. The Hot Shots, Decca recording artists, have made 13 pictures for Columbia since they first signed with the studio in 1944. *Swing the Western Way* will be the last film job for which the quartet will com-

mute from Chicago. After 13 years in the Windy City, foursome is moving its headquarters to Hollywood because of film commitments and recording dates. Group consists of Ken and Paul Trietsche, Gabe Ward and Gil Taylor.

Sage singer Doy O'Dell has recorded four Western tunes for Exclusive Records, marking the first time the Coast indie has gone in for folk material. Heretofore, label has leaned heavily on the race side of the musical fence.

Zeke Clements, formerly with the *Grand Ole Opry* air gang, was signed by Black & White to wax a series of his own cleffings. In addition to his work on the NBC show, Clements has appeared in more than fifty films. Clements' initial Black & White release is *Blue Mexico Skies* and *Nobody Loves Me*. Soon to be released is *It's My Life* and *You're Free Again*.

New System

Hollywood's Record-of-the-Month Club, heretofore sticking strictly to the pop field, will set up a new division to its operations whereby folk music fans will be able to subscribe for a Western-hillbilly disk each month. Operating on a basis similar to Record-of-the-Month Club, Folk-Record-of-the-Month Club members will receive what RMC judges pick to be the best folk disking of that month pressed on nonbreakable vinylite. Year's membership will be offered at \$13, which will give subscribers 12 disks plus two dividend selections. For its first selection in the folk field, RMC has picked Ozzie Waters with The Plainsmen recording under the Coast label of *Throw a Saddle On a Star*. Tune

was cleffed by Andy Park and Hank Caldwell for the Nordyke Publishing Company. Flip on RMC's first folk disking (pressed from Coast's masters) will be the Plainsmen's version of *New San Antonio Rose*.

Smiley Burnette, pic comic and Western warbler, leaves on a two-month p.a. tour. Following a one-week engagement at San Francisco's Golden Gate Theater, Burnette will open at the Capital in Yakima, Wash., and will then begin a one-week stint at Seattle's Paloram Theater. Burnette's regular spot on the Gene Autry show has been temporarily canceled until Sunday, May 15, when he returns to Hollywood for his next "Durango Kid" pic for Columbia.

Modern Music Holds N. Y. Juke Debut Starting Wednesday

NEW YORK, April 19.—The Mills Constellation juke box will make its debut in the East Wednesday (23) in the 10th Avenue showrooms of the Modern Music Sales Corporation here. Nat Cohn and Earl Winters, partners in the firm, are being assisted in the arrangements by Edwin Cornfield, record sales manager, and Henry Seghers, factory-trained service manager.

From 11 a.m. to 5 p.m. refreshments will be served and recording artists will give autographed records to all operators attending. The showing will be continued from Tuesday (22) thru Friday (25) daily from 10 a.m. to 5 p.m.

Jack Lawrence, Phil Spitalny and the Dennis Sisters will be among the guest artists attending during the week. Two thousand invitations have been mailed to ops in the area, and Cohn adds: "In case we forgot anybody—the more the merrier—everybody is welcome."

NOW! FOR THE FIRST TIME!

THIS IS IT!

— the finest coin phono needle ever offered to the trade. A genuine sapphire tipped needle that sounds better, makes records last longer and doubles needle life. The one and only jewel-tipped needle designed for use in the new low-pressure tone-arms! Many nationally known coin-machines now recommend sapphire for their new models. Stock up now on the needle that lasts, and lasts and lasts! Ask your jobber for the **WALCO WS-900 SAPPHIRE NEEDLE.**

World's pioneer and largest manufacturer of jewel-tipped phonograph needles.

WALCO MADE BY
ELECTROVOX CO., INC.
31 FULTON STREET, NEWARK 2, NEW JERSEY

CHICAGO - 224 South Michigan Avenue
LOS ANGELES - 2216 West 11th Street

A Jewel-Tipped
Coin-Phono Needle
WALCO '900'
SAPPHIRE

Seeburg USES
WALCO
SAPPHIRES!

IF your machines run to the older models, we recommend a sensational new high-quality needle — the **WALCO PRECIOUS METAL COIN-MACHINE NEEDLE Model WA-700.** Write today for your **FREE** sample of this new **WALCO** coin-machine needle.

ADVANCE RECORD RELEASES

(Continued from page 34)

CLASSICAL & SEMI-CLASSICAL

- A NIGHT AT CARNEGIE HALL ALBUM Columbia M-MM-676
 - Bizet: Carmen-Seguidilla Rise Stevens
 - Delibes: Lakme-Bell Song Lily Pons
 - Mozart: Don Giovanni-Finch' Hat Dal Vno. Ezio Pinza
 - Mozart: Don Giovanni-Serenata, Deh Vieni Alla Finestra..... Ezio Pinza
 - Saint-Saens: Samson and Delilah-Mon Coeur S'Ouvre a ta Voix..... Rise Stevens
 - Verdi: Simon Boccanegra-Li Lacerator Spirito..... Ezio Pinza
- *A WALTZ DREAM Harry Horlick Ork (MY HERO)..... Decca 25068
- ALBUM LEAF, Op. 28, No. 3 Mischa Elman-Leopold Mittman (TRAUMEREI) Victor 10-1271
- BIZET: HABANERA (FROM CARMEN—ACT 1) Jeanne Gorville-Reache (MASSE: CHANSON) Victor 15-1008
- CADIZ Reah Sadowsky (TRISTE #2) Enterprise 1203
- DANZA PLEMONTESE IN A, Op. 31, No. 1 (On Popular Themes) Arthur Fiedler, Dir. Boston Pops Ork. Victor 11-9446
- FAURE: SICILIENNE Chicago Symphony Ork—Desire Defauw, Dir. (STRAVINSKY: FIREWORKS)..... Victor 11-9447
- FERRARI: Le Lazzarone; Georges: Le Fibustier Pol Piancon (MOZART: INVOCATION) Victor 15-1007
- FLIGHT OF THE BUMBLE BEE Lou Bring Ork (LAMENT) Enterprise 2001
- FRANCHETTI: Ferito Prigionier (A Wounded Prisoner) Pasquale Amato (VERDI: O) Victor 15-1005
- *KISS ME AGAIN Deanna Durbin (Victor Young Ork) (MY HERO) Decca 23867
- LAMENT Theodora Lynch (FLIGHT OF) Enterprise 2001
- LISZT: FORGOTTEN WALTZ Artur Rubinstein (SCHUMANN: THE) Victor 10-1272
- MASSE: CHANSON DU TIGRE (SONG OF THE TIGER) Jeanne Gorville-Reache (BIZET: HABANERA) Victor 15-1008
- MOZART: INVOCATION (GREAT ISIS!) Pol Piancon (FERRARI: LE) Victor 15-1007
- MOZART: Quartet No. 2 in E-Flat Major for Piano and Strings (K. 493) George Szell-Budapest String Quartet. Columbia M-MM-669
- MUSIC OF MORTON GOULD ALBUM Morton Gould, Dir. (Robin Hood Dell Ork of Philadelphia) Columbia M-MM-668
 - American Salute Red Cavalry March
 - Cowboy Rhapsody New China March
 - Go Down Moses Sometimes I Feel Like a Motherless Child
- *MY HERO Deanna Durbin (Victor Young Ork) (KISS ME) Decca 23867
- *MY HERO Harry Horlick Ork (A*WALTZ) Decca 25068
- NOCTURNE IN E MINOR, Op. 72 (Chopin) (12") Jascha Heifetz-Emanuel Bay (Romanza Andaluza) Victor 11-9573
- ORATORIAL ARIAS ALBUM Norman Cordon-RCA Victor Ork—Sylvan Levin, Dir.—Joseph Fuchs Victor M-1094
 - J. S. Bach: Give Me Back My Lord (From St. Matthew Passion)
 - Handel: Why Do the Nations? (From the Messiah)
 - Haydn: Now Heaven in Fullest Glory Shone (From the Creation)
 - Mendelssohn: It Is Enough (From Elijah)
 - Mendelssohn: Lord God of Abraham (From Elijah)
 - Mendelssohn: O God, Have Mercy Upon Me (From St. Paul)
- PUCCINI: AH, MIMI, TU PIU NON TORNI (O MIMI, FICKLE-HEARTED MAIDEN) John McCormack-G. Mario Sammarco (VERDI: PARIGI) Victor 15-1009
- ROMANZA ANDALUZA (12") Jascha Heifetz-Emanuel Bay (NOCTURNE IN) Victor 11-9573
- SCHUMANN: THE PROPHET BIRD (Op. 82, No. 7) Artur Rubinstein (LISZT: FORGOTTEN) Victor 10-1272
- SELECTIONS FROM BLOSSOM TIME ALBUM Al Goodman Ork Victor P-173
 - In Old Vienna Town Donald Dame-The Guild Choristers Victor 45-0023
 - Let Me Awake Donald Dame-Blanda Peric Victor 45-0022
 - My Springtime Thou Art Donald Dame-The Guild Choristers Victor 45-0022
 - Only One That Loved Ever Pills the Heart Donald Dame-Mary Martha Briney Victor 45-0020
 - Peace To My Lonely Heart Earl Wrightson-The Guild Choristers Victor 45-0019
 - Serenade Donald Dame-The Guild Choristers Victor 45-0021
 - Shubert Melody Earl Wrightson-The Guild Choristers Victor 45-0019
 - Song of Love Earl Wrightson-Mary Martha Briney-The Guild Choristers Victor 45-0023
 - Tell Me, Daisy Earl Wrightson-Mary Martha Briney Victor 45-0021
 - Three Little Maids Mary Martha Briney-The Mullen Sisters Victor 45-0020
- SONATA IN B-FLAT MAJOR—Scarlatti Reah Sadowsky (SONATA IN) Enterprise 1201
- SONATA IN E MINOR—Scarlatti Reah Sadowsky (SONATA IN) Enterprise 1201
- STRAVINSKY: FIREWORKS Chicago Symphony Ork—Desire Defauw, Dir. (FAURE: SICILIENNE) Victor 11-9447
- HELEN TRAUBEL ITALIAN OPERATIC ARIA ALBUM Helen Traubel-Charles O'Connell, Dir. Columbia M-MM-675
 - Mascagni: Cavalleria Rusticana—Vol Lo Sapeto (Well You Know)
 - Mozart: Don Giovanni—Or, Sai Chi L'Onore (Donna Anna's Vengeance Aria)
 - Ponchielli: La Gioconda—Suicida! (Suicida!)
 - Puccini: Tosca—Vissi D'Arte, Vissi D'Amore (For Art, For Love)
 - Verdi: Aida—Ritorna Vincitor (Return Victorious)
 - Verdi: Otello—Ave Maria
- TRAUMEREI, Op. 15, No. 7 Mischa Elman-Leopold Mittman (ALBUM LEAF) Victor 10-1271
- TRISTE #2 Reah Sadowsky (CADIZ) Enterprise 1203
- VERDI: MA DALL' ARIDO STELO DIVULSO (Yonder Plant Enchanted) Celestina Boninsegna (VERDI: O) Victor 15-1006
- VERDI: O CIELI AZZURRI (OH, AZURE SKY) Celestina Boninsegna (VERDI: MA) Victor 15-1006
- VERDI: O VECCHIO COR, CHE BATTI (MY BEATING HEART) Pasquale Amato (FRANCHETTI: FERRO) Victor 15-1005
- VERDI: PARIGI O CARA (FROM GAY PARIS) Lucrezia Bori-John McCormack (PUC-CINI: AH) Victor 15-1009

RACE

- *DON'T BE ASHAMED TO SAY I LOVE YOU The Four Knights (JUST IN) Decca 48026
- GYPSY BLUES Joshua Johnson (WHEN THE) Decca 48027
- HE'S MY BABY Andy Kirk Ork (Billy Daniels) (SOOTHE ME) Decca 23870
- *JUST IN CASE YOU CHANGE YOUR MIND The Four Knights (DON'T BE) Decca 48026
- PLAY PROOF WOMAN Tampa Red-Big Maceo (PLEASE BE) Victor 20-2249

- PLEASE BE CAREFUL Tampa Red-Big Maceo (PLAY PROOF) Victor 20-2249
- SOOTHE ME Andy Kirk Ork (Billy Daniels) (HE'S MY) Decca 23870
- WHEN THE MORNING GLORIES WAKE UP IN THE MORNING Joshua Johnson (GYPSY BLUES) Decca 48027

INTERNATIONAL

- CIGARETTE POLKA Bee Gee Tavern Band (PLAY IT) Columbia 12322-F
- HULA POLKA Bill Gale and His Globe Trotters (JITNEY JIVE) Columbia 12324-F
- I KNOW OF A SWEET LITTLE GIRL Frank Yankovic Ork (SUMMER NIGHT) Continental C-417
- IN MY FATHER'S GARDEN Windy City Five (LAURA AND) Columbia 12328-F
- IRISH SHOW BOAT ALBUM The McNulty Family Decca 518
 - A Mother's Love Decca 12254
 - Far Away in Australia Decca 12356
 - Haste to the Wedding Decca 12195
 - Miss Fogarty's Christmas Cake Decca 12254
 - Mother Malone Decca 12195
 - Susie O'Malley (Ann McNulty) Decca 12356
 - The Limerick Races Decca 12253
 - The Rose of Arammore Decca 12252
- JITNEY JIVE Bill Gale and His Globe Trotters (JULA POLKA) Columbia 12324-F
- CHARLES E. KING'S HAWAIIAN MELODIES ALOHA ALBUM King's Hawaiians King's K-100
 - Aloha Serenade King's 1003
 - Flowers of Hawaii (Na Pua O Hawaii) King's 1003
 - Pearl Harbor Waltz (Pauuu Waltz) King's 1002
 - Rose of Nuuanu (Pua Loke O Nuuanu) King's 1000
 - Song of the Islands King's 1000
 - The Big Fish (Ka Uluu) King's 1002
 - Thou Art Beautiful (Wehweh Oe) King's 1001
 - Waiting for Thee (Ke Kall Nel Au) King's 1001
- LAURA AND FILON Windy City Five (IN MY) Columbia 12328-F
- LONGHEAD POLKA Orkiestra Polskie Dzwony (SHEPHERD DANCE) Continental C-766
- LUNIA (LEONA) Wesaly Skrzypek Victor 25-9175
- SANDY MacFARLANE ALBUM Sandy MacFarlane Decca A-519
 - Granny's Highland Home, Parts I and II Decca 14012
 - Home o' Mine (Murdoch) Decca 14010
 - In the Mornin' Decca 14013
 - Long Ago When We Were Sweethearts (Murdoch) Decca 14010
 - MacNab's a Jolly Sailor Decca 14013
 - The Weddin' o' Sandy MacKay Decca 14009
 - When the Heather Bells Are Bloomin' (I'll Come Back My Lass 'Tae You) Decca 14009
- PEP UP THE BAND Frank Linhart Ork (SNAPPY POLKA) Continental C-19
- PEPPER POT POLKA Lawrence Duchow's Red Raven Ork (SWISS BOY) Victor 25-1079
- PLAY IT PRETTY Bee Gee Tavern Band (CIGARETTE POLKA) Columbia 12322-F
- SHEPHERD DANCE Orkiestra Polskie Dzwony (LONGHEAD POLKA) Continental C-766
- SNAPPY POLKA Frank Linhart Ork (PEP UP) Continental C-19
- SONGS WE REMEMBER ALBUM (2-10") Disc 720
 - Quell Quell Quer (Galicia) Disc 6047
 - Road To Aviles (Asturia) Disc 6046
 - Santa Espina (Catalonia) Disc 6046
 - Sevillanos (Cruz De Maya) Disc 6047
- SOUND EFFECTS POLKA Juke Box Serenaders (VENGERKA POLKA) Columbia 12327-F
- SUMMER NIGHT Frank Yankovic Ork (I KNOW) Continental C-417
- SWISS BOY Lawrence Duchow's Red Raven Ork (Buddy Milton) (PEPPER POT) Victor 25-1079
- THE RUSSIAN YAR TZIGANY ALBUM A-9
 - Driver, Don't Hurry the Horses Apollo 130
 - No, No, I Don't Want Apollo 129
 - Oh! Those Beautiful Dark Eyes Apollo 129
 - Thank You, My Heart Apollo 130
 - What Do I Care? Apollo 128
 - Withered Chrysanthemums Apollo 128
- VENGERKA POLKA Juke Box Serenaders (SOUND EFFECTS) Columbia 12327-F
- WESOLY SKRZYPEK (JOLLY FIDDLER) Walter Ossowski Instrumental Quartet (LUNIA) Victor 25-9175

LATIN-AMERICAN

- ASI ES LA VIDA (SO IS THE LIFE) Myrta Silva (CAMINA COMO) Victor 23-0572
- BLACK EYES (OYE NEGRA) Irving Fields-Campos Trio (Pepito Arvelo) (THE BEAT) Victor 26-9017
- CAMINA COMO CHEN CHE LA GAMBIA (WALKING LIKE A GIRL WITH A LAME LEG) Myrta Silva (ASI ES) Victor 23-0572
- JACK, JACK, JACK Machito Ork (UN AMOR) Continental C-9002
- QUE TE SUESTA (WHAT DO YOU WANT?) Jorge Negrite-Trio Calaveras-Mariachi Vargas (QUERIDO DE) Victor 70-7397
- QUERIDO DE JORGE TORRES Jorge Negrite-Trio Calaveras-Mariachi Vargas (QUE TE) Victor 70-7397
- THE BEAT OF THE TUMBA (SUENA LA TUMBA) Irving Fields-Campos Trio (Pepito Arvelo) (BLACK EYES) Victor 26-9017
- UN AMOR VENDERA Machito Ork (JACK, JACK) Continental C-9002

HOT JAZZ

- BETWEEN 3 & 4 A.M. AT SYMPHONY SID'S Morris Lane (DOWN THE) Savoy 646
- DOWN THE LANE Morris Lane (BETWEEN 3) Savoy 646
- ESQUIRE'S ALL-AMERICAN HOT JAZZ ALBUM, Volume II Victor HJ-10
 - Blow Me Down Esquire's All-American Award Winners Victor 40-0134
 - Bucklin' the Blues Esquire's All-American Award Winners Victor 40-0135
 - I Cried for You Benny Goodman Quintet Victor 40-0137
 - Indian Summer Esquire's All-American Award Winners Victor 40-0136
 - Indians Winter Esquire's All-American Award Winners Victor 40-0137
 - Jivin' With Jarvis Lionel Hampton-King Cole Trio Victor 40-0135
 - Rockabye River Duke Ellington Victor 40-0134
 - Sugar Louis Armstrong Hot Six Victor 40-0136
- HOW LONG, HOW LONG BLUES Joe Turner-Coleman Hawkins Ork (SHAKE IT) Savoy 649
- SHAKE IT AND BREAK IT Joe Turner-Coleman Hawkins Ork (HOW LONG) Savoy 649

*Re-issue

New York:

Jack Fitzgib executives of M left for Chicago Cohn and Earl Music Sales exe the Mills Const end of this weel The father C. & S. Music hospital. . . . F Rosenberg Com ilac Fleetwood go and is now ex

Jack McCarth manager of Locc that the Veteran is holding its Clinton Hotel, M with all coin . . . National Chicago this w coinmen from Skrlow has jo ment Company ager.

Art Rothenber left for a New J Frank Connors, Schwartz, Cleve Frank Masters week. . . . Nat leaves on a Chi of the month. . . op, is now back three weeks' illr

Charlie Licht tributing Compa to his lines. . . . formed M. & to operate pear Seidel, former Company, is job . . . A. Solway, ronto, and E. Kl of the Canadian nus last week.

Bert Lane, My Rosen, Atlantic utives, have de new headquarte the telephone st electrical engi Consolidated Ed (See NEW Y

Portland, O

W. J. Suter, Willis, San Fra in Manila, P. Moore Company of used music Groundwork is whether the cor in the Philippin Moore company tion, or whethe set up as a Phil

Jack R. Moore B. Moore Comp and branch in I in San Franck Spokane, does in his four-pla pilots himself. Chicago. Moor the Western S aviation firm variety of air tr ing.

Mrs. Helen C main office for Company, rep growth has bee staff has been sons, five of t the last few w manager of the the Jack R. M Mrs. Cusson sp Francisco rece to attend the w

Bob Ehmpke, Clark Distribut ico was move ing as Oregon Wurliizer line. cently arrived become mainte Rose City Mu house hunting.

New York:

Jack Fitzgibbons and Leo Knebel, executives of Musical Minutes, Inc., left for Chicago last week. . . . Nat Cohn and Earl Winters, Modern Music Sales execs, plan a showing of the Mills Constellation juke box the end of this week or early next week. . . . The father of Morris Wurtzel, C. & S. Music Company, is in the hospital. . . . Hymie Rosenberg, H. Rosenberg Company, had a new Cadillac Fleetwood last week, but let it go and is now expecting a new Buick.

Jack McCarthy, assistant business manager of Local 76 IBEW, announces that the Veterans' Athletic Social Club is holding its annual party at the Clinton Hotel, Maspeth, N. Y., May 17, with all coin machine ops invited. . . . National Premium Exhibition in Chicago this week is drawing many coinmen from the area. . . . Murry Skrilow has joined Square Amusement Company as production manager.

Art Rothenberg, Sil-Roth Sales, has left for a New England biz trip. . . . Frank Connors, Baltimore, and Sam Schwartz, Cleveland, were guests of Frank Masterson, Bronx op, last week. . . . Nat Cohn, Modern Music, leaves on a Chicago biz trip the end of the month. . . . Bill Rothstein, local op, is now back at his desk after a three weeks' illness.

Charlie Lichtman, New York Distributing Company, has added games to his lines. . . . Sammy Lipman has formed M. & S. Vending Company to operate peanut vendors. . . . Ted Seidel, formerly with Dave Lowy Company, is jobbing by himself now. . . . A. Solway, Solway Novelty, Toronto, and E. Klein, Quebec, were two of the Canadian visitors to the avenue last week.

Bert Lane, Myer Parkoff and Harry Rosen, Atlantic and Seaboard executives, have delayed their skedded new headquarters opening because of the telephone strike. . . . Eddy Ebert, electrical engineer with Brooklyn Consolidated Edison, holds patents on (See NEW YORK on page 126)

Portland, Ore.:

W. J. Suter, Portland, and Joseph Willis, San Francisco, have landed in Manila, P. I., for the Jack R. Moore Company to arrange for sale of used music boxes in the Orient. Groundwork is largely legal, learning whether the concern can do business in the Philippines as a branch of the Moore company, an Oregon corporation, or whether it will have to be set up as a Philippine concern.

Jack R. Moore, president of the Jack R. Moore Company, with main office and branch in Portland and branches in San Francisco and Seattle and Spokane, does all of his commuting in his four-place Stinson, which he pilots himself. He recently flew to Chicago. Moore also is president of the Western Skyways in Portland, aviation firm engaged in a wide variety of air transportation and training.

Mrs. Helen Cusson, manager of the main office for the Jack R. Moore Company, reports that business growth has been such that the office staff has been increased to 11 persons, five of them engaged within the last few weeks. . . . J. E. Cusson, manager of the Portland branch of the Jack R. Moore Company, and Mrs. Cusson spent a few days in San Francisco recently, where they flew to attend the wedding of their niece.

Bob Ehmpke, Portland manager for Clark Distributing Company until office was moved to Seattle, is remaining as Oregon district manager for the Wurlitzer line. . . . Andy Oliver, recently arrived from San Francisco to become maintenance manager for the Rose City Music Company, is still house hunting.

COINMEN YOU KNOW

Milwaukee:

Elmer Menzner has gone on the road for the Wurlitzer Company after helping Irv Stacel play host for the April 2 party for Wisconsin operators at Schroeder Hotel. Herb Graunke, Watertown, and Oliver Zimmerman were in recently to see Stacel. . . . Louis and Florence Pesick's baby daughter, Betty Ann, was chosen to model a new dress at the local dress shop when a photographer for a national firm chose her from a group of bystanders to pose in the promotional shot. Louis says his two sons, Kenneth and Bud, are going to attend summer camp at Amy Belle with Frank Bartnick's two children, Jerry and Roger.

George Jaber, Fond du Lac, bought back the juke route he sold some time ago. . . . John Aspidor, Oshkosh, was in town recently. . . . Sam London is back from a four-week stay in Florida. John Neef and George Chronis are on the road for him now. Sam has added Elverta Boehler to his office staff. . . . Nathan Victor reports that Gerald Johnson, Menomonee, became the proud pappy of a daughter a few weeks back. . . . Elmer and Katherine Green, Wausau, also celebrated an addition recently. He is named Patrick Michael.

Bill Schwartz has been notified to appear in Washington May 9 to re- (See MILWAUKEE on page 128)

Indianapolis:

Richard White, Southern Automatic Music Company, Fort Wayne, Ind., has been transferred to the Indianapolis office where he will be office manager. White succeeds Geraldine Taylor, recently married to R. A. St. George. . . . Alice Fansler has joined the Janes Music Company record department's sales group.

Banister Distributing Company has added another truck to the service department. Frank Banister was a Chicago visitor recently. He was looking over new pinball equipment. . . . Anna May Banister is back at her desk after an extended illness. . . . Jack Miller and his brother, Joe, operators at Columbus, Ind., were business visitors on coin row here.

Robert Jones, Terre Haute Ind., operator, was in town buying equipment and parts. . . . Instruction classes at Indiana Automatic Sales Company, Rock-Ola distributors, are meeting with top results, according to Peter Stone, local distributor.

Los Angeles:

Jean Leerskov, of Ontario, visiting Bill Happel at Badger Sales Company. . . . Samuel Mintzner, engineer of Square Deal Amusement Company, at Badger adding latest features to machine. . . . Bill Wulf, of Riviera, a buyer on West Pico. . . . Los Angeles operators sighted on West Pico included Norman Glover, Thomas Workman, Lewis Martino, Margaret Nemo, Joseph Sandeloo and L. J. Bender. . . . Barney Smith up from Long Beach and Lowell Ayers in from Inglewood. . . . Ben Korte, Glendale operator, reports the recent earthquake was more violent than any since 1931. Ben says he thought this one worse than the quake of 1933 when Long Beach was hit. However, no damage was reported the other day and there was plenty in 1933. Ben has been out to San Fernando to visit the Crafts Exposition Shows. . . . K. E. Hoar a buyer from El Monte.

Stanley Tracy, Kingman, Ariz., making the rounds of display rooms. . . . Nels Nelson's phonograph repair shop is humming with business. . . . Adolph D'Este has resigned after six months with the Nels Nelson firm and moved over to the M. S. Wolf Distributing Company as salesman. . . . Golden Williams, manager of California Amusement Company, San Diego, in town making preparations for being switched back on May 1 to the job. (See LOS ANGELES on page 129)

Kansas City:

Eugene F. Hamilton, former staffer at Aireon Manufacturing Corporation, has been appointed to the technical staff of the Midwest Research Institute. He will work on the electronic applications of engineering mechanics. . . . Rudolph Greenbaum, Aireon's vice-president, tops off his Eastern business trip this week with several days in Miami.

Irvin Weiler and Jerry Joray back from their hop to Chicago in Weiler's Culver Cadet, report a side trip to Milwaukee and a confab at the Shine-a-Minute factory. . . . Jerry Adams back from a trip thru the Kansas territory in time to help with the three-day showing of Jennings's machines at Consolidated. Jerry will spend the week in the Ozarks servicing machines and calling on operators there.

Example of slow delivery on orders from the factories: Victor Roos re- (See KANSAS CITY on page 130)

Chicago:

Murray Rosenthal, Coinex Corporation, says the number of ill "grandmothers" has increased alarmingly now that the baseball season has begun. He reports that D. St. Jacques, of Ideal Amusement Machines, Thurso, Quebec, was a visitor last week. . . . George Solar, James H. Martin & Company, reports that all personal earnings of Abbott and Costello on their Enterprise waxing of Who's On First, will go to Abbott's Underprivileged Children Fund. Stan Ratner is the new Martin Sales representative who will cover a part of Wisconsin. George says that Sam Margolis, firm's outside representative, is getting married shortly. George has a sneaking suspicion that the entire sales force was at the Cubs' opening game.

Jack Keiner, Keiner Vendors, who was emcee at the celebrities' luncheon of the Chicago Tobacco Table, held at the Covenant Club April 15, says there were over 500 guests present. Celebrities who attended included Rudy Vallee, Bonnie Baker, Dr. Preston Bradley and Bill Dornfield. The four beautiful gals contending for title of Miss Smoke Rings Queen of 1947 were Dee Bala, Caroline Bensen, Pat Feely and Audre McInnes. Dee took the title. Many leaders in the cigarette and cigar and pipe field were present.

ABC Music Service Corporation has added a new route man, Ben (See CHICAGO on page 127)

Detroit:

David Goldberg has changed the name of his operating firm from the Peerless Automatic Sales Company to the Peerless Sales Company. . . . Monte West, special representative of AMI, was in town for three days giving operators special instruction in the operation and servicing of phonographs.

He won many friends by his novel way of instruction—taking each operator and his serviceman individually and going out on location, showing how actual problems are met, rather than holding a group training course. . . . Max Marston, of the Marston Distributing Company, was host for West's visit.

William B. Warner, manager of Modern Sanitary Sales, reports a good pick-up in demand for Sanitary Service vendors, but considerable delay in securing delivery on new machines. . . . Irving B. Ackerman, former music operator and head of Detroit Tradio Company, became the father of a nine-pound son, his third, Monday (14).

Joseph J. Schermack, of Schermack Products Company, vendor manufacturer, is readying a new machine to be on display late this spring. . . . Jack Fine, local songwriter, who has hit the jackpot with Texas and Pacific, was slated to do a personal appearance over WXYZ Saturday (19) on Phil Brestoff's Speaking of Songs show.

Cincinnati:

Sam Chester, president of the Automatic Phonograph Owners' Association, made a flying trip to Nashville last week to attend the funeral of his uncle and to visit his mother. Members of the association have expressed their sympathy to Chester. . . . Mrs. Sara Kanter, who operates the Atlas Music Company, was in Chicago recently on a combined business and pleasure trip.

Milton Cole's wife has returned from California where she visited her family. Mill is riding around in a new Ford. . . . Louis Distel, with Wesco Novelty Company, passed out cigars last week—a son, David. . . . The Automatic Phonograph Owners' Association will hold its regular executive board meeting Tuesday (29) at 2 p.m. in association headquarters.



SOUTHERN CALIFORNIA coinmen enjoy a luncheon meeting at the Nickabob Restaurant, Los Angeles. Left to right: L. B. McCreary, of Solotone; Bill Campbell, Long Beach; Bud Parr, Solotone, and Jack Gutshall.

Look To The GENERAL For LEADERSHIP

THE BEST IN NEW EQUIPMENT!

5 BALL GAMES

- Gottlieb MAISIE ... \$294.00
- Williams TORNADO ... 309.50
- Exhibit MYSTERY ... 299.50
- Bally DOUBLE BARREL ... 269.50

COUNTER GAMES

- Daval BEST HAND ... \$59.50
- Daval MEXICAN BASE-BALL ... 59.50
- Daval OOMPH ... 57.50
- Daval SKILL THRILL ... 75.00
- Daval FREE PLAY ... 75.00

Jennings Standard Chief

5¢	10¢	25¢	50¢
\$269	\$278	\$280	\$398

Jennings Deluxe Club Chief

5¢	10¢	25¢	50¢
\$324	\$334	\$344	\$454

Jennings Deluxe Challenger ... \$595
(Twin head console)

- ★ Bally Deluxe Draw Bell \$512.50
- ★ Bally Triple Bell 895.00
- ★ One World (Roll Down) 475.00
- ★ Genco Advance Roll ... 499.50
- ★ Chi Coin Basketball Champ 499.50

GOTTLIEB'S DAILY RACES
\$650

BANK BALL
\$375

MARVEL'S POP-UP
\$49.50

ABT CHALLENGER
\$55

Chicago Metal Revolv-around Safes
Universal Box Stands

● WRITE FOR QUANTITY PRICES ON ALL COUNTER GAMES
Growing Steadily Ever Since!

Established 1925

GENERAL Vending Sales Corp.
BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

COINMEN YOU KNOW

New York:
(Continued from page 125)
the new Perfect Company game, Playing-the-Horses, . . . Phil Mason, formerly a partner with Joe Eisen & Sons, has formed a partnership with Dave Lowy in Dave Lowy & Company. . . . Harry Berger, West Side Distributing Corporation, is now a Natural Bloom cigar distributor.

Abe Seskin will operate 24 poker tables in Ben Hariman's new Playland Bazaar on Seventh Avenue near Times Square. Abe also operates the entire front of Luna Park in Coney Island with partners Phil Pates and Chick Guelli. . . . Some candy ops are vending bars at two for 15 cents in regular candy machines, with two columns open for peanuts at the regular nickel price.

LeRoy Stein, Music Guild of America executive director, spent most of last week in Milwaukee attending the Wisconsin operator confab there. Stein was one of the speakers. . . . Howard Cameo, Boston, and Moe Kleener, upstate New York were a couple of the visitors to coin machine row last week. . . . George Trad, Tradio Coin Radio vice-president, was a recent New York visitor. He made the rounds of the night clubs with Harry Lord, Central Tradio Distributors, and his wife.

Bill Radkin, International Mutoscope proxy, and Max D. Levine, Scientific Machines proxy, were honored at a recent meeting of Victory Lodge, B'Nai B'Rith, in the grand ballroom of the McAlpin Hotel. . . . Tri-State Tradio's Frank Lipman has returned to the firm's headquarters at Portsmouth, Va., following a flying trip to New York. . . . Al Cohn, ASCO Vending Machine exchange president, was another visitor to the city last week.

Several organizations have been advertising in the classified sections of the daily newspapers that they will find locations for coin machines at so much per spot. This may prove a life-saver to some of the vets who have purchased quantity machines before finding locations. . . . Morris Nozette, Bradley Distributors, Chicago, was a recent visitor to Asbury Park, N. J.

A coin-operated steam cabinet is the latest entry in the field. . . . Jake Breidt, U-Need-A Vendors, is back on the job after a short illness. . . . Al Liebman, proxy of Electromation, Inc., states the firm has a new roll-down game machine on test location now that has incorporated many new and novel features. . . . Firestone Enterprises has appointed Empire Automatic Corporation its metropolitan New York distributor.

Harry Diedorf and Murray Rosenwald, New Jersey ops, plan to make the rounds next week looking for soft drink cup venders. . . . Abe Cohen, St. Louis op, spent the early part of last week buying equipment in the city. . . . Many vending machine operators, as well as manufacturers and distributors spent most of last week in Chicago attending the National Association of Tobacco Distributors' Convention and Exhibition.

R. A. Lowery, president of Coffee Vendors Company of America, Hollywood, is a New York visitor. He plans to be in town for the next couple of weeks on business. . . . Murry Klein, Boston; Harvey Fox, upstate New York, and Sid Rosen, Dallas, were a few of the late comers to the avenue last week. . . . F. McKim (Mac)

STANDARD METAL TYPERS



NEW AND USED MACHINES

MACHINE PARTS AND SUPPLIES

EXPERT REPAIR SERVICE

FINEST QUALITY METAL TYPER DISCS

Priced from \$7.50 Per 1,000

NEW COLORED DISCS

NOW AVAILABLE Guaranteed to increase your receipts. WRITE FOR SAMPLES AND PRICES.



STANDARD SCALE CO.
715 N. KINGSHIGHWAY, ST. LOUIS 8, MO.

FOR IMMEDIATE DELIVERY!

\$29.50 EACH	OVER WILD FIRE VELVET BIG CHIEF METRO PAN AMERICAN SPEED DEMON
\$39.50 Each	Bandwagon Home Run Star Attraction Bolaway '42 Knockout School Days Bombardier Miss America '44 Spot Pool Bomb the Axis Monticker '41 Victory Big Parade Dude Ranch Legionnaire Gun Club Defense On Deck Venus Horoscope
\$49.50 Each	FIVE-TEN-TWENTY YANKS
\$219.50	LIKE NEW GENCO'S TOTAL ROLL

ALL ITEMS GUARANTEED

UNITED INDUSTRIES
525 PARKER ST. CHESTER · PENNA.

VICTORY CONVERSION VALUES

ON DECK for Snappy	HERE IS WHAT YOU GET . . . NEW! Flashy 14-Color Score Slides NEW! Large Size Bumper Ops NEW! Score Cards
GIRLS ANDY for Beachnik	
GLAMOR GIRLS for Sport Parade	
FOLLIES OF '48 for Hi-Hat	
TWIN SIX for Gold Star	
BASKETBALL for Daren-Up	

COSTS YOU ONLY \$12.50
F. O. B. CHGO.

WRITE FOR COMPLETE LIST

VICTORY GAMES
2140-44 Southport Ave. CHICAGO 14, ILLINOIS
"America's Pin Game Conversion Headquarters"

RUSH YOUR ORDER TODAY!

NO MECHANICAL CHARGES

NOTHING ELSE TO BUY!

ROUTE FOR SALE IN SOUTH CENTRAL GEORGIA

Includes 60 Phonographs (some 1015), all on location, 15 Five-Ball Free Plays. Record Store, well stocked. Truck and Shop with all repair facilities.

\$22,500.00

BOX D-481, THE BILLBOARD, CINCINNATI 1, OHIO.

??
\$279.50
WORTH
\$500.00

SCIENTIFIC MACHINE CORP.
229 WEST 28th STREET NEW YORK 1, N.Y.

FIRESTONE GAMES
Top-Flight Machines
FIRESTONE GAMES
Top Money Makers
FIRESTONE ENTERPRISES, INC.

1604 Chestnut St. Brooklyn 30, N. Y. ESplanade 5-5700

Smith, president of National Association of Amusement Machine Owners (NAAMO), will be in the city Tuesday (22) to take care of association and some private arcade business. NAAMO headquarters is now located in Atlantic City.

Chicago:

(Continued from page 125) Cheners, and promoted Edward Holstein, whose shoes Ben is filling, to field representative, Bob Gnarro states. Bob says that his side-kick, Bob Manning, is a hot driver; Manning's car caught on fire while he was driving down to the office Thursday (17) morning. Not too much damage was done, we were glad to hear.

Coin Amusement Games is under the command of Mrs. Edith Schutz, Charles' wife, now that he and Bernard are on the road. Edith reports the boys are on the first lap of their journey now and doing all right in Detroit. She says the work in the office is very interesting and that its exciting to be in the "executive spot" she's holding down for the boys. . . . All I have to do now is start to "execute," she said. Visitors at Coin Amusement last week were Erwin Baldrige, Brighton, Mich., and Morris Bending, Gary, Ind.

Mike Spagnola, over at Automatic Distributing Company, lists Ray Greer as a new serviceman for the firm. Ray was formerly with the AMI

shop here. Joe Martini, Rockford, Ill., was an Automatic visitor during last week. . . Clayton Nemeroff, Monarch Coin Machine Company, left last week-end for a tour of the Southern States with his family. Trip is mainly a pleasure drive, but Clayton said he certainly would not refuse to talk business should the occasion present itself. Roy Bazon, who just returned from a business tour, will hold down the fort in Chi. Several visitors from Canada were reported as being in during the week, along with H. Zorinsky, H. V. Vending & Sales, Omaha; Bill Scholfield, Bickwell, and C. Kase, Kankakee, Ill.

