

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

MAY 1, 1948



Mickey Rooney, long one of the screen's most versatile performers, is now in his first starring role in radio as a scrappy reporter in the new CBS house-built show "Shorty Bell." Broadcast Sundays at 9:30 p.m., suspense-mounting drama tells chapter-by-chapter story of a tough kid's conniving to become a front-page newspaper scribe. It is based on an original novel for radio by Frederick Hazlitt Brennan, noted film scripter, big circulation magazine writer and author of Rooney's latest vehicle, "Killer McCoy." Program is produced and directed by William N. Robson, two-time Peabody Award Winner, with music by Cy Feuer, musical director of Republic Pictures. Hollywood "Variety" reports "... web has given Rooney expert production, sound writing and competent support ... Mickey's show ... he did it and himself a worthwhile service." Web has also given potential sponsors something to think about.

A CBS
PACKAGE
PROGRAM





**"I GROSS \$250 A WEEK FROM
MY *Manley* POPCORN MACHINE"***
—says an owner in a Small Town



* Name and address supplied on request

The beauty of this statement is that over 80% of that gross is pure, net profit! In addition, the Manley Popcorn Machine owner that we are quoting is located in a small town. The potential owner who has his eye on a city, carnival, boardwalk or park location, naturally can increase his earning substantially

Everybody loves hot, fresh and delicious popcorn served from a sparkling, bright Manley Popcorn Machine. If you have a location where plenty of people congregate or pass by, you can cash in on this popcorn popularity by coupling a sleek new Manley Popcorn Machine with Manley Seasoning, Salt and Boxes or Bags. That's a combination that never fails to click! When the crowds SEE the bright, colorful Manley Machine and the red and white, candy striped bags and boxes, and SMELL that wonderful popcorn aroma... they sell themselves!

It's a cinch for making BIG MONEY in a good location! Let us tell you how it is done. Send the coupon below for our new booklet, "How to Make Big Profits From Popcorn."

THERE IS NO SUBSTITUTE FOR POPCORN THAT IS...



Manley, Inc.
BURCH MFG. CO.



"The Biggest Name in Popcorn!"

1920 Wyandotte St., Kansas City 8, Missouri

SALES AND SERVICE OFFICES IN PRINCIPAL CITIES

- | | | | |
|------------------|---------------------|----------------------|-----------------------|
| Albion, Mich. | Denver, Colo. | New Orleans, La. | San Francisco, Calif. |
| Atlanta, Ga. | Detroit, Mich. | New York City, N. Y. | Seattle, Wash. |
| Boston, Mass. | Indianapolis, Ind. | Oklahoma City, Okla. | Syracuse, N. Y. |
| Charlotte, N. C. | Los Angeles, Calif. | Omaha, Nebr. | Toronto, Ontario |
| Chicago, Ill. | Memphis, Tenn. | Roanoke, Va. | Vancouver, B. C. |
| Cleveland, Ohio | Mexico City, Mex. | St. Louis, Mo. | Washington, D. C. |
| Dallas, Texas | Minneapolis, Minn. | San Diego, Calif. | |

3 M's THAT MEAN

MONEY FOR YOU

MACHINES The most important "M"—the Manley Popcorn Machine combines sparkling beauty and eye appeal with mechanical perfection, trouble-free operation and large capacity. Many exclusive features. Designed to make the handling of crowds easy... *you'll make more money with Manley.*

MERCHANDISE It takes the best merchandise to win the largest profits. Manley Popcorn is quality controlled—grown to meet high company standards. Pop it in Manley Popcorn Seasoning and use only Manley's Popcorn Salt. Serve in a Manley Carton or Bag and *you'll make more money with Manley.*

METHODS Manley has compiled a booklet explaining how to operate a successful popcorn business and included many proven, sales-building practices accumulated during twenty-five years of acknowledged leadership. Ask for free copy. Use the handy coupon and *make more money with Manley.*

MANLEY, INC.

MANLEY, INC.
1920 WYANDOTTE STREET, Dept. BB 5-1
KANSAS CITY 8, MISSOURI

Without obligation please send me a copy of your booklet "HOW TO MAKE BIG PROFITS FROM POPCORN."

YOUR NAME.....
BUSINESS NAME.....
ADDRESS.....
CITY..... ZONE..... STATE.....

RADIO CHAFES AT CUFFOS

Bookers' Delight

NEW YORK, April 24.—Walter Kiernan, comic radio commentator (WJZ, 6:30-8 a.m. daily), had some fun jabbing the ribs of music-loving Truman, Wallace and Dewey the other day, and at the same time put in a plug on the air for *The Billboard*.

Noting that Louisiana's song-writing, guitar-playing Governor Jimmie Davis is going to Hollywood to make pix when his term expires next month, Kiernan suggested Davis keep an eye open there for jobs to be filled by "other political figures that might be at liberty this fall." "There'll be a lot of 'at liberty' ads turning up in *The Billboard* magazine: 'Banjoist; just finished third party; available for another. . . . Romantic tenor, six solid years at Capitol, Albany. . . . Pianist, 14 years in Washington, willing to travel, have own tux and yachting costume.'"

Paul Denis reported Kiernan's capers in his radio column in *The New York Post*.

U. S. Tax Cuts In '48 Nixed; '49 Brighter

WASHINGTON, April 24.—Altho Republican leaders this week snuffed out any lingering hope of a 1948 showbiz excise tax cut, the long-range prospect for amusement tax relief is bright. Pressure for cuts, especially in the admissions levy, has been building up in the last few weeks, and a general excise slash looks probable in the next congressional session.

The most powerful supporter of cuts is the influential Senate Executive Expenditure Committee. This group has issued a special report proposing not only that excises should be cut "as soon as practicable" but also that the whole excise structure be studied by a special congressional committee with a view toward leaving much of the excise field exclusively to the States and not to Uncle Sam. The committee, it was disclosed, will push hard for its program early next session.

Rising Costs Cited

In its special report the expenditures committee states that rising costs are forcing local governments more and more to move into the excise field. "If the excise taxes which are peculiarly suited to State and local use are not reduced," stated the report, "the subjects to which they apply may become overburdened with an accumulation of State, local and federal taxes."

The report pointed out that 21 States now tax admissions, with Iowa and Kansas having adopted such a levy in the past year. Large cities which have added an admissions levy since 1946 include New York, St. Louis, Richmond, Miami and (See *Nix '48 Tax Cuts on page 15*)

Shelvey - 4A's Court Trial Due in 2 Wks.

One Big Union Sought

NEW YORK, April 24.—After the razzle-dazzle of committees and lawyers involved in the American Guild of Variety Artists (AGVA)-Associated Actors and Artistes of America (Four A's) situation, the end result is that the battle between the Four A's and Matt Shelvey, ex-AGVA topper, will go to trial in about two weeks.

The ruling of Justice Samuel Noll on the requests for injunctions from both Shelvey and the Four A's and the judge's subsequent order issued Monday (19) puts an end to any con-

(See *SHELVEY-4A'S on page 39*)

"Ballet Ballads" Headed for Tele

NEW YORK, April 24.—Several local tele stations are interested in acquiring *Ballet Ballads* for video. The *Ballads* are being presented by the Experimental Theater early next month at the Maxine Elliot Theater and there is more than a good chance they will be televised from there.

The *Ballads* consists of several one-act folk legends in music, dance and dialog, two of the more prominent being *Willie the Weeper* and *Davy Crockett*. They would be made into half-hour presentations. There is enough material available for a 13-week series.

"I Remember Mama" Battle Nears Conclusion; Dreyfus Set To Clear Ditty's Release

Tangle Includes French "La Cinquantaine" Tune

NEW YORK, April 24.—After a fantastic razzle-dazzle that stretched all the way from the RKO studios in California to song writers Henry and Charlie Tobias here and wended its way to Paris, after finally clearing thru playwright John Van Druten, the Chappell-Dreyfus group virtually has decided to release the ditty *I Remember Mama* for public performance, with a go-ahead flashed to the mechanical companies. The story of *I Remember Mama's* carousel ride starts months back when the Chappell firm took the song from the Tobias brothers and

N. Y. City Center Mulls TV Plans

NEW YORK, April 24. — The New York City Center has asked the fact finding committee of the legit unions for a set of tele conditions.

The Center is interested in having its many diversified entertainment programs—legit, music, dance and opera—televised, and before contacting sponsors or stations wishes to see the approximate cost.

Groovy

NEW YORK, April 24.—One of the coinmen whose spots were raided this week in the savage police drive against pinball and rolldown games drove up to his shop just in time to see the coppers carting away his machines. Disconsolate, he stepped indoors and heard the juke box playing. A cop had flipped in a nickel. The room filled with the doleful chant: "Now is the hour . . . that we must say goodbye."

802 Groups Unite To Fight Blue Ticket

Personal Aims Dropped

NEW YORK, April 24. — Bearing out earlier *Billboard* stories predicting a lively election battle this fall for the control of Local 802 of the American Federation of Musicians, the local's unity and coalition groups this week agreed to support a single slate of candidates in opposition to the incumbent Blue Ticket administration.

The dropping of personal party aims to form a solid voting front may prove a tougher opposition problem than the Blue Ticket has experienced in many years. The administration had been hoping for disunited opposition from unity and coalition.

Outlets About To Blow Tops At 'Free Time'

One Already Sounding Off

NEW YORK, April 26. — Relations between New York radio stations and social and charitable agencies seeking free time for fund raising and similar campaigns have reached a critical stage. How best to handle the situation will be explored at a meeting of the stations here today (Monday).

The situation erupted into the open this week at a luncheon thrown by one agency which presented its pitch for time. (Editor's Note: The identity of the agency is not revealed, for obvious reasons.) At the luncheon, a number of station spokesmen protested the procedure bitterly. They made it clear they are not protesting the requests for time; rather, they are beefing about the unhelp methods the agencies involved are adopting.

Sore Points

In a nutshell, the stations claim: The social agencies disregarded overlapping campaigns; they drag out their campaigns; they fail to use practical radio methods; they play one station against the other, and by planning radio campaigns without consulting with the stations they are attempting to run the stations' business for them. In many cases, by offering poor programming material, the station men claim, the agencies additionally alienate audiences.

One station man declared that it was impossible to cope with the situation. He declared that there were some 70 campaigns going on now. To aggravate the situation still further, some are handled nationally, by networks, as well as locally, by networks stations. Another criticism was that the agencies compare individual station results, irrespective of the amount of time each has given, and that this information, if made public, could be damaging, even tho it is not accurate or representative.

Other complications arise from conflicting attitudes by various station managements. Nevertheless, it is possible that plans for a co-ordinator or a city station council may be projected at today's meeting.

Cafe TV Still Exempt From Tax

WASHINGTON, April 24.—Ruling that a video set is more like a juke box than a movie, the Internal Revenue Bureau last week reaffirmed its decision exempting bars and cafes with television sets from the 20 per cent cabaret tax.

It was emphasized, however, that if live singing or dancing were also offered, the cabaret tax would apply. Places offering flickers are likewise subject to the levy.

landed recordings (Claude Thornhill, Columbia; Betty Rhodes, Victor; Ziggy Lane, De Luxe, and Ralph Young, Jubilee). At that time, the ditty (based on the French melody, *La Cinquantaine*, which is in public domain in this country) came to the attention of RKO producers Harriet Parsons and George Stevens, who felt the tune would belittle their film presentation of *I Remember Mama*. The film execs screamed to Chappell, whereupon the pub firm, zealous of its RKO ties, promptly restricted the song from performance and persevered thru the wrath of the disk companies. Columbia steamed because (See "I Remember Mama," page 17)

Tobey Cracks Whip on Radio

Will Probe All Industry, FCC Included

AM-TV "Stymie" Charged

WASHINGTON, April 24.—In a sudden angry temper, the Senate Interstate and Foreign Commerce Committee this week launched a sweeping investigation of the radio industry to determine whether television and FM are being "retarded" and to explore "all phases of licensing, patent-holding, influences and controls." The investigation will cover the Federal Communications Commission (FCC) as well as the rest of the industry.

Altho Acting Chairman Charles Tobey, of the Senate Interstate and Foreign Commerce Committee, has long been discussing plans for such an inquiry, similar to one he waged some years ago, his decision to launch the new investigation came as an 11th-hour climax late yesterday to the wind-up of the committee's hearing on the Johnson bill to break down clear channels.

Open Hearing Soon

Tobey has requested Radio Corporation of America (RCA) and National Broadcasting Company (NBC) (See *Tobey Cracks Whip on page 15*)

Ken, Not Paul

The cover on last week's *Billboard* showing the principals of Mr. ace and JANE, the Columbia Broadcasting System (CBS) package program, had an error in the caption. Ken Roberts, who plays an announcer, was mistakenly referred to as Paul. He's not Paul—he's Ken Roberts.

In This Issue

American Folk Tunes	119
Broadway Showlog	44
Burlesque	47
Carnival	71-88
Circus	63-65
Classified Ads	91-95
Coin Machines	107-152
Pairs and Expositions	60-67
Final Curtain. Births, Marriages	49
General Outdoor	50-62
Honor Roll of Hits	24
Legitimate	44-46
Letter List	100-101
Magic	47
Merchandise	91-103
Music	16-88
Music as Written	20
Music Machines	118-121
Music Popularity Charts	21-35
Night Clubs	39-43
Parks and Pools	68-70
Pipes for Pitchmen	102-103
Radio	5-15
Repertoire	48
Reviews: Legit	45-46
Night Club	40
On the Stand	38
Radio-Television	10-11
Vaudeville	42
Rinks and Skaters	89-90
Roadshow Films	48
Routes: Carnival	62
Circus	62
Legitimate	45
Miscellaneous	62
Salesboards	104-105
Television	13-15
Vaudeville	39-43
Vending Machines	109-117
Vox Jox	22

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

FCC Winds Up 1st Probe on KMPC

HOLLYWOOD, April 24.—The Federal Communications Commission (FCC) preliminary investigation into the KMPC situation was virtually completed yesterday (23) with the departure of Raymond Lewis, one of a pair of commission representatives carrying on the probe. Robert Alford, his associate, will remain here for a few days to tie up any loose ends which may still exist before he returns to Washington.

Lewis and Alford arrived here April 7 and immediately dug into the case, contacting individuals who had filed depositions with the FCC, accusing KMPC owner G. A. Richards of news slanting. The pair then spent a full week at the station going thru its files. Investigators' final week was devoted to checking individuals believed to have additional information regarding the station.

"Craig's Wife" Set To Tour Video Outlets

NEW YORK, April 24.—Television Workshop is sending a package unit of *Craig's Wife* out on a tour of video stations in Chicago, St. Louis, Milwaukee, Detroit and Philadelphia. Stations in other cities will be added to the route as they go into operation. Approximate opening date is May 3 in Philly.

The cost of the package is being pro-rated according to the receiver distribution in the area it plays. Each station will go after its own sponsor. The adaptation of *Craig's Wife* is by Zina Provendie, who is also directing. It runs an hour and has a cast of six. Except for the leads who get more, the thespians will be paid \$75 each week plus expenses.

The Television Workshop is also (*"Craig's Wife" for Tele on page 14*)

Charges Against KMPC Put Into Mayflower Record

WASHINGTON, April 24.—The case of KMPC, Los Angeles, came up for brief mention at the editorializing hearing this week as expected, and this time the Federal Communication Commission (FCC) permitted the remarks to go on the record. In citing what he called "a few samples of the type of abuses of the Mayflower decision which have caused widespread complaint," Robert J. Silberstein, of the National Lawyers' Guild, stated: "Station KMPC is alleged to have ordered its staff members to stress news unfavorable to Jewish interests and personalities, an allegation presently before the commission on a petition to revoke the station's license."

Operetta, No Circus, For Hamburg in 1948

HAMBURG, Germany, April 24.—In some respects local showbiz has come to be regarded in Germany as more important than the Berlin vintage. The city supports 16 legit houses, four vaude theaters and eight cabarets. There will be no circus this summer, however, since Circus Hagenbeck plans to repeat last season's venture and put on operettas under canvas.

The top legit theater is the State Playhouse, which is neck-and-neck in popularity with the 100-year-old Thalia. The intelligentsia lean to the chamber plays and the new young stage. Local producers have built up an enviable reputation for classical as well as modern production and

Jerome Spingarn, of the American Veterans' Committee (AVC), remarked that "a station" had been accused of slanting newscasts. Spingarn asked that the station's case be considered in the editorializing hearing.

At the last previous session of the Mayflower hearings FCC Chairman Wayne Coy refused to admit testimony about KMPC to the record, on the ground that the case was not then officially before the commission.

Meanwhile the FCC is continuing its separate investigation into KMPC and two other stations owned by G. A. Richards in Detroit (WJR) and Cleveland (WGAR). It continues likely the commish will stage a hearing on the case.

have the best current talent in Germany on tap.

Ballet Review: "Legend" Needles Ballet Theater Rep, Despite Handicap

NEW YORK, April 24.—As usual with the Ballet Theater, tops of the American tulle-and-tights brigade, the spring season at the Metropolitan, unveiled as of Sunday (4) and skedded for 35 performances, has been held over for an additional half-dozen showings. The Ballet Theaterites will close their season May 8. However, coinwise, according to a spokesman for the org, the wartime bloom is off the terping peach. This year's drop in price scale from a top of \$4.80 to \$4.20, plus increasing costs via production and orchestra have put the balleters in a spot, where to break even is to rate a minor success miracle. That they will do so is ad- (See *BALLET REVIEW on page 44*)

March Showbiz Tax Yield Up In Most Fields

WASHINGTON, April 24.—Receipts from the majority of amusement taxes in March showed slight rises over the same month of last year, the Internal Revenue Bureau announced. Collections were as follows:

- Admissions, \$34,426,156, up \$1,203,017 over March, 1947.
- Musical instruments, \$949,033, up \$37,848.
- Phonograph records, \$460,665, off \$246,639.
- Radio sets, phonographs, etc., \$5,211,350, off \$1,694,324.
- Tobacco, \$109,592,496, up \$10,473,798.
- Liquor, \$164,147,281, off \$16,304,960.
- Club dues, \$2,686,480, up \$26,219.
- Radio, phone, telegraph, leased wires, etc., \$31,786,248, up \$15,150,235.
- Coin machines, \$206,676, up \$26,219.

The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson Publishers

Roger S. Littleford Jr. William D. Littleford

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

Editors

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

Managers and Divisions:

- W. D. Littleford, General Manager Eastern Division 1564 Broadway, New York 19, N. Y. Phone: PLaza 7-2800
- M. L. Reuter, General Manager Midwest Division 155 North Clark St., Chicago 1, Ill. Phone: CENTral 8761
- Sam Abbott, General Manager West Coast Division 6000 Sunset Blvd., Hollywood 28, Calif. Phone: HOLlywood 5831
- F. B. Joerling, General Manager Southwest Division 390 Arcade Bldg., St. Louis 1, Mo. Phone: CHestnut 0443
- C. J. Latscha, Advertising Manager B. A. Bruns, Circulation Manager Cincinnati, Ohio Phone: 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 Vendors

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 *On the Honor Roll of Hits* NOW IS THE HOUR
- No. 1 *Sheet Music Seller* NOW IS THE HOUR
- No. 1 *Most Played on Disk Jockey Shows* MANANA by Peggy Lee, Capitol 15022
- No. 1 *Disk Via Dealer Sales* MANANA by Peggy Lee, Capitol 15022
- No. 1 *Disk in the Nation's Juke Boxes* NOW IS THE HOUR by Bing Crosby, Decca 24279 MANANA by Peggy Lee, Capitol 15022
- No. 1 *Folk Disk in the Nation's Juke Boxes* ANYTIME by Eddy Arnold and His Tennessee Plowboys, Victor 20-2700
- No. 1 *Race Disk in the Nation's Juke Boxes* KING SIZE PAPA by Julia Lee and Her Boy Friends, Capitol Americana 40082
- No. 1 *Sheet Music Seller in England* A TREE IN THE MEADOW

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, page 24 to 35 in Music Section.



NBC BANS LEND-LEASING

Allis-Chalmers May Sponsor "RFD" on NBC

CHICAGO, April 26.—RFD, America, the successful farm quiz show inaugurated on Mutual Broadcasting System (MBS) a few months ago, is slated to shift to National Broadcasting Company (NBC). Chances are it will be sponsored by Allis-Chalmers in the 2 p.m. (EDST) Sunday slot.

RFD is owned by Lou Cowan. At the time of its Mutual debut, it was to have been sponsored by Ford dealers. However, the latter's assuming sponsorship of Fred Allen made the additional radio appropriation impossible. Allis-Chalmers has been interested ever since.

The program is now on Mutual, but NBC has been after it for some time, with the sponsor already lined up. Cowan probably will set the deal today (Monday).

Stanley Upheld Vs. CBS in Air Show Idea Suit

HOLLYWOOD, April 24.—What is believed to be the first appellate decision in California to recognize an air show's format as protectable property, came last week when the District Court of Appeals upheld an award of \$35,000 damages claimed by batoneer Jack Stanley for a program idea which he said was misappropriated by the Columbia Broadcasting System (CBS).

Stanley had claimed that his original air show format for *Walter Wanger Presents* had been used by CBS for a series of regional shows broadcast as *Hollywood Preview*.

In a unanimous opinion, written by Justice Emmett Wilson and concurred in by Presiding Justice Minor Moore and Justice Marshall McComb, the court maintained that elements found in Stanley's format had never been used before in that sequence or combination.

Johns-Manville May Nix CBS Newscasts

NEW YORK, April 24.—Johns-Manville, manufacturer of roofing and insulation materials, this week reportedly decided to drop its five-minute newscasts, aired at 8:55 p.m. weeknights over Columbia Broadcasting System.

The contract is skedded to run out in June.

Biow Sets Kucera As Time Buyer

NEW YORK, April 24.—John Kucera was named time buyer for the Biow company this week, succeeding John Hymes. Kucera was formerly with Foote, Cone & Belding; Young & Rubicam and National Broadcasting Company.

Hymes resigned some weeks ago and is reported angling to buy a station.

Budget Snips Work Overtime

NEW YORK, April 24.—A new wave of budget-cutting appears to be getting under way in radio. In some cases the trims are being made to divert expenditures into other media—including television—and in others the cuts involve appropriation reductions in line with unsettled business conditions. Details on the various advertisers involved are on this page. Included among them are General Mills, Camel Cigarettes, General Foods, Johns-Manville, Fitch, Colgate, and Brown & Williamson.

General Mills Drops 2 of 4 NBC Soapers for TV Splurge

NEW YORK, April 24.—General Mills, in dropping two of its four soap operas from National Broadcasting Company (NBC), is planning not only a cutback in its radio expenditures but a large-scale entry into television. At the same time, NBC has filled the vacant half hour with Campbell soup's across-the-board quiz, *Double or Nothing*, thereby capturing an estimated \$1,200,000 billings from the Columbia Broadcasting System (CBS). General Mills is reported planning to expend \$250,000 of its soap opera savings in a splurge into tele. In dropping the bankroller is breaking up, after many years, not only a solid hour of soapies it held on NBC, but also the network's four-hour stretch of serials. Some affiliates have objected to this solid block programing. The Campbell quiz moves over from CBS May 31. It now airs at 3 p.m. The General Mills shows being continued are *Light of the World* and *Today's Children*. The account is one of radio's heaviest spenders, sponsoring, in addition, *Betty Crocker*, *The Lone Ranger*, *The Green Hornet*, *Famous Jury Trials* and *Jack Armstrong*.

Campbell now has an evening strip, *Club 15*, on CBS, and one of its reasons for shifting to NBC is its desire to spread its billings over more than one network.

Monroe To Bow Out of Camels?

HOLLYWOOD, April 24.—Vaughn Monroe is heading for an early exit from Camels's Saturday night Columbia Broadcasting System ainer, according to persistent reports here this week. The bankrolling R. J. Reynolds Tobacco Company is said to be undecided on retaining the time period, with most signs pointing to cancellation. William Esty is the agency.

The last show of the current cycle is that of July 3.

Gen. Foods Mulls "Aldrich" K. O. in Net Expansion Move

NEW YORK, April 24.—General Foods this week was reported considering dropping its *Aldrich Family* on National Broadcasting Company (NBC). If the plan goes thru, the account would keep the Thursday evening time on NBC but substitute a cheaper show. The well-Hooperated *Aldrich* show, now at 13.7, has an estimated \$13,500 price tag. Behind the proposal is a philosophy of spreading billings on as many networks as possible, with General Foods' said to be contemplating buying time on both American Broadcasting Company (ABC) and Mutual Broadcasting System (MBS).

'What's My Name?' Gets Byron 3 Nets

NEW YORK, April 24.—The sale of *What's My Name?* this week for broadcast over the American Broadcasting Company (ABC), gave independent program producer Ed Byron three shows running simultaneously on three different networks. Byron's *Mr. District Attorney* is heard over the National Broadcasting Company, and *Christopher Wells* is aired on the Columbia Broadcasting System.

What's My Name?, audience participation show featuring Arlene Francis, will replace *Willie Piper*

This would give it time on all four networks. It is now on three, the exception being ABC.

Appropriations for the increased networking would be coming from economies affected thru the possible *Aldrich* cancellation and the recent cancellation of *Fanny Brice*. The latter show, a high budget affair, is being replaced by the new *Goodman Ace* show, there being a difference of some \$7,500 in the talent appropriations.

The philosophy involved is that by airing on all four networks, rather than concentrating, the advertiser will be enabled to hit maximum audiences regularly.

under the General Electric lamp division's auspices, Thursday nights, beginning June 3.

Standard and Ford Okay; No More Allowed

Fitch Under Deadline?

By Jerry Franken

NEW YORK, April 24.—The National Broadcasting Company (NBC) is momentarily expected to announce a new client relations policy prohibiting any further lend-lease deals on broadcast time. The one such deal now in effect, involving Standard Brands and the Ford dealers, will be allowed to stand, but no more will be permitted.

Lend-leasing allows a sponsor, vacating a valuable time period (such as Standard Brands's former 8:30 Sunday night time), to keep other would-be accounts out of the time involved. The incident which led to the NBC decision involves the 7:30 Sunday night time now held by *Fitch Bandwagon*, which the account wants to farm out to another advertiser. There is still a possibility this will go thru, but only if the arrangement is concluded before NBC announces its new stand.

Skelton Deal

Another element in the picture involved Red Skelton, for Brown & Williamson, which also wanted to lend-lease Skelton and the valuable Tuesday night 10:30 time. This proposal is now cold, following huddles between the tobacco company and NBC sales execs. Skelton has one more season to go for the account.

Outside of the fact that it gives the advertisers an unfair edge, it was felt in the trade that lend-leasing could have several other harmful effects. For one, it could endanger NBC's relations with some clients, who'd bid but lose out; it could mushroom to a large extent and, finally, it could put talent in the position of offering themselves to the highest bidders.

The first radio lend-lease deal was made between American Tobacco and Colgate's, involving Kay Kyser's musical quiz show, with the ciggie firm keeping a string on Kyser for several years. This deal has since expired.

Previously, NBC has announced new sales policies which eliminated the waiting list, banned cross-plugging and left final approval of a program to the network.

The Standard Brands-Ford dealers (*Lend-Leasing Banned on page 15*)

Colgate Wants To Cut Canova

HOLLYWOOD, April 24.—Future of the Judy Canova program, broadcast Saturday nights over the National Broadcasting Company (NBC) web, appeared in doubt this week. Colgate-Palmolive-Peet wants to renew, but at a cheaper price, it is reported. Negotiations toward that end are going on now.

Canova show has a price, tag of \$11,000. Ted Bates is the agency.

Durr Center of New "Incident"

Wife's Backing Of Wallace Brings Crisis

Telford Taylor To Come In?

WASHINGTON, April 24. — A White House source revealed today that President Truman has sent word to Republican bigwigs on Capitol Hill that he will be willing to "consult with them" on an "acceptable" successor to Federal Communications Commissioner Clifford J. Durr, who will vacate his FCC post at the expiration of his term June 30. Truman is reported willing to nominate a GOP-indorsed conservative Democrat to the Durr post, in the hope of getting quick Senate confirmation.

Any nominee unacceptable to the Republicans and failing to get confirmation would serve merely a recess term of little more than six months if a Republican should be elected president in November.

Telford Taylor Possible

It has been learned that Telford J. Taylor, former general counsel of the FCC, is likely to be suggested by Truman as a possibility for the Durr post. However, Taylor, a Democrat, is said by his friends to be "uninterested" in the job. He has been in Europe as a war crime prosecutor.

The Durr vacancy on FCC after June 30 became a certainty this week when the President told a news conference that Durr had declined to remain on the commission.

The Durr development has reached the stature of a major political incident in the capital. Durr had consulted with Truman at the White House this week a short time before the President announced the meeting's outcome and almost simultaneous with disclosure elsewhere of Mrs. Durr's role as head of the North Virginia campaign for Henry Wallace. Altho Truman told newsmen that Durr's reason for declining reappointment was that Durr wanted to return to private work where he could earn more money, Durr told *The Billboard* that "this was definitely not the whole story." Durr said his next job, which he was not yet ready to discuss, "will not necessarily bring a greater income" than his \$10,000-a-year FCC salary.

GOP in Driver's Seat

The GOP is recognized as having the controlling hand on the Durr successor appointment. Under the Communications Act, the majority party in the executive branch of the federal government is entitled to a maximum of four places on the seven-member FCC. Unless Truman nominates a conservative Democrat wholly ac-

"Pops" Daughter Heads ABC Show

NEW YORK, April 24.—A new teen-age talent show was being assembled by the American Broadcasting Company (ABC) this week, starring Paul Whiteman's 16-year-old daughter, Margo, as emcee. Titled *Tomorrow's Tops*, the program is considered a good possibility for early web debut.

Madge Tucker produces, and George Weist is the director.



KLZ's Public Service Director

MACK SWITZER

KLZ continuously demonstrates its aggressive leadership in the sphere of social usefulness. Switzer directs and co-ordinates KLZ's many efforts to dissect and solve problems peculiar to the Denver area.

KLZ, DENVER

Della-Cioppa Moves To CBS H'w'd Post

HOLLYWOOD, April 24. — Guy Della-Cioppa, Columbia Broadcasting System's (CBS) assistant to the chairman of the board, was named associate director of network programs, Hollywood. Della-Cioppa will aid Ernie Martin, Hollywood network program head, in sharing the increasing load of Coast originating shows. He will join Martin's department the third week in May.

CHILD JOINS RURAL NET

ITHACA, N. Y., April 24.—Robert B. Child, farm editor of WGY, Schenectady, N. Y., has joined the Rural Radio Network as program manager. A contributor to *The American Agriculturist*, Child is a Cornell University alumnus and holds a Master's degree in agriculture. He joined WGY after three years extension service at the New York State ag school.

Mild Liquor-Plug Ban Due; "Misleading" Ads Scolded

WASHINGTON, April 24.—Possibility that the Senate Interstate Commerce Committee will recommend a mild liquor plug restriction bill developed this week as the committee concluded hearings on three bills limiting or banning radio and press liquor ads. The plan now under consideration calls merely for a tightening of regulations on "false and misleading" liquor advertising. This is not expected to cause serious hampering of radio commercials. The new approach was touched off when Rep. Fred Crawford (R., Mich.) took

Paul Whiteman ABC V.-P.; Grabhorn Also

NEW YORK, April 24. — A rare example of a performer becoming a top broadcasting executive materialized this week when Paul Whiteman was elected a vice-president of the American Broadcasting Company (ABC). Pops has been the web's director of music for some time, and now also broadcasts an hour-long disk jockey show over ABC each afternoon.

Murray B. Grabhorn, manager of ABC's owned-and-operated stations, was upped to a veepeeship at the same time. Grabhorn also heads the network's co-op program sales division.

State Dept. To Protest Mexican 540kc. Outlet

WASHINGTON, April 24. — The State Department will make a strong protest against a proposed Mexican super-watt clear channel station on the 540kc. band, Francis DeWolf, chief of the State's tele-communications branch, told *The Billboard* today. DeWolf's disclosure came shortly after the National Association of Broadcasters (NAB) issued a formal statement complaining against the proposed new station which is to have 150kw. power and be located in San Luis Potosi, some 350 miles south of the border.

DeWolf said construction of the station violates not only the North American Regional Broadcasting Agreement (NARBA) but also agreements reached last year at the Atlantic City telecommunications conference. The station is supposed to go on the air in late December.

Under NARBA, standard stations are limited to 550kc. in the lower band, while the Atlantic City agreements—altho permitting standard use of the frequency—provide that permission for its use must be given by all countries signatory to NARBA. DeWolf pointed out in this connection that the Atlantic City agreements will not go into effect until late 1949. Thus, he said, Mexico is violating not only present but future international agreements.

Mexico's new super-station plus Canada's 540kc. station at Saskatchewan will definitely restrict any AM use of this band by the United States, DeWolf stated. At present, however, the chief concern of the State Department is the certain interference which the station will cause U. S. fixed and mobile radio services operating in the 540kc. region.

NAB used the announcement of the Mexican station to remind the Federal Communications Commission (FCC) that NAB filed a petition with FCC in January urging a study of the frequency for inclusion in the U. S. standard broadcast band.

"Red" Crosby

PITTSBURGH, April 24.—Bing Crosby, in town Tuesday and Wednesday (20-21) for a gander at the Pittsburgh Pirates, the ball club in which he has a financial interest, unveiled a new facet when he did some play-by-play gabbing on the ball game over WWSW. He did not only the plays, but the commercials as well. Consensus was he did a good hep job—even when it hurt.

Lawrence, Lee Ankle "Call"; Still PM Beef

HOLLYWOOD, April 24.—Philip Morris's big beef over its *Call for Music* ailer, starring Dinah Shore, quieted down this week-end with the exit of Jerry Lawrence and Robert Lee, writer-producer team. Duo was succeeded by scripter Robert Smith and producer Bill Brennan, both currently doing the Jack Smith ailer from Hollywood. Smith and Brennan are signed for four weeks, after which they return to New York with the Jack Smith show.

Talent connected with the ailer said squabble stemmed from "interference" from top Philip Morris execs, who were attempting to run show via long-distance telephone. Scripters Lawrence and Lee felt they had not been given a free hand in developing characters and scripting shows. Decisions on the content of individual shows were made by ciggie firm execs, by-passing Biow Agency and production staff in Hollywood. In one instance, it was claimed that bank-roller ordered several of Miss Shore's tunes changed at the last minute, resulting in a serious arranging and production situation.

At week's end, all was sweetness and light again, except among Biow execs, who felt the agency was caught in the middle and unjustly chastised. Talent, including Johnny Mercer and Harry James, were reportedly happy with their individual treatment on the ailer and no one wanted out. Question of whether seg will be renewed at end of current 13-week cycle was still unsettled, but it was believed sponsor will pick up tab for a second cycle at least.

Autolite May Bring Haymes Back in Fall

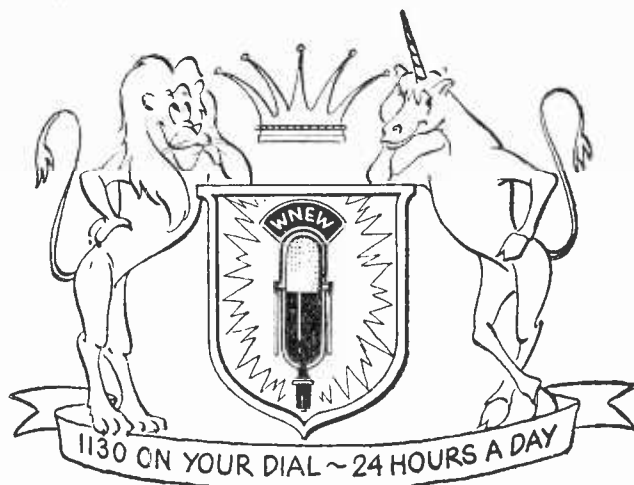
HOLLYWOOD, April 24. — There is a possibility that Autolite and Dick Haymes will sign a new deal next fall, altho the singer winds up under that sponsorship July 1, when the account will start airing *Suspense*. If a deal is made, the price tag will be below the current \$10,000 ticket.

One reason for the shift is that Autolite did not want to buck Al Johnson with a musical show, and thus assumed the bill on a whodunit series.

KGER SALE UNDER WAY

HOLLYWOOD, April 24.—Negotiations are now under way for the sale of Station KGER, 5,000-watt Long Beach indie, to John Brown Schools for approximately \$300,000. Brown, who owns a string of military schools, is talking with representatives of the Merwin Dobbins estate, which owns the station. Dobbins died in October, 1946. It is understood that if the station is sold, Lee Wynne, the present general manager, will retain the same post with the new owner.

(See *Mild Liquor-Plug* on page 15)



WNEW, "America's Razzle Dazzle Station,"
proudly pops its top as **VARIETY** doffs a
boff 'Showman' Award for "fabulous" '47
parlay of B. O., pubserv & whiz biz. "Most
copied" operation's fourth kudo cues sock
citation on "How To Run A Radio Station."

Indubitably, Your No. 1 Purchase in New York

WNEW

COMPROMISE ON MAYFLOWER?

FCC May Give Equal Time to Clashing Views

Coy-Durr Straws in Wind

WASHINGTON, April 24.—Having wound up the editorializing hearings this week, the Federal Communications Commission (FCC) is casting about for a practical way to modify its Mayflower decision in order to permit a licensee to advocate a cause if he permits the opposite side an equal chance to be heard.

Commissioners discussing the question after the hearing pointed out that the administrative problem of policing such a modification would be difficult. One who wanted to remain anonymous said, however, that he hoped a method could be worked out.

Coy, Durr Give Hints

That a compromise is under serious consideration by the FCC was evident thruout the hearings. Persistent questioning by FCC General Counsel Benedict Cottone was leveled at most of the witnesses to bring out their ideas on the "equal time" compromise. Where Cottone omitted to ask the question, either Chairman Wayne Coy or Commissioner Clifford J. Durr took the initiative.

Answers from the witnesses indicated that such a modification is extremely controversial. Speaking for the National Association of Broadcasters (NAB), Don Petty insisted that the right to editorialize should have no strings attached. Other broadcasters said the same thing.

On the other hand, proponents of the Mayflower decision have insisted just as strongly that FCC stick to the original verdict and make no modifications at all.

Fly and Craven Clash

The three-day session this week featured opposing testimony of ex-FCC Chairman James Lawrence Fly and former FCC Commissioner T. A. M. Craven. Craven, now vice-president of the Cowles Broadcasting Company, declared that the Mayflower decision was "conceived in complete ignorance of the historical background of free speech." The fact there is a scarcity of radio channels has nothing to do with the situation, said Craven, adding that a severe paper shortage would not justify the government's (*Compromise on Mayflower*, page 15)

SHOWMANSHIP COUNTS

And when you send a big, beautiful Moss photo of yourself, that's Showmanship! Moss is a password among big-timers.

8x10's, 5c ea.
(In Quantity)

POSTCARDS, 2c ea.
(In Quantity)

Mounted Blow-ups on heavy board, 20x30, \$2; 30x40, \$3 ea. (+ shipping)

Write for FREE Samples, and Price List B.



MOSS PHOTO
155 W. 48th St.
Plaza 7-3520 N. Y. C. 19

Magidoff Explains Soviet Expulsion, Finds It a Boon

NEW YORK, April 24.—Robert Magidoff, the National Broadcasting Company's (NBC) Moscow correspondent, who was expelled from Russia recently, revealed this week that one of the basic reasons for the Soviet action was a trip he planned to make thru the Russian satellite countries in an attempt to line up film products for NBC's television operation. At the same time, Magidoff revealed that the expulsion has been a boon to him, in that it has brought a slew of writing and lecture offers.

Magidoff declared that there had been indications for some time that he was headed for an "incident," but then added that had there been any actual proof of the Russian charges of espionage, he certainly would not have been allowed to leave the country. The kettle started boiling, he added, when he requested travel permits to Poland, Czechoslovakia and other so-called iron-curtain countries. The charges of espionage, in behalf of McGraw Hill, for whom he also worked, followed shortly thereafter.

Meanwhile, since his arrival in this country, Magidoff has been deluged with offers. He's already set for a lecture tour which will be booked by Colston Leigh, and he's at their service as of next week. This tour may cover the entire United States. In addition, Magidoff is being sought by top magazines, including *Collier's*, *The Saturday Evening Post*, *Cosmopolitan* and *The New York Times Magazine*. Friday (23), Magidoff consulted with his literary agent, Harold Matson, preparatory to committing himself for mag stories.

Magidoff also intends to finish a book this summer. He started it while abroad. Doubleday Doran will publish.

In addition to this literary and lecturing activity, Magidoff is being booked for radio and video appearances. Today, for instance, he's booked for 15 minutes on NBC's *Report on Europe* program. Next week he will appear every night on the

RWG To Alter Vote Procedure For Strike Tally

NEW YORK, April 24.—The Radio Writers' Guild this week moved to facilitate the possible calling of a strike against the advertising agencies with which it is deadlocked over negotiations for free lance scripters. RWG received authorization from its parent body, the Authors' League, to streamline its constitutional voting procedure for the impending strike tally.

Under the old system the RWG had to get a two-thirds vote of all those eligible to ballot before it could strike. Now the RWG must only receive a two-thirds ballot of those voting before it can take action.

The RWG is charging the advertising agencies with refusal to bargain in good faith. The union claims that it acceded to the ad men's desire for a National Labor Relations Board election before entering into fuller negotiations only to find the agencies unwilling to play ball.

"Archer" To Sub For Hope Show

NEW YORK, April 24.—*Corliss Archer* will be the summer replacement for the Bob Hope program over the National Broadcasting Company. The deal was set by the Chicago office of Foote, Cone & Belding, agency handling the Pepsodent account.

Archer, which was adapted from *Kiss and Tell*, had a varied career on the network of the Columbia Broadcasting System* (CBS) and once had the personal interest of William S. Paley, CBS board chairman. Later it was bank-rolled, and then dropped, by Campbell's soup.

Both Hope and Corliss are represented by Jimmy Saphier.

Alka Seltzer *News of the World* program on NBC. Other radio plans are in the works.

Washington Round-Up

CECIL B. DE MILLE, Hollywood producer, lost his four-year fight with the American Federation of Radio Artists (AFRA) last week, when the Supreme Court refused to review his expulsion from AFRA for refusing to pay a political assessment.

GROWING COMPETITION between AM and FM is shown in the fact that baseball broadcasts will be carried by over 200 FM stations. A recent survey discloses that 192 FM stations are now carrying play-by-play accounts, with two-score more slated to add baseball in the next three weeks. Major league contests are being carried by 76 outlets, while minor league ball is being covered by over 100 stations. The others are carrying college and high school games.

FEATURE OF Frequency Modulation Association's (FMA) Region 4 meeting here May 5-6, will be a forum discussion of programing, moderated by Theodore Granik. An attendance of 300 is expected.

FEDERAL TRADE Commission (FTC) last week cited a Hollywood correspondence school, Radio Training Association, for misrepresentation. FTC alleged the school had no extensive laboratory as claimed in ads and charged that courses were not sufficient training for radio and television.

?Thow's Hat

ROCHESTER, N. Y., April 24.—F. Chase Taylor Jr., son and namesake of radio's Colonel Stoopnagle, has been appointed commercial continuity chief of WVET, all-veteran Mutual outlet here. Taylor Jr., a naval air force veteran, issued the following statement: "I want to rake madio my lifetime career. I fant to wollow in my fater's footsteps."

The colonel has had sothing to nay.

Klee To Edit Maugham Show

NEW YORK, April 24.—Lawrence Klee, who writes *The Fat Man* and other programs, will be editor of the series which Frank Cooper Associates will build around the literary works of W. Somerset Maugham. Cooper this week acquired radio and video rights to the Maugham plays, novels, short stories and anthologies in a deal closed with the author's agent, Jacques Chambrun. Tentative title being considered for the series is *The Somerset Maugham Theater*. Another is *East and West*.

Cooper, late this week, was readying an audition of a show tabbed *Dear Leo*. This would be 30-minute situation comedy featuring Jackie Kelk. Klee will also write this one.

District 2 Casters Air Views May 3

ITHACA, N. Y., April 24.—District 2 broadcasters who will not be able to attend the National Association of Broadcasters (NAB) convention in Los Angeles May 16 will nevertheless be given a chance to air their thoughts and suggestions. Mike Hanna, District 2 chairman and general manager of WCHU, has called an informal confab for this purpose at the Hotel Roosevelt, New York, May 3.

Aside from the code and other national NAB affairs, the District 2 session will discuss the possibility of broadening the newspaper immunity legislation (Desmond bill) to include radio. This bill, now on the shelf in Albany, stemmed from the jailing of two Newburgh, N. Y., newspapermen for refusing to reveal news sources.

Affiliates Asked To Give MBS Shows

NEW YORK, April 24.—Phil Carlin, program vice-president of the Mutual Broadcasting System (MBS), at a meeting of the network's affiliates at the Hotel Astor this week, sounded a call for programs.

He appealed to the affiliates to submit local shows as possible web airers. Carlin pointed out that a scarcity of good network program material existed in New York and Hollywood, and advised the affiliates that they would have to fill the gap.

The affiliates heard talks on various phases of network operations by departmental heads. They were also asked their opinions of Mutual programs.

Coming in May → ANNOUNCEMENT OF WINNERS IN THE BILLBOARD'S 1st ANNUAL LOCAL PROGRAM COMPETITION

TO STATIONS WHO ENTERED THE BILLBOARD'S FIRST ANNUAL LOCAL PROGRAM COMPETITION

"We're Glad and We're Sorry"

WHEN we planned this year's inaugural Competition we figured—judging partly by experience in connection with our Promotion Competition, partly by instinct and partly by studying the ceiling closely—that we'd get 200, maybe three and maybe, by squeezing, 400 entries.

So we planned and timed and scheduled the Competition accordingly.

Well, how wrong can you guess?

Seems as the broadcasters all over the U. S. (and Canada, too) have been waiting for just this sort of program evaluation. Seems as the broadcasting, with all its program awards, lacked this one vital element—an awards system giving recognition to the inventive work done on a local program level.

So we didn't get two hundred, three or four hundred entries. Nor six nor seven. We got 890 entries—some a quarter hour, some a half hour, some an hour. Roughly, the total reviewing time was twenty-six thousand seven

hundred minutes. Count 'em—890 programs and twenty-six thousand seven hundred reviewing minutes. Try that on your playback.

And while a lot of people think our radio staffers have two heads and four ears, only two actually have. Which means that unless we just sluffed off the reviewing, we couldn't conceivably judge the programs in time for the NAB Convention, which was our target.

But we realize, too, that these programs represent the best thinking in local radio for commercial, sustaining and public service programs. We realize, too, that it's our obligation to distill this wonderful storehouse of program ingenuity and pass it on to the radio industry. And that this is more important than rushing thru to meet an arbitrarily chosen deadline.

Well, we're glad that the stations went for our idea, and we're sorry the avalanche of programs required re-scheduling the announcements of the awards.

Soooo, this is what we are going to do:

This week our two-headed, four-eared—and somewhat weary—radio staffers will have listened to every entry in two program categories—

MUSIC and PUBLIC SERVICE

THE WINNERS IN THESE CATEGORIES WILL BE ANNOUNCED IN
NEXT WEEK'S ISSUE—Dated May 8

These winners will be displayed at The Billboard's suite at the Biltmore, Los Angeles, during the NAB convention. In addition, a thoro report and analysis of virtually all the programs in these two categories will be published in The Billboard's NAB Convention Special. These reports will be the first installment of a new and invaluable radio program service—an IDEA DIGEST. A similar compilation will be published each time winners are announced in subsequent categories. The sum total of all these digests will be an unprecedented listing of proven, practical programming ideas.

Finally . . .

We want to make this one all-over point. There is no other program competition in radio devoted exclusively to local programing. There is no other awards system whereby complete details of not only the winners and the runners-up, but virtually every entry, are made available to the industry. This, we believe, is a highly worthy contribution to all of broadcasting. Because, when you get down to fundamentals, all the equipment and all the transmitters and the tubes and wires don't mean a thing, for radio frequencies are voiceless until you superimpose upon them the program. The show's the thing.

Now as to the winners in the remaining categories. We've set ourselves this schedule, and all things being equal, and our reviewers' eardrums holding out, we'll stick to it. But if we do take a little more time, please don't hold it agin us. The winners in the categories shown will be announced in our issues dated as follows:

- News and Comment Programs . . . May 29
- Women's Programs & Quiz Shows . . . June 12
- Children's and Comedy Programs . . . June 26
- Variety and Sports Programs . . . July 10
- Drama, Farm and Miscellaneous . . . July 17

Thus the July 17 issue will wrap up the Competition—for this year at least. We'll also publish in that issue a recapitulation of all winners. Finally, when all winners have been selected, The Billboard will hold open house in its New York office, and advertising agency, network, advertiser and local station officials will be invited to audition all the shows.

Play Ball

Reviewed April 17
Sustaining Via CBS

One performance only, April 17, 8-9 p.m.

Production of CBS documentary unit. Producer, Sam Abelow; director, John Dietz; writer, Irvé Tunick; musical score, Merle Kendrick; announcers, Don Baker and Dan McDonald; narrator, Red Barber. Cast: Peewee Reese, Mrs. Peewee Reese, Branch Rickey, Leo Durocher, Bob Considine, Babe Ruth, Honus Wagner, Rogers Hornsby, Clark Griffith, Commissioner A. B. Chandler, Ted McCrew, Harry Heilmann and Bill McGowan.

Current Hooperating of the program (Sustaining)None

Current Hooperating of show preceding (Sustaining)None

Current Hooperating of show following ("Joan Davis") 7.3

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC: Sustaining (8-130)None

"Famous Jury Trials" (8:30-9) 8.7

MBS: "20 Questions" (8-8:30) 7.0

Sustaining (8:30-9)None

NBC: "Life of Riley" (8-8:30)15.3

"Truth or Consequences" (8:30-9)20.0

A documentary on baseball featuring some of the biggest names in the colorful history of the sport should have provided the Columbia Broadcasting System (CBS) documentary unit with a unique opportunity to do a definitive program on the topic. Tied in with the onset of what probably will be baseball's most lucrative year, and narrated by the CBS director of sports, effervescent Walter (Red) Barber, the opus offered virtually unlimited scope. But the resultant show came to life only in spots; too frequently, it was merely wordy and, after a brisk beginning, it slowed to a walk before its midpoint as the diamond celebrities, one at a time, began to sound off at some length. The show never hit out of the infield.

The idea of building the program around the life and experiences of one player, Peewee Reese, of Brooklyn's Dodgers, must have seemed good on paper. But attempting to fit the rules, mechanics, business and social aspects of baseball into a biographical framework, to indicate how all those factors affect an individual, proved too stern a task. The result was that the biography grew thinner as the show proceeded and ultimately all but disappeared, and the other aspects were illustrated mainly thru talk by the guests, which for the most part was pretty dull.

The best part of the show was the first 10 minutes, when Reese's early life was scrutinized and dramatized. Here the real feeling of the game and its hold upon the American public, particularly the part it plays in the dreams of American youth, were effectively brought home. Utilizing remarks first by Reese's mother, then by an old school chum, as points of departure, the documentary dramatized the cavorting of youngsters on the sandlots and their hopes of hearing their names announced over powerful public-address systems in major league ballyards.

Begins To Drag

But after bringing Reese into the big time with the Dodgers, the show attempted to delineate the history and rules of the game which has become a big business. That's when it began to drag. The mouthings of Commissioner A. B. (Happy) Chandler showed particular weaknesses. Chandler noted the generosity of club owners in contributing to a pension fund but did not point out that they did so only after a near-strike of players following many years of agitation for such a move. He also defended baseball's "reserve clause" which forces a player to remain with a single club at whatever terms it's willing to pay him without the right to quit and



Radio and Television Program Reviews

Today's Baseball

Reviewed April 22

AMERICAN SAFETY RAZOR CORP.

Thru Federal Adv. Agency, Inc.

STANLEY SOAP COMPANY

Thru Birsacher, Van Norden & Staff, Inc.

(Alternating on First Quarter-Hour) and

NEDICK'S, INC.

Thru Weiss & Geller, Inc.

(Last Quarter-Hour)

Via WHN, New York

Daily (MTWTFSS), 7-7:30 p.m.

Estimated Talent Cost: \$750; production man, Budd Greenspan; cast: Bert Lee, Marty Glickman.

The airer, heard over WHN for several seasons, has been expanded from 15 minutes to a half hour nightly, recreating two games played during the afternoon by New York clubs, instead of one, as in past years. In its field, it is just about tops, with shrewd handling of sound effects giving a realistic effect. Crowd noises rising and falling with the re-enactment of the games' high spots, and the simulated crack of bat on ball contribute to the excitement. Bert Lee, station exec, steps out of the front office to continue his excellent work on this show, with an assist now from sportscaster Marty Glickman.

Lee managed to infuse his run-down of the game with more than just mechanical happenings, tossing in some inside comments and injecting realistic uncertainty into description of plays. The game described in the first 15 minutes, between the Giants and Dodgers, had a New York baserunner caught stealing in one of the opening frames. Lee noted that the Dodger catcher, Bruce Edwards, had met the Giant test of his arm, which had been ailing for some weeks.

The first quarter hour is sponsored on alternate days by Stanley shave cream and Gillette razors and blades. Commercials, for Stanley on the show caught, were brief and to the point. The second 15 minutes is sponsored daily by Nedick's. The Yankees did not play during the afternoon of the broadcast, so Lee and Glickman discussed other results, schedules, prospects and evaluated teams and players. They showed, as in the past, that they know their stuff. This is a fine way for the workaday ball fan to catch up with the day's diamond doings.

Sam Chase.

sell his services to a higher bidder—perhaps the only business in the nation with such a rule. The commissioner failed to point out the democratization which has taken place only in the last two years, with the admission of Negroes into the ranks of organized ball.

Of the other guests, Leo Durocher, Branch Rickey, Honus Wagner, Harry Heilmann, Rogers Hornsby, Clark Griffith, Umpire Bill MacGowan and Babe Ruth, the best moments came from Rickey and Wagner. Rickey gave off several of the resounding phrases for which he is noted, while Wagner, who said his career dated back to McKinley, contrasted the rough stars of his era with the current crop, which he compared with business men and college kids, with some even wearing ties. But even this was too late. The show, like mighty Casey, fanned in the clutch.

Sam Chase.

Your Song and Mine

Reviewed April 21

THE BORDEN COMPANY

Stuart Peabody, Dir. of Adv.

Thru Hummert Radio Features

Frank Hummert, Pres.

Via CBS

Wednesdays, 9-9:30 p.m.

Estimated Talent Cost: \$5,000; producer-director-writer, Frank Hummert; announcer, Larry Elliott; cast: Thomas L. Thomas (baritone), Mary Martha Briney (soprano), Felix Knight (tenor), Edward Slattery's Orchestra; guest (this program), Rose Bampton.

Average Hooperating for shows of this type (Classical Music) 7.4

Current Hooperating of show preceding ("Johns-Manville News")11.5

Current Hooperating of show following ("Harvest of Stars") 6.1

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC: Abbott and Costello 8.2

MBS: Gabriel Heatter (9-9:15) 4.5

Sustaining (9:15-9:30)None

NBC: "Duffy's Tavern"17.2

Your Song and Mine, the new Borden's show, makes pleasant listening even tho it's uninteresting in format—being a straight musical presentation with three featured singers, a mixed chorus and an orchestra conducted by Edward Slattery. This reviewer is partial to the genre, but believes the lack of ingenuity in format may militate against a rating. However, the quality of the performers is very good, and possibly good vocal talent, even without as outstanding a program idea, will bring it thru okay.

Warblers are Mary Martha Briney, baritone Thomas L. Thomas and lyric tenor Felix Knight. In addition, the format calls for guests. The debut show had Rose Bampton, Metropolitan Opera soprano, who sang *The Rosary* beautifully. The selections of the regular talent were tried and true standards, having nostalgic as well as melodic values, and harking back to the lush musical comedy days with *Do You Love Me (I Do)*, *My Romance*, *Falling in Love With Love* and the like.

Plugs for Borden's were restrained, brief and in good taste. Various products were mentioned, including Lady Borden's ice cream, Golden Crest milk and evaporated milk. The commercial pattern included a premium offer with purchases of evaporated milk. Larry Finley did the blurbs ably.

Paul Ackerman.

Sky's the Limit

Reviewed Wednesday (14), 7:30-8 p.m. Style—Quiz show. Sustaining over KTLA (Paramount), Hollywood.

Here's a snappy quiz show cleverly patterned for the visual medium. Beryl Wallace, Earl Carroll lovely, acts as emcee, popping questions at a quartet picked from the studio audience. Contestant with the right answer climbs a step on a graduated platform. Each step is marked in thousands of feet. The one who gets to the top first wins. Obviously, prizes are contributed to the program in return for the tele plug.

Adding to seg's video strength, is use of visual material in queries. For example, contestants are asked to identify a locale, or a dog's breed, etc., from a picture. Pix are flashed on the screen to let armchair participants see how they stack up. Visual advantage is also stressed by using Earl Carroll cuties to bring out prizes for the winners.

Lee Zhito.

John B. Kennedy

and the

RCA Victor Eye-Witness News

Reviewed April 13

Via WFIL, Philadelphia

RCA VICTOR EYE-WITNESS TELEVISION DEALERS

Thru J. Walter Thompson

Monday thru Friday, 6:30-6:45 p.m.

Producer, George Cahan; director, Lee Hunt; announcer, Joe Noveson.

Obviously geared for network riding after the initial 13 weeks, RCA Victor has brought the veteran John B. Kennedy to Philadelphia to promote television. Stressing the Eye-Witness trade-marking for its video sets, it is "eye-witness" news that Kennedy dishes out so fluently and with éclat as the "eye-witness" reporter. Naturally, the commercial palaver plugs the company's Eye-Witness television sets.

On his own, Kennedy takes the news sphere in stride with his usual professional ease. Forgetting the local scene, altho it's a local shot for the time being, Kennedy scans the globe, and, when caught, took in Palestine, Russia, the Marshall Plan, the Nebraska primaries and a well-placed smack at the United Nations general secretary for coupling America and Russia in a lecture on good manners among nations as he stood before the grave of F. D. R. Coming from Kennedy, it all flows with a heavy note of authority with good choice selection of words, an easy pace and fine diction to make for listener acceptance. On all the items, he gives the straight news and tags with his personal views, making it all the more effective as he identifies his own personal background and experiences with the personalities and places coming up for review.

Frontal Attack for TV

As far as the news picture is concerned, Kennedy makes merely an off-the-cuff reference to television as he adds a phrase about the prospects of watching election returns on the cathode. However, it's a frontal attack in behalf of video for the last three minutes of the quarter-hour stanza. Announcer Joe Noveson, who sounds more like a news commentator than a salesman in delivering the copy, makes an all-out pitch for the listener to write in for a giveaway booklet telling all about tele and how it works. Kennedy picks it up from there to cover the tele program highlights skedded that evening and for the week as well as gushing with enthusiasm over his own excitement in watching the televised boxing bouts the night before. While he gives no time or station specifics, it's no mere log that Kennedy lays before the dialer in the two minutes. Here again the comments are personalized with a backlog of personal references to place and program. And instead of the news commentator, he's the television enthusiast. And a good salesman at that.

Maurice Orodener.

GENUINE HIGH GLOSSY PHOTOS 5 1/2" EA.