Telequiz Sales' Margo O'Conner tells of the Telequiz cartoon appearing in April issue of Pic. Sketch depicts a college professor playing the machine and the answer he receives is a rib tickler. Margo also informs us, with a hint of a smile in her voice, that she has forgotten "birthdays," especially when they concern her (not that she has anything to worry about in this respect for some time to come, we can assure you).

Marvel Manufacturing Company welcomed a number of visitors last week, Bill Perry says. Among them were Ed Newell, Music Sales Company, Memphis; Fred Burke, F. & W. Amusement Company, Cookville, Tenn.; Irving Blumenfeld, General Vending Sales Corporation, Baltimore, and the two partners heading Central Amusement Company, Memphis. Latter firm, Bill said, is now Marvel's new distributor for Western Tennessee. Matt Miller, Wisconsin Novelty, Kenosha, Wis., was also in and is new distributor for Central Wisconsin. Bill reports Marvel's new game is nearing point of delivery.

Perk Perkins, Globe Distributing Company, conferred with Harold Midyett, of Tennessee Music Distributors, Nashville, last week. . . American Amusement Company's Harry Brown flew into Chi April 17, winding up his two-week biz trip thruout the Western States. Harry summed up his trip this way: "It was swell while it lasted, but now that the sharp edge of the first clamor for equipment has blunted, it's up to us to do some door knocking on our part to keep things moving." Harry intends traveling to New York next week, for a seven-day business jaunt. On his return he will do a repeat on the Western territory. Harry has always done quite a bit of traveling and sees no reason, he says, to let up now.

Paul Glaser, Empire Coin Machine Exchange man, reports a number of visitors, including Leo Green, International Coin, Cleveland; Sam Torjusen and Jene Camp, Central Amusement, Memphis, and Dan Cohen, Crescent Cigarette Service, New Orleans. Ralph Sheffield, Paul laments, is a stranger to them now that he is "buried" at the new Empire building without phone service. Seems Ralph is there supervising the finishing touches on the new location and was caught short by the phone strike before phone equipment was installed. Gilbert Kitt left last week for a Midwestern business trip.

O. D. Jennings, via Dave Lovitz, reports quite a bit of travel activity on the part of its personnel. O. D. Jennings arrived back in Chicago April 19 after spending four weeks on his Mississippi plantation. Dave, himself, made a three-day plane trip to Louisville, and Evansville, Ind., last week, contacting firm's distributors. J. R. Bacon, firm's vice-president, went to St. Louis on business, and Bill Lipscomb left for Cincinnati last week. Much of this travel is programed to tie in with individual open-house trade showings of firm's distributors. Rita Fontana, of the counting department, is leaving her post in anticipation of a stork visit and her co-workers are giving her a party celebrating the forthcoming event.

Advertisement for Thomas Novelty Co. featuring a coin machine with 'ELECTRICITY ONE CENT' sign. Text includes 'Sample machine, \$25.00; one to eleven, \$18.75; twelve to forty-nine, \$16.25; fifty and up, \$15.00. Immediate shipment. Bracket is the word: "Export Business handled through International Expeditors." THOMAS NOVELTY CO. 1572 JEFFERSON ST. PADUCAH, KY.'

Advertisement for Coin Stackers at a new low price. Features an image of a stacker and text: 'Sold in Sets Only \$2.00 For Set of 4 1¢-5¢-10¢-25¢ Stackers and Counters. While They Last! Order Now! Include 25 extra for postage on 1 Set Orders. ADVANCE SERVICE 1336 N. WESTERN AVE., CHICAGO, ILL.'

Advertisement for Stewart Novelty Co. 'SPECIALS BY STEWART ARCADE' listing prices for various games: '1 Bally Bull \$47.00, 1 Bally Rainbow Pencil Vendor \$41.00, 1 Bally Rapid Fire \$31.00, 1 Bally Torpedo \$52.00, 4 Muto. 5¢ Card Vendors '44 \$39.00, 1 Muto. X-Ray Poker \$29.00, 2 Muto. Skyfighters \$122.00. STEWART NOVELTY CO. 1361 S. Main St., Sall Lake City, Utah'

Large advertisement for Eagle Coin Machine Co. featuring 'Eagle REPLACEMENT PLASTICS' and a list of products like 'SHEET PLASTICS', 'PLASTIC WINDOWS', 'WURLITZER', and 'ROCK-OLA'. Includes a 'MONEY-BACK GUARANTEE' and address: '1514 NORTH FREMONT AVENUE • CHICAGO 22, ILLINOIS PHONE MICHIGAN 1247'.

Advertisement for Olive Novelty Co. 'WE CAN FINANCE YOUR PURCHASES OF NEW GAMES, PHONOGRAPHS, ETC., ON CONVENIENT TERMS. COME IN AND TALK IT OVER WITH US!' Includes a 'NEW GAMES' list (Gottlieb MAISIE, Exhibit MYSTERY, etc.) and a 'NEW COUNTER GAMES' list (Gottlieb GRIP SCALE, A.B.T. CHALLENGER, etc.). Also features 'USED FIVE BALL FREE PLAY' and 'USED ONE BALL FREE PLAY' lists. Address: '2625 LUCAS AVE., ST. LOUIS 3, MO. Phone: Franklin 3620'.

**GLOBE . . . WHERE SMART OPERATORS BUY!
NOW DELIVERING**

NEW 5 BALLS
MYSTERY
KILROY
HAVANA
DOUBLE BARREL
CARNIVAL
MAISIE

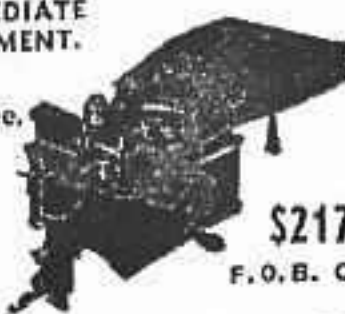
ARCADE
CHICOIN BASKET
BALL
BOOMERANG

NEW SLOTS
ALL MAKES AND
MODELS

BY FAR THE BEST
**THE DOWNEY-JOHNSON
COIN COUNTER**

IMMEDIATE
SHIPMENT.

1 Yr.
Guarantee.



\$217.50

F. O. B. Chicago

1-BALLS

BALLY ENTRY
BALLY SPECIAL
ENTRY

CONSOLES

JENNINGS CHAL-
LENGER
BALLY DE LUXE
DRAW BELL
BALLY TRIPLE BELL
EVANS CONSOLES
(All Models)
MILLS 3 BELLS

GLOBE COIN SORTER . . . \$290.00

DISTRIBUTORS, SEND FOR FULL PARTICULARS. FREE CIRCULAR AVAILABLE UPON REQUEST!

COUNTER GAMES

A. B. T. CHALLENGERS—POP-UP—GRIP-VUE—SKILL THRILL—SILVER KING VENDORS

SPECIALS!!! COALEES, Like New, at Bargain Prices WRITE
SEEBURG WALL-O-MATICS, Like New \$27.50
WURLITZER 800, Exceptionally Clean \$435.00
4 DE LUXE SAFE STANDS, a Bargain at \$75.00 Ea. Also 1 TRIPLE at \$100.00

ATTENTION! OPERATORS EVERYWHERE!!!

OUR RECONDITIONED MACHINES DEFY ALL COMPARISON! SEND FOR OUR COMPLETE LIST!

GLOBE was established principally to cater to the operators' needs. With this in mind, we invite you to avail yourself of our fine service. A sample purchase will convince you that it's GLOBE from now on.

"IF WE CAN'T GUARANTEE IT—WE WON'T SELL IT."

WANT TO BUY!! Longacres, Thorobreds, Pimlicos, Club Trophys, '41 Derbies, Victory Specials, 500 Pin Games. State condition, lowest price acceptable and when shipment can be made.

SEND YOUR COMPLETE LIST. CASH WAITING!!!
TERMS: 1/3 DEPOSIT—BALANCE C. O. D. OR SIGHT DRAFT.
CHARLES (JIMMY) JOHNSON—VINCE MURPHY



GLOBE DISTRIBUTING CO.

1623 NO. CALIFORNIA AVE., CHICAGO 47, ILL. . ARM. 0780

ARCADE MACHINES AND EQUIPMENT

ALL IN A-1 CONDITION

- | | |
|--|--|
| 20 Microscope Machines (Reel). Ea. . . . \$ 35.00 | 2 Golf Machines (Two Players). Ea. . . \$ 50.00 |
| 50 Card Machines. Ea. 15.00 | 1 Exhibit Camera 50.00 |
| 4 Four-Way Card Machines, Made in Cabinet. Ea. 75.00 | 2 Rock-Ola Commando Victrolas. Ea. . . 350.00 |
| 3 Electric Shocking Machines. Ea. . . . 25.00 | 2 Arcade Organs (Roll Music). Ea. . . 75.00 |
| 4 Penny Jack Pots. Ea. 25.00 | 12 Cockeyed Cuckoos, Exhibit. Ea. . . . 40.00 |
| 4 A.B.T. Pot Shots. Ea. 40.00 | 5 Rotary Mds., Pusher Style. Ea. . . . 150.00 |
| 1 Skill Derby Horse Race. Ea. 50.00 | 6 Naughty Views, Exhibit. Ea. 45.00 |
| 1 Exhibit Foot Vitalizer 60.00 | 2 Microscope Left-o-Graphs, Monkeys. Ea. 125.00 |
| 10 Buckley Diggers. Ea. 100.00 | 2 Skoe Ball Alloys (Bowling, 9 Ft.). Ea. 30.00 |
| 1 Bally Basket Ball 50.00 | 7 Evans Ten Strikes. Ea. 40.00 |
| 1 Microscope 6-Reel Picture Machine . . 35.00 | 1 Knock Out Fighters (Two Players) . . 80.00 |
| 1 Bally Sky Battle 60.00 | 2 Skill Jumps. Ea. 25.00 |
| 1 Keeney Air Raider 75.00 | 1 Exhibit Bicycle 50.00 |
| 5 Grip Machines. Ea. 10.00 | 2 Exhibit Fist Strikers. Ea. 75.00 |
| 1 Microscope Bang Always Moving Ducks 200.00 | 3 Wise Owls. Ea. 30.00 |
| 20 Fortune Teller Machines. Ea. 20.00 | 3 Exhibit Viewing Machines (Same as Cockeyed Cuckoos). Ea. 40.00 |
| 1 Photo-Matic Picture Machine 500.00 | 10 Reel Machines, Viewscope. Ea. . . . 20.00 |
| 2 Sky Fighters. Ea. 125.00 | 35 Special Made Barrels (With Neon Around Them) |
| 2 Tommy Guns. Ea. 70.00 | 12 Big Hearts With Neon |
| 2 Keeney Submarines. Ea. 60.00 | 20 Machines With Neon in Them |
| 2 Chicken Gams & Shoot Japs. Ea. . . . 50.00 | 30 Big Half Circle With Neon |
| 2 Bally Rapid Fire. Ea. 175.00 | 2000 Ft. Straight Neon (Asst. Colors) |
| 1 Night Bomber 125.00 | 8 Big Fans |
| 2 Jennings Barrel Roll. Ea. 140.00 | 1 Electric Soda Water Box |
| 2 Electric Hockey. Ea. 150.00 | 1 Coca-Cola Box |
| 2 Microscope Ace Bombers. Ea. 165.00 | 4 Show Cases |
| 2 Drive Mobiles. Ea. 170.00 | Plenty Spare Parts for Machines |
| 3 Microscope Punching Bags. Ea. 150.00 | 2 36-Ft. Signs for Arcade |
| 2 Microscope Love Tellers. Ea. 80.00 | Plenty Cards for Machines |
| 2 Scenic Batting Practice. Ea. 40.00 | 500 Ft. Rubber Cable |
| 2 Skeeballettes. Ea. 65.00 | 4 Change Boxes |
| 3 World Series Ball Games. Ea. 30.00 | 6 Penny Changers |
| 2 Keeney Anti Aircraft. Ea. 30.00 | Plenty Other Accessories for Arcade. |

Also 40x80 New Top, Used 4 Months, With Pipe, 36 Ft. Neon Sign With Pipe, Frame, Counter Boards and Jacks.

HAVE 2 COMPLETE ARCADES. WILL SELL COMPLETE OR WILL CONSIDER GOOD MAN WITH LOCATION TO HANDLE SAME.

DINTY MOORE

c/o NUECES HOTEL, CORPUS CHRISTI, TEX.

WANT TWO MECHANICS

Top Money for Good Arcade Man!

No drifters. Prefer family man. A year-round job with live-wire organization. Most favorable working conditions.

ALSO MUSIC AND PINBALL MECHANIC

for outside operation. One ball experience necessary!

Write or call

**HERB ROSS
PLAYLAND ARCADE**

669 MAIN STREET PHONE MA 1485 BUFFALO 3, N. Y.

LOWY'S BEST BUYS!

5 MILLS THRONES \$125.00 13 SEEBURG 8200 Conv. \$175.00
MARVEL POP-UP 49.50 1 PREMIER BOWLO 469.50
5 PREMIER BARREL ROLLS, 7 Foot. Like New \$299.50

1/3 Deposit With Order—Balance Sight Draft
GET ON OUR MAILING LIST TODAY!

DAVE LOWY & COMPANY

594 10th Ave. (Bryant 9-0817) New York 18, N. Y.

COINMEN YOU KNOW

Milwaukee:

(Continued from page 125)

ceive his medal from the British Government for services rendered during the war. . . . Bill plans to leave May 1 and make several stops along the way. He expects his new front office to be ready before he leaves. He says he expects to go into promotional work with his partner August Morin by bringing in entertainment stars for public programs.

Morry Zenoff's Plankton Arcade has lost staffer Dick McDermott who has left to join his dad in business. Morry is still keeping his hand in his favorite sideline, feature article writing. . . . George Poull, Poull's Better Music, West End, is back from Iowa. Bob Doine, Okauchee coinman, raises prize collies and one of his thorbreds has just qualified for a championship after making a circuit of city dog shows.

Art Cohen, of Mercury Records' Chicago office, came in to see his Milwaukee staff this week. . . . C. G. Bookmeier, Green Bay dropped into town this past week. . . . Harold Olsen, Eldeen Needle Company, while convalescing from a recent illness, was a visitor to George Gessert's office. George's wife, Mary, is being painted by the celebrated artist, Dr. George New. . . . Fred Pease has turned in his recently repaired car for a new Hudson, and Walter Telling is also sporting a new auto in the form of a yellow convertible, which is a birthday gift left over from April 9. Walter was in the news lately when thieves broke into his home March 23 and stole a strong box containing cash and bonds. Box, minus contents, was found by police in an empty lot some time later.

Tony Hurley has had a bad cold.

. . . Ed Brude presided over the last monthly meeting of the Wisconsin Phonograph Operators' Association April 7; in the future the association will have a luncheon meeting every three months. . . . Clyde Nelson has just returned from Fremont.

Frank Schneider is on the road for the Vic Manhardt firm. Vic's dad has recovered from his illness and is back on the job. . . . Garner Rowe is back from making the small town rounds for Fortney Larson and Rhapsody Records. Garner is expected to be a grandpa for the second time soon. . . . Charlie Schlicht, manager of the music division of Mills Industries, Inc., and George Ponsler, of Amusement Enterprises, New York, were in when the Mills Constellation was debuted here at Vic's showing.

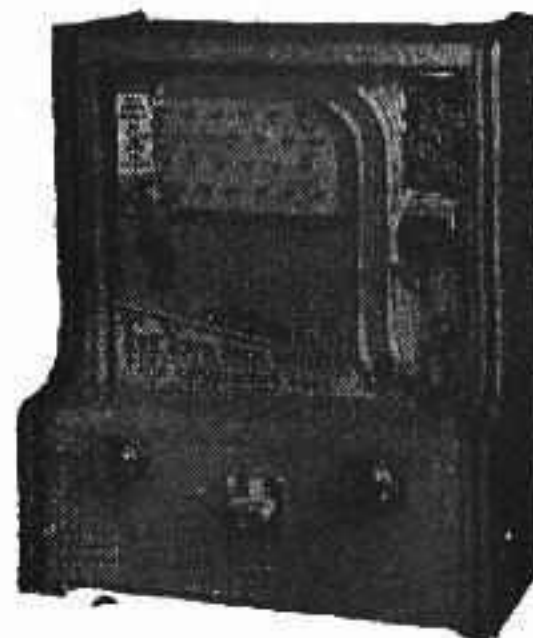
Carl Happel has finished remodeling his new parts department. Carl's wife, Catherine, is beaming over her recent birthday gift from him—silver fox furs. Al Reimer is on the road in Wisconsin and upper Michigan for Happel. New members of the Happel staff are Richard Zimmerman, a mechanic, and Ray Van Toor; Richard Wegner and Claire Allen are both vet trainees here under the G.I. Bill.

Frank Lewkowsky and Paul Schlesinger were coinmen in to see Orville Carnitz, shop superintendent for Badger Novelty. Electro-Games displayed in the Badger showrooms April 12 to 14; later on a showing of Strikes 'n' Spares, will be held. . . . Adele and John Meer were guests at a surprise party that Beverly Czarnecki, of the Badger staff, gave for her husband, Eddie, who had a birthday. . . . Maynard Todd, Rock-Ola sales representative, was here for a short stay as Carl's guest. . . . Doris Kamla, recently of the Badger office staff, will marry Don Kratzke, part-

ner and co-owner of the Marshfield golf course and clubhouse.

Mitchell Novelty, now located at their new address, 35th and Wells, were represented at the April 15 banquet of the Milwaukee Brewers baseball team by Al Donar, Ralph Otto and Irv Hoeth. Paul A. Neuborg is the latest vet trainee for this firm. Mitchell's Roy Resler and Pat O'Neil are on the road; Stanley Beck is back after an illness. Ed Beck's wife, Dolores, was the recipient of a surprise birthday party in early April. Joe Beck played host to Grant Fitch, of the Soundies company, the other week. According to Joe, juke rentals for weddings are growing in popularity. A hospital group insurance plan is the next item this firm is going to adopt for its members.

KICKER and CATCHER



1¢ Play
\$49.50

100% Skill! Takes in more money per dollar invested than any Game made!

5¢ Play
Adds \$3.75

TERMS: 1/3 Deposit, Balance C. O. D.

Birmingham Vending Co.

2117 Third Ave., No., Birmingham 3, Ala.

??
**LOOKS LIKE
\$500.00
EARNS LIKE
\$1000.00
PRICE ONLY
\$279.50**

SCIENTIFIC MACHINE CORP.
229 WEST 28th STREET NEW YORK 1, N. Y.

FOR SALE

2—RAPID FIRES
1—SEEBURG GUN
2—EVANS TEN STRIKE

\$300.00 FOR LOT.

ONE-THIRD DEPOSIT, BALANCE C. O. D.

E. & R. SALES CO.

813 College N.E., Grand Rapids, Michigan.

Los Angeles:

(Continued from page 125)

ing department of the M. S. Wolf Distributing Company. California Amusement is the operating end of the Wolf company. . . . M. H. Stearns has sold his route in San Luis Obispo and Paso Robles and is now located in Marysville. He was in town talking things over with Aubrey Stenler. . . .

Charles A. Robinson and Al Bettelman were hosts to a number of coin machine operators recently when the C. A. Robinson Company held open house to show the Jennings line. Firm represents line in Southern California and Nevada. . . . Phil Robinson is on the go up and down Pico and talking about Chicago Coin's Kilroy. . . . Jimmy Dyer will soon release a preparation that will kill roaches in wall boxes. Chemical is heated by the box and gives off a vapor that kills the roach. It is odorless and non-poisonous. Dyer has already secured the okay of the board of health.

Johnny Nelson around the town and stopping off for a chin-fest with Fred Gaunt, of General Music Company. . . . Paul Johnson is getting quite a reputation for the cleanliness of his phonographs. Take off the cabinet door and the mechanical section is as clean as a pin. . . . Phil Leuenhagen is handling Advance Rools on a jobbing basis. According to Leuenhagen, business in the mountain areas around Los Angeles is picking up. Arcade equipment is going good for these sections. . . . Leonard Baskville, of the E. T. Mape Music Company, San Francisco, is expected in town this week to talk things over with Ray Powers, of the local branch. The new Mape Mirromatic is being viewed by many music operators in this section. Ed Mape is also due in town sometime soon from his ranch near Stockton.

Dean Knudsen, of Knudsen Music Company, Ogden, Utah, in the city on a buying trip. . . . Mike Karpen, of Reading, Pa., has returned to the East following a combination business and pleasure trip to sunny California. However, when here, he got a taste of an earthquake. . . . Bill Wolf, of M. S. Wolf Distributing Company, has postponed his anticipated trip to Arizona for a few days. . . . Frank C. Lamb, of Lamomatic, is liquidating his operating business preparatory to getting into the manufacture of coin changers on a large scale in about two weeks. Lamb has been delayed in making the switch because of the flu. He will be hospitalized in a few weeks for a brief period, providing he can get into a hospital. . . . Bill Sorenson, of Bakersfield, Calif., in the city.

Ace Distributing Company is now handling the Biblestone and Diamond Records in Southern California and Arizona. . . . Sam May, of Universal Coin Changer Company, is preparing a changer that will change a dime and a quarter and return the change with a six-ounce bottle of carbonated beverage all in record time. He also has received patent on several kinds of coin changers and will soon get into manufacturing. . . . Ken Brown, of Coinmatic, is interested in airplanes and at the present working on an amphibian line to take passengers from Los Angeles to Catalina Island. The line will be working in a few days.

Ed Wilkes, of the Paul Laymon Company, returned to the city from San Diego, where he took his two sons for a visit to the zoo in Balboa Park. . . . Harry Marcus is now carrying a complete line of parts for phonographs, and other coin machines. While the sign carries the name of "Harry Marcus," the firm is operating under the trade name of WICO. . . . According to Bill Abel, of Coast Records, Cal Shrum and His

Colorado Hillbillies are set to record *Oh, Susanna; Honkey-Tonking, Now or Never and Rubber Dolly*. The Plainsmen will do four instrumental numbers and four tunes are coming up by Jack McLean and orchestra. Chet Wiser, of Coast Records, is now in the Northwest lining up sales representatives. Sunland Supply Company, El Paso, Tex., has been named to represent Coast and Peerless in West Texas, Southern Nevada and Arizona. Davis Sales Company, Denver, is selling the records in Colorado, part of Wyoming, Northern New Mexico, Montana and North and South Dakota.

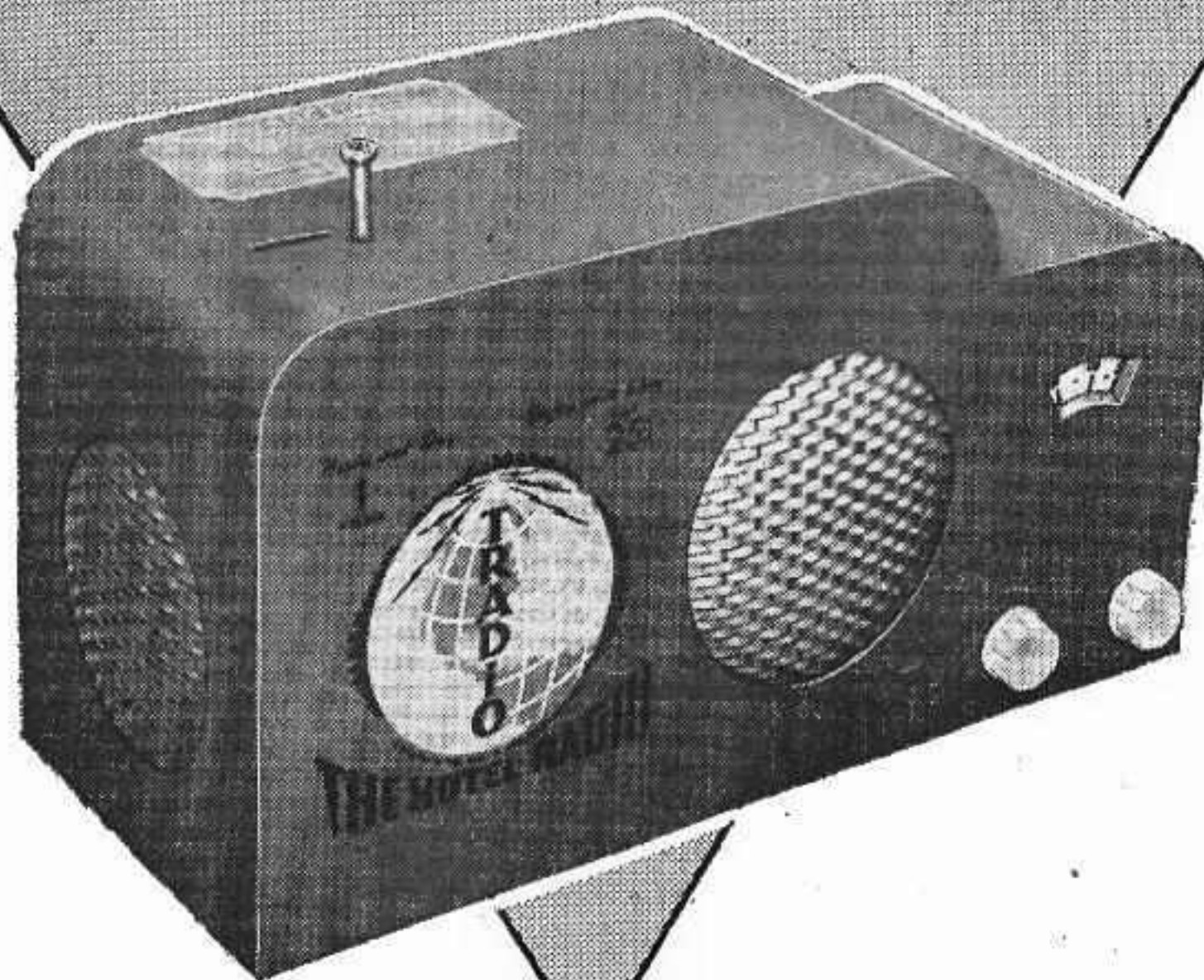
**MOVING!
SALE!**

We've SLASHED our prices on ALL our COIN MACHINE PARTS shown in our LATEST price list to ease our moving burden on May 1st. EVERYTHING REDUCED FOR QUICK CLEARANCE FOR A LIMITED TIME . . . AND BROTHER, WE MEAN EVERYTHING!

COIN MACHINE SERVICE CO.

PARTS FOR EVERY OPERATOR'S NEED
2307 N. WESTERN AVE. Phone HUMBoldt 3476 CHICAGO 47

EXPERIENCE IS THE BEST FEATURE



TRADIO — TRIED, TESTED AND PROVEN THE BEST

Operators know by experience that TRADIO is the best money maker in the field because TRADIO is functionally designed as a coin operated radio. TRADIO plays and pays off. 25¢ for 1, 2, or 3 hours. Experience is the best teacher. That's why thousands of experienced operators use TRADIO.

NOW DELIVERING DAILY IN QUANTITIES TRADIO—THE PIONEER COIN OPERATED RADIO

Approved by the National Board of Fire Underwriters! Unconditionally guaranteed for one year—tubes guaranteed for 90 days.

Manufacturers of:

TRADIO-ETTE

the first coin operated intimate music restaurant radio.

TRADIOVISION

the first coin operated television set.

Tradio, Inc. sells only to operators through qualified Tradio distributors. . . never direct to locations. Only by protecting its own integrity can Tradio protect you.

TRADIO, INC.

ASBURY PARK, NEW JERSEY

ASBURY PARK 2-7447-8-9

A MEMO TO:

Western Pennsylvania and
Northern West Virginia

For more than twenty years now
you've liked and done business with:

AMERICAN DISTRIBUTORS

1349 5th Avenue, Pittsburgh, Pa.

Meyer Abelson and his staff are
now handling the

MILLS CONSTELLATION PHONOGRAPH

Meyer's sample is well worth seeing,
so drop in and get the details on the
most sensational and beautiful phono-
graph in the field.

Mills Industries, Incorporated, 4100 Fullerton Ave., Chicago 39, Ill.

**COINMEN
YOU KNOW**

Kansas City:

(Continued from page 125)

ports the arrival at Automatic Coin Machine Company of the first shipment of Packard's latest model auxiliary speaker which he ordered way back last November. . . R. A. Dahlstrom and C. R. Holcomb were keeping things humming at American Vending Corporation last week while H. W. McEwen was down to check on business in St. Louis.

Harry Silverberg and William Betz, of W. B. Music Company, will fly to Chicago this week for a conference at the Seeburg factory. . . K. D. Smith and Lee Droher, of Coin-O Amusements, St. Joseph, Mo., were in the city last week to purchase some new pin tables. They bought one of the new Maizie games at W. B. and loaded it onto the truck along with another pin game. Pleased with their success in getting two with the pin game shortage still acute here, they started back home, only to find on arriving that the Maizie game had departed from the truck somewhere between Kansas City and St. Joseph.

Dave Fleider, of Advance, echoes the current complaint of distributors that pin games are slow—so slow—coming in. He reports salesboard sales in Kansas and outlying Missouri towns very good. . . Gilbert Wilkens, who operates Wilkens Music Company at Pittsburg, Kan., was in last week to pick up six new Aireon jukes.

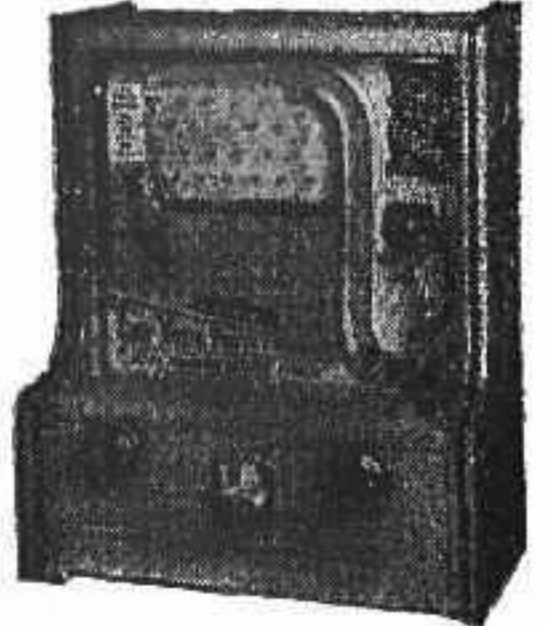
Carl Hoelzel, of United Amusement Company, completed a real estate purchase last week that gives him the entire frontage of the north side of Armour from Main Street to Baltimore Avenue (one block). Part of the purchase was made last January. Total cost of the frontage was \$68,500, and is to be used for commercial purposes. As yet, Hoelzel, hasn't announced what his plans are.

A number of out-of-towners were in last week to call on the trade. Missouri operators included Ben Baier, who operates Midland Music Company, Nevada; Roy and Mrs. McDaniels of McDaniels Music Company, Marshall; O. K. Getty, Lebanon; J. H. Fling, Brookfield; J. O. Whittington, Pierce City; M. E. England, Purdy, and Pat Houston, Garden City.

Among the Kansas operators into the Heart-of-America city were John Emick, Lawrence; S. M. Underhill, Hayes; Martin Esser, Topoka; Perry Noase, Olathe; Eddy Pettus, Emporia, and Jack G. Jones, Emporia.

**KICKER and
CATCHER**

THE BIG HIT FOR PROFITS



100 PER CENT SKILL!

TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!

PENNY \$49.75 F. O. B. CHICAGO
PLAY ADD \$3.75 FOR NICKEL PLAY

ORDER TODAY. Try it for 10 days. Money Back if Not Satisfied. You Keep the Receipts!

BAKER NOVELTY CO.

HEADQUARTERS FOR
SLOT MACHINES
AND
BAKER PACERS
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

**ACE FEATHER-LITE
COIN COUNTER**

\$139.50

Complete Carrying Case and Tubes

SEE IT NOW



At Your Distributor
ACE COIN COUNTING MACHINE CO.
3715 N. Southport, CHICAGO

Albena Music Equipment
Always the Best for Less!
Always in A-1 Condition!

SEEBURGS ★ WURLITZERS ★ ROCK-OLAS
EXCELLENT VALUES—FINER AND NEWER
LOOKING MACHINES—AT LOWEST PRICES!

WE HAVE AN EXCEPTIONALLY LARGE STOCK ON HAND AT ALL TIMES
● IMMEDIATE DELIVERY ●
NEW AND USED PARTS FOR ALL MAKES AND MODELS
EXPORT BUYERS WE HAVE WHAT YOU WANT AT THE RIGHT PRICE.
Deposit Required With All Orders.

ALBENA SALES CO.
587 10th AVE., NEW YORK 18, N. Y. • LOngacre 5-8334

WANT TO BUY!
LATE USED POST-WAR 5 BALLS

Spellbound	Smarty	Rio	Surf Queens
Super Score	Amber	Sea Breeze	Big League
Baffle Card	Fiesta	Stage Door	Step Up
Suspense	Smoky	Canteen	State Fair
Dynamite	Vanities	Superliner	

ALSO VICTORY SPECIALS AND TWIN OR TRIPLE BONUS SUPER BELLS
SEND LIST AND LOWEST PRICES
EMPIRE COIN MACHINE EXCHANGE
2812 W. North Ave. • Humboldt 6288 • Chicago 47, Ill.

Practically NEW

Keeney Super Bells—Bally Draw Bells
Jennings Challengers—Bally Victory
Derbys—Mills and Jennings Slots
CALL OR WRITE FOR CLOSE-OUT PRICE!

5¢ Big Games, P.O. \$85.00
5¢ Jennings Silver Moons, P.O.
5¢ Jumbo Parades, P.O.
Ref. LIKE NEW

FIVE CENT, TEN CENT & QUARTER
Brown Fr., Blue Fr., Bonus Bells,
Refinished, K.A., C.H., D.P., \$135.00
5¢-10¢-25¢-50¢ Black Cherries and Golden Falls—
WRITE FOR SPECIAL PRICES!
TWIN PORTS SALES CO.
230 Lake Ave., So., Duluth, Minn.
2027 Washington Ave., So., Minneapolis, Minn.

FOR SALE
HAMILTON—The Guaranteed Penny Scale. Immediate Delivery.
Price: \$85.00 Singly, \$79.50 In Lots of 5.
1/3 Deposit With Order, Balance C. O. D.
F. O. B. Mobile, Alabama.
Write **GULF COAST SCALE COMPANY**
Fairhope, Alabama

BARGAINS

1 DESTROYER	\$45
1 STRIP TEASE	45
1 SEA HAWK	45
1 PYLON	45
1 STAR ATTRACTION	45
1 SOUTH PAW	45
2 FOLLIES, Rebuilt	35
2 BLONDIES, Rebuilt	35
1 POWERHOUSE, Rebuilt	35
1 CADILLAC, Rebuilt	35
1 BOWLING LEAGUE, 9	90
1 TOTAL ROLL, Like New	375

MUSIC

3 MILLS EMP.	\$250
2 MILLS THRONES	225
1 WURLITZER 600A	265
1 ROCK-OLA 12	95

All Machines Are in Excellent Shape.
V. YONTZ SALES CO.
BYESVILLE, OHIO

D. P. PHOTO
P. D. O. Camera, Enlarger, Dryer, all complete except Booth. A-1 condition. Trade for Slots, Pin Balls or Arcade Equipment. No crating. Come and look it over.
ASSID
340 MONROE AVE., N. W.
GRAND RAPIDS 2, MICH.

CLEAN SWEEP SALE!

Thoroughly Reconditioned—
Ready for Location

Texas Leaguer	\$ 29.50
Rocket Buster	49.50
Submarine	49.50
Tail Gunner	49.50
Air Raider	59.50
Tommy Gun	59.50
Love Teller	69.50
Chicago Coin Hockey	99.50
Liberator	99.50
Periscope	99.50
Ace Bomber	129.50
Sky Fighter	129.50
Drivemobile	139.50
Undersea Raider	169.50
Stewart-McGuire Coca-Cola Machine	195.00
Groetchen Typers	215.00

1/3 with order, balance C. O. D.

MAX GLASS
DISTRIBUTING COMPANY
914 DIVERSEY • CHICAGO 14, ILL.

Dear Harry
What a day! I'm walking on air. Just made my first collections from Scientific's 5-ball roll-down game. Have you seen it yet? It's—well—it's just plain terrific! It's better than all my other machines put together. It's a natural. And it's priced right. Get the details right away.
Frank

For Immediate Delivery
5c Play Keeney Bonus Super Bell, 1946 models..... Write
1 Pace Saratoga, 5c Play, factory reconditioned mechanism, never used\$125.00 F. O. B.
One-Half Certified Deposit, Balance C. O. D.
J. E. LIPPI COMPANY
2 Alden Rd. Poughkeepsie, N. Y.

????????????????????????????????
WHAT'S COOKING?
????????????????????????????????

AMI To Produce New 40-Record Juke Wall Box

PITTSBURGH, April 19.—Monte West, AMI factory representative, conducted a service school for operators and servicemen at American Coinomatic Distributors' plant here Saturday (17-19). West came to Pittsburgh from Cleveland and Detroit where he conducted similar service schools during the past week at Marston Distributing Company, Detroit, and E. & W. Distributing Company, Cleveland.

During his service school in Cleveland, West announced that his firm will shortly be in production with a new 40-selection, three-wire wall box, and he also told those present at the school that production on the company's music machine is going ahead at a steady rate.

Firm's First 40 Choice Box

In Chicago, Lyndon C. Force, AMI's manager of general sales, said the new wall box will be the firm's first wall box offering 40 selections. The box will be die-cast aluminum, with titles on an endless belt which the customer moves by turning a knob. Twelve selections are visible at all times. The wall boxes will not require a separate power supply, Force said, since a stepping unit will be placed in the juke box cabinet itself and the boxes will operate using power from the phonograph's transformer-rectifier. Selection will be accomplished in one-fifth of a second, Force said, and the box, because of its endless belt, will not be appreciably larger than the standard-size wall box.

Since the firm first put its 40-selection mechanism on the market, operators of the equipment have been trying various methods of hooking it up with wall boxes. Some operators have used a 20-selection wall box, alternating from the first to the last 20 selections from booth to booth. Other operators have picked out what they considered to be the top 20 or 24 selections on the machine and used these on their wall boxes. Force pointed out that the new box will make this unnecessary and give the operator with wall-box installations full use of the 40 selections available.

From Pittsburgh, West will go to New York to conduct another in the series of service schools. Definite dates for the New York service school have not yet been announced, but it will probably be held during the coming week.

ZODIAC
Authentic Horoscopes, mysteriously typed while customers wait. Earns \$10 an hour!
CONTROL 166 W. Jackson, Chicago

VOICE RECORDERS
3 Records to trade for Slots, Arcade, Pin Balls. Machines are in A-1 condition.
ASSID
340 MONROE AVE. N. W. GRAND RAPIDS 2, MICH.

IF YOU OPERATE IN THESE TERRITORIES...