Made from your negative or photo
Unsurpassed in quality at any price

NO NEGATIVE CHARGE—NO EXTRAS
24-HOUR SERVICE ON REQUEST

8x10's: \$7.49 per 100; \$5 per 1000
Fan Mail Photos (5"x7"): \$36 per 1000
Postcards \$23 per 1000. Mounted Enlargements (30x40): \$3.85

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

COPYART Photographers
Plaza 7-0233
165 West 46th St.
New York 19, N.Y.

WE DELIVER WHAT WE ADVERTISE

Al Schacht

Reviewed Thursday (22). Style—Sports-Comedy. Sponsored by the Borden Company thru Kenyon & Eckhardt on days of Giants' home games, five minutes before game time, via WNBT, New York. Director, Howard Cordery. Technical director, George Neumann. Commentator, Al Schacht.

Video is getting more and more of this type of program: the short show preceding an event of special interest, such as a sportscast. Al Schacht, erst-while clown prince of baseball, has moved into that type of spot just ahead of WNBT's airing of the New York Giants' home games, and it is likely to prove a profitable one for his sponsor, Borden's, which is plugging its instant coffee on the program. Schacht himself is a natural for such a spot, because of his long baseball background, his irrepressible humor, and, videowise, because of the mobility of his face and because he is a hambone at heart. If he seemed slightly uncertain at moments, chalk it up to inexperience. He should improve, tho.

For his brief show, Schacht utilizes his classic costume: swallow-tail coat, battered tophat, ball and glove and baseball pants. He talks a bit about the preceding day's game, introduces a guest for a quick interview, comments on the game to follow and wraps up the works with his own rendition of a commercial. Guesting on this show was the old Boston shortstop, Rabbit Maranville, who demonstrated with Schacht's ball and glove how he used to make his famous basket catch.

Perhaps the funniest and, at the same time, most effective thing on the show was Schacht's sales pitch. From noting that a Dodger loss would cause many a long face in Flatbush, Al demonstrated his idea of a sad puss and remarked that one with that kind of mug must have drunk bad coffee. His version of a happy face, a side-splitting sight, was one he said could be acquired by using the sponsor's product. The conclusion was a plea to try it based on the fact that his mother, aunt, grandmother and Schacht himself like it. How can one resist.

Footnote: Schacht's powers of prophecy were somewhat weaker. For the third consecutive day he selected the Giants to top the Dodgers. He wound up batting .333.

Sam Chase.

Inside Hollywood

Reviewed Tuesday (30). Sustaining Tuesdays, 7:15-7:30 p.m. over WWJ-TV, Detroit. Script, Dick Kaplan and Selwyn Touber. Producer, Eugene Hollowchak. Sound, Maurice LaBarre. Technical director, Gilbert Rix. Cameramen, Leonard Pusarich and Art Iverson. Cast: Rolly Parker; Katherine Dunham, guest star. Agency, Wolfe, Jickling, Dow & Conkey.

Current show has been aired for several weeks and has settled down to a steady, fairly balanced format of movie news plus the gimmick of an interview with a show world celebrity, not necessarily closely linked to the screen but having variety and entertainment value.

Novelty introduction is a hand picking up a telephone in close-up with audio of the bell ringing, going to the placarded introduction and then Rolly Parker in a brief self-introduction. His voice, which is background throat, is excellent, but screen personality, otherwise ingratiating, is flawed by a too self-conscious introductory smile and, in the interview, too obvious indirection of glance deliberately beside the camera lens, even when he's talking right at the audience.

Pictures of stars are used during the gossip section, quite obviously pictures with large borders rather

Music for Michigan

Reviewed Tuesday (20) 7:30-8 p.m. Style, symphony concert. Commercial over WWJ-TV, Detroit. Sponsored by the Detroit Edison Company. Cast, Detroit Symphony Orchestra, conducted by Valter Poole. Musical producer, John Hill; technical producer, James Eberle; musical advisor, Raymond Hall; announcer, James Clark; sound engineer, Albert Saunderso; cameramen, Richard McNutt, Harold Dushane; video control, Ole Lapham, Russ Williams and Leo Rymarz.

WWJ-TV's rather hastily organized video presentation of the season's last of a weekly radio concert series was the first experiment with live music by the station. The pick-up was from the regular 2,000-seat Music Hall, with regular audio (both AM and FM) handled as usual. The assignment was difficult for announcer James Clark, working in a booth on stage for usual radio commentary before, during and after numbers. He was shown in a few brief shots at the beginning, helping to set the scene, and wisely excluded thereafter, becoming part of the background sound.

The over-all shots set the scene, with frequent close-ups of individual sections and of conductor Valter Poole. Two cameras were used effectively, one from the balcony and one set on the stage to the conductor's right but trucked around considerably for close-ups of individuals and sections. Exceptionally impressive were a few shots of the score, shown over a player's shoulder. Some medium lens views from the balcony were both too partial and too cluttered despite the sound attempt to give a vertical cross-section of the 100-piece orchestra.

Good Batorer Shots

The camera position at the conductor's side was natural in a clear visual narration on video of what a symph acts like—close enough to what the hall audience sees to get the idea across. Dissolves and superimpositions were generally avoided except for a fairly effective single camera view of the orchestra right thru the chimes. Poole's mannerisms were intimately shown, such as his typical tug at his coat. He appeared fascinated by the close-up camera, paying it too much attention between numbers and destroying the illusion of objective reporting.

The camera work was short on some details, notably in visuals of a resting violin or woodwind section while the percussion thundered along, but practice and closer pre-study of the scores should improve that.

Haviland F. Reves.

than screen-filling images—a factor that becomes more acceptable as it is repeated. Selection of material is interesting, but better editing and/or camera selection would not have allowed Clark Gable's pic to stay on the screen during a whole interlude about Italian films for which apparently no art was available. Contest "whoos-it" shows three pic stars of yesterday, usually close-up and stills from old movies, with prizes of theater tickets for all correct answers. Parker then does a bit, against stills on a young "Star of Tomorrow."

The closer is a live studio interview. This time it was Katherine Dunham, of *The New Tropical Review*, who did a fairly neat job, despite obvious nervousness, under Parker's deft coaching. This feature helps to balance the show, which has good pace.

Only major fault is excessive reliance upon stills for a Hollywood program, which should be able to work in typical screen-trailer type episodes, even tho difficulties in procurement, editing and timing would be tough.

Haviland F. Reves.

Barney Blake, Police Reporter

Reviewed Thursday (22). Style—Mystery drama. Sponsored by The American Tobacco Company (for Lucky Strike cigarettes) thru N. W. Ayer & Son, Inc., via the NBC tele network, Thursday, 9:30-10 p.m. Producer, Wynn Wright Associates; director, David Lewis; writer, Max Ehrlich; technical director, Jack Burrell. Cast: Gene O'Donnell, Ted Decorsia, Judy Parrish, G. Swayne Gordon, Maurice Manson, Billy M. Greene.

There was a great deal of anticipation for this show, the first half-hour mystery series in television, but if the caliber of the scripts show no improvement, *Barney Blake, Police Reporter*, will go down in history not only as the first but also the worst of its breed. What makes this all the more lamentable is that the production given the woeful script was excellent.

The story had just about every cliché in the whodunit book—the weeping lass whose kid brother has his situation in a sling; the overly villainous villain; the gangster's moll and our pure boy, Barney. Barney is the kinda newspaper man who doesn't even take his jacket off when writing a hunk of copy and who tells people he's right on a deadline, but when the pretty babe (in trouble, natch) comes bawling in, forgets all except his deed of derring do. The script, the credits say, was by Max Ehrlich, but it's this mug's opinion that Mr. Ehrlich might have trouble writing his own name.

Against this messy story and dialog background, Wynn Wright offered slick, Class A production, with fluid camera work, neat dissolves and scene changes. Undoubtedly, he, too, was hampered by the story, which in most instances could be understood as purely a radio offering rather than a sight and sound production. The cast included a number of proven, capable performers whose interests will best be served with that limited comment.

Lucky Strike commercials were the standard film product made by N. W. Ayer; they're first rate.

But if Barney Blake shows up with a green eye shade next week, there's gonna be one smashed television receiver in this town.

Jerry Franken.

For Your Pleasure

Reviewed Thursday (15). Style—Variety. Sustaining via NBC television network, Thursday, 8-8:15 p.m. Director, Fred Coe. Technical director, Frank Burns. Cast: Kyle McDonnell, Jack and Jill (dancers), Don Henry (comedian).

With a pianist to supply live music, the National Broadcasting Company (NBC) presented this 15-minute variety sustainer, featuring a pert blonde named Kyle McDonnell as femsee and warbler. Miss McDonnell showed an extremely photogenic personality with grace and naturalness, who was charming even in a sign-off announcement fluff. Her singing of *How High the Moon* and *I Wish I Didn't Love You So* were satisfying, and she may well prove an important video find.

The rest of the program, unhappily, was not as entertaining. Jack and Jill, nitery dance team, turned in a routine number based upon Liszt's *Liebestraum*, which sounded on the thin side done by piano alone. Young comic Dan Henry, who works at the Old Knick night club, exhibited his take-off on a symphonic conductor, accompanied by a chunk of recorded Tchaikowsky. Poor camera work negated his efforts in part, showing him standing alone on the studio floor, with people at tables on the night club set clearly visible and destroying the illusion of a berserk maestro.

Henry also showed a tendency to mug too much, which hurt his act considerably. But NBC, in airing

Quick on the Draw

Reviewed Thursday (8), 10:20-10:50 p.m. Style—Audience participation. Conceived and written by Wally Sheldon. Produced by David Kaigler. Sustaining over WFIL-TV, Philadelphia.

The familiar parlor game of charades, with cartoonists at the easel to express the what-is-its, adds up to an interesting and entertaining visual, with studio audience and home viewers joining in on the fun. The program idea is crystallized by staff producer Wally Sheldon, who handles the emcee chores in free and fluid style. It's a half hour that should capture the fancy of an advertiser as easily as it does the viewer.

Charles Boland, local free-lance commercial artist, along with a guest cartoonist (Dick Strohm, of the *Saturday Evening Post*, at the guest easel when caught), sketch out their conceptions of the charades which contestants are asked to identify. These included the title of a best-selling book, a sporting event, a radio show, a radio actor, a well-known quotation and a musical composition.

Two-Minute Guesses

With Boland and the guest artist quick on the draw, it's a double clue for the contestants, culled from the studio audience. The contestant, after a warm-up interview session with Sheldon, has a two-minute limit to guess the particular charade, after which set owners at home can telephone their guesses.

Sheldon, continually in an informal mood and pacing his show at a fast clip, plays up to the camera with a gift of gab that goes for making it a sock show. Producer Dave Kaigler heightens the effectiveness with showmanly peppering of close-ups to vary the over-all shooting. In addition to the easels, symbolic figures of artists' tools enhances the simple stage setting.

Good Tie-Ups

Apart from entertainment value, the show incorporates several effective tie-ups that make for desirable pace-changers. Along the cartooning front, a public service spot is utilized as a mid-stanza commercial. In behalf of the Philadelphia Fellowship Commission, Boland draws a telling sketch expressing the rhymed copy Sheldon reads to make for a highly effective blend in behalf of promoting racial and religious tolerance.

Further, winning contestants receive a year's free subscription to *Philadelphia*, slick monthly magazine published by the Chamber of Commerce, and the paper plug makes for another pleasant short interlude. The show caught also linked with the Home Builders Show, which contributed three desirable electrical appliances, pictured by the cameras, as prizes for the three contestants guessing their charades in the shortest space of time.

Easily one of the quickest and entertaining half hours tossed out to the local tele audience.

Maurice Orodener.

this as a "young talent" show, has a sure-fire star in Miss McDonnell, and should it surround her with proper support in the future, can have a pleasing airer in this slot.

Sam Chase.

Quality Glossy Prints

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

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

Negative charge of \$2.00

Post cards in quantity, 2 1/2¢ each.
Write for price list on other sizes.
One-Third Deposit, Balance C. O. D.

Quality Photo Service

Perkins St., Box 42 Bristol, Conn.

TV and AM Tootlers' \$ Jitters

Nervous Eyes On Petrillo's Maneuvers

'Button Shoes' Case in Point

NEW YORK, April 24.—Musicians in radio and television are showing signs of apprehension. This feeling is apparent among radio musicians who are now watching the almost-concluded contract negotiations between the union and independent stations, and among video musicians working musical shows on the new medium.

An example of the latter occurred just before the Tuesday (20) telecast of *Tonight on Broadway*, then sponsored by American Tobacco Company over WCBS-TV. A committee of the tootlers from the legit show which was to be televised, *High Button Shoes*, descended on Local 802, American Federation of Musicians (AFM), to protest the television scale. The local referred the matter to the AFM national office, which in turn told the musicians they did not have to work for 75 per cent of the broadcast scale if they did not want to. The 22 men finally did work, but obtained full broadcast scale for the half-hour telecast, and 66 2/3 per cent of AM scale for the two hours' rehearsal. It's understood that the musicians got along okay with the program producers, but are doubtful of AFM chief James C. Petrillo's wisdom in backing down from a scale which used to be the full AM rate.

Apropos of negotiations with indie stations, whose contracts are now up for renewal, fear is that Petrillo may have set a pattern when he signed a deal with the networks calling for no increase in wages and employment for three years. The contract with WHN, already set and retroactive to March 31, provides for maintenance of current scales for two years. On the bright side of the deal, however, is a provision which provides for hiring of three additional musicians starting late in October. The house band is now 15.

One dark spot in the indie employment picture—and one which station execs say may affect the entire New York employment picture in the future—is WNEW. The station is seeking to cut its house band from 12 to six, and has filed a 60-day petition to that effect.

Pacts with WMCA, WQXR, WINS and WOV were said by one union spokesman to have been completed, but this was denied by station execs, who said the contracts were close to completion. A union spokesman indicated that some of the new contracts would have increases in scale from \$5 to \$15 per man.

GLOSSY PROFESSIONAL 8x10 PHOTOS

IN QUANTITY

Fan mail glossy photos and post cards. Top-notch quality. Extremely low prices. Satisfied customers coast to coast. Our 11th year of honorable, courteous, quality service. We make reproductions as good or better than your original. Send today for full price list, samples, etc.

MULSON STUDIO
BRIDGEPORT 8, CONN.

Mercury Buys Tele Time To Plug Disks

CHICAGO, April 24.—Mercury Record Company this week became the first major diskery to use television here to promote the sale of its platters by starting sponsorship of *Mercury Record Time* on WBKB (Tuesdays, 8:15 to 8:25 p.m.).

Mercury's show uses Bud Young and Richey Victor, who won a name for themselves here with their former show, *Jumptown Review* on WBKB. Pair do comedy satire, pantomime and lampooning routines. For Mercury, team is weaving commercials into its routine and, according to Art Talmadge, promotion veepee for Mercury, will give general institutional plugs and sales pitches for one "record of the week" during each show.

Illinois Stations Form State Assn.

CHICAGO, April 24.—The first statewide association of radio stations was organized this week in Springfield. The new group, titled Illinois Broadcasters' Association, is being formed to promote the interest of Illinois broadcasters and to combat legislation or other activities which are detrimental to the industry's welfare in this State. Thus far about 30 stations, including three from Chicago—WLS, WENR and WJJD—have joined or have signified their intention of joining.

Officers elected at the organizational meeting were Frank R. Mills, WDWS, president; Robert B. Jones Jr., WIRL, vice-president, and Walter Emerson, legal counsel for WENR, secretary-treasurer. The officers plus Art Harre, WJJD; Oscar Hirsch, WKRO; Oliver Kellar, WTAX, and Leslie C. Johnson, WHBF, will act as an executive committee.

Need for organization was first suggested at a meeting of the ninth district of the National Association of Broadcasters (NAB) here several months ago. The organization will work in conjunction with NAB.

Drive in Local Programing Brings KMOX 5 New Shows

ST. LOUIS, April 24.—KMOX, Columbia-owned outlet here, has embarked on an intensive local programing campaign. Blueprinting the revamped schedule is Al Bland, program director, who has five new shows of varying formats in the works.

1. *Beulah Schacht*, feature writer on *The St. Louis Globe Democrat*, has started a quarter hour of comment Sundays over the station at 1:45 p.m. Miss Schacht took the air with a sponsor, Allied Florists' Association.

2. *Batter Up* (tentative title), a half-hour sports quiz, is in preparation. This will be backed by Stan Daugherty's 21-piece house band, with Bob Lyle as emcee. There'll be audience participation and a baseball guest each week.

Concert or Corn probably will take the air in two or three weeks. This show was tested for four weeks as an exploitation device for the New York Philharmonic. The station played symphony records and followed with hillbilly disks. Tying in

Ford Buys Half Millers' Ball Sked in Mpls.

MINNEAPOLIS, April 24.—KSTP-TV this week, less than 100 hours before it was scheduled to begin commercial telecasting, dropped a bombshell in local agency circles by obtaining exclusive video rights to all at-home games of the Minneapolis Millers American Association baseball club and selling half of this time to Ford dealers. The Minneapolis Millers club is owned by the New York Giants. The deal occasioned surprise because that station had been dickering with the St. Paul AA baseball club, which is the property of the Brooklyn Dodgers. Bill (Rosy) Ryan, Millers' prexy, some six weeks ago stated he wasn't too interested in television for his Nicolet Park ball club.

The deal for bankrolling half the home game sked was reported set at a price of \$13,500. Bill Brewer, of the J. Walter Thompson Chicago office, is account exec.

Ryan, in okaying video rights, banned beer and liquor sponsors—which knocked out of the picture the Minneapolis Brewing Company account. Local office of Batten, Barton, Durstine & Osborn (BBD&O), which had been negotiating for the brewery, then bought one minute before gate time for a comic strip presentation. BBD&O, however, started hustling to line up a sponsor for the remaining half of the sked.

The Millers will play 77 home games, of which 23 are set for Sundays and holidays and won't be telecast. It's estimated the sked will include 50 games. KSTP-TV execs said the station now has nine video bankrollers, with more coming in soon.

Twin Cities newspapers are tying in strongly with arrival of video here, with *The St. Paul Dispatch-Pioneer Press* and *The Minneapolis Times* planning special editions. Gov. Luther W. Youngdahl issued a statement for special editions complimenting KSTP-TV for pioneering video in this area.

Tele Supplements

NEW YORK, April 24.—The *New York Times* is considering running a television supplement. *The Herald-Tribune* and *The Sun* have already run supplements, and Monday (26) *The World-Telegram* will publish one.

Ohio State Meet Accents Programing

Controversial Issues Out

By Cy Wagner

CHICAGO, April 24.—With an accent on the problems of the radio industry on a local and regional programing level, the 18th annual Ohio State University Institute for Education by Radio will be held in Columbus April 29. This year the institute will make a definite effort to stay away from controversial issues, which have produced some of the most lively sessions in the past, and will have only one meeting on an industry controversy—a broadcast of CBS's *Town Meeting*, based on the issue of whether stations should have the right to editorialize.

Another new point is that those in attendance will pass no resolutions. In the past the institute has gone on record as being in favor or against certain issues, but because it is a body which can take no joint action, the resolutions are nothing but statements in a vacuum. Resolution making also was cut out, according to I. Keith Tyler, institute head, because many participating organizations were bound by policies which prevented expressions of opinions on points having public relations connotations.

Advance registration, according to Tyler, indicates final attendance at the institute will be greater than last year's 1,200. University will give out no figures on advance registration to date, but only will say that advance registrations this year exceed last year's. On Monday (19), it was learned, however, advance registrations stood at 160, about the same as where they were last year the same number of days before the institute's opening.

Other than the changes in policy accenting sessions aimed at areas of regional or local programing, the decision to omit resolutions and the anticipated high attendance despite trade opposition, institute will be about the same as the past 17. There will be sessions in international educational and agricultural radio, radio criticism, women's programs, religious shows and the final session titled *Serious Radio in America*. What that means is anyone's guess.

Baking Tycoon Joins Steinbeck's TV Firm

NEW YORK, April 24.—Lee Marshall, chairman of the board of Continental Baking Corporation, this week joined the board of directors of World Video, of which author John Steinbeck and photographer Robert Capa are leading lights.

The firm meanwhile was nearing sale this week of its first package, a film series made by Capa in Paris showing the latest creations of French fashion designers. Show is understood to be heading for National Broadcasting Company.

SIMULTANEOUS NETS AUG. 15

WPIX Inks Television Pact With Korda for 24 Top Pix

NEW YORK, April 24.—The television networks this week began to feel the pressure of indie competition as WPIX, *The New York Daily News* outlet, secured broadcast and syndication rights to 24 top ranking motion pictures thru London Films, Ltd. (Alexander Korda). The contract, pacted with Morris Helprin, Gotham rep for London pix, calls for the assignment to WPIX for local showing and for syndication as a package to other TV outlets. Prints will be on 16mm. film, and station execs indicated they would be shown semi-monthly, making virtually a full year's series.

The deal reportedly was in the works for close to two months before the inking, which had Station Manager Robert L. Coe and Film Manager James S. Pollak representing WPIX. It marks one of the first big breaks in the major studios' refusal to turn over quality films for tele broadcast.

Among the titles released were some which gained considerable critical acclaim in past seasons. These included *The Private Life of Henry*

VIII (Charles Laughton, Merle Oberon, Robert Donat), *Scarlet Pimpernel* (Leslie Howard), *Return of the Scarlet Pimpernel* (James Mason), *Ghost Goes West* (Robert Donat, Jean Parker), *Lady Hamilton* (Vivian Leigh, Lawrence Olivier) and *Man Who Could Work Miracles* (Roland Young, Ralph Richardson).

La Shore, Hubby Take Tele Fling

HOLLYWOOD, April 24.—Songstress Dinah Shore and her film actor-husband, George Montgomery, are currently working out plans to take a fling into television via a series of films to be shot at the Montgomery home in San Fernando Valley. Idea behind the series is to produce a show around home life of the Montgomery family, shooting episodes on successive Sundays, with showbiz friends who visit the couple drafted for informal film stints.

Show is being offered by Henry Jaffe, Miss Shore's New York biz agent, with Columbia Broadcasting Company reported interested in syndication rights to the series.

AFM Nixes Airings Of Carnegie Pops

NEW YORK, April 24.—A deal which would have permitted commercial broadcasts of this summer's Carnegie Pops concerts was nixed by the American Federation of Musicians (AFM) this week. Elliot Sanger, of WQXR, and Ted Cott, of WNEW, both sought to wrap up the broadcasts thru Ernie Anderson, each offering to pay the standard remote fee of \$3 per musician. After brief consideration, AFM turned down the deal, and non-commercial WNYC will again carry excerpts each night, as last season.

A video deal between Anderson and Columbia Broadcasting System for telecasting of the concerts still is hanging fire.

ABC Inks 2-Yr. Pacts With 4 Video Outlets

NEW YORK, April 24.—American Broadcasting Company (ABC) this week signed two-year affiliation contracts with four television stations. The outlets are WMAL-TV, Washington; WTCN-TV, Minneapolis; WFMB-TV, San Diego, and WDSU-TV, New Orleans. All are video adjuncts of AM-ABC affiliates.

The web stated that negotiations are being conducted with 10 other outlets.

ILGWU GETS FM STUDIOS

HOLLYWOOD, April 24.—The International Ladies' Garment Workers' Union (ILGWU) has leased space for its FM studios from Edgar Bergen's studio on Sunset Boulevard here. The union's FM outlet is now under construction. The inaugural is expected July 15.

Union's Rate Cuts Make "Tonight" Sustainer Possible

NEW YORK, April 24.—Backstage legit unions working on *Tonight on Broadway*, video show telecast over Columbia Broadcasting System (CBS), have reduced their rates so as to make possible the program's continuance as a sustainer. American Tobacco, which sponsored *Tonight* for three weeks, expended \$30,000 for the experiment. Under terms now arranged by the unions and Martin Gosch, producer of the show, the weekly tab will be about \$4,000.

CBS will continue the program as a prestige piece until summer. After this period the show may go into summer theaters for material, or catch pre-Broadway tours of legit presentations, or bow out for two months.

RKO Planning Pix Push With Tele Trailers

HOLLYWOOD, April 24.—Plans for the national use of video trailers in all tele cities are reaching the settlement stage at RKO studios, it was learned this week. Deal, handled by Foote, Cone & Belding's (FCB) Coast tele topper, Arnold McGuire, calls for special tele trailers to be made for all important pix produced or released by RKO. Trailers will be culled from regular theater trailers, reduced to 16mm., to run two to five minutes each. Trailer dates will be timed with regular film release dates in major cities.

Trailer plan, which would be supervised by FC&B, was near pacting stage last winter, but was shelved when film industry curtailed production because of the British tax situation. With this hassle settled and flicker production on the upgrade, RKO is ready to take the plunge into video.

KTLA Installs Film Unit

HOLLYWOOD, April 24.—Film recording unit will be installed at KTLA some time in June for the national networking of shows scanned on this station. System would involve recording of shows on film, which would then be made available to other Paramount tele stations or their affiliates.

AT&T Pledges Coax Cables For 4 Webs

Between N. Y. and D. C.

NEW YORK, April 24.—Simultaneous four-network television programming on a virtually unlimited basis will become possible for the first time by August 15, it was revealed this week at a meeting between execs and engineers of the American Telephone & Telegraph Company (AT&T) and a committee of network video broadcasters. Before that time, however, the four webs currently operating in the East will all be able to air individually, at the same time, from the political conventions in Philadelphia in June and July. By convention time, AT&T said, it will be ready to break the current deadlock over facilities which has restricted transmissions to one network at a time thru sharing of the lone coaxial cable.

AT&T execs told the telecasters that four coax cables will be in operation by the time of the conventions, complete with terminal facilities for the Eastern webs. After the political conclaves, a short period of adjustment will be necessary. The repeater system on the cables will have to be rearranged in the proper direction, so that New York can replace Philadelphia as the origination center.

N. Y.-to-Washington

At the request of the broadcasters, AT&T will arrange the cables so that by August 15, three webs can operate simultaneously southbound from New York to Washington, while the fourth, in Washington, will be northbound. Division of time on the four cables is expected to be comparatively simple after the experience of splitting a single line, and a meeting for that purpose will be called in the latter part of May. AT&T also agreed that cities off the coax could be fed shows from the cable should the webs arrange privately owned spurs to those cities.

The remainder of the meeting was devoted to reassigning use of the existing cable facilities for the May 1-June 30 period among the four webs now operating: National Broadcasting Company (NBC), Columbia Broadcasting System (CBS), American Broadcasting Company (ABC) (See *Simultaneous Nets* on page 15)

KLAC-TV To Bow In Mid-September

HOLLYWOOD, April 24.—KLAC-TV, local indie owned by Dorothy Thackrey, finally unveiled tele plans this week with the announcement that the station planned to be airborne by mid-September. Station Manager Don Fedderson said the outlet had acquired a new site on Mount Wilson and that construction of the transmitter would begin within two weeks. Plans call for delivery of the transmitter by July 31.

KLAC tele progress has been stymied because the previous transmitter site required considerable work to prevent settling of building and land erosion. New land parcel was leased to KLAC by the U. S. Forestry Service and previously had been earmarked for FM operation of KWKW, Pasadena indie. Because of an application for increased power, now pending before the Federal Communications Commission, KWKW has withdrawn its FM application and relinquished the land.

Goodman Acquires "Western Theater"

NEW YORK, April 24.—Harry S. Goodman has bought the syndication rights to *All-Star Western Theater*, a half-hour variety show, from Interstate Bakeries. The show, which features Republic Picture stars, is now sponsored by Interstate on 20-odd stations in the West and Midwest. Goodman will sell it in cities other than those held by Interstate. Talent includes Roy Willing and His Riders of the Purple Sage, with such guest artists as Jerry Colonna, Nick Lucas, Jack Holt, Artie Hale and others.

Goodman has already sold the show to the Oklahoma Gas & Electric Company; Plough, Inc., and KLWE, Houston. Two New York outlets are angling for it.

Use Low Cost PERSONALIZED POSTAL CARDS

Keep your fans happy!

Your photo gets superb reproduction in our black and white "Gloss-Tone" Postal Cards. All we need is your photo. Delivery in 3 to 4 weeks. Look at these low prices, at right.

4-COLOR POST CARDS—Top quality. Your cost only \$8.50 per 1,000 (Min. quantity 12,000). Any good photo, accompanied by complete color description, will do. Delivery, 8 to 12 weeks.

Prices quoted are FOB Fort Wayne, Ind. Write for free samples—no obligation.

YOUR COST PER 1,000	
In stated quantities	
1,000 per subject	New \$10.50 Reprint \$7.50
2,000 per subject	8.25 6.25
3,000 per subject	7.50 6.25
4,000 per subject	7.15 5.85
5,000 per subject	6.90 5.50
10,000 per subject	6.45 5.25

If copy is desired for address side of card, not to exceed 50 words, add \$2.50 to cost of your order.

FORT WAYNE PRINTING CO. FORT WAYNE, IND.

NEXT WEEK



FIRST WINNERS IN THE BILLBOARD'S 1st ANNUAL LOCAL PROGRAM COMPETITION

Agencies Thump Tubs for TV

Gratify Nets With Step-Up In Publicity

Ayer, for NBC, an Example

NEW YORK, April 24.—Network publicity departments, which have long carried the load of video promotion, are now getting increased aid from advertising agency flackeries and independent press agents. The reason, of course, lies in the fact that sponsors and agencies are setting aside increased appropriations for video specifically. Latest example of this is N. W. Ayer, which now has a budget for television, apart from radio. Ayer's new television show, American Tobacco's *Barney Blake* (for Lucky Strikes), debuted this week over the National Broadcasting Company (NBC).

Ayer's video publicity budget is not without precedent, but taken together with other developments it is regarded as highly indicative. Newell-Emmett, for instance, this week threw a clambake at the Stork Club as part of its promotion of Chesterfield's sponsorship of the Giants' baseball series over NBC. Another indication of the same type of hypoeed agency promotion activity is the Swift show (Lanny Ross), handled by McCann Erickson, with Zac Freedman and Fred Coll assigned to do publicity on this series as part of their agency retainer.

There are plenty of other instances of agency and indie flacks working on TV. Dave Alber, for instance, is doing the Bob Smith howdy doody opus. Earl Ferris was in on the Camel newsreel series, and Eddie Jaffe is press agenting the Roy Marshall Motorola show out of Philadelphia. Tonight on *Broadway*, the three-week series over the Columbia Broadcasting System (CBS), was flacked by another indie, Allen Meltzer.

The webs themselves have heightened their video publicity operations. Webs, however, feel they have carried the burden of TV publicity for a long time and any outside help is welcome.

Despite some agencies' awareness of the importance of TV publicity, others, according to the webs, are still doing a supine job. Considered one of the best agencies in the matter of TV publicity is J. Walter Thompson, which for two years has had—and still has—an allocation from Ford to publicize sports activities on video. JWT is also credited with having done pioneering publicity work on the Standard Brands show. Benton & Bowles is another agency which is credited with tele publicity know-how.

WNHC-TV To Be 1st Conn. Station

HARTFORD, Conn., April 24.—The first television station to go on the air in Connecticut will be WNHC-TV, New Haven, with the start of operations slated for the first week in May. The station will start relaying programs of the DuMont television network.

The outlet will start broadcasting "live" shows as well after completion of new studio facilities—probably some time in September.

SHORT SCANNINGS

TED STEELE, of Benton & Bowles, has a piece on television in the current *American Mercury*. . . . *Newsweek* is contemplating a piece on the Swift show. . . . First all-video ad agency to apply for membership in the American Association of Advertising Agencies was Layne, Leene & Greene. . . . WPIX, New York, has plucked Edward Stasheff from the municipal education FM station to head its educational program department. The station also has added Sherling Oliver and Richard Rose as writer-directors. WPIX moved into the Madison Square Garden sports picture by inking rights to pro basketball games and the amateur and pro hockey games for next season.

Four more cities will get the Telenews-International News Service weekly video newsreel. WFIL-TV, Philadelphia; KTLA, Los Angeles; WTTG, Washington, and KSD-TV, St. Louis, added the service last week, which currently is being aired in New York, Chicago, Detroit and Milwaukee. DuMont has disenfranchised three dealers for price cutting. . . . A general wage increase has been approved for DuMont's production and clerical employees. . . . Don Roper was transferred by DuMont from WABD to WTTG, Washington, where he will be announcer-producer. Chuck Trantum succeeds Roper as WABD's chief announcer.

FIRST international tele broadcast will occur Wednesday (28) when WWJ-TV, Detroit, covers the opening of the industrial exposition in Windsor, Ont. . . . First television Oscar has been awarded by British Broadcasting Corporation to producer George More O'Ferrall for his handling of *Hamlet* last December. . . . Package producer Noel Wesley has signed Grantland Rice for a video series titled *Grantland Rice Sports Hall of Fame*, with Rice making awards to star athletes each week. . . . Canada Dry Ginger Ale has bought a series of one-minute spots before and after home games of the Chicago Cubs over WBKB. Spots will feature series of six one-minute moviettes produced by B. K. Blake, Inc.

Gene F. Russell will head up tele promotion for American Broadcasting Company in addition to his current duties as supervisor of art and production for the web's advertising and promotion departments. . . . A United Productions package, *Alan Dale's Music Shop*, will debut over DuMont Tuesday (27) at 7 p.m. The opus features Alan Dale, Janie Ford and recording stars as guests.

WTVR, Latest TV Outlet Bows; To Air 90% Live

RICHMOND, Va., April 24.—WTVR, National Broadcasting Company (NBC) affiliate, which had its inaugural show from 7 to 12 midnight Thursday (22), will be on the air daily except Monday, 7:30-9:30 p.m., and on Wednesday, 3-9:15 p.m. with approximately 90 per cent live shows. A large backlog has already been prepared. Coax cable connection with NBC has been laid, but shortage of terminal equipment in the Richmond telephone exchange will hold up network programs until about June 1.

Commercials thus far include General Electric, Philco, the Radio Corporation of America, and Miller & Rhoads, local department store. These use about 40 per cent of air time, with staffers now engaged in building rather than selling programs.

The station, owned by Havens & Martin, Inc., operators of WMBG and WCOD-FM, had a gala debut, with Virginia Gov. William M. Tuck and Richmond Mayor Horace H. Edwards participating in the ceremonies. William S. Hedges, veepee in charge of planning; Noran Kersta, director of tele operations, and Easton Wooley, NBC station director, represented the web. Talent included the Green Mountain Hillbillies, with Art Livick and Johnny Johnson; Jack Lewis; the Four Minstrelaires; Wilfred the Wizard, magician; also the *Vaudeville Varieties*, with Jack Lewis and Juanita Kirby plus various films, such as *Wings Over Latin America*, and disk jocks and others.

The reception was reported as generally excellent, with the exception of some minor distortion and blacking out.

Ten local theaters and three film houses out of town installed sets for patrons and plan to project shows on theater screens.

During the inaugural, dealers held

open house in their stores and played to S. R. O. crowds. It is impossible, at this time, to estimate the number of receivers in the Richmond area.

The staff of WTVR is headed up by Wilbur M. Havens, general manager, and Walter A. Bowry Jr., assistant. Wilfred H. Wood is chief engineer, with Conrad Rianhard program director.

CBS Sets TV Dupe On "Pres. Timber"

NEW YORK, April 24.—*Presidential Timber*, which recently debuted over the AM network of Columbia Broadcasting System (CBS), will be duplicated on the web's TV hook-up starting Thursday, May 27, in the 9-9:30 p.m. slot, from New York. Good critical comment resulting from the AM program prompted the decision to duplicate the show on TV.

Invitations to appear on the show have been sent out by Helen Sioussat, CBS director of talks, to the seven declared presidential candidates, plus the two men who will be nominated by the Socialist and Socialist Labor parties. The seven are President Truman, Harold Stassen, Gov. Earl Warren of California, Gov. Thomas E. Dewey of New York, Henry A. Wallace and General MacArthur.

NBC AIRS VET JOB SHOW

NEW YORK, April 24.—The Veterans' Administration is putting a job placement program on the television web of the National Broadcasting Company (NBC) today, 8-8:30 p.m. If response warrants, the program will be carried along as a series. NBC this week installed switchboards to take care of incoming phone calls offering jobs to veterans.

Clang, Clang!

NEW YORK, April 24.—Television this week finally gained stature as a news-gathering medium on a par with others. Recognition was granted video by the Uniformed Firemen's Association, which henceforth will notify local telecasters when large fires occur, and will assign one fireman in each borough to be at the fires assisting tele and newsreel cameramen.

4A's Warns Unions To Hold Out for Status Quo Clause

NEW YORK, April 26.—All members of the actors' union composing the Associated Actors and Artistes of America (Four A's) have been advised to insert a clause in any television contracts they sign guaranteeing maintenance of conditions as imposed by those individual unions. Meanwhile, the Television Committee (TC) of the Four A's, representing the radio, legit, film, variety and musical performers, will meet today (Monday) with the New York telecasters in the first discussions of the contract proposed by TC. The meetings, it is expected, will extend over a lengthy period.

The move by the unions with respect to the new clause being demanded in current contracts is designed to avoid any violation of the respective standard working conditions set up in their respective spheres. Unions also intend, when a television contract is finally signed, to make all contracts written before that date coincide with the final agreement.

Top execs of the unions will meet in New York May 17 to discuss plans for reorganizing the Four A's to operate as one all-over union, rather than on the present individual basis.

Cogan, Desmond Ink For WCBS-TV Airing

NEW YORK, April 24.—A live musical package, featuring Johnny Desmond, songstress Shaye Cogan and a house band was set this week by WCBS-TV for early scanning. The show will debut June 1, and will go across the board, with no time set at the week's end. The show will go thru a dry run Monday (26) at CBS studios.

Desmond and Miss Cogan were pacted thru General Artists Corporation (GAC).

Barber's Show Debut Set

NEW YORK, April 24.—*Red Barber's Club House*, the Columbia Broadcasting System package set for Saturday, May 8, debut, will be carried on the web at 10-10:30 a.m. and rebroadcast by transcription over WCBS, New York, at 5:30-6 p.m. the same day. The program will include a sports quiz for teen-agers, a weekly guest (the first will be Bucky Harris, manager of the Yankees) and a weekly salute to an American community for outstanding leadership in sports. The series is co-authored by John Derr and Judson Bailey and produced by Jack Carney.

'CRAIG'S WIFE' FOR TELE

(Continued from page 4)
presenting four monthly dramatizations of the lives of famous composers, tentatively skedded to debut May 24 over WABD. The sponsor will be Barrett Textiles.

The first script, by Peter Strand, is about the life of Peter Tschaikowski and the second, by Zina Provendie, is about Brahms.

Tobey Cracks Whip on Radio

(Continued from page 4)

to assemble a mass of information pertinent to the new inquiry, and an open hearing will be staged soon. Tobey made his sudden decision for the inquiry during cross questioning of Raymond Guy, NBC engineer in charge of radio and allocations, during the final minutes of the clear channel bill hearing.

The acting chairman declared he is "determined to get all the facts" and that "information from many, many sources will be sought." He said that the committee is intent on exploring "the whole realm of radio, including cross-licensing, patent holding, manufacture of equipment, capabilities of equipment and everything else."

The inquiry, he said, will seek to determine whether "there have been any influences on decisions involving frequency bands to control television," and he added that the inquiry will "delve also into exactly what is happening in black-and-white and in color television."

After Armstrong

Edwin H. Armstrong, inventor of FM, is among several radio bigwigs who are being asked to submit information. Armstrong was questioned at some length late yesterday.

The new inquiry is considered to have such important stature that, altho its first testimony came during the course of the Johnson bill hearing, members of the committee agreed to segregate yesterday's portion of the testimony "which has bearing on the new investigation."

Tobey made it clear that he intended to "look thoroly" into the FCC's role. It was learned that Tobey's committee is planning to make a thoro study of the transcript of the FCC's hearings on black-white versus color television. This hearing was held last year while Charles Denny, now general counsel for NBC, was chairman of the FCC. The commission, after hearings, decided against moving video frequencies "upstairs" to accommodate color video as proposed by Columbia Broadcasting System (CBS). The CBS plan was vigorously opposed by NBC, RCA and others.

Nix '48 Tax Cuts; '49 Looks Brighter

(Continued from page 3)

Spokane, while a dozen smaller communities have done the same. An admissions tax cut of one-third by the federal government would be of large benefit, the committee said. Such a reduction, according to committee tables, would result in annual savings ranging from \$1.93 for every person in New York to 12 cents per capita savings in Mississippi.

Europe Stands in Way

Sen. Robert Taft (R., O.), head of the GOP steering committee, and Rep. Harold Knutson (R., Minn.), chairman of the House Ways and Means Committee, both issued statements this week declaring that European commitments make excise cuts impossible this session.

The attitude of the two leaders has apparently doomed the more than a score of bills designed to cut various taxes, including the latest by Rep. William Colmer (D., Miss.) calling for a 50 per cent slash in the general admissions tax.

In introducing his bill, Colmer remarked that the 20 per cent admissions tax "is extremely high in comparison with other excises." He added that "not only is the taxpayer who seeks amusement hurt, but the tax is also in a position to destroy the industry furnishing the amusement."

Compromise on Mayflower Decish?

(Continued from page 8)

interference with expression of opinion in newspapers.

Fly contended that the Mayflower ruling, rather than abridging freedom of speech, actually implemented it by requiring opportunity for the widest possible expression of different viewpoints. He argued that the right of news selection by NAB is actually the right of news suppression.

WGN's View

Louis G. Caldwell, speaking for The Chicago Tribune station, WGN, attacked the compromise theory on the ground that it implied a profound distrust in the American people. He maintained that "an immediate antidote" applied to those exposed to an air editorial "insults the intelligence." It would lead to a system, he said, "under which a federal administrative agency carefully supervises expressions of opinion from broadcasters and their employees." Caldwell added that "there is nothing in the history of this country or in the performance of broadcasters which calls for such a change in the philosophy of our government."

NAB President Justin Miller led off his organization's testimony with a blistering attack against what he called "the absurd effect" of the Mayflower ruling. It permits, he said, freedom of speech over the radio by all people except the broadcasters "who is held inescapably responsible for the programing of the station."

Free Speech Held Impaired

Miller declared that FCC has not the authority to ban or limit editorializing. "Prohibition of editorializing," he declared, "is abridgement of freedom of speech." Other members of NAB followed Miller to the stand to urge a complete lifting of the ban.

Broadcaster opinion was not unanimous, however. Ed Craney, owner of several Montana stations, submitted a statement urging the commission not only to uphold the ruling, but "to follow thru and enforce the policy more strongly."

Suit To Test Rights Of Pic Thesps in TV

HOLLYWOOD, April 24.—A court ruling is expected to clarify the question of whether actors appearing on films shown on video—and produced before film companies included video clauses in contracts—can ask additional revenue or claim damages. A suit which may clarify this point was filed last week by actress Blanche Mehaffey against Paramount Pictures, Inc., parent firm of Television Productions, Inc., KTLA and others. It demands \$100,000 damages. Miss Mehaffey appeared in the pic, *The Mystery Troupers*, made in 1931 and telecast serially April 7, 8 and 9 on KTLA. The actress charges that video is imperfect and that as a consequence her likeness was reproduced in a distorted and uncomplimentary manner. Klaus Landsberg, KTLA manager, and Toby Anguish, head of International Theatrical and Television of the West (library which furnished the film) said all usual clearances were in order.

NORWALK, Conn., April 24.—WNLK, Norwalk's first radio station, went on the air the past week. The station will be operated by the Norwalk Broadcasting Company and with 500 watts power. Stations staff includes Dr. Benjamin Ginsberg as general manager; Jeremy Marcus, commercial manager; Milton Warren, program director; Tom O'Neil, news director, and Tom Lemmo, chief engineer.

Durr Is Center Of New "Incident"

(Continued from page 6)

ceptable to Republican leaders in Congress, the GOP controlled Senate can refuse to act on the nomination or can vote adversely, leaving the nominee to a recess appointment to await the outcome of the presidential election. If a Republican is elected president, he can name a Republican to fill the six-year commissionership term.

The present political composition of the commission is three Democrats, three Republicans and an independent. All but Vice-Chairman Paul A. Walker, a Democrat, are relatively newcomers. Walker had been on the commission since 1934. Commissioner Rosel H. Hyde, a Republican, got his appointment in 1946. The others—Chairman Wayne Coy, Democrat; Commissioner Robert Jones, Republican; George Sterling, Republican, and Edward Webster, independent—are more recent.

Taylor's Rivals Negligible

A number of prospects for the coming Durr vacancy are being mentioned besides Taylor, but none is being considered seriously since the GOP has not yet been sounded out. Discounted from serious consideration are the names of J. Leonard Reinsch, erstwhile White House radio advisor, and former U. S. Senator James M. Mead of New York, who is definitely not interested. Frank Robertson, Washington lawyer and former assistant general counsel of FCC, is being discussed, as well as former Sen. D. Worth Clark, of Idaho, and John H. Bickley, public utilities consultant and former FCC accountant.

Capitol Hill preference at the present time is for selection of "somebody from the common carrier field" rather than from broadcasting, inasmuch as the commission is regarded as weaker in common carrier representation.

Jim Stirton Heads Chi's Tele Council

CHICAGO, April 24.—Officers and board members of the newly formed Chicago Television Council, in which are represented most facets of the video industry—networks, stations, agencies and production companies—were elected this week. The council has been organized to promote television in Chicago.

Officers elected are Jim Stirton, central division general manager of the American Broadcasting Company, president; Ardien Rodner Jr., president of Television Advertising Productions, vice-president; Fran Harris, head of the Chi Ruthrauff & Ryan tele department, secretary, and Russ Tolg, radio director of BBD&O, treasurer.

Board members are Art Holand, Malcolm—Howard Agency; Don Meier, WBKB; Don Cook, WGN-TV; Nort Jonathon, WJJD; Ken Carpenter, the Bowling Company, and Ralph Liddle, Commonwealth Edison Company.

SIMULTANEOUS NETS

(Continued from page 13)

and DuMont. All time periods were agreed upon with a minimum of debate except the 6:45 to 7:45 p.m. southbound sked. This is in dispute between ABC and CBS, and no solution of the squabble had been effected between the two webs by press time.

Swiss Plan World TV Confab in Sept.

WASHINGTON, April 24.—Switzerland is making plans to hold an international television conference in Zurich, September 6-11, the Commerce Department disclosed this week. During the confab, Zurich's Federal Institute of Technology will put on a television exhibition, showing for the first time video products of firms from various countries.

The chief purpose of the conference, according to Commerce, is to work out plans for permanent co-operation in video development among all countries. Zurich has been named as the seat of the Secretariat of the *Comite Internationale de Television*, an organization set up at Cannes, France, last October.

Swiss video interests have set up their own non-governmental TV group called *Cine Television*, which is a branch of the *Comite de Diffusion de L'Art et de Lettres Par le Cinema*.

Mild Liquor-Plug Ban Is in Offing

(Continued from page 6)

lead to censorship. Summing up this argument, Arthur Jenkins, of the National Editorial Association, declared that small newspapers "are seriously concerned with the new field of censorship which is being opened up and which will inevitably be extended to other forms of advertising."

Fifteen representatives of the dry forces argued that liquor ads are having a bad effect on the youth of the nation. They urged adoption of the most stringent of the three bills—that of Sen. Arthur Capper (R., Kan.), which would ban entirely any liquor plugs in newspapers or over the air. Advocating his measure, Capper declared that the compromise bills offered by Sens. Clyde Reed (R., Kan.) and Edwin Johnson (D., Colo.) "are good as far as they go, but the way to go about prohibiting liquor advertising is to prohibit it."

Bills Broken Down

Reed's bill would ban ads depicting drinking as a socially acceptable attribute, while the Johnson measure, in effect, would limit liquors to institutional advertising.

Chief complaint against radio was registered by the National Temperance and Prohibition Council (NTPC). In a statement submitted to the committee, the NTPC charged that radio has adopted a "one-sided policy favoring the liquor forces to the exclusion of the dry forces." The statement complained that "we have been unable to find a single 50,000-watt radio station which will sell the dry forces so much as one broadcast a choice evening time to counter the pro-drinking appeals that blanket the nation day and night."

LEND-LEASING BANNED

(Continued from page 5)

deal gave Fred Allen and the Sunday 8:30 time to the automotive account, but permits Standard Brands to have first refusal on the time next year. If Standard should turn it down, Ford has the next refusal and not until both reject the time can NBC offer it elsewhere. The net will not put itself on that spot again.

<p>SPECIAL PRINTED ROLL OR MACHINE 1 0 0 . 0 0 FOR \$28.00</p>	<p>TICKETS</p>	<p>RESERVED SEAT — PAD — STRIP COUPON BOOKS — RESTAURANT CHECKS — SALES BOOKS AND ALL ALLIED FORMS</p>	<p>STOCK</p>
			<p>ROLL TICKETS One Roll . . . \$1.35 Five Rolls . . . 4.00 Ten Rolls . . . 6.00 Fifty Rolls . . . 21.75 Rolls, 2,000 Each Double Coupons Double Price. No C.O.D. Orders Accepted.</p>
<p>409 LAFAYETTE ST., N. Y. C. 82 W. WASHINGTON ST., Chicago 615 CHESTNUT ST., Philadelphia</p>			

TOT TALLOW'S TAKE TERRIFIC

Kidisk Sales 20% of Total; New Firms and New Ideas In Merchandising Do Trick

Low Prices Help; "Unbreakable" a Magic Word

By Tony Wilson

NEW YORK, April 24.—Stimulated by new companies, new merchandising ideas, new price levels and gathering public acceptance, the kidisk manufacturing biz is fast becoming one of the big bulwarks of solid platter volume. Most of the major companies currently estimate that tot-tallow sales have increased to between 10 and 20 per cent of the year-round melon, with as much increased to between 10 and 20 per cent of the year-round melon, with as much as 35 per cent of the Christmas biz (in itself a tremendous hunk of over-all disk volume) accounted for by kiddie platters or general release items of interest to children. The terrific impact of some of the newer kid companies in the field, on top of a rising moppet market, has brought forth estimates that total kidisk sales this year should zoom far over the 50,000,000 mark.

Mushrooming of the tot-tallow market probably is best delineated in two phases:

(1) The surge of small-biz entrepreneurs into the 10-inch unbreakable field. These gents merchandise direct thru chains and department stores (omitting distributors) and are forcing the vinylite-kiddie market down to a \$1 level. Meanwhile, established firms ponder a cost problem which forbids their listing at the same price.

(2) The sudden sock of the six and seven-inch plastic kidisk biz inspired by Rocking Horse and Peter Pan Records (David Lapidus's adjunct of Synthetic Plastics Corporation) which (See *Tot Waxings Catch on page 18*)

Apollo Shuts Det. Distrib Branch

NEW YORK, April 24.—Apollo Records this week closed down its distributing branch in Detroit, and appointed an independent distrib, the Pan-American Distributing Company, to handle the label in Michigan, with the exception of the northernmost portion, which is handled by M&M, of Green Bay, Wis. Apollo also named the S. E. Shulman Distributing Company, of Chicago, to handle jobbing of Apollo's wax thruout Illinois and part of Indiana. The Apollo Chicago branch still is in operation.

Diskery sales reps Ralph Berson and Jim Frangos are on the road for the firm, rounding out the distrib network.

BG Hits Carnegie May 10, The Click May 24, With Six

NEW YORK, April 24.—Benny Goodman's first New York stand after an absence of about a year and a half will be a Carnegie Hall pops concert date, skedded for May 10, with his newly re-formed sextet. The clarinet tootler reportedly will draw down a \$2,000 guarantee, with a 60 per cent split over an undisclosed figure.

Line-up of the sextet is still incomplete, with 88-er Teddy Wilson and saxist Wardell Gray the only definite members so far. Benny is said to be dickering with drummer Buzzy Drooten and bass player Jack Lesberg.

The Carnegie Hall date precedes Goodman's two-week run at the Click in Philly, starting May 24, also with the sextet. Benny is then skedded to launch his summer series of week-end dance dates with a full crew June 18 at the White Plains County Center.

Mills Appointed AMC Exec. Sec.

CHICAGO, April 24.—William Mills, who recently resigned as executive secretary of the National Association of Music Merchants, this week was appointed executive secretary of the American Music Conference, by Louis G. LaMair, conference president.

Mills will succeed Clare Johnson, who resigned to become the Fort Wayne, Ind., area representative for the investment trust firm, Herrick, Waddel & Company.

De Luxe Goes To Court To Reorganize

Seeks Time To Pay Debts

LINDEN, N. J., April 24. — Latest in the procession of record companies to go into reorganization proceedings is the De Luxe label here. The company filed for reorganization approval in Federal Court at Newark, N. J., this week, a move understood to provide for extension of time to pay current debts. The Federal Court reportedly granted permission for the company to submit a plan for continued operation by May 17.

David Braun, president of the plattery, and attorney George Furst, were appointed trustees of the firm and were authorized by the court to continue to diskery's operation. The trustees reportedly listed De Luxe assets at \$12,000 and liabilities at \$105,000. Braun, in a press announcement, stated the diskery's sales for March and April of 1948 were greater than for the same period last year.

Leeds Buys Schillinger Works for 25G

NEW YORK, April 24.—Lou Levy's Leeds Music pub this week acquired the complete music catalog of the late Joseph Schillinger, renowned composer, arranger and author, reportedly shelling out some \$25,000 for the copyrights held by the Schillinger estate. Deal was negotiated by Arnold Shaw, veepee of a Leeds Music affiliate firm.

Schillinger, once hailed in his native Russia as one of that country's outstanding contemporary composers, came to this country in 1928. He became a United States citizen in 1936 and attained prominence thru his novel mathematical work *System of Musical Composition*.

Among the copyrights annexed by Leeds is *Symphonic Rhapsody*, *North Russian Symphony*, *Sonata for Violin and Piano*, *Dance Suite* and *March of the Orient*. The latter, an orchestral novelty, is skedded for publication as a study-score sometime this year.

Maple Leaf Wax Bows in Canada

MONTREAL, April 24.—Maple Leaf Records, new Canadian diskery here, made its bow on Canadian wax counters this week. The firm intends to press and distribute under its own label wax cut by many of the small label diskers in the United States on the premise that if the originals were marketed in Canada, the public couldn't absorb the multifarious labels now available in the U. S. The Canadian waxery's first deal called for the pressing rights to the Continental waxing of *Tootie Oolie Doolie*.

The distribution for Maple Leaf will be handled by Sni-Dor Radio & Music, of Montreal. Sni-Dor has been a distrib of disks in Canada for many years.

Checking the Counterfeiters

3 N. Y. Waxers Bid All Join War Huddle

Gunning for Bootleg Disks

NEW YORK, April 24.—At least a trio of local diskers will meet here Monday (26) to map counteraction against inroads on their trade known to be made by the sale of counterfeit wax. Savoy, DeLuxe and National are skedded for a confab with Savoy's Herman Lubinsky (keynoting the entire action here), and they say that other diskers who care to participate are welcome to join them.

Lubinsky pointed out that the diskers are meeting primarily to seek authoritative support for fighting the bootleg disk racket. He says that Harry Fox, agent for the Music Publishers' Protective Association (MPPA), and Carl Haverlin, prexy of Broadcast Music, Inc. (BMI), have been notified and made aware of the bootleg sitch.

FBI Advised

It was pointed out in *The Billboard*

"Little Girl" Disk Sold in Houston Held Counterfeit

HOUSTON, April 24.—Counterfeit disks have cropped up in this city, according to C. D. Henry, owner of the local Macy Record Distributing Company. Henry located and purchased in a local disk shop copies of a Black and White disking of T-Bone Walker's *I Want a Little Girl* which Henry alleges is definitely a counterfeit platter. Henry claimed that the labels bore photostatic copies of authentic trade mark labels and that the engraved serial number usually present on the inside margin of a record proper was missing.

Henry sent copies of the "counterfeit" disk, a genuine Black and White pressing and the name of the shop where the alleged fakes were bought to the "proper government officials" and to the Houston Better Business Bureau.

(April 10) that the counter-disk problem had been brought to the attention of the Federal Bureau of Investigation, the Treasury Department and the U. S. attorney's office. At that time it was expected that the (See *Gunning for Bootleg on page 21*)

Miracle Asks Chi Writ Over 'Bootleg' Disk

Waxery Accuses Millner

ST. LOUIS, April 24.—Miracle Record Company, Chicago, this week obtained a temporary injunction against the Millner Record Sales Company, Inc., of this city, on a charge that Millner produced and sold unauthorized copies of popular musical records under labels that resembled those of Miracle disks. It was charged that the Millner distrib outfit sold disks which were reproductions of Miracle platters and bore counterfeit labels. The Miracle diskery further pointed out that the Millner outfit advertises records nationally (*The Billboard* carried an ad for the firm April 17). It charged that the distrib was jobbing a dubbing of the Miracle waxing of *Long Gone*.

The action names Milton Saul and Edward Ockel as agents of the Millner firm.

WAXING PEACE RUMORS GROW

Standard Hits Petrillo Again; Royalties Out

King Promises More Action

HOLLYWOOD, April 24.—Standard Transcriptions took another whack at the American Federation of Musicians (AFM) prexy, James C. Petrillo, this week by declaring that the firm would make no royalty payments to the AFM disk fund for the period of July-December, 1947. Plat-tery's attorney, Lewis Teegarden, told *The Billboard* that he would consider any payments of past royalties in violation of the Taft-Hartley Act and therefore null and void.

According to Teegarden, the T-H Act, specifically Section 302.A, makes it unlawful to pay royalties to AFM, including dough due on a previous contract which became due. Penalty for such payment calls for a \$10,000 fine and a year in jail. Standard is seeking to force the decision on this provision of the T-H Act, either by court litigation or by a ruling by U. S. Attorney General Thomas Clark.

Meanwhile, Standard's topper, Jerry King, and his legal eagle promised further shots against Petrillo in an effort to test legality of the record ban. Altho declining to tip his hand as to specific steps planned, it was understood that Standard would spring its next offensive via the federal courts, either in Washington or locally. Action was promised "any day."

MCA Slips Astor, Coke Convincers To Jurgens Ork

NEW YORK, April 24.—Dick Jurgens this week renewed his management pact with the Music Corporation of America (MCA) dispelling trade rumors that the orkster would be cutting away from the agency.

Jurgens this week landed the summer replacement for Spike Jones on the Cocoa-Cola airer and at the same time was booked for four weeks for the middle period at the Hotel Astor Roof beginning July 12.

Jack Robbins's 5c 'Sabre' Boff, While Leeds, United Fuss

NEW YORK, April 24.—A quaint switch in the Leeds vs. United Music publisher muddle surrounding the current hit, *Sabre Dance*, saw the neutral Jack Robbins pubbery reportedly sell 5,000 copies of the Katchaturian opus this week. Robbins is said to have sold his abbreviated music sheets at 5 cents a copy while the legally entangled United Music was putting them out at 10, 12½ and 15 cents and Leeds Music at 22 cents per.

Leeds and United still are awaiting a court ruling on Leeds's request for a temporary restraining injunction against United's sale of *Sabre Dance* copies.

"I Remember Mama" Melee In Finale; Dreyfus Set To Clear

(Continued from page 3)

the Thornhill disk had won some initial acclaim, and the Ziggy Lane lad, caught for the second De Luxe trip by a "restriction declaration," yelped for help from an attorney.

Van Druten's Title

But most disturbed of all were the Tobias brothers, who had visions of a recorded "plug" going up in smoke. They started checking and discovered that RKO held "no rights" to the title *I Remember Mama*. These were retained by John Van Druten, who sold the film rights to the story to RKO but retained title ownership. John Shulman, acting for the Tobias brothers, approached Van Druten and an offer was made to give him 1½ cents a copy, \$500 advance and 16½ per cent of the mechanical revenue. Meanwhile, it appeared that Chappell might willingly return the song to the writers (in itself an amazing precedent, if accomplished) just to be rid of the studio-diskery-performance controversy. When the Dreyfus firm learned of the Tobias negotiations with Van Druten, however, it renewed its own interest, shunted aside concern for RKO's objections and approached the playwright as the legal publisher of the song. A deal reportedly was consummated with Van Druten, with terms presumably at least as good as those offered by the Tobias pair.

Meanwhile, another snafu report-

edly was solved with Dreyfus settling matters with the Costallat publishing firm in France over certain rights to the *La Cinquantaine* melody. The deal was made not to protect American right (where the public domain laws apply) but to clear up the problem of Canadian rights here which the Costallat firm still secured.

CAC Comes Up With Valdes Ork

NEW YORK, April 24.—Entanglement between Continental Artists Corporation (CAC) and William Morris Agency (WM) over the booking rights to Miguelito Valdes and his ork has been resolved, with CAC landing the Latin orkster for the next three years.

CAC originally was skedded to take over (for one year) booking management of Valdes in June, with the Latin orkster reportedly signed to return to WM for the succeeding year. While the agencies were trying to iron out short-term contracts which may have led into overlap bookings CAC signed and filed with the American Federation of Musicians (AFM) a pact which would extend its deal with Valdes for two more years.

This led to the disclosure that WM had notified its Valdes pact with the union—a required procedure in booking pacts.

Cress Courtney, WM band department topper, explained that WM had failed to file with the union at a time when the agency was examining the feasibility of retaining or renewing with Valdes. Courtney claims the agency decided not to invest further in Valdes.

BMI Board Adds; Pub Staff Renewed

NEW YORK, April 24.—Two new members were elected to the board of directors of Broadcast Music, Inc. (BMI) last week. They are Walter C. Evans, president of Westinghouse Radio Stations, Inc., and Herb Hollister, owner of WBOL, Boulder, Colo., and part-owner of two other stations.

With licensees now well over 2,000 stations, BMI officially indicated that additions to the board were intended to give broadcasters added representation in the affairs of the radio industry-owned corporation. It is understood that pressure of independent stations for more voice in BMI doings also played an important role. The number of directors since the first organization of BMI has increased from 7 to 14.

Prof. Staff Renewed

NEW YORK, April 24.—The professional staff of Broadcast Music, Inc. (BMI) has been renewed. Squelching rumors that the BMI pubbery outlet might close down, it was learned that general professional manager Julie Stern's pact was picked up. His staff includes Harold Wald, Jerry Lewin and Walter Fleischer in New York and Jimmie Cairns in Chicago. Stern, just back from the Coast, appointed Sid Lorraine as the BMI Coast pub representative to replace

Will Sarnoff Be the Man To Win Petrillo?

Murray, Diamond Huddle?

NEW YORK, April 24. — Further indication that a conference between the record manufacturers and James C. Petrillo will be held in a matter of a few weeks (*The Billboard*, April 24), came forth this week. It is reported reliably that conversations have been conducted between James W. Murray, vice-president in charge of the RCA Victor Division, and Milton Diamond, attorney for the American Federation of Musicians (AFM), presumably to effect a meeting date. Murray, however, refused flatly to comment on reports of such conversations, and Diamond could not be reached before press time.

Meanwhile, suggestions mysteriously leaked down from "top" quarters that "the key man" or "key plan" to emerge in past, present or future suggestions for a peace with Petrillo may be David Sarnoff, chairman of the board of the Radio Corporation of America (RCA).

He Did It Before

Sarnoff, it is recalled by disk veterans here, was instrumental in early dealings with Petrillo during the first disk ban some five years ago. In recent years he has given prominent assistance in labor relations problems stemming out of New York City disputes with various unions.

Reports circulating here trace the Sarnoff role in the Petrillo-wax dispute back to the settlement of the radio and video questions with the AFM. It was popularly thought, then, that neither Petrillo nor the radio-video interests would be likely to dissociate their thinking on broadcast policy from the operation of the disk subsidiaries of RCA, which controls National Broadcasting Company, or from the Columbia Broadcasting System (CBS), which owns Columbia Records, Inc.

Record executives, queried for knowledge of any Sarnoff participation in Petrillo-disk matters or of any proposals by Sarnoff for a satisfactory solution, doubted that such participation was anything but pure speculation. Sources for the contention that Sarnoff would play a key role in a disk peace insisted that the "plot" had had already been drawn.

Victor Skeptical

Victor spokesmen discounted any previous Sarnoff part in direct Petrillo-ban dealings and insisted that any future participation came within the realm of pure speculation without any present foundation in fact.

Meanwhile another meeting of disk-makers within the industry music committee has not yet been set. Meeting last week, it is known, further thrashed out the tactical and technical problem of "how best to approach Petrillo."

Irving Weiss, who moved to Warren Music. Eddie Janis will continue in his post as head of BMI's film synchronization department in Hollywood.

THE DREAM PEDDLER



FRANKIE CARLE
Col. 38036

HAL DERWIN
Capitol 481

SAMMY KAYE
Vic. 20-2652

SNOOKY LANSON
Mercury 5124

HARRY ROY-Song Peddlers
London 225

DEL COURTNEY
Vitaoustic

PEER INTERNATIONAL Corp.

SOLE SELLING AGENT

SOUTHERN MUSIC PUBLISHING CO., INC. 1699 Broadway, N. Y.

Tot Waxings Catch on Big; Kidisk Sales 20% of Total

(Continued from page 16)

use a combined distrib and non-distrib operation to allow for the peddling of wee platters at 35 and 25 cents per. In this same field, entry by Simon & Schuster book firm and plans for same by Columbia Records (revising its Playtime series) also bid to boost the kid sales ever upward.

Newcomers Step Up Competish

Breaking down the first phase (regular 10-inch vinylite), two new companies are creating uncomfortable competish for established platteries by merchandising kidisks on a direct basis. Concentrating promotion-wise on chain and department outlets but gladly taking on large record retailers when the latter want in, working on small unit profit, and taking advantage of competition's overhead and labor costs are Larry Gould's new Caravan Records and Paul Puner's Allegro Company. Gould and Puner, altho working individually, are following similar merchandising schemes. They're retailing viny tot stuff at 98 cents per, a low price in comparison with major label offerings and one that's conditioned on elimination of distrib. With the cheapest-known viny factory pressings still not to be had below 33 to 37 cents per and considering normal production costs and overhead, the 98-cent list price is no easy attainment.

Advantages in favor of a Puner or Gould: Stuff is tasty, packaged appealingly and, apart from name-artist considerations, offers terrific price competish against the major kid wares. The latter's recourse is to keep pounding on name value. Decca has always had its Bing Crosby, Ray Bolger and Danny Kaye packaged on tot tallow (much of it straight shellac), altho price-wise no 98-cent level has been reached for viny stuff. RCA Victor, also beset by the competitive problem, counters with its own name quotients. The company has Vaughn Monroe coming out soon with a kid package entitled *Billy on a Bike*, following up on its own *Tubby the Tuba* version (which it finally decided to release despite legal entanglements) and its *Johnny Stranger* package. But no 98 cents for viny disks. Capitol, with its Bozo and *Rusty* kid stuff, has shied away from expensive viny and has merchandised 10-inch shellac platters with name and story appeal figured to counteract the breakable deficiency.

Viny's Charms

But the Caravans and Allegros and a host of others (the latter are still figuring how to get down to the dollar level on viny) are pitching behind the charms of the unbreakable for kids and adult buyers. Companies such as Willida, Melodee, Tiffany, Winant Productions, etc., who can't get below the \$1.29-and-up level (as yet), either because of distrib commitments or because source of supply or capital is limited, are viny adherents. How far the Caravans and Allegros can go with the 98-cent level depends, observers here opine, on their ingenuity in keeping down costs on top of pressing fees. Copyright costs are mitigated on most of their present stuff (Mother Goose and other routine nursery material fall in the public domain), but even as the market grows bigger for kid stuff, the problem of obtaining and producing original material or copyrighted material at a price sufficiently cheap to sustain a 98-cent operation will get more and more severe. Meanwhile, the volume sale of Gould's Caravan and Puner's Allegro disks at the buck level looks to be satisfactorily secure, at least thruout this year.

Direct selling phase of the kidisk market has been further enhanced by the work of the Young People's Record Club (YPRC) and a newer direct-mail org, the Children's Record Club (CRC). The YPRC cuts its own material and bases its selling pitch on the quality and educational values of its viny platters (a panel of judges makes selections much like Book of the Month Club), but even with dividends and other enticements included, the price of the platter to the customer is still far above the dollar level. The YRC, which recently broke out with *The New York Times* full-page ads, is reported to be marketing some merchandise originally peddled by the Merry-Go-Sound people under Ted Cott's aegis. This has not been verified, but the club is packaging its disks in its own wrappers at a price, including dividends, which comes down to \$1.29 per. Whether the club only has a stock of job-lot purchases to sell by direct mail or whether it will sustain operations at the same price level when present supply runs out remains to be seen.

Six-Inchers in Spurt

One of the most surprisingly forceful factors in the kiddie record biz has been the remarkable rise of the six and seven-inch record biz. Dave Lapidus's Rocking Horse label, which peddles seven-inch plastic platters thru distrib at 35 cents (earlier this year it was estimated that in about four months—from September of 1947 to January—he sold over 3,000,000 platters and that probably has gone past 5,000,000 to date) offers the best case in point. Lapidus recently popped with a Peter Pan label which lists at 25 cents per and is sold direct to variety, chain and department stores. Secret of Lapidus's operation again is measured in terms of pre-war merchandising. He takes an extremely slim unit profit and relies on quick, huge volume to maintain a firm net-income tally.

Impact of Lapidus's sales and a new venture into the kiddie record field by the Simon & Schuster book firm are not taken lightly by the majors. Columbia Records was prepared to launch its own seven-inch, 35-cent venture about April 1, but reportedly held up production when Lapidus broke out with his 25-center. The CRC probably will go ahead with its platter, but reportedly the company is investigating its sources of supply to figure out whether, and how, it can get below the 35-cent list figure.

Simon & Schuster

The Simon & Schuster entry into the field, a long awaited venture, currently has gotten into the preliminary selling stage. S&S are experimenting with a six-inch plastic platter to retail for 29 cents plus 2 cents tax. These will be sold to retailers, direct, for 19 cents, cutting out distrib. Pressing for S&S is being done by one Mendy Brown, located in New York. To date the price and extent of S&S efforts is strictly trial and error; they've put out some 200 platters based on stories from their Little Golden Books (label is called Little Golden Records) and are surveying buyers to determine shortcomings. So far, S&S spokesmen claim, the public has shown satisfaction with the choice of material, but wants improvements in clarity and audibility. When all clinkers have been eliminated, S&S intends to launch a selling campaign in retail disk and book stores, variety and chain outlets, but probably will not go after the full market until August.

Tony Pastor

and his Orchestra

currently at Frank Dailey's Meadowbrook, Cedar Grove, New Jersey

are breaking it up with

At a
Sidewalk
Penny
Arcade



COLUMBIA RECORD #38142

Personal Management
JOE SHRIBMAN
RKO Building, New York

Bookings
GENERAL ARTISTS CORPORATION
RKO Building, New York

Announcing

THE EXCEPTIONAL SCORE OF THE NEW WARNER BROS. PICTURE

"ROMANCE ON THE HIGH SEAS"

(A MICHAEL CURTIZ PRODUCTION)

Words by SAMMY CAHN

Music by JULE STYNE

Recordings:

IT'S YOU OR NO ONE

Published by REMICK MUSIC CORP.

DICK HAYMES — Decca
TONY MARTIN — Victor
MARGARET WHITING — Capitol
VIC DAMONE — Mercury
SARAH VAUGHAN — Musicraft

IT'S MAGIC

Published by M. WITMARK & SON

DICK HAYMES — Decca
TONY MARTIN — Victor
DORIS DAY — Columbia
GORDON MacRAE — Capitol
BUDDY KAYE TRIO — MGM
VIC DAMONE — Mercury
SARAH VAUGHN — Musicraft

PUT 'EM IN A BOX

TIE 'EM WITH A RIBBON AND THROW 'EM IN THE DEEP BLUE SEA

Published by REMICK MUSIC CORP.

HOAGY CARMICHAEL — Decca
PAGE CAVANAUGH TRIO — Victor
RAY McKINLEY ORCH. — Victor
DORIS DAY — Columbia

KING COLE TRIO — Capitol
HAL McINTYRE — MGM
EDDY HOWARD — Majestic
FRANKIE LAINE — Mercury

BOB GRECO — Musicraft

I'M IN LOVE

Published by HARMS, INC.
ANDREWS SISTERS — Decca

RUN, RUN, RUN

Published by M. WITMARK & SON
ANDREWS SISTERS — Decca

THE TOURIST TRADE

Published by REMICK MUSIC CORP.
JACK SMITH — Capitol

MUSIC PUBLISHERS HOLDING CORP.

REMICK MUSIC CORP.

JOHNNY WHITE
Prof. Manager

M. WITMARK & SON

NAT FREELING
Prof. Manager

HARMS, INC.

HARRY GARFIELD
Prof. Manager

RCA BLDG. — ROCKEFELLER CENTER, NEW YORK 20, N. Y.

GRAND RECORDS

10 Inch — List Price \$.79 Inc. Tax

G-25000—NOT TONIGHT, JOSEPHINE

by ANDRE and his Orchestra
with Vocal Chorus

PIGS KNUCKLES—Polka

by ANDRE and his Orchestra

G-25001—I'M SO CUCKOO OVER YOU—

Waltz

(Cuckoo Waltz—vocal version)

by RENE and his Orchestra
with Vocal Chorus

YODLER'S POLKA

by RENE and his Orchestra

G-25002—GEORGIA CAKE WALK

by the CRAZY TOOTERS
with Vocal Chorus

• GUITAR RAG

by the CRAZY TOOTERS

G-25003—I WISH I WAS SINGLE AGAIN

by the CRAZY TOOTERS
with Vocal Chorus

LOONEY BLUES

by the CRAZY TOOTERS

G-25004—YOU CAN'T BE TRUE, DEAR

sung by FRANK WILSON
with Orchestra

HONOLULU LULLABY

sung by "THE GOOD-FELLOWS"
w/H. Grant and his Orchestra

G-25005—TURKEY IN THE STRAW

LISTEN TO THE MOCKING BIRD

by DARRELL FISCHER
and his "LOG-JAMMERS"

G-25006—LITTLE BROWN JUG

MAIN STREET

by DARRELL FISCHER
and his "LOG-JAMMERS"

G-25007—ANYONE CAN DO THE POLKA

DANCING KISSING LOVING—

Polka

sung by FRANK WILSON
w/J. Peter's Orchestra

G-25008—JOEY'S GOT A GIRL

PUSSY CAT AGONY FIVE

sung by the BARRY SISTERS
w/Sammy Meade's Orchestra

G-25009—POUND YOUR TABLE POLKA

(One More Chorus)

OLD CHIEF WALLA HOO

sung by the BARRY SISTERS
w/Sammy Meade's Orchestra

See Your Jobber or Write to

**STANDARD
PHONO CORP.**
SOLE SELLING AGENT

163 WEST 23RD ST. N. Y. C.

Music—As Written

New York:

Buddy Moreno's ork definitely follows the current show into the Paramount Theater here.

Orkster Sammy Kaye and comedian Milton Berle debut their five-show concert tour April 30 in Pittsburgh. They do two shows in Toledo May 1 and two shows again May 2 in Detroit. . . . Chirp Janet Brace has taken over the fem chores with Johnny Long's ork. The Long crew has been set for the Carnival Club, Minneapolis, May 27-June 9; Cavalier Hotel, Virginia Beach, Va., August 7-15 and Convention Hall, Atlantic City, August 18-24.

United Music's Jack Gale to the Coast to head the firm's activities in California. . . . Moe Jaffe and Ray Lee have clefted *I'll Be Lucky In Kentucky*. The ditty, penned with eyes on the Kentucky Derby, is pubbed by General Music. . . . Alto saxman Charley Kennedy and trumpet tottlers Johnny Bello and Gordon Boswell have rejoined the Gene Krupa ork.

Al Donahue gets CBS air time twice weekly from the Totem Pole Ballroom starting May 5. . . . Miss (Mike) Waldman has taken over as publicity head of De Luxe diskery.

Jose Curbelo rumba ork moves into the Monte Carlo for a four-week run Wednesday (28). . . . Marshall Young's ork opens a three-week stand May 10 at Bill Green's Casino, Pittsburgh, then follows with a one-week date at the Centennial Gardens, Sylvania, O., June 1.

Encore Music this week took over the *King Size Poppa* race hit ditty from Berle Adams's preview pub. Encore also acquired *Delilah* from BMI, who originally pubbed tune some seven years ago. *Delilah* disks slated for rerelease are Glenn Miller (Victor), Mills Brothers (Decca) and Buddy Clark (Columbia).

General Artists' Corporation exec, Art Weems, off on a two-week vacation down South. . . . Lenny Herman's small ork signed to a General Artists' Corporation management pact. The group now is at the Astor Hotel. . . . Louis Jordan's group is set for a three-week stay with a one-week option at the Oriental Theater, Chicago, beginning May 27. . . . Larry Clinton's ork and the Modernaires singing group have been packaged for a college one-nighter at University of Pittsburgh May 7. . . . Joe Glaser-Billie Holiday-Ed Fishman entanglement straightened away, apparently with Glaser being named the chirp's manager.

Elliot Lawrence's ork is signed to do the Page 1 ball at the Manhattan Center May 5. . . . The Gale Agency jazz package for the Marigny Theater in Paris leaves May 8. It is likely that the agency will land another theater jazz package abroad sometime in November. . . . Fred Lowus is the new district sales manager for King Records, handling New York, New Jersey and New England. Formerly was in similar capacity for Lissen Records. . . . Johnny Halonka, formerly sales manager for Dana Records and Runyon Sales here, opened his own distributing house, Master Record Sales, which will handle the disk lines of Dana, Top, Alvin and Damon waxeries.

Hollywood:

Marjorie Hughes, thrush daughter of Steinwayer-batoner Frankie Carle, has recovered from her recent illness and will rejoin her father's aggregation for his summer airshow series, *Summer Electric Hour—Carle Comes Calling*, to make its coast-to-coast bow May 9 on the Columbia Broadcasting System (CBS). She will share the vocal chores with Gregg Lawrence and the Starlighters. . . . Paramount Pictures last week extended its option on clefter Frank Loesser. Latter's *I Wish I Didn't Love You So*, from Paramount's *Perils of Pauline*, was nominated for an Academy Award.

Jimmy Dorsey plays the annual Santa Monica Firemen's Ball Friday (30) at Casino Gardens. Others inked for the affair are Red Nichols and his crew, Jimmy and Mildred Mulcahy and the Melo-Larks. . . . Five tunes clefted by Columbia Pictures' team of Allan Roberts and Lester Lee to be featured in Harry Romm's production, *Ladies of the Chorus*, include *Crazy for You*, *Every Baby Needs a Da Da Daddy*, *Anyone Can See*, *You're Never Too Old*, and the pic's title tune. In addition, the Bobby True Trio will present their own specialty, *Ubangi Love Song*.

Orkster Jan Garber and MCA are reaching beef stage over what Garber claims is agency's lack of interest in handling him properly. Garber, MCA 18 years, says he's earned agency nearly \$1,000,000 in commissions but that MCA has not snagged him a commercial radio show. Moreover, Garber says he's been on five record labels, but deals were always set with private parties, with MCA collecting commissions anyway. Current pact ends eight months hence.

Hartford:

Frankie Laine will be guest star for the Holy Name Society minstrel show slated for the Lyric Theater, Bridgeport, May 10. . . . Jack Still's orchestra to be house band again this summer at the Pleasure Beach Ballroom, Bridgeport, Conn., opening May 22. . . . Hartford's musicians have voted in favor of forming a Greater Hartford Symphony Orchestra, Michael C. Rogers, president of Hartford Local 400, American Federation of Musicians (AFL), announces.

Cincinnati:

Milt Magel, the Castle Farm nabob, brings the Stan Kenton band into the 2,500-seat Taft Theater Wednesday night (5) for two shows, with ducats scaled from \$1.20 to \$3. The date makes up for one Kenton was to play at Castle Farm some months ago but which he was forced to cancel due to illness. . . . Sam Donahue inked for a week at Joyland Park Casino, Lexington, Ky., beginning June 25. . . . The Modernaires set for Coney Island here the week of July 30 at a fancy 2G.

Horace Heidt and His Musical Knights, who begin a week at the RKO Albee Thursday (6), will do their NBC Philip Morris show from the Albee stage Sunday night (9) in a special show at hyped prices. Advance sale indicates (See MUSIC AS WRITTEN on opposite page)

Signature, Davis In Masters Deal

NEW YORK, April 24.—Signature diskery is on the verge of completing a deal to press and distribute a flock of masters owned by Joe Davis. Signature will put out the Davis masters, which include sides by Harry James, Savannah Churchill, Sammy Kaye, Wingy Manone, Coleman Hawkins, Jan Peerce and others, in a special collectors' series of releases.

The initial release, according to plan, will be a Harry James album. The deal should be completed by Monday (26).

Lois Files Action Vs. Hill and Range Firm Over "Joli Blon"

NEW YORK, April 24. — Lois Music, King Records' publishing subsidiary, last week filed an action against the Hill & Range Music firm, seeking an accounting of royalties and reversion of the copyright on the song *Joli Blon*. The tune, which rode the best-selling folk lists for some time several months back, originally was handed over to Hill & Range by King Records for exploitation on a deal which allegedly called for the diskery to receive 75 per cent of all the profits on the ditty. King passed its hold on the song into the hands of its Lois subsid.

The pubbery's suit, handled by attorney Jack Pearl, who also is a veepee in the King set-up, claims a breach of contract in the handling of *Blon*, primarily because of the failure to pay monies due Lois under the terms of the deal for the song. On the grounds of breach of contract, Lois asks that the copyright revert to its catalog.

Mercury's Bally Caravan Set for 2d Tour in Fall

CHICAGO, April 24.—With most of its schedule played, the Mercury Caravan, a troupe of the diskery's top musickers, has done little better than break even expense-wise and has hit the jackpot promotionally. Art Talmadge, the platter's flack chief and man behind the concert package, said the disk entourage will be duplicated in the fall with perhaps two separate packages, while a folk artist troupe will probably work parks this summer.

While gross figures were unavailable for the nine dates thus far, the caravan drew an estimated crowd of 1,200 in Buffalo, where a \$3 top prevailed. The show was emceed by three local disk jockeys, Bob Wells, Clinton Buehlman and Foster Brooks, but the turnout was disappointing in the light of the fact that the date had plenty of advance ballyhoo, with 13 retail stores posting special window displays, aside from radio plugs and disk giveaway gimmick.

Talmadge said grosses indicated that it will be better if the caravan plays a majority of ballrooms the next time, rather than only two out of 12 dates as was the case on the current tour. Stops at Devine's Million Dollar Ballroom, Milwaukee, and the Kiel Auditorium, St. Louis, where dance-concerts were held, proved the biggest money makers, with the Mercury troupe walking away with \$3,500 net on both dates. Teen-agers, at whom the Frankie Laine, Jan August, Helen Humes and Jazz-Allstars package was aimed, couldn't afford the \$3.60 top, but found the \$1.50 ballroom stipend to their liking.

IMPERIAL

RECORD CO., INC.

Presents
NATION'S
HOTTEST
BOOGIE WOOGIE

BY



THE ONE AND ONLY
CHARLIE
"BOOGIE WOOGIE"
DAVIS
AND HIS ORCHESTRA

5019A

"17 MILLION
\$ BABY"

REVERSE
"AIN'T NO BETTER
FOR YOU"

GET ON THE
IMPERIAL
BANDWAGON AND
ORDER THIS RECORD
Immediately

SOME DISTRIBUTOR
TERRITORIES STILL OPEN

Exclusive Sales
Representatives

HOLIDAY
DISTRIBUTING CO.
137 N. WESTERN AVE.
LOS ANGELES 4, CALIFORNIA

Evans's Sale of "Ballerina" To P. Maurice Sets a Trend

NEW YORK, April 24.—Redd Evans sold the English publishing rights to the Bob Russell-Carl Sigman song hit *Ballerina* this week and unfolded a significant new technique for independent pub dealers with English music men. The Peter Maurice firm in England bought the tune for a reported \$3,000 advance against 15 per cent of the retail selling price of sheet music. Orthodox English deals in the past usually have been limited to 10 per cent of the list, but Evans has been a notorious hold-out on the foreign rights to *Ballerina*, and the upped percentage represented a compromise between the 10 per cent figure and other demands Evans had made.

The *Ballerina* publisher here originally had balked at English pub feelers for routine advance deals, demanding a bonus on top of the regular arrangements. The bonus would have been shared with the songwriters, according to Evans, as would have any "earnings of the song," but he felt that delivering an established American hit called for more than just a fee applied against copy sales of the ditty in England. When England pubs resisted the bonus, Evans held on to *Ballerina* until Peter Maurice came up with the 3G against 15 per cent offer. The deal includes customary 50 per cent of mechanicals but contains a wrinkle in its provision for sale outside of England.

French Negotiations

Evans has reserved the right to negotiate directly with France, altho Peter Maurice is allowed to place the song with the French publisher it chooses; presumably, it would select its own adjunct. The income from the French outlet would be directly negotiated with Evans, however, representing an improvement over the usual "percentage of a percentage" deals when all rights are vested in the English pub. The Maurice firm holds all foreign rights except for Scandinavia where Evans is negotiating separately.

Clinching of the *Ballerina* deal led observers here to predict that Mickey Goldsen, of Capitol Songs, Inc., would soon make a sale of *Manana* to an English outlet. Goldsen has held out on his hit reasoning along the lines of Evans's position. Goldsen also claimed that the delivery of a hit tune was worth more than a mere advance against earnings of the song. The Evans-Goldsen resistance has been watched on both sides of the ocean, where a 10 per cent advance for the sale of the English rights has been the customary procedure for indie pubs who have no reciprocal ties in both countries.

Local 802 To Get 89G From AFM for Free N. Y. Concerts

NEW YORK, April 24. — Local 802, American Federation of Musicians (AFM), will receive \$89,132 from the AFM recording and transcription fund with which to stage free spring and summer concerts in the New York area for the second straight year, it was learned this week.

Last year's concerts gave employ-

Gunning for Bootleg Disks

(Continued from page 16)

law enforcing agencies would launch an investigation into the matter.

Lubinsky, who has just returned from a nationwide tour during which he says he conducted a personal investigation of the counterfeit platter biz, claims that counterfeiters have turned out a million duplicate disks from the catalogs of some dozen record manufacturers in recent months. He claims that most of the disks apparently are coming from hideout plants in the Los Angeles area. He also points out that no government excise tax is being paid on the counterfeit merchandise and that this alone should be enough reason to bring on a widespread federal investigation.

HOLLYWOOD, April 24. — What were said to be "important advances" to the eventual cracking of the counterfeit ring dealing in bogus disks were claimed last week by local indie labels involved in tracking down the violators. Details were withheld from publication with the statement that they would serve as a tip-off to the counterfeiters.

Labels that have joined forces in an all-out effort to locate, arrest and prosecute the ring include Aladdin, Black & White, Jewel and Specialty. It was reported that Savoy would also come in with the Coast labels, but this could not be confirmed at press time.

Herman Lubinsky, Savoy prexy, last week flew to Los Angeles to investigate reports that his label was being victimized by the counterfeiters. Upon arriving there, he discovered that bogus copies of Savoy's hot seller, *Thirty-Five Thirty* (Paul Williams Sextet), were being circulated. Lubinsky told *The Billboard* that this disk was in the best-seller class in the East, altho his sales records showed it to be a slow mover on the Coast. Loss in Coast sales, he said, can be blamed directly on operations of the counterfeiters, who have re-recorded the disk and are peddling it cut rate to dealers in this area.

ment to over 5,000 musicians and covered 701 projects in army, navy and Veterans' Administration hospitals, public schools, charitable institutions and similar locations.

Music—As Written

(Continued from opposite page)

a jammed house. . . Art Mooney, mended from an emergency appendectomy, was slated to be released from Jewish Hospital Sunday (2), with the leader heading back to New York. . . Tex Beneke one-nights it into Moonlite Garden, Coney Island, August 6, in an effort to top the one-nighter record he hung up there last summer.

Detroit:

Chester Brejnak forming a local band under the name of the Polka Kings orchestra. . . Lester Shank setting up a new unit under the name of the Les Shaw orchestra. . . Mary Maiorana and Thomas Coco starting a new record company to bring out a number of Italian operatic records.

KING JAZZ RECORDS

10 Inch — List Price \$1.05 Inc. Tax

MEZZROW-BECHET QUINTET I:

Sidney Bechet Soprano Sax
Mezz Mezzrow Clarinet
Fitz Weston Piano
Pops Foster Bass
Kaiser Marshall Drums

K-140—Gone Away Blues
De Luxe Stomp

K-141—Bowin the Blues
Old School

K-142—Out of the Gallion
Ole Miss

MEZZROW-BECHET SEPTET:

Sidney Bechet Soprano Sax
Mezz Mezzrow Clarinet
Pappa Snow White Trumpet
Jimmy Blythe Jr. Piano
Danny Barker Guitar
Pops Foster Bass
Sidney Catlett Drums

K-143—Blood on the Moon
(Vocal—Pappa Snow White)
House Party

K-144—Levee Blues
Saw Mill Man Blues
(Vocals—Pleasant Joe)

K-145—Boogin' With Mezz
I Finally Gotcha
(Piano Solos—
Jimmy Blythe, Jr.)

MEZZROW-BECHET QUINTET II:

Sidney Bechet Clarinet
Mezz Mezzrow Clarinet
Wesley 'Sox' Wilson Piano
Wellman Brand Bass
Warren 'Baby' Dodds Drums

K-146—Really the Blues-Part I
Really the Blues-Part II

K-147—Evil Gal Blues
(Vocal—Coot Grant)
Breathless Blues

K-148—You Got To Give It to Me
(Vocal—Coot Grant)
You Can't Do That to Me
(Vocal—Coot Grant
and Sox Wilson)

See Your Jobber or Write to

**STANDARD
PHONO CORP.**

SOLE SELLING AGENT

163 WEST 23RD ST.

N. Y. C.

The greatest Hill Billy find of all time hits on BULLET record No. 649 . . . IT'S LEON PAYNE with "LIFETIME TO REGRET" and "DON'T TRY IT" . . .

Just try it and see

ZEKE CLEMENTS scores on BULLET record No. 653, with "BROWN'S FERRY BOOGIE"—it'll get you. . . . And it's backed by another BULLET HIT . . . "IN THE VALLEY OF MY DREAMS" . . .

CHECK BULLET RECORDS FIRST

ORDER FROM YOUR NEAREST DISTRIBUTOR

BULLET RECORDS

423 BROAD STREET, NASHVILLE, TENN.

6-4573

DEMAND THE

ORIGINAL

JON & SONDRÁ STEELE'S

"MY HAPPINESS"

ON DAMON RECORDS D-11133 ONLY

NEARING QUARTER-MILLION MARK!

NO SUBSTITUTE IS COMPARABLE!

Damon Recording Studios, Inc.

1221 BALTIMORE AVE.

KANSAS CITY, MO.

VOX JOX

A National Accounting of Disk Jockey Activities

DISK AND DATA . . . Spinners Gil Maurer and Bill Haley, of KSLU, Canton, N. Y., are running a one-hour weekly show tabbed *So You Want To Be a Disk Jockey*. They pick three potential whirlers from letter requests who vie for weekly spinner honors. Winners of the weekly show are invited in for finals on the fourth week, with the final winner drawing a prize. . . . Cal Miller is a recruit for the blossoming spinner ranks on television. Miller is doing a weekly show over WABD, the DuMont station in New York, as part of the Bob Emory *Rainbow House presentation*. . . . Harry (The New) Luke, of WNVA, Norton, Va., has designed a whirl show (especially for women) tabbed *Apron Strings Serenade*. He conducts a half-hour across-the-board ainer which features household, shopping, beauty and fashion hints between wax spins. . . . Waco, Tex., Station WACO, introduced a new show built around ancient wax hits tabbed *Juke Box of Yesteryear*. Run by spinner Ron Litteral, the show, which is heard Saturday evenings, features patter about the history of the various selections.

FEM DEEJAYS . . . Mary Smith recently teed off a spinner session on WBCM in Bay City, Mich. She became a whirler when her regular bosses, the Hardy Music Company of Bay City, decided to buy some air time and further decided that the regular disk counter girl, Mary, should serve up the disks on the air as she does in the shop. Tabbed *Date With a Disk*, response to the ainer has been strong enough to set it for at least two years. . . . Another gal spinner from the boss's back yard is Jerry James, of KQA, Denver, who worked for the Raymond Keene Advertising Agency which handled the sale of the spinner show she now is working. It's a three times weekly, 15-minute ainer tabbed *Melody Laundry*, which is sponsored by the Denver Laundry Owners' Association, the Keene account. . . . Chicago spinner Rosemary Wayne draws a new wax stanza via WAIT, Chicago, Monday thru Saturday from 7 to 8 p.m., beginning May 1, which will supplement her regular WJJD show.

TERRITORY TUNE TOUTING . . . Robert Conrad, WXGI, Richmond, Va., feels that Peggy Lee's recutting of *Why Don't You Do Right?* for her Capitol album may inject some new life into the revived ditty "since the bulk of record fans today remember this oldie and will welcome its new rendition." . . . Louis Hubbard, of WFLO, Farmville, Va., sets the keynote for many other spinners thusly: "King Cole's *Nature Boy* ought to be the record of any year." . . . Bruce Mack, of KSOA, Odessa, Tex., feels that the major diskers aren't reissuing enough of their old catalog items. Among those he would like to see available again are Tommy Dorsey's *I'll Take Tallullah* and Harry James's *I'll Get By*. . . . Hank Jacobsen, WKDK, Newberry, S. C., writes that the London dinking of *A Tree in the Meadow*, as done by Sam Browne, has been proving "extremely popular" in his listening area.

SPINNER SPATTER . . . Leeds Music's song plugger, Doc Berger, is taking off on a trip to contact spinners in the Midwest. He will visit Detroit and Milwaukee, among other cities. . . . Detroit Station CKW and Casper, Wyo., Station KVOC, are the latest outlets to buy the Duke Ellington transcribed spinner show. . . . Former New York press agent, Mort Nusbaum, is a new addition to the deejay ranks with a two-hour across-the-board spinner session on WHAM, Rochester, N. Y., which emanates in the city's Triton Hotel and is appropriately tabbed *Meet Me at the Triton*. . . . Newest spinner additions to the staff of WOLS, Florence, S. C., are Robert Snyder and John Evans. . . . The Young's Gap Hotel is looking for a disk jockey to run a two-hour nightly show from the hotel, a la Jack Eigen, during the summer. . . . Bea Wain and Andre Baruch will do their *Mr. and Mrs. Music* WMCA, New York, spin show for the New York Museum of Science & Industry Tuesday (27) in a special ainer from the cancer exposition there for the benefit of the New York Cancer Committee. . . . KFIO, Spokane, expanded its daily disk jockey programming with two new ainers; one's a noonday two-hour whirl tabbed *Recordially Yours*; second is a one-hour morning show by Bruce Davis. . . . Jack Eigen celebrates the first anniversary of his New York Copacabana ainer tomorrow (25). . . . WCSI (Columbus, Ind.) program director Graeme Zimmer presented the station's eighth monthly disk jockey round tables Saturday (24) with seven Midwestern spinners participating. They included Ted McKay, WSUA, Bloomington, Ind.; Paul Buchanan, WTOM, Bloomington; Paul Roberts, WFBM, Indianapolis; Bob Pruet, WIRE, Indianapolis; Jim Lounsbury, WHAS, Louisville; Bill Nimmo, WLW, Cincinnati, and Gene Sheppard, WCKY, Cincinnati.

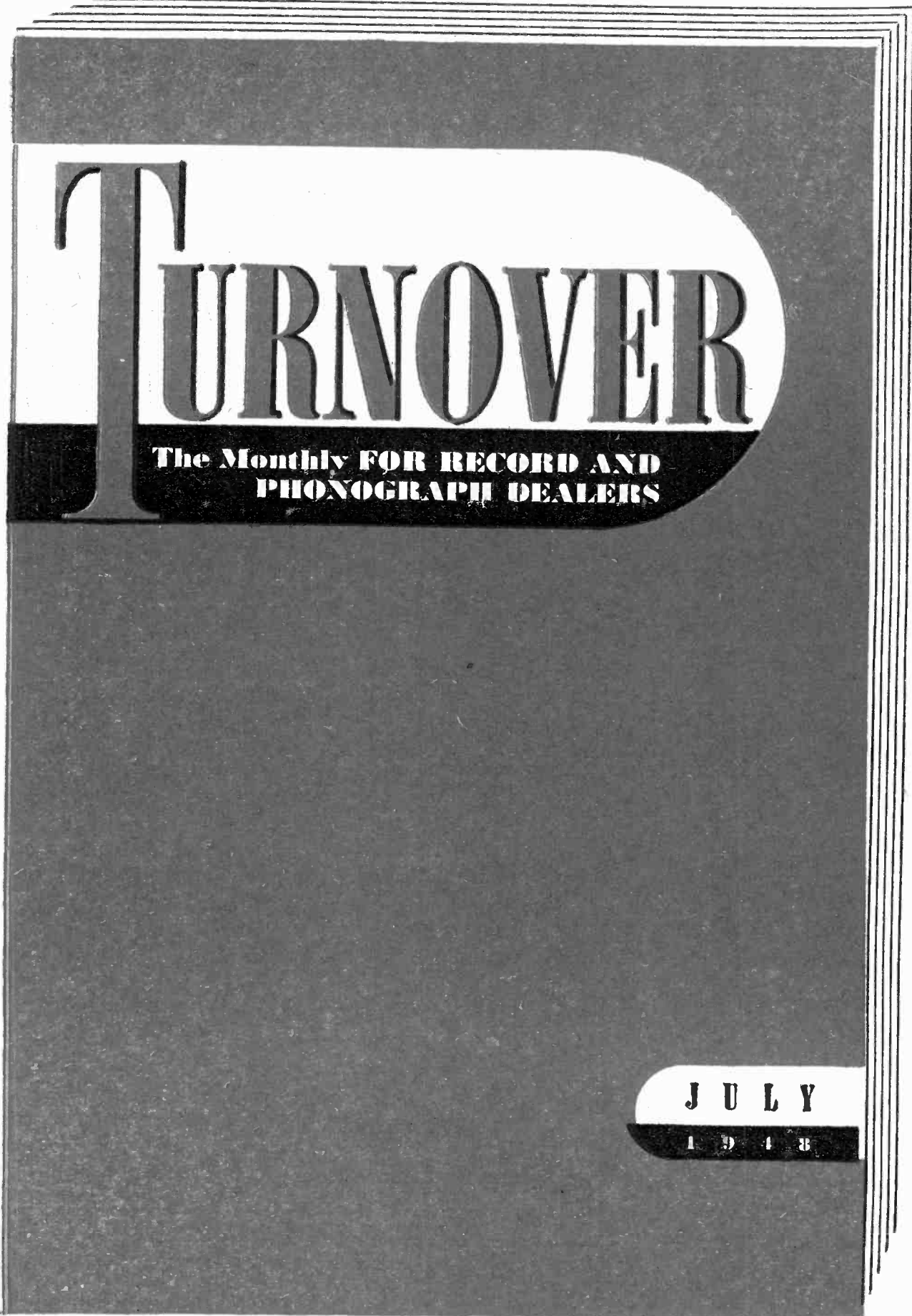
GEM'S HUSH MAN . . . Jockey Jack Lacy, of WINS, launched a contest Saturday (24) in conjunction with Modern Music Sales and Gem diskery. Pitch is for Lacy to play platters of a certain Gem male chanter, billing him as a "mystery singer." Listeners will be asked to send letters to Lacy telling why they like the unknown warbler and his Gem dinking of *In the Dark*, which will be aired at about 1 p.m. daily thru May 1, at which time contest ends and singer will be unmasked. Prizes, donated by Modern, consist of a radio-phono combination and six table radios for the seven top letters.

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

Plans are being laid by disk jockeys in New Orleans and Rochester, N. Y., to organize NADJ chapters.

NADJ hereafter will clear and organize all charity drives which ask for disk jockey co-operation. NADJ members have been helping the Eastern Paralyzed Veterans' Association in its drive to push thru Congress a bill providing for special paraplegics' homes to be built with federal funds.

The Billboard's New Monthly Magazine



to help
**RECORD
 DEALERS**
 make
**GREATER
 PROFITS**

TURNOVER will fill a vital need. From cover to cover Turnover's editorial pages will virtually be an encyclopedia of sales tricks and merchandising ideas.

FOR DEALERS Turnover will mean easier, more practical ways to merchandise and sell more records, accessories and sets more profitably.

FOR ADVERTISERS Turnover presents a monthly opportunity to reach the nation's most aggressive dealers at the very moment their interest is focused on selling more records, accessories and sets by employing merchandise tricks and sales aids. First issue closes May 24. Write today for rates and information.

TURNOVER
 ... to help dealers sell

..... **OUT JUNE 14th**

First issue will actually be dated July, but published in advance to coincide with NAMM Convention at Palmer House, Chicago, June 14.

The Billboard
 ... to help dealers buy

The Billboard
 PUBLISHING COMPANY, INC.
 2160 PATTERSON ST.
 CINCINNATI 22, OHIO



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 23

HONOR ROLL OF HITS
(Trade Mark Reg.)

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

This Week Last Week

- 1. NOW IS THE HOUR** *By Maewa Kaihau, Clement Scott and Dorothy Stewart*
Published by Leeds (ASCAP) 1

Records available: Ray Bloch Ork, Signature 15178; Shep Fields Ork, Musicraft 532; Bing Crosby, Decca 24279; Gracie Fields, London 110; Horace Heidt, Columbia 38061; Eddie Howard, Majestic 1191; L. Paul Trio-C. Hayes, Mercury 5103; Kate Smith, MGM 10125; Margaret Whiting, Capitol 15024; Charlie Spivak, Victor 20-2704; Buddy Clark-The Charioteers, Columbia 38115; Jerry Wald Ork, Commodore C7502; Bob Carroll-Dick McIntire Harmony Hawaiians, Decca 24378.
Electrical transcription libraries: Nat Brandwynne, World; Horace Heidt, Standard; Shep Fields, Lang-Worth.
- 2. MANANA** *By Dave Barbour and Peggy Lee*
Published by Barbour-Lee (ASCAP) 2

Records available: Peggy Lee, Capitol 15022; Mills Brothers, Decca 24333; Edmundo Ross Ork, London 187; J. Loss Ork, Victor 20-2819; The Woodland Serenaders, Bandwagon 401.
(No information on electrical transcription libraries available as The Billboard goes to press.)
- 3. BABY FACE** *By Benny Davis and Harry Akst*
Published by Remick (ASCAP) 5

Records Available: The Alpine Belles, Flint 5006; H. King Ork, Decca 25356; Hum and Strum, Stellar SR-1012; Art Mooney, MGM 10156; Phillie All-Star String Band, Apollo 1112; Butch Stone Ork, Modern 20-570; B. Strong Ork, Tower 1255; Uptown String Band, Krantz K-1024; Sammy Kaye, Victor 20-2879; Pat and Penny, De Luxe 1172; J. Palmer Ork-M. Scott Chorus, Universal 111; Jack Smith-The Clark Sisters, Capitol 15078; The Woodland Serenaders, Bandwagon 402.
Electrical transcription libraries: D'Artega, Lang-Worth.
- 4. YOU CAN'T BE TRUE, DEAR** *Based on a composition by Hans Otten and Gerhard Ebel*
Published by Biltmore (ASCAP) 8

Records Available: Ken Griffin, Broadcast G-4006; Ken Griffin, Rondo R-128; Ziggy Lane, De Luxe 1171; V. Lynn, London 202; Jerry Wayne-Ken Griffin, Rondo R-228; F. Wilson, Grand G-25004; R. Deauville-Novelle Harmonica Trio, Bullet 1032; Colonial Ork, Standard T-136; N. Emmett, Apollo 1121; W. Glahe Ork, Victor 25-1117; The Sportsmen, Capitol 15077.
(No information on electrical transcription libraries available as The Billboard goes to press.)
- 5. I'M LOOKING OVER A FOUR LEAF CLOVER** *By Mart Dixon and Harry Wood*
Published by Remick (ASCAP) 3

Records available: Ray Bloch Ork, Signature 15177; Frankie Laine, Mercury 5105; Art Mooney, MGM 10119; Russ Morgan-Milt Herth, Decca 24319; Alvino Rey, Capitol 491; Three Suns, Victor 20-2688; Uptown String Band, Mercury 5100; Ferko String Band, Palda 110; Bert Henry String Band, Dot; Arthur Godfrey, Columbia 38081; King Odum Quartet-The Polka Dots, Musicraft 543; C. Fox and His Yellow Jackets, Columbia 38082; Alexander's Jazz Band, Trilon 220; the Harmonicats, Universal U-47; Tiny Hill, Columbia 38100; Jimmy Saunders, Rainbow 10043; Arthur (Guitar Boogie) Smith, Super Disc 1054; Curly Hicks and His Taproom Boys, Victor 20-2787.
Electrical transcription libraries: Russ Morgan, World; Lawrence Welk, Standard.
- 6. BEG YOUR PARDON** *By Francis Craig and Beasley Smith*
Published by Robbins (ASCAP) 4

Records available: Frankie Carle, Columbia 38036; Francis Craig, Bullet 1012; Dinning Sisters, Capitol 490; Larry Green Ork, Victor 20-2647; Art Mooney, MGM 10140; Snooky Lanson, Mercury 5109; Eddy Howard, Majestic 1220; Russ Morgan, Decca 24339.
Electrical transcription libraries: Vincent Lopez, NBC Thesaurus; Art Mooney, Associated; Russ Morgan, World.
- 7. TOOLIE OOLIE DOOLIE (THE YODEL POLKA)** *By Vaughn Horton and Arthur Beul*
Published by Chas. K. Harris (ASCAP) 7

Records Available: The Alpine Belles, Flint 5005; Andrews Sisters, Decca 24380; Dana Serenaders-M. Chimes, Dana 2015; J. Denis, London 201; V. Horton and His Polka Debs, Continental C-1223; H. Rene Musette Ork, Victor 25-1114; The Larkin Sisters, Spiro S-5505; The Sportsmen, Capitol 15077.
(No information on electrical transcription libraries available as The Billboard goes to press.)
- 8. SABRE DANCE** *By Khachaturian*
Published by Leeds (ASCAP) 6

Records Available: R. Bloch Ork, Signature 15180; Woody Herman, Columbia 38102; The Harmonakings, Jubilee 3505; M. Morrow-MGM Ork, MGM 30048; D. Henry Harmonica Trio, Regent 111; V. Young Concert Ork, Decca 24338; Freddy Martin, Victor 20-2721; Chicago Symphony Ork-A. Rodzinski, Dir., Victor 12-0209; Oscar Levant, Columbia 17521-D; Efram Kurtz-New York Philharmonic Symphony, Columbia 12498; Andrews Sisters, Decca 24427.
Electrical transcription libraries: Freddy Martin, Standard; Rene Savard, Standard; Music of Manhattan Ork, NBC Thesaurus.
- 9. THE DICKEY-BIRD SONG** *By Howard Dietz and Sammy Fain*
Published by Robbins (ASCAP) 9

From the MGM film, "Three Daring Daughters."
Records Available: Blue Barron, MGM 10138; Larry Clinton, Decca 24301; The Dell Trio-Jerry Wayne, Columbia 38085; Freddy Martin, Victor 20-2617; G. Olsen, Majestic 1234.
Electric transcription libraries: Milt Herth Trio-Larry Douglas, World; Freddy Martin, Standard.
- 10. NATURE BOY** *By Eden Ahbez*
Published by Burke-Van Heusen (ASCAP)
Records available: King Cole, Capitol 15054; Frank Sinatra, Columbia 38210.
(No information on electrical transcription libraries available as The Billboard goes to press.)

You are cordially invited to listen to

PERRY COMO

Star of The Chesterfield Supper Club

introduce the entire score from

IRVING BERLIN'S

"EASTER PARADE"

National Broadcasting Company 7:00 P.M. EDST—9 P.M. PST

TUESDAY MAY 4th and THURSDAY MAY 6th

(Irving Berlin will be Perry's Special Guest Star)



M-G-M presents IRVING BERLIN'S "EASTER PARADE" starring JUDY GARIAND • FRED ASTAIRE • PETER LAWFORD • ANN MILLER • A Metro-Goldwyn-Mayer Picture

Leo Feist publishes

BETTER LUCK NEXT TIME

Recorded by

- PERRY COMO.....Victor
- GUY LOMBARDO.....Decca
- GEORGE PAXTON.....M-G-M
- DINAH SHORE.....Columbia
- JO STAFFORD.....Capitol

A FELLA WITH AN UMBRELLA

Recorded by

- BING CROSBY.....Decca
- DENNY DENNIS.....London
- SKITCH HENDERSON.....Capitol
- GUY LOMBARDO.....Decca
- FRANK SINATRA.....Columbia
- THE THREE SUNS.....Victor

LEO FEIST, Inc.

HARRY LINK Gen. Prof. Mgr. New York GEORGE DALIN Chicago MED MILLER Hollywood HY KANTER

THIS WEEK'S RCA VICTOR RELEASE

SAMMY KAYE

The Tune on the Tip of My Heart

Bright and bouncy . . . a typical Kaye coin-catcher with lilting lyrics by Don Cornell and The Three Kaydets.

I'll Always Be in Love With You

Slow, dreamy oldie that's coming back. Don Cornell and The Three Kaydets blend mellow voices.

RCA Victor 20-2745



FREDDY MARTIN
On the Little Village Green

Zingy strings and that typical Martin piano-fingering will make this a big "soft lights 'n' sweet music" favorite!

A Little Street Where Old Friends Meet

This one has that lazy, nostalgic feeling. Humming background, with Clyde Rogers' vocal adds a back-room flavor to this disk.

RCA Victor 20-2826



LARRY GREEN

Concerto to the Moon
(Concierto En La Luna)

Light and lilting all-instrumental . . . swell follow-up to Larry's "Beg Your Pardon." Get next to this sparkling piano waxing, but fast!

Mother Nature's Lullaby

Has the appeal of "Oh, What It Seemed To Be"! The Trio and the maestro's toe-tapping piano-work make this platter a real double-feature!

RCA Victor 20-2832



DESI ARNAZ
and his Orchestra

Rumba Rumbero

Desi's cross-country tour is booming his popularity. Desi delivers this one with his terrific, original vocal styling. Reminds you of "Cuban Pete."

In Santiago, Chile
('Tain't Chilly At All)

Sounds like . . . same idea as "Mañana," only it's about a Chilean who woos a hot señorita. Cash in on this calypso click!

RCA Victor 20-2827



ERSKINE HAWKINS
and his Orchestra

Gabriel's Heater

The winning title from a nation-wide disk jockey contest . . . and it's as hot and flashy as the name sounds!

I'd Love to Make Love to You

A slow ballad, with a solid vocal by Laura Washington!

RCA Victor 20-2836



BILL BOYD and his Cowboy Ramblers

Closed for Repairs

Swell rustic piano-fingering, as Bill chants the vocal.

American Patrol

Glenn Miller's oldie, up-to-date "country style"!

RCA Victor 20-2833

CHARLIE MONROE and his Kentucky Partners

I Know You'll Understand

¾ hillbilly ballad with plenty of guitar and mandolin.

End of Memory Lane

Ear-catching duet by Charlie and one of his "Partners."

RCA Victor 20-2834

NEW INTERNATIONAL HITS!

JOE BIVIANO

with RCA Victor Accordion Orch.

Bowling Alley Polka and **Village Band**

RCA Victor 25-1116

JOSÉ MORAND and his Orchestra

Sunday in Old Santa Fe and **Con Maracas**

RCA Victor 26-9034

FRENCH

JEAN SABLON

Le Doux Caboulot and **J'ai Ta Main**

RCA Victor 26-7009

POLISH

WALTER DOMBKOWSKI

and his Orch.

Whose Treat and **Warszawianka**

RCA Victor 25-9184



ANOTHER NEW RCA VICTOR STAR!

HANK, "THE SINGING RANGER"

and his Rainbow Ranch Boys

Here's Canada's great singing cowboy! Hank sings in the Ernest Tubbs style in these two proven sellers. "A" is a slow waltz and "B" is a ballad. Clear the hillbilly decks for plenty of play on Hank—"The Singing Ranger"!

My Mother

and

My Sweet Texas Blue Bonnet Queen

RCA Victor 20-2835

Hits from "Inside U.S.A.!"

Album K-14

RUSS CASE his Chorus and Orchestra

Inside U.S.A. and

PERRY COMO with Russ Case Orch.

Haunted Heart

RCA Victor 45-0050

BEATRICE LILLIE and Chorus,

with Russ Case Orch.

Come, Oh Come and

At the Mardi Gras

RCA Victor 45-0051

JACK HALEY with Irving Miller,

his Orch., and Chorus

First Prize at the Fair and

Rhode Island Is Famous for You

RCA Victor 45-0052

BILLY WILLIAMS and Chorus,

with Russ Case Orch.

My Gal Is Mine Once More

and **Atlanta** (Bea Lillie)

RCA Victor 45-0053

WATCH THESE "CLIMBERS"!

FREDDY MARTIN

Feathery Feelin'

RCA Victor 20-2709

PERRY COMO

Haunted Heart

RCA Victor 20-2713

PEE WEE KING

Tennessee Waltz

RCA Victor 20-2680

ARBEE STIDHAM

My Heart Belongs to You

RCA Victor 20-2572

HENRI RENÉ

Piano Polka

RCA Victor 20-1111

ALL-TIME HITS RE-ISSUED!

PERRY COMO

Lili Marlene

RCA Victor 20-2824

TOMMY DORSEY

On the Alamo

RCA Victor 20-2848

SURE HITS!

SAMMY KAYE

I Love You, Yes I Do

RCA Victor 20-2674

PERRY COMO

Laroo Laroo Lilli Bolero

RCA Victor 20-2734

THE STARS WHO MAKE THE HITS ARE ON



**EVERYONE AGREES
IT'S A HIT!**

**Vera Lynn's
YOU CAN'T BE TRUE DEAR**

backed by
ONCE UPON A WINTERTIME
with Bob Farnon, his Orchestra and Chorus

NO. 202
List Price .75c plus tax

BILLBOARD PICKS — "This is the disc which should
fully establish the tune . . ."
VARIETY — "Gracie Fields did it here with 'Now
Is The Hour' and her British Co-Labelite could
repeat . . ."

**Sam Browne's
MORE THAN EVER BEFORE**

with The Squadronaires
backed by
HEARTBREAKER
with Primo Scala Accordion Band and The Keynotes
NO. 200
List Price 75c plus tax

LONDON
IMPORTED
LONDON RECORDS
FULL RANGE RECORDING
THE LONDON GRAMOPHONE CORP., 16 W. 22nd ST., NEW YORK 10, N. Y.

The **Billboard** **MUSIC POPULARITY CHARTS**
Sheet Music
PART II
Week Ending April 23

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 Last Week	POSITION This Week		Publisher
15	1	1	NOW IS THE HOUR (R)	Leeds
13	2	2	MANANA (R)	Barbour-Lee
15	3	3	I'M LOOKING OVER A FOUR LEAF CLOVER (R)	Remick
6	5	4	THE DICKEY-BIRD SONG (F) (R)	Robbins
4	11	5	BABY FACE (R)	Remick
3	8	6	YOU CAN'T BE TRUE, DEAR (R)	Biltmore
15	4	7	BEG YOUR PARDON (R)	Robbins
3	7	8	TOOLIE OOLIE DOOLIE (R)	Chas. K. Harris
11	6	9	BUT BEAUTIFUL (F) (R)	Burke-Van Heusen
1	—	9	NATURE BOY (R)	Burke-Van Heusen
2	9	10	HAUNTED HEART (M) (R)	Williamson
1	—	11	LITTLE WHITE LIES (R)	Bregman-Vocco-Conn
4	10	12	TELL ME A STORY (R)	Laurel
7	13	13	YOU WERE MEANT FOR ME (F) (R)	Miller
1	—	14	LAROO, LAROO, LILLI BOLERO (R)	Shapiro-Bernstein
24	6	15	SERENADE OF THE BELLS (R)	Melrose

ENGLAND'S TOP TWENTY

Weeks to date	POSITION Last Week	POSITION This Week	English	American
17	1	1	A TREE IN THE MEADOW	Shapiro-Bernstein
15	2	1	NEAR YOU	Supreme
9	6	2	CIVILIZATION	E. H. Morris
11	4	3	SERENADE OF THE BELLS	Melrose
17	3	4	I WONDER WHO'S KISSING HER NOW	E. B. Marks
10	4	5	ONCE UPON A WINTER-TIME	*
7	5	6	GOLDEN EARRINGS	Paramount
22	9	7	TERESA	Duchess
9	7	8	WHEN YOU WERE SWEET SIXTEEN	Shapiro-Bernstein
13	8	9	SHOEMAKER'S SERENADE	J. J. Robbins & Sons
3	10	10	I'M MY OWN GRANDPAW	General
5	12	11	TELL ME A STORY	Laurel
5	11	12	TOO FAT POLKA	Shapiro-Bernstein
2	14	13	REFLECTIONS ON THE WATER	Feist
6	13	14	THE OLD POSTMAN PASSES ME BY	*
3	17	15	SILVER WEDDING WALTZ	Unit Pub. Co.
26	16	16	AN APPLE BLOSSOM WEDDING	Shapiro-Bernstein
3	15	17	MY COUSIN LOUELLA	Shapiro-Bernstein
1	—	18	OH! MY ACHIN' HEART	Mood
28	18	19	I'LL MAKE UP FOR EVERYTHING	Peter Maurice

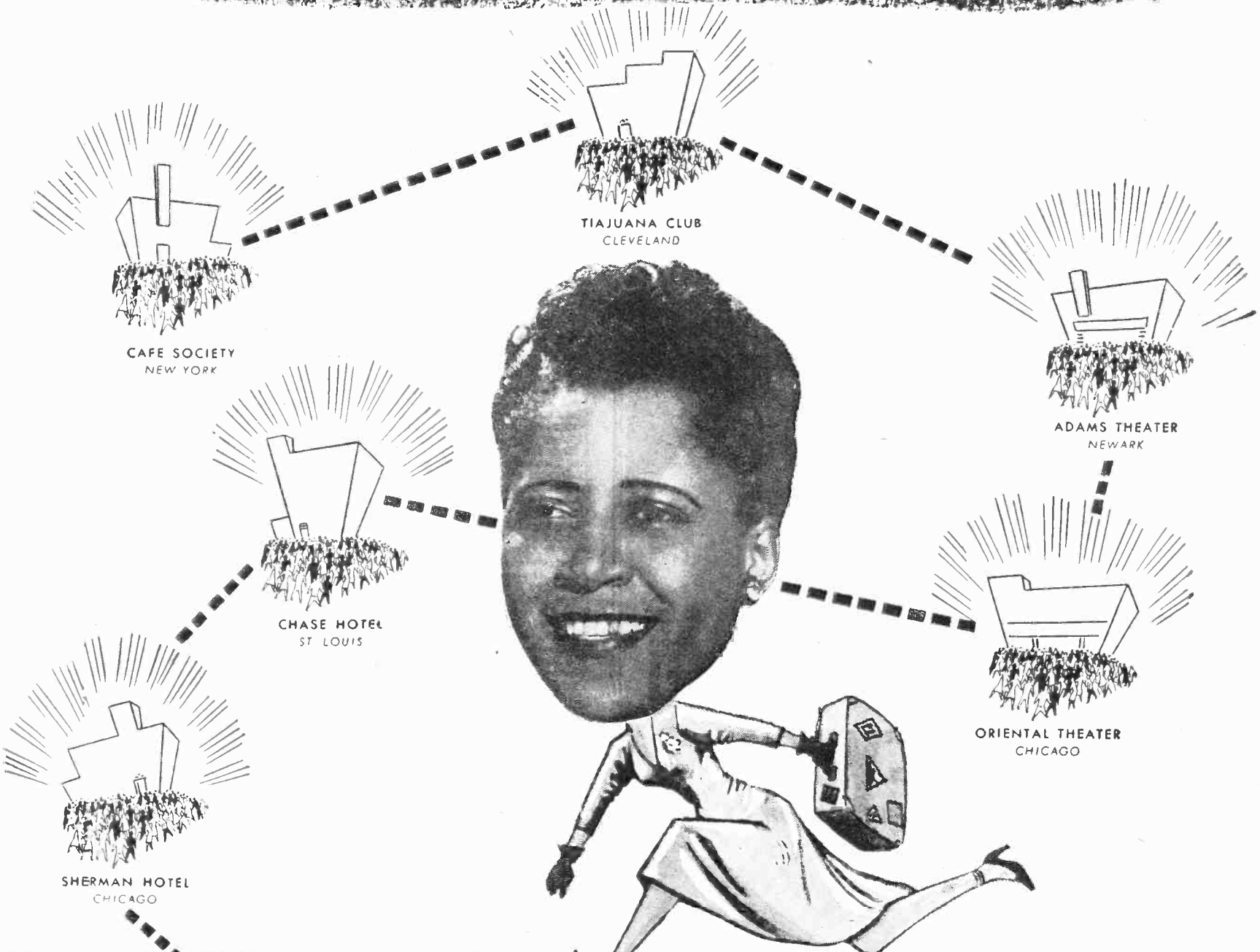
*Publisher not available as The Billboard goes to press.