Counties in New York
ALBANY BRONX BROOME CAYUGA CHEMUNG CHENANGO CLINTON COLUMBIA CORTLAND DELAWARE DUTCHESS ESSEX FRANKLIN FULTON GREENE HAMILTON HERKIMER JEFFERSON KINGS LEWIS MADISON MONTGOMERY NASSAU ONEIDA ONONDAGA ORANGE OSWEGO OTSEGO PUTNAM QUEENS RENSSELAER RICHMOND ROCKLAND SARATOGA SCHENECTADY SCHOHARIE SCHUYLER ST. LAWRENCE SUFFOLK SULLIVAN TIOGA TOMPKINS ULSTER WARREN WASHINGTON WESTCHESTER NEW YORK

Counties in Pennsylvania
BRADFORD MONROE PIKE SUSQUEHANNA WAYNE

Counties in New Jersey
BERGEN ESSEX MORRIS HUNTERDON MONMOUTH PASSAIC MIDDLESEX SOMERSET SUSSEX UNION WARREN

The Entire State of Connecticut
MODERN MUSIC SALES CORP.
is your exclusive Mills Constellation Distributor

Be Sure To Attend **GALA PREMIER SHOWING** OF THE SENSATIONAL NEW... **FORTY SELECTION MILLS CONSTELLATION**
WEDNESDAY, THURSDAY AND FRIDAY
APRIL 23-26
Meet Your Favorite Recording Artists at Our Special Cocktail Party
Wednesday, April 23, 11 A.M. to 5 P.M.

MODERN MUSIC SALES CORP.
10TH AVENUE AT 45TH STREET, NEW YORK
ALL PHONES—CIRCLE 6-4100

COLUMBIA DOUBLE JACKPOT BELL SPECIAL



\$85.00 Ea.

Changeable light on location in a few moments! Turns to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 1/2" high, 14 1/2" wide, 12" deep. 60 lbs. wt.

SPARKS Complete Automatic

Token payout machine. Cigarette reels. Same features as any high price slot machine. Spits tokens. Free play or Cig. token supplied. Factory reconditioned like new! Specially priced at . . .

\$12.50 Each



AMERICAN EAGLE

Reconditioned like new. Fruit reels. Token or 25¢ payout. Either 1¢ or 5¢ play. 1¢ or 5¢ Marvel cig. reels.

\$20.50 Each
Special: 5 for \$90.00



NEW MILLS VEST POCKET

The Vest Pocket is a complete Bell, operating on 3/5 mystery automatic payout system. 1¢ or 5¢ play, metered jackpot. Only 8 by 7 by 8". Weighs only 15 lbs. Pays on all Bell combinations. Looks like an attractive cube on counter. Flip to cover reels.

NEW 1947 \$71.50

Factory Reconditioned 1946 Vest Pockets . . . \$47.50 Each

NEW CHALLENGER

A NATURAL BECAUSE IT CHALLENGES THE SKILL OF THE PLAYER. More dollars for you with

THE NEW ABT CHALLENGER \$49.50 each



WRITE FOR FREE CATALOG! WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!

Abco NOVELTY Co.

823 W. RANDOLPH ST. HAYMARKET 9076 CHICAGO 7, ILLINOIS

SUBJECT TO PRIOR SALE

What Do You Need? Ten to One We've Got It at Ridiculously Low Prices! Following is a partial listing. We have many others too numerous to mention, all thoroughly reconditioned and ready for location. Terms: 1/3 deposit, Balance C. O. D.

5 BALLS—USED		
Zig Zag . . . \$32.50	Army & Navy . . . \$39.50	Monicker . . . \$39.50
Armada . . . 17.50	Knock Out . . . \$49.50	Big Top (new floor sample) 69.50
Horoscope . . . 24.50	Conversion . . . \$49.50	10 Spot . . . 34.50
Attention . . . 24.50	Miami Beach . . . 24.50	Triumph . . . 14.50
Speed Ball . . . 24.50	Jungle . . . 39.50	Silver Skates . . . 24.50
Marines At Play . . . 29.50	Spot Pool . . . 44.50	Knockout . . . 64.50
Soft Ball Queens (new floor sample) . . . 69.50	Target Skill . . . 24.50	Topic . . . 34.50
	4 Roses . . . 32.50	Victory . . . 44.50
	Power House . . . 19.50	
SLIGHTLY USED FLOOR SAMPLES		
Look at these low prices!		
3—14' Bank Ball . . . \$199.50	Bally Convoy Ray Gun . . . \$ 99.50	
1—9' Bank Ball . . . 169.50	Chic Sam (Rifle Range Conv.), refinished . . . 139.50	
7—12 1/2 Premier Barrel Rolls, Like New . . . 349.50	Wolf Black Lite Conv., refinished . . . 169.50	
9—10 1/2 Premier Barrel Rolls, Like New . . . 299.50	5 Red Balls, Like New . . . 124.50	
1 BALLS—USED		
Sport Special . . . \$50.00	Blue Grass . . . \$ 60.00	Pimlico . . . \$159.50
Record Time . . . 50.00	Club Trophy . . . 99.50	Long Acres . . . 199.50
Dark Horse . . . 60.00	'41 Derby . . . 129.50	Thoroughbred . . . 199.50
5 BALLS—USED		
All American . . . \$19.50	Alert . . . \$24.50	Gun Club . . . \$39.50
Air Circus . . . 49.50	5-10-20 . . . 64.50	Marvel Baseball 59.50

Write! Wire! Phone!

ALFRED SALES, INC.

1006 Main St. LI 9107 Buffalo 2, N. Y.

Exclusive Distributors of Airion Electronic Phonographs and Accessories in Western New York.

WILL BUY ANY TYPE MILLS ESCALATOR SLOTS

MENTION QUANTITY AND PRICE IN FIRST LETTER

American Amusement Co.


158 E. Grand Ave. Chicago 11, Ill. Phone: Whitehall 4370

Buy "AMERICAN" and you buy the "FINEST"

FINAL CLOSEOUT

on Reconditioned GG and Holly Grips

\$12.50 Each



THOMAS NOVELTY CO.

1572 JEFFERSON PADUOH, KY.

Grunig Novelty Ready on Penny Grip Test Unit

CHICAGO, April 19.—Grunig Novelty Company announced this week that it is now delivering Test Quest, a new penny-operated grip machine. Firm is owned by Bernhard Grunig, with production plant and offices at 817 North Hamlin Avenue.

Test Quest, besides having a grip-strength indicator, has the added feature of a question and answer novelty which allows the player a choice of 21 questions on several interesting subjects. After the player makes his question selection he drops his penny in the coin chute and squeezes the grip handle which automatically opens the shutter and gives the correct answer to the question.

Size of Grip Machine

The machine measures 8 1/2 inches wide and 12 inches long, with back 12 inches high and front 7 inches high. It is housed in a welded heavy metal cabinet with a baked hameroid finish that has rubber suction feet for counter installation. Shipping weight is 26 pounds.

Grunig, the firm's owner, has a background in the coin machine business that spans 28 years. He was with the A. B. T. Company from 1925 to 1945 as works manager and when he resigned from the firm was a vice-president. While with that company he originated their coin chutes. Later he organized an instrument company that was engaged in manufacturing products for the war effort.

The Grunig Novelty Company was formed in August, 1946.

Ice Cream Men and Other Dairy Trade Groups To Convene

NEW YORK, April 19.—The annual convention of the International Association of Ice Cream Manufacturers will be held in the St. Moritz Hotel at Miami Beach October 27 to 29. The Milk Industry Foundation will hold its annual convention in the same city October 30 to November 1, and the Dairy Industries Supply Association will follow with some business sessions, but will not have an exhibition this year.

Visitors will be booked in a group of seaside hotels on Collins Avenue from 15th to 21st Street, of which the St. Moritz is the hub. Several coin-operated ice cream and milk vending machines are slated to be shown at the three association gatherings.

SHOOT the BEAR RAY GUNS

COMPLETELY RECONDITIONED AND REPAINTED . . . GUARANTEED TO PLEASE YOU . . . **\$124.50**

\$500 CRATING

SEEBURG RAY GUN

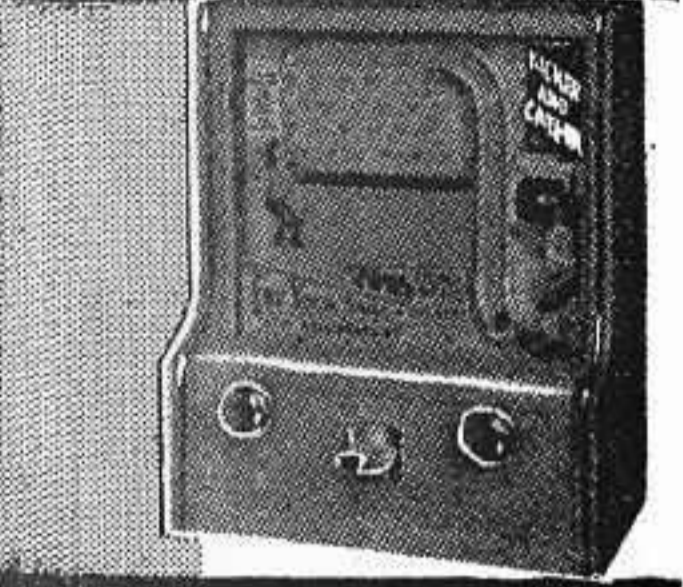
AMPLIFIERS, MOTORS AND RIFLES REPAIRED . . .

COMPLETE STOCK OF SEEBURG RAY GUN PARTS WRITE FOR LIST

COINEX CORPORATION

1346 ROSCOE ST. GRA. 0317 CHICAGO 13, ILL.

IT TAKES TWO TO MAKE A BARGAIN HERE ARE TWO OF THE BEST



KICKER & CATCHER

kicks in the coins—catches attention

100% SKILL

penny play **\$49.75** For 5¢ play add **\$3.75**

and **CHALLENGER** the best target game made

1c OR 5c PLAY \$65.00

IMMEDIATE DELIVERY on both machines

1/3 deposit with order—write for quantity prices



The VENDING MACHINE CO.

FAYETTEVILLE, NORTH CAROLINA U.S.A.

EVERY LOCATION A GOLD MINE

??

SCIENTIFIC'S

5-BALL ROLL DOWN

Priced Right at **\$279.50**

SCIENTIFIC MACHINE CORP.

229 WEST 28th STREET NEW YORK 1, N.Y.

THE NEW DELUXE

CORADIO

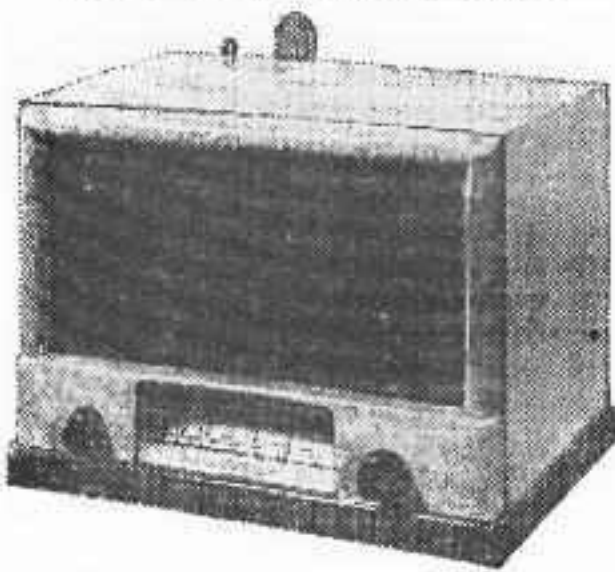
100% BETTER

CORADIO

COIN OPERATED RADIO

108 W. 31st STREET • NEW YORK 1, N.Y. • CHICKERING 4-8865

**The Best Yet!
CO-OP RADIO**



**The New
Coin-Operated Radio**

6-Tube AC-DC. 25¢ play for 1 hour or 2 hours—or 10¢ play for 30 min. Tamper-proof cabinet.

½ Down **\$59.50** ½ C. O. D.

An order of 100 may secure the franchise for your State.

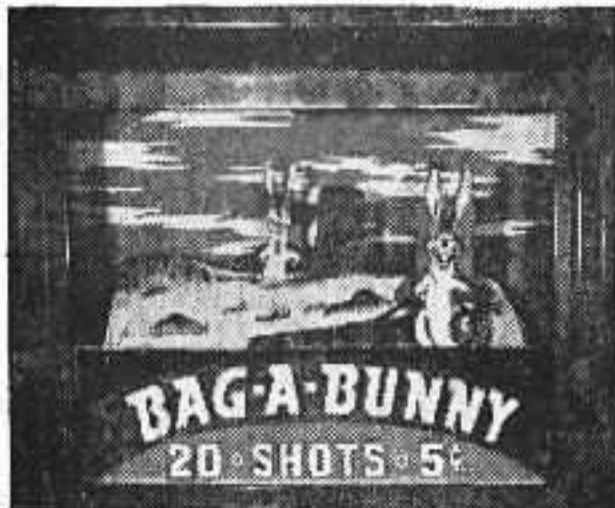
AUTOMATIC RADIO CO.

1305 N. Hudson Phone 2-4206
Oklahoma City, Okla.

**RAY GUN
OPERATORS**

**"BAG-A-BUNNY"
IS A HONEY!**

A Conversion Unit for your Seeburg Guns That will make you \$\$\$\$ Money!



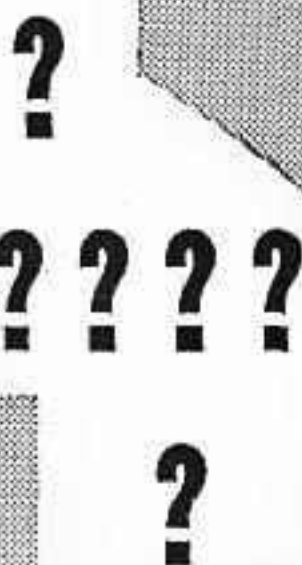
FEATURES 2 MOVING TARGETS!!
Complete, Ready for Installation on Location. Order Today! — Price Only

\$39.50

**COIN AMUSEMENT
GAMES, INC.**

1895 E. 47TH ST., CHICAGO 15, ILL.

TOPS IN TAVERNS



SCIENTIFIC MACHINE CORP.
229 WEST 28th STREET NEW YORK 1, N.Y.

**AUTOMATIC COIN
SPRING
CLEAN-UP on**

Dependable, Thoroughly Reconditioned Equipment!

Keeney Twin Super Bell, 5/10, C. P. O.	\$229.50
Pace Twin Reels, 5/25, C. P. O.	149.50
Pace Twin Reels, 5/10, C. P. O.	149.50
Mills Jumbo Parade, C. P. O.	89.50
Mills Four Bells (Serial Over 1900)	175.00
Bally Club Bell, Comb. F. P. & P. O.	149.50
Evans' '41 Bang Tails, J. P. (2-Tone Cab.)	169.50
Jennings Silver Moon Totalizer, F. P.	89.50
Mills 5c Gold Chrome, 2-5 or 3-5 Pay.	149.50
10c.....\$159.50; 25c.....	169.50
Mills 5c Blue Fronts.....	109.50
10c.....\$114.50; 25c.....	119.50
Mills 5c Brown Fronts.....	119.50
10c.....\$124.50; 25c.....	129.50
A. M. I. Singing Tower.....	189.50
Rock-Ola Commando.....	379.50
Bally Spottem, F. P.—Bally Chevron—Stoner Chubby. EACH....	19.50

All Equipment Reconditioned by Expert Mechanics

SPECIAL!
3 PHOTOMATICS **\$595.00** EA.
Rebuilt and Refinished

SPECIAL!
One 10 Ft. BOL-A-WAY
(Bowling Alley),
LIKE NEW **\$199.50**

Write for Complete List of New and Used Machines and Parts
Terms: 1/3 Deposit, Bal. C. O. D.

AUTOMATIC COIN MACHINES & SUPPLY CO.

ALL PHONES: CAPITOL 8244
4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS
Affiliate Office: IOWA STATE SALES CO., 567 Seventh St., Des Moines 9, Iowa

**RECONDITIONED
SLOTS TRACK TIMES**

GET OUR PRICES
WRITE TODAY

STEUBENVILLE VENDING CO.

629 MARKET ST. STEUBENVILLE, OHIO

PIN GAMES FOR SALE

Ready for Location

1—Air Circus...\$49.50	1—Spot-a-Card...\$39.50	2—Grand Canyon...@ \$94.50
1—Boloway... 39.50	1—Second Front 49.50	2—Dynamites @ 185.00
3—Four Aces @ 49.50	3—Santa Fe. @ 94.50	2—Spellbounds@175.00
5—5-10-20...@ 49.50	2—Streamliner@99.50	2—Suspense...@ 160.00
2—Jeep...@ 49.50	1—Southpaw.. 39.50	1—Big League.. 170.00
1—Knockout.. 49.50	1—Texas Mustang... 39.50	1—Fast Ball... 170.00
2—Liberty...@ 79.50	1—Towers... 25.00	1—Midget Racer 165.00
2—Marines-at-Play...@ 34.50	1—Ten Spot.. 29.50	2—Longacres @ 149.00
3—Midway...@ 39.50	4—Yanks...@ 49.50	2—Thorobred @ 149.00
3—Stars...@ 39.50	2—Velvet...@ 24.50	1—Pimlico... 89.50

Four 7-Column DuGrenier Challenger Cigarette Machines @\$130.00 Each

ONE-THIRD DEPOSIT WITH ORDER

JOY AUTOMATICS

108 East Church Street Elmira, New York

WRITE IN and GET ON OUR MAILING LIST!
HIRSH RED BALL — (Like New)\$169.50
Seeburg VOGUE—(re-painted, perfect)\$225.00

FOREIGN ORDERS A SPECIALTY. 5% Discount—Full Cash With Order.
NATIONAL NOVELTY COMPANY 183 MERRICK ROAD MERRICK, L. I. Phone: FRonport 8-8320

It's brand new—and yet it isn't new at all! You've seen it lots of times—and yet you've never seen it before! It's worth \$500.00—and yet it only costs \$279.50. It's a mystery—and yet the minute you see it you'll say, "Of course! Why didn't Scientific bring it out before?"

SCIENTIFIC MACHINE CORP.
229 WEST 28th STREET NEW YORK 1, N.Y.

EXCLUSIVE MICHIGAN DISTRIBUTORS for
WILLIAMS TORNADO

BALLY DOUBLE BARREL ROCKET SPECIAL ENTRY

Distributors for
GENCO ADVANCE ROLL

Brand New
MILLS (5 cent) VEST POCKET BELLS
GOTTLIEB THREE WAY GRIP SCALES
DAVAL SKILL THRILL — MEXICAN BASEBALL

King Pin

EQUIPMENT COMPANY
KALAMAZOO 21, MICH.
826 Mills Street Phone 2-0021

DISTRIBUTING COMPANY
DETROIT 1, MICH.
3004 Grand River Ph.: TEmple 2-5788

Brand New, Post War
**PACE DELUXE
CHROME SLOTS**
5c-10c-25c-50c-\$1

GET OUR PRICES!
Write Today!

IMMEDIATE DELIVERY
1/3 Dep. with order, Balance C. O. D.
F. O. B. Baltimore

CALVERT NOVELTY CO.
708 N. Howard St.
Baltimore 1, Md.
Vernon 3034

WATCH
★ FOR OUR ★
**SPECIAL
ANNOUNCEMENT**
★
SIMON SALES, INC.
EXCLUSIVE DISTRIBUTORS
215 W. 64th Street, New York 23, N.Y.
Telephone Trafalgar 4-6900

YOU CAN'T BEAT OUR PRICES!
FOREIGN BUYERS—WE EXPORT TO ALL PARTS OF THE WORLD

WURLITZER

Wurlitzer 412, 12 Record	5 69.50
Wurlitzer 616, Plain	95.00
Wurlitzer 616, Lite-Up Top & Bottom	119.50
Wurlitzer 500	179.50
Wurlitzer 600, Rotary	150.00
Wurlitzer 600, Packard Keyboard	149.50
Wurlitzer 24	85.00
Wurlitzer 61, Counter Model	115.00
Wurlitzer 24, Collar Job, Wired	149.50
WURLITZER 42/24 VICTORY	175.00
WURLITZER 42/600 VICTORY	115.00
Wurlitzer Twin 12, Collar Job	349.50
Wurlitzer 780E, Colonial	375.00
Wurlitzer 750E	375.00
Wurlitzer 890	375.00
Wurlitzer 850	375.00
Wurlitzer 24, Collar Job	125.00

SEEBURG

Seeburg Casino	\$129.50
Seeburg Mayfair	139.50
Seeburg Major, ESRC	249.50
Seeburg Vogue	199.50
Seeburg Classic	199.50
Seeburg 8200, Victory Model	150.00
SEEBURG HI TONE, ES	215.00
SEEBURG HI TONE, ESRC	249.50
Seeburg Royal Collar Job, Remote	129.50

ROCK-OLA

Rock-Ola Monarch or Windsor	\$115.00
Rock-Ola Standard Dial-a-Tune	175.00
Rock-Ola Standard	180.00
Rock-Ola Master	199.50
Rock-Ola De Luxe	189.50

MILLS

Mills Throne	\$119.50
Mills Empress	149.50

WALL BOXES AND PARTS

Seeburg 24 Sel. Wall-o-Matic, Remote	\$19.50
Seeburg 20 Sel. Wall-o-Matic, Remote	24.50
Seeburg Bar-o-Matic, 5-10-25c	39.50
Wurlitzer #120 Boxes, 5c	12.50
Wurlitzer—Plain or Chrome	5.00
Buckley Lite-Up, Gold	8.00
Buckley Lite-Up, Chrome	10.50
Rock-Ola Dial-a-Tune Box	7.50
Wurlitzer #304 Stepper	10.50
Wurlitzer #145 Red Stepper	32.50
Seeburg Adapter for Wurlitzer 24	17.50

SINGING GOLD GRILL CLOTH
Dress Up Your Hi Tones and All Other Grill Fronts. Sheet —100 Square Inches, **20x50, \$7.50**
—100 Square Inches, Balance C. O. D.

HUB DISTRIBUTING CO. 632 TENTH AVENUE
Cor. 45th St. Circle 6-9570
NEW YORK 19, N. Y.

IMPORTANT! GET ON OUR MAILING LIST!

Limited Quantity—WURLITZER 5c SLIDES FOR 600, 500, 24, 616, 61. Each...\$ 1.60
IN STOCK NOW!—"AMITY" CIGAR VENDOR 44.50
GRUEN DIODE METERS 12.50
ABT CHALLENGERS—IMMEDIATE DELIVERY WRITE FOR PRICES
NEW GENERAL ELECTRIC 12" P.M. SPEAKER, EACH 8.75
RECTIFIERS—IMMEDIATE DELIVERY, FOR GENCO GAMES 4.00
SEND FOR OUR COMPLETE PARTS AND SUPPLIES CATALOGUE!
1/2 Deposit, Balance C. O. D., F. O. B. Warehouse

EXPORT BUYERS WRITE TODAY FOR COMPLETE LIST OF EQUIPMENT WE HAVE AVAILABLE FOR EXPORT.
WE PRIDE OURSELVES ON OUR CLEAN REPUTATION!
WEST SIDE DISTRIBUTING CORP.
698 Tenth Avenue New York 18, N. Y.
Phone Circle 6-7533

YOUR MACHINES
COMPLETELY OVERHAULED AND REFINISHED
Work Unconditionally Guaranteed for 30 Days
1 Week Delivery **\$29.50** Plus Parts

Chicago Metal Double & Triple Revolv-A-Round Safe Stands	ORIGINAL (Like New) BLACK CHERRY BELLS	10c Bonus Bell . . . \$165.00
• New Vest Pockets	5c. \$150.00 10c. \$175.00	5c Brown Front . . 110.00
• New Black Cherry Bells	25c. \$185.00.	10c Brown Front . . 120.00
1/3 Deposit—Bal. C. O. D.	25c Bally Draw Bell	25c Brown Front, Orig. 130.00
We Have All Mills SLOTS and JUMBO PARTS.	Evans' Bangtail Winterbook	10c Mills Q.T. . . . 60.00
	5c Columbia Chrome \$50.00	5c Blue Front . . . 100.00
	Blue & Gold V.P. . . 35.00	10c Blue Front . . . 110.00
	Pimlico 125.00	25c Blue Front . . . 120.00
	Turf King 175.00	25c Jumbo Parades 120.00
		5c Silver Chrome. 115.00
		5c Gold Chrome . 125.00

COIN-A-MATIC DISTRIBUTORS
FORMERLY LEWIS COIN MACHINE SERVICE
3924 W. Chicago Ave. • Chicago 51 • Belmont 7005

NEW MACHINES READY FOR DELIVERY
Marvel's "CARNIVAL" \$249.50
Marvel's "OPPORTUNITY" 249.50

COUNTER GAMES

A.B.T. CHALLENGER	\$ 55.00
Daval's "BEST HAND"	59.50
Daval's "SKILL THRILL"	57.50
Daval's "FREE PLAY"	75.00
Marvel's "POP UP"	49.50
Am. Enterprise "WHIRL A BALL"	47.50

1/2 deposit with order, balance C. O. D.

SOUTHWEST DISTRIBUTING CO.
17 NORTH 7TH ST. FORT SMITH, ARK.

FOR SALE TWO PILOT TRAINERS
With 25c Coin Slot and Timer Stand, Projector and Map, new condition. Cost when new, \$950.00 Each.
\$450.00 Each
I. B. KIRSCH
KING AMUSEMENT DEVICE CO.
711 Main St. ASBURY PARK, N. J.
Phone: AP 1515

Iowa Act To Outlaw Slugs Signed; Bill Penalties Rewritten

DES MOINES, April 19.—Gov. Robert D. Blue signed into law the anti-slug bill passed by both houses of the Iowa Legislature. The law makes it illegal to manufacture, sell or possess false tokens or slugs to be used for pay telephones, vending machines, parking meters and "other lawful receptacles or devices."
The bill upon reaching the governor's desk was recalled and the penalty section rewritten after a discrepancy was discovered in this section. As finally passed the law provides for a \$100 fine or 30 days in jail for violating the act.

Amer. Time Appoints Six Representatives For New Time Device

SPRINGFIELD, Mass., April 19.—American Time Corporation appointed six manufacturers' representatives this week to handle distribution of the firm's coin-operated timing devices.
The are: Richard H. Harper, Los Angeles, for the Southwest and Pacific Coast; Harry M. Gustafson & Company, Chicago, Northwest; Kathrinus & Company, St. Louis, South and Lower Midwest; A. Leon Scott, Holicong, Pa., Middle Atlantic; William T. Quimby, Springfield, Mass., New England, and Harrison Engineering Company, Detroit, part of the Midwest.

SQUIRT! SQUISH!
You want milk? You've got to feed the cow! You want a lot of business in your arcade? You've got to put in the games that pull in the players! You need equipment and we've got them all. Among them are POKERINOS, SKEE BALLS, PHOTOMATICS, MIDGET MOVIES and many, many, many more . . . ready for immediate shipment.
FREE—Send for illustrated price list of machines, parts and supplies.
New or Rebuilt Amusement Machines—Any Make or Model—Munves Has Them All.
MIKE MUNVES
510-514 W. 34th St.
N.Y., 1, N.Y. (Bryant 9-8877)

CONFIDENTIAL
Scientific has a game that is simply sensational. You'll recognize it immediately as a top money maker. It's a natural! Write today to Scientific Machine Corp., 229 W. 28 St., New York 1, N. Y., or phone Pennsylvania 6-8217.

IMMEDIATE DELIVERY

Bally VICTORY SPECIAL
With Chrome End Rail and Instant Action **\$349.50**

Bally VICTORY DERBY
With Chrome End Rail **\$335**
1/3 Deposit With Order, Balance C. O. D. F. O. B. Baltimore.

CALVERT NOVELTY COMPANY
COIN OPERATED EQUIPMENT
708 N. Howard St. Baltimore 1, Md.
Vernon 3034

STOP!! LOOK!! VALUES GALORE!
EVERY PIECE GUARANTEED

MARINES AT PLAY	\$ 25.00
MONICKER	25.00
HI-HAT	25.00
JUNGLE	25.00
GIRLS, AHoy	25.00
ALL AMERICAN	25.00
FOX HUNT	25.00
EAGLE SQUADRON	34.50
VENUS	34.50
PLAY BALL	34.50
BIG TOP	59.50
BUBBLES	59.50
FRISCO	69.50
CATALINA	69.50
FLAT TOP	69.50
LIBERTY	69.50
SUPERLINER	125.00
SUSPENSE	125.00

LET US KNOW WHAT ELSE YOU NEED AND THE PRICE YOU WANT TO PAY...WE'LL SHIP!

PHOTOMATICS . . . \$495.00
KIRK NIGHT BOMBERS . . . 110.00
MUTOSCOPE ACE BOMBERS . . . 89.50
BALLY DRAW BELLS 350.00
KEENEY SUPER BELLS 100.00
subject to prior sale

BEN RODINS SELLS FOR LESS
MARLIN AMUSEMENT CORPORATION
412 Ninth St., N. W. Washington 4, D. C.
District 1625

FOR SALE
Telotone Music Studio
WITH
100 Speakers in operation on locations. Will consider partner with additional capital for expansion, or will sell outright. \$15,000.00.
TELOTONE MUSIC SERVICE
109 1/2 Princess St. Wilmington, N. C.

We are now delivering

- Williams Tornado
- Williams Show Girl
- Chi Coin Kilroy
- Bally Double Barrel
- Bally Entry
- Bally Comb. Draw Bell, 5-25c
- Bally Triple Bell
- United Havana
- Daily Races
- Exhibit Vanities
- Exhibit Mystery
- Mills Blk. Cherry, 5, 10, 25, 50c
- Mills Vest Pocket
- Mills Three Bells
- Keeney Bonus Bells
- New Slot Stands
- A.B.T. Challenger
- Gottlieb Maisie
- Gottlieb Deluxe Grip Scales
- Columbus Peanut Machines
- Daval's Products

Terms: 1/2 Certified
Deposit, Bal. C.O.D.



Sterling
NOVELTY CO.
669-671 S. Broadway
LEXINGTON 20, KY.

ARCADUE EQUIPMENT — ALL A-1 RECONDITIONED

A.B.T. Target Skill (Early Model) . . . \$ 17.50	Lift-o-Grat (International) . . . \$129.50
A.B.T. Target Skill (Model F) . . . 22.50	Love-o-Motor . . . 129.50
Ace Bomber . . . 189.50	Mills Panoram . . . 285.00
Atomic Bomber (New) . . . 495.00	Mystic Eye (Exhibit) . . . 139.50
Bally Bull . . . 49.50	Pikes Peak . . . 15.50
Bally Rapid Fire . . . 109.50	Periscope Show . . . 49.50
Battling Practice (Scientific) . . . 125.00	Periscope . . . 139.50
Bicycle Speed Tester . . . 25.00	Planetellus (Without Side Signs) . . . 69.50
Card Vendors (Exhibit) with base . . . 39.50	Poker & Joker . . . 129.50
Card Vendors (Metal Int.) 2 for 5c . . . 159.50	Ramesses (Exhibit) . . . 18.50
Champion Hockey (new) . . . 139.50	1 Reel for Microscope (New) . . . 10.00
Chicago Coin Hockey . . . 5.00	1 Reel for Microscope (Used) . . . 160.50
Chuck-O-Luck . . . 169.50	Seeburg Gun (Photo Electric Rifle Range), Repainted . . . 49.50
Circus Romance . . . 139.50	Skee Jump (Repainted) . . . 15.00
Denkey Strength Tester . . . 99.50	Shocker Advance Electric, 1c . . . 149.50
Egyptian Mummy Exhibit . . . 392.50	Sky Fighter . . . 49.50
Evans Ten Strike (new) . . . 89.50	Striking Clock (Counter Model) . . . 169.50
Evans Tommy Gun . . . 69.50	Super Bomber (Evans) . . . 69.50
Fireman (Int. Thigh-O-Graph) . . . 239.50	Stoner's Races . . . 42.50
Goalies . . . 22.50	Texas Leaguer . . . 69.50
Gottlieb Gripper (Triple) . . . 39.50	Tokyo Gun . . . 22.50
Grip Tense . . . 69.50	Tricks (Genco), Pin Ball . . . 215.00
Hockey (Seeburg) . . . 395.00	Undersa Raider (Used) . . . 69.50
Ideal Soccer Football (new) . . . 29.50	United Nations . . . 29.50
Int. Microscope (with stand) 1c . . . 23.50	Western Strength Test . . . 89.50
Keeney Air Raider . . . 89.50	World Series (Rock-Ola) . . . 29.50
Keeney Anti-Aircraft . . . 39.50	Your Future Home . . . 39.50
Keeney Submarine . . . 49.50	Lion-Head Electric Shocker, 1c . . . 109.50
Keeney Targatelle . . . 32.50	Zingo . . . 85.00
Kicker & Catcher . . . 69.50	Penny Coin Counter, Abbott Motor Driven . . . 69.50
Knotty Peak (Without Stand) . . . 159.50	Skee Ballette . . . 69.50
Liberator . . . 149.50	

GUNS — Reconditioned & Repainted, With Change-Over Units

Bally Sky Battle . . . \$149.50	Seeburg Rifle Range Change-Overs . . . \$149.50
Bally Tank (Bally Bull) . . . 69.50	Seeburg Wolff Black Light Change-Over . . . 225.00
Jungle Fury (Bally Rapid Fire) . . . 159.50	Maid 'n' Monster (Seeburg) Change-Over . . . 225.00
Kilroy Was Here (Bally Rapid Fire) . . . 225.00	Sea Monster (Rapid Fire) Black Light . . . 225.00
Bally Defender . . . 149.50	
Bartender Change-Over Unit for Seeburg Gun . . . 14.75	
Seeburg Duck Gun . . . 189.50	
Seeburg Bartender—Change-Over . . . 149.50	

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



IDEAL NOVELTY CO. Phone: Franklin 5544
2823 Locust St
St. Louis 3 Mo.

MONARCH—Home of Plus VALUE!

BRAND NEW—WRITE FOR PRICES

- Kilroy — Maisie — Mystery — Havana — Double Barrel — Bally Entry — Special Entry — De Luxe Draw Bell — Gott. Daily Races — Basketball Champ — Carnival — Goalies — Boomerang — ABT Challenger — Jenn. De Luxe Challenger — Jenn. Slots, Standard and DeLuxe Chiefs — Mills Slots — Watling Slots — Kicker and Catcher — Pop-Up — Evans Consoles — Daval Skill Thrill, Best Hand, Oomph, Mexican Baseball — Silver King Vendors — Slot Stands and DeLuxe Double Safes.

RECONDITIONED 5-BALL FREE PLAY GAMES, READY FOR LOCATION

Arizona . . . \$119.50	Midgot Racer . . . \$154.50	Jeep . . . \$ 74.50
Gott. Shangri-La . . . 109.50	Fiat Top . . . 115.00	Idaho . . . 119.50
Big Hit, Mult. . . 159.50	4-Aces . . . 79.50	Baffle Card . . . 189.50
Brazil . . . 119.50	Sky Rider . . . 87.50	Grand Canyon . . . 109.50
5-10-20 . . . 87.50	Big Parade . . . 95.00	Oklahoma . . . 119.50

WRITE FOR OUR NEW LIST OF FREE PLAY & PAYOUT CONSOLES—F. P. & P. O. ONE-BALLS. ALL MAKES PHONOGRAPHS, 5-BALL FREE PLAY GAMES, COUNTER GAMES, ARCADE EQUIPMENT

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 catalog. **CABLE: MOCOIN.**


Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft.

MONARCH COIN MACHINE Co.
1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO 22, ILL.


Once More TORR SAVES YOU MORE

THE NEW
ABT CHALLENGER

\$45.00 EA.
ONE
OR
1,000



CHAMPION'S
BASKET BALL
\$38.50



Without Base
Base, \$15.00 Extra
WITHIN THE PRICE RANGE OF EVERY OPERATOR

Features: 5 or more balls for 1c or 5c. Only 2 feet high—small enough to set on any counter. Attractive, sturdy cabinet—built to take abuse. Trouble free mechanism—saves time and money. Free play "foul ball" gives extra ball.

PERSONAL NOTICE

My other games having deserted me and left me without much bed and board, you'd think I'd be in a terrible fix. But I'm not! I'm happy as a man with an oil well since I placed Scientific's 5-ball roll down game in all my locations. What a game! What beautiful collections! What a right price —\$279.50. Find out for yourself from

SCIENTIFIC MACHINE CORP.
229 West 28th Street
NEW YORK 1, N. Y.

CLOSE OUT—USED PIN GAMES
Thoroughly reconditioned, ready for location. Excellent selection, low prices. Write for List.

Also clearing out perfectly reconditioned **WURLITZERS - SEEBURGS ROCK-OLAS**

Ready to operate! Make best offer for makes and models you need.

Also available: All leading makes Pin Games, Consoles, Arcade Machines, Etc.

Exclusive Factory Distributor for **ROCK-OLA, the Phonograph That Sells Music!**

LION
DISTRIBUTING COMPANY
Phone Wabash 7689
726 So. Fourth St. Louisville 2, Ky.

Wanted To Buy at Once
TEN DIGGERS

Wire or Phone Complete Details.

C. A. BURROUGHS CO.
Myrtle Beach, S. C. Phone 261

NEW GAMES — WRITE NOW!!

CARNIVAL	Un. HAVANA	COUNTER GAMES PRACTICALLY NEW	Baby Purflan, F. R. \$17.50	MARVELS 'POP-UP' . \$49.50
	Exh. MYSTERY		1c Amer. Eagle, F. R. 19.50	
	Gott. MAISIE		5c Bally Reserve (Cig. Reel) . . . 10.50	
	Exh. BIG HIT		Bally SURF QUEENS	

1/3 DEPOSIT WITH ORDER, F. O. B. CHICAGO

Mid-State Co. 2369 MILWAUKEE AVE., CHICAGO 47, ILL.
Phone: Everglade 2545


FOR SALE

45 ABT BIG GAME HUNTERS, Excellent Condition	\$32.50 Ea.
75 FOLDING STANDS for ABT Games	7.50 Ea.
6 14' Bally Roll Skee Ball Alleys	Write

WANT TO BUY
TEN STRIKES and SEEBURG RAY GUNS

RELIABLE SKEE BALL CO.
2512 Irving Park Rd. Chicago, Ill.

BOUNCER! BOUNCER!



The Tantalizing
5-Ball
Counter
Game

Terrific
Penny or
Nickel
Harvester

SAMPLE \$44.50

Once More TORR Saves You More

THE NEW **M&Ms**

Breaking all sales records in machines. Candy Coated Sweet Chocolate, 200 pounds, \$112.00, and this is freight paid to your door.

Generous trial sample mailed on receipt of \$1.00.

Boston Baked Beans, 192 pounds, \$60.00.
Red "Cinnamon" Candy Coated Peanuts, 192 pounds, \$60.00.
Army & Navy Mix, 140 pounds, \$50.00.
New Large, Bright Colored Charms, Assortment #300, 10 Gross, \$7.50. Parcel Post Paid by Me.
Salted Spanish Peanuts, 30-pound carton, \$6.60.

FULL CASH WITH ORDER

ROY TORR LANSDOWNE PENNA.

With new equipment on our dock,
And used machines in stock,
We are awaiting your request,
To try to serve you at our best.