CANADA'S TOP TUNES

Songs listed are sheet music best sellers in Canada. Listing is based on reports received from the seven largest retailers in the Dominion.

Weeks to date	POSITION Last Week	POSITION This Week	
4	1	1	NOW IS THE HOUR
4	6	2	THE DICKEY-BIRD SONG
4	2	3	I'M LOOKING OVER A FOUR LEAF CLOVER
4	3	4	BEG YOUR PARDON
4	4	5	SERENADE OF THE BELLS
4	5	6	MANANA
4	16	7	PIANISSIMO
2	8	8	YOU WERE MEANT FOR ME
4	10	9	HOW SOON?
4	10	10	I'M MY OWN GRANDPAW
4	7	11	WITH A HEY AND A HI AND A HO HO HO
4	15	12	THE STARS WILL REMEMBER
1	—	13	BABY FACE
4	9	14	GOLDEN EARRINGS
2	19	15	TOOLIE OOLIE DOOLIE
4	19	16	I'M A-COMIN' A-COURTIN', CORABELLE
2	17	17	SLAP 'ER DOWN AGAIN, PAW
2	—	18	AT THE CANDLELIGHT CAFE
2	14	19	SABRE DANCE
1	—	20	TERESA
1	—	20	THE WHIFFENPOOF SONG

"I'LL HURRY ON DOWN to your town too—"



CAFE SOCIETY
NEW YORK

TIAJUANA CLUB
CLEVELAND

ADAMS THEATER
NEWARK

CHASE HOTEL
ST LOUIS

ORIENTAL THEATER
CHICAGO

SHERMAN HOTEL
CHICAGO

"THAT REAL GONE GAL"

Nellie Lutcher

CAPITOL RECORDS

Personal Management
CARLOS GASTEL
HOLLYWOOD

Direction



GENERAL ARTISTS CORPORATION

CHUCK FOSTER
and HIS ORCHESTRA


Who
Who
Who
Who

**"WHO
PUT THAT DREAM
IN YOUR EYES"**

backed by
DARDANELLA
5125

**A BIG HIT WITH OPERATORS
EVERYWHERE
A NATURAL - ORDER NOW!**

**MERCURY
RECORDS**
839 S. WABASH
CHICAGO 5, ILL.



The **Billboard** **MUSIC POPULARITY CHARTS**
Radio Popularity
PART III
Week Ending April 23

SONGS WITH GREATEST RADIO AUDIENCES
(Beginning Friday, April 16, 8 a.m. and ending Friday, April 23, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated. The feature is copyrighted 1947 by the office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcasts utilizing this information may be aired. Infringements will be prosecuted.

The Top 30 Tunes (plus ties)

Title	Publishers	Lic. By
All Dressed Up With a Broken Heart (R)	E. B. Marks	BMI
April Showers (F) (R)	Harms, Inc.	ASCAP
Baby Face (R)	Remick	ASCAP
Beg Your Pardon (R)	Robbins	ASCAP
But Beautiful (F) (R)	Burke-Van Heusen	ASCAP
Fool That I Am (R)	Hill & Range-Mutual	BMI
Haunted Heart (M) (R)	Williamson	ASCAP
Heartbreaker (R)	Leeds	ASCAP
Hooray For Love (F) (R)	Melrose	ASCAP
I May Be Wrong (R)	Advanced	ASCAP
I'm Looking Over a Four Leaf Clover (R)	Remick	ASCAP
It Began in Havana (R)	Martin	ASCAP
Laroo, Laroo, Lilli Bolero (R)	Shapiro-Bernstein	ASCAP
Little White Lies (R)	Bregman-Vocco-Conn	ASCAP
Love Is So Terrific (R)	Mellin	BMI
Manana (R)	Barbour-Lee	ASCAP
Nature Boy (R)	Burke-Van Heusen	ASCAP
Now Is the Hour (R)	Leeds	ASCAP
Pianissimo (R)	Santly-Joy	ASCAP
Sabre Dance (R)	Leeds	ASCAP
Saturday Date (R)	Southern	ASCAP
Saturday Night in Central Park (M) (R)	T. B. Harms	ASCAP
Tell Me a Story (R)	Laurel	ASCAP
The Best Things in Life Are Free (F) (R)	Crawford	ASCAP
The Dickey-Bird Song (F) (R)	Robbins	ASCAP
Toolie Oolie Doolie (R)	Chas. K. Harris	ASCAP
We Just Couldn't Say Goodbye (R)	Words & Music	ASCAP
What's Good About Goodbye (R)	Melrose	ASCAP
You Turned the Tables on Me (R)	Sam Fox	ASCAP
You Were Meant For Me (F) (R)	Miller	ASCAP
You're Too Dangerous, Cherie (R)	Harms, Inc.	ASCAP

The Remaining 20 Songs of the Week

Betty Blue (R)	Bloom	ASCAP
Bye, Bye, Blackbird (R)	Remick	ASCAP
Encore, Cherie (R)	Miller	ASCAP
I Wish I Knew the Name (R)	Leeds	ASCAP
I'd Give a Million Tomorrows (R)	Oxford	ASCAP
Lone Star Moon (R)	Advanced	ASCAP
Love Is Fun (R)	Encore	BMI
Mary Lou (R)	Mills	ASCAP
Matinee (R)	E. H. Morris	ASCAP
My Sin (R)	Chappell	ASCAP
Ooh! Look-A There, Ain't She Pretty? (R)	Leeds	ASCAP
Someone Cares (R)	Campbell-Porgie	BMI
Spring in December (Winter in May) (R)	Leeds	ASCAP-BMI
Teresa (R)	Duchess	BMI
The Old Ferris Wheel (R)	Goldmine	ASCAP
There Ought To Be a Society (R)	Dreyer	ASCAP
What Do I Have To Do? (R)	Bregman-Vocco-Conn	ASCAP
What'll I Do? (R)	Berlin	ASCAP
When You're Smiling (R)	Mills	ASCAP
Who Were You Kissing (When You Kissed Me Last Night)? (R)	Bourne	ASCAP

RECORDS MOST PLAYED BY DISK JOCKEYS

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

Weeks to date:	POSITION	Title	Publishers	Lic. By
Last Week	This Week			
15	1	1. MANANA	Peggy Lee..Capitol 15022	ASCAP
3	5	2. NATURE BOY	King Cole Trio..Capitol 15054	ASCAP
10	3	3. NOW IS THE HOUR	Bing Crosby..Decca 24279	ASCAP
5	7	4. BABY FACE	Art Mooney..MGM 10156	ASCAP
7	8	5. SABRE DANCE	Woody Herman..Columbia 38102	ASCAP
12	6	6. NOW IS THE HOUR	Margaret Whiting..Capitol 15024	ASCAP
15	2	7. I'M LOOKING OVER A FOUR LEAF CLOVER	Art Mooney..MGM 10119	ASCAP
1	—	8. THE DICKEY-BIRD SONG (F)	Freddy Martin..Victor 20-2617	ASCAP
1	—	8. YOU CAN'T BE TRUE,	Ken Griffin-Jerry Wayne	ASCAP
4	—	10. I LOVE YOU, YES I DO	Sammy Kaye..Victor 20-2674	BMI
		(B. Cameron, King 4203; P. Gayten Trio, DeLuxe 1138; A. Laurie-P. Gayten Trio, DeLuxe 1131; Bull Moose Jackson, King 4181; R. Scott Ork, MGM 10132; Three Bees and a Honey, DC 8044; D. Washington, Mercury 8065; C. Williams, Mercury 8073)		
5	—	11. NOW IS THE HOUR	Buddy Clark-The Charioteers..Columbia 38115	ASCAP
2	10	12. BECAUSE	Perry Como..Victor 20-2653	ASCAP
		(D. Durbin, Decca 25295; Dean Hudson Ork (Sonny Stockton), Mello-Strain 112)		
14	3	13. NOW IS THE HOUR	Gracie Fields..London 110	ASCAP
13	11	14. BEG YOUR PARDON	Frankie Carle..Columbia 38036	ASCAP
1	—	15. TOOLIE OOLIE DOOLIE	Andrews Sisters..Decca 24380	ASCAP

Billboard MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending April 23



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.

Table with columns: Weeks to date, Last Week, This Week, Record Title, Artist, Label. Includes records like 'MANANA' by Peggy Lee and 'NOW IS THE HOUR' by Bing Crosby.

(Continued on page 30)

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.

Table with columns: Weeks to date, Last Week, This Week, Album Title, Artist, Label. Includes 'Down Memory Lane' by Vaughn Monroe and 'Busy Fingers' by Three Suns.

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

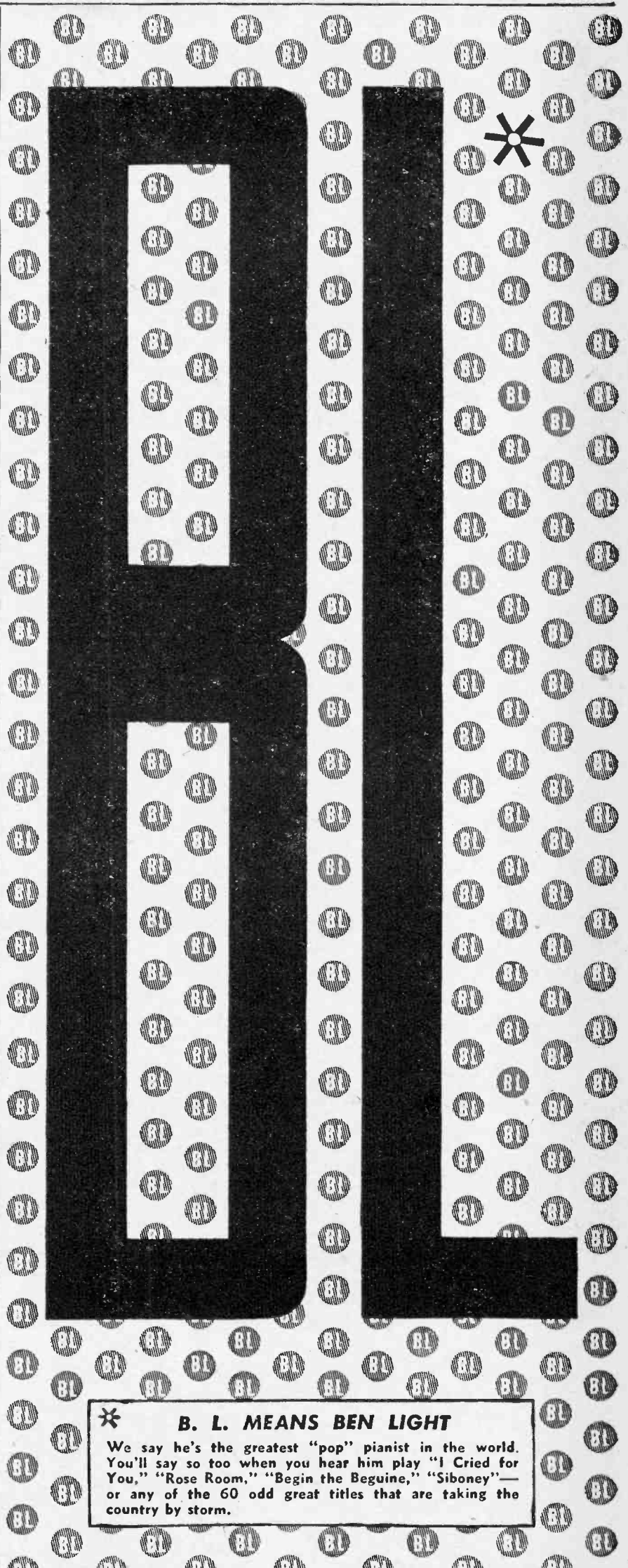
Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey.

Table with columns: Weeks to date, Last Week, This Week, Record Title, Artist, Label. Includes 'Khachaturian: Gayne Ballet Suite' and 'Warsaw Concerto'.

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.

Table with columns: Weeks to date, Last Week, This Week, Album Title, Artist, Label. Includes 'Khachaturian: Gayne-Ballet Suite' and 'Beethoven: Symphony No. 9'.



B. L. MEANS BEN LIGHT
We say he's the greatest "pop" pianist in the world. You'll say so too when you hear him play "I Cried for You," "Rose Room," "Begin the Beguine," "Siboney" — or any of the 60 odd great titles that are taking the country by storm.

TEMPO RECORD COMPANY OF AMERICA
8540 Sunset Blvd., Hollywood 46, Calif.
TEMPO ATLANTIC 76 West Chelton Ave. Philadelphia 44, Pa.
TEMPO SOUTHERN 11 Avondale Road Avondale Estates, Ga.

You are cordially invited
to listen to

PERRY COMO

Star of The Chesterfield Supper Club

introduce the entire score from

IRVING BERLIN'S "EASTER PARADE"

National Broadcasting Company 7:00 P.M. EDT—9 P.M. PST
TUESDAY MAY 4th and THURSDAY MAY 6th
(Irving Berlin will be Perry's Special Guest Star)

M-G-M presents IRVING BERLIN'S "EASTER PARADE"
starring JUDY GARLAND • FRED ASTAIRE • PETER
LAWFORD • ANN MILLER • A Metro-Goldwyn-Mayer Picture

Irving Berlin publishes

IT ONLY HAPPENS WHEN I DANCE WITH YOU

Recorded by

- PERRY COMO.....Victor
- GUY LOMBARDO.....Decca
- ART LUND.....M-G-M
- ANDY RUSSELL.....Capitol
- FRANK SINATRA.....Columbia

STEPPIN' OUT WITH MY BABY

Recorded by

- DENNY DENNIS.....London
- JOHNNIE JOHNSTON.....M-G-M
- GUY LOMBARDO.....Decca
- GORDON MacRAE.....Capitol
- DINAH SHORE.....Columbia
- THE THREE SUNS.....Victor

IRVING BERLIN Music Company

New York Chicago Cleveland Hollywood
CHARLES SAXON FREDDY KRAMER PHIL JULIUS BEN GILBERT

The Billboard MUSIC POPULARITY CHARTS

PART
V

Juke Box Record Plays

Week Ending
April 23

MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	POSITION		Artist	Label
	Last Week	This Week		
13	2	1.	MANANA	Peggy Lee.....Capitol 15022
11	1	1.	NOW IS THE HOUR.....	Bing Crosby.....Decca 24279
3	6	3.	YOU CAN'T BE TRUE, DEAR	Ken Griffin-Jerry Wayne.....Rondo R-226
5	4	4.	BABY FACE	Art Mooney.....MGM 10156
14	3	5.	I'M LOOKING OVER A FOUR LEAF CLOVER.....	Art Mooney.....MGM 10119
16	5	6.	BEG YOUR PARDON.....	Francis Craig.....Bullet 1012
3	11	7.	TOOLIE OOLIE DOOLIE.....	Andrews Sisters.....Decca 24380
13	7	8.	BEG YOUR PARDON.....	Frankie Carle.....Columbia 38036
3	14	9.	ST. LOUIS BLUES MARCH.....	Tex Beneke.....Victor 20-2722
12	8	10.	NOW IS THE HOUR.....	Gracie Fields.....London 110
1	—	11.	SABRE DANCE.....	Woody Herman.....Columbia 38102
10	10	12.	NOW IS THE HOUR.....	Eddy Howard.....Majestic 1191
2	13	13.	SABRE DANCE BOOGIE.....	Freddy Martin.....Victor 20-2721
5	12	14.	BECAUSE	Perry Como.....Victor 20-2653
11	15	15.	I'M LOOKING OVER A FOUR LEAF CLOVER.....	Russ Morgan-Mat Herth.....Decca 24319

MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	POSITION		Artist	Label
	Last Week	This Week		
7	1	1.	ANYTIME	Eddy Arnold and His Tennessee Plowboys.....Victor 20-2700
37	3	2.	I'LL HOLD YOU IN MY HEART	Eddy Arnold and His Tennessee Plowboys.....Victor 20-2332
4	5	3.	DECK OF CARDS	T. Texas Tyler.....4 Star 1228
2	—	4.	TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys.....Victor 20-2680
6	2	4.	WHAT A FOOL I WAS.....	Eddy Arnold and His Tennessee Plowboys.....Victor 20-2700
14	4	4.	HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys.....Capitol Americana 40065
13	6	4.	BUBBLES IN MY BEER.....	Bob Wills and His Texas Playboys.....MGM 10116
1	—	8.	TENNESSEE WALTZ	Cowboy Copas.....King 696
15	10	9.	SIGNED, SEALED AND DELIVERED	Cowboy Copas.....King 658
1	—	10.	PAN AMERICAN	Hawkshaw Hawkins.....King 689

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION		Artist	Label
	Last Week	This Week		
12	1	1.	KING SIZE PAPA	Julia Lee and Her Boy Friends.....Capitol Americana 40082
7	2	2.	FINE BROWN FRAME.....	Nellie Lutcher.....Capitol 15032
20	5	3.	I LOVE YOU, YES I DO.....	Bull Moose Jackson.....King 4181
3	6	4.	REET PETITE AND GONE.....	Louis Jordan.....Decca 24381
12	10	5.	BARNYARD BOOGIE	Louis Jordan.....Decca 24300
9	3	5.	TOMORROW NIGHT	Lonnie Johnson.....King 4201
4	7	7.	I WANT A BOWLEGGED WOMAN	Bull Moose Jackson.....King 4189
1	—	8.	GOOD ROCKIN' TONIGHT.....	Wynonie Harris.....King 4210
4	8	8.	EBONY RHAPSODY	Rosetta Howard (Big Three Trio).....Columbia 37573
1	—	10.	TIME OUT FOR TEARS.....	Savannah Churchill (The Four Tunes).....Manor 1116

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 29)

2	15	7.	NATURE BOY	King Cole Trio.....Capitol 15054
2	14	8.	TOOLIE OOLIE DOOLIE.....	Andrews Sisters.....Decca 24380
5	8	9.	SABRE DANCE	Woody Herman.....Columbia 38102
5	11	10.	SABRE DANCE BOOGIE.....	Freddy Martin.....Victor 20-2721
15	5	11.	I'M LOOKING OVER A FOUR LEAF CLOVER.....	Art Mooney.....MGM 10119
8	6	12.	BECAUSE	Perry Como.....Victor 20-2653
5	12	13.	SHINE	Frankie Laine.....Mercury 5091
14	9	14.	NOW IS THE HOUR.....	Gracie Fields.....London 110
15	13	15.	BEG YOUR PARDON.....	Francis Craig.....Bullet 1012

The Billboard
MUSIC POPULARITY CHARTS
PART VI
Record Possibilities
 Week Ending April 23
 Billboard TRADE SERVICE FEATURE

THE BILLBOARD PICKS:

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

- TIME OUT FOR TEARS**.....Savannah Churchill and the Four Tunes
 Manor 1116
 A soothing ballad which already is showing in the BB most played race chart and previously has been touted in Tips on Coming Tops is done simply in the "I Want To Be Loved" fashion which shot Savannah to her initial fame.
- PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON**.....King Cole Trio.....Capitol 15080
 Eddy Howard Orchestra....Majestic 1252
 Sammy Cahn and Julie Styne have one of their neatest and simplest rhythm ballads in ages. It's featured in a Warner film. Nat Cole's so hot currently, he should be the "natural boy" on the tune, while Eddy Howard has a sock two-beat ork and trio rendition that will sell as many platters as Majestic (bested by plant difficulties) can steer into buying channels.

THE DISK JOCKEYS PICK:

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

1. BABY, THAT AIN'T RIGHT.....Frankie Laine.....Mercury 5114
2. ALL OF ME.....Frank Sinatra.....Columbia 38163
3. WEDDING BELLS ARE BREAKING UP.....Steve Gibson and the Red Caps.....
 THAT OLD GANG OF MINE.....Mercury 8069
4. PLEASE DON'T KISS ME.....Margaret WhitingCapitol 15058
5. A MAN COULD BE A WONDERFUL THING.....Ray McKinley.....Victor 20-2768
6. WHY DONTCHA DO RIGHT?.....Peggy Lee.....Capitol 10118
7. NATURE BOY.....Frank Sinatra.....Columbia 38210

THE RETAILERS PICK:

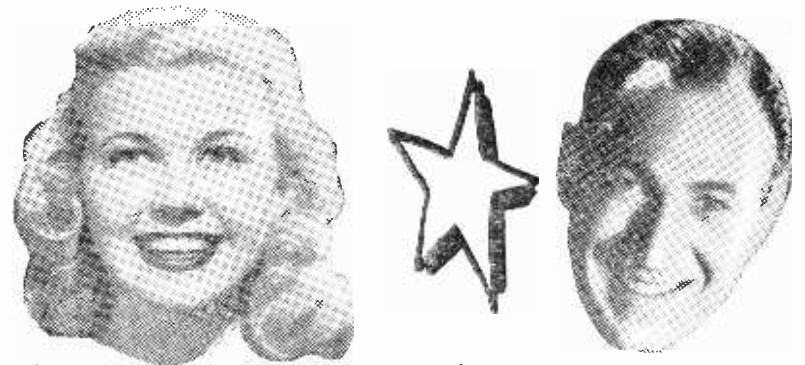
PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 4,970 of them, the record retailers think tomorrow's hits will be:

1. TIME OUT FOR TEARS.....Savannah Churchill-The Four Tunes
 Manor 1116
2. MY HAPPINESS.....Jon and Sandra Steele..Damon D-11133
3. ALL OF ME.....Frank Sinatra.....Columbia 38163
4. IT'S THE SENTIMENTAL THING TO DOVaughn Monroe.....Victor 20-2748
5. SUSPICIONJo Stafford.....Capitol 15068
6. LAROO, LAROO, LILLI BOLERO.....Frankie Carle.....Columbia 38130
7. SUSPICIONRay Noble.....Columbia 38146

THE OPERATORS PICK:

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

1. LITTLE WHITE LIES.....Dick Haymes.....Decca 24280
2. IT'S THE SENTIMENTAL THING TO DOVaughn Monroe.....Victor 20-2748
3. MELODY TIME.....Vaughn Monroe.....Victor 20-2785



PAIRED FOR A PAYOFF!

DORIS DAY ★ **BUDDY CLARK**
 SINGING

"CONFESS"
 ★
 "LOVE SOMEBODY"

Orchestra under the direction of George Siravo

Columbia 38174

COLUMBIA'S TUNE TIPSTER

BEST BETS	
Harry James and his Orchestra	SURE FIRE "Love of My Life" Vocal by Marion Morgan "You Can Do No Wrong" Vocal by Marion Morgan and Vinni De Campo (both from "The Pirate") Columbia 38156
Frank Sinatra	COMING UP FAST "I've Got A Crush On You" "Ever Homeward" (From "Miracle of the Bells") Orchestra under the direction of Axel Stordahl Columbia 38151
Tony Pastor and his Orchestra	WATCH THIS ONE "There's A Man At The Door" Vocal by Tony Pastor and The Clooney Sisters "I Wanna Sleep" Vocal by Tony Pastor Columbia 38178

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

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

DECCA BUYERS GUIDE

WEEK ENDING APRIL 28

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

SPECIAL RELEASE... BY DICK HAYMES
YOU CAN'T BE TRUE, DEAR NATURE BOY
with THE SONG SPINNERS No. 24439

BEST SELLERS

- 1 **LITTLE WHITE LIES** *DICK HAYMES*
The Treasure Of Sierra Madre No. 24280
- 2 **TOOLIE OOLIE DOOLIE** *ANDREWS SISTERS*
I Hate To Lose You No. 24380
- 3 **NOW IS THE HOUR** *BING CROSBY*
Silver Threads Among The Gold No. 24279
- 4 **LAROO, LAROO LILLI BOLERO** *BING CROSBY*
The Story Of Sorrento No. 24404
- 5 **HEARTBREAKER** *ANDREWS SISTERS*
SABRE DANCE No. 24427
- 6 **BYE BYE BLACKBIRD** *RUSS MORGAN with MILT HERTH*
I'm Looking Over A Four Leaf Clover No. 24319
- 7 **MADE FOR EACH OTHER** *ETHEL SMITH*
Perhaps, Perhaps, Perhaps No. 24272
- 8 **HAUNTED HEART** *BING CROSBY*
Moonlight On A White Picket Fence No. 24379
- 9 **GOODNIGHT SWEETHEART** *GUY LOMBARDO*
I'LL SEE YOU IN MY DREAMS No. 25358
- 10 **S-H-I-N-E** *GUY LOMBARDO*
Corn Silk No. 25353

SEPIA SERIES

- 1 **BEAMS OF HEAVEN** *SISTER ROSETTA THARPE-MARIE KNIGHT*
PRECIOUS MEMORIES No. 48070
- 2 **DIDN'T IT RAIN** *SISTER ROSETTA THARPE-MARIE KNIGHT*
STRETCH OUT No. 48054
- 3 **OH, WHEN I COME TO THE END OF MY JOURNEY** *SISTER ROSETTA THARPE*
THIS TRAIN No. 48043
- 4 **WHAT COULD I DO** *MARIE KNIGHT*
I MUST SEE JESUS No. 48072
- 5 **SERVES ME RIGHT** *BUDDY JOHNSON*
YOU CAN'T TELL WHO'S LOVIN' WHO No. 48060
- 6 **HE'LL UNDERSTAND AND SAY WELL DONE** *FOUR KNIGHTS*
LEAD ME TO THAT ROCK No. 48018
- 7 **EVERYBODY'S GONNA HAVE A WONDERFUL TIME UP THERE** *SISTER ROSETTA THARPE*
MY LORD AND I No. 48071
- 8 **YOU'LL GET THEM BLUES** *BUDDY JOHNSON*
I WONDER WHERE OUR LOVE HAS GONE No. 48040
- 9 **TWO LITTLE FISHES AND FIVE LOAVES OF BREAD** *SISTER ROSETTA THARPE*
STRANGE THINGS HAPPENING EVERY DAY No. 48009
- 10 **THE LORD FOLLOWED ME** *SISTER ROSETTA THARPE*
HOW FAR FROM GOD No. 48030

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

Billboard MUSIC POPULARITY CHARTS

PART VII

Record Reviews

Week Ending April 23

Billboard TRADE SERVICE FEATURE

RATINGS (100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
 40-69 SATISFACTORY • 0-39 POOR

How Ratings Are Determined

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

The Categories

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

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS			
				OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
POPULAR							
BUDDY RICH (Buddy Rich) (MGM 10174)	<i>Tacos, Enchiladas and Beans</i>		Flimsy material doesn't aid Rich's MGM debut; neat intro.	68	69	64	70
	<i>A Man Could Be a Wonderful Thing</i>		Clever novelty to which Rich lends a beat-ful vocal; clean backing by small ork.	74	76	71	74
TONY PASTOR (Tony Pastor) (Columbia 38178)	<i>I Wanna Sleep</i>		Superb Pastor ballad vocal on fair song with good ork underscoring.	81	82	80	80
	<i>There's a Man at the Door</i>		(Tony Pastor-The Clooney Sisters) Another Pastor vocal production which sounds better than the material would warrant.	79	81	77	79
HAL DERWIN ORK (Capitol 15071)	<i>Always</i>		Ordinarily mickey rendition of the Irving Berlin standard instrumentally.	60	60	60	60
	<i>Melody Time</i>		(Hal Derwin-The Hilliters) Title tune from Disney pic comes out in fair fashion.	62	62	60	63
KAY STARR (Lamp-lighter All-Stars) (Coast 9001)	<i>Frying Pan</i>		Starr gal sings great, but even her best couldn't help with this material.	64	68	64	59
	<i>I Cried for You</i>		Oldie comes off better with Kay again turning in a commendable vocal.	66	71	65	63
SARAH VAUGHAN (Richard Maltby Ork) (Musicraft 557)	<i>It's You or No One</i>		Pretty, rangy melody from "Romance in High C" flick well sung with fair ork support.	73	78	72	69
	<i>It's Magic</i>		From same pic it's the cleffing which prevents this waxing from being topnotch; too restrictive for Sarah's talent.	76	79	76	72
JACK SMITH (Clark Sisters, vocal and harmonica groups) (Capitol 15078)	<i>Heartbreaker</i>		Lively rendition of the string band item well done with harmonicas and vocal group.	85	85	84	86
	<i>Baby Face</i>		Revised tune in hit class done similarly and equally well; uses everything but the kitchen sink for effect on the ban-made wax.	85	86	85	84
THE SUNSET TRIO (Capitol 15059)	<i>Wagon Wheels</i>		Capitol's threat to the Three Suns does okay instrumental job on the oldie.	67	69	66	67
	<i>(It Only Takes) a Little Imagination</i>		(Lynn Cole) Good vocal on the "Are You With It" pic song; clean instrumentally.	70	71	69	69
LOIS BUTLER (The Eagle-Lion Studio Ork-Irving. Friedman, Dir.) (Capitol 15061)	<i>Dreams in My Heart</i>		Strauss with English lyrics as done in the "Mickey" pic.	60	64	60	57
	<i>Father Goose</i>		Lullaby from same pic is contrived item; not too well done either.	54	58	53	50
CARMEN CAVALLARO (Decca 24410)	<i>Anitra's Boogie</i>		Showcase for Cavallaro's flashy fingering based on Grieg's "Anitra's Dance."	80	82	80	78
	<i>Evelyn</i>		Fair vocal, orking on another girl friend ballad.	69	70	70	66
BING CROSBY (Decca 24413)	<i>I'll Remember April</i>		(John Scott Trotter Ork) Bing sings the standard with the typical Crosby ease.	78	83	79	71
	<i>So Much in Love</i>		(Victor Young Ork) A bit of flimsy which is passed over so lightly.	70	70	70	70
RUSS BROOKS (Musicraft 568)	<i>You Can't Be True, Dear</i>		Pleasant rendition of the up and coming song should catch some of the coin.	69	69	68	70
	<i>Yours for the Asking</i>		Brooks sounds like a junior league Crosby.	64	67	62	63

In the April 10 issue of The Billboard the record review of Singin' Sam's celebrity platter of "Sleepin' Time in Caroline" termed the waxing a reissue. This was an error. Actually, the disk (cut about a year ago) has never been issued before.

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

POPULAR

BOYD RAEBURN ORK (Ginnie Powell) (Atlantic 860) <i>How High the Moon</i> Ginnie sings it fairly straight at light bounce; orking fine, vocal fair. <i>Trouble Is a Man</i> Better vocal, fine scoring of the lovely Alec Wilder ballad.	70	73	70	66
BENNY GOODMAN SEXTET (Capitol 15069) <i>The World Is Waiting for the Sunrise</i> Musically, Benny's best for Capitol; fine Norvo, Powell and Benny solos. <i>Shirley Steps Out</i> Lightweight Mel Powell score done tastefully.	78	84	79	71
MILLS BROTHERS (Decca 24409) <i>Someone Cares</i> Typical Mills offering with sub-par material. <i>Confess</i> Catchy melody is given a fine ride by the group but lyric idea is weak.	74	76	73	74
JO STAFFORD (The Starlighters-Paul Weston-Mountain Boys) (Capitol 15068) <i>Suspicion</i> Stafford on a hillbilly kick with mediocre material. <i>Clabberin' Up for Rain</i> More hill chanting is just okay.	80	81	79	79
LES PAUL (Capitol 15070) <i>What Is This Thing Called Love?</i> Another Paul with his six guitar dub-in job bizarre and interesting. <i>Hip-Billy Boogie</i> More Paul guitar stunting; reminds of "Guitar Boogie"; may find coin in folk boxes as well as in pop field.	77	80	75	77
JUDY TREMAINE-ROLAND MOORE TRIO (Stellar SR-1011) <i>Honey</i> Stylist with combination of race qualities mixed in with measured clipping a la Helen O'Connell. Not bad at all. <i>The One I Love Belongs to Somebody Else</i> Same stylization, altered tempo, intriguing, potentiality in this Tremaine gal.	69	70	67	69
DICK JURGENS ORK (Columbia 38177) <i>Pecos Bill</i> Disney pic novelty gets old-hat coverage. <i>Pretty Eyes</i> (Jack Eaton) Song middle-run with orking noble despite it. Eaton can sing better than this.	85	88	85	83
VINCENT SOREY AND HIS GAMBOLEERS (Spiro S-8001) <i>Troika</i> Old-worldish again and could be appealing were it not for inferior disk-ing. <i>Two Guitars</i> Strings and guitar in old world setting for the familiar piece. Recording horrible.	84	82	82	87
TED MEYN (Spiro S-9002) <i>Pagan Love Song</i> Better recording but there are so many fuller, better versions of this. <i>Merry Widow Waltz</i> Organ, piano and balance all messed up in a botch-work platter.	79	84	75	80

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

POPULAR

NANCY DONOVAN (De Luxe 1165) <i>Makin' Love Mountain Style</i> (The Smoky Mountain Five) Dorothy Shay-like chirp goes overboard in mock-mountain vocal strutting. Material over-cracked. <i>So Tired</i> Now gal shows signs of knowing how to sing... interesting torchy quality wasted on hum-drum ballad.	78	79	76	80
LORRY RAINE (Russ Garcia Ork) (Coast 8042) <i>Don't Worry 'Bout Me</i> Grand song — gal has promising gift for phrasing. Sustaining needs a bit of polish. <i>Leave It to Me to Remember</i> Ditto as above altho this is not the same grade material.	60	60	60	60
EDDY HOWARD (Majestic 1252) <i>Dainty Brenda Lee</i> Compared to the flip, this is anti-climactic. <i>Put 'Em in a Box, Tie 'Em With a Ribbon</i> A sure hit if Majestic can put out the platters.	80	82	77	82
LENA HORNE (MGM 10165) <i>Love of My Life</i> (Lennie Hayton Ork) Good Lena, fair Cole Porter. <i>'Deed I Do</i> (Luther Henderson Ork) One of the best Horne disks ever.	70	70	70	70
EDDY HOWARD (Majestic 1224) <i>Laroo, Laroo, Lilli Bolero</i> Rendition typical Howard but there's tough competitiveness on this top plug ditty. <i>Spring in December</i> Pretty, plaintive and subject to number of pressings Majestic can commandeer for a whole slew of Howard disks.	60	60	50	70
ART KASSEL ORK (Mercury 5110) <i>Doodle-Do-Do</i> (Vocal Ensemble) The old-timer tune still catchy. Kassel trimmings effective. <i>If That Phone Ever Rings</i> (J. Featherstone) Unsensational novelty.	92	92	90	92
ANDY RUSSELL (Paul Weston Ork) (Capitol 15063) <i>Love of My Life</i> Russell frames Cole Porter ditty from flick in beguine tempo, emerging with one of best disks on tune to date. <i>Blue Shadows on the Trail</i> Western ballad from new Disney pic delivered in competent sincere Russell fashion with gal chorus support.	74	74	74	74
RUSS CASE ORK (Victor 20-2778) <i>Time and Again (Nunca Sabras)</i> (Billy Williams) L-A flavored ballad so-so, with Williams and Case ork trying hard but missing mark. <i>Crying For Joy</i> (Peggy Mann) Billy Rose-Jimmy Monaco clefied oldie provides gal with pretty vocal ware.	89	89	89	89

(Continued on page 132)

BILLY ROSE'S and JIMMY MONACO'S
NEWEST and GREATEST SONG!

CRYING FOR JOY

It's a Joyous Hit!

DINAH SHORE gave it a sensational send-off on Columbia Records!

And now — these great new releases...

EDDY HOWARD on Majestic

MONICA LEWIS with Russ Morgan and his Orchestra on Decca

RUSS CASE on Victor

THE PIED PIPERS with Paul Weston and his Orchestra on Capitol

History Repeats Itself!

A HIT IN 1930... A HIT IN 1948!

LITTLE WHITE LIES

By Walter Donaldson

How Can It Miss?

DICK HAYMES' great Decca Record sparked the 1948 revival...

And now — two more topnotch records...

DINAH SHORE on Columbia

TOMMY DORSEY on Victor

JACK BREGMAN
ROCCO VOCCO
CHESTER CONN



NATIONAL'S

*Answer to a
DEALER'S PRAYER*

JUST RELEASED

UNA MAE CARLISLE

9044 "WHERE THE RIVER MEETS THE SEA"
"STOP GOING THROUGH THE MOTIONS"

JOE TURNER

4017 "THAT'S WHAT REALLY HURTS"
"WHISTLE STOP BLUES"

A JUKE BOX
NATURAL

"WHO PUT THE LAW IN MOTHER-IN-LAW"

5017 "NATIONAL POLKA"
DICK THOMAS with F. ZARKEVICH ORCHESTRA

"FOR YOU" • "SEARCHING FOR LOVE"
9039 THE RAVENS

"TOGETHER" • "THERE'S NO YOU"
9042 THE RAVENS

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



NATIONAL
Records

ORDER FROM YOUR NEAREST NATIONAL DISTRIBUTOR
OR NATIONAL DISC SALES • 1841 B'WAY, N. Y. 23, N. Y.

The Billboard
MUSIC POPULARITY CHARTS

PART
VIII

Advance Information

Week Ending
April 23



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 Fella With an Umbrella
Bing Crosby (Blue Shadows) Decca 24433
- A Fella With an Umbrella
Denny Dennis (Steppin' Out) London 206
- A Fella With an Umbrella
G. Lombardo (It Only) Decca 24434
- Andrews Sisters-Irving Berlin Songs Album
(3 10")
Andrews Sisters . . . Decca A-656
- Alexander's Ragtime Band . . . Decca
24424
- Heat Wave . . . Decca 24425
- How Many Times . . . Decca 24426
- I Want To Go Back to Michigan
(Down on the Farm) . . . Decca
24424
- Some Sunny Day . . . Decca 24426
- When That Midnight Choo Choo Leaves
for Alabam . . . Decca 24425
- Baby Face
J. Smith-The Clark Sisters (Heartbreaker)
Capitol 15078
- Baby Face
The Woodland Serenaders (When You're)
Bandwagon 402
- Barnyard Reel
The Squadronaires (High Society) Lon-
don 157
- Better Luck Next Time
G. Lombardo (Steppin' Out) Decca 24435
- Blue Shadows on the Trail
Bing Crosby (A Fella) Decca 24433
- Bye, Bye, Blackbird
The Woodland Serenaders (Manana)
Bandwagon 401
- Bye Bye Blues
Hoosier Hot Shots (Take Me) Columbia
20432
- Canadian Capers
H. Roy Band (Piano Madness) London
203
- Charmaine
D. O'Neil (Pal of) Majestic 1227
- Clarinet Boogie
J. Wilber-The Little Band (Save Those)
Radio Artist 223
- Coquette
E. Henderson (He Who) Embassy 11031
- Crying for Joy
E. Howard (The Flower) Majestic 1256
- Dainty Brenda Lee
E. Howard (Put 'Em) Majestic 1252
- Donegal Rose
The Wayfarers (My Own) London 183
- Dream
The Harmonaires (You Can) Majestic
1249
- Farewell To Arms
V. Lynn (The Flower) London 199
- Georgia Cake Walk
Crazy Tooters (Guitar Rag) Grand
G-25002
- Goombye
Captain Stubby and the Buccaneers
(Pecos Bill) Majestic 1254
- Guitar Rag
Crazy Tooters (Georgia Cake) Grand
G-25002
- Dick Haymes-Carmen Cavallaro-Irving
Berlin Song Album (4 10")
D. Haymes-C. Cavallaro . . . Decca A-654
- All Alone . . . Decca 24423
- Cheek to Cheek . . . Decca 24421
- Lady of the Evening . . . Decca 24423
- Say It Isn't So . . . Decca 24421
- Say It With Music . . . Decca 24420
- Soft Lights and Sweet Music . . .
Decca 24422
- The Girl on the Magazine Cover . . .
Decca 24422
- The Song Is Ended (But the Melody
Lingers On) . . . Decca 24420
- He Who Gets the Last Laugh
E. Henderson (Coquette) Embassy 11031
- Heartbreaker
J. Smith-The Clark Sisters (Baby
Face) Capitol 15078
- High Society
The Squadronaires (Barnyard Reel) Lon-
don 157
- How Are Things in Glocca Morra?
F. Haywood (I'm Taking) Clover CL-703
- How Could I Know?
King Gulon Ork (If You) Majestic 1257
- Hush-a-Bye, Wee Rose of Kilarney
D. O'Neil-The Twilight Three (Love Nest)
Majestic 1223
- *I Left My Heart in Mississippi
H. Jeffries (Just a) Exclusive 222
- I Wish I Was Single Again
Crazy Tooters (Looney Blues) Grand
G-25003
- I'd Give a Million Tomorrows
Denny Dennis (Need I) London 214
- If Love Is Trouble
Buddy Stewart (You Wear) Castle 502
- If You Should Stop Caring
King Gulon Ork (How Could) Majestic
1257
- I'll Get Along Somehow
S. Donahue (Saxa-Boogie) Capitol 15081
- I'm Taking Lessons in Love
T. Anthony (How Are) Clover CL-703
- It Must Be True (You Are Mine, All Mine)
A. Wayne (Till We) Majestic 1263
- It Only Happens When I Dance With You
G. Lombardo (A Fella) Decca 24434
- It's the Sentimental Thing To Do
The King Cole Trio (Put 'Em) Capitol
15080
- It's You Or No One
M. Whiting (Nobody But) Capitol 15079
- Joey's Got a Girl
Barry Sisters (Pussy Cat) Grand
G-25008
- *Just a Lucky So and So
H. Jeffries (I Left) Exclusive 222
- Lazy River
S. Franzella Quintette (Minute Samba)
Majestic 1207
- Laroo Laroo Lilli Bolero
E. Howard (Spring In) Majestic 1224
- Let's Clean Up the U. S. A.
Milo & Moran (You Tell) Flint 5011
- Looney Blues
Crazy Tooters (I Wish) Grand G-25003
- Love Nest
D. O'Neil-The Twilight Three (Hush-a-
Bye, Wee) Majestic 1223
- Love of My Life
A. Shelton (Oh! My) London 198
- Manana
The Woodland Serenaders (Bye, Bye)
Bandwagon 401
- Minute Samba
S. Franzella Quintette (Lazy River)
Majestic 1207
- Mr. and Mrs. Fat
T. Raymore Trio (The Babushka) Radio
Artist 225
- My Extraordinary Gal
L. Paul Trio-C. Hayes (Suspicion) Mer-
cury 5133
- My Own Darby and Joan
The Wayfarers (Donegal Rose) London
183
- My Sweet Patoot With the Bumbershoot
The Soft Winds (Shave and) Majestic
1221
- Need I Say
Denny Dennis (I'd Give) London 214
- Nobody But You
M. Whiting (It's You) Capitol 15079
- Oh! My Darling
A. Shelton (Love of) London 198
- Old Chief Walla Hoo
Barry Sisters (Pound Your) Grand
G-25009
- Pal of My Cradle Days
D. O'Neil (Charmaine) Majestic 1227
- Pecos Bill
Captain Stubby and the Buccaneers
(Goombye) Majestic 1254
- Piano Madness
H. Roy Band (Canadian Capers) London
203
- Pound Your Table Polka (One More
Chorus)
Barry Sisters (Old Chief) Grand
G-25009
- Pussy Cat Agony Five
Barry Sisters (Joey's Got) Grand
G-25008
- Put 'Em In a Box, Tie 'Em With a Ribbon
(and Throw 'Em In the Deep Blue Sea)
The King Cole Trio (It's the) Capitol
15080
- Put 'Em In a Box, Tie 'Em With a Ribbon
(and Throw 'Em In the Deep Blue Sea)
E. Howard (Dainty Brenda) Majestic
1252
- Save Those Tears
J. Wilber-The Little Band (Clarinet
Boogie) Radio Artists 223
- Saxa-Boogie
S. Donahue (I'll Get) Capitol 15081
- Shave and a Haircut
The Soft Winds (My Sweet) Majestic
1221
- Songs Of Our Times (1924) Album (4-10")
B. Grant Ork . . . Decca A-1924
- 1. Everybody Loves My Baby;
2. Charley, My Boy; 3. S-H-I-N-E
Decca 24028
- 1. I Wonder What's Become of Sally?;
2. When You and I Were Seventeen
Decca 24030
- 1. Jealous; 2. Keep Smiling at Trouble;
3. Amapola . . . Decca 24031
- 1. Rose Marie; 2. California, Here I
Come; 3. O, Katharina . . . Decca
24029
- 1. Tea for Two; 2. Follow the
Swallow; 3. Limehouse Blues . . .
Decca 24029
- 1. The Man I Love; 2. June Brought
the Roses . . . Decca 24029
- 1. The Prisoner's Song; 2. West of
the Great Divide . . . Decca 24031
- Spring In December
E. Howard (Laroo Laroo) Majestic 1224
- Steppin' Out With My Baby
Denny Dennis (A Fella) London 206
- Steppin' Out With My Baby
G. Lombardo (Better Luck) Decca 24435
- Street of Dreams
E. Felice Quartet (Woo-Ca-Ma-Choo-Ga)
Capitol 15082

(Continued on page 134)

METRO RECORDS

This Is It . . . Your Next Big Hit

"YOU'LL ALWAYS

BE MY

SWEETHEART"

ALREADY NO. 1 BEST SELLER N. Y., N. J., CONN.

Backed by

"DREAMING OF YOU"

M-746

Featuring the voice of Bob Stewart an
assisted by the Victorians

A double sided hit record, your dealers will
sell over and over again . . .

Special Thanks to F. W. WOOLWORTH and
S. S. KRESGE CHAINS

List Price, 79c Tax Incl.

LICENSED BY BMI

METRO RECORDS

1650 Broadway

New York 19, N. Y.

Pl. 7-6983 (Suite 908)

SOME CHOICE DISTRIBUTORS TERRITORY AVAILABLE

- THANKS TO
- JACK LACY
WINS
 - SYMPHONY
SID
 - RAY CARROLL
WHOM
 - HAL TUNIS
WAAT
 - TEDD
LAWRENCE
WHN
 - DOUG
ARTHUR
WIBC

Billboard MUSIC POPULARITY CHARTS
Album Reviews PART IX
 Week Ending April 23

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

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

THE RATINGS

(100 points—the maximum)

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

THE CATEGORIES

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

SPARKY'S MAGIC PIANO (3-10") 84
 Henry Blair-Ray Turner (Capitol BC-73)

Capitol's kiddies have the showbiz flair for entertaining while educating the kiddies. This well-produced package cases the tots into Chopin, Beethoven, Rachmaninoff, etc., with a tale of a lad who dreamed his piano came alive. Senovox gimmick, Alan Livingstone's script and Billy May's musical lead-ins are superior. Perhaps there's a bit too much of Ray Turner's classical piano and too little story value but the artful removal of a formal musical-appreciation stigma makes this a cinch for popular sale.

JUKES Not suitable. **JOCKS** For kiddie jocks, a natural.

TANTZ (3-10") 45
 Hymie Jacobson Ork (De Luxe 25)

Yiddish Bulgar; A Dolna and Skotchna; Mazinke Tantz; Schweger Tantz; Potch Tantz; Palistinian Horras. Traditional melodies which are limited in appeal to the Jewish nabes. Performance of the folk stuff could have been better and so could the technical recording.

JUKES Limited appeal. **JOCKS** Jewish spinners may want to use a side occasionally.

LOUIS JORDAN VOL. II (4-10") 80
 Louis Jordan and His Tympany Five (Decca A-645)

Caldonia; Somebody Done Changed the Lock on My Door; I Know What You're Puttin' Down; Jack, You're Dead; Open the Door, Richard; It's So Easy; Texas and Pacific; I Like 'Em Fat Like That. Second Louis Jordan volume of the disk-selling shouter's faves contains some of the guy's best sides in an album reprise. Should do as well as did the first volume of Jordan items and that one did quite well. Neat cover with Jordan pie featured. The sides in the package have all previously been issued as single diskings.

JUKES All sides still worth a spin. **JOCKS** Same as jukes.

BROOKLYN BASEBALL CAN-TATA (2-10") 69
 Robert Merrill (Victor DC-42)

(Russ Case Ork and Chorus) Despite copious promotion, this package doesn't live up to the advance notices. In fact, it gets to be downright silly in parts. George Kleinsinger is capable of far better stuff than this opus show. It's neatly packaged and adequately performed. But as a ballad for baseball America—it's wide of the plate.

JUKES Not suitable. **JOCKS** Material doesn't encourage spins but idea may.

GOLDEN EARRINGS (3-10") 73
 Victor Young Orchestra (Decca DA-644)

Playing themes from the music score he composed for the Paramount film. Victor Young gives a little more zest and taste to so-called gypsy music in his "Golden Earrings" package than the ordinary light concert ork usually offers with zizane tempos. This, perhaps because these are Young's own themes or perhaps because the popular "Golden Earrings" melody has a standard quality which e'en as it threads thru the album, will thread thru the years. A note should be made of fine violin solo work by Victor Arno. Elissa Gardé sings in accepted gypsy vogue on one record side. Album should benefit from film tie-in as well as from its own intrinsic merit.

JUKES Not suitable. **JOCKS** On FM shows or more serious AM bits.

COUNT BASIE AT THE PIANO (4-10") 71
 Count Basie (Decca A-152)

Boogie Woogie; How Long, How Long Blues; The Dirty Dozens; When the Sun Goes Down; Hey, Lawdy Mama; The Fives; Oh! Red; Dupree Blues.

Decca re-issue of Basie of a decade ago. These sides are fine meat for the collectors. Some of them are classics in jazz piano. Time has done little to taint these works for even then as now the Count is still possessed of a distinct style and wonderful rhythm. Worth special attention is the "How Long, How Long," and "Boogie Woogie" pairing. Irving Kolodin's notes are full and informative, but album cover is only adequate.

JUKES "How Long," "Boogie" could probably pull coin best. **JOCKS** All sides worth spins.

PIANO RHYTHMS (4-10") 74
 Count Basie (Victor P-200)

Swingin' the Blues; Sugar; I Never Knew; Basie's Basement; St. Louis Boogie; Shine On, Harvest Moon; My Buddy; Backstage at Stuff's.

Eight new Basie sides with his piano tinkling spotted on seven of them, his organ on the other. The pianist, who turns in his usual clean and imaginative job, is ably aided and abetted by his superb rhythm section and three horns—tenor sax, trumpet and trombone on these sides. Paul Gonsalves should earn some jazz stature via his tenor sax work in this album. Basie's following will like this and so will those who like their jazz light and swingin'.

JUKES All sides worth a spin. **JOCKS** Pop spinners should go for these sides.

MARIANNE MICHEL (3-10") 45
 Marianne Michel (Jean Marlon Ork) (Sofradi)

Souvenez-Vous, Mama; Tout Doux; Les Deux Rengaines; Macadam; Je T'Aime Tant; Vieux Decor.

A new company (Pyramid Int'l) offers first of a series of French masters, doctored and pressed in this country. The first album presents the W. K. Paris network chanteuse Marianne Michel. The all-French lyrics limit sales appeal here to local Continental fanciers but pure artistic appraisal takes nothing away from the singer who caresses a mood rather than a note. Feeling and warmth are superior; the voice is adequate; technical recording is below American standards.

JUKES In French quarter locations only. **JOCKS** For cultist audience shows only.

SONGS OF OUR TIMES (SONG HITS OF 1933) (4-10") 67
 Charles Baum Ork (Decca A-1933)

(1) Who's Afraid of the Big Bad Wolf, (2) Easter Parade, (3) Annie Doesn't Live Here Anymore; (1) In the Valley of the Moon, (2) The Old Spinning Wheel, (3) The Last Round-Up; (1) Temptation, (2) Everything I Have Is Yours, (3) Orchids in the Moonlight; (1) Shadow Waltz, (2) My Moonlight Madonna, (3) Lover; (1) Love Is the Sweetest Thing, (2) Yesterdays, (3) Smoke Gets in Your Eyes; (1) Carioca, (2) Let's Fall in Love, (3) Heat Wave; (1) Lazybones, (2) I Cover the Waterfront, (3) Stormy Weather; (1) The Gold Diggers' Song, (2) Did You Ever See a Dream Walking?, (3) By a Waterfall. Decca's year-by-year series keeps flowing out. This one perhaps a bit more dated (orchestral-wise) than others, but succinct, however stale. Still makes good reference.

JUKES Where medleys of old hits are useful. **JOCKS** Might as well have the whole collection.

GET THESE

3 Quality Features
 IN YOUR RECORDS

- ★ Long Wear
- ★ Minimum Surface Noise
- ★ High Resistance to Breakage

Have your records made from



Now available

The New, Improved "Standard" NEF-O-LAC Compound. This superior compound produces records that play longer and with a minimum of surface noise. It is easy flowing, free from grit and uniform in weight.

★ ★ ★ ★ ★
 The New, "Break-Resistant" NEF-O-LAC Compound. Gives you all the quality features of the "Standard" compound plus a high resistance to breakage at only a moderate increase in cost.

Make these tests yourself!

Write us on your business letterhead for free sample biscuits.

BINNEY & SMITH COMPANY, 41 East 42nd Street, New York 17, N. Y.
 EXCLUSIVE SALES AGENTS FOR U. S., CANADA, CENTRAL AND SOUTH AMERICA

The PFANSTIEHL
Special

NEW! DIFFERENT! and MUCH BETTER! COIN MACHINE NEEDLE

(Made under U. S. Patent, 2,169,966)

SPECIALLY DESIGNED FOR USE IN LIGHTWEIGHT CRYSTAL PICKUPS

(Weighing 1½ ounces or less)

NEW LOW PRICE 35¢ EACH

1,000 OR MORE 37¢ EACH

100 OR MORE 37¢ EACH

LESS THAN 100 39¢ EACH



When you convert your machine to lightweight operation the Pfanstiehl Special is the needle to use.

← TIPPED WITH FAMOUS M47B ALLOY

PFANSTIEHL CHEMICAL CO.
 METALLURGICAL DIVISION, WAUKEGAN, ILLINOIS



<input checked="" type="checkbox"/>	KING 4210	GOOD ROCKIN' TONIGHT Good Morning Mister Blues	Wynonie Harris
<input checked="" type="checkbox"/>	KING 4201	TOMORROW NIGHT What A Woman	Lonnie Johnson
<input checked="" type="checkbox"/>	KING 4189	ALL MY LOVE BELONGS TO YOU I Want A Bowlegged Woman	Bull Moose Jackson
<input checked="" type="checkbox"/>	KING 673	SWEETER THAN THE FLOWERS Left My Heart In Texas	Moon Mullican
<input checked="" type="checkbox"/>	KING 696	TENNESSEE WALTZ How Much Do I Owe You	Cowboy Copas
<input checked="" type="checkbox"/>	KING 686	SECRETS OF MY HEART Never Say Goodbye	Hawkshaw Hawkins

WRITE, WIRE OR PHONE

KING RECORDS

Executive Offices
1540 BREWSTER AVENUE
CINCINNATI 7, OHIO
PLaza 2211

BRANCHES

CHARLOTTE, N. C. 819 W. Morehead	Phone 4-8409
CHICAGO, ILL. 2001 S. Halsted	Monroe 7748
DETROIT 19 Seldon	Temple 2-2560
LOS ANGELES, CALIF. 845 S. Grandview	Fairfax 7572
DALLAS, TEXAS 911 Camp Street	Riverside 2756
NEW YORK CITY (Cincy Records) 762 Tenth Ave.	Columbus 5-7758
ATLANTA 397 Edgewood Ave., S. E.	Alpine 4136
OKLAHOMA CITY 1317 N. Broadway	Phone 3-9913
WASHINGTON, D. C. 2600 Twelfth Street, N. E.	North 5146
ST. LOUIS, MO. 1620 Franklin	Chestnut 0088

Imperial To Cut Disks Despite Petrillo's Ban

HOLLYWOOD, April 24.—Another local label joined the ranks of diskery resistance to James C. Petrillo's platter ban when Imperial Records last week revealed it will record instrumentalists despite the no-wax edict. Lou Chudd, Imperial prexy, confirmed a report that he is recording Martin and Elia Casanovas in Los Angeles with instrumental accompaniment. The Casanovas are Mexican nationals who arrived here last week. Furthermore, Chudd told *The Billboard* he will record other south-of-the-border talent in Los Angeles as well as in Mexico City and Havana. Post-ban diskery will be devoted to Latin items, Chudd said, since Imperial boasts a heavy Spanish catalog. However, Chudd said that once Imperial's Western, hillbilly and race backlog of masters is depleted, he intends to start recording for those fields despite the ban.

"If there was a contract with Mr. Petrillo," Chudd said, "we would not ignore or side-step it. However, we can't go out of business just because Mr. Petrillo says there will be no more recording."

Other artists to be recorded by Imperial in this country and south of the border include Carlos Louis Meyer, Los Madrugadores, Lydia Mendoza, Los Bandoleros and the Hermanas Aguilar.