BUBBLE BALL GUM

Immediate Delivery—50c per 100 balls, 3/8", 140
Count, 25 lbs. Carton, \$17.25
(Minimum Order Accepted—One Case)

SILVER KING
1/2 Peanut... \$13.95
1/2 Gum... 13.95
5/8 Nut... 13.95
25 or more... 10% off

ADVANCE VICTOR V
1/2 Peanut... \$13.75
1/2 Gum... 13.25
24 or more... 10% off
5/8 Pistachio... 13.75
1/2 Globe... \$11.75
1/2 Cabinet... 13.75
5/8 Cabinet... 14.75
PRICES NET

PIPE STANDS\$3.75 | CROSS BARS\$1.25 | WALL BRACKETS\$1.00

"STAR" POPCORN MACHINES—PROVEN THE FINEST AT THE LOWEST PRICES!

Trouble Free Mechanism—Streamlined Stainless Steel Cabinet—Illuminated Display Signs—Attractive and Durable.

IMMEDIATE DELIVERY!

SUPER STAR, Theater Model\$599.00
SUPER STAR, Counter Model 519.00
SILVER-STAR, Floor Model 485.00
SILVER-STAR, Counter Model 398.00
JUMBO-GIANT, Popping Unit 248.00
SPECIFY VOLTAGE REQUIRED.

SLOTS SPECIAL

5c Blue Fronts \$ 89.00
10c Blue Fronts 104.50
25c Blue Fronts 129.50
Completely reconditioned and guaranteed!

ARCADE—NEW AND USED

Light League, F.S. \$175.00
ABT Gun Range 950.00
Rapid Fire ... 110.00
Underson Raider 165.00
Chico, Hockey ... 110.00
Goalie ... 250.00
Evans Barrel ... 110.00
Tommy Gun ... 95.00
Sun Vitalizer ... 125.00
Latest Vitalizer 175.00
Total Roll ... 335.00
Air Raider ... 110.00
Anti-Aircraft ... 75.00
Champs ... 95.00
Pitcher & Catcher ... 95.00
Magic Finger ... 125.00
World's Series ... 110.00
Complete Exhibit Line ... Write

Radiogram ... \$125.00
Scientific B. Ball ... 110.00
Batting Prac. ... 110.00
Chicken Sam ... 110.00
Bolascore, New 195.00
Bolascore, Used 150.00
Wur. Skee Ball 295.00
Chico, B. Ball ... 499.50
Atomic Bomber 495.00
Field Goal ... 249.50
Boomerangs ... 295.00
Acc Coin Coun. 125.00
Elec. Shocker ... 17.50
ABT Challenger 55.00
Basketball ... 55.00
Gott. Grippers 39.50
Grip Views ... 49.50
Pop Up ... 49.50
Pee Wee ... 45.00
Post Card Ven. 25.00
25 Select-It Card Vend. ... 35.00
Complete Line of Pin Games. Write

JENNINGS

5c Std. Chiefs ... \$269.00
10c Std. Chiefs ... 279.00
25c Std. Chiefs ... 289.00
5c DeLuxe Club Chiefs ... 299.00
10c DeLuxe Club Chiefs ... 309.00
25c DeLuxe Club Chiefs ... 319.00
Also Branzo and Std. Chiefs, Super DeLuxe Club Chief, and Silver Eagle.

REVOLVROUND SAFES AND BOX SLOT STANDS.

Heavy steel custom built single, double and triple revolving safes. Burglar proof. Will take any slot machine, bottom door for storage or additional weights.
Single ... \$175.00
Double ... 225.00
Triple ... 262.00
Lock Box Stds. ... 27.50

EVANS CONSOLES

Bang Tails Winterbook 5c ... \$828.00
Bang Tails Winterbook Ok. Sep. ... 879.00
Bang Tails Winterbook 25c ... 926.50
One Rol-Hi 5c ... 828.00
One Rol-Hi Ok. Sep. ... 879.00
One Rol-Hi 25c ... 926.50

CIGARETTE VENDORS

Factory reconditioned and refinished to look like new—complete with cabinet bases:
3 9-col. National 9-30 ... \$95.00
1 9-col. National 9-50 ... 125.00
6 S.M. 7-col. SP Models ... 65.00
2 S.M. 7-col. DeLuxe ... 75.00
5 8-col. Unedapak ... 85.00
1 9-col. 500 Unedapak ... 110.00
1 9-col. Chrome DuGranier Champ 125.00
5 10-col. Rowe Royals ... 110.00
10 11-col. DuGranier Champions ... 125.00

BOOMERANGS!

The newest in novelty five ball games. Perfect for any arcade or location! Mystery Score and High Score! Immediate delivery! \$295.00.

Misc. Equipment

15 Wurlitzer Skee Balls ... \$295.00
2 Genco Skee Rolls 325.00
10 9-ft. Bowling Leagues ... 110.00
5 Bowl-A-Score ... 185.00
1 Evans Barrel Roll 110.00
3 Batting Practices 110.00
3 Chico, Coin Hockey 110.00
3 Goalees ... 250.00
3 Lite-A-Leagues ... 175.00
10 Total Rolls ... 325.00
Now Sportsmans ... Write
Boomerang (Lot of 1) 295.00. Quantity Write
2 Slightly Used Pinch Hitters ... 275.00
1 Underson Raider ... 165.00
2 Brand New Bang-a-Fitty ... Write
Scientific X-Ray Poker ... Write

Trade-Ins Accepted. Write, Wire, Phone!

CONSOLES

5 Bally Triple Bells ... Write
6 Bally Draw Bells ... Write
6 Mills 4-Bells ... \$295.00
2 Keeney 5-25 Super Bells ... 225.00
2 Keeney 5c Super Bells ... 175.00
1 Bally High Hand 135.00
6 Bally Mul. Club Bells ... 150.00
1 Bally Royal Flush 95.00
2 Bakers Paces ... 175.00
2 Paces Reels ... 150.00
3 Paces Saratoga Reels ... 110.00

TERMS: 1/2 DEPOSIT WITH ALL ORDERS, BALANCE C. O. D.

Cleveland Coin Machine Exchange

2021-25 PROSPECT AVE. CLEVELAND 15, OHIO
Phone: PProspect 6316-17



M. S. GISSER, Sales Mgr.

Music Guild To Try Cleveland Hit Tune Idea

CLEVELAND, April 19. — Cleveland phonograph merchants' hit tune of the month—a promotion designed to boost the play of this city's 3,000 juke boxes—is stimulating the interest of other trade associations thruout the country, officials of the Cleveland Phonograph Merchants' Association say.

Latest to request hit tune information from the association is the Music Guild of America, an association of juke box operators covering eight counties in the area of Newark, N. J. Leroy Stein, business manager and promotional director for the group, spent a day in Cleveland recently discussing the hit tune promotion idea with officers of the Cleveland association.

Stein was given complete details of the hit tune plan by Jimmie Ross, advertising committee chairman of the Cleveland association. Stein is expected to inaugurate a similar campaign in the Guild. He likewise showed great interest in the hit tune platter preview which the association is sponsoring in co-operation with The Cleveland Press.

Name H. Schneider Phono Sales Chief For Atlantic N. Y.

NEW YORK, April 19.—Harry P. Schneider has been appointed phonograph sales manager for the Atlantic New York Corporation, Seeburg distributor here. Schneider was formerly on the sales staff of Seacoast Distributors and prior to that with Hub Distributing Company as a partner.

Before entering distribution, Schneider spent 15 years operating in the New York area.

Schneider is a veteran of both World Wars and also served in the Merchant Marine. His appointment was announced as part of a planned expansion program which Atlantic is undertaking.

Still Producing ROCK-A-BARREL
By far the best skill roll with revolving barrel and free ball return. Write for particulars.

Rebuilt Ten Strikes
All worn parts replaced, new pins and strings, and completely refinished to look like NEW—\$160.00.

PHONOGRAPHS
950 Wurlitzer (Refinished) ... \$500.00
750E Wurlitzer ... 425.00
600 Wurlitzer K ... 285.00
500 Wurlitzer ... 285.00
71 Wur. Counter Model & Stand ... 150.00
#24 Wurlitzer ... 199.50
Rock-Ola Master ... 285.00
Rock-Ola Spec. & Playmaster ... 225.00
Rock-Ola Standard ... 250.00
Singing Tower ... 185.00

USED ARCADE
Jennings Roll in the Barrel ... \$149.50
Evans in the Barrel ... 139.50
Chicken Sam Converted to Target ... 89.50
9' Rock-o-Ball (Refinished) ... 150.00
12' Rock-o-Ball (Refinished) ... 175.00
10' Genco Bank Roll ... 150.00
Exhibit Baseball ... 89.50
9' Bally King Pin ... 89.50
Underson Raider (Like New) ... 149.50
Total Roll (Like New) ... 350.00
Many more used Arcade Games—Write.

USED FIVE BALLS
Hollywood ... \$ 75.00
Yankee Doodle ... 75.00
Keep 'Em Flying ... 89.50
Argentine ... 59.50
Hi Dive ... 59.50
Ten Spot ... 29.50
Many more used Five Ball Games in stock. Also all NEW Five Balls and Arcades—WRITE.

1/2 or 5/8 Silver Kings ... \$13.95 Ea.
In Lots of 25 Machines ... 10.00 Ea.
VICTOR MODEL "V" VENDORS
1/2 Globe ... \$11.75 Ea.
1/2 Cabinet ... 13.75 Ea.
5/8 Cabinet ... 14.75 Ea.

WISCONSIN NOVELTY CO. of Milwaukee
3734 N. Green Bay Ave. Milwaukee 6, Wis.

IN KENTUCKY

IT'S BRANSON

FOR



ELECTRONIC PHONOGRAPHS AND ACCESSORIES

ALSO

JENNINGS CHIEFS and CHALLENGERS
COLUMBUS BULK VENDORS
DAVAL PRODUCTS
SCHERMAC STAMP VENDORS
MAX GLASS PRODUCTS
MAESTRO POINT PHONO. NEEDLES
PIN GAMES OF ALL LEADING MANUFACTURERS
SUPPLIES AND PARTS OF ALL KINDS

Get On Our Mailing List

H. M. BRANSON DISTRIBUTING CO.

514-16-18 So. 2nd Street
LOUISVILLE 1, KY.
Phone: Wabash 1501

YELLOWSTONE RESORT ARCADE

Gift Shop and Amusement Center. Shooting Gallery Concession located in separate building and connected to main arcade. Couple and helper can handle.

PRICE \$19,000

or will lease for \$3,500 per year.

STEWART NOVELTY CO.

1361 So. Main St. Salt Lake City, Utah
Phone: 7-1195

BUY YOUR BUCKLEY DAILY DOUBLE

AND PARLAY LONG SHOTS

Consoles direct from us. We stock the complete Buckley line of parts, cabinets and machines. We rebuild your old model machines. We deliver and set the machines up on your locations. Factory prices maintained.

CONSOLE DISTRIBUTING CO., INC.

S. J. TRIDICO R. G. BUCKLEY
1006 Poydras Street—New Orleans, La.
Phone: RAYmond 3811

WINNERS

Bat-a-Ball, Complete With Stands ... Write
Daval Best Hands ... Write
Keeney Super Bells ... \$179.00
Cash, Convertible or Free Play.
Yes, we have Gottlieb Gripper Handles.
1/3 Deposit With Order, Balance C. O. D.
F. O. B. Detroit.

MICHIGAN VENDING CO.

19529 Dresden Detroit 5, Michigan

DECAL TRANSFERS

Inexpensive method of putting your firm name, service phone number and instructions plate on your machines. Colorful, easy-to-apply printed message of any size or design, which when transferred becomes a permanent part of any surface. Designed, manufactured to your specifications. Immediate delivery.

CLEVELAND DECALS, INC.

2515 CANAL RD. CLEVELAND 13, O.

Your CHOICE \$ 45 EACH CONSOLES

JENNINGS BOB TAIL (F. P.)
BALLY BIG TOP (F. P.)
MILLS JUMBO PARADE (P. O.)
JENNINGS SILVER MOON (F. P.)
MILLS JUMBO PARADE (F. P.)
WATLING BIG GAME (F. P.)

All games sold as is, but complete. No broken doors—no missing parts. Every cabinet in good condition. All orders must be accompanied by 1/3 deposit and shipping instructions.

TRIMOUNT COIN MACHINE CO.

40 WALTHAM ST. BOSTON 18, MASS.
PHONE: LIB. 9480

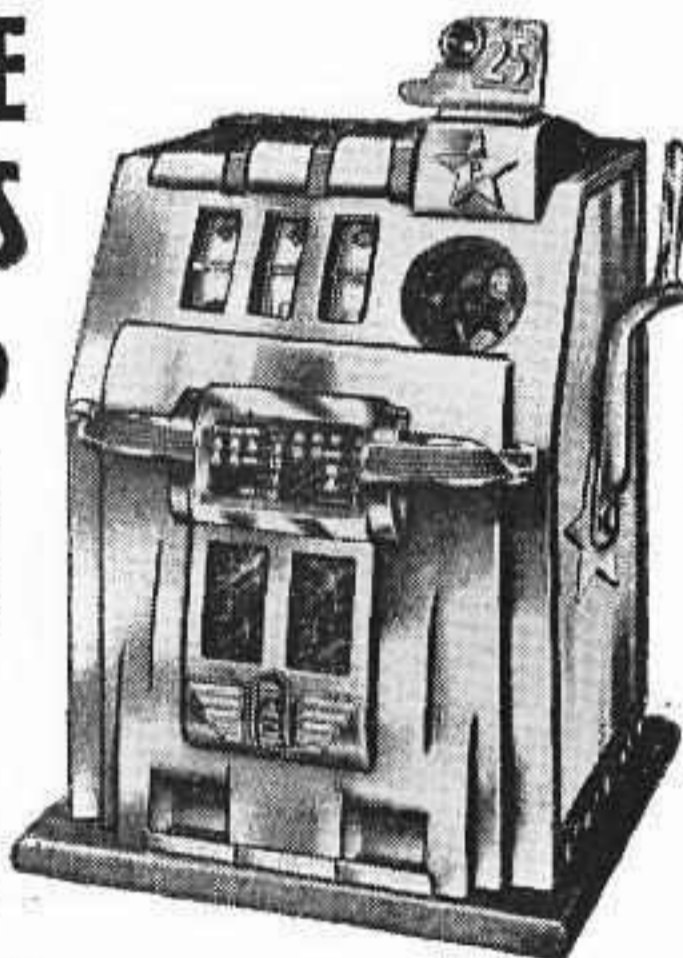
This Letter TELLS THE STORY! OPERATORS AGREE! PACE IS THE BIGGEST NAME IN BELLS

NEW LOW PRICES!

PACE DELUXE CHROME BELLS

5c-10c-25c-50c-\$1.00

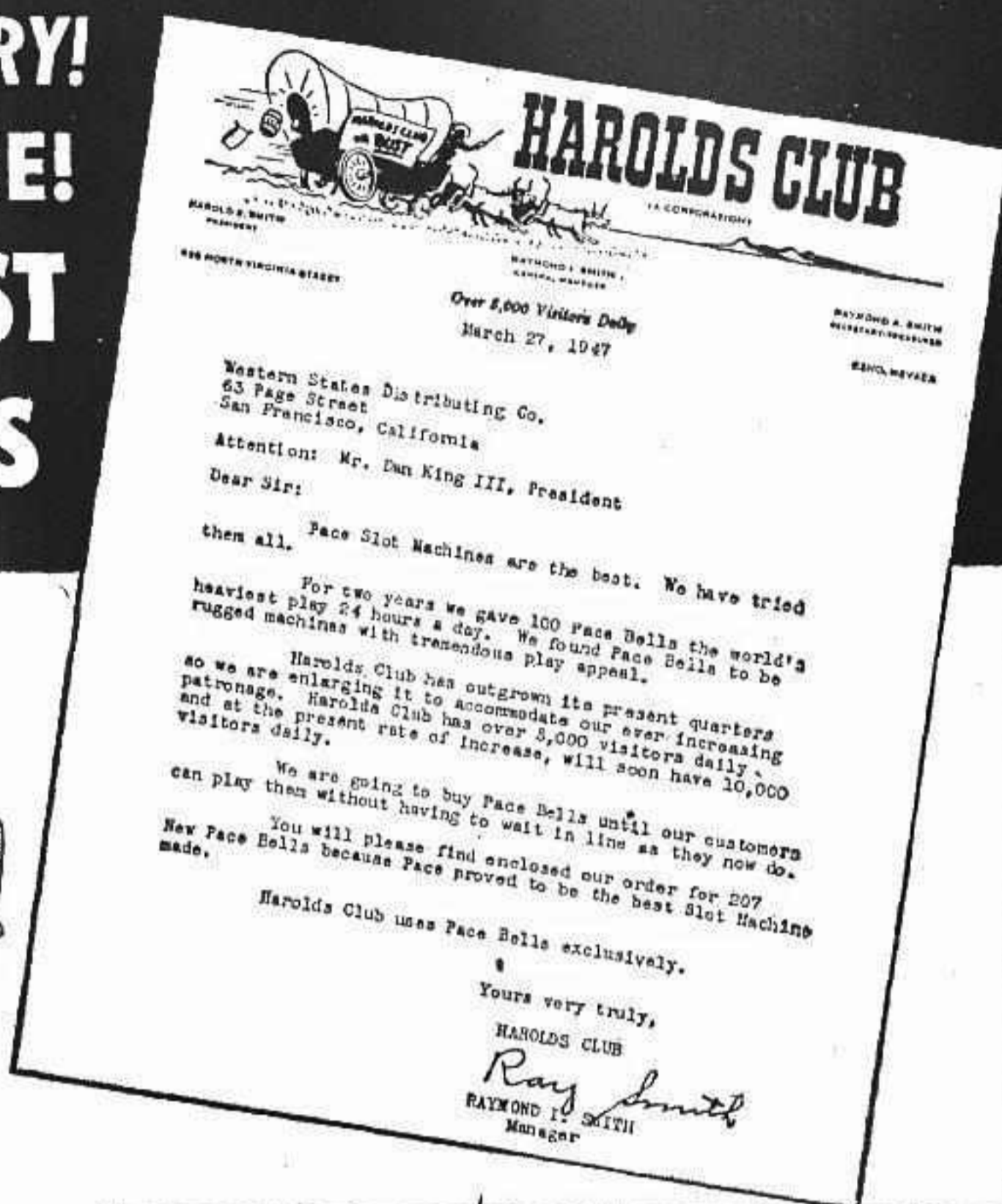
All Types of Reel
Combinations To Meet
Your Requirements



- ★ Mystery, 3-5 Payout, Standard
- ★ Mystery 3-5 Payout, Club Special
- ★ One Cherry, 2-5 Payout, 3 Lemon No. 1
- ★ One Cherry 2-5 Payout, No Lemon No. 1

Noted Hand Load Jackpots To Order

ALL MODELS IN STOCK—IMMEDIATE DELIVERY



PACE MFG. CO. INC.
2909 INDIANA AVE. CHICAGO, ILL.
WESTERN STATES DISTRIBUTING CO.
63 PAGE STREET, SAN FRANCISCO 2, CALIFORNIA
DAN KING Factory Representative for
Cal., Wash., Ore., Idaho, Utah, Nev., Ariz., Wyo., Colo., N. Mex., Texas

FLASH "75" SOLDERING GUN



**Pistol Grip
Perfect Balance**

WEIGHS ONLY 6 OUNCES!

QUICK HEATING—Operates directly from 110V, A.C. or D.C. line. Cool, non-tiring pistol grip—easy to operate. It's the answer to the skilled service man's demand for a handier, fast heating soldering tool.

4 INTERCHANGEABLE TIPS—Available for all types of soldering work. Saves you time—speeds up the job.

REPLACEABLE HEATING ELEMENT—You'll appreciate this "Flash" feature no end—greatly prolongs life of gun—you never need be hung up with a burned out iron.

\$4.95. See your coin machine distributor or send check or money order with coupon and we will send a Flash "75" postpaid direct to you.

BAKER PHILLIPS CO.
2816-9 Aldrich Avenue So.
Minneapolis 8, Minnesota.

Send circular on Flash "75"

Enclosed is _____ for _____ Flash "75" Soldering Guns at \$4.95 each, postpaid.

Name

Address

**MOVING
TO NEW AND LARGER QUARTERS**

JUST AROUND THE CORNER

MAY 1ST

VIC MANHARDT CO., INC.

NEW LOCATION

**1705 W. CLYBOURN ST.
MILWAUKEE, WISC.**

DIV. 8345-8346

Distributors of Mills Constellation Phonographs
and All Types of Coin-Operated Equipment

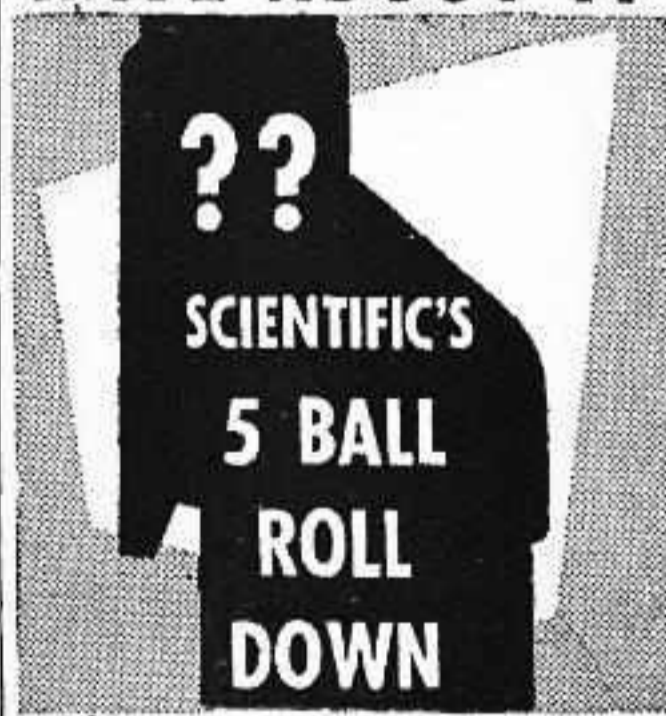
FOR SALE

20 Single Bonus Super Bells	Write	5 Bally Triple Bells
5 Twin Bonus Super Bells	Write	5 Daily Draw Bells
5 Three-Way Bonus Super Bells	Write	

These machines have been used a short time. Write for best prices.

DURSELL NOVELTY COMPANY
176 ARCH STREET
NEW BRITAIN, CONN.

LOCATIONS RAVE ABOUT IT



Still Delivering

POP-UP
\$49.50

See your nearest distributor
or write to us

MARVEL
MANUFACTURING CO.
2847 FULLERTON AVE. EVERGLADE 0210 CHICAGO, ILL.



Our weekly **SUPERSPECIAL** is "HIDDEN" somewhere in this ad at a "GIVEAWAY" price. Find it—order quick. Earliest post-marked order gets it! Lucky buyer's name will appear here 2nd week after each offer. Read our ad **EARLY** every week.

FIVE BALL FREE PLAYS

Broadcast	\$27.50	Victory (Genco)	\$44.50	Flat Top (Rev.)	\$ 89.50
Bojaway	32.50	Shangri-La (P&B)	44.50	Frisco	89.50
Gun Club	35.00	Knockout	57.50	Duffys	89.50
Legionnaire	35.00	Midway	64.50	Laura	89.50
Snappy '41	35.00	Keep 'Em Flying	64.50	Grand Canyon (Rev.)	89.50
Home Run '42	35.00	Shangri-La (Gott.)	64.50	Brazil (Rev.)	104.50
Star Attraction	39.50	Big Top	69.50	Stage Door Canteen	104.50
G.I. Joe	39.50	Hollywood	69.50	Trade Wind (Rev.)	119.50
A.B.C. Bowler	39.50	Streamliner (Rev.)	79.50	Big Hit (Single)	125.00
School Days	39.50	Catalina	79.50	Suspense	135.00
Defense (Genco)	44.50	Cover Girl	84.50	Dynamite	145.00
		Flying Tigers	\$44.50	Big Hit (Multiple)	\$150.00

ONE BALLS

Fortune	\$35.00	Dark Horse	\$65.00	Club Trophy, F.P.	\$ 89.50
Spinning Reels	35.00	Record Time	89.50	Pimlico, F.P.	169.50

ARCADES

Seeburg Ray-o-Lite	\$ 39.50
Evans Tommy Gun	59.50
Bally Defender	79.50
Whizz W/Stand	89.50
Mutoscope Sky Fighter	129.50
Red Ball, LIKE NEW	225.00
Mills Panoram—Solo-Vue	325.00
Genco Total Roll	325.00
Chicago Coin Gosleo	325.00

MUSIC

Seeburg #200	\$229.50
Seeburg #200, ESRC	289.50
Seeburg #800	289.50
Wurlitzer #16, Ill. Cab.	149.50
Rock-Ola Counter Model	139.50
Rock-Ola Windsor, Ill. Cab.	129.50
Rock-Ola RM-16, Ill. Cab.	89.50
Rock-Ola Commando	259.50
Airon, LIKE NEW	600.00

CONSOLES

Paces Reels W/Rails	\$ 39.50	Super Bell, 25¢ Comb.	\$169.50
Paces Saratoga W/Rails	49.50	Bally Club Bell, 5¢ Comb.	175.00
Paces Twin Reels W/Rails	189.50	Keeney's 2-Way Super Bell, 5-25	229.50
Silver Moon, F.P.	55.00	Mills 3-Bells, 5-10-25¢	450.00
Big Top, 5¢, F.P.	79.50	Duo-Bell, 5-5	265.00
Galloping Domino, F.P. '40	109.50	Duo-Bell, 5-25¢	285.00

SLOTS

5¢ Mills V/P Bell, Green	\$ 39.50	Col. Bell, De Luxe, Chrome, '46	\$169.50
5¢ Mills Blue Front	74.50	Col. Bell, TJP, '46	99.50
5¢ Mills Gold Chrome	129.50	Col. Bell, G/A, Clu. R.	35.00
10¢ Mills Black Cherry Bell	129.50	5¢ Calile Cadet	34.50
10¢ Mills Roman Head	75.00	10¢ Calile Cadet	39.50
10¢ Mills Melon Bell	99.50	5¢ Jennings Silver Chief	99.50
25¢ Mills Brown Front	139.50	5¢ Jennings '48 Bronze Chief	250.00
25¢ Mills Blue Front	109.50	10¢ Pace Comet	55.00
25¢ Mills Gold Chrome	149.50	1¢ Mercury, Token PO, Clu. R.	24.50

NEW CHALLENGERS 1-5. Ea. \$49.50 | 11-25. Ea. \$46.50 | **LARGER LOTS—WRITE**
 6-10. Ea. 48.50 | 26-100. Ea. 44.50

NEW—IDEAL CARD VENDORS With 1000 Cards Free \$29.50 | **NEW—Kicker & Catcher** \$49.75

MAIN OFFICE: 435 D STREET, N. W. WASHINGTON 4, D. C. DISTRICT 0500

TERMS: 10% DEPOSIT, BALANCE C.O.D.

BRANCH OFFICE: 2505 N. CHARLES ST. BALTIMORE 18, MD. BELMONT 8189

FIRST CLASS RECONDITIONED BELL MACHINES

5c CLUB BELL CONSOLES	\$150.00
5c BROWN FRONT	69.50
5c COPPER CHROME	100.00
5c GOLD CHROME	105.50
5c BLACK DIAMOND	119.50
25c GOLD CHROME	109.50
25c CAILLE	27.50
COLUMBIA BELL, '46 MODEL (USED)	107.50
COLUMBIA BELL, TWIN JACK POT	47.50
5c MILLS GOOSENECK	32.50



50c BONUS BELL... WRITE

PIN GAMES

Big Hit	\$105.00
Cover Girl	95.00
Fox Hunt	22.50
Riviera	130.00
Superliner	162.50
Five, Ten & Twenty	47.50
Sun Valley	75.00

CONSOLES

Four-Way Super Bell, 4-5¢	\$200.00
Galloping Dominos, '41, 25¢ Head	87.50
Club Bells, Free Play	69.50
Silver Moon, Free Play	52.50
High Hand, Combination (Excellent)	110.00
Super Bell, 5¢, F.P. (Refinished)	89.50
Paces Reels, Combination	40.00
Jumbo Parade, P.O.	60.00
Jumbo Parade, Free Play (Repainted)	50.00
Duo Bell, 5¢-5¢, F.P., Regular	150.00
Duo Bell, 5¢-25¢, F.P., Regular	150.00
Three Bells, 5¢-10¢-25¢ (Excellent)	310.00

ARCADE EQUIPMENT

Drive Mobile (Tokyo Raider Conv.)	\$80.00
Keeney Submarine Gun	59.00
Mystic Rajah	95.50
Periscope	67.50
Pitch 'Em & Catch 'Em	27.50
Shoot Your Way to Tokyo (Conv.)	42.50
Sky Fighter	99.50
Supreme Rocket Buster	42.50
Undersea Raider	172.50

WE'VE GOT PARTS

A complete line of parts at wholesale for operators. Music parts, game parts, any part you want any time you want it. No matter how hard to get, we'll get it for you. No order too large or too small.



MILLS VEST POCKET BELL
 The Biggest Little Money-Maker in the Entire World.

ROY MCGINNIS CO.

2011 MARYLAND AVE., BALTIMORE 18, MARYLAND. PHONE: UNIVERSITY 1800

ARCADE EQUIPMENT

Chicago Coin Hockey	\$ 87.50	Zingo	\$ 95.00
Aviation Striker	64.50	Texas League	34.50
Ace Bomber	112.50	Grand Mother Prediction	390.00
Bally Rapid Fire	79.50	Scales LoBoy, Na Co, Moderne and Rock-Ola	49.50
Evans Tommy Gun	69.50		

SPECIAL—100,000 Post Cards: Cupid Love Letters, Gene Autry, Navy Naughty, Gloom Chasers, Film Celebrities, Mills Horoscope, Ration Card and Screen Test. \$2.00 per thousand.

NEW MACHINES

United Havana	\$299.50
Exhibit's Mystery	299.50
Williams' Tornado	309.50
Chicago Coin Kilroy	279.50
Bally Special Entry	Write
Daval—American Eagle, Monroe, Gusher. Your choice	29.50

LEGAL EVERYWHERE "SPOTLITE"
 NEW—FAST—BIG MONEY MAKER
 EYE APPEAL — PLAY APPEAL
 ACTION \$399.50

EXPORT BUSINESS SOLICITED

We are equipped to handle Export Sales. Write us your requirements
 Exclusive Distributors—Western Half Missouri—Eastern Half Kansas for



Aireon

AUTOMATIC PHONOGRAPHS

In this territory it will pay you to inquire and learn about the new and improved Aireon.

ADVANCE MUSIC COMPANY

1606 GRAND AVE. KANSAS CITY, MO.

CLOSING OUT ENTIRE STOCK

OF MILLS SLOTS, FOUR BELLS AND PANORAMS
 Name Your Price. No Reasonable Offer Refused.

AMERICAN SALES & SERVICE CO.

515 17th St. Rock Island, Ill.

ALL NEW MACHINES—Ready for Shipment!

PIN GAMES

GOTTLIEB MAISIE	\$304.50
CHICOIN KILROY	279.50
BALLY DOUBLE BARREL	289.50
WILLIAMS TORNADO	304.50
MARVEL CARNIVAL	249.50
UNITED HAVANA	295.00
MARVEL OPPORTUNITY	185.00
EXHIBIT MYSTERY	299.00

ONE BALLS, ETC.

KEENEY BIG PARLAY	\$660.00
GOTTLIEB DAILY RACES	650.00
BALLY VICTORY DERBY, P.O. WRITE	
DAVAL FREE PLAY	WRITE
ACE COIN COUNTER	139.50
SILVER KING, 1¢ or 5¢	13.95
VICTOR MODEL V, GLOBE	11.75
VICTOR DELUXE	13.75

ARCADE MACHINES

MARVEL POP UP	\$ 49.50	CHICOIN BASKETBALL CHAMP	\$499.50
ABT CHALLENGER	55.00	GRIP-VUE	49.95
GOTTLIEB 3 WAY GRIP SCALE	35.50	BAY-A-BALL JR.	79.50
CHICAGO COIN GOAL	329.50	METAL TYPER, 10¢	482.50
ARIST-O-SCALE	115.00	GENCO ADVANCE ROLL	499.50
MIR-O-SCALE	125.00	AMUSEMATIC BOOMERANG	296.00
Daval Best Hand, Mexican Baseball, Oomph, \$59.50 Ea.; Daval Skill Thrill, \$57.50.			

SLOTS

MILLS 5¢ BLACK CHERRY	\$248.00
MILLS 25¢ BLACK CHERRY	258.00
MILLS 5¢ GOLDEN FALLS	258.00
MILLS 10¢ GOLDEN FALLS	263.00
MILLS 25¢ GOLDEN FALLS	268.00
MILLS VEST POCKET BELL	74.50
MILLS BOX STANDS	27.50
GROETCHEN COLUMBIA, J.P.	145.00
DELUXE CLUB COLUMBIA	209.50

CONSOLES

KEENEY 5¢ SUPER BONUS	\$740.00
BALLY DRAW BELL, 25¢	497.50
BALLY TRIPLE BELL	895.00
BALLY DE L. DRAW BELL	512.50
EVANS BANGTAIL, 5¢, J.P.	871.50
EVANS WINTERBOOK, 5¢	826.00
EVANS RACES, 5¢, J.P.	831.00
EVANS CASINO BELL	637.50
EVANS ONE ROL-HI	826.00

MICHIGAN DISTRIBUTORS for ABT, Bell-O-Matic, Chicago Coin, Daval, Exhibit, Gottlieb, Groetchen, Keeney, Marvel, Silver King, United. WRITE FOR NEW PRICE LIST OF ALL RECONDITIONED MACHINES!

Robinson SALES CO.

7525 Grand River Ave. Phone: Tyler 7-2770 Detroit, Mich.

SPELLBOUNDS @ \$155.00 — STEP UPS @ \$160.00 — STATE FAIRS @ \$180.00 — SUPER-SCORES @ \$165.00 — VICTORY SPECIALS @ \$350.00 — TOTAL ROLLS @ \$270.00 — International Mutoscope Late Serial Prewar Photomatics With Inside Lighting @ \$240.00 — Gottlieb DAILY RACES, Write.

NEW ORLEANS NOVELTY CO.

115 MAGAZINE ST. RAYmond 7904 NEW ORLEANS, LA.



**LARRY FRANKEL, YOUR
HOST, INVITES YOU
TO ATTEND . . .**

OPEN HOUSE

Featuring

O. D. JENNINGS EQUIPMENT

APRIL 24-25-26

at home offices in

ROCK ISLAND, ILLINOIS



FRANKEL DISTRIBUTING COMPANY

Serving the
"Heart of
America"

ROCK ISLAND, ILL. • 2532 FIFTH AVE. • PHONE 153
DES MOINES, IA. • 1220 GRAND AVE. • PHONE 3-0184
OMAHA, NEB. • 1209 DOUGLAS ST. • PHONE ATLANTIC 3467

IMMEDIATE DELIVERY

OPERATOR'S PRICES

- 5c ROL-A-TOP BELL . . . \$175.00
- 10c ROL-A-TOP BELL . . . 200.00
- 25c ROL-A-TOP BELL . . . 225.00
- 50c ROL-A-TOP BELL . . . 300.00

The Above Prices Are Net F. O. B.
Chicago.

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.: COLumbus 2770

4650 W. Fulton St.

Chicago 44, Illinois

Cable Address: "WATLINGITE," Chicago



JOE ASH

ACTIVE RECONDITIONED GAMES 'NUFF SAID

**YOUR CHOICE
\$29.50 EACH
ANY THREE, \$85.00**

- ABC BOWLER
- ALL AMERICAN
- BOLAWAY
- DOUBLE PLAY
- GOLD STAR
- MAJORS
- MONICKER
- NEW CHAMP
- PLAYBALL
- SPORT PARADE
- SKYLINE
- SNAPPY
- STAR ATTRACTION
- STRATOLINER
- TWIN SIX
- WILD FIRE

**YOUR CHOICE
\$44.50 EACH
ANY THREE, \$130.00**

- ARGENTINE
- HOME RUN '42
- SPOT POOL
- TOPIC
- SKY BLAZER

**BIG HIT
\$119.50**

**SKY CHIEF
\$64.50**

**Wagon Wheels
\$84.50**

**HIGH HAND
\$99.50**

**AIR CIRCUS
\$54.50**

**LAURA
\$79.50**

**BIG PARADE
\$49.50**

**FLAT TOP
\$79.50**

**BOSCO
\$49.50**

**5, 10 & 20
\$49.50**

**KNOCKOUT
\$44.50**

1/3 WITH ORDER, BAL. C. O. D.

ACTIVE AMUSEMENT MACHINES CO.

666 No. Broad St.
Philadelphia 30, Pa.
Fremont 7-4495

1060 Broad St.
Newark 2, N. J.
Mitchell 2-7646

1120 Wyoming Ave.
Scranton, Pa.
Scranton 4-6176



"YOU CAN ALWAYS DEPEND ON ACTIVE-- ALL WAYS"

PRICES SLASHED

ON

"TALKING GOLD"

NEW CUT-TO-ORDER SIZES NOW AVAILABLE

YOU SAVE TWO WAYS—by lower prices and by our new technique of making "Talking Gold" grille cloth tailor-cut to fit any make or model. Our increased production caused by the sensation-ally increasing popularity of "TALKING GOLD" PLASTIC GRILLE CLOTH has resulted in lower costs per unit. We pass this savings on to you plus the added savings of "Talking Gold" strips cut to the size of your particular machine. Lower price—no waste.

"TALKING GOLD" Grille Cloth Prices

WURLITZER		SEEBURG	
616	\$2.40	Casino	\$3.30
24	1.20	Plaza	4.05
600	3.90	Gem	3.00
500	3.90	Regal	3.00
700	3.90	Crown	3.90
750	1.80	Cadet	3.00
800	3.90	Classic	3.00
950	2.25	Vogue	3.00
		Envoy	3.00
		8200	5.40
		8800	7.20
		9800	7.95
ROCK-OLA			
Standard	\$2.55		

If your model is not listed above,
write for further information.

**SPEEDWAY
PRODUCTS, INC.**
502 W. 45th ST.
N. Y. 19, N. Y.

AL
BLOOM
President

Tel.
L'Ongacre
5-0371

TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—

TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—

TALKING GOLD—TALKING GOLD—TALKING GOLD—T

The quickest, most inexpensive way of transforming shabby juke boxes into attractive machines with appeal and new life!