Imperial's decision to resist the disk ban comes at a time when others in this area have either side-stepped the Petrillo order by recording in Mexico (Black & White, Teleaways recently recorded in Tijuana), have sought to lock horns with the AFM chief (Standard Transcriptions) or openly defied the AFM ruling (Harry Schooler's Mardi Gras label) by recording non-union men.

Archer Comes East for CAC

NEW YORK, April 24.—Continental Artists Corporation (CAC), six-month-old booking office, this week revamped its operational set-up by bringing in Jack Archer from California to handle one-nighter bookings here, with Abe Turchen taking over the firm's activities on the Coast. The office here, in addition to Archer, boasts Milt Deutsch, Mort Davis and Larry Gengo, the latter two primarily handling small acts bookings.

The Archer move stems from the slowdown of band biz on the West Coast with the organization feeling that expanding Eastern operations require more manpower.

New Waxery's Frenchies

NEW YORK, April 24.—A new record firm here (selling direct to dealers), the Pyramid International Corporation, U. S. branch of the Societe Francaise du Disque (Sofradi) Company, has teed off with all-French releases, including an album of songs warbled by Marianne Michel, to be followed by a can-can package and an album of French air force ditties. Most of the waxed ditties are originals (some are oldies) and dickered by music publishers here reportedly already has begun.

Pyramid company brought over its masters and "mothers" from France and after doctoring and re-recording, pressed disks in this country.

"T" TEXAS TYLER

(Records available on Four Star)

1228	DECK OF CARDS
1167	IDA RED
1166	OLD-FASHIONED LOVE
1149	YOU DOGGONE SON OF A GUN
1152	RED LIGHT
1151	FAIRWEATHER BABY
1141	IN MY LITTLE RED BOOK
1140	TELL YOUR LIES TO THE MAN IN THE MOON
1115	I'VE HEARD THAT STORY BEFORE (continued next week)

4 STAR RECORD CO.
210 N. Larchmont Blvd. Hollywood 4, Calif.

"MARY LOU"
backed by
"Chinatown & Hindustan"
AQUA STRING BAND
Mod. 20-578

Modern RECORDS
800 NORTH ROBERTSON BOULEVARD
hollywood

Another "NEAR YOU!"
The
MERCURY WALTZ
100,000 records sold in
Detroit alone!
Don Pablo & Orchestra
"The Most Danceable Music
in America!"
DECCA #18559-A
VARGO #29006-A
SOUTHERN MUSIC PUB.
1619 Broadway New York City

AS ONE ARTIST TO ANOTHER!
If you are proud of your talent, why keep it a secret? Your photographs are as important as your agent, costumes or material, use GENUINE HARBENT HIGH GLOSS.

PHOTOGRAPHS

For Lobby Displays—Fan Mail—
Publicity Releases—Agents & Sponsors
We can reproduce in all sizes, including mounted blow-ups, from your photo or negative. 24-hour service on request. Write for free Samples and Price List to Dept. B1.

HARBENT, INC.
507 5th Avenue • New York 17, N. Y.
MU 7-0380-81 VA 6-2550

★ **MIRACLE** ★
PARADE OF HITS

'LONG GONE'
PARTS 1 and 2
Sonny Thompson with
the Sharps and Flats
and
Eddie Shamblee, tenor
M-126

MIRACLE RECORD COMPANY
500 EAST 63RD ST CHICAGO 15, ILL.

Presenting
HAWKSHAW HAWKINS
On King Records
WVVA Jamboree
Write, wire, phone
GENE JOHNSON THEATRICAL AGENCY
616 Hawley Building Wheeling, West Virginia

a PUSS DONAHOO Tune
"HONEY, HONEY, HONEY"
Vivienne Greene, Trilon Martha Davis, Decca
Hadda Brooks, Modern Marian Abernathy, King
Savannah Churchill, Manor Duchess. Publishers

"LIMEHOUSE BLUES"

★ CHARLIE VENTURA award winner on sax
★ GEORGIE WALTERS surprise piano of year
★ "CHICAGO FLASH" award winner on drums

backed by
SENSATIONAL RECORDING BY
★ SLAM STEWART award winner on bass
★ ERROLL GARNER award winner on piano
#5501

★ CHARLIE VENTURA award winner on sax
★ GEORGIE WALTERS surprise piano of year
★ "CHICAGO FLASH" award winner on drums

"STOMPIN'
AT THE SAVOY"
backed by
"BODY AND SOUL"
#2500 12"

DISTRIBUTOR TERRITORIES STILL OPEN
★ WRITE FOR INFORMATION ON CHOICE DISTRIBUTORSHIPS AVAILABLE

DISC DISTRIBUTING CO., Inc.
557 FIRST AVE. N. Y. 16, N. Y.

GIVE TO THE DAMON RUNYON CANCER FUND



IT'S REALLY POPPING!
From
COAST TO COAST
POPCORN POLKA
IT'S BUTTERED ALL OVER
on
TOWER RECORD No. 1296

THE BEST
PLATING
BISCUITS
PRESSINGS
AT
UNIVERSAL
RECORD MANUFACTURING CORP.
60 MARSHALL ST., NEWARK, N. J.
TEL.: MITCHELL 2-4735

OL' MOUNTAIN WILLYUM
SEZ...
Randy Blake,
WJJD, Chicago,
Hillbilly Disk
Jockey, says: Lis-
ten to Jack Holden and
His Georgia Boys doin'
"MAMA, QUIT TEASIN'
ME."
RH#1151

RED BARN RECORDING CO.
Dept. BB1, 318 W. 10th St., Kansas City, Mo.

APOLLO
RECORDS INC.
IF I LIVE TO BE A HUNDRED
backed by
YOUR HEART AND MINE
Sung by Bob Hannon with the Roy Ross
Quintette
"HEADING FOR A BIG HIT"
APOLLO #1097
Order it now from your nearest distributor or
write APOLLO RECORDS
EXECUTIVE OFFICES:
342 MADISON AVE., NEW YORK CITY

Attention! Juke
Operators!
ELLIPTICAL
YOU CAN GET YOUR
ROUND
FROM YOUR
LOCAL DISTRIBUTOR OF
Capitol RECORDS

Biltmore To File Edwards Music 'True Dear' Suit

NEW YORK, April 24.—The Biltmore Music firm, publishers of *You Can't Be True, Dear* (pubbery is co-owned by Dave Dreyer and Julius F. Bard, the latter a partner in the Rondo Records firm which brought out the original Ken Griffin "hit" platter) will file suit in Federal Court this week against the Edwards Music Company, according to Lew Dreyer, attorney for Biltmore.

The Biltmore firm alleges that Edwards Music infringed on its rights by publishing a ditty entitled *You Can't Be True*, which the Dreyer pubbery claims is an adaptation of the old German waltz *Du Kannst Nicht Treu Sein*.

Alien Property Claim

The basis of the action according to the plaintiff's attorney, is that his client holds prior exclusive rights from the Alien Property Custodian for a period of six months (period expires September 2) to make an arrangement of the song ditty which bears a German copyright. Edwards was granted a license March 19, the plaintiff charges, but only for the right to reproduce the original music and add its own lyrics if desired. Dreyer claims that Edwards used the original title, translated as *You Can't Be True*, but did not adhere to the original music, using a new introduction and relocating the verse and chorus.

Exclusive "arrangement" rights on the tune, clefted by Gerhard Ebeler and Hans Otten and pubbed in Cologne, Germany, in 1935, were granted the J. F. Bard Company, Chicago. Bard subsequently formed Biltmore with Dave Dreyer and assigned the song to that firm.

Biltmore will ask the court for an injunction to stop Edwards from publishing the ditty as well as damages.

Beverly's Affairs Fixed; Shore Tunes To Famous - Para

HOLLYWOOD, April 24.—Final wind-up in settling affairs of Beverly Music (*The Billboard*, April 17) came last week when agreement was reached between Larry Shayne, former Beverly prexy and now Coast general manager of Famous-Paramount, and Dinah Shore. According to new set-up, rights to tunes owned by Miss Shore's inactivated Cosmic Music will go to Famous-Paramount for which she will get an overwrite on royalties. If and when Cosmic is reactivated, rights will be returned to Miss Shore. First Cosmic tune handled by Famous-Paramount will be *Love That Boy* from RKO's pic, *Race Street*.

London Preems Two New Labels

NEW YORK, April 24.—Still pushing forward its American disk enterprises, London Records will launch two new labels here May 1. One, to be known as the Red Label series, will consist of 12-inch disks to retail at \$2 per; albums containing three platters will list at \$7. Red Label material will consist of such works as Franz Lehar's waltzes, etc.

According to a London spokesman, the series will in no way conflict with the deal between London's parent firm (English Decca) and American Decca for the latter to distribute English Decca classical wax here exclusively.

The other label to be offered by London (Black Label) will consist mainly of foreign language and folk releases. These will be priced at \$1 per 10-inch record and \$1.50 per 12-inch.

Speed - Precision - Economy!

Barnaby
RECORD
DIES

... as the die is formed, so also is the quality of your product created! Barnaby Dies for Tilting Head, Book Type and Fixed Head Units—

- One of the fastest dies on the market.
- Used by major record companies in the East.
- Special tool steel. ● Flaws in tooling eliminated.
- Carefully machined. ● Sizes 4", 6", 7", 10", 12", and 16".
- For vinylite, shellac, laminated paper.

Dies designed to your specifications and presses. Send specifications or record for quotations.

BETTER Complete Stock of All Accessories: Outer Clamp and Inner Cut-Off Rings, Center Plates, Center and Knockout Pins, Center Pans. Sizes 2.750 and 2.712. Immediate Shipments.

BARNABY MANUFACTURING and TOOL COMPANY
70 KNOWLTON STREET BRIDGEPORT 8, CONNECTICUT

THE BALLAD HIT OF THE YEAR . . .
I WANT TO CRY
Recorded by
SAVANNAH CHURCHILL—Manor 1129 • DINAH WASHINGTON—Mercury 8082
CRISS CROSS—Sterling 4004
EXCELSIOR MUSIC PUB. CO. 1619 Broadway, N. Y.

Opportunity!
RECORD
SALESMEN
Resident in or around:
Atlanta, Boston, Cincinnati, Cleveland, Dallas, Denver, Hartford, Houston, Richmond-Norfolk, Rochester-Syracuse, St. Louis, Salt Lake City, Seattle-Portland.
TO REPRESENT THE BEST LINE OF
CHILDREN'S
RECORDS
IN THE COUNTRY!
Allegro Jr. Unbreakables in Beautiful, Specially Designed Folders. 10-inch, both sides, brand new recordings, already selling fast at **99¢** each retail
Write, Wire or Phone at Once!
ALLEGRO MUSIC, INC.
5 COLUMBUS CIRCLE N. Y. C. 19
Plaza 7-5960

Your New House of Hits
This Week's Special Highlight
It's terrific!
GOOD-BOOGDI-GOOGIE
Johnny Otis & Orch.
Excelsior #518
It's strictly be-bop. Charlie Parker's latest.
CARVING THE BIRD
Dial #1013
It's another Bostic "hit"!
TEMPTATION
Gotham #160
Attention, Disc Jockeys:
Write in for free copies
IDESSA MALONE, INC.
604-B E. Vernor Highway
Detroit 1, Michigan

Recording?
demand
Universal
on top of the OPERA BUILDING
in chicago
PHONOGRAPH MASTERS • PROCESSING • PRESSING

Reliability — Quality
RECORD PRESSING
10" or 12"
RESEARCH CRAFT CO.
1228 E. 8th St. Los Angeles 21, Calif.

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

ATTENTION! WARNING!

**TO ALL DISTRIBUTORS,
DEALERS, JUKE BOX
OPERATORS!**

**BEWARE OF COUNTERFEIT
SAVOY RECORDS!**

There are a lot of counterfeit SAVOY records that have been distributed in the U. S. by a group of unscrupulous thieves through the connivance of dealers and operators and distributors. SAVOY RECORD CO., Inc., is proceeding against this group, civilly and criminally, through the co-operation of state and federal authorities. Persons selling, bartering or disposing of, or having these spurious records in their possession will be prosecuted to the fullest extent of the law. Co-operate by buying our genuine products only from our regular authorized local distributors.

A liberal reward will be given for information leading to the arrest and conviction of any of the person or persons involved. All correspondence will be kept confidential.

Savoy
RECORD CO., INC.
58 Market St., Newark 1, N. J.

Sales Speed-Up, Tele Features of NAMM Confabs

CHICAGO, April 24.—Television and a general speed-up of all types of music sales will be the theme at the convention of the National Association of Music Merchants (NAMM), to be held here June 14 to 17 at the Palmer House. After a canvas of the industry, William Gard, NAMM executive secretary, said that the greatest emphasis will be placed on indoctrinating convention delegates into the video theme.

While actual speakers have not yet been named for the video confab, delegates will hear discussions on the national outlook, describing the growth, expansion and 1948 plans for television, with set manufacturers, station officials and personnel participating; proper retailing and merchandising methods for TV and a forum on installation and repair problems.

The NAMM session tees off June 13, with registration and board of directors' meeting; opening of exhibits and luncheon, 14; meetings on sale assembly and repair workshop, 15; NAMM business meeting and a lacquer clinic, 16; the video confab and general business outlooks, 17, and closes with the banquet that evening (17).

While the music industry feels that it now has a \$100,000,000 market, Gard said that plans will be discussed toward doubling that market. The entire sales promotion theme will deal generally with all facets, ranging from music instrument sales to phonograph records, with speakers of national prominence making suggestions which can apply to each segment of music sales.

Embassy Buys 4 Dunham Sides

NEW YORK, April 24.—Embassy Records, local indie diskery, this week took over four sides originally waxed by Sonny Dunham's ork for the Tune-Disk label. The deal worked out between Lou Gray, of Embassy, and Shedd McWilliams, Dunham's personal manager, is reported to call for Dunham and Embassy to split 50-50 on the record sales. Ork members, meanwhile, have been paid scale on the basis of a three-hour disk session during which the masters were cut prior to the ban.

The disks, *Memories of You*, *You Gave Me the Runaround*, *When Summer Comes* and *It's Just a Matter of Time*, are part of 16 sides recovered by Dunham about a month ago from Tune-Disk when the waxery couldn't get up some \$3,200 owed the ork for the dates. According to McWilliams, the four sides will be released within two weeks, and if the disks go well, more of the Dunham masters will be pressed by Embassy.

Danny Ferguson
AND HIS
SOCIETY ORCHESTRA
Currently
CIPANGO CLUB
Dallas, Texas

Exclusive Direction
MUS-ART MANAGEMENT CORP.

On the Stand

Jimmy Dorsey

(Reviewed at Casino Gardens, Santa Monica, Calif., April 10. Booked independently. Road manager, Gil Roemer.)

TRUMPETS: Conrad Gozzo, Charlie Teagarden, Everett MacDonald and Leonard Whitney.

TROMBONES: Floyd Ulgate, Brad Gowans and John Halliburton.

SAXES: Doc Rando, Artie Lyons, Al Pellegrine, Ham Russum and Bob Lawson.

RHYTHM: Arnold Ross, piano; Joe Mondragon, bass; Nappy Lamare, guitar, and Rae Bauduc, drums.

VOCALISTS: Bill Lawrence and Dottie O'Brien.

ARRANGER: Howard Gibel.

With this engagement, JD kicks off his new band, and judging by what hits the lobes, he is fronting an aggregation which should fare better than his last one.

The leader has definitely remedied his rhythm troubles. A glance at the rhythm wing tells why: Bauduc on drum, Lamare's guitaring, Mondragon's bass and Ross's Steinwaying are blended into a solid-riding rhythm corps that lays down the beat in a definite manner.

The vocal department is tops. Bill Lawrence and Dottie O'Brien, holding the slots once filled by Bob Eberle and Helen O'Connell, give the customers an easy earful in lyric handling. Lawrence, held over from the former JD ork, adds considerably to the over-all product. Lad warbles in traditional mike-clinger fashion, slurring smoothly and putting plenty of feeling into his lullabying. Miss O'Brien simultaneously soothes ears and eyes when she delivers polished voicings in a manner that makes 'em want to come back for more.

JD is building a "little band" composed of the batoneer's sax, Charlie Teagarden's trumpet, Al Pellegrine's tenor sax, Brad Gowans' tram, plus the full rhythm section. The group is used for novelties, featuring Nappy Lamare on vocals.

JD still leans too heavily on his yesteryear faves. It's not that the patrons don't enjoy a rehearing of *Tangerine*, *Marie Elena*, etc., but they also crave a heftier sampling of current items. JD's book has picked up more newcomers since its Palladium hearing and, according to a spokesman for the band, note-placers are working to get current plug tunes represented in the JD library.

Lee Zhitto.

TIMELY! MELLO-STRAIN Proudly Presents "PEOPLE OF THE U. S. A."

EXCLUSIVELY RECORDED BY
ROSS LEONARD

with
AL BANDINI
AND HIS ORCHESTRA

Backed by
"MY CHRISTMAS ROLLED AROUND TODAY"
Sensational Everyday Ballad

A FEW CHOICE
DISTRIBUTORS
WANTED

WIRE, CALL OR WRITE

Mello-Strain Records, Ltd.

1658 BROADWAY, N. Y. C.
CI-5-7875

THANKS!
LINN BURTON
WENR—WIND
and WAAF

FROM THE
BONNIE
& MILT
SCOTT

"CATS"

Universal
Records
30 NORTH WACKER, CHICAGO

10 INCH RECORD PRESSINGS

Shellac or Vinylite
Fast Service—High Quality

Small or Large Quantity
Labels — Processing — Masters

SONGCRAFT, INC.

1650 Broadway New York 19, N. Y.

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

IT'S NEW!
IT'S NEWS!

PERMO POINT
ROUND WITH THE NEW PERMOMETAL (OSMIUM ALLOY) TIP

Under like conditions, this Permo Point Round

WILL OUTWEAR . . .

WILL GIVE LONGER RECORD LIFE . . .

WILL BE MORE DEPENDABLE . . .

WILL BE MORE ECONOMICAL . . .

THAN ANY OTHER CONVENTIONAL COIN PHONO NEEDLE MADE!

the same price
since 1938 . . .

1 to 10—35c each
11 to 99—32c each
100 or more—30c each

MORE PERMO NEEDLES SOLD THAN ALL OTHER LONGIFE NEEDLES COMBINED

PERMO, INCORPORATED

6415 N. RAVENSWOOD

CHICAGO 26

FREE
with your
FIRST
ORDER
for 1
card of

CENTURY RUBY POINT
NEEDLES (12 to a card)

1 EXTRA CARD (\$30.00 Retail Value) AT
NO EXTRA COST—RETAILS AT \$2.50 each.
THESE GENUINE RUBY TIP NEEDLES ARE
UNCONDITIONALLY GUARANTEED FOR
10,000 PERFECT PLAYS

On Sale at GIMBELS, TIMES SQUARE and
other chain and department stores
— Dealer Discount 50%

Send check or money order for \$15.00
(we pay postage), you will receive 2 cards
of C.R. Needles—total retail value \$60.00.

JEWEL POINT MFG. CO.
241 FLATBUSH AVE. EXT., B'KLYN. 1, N. Y.

Shelvey - 4A's Court Trial Due in 2 Wks.

One Big Union Sought

(Continued from page 3)

vention plans set by either side. The order provided that neither Shelvey nor the Four A's were to hold meetings, elections or take any steps leading to them.

The order was interpreted variously by the attorneys in the picture. The Four A's lawyer said that it didn't mean that ballots now coming in to the Honest Ballot Association couldn't be counted. He even foresaw a possibility that there was nothing in the ruling which prevented the announcement of the results.

A meeting of the Four A's committee, faced with the judge's ukase, saw such a move as laying itself open to contempt proceedings and refused to go any further. The AGVA reps on the Four A's argued that members who didn't understand legalisms would only be more confused than ever by a do-nothing policy, but were voted down.

Status Quo Okay

The end result was that the Four A's would issue a new leaflet pointing out that the judge's ruling didn't disturb the status quo; that the Four A's were still in control; its various branch offices were functioning as before, were collecting bonds, dues, and nothing was disturbed.

Whether this will satisfy the rank and file is open to question. Members who recently were informed they could nominate delegates and vote for them have now learned their votes were illegal. Already there is smoldering which may be aimed at the Four A's. So far this is merely Lindy, street corner and backstage talk. But the resentment is there, and the tendency is to blame the Four A's for a policy of do-nothing and involving itself in legalisms complicated by unimaginative leadership.

Meanwhile, the Four A's is embroiled in a powwow for one big union, with various heads of Equity, American Federation of Radio Actors (AFRA), Screen Actors' Guild (SAG), AGVA and American Guild of Musical Artists (AGMA) differing on the method, tho not on the objective.

Rank and File Objections

There is little doubt, if complaints heard in the trade mean anything, that the rank and file want one big union. The objection to paying dues to five unions and going thru red tape when passing from one jurisdiction to another is obvious. The question, insiders say, is how will the big organization be formed with the toppers refusing to give up their control.

Members spoken to who holds cards in AGVA, SAG and AFRA are bitter about the situation and show a growing resentment against orders from the top with no voice in decisions.

The AGVA situation, coming on top of these plans for one union, complicates matters. AGVA has spent a lot of money to fight Shelvey. How much no one will say. Estimates, however, run into the big thousands.

It had been hoped and expected by the Four A's that the court decision, when it came down, would clear the atmosphere in the AGVA battle and would permit the Four A's to concentrate on the big single union plan. The reversal, or rather the confused decision, threw a wrench into the works. And no matter how hard the Four A toppers try to hide it, its effects are apparent to members.

Stem Competish Is Likely To Explode This Summer

NEW YORK, April 24.—The Stem, which has been comparatively quiet for the past few years, so far as competition in niteries is concerned, probably will explode in a rash of bidding for names and big shows before the summer is over.

The booking of the Ritz Brothers into the Harem, set to open May 6, is being watched with interest by every major cafe op in New York. If the boys hold up their second week, it's almost a certainty, say trade toppers, that the competition will go after anything, with the sky the limit.

Against the Ritz Brothers, Bill Miller will have Harry Richman and Jan Murray; the Latin Quarter will have Joey Adams. The Copa holds on with Martin and Lewis and Le Directoire still has Kay Thompson and the Williams Brothers.

No change is expected at either the Copa or Directoire, but at least the Latin Quarter may try to bring in something with enough draft to get it back into the competitive swim. On top of that, at least one club, the Havana-Madrid, which is expected to change hands, will also try to get into the battle for a buck.

While all this, say showbiz toppers, is wonderful for the big names, it will mean the smaller priced acts, those in the \$1,000 to \$2,000, and those in the \$300 to \$1,000 class will be hurt badly. It is pointed out that a club fighting for a box-office name and putting big money on the line, will have little dough left to buy supporting acts. It has long been established that the comic getting between \$1,000 and \$2,000 doesn't mean too much at the box office. Ops have discovered that acts in that price class don't do any more business than a \$500 act. The only acts which ops say do the biz are those in the \$4,000 class and upward. There being only a handful of such names available, the bidders will be in there raising the antes against each other.

Talent offices say they already have that problem and don't know how to cope with it. They have

Carmichael Set For I-Niter P.A. Tour in Sept.

NEW YORK, April 24.—Hoagy Carmichael will start a series of one-nighters September 24. This will be the first time the singer-songwriter will do personal appearances in more than two years.

The package, tagged as *Star Dust Review*, will carry a 15-piece band, Cardini, the Sensationalists, Acromaniacs, Rochelle and Beebe; Low, Hite and Stanley, and the Evans Family and will go into auditoriums for \$4,000 against a 60 per cent. In order to tie up the show, Al Borde, who packaged and is selling the unit, deposited \$50,000 with Carmichael's manager, Elliot Gordon.

The show will have its preem in Montreal. From there it will move to Toronto, September 25; then to Niagara Falls, N. Y.; Detroit, Cleveland, Youngstown, Akron, Columbus, Dayton, Toledo, O.; Chicago; South Bend, Ind., and ends up in Des Moines.

Other dates are in the dickering stage, with Dallas probably getting Carmichael before he gets back to the Coast.

large numbers of acts signed, but ops aren't interested unless they can also deliver something with marquee appeal.

Agencies admit that such a situation is unhealthy, but also say they are helpless except to caution ops against overbuying.

Havana-Madrid, Vanguard May Change Hands

NEW YORK, April 24.—The Vanguard and the Havana-Madrid and maybe one other club, will change hands in the immediate future if the deals now under discussion arrive at satisfactory conclusions.

The big buyer is Tony Colucci, former op of the Downbeat and the Troubadour, who recently bought Don Julio's in the Village. He is heading a syndicate which is apparently well heeled.

The Vanguard, in business for 13 years under one operator, Max Gordon, is being dickered for, with \$20,000 being the understood agreed on price. This will not include the liquor. Gordon, who is co-partner with Herbert Jacoby in the Blue Angel and the recently opened Le Directoire, has found running of his Vanguard too much in recent months, and with his uptown spots taking all his time, the shedding of his Village cellar club became a practical necessity.

The Havana-Madrid, probably the oldest Broadway cafe, in business for 11 years with Angel Lopez operating it, hasn't been doing too well in recent months. It hits big grosses Monday (celebrity gimmick) nights and Tuesday (Latin dance teacher gimmick) nights. The rest of the week business is nothing to boast about. Increased competition from the major clubs, Harem and the Latin Quarter, has hurt the Latin club.

The deal for the Havana-Madrid with the Colucci syndicate revolves around \$40,000 and is said to be in the signing stage. A liquor license permit has already been applied for, and if granted, sale may be consummated in the next few days.

Colucci interests are also dickering for the Flamingo, West End, N. J.

The price here is said to be about \$10,000.

The new policy hasn't yet been determined. It is understood, however, that the May Johnson office, with Al Herman, exclusive bookers for Don Julio, will get the nod in the buying department.

Feb. Eatery Biz Worst in Yr.

WASHINGTON, April 24.—February business of eating and drinking places was the worst in 12 months, the Commerce Department reported this week. Estimated business amounted to \$941,000,000, marking the first time receipts have fallen below the billion-dollar level since February, 1947. Business, however, is still running 418 per cent above the average for the years 1935-39, Commerce's so-called "normal years."

Mass. Spot Resumes Flesh

HARTFORD, Conn., April 24.—The Monson House, Monson, Mass., night club, which dropped floor shows in January, has resumed bookings—on one-night deals—with Gordon's Entertainment Bureau, Hartford. The spot is using three acts on Saturday nights.

Ops Demand Fem Singles

Buyers not interested in one-job price demand, but how little they must spend

NEW YORK, April 24.—Tho money isn't anything to write home about, the big demand in cocktail lounges is for gal pianist-singers who have looks besides skill. The main reason, according to agents, is that a gal, if she's good doesn't cost more than \$200 or maybe \$250, with some to be gotten for less, while a trio, no matter how cheap, still gets scale. Scale in some spots means \$350.

In the lush days many spots would go for both, the single as well as the trio—or maybe a couple of trios. Today with money slow in coming in, the buyers just aren't putting it on the line.

This puts trios in a tough competitive spot but what is worse, say agents, are the trios who come into New York, manage to stick in a place for a number of months and get their money up to \$700 or \$800. When these outfits wind up, they expect their agents to get them more dough out of town, or at least the same that they've been getting.

Percenter Nix Combos

Percenter flatly tell the majority of such combos that they'll have to lower their sights. It is practically impossible to get them the money they think they deserve, and that out of town buyers aren't one bit interested that they stayed on one job for months. What they're concerned with is for how little they can buy them.

Very few of these combos mean anything at the box office unless they stick around long enough and the op spends on promotion. Today with money tight only the op with imagination and business guts spends.

The end result is a demand for a girl who, ops feel, can attract more business than three or four guys making with music.

Agents admit that the demand for girls is greater than the supply. Percenter after percenter has sent out calls for single fems who look good, can play a Steinway and sing a fair song. Gals who come up to even approximate specifications, say reps, can almost get a pick of jobs.

New Org To Give Show Folk Help

NEW YORK, April 24.—A new org, designed to give a hand to show people who are up against it, is being formed by actors' wives and other fems associated or allied to showbiz.

The new outfit, which will call itself the Troupers, using an open trunk as its emblem, will have a club-room as soon as it can make arrangements. This will be for members who want to chew the fat or try blitzing an opponent. Dues will be \$25 annually.

Officers are as follows: Gilda (Mrs. Benny) Davis, president; Bea Kalmus, first, veepee; Fay (Mrs. Henry Slate) Carroll, second veepee; Lynn (Gilmore's Restaurant) Gilmore, treasurer; Ethel (Mrs. Harvey) Stone, assistant treasurer; Ruth (Mrs. Jerry) Rosen, secretary; Fran (Mrs. Lenny) Kent, assistant secretary; Lael (Mrs. Buddy) Lester, chairlady entertainment committee, and Ceil (Mrs. Al) Beckman, assistant chairlady of entertainment committee.

Chase Club, St. Louis

(Wednesday, April 21)

Capacity, 650. Price policy, \$3-\$3.50 minimum. Shows at 8:30 and 11:30. Manager, Harold Koplar. Publicity, Jeanne Dunaway. Booking, non-exclusive. Estimated budget this show, \$6,500.

The current bill at the Chase stacks up as one of the finest presented this season. It is packed with names that offer a fast-moving variety show that never lets up.

Bernie Cummins is on the bandstand with his ork, and an entertaining group it is. Jeanne Bennett is the blond band canary and on show caught did *The Gentleman Is a Dope* and *Beg Your Pardon* in good style. Walter Cummins, maestro's brother, offers *Now Is the Hour*, with fine voice and excellent stage presence. The frontier, who capably emcees the revue, does some novelty vocal versions of *Baby Face*, *Minnie the Mermaid* and *There'll Be Some Changes Made*. The veteran band leader is still a fine showman.

Jerry Murad's Harmonicats, now one-man stronger than last time thru here, opened their stint with *Tico-Tico* and kept up the pace with *Sabre Dance* and *Harmonica Boogie*. The outfit is tops for a unit of this kind and climax their act with their famous recorded version of *Peg o' My Heart*. Besides Murad, the boys are Al Fiore, Don Les, and the newest member, Cappy Lafell. The addition of the extra man has enhanced the act's selling power and improved it greatly.

Mitzi Green

Mitzi Green takes over in the final spot to prove she is one of the top entertainers in the business. Her songs are great and her singing alone would make her a star. But it is her impersonations that make her a smash hit. She does take-offs on Jolson, Cantor, Hildegard, Ted Lewis, Mae West, Sophie Tucker and others. The gal uses material that is

NIGHT CLUB REVIEWS

Walnut Room, Bismarck Hotel, Chicago

(Tuesday, April 20)

Capacity, 225. Price policy, dinners starting at \$2.50. Shows at 7:30, 9:30 and 11:30. Owner, Otto K. Eitel. Publicity, Morry Rottmann. Estimated budget this show, \$1600.

The unpredictable Walnut Room, which has either very good or very bad shows, this time has one in the latter category. - Headliners Claire Hogan and Bob Hopkins failed to click except at rare moments, with Hopkins faring the worse of the two.

Hopkins admittedly was working an audience that was hard to please, but even if the audience had been good, most of his stuff, with the exception of his laughing jag routine to the tune of *Holiday For Strings*, would not have scored. Hopkins has been using the same panto routine at niteries here for quite a while. His movie and stage star impressions are particularly old, and he either ought to get new material or give up.

Miss Hogan, former name band singer appearing here for the first time, suffered from poor production and lack of co-operation from the Joseph Sudy orchestra. Gal works in front of a piano wheeled onto the floor, with the orchestra then proceeding to drown out her singing and her piano accompaniment. As a result, her *I Think You're Wonderful* and *It Might As Well Be Spring*, numbers were lost in the confusion. If the Walnut Room management wants to cast Miss Hogan as a soft-voiced singer with an intimate style, it should give her the chance to work with a piano and have the orchestra take a few minutes out for a short beer.

Cy Wagner.

fresh, sharp and fast, and her delivery and timing are tops.

The Cummins band furnishes show and dance music. Frank Joerling.

Havana-Madrid, New York

(Thursday, April 22)

Capacity, 320. Price policy, \$3.50-\$4.50 minimum. Shows at 8:30, 12 and 2:30. Operator, Angel Lopez. Booking, non-exclusive. Publicity, Ed Welner. Estimated budget this show, \$1,500.

It takes imagination and guts to put together a nitery show that departs from the conventional pattern. The effort isn't always successful, but at least it shows original thinking. And if it clicks, it can make a buck.

Winnie Hoveler, who hasn't had a line working in New York for the last three years, has such an idea, and while it isn't exactly startling, it's novel. She has condensed *Carmen* into a 40-minute tab version and produced it with showmanlike skill. The show carries three props, a balcony, a water fountain and a white drop, and is done in two parts.

The opener has the line (6) out in a pleasant beguine-beat number costumed in white and red. This gives way to a balcony scene with William Boehm, a pleasant looking tenor with good pipes. The scene ends with the line back, this time each gal carrying a white dove perched on her outstretched hand. The effect was original and completely charming.

Precision Terping Boffo

The acting wasn't particularly distinguished, the Boehm gave a creditable performance. But there was nothing wrong with the line, the choreography or the production. In the bull fighting number, the kids were in traditional toreador outfits, executing cape maneuvers in unison. In fact, it was the precision work of the line that made the show outstanding. The work was so uniform that the Hoveler kids resemble the Rockettes. This effect was particularly good in a middle production number when the line went thru castanet numbers with pin-point unity that won them a top mitt.

There were a couple of things that need hypoing. Putting props on the floor in full light is awkward. It could be managed in darkness. Also, keeping the house lights on while the kids went thru their flashy black-light cape waving routine detracted from the attempted effect. The house should be blacked out.

Calgary Brothers

The Calgary Brothers, standard drunk and slow-motion knockabout act, were as good as ever. They miss the flickering spot for their slow-motion routine, but did a satisfactory job anyway.

The second scene had the white drop shielding the band, which makes for realistic effect. Orquido Pino did a lusty *Carmen* in acceptable fashion. Jose Duval's *Escamillo* was labored and amateurish. The boy, a Latin type, looks okay and has a fair bary, but his acting left much to be desired.

Sacasas cut the show competently. Argueso relieved. Bill Smith.

Carousel, New York

(Wednesday, April 21)

Capacity, 175. Shows at 12 and 2. Prices, \$3 minimum. Operator, Joey Kaufman. Booker, non-exclusive. Estimated budget this show, \$1,250.

There is still doubt that B. S. Pully and his partner Gump will ever make any censor's hit parade. Their material is about the same as it always has been. However, blue or indigo, the gravel-voiced Pully and his meek little sidekick do the business. That, after all, is why a cafe keeps open.

The fact that Pully and Gump's stuff isn't tailored for the come-all-ye-faithful trade isn't exactly a secret. Their charm, however, lies in their throwaway lines, those crazy ad libs that keep customers coming. Opening night the patrons howled.

Town Casino, Buffalo

(Wednesday, April 21)

Capacity, 1,000. Price policy, \$1.50 minimum. Shows at 7:30, 10:30 and 1:30. Owner-operators, Harry Altman and Harry Wallens. Booking, non-exclusive. Estimated budget this show, \$6,500. Estimated budget last show, \$7,000.

Harry Altman, who produces his own shows, changing name headliners weekly, has managed to follow a strong combo bill of Bob Eberle, Ethel Smith and Myron Cohen, with an equally satisfying layout of Gene Krupa and band plus well-diversified supporting acts, running a 1½-hour show with surprisingly few lags.

Krupa opened the show with a spirited *Sabre Dance* and brought down the house with his finale, *Drumboogie*, showcasing all groups in the 16-piece ork and solo spotlighting the drummer himself in a frenzy of rhythmic sound and motion. The club was well filled with a younger crowd that went wild over Gene. Dolores Hawkins, cute, diminutive band canary, contrasts her girlish appearance with a husky-voiced rhythm-blues delivery of *Boogie Blues*. She reminds one of June Christie. The band's Buddy Hughes did a passable job on several ballads.

Jordan and Parvis

In the opening slot, terp team Jordan and Parvis came thru all right, injecting a song bit, *I've Got a Feeling You're Foolin'*, and selling their subsequent routine by using a few spins. They're no kids, but good-looking. A cuffo appearance by Donald O'Connor, who got to do an act, hurt the appearance of the show's own Dusty Brooks, a good-looking, blond, young lad with a similar act. Brooks had to knock himself out to get a response, but built steadily with fast-working enthusiasm, fresh looks, hard-punching delivery, and came back to a terrific hand several times. Material is his handicap; *Everybody Loves My Gal* was poor; *Rosie*, in old-fashioned style, not much better. But when he worked into a Danny Kaye style with *Katinka* he scored. *Mammy a la Jolson* was solid with his fitting about in the audience, and *Melody in 4F* got rousing yocks. Could go places with the right material.

Juggler Bobby Jule sold his clean-cut, smooth novelty act by liberal use of panto and bits of biz. He handled balls, hoops and Indian clubs cleverly and held interest to a good hand. Six-girl line, Casino Adorables, started off with a *Boogie* number in cute costumes, and returned for a parade in gorgeous gowns to band's *Blue Champagne* and *Cocktails for Two*. The Krupa aggregation cut the show beautifully and did a solid job on the dance sessions, during which drum specials drew dancers around the stand in droves. Belva White, gal singer, and Mickey Sullivan's Madhatter Band fill dance lulls with music from a stage atop the bar at the other end of room.

Emsee Lenny Paige does a clean-cut and capable job of running the show with an informality that fits the room perfectly. Eva Warner.

If on subsequent nights they spend as much as they howled for the preem, Pully will collect a bundle. If not—Pully is still a funny guy to catch. But no kids or prissy maiden aunts.

Rest of the show is made up of stripper Marcia Raye, who worked in such complete blackness nobody knew what was happening; a singer, Virginia Hayes, who sang a couple of numbers in better-than-acceptable fashion, and a three-piece combo, the Greators, who played a lot of music. Incidentally, the trio, a steel guitar, drum and piano, showed surprising ability and a beat to which it was difficult to keep your foot quiet. Bill Smith.

CEDRIC HOWARD

Satirical Impressionist

NOW APPEARING

SAVOY PLAZA HOTEL

5TH WEEK

ALBERT LLOYD

350 5TH AVENUE

NEW YORK CITY



"I'm Happy"

LOOKOUT HOUSE

Covington, Ky., April 12-25

Jackie Heller's

CAROUSEL

Pittsburgh, Pa., May 3-16

??????

May 17-30

Help

EL RANCHO VEGAS

Las Vegas, Nevada, June 23-July 6

EPHY PEARSON

Montreal Ops Fear Curfew After Law Fuss

MONTREAL, April 24.—The recent suspension of the assistant director of police, Pacifique Plante, has started new fears among nitery ops that this town is again in for some new curfew clamps after a period of laissezfaire on the part of provincial and municipal officials.

Coming at the birth of a tourist season which promises to top even that of 1947, the fear is sparked by the fact that some things night spots have been allowed to do thru "understandings" with officials will now come to public attention as a result of the report on vice conditions in Montreal which Plante has submitted in defense of his activities until he was booted by Police Director Langlois for "insubordination".

Plante submitted his voluminous 500-page document to the city's executive committee Wednesday (14) and, tho details of the report have not as yet been made public, it is learned by *The Billboard* that many persons prominent in the city's industry would just as soon have had Plante let sleeping dogs lie.

What will give ammunition to the city's bluenose groups' (headed by the church-backed Sacred Heart League) charges that the city's night life is again in a chaotic state as a result of Plante's suspension is the fact that Provincial Police Sgt. Pierre Dubuc was suspended Thursday (14) after a drunken brawl at the La Boheme nitery at 5 a.m. Thursday morning in which one man died.

Questions Feared

Why the cafe was dispensing liquor at 5 a.m. when the curfew hour is 2, and what a member of the provincial police (which controls liquor laws) was doing there at 5 are questions which the nitery ops fear.

One result of this scare is the attempt of some nitery owners to unload their joints, with the top spot, El Morocco, being one of those promoted. (See MONTREAL CURFEW, page 48)

Buddy Greco Trio

(Green Room, Hotel Edison, New York)

Co-featured with the Alvy West band on the opening bill of a new small-group, smart-music policy at the Green Room of the Hotel Edison, the Buddy Greco Trio displays a tidy amount of promise. Built around the keyboarding and vocals of leader Greco, the threesome romps thru a lively variety of novelties, pop plugs and standards in hip fashion with the gusto, enthusiasm and roughness which a good young group might be expected to show.

Greco is a 21-year-old with a sense of humor, an obvious flair for the modern in piano styling and a vocal style that snacks of a combination of Frankie Laine, Billy Eckstine and Mel Torme in delivery sound and phrasing. While dabbling—at times with uncertainty—in the be-bop idiom at the keyboard, Greco rolls off tasteful things like *Nature Boy*, *All the Things You Are*, *Lillette*, etc., vocally. The guy shows much talent and in time should develop into a fine stylist.

The trio's first attention came via Musicraft waxing of *Ooh! Looka There, Ain't She Pretty?* With the aid of the disk pact—the possibility of hitting another wax seller ever present—the Greco group potentially could enjoy a healthy future. Currently the group must concentrate on acquiring polish, both musically and in presentation. Bassist Don Sgro fills the plucking bill handily but guitarist Frank Beecher is spotty. They work together okay on the trio's union chants. Hal Webman.

Greshler Loses 3G Commission By N. Y. Copa Deal

NEW YORK, April 24.—In selling Martin and Lewis to the Copa, Abby Greshler lost himself about \$2,600 in commissions. It all came about in the following manner.

Last year Bill Miller, Riviera op, used the two kids with an option for this summer. He crossed out the option with the understanding that he wouldn't stand in the way of the act so long as he had them back sometime during the summer. When Greshler sold them to the Copa, Miller did a burn.

Meanwhile, the Greshler office had the Catalino band which Miller had promised to buy. When Miller discovered that the band's contract with Greshler was on the verge of running out, he held off until it expired then bought the band direct for \$1,100 for 24 weeks, cutting Greshler out of the commission.

Greshler admitted that this happened but also pointed out that he refused to sign with the Copa unless it removed the provision that Martin and Lewis couldn't play any New Jersey spot. The removal of this clause, said Greshler was to protect Miller, and he had every intention of having the act work at the Riviera in September.

Det. Van Dyke's New Policy

DETROIT, April 24.—A symptom of a new reverse trend toward bringing in additional talent to offset declining business appeared this week at the Van Dyke Club, which has long relied on a strict band and dancing policy. The spot bought Jeanne Rand, singer, who just closed a two-month run at the Town Pump, in the first move away from a straight musical policy in two or three years. The Rand booking is being built up into a more significant opening by the addition of Glenn Moore's orchestra.

Detroit Ops Find Biz Hypo In Percentage Arrangements

DETROIT, April 24.—A solution for ailing night club profits may lie in the use of percentage deals with shows of some potential box-office value, according to operators in this territory. The percentage idea has enough appeal to cafes, ops and agents to indicate a definite trend. American Guild of Variety Artists (AGVA) has shown an interest locally at least, because of the obvious effect upon act salaries.

The average club owner approached on the point has been intrigued by it because it holds out the possibility of a name to build business at apparently little risk to him. Principal reluctance, curiously enough, has been caused by ops' fear that the act would walk off with too much money, whereas he could buy the act outright for considerably less than the hypothetical percentage if business really got good.

Evidence seen here is that the risk is almost entirely in the hands of the act or producer of the show, aside from whatever guarantee may be involved, because he has to foot the salaries for the other acts.

Nan BlaKstone Example

Typical deal that has drawn great interest around this territory is the package show built around Nan BlaKstone by her manager, Ronald Aaron Gerard, and broken in at the Club Bali here before opening week before last in the Indigo Room at the Hotel Barclay, Toronto. The produc-

Southwest Biz Picking Up; Shreveport Tops La. Cities In Local Talent Purchases

Ripe for Big Names, But Ops Unfamiliar With Agencies

NEW YORK, April 24.—The Southwest is beginning to pick up again, with cocktail lounges buying units and new lounges building which will come into the market before the summer is over.

Oddly enough, one city in Louisiana, Shreveport, is the biggest buyer of talent in the area, even tho no single spot spends more than \$1,200 or so for a show, usually consisting of quartets, three-piece combos and a single voice and piano. Tho spots operate as cocktail lounges, practically all of them have casinos attached which should theoretically make them avid bidders for more expensive talent. Why this hasn't occurred, no one knows, except that perhaps there has been no aggressive selling campaign to get them to switch to bigger budgets.

The major spots in Shreveport are

the Belvedere, Stork Club, Pelican and the Glass Hat, all running on a seven-day basis, with the back rooms getting good plays almost constantly.

Other cities in Louisiana are also feeding local clubs, with some places building new spots. New Iberia has two clubs going and three more now getting ready to open. Opelousas, Lake Charles, Lafayette, Eunice and Vinton are also going thru local booms, and cafe ops are installing entertainment in their rooms, with fresh money coming in to open other rooms also using flesh.

Practically all the lounges now running or planning to run, use local talent because of price. With the exception of J. S. McConkey and Music Corporation of America, this area has been almost untouched by the talent offices. In fact many ops are unfamiliar with the names of the agencies.

According to one percenter who just returned from making a survey of the area, the region is ripe for real talent. Once one op starts it, the others will fall in line.

Beverly Club, New Orleans, Will Shutter for Summer

NEW ORLEANS, April 24.—The Beverly Country Club here will close down for the summer, tho the date of closing had not been decided. Jimmy Savo completes an engagement Saturday (24) and is the last act to be booked. The club, one of the South's finest, has been featuring top name attractions. It is outside city limits and gambling restrictions.

Meanwhile New Orleans amusement interests will be watching closely the action of the new Legislature, which meets in May under leadership of the new governor, Earl K. Long.

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

TOM McDERMOTT DUO

TOMMY AND CARLOS
Currently appearing for a return engagement by popular request at the exclusive
CABIN CLUB
LAUREL, MONTANA
For future bookings contact
FREDERICK BROS. AGENCY, INC.
8584 Sunset Blvd. Hollywood 46, Calif.

— On Mercury Records —
Steve Gibson and His
RED CAPS
On 6-Week Return Engagement
CLUB NOMAD, ATLANTIC CITY
Write Wire Phone
JOLLY JOYCE
WAlnut 2-4677 Earle Theater Bldg.
WAlnut 2-9451 PHILADELPHIA, PA.

Currently Henry Grady Hotel
Atlanta, Ga.
Lucille & Eddie **ROBERTS** THE MAGICAL MENTALISTS
HARRY GREEN, Per. Rep., 1619 Broadway, N. Y. 19, N. Y.

Hippodrome, Baltimore

(Thursday, April 22)

Capacity, 2,200. Price policy, 40 to 70 cents. Number of shows, four daily. House booker, Mickey Aldrich. Show played by Jo Lombardi and house band (12).

Following a highly successful week with Gene Autry and his unit, the current show had plenty to live up to. It did all right, except for conflicts.

The Richards-Adair Dancers (6) with their Clyde Beatty fantasy provided a hefty opener. A good act, the dancers use full stage for their adagio and acro work, getting a fine hand. The constant whipcracking, colorful wardrobe and typical motion create an amazingly realistic effect.

Jimmy Burrell did several songs to good applause. Burrell, who could double for Como in looks, works hard and is at his best with the Irish ditties. Doubling a pleasant personality with solid bouncy rhythm, he scored best with *Donegal*.

Pat Henning

The quickie impressions and drawn-out stories of Pat Henning were up to his usual standard, pulling the laughs freely. The little guy, giving out "inside info" on the management in that hushed confidential tone, really got the hands. The informality of his delivery, and his seeming efforts to try not to be funny, made him a hit here.

Keye Luke, the personable Chinese, lost no time, jumping right off with a series of cleverly worked out impersonations tied into a murder drama which went over big. His Barrymore was shown up somewhat with Henning doing one later in the show. Luke returned to warble an ancient Chinese lullaby, a clever intro for *Irish Lullaby*. It, too, was good, but slightly overshadowed by the previous Irish efforts of Burrell.

VAUDEVILLE REVIEWS**Oriental Theater, Chicago**

(Thursday, April 22)

Capacity, 3,200. Price policy, 95 cents straight. Five shows a day, six week-ends. House booker, Charlie Hogan. Show played by Carl Sands' house band.

To make up for lack of draw of an inferior picture, *Casbah*, house has booked in a better-than-average bill for its latest stage presentation. Tony Martin gets double billing as headliner of the stagershow and star of the film, so much so that the result is too much Martin.

Martin, with his large fem following, got good support from the audience, but with his almost condescending attitude he failed to wring the most out of his songs and his entertaining imitations of Harry Richman, et al. Martin would do well to remember that it's foolish to allow fame to go to his head and that it's the public which keeps him in that top bracket which lays a dollar on the line at the box office.

Elsa and Waldo, comedy dance team, practically stole the show from Martin, and much of their material, especially their slow motion satire on ballroom dancers, got top applause. Altho team uses practically the same material month after month, it never seems to get old or boring.

Rounding out the show was the Raymond Scott Quintette, consistent favorites who never get wild ovations, but manage to please most with Scott originals and Scott interpretations of classics and pops.

Carl Sands ork backed the show adequately. *Cy Wagner.*

Over-all, however, it was a neat routine, well done and well received. Pic, *The Noose Hangs High*. *Jimmy Carter.*

RKO Albee, Cincinnati

(Friday Afternoon, April 23)

Capacity, 3,200 seats. Price policy, 50, 65 and 85 cents. Four shows daily; five on week-ends. House booker, Dan Friendly.

Frankie Carle's 18 skilled musicians rode home a solid winner in this hour's session of topflight entertainment. Grabbing a neat mitt at the outset with its *Sunrise Serenade*, crew reflects the pianistic wizardry of its maestro in all subsequent offerings, with Carle leading off with silky-fingered treatment of a pop medley, including *I'll Get By* and *If You Were the Only Girl in the World*. There's a fluidity and preciseness about the band that sustains rapt attention thruout.

Bouncy bits are as digestible as the regulation numbers, with Carle displaying a smooth and simple, yet colorful pianistic style that garners spontaneous crowd reaction. His keyboard mastery in a medley of pops and oldies at the wind-up left pew-sitters howling for more. Incorporated were ace rhythm section backings of *Now Is the Hour*, capably tonsiled by Guitarist Fritz Weston.

Band singers, Gregg Lawrence, a handsome lad who knows his way around a song, and Nan Wright, whose good canarying matches her looks, scored solidly. Lawrence manages sock bary treatment on a Jerome Kern medley, handling such bits as *Smoke Gets in Your Eyes*, *Make Believe* and *Ol' Man River*. Miss Wright clicked handsomely on *All Dressed Up With a Broken Heart* and *Don't Want To Meet People*. On the latter she combines talents with those of Lawrence to ring up a rousing mitt.

Lending sustenance to the show is Johnny Morgan, comic well remembered here from prior nitery and theater engagements. Much of his stuff is familiar but it went over as well as the new. Sharp presentation gets him over the humps. His monologing is still punctuated with the inevitable tin flute. Pulled long guffaws with his nonsensical bit on a concert symphonic conductor.

The Carnivales, good-looking mixed team win belly chuckles with their grotesque take-offs of high school jitterbugs and Harlem jive hounds. Gal jumps the laugh meter with her goon-like caperings. Straight stuff clicks as solidly as their grotesque caricaturing.

Pic, *Women From Tangiers*. *Bob Doepker.*

Radio City Music Hall, New York

(Thursday, April 22)

Capacity, 6,200. Price policy, 80 cents-\$2.40. Number of shows, four daily. House booker, Leon Leonidoff. Show played by Walter Smallen's house ork.

The major part of the stagershow builds up to the two big productions; the first is the ballet, the second has the Rockettes. The rest of it is pretty, draggish and altogether conventional.

One departure from the house format was an opening piano solo by Richard Tetley-Kardos, who did an outstanding job on Liszt's *Concerto in E-Flat*. The lad kept it simple and straightforward, and the backing by Smallen's symphony ork was thrilling to hear.

A ballet number with Genia Melnitchenko, Robert De Voyer, Maria De Baroncelli, Alpheus Koon, Dorothy Berger, William Burdick and Alfredo Corvino, was adequate without much meaning. The scene is symbolic of broken hearts and princes and princesses, but its few bright spots were overloaded with so much of the same that the whole effect was lost. The solos were skillful, but it was the

Paramount, New York

(Wednesday, April 21)

Capacity, 3,654. Price policy, 55 cents-\$1.50. Number of shows, four daily; five Saturdays. House booker, Harry Levine. Show played by name ork.

Duke Ellington's name packs a good box-office wallop; with Ella Fitzgerald as the added attraction, it should do business, particularly with *The Big Clock* as the flicker to bring them in.

The stagershow is comparatively short, about 40 minutes. But despite its brevity, it doesn't jell as particularly good entertainment. The main fault seems to be that the stuff sold is aimed at either hipsters or corn admirers. There is little in between to amuse the adult theater patron, who wants something understandable and still literate.

The show opens with a couple of bars by Ellington's crew doing the familiar *A Train*, followed by an over-arranged jazz piece that gave sidemen a chance to ride. The band, in white coats and gray pants, looks good. Seating arrangement, trombones with reeds and trumpets with rhythm, is attractive. The 18 guys (including the Duke) have lots of drive even if the result isn't what it might be from a mass entertainment viewpoint.

The band's biggest number was *Frankie and Johnny*, with Ellington starting with a solo. The opening bars were pleasant but subsequent arrangements degenerated it to a series of musical pyrotechnics that completely hid the melody.

Ella Fitzgerald

Ella Fitzgerald, with Hank Jones on the piano, worked to a beg-off. Her familiar songs brought yowls of glee from the fans. It was noticeable, however, that the rank and file sat on their hands.

The Four Step Brothers were about the only act on the bill that proved a solid hit with the majority of patrons. Their four-part precision terperly, interspersed with flashy tricks, e. g. flying splits and dancing against each other, got a terrific mitt.

George Kirby's impressionistics ran the gamut from Rochester, thru Amos and Andy, ending with a falsetto Nellie Lutchter. In between he threw in those old stand-bys, Cagney, Robinson, Bogart and Lorre. The take-offs were adequate, but the material to go with them has been used here time and again. Kirby got laughs here and there tho most were just tepid.

Kays Davis, a tall, slim gal, did her standard *Transbluency* vocal (no lyrics) with five sidemen, including a fiddle, in there backing her. The result was pleasant, tho the presentation was n.s.g. Working in a pinpoint blue and red spot, the gal could barely be seen.

Ellington has a trumpet man (doubles on fiddle) who did some comedy bits on the stand. The gimmick needs working on. The way it was handled it looked like a throwaway.

Bill Smith.

ensemble work of the corps de ballet that gave it what lift there was.

An interior country church scene with kinky-wigged parishioners led by the pastor in a series of spirituals, was outstanding for its Bruno Maine set. It finished to polite hands.

Bob Williams opened in a picnic scene, coming out with three people and one of his pooches. The production was good. Williams turned in another of his excellent jobs, with the results coming for his boyish enthusiasm and "surprise" when his springer spaniel did something. Up to this time, Williams's act was the only light contribution to an over-long show. The crowd gave him a big hand.

The finale was the big thing of the show. Framed around the *Pass the Peace Pipe* number, the Rockettes, (See *RADIO CITY* on page 48)

"Pearl Bailey is a recommendation in capital letters for the Strand stage presentation . . . one of our best comediennees."

New York Herald Tribune**PEARL BAILEY**

"Topper of the current layout is Pearl Bailey, who established herself as a click several years ago at this house." *Variety*

"Rated the biggest hand . . . rates with the top singers in the biz . . . strong material." *Billboard*

NEXT PARAMOUNT FILM . . . "ISN'T IT ROMANTIC?"**CURRENTLY AT STRAND, NEW YORK****With a bow to Harry Mayer, Zeb Epstein and Leo Morgan**

EXCLUSIVE MANAGEMENT

WILLIAM MORRIS AGENCY

Personal Manager—CHAUNCEY OLMAN

New York:

Stem Doldrums, 357G Week; MH 110G, Roxy 65, Para 60

NEW YORK, April 24.—Biz last week was strictly on an also-ran basis. The long-run bill at the Capitol is fading and the poor first week at the Roxy contributed to the dim gross picture. The take for the five flesh-pic houses for the week was \$357,000, against \$354,000 the previous frame.

Radio City Music Hall (6,200 seats;

Harmony Reigns on ARA-EMA Front

CHICAGO, April 24. — Reported harmony between the national Artists Representatives' Association (ARA) and its local chapter, the Entertainment Managers' Association (EMA), took concrete form at a meeting here Thursday (22) open to all agents. In the past there has been plenty of discord, with ARA members showing no interest in EMA affairs.

According to Jack Russell, first vice-president and chairman of the membership committee of EMA, the meeting was attended by about 65, with about 12 new members being signed. Other EMA officers are Sid Page, president; Paul Marr, second vice-president, and Len Fisher, secretary-treasurer.

Those speaking at the meeting stressed the need for harmony with ARA in helping it to work out national problems on a national basis.

Booking agents here consider significant the fact that the meeting was open to all agents in the Midwest regardless of affiliation.

Waldron Files 100G Suit in Supreme Court Vs. Time

NEW YORK, April 24. — Charles Waldron, working as Ron Ronalde, has brought a Supreme Court action against Time mag asking \$100,000 because an article in that magazine (January 19) "humiliated him, lowered his prestige and affected his earning power and standing."

The article was based on a club date Ronalde did for the Entertainment Managers' Association at the Astor which Time said indicated that "vaude was dead and that many performers were starving, and-labeled Ronalde as a \$65 act."

Irving Schneider, representing Ronalde, served papers on the mag April 15.

average \$115,000) pulled \$110,000 for its sixth and final week with Andre, Andree and Bonnie, Paul Haakon and I Remember Mama. The show started with \$142,000, followed by \$143,000, \$157,000, \$147,000 and \$115,000. New bill (reviewed this issue) has Bob Williams and State of the Union.

Roxy (6,000 seats; average \$89,000) collected a tepid \$65,000 for its first frame with Ed Wynn and Sooda Hay. The house is down to three shows a day.

Paramount (3,645 seats; average \$76,000) wound up its third and last week with \$60,000 for Buddy Rich band, Mills Brothers, Dean Murphy and Saigon. New show (reviewed

Philly's Rupert

In the list of booking and management offices published in the Personal Appearances Supplement, Section 2, of The Billboard's April 24 issue, the name of Allan Rupert was inadvertently omitted. Rupert is one of Philly's most active agents. His offices are at 263 South 11th Street.

this issue) has Duke Ellington, Ella Fitzgerald and The Big Clock.

Capitol (4,627 seats; average \$66,000) is fading. For its sixth week the take was \$64,000 for Naked City, Tex Beneke band and Slate Brothers. Previous week's figures were \$73,000. It opened to \$117,000, followed by \$121,000, \$107,000, and \$101,000.

Strand (2,700 seats; average \$40,000) did a good \$58,000 for its kick-off with Cab Calloway's band, Pearl Bailey and To the Victor.

IN SHORT

New York:

Al Kelly, who has been with Willie Howard for 11 years, has broken with him. Howard is going into a musical, Sally. Kelly goes into the Roxy on the Ed Sullivan show. . . . Kitty Kallen, who was due to open at Philly's Chateau Crillon Monday (26), has been set back for two weeks. She's ill.