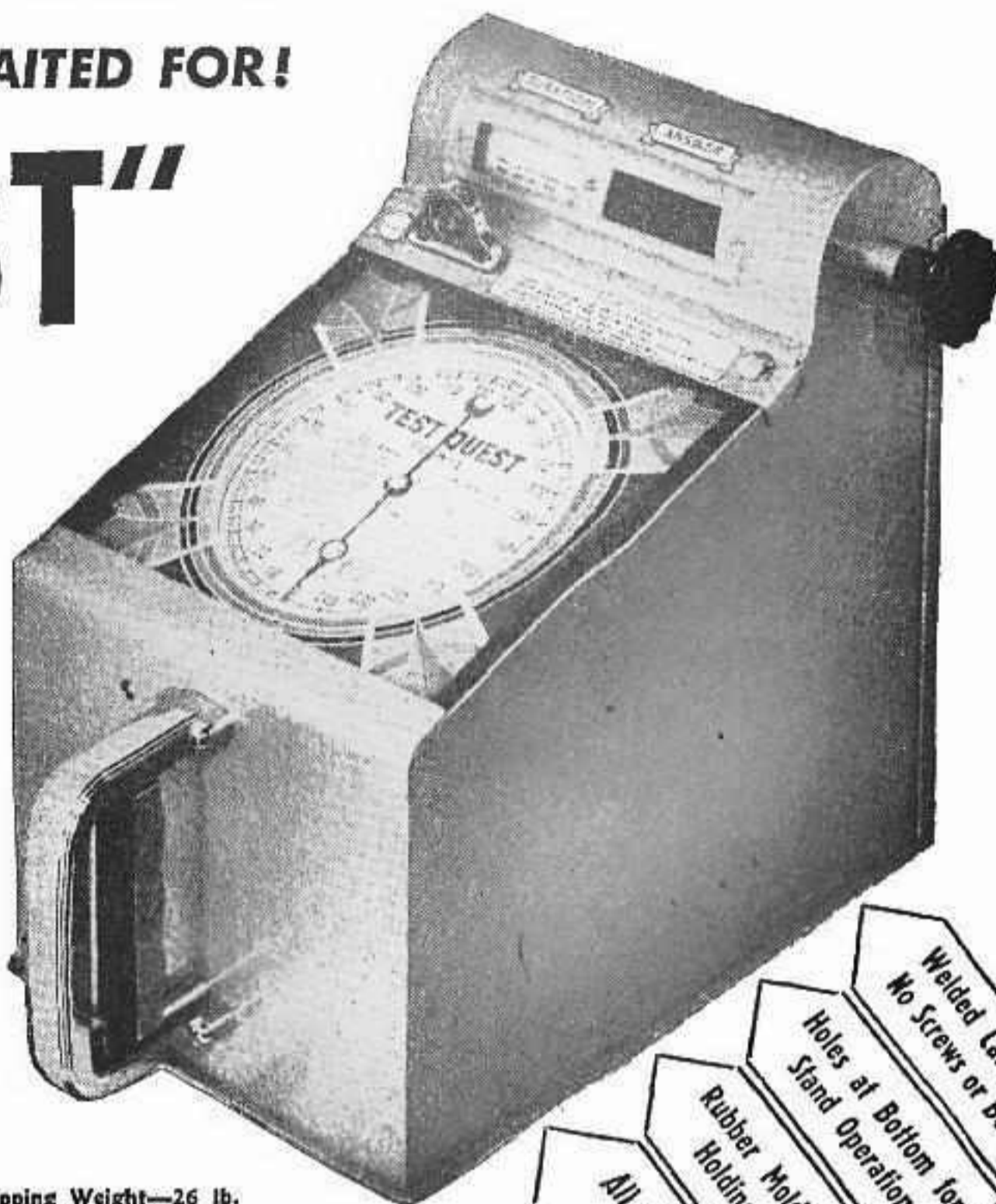
THIS IS IT! THE GAME YOU'VE WAITED FOR!

"TEST QUEST"

A TESTED MONEY MAKER — LEGAL EVERYWHERE!

- | | |
|---|---|
| 1. Question and Answer Novelty | 10. Extra Set of Questions and Answers With Each Machine Keep Location Alive |
| 2. Grip Scale Operation | 11. Fast 1¢ Play |
| 3. Heavy Metal Cabinet | 12. Clear Lucite over Questions & Answers |
| 4. Gleaming Chrome Handle | 13. Large Easy-To-Read Dial |
| 5. Attractive Modern Design | 14. Turn Handle for Questions |
| 6. Baked Hammeroid Finish | 15. Select Question — Drop 1¢ — Press Gripper and See Answer Plus Hand Grip Reading |
| 7. Handy Scavenger Button | 16. Can be played by small boy or girl. |
| 8. Rubber Suction Foot for Counter | |
| 9. Question & Answer Refills (Low Cost) | |

- Individual Coin Compartment Holds \$30.00 ● Chicago Lock ● On Test Location for 4 Months ● No Service Calls Required ● Bakelite Turn Handle



Shipping Weight—26 lb.
 Sizes 8 1/2" Wide
 12" Long
 Back 12" High
 Front 7" High

- Welded Cabinet—No Screws or Bolts
- Holes at Bottom for Stand Operation
- Rubber Holding for Holding Glass
- All Working Parts Hardened

GRUNIG NOVELTY CO.
 817 North Hamlin Ave. Chicago, Ill.

be first in your territory with TEL-O-MATIC

The ONLY centralized wired music sound system that supplies superb musical entertainment AUTOMATICALLY 24 hours a day. Straight from your studio to factories, stores, offices—a thousand and one locations.



HAROLD KLEIN
 KLEIN DISTRIBUTING CO.
 2606 W. FOND DU LAC AVE.
 MILWAUKEE, WISC.

HAROLD KLEIN SAYS:
 I go down the line in recommending Tel-O-Matic to anyone with a reasonable business ability who is looking for a high profit, lifetime business. The investment is low, the system is proven and the potential returns are unlimited.

EXCLUSIVE DISTRIBUTING TERRITORIES AVAILABLE

Write, Wire, Phone Now! Send for Literature.

RUNYON SALES COMPANY
 Tel.: Bryant 9-2235
 Tel.: Bigelow 3-8777
 593 10th Ave., New York 18, N. Y.
 123 W. Runyon St., Newark 8, N. J.

WE ARE PROUD TO ANNOUNCE

Our appointment as distributor for Genco Games for the District of Columbia and the State of Virginia, featuring the new sensational skill game, "Advance Roll." Music Machines for sale, one to one hundred machines—on or off location—straight and remote spots. Call or Write

HENDRIX NOVELTY COMPANY

3608 14TH STREET, N. W. WASHINGTON 10, D. C.
 Phone: Decatur 6675 or Decatur 6171

Mills Constellation Makes Milw'kee Bow At Manhardt Offices

MILWAUKEE, April 19.—Vic Manhardt Company had an operators' showing of the Mills Constellation April 12-14 at the firm's 16th Street showrooms here. Manhardt plans to continue exhibiting the new model at his new showrooms, 1705 West Clybourn Street, which he will occupy May 1.

Acting as hosts along with Manhardt and Frank Schneider, of his staff, were Hazel Schmitt, firm's secretary, Mrs. Millane Manhardt, Dick Manhardt, Fortney and Eunice Larsen, and Gus Orcholski, of firm's service department. The three-day showing was attended by 250 operators.

Operators and guests attending the showing included George Ponser; Dale McAfee, sales manager of Electro-Games; Irv Goff and Wally Hoffman, Madison; Robert and Bill McGraw, Peshtigo; Otto De Litz, De Litz-Green Company, Wausau; R. C. Martin, Omro; Stanley Gerlach, Palmyra; Mr. and Mrs. Chet Manhardt; Tom Christiansen, Peshtigo; John and Grace Golobich, Philip and Margaret Monroe, Ed and Marie Brede, "Happy" Halberstadt, Racine; Howard Engstrom, Mr. and Mrs. Art Plunkett, Mr. and Mrs. W. McCullough, Butler; Arthur Krumsieg, Jerry Brockman, Harold Klein, Carl Happel, Sam London, Hero Wagner, Lydia Whitney, Garner Rowe, Ray Bates, Laddie Steinhof, Kenosha; O. J. Zimmerman, Watertown; Mr. and Mrs. Tennis, Chicago; Mr. and Mrs. Frank Kowatch, Don Caspar, Mr. and Mrs. Al Parker and Earl Parker, Mr. and Mrs. Lee Robarge, Mr. and Mrs. Charles Opitz and Barney Vaillancourt, Racine.

Also Mr. and Mrs. Russell Barker,

Matt Schaefer, Joe Stella, Mills Industries, Chicago; Peter Richards, Ed Nowakowski, Mr. and Mrs. Joe Blenker, Junction City; Mr. and Mrs. Harry Jacobs Jr. and Sr., Martin Oberdich, William Mossbarger, Tony Zore, Otto Hadrian, Mr. and Mrs. Sam Oswald, Manitowoc; Mr. and Mrs. Korenig, Sheboygan; Gene Anacher, L. Bonola, Okauchee; George Forst, Green Bay; Art Gerfer, Jack Sherwin, George Schroeder Jr., Howard Pretzel, Coin Amusement Acceptance Corporation, Chicago; Tony Bultman, Algoma; Merlin Wiskerchen and Mr. and Mrs. Charles Schlicht.

ECONOMY SUPPLY OFFERS SUPER VALUES

- ★ Wurlitzer 850s \$349.50
- ★ Wurlitzer 750E 349.50
- ★ Wurlitzer 750M 349.50
- ★ Wurlitzer 700 & 800 335.00
- ★ Wurlitzer 600R 165.00
- ★ Wurlitzer 600K 175.00
- ★ Rock-Ola Commandos 225.00
- ★ Standards 175.00
- ★ Seeburg 8200, R.C. 225.00

All Machines in Good Condition
ECONOMY SUPPLY COMPANY
 2045 Maryland Ave. Baltimore 13, Md.
 Phone: Chesapeake 6612

FOR SALE MILLS VEST POCKET CHROME BELLS \$49.50 EACH

1/3 Deposit, Balance C. O. D.
 WE BUY, SELL AND EXCHANGE
 Phone: Jefferson 1644
 3147 Locust St. St. Louis 3, Mo. **THE CALL NOVELTY CO.**

Improved Industry Public Relations Will Highlight Ohio Phono Assn. Meeting

First Showing of The Billboard's Newsreel Slated

CLEVELAND, April 19.—Bettering the relationship between operators and manufacturers, location owners and the public will be the keynote of the eighth annual convention of the Ohio State Automatic Phonograph Owners' Association. Event is scheduled for May 5 at the Carter Hotel here.

Program for the meeting was announced this week, and will include the first public showing of the new sound motion picture, *Convention Newsreel*, produced by *The Billboard*. A private showing of the movie is scheduled for the annual meeting of the Coin Machine Industries, Inc., April 22 in Chicago.

Starts With Directors' Meeting

The phonograph owners' meeting will get under way with a board of directors meeting at 10 a.m., the only business session scheduled for the morning. At noon, the English Room of the Carter will be the scene of a meeting open to trade members representatives of associations and manufacturers. High point of this afternoon business meeting will be an

open discussion on ways and means of bettering the relationship between operators and manufacturers, operators and location owners, and operators and the public. Any members of the industry will be permitted to attend the meeting and express his opinion, association executives said.

Representatives of other associations who want to attend the session have been asked to contact Miss Virginia Holcomb, the association secretary, at 5005 Euclid Avenue, Cleveland. Miss Holcomb, acting for the Ohio association, will secure hotel accommodations for these representatives.

If the interest of those present at the meeting warrants more time than the three hours now allotted, a continuation of the discussion will be held in the hotel May 6 at 10 a.m.

To Show Newsreel

Immediately following the afternoon business meeting, scheduled to end at 3 p.m., members and guests of the association will be guests at the first public showing of *The Billboard's Convention Newsreel*, which was filmed on the spot during the February Coin Machine convention and show. The film runs 34 minutes, and is being made available for trade showings throught the country.

At 4 p.m., those attending the Ohio operators' gathering will be invited to attend the second Hit Tune Preview, staged by the Cleveland Phonograph Owners' Association in co-operation with *The Cleveland Press*. Preview party will be held in the Cleveland Music Hall, with two band leaders—Eddy Howard and Gene Krupa—making personal appearances to bolster the program.

The Cleveland Press will give the preview party a week-long build-up and will sponsor a contest in which its readers will be quizzed on disks. Five winners of the contest will be the association's guests at the preview party, during which the June Cleveland Hit Tune will be selected. This hit tune, like other disks chosen each month, will be featured on the city's more than 3,000 juke boxes.

Banquet and Floorshow

Climax of the day-long convention will be the banquet at 6:30 p.m. and the floorshow which follows. Both Howard's and Krupa's bands will be on hand for the show and will alternate playing for dancing from 10 p.m. to 1 a.m.

There will be no official exhibit in connection with the convention, but both music machine manufacturers and disk firms have in the past retained suites to show their equipment. The Ohio association also publishes a year book during each convention.

Jack Cohen is chairman of the convention committee, with James Ross, Sanford Levine and Gary Weber acting as co-chairman. Other members of the committee include Robert Pinn, Hyman Silverstein, Nate Pearlman, Harry D. Lief, Louis Nemes, James Burke, John Bou-Sliman, Hank Ilg, Sidney Clary, Lester Bieber, Ralph Parker, Richard Head, Leo Green, Joseph Valenti, George Zollos, Sidney Amder and Joseph Solomon.

Sam Abrams, president of the Ohio Advertising Agency and public relations counselor for the association, will be director of the convention.

??

YES...

This is a "teaser." We admit its only purpose is to arouse your curiosity about our amazing 5-ball roll down game. It's really something! It's worth your sending a card, letter or wire to

SCIENTIFIC MACHINE CORP.
228 WEST 28th STREET NEW YORK 1, N.Y.

OPORTUNIDAD EN HISPANO AMERICA Y LAS INDIAS OCCIDENTALES BRITANICAS

El mas grande distribuidor y almacen de equipos y maquinas funcionadas por monedas, especializandose en todo tipo y clase de fonografos nuevos y usados, maquinas vendedoras, y maquinas de musica o de diversion, solicita casas comerciales o individuos responsables que deseen encargarse de su venta en Centro y Sud America, y en las islas Indias Occidentales Britanicas. Nuestra reputacion es la mas alta, y tendremos mucho gusto en cambiar referencias bancarias y de integridad. Un representante autorizado de nuestra compania se entrevistara en cada ciudad con aquellos cuyas referencias sean satisfactorias. Si esta interesada dirijase a *The Billboard*, Box 524, 155 N. Clark St., Chicago 1, Illinois, U. S. A.

New Mills, Jennings, Columbia Slots
Bally and Keeney Consoles
Pin Games—1 Ball and 5 Ball
Salesboards

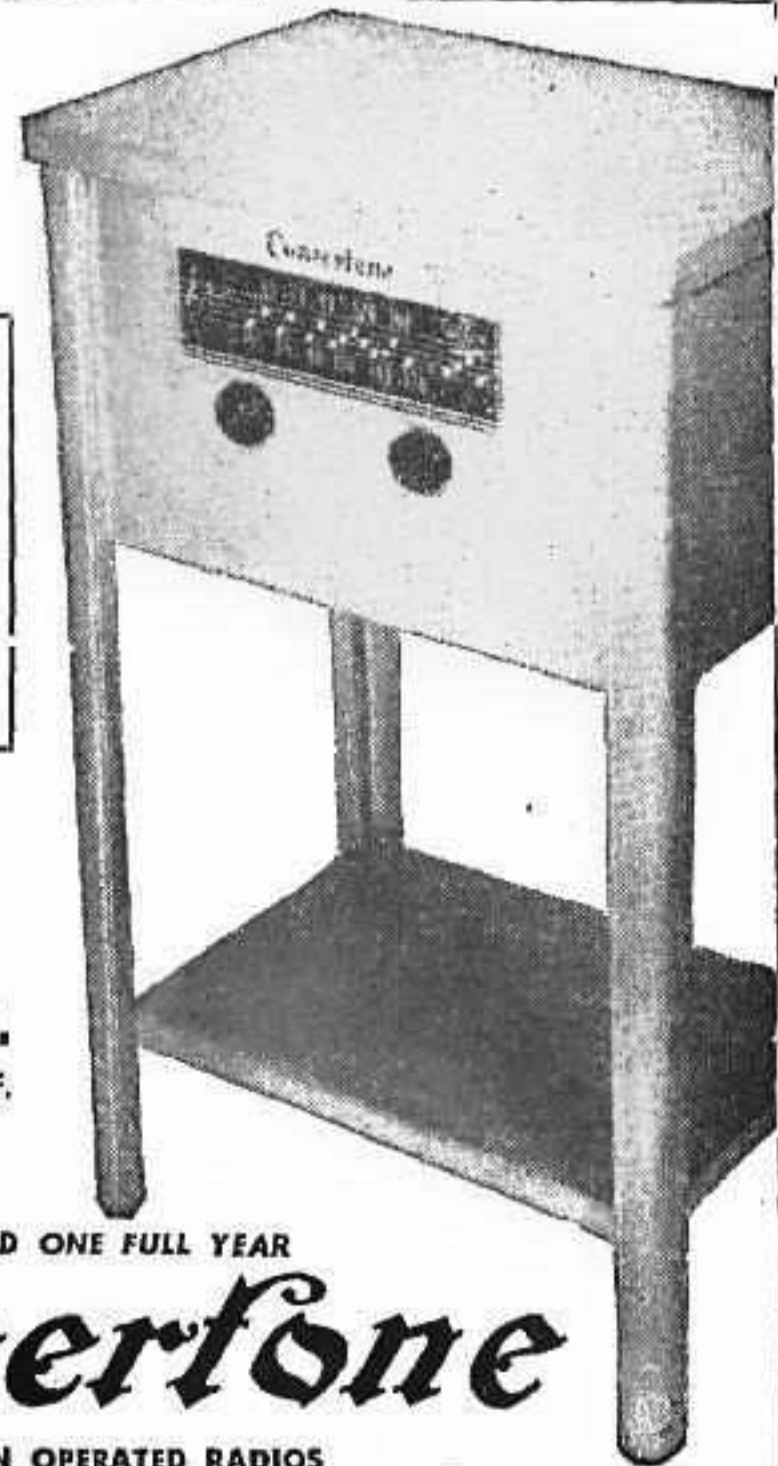
FOR BETTER VALUES TRY
GENERAL COIN MACHINE CO.
227 N. 10th Street Philadelphia, Pa.
Phone: Wa 2-4378

I HEREBY
GUARANTEE
the following:

1. YOU CAN'T JAM SLOT WITH ANY COIN OR SLUG.
2. DELIVERY NOW ON ANY ORDER.
3. A BETTER DEAL. A LOWER PRICE.
4. GETS MORE STATIONS.
5. TONE IS MORE MELLOW.

than any other
COIN RADIO
in the field
signed:
GOTT RADIO MFG. CO.
6517 WEST BLVD., INGLEWOOD, CALIF.
DISTRIBUTORS, ATTENTION!
Territories Open

GUARANTEED ONE FULL YEAR
Concertone
COIN OPERATED RADIOS



There's MAGIC IN THOSE WORDS!

STEP IN!
Record Your VOICE
HEAR

... The thrill that people get from making instantaneous recordings of their own voices—and mailing them to friends or taking them home and playing them over and over again on their own phonographs guarantees operators exceptional profits in a business that is only in its infancy!

VOICE-O-GRAPH
TRADE MARK REG. U. S. PAT. OFF.

Fully AUTOMATIC—COIN OPERATED... Truly remarkable earnings being reported — ask any MUTOSCOPE Distributor for PROOF!

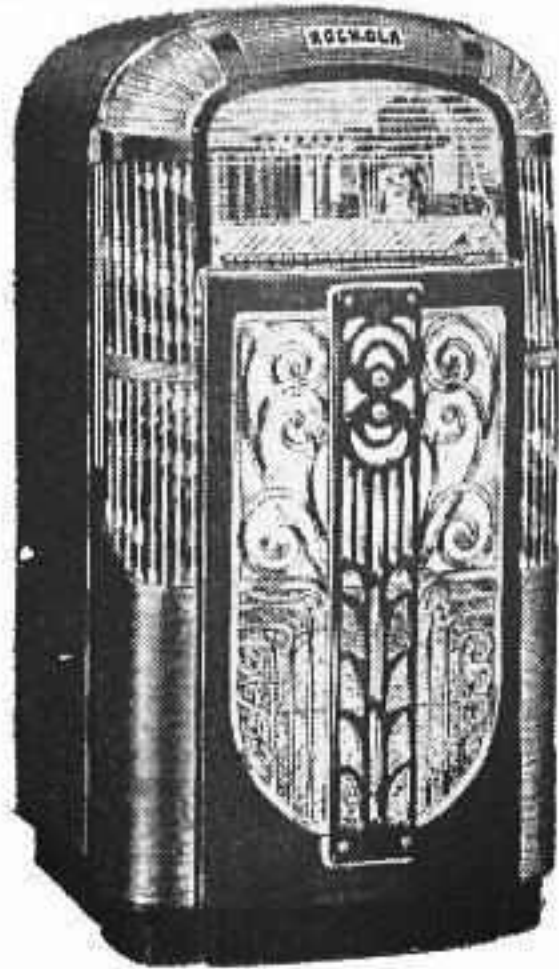
Now on display at all Mutoscope Distributors' Showrooms
See **VOICE-O-GRAPH TODAY** — or MAIL this coupon for Details

INTERNATIONAL MUTOSCOPE CORPORATION
44-01 Eleventh St., Long Island City 1, New York.
 Send me at once complete details on VOICE-O-GRAPH.

NAME
FIRM
ADDRESS
CITY ZONE STATE J-4-26

Completely Automatic. No attendant necessary. Soundproof booth large enough for 2 people to record conversation or song.

No matter how tough business may get, you can always depend on **Lazar!**

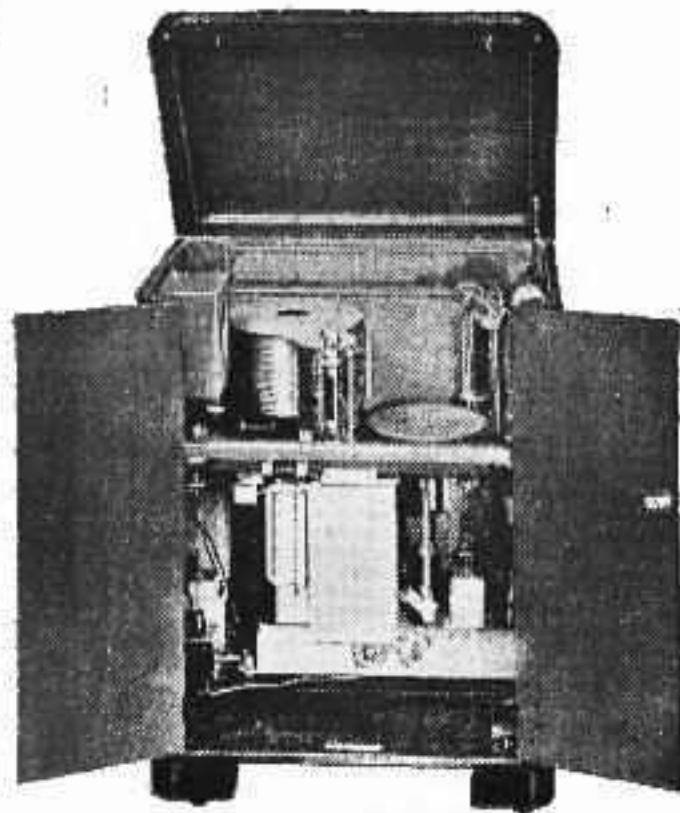


ROCK-OLA
model 1422

The famous "phonograph of tomorrow" with 20 selections, and rich, high fidelity tone amplifier. Separate 5c, 10c and 25c coin chutes, record tray release, and complete visibility. Smart operators know that this Model 1422 is a great value in phonographs.

ROCK-OLA
PLAYMASTER
Model 1424

Reinforced walnut veneer cabinet of heavy construction with famous Rock-Ola 20-record mechanism. All steel 1-piece chassis plate, chrome-plated mechanism, true-tone amplifier, and automatic monitor speaker.



GOTTLIEB'S

Maisie

Gottlieb's new high score thriller—latest and best of all Gottlieb games. All the time-proved Gottlieb features plus action galore, and high, HIGH score!



B. D. Lazar Co.

1635 FIFTH AVENUE
Pittsburgh • Phone Grant 7818
28 Years the Leader in the Field

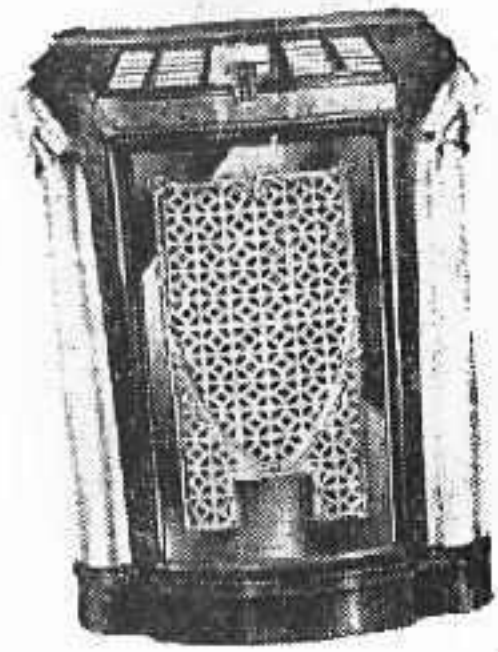


FLORIDA'S MOST PROGRESSIVE DISTRIBUTOR

SEEBURG
MUSIC SYSTEMS

World's Finest
and
Most Complete
Music Merchandising
Facilities!

Ask for a Comprehensive
Demonstration at Any
Florida Automatic Office



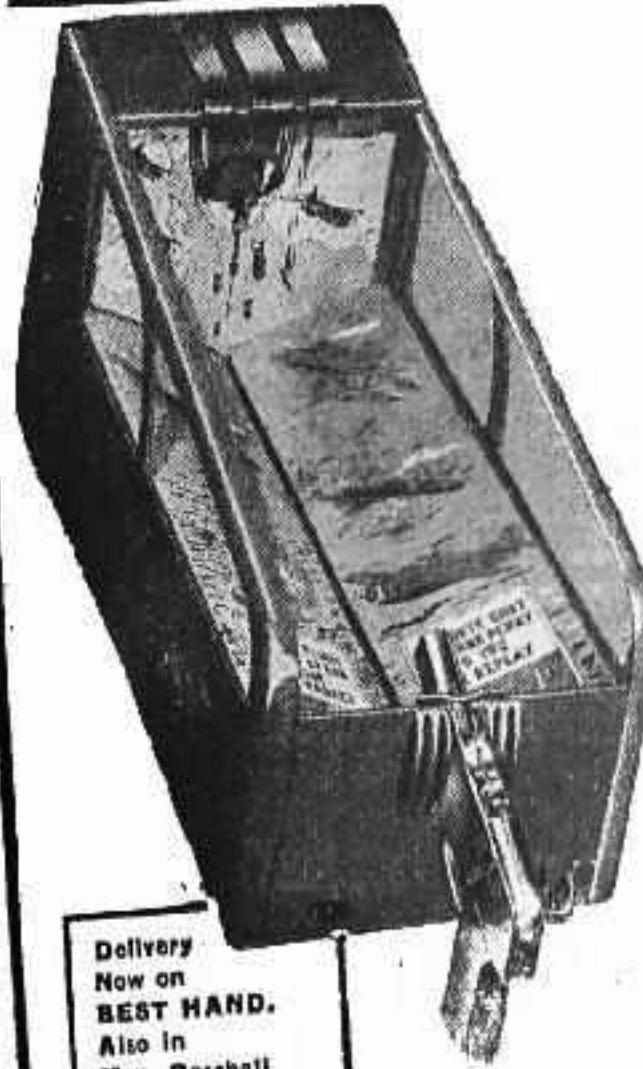
SYMPHONOLA "1-47"

DAVAL'S
SKILL
THRILL

Fastest action pistol-target game on the market. Jam-proof pistol shoots actual pennies . . . returns them to player when the target is hit. Small and compact . . . takes up less than 9" of counter space. Colorful, streamlined metal case fully enclosed in durable transparent plastic top and glass sides. Cash box will hold over \$100.00 in pennies.

\$57.50

ORDER TODAY!



Delivery Now on BEST HAND. Also in Mex. Baseball and Oomph High Score Models.

NOW DELIVERING GOTTLIEB MAISIE
DAILY RACES • DeLuxe GRIP SCALE

Exclusive Gottlieb Distributors in Florida and Cuba
FLORIDA AUTOMATIC DELIVERS THE TOPS IN EQUIPMENT!



FLORIDA AUTOMATIC SALES CORP.
839 WEST FLAGLER ST.
MIAMI, FLORIDA

All Phones: 3-6221

JACKSONVILLE, 60 Riverside Ave. Phone 3-0611
TAMPA, 115 South Franklin St. Phone 3856
HAVANA, CUBA

FAST AS
LIGHTNING!

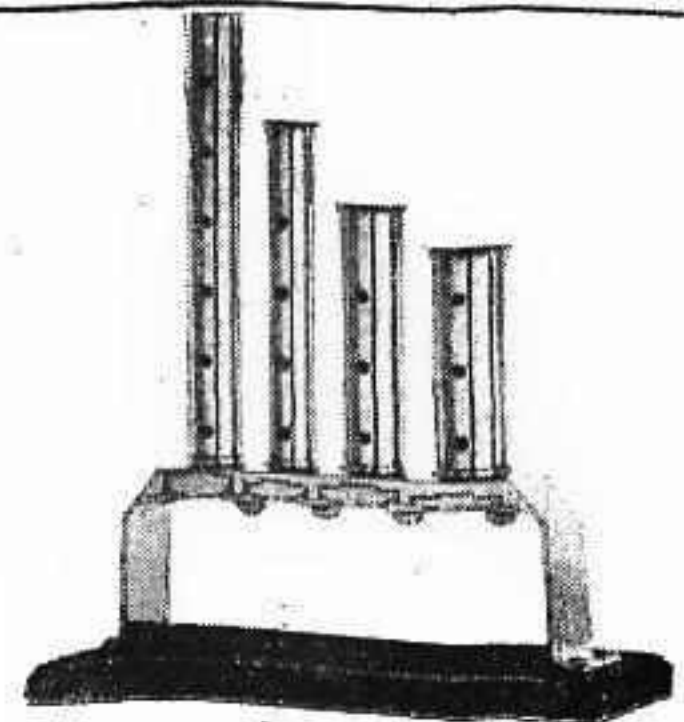
Master Changer

AUTOMATICALLY DISPENSES

- NICKELS
- DIMES
- QUARTERS
- HALVES

IN SPLIT-SECOND PRECISION
AND TIME-TESTED ACCURACY

Beautiful, polished chrome finish—Solid die cast and precision machined coin slides—Fully balanced on weighted non-slip base.



\$27.50

Northwest Sales Co.

3144 ELLIOTT AVENUE

SEATTLE 1, WASHINGTON

Seeburg
 DEPENDABLE MUSIC SYSTEMS
 WITH SOUND DISTRIBUTION

EXCLUSIVE DISTRIBUTOR
 WISCONSIN AND
 UPPER MICHIGAN

LONDON — NOTED FOR HIGH QUALITY —
 BRINGS PRICES DOWN TO A NEW LOW!

PHONOGRAPHS

They must be right before London ships! Every phonograph thoroughly reconditioned inside and out! Check this remarkable service: all worn electrical and mechanical parts replaced—new grille cloth—plastics replaced—cabinet beautifully refinished! A minimum of \$50 to \$75 in parts and labor goes into every machine to make it ready—and right—for your locations!

Mills Throne of Music, Completely Reconditioned\$195.00
Wurlitzer 42/600, Victory, Completely Reconditioned 195.00
Rock-Ola Playmaster With Spectra-Vox, Excellent Shape 195.00
Seeburg Regals or Crowns, Completely Reconditioned 179.50
Seeburg Plaza, Excellent Shape 149.50
8800 or 9800 E.S., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth 300.00
8800 or 9800 R.C., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth 310.00
8200, R.C., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth 335.00
8800 or 9800, R.C., Completely Reconditioned 235.00
8200, R.C., Completely Reconditioned 250.00

PHONOGRAPH ACCESSORIES

W52Z Seeburg Wireless Wallomatic Write for Prices
D520-1Z Seeburg 3-Wired Wallomatic Write for Prices
Seeburg Wired Speakorgan \$12.50
Rock-Ola Dial-a-Tune Wall and Bar Boxes 10.00
Keeney Bar Boxes 5.00
Packard 30-Wire Boxes 25.00

MISCELLANEOUS

Goalee, Chicago Coin, Like New\$219.50	Chicago Metal Double Safe
Keeney Anti-Aircraft, Brown 49.50	Stands, Crackle Finish, Reinforced Type\$64.50
Keeney Air Raider, Like new 89.50	Bally Alley, Like New 69.50
Champion Hockey 39.50	Complete Black Cherry Cabinet & Casting with D.P. Sides & Front, Club Handles, Completely Assembled 32.50
Keeney Submarine, A-1 Cond. 79.50	Mills Owl 15.00
Bally Defender, excellent shape 99.50	25 Watt Bulbs, Case of 120 9.00
Bally Rapid Fire, Refinished and Reconditioned 94.50		

Terms: 1/3 Deposit, Balance C. O. D.

FORMERLY MILWAUKEE COIN MACHINE CO.



S. L. London Music Co., Inc.
 3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

GEORGE FAIR

OFFERS
 50 GOOD CLEAN ORIGINAL MILLS
 SLOTS

5-Cent Red Fronts\$ 90.00
5-Cent Brown Fronts 100.00
5-Cent Roman Heads 90.00
5-Cent Blue Fronts 100.00
10-Cent Brown Fronts 110.00
10-Cent Blue Fronts 110.00
25-Cent Blue Fronts 130.00

All 3-5 Pay Out—Sold Money Back Guarantee

We have over 100 Used 5 Ball Games from \$25.00 up.

New 1947, Model 541, Emerson Radios—Sealed in Original Boxes — WRITE

MONTGOMERY DIST. CO.

951 Troy St. Phone Hemlock 9812 Dayton, Ohio

Skill holes, mystery buttons,
 an alligator that opens its jaws—

**SPORTSMAN ROLL
 HAS EVERYTHING**



CAN OPERATE ANYWHERE

ADD 'EM UP

+ 12 MYSTERY BUTTONS

10,000 points per contact and a ball can hit them over and over again.

+ SKILL HOLE

40,000 points AND when you get the ball in it opens an . . .

+ ALLIGATOR'S MOUTH

action, excitement when those big jaws open. Place the ball in its mouth and it's 100,000 points more.

+ HIGHEST SCORING GAME

yes, this roll down game scores up to 790,000 points.

+ LEATHERETTE FINISH CABINET

lighter than wood, terrifically attractive, easier to clean and handle, less costly to ship.

adds up to . . . **SENSATIONAL COLLECTIONS**

COMPARE! COMPARISON PROVES WHEN YOU OPERATE SPORTSMAN ROLL YOU OPERATE THE BEST

ORDER TODAY

SQUARE AMUSEMENT COMPANY

John A. Fitzgibbons
 453 W. 47th St.
 New York 19, N. Y.
 Ph: Circle 5-5240

ESTABLISHED 1919

Al Schlesinger
 88-90 Main St.
 Poughkeepsie, N. Y.
 Ph: Poughkeepsie 5710

BE the Man Who Operates the Amazing New CASINO BELL Sr.

Another Console of Distinction

by **EVANS** of course!

For lasting, sensational appeal . . . dependable earnings, rely on these peerless EVANS features:

- 5-COIN HEAD!
- 5 INDIVIDUAL PAYOUT CUPS!
- 5 JACKPOTS WITH RESERVES!
- SINGLE COIN "MACHINE GUN" ACTION PAYOUT!
- EVANS' FAMOUS TROUBLE-FREE MECHANISM!
- LONG-LIFE, ATTRACTIVE EVANS-BUILT CABINET!
- BRILLIANT, COLORFUL TOP DESIGN!
- STANDARD BELL FRUIT REELS!
- 5c, 25c OR COMBINATION 5c AND 25c PLAY!

SEE YOUR DISTRIBUTOR TODAY

H. C. EVANS & CO.

1520-1528 W. ADAMS STREET

CHICAGO 7, ILLINOIS



LATEST MODELS

JACKPOT BELLS

2/5 OR 3/5 COMBINATION

FACTORY REBUILT — LOOK AND OPERATE LIKE NEW

\$150.00

5c PLAY

10c, \$160.00 - 25c, \$170.00

F. O. B. CHICAGO



REBUILT AND REFINISHED

WATLING ROLATOPS



\$75.00

F. O. B. CHICAGO

PHONE OR WIRE TODAY — PROMPT SHIPMENT

Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6533

NATIONAL RECONDITIONED GAMES

5-BALL VALUES!

YOUR CHOICE
\$34.50 EACH
ANY THREE, \$100.00

'41 Majors
Wildfire
Bofaway
Skyrider
Snappy

YOUR CHOICE
\$44.50 EACH
ANY THREE — \$130.00

Victory
Over the Top
High Hat
Invasion
Yankee Doodle
Eagle Squadron
Topic

YOUR CHOICE
\$54.50 EACH
ANY THREE, \$160.00

Midway
Big Parade
Knockout
Sky Chief
Catalina
Air Circus

YOUR CHOICE
\$79.50 EACH
THREE FOR \$230.00

Shangri-La
Keep 'Em Flying

YOUR CHOICE
\$84.50 EACH
ANY THREE — \$250.00

Oklahoma
Streamliner
Liberty
Grand Canyon
Brazil

\$129.50

Stage Door Canteen

ORDER NOW!

NEW MACHINES FOR DELIVERY NOW!

GOTTLIEB DAILY RACES, One-Ball Free Play.....	\$650.00
GOTTLIEB DAILY RACES, One-Ball Payout.....	650.00
GOTTLIEB Improved DeLuxe GRIP SCALE.....	39.50
GOTTLIEB MAISIE.....	294.00
BALLY DOUBLE BARREL.....	269.50
UNITED HAVANA.....	309.50
BASKETBALL CHAMP.....	499.50
EXHIBIT MYSTERY.....	299.50
DAVAL'S SKILL THRILL.....	57.50
MARVEL "POP-UP," New Legal Counter Game.....	49.50
CHICAGO COIN KILROY.....	279.50
DAVAL'S "FREE PLAY".....	75.00
SILVER KING NUT VENDORS, 1c or 5c.....	13.95
A. B. T. CHALLENGER, Beautifully Designed.....	65.00
JENNINGS BRONZE or STANDARD CHIEF, 5c....	299.50
10c, \$309.00. 25c.....	319.00
JENNINGS SUPER DELUXE LITE-UP	
CHIEF, 5c.....	\$324.00
10c, \$334.00. 25c.....	344.00



TERMS: 1/3 Deposit, Balance C. O. D.

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

The sensational JENNINGS

TWIN PLAY 5c-25c

CHALLENGER

- Two coin chutes and two separate jackpots, but only one operating mechanism.
- Functioning of the entire machine is 100% mechanical, electrical plug-in for light up purposes only.
- Mechanism has the same durable time-proved features that are found in every Jennings Chief.
- Players flock to this eye-appealing machine that actually "challenges" them to continue play.