Phil Foster was set for Casway's, Philly, but lost out when he did a guest shot cuff at the competing Latin Casino. . . . Murray Weinger, who recently bought out Ben Slutsky, his partner in the Miami Copa, paid off in notes and cash partially financed by the coat room concession. . . . Milton Berger bought out Johnny Singer. The latter plans to retire and go to the Coast to live. . . . Asking price for Martin and Lewis is now 5G. . . . The Embassy, shuttered 57th Street nitery, is being offered for little dough, provided the buyer takes over outstanding debts.

Dario, dickering for Smith and Dale, apparently a "new" act to him, phoned a theater booker asking for a report. . . . Billy De Wolfe asking \$5,000 for cafe dates. . . . The Frankie Laine publicity stunt Saturday (17) a.m. at the Harem had the cops out. The teen-agers started forming lines at 7 a.m.

Sol Tepper, who sold seven acts to George White for his Coast show at the Florentine Gardens, will go out for the opening. . . . Curley Miller is now practically out of the Chanticleer, Baltimore operation. After his heart attack in Miami, doctors warned him against too much activity.

Sol Lerner (June Taylor's husband) has been operated on for an abscess. . . . Eddie Elkort, MCA cafe department, is out of the hospital after an emergency operation for adhesions. . . . Lou Wasserman, MCA topper, at the Copa with a stableful of MCA acts.

Martin and Lewis are signed for the Copa until 1951. . . . Lisa Kirk will double from Allegro into the Copa after Vivian Blaine winds up. . . . The Broadway nitery which used to make 15 per cent profit now considers a 4 per cent profit a fair figure.

Lou Perry became the exclusive booker for Andre's, Syracuse. . . . Jerry Rosen is now booking Barclay Hotel, Toronto. . . . Julius Monk goes back to the Ruben Bleu to run the spot for owner Tony Mele. . . . Carlos, ex-headwaiter for Ruben Bleu, who also bought the talent and ran the room, has opened his own spot, Club Encore. . . . Donald Richards going back into the Waldorf to open at the Starlight Roof in mid-May.

Philadelphia:

Club 13 being sold to a New York syndicate, with the entertainment policy slated for a switch. . . . Pat and Grayce terp team televising rumba instructions on WFIL-TV here. . . . Marty Goldberg will add a line of girls (June Taylor) for the first time at his Rumba Room in the Chateau Crillon April 26, with the opening of Monica Boyer and Esy Morales's band. . . . Eddie King new owner of the Charles Hotel and sets up a Stage Club in the midtown hostelry to feature intimate revues.

Rube and Gladys Yocum at the Garden Terrace of the Benjamin Franklin Hotel, back from Paris where they produced Frank's first rink show. . . . Danny Thomas has taken over the Club Hi-Top in nearby Chester, Pa.

Here and There:

Jack Kahan and Albert P. Kunec, newcomers in the field, have taken over Phil's Music Bar, Detroit, from Phil Kessler. The spot will continue a policy of music, with Harold Herr as pianist.

Dan Finn, division manager for the Warner theaters in the Bridgeport, Conn., area, has resigned to become general manager of the B. & C. Circuit in Boston. John Hesse succeeds him.

Robert (Bob) Carney, for several years manager of the Loew-Lyric Theater in Bridgeport, Conn., the only house in the city playing vaudeville, has been transferred to Waterbury, Conn., to become manager of the Loew-Poli Theater there. He succeeds Edward Fitzpatrick, who died recently. His successor at the Lyric will be Samuel Shuboff, heretofore assistant manager of the Loew-Poli Theater in Waterbury.



SELAN'S
World's Largest
Creators of
HAIR STYLED PIECES
Write For
FREE CATALOG
Our Hair Goods are all
expertly made of the
finest first quality
HUMAN HAIR.
Write for our FREE
CATALOG and
WHOLESALE PRICE
LIST on latest style
Hair Pieces.

- Waterfalls
- Chignons
- Boys
- Switches
- Formations
- Toupees
- Braids
- Page-boys
- Top Curls
- Trans-
- Wigs

SELAN'S
HAIR GOODS CO.
32 N. State St.
Dept. T
Chicago 2, Illinois

Always - THE SHOWMAN'S FRIEND in Los Angeles

500 Modern Rooms with bath and radio

"Everything New but the Name"

ALEXANDRIA HOTEL

Fifth at Spring • Los Angeles
FRANK WALKER, General Manager
formerly at the OLMSTED
Cleveland, Ohio

COMEDY PATTERN

FUN-MASTER

"The Show-Biz Gag File"
Nos. 1 to 22 @ \$1.00 Ea.
10 Parodies for \$10.00.
"How To Be an Emcee"
\$3.00, including 2 Gag Files.

Send for list Comedy Material, Parodies, Comedy Songs, Minstrel Pattern, Black-Outs, Bits, Skits, etc.

No C. O. D.'s.

PAULA SMITH

200 W. 54th St. New York 19

In Central Philadelphia

CLINTON HOTEL

200 OUTSIDE ROOMS from \$2 DAILY
SPECIAL WEEKLY RATES
HOUSEKEEPING FACILITIES
Beautiful Air Conditioned
COCKTAIL LOUNGE
WALKING DISTANCE OF ALL THEATRES

HALL AVAILABLE

West 44th St.

For rehearsal, auditions and meetings. By hour or day.

Abbott & Adams, Inc.
17 Murray St. New York, N. Y.
WO. 4-5540

KELLEY'S

PANAMA

NEEDS

GIRL SINGLES ACROBATIC
STRIPPERS EXOTIC NOVELTY, ETC.
MAY 12 OPENING

STAN WILLIS AGCY.

1650 BROADWAY, NEW YORK, N. Y.

SINGERS — EMCEES — COCKTAIL UNITS

— ORIGINAL SOCKO MATERIAL —

Band Novelties — — Comedy Songs

PARODIES

Sample parody and Catalog, 10¢

MACK MUSIC COMPANY

808-B Hofman Bldg. Detroit 1, Mich.

WIGS BEARDS MAKE-UP

FREE CATALOG

F. W. NACK 30 N. Dearborn St. CHICAGO 2, ILL.

SCENERY

Dye Drops, Flat Sets, Cycloramas, Draw Curtains, Operating Equipment.

SCHELL SCENIC STUDIO s. HIGH Columbus, O.

Natural WIGS
FOR EVERY PURPOSE

HAND MADE STREET WEAR WIGS \$35.00 UP

MOHAIR WIGS \$1.50 UP

All Supplies for Kew-Dies, Dolls, Novelties.

write for FREE catalogue

SATISFACTION GUARANTEED OR MONEY REFUNDED

GRAND WIG and NOVELTY CO.
139 Fifth Ave., N. Y. C. AL. 4-1117

ACTS WANTED

Outdoor and Indoor of all kinds. For night-club, theater, convention, banquet and out-door bookings now. Write, wire, come in!

RAY S. KNEELAND
AMUSEMENT BOOKING SERVICE
75 1/2 West Chippewa St., Buffalo 2, N. Y.
A.G.V.A. Franchised

Sked Outlook of Summer Barns

NEW YORK, April 24.—Herewith follows the final listing to date of summer theaters operating this season. Additional starters will be reported in the legit section as they may appear:

NORTH CAROLINA

Lake Summit Playhouse, Tuxedo. Robroy Farquahar, producer. Seats 200.

Theater in the Sky, Waynesville. Maurice Geoffrey, producer, 609 South Delaware Avenue, Tampa. Opens July 20. Non-Equity.

Waterside Theater, Manteo. Produced by Roanoke Historical Association. Samuel Selden, director. Also known as "The Lost Colony." Seats 3,200. Does only one show all summer. Non-Equity.

OHIO

Cain Park Theater, Cleveland Heights. Produced by the City of Cleveland Heights with Dina Rees Evans in charge. Seats 3,000. During a top week, can gross \$7,500. Last year's biz was 65G. Will do five musicals and five dramas. Also offers eight-week season of children's plays. Opens last week in June. Non-Equity.

Yellow Springs Summer Theater, Yellow Springs. Produced in association with Antioch College. Paul Treichler, chairman of board. Seats 550 and can gross \$2,000 a week at capacity. Combined academic, community and semi-pro org. Last season's biz was 18G. Season 11 weeks' long. Non-Equity.

Hartman Theater, Columbus. Producers, F. Beverly Kelley, William Johnson and Beverly Boda. Director, Robert Henderson. Winter stock, but will continue in summer if warranted. Equity.

PENNSYLVANIA

Hayloft Summer Theater, Allentown. Producer-director-owner, Don Dickinson. 235 East 22d Street, New York. Seats 500 and can gross \$4,500 in a capacity week. Last season's biz was 14G. Will open June 21 for 12 weeks. Resident Equity company.

Bucks County Playhouse, New Hope. Producer, Theron Bamberger, 1430 Broadway, New York. Seats 422. Probably a 10-week season. One of the top summer stock set-ups in the country. Resident Equity company.

Kenley Deer Lake Theater, Deer Lake. Producer, John Kenley, 869 Jefferson Avenue, Cleveland. Seats 500. Capacity gross for week is \$4,300. Last season's biz was 30G. Will run from 12 to 16 weeks. Equity.

Mountain Playhouse, Jennerstown. Director, James MacAllen, of 340 East 58th Street, New York. Producer-owner, James Black Stoughton. Seats 379. Will operate for 15 weeks beginning June 12. Resident Equity company.

The Playhouse, Eaglesmere. Producer-owner-director, Alvina Krause, Eaglesmere. Seats 300. Can do \$1,200 in a capacity week. Last season's gross was 11G. Will run for nine weeks beginning July 2. Non-Equity.

Ebensburg Summer Theater, Ebensburg. Producer, Louis Reiser, P. O. 847, Johnstown, Pa.

Green Hills Theater, Mohnton. Owner-producer, George R. Snell, 305 Summit Avenue, West Reading, Pa. Seats 308. Opens June 14. Resident Equity company.

Pocono Playhouse, Mountainhome. Producer, Rowena Stevens, 40 East 49th Street, New York. Director, Richard Bender. Press, Isadora Bennett. Seats 500. Will open June 21 for 12 weeks. Resident Equity company.

Grove Theater, Nuangola. Royal (See SILO CIRCUIT SKED, page 46)

Ballet Review:

"Legend" Needles Ballet Theater Rep, Despite Handicap

(Continued from page 4)

ditional proof that the BT is the outstanding group of its field.

Another handicap to the org's spring dance festival has been the protracted illness of Nora Kaye, which has left the troupe shy one ballerina. Alicia Alonzo has fortunately been able to step into the vacated Kaye spots and cover herself with glory. A further instance of this occurred Thursday (22), with the world premiere of Agnes De Mille's *Fall River Legend*, which was patterned for la Kaye.

Lizzie Borden Yarn

Legend, the second and last addition to the BT rep this year, is something of which they may well be proud. De Mille has adapted the Lizzie Borden ax-murder yarn and twisted it into 45 minutes of interpretive maniacal frustration. Ten or 15 minutes lopped off some of the more familiar De Mille routines could make the whole sharper and give it additional impact. Nevertheless, *Legend* is the sort of thing that the man in the street can readily appreciate without benefit of program notes, which this corner believes is the essence of approach to modern ballet.

In addition, the whole is a superlatively integrated job, from Morton Gould's score to Oliver Smith's impressively atmospheric drops and sets, ably abetted by Miles White's costumes. Alonzo, even after an exhausting top-drawer stint in the opening *Swan Lake*, contributed a superb performance as the tortured, bewildered lass with an ax on her mind. Fine support was given by Diana Adams as her mother and Ruth Ann Koesun as Lizzie as a child. Ruth Bentley as her stepmother, Peter Gladke as her father and John Kriza as her pastor added competently to the required patterns. In sum, *Legend*, if not the best De Mille to date, is assured of a definite permanent spot in the troupe's rep. It is dance drama, thoughtfully conceived and told with simplicity and impact.

Bob Francis.

Jr. Membership Rule Now Law

NEW YORK, April 24.—The constitutional amendment which lowered the time needed to jump from junior to senior membership in Actors' Equity from 2 years, 1 engagement and 50 weeks of playing time (whichever takes the longest) to 2 years, 2 engagements and 30 weeks of playing time has now become law. The amendment was passed at the last Equity quarterly meeting by a vote of 330 to 161.

There was more than a good chance that a petition by senior members against the resolution might appear. However, the 30 days of grace allowed for such a petition have passed and none has been filed. Therefore, the resolution stands.

Coast Gets an Org Like Theater Guild

HOLLYWOOD, April 24.—Formation of a permanent legit group on the Coast to be called Repertory, Inc., and patterned after the Theater Guild was announced last week. The group will kick off with six summer stock offerings at Newport Beach, moving to Hollywood in the fall. Ben Kamsler, legit producer and former story editor at Columbia pix, has been named managing director of the org.

Kamsler will direct the first offering, *John Loves Mary*, which preems June 21 at Newport, using an Equity cast of film and stage players. Charter members of the group include George Reeves, Eleanor Reeves, Clancy Cooper, Eve Barrows, Michael Brown, Sandra Gould, Herb Vigran and Gilbert Herman. The group will raise funds by stock subscription.

ANTA, UBO Correction

NEW YORK, April 24.—A gremlin got in a typewriter of *The Billboard* last week, stating that the United Booking Office (UBO) would send American National Theater and Academy (ANTA) shows into towns not getting legit bookings. The fact is that ANTA will set up a booking org of its own and send its own shows into towns not getting legit via the UBO.



BROADWAY SHOWLOG

Performances Thru April 23, 1948

Dramas

	Opened	Perfs.
A Streetcar Named Desire (Barrymore)	12- 3, '47	165
Born Yesterday (Lyceum)	2- 4, '46	936
Command Decision (Fulton)	10- 1, '47	237
For Love or Money (Henry Miller)	11- 4, '47	199
Harvey (48th Street)	11- 1, '44	1,470
Heiress, The (Biltmore)	9-29, '47	241
Joy to the World (Music Box)	3-18, '48	44
Macbeth (National)	3-31, '48	29
Man and Superman (Hudson)	10- 8, '47	229
Me and Molly (Belasco)	2-26, '48	68
Medea (Royale)	10-10, '47	195
Mister Roberts (Alvin)	2-18, '48	77
Respectful Prostitute, The; Happy Journey From Trenton to Camden, The (Cort)	3-16, '48	47
Strange Bedfellows (Morosco)	1-14, '48	117
Winslow Boy, The (Empire)	10-29, '47	206

Musicals

Allegro (Majestic)	10-10, '47	227
Angel in the Wings (Coronet)	12-11, '47	153
Annie, Get Your Gun (Imperial)	5-16, '46	812
Brigadoon (Ziegfeld)	3-13, '47	468
Finian's Rainbow (46th Street Theater)	1-10, '47	557
High Button Shoes (Century)	10- 9, '47	228
Look, Ma, I'm Dancing (Broadhurst)	1-29, '48	100
Oklahoma (St. James)	3-13, '43	2,284

OPENED

Cup of Trembling, The (Music Box)	4-20, '48	7
-----------------------------------	-----------	---

CLOSED

Rats of Norway, The (Booth)	4-15, '48	4
D'Oyly Carte Opera Company (Century)	12-29, '47	136
Saturday (23)		

COMING UP

(Week of April 25, 1948)		
Play's the Thing, The (Booth)	4-28, '48	
Inside U.S.A. (Century)	4-30, '48	
Habimah Players (Broadway)	5- 1, '48	

Insure Your Vote

Each year for the past four years voting on the part of the people of the theater for the Donaldson Awards has increased. Now as preparations for the Fifth Annual Donaldson Awards get under way, the Awards committee wishes to do everything possible to see that everyone in the theater has an opportunity to vote.

Early in May ballots and instructions are delivered by hand to the theaters to all the players appearing on Broadway at the time.

In order to get ballots to players who will not be appearing on Broadway early in May, *The Billboard*, sponsor of the Donaldson Awards, would like to have the names and addresses of such players, so that a ballot may be properly mailed to them.

Make certain of your vote for the Donaldson Awards, the theater's own selections of its "bests." Fill out the coupon below and return it to *The Billboard* today.

The Billboard,
Donaldson Awards Committee,
1564 Broadway,
New York 19, New York.

Please forward ballot and eligibility list for the Fifth Annual Donaldson Awards.

Name

Address at which mail will be sure to reach you in May.....

.....

.....

NOTE: If you will be working in a Broadway theater in May, don't send in this coupon. If you don't expect to be working, fill it out and mail it today.

Equity Mulls 350G Fund Plan for Legit

NEW YORK, April 24.—The report of the Actors' Equity economic betterment committee will suggest that the theater collectively raise 350G to plough into projects that will again make legit one of the important entertainment mediums. The dough is being asked as a result of a survey made for Actors' Equity by Robert Nathan, the economist, to find ways and means of putting theater back on its feet.

The money is not expected to come from one source or one union but in portions from every org that is connected with legit from management to labor. Groups that are interested in the theater from a cultural view will also be contacted for money.

'Inside U. S. A.'s' Boff Adv.

NEW YORK, April 24.—An advance sale of 500G is signposted for *Inside U. S. A.* by Arthur Schwartz, the producer. Already 150G is in the till from 26 theater parties plus eight partial theater parties, and 30,000 mail orders have been received for ducats to the show as of Thursday (22) with no sign of slackening. This will be the third show this season with a terrific advance sale, the other two being *Allegro* and *Mister Roberts*.

Out-of-Town Opening

DECLARATION

(Opened Tuesday, April 13)

MUSART THEATER, LOS ANGELES

A new play by Janet and Phillip Stevenson. Directed by Daniel Mann. Settings by Les Marzolf. Costumes by Barbara White. Stage manager, Frank Callender. Press representative, George Boroff. Produced by Mervin Williams and Sam Gary. Presented by Actors' Lab.

Chronicle.....Jeff Corey
Thomas Jefferson.....Lloyd Gough
James Madison.....Ned Glass
Patsy, Jefferson's Daughter.....Melle Mathews
Jupiter.....Robert A. Davis
Pelatiah Lewis.....Fred Briggs
Hopkinson.....Joe DuVal
Mrs. Emmet.....Doris Kemper
Will Emmet.....Bert Conway
Chairman of the Democratic Society.....
.....Art Batanades
Phineas Bond.....Anthony Joachim
Mrs. William Bingham.....Angela Clarke
Hayworth.....Maynard Holmes
Morrison.....Peter Virgo
Mrs. Knox.....Camille Cannady
Albert Gallatin.....Phillip Pine
Sen. Grenville Pearce.....Stanley Waxman
Alexander Hamilton.....Mervin Williams
General Henry Knox, Secretary of War.....
.....George Slocum
Hamilton's Secretary.....Max Lamb
Edmond Genet, French Minister.....Jim Parker
Tobias Lear.....John Hollady
Washington.....Edwin Max
Anne, Jefferson's Granddaughter.....

The public life of Thomas Jefferson is minutely examined in this new play by Janet and Phillip Stevenson, rating attention as an exacting product of painstaking research which reflects early American national growth in the light of today's political problems. Skillfully woven in a series of 18 swiftly moving scenes, and using such devices as narrator, montages and vocal chorus, *Declaration* is moving and tense, neatly cloaking its politics in theatrical garb. While play at times is weighed down by devices employed to heighten dramatic effect, the writing is crystal clear, bringing basic issues squarely to light with plenty of punch.

Declaration shows Thomas Jefferson (well played by Lloyd Gough) to have been a man of deep-rooted convictions, sincerity and fanatical devotion to basic tenets of democracy as he knew them. A constant target of the Federalists, he is vilified by his political enemies, with Alexander Hamilton spearheading the opposition. As Secretary of State, he fights to prevent war with France. As vice-president, he is galvanized by the Federalists' infamous Sedition and Alien Acts which politicians railroaded thru Congress. Anxious to retire from public life, he agrees to run for President, if only to destroy the Federalists and their hold on the people.

Climax tells of the Federalists' last desperate attempt to stay in power after Jefferson wins popular election. Enemies plot to juggle the electoral college votes to force a tie between Jefferson and running mate Aaron Burr. Congress is thereupon empowered to decide who is to be president by vote. Montage staged around congressional vote ends on the 36th ballot when Jefferson finally wins.

Lloyd Gough's portrayal of Jefferson brings quiet dignity, character and sincerity to the role. Even when making an impassioned plea for tolerance and democracy, he is convincing without resorting to obvious oratory. Supporting cast, however, did not measure up to Lab's acknowledged standards. Exceptions were Mervin Williams as Hamilton; Bert Conway as Will Emmet, the youthful zealot whose views reflect Jefferson's own feelings; Edwin Max as Wash-

N. Y. Theaters, Grips Agree on New Pact

NEW YORK, April 24. — The stagehands' union has come to a final agreement with the League of New York Theaters and is ready to ink a pact which will run until July 31, 1950. The grips received a blanket 7 per cent pay hike with heads of departments now getting \$120, key men \$99 and the rips, clearers and ordinary operators \$80 for an eight-performance week.

However, the efforts of the deckhands union to save the positions of 10 heads of departments, six in Shubert theaters, two at the Ziegfeld Theater and two at the Mansfield Theater, were of no avail. The management of these houses will put new men into the positions. And the request of the stagehands for vacations hasn't been settled and is still under discussion by the League. However, the grips are getting their retroactive pay from February 1, the date the old contract lapsed, almost immediately.

10-Show Strawhatter For Santa Barbara

HOLLYWOOD, April 24.—A new summer stock company, composed of resident professionals and augmented by Broadway and Hollywood guest stars will take over Santa Barbara's historic Lobero Theater and will stage 10 plays between July 15 and August 22. Project has been organized by Broadway director Robert Milton in conjunction with Rogers Brackett and Walter Rathbun.

Stage vehicles skedded will include three new plays, classic revivals and plays of more recent vintage. Present plans are for the Lobero group to arrange appearances of its productions at top Eastern summer playhouses.

Tasmania May Sink 60G Into Refurbishing Theater

HOBART, Tasmania, April 24.—When a deputation of Arts Council members broached to Premier Cosgrove recently a proposal that the government buy the Theater Royal here because of its long cultural and historical association with the state, Cosgrove expressed sympathy with the idea and agreed to have it investigated by the treasurer.

The suggestions put forward cover improvements costing some \$60,000. The city council has been asked to grant 52 feet of land on one side of the theater for lawns and gardens and provision for open air performances. The sponsors want to make the Royal a community cultural center for legit and music. The lord mayor has promised favorable consideration.

\$1,000,000 Goal for AF Fair

NEW YORK, April 24.—The Actors Fund (AF) Fair, which will be held at the 71st Regiment Armory from November 26 thru December 5, is aiming to raise \$1,000,000 to be divided two ways between the AF and the motion picture relief fund. Tickets tentatively are to cost \$1. Every form of entertainment is to be presented by the biggest names in showbiz. The first performer contract to appear was signed recently by Gertrude Lawrence.

ington, and Paul McVey, whose portrayal of demagogue Judge Chase was a standout. Rest of cast was spotty.

Daniel Mann's stylized staging and settings by Les Marzolf passed muster. Use of modernized costumes proved an asset.

Alan Fischler.

Broadway Opening

THE CUP OF TREMBLING

(Opening Tuesday, April 20)

MUSIC BOX

A play by Louis Paul. Staged by Paul Czinner. Sets by Charles Elson. Costumes by Natalie Barth Walker. Company manager, Lester Al Smith. Stage manager, Edward McHugh. Press representatives, Willard Keefe and David Tebet. Presented by Paul Czinner and C. P. Jaeger.

Mrs. Bosshardt.....Beverly Bayne
Ellen Croy.....Elizabeth Bergner
Dr. Broen.....Phillip Tonge
John Croy.....Millard Mitchell
Walter Fowler.....John Carradine
Jamesson.....Louis Hector
Ann.....Iris Mann
Gracie.....Hope Emerson
A Police Officer.....Robert Bolger
A Deliveryman.....William Robertson
Dr. Denning.....Martin Wolfson
William Lundeman.....Anthony Ross
Shella Vane.....Arlene Francis

It is easy to see why Elizabeth Bergner could have been taken with the notion of playing Louis Paul's study of a fem alcoholic. Certainly, Paul's play-scripting of his novel, *Breakdown*, offers her everything in the way of a frantically emotional field day, of which she takes full advantage. However, in spite of La Bergner's analytical portrayal of the mental and physical tribulations of a lady drunk, Paul might better have left *Cup of Trembling* safely enclosed by the covers of his novel. Stagewise, even with the drastic cutting undergone during a road break-in, his play is repetitious and tedious.

Storywise, *Cup* is in the hands of a successful fem columnist with a yen for the bottle. The gal has a good home, a good lawyer-husband and an adopted youngster. She puts them all over the hurdles with her geometric progression in black-out tipping. For practically two acts and nine scenes *Cup* is a study of mounting female degradation. Finally, after being most satisfactorily beaten up by her long-suffering spouse (the play's one moment of sock theater), winding up in Bellevue's alcoholic ward after a tavern fracas, and sessions with a psychoanalyst, she discovers that the seat of her trouble lies in subconscious hatred of her father dating from the age of four. When this is cleared up, the lady is a ripe disciple for Alcoholics Anonymous and the over-long-incoming final curtain has her on her way to succor an equally afflicted sister. The sum total is enough to send a Stem audience in quest of the nearest saloon.

Handsome Production

Producers Czinner and Jaeger have given the clinical tedium a handsome framing, with fine sets by Charles Elson and ditto costuming by Natalie Walker. They have also surrounded the star with a competent cast, altho most of them have relatively little to do. Millard Mitchell, as usual, gives a good performance as the bewildered husband, and there are other satisfactory contributions by John Carridine as a high-minded pal and Martin Wolfson as a psychiatrist. Anthony Ross comes thru with a sharp portrait of a city editor with occupational Barleycornitis, and Arlene Francis adds one of the best scenes of the show as a helpful AA member. Louis Hector appears briefly as a bumptious, bullying lawyer and Philip Tonge likewise as the neighborhood medico. Hope Emerson provides what faint touch of comic relief is available, as a gabby maid. However, the script gives most of them little opportunity for more than shadowy backgrounding of the star's histrionics.

Even the Bergner following isn't likely to rally 'round for this one. It may be great stuff as a plug for the AA contingent, but as commercial Stem entertainment, *Cup* could stand a shot or two of double Martinis.

Bob Francis.

AE Mulls Plan To Revamp ELT

NEW YORK, April 24. — Actors' Equity is seriously considering taking complete financial responsibility for the Equity Library Theater (ELT) next season. Drastic revisions of the ELT are in the works, and one of the plans calls for 90 plays at the rate of three each week in 1948-'49. The project would cost about \$4,000, with \$50 budgets for each script. Instead of each show having a different set, one unit set would be used at each theater to save dough. The accent would be primarily on acting and directing and no costumes would be used for shows.

It is practically certain that the ELT will return to its former home, the Libraries, next season. It has been playing in neighborhood playhouses this year, and superior shows from the Libraries next year would be routed into those houses. If the plays were top notch, they might then be sent into high schools and a small admission charged.

Ruth Hammond has resigned as head of the ELT committee. Peggy Wood is tentatively being mentioned as her successor. A committee of 10 junior members may also be appointed to the council of the ELT and take over much of the work of senior ELT members who are busy with their own problems.

Brumett & Marlowe Added to McConkey, Hypo Biz Potentials

NEW YORK, April 24.—With the addition of Dave Brumett in the South and Southwest territory and Don Marlowe on the West Coast, the McConkey Music Corporation has increased its business potentials by no small amount.

Brumett, formerly with Monk Arnold in Atlanta, does a considerable one-night business in the South and Southwest. He has little bands all thruout the territory who get anywhere from \$275 to \$400 for a one-nighter.

Marlowe's addition to the office means that McConkey will now have Eddie Bracken, Bela Lugosi, Zasu Pitts, Charles Ruggles and Edgar Kennedy for everything except pictures. Marlowe will head the McConkey West Coast theater department which will take in pictures and television as well.

It is also understood that McConkey may make an outright buy of the Chicago office of Frederick Bros.

ROUTES Dramatic and Musical

Anna Lucasta (Plymouth) Boston.
Annie, Get Your Gun (Home) Oklahoma City, Okla.
Antony and Cleopatra, with Katherine Cornell (Blackstone) Chicago.
Blossom Time (Colonial) Akron, O., 28; (English) Indianapolis, 29-May 1.
Burlesque (Selwyn) Chicago.
Carousel (Auditorium) Rochester, N. Y.
Doll's House (Shubert-Lafayette) Detroit.
D'Oyly Carte Opera Co. (Shubert) Boston.
Dunham, Katharine (Shubert) Philadelphia.
First Mrs. Fraser (Nixon) Pittsburgh.
Glass Menagerie (Royal Alexandra) Toronto.
Harvey (Biltmore) Los Angeles.
Harvey (Locust St.) Philadelphia.
High Button Shoes (Opera House) Boston.
Hold It (Forrest) Philadelphia.
John Loves Mary (Harris) Chicago.
Lady Windermere's Fan (Hanna) Cleveland.
Mary Had a Little (Studebaker) Chicago.
My Romance (Great Northern) Chicago.
Oklahoma (Curran) San Francisco.
O Mistress Mine, with Lunt & Fontanne (Geary) San Francisco.
Private Lives (Music Hall) Kansas City, Mo., 28-May 2.
Red Mill (National) Washington.
Show Boat (Shubert) Chicago.
Sleepy Hollow (Shubert) New Haven, Conn., 29-May 1.
Student Prince (Cass) Detroit.

OFF BROADWAY

TO TELL YOU THE TRUTH

(Opened Sunday, April 18)

NEW STAGES THEATER

A comedy by Eva Wolas. Staged by Ezra Stone. Setting by Ralph Alswang. Music by George Karlin. Production supervised by Norman Rose and David Hellwell. Manager, Ben Rosenberg. Stage manager, Lamar Caselli. Press representative, Robert Hector. Presented by New Stages, Inc.

Adam.....Anthony Randall
Michael.....Raymond Edward Johnson
Zillah.....Judy Somerside
Woman.....Jean Gillespie
SINGERS: Florence James, George Stephens and Georgette Clark.

The experimental New Stages group down on Bleeker Street does not come off too happily with its third production. It can be imagined that Eva Wolas's comedy, *To Tell You the Truth*, might add up script-wise as something that might be fierce fun to do. However, seen and heard, it emerges as a mildly amusing genesis sex satire, with the author reaching lustily to manage chuckle combinations. The material is scant for a full-length play anywhere—and is certainly too thin for Broadway.

Miss Wolas's fantasy is concerned with original sin in modified dress in the Garden of Eden. Her protagonists are Adam, his guardian angel Michael, Eve and a serpentine lady, called Zillah, who may easily be confused with Lilith. In essence it amounts to the ancient battle for sex supremacy—a matter which Mr. Shaw has done better in similar terms. Miss Wolas's Eve arrives as a practical nurse—bent on upsetting the masculine regime of a bumptious Adam. Zillah (or Lilith) is bent upon seeing him kicked out of the garden, leaving Eve sitting pretty in the spot. To which end she practices a bit of seduction on Michael, and teaches Adam the facts of life, which is apparently why the human race descended from a pair of apple knockers. It is all very gay and whimsical, but unfortunately gives off an odor of repetitious padding.

Bizarre Setting

Ezra Stone has staged it well enough for what it's worth, and Ralph Alswang has designed a cleverly bizarre set which gives a splendid impression of depth on a small stage. The cast is uneven with Jean Gillespie coming off best as a cutely sagacious and domineering Eve. Judy Somerside is a properly, serpentine seductive fem fallen angel. Anthony Randall's Adam is somewhat too powerfully exuberant, and Raymond Edward Johnson's Michael can be rated at just about adequate.

Truth will probably pull some customers to the group's downtown showcase on the basis of the New Stagers' past performances, but it is a frail follow-up to such matters as *Lamp at Midnight* and *Respectful Prostitute*.
Bob Francis.

Dowling One-Acters Hit Stem May 10

NEW YORK, April 24.—The bill of one-acters by Richard Harrity that Eddie Dowling will produce, act and direct comes into the Playhouse the week of May 10. Show will cost about 20G to produce, 13G of which is for bonds, and will be presented without scenery. The bill consists of *Hope Is a Thing With Feathers*, *The Home Life of a Buffalo* and *Gone Tomorrow*. Both Dowling and his wife, Ray Dooley, will act in *Buffalo*. ANTA, which recently presented the first one-acter—*Hope*—will get a substantial portion of the profits.

B'klyn Grips Pass 60 Years

NEW YORK, April 24.—Local 4 of the Brooklyn Stagehands' Union celebrated its 60th anniversary yesterday at the St. George Hotel in conjunction with the biannual dinner of

SOJOURNER TRUTH

(Opened Friday, April 22)

AMERICAN NEGRO THEATER PLAYHOUSE

A drama in two acts by Katherine Garrison Chapin. Directed by Osceola Archer. Scenery by Richard Bernstein. Costumes, Wilanna Cephas. Lighting, George Lewis. Choreography, Gertrude Shurr. Stage manager, Howard Augustus. Press representative, Dorothy Herzog. Presented by the American Negro Theater.

Teamster.....Frank Hyatt
Cobbler.....Edward St. John
Woman of the Town.....Willie Lee Johnson
First Card Player.....Don Sherry
Second Card Player.....Joseph Condon
Martin Scriber, Keeper of the Bargemen's Rest.....Alfredo Elkins
Mistress Scriber, His Wife.....Nadya Ramanov
A Customer.....Gene Ponzio
Sailor.....Hy Wolfe
Sailor's Girl.....Honey Waldman
Bella, Later Sojourner Truth.....Muriel Smith
Robert Catlin, Land Owner of Kingston.....Leonard Oliver

Gillis, a Slave of Catlin.....Ferman Phillips
John Dumont, Land Owner of Kingston.....Vincent Rourke
Gertrude Dumont, His Daughter.....Jill Miller
Thomas.....Bill Harris
Kate.....Sally Howard
Jessica.....Roger Reynolds
Danny, Banjo Player.....Fred Fitzgerald
Samuel Redmond.....Edwin Breen
Jim, Catlin's Negro Overseer.....William Horace
Peter, Bella's Son, Aged 5 Years.....Charles Andrew Harris

Isaac Van Wagener, a Quaker.....Mel Tyler
Maria Van Wagener, His Wife.....Marion Randolph
Lawyer Demain.....Carl Harms
Peter, aged 8 Years.....Tyrone O'Neill
Jerry.....Jerome Hellman
Peter, aged 18 years.....Harold G. Belafonte
Joshua.....William Horace

Special Officer Boudinot.....Leonard Yorr
Leader of the Mob.....Frank Hyatt
Members of the Mob—Joseph Condon, Don Sherry, Gene Ponzio, Hy Wolfe, E. Warren Seitz, Donald R. Albin
Dancers—Roger Reynolds, Sally Howard, Melody Grant, Richard De Vaultier, Ruth Farley Green, Maurice Thompson, Constance Mitchell, Don Stanton.
Members of the Congregation, Slaves, Etc.—Helen Bliss, Paul Bunkley, Fred Fitzgerald, George Dessart.

In *Sojourner Truth*, the final offering this season, the American Negro Theater has come up with a script which is a mature, serious work and rates with the best plays this group has presented. However, for all its merits *Truth* is a play with only a limited audience appeal, and while it should do good business uptown, bringing it to Broadway would be a serious mistake.

The script relates in chronicle fashion the story of the fem Negro abolitionist, Sojourner Truth, her life, her struggle for freedom and her final determination to carry on her work even while beset with greater personal problems. Out of this material, the scripter has fashioned two striking dramatic scenes and several others of lesser impact. The play falters badly in several spots, especially in the last scene where Sojourner's decision is undramatically decided thru verbal soul searching.

Stunning Performance

Muriel Smith gives a stunning performance in the title role and one which should catapult her into consideration for plenty of work on the Stem. Her playing, in many varied moods, has a strength, force and attractiveness which adds greatly to the script. Of the many other players, the standouts include Alfredo Elkins, Leonard Oliver, Ferman Phillips, Vincent Rourke, Edwin Breen, Mel Tyler, Marion Randolph, Harold G. Belafonte and Leonard Yorr. However, the director was guilty of miscasting in two instances with a mature woman playing an ingenue and a juvenile playing a much older man.

Osceola Archer, the director, deserves a great deal of credit for the handling of this complicated production. Nevertheless, the staging of a fight scene was very unconvincing.

Leon Morse.

the International Alliance of Theatrical Stage Employees (IATSE), 10th district, which covers this State. Speakers at the dinner were Vincent R. Impellitteri, Thomas Murray, Rev. Francis A. Growney and Richard F. Walsh, prexy of IATSE.

Silo Circuit Sked Outlook

(Continued from page 44)

Stout, producer. Seats 300. Resident Equity company.

Civic Light Opera Company, Pittsburgh. Max Konigsberg, producer. Summer operettas. Equity.

Knickerbocker Theater, South Williamsport. Producer, Louis A. Florence, 77 Third Avenue, Franklin Square, L. I.

Gretna Playhouse, Mount Gretna. Producer, Charles Cogan, 230 West 11th Street, New York.

Bryn Mawr College Summer Theater, Bryn Mawr. Directed by Frederick Thon. For students only. Non-Equity.

RHODE ISLAND

Theater-by-the-Sea, Matunuck. Producer-owner, Edward Gould, 9110 Avenue, Brooklyn. Seats 426. Capacity weekly gross, \$5,400. Did \$40,000 worth of biz last season. Will open the last week in June for 10 weeks. Six scholarships for talented semi-pros. Resident Equity company.

Newport Casino Theater, Newport. Producer-owner, Sara Stamm, 1674 Broadway, New York. Probably Cecil Clovell will direct. Seats 500. Will open June 21 for an 11-week season. Can do 5G in a capacity week. Resident Equity company.

The New Yorkers, Tiverton. Alan Lee, producer-director-owner, 336 East 56th Street, New York. Seats about 200.

TENNESSEE

Memphis Open Air Theater, Inc., Memphis. Producer, Victor Morley, 130 West 44th Street, New York. Director, Joseph Cortese. Seats 3,852 and can do 20G in a capacity week. Last season's biz was 120G. Summer operettas. Will run for eight weeks beginning June 28. Equity.

TEXAS

Starlight Operettas, Fair Park Casino, Dallas. Charles R. Meeker Jr., producer. Casting thru Henry Wiese. Seats 5,239. Capacity weekly gross \$6,784. Opens June 12 for a 10-week season. Equity.

VERMONT

Brattleboro Theater, Brattleboro. Producer, Harry Young, Box 347, Brattleboro. Seats 600. Probably Equity resident company.

Bennington Drama Festival, Bennington. Harold Shaw, producer. Seats 375. Opens June 28 for eight-week season. Resident Equity company.

Green Mountain Playhouse, Middlebury. Producer, Raymond Hodges, 901 West Franklin Street, Richmond, Va.

Weston Playhouse, Weston. Producer, Harlan F. Grant, 4 Arlington Street, Cambridge, Mass. Non-Equity.

VIRGINIA

Barter Theater, Abingdon. Robert Porterfield, producer. He can be reached at 139 West 44th Street, New York, c/o ANTA. Seats 400. Directors will include Owen Phillips and Robert Breen. Season of 14 weeks. Resident Equity company.

Crossroads Theater, Bailey's Crossroads. Producer, Irma Gordon, 2301 40th Street, Washington.

WISCONSIN

Port Players, Oconomowoc. Producer, Wendell Whitten, 20 West 16th Street, New York. Seats 1,200. Opens June 23. Resident Equity company.

MISCELLANEOUS

Touring Package Shows, H. M. Rogers Productions, 224 West 46th Street, New York. Director, Michael Ferrall. Sends out several companies to tour hotels and resorts in the East. Last season's biz was 5G. Season opens June 21 and runs about 10 weeks. Non-Equity.

Stanley Woolf, 1697 Broadway,

Foreign Opening

CAPITAL PUNISHMENT

COMEDIE-FRANCAISE, PARIS

Tragedy by Claude-Andre Puget. Music by Roger Desormiere. Orchestra directed by Andre Cadou. Sets by Louis Sue. Costumes by Marcel Escoffier. Directed by Julien Bertheau.

Lorenzo de Camerino.....Julien Bertheau
Cardinal Jerome.....Jean Debucourt
Man From Argon.....Paul-Emile Deiber
Christofore.....Raoul Henry
A Belgian.....Georges Vitray
The Gravedigger.....Georges Chamarat
The Wool-Comber.....Jacquers Serviere
A Watchman.....Tony Taffin
Lionel de Montemagno.....Jean Davy
Lucretia.....Renee Faure
The Woman.....Louise Conte
Madonna Bianca.....Line Noro
A Little Girl.....Lise Topart

Capital Punishment (La Peine Capitale), a new play by Claude-Andre Puget, was given a gala premiere at the Comedie-Francaise. Puget, who maintains that the present can better be understood by re-creating the past, has chosen a theme about a king in the Italian Renaissance who was so completely devoted to his people that no sacrifice was too great. This plot has everything—besieged villages, plagues, pestilence, prostitution—and purity. However, an old love-wound leads the good king astray and soon turns him into as ruthless a tyrant as any of the Borgias.

This historical drama is written in the grand manner of the classic tragedy wherein the author seems never to have heard of simplicity. It is all wrong, all four hours of it. Louis Sue's cardboard set managed to be decorative, but that was all, with the lighting changed for variety's sake only and Roger Desormiere's music just this side of unnoticeable. Most of the cast play-acted unashamedly. Even the title, which is a universal idea in itself, has nothing whatever to do with the play, and the pseudo-literary language used by Puget is downright boring. Credit must be given, however, to the honesty of the attempt and the diligence with which Puget has worked, even if his play is much too long, talky and uneven. Julien Bertheau's directing left most of the ends untied.

Renee Faure, who had just rejoined the National Company, gave the only performance of real merit. Her saintly Lucretia achieved dignity, power and radiance. Jean Davy, as tyrant King Lionel, deserved every kudo he got in an impossibly heavy, unbalanced role composed mainly of monologs. He managed somehow to make sense and spoke his lines with clarity and conviction in spite of his weakness for posing.

The French press called this a "brilliant opening." The only thing brilliant about it was the display of magnificent evening gowns swishing thru the lobby during intermission.

Jean White.

"Old Vic" Pulls Sock 50G in Perth, 6 Days

PERTH, West Australia, April 24.—The Old Vic Company headed by Lawrence Olivier and Vivien Leigh concluded its stand here with an all-time b.o. high. The six-day stand grossed 50G with thousands of customers turned away.

Vic's stay could have been extended to a month with top profits. Never before in the history of Perth legit has there been such enthusiasm or such a box-office take.

New York. He also tours hotels and resorts with package shows doing one-nighters. Sent out eight companies to the Catskills, Poconoes, Berkshires and White Mountains last year. Season opens June 25 and runs 10 weeks. Last season's biz was 35G. Equity.

Magic

By Bill Sachs

FRED BECKMAN and Marie have been keeping busy recently in and around their native Montreal. They have just concluded a two-weeker at the newly opened Blue Sky Cabaret-Restaurant, Montreal, and are in their midst of a like engagement at the Savoy Club, that city. On May 10 Beckman's first book, *Secrets of Magic*, will leave the publisher's presses. It will be the first in a series of four volumes. . . . The Amazing Mr. Taylor (Joe Taylor) closed April 25 at the Playhouse, Kansas City, Mo., and is current at Scottie's in that city. He follows with the Jungle Club in the same village and then heads eastward. . . . Clarence Auskings, veteran agent, has just concluded his third season ahead of the Guy Stanley magic show, which is booked up on Michigan dates until May 23. The Stanley unit opened in Michigan October 6 last and since has trekked thru Michigan, Indiana, Ohio, Kentucky, Tennessee, Alabama, Mississippi, Louisiana and Florida. Auskings is resting up in Fremont, O., prior to joining the B. Ward Beam Thrill Show as press agent. He says that business in the South for the Stanley show was the best in years. Auskings will return to the Stanley unit in the fall. . . . Joan Brandon, after a season in Miami, is doing a series of lectures in Connecticut, winding up for the Torrington Jr. Women's Club May 3. She resumes with nitery bookings May 4 at the Hunting & Fishing Club, Pittsburg, Mo. . . . Zovello, director of the Hobby School of Magic, discussed the recommended uses of magic for the handicapped and delinquent on the Nancy Craig *Woman of Tomorrow* program over WJZ and the American Broadcasting Company network April 22. . . . Magic lovers will find interest in Maurice Zolotow's *Broadway's Strangest Story* appearing in the May issue of *Coronet*. The tale deals with a young dancer obsessed with the lure of magic who sacrifices his career in an effort to perfect tricks never done before. He achieves his end, but on his opening night dies of a heart attack. Nearly two years later his wife, Frederica, carries on his work, opens at the Iceland in New York and proves that the tricks her husband invented were worth tumultuous applause. . . . Jack Herbert was a Magic Desk caller last Friday (23) while in Cincy for a three-day engagement at the Taft Theater for an insurance company.

LADY FRANCES, currently showing her nifties around New York, is set for the Olympia Theater, Miami, week of May 19. While appearing recently on one of Jimmie Husson's shows at Memorial Auditorium, Lowell, Mass., Lady Frances was

HYPNOTIZE!!
SPEEDILY! THOROUGHLY!
 ENCHANT! ENTERTAIN! SPELLBIND!
 EARN PROFITABLE INCOME! LARGE CATALOG OF OVER 250 BOOKS, COURSES, ETC. ON HYPNOTISM SENT FOR 25c COIN OR STAMPS. DO IT NOW!
JUMBO HYPNOTIC CATALOG
 LARGEST DEALER IN HYPNOTIC BOOKS, ETC.
NELMAR 2820 N. LAWNDALE CHICAGO 18, ILL.

WANTED
 EXOTIC DANCERS & STRIPS
 For Theatres and Clubs from New England to California.
 Be a Booster for
MILTON SCHUSTER
 127 North Dearborn St. CHICAGO 2, ILL.

COSTUMES
 Rented, Sold or Made to Order for all occasions.
 Custom MADE GIFTS.
 Send 25¢ for Sequin and Net Hair Ornament and receive Circulars FREE
THE COSTUMER
 238 State St., Dept. 2
 Schenectady 5, N. Y.

Caracas Calls for Yank Acts, All Kinds, Indoor and Outdoor

CARACAS, Venezuela, April 24.—An SOS call is being sent out by local night clubs, outdoor spots and theaters for American acts.

While the cost of living is high in Caracas, the pay is good, and playing time is good for two months or more.

Typical example is the Mirths, pantomime act, which has played five weeks here on the Bakerman time, and looks strong for another five. The Mirths, headed by the veteran comedian and stooge, Bill Potter, played Coney Island amusement park, now is in a featured spot in the *Stars and Ice* show, and will play Luna Park and Maracaibo before leaving.

Rae Scott's all-girl band recently

finished a three-month booking at El Nacional Hotel roof, and the Skating Earles did two months of good biz before returning to the States.

Stars and Ice, U. S. skating show, is now in its fourth week, and played three solid months in Caracas on its first appearance.

Most of the acts here now are Latins, principally from Mexico, Cuban and Argentina. Some acts have been around for a year or more and are still raking in the coin.

Principal buyers of talent now are Samuel Bakerman, owner of the ice show and amusement parks and carnivals; Roof Garden, Yumuri night club, Broadway, Mario bar-grill, Capri, Hotel Waldorf, Roof Garden, Maxim's, and the Plaza and Zombie clubs.

Only flesh shows doing the theaters right now are *La Fiesta de la Rumba* and *Rulito*, both of the tab variety of about 12 persons each.

Los Colegiales, Mexican zoot-suiters, are rounding out three months' booking at the Yumuri, after playing theaters and other spots.

Reno Ops Wail At Brown-Out

RENO, April 24.—Local nitery and amusement spot ops have informed the State Public Service Commission that Reno's bright lights will have to be turned on again or the whole city will suffer one of the worst biz slumps in its history. Reno is currently experiencing a brown-out caused by the drought which has hit the Southwest. Ops told the commission the brown-out already has hurt biz and pleaded that they be allowed to determine some other means of cutting power consumption.

Clubs have depleted all stocks of gasoline lanterns. It is estimated that more than 80 lanterns hang over the doorways of clubs and bars after sundown. Two downtown spots have drilled wells near by to provide water for their air-conditioning systems this summer. Diesel-powered electric generators are being installed by other spots in an effort to avoid the electric power pinch.

followed on the bill by Bud Abbott and Lou Costello, who panicked the house with their hilarious take-off on Frances's silk routine and a card trick. . . . Ben Badley, well-known St. Louis magician and hypnotist, has suffered his second heart attack in recent weeks and is confined in DeSage Hospital, that city. . . . Judith Johnson and Company, currently at Abe's Colony Club, Dallas, for MCA, head westward following that engagement. . . . Earl Morgan, is presenting his manipulative wizardry, featuring the Magic Smoke Ball, at the Tic-Toc Club, Milwaukee. . . . Will L. Lindhorst has opened his new Magic Den on the ground floor of the Mark Twain Hotel, St. Louis. . . . Ray-Mond (Ramond M. Corbin) is booked under sponsorship in Maryland and Virginia until May 7, closing at Frederick, Md. He is mulling several offers to go under canvas for the summer with a company of five people and 14 illusions. Ray-Mond is a regular Friday afternoon feature on Philco's television program over WBAL-TV, Baltimore. . . . Delmar and Marlene are displaying their wares at the Red Men's Club, Rochester, N. Y. . . . Ernie Heldman, the St. Louis magish who six months ago began a television stint for American Packing Company and Sunrise Brand Meats, has been handed a contract for 52 more weeks. In addition, his sponsors took space at the recent Land, Sea, Air & Television Show at Exposition Hall, St. Louis, when the public was invited to meet Heldman in person. . . . Dr. Murray Holt, Cincinnati trixster, is set for a string of dates in Chakeres houses thru Ohio. He has been keeping busy in theaters and department stores in the Cincy area the last several months.

AEA Optimistic Over Wash. Belasco Sitch

NEW YORK, April 24.—Execs at Actors Equity are feeling quite optimistic about the reopening of the Belasco Theater, Washington, for legit next season. One committee composed of Rebecca Brownstein and Edith Atwater has already been to the nation's capital and conferred with Treasury officials regarding the release for legit of the theater now used as a storehouse for Treasury records. A second and much augmented committee is going to Washington soon for a conference on the subject.

However, even if the theater is available, it won't be ready by August 1, the deadline set by Equity for the National Theater there to relax its segregation policy. This means that Washington won't be getting legit until, and if, the Belasco is renovated and that may be later in the season. The deadline in the middle of the summer for the National makes it easy for Marcus Heiman, the lessee, to convert temporarily to films, if he wishes to use a scare technique on Equity, without missing bookings.

One of the problems already arising from the situation is the unofficial quiz by Jed Harris as to whether he can pencil in a date next season at the National Theater for the road tour of *The Heiress* and then cancel it, if some sort of accord isn't reached. He also wanted to know if the union would stand behind him if he were sued for canceling the date. The union didn't give him an answer, and he dropped the question.

Hunt To Op Seaciff Theater

NEW YORK, April 24.—William Hunt has signed contracts to run the Seaciff Summer Theater this season. The Long Island hayloft will open about June 28 and feature a star policy thruout a dog-day season of 10 weeks. Ducats will be sold at a \$3 top in the 600-seat theater. Opener skeds Edward Everett Horton in *Springtime for Henry*.

Burlesque

By UNO

LOONEY LEWIS, comic, returned to burly after several seasons in legit. Among new scenes he brought with him was one on Communism mixed with double talk. . . . Marty Knoff, treasurer of the Hudson, Union City, N. J., was birthday-partied last week by Sydney Schlanger, of the nearby Nest Bar and Grill. Helping in the celebration were J. J. Hornick, Harry Eppie Oakene, Lou Miller, Betty LaVerne, Looney Lewis, Harry White, Mac Dennison, the Hudson chorus and Jess Meyers and Harry Sirota, manager and treasurer, respectively, of the Empire, Newark. . . . Lilly Marlana and Lillian Denke closed at the French Casino, Chicago, April 27 and flew to Brazil to visit relatives. . . . Carl Kilroy switched from the Hotel Kilbourn, Milwaukee, to the Palladium Lounge, East St. Louis. Remaining at the Kilbourn are the Three Osmond Sisters and the Pearl Islanders ork. . . . Gayety, Cincinnati, changed from Midwest circuit shows to stock April 19, with Walter Brown, Milton Hamilton, Mitzi, Ethel Barry, Helen Colby, Eddie Innis and Jimmie Cameron, the opening principals. The feature was Jessica Rogers, who moved the week following to the Avenue, Detroit. . . . Princess R'Wanda has been booked for four weeks at Cafe St. Michel, Montreal.

MONROE (MONKEY) KIRK-

LAND'S recently organized burly unit opened at the Mayan, Los Angeles, April 15, with Kate Drew featured; Kirkland and George (Bozo) Lord, comics; Bert Spencer, singing-straight, who just closed at Slapsy Maxie's in Hollywood; Velma Cory, talker-singer; Margo Mangus, producer and Janet McCormack, Beth Neal, Jill Berry, Pat Dorsey and Violet Dee, chorines. . . . Rubie (The Broadway Poet) Goldie has been laid up 10 weeks at his home in New York. . . . Lola opened at the Burbank and Carol Jane and Sheila Lind closed at the Mayan, Los Angeles. . . . Dolores Dawn and Charles (Red) Marshall celebrated their 15th wedding anniversary in Buffalo April 13. Besides the cast of the Midwest circuit unit headed by Jessica Rogers, others attending were Ann Blanc, Johnny Winston, Jeanie O'Kelly, Marie Petone, Scotty Burbank, Ida Rose, Henry Austin and Tony Bafo. . . . Joe Cowan, comic, after a slight chest operation, returned to the Hirst circuit April 18 in Philadelphia opposite Billy Ainslee and replacing Dick Bernie. . . . Stanley Simmonds, vocalist, completed a season's tour with *Chocolate Soldier*, featuring Billy Gilbert, and immediately signed for the road edition of *High Button Shoes*. . . . Robert Freeman, who succeeded Howard Banks in the ownership of Moonglow nitery, Milwaukee, has for new principals Alonzo Hunt, tapster, from the Crawford House, Boston; Mabel Hunter, vocalist, from the Rumbogie Club, Chicago; Ginger and Javoil, dancers, from Classic Gardens, Dayton, O.; Jimmy Fox, warbler; Betty Conley, emcee-producer; Jo Ann Jones and Leonard Gay and his Gayeties ork.

CHORUS GIRLS WANTED

Experienced. No nite rehearsals. 6 days, \$45; 7 days, \$52.50. Specialties extra.
 Write c/o Mitchell Todd
GEM THEATER
 450 S. State St. CHICAGO, ILL.

SPEED DERBY POSTPONED

Opening under big top, in heart of BATON ROUGE

Watch next week's issue for opening date, but contestants and help in all departments contact me immediately.

KING BRADY

Motor Inn

Baton Rouge, La.

P.S.—Keeping teams now.

Slout Maps 1948 Itinerary; Rehearsals Get Under Way

VERMONTVILLE, Mich., April 24.—Personnel of the Slout Players began rehearsals here this week preparatory to the show's 1948 bow which has been set for some time in May. Org will play Michigan dates until mid-August when it will move South to Indiana, Illinois and Missouri.

Carpenters and painters have been shaping things up in local quarters for the past month. Ray Snyder handled the paint and letter work. Three new pieces of special paper have been added. Lions Club of Vermontville is donating the use of its clubrooms for the rehearsals, and the management plans to keep the show out until November.

Andrew Leigh, who signed recently, completes the dramatic cast, which includes Bill Slout, Guy O'Neal, Bobby Brown, L. Verne Slout, Carole Gifford, Jan Squibb and Ora Slout. Vaude acts to be carried include Dr. DeCleo, magic and escapes; Ken Seely, Western songs, and Klink Lemmon, accordion. Remainder of vaude attractions will be presented by members of the cast and Toby and Ora's Tent Show Choir.

Neil Schaffner's play, *The Girl Next Door*, will be used as an opening

Kenney to Summer Filmers

ERIE, Pa., April 24.—Following a successful season promoting amateur minstrels, Nate Kenney has concluded negotiations to take over a summer film show, with this city as his base.

WANTED IMMEDIATELY

(Due To Disappointment)

ADVANCE AGENT

OR BILLER and LITHOGRAPHER

One experienced and familiar with advance on week stand Tent Rep Show. You don't need to know a route—we have all our route set. Wire all information, including salary. Season runs to November.

TOBY AND ORA SLOUT PLAYERS SHOW
Vermontville, Mich.

BUILDING AVAILABLE

At thriving resort adjacent to largest amusement park in South. Suitable for Summer Stock, Rep Show, Tab Show or Hillbilly and Dancing. Minimum rental. Ready made patronage.

SEASIDE PARK
VIRGINIA BEACH, VA.

WANT

Young Team—Man, heavies, general business; Woman, ingenues, also character, general business team. State if you do specialties. Working Men. Week stand Tent Show.

BUD HAWKINS
Salem, Indiana

BARDEX MINSTRELS Want

"COLORED"

Colored Comedians, Dancers and Performers. Can use one more Trumpet, also Trombone and Tuba Player. Opening for a Tenor Singer. Free Platform Med. Show, 2 and 3 week stands in cities. Opening in May. Write, stating salary, experience, etc., to

DR. MILTON BARTOK
P. O. Box 491 Columbus, Ohio

PIANO PLAYER

WANTED IMMEDIATELY
Week stand rep. Toll all and state salary expected. Address:

HENRY L. BRUNK'S COMEDIANS
Wellington, Texas, week April 26; Canadian, week May 3.

attraction, and the mid-week feature will be a new version of the old-timer, *Jesse James*, written by L. Verne Slout.

Fremont Tent & Awning Company is building a new terra-cotta-colored top with a two-color stripped sidewall and a special extra color for trim.

Bruce Minstrels Prove Winner

LYONS, Kan., April 24.—Wallace Bruce, who settled here last year after closing his Wallace Bruce Players and becoming manager of a local house, successfully directed the second annual Minstrel Show for the Rotary Club. Show comprised a chorus of 32 voices, male quartet, six end men and interlocutor, Bruce says.

Second portion represented a vaude revue with 16 acts. About 50 Rotarians and 50 members of the band paraded at noon on one of the show days, utilizing costumes used by the original Neil O'Brien Minstrels.

DETROIT BIZ HYPO

(Continued from page 41)

There are half a dozen 'temperamental' bosses to every act tagged as such. What is more, these bosses resent having to operate on a percentage basis because an unwelcome partner is resented but accepted because of necessity and because there are so many ways and means of seeing that the act (or partner) collects away below his usual price when the money they take out is based on a percentage of the gross.

"2. An untouchable checker is vital with the above last lines in mind. I recall several instances of paying for what I thought was a good checker only to find my gross earnings dropping. The boss was paying the checker another \$25 weekly to let him steal.

"3. Advertising is absolutely vital. On some percentages the boss pays all, on others the act pays toward same and therefore is privileged to 'suggest' the correct way to advertise."

MONTREAL CURFEW

(Continued from page 41)

inently mentioned as being on the market. Tho business has recently been surprisingly good at the El, it is understood the present owners are a little tired of getting the squeeze put on them every time a joint with a checkered reputation steps out of line.