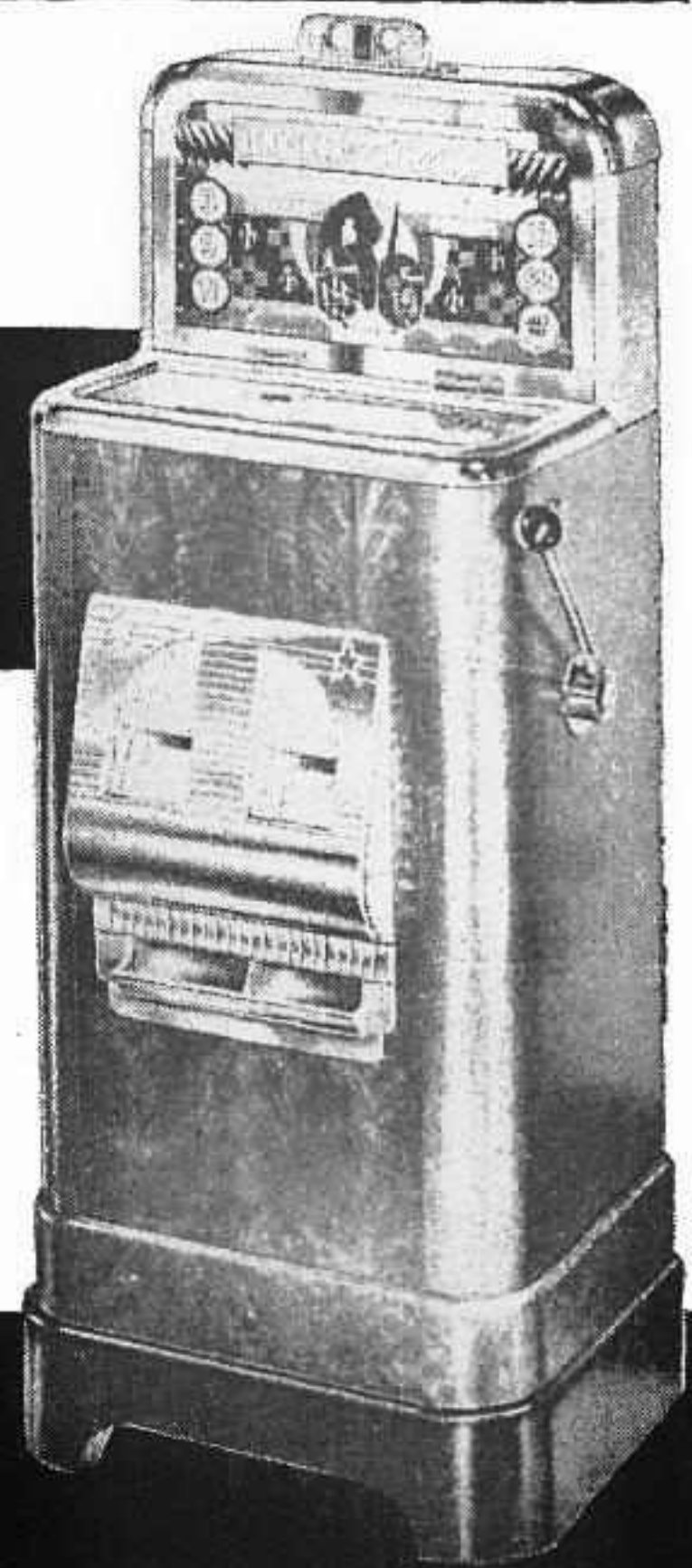
Contact the dealer in your area, or write, wire or phone—

O. D. JENNINGS AND COMPANY

4307-39 WEST LAKE STREET • CHICAGO 24 • ILLINOIS

..... The Leader in the Field for over 40 Years

All phones MANsfield 2616



EXCLUSIVE DISTRIBUTORS FOR WISCONSIN & UPPER MICHIGAN

PERSONAL MUSIC CORP.
MEASURED MUSIC

DAVAL PRODUCTS CORP.
COUNTER GAMES

H. C. EVANS & CO.
CONSOLE GAMES

ELECTROMATON, INC.
ARCADE-TYPE GAMES

UNITED
COIN
MACHINE
CO.

U. S. VENDING CORP.
SELECTIVE VENDER

FILBEN '47
30-RECORD PHONOGRAPH

UNITED MFG. CO.
PIN GAMES

MARVEL MFG. CO.
COUNTER GAMES

SQUARE AMUSEMENT CO.
ARCADE-TYPE GAMES



SEE US FOR ...

**PERSONAL
MUSIC**
THE PROFITABLE
MUSIC SYSTEM!

Contact United for complete information about this modern system of "Telephone Music." We are completely equipped to take care of every request.



WRITE FOR OUR PRICE LIST ON HIGH
QUALITY RECONDITIONED EQUIPMENT

Wisconsin's Leading Distributors

UNITED COIN MACHINE COMPANY

6304 W. GREENFIELD SPRING 8446-8447 MILWAUKEE 14, WISC.

A
\$\$\$
Bullseye
with ...

DAVAL'S
**SKILL
THRILL**



\$57.50

Fastest action pistol-target game on the market. Jam-proof pistol shoots actual pennies... returns them to player when the target is hit. Small and compact... takes up less than 9" of counter space. Colorful, streamlined metal case fully enclosed in durable transparent plastic top and glass sides. Cash box will hold over \$100.00 in pennies.

DAVAL PRODUCTS CORP.

1512 N. Fremont Ave., Chicago 22, Ill.





WATCH YOUR SPRINGTIME PROFITS GROW

with KEENEY'S

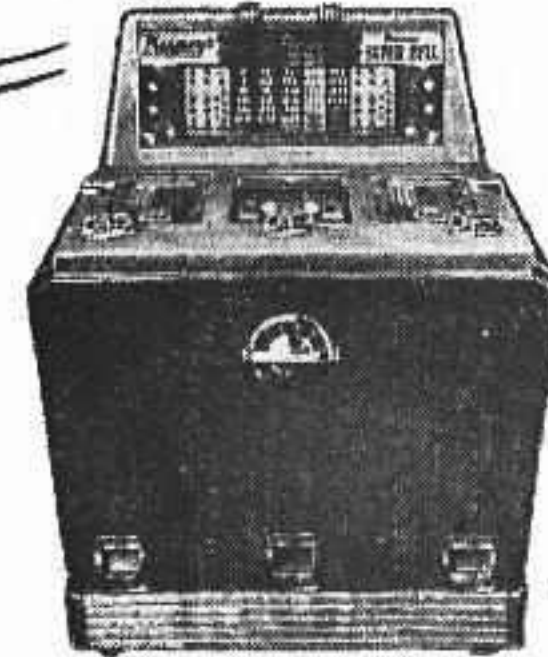
BONUS Super Bell

ONE-WAY



No other machine can equal Keeney's Bonus Super Bell earnings in resort and wayside locations. Keeney's Bonus Super Bell has never lost its popularity in any type of location. It never will. It's here to stay... for endless play!

THREE-WAY



TWO-WAY



Get all set for Spring - and a long run into Summer, Fall and year-round profits with Keeney's Bonus Super Bell. Those popular resort spots will soon open up and alert operators will recognize the big advantage of getting in early with the best... the very best... Keeney's Bonus Super Bell. See your Keeney distributor now...today!

J. H. *Keeney* & CO., INC.

"THE HOUSE THAT JACK BUILT"

2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

Keeney's
BONUS SUPER BELL

Art Work and Silk Screening
by
ADVERTISING POSTERS CO.
3845 W. Madison Street • Chicago 24, Illinois

ARCADE FOR SALE

2 Mutoscope Punching Bags	2 Texas Leaguers	1 Flip Skill
1 Mutoscope Liftograph	2 Old Mills Venders	11 Counter Type Machines, late models
1 Poker & Joker	20 1941 Model Mutoscope Reel Machines	1 Basketball
8 Mutoscope Diggers	3 Mutoscope Reel, old style	1 Hockey
6 Keeney Air Raiders	4 Challengers	1 Mutoscope Bowling Alley
1 Mutoscope Love Teller	2 Skill Jumps	6 Mutoscope Card Venders
1 Mutoscope Test Pilot		

AND THE FOLLOWING EQUIPMENT SUITABLE FOR AN OUTDOOR ARCADE

1 P. A. Set	Tent Poles for 30x60 Top	36-Ft. Lighted Front, flashy and easy to put up.
180 Ft. of 9-Ft. Sidewall, Green	Counters for all Machines	
	Bally Cloths and Pennants	

This Arcade played the Winterhaven Fair this past winter. It is complete and ready to put up, with the exception of a Top.

AND A BARGAIN AT THIS PRICE—\$3,500.00

Interested parties contact
F. E. ANDERSON
208 CRESCENT AVE. REVERE, MASS. PHONE REVERE 3829-M

1946 PHONOGRAPHS
WURLITZER, AIREON, ROCK-OLA, SEEBURG - WRITE

NEW LOW PRICES ON RECONDITIONED USED PHONOGRAPHS

CHECK THESE POINTS!

1. Refinished.
2. Mechanism washed in tank.
3. Amplifier, motor, speaker checked.
4. Tone head renewed.
5. Worn parts replaced.
6. Carefully crated.
7. Immediate delivery.
8. Clothes replaced with Talking Gold.

AMI 50 Hibos, Singing Towers, X.S. Highest offer takes them.	WURLITZER 850 with adaptor, stepper \$375.00 500 179.50 600K 169.50 600R 159.50 Victory 149.50 24 124.50 Cellar Job, 30-wire 124.50 616 89.50
SEEBURG Hitone R.C. \$299.50 Hitone R.C. 269.50 Colonel, Major, etc. 249.50 8200 conversion 149.50 Casino 139.50 Royal 119.50	MILLS Throne \$119.50 Seeburg 30-wire boxes \$ 7.50 Buckley Chrome 6.75 Wurlitzer 120 10.00 10,000 Title Strips 3.75 Needles WRITE
ROCK-OLA Commando \$225.00 Super 195.00 Deluxe 165.00 Standard 155.00 Cellar Job, 30-wire 99.50	

ALL TUBES AND MINIATURE BULBS 40% DISCOUNT
Terms: 1/3 cash with order, balance C. O. D.

DAVIS DISTRIBUTING CORPORATION
Seeburg Factory Distributors - 12 Years of Operators' Confidence
738 Erie Blvd. E. Syracuse, New York
875 Main Street Buffalo, New York

MUSIC AND ARCADE EQUIPMENT

23 Solo-Tone Personal Music Boxes and amplifier \$510.00	1 Mills Throne \$150.00
14 Rock-Ola Wall Boxes, 3 Rock-Ola Bar Boxes, Ea. 10.00	1 Seeburg Classic 200.00
27 Buckley Boxes, Ea. 10.00	1 Bowl-A-Bomb, 7 ft. alley 100.00
1 Wurlitzer Hideaway, with adaptor, metal cabinet 100.00	1 Rock-Ola, 7 ft. alley 75.00
	1 Jungle Hunt 15.00
	1 Fire and Smoke 15.00

E. & R. SALES CO.
813 COLLEGE N.E. GRAND RAPIDS, MICHIGAN



A HIT!

Chicago Coin's
KILROY

THE *Greatest* 5 (or 3) BALL EVER MADE

ORDER YOURS TODAY!



CHICAGO COIN MACHINE CO.
1725 DIVERSEY BOULEVARD • CHICAGO 14, ILLINOIS

Used Music Equipment
REFINISHED • RECONDITIONED • GUARANTEED

Seeburg 9800 RCES, Hi-Tones, Mechanically Perfect, Walnut or Marble-Glo, New Grille Cloth. . \$299.50

Seeburg Envoy RC, Refinished, Reconditioned \$299.50

Seeburg Envoy ES, Walnut Refinish, Excellent Condition. 289.50

Wurlitzer 780E Colonial, A-1 Shape 299.50

Wurlitzer 500A Keyboard, Mechanically Perfect 229.50

Wurlitzer 600A Keyboard, Excellent Condition 229.50

Wurlitzer 616, Excellent Condition 115.00

Rock-Ola Deluxe '39, A-1 Shape 179.50

A.M.I. Singing Tower, Like New 175.00

Solotone Wall Boxes and Amplifiers, Brand New, Latest Model. Write, Wire or Call

SPECIAL DISCOUNT ON QUANTITY PURCHASES — FOREIGN INQUIRIES INVITED
ONE THIRD CERTIFIED DEPOSIT, BALANCE C. O. D.

MUSIC SYSTEMS INC.
NORTHERN OHIO FACTORY DISTRIBUTORS FOR SEEBURG
6210 EUCLID AVE. • CLEVELAND 3, OHIO • HE. 6114
1312 JACKSON AVE. • TOLEDO 2, OHIO • EM. 1311

MILLS NEW POST-WAR MACHINES

ORDER TODAY IMMEDIATE SHIPMENT



BLACK CHERRY BELL
This wonderful new Bell is now ready for delivery in 5c, 10c, 25c and 50c Play. This machine actually glows and sparkles with brilliant flashes of Silver, Black, Red and Green.
Write For Prices



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.

NEW SAFE STANDS \$27.50
Send 1/3 Deposit With Order.

SICKING, INC. 1401 CENTRAL PARKWAY, CINCINNATI 14, O.

UNITED REVAMPS
Trade Winds, Oklahoma, Arizona, Idaho, South Seas, Cover Girl

\$109.50 EACH Clean and Mechanically Perfect

SOUTHERN AMUSEMENT CO. 628 Madison, Memphis, Tenn.

ROUTE FOR SALE

Here's a money maker. Small Route For Sale. Western Pennsylvania territory. A \$26,000.00 investment, will return you \$300.00 per week. Principals only.

WRITE BOX D-476, c/o THE BILLBOARD, CINCINNATI 1, O.

**LOWEST PRICES IN THE COUNTRY!
RECONDITIONED EQUIPMENT!**

5 Wurlitzer, 24's. Ea.	\$145.00	1 Wurlitzer '41 Counter	\$ 65.00
3 Wurlitzer 500's. Ea.	195.00	1 Rock-Ola Commando	225.00
5 Wurlitzer 616's. Ea.	95.00	1 Rock-Ola Master	185.00
1 Seeburg Colonel, E.S.	195.00	2 Rock-Ola DeLuxes, Ea.	185.00
1 Seeburg Rex	125.00	1 Used Alrean	450.00
ARCADE			
5 High Dial Ten Strikes, A-1. For all!			\$300.00
3 Reel Ball Revolving Barrel Skee Alloys. All!			275.00
1 Rock-Ola World Series, 7 Batting Practice, Both!			95.00
EXTRA SPECIAL			
1 Reconditioned Mills Three Bells			\$265.00
WE SHIP ALL OVER THE WORLD! WIRE, CABLE, WRITE, PHONE!			
OLSHEIN DISTRIBUTING CO. 1100-02 BROADWAY ALBANY 4, N. Y.			

COVEN'S COIN CORNER

SPECIALS

- LUCKY STRIKE, P. O., 5c**
Like New—Wonderful Buy - - - - \$149.00
 - GALLOPING DOMINOES, 5c, '46** - - - - 549.00
 - DRAW BELLS - 5c** • **DRAW BELLS - 25c**
- ALL BRAND NEW—WRITE

CONSOLES

- GALLOPING DOMINOES, 5c, J.P., P.O., '41, Two-Tone \$179.00
- SARATOGA WITH RAILS, 5c, P.O. 49.00
- PACE TWIN REELS, 5-25, P.O. 109.50
- TRACK TIME, 5c, P.O. 89.00
- BALLY CLUB BELL, P.O., 5c 149.00
- BALLY CLUB BELL, P.O., 25c 179.00
- FAST TIME, P.O., 5c 69.50
- FAST TIME, P.O., 25c 89.50
- MAYBELL, 5-5-5-25, P.O. 175.00
- MAYBELL, 5-5-25-50, P.O. 190.00
- MILLS 4 BELLS, 5-5-5-5, Late Heads 275.00
- MILLS JUMBO, P.O., 5c, Animal Reels, Late Head 69.50

MUSIC

- ROCK-OLA '47 MODELS WRITE SPECIAL!
- WURLITZER 600 (Keyboard Victory) \$199.00
- WURLITZER 616 99.50

SLOTS

- JENNINGS 25c CLUB SPECIALS \$139.50
- JENNINGS 5c SILVER CHIEF .. 109.50
- JENNINGS 10c SILVER CHIEF .. 109.50
- JENNINGS 5c VICTORY CHIEF 99.50
- JENNINGS 10c VICTORY CHIEF 109.50
- COLUMBIA CHROME BELLS, CONVERTIBLE 59.50

5-BALLS

- OPPORTUNITY \$129.50
- NEW CHAMP 52.50
- HOLLYWOOD 89.50
- VICTORY 69.50
- SPOT-A-CARD 52.50
- SHANGRI-LA 79.50
- GRAND CANYON 89.50
- PARADISE 39.50
- BROADCAST 29.50

ARCADE

- MIDGET SKEE BALL \$ 49.00
- LINE-A-BASKET, New 49.00
- CHAMPION HOCKEY, Excellent condition 79.50

1-BALLS

- SPORT KING \$ 89.50
 - TURF KING 159.00
 - JOCKEY CLUB 179.00
 - FAIRMOUNT 179.00
- ALL VERY CLEAN!
VICTORY DERBY, New, Chrome Rail, Late Model ... 375.00

FOREIGN TRADE

Our Export Department is set up to render FAST service to large and small buyers of coin operated equipment of every description, make and model. Inquiries welcomed.

YEAR 'ROUND PROFITS with BALLY TRIPLE BELLS

TRIPLE PLAY
TRIPLE PROFITS

COIN MACHINE PARTS FOR ALL MAKES and MODELS

Bally
EQUIPMENT

See..



EXCLUSIVE BALLY DISTRIBUTOR IN INDIANA, WISCONSIN AND NORTHERN ILLINOIS.

COVEN Distributing Co.
3181 ELSTON AVENUE CHICAGO, ILL
Phone: INDEPENDENCE 2210

SORRY...

We were cut off!

DUE to the telephone strike, we have not been able to have our telephones installed in Atlantic and Seaboard's new quarters.

Therefore, the opening of our new offices and showrooms, which we announced for Monday, April 21, has to be postponed until the settlement of the strike. However, our parts and service departments are already in operation and ready to serve you at our new address, 540-550 W. 58th Street (near corner of 11th Avenue).

For the time being, our offices and showrooms will continue to operate at our present address, 460 10th Avenue, with our present phone number—BRYANT 9-5770.

Please forgive any inconvenience caused you. And watch for the announcement of a new opening date for our new offices and showrooms as soon as possible after the strike situation clears up.

ATLANTIC NEW YORK CORPORATION
460 10TH AVE., N. Y. — BRYANT 9-5770
Exclusive SEEBURG Distributors

SEABOARD NEW YORK CORPORATION
460 10TH AVE., N. Y. — BRYANT 9-5770
Exclusive Distributors for GENCO, VIKING, KEENEY, ALLITE, DAVAL

**YES! NEW • NEW • NEW
SPORTSMAN ROLL**

THE FUNNIEST GAME ON EARTH

They'll Laugh, They'll Scream, They'll Burst the Buttons Right Off Their Pants

- Highest Scoring Game
- Faster Play
- More Profits
- It's Square Amusement's New 7-Ball Roll-down Game

ORDER TODAY FOR IMMEDIATE DELIVERY



LEGAL ANY PLACE

Terrifically fast action every second... scores up to 790,000. Pockets give 10,000 to 40,000 points on each roll... mystery buttons scattered on the board roll up 10,000 to 50,000 points on each contact. The skill hole, worth 40,000, opens the alligator "special," which brings in 100,000 more.

And—a new and unusual cabinet much stronger, better looking and lighter in weight than wood.

EXCLUSIVE DISTRIBUTORS FOR OREGON, WASHINGTON, CALIFORNIA, IDAHO AND MONTANA

Wire, Write or Phone AT 0294

BUSINESS SERVICE CO.

510 S. W. 3D AVE. Ph. AT 0294 PORTLAND 4, ORE.

THE BIG SHOW THAT WINS APPROVAL EVERYWHERE!

O. D. JENNINGS AND COMPANY

4307-39 WEST LAKE STREET • CHICAGO 24, ILL.

PRESENTS

THE ADVANCE TRADE SHOWING OF LATEST
1947 MODEL JENNINGS' MACHINES

AT

FRANKEL DISTR. CO., 2532 FIFTH AVE., ROCK ISLAND, ILL.
ADVANCE AUTOMATIC SALES, 1350 HOWARD ST., SAN FRANCISCO, CALIF.
GARFIELD NOVELTY CO., 1154 PARSONS AVE., COLUMBUS, OHIO
REX COIN MACH. DISTR. CORP., 821 S. SALINA ST., SYRACUSE, N. Y.

APRIL 24-25-26

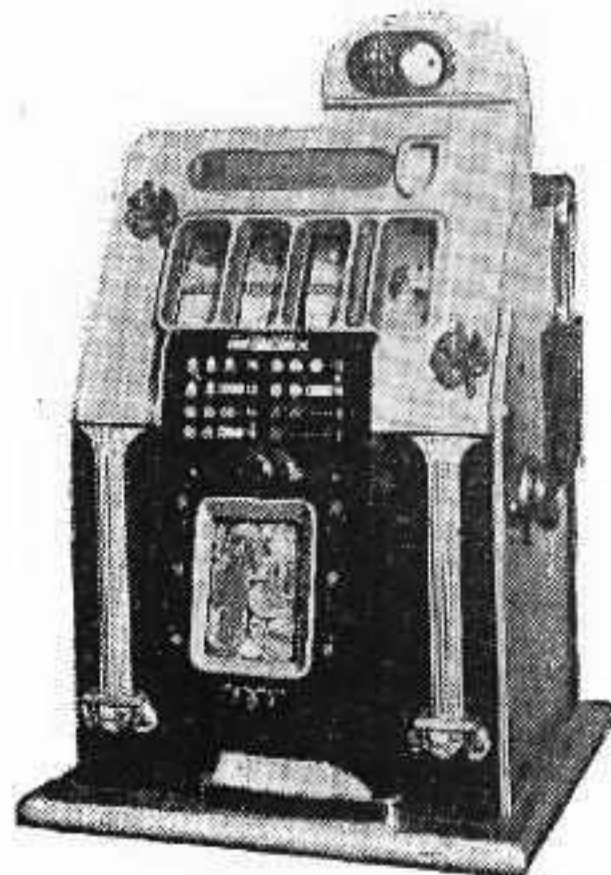
.....
DON'T MISS THIS COMBINATION OPEN HOUSE — TRADE SHOWING OF JENNINGS'
★ STANDARD CHIEF ★ SUPER DELUXE CLUB CHIEF ★ DELUXE CHALLENGER

Also Preview of

SILVER EAGLE DOLLAR CONSOLE • NEW PERFECTED DOLLAR BELL • SUPER DELUXE CHALLENGER

.....
IMPORTANT—THIS PREVIEW IS ONLY LIMITED TO 3 DAYS—SO DON'T MISS IT!

A Great New Bell Is Born!



MILLS DOLLAR BELL

with the

Exclusive Giant Size, Hand Load Jackpot

*Immediate Delivery • Black Cherry and Golden Falls Models
2/5 or 3/5 Pay Schedules*

**DON'T BE MISLED! THIS IS NOT A REBUILT USED BELL BUT A COMPLETELY NEW
FACTORY-BUILT MACHINE. ONLY CHANGES ARE NEW PARTS FOR CONVERSION
TO DOLLAR PLAY.**

Manufactured and Distributed by

MILLS SALES CO., LTD.

Main Office—1640 18th St., Oakland, Calif.
Branches: 600 S. E. Stark, Portland, Oregon. 2827 W. Pico Blvd., Los Angeles, Calif.

MAYFLOWER SPECIALS

PRICED TO SELL

CONSOLES

Mills Four Bells	\$100.00	Evans Galloping Domino ..	\$ 45.00
Keeney 4-Way Super Bell.	150.00	Evans Bang Tail	45.00
Keeney 4-Way Super Bell,		Evans Lucky Lucre	65.00
5-5-5-25	165.00	Evans Lucky Star, Lite...	75.00
Keeney Two Way, 5-5....	145.00	Saratoga, With Rails, P. O.	35.00
Keeney Single Super Bell.	125.00	Saratoga, With Rails, F. P.	50.00
May Bell, 5-5-5-25	175.00	Jennings Fast Time	35.00
Mills Three Bell	325.00	Jennings Silver Moon	65.00
Jumbo Parade, High Head	50.00	Jennings Silver Moon, F. P.	75.00

SLOT BARGAINS

	5c	10c	25c
Extrabells, New Cab.	\$175.00	\$180.00	\$185.00
Black Cherries	150.00	155.00	160.00
Gold Chromes	140.00	145.00	150.00
Original Chromes	140.00	145.00	150.00

**ALL ABOVE KNEE ACTION, DRILL PROOF, CLUB
HANDLE, 2/5 OR 3/5 PAY, ANY REEL COMBINATION**

Jennings Master Chief	\$125.00	\$130.00	\$135.00
Jennings Chief Console	125.00	130.00	
Jennings Four-Star Chief	75.00	80.00	
Pace Rocket	90.00	95.00	
Pace Royal Console	125.00	130.00	
Pace Twin Royal—5c and 10c.	\$160.00		
Mills Blue Front—50c.....	250.00		
Jennings Chief—50c	225.00		
Pace Comet, Enamel—\$1.00..	400.00		

MAYFLOWER DIST. CO.

2218 UNIVERSITY AVE.

ST. PAUL 4, MINN.

Empire Coin Values

VENDING MACHINES FOR ALL SPECIAL USES WRITE

MUSIC Wurl. 61 & Stand\$119.50 Rock-Ola Commando ...\$375.00
Wurl. 71 & Stand 159.50 Wurlitzer 950 395.00

RECONDITIONED 5 BALL PIN GAMES

BIG LEAGUE	\$144.50	SKY RIDER	\$89.50	SEA HAWK	\$59.50
LAURA	134.50	FOUR ACES	84.50	LEGIONNAIRE	59.50
STAGE D OANTEEN	134.50	5-10-20	84.50	ALL AMERICAN	59.50
SKY CHIEF	119.50	MIDWAY-UNITED	79.50	CHAMPS	59.50
FLAT TOP	119.50	BOSCO	79.50	BOLAWAY	59.50
COVER GIRL	119.50	GENCO DEFENSE	74.50	SHOW BOAT	59.50
LIBERTY, GOTT	109.50	HI HAT	69.50	VENUS	59.50
CATALINA	99.50	WEST WIND	69.50	ABC BOWLER	57.50
YANKEE DOODLE	99.50	TOPIC	69.50	'41 MAJORS	57.50
AIR CIRCUS	99.50	SPOT POOL	69.50	INVASION	54.50
BIG PARADE	99.50	MONICKER	69.50	SEVEN UP	54.50
KNOCK OUT	99.50	STAR ATTRACTION	69.50	PARATROOPS	54.50
KEEP EM FLYING	99.50	GENCO VICTORY	67.50	TEN SPOT	54.50
YANKS	99.50	GUN CLUB	67.50	BIG CHIEF	47.50
HOLLYWOOD	94.50	DUPLEX	67.50	DUDE RANCH	47.50
SKY BLAZER	89.50	BELLE HOP	64.50	MARINES	47.50

NEW PIN GAMES

United HAVANA \$295.00
Bally DOUBLE BARREL .. 269.50
Wms. TORNADO .. 304.50
Exhibit MYSTERY .. 299.50
KILROY .. 279.50
Gottlieb MAISIE .. 304.50
Marvel CARNIVAL .. 249.50

Jennings SUPER DELUXE LITE-UP CHIEFS

5c 10c 25c 50c
\$324 \$334 \$344 \$454

SILVER KING—1c OR 5c NUT VENDOR

...\$13.95

ADVANCE ROLL GOALEE

...314.50

PINCH HITTER

...369.50

Basketball CHAMP

...499.50

CHALLENGER

...\$49.50

Folding Stand

...11.95

VEST POCKETS

...\$74.50

Golf. GRIP SCALE

...\$39.50

Bally ENTRY

...\$599.00

SPECIAL ENTRY

...595.00

Marvel's
POP-UP
New Legal
Counter Game
\$49.50

NEW CONSOLES
Bally DELUXE 54 DRAW BELL ..\$512.50
Bally TRIPLE BELL .. 895.00
Evans BANG-TAILS, J.P. .. 671.50
Evans WINTER BOOK .. 826.00
Ev. BANCTAILS, Comb. FP & PO .. 824.50

WRITE FOR PRICES
OPPORTUNITY
MIDGET RACER
METAL TYPER
ALL NEW!

Jennings BRONZE OR STANDARD CHIEFS
5c 10c 25c 50c
\$269 \$279 \$289 \$399

DAVAL'S
BEST HAND ..\$59.50
MEXICAN BASEBALL .. 59.50
OOMPH .. 59.50
SKILL THRILL .. 57.50
FREE PLAY .. 75.00

Groetchen Deluxe CLUB COLUMBIA \$209.50
J. P. COLUMBIA 145.00
VICTOR MODEL "V" NUT VENDORS ..\$11.75
BOOMERANG ..\$295.00
Ace COIN COUNTER ..\$139.50
GRIP-VUE ..\$49.95

NEW SCALES
ARIST-O-SCALE \$115.00
MIR-O-SCALE \$125.00
WATLING Fortune WRITE

Champion 1c BASKETBALL WITH STAND ..\$49.50
64.50

CHICAGO METAL REVOLVAROUND SAFES—Universal—Single, \$79.50; Dble, \$116.75
CHICAGO METAL REVOLVAROUND SAFES—DE LUXE—Single, \$119.50; Dble, 174.25
REVOLVAROUND SAFES, 10 Gauge Steel—Single, \$175.00; Double, 225.00
BOX STANDS FOR SLOTS, \$27.50; FOLDING STANDS 12.50
UNIVERSAL PHONO AMPLIFIER 39.50
KLEER-FLO PARTS CLEANER, COMPLETE 143.50
TURN-TABLE SHAFT FOR WURL. COUNTER MODEL 5.95
SPEED IRON SOLDERING GUN, HEATS AND COOLS IN 5 SEC. 12.95

SLOTS

5¢ BLACK CHERRY, ORIG., 2-5 ..	\$179.50
WATLING ROLATOP, 25¢ ..	89.50
5¢ JENN. SILVER CHIEF ..	119.50
5¢ MILLS BLUE FRONT, ORIG. ..	109.50
10¢ MILLS BLUE FRONT ..	119.50
25¢ MILLS BLUE FRONT ..	129.50
5¢ BROWN FRONTS ..	119.50
10¢ BROWN FRONTS ..	129.50
25¢ BROWN FRONTS ..	139.50
VEST POCKETS, 1948 Model ..	59.50
5¢ QT. LATE, Giltter Gold Front ..	87.50
25¢ QT. LATE, Giltter Gold Front ..	109.50
5¢ JENN. CLUB CONSOLE CHIEF ..	149.50
10¢ 4-STAR CHIEF ..	119.50
COLUMBIAS, J.P., 1948 Model ..	99.50
5¢ BLACK CHERRY, REC. ..	149.50
10¢ BLACK CHERRY, NEW REB. ..	189.50
5¢ WATL. ROLATOP, 1948 MOD. ..	139.50
10¢ WATL. ROLATOP, 1948 MOD. ..	149.50
5-10-25¢ JENN. LITE-UP CHIEFS ..	Write

ONE BALLS

VICTORY SPECIAL	\$499.50
CLUB TROPHY F.P.	139.50
VICTORIOUS, F.P., TURF OHAMP ..	149.50
'41 DERBY	149.50
RECORD TIME, F.P.	99.50
LONGACRE, F.P.	249.50
TURF KING, P.O.	189.50
JOOKEY CLUB, P.O.	175.00
40 MILLS 1-2-3, F.P.	89.50
MILLS OWL, 1 OR 5 BALL, F.P.	69.50
LONGSHOT, P.O.	129.50
KENTUCKY, P.O.	149.50
BLUE GRASS, F.P.	109.50
VICTORY DERBY, P.O.	325.00

CONSOLES

5¢ BALLY DRAW BELL ..	\$349.50
BAKER'S PACERS, D.D., J.P., NEW ..	305.00
5¢ COMB. SUPER BELLS ..	149.50
BALLY SUN RAYS, F.P.	89.50
5¢ BUCKLEY TRACK ODDS, J.P.	435.00
HI HAND, COMB.	139.50
WATLING BIG GAME, 5¢, P.O.	89.50
5¢ PACE SARATOGA SR.	89.50
BALLY BIG TOP, P.O. OR F.P.	89.50
WATLING BIG GAME, F.P.	79.50
MILLS JUMBO, P.O. LATE HEAD ..	99.50
JENN. SILVER MOON, F.P.	79.50
5¢ BALLY CLUB BELL ..	159.50
25¢ BALLY CLUB BELL ..	184.50
EVANS LUCKY STAR ..	149.50
GALLOPING DOMINOS, J.P.	149.50
BANGTAILS, J.P., 2-Tone ..	249.50

ARCADE

MUTO, VOICE-A-GRAPH	\$875.00
TOTAL ROLL, LIKE NEW ..	375.00
EV. SUPER BOMBER ..	189.50
BATTING PRACTICE ..	85.00
ELECTRIC DEFENSE GUN ..	24.50
HOLLY GRIPS ..	11.50
EXH. CARD VENDOR ..	9.50
EXH. STREAMLINE CARD VENDOR ..	29.50
SHOOT TO TOKYO ..	109.50
CHICAGO COIN GOALEE—Like New ..	239.50
GOTT. 3-WAY GRIPS ..	19.50
CHICAGO COIN HOCKEY ..	139.50
MUTOSCOPE SKY FIFER ..	189.50
RAPID FIRE ..	189.50
BLOW BALL ..	109.50
PITCHER & CATCHER ..	89.50
BALLY SKY BATTLE ..	139.50
ABT TARGET, MOD. F. BLUE ..	29.50
ABT CHALLENGER, 1948 MODEL ..	34.50
SET 3 ADVICE METERS & STAND ..	119.50
VICTORY STAMP VENDOR ..	29.50

ONE-HALF DEPOSIT WITH ORDERS, BALANCE C. O. D. OR SIGHT DRAFT.

Empire Coin MACHINE EXCHANGE

2812 WEST NORTH AVENUE - PHONE: HUMBOLDT 6288 - CHICAGO 47, ILLINOIS

ROSENFELD HAS THEM! "ROCKET"

BALLY'S New Sensational 5 Ball Free Play!
"IT'S THE BEST GAME EVER"

- Location Tested!
- Speedy Action!
- New Simplified Trouble Free Mechanism!

Your Earnings Will Skyrocket with **ROCKETS!**

EXTRA SPECIALS—NEW

★ Victory Derbys	\$395.00
★ Midget Racers	175.00
★ Double Barrel	WRITE

EXTRA SPECIALS—USED

★ Victory Derbys	\$295.00
★ Victory Specials	395.00
★ Surf Queens	129.50

USE OUR E-Z To Buy All Your New Equipment! Come In or PAYMENT PLAN write today for full particulars.

TERMS: 1/3 CERTIFIED DEPOSIT, BALANCE SIGHT DRAFT OR C. O. D. MEMBER C. M. I. REFERENCE: UNITED BANK & TRUST CO., ST. LOUIS

J. ROSENFELD CO.

3218 OLIVE ST. ST. LOUIS 3, MO. NEWSTEAD 1582

EXCLUSIVE BALLY DISTRIBUTORS Southern Illinois, Eastern Missouri, Western Kentucky

1 BRAND NEW BATTER-UP OUTFIT. Complete \$1,500.00
Original Price \$2,500.00

2 NEW (FLOOR SAMPLE) LAMINATING PRESS, 10x12 Size, Automatic Hydraulic Pump. Ea. 1,000.00
Original Price \$1,500.00

2 PHOTOMATICS, Outside Lights, 15c Operation, Excellent Condition. Each 500.00

Also have EVERYTHING else in Arcade Equipment for immediate delivery at YOUR OWN PRICE for immediate pickup, and we do mean EVERYTHING.

Al. Rodstein MEDLEY, INC.
1514 MARKET STREET
LO 7-5629
PHILADELPHIA 2, PENNA.

LEADS 'EM ALL



Built for OPERATORS BY EXHIBIT

Fastest PENNY VENDER MADE

Steady Repeater.

EXHIBIT SUPPLY CO'S CARDS
CHICAGO, ILL.

'Ideal' CARD VENDER

\$32.50 WITH 1000 FREE CARDS. RE-ORDERS OF CARDS \$3.85 per 1000

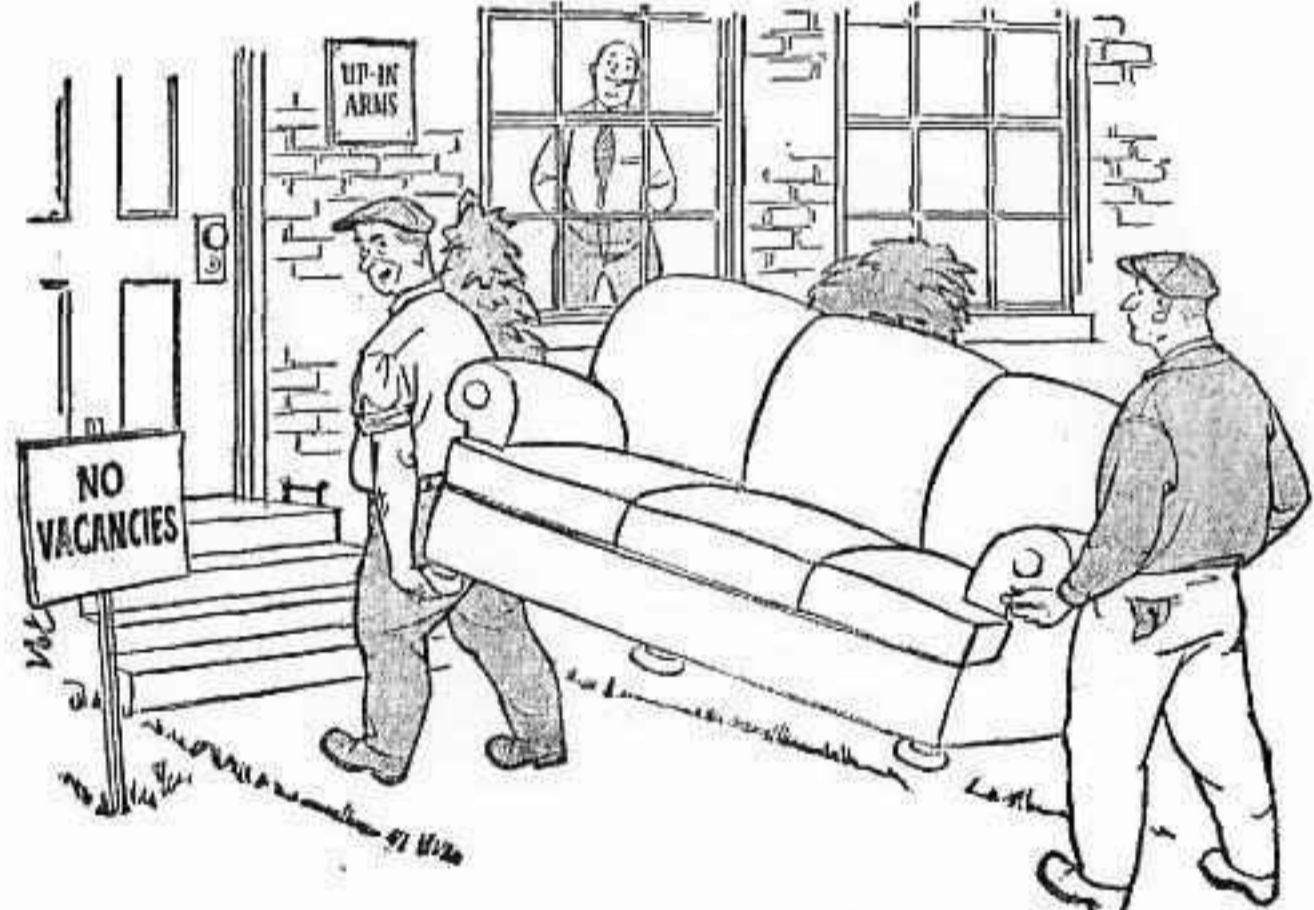
Sells our exclusive line of over 40 Different Series of Cards—Movie Stars, Radio Performers, Ball Players, Cowboys, Prize Fighters, Art Models, Fun Cards—Big variety for everybody, young and old.