Ops of other bistros feel the same way, and if the tourist season lays an egg due to new clamps resulting from the Plante report, they'd just as soon throw in the towel now.

The gambling industry, which as everywhere else ties in closely with nitery and tourist biz, is at the moment pretty much at a standstill as a result of Plante's cracking down since he took over as assistant chief in charge of morality.

Rep Ripples

R. T. BOOTH is showing pix in Kansas under auspices. . . . After a three-week layoff in Boulder, Colo., Turgeon's Show, films and animals, has started again and will work east. . . . A. J. Norman has been promoting amateur minstrels in the Muncie, Ind., area. . . . Francis E. Dailey will have a show near Watertown, N. Y., and use a local cast. . . . Cauley and Thompson recently closed four months of religious pix in Western Connecticut and will operate a summer circuit near Great Barrington, Mass., showing 16mm. films. . . . Charles and Lee Shirley have 16mm. pix in the Hagerstown, Md., area. . . . Will A. Ackerman left Tampa early in April for Lewiston, Idaho, where he will open his tent vaude-pic outfit. . . . Costa Show, four people, playing in the Valleyfield, Que., sector, reports fair biz. . . . Ed F. Mathews has 16mm. pix around Schenectady, N. Y. . . . Leon Nichols will have a summer theater near Readfield, Vt., after the middle of June. . . . Karl Cartwright, magic and vent, is the stage attraction with Annon's tent-pix theater, currently touring South Carolina. . . . The Mervins (Charles and Leo) have 16mm. pix in the Muskegon, Mich., area. . . . J. R. Willard, who has a vaude-pic unit in Stone County, Missouri, reports good takes with films and animals. He will add short-cast bills for the summer which he will present in halls. . . . Bailey's Texas Show has been around El Paso lately. . . . George D. Conroy has 16mm. films in the Hibbing, Minn., sector. . . . Northampton Players will make a summer tour in Northern New England. . . . Doss & Mae Shows, films and vaude, played around Fremont, Neb., recently. . . . Lanier Players recently closed their season near Atlanta after five months of sponsored dates. . . . Rollins and Carver are playing sponsored dates around Birmingham with a six-people minstrel outfit. . . . Arthur H. Thomas has been playing around Forest Hills, Md., with 16mm. pix under auspices. He has added six feature pictures to take into West Virginia. Thomas, who is presenting his own vaude act, will soon add short-cast bills.

Barber Seeks Old Paper

NEW YORK, April 24.—Red Barber, well-known sportscaster and presently sports director for Columbia Broadcasting System, is a rabid minstrel fan, and is seeking lithos, one sheets, three sheets and other paper used to advertise old minstrel, tab and rep shows. Barber wants the paper to decorate a playroom of his home, and would like to hear from any oldtimers who have such paper available. Can be addressed care CBS in New York.

Falls Pic Biz Good in Mo.

CAPE GIRARDEAU, Mo., April 24.—Oscar A. Falls, who has been playing this area to good business with his 16mm. pic attraction for the past two months, plans to add short-cast bills before beginning his tour of Western Missouri.

Book on Strawhat Biz

NEW YORK, April 24.—Blueprint for *Summer Theater* by Richard Beckhard and John Effrat will be on the newsstands about April 30. The book covers summer theater biz and problems.

Bright Plans Summer Theater

ADAMS, Mass., April 24.—Alfred T. Bright is here dicker for a summer theater he plans to launch in this sector. He plans to use local talent.

Clark Pix Click; Plans Vt. Jaunt

GORHAM, N. H., April 24.—Freeman Clark, who has been presenting religious films the past two months in this sector to good returns, is completing plans to move his base of operations from Berlin, N. H., to Middlebury, Vt.

He plans to spend the summer making a circuit of 16mm. towns in Vermont.

Spencer Sets Flesher Route

WOODLAWN, Ill., April 24.—S. S. Spencer has his flesh-pix org ready for its opening in Wisconsin territory June 1. Opening is slated for Beloit, Wis.

RADIO CITY

(Continued from page 42)

dressed in Indian costumes, turned in a sensational job. The drop was a king-sized affair showing backs of squaws carrying papooses who turn out to be additional Rockettes. The scene ended with red-blanketed Indians arranged in tier fashion against a blue sky drop with steam clouds behind them. But even if the choreography by Gene Snyder was excellent, the kids' execution terrific and the James Stewart Morcom set delightful, the singing of Sylvia Barry backed by a quartet, wasn't up to the rest's standard. She gave little zing to the number, doing it with a beat that was monotonous.

Pic: State of the Union.

Bill Smith.

BIG BOX OFFICE ATTRACTIONS

16mm. Features and Shorts for sale. Top money makers in White and Colored Cast roadshow attractions. FOR EASTER SPECIAL — BROTHER MARTIN — SERVANT OF JESUS, available in BWG or TECHNICOLOR (All Colored Cast Religious Feature). Prints for sale or rental—LOUIS-WALCOTT FIGHT — highlights of all 15 rounds — for sale, \$18.50.

PROGRAMS FOR ANY OCCASION

16mm. FILM EXCHANGE

302 1/2 S. Harwood St. Dallas, Texas
EUGENE M. WILSON, Sales Manager
Tel.: Riverside 5650

ROADSHOWMEN!

BETTER HURRY!

If you want the best and latest 16mm. product for your 1948 outdoor circuits—better order from Eastin. We have 100 new features available. And—our prices and policies are right. The Advance Edition of our 1949 catalog is ready.

EASTIN PICTURES

Dept. BN

707 Putnam Bldg., Davenport, Iowa
Colo. Sav. Bank Bldg., Colorado Springs, Colo.
830 Cherry Street, Chattanooga, Tenn.

DRIVE-IN THEATRE EQUIPMENT

Complete new 35mm. Sound and Projection Equipment for Drive-Ins—\$2,974.00; construction and operating instructions furnished. 16MM. FILMS RENTED—\$5.00. Advertising furnished. Used 16mm. and 35mm. projector bargains.

ACE CAMERA SUPPLY

150 N. Irby St. Florence, S. C.

BEAUTIFUL THEATRE CHAIRS


Rebuilt, Retinished \$3.95 UP

Send for Chair Bulletin, also 48-page Bargain Catalog on Motion Picture Projection and Production Equipment. World's Largest Mail Order House.

S. O. S. CINEMA SUPPLY CORP.

New Address: 602 West 52d St., New York 19, N. Y.

\$19.50 PUTS YOU IN SHOW BUSINESS



We supply you complete 16MM. Sound Projector and Films. Everything ready for showing. Be your own boss. EARN BIG MONEY.

Write SOUTHERN VISUAL FILMS, 68 Monroe (Dept. BB), Memphis, Tenn.

WANTED

Colored Medicine Show People in all lines. Comics, Singers, Dancers and Musicians. Preference given to those that can double. Long season, closing in Florida. No drunks. Transportation. Good salary.

B. W. WARD'S SHOW

Care Western Union or General Delivery, Orlando, Florida

THE FINAL CURTAIN

ALDEN—Betty, 50, veteran stage actress and dramatic coach, in Beverly Hills, Calif., recently. She studied at Columbia University and in Paris and Berlin. One of her early stage roles was in *Friendly Enemies* and at various times she appeared in plays produced by David Belasco, Sam H. Woods, William A. Brady and Henry Miller. She appeared in 60 films and co-starred with Wallace Ford in *The Nut Farm*. She was married to Edwin Maxwell, veteran stage actor. Burial in Burbank, Calif.

BAUER—Anna, wife of O. B. Bauer, with World of Pleasure Shows, in University Hospital, Ann Arbor, Mich., April 11. She was a member of the Ladies' Auxiliary of the Michigan Showmen's Association, Detroit. Interment in River Rouge, Mich., April 14.

BROWN—Marjorie, 28, vaude and circus performer and sister-in-law of Ted DeWayne, teeterboard performer with the Clyde Beatty Circus, at Queen of the Angels Hospital, Los Angeles, April 6 of a cerebral hemorrhage. She toured with the DeWayne Bros.' Circus in 1947. Burial in Inglewood, Calif., April 9. Survived by her sister, Jerry DeWayne, and a daughter.

CAPPEL—Clarence C., 61, manager of the Baltimore Symphony and owner of a concert bureau, April 16 in Baltimore. He directed concert tours for the U. S. Marine Band for 30 years.

COOKE—Mrs. Harry, concessionaire, April 1 in Winston-Salem, N. C. She and her husband were formerly with the World of Mirth Shows.

CRAIG—Robert, 3, son of film actor Robert Craig, at California Hospital, Los Angeles, April 19. Survived by his parents, a sister and brother.

FALLS—John Frank, 58, president of the C & F Theater Corporation, operating theaters in Lynchburg, Danville and Roanoke, Va., and Columbia and Cayce, S. C., April 20 at his home in Lynchburg. Surviving are his widow, a daughter, two sisters and four brothers.

FARRINGTON—Mrs. Emma C., 69, pioneer theater operator, in Brattleboro, Vt., recently.

FITZPATRICK—James, 54, acrobat, April 20 in Pittsburgh of a heart attack. A performer for 40 years, he had just finished his act at Post 278, Veterans of Foreign Wars, Pittsburgh, when he collapsed. Years ago he and his wife comprised the vaude and circus team known as James and Vernie Loster. Besides his wife, he leaves a son, Lee James, also a professional acrobat, of Chicago; five daughters, Mary Jane, Frances, Mona, Elizabeth and Patricia, and three sisters and two brothers.

GOODFELLOW—Charles T., 90, former singer, recently in Bridgeport, Conn. Survived by his widow and son. Burial in Park Cemetery, Bridgeport.

HICKS—Louis, 61, with the Ringling Bros. and Barnum & Bailey Circus cookhouse for the past 25 years, April 22 in New York. His sister, Mrs. A. E. Crisler, survives.

KAISER—Henry, 86, treasurer of the Chicago American Federation of Musicians for 28 years, April 11 in Chicago. His widow and son survive.

KARF—Allan, 49, well-known Los Angeles theater and legit show manager, April 19 at his hotel in Hollywood of a heart attack. Karf was first a treasurer at a legit theater in his hometown of St. Joseph, Mo.; had handled acts, both as manager and booker, was resident senior booker for M. B. Shanberg in Kansas City, Mo., and managed theaters thruout Missouri territory. Upon going to California he became associated with Warner Bros., managing the Beverly Hills, the Wiltern, and for the past two years, the chain's main Los Angeles theater, the Downtown.

LIVINGSTONE—George H., father of Mrs. L. D. (Doc) Hall, of King Bros.' Circus, April 17 in Lexington, Mass. He was Chief of Clan Campbell of Argyle for many years. Burial, with Scottish rites, was in Woodlawn Cemetery, Malden, Mass., April 21.

LYMAN—George J., secretary-treasurer of the Connecticut State Fifers and Drummers' Association, April 18 in Wethersfield, Conn.

MacDONALD—Grace Maynard, mother of Margaret MacDonald, radio actress, in Los Angeles April 14 of a heart attack. She also leaves her husband. Burial in Denver.

MacMILLAN—F. R., 65, formerly on the racing committee of the Saskatoon Exhibition, April 7 in Vancouver, B. C.

MATHEWS—F. S., outdoor showman for over 30 years, recently at his home in Bedford, O. Survived by his widow, Eva, and daughter, Ruth.

McCRAV—Mrs. Edith Chapman, mother of Thomas C. McCray, national program manager for National Broadcasting Company, in New York April 14. Her son, a brother and a sister survive. Burial in Hartford, Conn., April 16.

McGOLDRICK—Ray, 35, former Cincinnati actor and writer, found drowned in the East River, New York, April 17. He was formerly associated with the Civic Theater in Cincinnati. Burial in Bristol, Tenn., April 24.

MEYERS—Jack, talker with various outdoor shows, recently at his home in Monroe, Ia. He was last with the C. W. Naill Shows. Survived by his widow, Cora, and several sisters and brothers, all of New Orleans. Burial in Riverview Cemetery, Monroe, April 19.

In Loving Memory of
My Husband
JOHN O'SHEA
who passed away on
May 2, 1943
EDNA O'SHEA

PETERS—Phil W., 87, of the former vaude team of Phil and Nettie Peters (his late wife), recently in Meadbrook Hospital, Hempstead, L. I., N. Y. In vaude they had worked for B. F. Keith, Percy Williams, F. F. Proctor, Martin Beck, Max Anderson and Mike Shea. They toured Great Britain for 10 years and made three tours of South Africa for the Empire Theaters and the African Theaters Trust. From 1889 to 1891 Peters was producer and stage manager at Avery's Museum, Cincinnati, and was associated with Kissell's Gardens, that city. Survived by a son, Edward, of Freeport, L. I., N. Y. Burial in Greenfields Cemetery, Hempstead.

RINGLING—Mrs. Elizabeth S., widow of Alfred T. Ringling, one of the seven brothers who founded Ringling Bros.' Circus, in South Orange, N. J., April 15. (Details in Circus section.)

ROGERS—Lewis (Cash), 64, former circus and carnival sign painter and concessionaire, in Salt Lake City March 31. He was a life member of the Pacific Coast Showmen's Association. Burial in Woodlawn Cemetery, Salt Lake City. No known survivors.

RULLO—John, 38, cabaret singer and trumpet soloist, suddenly April 21 at Toledo of a heart attack. He was appearing at Ka-See's Night Club, that city, when stricken. Interment in Brooklyn.

RUSSELL—Bert, 68, owner-manager of a tent show bearing his name,

April 16 in Cove City, N. C., of a heart attack. Survived by his widow.

SMITH—Andrew E. (Swinging Ball Smitty), concessionaire with various carnivals for 30 years, recently in Green Cove Springs, Fla. Survived by his widow, Helene, and son, Joseph. Burial in Jacksonville, Fla.

VESTER—Agatha, 71, former theatrical costume designer, April 17 in Receiving Hospital, Detroit, of a heart attack. She was formerly associated with Detroit theaters as a costumer and more recently a chorus line producer with her daughter, Mrs. Edgar Douville, known professionally as Bea Vester. She also leaves another daughter, Honey, former dancer. Interment in Buffalo.

WAID—Norman W. (Pop), 62, concessionaire at Lakeside Park, Roanoke, Va., recently in that city of a heart attack. Survived by his widow and two children.

WILSON—Bryce L., 49, former Cincinnati night club pianist, April 20 in Veterans' Hospital, Dayton, O. He last appeared in Cincinnati at the Kemper Lane Hotel. Survived by his widow, Grace; a daughter, Holly, and five sisters. Burial in Spring Grove Cemetery, Cincinnati, April 22.

WOOD—Carl (Buddy), 43, stage and screen actor, in Los Angeles April 17. He had just arrived in Hollywood from his home in Chicago when he was stricken. Survived by his widow. Services in Los Angeles April 22.

YOUNG—George M., 75, former theater manager, booking agent and sports writer, April 20 in Philadelphia. He managed theaters in Chicago, Atlantic City, Pittsburgh and Philadelphia for B. F. Keith and the Shuberts. Young's booking agency operated from 1933 to 1943.

Marriages

BURNS-SKIMIN—James Allan Burns, Fort Lauderdale, Fla., and Betty Skimin, formerly of the Jam Handy Organization, April 3 at St. Paul's-on-the-Lake, Grosse Point, Mich.

COLLINS-O'HARA—George M. Collins, Ferris Wheel foreman with the James E. Strates Shows, and Sandy O'Hara, dancer with the Georgia Southern Revue, April 17 in Elkton, Md.

DEL AMO-RANDOLPH—Jaime del Amo, nonpro, and Jane Randolph, stage and screen actress, in Las Vegas, Nev., April 20.

HAUENSTEIN - McDONALD—David Hauenstein, concessionaire, and Norma McDonald, dancer with the James E. Strates Shows, April 20 in Elkton, Md.

LUTZ-PILLOT—Sam J. Lutz, personal manager for Frankie Laine and Lawrence Welk, and Irene Pilot, secretary at Advance Music, April 18 in New York.

HOTALING-CROSBY—Stanley E. Hotaling, drummer with Art Devaney's ork, and Frances Elizabeth Crosby, April 5 in Palm Beach.

MARK-CARTER—Jimmy Mark, agent, and Marion Carter, singer, April 15 in New York.

ROBINS-BALABAN—Harold Robins, exec aid of the Roxy Theater, New York, and Cherry Balaban, daughter of A. J. Balaban, executive director of the Roxy, April 18 in New York.

SCANLON-AVARD—Jack Scanlon, disk jockey at Station WLIZ, Bridgeport, Conn., and Mildred Avard in Yonkers, N. Y., April 3.

SHENKIN-PRUMBS—Herbert A. Shenkin and Lucille S. Prumbs, playwright, April 12 in Los Angeles.

STREET-HUGHES—David Street, singer, and Mary Beth Hughes, screen actress, April 25 in Hollywood.

Births

A son to Mr. and Mrs. David Carey April 7 in Pittsburgh. Father is a band leader.

A son, John Jr., to Mr. and Mrs.

John Schen April 2 in Canton, O. Father is an engineer for Station WHBC.

A daughter to Mr. and Mrs. Mitch DeGroot April 11 in New York. Father is an American Broadcasting Company copy chief.

A son to Mr. and Mrs. Paul Lubell April 10 in Far Rockaway, N. Y. Father is an American Broadcasting Company staff artist.

A son to Mr. and Mrs. Paul F. Moss March 30 in New York. Father is a legit producer; mother is actress-author, Thelma Schnee.

A son to Mr. and Mrs. Bert Nevins April 3 in New York. Mother is former Marion Cahn, publicist; father is head of Bert Nevins, Inc., publicity firm.

A daughter to Mr. and Mrs. Frank Redfield April 3 in Phoenix, Ariz. Father is program director of KRUX.

A son to Mr. and Mrs. Ward Quaal April 7 in Chicago. Father is a director of WGN.

A son to Mr. and Mrs. Spencer Allen April 8 in Chicago. Father is a commentator and director of news for WGN-TV.

A son to Mr. and Mrs. Richard Fleischer April 12 in Hollywood. Mother is the former Mary Dickson, legit actress; father is an RKO director.

A son to Mr. and Mrs. Andy Allan April 10 in St. Francis Hospital, Blue Island, Ill. Father operates diggers on the L. B. Lamb Shows.

A daughter to Mr. and Mrs. Ted Briskin in Cedars of Lebanon Hospital, Los Angeles, April 14. Father is a camera company exec. Mother is Betty Hutton, film star.

A daughter, Stacey Lee, to Mr. and Mrs. Randy Smith April 4 in Denver. Father is advertising and promotion manager for Station KOA, Denver.

A daughter to Mr. and Mrs. Stan Roberts April 10 in Kew Gardens, L. I., N. Y. Father is an announcer on WQXR.

A daughter to Mr. and Mrs. Warren McCloy April 9 in Seattle. Father is head of the continuity department at KIRO. Mother is a radio actress.

A daughter to Mr. and Mrs. L. Lawrence Weber Jr., April 17 in New York. Parents are legit actors. Mother is known as Judith Cargill.

A son to Mr. and Mrs. Sammy Roen April 15 in Far Rockaway, L. I., N. Y. Father is publicity head for Music Corporation of America.

A son to Mr. and Mrs. Hugh Keough April 3 in Chicago. Father is with Crawford Music.

A son to Mr. and Mrs. Sol Shapiro April 13 in New York. Father is head of the vaude department of the William Morris Agency.

A daughter to Mr. and Mrs. Paul Allen April 16 in Hollywood. Father is a former Frankie Carle vocalist.

A son, James Michael, to Mr. and Mrs. Whitie Richards in Columbus, Miss., recently. Parents are with the L. B. Lamb Shows.

A son to Mr. and Mrs. Andy Allen in Chicago recently. Father has the diggers on the L. B. Lamb Shows.

A son to Mr. and Mrs. Jeffrey Lynn in Santa Monica, Calif., April 16. Father is a film actor; mother is Robin Chandler, former New York fashion editor.

A son, Edward Michael, to Mr. and Mrs. Richard Murphy at Good Samaritan Hospital, Los Angeles, April 20. Father is a film writer for 20th Century-Fox.

Divorces

Nancy Ann Schweiger, actress, from George F. Schweiger, nonpro, in Los Angeles March 23.

June Haver, film actress, from Jimmy Zito, bandman, March 25 in Los Angeles.

Christine Shirley, actress, from Jacques Sherman, nonpro, in Los Angeles March 31.

Catherine M. (Babe) Keating from Robert F. Keating in Miami March 29.

Audrey Shamroy from Leon Shamroy, Hollywood cameraman, April 23 in Los Angeles.

H-M TABS LUSH NEWARK BIZ

Top Talent Is Featured

Several former R-B featured acts, aerial ballet, lighting highlight show

By Ted Wolfram

NEWARK, N. J., April 24.—The Hamid-Morton Circus opened its second annual Salaam Temple Shrine Circus at the Sessex Avenue Armory Monday (19) for a seven-day run ending Sunday night (25). The show has been getting the usual co-operation from Shrine groups thruout the region, which means sellouts or near-capacity houses.

The general appearance of the armory and layout of rings, platform and rigging this year are a vast improvement over last year, the show's initial appearance at this spot, when floor layout and rigging appeared cramped and confused. The lighting system and light effects, too, are markedly better. The local committee handling reserved seat sales and the ushering job also is operating smoothly and getting everybody seated without confusion before Joe Basile's band swings into the overture.

The entire program is excellent, (See Hamid-Morton Tabs on page 59)

World of Pleasure Hit by Rain, Cold At Wyandotte, Mich.

WYANDOTTE, Mich., April 24.—Rain and cold hit the 1948 opening of the World of Pleasure Shows here Thursday (15), with more of the same in the atmosphere Friday before Old Sol finally put in an appearance Saturday, when biz was up to expectations.

Owner John R. Quinn spent heavily for crushed stone, cinders and shavings the first couple of days in order to present even a limited show.

Anna Bauer, wife of O. B. Bauer, died Sunday (11) in University Hospital, Ann Arbor, Mich., following a lengthy illness. Pallbearers at the funeral Wednesday (14) in River Rouge, Mich., were Eddie Gold, R. A. Nathansen, Frank Randall, Mike Demcoe, Gil Cohen and Buck Allsop. She was a member of the Michigan Showmen's Association Auxiliary, which organization was well represented at the final rites.

Floyd Mellon's cookhouse is drawing the praise of all, as is the work of lot superintendent Johnny Moran.

Kenneth Lewis and wife joined the org here, the former as master mechanic and the latter as ticket seller. Selden, the Stratosphere Man, is the free attraction.

The office truck has been equipped with a new heating system and additional furniture.

Visitors here included Ben Sawyer, of the Saginaw Fair; Al Kelly, former purchasing agent for the show, and wife, Carrie; Mrs. Quinn's mother, Pop and Mrs. Baker, Mr. and Mrs. Curry, Louis Rosenthal; Ray Purcell, of the sheriff's office in Flint; Mr. and Mrs. Spencer, of Flint Park.

Close-Ups:

Firing Duffields Shoot Works With Big Bang for '50 Years

By Herb Dotten

This is another in the series of articles on little-known facts about prominent people in the outdoor show business.

THIS is a double anniversary year for the Duffields, a family whose name long has been synonymous with fireworks.

It was in 1898 that Charlie Duffield, now living in retirement on the West Coast, first broke into the business as Midwest representative of the Pain Fireworks Company, a British outfit, then the world's top dog in its field.

And it was in 1918—30 years ago—that Charlie's brother, Frank P. Duffield, now and for many years the head of the Thearle-Duffield Fireworks Company, first entered the field, never to leave it. And that is more than a mild understatement, for he continues to live and revel in a year-round life of selling and enthusing over fireworks.

It was 40 years ago this year (October 29, 1908, in Minneapolis) that John (Jack) Duffield was born to Frank and Mrs. Duffield, the former Frances Mahney, of Minneapolis. Son Jack had his introduction to fireworks while still in high school. And he has been closely associated, both at work and at play, with his father ever since.

The relationship between Frank, the father, and Jack, the son, is notable in outdoor showbiz, in which seldom does a son develop the enthusiasm and feeling for the business held by a pace-setting father. What's more, Jack not only has a keen interest, but he and his dad are close pals, with Frank, now 61 (he was born August 26, 1887 in Minneapolis), joining in with an ever-flowing zest for living matched by few 40-year-olds.



FRANK DUFFIELD

It is this enthusiasm which has made Frank one of, if not the best, Midwest attraction salesmen. He enjoys everything about it—the selling, the shows themselves and hosting of clients and potential patrons.

As a host, Frank is one of the best. The cocktail party he and his associates toss at the annual convention of the International Association of Fairs and Expositions rates as one of the social highlights of the gathering.

Frank also enjoys to the full the traveling entailed in the business. Gregarious, he thrives on meeting people new to him. Excepting his fondness for gin rummy and poker—a reflection of his gregarious nature—he never has developed a hobby.

"I haven't had the time. I've been too busy with fireworks," he explains. (See Firing Duffields on page 60)



JOHN (JACK) DUFFIELD

Hinkle Rodeo Wins in Macon; Draws 18,580 in 4-Day Statnd

MACON, Ga., April 24. — Milt Hinkle's Rodeo, with 41 events and cast headed by Col. Zack Miller, drew 18,580 patrons to Porter Stadium during a four-day engagement. Org moved in from Charlotte, N. C., and opened Thursday (15) to about 3,400. Friday's attendance of 7,100 was the largest of any single day. Originally skedded for three days, a holdover Sunday matinee was arranged after rodeo opened and it drew about 2,000 customers.

Capt. Virgil King, chairman of the city firemen's committee, sponsor,

said a good profit will be realized. Over \$5,000 was raised thru advance sale of tickets by firemen.

Play in City Stadium

It was the first rodeo here in over 12 years and was the first event of any kind, outside of scholastic sports, permitted by city authorities in the municipally owned stadium in a long time.

Acts included Barbara Hold, three-year-old daughter of Bob and Eith Hold, working a high school horse; (See HINKLE'S RODEO on page 105)

Salt Lake City Still Dates Set

Water Follies touch off '48 slate—main show to Coliseum—Beehive on midway

SALT LAKE CITY, April 24.—Still date activities at the Utah State fairgrounds here get under way at the Coliseum Saturday, May 1, with the presentation of *Water Follies of 1948*. Attraction is slated to run thru May 15.

The *Follies* proved exceptionally popular at last year's Utah Centennial Exposition, as did *Holiday on Ice*, scheduled this season in the Coliseum June 11-20.

The annual *Days of '48 Rodeo* will be presented before the grandstand for a six-day stand, July 19-24.

The Beehive Midway will operate the fairgrounds as an amusement park from May 29-September 26.

Extensive remodeling job was done to the buildings and grounds last year for the Centennial, and additional landscaping is planned before the '48 event, scheduled September 18-25.

Several new features are planned for the fair, according to Secretary Sheldon R. Brewster. Among these are an *Enchanted Land*, a kiddies' playground and a nickelodeon showing old-time movies.

The main show of this year's presentation will be staged in the Coliseum rather than the grandstand, in order to avoid the possibility of cool or inclement weather.

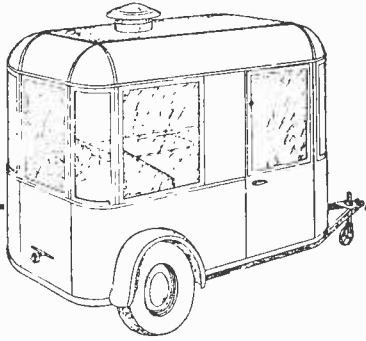
Akron, Canton Net New Arenas

AKRON, April 24. — Both Akron and Canton are nearer today than they ever have been to new arenas. Canton has been seeking a new auditorium for years, a building to replace the old, many times condemned city auditorium in the downtown section. Akron has had only the armory, a 2,500-seat house with none-too-good acoustics. Into this have gone circuses, concerts, vaudeville and fight and wrestling shows.

But this week both cities made strides toward new auditoriums. The construction of the Canton building at a cost of \$955,000 was approved by city council.

The new Canton arena is to be financed by the \$700,000 residue of the Timken inheritance tax fund which was frozen as an auditorium building fund in 1944. The present city auditorium is also to be sold at an expected price of about \$250,000 which will be applied to the new project. Plans call for a 6,000-seat structure with facilities for ice shows, boxing, wrestling and concerts.

The Akron Arena is a private venture, sponsored by the Akron Arena Company, and calls for 9,200 seats, 7,000 of them permanent. Two hundred and fifty shares of stock are to be sold. Bill V. Reed, former rink manager of Iceland here; William D. Griffith, sports promoter and radio commentator, and E. J. Palmer, are listed as incorporators.



The
Crystal Coach Jr.
1948 MODEL

12 SENIOR MODELS
AVAILABLE FOR
PROMPT DELIVERY

Equipped with poppers, exhaust fan, visible raw corn dispenser, stainless steel warming counter . . . Adaptable for dispensing ice cream, hot dogs, carmel corn, cotton candy, etc.

PRODUCTION NOW RUNNING ON
THE ROLL-O-MART
Delivery on Junior Models
Scheduled for May 5

Available Through Our Distributors
or Write Dept. B

The Calumet Coach Co.
11575 S. WABASH AVE., CHICAGO 28

North Renamed Big Show Prexy

NEW YORK, April 24.—The annual meeting of the board of directors of the Ringling Bros. and Barnum & Bailey Circus was held here Wednesday afternoon (14) in an atmosphere of complete harmony.

John Ringling North, who heads a group holding 51 per cent of the stock, was re-elected president of the corporation, and Robert Ringling, who with his mother holds 49 per cent, was named chairman of the board. Herbert Duval, the show's legal adjuster, was made a member of the board of directors.

At the meeting the directors voted to turn over a \$40,000 government tax refund to the circus receiver, which will provide for another payment of 10 per cent to claimants for damages who hold awards made to them as a result of the Hartford circus fire of 1944. A sum of \$321,000 from a previous tax return was recently turned over to the receiver, leaving only 15 per cent of the total damage awards of \$4,000,000 still unpaid.

Lawyers for the receiver's office in Hartford who attended the directors' meeting reported little prospect of any money from last season's operation of the circus being made available for paying off damage claims.

Del. Court Decides Ringling Clan Claims Ended, Returns Bond

WILMINGTON, Del., April 24.—Vice-Chancellor Collins J. Seitz signed an order in the Court of Chancery approving discharge of the \$15,000, supersedas bond filed by John Ringling North, James A. Haley and James R. Griffin for payment to Robert E. Ringling and W. P. Dunn Jr.

"All matters in dispute" have been "compromised and settled," according to a stipulation filed in the Court of Chancery between Robert E. Ringling by his solicitor of record, Clair J. Killoran; W. P. Dunn Jr., on his own behalf, and North, Haley, Griffin and the Fidelity & Casualty Company of New York, surety, by their solicitor of record, Aaron Finger.

The stipulation provides that "all liability" of North, Haley and Griffin is "canceled, discharged and fully terminated."

Terms of the settlement were not revealed here but *The Billboard* reported last November 22 that Haley and his wife had entered into an agreement to dispose of their stock to John North and his cousin, Robert Ringling. At that time Haley resigned as head of the Big Show and his wife quit as secretary, while North took over the presidency.

Vice-Chancellor Seitz on Thursday also signed another order approving discharge and termination of the \$5,000 supersedas bond posted by the corporate defendant, Ringling Bros. and Barnum & Bailey Combined Shows, Inc., which "has complied with all terms of said bond and has paid all costs" in the action instituted by Edith Conway Ringling, represented by attorney Killoran. Aaron Finger was solicitor for the circus.

The Delaware State Supreme Court on May 3, 1947, modified the Chancery Court's December 4 decree and declared that Robert Ringling was the lawful president of the circus by reason of the failure of the directors at their 1946 annual meeting to elect a successor.

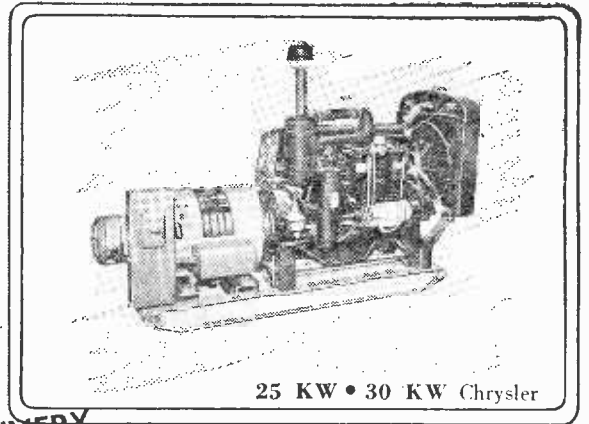
\$24,500 Rodeo Prize List Set
SWIFT CURRENT, Sask., April 24.—Cowboys will compete for \$2,450 in prize money at Swift Current's Frontier Days celebration, a two-day rodeo. Don Perrin will be arena director for the 11th year.

DIESEL GENERATING SETS

at

Rock Bottom
Govt. Surplus
Prices

Brand New



25 KW • 30 KW Chrysler

IMMEDIATE DELIVERY

This listing represents only a small portion of our stock.

If the set you need isn't listed, Ask For It.

Your power requirements are always efficiently handled at Benjamin's For Motors.

"See Benjamin's First for the Finest"

Benjamin's for Motors

4000 MILL AVENUE, BROOKLYN 10, N. Y.

25 KW Chrysler—3 phase, 60 cycles
220/440 volts, 1200 R.P.M.

30 KW Chrysler—3 phase, 60 cycles
220/440 volts, 1800 R.P.M.

50 KW-Gen. Motors—3 phase, 60 cycles
220/440 volts, 1200 R.P.M.

75 KW Gen. Motors—3 phase, 60 cycles
220/440 volts, 1800 R.P.M.

250 KW Gen. Motors—3 phase, 60 cycles
220/440 volts, 1200 R.P.M.

SNOWBALL CANDY APPLE SUPPLIES

"HIGHEST QUALITY
AT LOWEST PRICES"
WRITE FOR PRICES

KIRBY'S PRODUCTS

15 Fike Avenue
UNION, SOUTH CAROLINA

POP CORN

Hoosier Pride Brand Pop Corn is the GUARANTEED Pop Corn. It is guaranteed to give you and all your customers complete satisfaction. We offer you the three leading varieties:

- Hybrid Large Yellow
- Jap White Hullless
- Baby Golden Hullless

More and more operators are using the two hullless varieties. We specialize in growing the kind of pop corn people like. Write us for samples as well as prices on Bags, Cones, Coconut Oil, Popsit Plus Liquid, Boxes and Salt. Let us have your name for our mailing list.

INDIANA POP CORN CO.

MUNCIE, IND.

Processors for 15 Years

FOR SALE—USED BUSES

Several, Rebuilt, Guaranteed

UNIVERSAL AUTO BODY CO.

905 N. 64th St. St. Louis 5, Mo.
(Phone: Cabany 2531)

BE A R. R. PRES. (MINIATURE)

For a mere \$1,795.00. Consists of used gas-driven steamliner locomotive and 3 coaches, 36-pass. cap., in A-1 condition. Also one heavy duty, Deluxe Aluminum Steamliner, 42-pass. cap., power to haul 100, \$6,975.00. High call to the roundhouse for these giveaways. Photos and details, \$1.00 bill; no checks. Light Rail for sale. IRON HORSE LINES, 442 Arcadia Ave., Toledo, Ohio.

PRODUCING AMERICA'S BEST

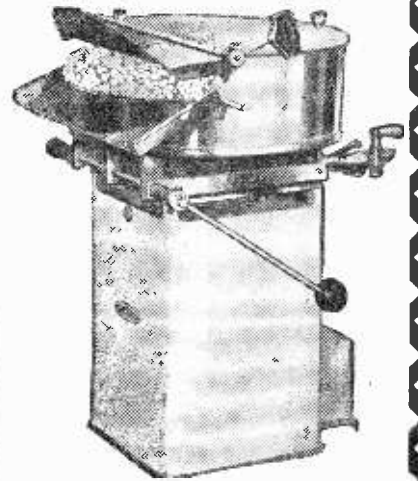
BANNERS

SNAP WYATT STUDIOS
1608 FRANKLIN ST. TAMPA, FLA.
Phone: M-63562

Popcorn Profits Doubled

with CRETORS auxiliary
GIANT MODEL 41

A fast, trouble-free popper that pops corn direct in the seasoning and salt. Pops two pounds of raw corn each popping, giving about 13 bushels of popped corn per hour. Patented popper pan construction keeps heat where needed . . . patented cover construction relieves the popping corn of pressure, insuring maximum popping volume. Enclosed transmission.



HEADQUARTERS
FOR
PURDUE HYBRID
S. A. CORN

Immediate
delivery on
Cocoanut Oil,
Peanut Oil,
Salt, Boxes

POPPERS BOY PRODUCTS CO.

60 E. 13TH ST.
CHICAGO 5

IN NEW ENGLAND

IN PITTSBURGH

FOR YOUR POPCORN REQUIREMENTS

TOP QUALITY AT MOST COMPETITIVE PRICES.

CORN — SEASONING — BOXES — SALT — MACHINES.

THEATRE CANDY CO., INC.

215-219 STUART STREET
BOSTON, MASS.

415 VAN BRAAM STREET
PITTSBURGH 19, PA.

POPCORN CARTONS

SOCIAL HOUR No. 2
(10¢) 10M or more

\$7.40

Per M
(Less than 10M \$7.50M)

OHIO SUPER YELLOW AND DWARF WHITE HULLLESS POPCORN. In 50 and 100-lb. moisture-proof bags. Also supplies. Write for catalog and prices.

BETTY ZANE CORN PRODUCTS, INC.

638 BELLEFONTAINE AVE., MARION, OHIO

Betty Zane No. 2 (10¢)
10M or more

\$8.40

Per M
(Less than 10M \$8.50M)

Two Colors
4 3/8x1 15/16x7



One Color
4 3/8x1 15/16x7



DAILEY PLAYING TO CAPACITY

Tenn. and Ky. Spots Are Big

Ideal weather helps show pack 'em at night—Clarksville proves red one

GLASGOW, Ky., April 24.—Dailey Bros.' Circus's trek thru Tennessee and Kentucky is proving a winner. Show is getting a break from old man weather and capacity houses have been the rule so far, especially at night.

Org moved in here Sunday (18) and showed Monday. Early arrival helped create plenty of interest and with ideal weather Monday the show drew better than a half-house at the matinee. The night was overflow.

Despite a late arrival in Bowling Green, Ky., with the matinee 45 minutes late in getting started, show drew a strong house at the matinee and a full one at night.

Clarksville, Tenn., proved a red one, org getting two full ones. At Springfield, Tenn., the matinee was three-quarters and at night the show played to a full house. Org put on an old-time circus street parade in the morning at Springfield which hyped afternoon attendance.

Show lost a 3½-year-old elephant (See DAILEY PLAYING on page 59)

Motor Speed Round-Up:

National Speedways Get Away To Good Start at Birmingham

BIRMINGHAM.—National Speedways (Gaylord White and Al Sweeney) opened their '48 season here Sunday (18) with a big-car race program at Alabama State Fairgrounds to a crowd estimated at 10,000. Turn-out was rated as excellent in the light of shut-downs or reduced operations in many area plants as a result of the coal strike. Deb Snyder, Kent, O., won the 20-lap feature, with Al Fleming, Richmond, Va., second, and Al Ketter, Quincy, Ill., third.

10,000 at Cherry Park Bow

HARTFORD, Conn.—Ted Tappett, Manhasset, N. Y., won the inaugural midget auto race feature Sunday (18) at Cherry Park Speedway in suburban Avon. George Rice, Milford, Conn., was second, with Larry Bloomer, Norristown, Pa., third. The park was jammed with an estimated 10,000 on hand and promoter Ed Otto had to stop selling tickets by race time.

22,000 at Trenton Opener

TRENTON, N. J.—Ted Horn, Paterson, won the inaugural big car race at the Trenton Fairgrounds Sunday (18) before a crowd of 22,000. Fred Carpenter, Albany, N. Y., was sec-

ond; Walt Ader, Bernardsville, N. J., third; Bill Holland, Reading, Pa., fourth; Johnny Shaackleford, Dayton, fifth, and Hank Rogers, Trenton, sixth. Sam Nunis promoted the meet.

Jimmy Davies Wins

GARDENA, Calif.—Jimmy Davies, taking the lead on the 10th turn after working his way up from far back, went on to win the 25-lap roadster race feature Sunday (18) at Carrell Speedway here before 6,444 spectators. Yam Oka and Don Freeland, finished second and third, respectively. The 15-lap semi-main was won by Dempsey Wilson and the trophy dash went to Lou Figaro. Heat winners were Harry Stockman, Wilson, Puffy Puffer and Freeland.

Rain-Out Date Rescheduled

LEXINGTON, N. C.—The NASCAR-sanctioned stock car races, rained out here April 11, will be held Sunday, May 2. Other NASCAR events during May include Richmond, Va. (16); Macon, Ga. (23) and North Wilkesboro, N. C. (23).

Open at Springfield, Mass.

WEST SPRINGFIELD, Mass.—The Midget auto racing season opens at Springfield Speedway Saturday, May 1. Two new steel safety fences have been installed in front of the stands.

Oakes Is Victor

CULVER CITY, Calif.—Capturing the lead the first time around, Danny Oakes won the 40-lap main event of the midget auto races at the Stadium here Tuesday (20) before 4,000 fans. Mac Hellings was second and Johnny Parsons third. Semi-main was copped by Mel Hansen, and Sam Hanks took honors in the trophy dash. Heat winners included D. W. McCauley, Hansen, Bob Pankratz and Oakes.

Gilmore Opens May 6

LOS ANGELES.—Gilmore Stadium, home of Pacific Coast night speedway auto racing, opens May 6. Since the stadium's construction 14 years ago Gilmore has been the central point for major speedway activities in the West.

The traditional Gilmore gold cup race, this time for 100 laps, will feature the opening night card on the dirt-banked, quarter-mile track. Regular Thursday night speed meets will follow the opener thru Thanksgiving Night, annual wind-up.

Familiar Gilmore drivers will be there for the opening, including Danny Oakes, defending triple-A champion; Ed Haddad, Sam Hanks, Chick Barbo, Johnny Parsons, Karl Young, Mob Pankratz and Aaron Woodward.

24,360 at Williams Grove

MECHANICSBURG, Pa.—Despite cold, windy weather, an estimated 24,360 watched Ted Horn cop the season's big car opener at Williams Grove Speedway Saturday (17).

Springfield Track Bow Set

WEST SPRINGFIELD, Mass.—Springfield Speedway, operated by Bill Tuthill, will preem here Saturday night, May 1.

Oxnard, Calif., Matinee Biggest For Crafts Expo.

OXNARD, Calif., April 24.—Crafts Exposition Shows, second unit of the O. N. Crafts Enterprises, largest carnival operators in the West, turned in its biggest matinee of this season here Saturday (17) when approximately 4,000 passed thru the gate. Altho taking advantage of the kids' matinee prices, attendance indicated an upward trend. Spot here was the fifth played this season with the show moving into the San Joaquin Valley to play Chowchilla.

Exposition Shows, owned by O. N. Crafts and managed by Roger Warren, opened its current season March 11 when it combined with the Crafts 20 Big Shows to play the National Orange Show in San Bernardino. Exposition has been playing in a highly competitive area including Alhambra, Montebello, Santa Paula and here.

Flash Much Light

Shows use plenty of neon and with the two 60-inch searchlights make a spectacular night appearance. In addition to the spots, 16 towers are placed thruout the midway. Prices include 20-cent gate, 25 cents for major rides, 20 cents for kid rides and a 9-cent gate for kid matinees.

New attractions and rides are being added with Exposition to hit full strength within the next few weeks. A Motordrome featuring Leon Trotter and a Penny Arcade were added at Chowchilla last week. A new Merry-Go-Round soon will replace the one being used and a new Pretzel and miniature train are to be added before the height of the season is reached. Show here had eight major rides, three kid and a pony ride. There are 4 shows and 29 concessions.

O. N. Crafts visited the show Saturday and left by plane Sunday (18) for the East to look over new rides for the show.

Personnel Line-Up

Personnel, in addition to Crafts and Warren, includes:

W. Lee Brandon, general agent (also for Crafts 20 Big Shows); J. W. Gilman, secretary; Harold G. Moak, concession manager; Ruth Gilman, front gate tickets; Leonard Pitcock, ride superintendent; James Johnson, billposter; George Walters, mechanic; Bill Creamer, towers; Frank McCord, walls; W. P. Patterson, front gate; Allen Leadbitter, electrician; Earl Fox, lot superintendent, and Lawrence Sipes, night watchman.

Rides: Kid rides—auto, airplane, boat—Earl Stoner, foreman; James LaRue, second. Caterpillar, Jerry Parker, foreman; Lucky Gilfillan, second; Bonnie Sarkisian, tickets. Tilt-a-Whirl, Allen Williams, foreman; George DuPont, second; Virginia Parker, tickets. Skooter, Junior Chase, foreman; Gene Barker, second; Mary Gilbert, tickets. Roll-o-Plane, Ronald Toothman, foreman; Corinne Dalley, tickets. Loop-o-Plane, Kenneth Stone, foreman. Ferris Wheel, Rex Inger, foreman; Charles Reed, second; Alice LaRue, tickets. Merry-Go-Round, Jesse Morris, foreman; Manuel Lopez, second; Darlene Reed, tickets. Double Octopus, Frank Carpenter, foreman; Billy Smith, second; Margaret Chase, tickets. Pony Ride, Lawrence Sipe; Vanetta Sipe, tickets.

Shows: Girl Show, "India," Paul Nelson, Ruth Nelson, Ann Sandelin, Tom Houston, tickets and canvas. Side Show, A. J. Budd, owner; Lawrence LaLonde, manager; Eliza Fawcett, elephant face girl; William Hall, fire-eater; Ray Cascales, tickets; Vera LaLonde, magic and inside talker with Hall. (See Big Crafts Matinee, page 105)

Big Cars for Mineola

NEW YORK, April 24.—Bob Streeter has contracted to present big car auto races at the Mineola Fairgrounds June 12. The meet will be sponsored by the American Legion.

New ELECTRIC CORN POPPER



**DOES WORK OF \$500 MACHINE!
TURNS OUT 100 BAGS AN HOUR
POPS A BATCH IN 3 MINUTES**

Simplicity is one thing you will like about the EXCEL. No trick mechanisms whatever. Comes complete with cord and plug, ready to connect. Flip the switch and in 5 minutes pour in the corn and seasoning. Makes a batch of popcorn in 3 minutes—the quickest of any popper on the market. Easy to clean. Requires no constant repairs. The brilliantly lighted case and visible corn popping thru the screen cover attracts the crowd.

FULLY GUARANTEED

Among the 31 features—beautiful New Gray Metallic finished plate glass case, trimmed in gleaming nickel and polished aluminum; electric lighted and beautifully decorated with multi-colored popcorn selling signs. Occupies small space, 17x17x26" high. Weight, 30 lbs. Easily moved. Uses less current, only 990 watts, yet heats in 5 to 7 minutes. Heating element guaranteed for a year—and many more features too numerous to mention here.

EXCEL MFG. CORP.

Dept. B-5-148

Muncie, Indiana

PROFITS GALORE!

\$5 to \$50 daily earnings!

Get in the popcorn business now and CLEAN UP!

Where can you make more money than in selling Popcorn? Everybody loves it—young and old. The Popcorn stand is always swarming with customers. And it's almost all clear profit. Popcorn earns top money in any carnival. And here's the opportunity of your life to get in it.

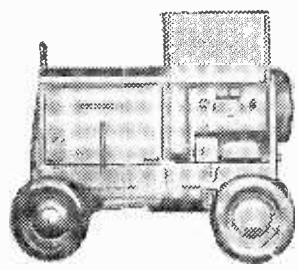
LOWEST PRICED POPPER ON THE MARKET PAYS FOR ITSELF IN A FEW WEEKS!

Popcorn is low in price—easy to get—your market unlimited. Billions of bags are sold yearly. Get your machine today and start now to cash in on this tremendous market.

**SALESMEN
Write for
PROPOSITION**

Government Paid \$15,000 for Complete Unit . . .

PORTABLE POWER PLANT



Same Unit NOW \$695 each

Lots of 3 \$650 each

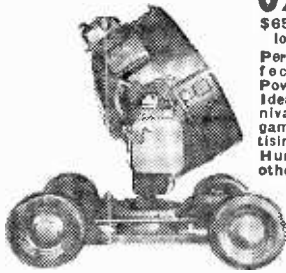
Same unit converted to 300 AMP. ELEC. TRIC WELDER \$895

HERCULES 6-cyl. gas engine. Model JXD 4x4 1/2. Self starter. Operating panel, complete, ready for operation.

800 MILLION CANDLE POWER SEARCHLIGHTS

\$695 each

\$650 Ea. in lots of 3 Performs perfectly with Power Plant. Ideal for carnivals, outdoor games, advertising purposes. Hundreds of other uses.



(Send 25% with order, balance C. O. D.)

ALBERT H. MILLER, Ltd.

4545 W. Madison St., Dept. B, Chicago 24, Ill.

SHOOTING GALLERIES

And Supplies for Eastern and Western Type Galleries. EST. 1927. WRITE FOR CIRCULAR.

H. W. TERPENING

137-139 Marine St. OCEAN PARK, CALIF.

Ernie Jordan Trailer Sales

"The Snowman's Friend"

America's Finest Trailers & Dollies.

Terms—Trade—Service & Parts.

505 N. E. 23rd, Oklahoma City, Okla.

1603 Ft. Worth Ave., Dallas, Texas

Alhambra Bans Use of Public Lots for Shows

ALHAMBRA, Calif., April 24.—Residents of this city may have seen their last circus because of action taken by city commissioners Wednesday (21) to ban rental of city-owned property for entertainment purposes.

Edict does not affect rental of private property, but the resolution virtually closes the door to circuses and carnivals inasmuch as the only lot within city limits large enough to accommodate outdoor shows is the city-owned area at Date Avenue and Lemon Street.

Commissioners' decision followed a heated controversy between City Building Inspector Earl Malmgreen and Chief of Police A. F. Cherry involving the recent appearance of the Clyde Beatty Circus. Malmgreen ordered the circus closed before the night performance for alleged violation of safety regulations, but the show opened when Cherry countermanded Malmgreen's order.

The ruckus developed into open warfare after the circus left town, and a struggle for jurisdiction rights ensued between the two officials.

Commissioners put an end to the issue by passing their resolution. Their action was upheld by residents in the area who have registered complaints for years regarding use of the property by tented shows.

Fairfield Rodeo Dates Set

FAIRFIELD, Calif., April 24.—The Coloano Rodeo Association announces the annual Fairfield-Suisun Rodeo will be staged here May 15-16. Awards will total \$1,200.

Mr. Custard Operator!!

ARE YOU OLD-FASHIONED?

THE OLD METHOD:

You buy sugar, skim milk, evaporated milk, flavor, etc.; you mix 8 pounds skim milk powder, 16 pts. evaporated milk, 15 lbs. sugar, vanilla flavor, stabilizer.

BAD POINTS:

Inventory, delivery, mixing, labor problems; sanitary laws; never a uniform product; no control over age of various ingredients; poor overrun; spoilage.

... OR

ARE YOU A MODERN OPERATOR

... with

THE NEW METHOD:

33c per pound, delivered—packed in 250 lb. barrels, net. 20 lbs. TOTO and 33 1/2 quarts water equal 10 gallons liquid mix. \$6.60 will produce \$50.00 sales.

Plus butter-fat required in accordance with State laws.



Pasteurized **FREEZING MIX** JUST ADD WATER

GOOD POINTS:

Uniform products; ingredients approved by Health Department; just add water; high overrun; no spoilage.

Send \$6.60 for 20 lb. trial shipment—enough for 15 gallons finished product

TO

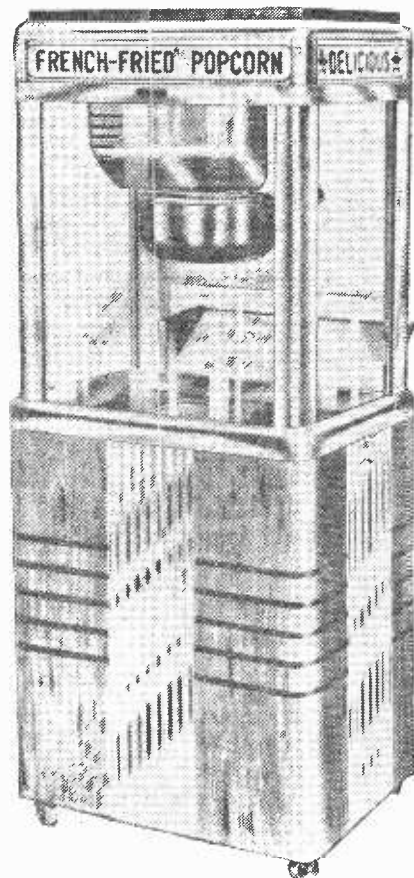
ELECTRO FREEZE SALES CO.

TOTO MIX DIVISION

165 Broadway

NEW YORK 6, N. Y.

POPCORN MACHINES—ACCENT ON VALUE—PROFITS UNLIMITED



We HONESTLY believe this ad carries the FAIREST, SQUAREST POPCORN MACHINE PLAN "EVER" to APPEAR in this publication. TWO (2) of the FINEST Popcorn Machines that offer FLAWLESS Performance, Perfection in Operation for YEARS of "PROFITS." In fact, so deep is our belief in either or both machines, we offer same on TERMS (below).

108 YEARS' POPCORN MACHINE BUILDING EXPERIENCE BUILT IN THESE UNITS. These machines are built to "stand by" you for years, rugged.

HERE'S ANOTHER "TIP" TO THE "WISE" BUYER: ALL METAL PRODUCTS MUST ADVANCE SHARPLY with curtailment of METAL (ALL TYPES) for the re-armament program of our government. Many manufacturers are ADVANCING their products SHARPLY NOW.

So a word to the "WISE"—as we say here—should SUFFICE—GET IT?

HERE'S THE PRICE TERMS ON THESE TWO "WINNERS"

— FEATURES —

BRILLIANT \$12.00 HOUR CAPACITY. PK — "STAR-P-50" MODEL—Floor Model.

NET PRICE \$247.50 COMPLETE

Does Work of \$700.00 Model. Time Price, add 6% Simple Interest. 6 EQUAL MONTHLY PAYMENTS. DOWN PAYMENT, \$175.00; Bal. 6 Mo. Payments. CASH PRICE, DEDUCT 2% CASH DISC.

— FEATURES —

FAST \$60.00 PER HOUR CAPACITY. "KORNKING"—Floor Model.

NET PRICE \$295.00 COMPLETE

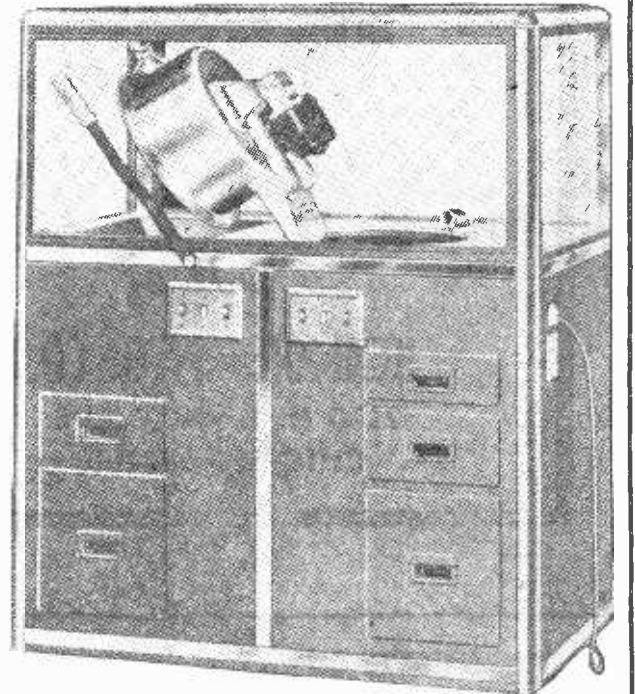
FORMERLY \$750.00 Time Price, Add 6% Simple Interest. 6 EQUAL MONTHLY PAYMENTS. DOWN PAYMENT, \$150.00; bal. 6 Mo. Payments. CASH PRICE, DEDUCT 2% CASH DISC.

ORDER FROM THIS AD—ALL DETAILS ARE HERE IN FULL

LIMITED NUMBER WILL BE SOLD ON TERMS—ADD 3 REFERENCES—YOUR BANK WITH ORDER

IMMEDIATE—SAME DAY SHIPMENT, CASH WITH ORDER (LESS CASH DISCOUNT)

THE SEASON IS "N-O-W"—GET ON THE "BALL"—START POPPIN' YOURSELF SOME "DOUGH". WHAT MORE CAN WE SAY? WHAT MORE CAN YOU ASK? EVERY MACHINE "UNCONDITIONALLY GUARANTEED" TO PLEASE YOU OR FULL REFUND MADE. WE CARRY ALL PARTS FOR EACH MACHINE IN STOCK. 16 YEARS SAME LOCATION YOUR FURTHER SAFEGUARD. WIRE US IMMEDIATELY HOW MANY, AND FOLLOW WITH SHIPPING INSTRUCTIONS AND REMITTANCE—AIR MAIL.



DIMENSIONS AND SPECIFICATIONS

SIZE: 54 inches high, 44 inches long, 29 inches deep.

INSIDE WORKING SPACE: 16 cubic feet.

\$60.00 POPPING VOLUME HOUR.

SHIPPING WEIGHT: 560 pounds.

ALL ELECTRIC—220 VOLT A.C. CURRENT.

"SPECIFY" EXPRESS, FREIGHT, TRUCK SHIPMENT.

"AMERICA'S MOST ALERT, PROGRESSIVE POPCORN MACHINE DISTRIBUTOR-MANUFACTURER."

SEND \$1.00 FOR "THE POPCORN POLKA"—AMERICA'S HIT NOW ON 10-INCH RECORD. IT'S GREAT.

THE P. K. SALES COMPANY

507-09 WHEELING AVENUE

CAMBRIDGE, OHIO

DIMENSIONS AND SPECIFICATIONS

SIZE: 65 inches high, 25 inches wide, 19 inches deep.

STOP! LOOK! BUY! ANY LOCATION!

SHIPPING WEIGHT: 160 POUNDS.

\$50.00 DAILY—EASY—RUSH DAYS.

ALL ELECTRIC: 110 VOLTS, A.C. CURRENT.

Specify Express, Truck, Freight Shipment.

1st Call Is Issued For "Little Brothers" At Prescott, Ariz.

PRESCOTT, Ariz., April 24.—Altho it is still rather chilly in this famed mile-high city, the first call has gone out for an assortment of "little brothers," which are bull snakes used in the annual smoke ceremonial, scheduled August 8.

The smoke snake dance, fashioned after the celebrated Hopi Indian snake ceremonial, has been held here for a number of years, the more than 100 participants being local business and professional men whose identity remains hidden from the public. Their performance, given the first Sunday in August every year at sundown at the Yavapai County Fairgrounds, is so colorful that immense crowds always attend, many of the spectators coming from a long distance.

Live bull snakes, some of them four to five feet long, are handled by the dancers, who hold the desert denizens in their mouths as a culminat-

Michigan Showmen In "Tripleheader"

DETROIT, April 24.—The Michigan Showmen's Association and its two affiliated groups — the Joey Moss American Legion Post and the Ladies Auxiliary—held a joint business session for the first time in the history of the three organizations here Monday night (12).