SPECIAL FEATURES

A. B. T. slots. All metal construction. Enamel finish. Improved card Puller. Large cash box with separate lock. Compact—Legal—No Federal Tax.

IMMEDIATE shipment of Machines and Cards. Be first in your locality. Descriptive Circular and Sample Cards upon request.

EXHIBIT SUPPLY CO. 4222-30 W. LAKE ST. CHICAGO 24, ILL. (ESTABLISHED 1901)



"Talk about the breaks! Yesterday this guy finds G-E lamps for all his coin machines...today he lands a new apartment!" It's a break for you, too, when you light up your machines with G-E lamps. Even if they're hard to get, it pays to keep asking. General Electric Co., Nela Park, Cleveland 12, Ohio.



BUY FROM MARKEPP

It's Safer!

A. B. T. "CHALLENGER"

SAMPLE \$65.00

Write for Quantity Prices.

MARVEL'S POP-UP

\$49.50

Write for Quantity Prices.

MUSIC		ARCADE EQUIPMENT	
		Now	Used
Wurlitzer Vic. 24	\$215.00	Atomic Bomber Write	Ch. C. Hooky ... \$125.00
Wurlitzer 616	115.00	Super Roll	Lito League . . . 195.00
Seaburg Hi-Tone 8800-R.O.	350.00	Love Analyst. 195.00	Ch. C. Basket-hall 499.50
Singing Tower #201	195.00	Muto. Card Vendor 97.50	Super Triangle Write
Wurlitzer 412	98.00	Pop-Up 49.50	See. Target Conv. 89.00
Mills Thru	195.00	Challenger 85.00	Ch. C. Golfon 250.00
		Sportman Roll 425.00	Tally Roll . . . Write
		Wind Mill 19.50	Total Roll . . . 325.00
		B-BALL PIN GAMES	
		Marvel Catalina . \$125.00	Midget Races \$150.50
		Sea Hawk . . . 59.50	Defense (Genco) . . . 49.50
		Victory 69.50	Sky Ray 42.50
		Casablanca . . . 95.00	Target Skill . . . 47.50
		New Champ. . . 39.50	Attention 49.50
		Big League . . . 149.00	Zig Zag 59.50

4310 CARNEGIE AVE.

The MARKEPP Co.

CLEVELAND 3, OHIO

M. M. MARCUS & SONS

TEL. HE 1043

Yes YOU GET

ACTION

with

Floating Roll-over Button

* Floating Roll-Over Button—A new innovation that automatically registers balls passing over it.

The Feature That Makes

"ADVANCE ROLL"

T-E-R-R-I-F-I-C!



GENCO BUILDS GREATER GAMES

2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

CENTRAL OHIO COIN QUALITY BUYS

"There Is No Substitute for Quality"

GIGANTIC SALE
OF THE LARGEST STOCK OF COIN
OPERATED EQUIPMENT IN THE U. S. A.



PIN BALLS		Woolf Solomon	
SKY BLAZER	\$ 49.50	EAGLE SQUADRON	\$ 79.50
FOUR ACES	89.50	AIR CIRCUS	99.50
CAPT. KIDD	49.50	BOLOWAY	69.50
HOME RUN '42	59.50	SCHOOL DAYS	49.50
HI HAT	59.50	KNOCKOUT	89.50
GUN CLUB	49.50	SPORT PARADE	39.50
STREAMLINER	129.50	FLAT TOPS	129.50
BIG HIT—1 COIN	179.50	LEADER	39.50
BIG HIT—4 COIN	219.50	PLAY BALL	49.50
YANKEE DOODLE	129.50	HOLLYWOOD	129.50
MARINES AT PLAY	79.50	LEGIONNAIRE	49.50
BIG PARADE	89.50	STRATOLINER	49.50
LANDSLIDE	39.50	SUPERLINER	195.00
KEEP 'EM FLYING	109.50	BOMBARDIER	69.50
JUNGLE	49.50	SHANGRI LA—GOTTLIEB	129.50
MIDWAY	89.50	BOSCO	69.50
DEFENSE—GENCO	79.50	SENTRY	89.50
AMERICAN BEAUTY	79.50	KISMET	89.50
MUSTANG	59.50	ABC BOWLER	39.50
MARVEL BASEBALL	89.50	SPOT POOL	69.50
INVASION	89.50	PAN AMERICAN	49.50
DUDE RANCH	35.00	HOROSCOPE	49.50
		ARGENTINE	49.50

ARCADE AND PARK EQUIPMENT

TOTAL ROLL	\$375.00	LITE LEAGUE	\$250.00	CHAMPION BASKET	
PINCH HITTER		DRIVEMOBILE	169.50	BALL 1¢ (new)	\$74.50
(new)	399.50	MUTO PUNCHBAG	175.00	10 1/2 FT. SUPER SKEE	
ONE WORLD (new)	Write	VOICE RECORDER	119.50	ROLLS	
SKY FIGHTER	149.50	9-FT. SKEE ROLLS	109.50	10 1/2 FT. PREMIER SKEE	
AIR RAIDER	119.50	GROETCHEN		ROLLS	
TOMMY GUN		Typers	295.00	12 1/2 FT. PREMIER SKEE	
(late)	109.50	SCIENTIFIC		ROLLS	
WINDJAMMER	99.50	BASEBALL	99.50	14 FT. WURL. SKEE ROLL	
PANORAMS	275.00	14-FT. WURL		WEEK SCORE	\$295.00
RAPID FIRES	119.50	SKEE ROLL, A-1	269.50	AMUSEMENT JACK RAB-	
CHICKEN SAMS	82.50	"STAR" POPCORN MACHINES (NEW)		BIT. NEW	\$475.00
NEW RADIOTONE VOICE RECORDER AND BOOTH—Easy for attendant to operate	\$795.00				

WRITE FOR COMPLETE LIST

CONSOLES

5¢ SUPER BELLS, COMB. C.P. F.P.	\$149.50	JUMBO PARADES, C.P., LATE	\$109.50
5¢ BALLY HIGH HANDS, COMB.	125.00	JUMBO PARADES, COMB. F.P. C.P.	139.50
25¢ BOBTAILS, F.P.	129.50	JUMBO PARADES, F.P., A-1	79.50
5¢ BOBTAILS, F.P.	79.50	KENTUCKY CLUBS, C.P., A-1	89.50
5¢ BIG GAMES, F.P.	69.50	KEENEY'S 2-WAY 5-25¢ SUPER	
25¢ PACES REELS, C.P.	149.50	BONUS BELLS	WRITE
MILLS 4 BELLS, A-1	295.00	KEENEY'S 3-WAY SUPER 5-10-25	WRITE
MILLS 4 BELLS, LATE HEADS	395.00		

SPECIAL CLOSE-OUT PRICE
NEW GOALEES
\$319.50

NEW A. M. I. PHONOGRAPHS
DISTRIBUTORS FOR CENTRAL AND SOUTHERN OHIO

ONE BALLS, USED
PIMLICO \$249.50
VICTORY SPECIAL 429.50
SPORT SPECIAL 139.50
JUMBO '44, C.P. 189.50
VICTORY DERBY 395.00

NEW MACHINES — PROMPT DELIVERY

EXHIBIT'S MYSTERY	\$299.50	BALLY TRIPLE BELLS	\$895.00
UNITED'S HAVANA	299.50	CHI COIN GOALEE, NEW	379.50
BALLY DOUBLE BARREL	279.50	COLUMBIAS, 1-5-10-25¢	145.00
WILLIAMS TORNADO	309.50	DAVAL'S BUDDY CIG. REELS	33.00
CHI COIN KILROY	279.50	DAVAL'S GUSHER FRUIT, 1¢	49.50
BALLY ENTRY, C.P.	595.00	DAVAL'S GUSHER FRUIT, 5¢	54.00
BALLY SPECIAL ENTRY, F.P.	595.00	MARVEL'S POP UP	49.50
BOOMERANG	295.00	MILLS BLACK CHERRY BELLS	WRITE
WILLIAMS SHOW GIRL	319.50	MILLS GOLDEN FALLS	WRITE
A.B.T. CHALLENGER	65.00	MILLS NEW BELLS	WRITE
ACE COIN COUNTERS	139.50	MILLS NEW VEST POCKETS	74.50
AMUSEMATIC JACK RABBIT	475.00	PINCH HITTER	459.00
BALLY DE LUXE DRAW BELLS	512.50	PREMIER SKEE ROLLS	395.00
BALLY SPECIAL ENTRY	WRITE	GOTTLIEB 3-WAY GRIPPERS	39.50
NEW CHICAGO COIN BASKET BALL CHAMP	\$499.50		

NEW AND USED QUALITY SLOTS AND SAFES

5¢ BLUE FRONTS	\$ 99.50	REBUILTS LIKE BRAND NEW	
5¢ BROWN FRONTS	109.50	5¢ COPPER, GOLD AND BLUE	
10¢ BLUE FRONTS	119.50	HAMMERLOID FINISH	\$205.00
10¢ BROWN FRONTS	129.50	10¢ COPPER, GOLD AND BLUE	
50¢ BLUE FRONTS	250.00	HAMMERLOID FINISH	210.00
50¢ JENNINGS CHIEFS	250.00	25¢ COPPER, GOLD AND BLUE	
		HAMMERLOID FINISH	215.00
		DRILL PROOF AND KNEE ACTION	

NEW REVOLVAROUND SAFES AND BOX SLOT STANDS

Heavy Steel Custom Built Single and Double Revolveround Safes, Burglar Proof. Will take all makes Slot Machines. Bottom Door for Storage or Weights.

SINGLE SAFES	\$175.00	CHICAGO METAL REVOLVAROUND SAFES	
DOUBLE SAFES	225.00	DOUBLE UNIVERSAL	\$129.50
LOCK BOX STANDS	27.50	DOUBLE DE LUXE	174.50
		TRIPLE DE LUXE	275.00

MUSIC

SEEBURG 8200, R.C.	\$375.00	WURLITZER 850's	\$450.00
SEEBURG 8800, R.C.	360.00	WURLITZER 616's	89.50
ROCK-OLA STANDARD	265.00	WURLITZER 600	249.50
SEEBURG ENVOY, R.C.	329.50	WURLITZER 500	295.00
SEEBURG HIDEAWAY, R.C.	295.00	WURLITZER #125 WALL BOXES	32.50
AMI HIGHBOY, 40 SELECTIONS	435.00	WALLMATICS, W.S., Z.Z.	29.50
SINGING TOWERS, 1945	225.00	BAROMATICS, R.C.	42.50

ONE-HALF CERTIFIED DEPOSIT WITH ORDERS

CENTRAL OHIO COIN MACHINE EXCHANGE

185-189 E. TOWN ST., COLUMBUS 15, O. Phones AD 7949, AD 7993

SEA COIN

WILL MAKE MORE COIN FOR YOU

Perfect Operation on Dimes

Ten Minutes To Convert

ESCALATOR CONVERSION for BELL TYPE MACHINES

Also Nickels Quarters and Halves

TRY FOR 5 DAYS IF NOT SATISFIED RETURN AND RECEIVE REFUND

TRY ONE ON EACH DENOMINATION

List Price \$7.85

SEATTLE COIN MACHINE CO.

PATENT PENDING
CA. 8833. 3225-27 WESTERN AVE., SEATTLE, WASH.

REMEMBER THIS

SOLID COLOR
NON-INFLAMMABLE
NON-BRITTLE
SHRINK-PROOF
EXPERTLY MOLDED — PERFECT FIT

Now! Unbreakable! Guaranteed! Clear, transparent plastic windows for Model 850 Program Holder. \$5.00 Per Set.

acme PLASTICS
ARE UNCONDITIONALLY GUARANTEED AGAINST BREAKAGE FOR 3 YEARS

Determine Right or Left as You Face Phonograph

ROCK-OLA Standard, Master, De Luxe or Supers: Each		"Classic"—"Colonel": Top Corners (Gold Red, Yellow or Green)	\$ 6.00	750 Middle Sides	\$ 2.25
Top Corners (Solid Red, Yellow or Green)	\$12.75	"Dadel"—"Major": Top Corners	2.50	850 Top Corners	12.50
Lower Sides (Red or Yellow)	12.75	WURLITZER Each		850 Lower Sides	8.75
Top Door Plastic (Red, Yellow or Green)	6.75	800 Top Corners	\$18.50	850 Top Center	12.50
Commandos		800 Middle Sides	3.25	850 Peacock Glasses	5.00
Top Corners	8.00	800 Top Centers (Right or Left, Red)	9.50	850 Peacock Sides	12.50
Top Center	7.00	800 Back Sides (Green)	9.50	24 Top Corners	1.20
Long Sides	12.75	800 Top Centers (Onyx)	5.25	24 Lower Sides	5.50
Combination Yellow and Red Color Scheme		600, 500 Top Corners	5.50	41, 81, 71 Top Corners	5.50
SEEBURG		700 Top Corners	8.50	MILLS	
"Hi-Tone" Model 9800, 8800, 8200:		700 Lower Sides	8.50	Available in Red, Yellow or Green.	
Lower Sides (Solid Red, Yellow or Green)	\$14.50	750 Back Sides	8.50	Throne—Empress: Each	
"Hi-Tone" Grille Pillars (Solid Red, Yellow, Green or Onyx)	2.25	750 Top Corners	9.75	Top Corners	\$14.00
		750 Lower Sides	9.75	Throne—Empress:	
		750 Top Center	5.50	Lower Sides	14.00

SHEET PLASTIC
Not Painted Non-Brittle 20"x50", Pliable.
Per Sheet \$12.50
50 gauge, red, yellow, green or clear.
60 Gauge, Per Sheet \$14.50

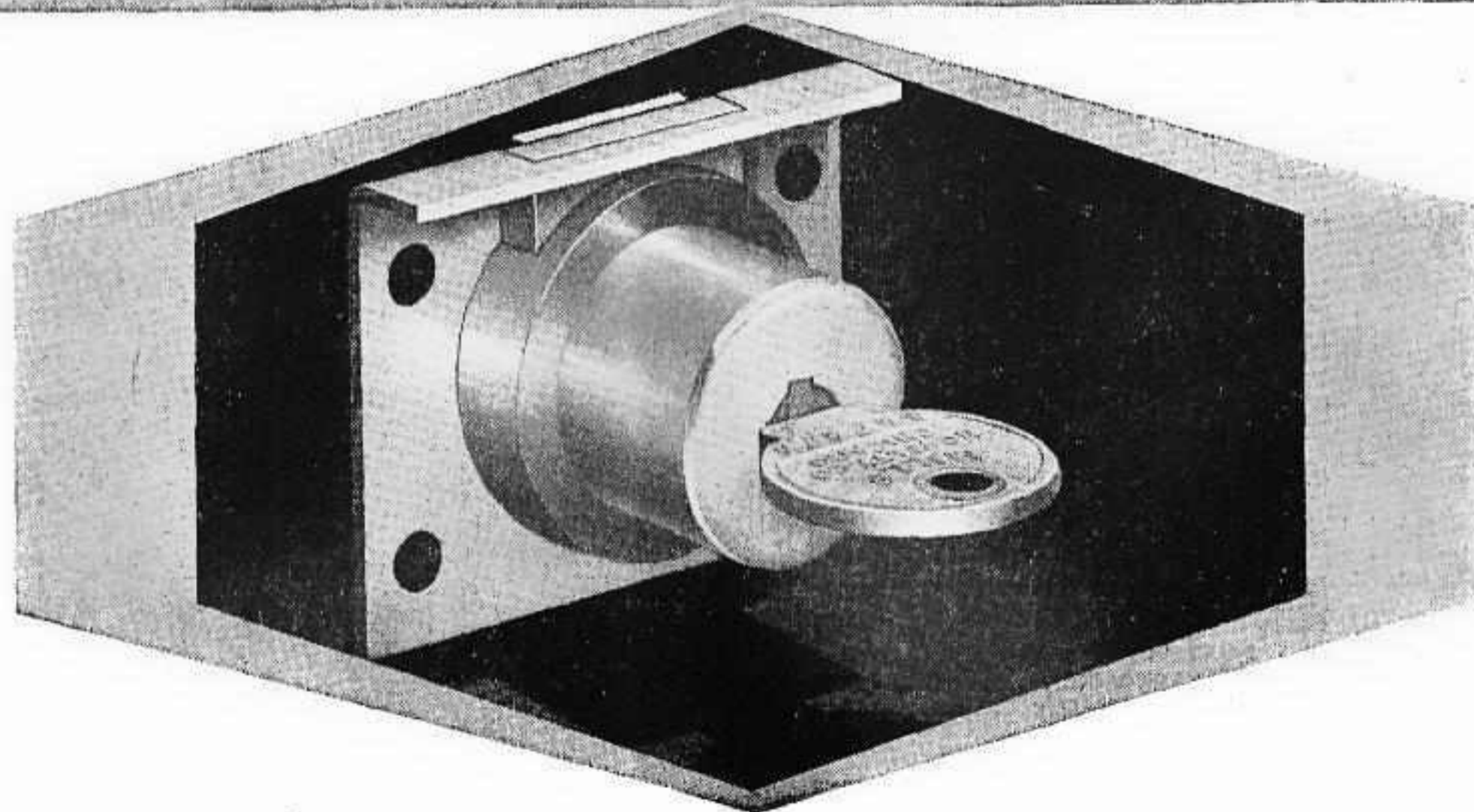
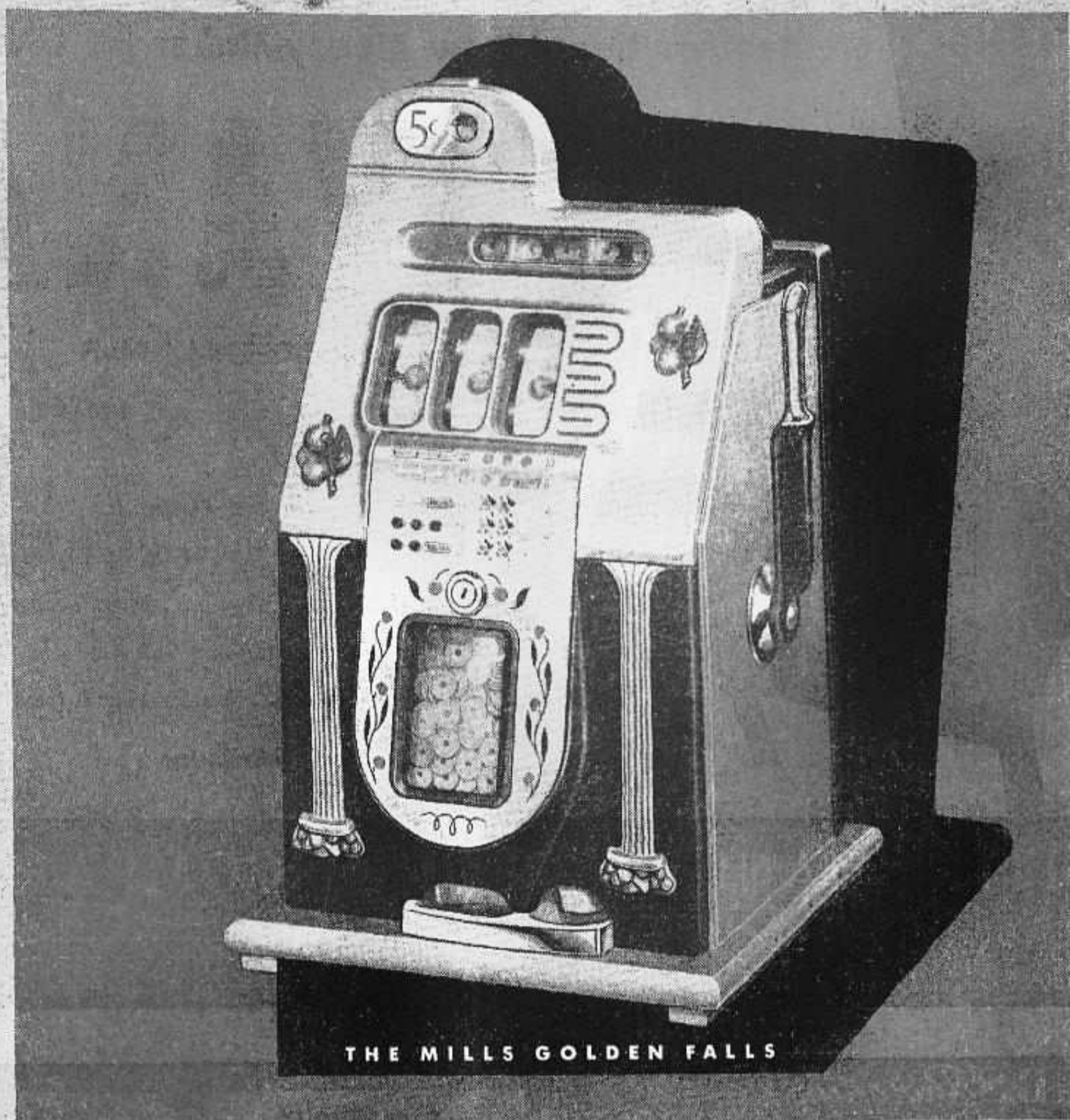
IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!

TERMS: 1/3 Deposit With Order, Balance C.O.D., F.O.B. New York. Remit Full Payment and Save C.O.D. Charges. Checks Acceptable!

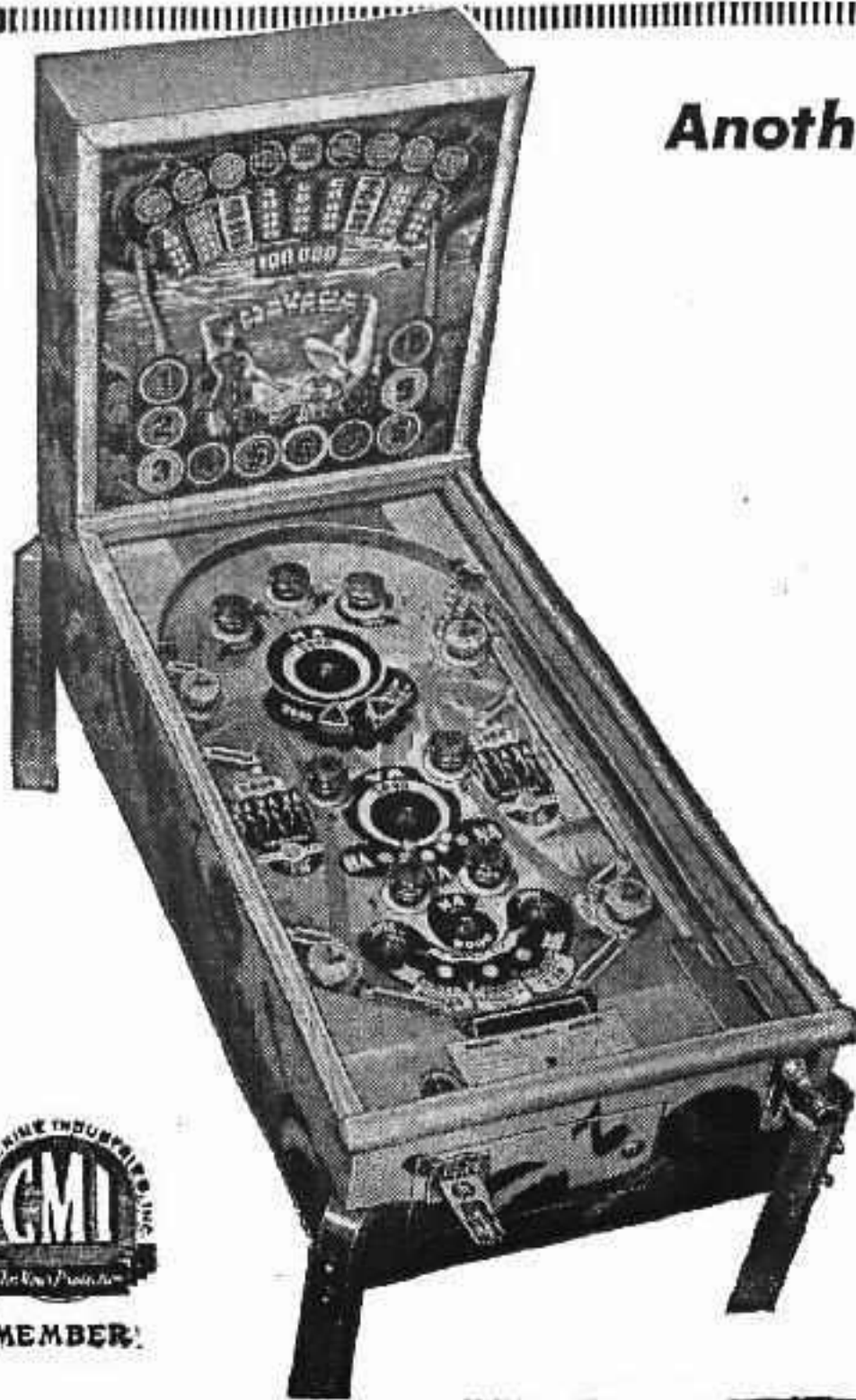
ORDER FROM YOUR NEAREST DISTRIBUTOR!

ACME SALES CO.

505 W. 42nd ST. New York 18, N. Y. LO. 3-4138



UNDER LOCK AND KEY! THE LOCK used on all Mills Bell Machines is the famous Bell Lock, an exceptionally strong lock manufactured by Mills. No ordinary key is used. Instead of the standard type, a special key blank is used, with special grooves on sides; these irregular shaped grooves operate the tumblers on the lock. To duplicate this key is a practical impossibility. The lock itself is extremely sturdy, protects your valuable investment to the "nth" degree. It pays to have good dependable locks on your equipment and the best lock you can get is the Mills Lock! **BELL-O-MATIC CORPORATION**
 Exclusive National Distributor: Mills Bell Products, 4100 Fullerton Avenue, Chicago 39, Illinois.



Another Great New Money-Maker by UNITED!

HAVANA

FIVE-BALL NOVELTY-REPLAY GAME

Greater Than "RIO"!

- ★ New Tantalizing, Caroming Ball Action
- ★ HA-VA-NA Feature Is Terrific Build-Up To High Scores
- ★ Fourteen Ways To Score Replays . . . More Thrills
- ★ Saucer Kick-Out Pockets . . . Cross-Ball Action
- ★ Multiple Scoring Pockets . . . Greater Play Appeal

See Your Distributor

UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS

BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

LOS ANGELES see Bill Hoppel
MILWAUKEE see Carl Hoppel

RECONDITIONED CONSOLES

COMPLETELY REBUILT AND REFINISHED LIKE NEW

MILLS THREE BELLS	\$375.00	KEENEY 4-WAY, 5-5-5-25¢	\$275.00
MILLS 4-BELLS, LATE 5-5-5-25¢	325.00	KEENEY 4-WAY, 5-5-5-5¢	250.00
MILLS 4-BELLS, ORIG. 5-5-5-25¢	250.00	KEENEY TWIN, 5-25¢, F.P., P.O.	189.50
MILLS 4-BELLS, ORIG. 5-5-5-5¢	199.50	KEENEY TWIN, 5-25¢, P.O.	149.50
BALLY CLUB BELL, F.P., P.O.	89.50	KEENEY SUPER BELL, 25¢, F.P., P.O.	109.50
BALLY HI HAND, F.P., P.O.	89.50	KEENEY SUPER BELL, 5¢, F.P., P.O.	89.50
MILLS JUMBO, LATE, F.P., P.O.	89.50	EVANS LUCKY LUCRE, 3-5¢, 2-25¢	89.50
MILLS JUMBO, LATE, P.O.	59.50	EVANS LUCKY LUCRE, 5-5-5-5¢	59.50
MILLS JUMBO, LATE, F.P.	49.50	JENNINGS BOB TAIL	49.50

GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER MODEL 950	\$450.00	ROCK-OLA COMMANDO	\$295.00
WURLITZER MODEL 850	450.00	ROCK-OLA SUPER ROCK-O-LITE	275.00
WURLITZER MODEL 750	425.00	SEEBURG 8800 ROCK-O-LITE	295.00
WURLITZER MODEL 700	375.00	SEEBURG CLASSIC ROCK-O-LITE	245.00

WURLITZER, MODEL 1015 Write
SEEBURG, MODEL 1, '46 Write

AIREON, 1946 MODEL Write
A. M. I., 1946 MODEL Write

ONE BALL MULTIPLE TABLES

GOTTLIEB DAILY RACES	WRITE	BALLY VICTORY SPECIAL, F.P.	\$350.00
BALLY VICTORY DERBY, F.P., P.O.	\$375.00	BALLY LONGACRE	145.00
BALLY PIMLICO	79.50	BALLY THOROBRED	145.00

RECONDITIONED SLOTS

NEW MILLS GOLDEN FALLS	WRITE	NEW MILLS BLACK CHERRY BELLS WRITE	
MILLS BLUE FRONTS (Refin.), 5¢	109.50	NEW PACE DE LUXE, 5¢	\$245.00
MILLS BLUE FRONTS (Refin.), 10¢	119.50	NEW PACE DE LUXE, 10¢	255.00
MILLS BLUE FRONTS (Refin.), 25¢	129.50	NEW PACE DE LUXE, 25¢	265.00
NEW MILLS VEST POCKET	74.50	NEW PACE DE LUXE, 50¢	375.00
		NEW PACE DE LUXE, \$1.00	550.00

AMUSEMENT MACHINES

GENCO'S TOTAL ROLL	\$275.00	SPORTSMAN ROLL	\$425.00
PINCH HITTER	295.00	GENCO ADVANCE ROLL	499.50
ENTERPRISE'S TRI-SCORE	275.00	ELECTROMATON ROL-A-SCORE	WRITE
KONTEST BOMBER	274.50	ENTERPRISE'S ONE WORLD	WRITE
MILLS PANORAM & SOLO-VUE	395.00	PREMIER "BOWLO"	469.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

Badger Sales Co., Inc.
2251 WEST PICO BLVD.,
LOS ANGELES 6, CALIF.
ALL PHONE DR. 4326.

Badger Novelty Co.
2546 NORTH 30TH STREET,
MILWAUKEE 10, WIS.
ALL PHONE KIL. 3030.

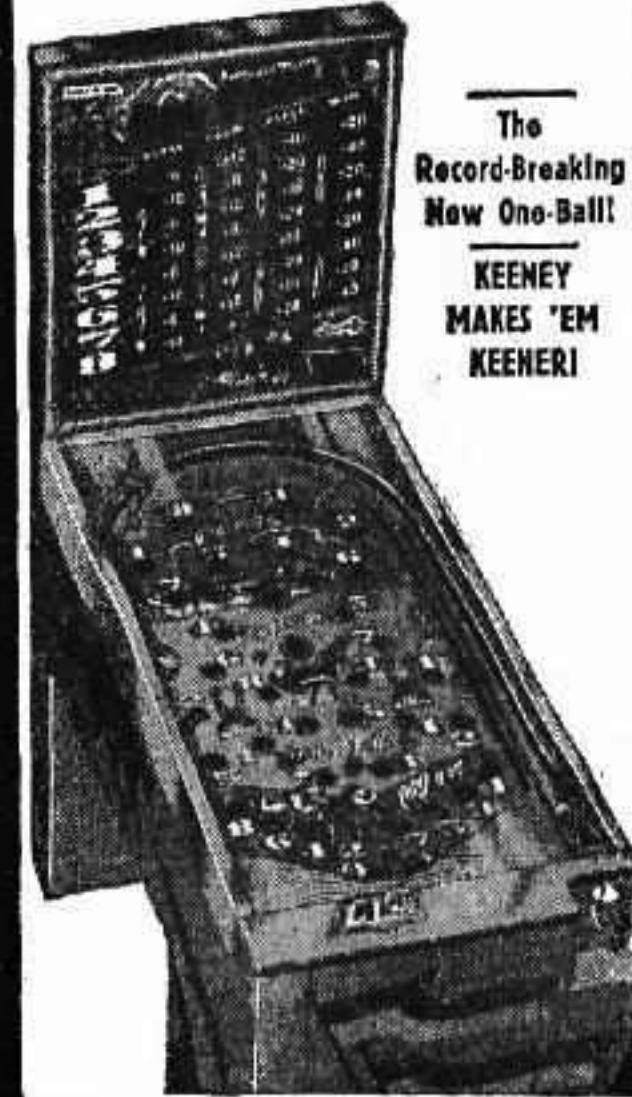
DOUBLE YOUR PROFITS WITH BIG PARLAY!



The Record-Breaking New One-Ball KEENEY MAKES 'EM KEENERI

It's New! It's Different! It's Terrific!

DOUBLE YOUR PROFITS WITH BIG PARLAY!



The Record-Breaking New One-Ball KEENEY MAKES 'EM KEENERI

It's New! It's Different! It's Terrific!



1014 N. Ashland Ave.
CHICAGO 22, ILLINOIS
BRUNSWICK 2338-6878
1513 Oak Street
KANSAS CITY, MO.
Victor 8404

WORLD WIDE DISTRIBUTORS

Exclusive Keeneey Distributors in Illinois, Iowa, Nebraska, Kansas & Missouri

AMI DE LUXE MODEL "A" PHONOGRAPH

IT MAKES MORE MONEY*

Roll all the features of the Model "A" AMI phonograph into one, and you come up with the simple basic fact: "The AMI makes more money!" We know this is the feature which interests you most of all because phonograph earning power is the only solution for today's success in music operating.



We can't hope that an ad will convince you; all we can do is suggest that some day soon you get permission to travel along with an operator collecting a route of AMI's.

TENNESSEE MUSIC DISTRIBUTORS

145 LAFAYETTE STREET

NASHVILLE 10, TENNESSEE

HAROLD MIDYETT, Owner

Sub-Distributor for Western Tennessee

CENTRAL AMUSEMENT CO.

1144 UNION AVENUE

MEMPHIS, TENNESSEE

AMI playing both sides of 20 records to give 40 selections



What **ACTION!** THAT'S **MAISIE!**
 What **APPEAL!** THAT'S **MAISIE!**
 What **EARNINGS!** THAT'S **MAISIE!**

What a Game!
THAT'S GOTTLIEB'S NEW
SENSATIONAL 5-BALL FREE PLAY!
AND THAT'S NOT ALL, BROTHER!

MEET **MAISIE** AT
 YOUR DISTRIBUTOR NOW!

DAILY RACES

One-Ball, convertible to fast 5-Ball Play.
 Available in Payout or Replay Models.
 Changing Multiple Odds. Number One in
 One-Balls . . . Number One in Play!

Improved, DeLuxe

GRIP SCALE

3-WAY STRENGTH TESTER

Consistently Best Since 1927!

D. Gottlieb & Co.

"There Is No Substitute for Quality!"

TWENTY YEARS OF LEADERSHIP

1140 N. Kostner Ave.

Chicago 51, Illinois

WE'RE BEHIND AMI 100%



**WESTERN
 UNION**

JOSEPH L. EGAN
 PRESIDENT

947 APR 16

Send the following telegram, subject to the terms on back hereof, which are hereby agreed to
 156 DL PD

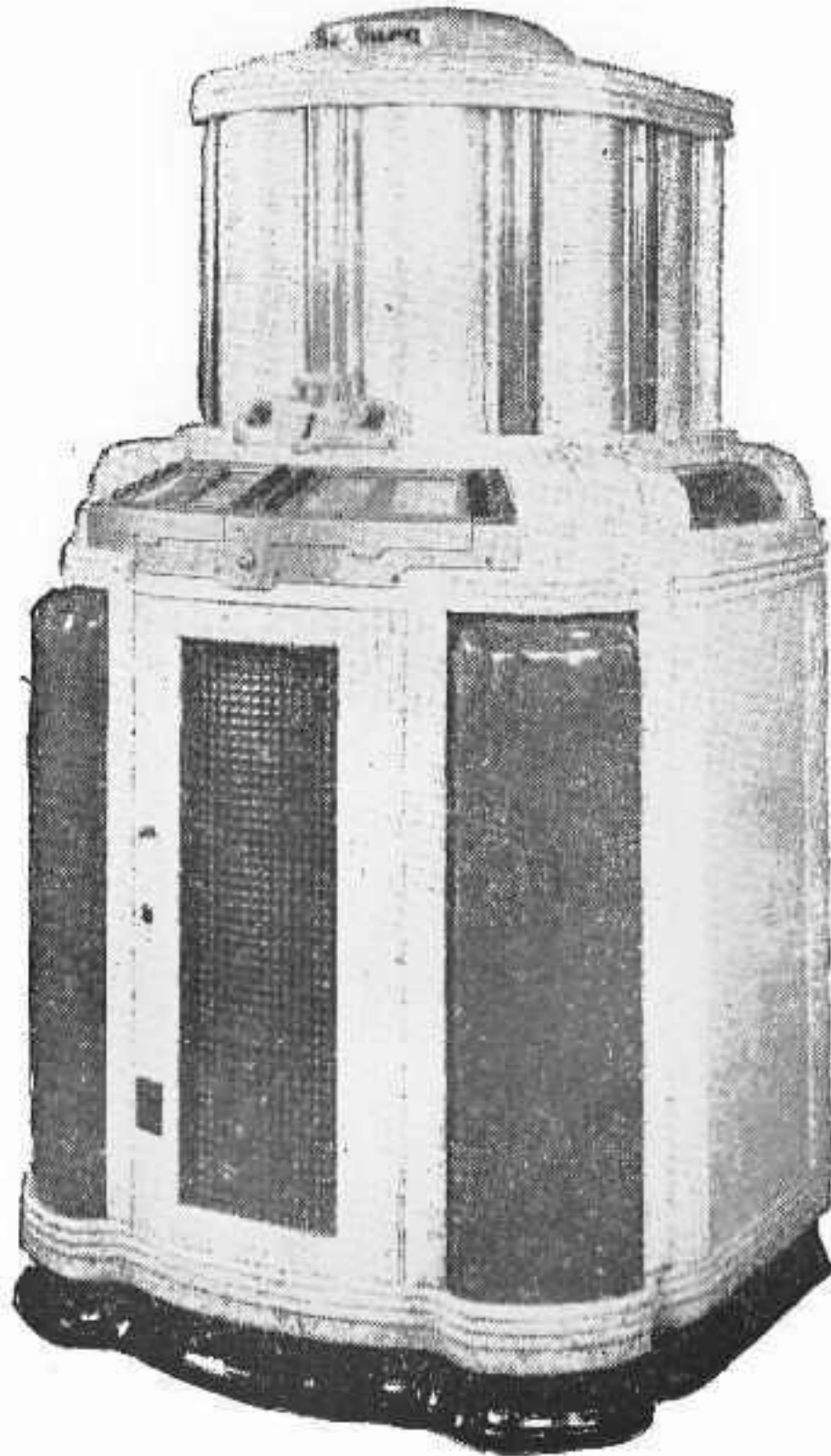
**JOHN HADDOCK
 AMI INC**

RECEIVED YOUR LETTER REGARDING AMI REORGANIZATION AND HASTEN TO ASSURE
 YOU THAT WE ARE BEHIND YOU 100 PERCENT AND HAVE COMPLETE FAITH IN YOUR
 ABILITY TO OVERCOME ANY OBSTACLES. THE AMI 40 SELECTION PHONOGRAPH
 HAS TAKEN HOLD IN MY TERRITORY AND IS ENJOYING UNPRECEDENTED OPERATOR
 ACCEPTANCE. DESPITE ANY EMBARRASSMENT YOU MAY BE SUFFERING ON OTHER
 SCORES RIGHT NOW I WANT YOU TO KNOW THAT THE AMI IS THE BEST PHONOGRAPH
 ON THE MARKET FROM THE POINT OF VIEW OF STEPPING UP COLLECTIONS AND
 MINIMIZING SERVICE; AND, NOT ONLY ARE YOU TO CONTINUE SHIPPING MY
 WEEKLY QUOTA BUT I WILL PROBABLY ASK THAT YOU INCREASE MY
 AND YOU CAN BET YOUR BOTTOM DOLLAR THAT I WILL STAND BEHIND IT TOO.
 YOUR PERSONAL REAFFIRMATION OF THIS STAND IS APPRECIATED BUT
 SUPERFLUOUS BECAUSE EVERYONE KNOWS JOHN HADDOCK AND EVERY AMI
 OPERATOR AND DISTRIBUTOR RESPECTS YOUR HONESTY
 DAVID ROSEN
 12:41 PM

R80

DAVID ROSEN

855 NORTH BROAD STREET, PHILADELPHIA 23, PA.
 PHONE: STEVENSON 2258-2259



SEEBURG HI-TONES, 8800, RC-ES \$300.00

Order now at this rock bottom price. You can see they are "beauties" from this unretouched picture. And they are 100% rebuilt—ready to give you 100% perfect performance on location.

**PICK YOURSELF A TOP QUALITY SHAFFER BARGAIN
EVERY MACHINE IS GUARANTEED 100% RECONDITIONED**

OPERATORS, NOTE—You can order from this list with full confidence. Every machine is rebuilt from start. Cabinet is completely refinished—with new glass, plastics, grille cloth where needed. All parts are cleaned, checked and tested. New parts replace all broken or worn parts. Careful crating assures safe arrival.

PHONOGRAPHS

Seeburg 8200, RC	\$300.00
Seeburg 8200, ES	285.00
Seeburg 9800, RC	300.00
Seeburg 9800, ES	285.00
Seeburg 8800, RC	300.00
Seeburg 8800, ES	285.00
Seeburg "Colonel," RC	275.00
Seeburg "Colonel," ES	265.00
Seeburg "Commander," RC	275.00
Seeburg "Envoy," RC	275.00
Seeburg "Maestro," ES	265.00
Seeburg "Vogue," RC	255.00
Seeburg "Classic"	250.00
Seeburg "Crown"	200.00
Seeburg 8200 "Victory"	240.00
Seeburg "Royal"	190.00
Wurlitzer 780	295.00
Wurlitzer "Victory," 600	175.00
Wurlitzer "Victory," 24	150.00
Wurlitzer "Victory," 616	130.00

Wurlitzer 580 Speaker	\$ 50.00
Wurlitzer 412	90.00
Wurlitzer 50	95.00
Rock-Ola "Premier"	275.00
Rock-Ola "Commando"	275.00
Rock-Ola "Super"	250.00
Rock-Ola "Imperial 20"	110.00
Mills "Empress"	175.00

PIN GAMES

"Victory Derby" (1 ball) (new)	\$295.00
"Big League"	140.00
"Liberty"	70.00
"Catalina"	85.00
"Big Parade"	65.00
"Knockout"	60.00
"Five, Ten & Twenty"	55.00
"Keep 'Em Flying"	55.00
Genco "Defense"	55.00
"Sky Blazer"	45.00
"Majors, '41"	40.00

"Miss America, '44"	\$ 40.00
"Four Diamonds"	40.00
"School Days"	40.00
"Champ"	40.00
"Strat-O-Liner"	40.00
"Horoscope"	40.00
"Duplex"	40.00
"Double Play"	40.00
"Marines At Play"	40.00
"Eagle Squadron"	40.00
"Snappy"	35.00
"Sea Hawk"	35.00
"Paradise"	35.00
"ABC Bowler"	35.00
"Attention"	30.00
"Play Ball"	30.00
"Band Wagon"	30.00
"Big Chief"	30.00
"Gun Club"	30.00

ARCADE

"Goalee" (new)	\$249.50
"Total Roll"	350.00

"Batting Practice"	\$ 85.00
"Whizz"	89.50
Marvel "Pop Up"	49.50
Buckley "Treasure Island" Diggers	45.00

CONSOLES & SLOTS

May Bell (5-5-5-25c) (new)	\$250.00
Keeney 4 Way Super Bell (5-5-5-25c)	250.00
Keeney "Kentucky Skill Time"	70.00
Bally "Roll 'Em"	70.00
25c "Black Cherry"	150.00
10c "Black Cherry"	150.00
5c "Black Cherry"	150.00
10c Cherry Bell	135.00
10c Chrome	105.00
10c "Bronze Chief"	225.00
.5c "Blackhawk"	220.00

ATTENTION, CANADIAN CUSTOMERS
Deposits must be made by New York Draft. Shipment on order notify bill of lading with balance sight draft payable in American dollars.



All Items Offered Subject To Prior Sale. State Second and Third Choice in Pin Games.
Terms: 50% Certified Deposit, Balance C. O. D.

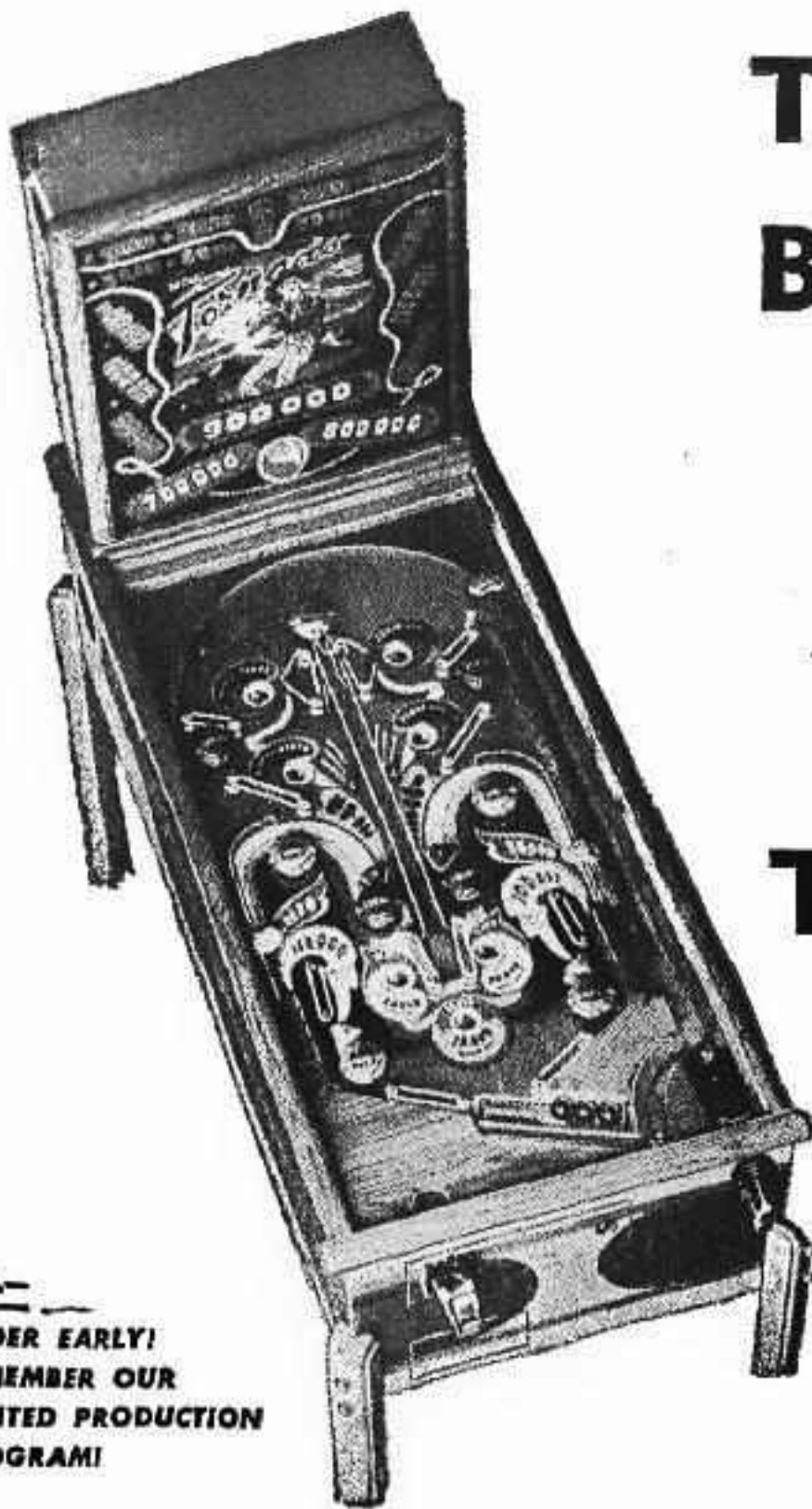
**KEEP UP TO DATE ON OUR
LATEST USED BUYS. PUT
YOUR NAME ON OUR MAILING LIST**

SHAFFER MUSIC CO.

CHARLESTON, W. VA.
1619 W. Washington St.
Phone 63381

COLUMBUS 15, OHIO
606 South High St.
Phone MAin 5563

WHEELING, W. VA.
2129 Main St.
Phone 784



**TAKES 'EM
BY STORM!**

**NO OTHER
GAME
LIKE**

TORNADO!

Williams
**MANUFACTURING
COMPANY**

161 W. Huron St.
Chicago 10, Ill.



**ACTION!
HIGH SCORE—
950,000!**



**P. S.—
ORDER EARLY!
REMEMBER OUR
LIMITED PRODUCTION
PROGRAM!**

ATLAS

**WHERE FRIENDLY PERSONAL SERVICE
HELPS KEEP YOUR BUSINESS PROFITABLE!**

NEW BELLS

- Jennings Standard Chief, 5¢ \$269.00
- Jennings Standard Chief, 10¢ 279.00
- Jennings Standard Chief, 25¢ 289.00
- 50¢ 399.00
- Jennings Super DeLuxe (Life-Up) Chief, 5¢ 324.00
- 10¢ 334.00
- 25¢ 344.00
- 50¢ 454.00
- \$1.00 Pace DeLuxe Bell
- Groetchen Columbia Jackpot Bell 145.00
- Weighted Box Stands 27.50
- Double Revolve Around Safes 175.00
- Triple Revolve Around Safe 262.00

NEW COUNTER GAMES

- ABT Challenger.....\$65.00
- Daval Best Hand..... 59.50
- Whirlball 47.50
- SKILL THRILL .. \$57.50**
(DAVAL'S "SHOOT A PENNY" GAME)

The Finest In New and Used Equipment

**BRAND NEW
EQUIPMENT
FOR PROMPT DELIVERY**

- KILROY • MYSTERY
- BALLY ENTRY • SPECIAL ENTRY
- HAVANA • ADVANCE ROLL
- JENNINGS CHALLENGER
- EVANS' RACER • BANGTAILS,
- COMB. • ATOMIC BOMBER

**BASKETBALL
CHAMP**

PHONOGRAPHS

- WURL. 71 (Counter).....\$175.00
- WURL. 61 (Counter)..... 125.00
- WURLITZER 616..... 175.00
- WURLITZER VICTORY K... 225.00
- WURLITZER 600 225.00
- SEEBURG CLASSIC 295.00
- SEEBURG GEM 245.00
- SEEBURG REX 175.00
- MILLS EMPRESS..... 250.00
- MILLS THRONE 225.00
- SEEBURG HI-TONE 350.00

USED GAMES

- VICTORY DERBY\$350.00
- 5¢ JENN. CLUB CONSOLE 100.00
- 10¢ JENN. CLUB CONSOLE 125.00
- 25¢ JENN. CLUB CONSOLE 150.00
- GOTTLIEB GRIPPER 24.50
- 5¢ BIG GAME, P.O. 89.50
- 25¢ PACES REELS, P.O. 109.50
- 25¢ JUMBO PARADE, P.O. 149.50
- GOALEE 295.00
- KIRK ASTROLOGY SCALE .. 124.50
- CHICPIN HOCKEY 125.00
- 1¢ MARVEL 17.50
- VEST POCKET BELL 49.50
- SPINNING REELS 79.50

**ALL USED MACHINES
COMPLETELY RECON-
DITIONED AND
REFINISHED**

ATLAS
NOVELTY COMPANY

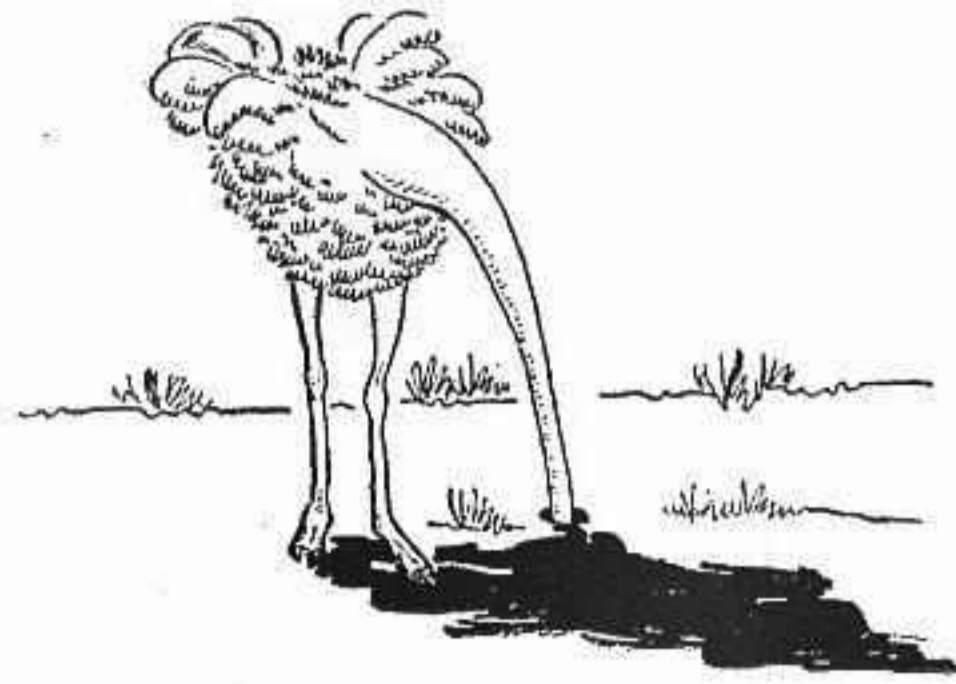
2200 N. WESTERN AVE. - PHONE ARMitage 5005 - CHICAGO 47

Assoc. ATLAS MUSIC CO., 4704 CASS AVE., DETROIT 1
ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURG 19
Offices ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9



**TERMS:
1/3 DEPOSIT
BALANCE C. O. D.**





LEADING OPERATORS ARE NOT "PLAYING OSTRICH".

Leading Southwestern operators are on their toes...their eyes are open to the greater opportunities of Seeburg Scientific Sound Distribution. They are not installing it "half way" .. but are using enough of the correct equipment to do the job right. They know that customers enjoy this finer, life-like music... that they will spend more nickels, more often to hear it.

★ *The Correct number of SPEAKERS*
scientifically placed for even, distribution of volume..not greater volume



★ *The DUAL REMOTE CONTROL UNIT*
at cashier's stand to tune the volume to fit large and small crowds (or cancel records)

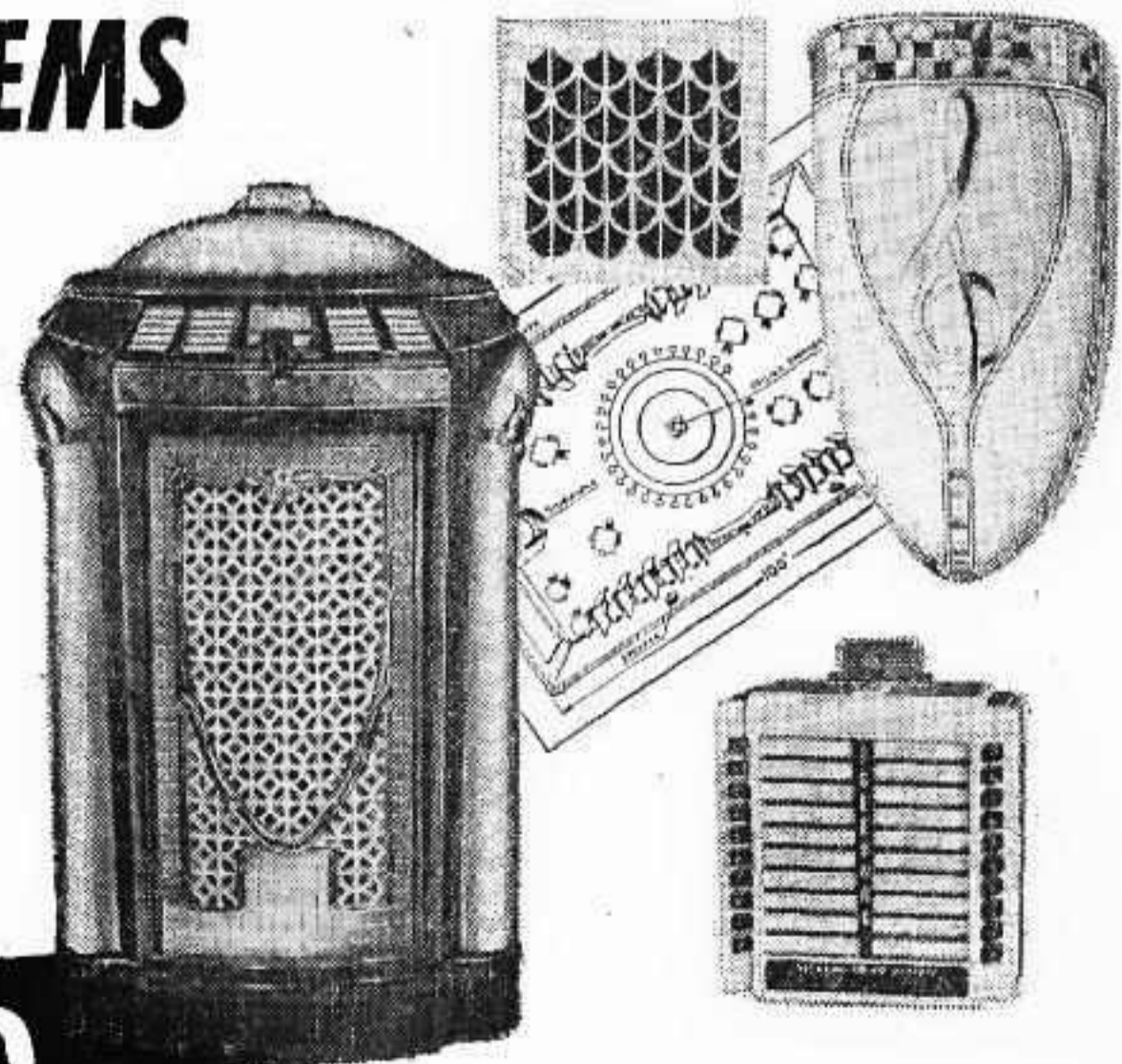


.. these are among the "MUSTS" in

Seeburg **SCIENTIFIC SOUND DISTRIBUTION,** DEPENDABLE MECHANISMS **FINEST OF MUSIC SYSTEMS**

Consult
S. H. Lynch & Co.
Seeburg Offices
DEPENDABLE MECHANISMS

- ★ Dallas, Pacific at Olive
- ★ San Antonio, 241 Broadway
- ★ Houston, 910 Calhoun
- ★ Memphis, 1049 Union Avenue
- ★ New Orleans, 832 Baronne
- ★ Oklahoma City, 900 N. Western



S. H. LYNCH & CO.
Exclusive Southwest Distributors

SILVER LINING for SMART OPERATORS' POCKETS!

SOUTHERN AUTOMATIC BUYS

IN QUALITY RECONDITIONED EQUIPMENT

ARCADE EQUIPMENT

BANK BALL, LIKE NEW	\$179.50	ANTI AIRCRAFT GUN	\$ 39.50
PITCH 'EM & CATCH 'EM	69.50	FLOOR GRIP TESTER	49.50
CHICAGO COIN HOCKEY	89.50	AVIATION STRIKER	69.50
SKYFIGHTER	99.50	PHOTOMATIC	375.00
BATTING PRACTICE	49.50	PERISCOPE	59.50
MUTO'S CARD VENDER	19.50	CUPID'S WHEEL	59.50
NEW WINDMILL, JR.	12.50	HOLLY GRIP TESTER	12.50
LOVE TESTER	75.00	WIND JAMMER	69.50
ADVICE TO SINGLE MEN	29.50	TAIL GUNNER	39.50
SEEING IS BELIEVING	39.50	SUPER BOMBER	119.50
ADVICE TO SINGLE WOMEN	29.50	COALEE	219.50
SHOOT THE CHUTE	49.50	AIR RAIDER	59.50
RAPID FIRE	69.50	BALLY TORPEDO	59.50
SEEBURG GUN CONVERTED TO COINEX	\$ 59.50	VIEW A SCOPE	39.50
TARGET RANGE		TOMMY GUN	59.50
		BALLY SKY BATTLE	99.50
		BALLY ALLEY	49.50

USED PHONOGRAPHS

SEEBURGS

MAYFAIR	\$160.00
PLAZA	160.00
R.C. COMMANDER	215.00
R.C. 8200	325.00
R.C. 8800	325.00
R.C. 9800	325.00
R.C. COLONEL	295.00
R.C. ENVOY	295.00
8200 CONVERSION	175.00

MILLS

THRONE OF MUSIC	\$125.00
-----------------	----------

ROCK-OLAS

SPECTROVOX	\$ 65.00
PREMIER	185.00

WURLITZERS

950	\$375.00
VICTORY MODEL 16	125.00
61	75.00
TWIN TWELVE	75.00
616	95.00
716	95.00
VICTORY MODEL 24	150.00
HIDEAWAY	75.00
700	325.00
850	395.00
500	185.00
600	185.00

A.M.I.

SINGING TOWERS	\$125.00
MODEL 38	75.00

Terms: 1/3 Deposit, Balance Sight Draft

ALL READY TO OPERATE!

NEW DAVAL SKILL THRILL



Fastest action pistol-target game on the market! Jam-proof pistol shoots actual pennies . . . returns them to player when target is hit. Small — compact . . . requires less than 9" counter space. Colorful, streamlined metal case fully enclosed in durable plastic top, glass sides. Extra large cash box holds over \$100 in pennies!

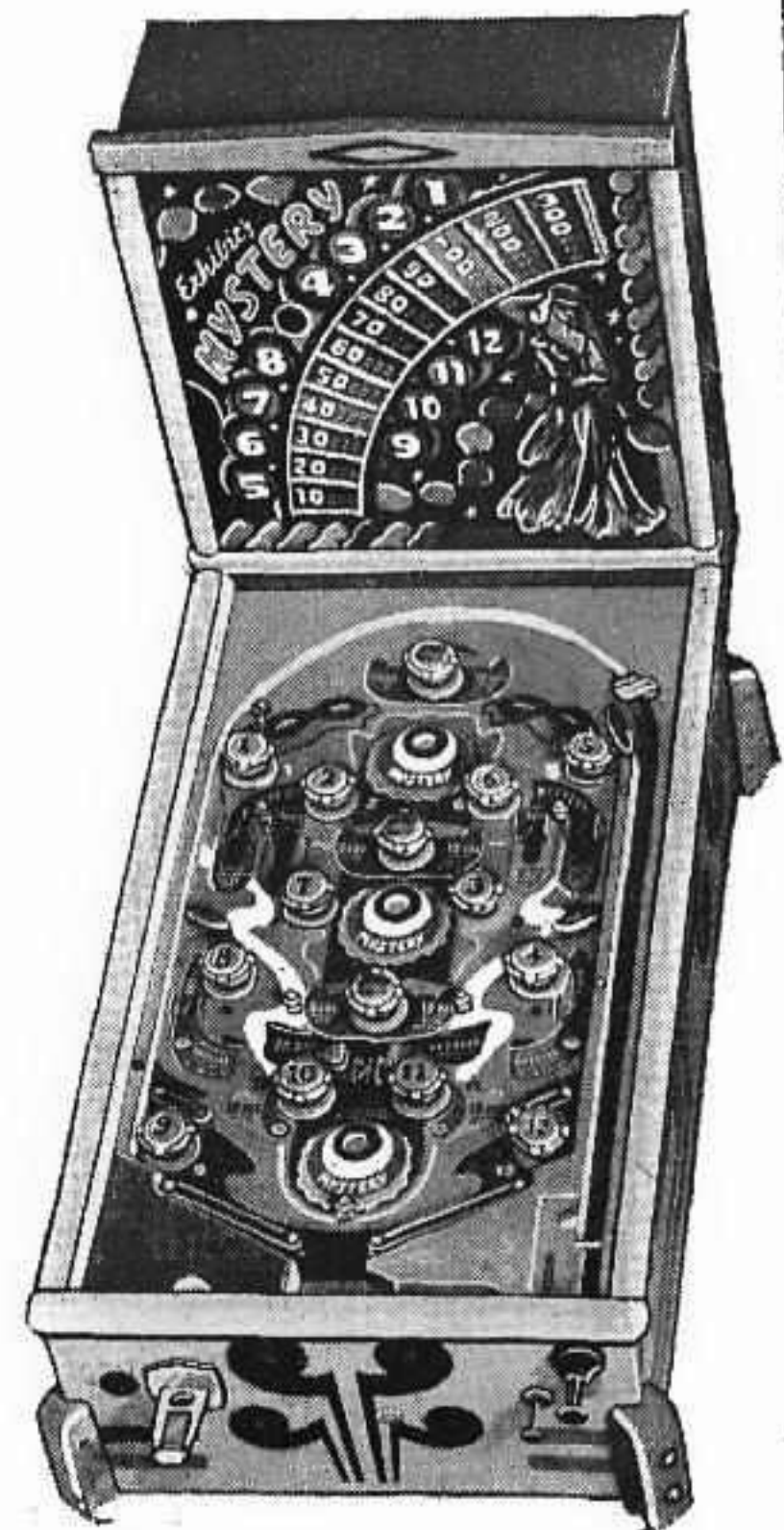
\$59.50

NEW EXHIBIT MYSTERY HIGH SCORE

WITH

SKILL!

7 MYSTERY BUILD UPS!
MYSTERY SURPRISES!



IMMEDIATE DELIVERY!

Order From Your Nearest "SOUTHERN" OFFICE!

SOUTHERN AUTOMATIC MUSIC CO. Inc.

"THE HOUSE THAT CONFIDENCE BUILT"

SEEBURG DISTRIBUTORS IN CINCINNATI
DAYTON • INDIANAPOLIS
FT. WAYNE • LEXINGTON



634 S. Third St.
LOUISVILLE 2, KY.

242 Jefferson St.
LEXINGTON 2, KY.

1329 S. Calhoun St.
FORT WAYNE 2, IND.

228 W. 7th St.
CINCINNATI 2, OHIO

603 Linden Ave.
DAYTON 3, OHIO

411 Commerce St.
NASHVILLE 3, TENN.



MEMBER

325 N. Illinois St.
INDIANAPOLIS 4, IND.

410 Market St.
CHATTANOOGA 2, TENN.

AT ALL OFFICES: NEW GAMES BY GOTTLIEB—KEENEY—EXHIBIT—CHICAGO COIN—DAVAL—BAKER—A. B. T.

**MUSIC THAT PLEASES...
IS MUSIC THAT PAYS!**



**THAT'S WHY Aireon
GIVES YOU 18% TO 36% GREATER PROFIT!**

Tone Quality is the vital feature of any coin-operated phonograph — the feature that brings in the most nickels. And in *tone quality* Aireon Electronic Phonographs have achieved a new high. Aireon music is sweet and mellow, with a fidelity to the brilliance of the original perform-

ance never before achieved, thanks to Aireon electronic science and engineering genius. Another reason why Aireon pays you 18% to 36% greater profits. Another reason why Distributors, Operators and Location Owners agree . . . from now on it's —

Aireon
MANUFACTURING
CORPORATION

General Offices: 1401 Fairfax Trafficway, Kansas City, Kansas

In Canada: Mafco Corp., Ltd., 4001 St. Antoine Street, Montreal, Quebec

NOW...A REALLY NEW GAME! Bally ROCKET

FAST AND FURIOUS ACTION
FANTASTICALLY HIGH SCORES

CONVERTIBLE
5-BALL
OR
3-BALL
PLAY

5 KICK-OUT POCKETS

Simplified score-system—high-score plus Special and Super Special Bumpers—attracts players who walk away from complicated games. Fast and furious ball-action holds players spellbound by the hour. Sensationally high scores create plenty of repeat-play excitement. NEW IMPROVED MECHANICAL UNITS insure trouble-free low-cost operation. Location tests prove ROCKET out-earns all competition. One sample will convince you in a hurry. Order your sample now.

CONVERTIBLE: NOVELTY—FREE PLAY



NEW "ROCKET POCKETS"

'Ball keeps kicking from one pocket to the next—round and round—three, four, five circuits of the cleverly arranged Kick-Out Pockets—scoring 5,000 each kick. You've never seen action till you've seen the amazing new ROCKET POCKETS!

BALLY ENTRY
SPECIAL ENTRY
DELUXE DRAW BELL
TRIPLE BELL



Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Stay ahead with Seeburg



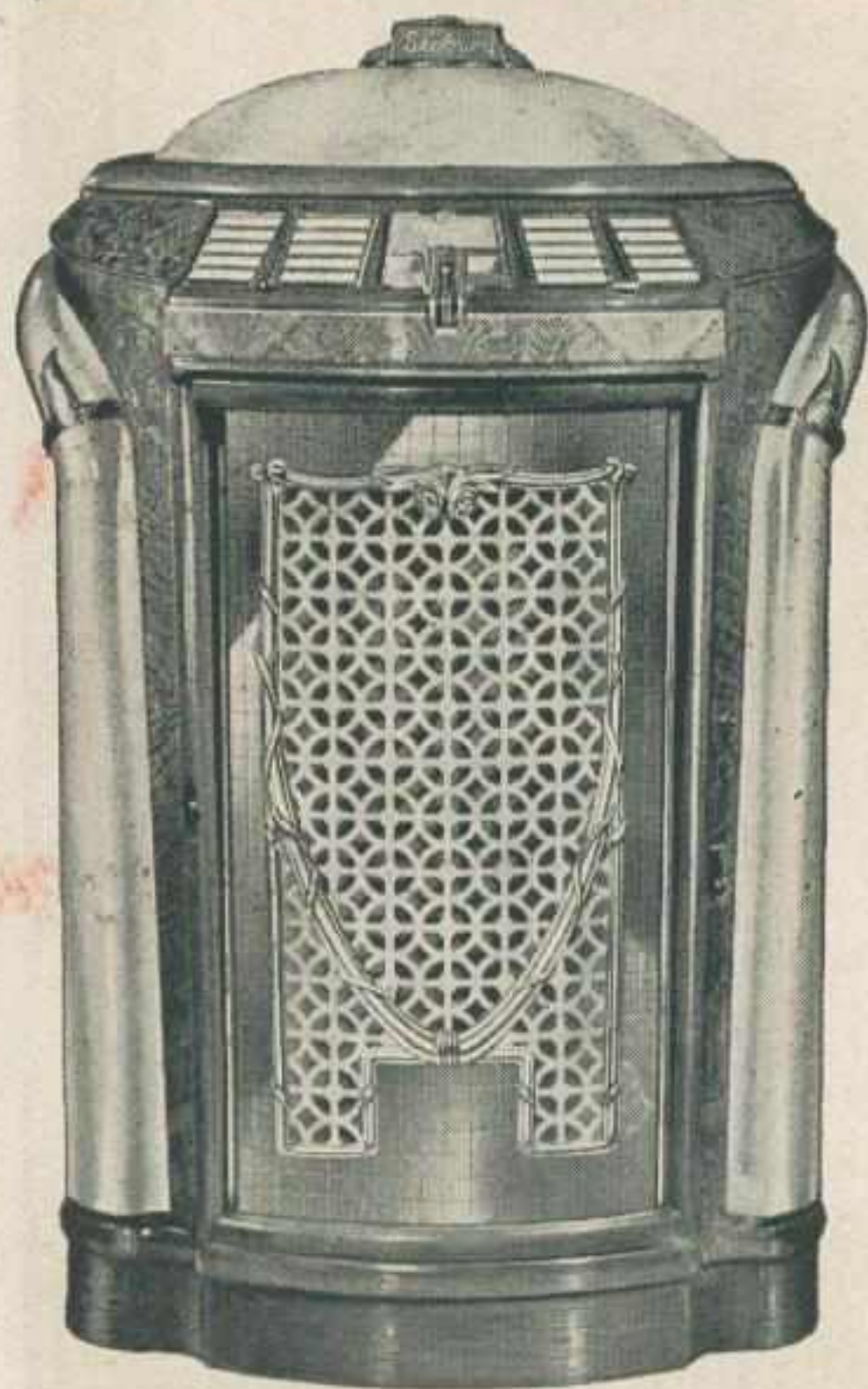
Successful operators know that it is easy to stay ahead when they install Seeburg Music Systems.

Seeburg was first to offer a newly designed, trouble-free postwar phonograph.

Seeburg was first to introduce a freshly styled 1947 phonograph.

Seeburg was first to offer a two-year plan to assist operators in meeting rising costs.

Above all, the two Seeburg developments, Scientific Sound Distribution and Wireless or 3-Wire Remote Control, have shown the way to a revolutionary advance in music systems that mean better and more profitable operation.

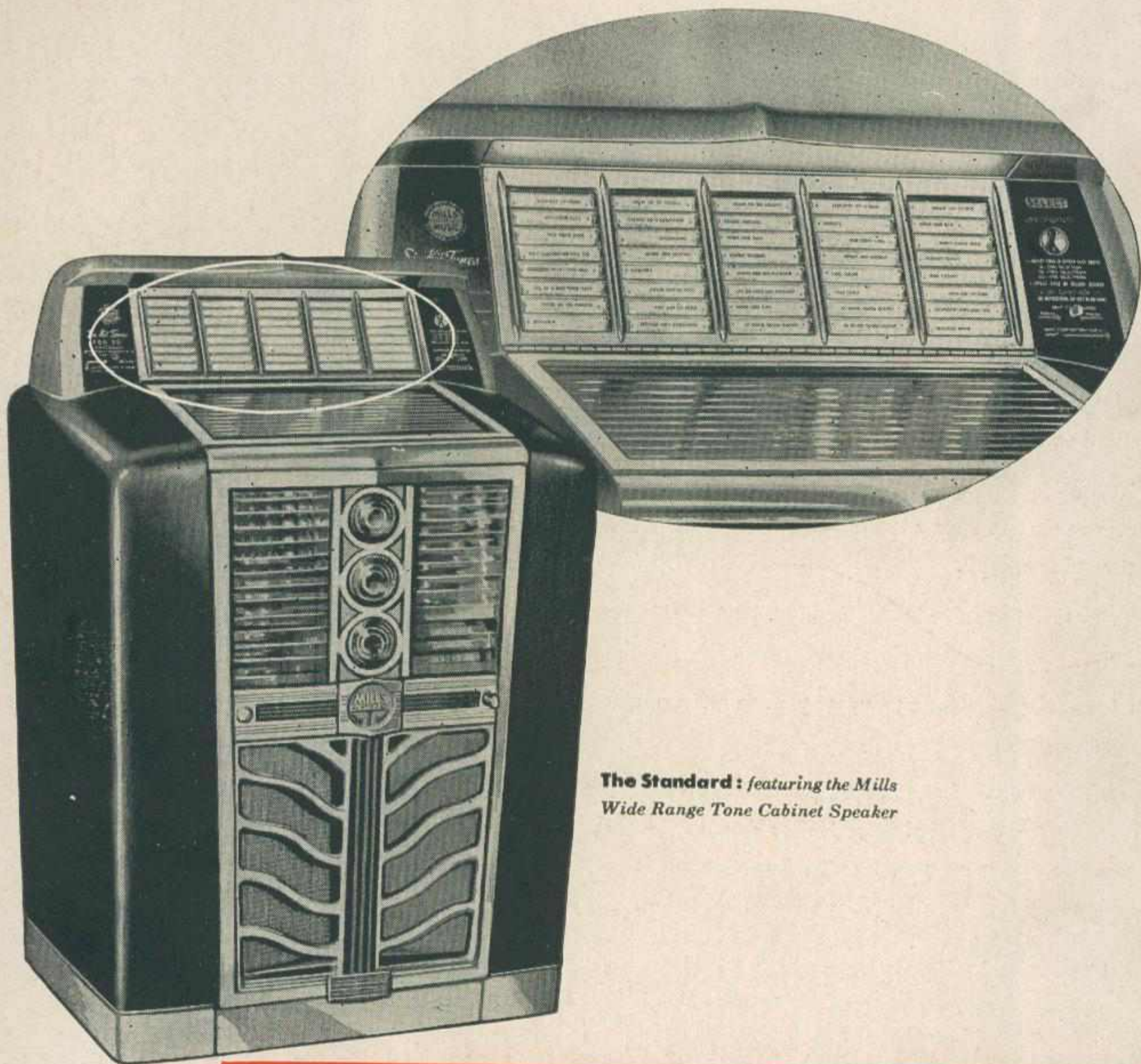


*America's Finest
and Most Complete
Music Systems*

Seeburg
1902 • DEPENDABLE MUSIC SYSTEMS • 1947
J. P. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22

SEE YOUR SEEBURG DISTRIBUTOR FOR A DEMONSTRATION

Tip-touch program selector



The Standard: featuring the Mills
Wide Range Tone Cabinet Speaker

Convenient, fast, efficient . . . that's the program selector board of the Constellation. No fumbling, no numbers to match to titles—simply *press the title itself!* That's all . . . that's fast . . . and it's practically at eye level.

Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois

the **MILLS**
Constellation