Officers of each group sat on the rostrum, and a complete business session was conducted by each body, thus enabling all to observe the difference in the respective procedures.

Ben Morrison, vice-president of the MSA conducted the first phase of the meeting, Commander Art Grzann presented the Legion's part of the session and Mrs. Bernice Stahl handled the auxiliary's confab.

ing feature. As the dance ends, the "little brothers" are turned loose so they can return to their desert haunts.

Buffalo Org Books Angelica, N. Y., Fair, Apollos as Free Act

BUFFALO, April 24.—Howard Potter, general manager of the Buffalo Shows, announces the inking of the 104th annual Allegany County Fair, Angelica, N. Y., September 1-4.

The Sensational Apollos have been contracted thru the Frank Wirth Agency as free attraction. They will join after their appearance in the St. Louis Police Circus.

Potter also said that a long season is planned, including a Southern tour lasting thru October. A new main entrance marquee is slated for delivery by Atwood Tent & Awning Company before Decoration Day.

Percy Graham, formerly with the State highway department, has been appointed transportation superintendent. Careful supervision of drivers is expected to aid considerably in reducing accidents and tie-ups, Potter said.

Several concessions will be added to the office line-up. The Bush family will join shortly with stores. Mrs. Gloria Brick will have frozen custard. Kenny O'Rourke has joined the ride department. Kermit Erskin will again be electrician.

Red Bluff Round-Up Jams 'Em Both Days

RED BLUFF, Calif., April 24.—The 20th annual Red Bluff Round-Up closed a successful two-day date Sunday (18) before a capacity crowd of more than 15,000 people for the second straight day. Top hands from Canada, California, Wyoming and Arizona competed.

Events included the \$1,000 prize bronk riding event, won by Buster Ivory, Alturas, Calif., followed by Casey Tibbs, Pierre, S. D.; Bill Linderman and Stub Bartlemay in that order.

Line-up of other events in the order of finish were:

Bareback riding—J. Buschbom, Bud Linderman, Jim Egan, Bill Linderman, and Sunny Turman and Walter Brooks, tie.

Brahma bull riding—Jim Egan, Jack Spurling, J. Shoulder, Buttons Leach, Bob Maynard and Ray Beems.

Bulldogging—Homer Pettigrew, 20 seconds; Stanley Gomez, 22.3; Barney Willis, 23.1 and Glen Tyler, 29.3.

Calf roping, total time—Clay Carr, 37.4; Sam Lovelady, 39.1; Stanley Gomez, 39.1, and Homer Pettigrew, 40.7.

Steer roping, total time—Ike Rude, 13.2; Roy Kohrs, 13.5; Vern Castro, 14.0, and Stanley Gomez, 21.8.

Local bull riding, finals—Bob Pinneo, H. Weston and R. Fairchild, tie; Jack Conlon, Pistol Davis and Craig Owens.

Saddle bronk riding, finals—Buster Ivory, Casey Tibbs, Bill Linderman and Stub Bartlemay.

Franklin Org Signs Tex. Centen. Date

CUERO, Tex., April 24.—Don Franklin, manager of the shows bearing his name, while playing here last week announced he had signed the midway contract for the Williamson County Centennial Celebration, May 1-8 at Georgetown, Tex.

Franklin reports his business the first three weeks this season was off, but the next week at Victoria, Tex., with ideal weather, the org chalked up a red one.

Shows will play the July 4th Celebration at Cisco, Tex., for the second straight year and, in addition, has four celebrations and nine fair contracts for the summer.

Madden Bros.' Shows Brought By Glen Jarmes; Open May 15

POSTVILLE, Ia., April 24.—Glen J. Jarmes, Postville, Ia., has purchased Madden Bros.' Shows, with headquarters at Lake City, Ia. The org's title has been changed to the Jarmes Bros.' Combined Shows. It will hit the road May 15. Jarmes will be assisted by his four sons.

SNOWBALL SUPPLIES COMPOUNDS

Rich in flavor and color, use only 2 ounces to 1 gallon syrup.

ECHOLS SNOW MACHINES FRUIT ADE CONCENTRATES

All flavors for making still drinks, good fruity flavor.

DRINK DISPENSERS AMICO TIN SPOONS

VORTEX CUPS STRAWS
VEE CUPS SYRUP DISPENSERS PAPER PLATES
DIXIE CUPS DISPENSERS NAPKINS
POWDER OR LIQUID COLORS FRUIT ACID SOLUTIONS

SNOW CONE CARRIERS
Shipment made same day order received. Send for price list.

DERR BROS.

711 S. FIFTH ST. PHONE 12
BOONVILLE, INDIANA

STEAM TRAIN BURNS COAL



Can be used indoors with compressed air.

Hauls a big load of kids or adults on every trip.

Attracts CROWDS in any amusement park or civic recreation center

You need a steam train to make real money. These trains are grossing \$2,500 to \$12,000 a season; you can do it too in any town over 10,000. Many park officials give rent-free concession just because of the crowd pull.

OTTAWAY AMUSEMENT COMPANY

Mfrs. Steam Trains and Kiddie Auto Rides
224 W. Douglas Wichita 2, Kansas

BIG MONEY MAKERS 1948 IMPROVED SUNSHINE CHOO CHOO TRAIN AND ELECTRIC PUTT PUTT BOAT

Biggest money makers on any Midway for labor required, space needed and money invested. Price Choo Choo Train: Three Cars, 18 passenger, \$1800.00; Four Cars, 24 passenger, \$1955.00; Five Cars, 30 passenger, \$2100.00. Price: 24 passenger Electric Putt Putt Boat, \$1955.00; quick delivery. All F. O. B. Tampa, Fla. Fast truck delivery and set up for 15 cents a mile one way. send dollar for large photo and complete description.



SUNSHINE MFG. CO.
2105 E. CHELSEA ST.
TAMPA, FLA.
Member Tampa Chamber of Commerce

Patented—Infringers will be sued.

NOW!
turn to
INSIDE FRONT COVER
for an important story on
POPCORN PROFITS

MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES

WHILE THEY LAST!

10¢ SIZE
POPCORN BOXES

\$5.75 per
thousand

KENMORE MFG. CO.
2100 N. RACINE AVE.
CHICAGO 14, ILL.

WHEELS

Bazaars, Carnivals and numbered Laydown Charts; Milk Bottles; Cats; Hoopla Blocks and Rings; Horse Race; Dice Cages; Bingo Cages, Cards and Markers; Penny Pitch Charts; Darts and many others. Catalog on request.

WILLIAM ROTT, Inc., Manufacturers
142 W. 24th Street New York 11, N. Y.

WIRE AND CABLE FOR CIRCUS AND CARNIVAL

Three Wire #6 Type S 600V Extra Flexible 131 Strand Rubber Cable in 150 ft. lengths on tubular steel reel with 60 Amp. Crouse Hinds Arkite Connectors both ends, plus extra matching Connector for wall or cable mounting. Condition new. Made by Rome Wire Corp. for USA Portable Field Generators. Can be buried in ground for temporary use. Cost \$246 Ea. OUR PRICE ONLY \$37.50. F. O. B. MACON, GA. (Present wholesale cost of Connectors, \$24.20; Wire, approx. \$135.) 20,000 ft. on hand for immediate delivery. Weight, 117 lbs. Sorry, no exports. Sample, 50¢.

Stanton Radio Supply Co. Phone 1178 Macon, Ga.



*A New Favorite
at 10 to 1 Odds*

HERE'S HOW A DIME WILL GET YOU A DOLLAR!

900% PROFIT ON ICE!

You've never seen such profits as these! Look at the figures; see for yourself. 50 pounds of ice and one gallon of syrup make about 175 five-ounce cup snow cones. Syrup costs about \$1.35 per gallon, or 85c if you make your own. Ice is two-bits. Cups — about \$3.00 per thousand. The 175 snow cones are \$17.50 in sales. Your total material costs: \$1.65! Brother, that's profit . . . when a dime will get you a dollar, it's time to get going. Place your order NOW!

LOOK AT THESE FEATURES!

- **NEW** method of merchandising snow cones . . . revolutionary!
- **EXCLUSIVE** with Multiple Products Corp. No other machine like it!
- **BEAUTIFUL CABINET** will decorate even the finest location!
- **RUSTLESS METALS** Aluminum and stainless steel used throughout!
- **REAL SNOW** from the patented ice shaver . . . 250 lbs. per hour!
- **SYRUP DISPENSERS . . .** two of plexiglas. No funnels needed to fill!

- **ICE STORAGE** 100 lbs. — two removable pans in bottom of cabinet!
- **LEAK PROOF — NO MESS** because entire cabinet bottom is one piece!
- **CASH DRAWER** and a **BIG one!** In the back where it's handy.
- **CUP STORAGE** placed overhead . . . out of the way but convenient, fast!
- **LOW OPERATING COST** motor and one light globe — 120 V. 60 cycle. A/C!
- **COMPACT** 30" wide, 20" deep, 60" high. It fits almost anywhere!
- **PLEXIGLAS DISPLAY** of snow and syrups . . . sanitary . . . spectacular!
- **ILLUMINATED** section of plexiglas in top . . . and light on display!
- **SWITCHES** conveniently located to right of operator on back panel!

SNOW CONES SELL!

Everybody likes refreshing, cooling snow cones. A fluffy mound of snow flavored with syrup in a handy cone. They sell, but FAST! One location reported \$600 worth of business in one day! Even cutting it in half, it's REAL PROFIT when a dime will get you a dollar!



\$395.00

F.O.B. Dallas, Texas

TERMS: 50% Cash with Order.
Balance C.O.D.

Delivery 30 Days—Quantity Discount.
Write, wire or phone your orders NOW! First come, first served! Requirements are reasonable. Profit Possibilities Unlimited!

MULTIPLE PRODUCTS CORP.

3612 CEDAR SPRINGS

DALLAS 4, TEXAS

PHONE LAKESIDE 4147

ASTRO FORECASTS

All Readings Complete for 1948
Crystal Balls; Imported
On hand in these sizes: 2 3/4; 3 inch; 3 9/16; 4 3/16. Write for prices.
Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
4-p. Goldfish Pamphlet, 3 1/2 x 11, 12 Signs, Any Quantity, Each . . . 1 1/2¢
"WHAT IS WRITTEN IN THE STARS," Folding Booklet, 12 p., 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; sample 10¢
FORECAST AND ANALYSIS, 10-p., Fancy Covers, Ea. 5¢
Sample of each of the above 4 items for . . . 25¢
No. 1, 45 Pages. Assorted Color Covers 50¢

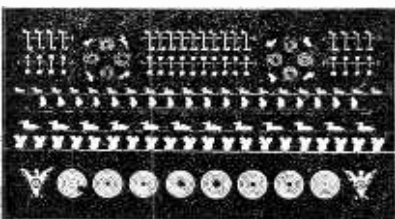
NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Polley, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample 20¢
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p., Well Bound, 8 1/2 x 11 25¢
PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc. 50¢
Signa Cards, Illustrated, Pack of 36 15¢
Graphology Charts, 8x17. Sam. 5¢. Per 1000 \$7.50
MENTAL TELEPATHY, Booklet, 21 p. . . . 25¢
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads to do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

SIMMONS & CO.

19 West Jackson Blvd. CHICAGO 4, ILL.
Send for Wholesale Prices.

SHOOTING GALLERIES



Complete line of Shooting Galleries, Rifles, Loading Tubes and Supplies for immediate delivery. Write for catalog.

KING AMUSEMENT CO.
82 Orchard St. MT. CLEMENS, MICH.

CARBONS

FOR 60" SEARCHLIGHT

Pos. 5/8"x12"; neg. 7/16"x12"; packed 25 pairs to metal cylinder; 10 cylinders to a case. 25¢ per pair F. O. B. New Orleans in case lots.

R. E. LLEWELLYN

3138 Jefferson Highway New Orleans 20, La.

**CONCESSIONAIRES!
CANDY PULLING MACHINE**

★ for 5 pound batch!



For more sanitary, customer appealing candy, start your 1948 season with the new Concession #5 Candy Pulling Machine. Stand it on a table or hang it on the wall where your customers can see your candy in the making, and watch your profits grow. Machine is rigidly built with enclosed worm gear drive . . . runs all day for an electrical cost of only 10¢ . . . Rugged . . . Clean . . . Compact (22x15x24") . . . Durable . . . Very quiet and smooth running . . . Built for 5 pound batch . . . Just plug it into any 110 volt, 60 cycle AC receptacle. ORDER NOW to assure first quarter delivery. Complete with motor, \$150.00. 25% with order, balance on delivery. Hurry! They're going fast!

CONCESSION SUPPLY CO.

3916 SECOR ROAD TOLEDO 6, OHIO

**LIABILITY
INSURANCE**



Writing Showmen's Liability Insurance is a specialty and to avoid costly mistakes should be written by an insurance man who knows Show Business.

28 Years of selling insurance qualifies me to give you expert guidance. Contact:

CHAS. A. LENZ

A1338 Insurance Exchange
Chicago, Illinois

**THE SHOWMAN'S
INSURANCE MAN**

1728 First St., N.
St. Petersburg, Florida
Phone 5914



**CONCESSION
SUPPLIES**

- Daisy Cork Guns, Ea. \$ 4.95
- Cork Gun Corks, 1,000 2.75
- Aluminum Milk Bottles, Ea. . . . 1.10
- Wood Milk Bottles, Ea.50
- Worth Baseballs, Doz. 2.15
- Case of 15 Doz. 30.00
- Weighted Feather Darts, Doz. . . 1.20
- Dart Balloons (10 Gr. for \$9.00), Gr. 1.00
- Knife Rack Rings, 100 3.50
- Cane Rack Rings, 100 3.50

25% Deposit With Orders

KIPP BROS.

117-19 SOUTH MERIDIAN
INDIANAPOLIS, INDIANA

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.

SHOW PRINTING

New Designs • Latest Styles Type
• Pictorial • Cards • Posters for Every Occasion • See our samples first, Prompt Service, Union Printer

METROPOLITAN PRINTING CO.
1326-34 VINE STREET • PHILA • PA

Snow Cones ★ Popcorn ★ Candy Floss ★ Candy Apples

Our 1948 Catalogue has been mailed to everyone on our mailing list. If you have not received your copy, write for it today. The new 58-page catalogue lists all the equipment and supplies you need for the above Concessions, in addition to many other items. Be sure you line up with Gold Medal this year for the fastest service in the business.

GOLD MEDAL PRODUCTS CO.

318 E. THIRD STREET

CINCINNATI 2, OHIO

Cavalcade Flashes Potent Back-End at Gadsden, Ala.

GADSDEN, Ala., April 24.—Al Wagner's Cavalcade of Amusements, flashing a potent, entertainment-loaded back-end, opened here Friday night (23) after its first rail run of the season, a move from Mobile, Ala., where it had wintered and where Wednesday (21) it closed its first stand. The Mobile tee-off engagement had been extended to a 15-day run pending reasonable indications that the show would not be prevented by the railroad situation from proceeding on its route. On its first night here the Cavalcade uncovered the full length of its back-end units; it was plenty strong. Units are notable not only for their flash fronts but for the solid entertainment served on the inside.

Harlem Show Talented

Charles A. Taylor's *Little Harlem Revue* broke out with an array of talent rare in midway shows. The cast is large and outstanding for the ability of its members. The unit is figured to register big grosses this season. At Mobile, it opened eight days after the Cavalcade's first night and, as its own new front and top then was not finished, it was presented in the Hawaiian show top and used the front of that unit. Show rolled up excellent grosses.

Mrs. I. Rose's Midget Show, which was with the Cavalcade last year, also opened during the latter part of the Mobile stand, and it is presented even more attractively than the 1947 edition. Costuming is particularly outstanding.

High in Flash

Other back-end units carry much flash and run high in entertainment value. New units include Pandora, a posing show, presented on a specially devised stage, with attractive lighting, eight gals and a record telling the story.

The new girl show, *Maison Rouge*, plays behind an eye-snaring, arty front, done in pastel shades with sock effect. Stage carries much eye appeal, which is heightened by excellent lighting.

Dick Best's Side Show, a holdover, offers 12 features. Best also has the Unborn Show, Snake Show, Iron Lung and Fakatorium.

Business at Mobile was rated at more than satisfactory in view of the extended run while the show marked time awaiting the easing of railroad moves. The show, sponsored by the Abbe Temple Shrine in Mobile, was in operation two Sundays, and the week-ends accounted for yielded good turnouts. Only one weekday was lost to rain.

Concession Line-Up

Concessionaires include:

Manager, O. J. Weiss; assistant manager, Archie Wagner; auditor, Ed Neville; Sneed's Kentucky Derby, E. O. Sudan; ship clocks, William O. Perrot, with Russell Dennis and Russell Dean; dolls, Julius Turrov, with Art Sullivan, Marty Britz and Nick DeLesandro; bird store, Ernie Wenzik and Harry Bergen; ham and bacon, Joe Surot; shotguns, Ed Glosser, with Curtis Jones, Mike Ruff and Sam Kelley; ball games, Doc Reynolds and Marian Warren; Mrs. Lois Reynolds and Jane Brown; Jean Congo, Fidessa Soret and Charles Gallagher; mouse game, Mrs. O. J. Weiss, with Lois Turrov and Winnie Major, and toy horses, Jack Goldfarb, Pat Brannan and Paul Bouchard.

Dice lamps, Herman (Green) Pluda, Abe Miller and Ed Buckholtz; diggers, Jack Neil; long-range gallery, Bill Corbett and William J. Congo; jewelry store, China Jackson, with Anthony Waver, Hoppie Major and William Bloom; groceries, Larry Mullins; bicycles, Russel J. Caughey, with Bobby Burton and James A. Teet; toy lions, Joe Miles; radios, Leo Le Doux; pea pool, Mrs. Lucky Sproul; seven game, Mrs. Martha Wagner; novelties, Mrs. Leo Le Doux; typewriters, Ray (Sparky) Belew, with Johnny Daniels, Lefty Studebaker, Curley Culverhouse and Jack Davis; fuzzy wuzzy, Mike Farino, with Red Sproul, Tony Gregg and J. Glamportune.

Pan game, Mrs. Evaline Belew, with Mrs. Ruby Pluda and Mrs. Billy Johnson; photo gallery, Robert F. Wicks and Florence Wicks; mug joint, Pete Berryman; goodie bar, E. H. Denham; string game, Mavis Osborne and Barry Cooper; panda bears, Ben Glosser, with R. S. Worth; popcorn, Mrs. Hattie Wagner, with Mrs. Viv Miller and Mrs. Ed Keenan; electric clocks, Ben B. Seigal; gift store, Friday Osborne; Bammel Concession Company, Betty Bamel, manager, with Lee Muluay, balloon darts; Tommy Hooper, watch la; Martha and Ralph Watson, fish pond; George Tribble, basketball; Jerry Brooks, cigarette gallery;

VI Brady and Clyde Muncher, slum darts; Temple of Knowledge, Frances Deemer, Edith Sullivan, Thelma Olson, Mom Reynolds Woodward, Rose Dean and Joe Spano.

Midway cafe staff, Jack Bailie, manager, with Ben Bucks and R. C. Burnett, chefs; Albert Green, Allen Doss, A. Myers, Stan Utley, J. H. Reddon, B. Clark and F. M. Pollard, waiters and help; grab No. 1, Whitey Miller; grab No. 2, Eddie Keenan.

Ride, Show Personnel

Personnel of the rides and shows follows:

Ride personnel: I. Pierce, B. Wolfe and Charles Van Arsdale; miniature train, Mr. and Mrs. F. Kelly; Ferris Wheels, H. L. Brocies; Octopus, J. F. Darragh; Merry-Go-Round, H. C. Harlow; Ply-o-Plane, Enil Christenson; Caterpillar, William Andrews; Roll-o-Planes, R. M. Crumley; Looper, N. E. Fowler; Moon Rocket, J. D. Powell; Shooter, Merle Willcott; Tilt-a-Whirl, Joe Garland; kiddie motor boats, auto ride and Mother Goose, E. D. Edwards, and kiddie Merry-Go-Round, H. C. Harlow.

Show personnel includes Maison Rouge and Charles E. Bearen, managers; Virginia Lee Bearden, fan strip and novelty dancing; Cuba and Juanita, dance team; Dorothy Vigor, Martha Jean Sims, Lois Maxwell, Peggy Walsh, Ann Douglas, Jane Wear, Dottie Breazeale and Georgia Maniloff, dancers; Chet Springer, orchestra leader; W. E. Bayes, canvas man; John W. McAnnally, stage manager, and Nonnie Maxwell, electrician.

Pandora (Posing Show), Paul Morokoff, manager; Gene Gemej, Pandora; Pat Greenwood, Jill Cronin, Janice Fleck, Bonnie West and Pauline McGee, posers; Roger Willis, stage manager; Jack Carter, talker, also Mike Balterino and Claude E. McGinnis.

Motorhome, Everett Fillingham, manager; Mrs. E. Fillingham, secretary; Bill Thompson, talker; Jean Thompson, Russell Thompson, Jack Fancloth, Speedy Williams and Stan Devore, riders.

Funhouse, Tom Bush and Al Thornton. Glass House, Mrs. Tom Bush and Danny Jones.

Wildlife, R. A. McCarthy, manager; Bess McCarthy, Ernest Hall and Jess Corbett. Train porters include Lee Smiles, Eddie Arca, Roosevelt Cooley and Trippi Harder.

Main gate ticket boxes, Joe Pearl and Mrs. Hamilton.

Mrs. Rose's Hollywood Midget Theater: Mrs. I. Rose, producer; Jean Palf, Tony Venoola, Steve Gaspar, Kurt Zweibler, Verner Zwiebler, Joe Grabowski, Sonja Hall, Frieda Grabowski, Annelise Ralf, Jacqueline Hall and Estrajita Howard, actors and orchestra; Lew Hamilton, talker; Hi Farrell, front; Al Mitchell, canvas boss, and Al Goodwin and James Cagle.

Side Show: R. E. (Dick) Best and W. L. Wanous, manager; Colonel Caspar, Mighty Atom; Yose, magician; Pearl Bent, stone girl; Mildred Harlow and Mayme Sanders, bally and box illusion; Diavalo, fireproof man; Bruce Jagget, juggler; Don Frazur, pain-proof man; Cecil, Texas horned toad; Billahan, man with elephant feet; George Broom, sword swallower; Carmel, contortionist; Marlow, strong man; Billy Logsdon, annex; Bob Walford, talker; Mike Krasula, Fred Sanders and Ted Kehoe, tickets; Mrs. R. E. Best, secretary-treasurer.

Unborn Show: Irish McCormak, manager; Mrs. Irish McCormak, tickets; William Lasby, front; Dr. Robert Frazier, inside, and Mark Hart, projectionist.

Snake Show: Lucky Maynard, manager; Lucky, grind, and Jean Maynard, inside.

Iron Lung: John Dart, lecturer; Priscilla Wayne, tickets, and Mayone Kain, patient.

Fakatorium: Joe Sterle, front; Jean Baggett and Dorothy Lovelace, bally and illusion; Joe Powell, magic, and Jake Perez, mentalist.

"Little Harlem Revue": Ernest (Baby) Seals, comedian; Henry Reyno, comedian; Mary E. Smith, blues singer; Louis (Shorts) Davis, tap dancer; Herman Ingram, singer; Shorty Harris, acrobat; "Two Bits of Rhythm," novelty act; Punch Miller, leader and trumpet; Reuben Lindsey, trumpet; Chris Smith, tenor saxophone; Louis Kincoed, Robert Somerville and Jakus Wilson, all alto saxophonists; H. James, trumpet; Ward Crosby, drums; Billy Hills, bass fiddle, and Goldie Hills, piano; Lewis Clarke, Charles Calloway, Willie Outland and Arnal Taylor, all chorus boys; Prip Taylor, emcee; Anne Taylor, Candy Davis, Catherine Poplan, Elisa Masterson, Marjorie Mays, Frances Curtis, Annie McCarter, Foustina Spears, Clarissa Outland and Melvin Smith.

Casey Inks Indian Head

INDIAN HEAD, Sask., April 24.—Casey Shows, Winnipeg, have been contracted for the July 1 celebration and sports day here.

Seazo
COCONUT OIL
POPCORN SEASONING



... has that rich golden color that makes 'em buy more popcorn than ever before. Get bigger profits the easy way with SEAZO!

For those states where colored oil is not sold — use Simko brand.

By the makers of POPSIT PLUS!

Seazo

COCONUT OIL
POPCORN SEASONING

Simonin of Philadelphia

MORE "PEP"

A new D-140 EHI Power Unit will put "ZIPP" into your ride and make it pay bigger profits.

New Model D-140 Power Units are ready for immediate delivery.



25 Horse Power engine on truck weighs only 978 pounds. Dependable Power ready at all times increases Gross and Net Profits.

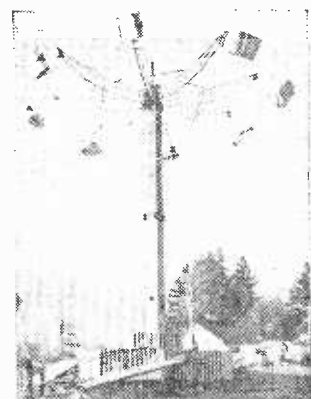
You'll make no mistake if you solve your power problem with the dependable V-belt EHI Power Unit. Write for information today.

ELI BRIDGE COMPANY

Builders of Dependable Products
800 Case Avenue Jacksonville, Illinois

Surpasses All Others

The... **HI-BALL** Ride Is Tops



52 Ft. High • Fast Loading
Ideal for Carnivals • Ideal for Parks
THRILL • FLASH

FRANK HRUBETZ & CO.
SALEM, OREGON

NOW!

turn to
INSIDE FRONT COVER
for an important story on

POPCORN PROFITS

MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES

BOOMERANG

1948 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1947



WRITE FOR CATALOG, ETC.
U. S. RIDING DEVICES CORP.
HARRY WITT
298 Junius St., Brooklyn, N. Y.

NOTICE, CONCESSIONAIRES

NEW MODEL BERT'S AUTOMATIC ICE SHAVING MACHINE for Snow Cones now available. Entirely automatic, with push-button control. Machine delivers clean, fine snow in a hurry. This money maker will be demonstrated for you at Cotton Bowl Roller Rink, Fair Park Dallas. If you can't call, write or wire.

BERT'S SNOW CONE MACHINES
FAIR PARK DALLAS, TEXAS
We also handle Snow Supplies.

NEW IMPROVED CHAIR PLANE SWINGS

V Belt Drives. Steel Cut Pinions. Disk Clutches. Le Roi Power Units. Steel Tubing Fences. Split Towers.

RIDE-HI MFG. CO.
Pinckneyville, Ill.

**LIMITED PRODUCTION
IN 1948!**

TO BE SURE OF PROFITS IN THE
COMING SEASON, PLACE YOUR
ORDER NOW FOR THESE TIME-
TESTED, SURE-FIRE

**MONEY MAKERS
by EVANS!**

- EVANS' JUMBO DICE WHEEL
- EVANS' HORSE RACE WHEEL
- EVANS' CANDY RACE TRACK
- EVANS' HIGH STRIKER
- IMPROVED COUNTRY STORE WHEEL
- AUTOMATIC DEVIL'S BOWLING ALLEY
- EVANS' AUTOMATIC ROLL DOWN
- EVANS' 7-11 BASEBALL GAME
- IMPROVED BEE HIVE
- NEW "SPEED DEMON" AUTO BUMP
- EVANS' CHUCK CAGES
- EVANS' SHOOTING GALLERY SUPPLIES
- EVANS' WALKING CHARLEY
- EVANS' MONKEY SPEEDWAY
- ADD-A-BALL GAME
- PADDLE WHEELS
- RAFFLE WHEELS
- EVANS' BALTIMORE WHEELS (Any Combination)
- PONY TRACKS

Write for Complete Catalog

CARNIVAL SUPPLIES, EQUIPMENT,
GAMES, ETC.

H. C. EVANS & CO.

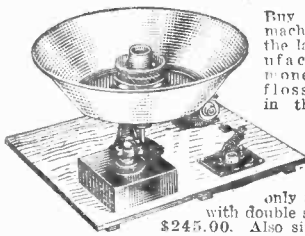
1528 W. Adams St., Chicago 7, Illinois

CRETORS

Since 1885
*America's Pioneer
Manufacturer of
Corn-Popping
Machines*

C. CRETORS & CO., Chicago 16, Ill.

Easy Way to Big Profits!



Buy your floss machines from the largest manufacturer of money-making floss machines in the world. Make more money with Super Model #111 at only \$227.50 with double spinnerhead \$245.00. Also single bands and ribbons, \$5.00 each. Double bands, \$15.00 each. New floss Model 120 at \$275.00. Order shipped on 25% with order. bal. on delivery. Our motto: Better merchandise at lower cost!

CONCESSION SUPPLY CO. 3916 Secor Rd. Toledo 6, Ohio

INSURANCE

— • —

IDA E. COHEN

175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

Frozen Custard Machines
CONCESSION TRAILERS

Order now for sure spring delivery.
Write for latest free catalogue.

Frank Thomas

GENERAL EQUIPMENT SALES, INC.
814-824 South West Street
Indianapolis 2, Indiana

*a chip off
the old
block!*

★ Made by the makers of the

- LOOPER
- CATERPILLAR
- MOON ROCKET
- KIDDIE AUTO-RIDE
- HURRICANE
- WATER SCOOTER
- CARROUSELS

and other famous rides

**THE ALLAN HERSCHELL
KIDDIE MERRY-GO-ROUND**

Allan Herschell's master craftsmen have made this Kiddie Merry-Go-Round a near-perfect reproduction of the famous AH "Ideal" carrousel — in everything but size! Rolls on same high quality bearings. Sturdily constructed, with structural steel sweeps and crossrails. Ride is equipped with 20 all-aluminum jumping horses, two chariots, has brilliant fluorescent lighting. Only 11 ft. high, 20 ft. in diameter. Loads easily on 14 ft. truck. Write, wire or phone today for price and delivery schedule.

ALLAN HERSCHELL COMPANY, Inc.
NORTH TONAWANDA, NEW YORK

World's largest manufacturers of amusement rides

**HOFFIE ELECTRIC
FRANKFURTER BAR**

Serve hundreds of new HOFFIE Bunwiches in the HOFFIE portable bar. Bar measures 24" x 36" x 42". For taverns, restaurants, drug stores, luncheonettes, dinners, tourist camps, filling stations, amusement parks, skating rinks, bowling alleys, outdoor theaters, drive-ins, etc. The HOFFIE no slip-no drip sandwich is easy to prepare, quick to sell. Write for brochure today.

HOFFIE NATIONAL SYSTEM, INC.
122-B N. W. First Street
Evansville 8, Indiana

1949 LITTLE DIPPER

Portable Miniature Roller Coaster

Because of orders in excess of 1948 scheduled production we are rushing tooling on the 1949 model and will start making deliveries early in June of this year. The LITTLE DIPPER consistently outgrosses all other kiddie rides, is popular as a family ride and as a moderate thrill ride for adults. One 1947 model LITTLE DIPPER exhibited on Crafts' 20 Big Shows grossed over \$6500.00 in only two fair dates totaling 21 days.

★ LITTLE DIPPER currently making records on prominent midways ★
Virginia Park, Long Beach, Calif., owned and operated by C. H. Ragland; Whitneys-at-the-Beach, San Francisco, owned and operated by W. B. Reeder; O. N. Crafts, of Crafts' 20 Big Shows of California; Wm. R. Snapp, of Snapp's Greater Shows; Chapultepec Park, Mexico City, owned and operated by Cardenas Brothers; W. R. Curry, San Antonio, Texas; Dispensa and Sons, Hinsdale, Ill.; W. H. Kennedy, Kern County Park, Bakersfield, Calif.; Consolver Brothers, Wichita, Kans.; C. J. Mancino, Staten Island; Jacob Pryor, Paramount, Calif.; Wm. H. Meyer Kiddielands, San Francisco, Calif., owned and operated by O. J. Russell; Lucas Kiddieland, Glendale, Calif.; Beverly Park, Los Angeles.

Write, wire or telephone for early delivery date.
STANDARD MODEL PRICE, \$6,400.00, HERE AT OUR FACTORY.
The terms are \$1,500.00 with order and the balance on completion.

BRADLEY & KAYE AMUSEMENT COMPANY 8506 Beverly Blvd., Los Angeles 36, Calif.
BRADSHAW 2-2408

FLYING SCOOTERS

QUEEN OF THE FLYING RIDES

With 1948 Streamlined Cars

**EIGHT CAR
PORTABLE RIDE**

**STATIONARY &
ELEVATED
PARK RIDE**

**NEW JET
KIDDIE RIDE**

BISCH-ROCCO AMUSEMENT COMPANY
5441 S. COTTAGE GROVE CHICAGO 15, ILL.

OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

FYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

**ONLY
popsit plus!**

LIQUID
POPCORN
SEASONING

gives
your customers
the
FLAVOR
they
favor
in
popcorn

SEASONING SPECIALISTS
TO THE NATION

Simonin of Philadelphia

TENTS SHOW CANVAS

CARNIVAL, CONCESSION, CIRCUS

Prompt delivery any type tents to order.

Tents of Royal Blue, Forest Green and Khaki Dyed or Flameproofed. Red, Blue and Orange for trim.

Write Today

Hoopers Flameproofing Compound

"SID" T. JESSOP GEO. W. JOHNSON

UNITED STATES TENT & AWNING CO.
2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

"AMERICA'S FINEST SHOW CANVAS"

NEW! 20x40 and 28x56 Hip Roof Tents. 8' Sidewall, Green Flameproofed. FOR IMMEDIATE DELIVERY

Tents—Side Show Banners

The Best Flameproofed Fabric Available.

- Forest Green
- Royal Blue
- Orange
- Khaki

BERNIE MENDELSON—CHARLES DRIVER

O. Henry Tent & Awning Co.
4862 N. CLARK ST. CHICAGO 40

SIDEWALL NEW WATERPROOF FLAMEPROOF

Following finished sizes, complete with Grommets. Made of double fitted duck or twill.

6'x100' ... \$62.74	9'x100' \$ 92.00
7'x100' ... 72.49	10'x100' 101.74
8'x100' ... \$82.25	

Made in any length at the above rate per running foot.

• Satisfaction Guaranteed. Prompt Delivery. "If It's Made of Canvas, We Make It."
25% Deposit—Balance C. O. D.

MICHIGAN SALVAGE

417 W. Jefferson Ave., Detroit 26, Mich.

SHOW CIRCUS CONCESSION TENTS

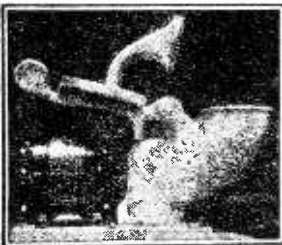
MERRY-GO-ROUND **CENTRAL Canvas Company**

HARRY SOMMERVILLE—FOREST GILL
121 West 8th Street Kansas City 6, Mo.

D. M. KERR MFG. CO.

TENTS

1954 W. GRAND AVENUE CHICAGO 22, ILLINOIS

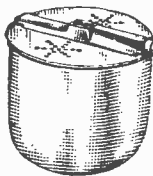


ECHOLS ICE SHAVING MACHINE
With Motor \$60.00

With Stand \$65.00
\$15.00 Deposit on C. O. D. orders.

S. T. ECHOLS
3700 S. Jefferson St. Louis 18, Mo.

New Saratoga Kettle Popper



ALL ALUMINUM
Meets all State health requirements. 12-qt. capacity of 1/2" aluminum. \$20.00 Each.
Terms: 25% with order, balance on delivery, F. O. B. Toledo.
Concession Supply Co.
3916 Secor Road Toledo 6, Ohio

Max Raney Booking Hillbilly Acts for Bar M Ranch Season

EAST BLOOMFIELD, N. Y., April 24.—Lulu Belle and Scotty have been booked for August 29 at Bar M Ranch here, which opens its second season Decoration Day, and operator Max Raney reports negotiations are under way to secure Tex Ritter and Eddy Arnold, among other name attractions.

Last year Raney offered Sunday outdoor stage shows at his 104-acre spot, featuring such attractions as Lulu Belle and Scotty, Elton Britt, the Duke of Paducah, the Cackle Sisters, and Smiley Burnette, who drew 7,261, the best crowd of the season.

Raney's spot has a barn for Saturday night square dances, two cottages and a building in which he intends to serve meals. There are also facilities for picnics, swimming, fishing and horseback riding. This year Raney will also offer outdoor Friday night movies.

Currently the *Noontimers* program, a half-hour show, is broadcast Monday thru Friday from the ranch over WHAM, and five weeks ago Saturday night barn dances were started in the main auditorium which seats 400 people. Two shows, separated by a half-hour broadcast, are offered. The show features Max Raney and His Hi Boys, Pie Plant Pete and Bashful Harmonica Joe. Guest stars are also brought in and some amateur talent is offered.

Lavelys Lose Okla. City Midget Race Site

OKLAHOMA CITY, April 24.—There won't be any more midget auto racing in this town unless promoters O. D. and Ray Lavelly can scare up a track. In a surprise move recently the Oklahoma City School Board threw the midgets out of Taft Junior High School Stadium. Last year the races drew 149,160 paying customers.

The midgets seemed set as the result of \$30,000 they had contributed in rentals which was earmarked for use in developing a 42-acre tract adjacent to the stadium as a recreational area. At school board meeting, a citizens' committee showed and offered to "give" the city \$30,000 for the recreational area if midget racing were banned. The school board accepted the offer.

O. D. Lavelly commented, "We paid 10 per cent during the 1946 season. Last July, when our control expired, we paid 12 per cent rent after a verbal agreement that this year we would be given a five-year contract and pay 15 per cent."

Last summer a small group of anti-midget citizens sought an injunction in district court against the racing but was turned down. During this uprising over 6,000 fans at a race program signed letters and cards to the school board asking that the racing be continued on the dust-proof, quarter-mile track.

Fayetteville, O., To Get Midget Auto Race Track

FAYETTEVILLE, O., April 24.—A midget auto race track, located near Route 52 here, is scheduled to start operating in May. Two Cincinnati florists, Theodore C. and Peter C. Nikias, will operate the track, which will be known as Ronnoco Park Speedway, Inc.

A 100-acre tract, leased from the Ronnoco Park Realty Co., Inc., will be improved and a grandstand with a 6,000 to 10,000 seating capacity will be erected.

Incorporators of the realty company are John J. Kestler, Overton D. Jackson and Pearl Barton.

A "Circus" Comes To Franklin, Pa.

FRANKLIN, Pa., April 24.—Circus history went on parade in this mining town Saturday and Sunday (17-18) when the celebrated P. M. McClintock theater collection was placed on display.

The event, under the sponsorship of the Chamber of Commerce and planned by Secretary Leora B. Sucher, may prove to be Franklin's only "show" of the season, as there is no circus lot within the city proper.

The fete turned out to be one of the most successful of a long line of special events used here for sales promotion, with poster, window cards, tickets, handbills, programs and route books displayed prominently thruout the city's business section.

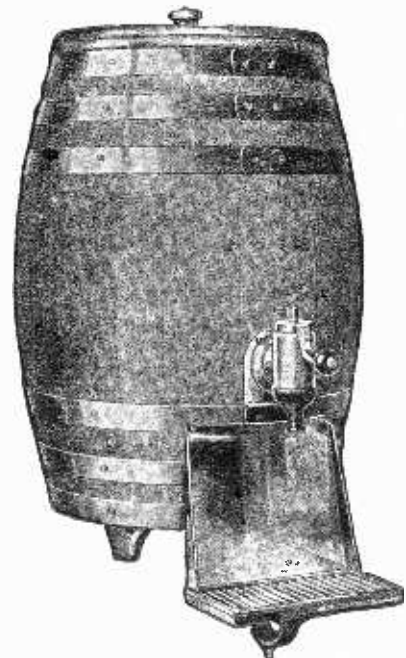
Merchants' windows, for instance, featured special displays of early Barnum parades, and displays built around such big top greats as Ringling, Barnum, Buffalo Bill, Pawnee Bill, Rice, Sells, Wallace, Barnes and Cole.

Letters, photos and scarce cabinet photos from the famed collection proved to be traffic stoppers along Liberty Street, as did the several replicas of old-time circus wagons.

Purtle Hurt Setting Up Drome

NEW YORK, April 24.—Earl Purtle, owner-operator of motordromes in Palisades (N. J.) Amusement Park and on the Cetlin & Wilson Shows, was severely injured Thursday (8) when the cable broke and cut his leg while he and his assistants were setting up the drome in preparation for the park opening.

Amazing-New-Improved ROOT BEER BARREL DISPENSER



PACKAGED CARBONATOR — New, lightweight, low-cost operation. Weighs just one-third of old-style carbonators. SUPER-STRENGTH ROOT BEER CONCENTRATE — Each gallon makes 140 gallons delicious root beer beverage. ROOT BEER MUGS — Eight-ounce size with handle. Flashy looks like sixteen-ounce size.

Write now for prices and literature.

OHIO CHEMICAL PRODUCTS CO.

National Distributors
1111 Dougherty, N. W. Canton 3, Ohio

Advertising in the Billboard Since 1905

ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE

CASH WITH ORDER PRICES --- 10M, \$10.00 --- ADDITIONAL 10M'S AT SAME ORDER, \$2.00

Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS
1 ROLL \$1.00
5 ROLLS @ 75c
10 ROLLS @ 60c

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

Camel SHOW TENTS

have the rest Beat a Mile!

Camel HAS BOTH THE EXPERIENCE AND FACILITIES FOR MAKING ANYTHING FROM A SMALL CONCESSION TO A CIRCUS "BIG TOP"!

WRITE FOR OUR FREE LIST

DESCRIBING ALL SIZES, COLORS, STYLES AND TRIMMINGS. OUR DUCK IS WATER PROOF, MILDEW PROOF & WEATHER PROOF.

Quick Delivery!

COMPLETE OFFERING OF CAMP EQUIPMENT

CAMEL Mfg. Co.
329 S. CENTRAL STREET KNOXVILLE 50, TENNESSEE

SMITH & SMITH

RIDES FOR CARNIVALS AND PARKS

Makers of Chairplane, Kiddie Airplane Swing, Kiddie Chairplane, Ocean Wave.

Write, wire, phone for catalogue, price, delivery date.

SMITH & SMITH, Springville, N. Y.

GIVE TO THE DAMON RUNYON CANCER FUND

Hamid-Morton Tabs Lush Business on Newark Stand

(Continued from page 50)

with special attention being given to lighting of aerial ballet numbers and using the Peaches O'Neill Girls as background for several acts. The principal flaws here were the public address system, which worked erratically, and the choice of canned melodies dispensed before the performance got under way—which sounded like a hick town band rehearsal.

Strong Talent Featured

The line-up of acts this year includes several recent Ringling circus features, including the Idalys, whose aerial novelty is one of the highlights of the show. The show opens with clowns, featuring the Ridolas and Hip Raymond in table rocking. Capt. Dick Clemens follows with his usual peppy presentation of seven husky lions. Cimse and Company, novelty aerial act, with Cimse and three fems, is a good flash. Roberta's dog and pony circus, good standard fare, take over center stage while clowns, headed by the Georgetowny Brothers, hold down the two rings.

Peaches O'Neill and five cuties up for neat trapeze routines and balancing bits worked on novel neon stars. Janet and Paul score with their aerial thrill act in which they use strobolited costumes to good effect. Hip Raymond follows with a miniature auto gag which is good but not equal to that of Lou Jacobs on the Ringling show.

Cooper's (8) Liberty horses are good lookers and nicely presented. The Norbertys, two men and a fem, present an aerial novelty with a lot of superfluous rigging, which, however, impresses the audience. Slivers Johnson, on with his crazy Austin auto, has a trailer gag which is definitely vulgar.

Theron's Act Improved

The Seven Theron's, European bike act, are greatly improved since their appearance on the Ringling show two years ago. The four girls are tastefully costumed and tricks are good, altho the comedy bits are strictly European corn. Peaches O'Neill's Hollywood Girls perform capably on webs, while the Adamsons (man and fem) go thru good perch routines.

Monroe and Grant follow in their well-known trampoline zanities.

The Idalys work high over center stage and click solidly. A real novelty. Clown gags are followed by the excellent and fast-paced contortion number of Miss Florence Hin Lowe, which is marred by rather infantile gyrations of the O'Neill girls. Miss Lowe is plenty good to hold her own sans any production.

Hamid-Morton elephants (3) are speedily put thru their paces by Joe Hanson, with one of them riding a tricycle as the climax. The Flying Hartzells click with good flying and unusual stunts. The show closes with Sylvana and Simone Zacchini being shot simultaneously from a cannon. A good flash, and lavishly presented here.

Staff Listed

Joe Basile is celebrating his 25th year as baton wielder with the Hamid-Morton Circus and getting an especially warm reception here, this being his home town. Bob Morton, in Shrine regalia, handles the announcing stint in his usual style. Len Humphries, business manager, is also much in evidence.

The H-M staff in Newark includes Lee Barton Evans, public relations; Carl Sonitz, promotional director; Bill Tumber, press and radio; Mike Malos, boss property man; A. (Fingers) Castle, assistant props; Henry Robinson, tickets; Charles Basile and F. E. Marschner Jr., outside contacts; Elsie J. Basile, office manager; Jeanne Brod, secretary; J. F. Koller, sound; Joe Hanson, transportation. A. Hymes has the concessions.

Clown alley, headed by the Georgetowny Brothers, includes Hip Raymond, Slim Collins, Jeff Murphree, Sa-So, Smoky Rouse, Ray Cosmo, To-To and Rube Simmonds.

Len Humphries, Bill Tumber, Carl H. Sonitz and Joe Basile took time out prior to opening here to catch the Big One in New York. Mr. and Mrs. Bob Morton made a business trip to Miami.

So far the show has had a very successful season, with highlights being the Buffalo stand, which grossed approximately \$130,000, and Altoona, Pa., where several sellouts were chalked up.

Dailey Playing To Bang-Up Biz

(Continued from page 52)

here, the animal being buried in Springfield. Johnny Walling, member of the Springfield Police Department and formerly with Ringling-Barnum, went all out in getting advance publicity for the Dailey org, with many of the stories and pictures hitting Page 1.

MAYSVILLE, Ky., April 24. — Dailey Bros.' Circus, which was to have played here yesterday, was forced to pass up the town due to the poor condition of the lot, which was inundated by the recent flood.

The org made Lexington, Ky., Thursday (22) and remained over for the following day. The freight station agent in Maysville stated that the Dailey show was skedded to leave Lexington at 5:30 p.m. Friday (23) for Ashland, Ky., making the run to Maysville on the L. & N. and then transferring to the C. & O. The show was scheduled for Ashland for today.

Johnny Anderson, of the Enquirer Printing Company, Cincinnati; Charles Wirth, of The Billboard's home office, and a number of circus fans from Cincinnati made the trip here in vain Friday.



KOZY COACH Provides Years of Comfortable Living

Show people — hundreds of them — use KOZY COACH trailers.

You will like the roominess, completeness, and convenience of a KOZY COACH home. You will like, too, our A-1 construction and perfect weather-proofing. Winter or summer, a KOZY COACH is delightful living quarters.

EVERYTHING TOPS — but the price!

Today the uncertainties and high prices of hotel accommodations make a KOZY COACH more practical than ever before. Yes, there's enough room for four, plenty of storage space, oil heat, electric hot water heater, electric refrigeration all at a cost surprisingly low.

Write for FREE illustrated catalog, giving specifications, floor plan, dimensions, etc. Or see our nearest dealer who can arrange your purchase on an Easy Payment Plan.



KOZY COACH SALES CO. — 1834 Reed St., Kalamazoo, Mich.

TENTS

ANYTHING IN CANVAS

Tents—Concession, Gypsy, Camping, flashy trimmings. Merry-Go-Round and Caterpillar Tops, Big Tops. Wire, write or phone. Quick delivery.

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.

100 CENTRAL AVE.

(Phone 38885)

ALTON, ILLINOIS

T-E-N-T-S

CARNIVAL, CONCESSIONS, CIRCUS, SKATING RINK.

"Tents With That New Look."

Individually designed by Jimmy Morrissey. Beautiful lustrous colors. Write—Wire—Phone

ALL-STATE TENT & AWNING CO.

300 E. 9TH ST.

(Phone: Harrison 6867)

KANSAS CITY, MO.

USED TOPS

40x120-0 Khaki \$400.00 | 46x66-0 White \$300.00

TOP ONLY

OTHER USED TENTS ON HAND

MARTIN N. Y. TENT & DUCK CO.

54 Howard St.

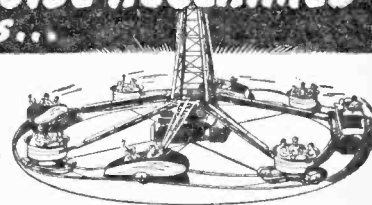
New York, N. Y.

New Ride Thrill... C-CRUISE ACCLAIMED by these New Operators...

- ★ Sol Golden, Ocean Park Pier, Santa Monica, California
- ★ G. D. Kincaid, Joyland Park, Lexington, Kentucky
- ★ Art B. Thomas, Bombshell Shows, Lennax, South Dakota
- ★ George C. Tilyou, Steeplechase Park, Coney Island, New York

EASY TO FILL UP... OPERATE... SET UP AND TRANSPORT!

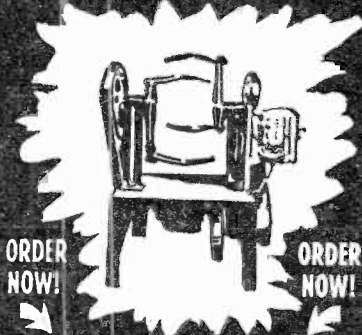
Appeals to young and old! A ride bonanza! Write for illustrated booklet



C-CRUISE CORP. Seventh and Marlark Avenue, West Salem, Oregon

Salt Water Taffy Operators!

COMPLETE EQUIPMENT AND SUPPLIES



READY-MIX FORMULA for Salt Water Taffy

NO FUSE—NO GUESS WORK

Just warm our READY-MIX and put on the HOOK—eliminates all cooking and equipment.

SEND \$15.00 FOR TRIAL ORDER

(enough to gross over \$100.00)

READY-MIX PRODUCTS

2601 So. Main St. Los Angeles 7, Calif.

Firing Duffields Shoot Works With Big Bang for 50 Years

(Continued from page 50)

Not given to living in the past, it takes some prodding to get him to detail the things he has done. He is more eager to dwell on the future.

He doesn't point out that his constant interest in fireworks consists of probing continuously for new business and for better ways in which to present fireworks displays.

But his many years in the fireworks business are studded with outstanding productions. For instance, it was he and his associates—son, Jack, and his long-time aid, Art Briese—who supplied the pyrotechnic displays at most of the biggest world's fairs in the past two decades.

Headed Army's War Show

It was Frank who headed the army's war show, a truly huge spectacle which embraced some 85 offi-

cers, 2,200 enlisted men and a convoy of some 50 vehicles and cars and which played 101 performances in 17 major cities to raise over \$1,000,000 for Army Emergency Relief.

It was he who developed and staged successful spectacles, much on the Cecil B. De Mille scale, for outdoor presentation. These were the rage and tremendous lures before the advent of the revue type of production now offered at most of the leading fairs.

And it was he who last year headed planning and production for the 100th anniversary celebration of *The Chicago Tribune*, coming up with the biggest spectacle and the largest fireworks show ever offered in this country.

A Pioneer in Technique

And thru the years Frank has been one of the pioneers in the development of fireworks technique, in introducing new methods and new effects. No small achievements, those, and all worthy of detail.

The big expos where he and his associates furnished fireworks include Philadelphia's Sesquecentennial, the Texas Centennial, the Great Lakes Exposition at Cleveland, the Century of Progress Exposition in Chicago, and the World's Fairs both in New York and in San Francisco.

The Army War Show in '42 not only raised \$100,000,000 for Army Emergency Relief, but it was credited with being a powerful morale factor at that phase of the war. The show itself was gigantic. Personnel and equipment moved on a 100-car train. Virtually every phase of the army was tied into the production, which was enhanced by the ingenious use of fireworks, which gave an added dramatic touch, and sent the folks home convinced that the nation was rapidly building a great fighting force.

Greatest of all spectacles to be presented by him was the *Awakening*, rated generally as "one of the greatest outdoor spectacles of all time." It was mammoth in scope and represented the first time a story was told thru a massive outdoor production.

In actual fact, the *Awakening* had been started by others but had bogged down, and Frank, then one of the key men in the World Amusement Service, was placed in charge when that organization took over. The spec told the story of civilization from Adam and Eve thru the advent of Christianity, the discovery of America, the finding of Indians, the establishment of the U. S., the emancipation of the slaves, and closed with a depiction of imaginary happenings, such as the sending of messages to Mars.

A Succession of Successes

Of epic proportion, the cast numbered between 400 to 500. Tied into it were striking ballet numbers. Music, specially written; pantomime, carefully rehearsed; costuming which was colorful and lavish, and fireworks all were woven into the show. It proved a tremendous success.

The *Awakening* was followed in succession by other specs, in many of which Charlie Duffield was associated in the production. These included such shows as *The Last Days of Pompeii*, *The Siege of Sevastopol*, and *The Burning of Moscow*. In all of these, huge casts were used, specialty acts worked, and there were artful ballet numbers. Trouping over the country, the show carried much huge scenery and the nucleus of the cast, the hundreds of supers being recruited and rehearsed in the various cities played.

Other specs put on under Frank scored big. Among these were the

re-enactment of *The Battle of Nations*, *The Battle of the North Sea*, and *Chateau Thierry*, all World War I episodes. In all, fireworks played a big part in providing the sock punch.

Confusion Helped in This Case

They were, indeed, realistic, as those who saw them well can remember. An amusing aspect of unscheduled realism is recalled by Frank.

"It was at Syracuse, at the New York State Fair," he reminisces. "Al Smith, then governor of New York, was in the stands. The show was *Tokyo, Thru Quake and Fire*. The supers had been well trained, we thought. But, suddenly a cloud burst. The supers in great confusion deserted their places and scurried frantically for cover. The next day, I was seated at a luncheon alongside of Al Smith, and he turned to me and said, 'I want to congratulate you. That was the most realistic thing I have seen. The confusion and chaos was wonderful.' I thanked him, and let it go at that."

A few years after World War I, by which time interest in events tied in with the war had ebbed, the specs shifted into historical portrayals. Such shows as *India*, *Mystic China*, *Tokyo*, and *Panama* were presented. No little imagination and much showmanship were brought into play in these, the one on *Panama* projecting a dreamed-up attack on the Panama Canal which called the turn on some of the actual weapons and methods used in World War II.

These specs were continued when Frank, along with Ed Carruthers, Fred Barnes, Alex Sloan and John Simpson, now all deceased, and Mike Barnes and Sam J. Levy, organized the World Amusement Service in 1923. Idea of the set-up was to service fairs with all of their major attractions (acts, music, fireworks, specs and auto races), furnish plans for different types of buildings, develop advertising and serve as a clearing house on fair information.

Introduced Grandstand Revue

Simpson, who had been secretary of the Iowa State Fair, Des Moines, and manager of the Eastern States Exposition, Springfield, was the president of the combine, and it was Frank's job to provide the specs and fireworks.

The group broke up six years after its organization, "due to the rugged individualism of those in it," according to Frank. However, during its existence the combination introduced the first revue-type grandstand production now widely used. This spelled the death of the specs, and with the combination's dissolution, (See *Firing Duffields* on page 105)

Mabel Stark Joins Polack Bros. for California Spots

SACRAMENTO, April 24.—Polack Bros.' Western Unit, having made a 2,250-mile jump here from Indianapolis, opened its 13th annual engagement for Ben Ali Shrine Temple Friday (23) under promising conditions. Jimmy Rison's promotion and the membership ticket sale both augured business comparable with previous years.

Show remains here thru May 2, with matinees daily starting today. The Western Unit will justify its designation by remaining in the West during the spring, summer and early fall.

Mabel Stark joined here with her tigers and will remain for Oakland, San Francisco and possibly other California dates. She is featuring her wire-walking tiger, Bill, which had (See *Mabel Stark Joins* on page 104)

Va. Greater Scores In Suffolk Preem; Personnel Listed

SUFFOLK, Va., April 24.—A red one was chalked up here by the Virginia Greater Shows for the week ending Saturday (10), the first of its 1948 tour. Cool weather the first two nights nixed most of the business but W. C. (Bill) Murray, general agent, reports that the rest of the week was good enough to make this among the best opening stands ever played by the shows.

Since this is the shows' winter quarters, Manager and Mrs. Rocco Masucci played host to a number of friends. Among those noted were Herb Shive, general agent, Lawrence Greater Shows; Dr. Karland, Karland's Circus; Harry P. Taylor; Dr. L. C. Holland; Sam Stallings, postmaster; Sheriff Culpeper; Lieut. Fobbs, State police; Larry Briggs; Jack Nurney, president of the Suffolk National Bank; L. Simonetti, Planters Peanut Company, and Bill Sanders, Norfolk Tent & Awning Company.

Personnel Listed

Personnel includes Rocco Masucci, general manager; Mrs. Masucci, secretary-treasurer; W. C. (Bill) Murray, general agent; Raleigh Gibson, ride superintendent, and Arthur Gibson, electrician.

Concessionaires are: Bill Penny, 4; Jimmy Winters, 2; Ed Miner, 2; (See *Va. Greater Scores* on page 104)

3000 BINGO

No. 1 Cards, heavy white, black back. 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, #3, same weight as #1 in Green, Red, Yellow @ \$8 per 100. DOUBLE CARDS, No. 1 size, 6 1/2 x 14 1/2. 10¢ each.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢. Ping-Pong Balls, printed 2 sides, \$30.00. Replacements Numbered Balls, Ea. .58. 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25. M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 2.00. 3,000 Small Thin "Brownie" Bingo Sheets 5 colors, loose only, no pads. Size 4x5, M 1.50. 3,000 Featherweight Bingo Sheets, large size 5 1/2 x 3; 5 colors; loose no pads. M 1.75. Adv. Display Posters, Size 24x36. Each .10. Cardboard Strip Markers, 10 M for Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3 piece layout for 15.00. Thin Transp. Plastic Markers, Bwn. 1/4 M 1.00. Red or Green Plastic Markers, 1/4 Square, Round or Scalloped, \$2.50 M; 1/2 the Size \$2.00 M.

All above prices are transportation extra. Catalog and sample cards free. No personal check accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. JACKSON BLVD., Chicago 4, Illinois



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 \$6.00
100-Player Complete 8.00

1/3 Deposits on All Orders.

SLACK MFG. CO.

116-122 W. Illinois St. CHICAGO, ILL.



COMPLETE POPPERS SUPPLIES

READY-TO-EAT

POPCORN PRODUCTS

Excel & Gibson Poppers



AMERICA'S FINEST SHOW PRINTING

SPECIAL DESIGNED OR STOCK POSTERS

FOR THE ENTIRE SHOW WORLD

WRITE FOR DATE BOOK, PRICE LIST, SAMPLES - STATING ATTRACTIVE SEND LIST FOR ESTIMATE.

34 YEARS OF FRIENDLY SERVICE

CENTRAL
SHOW PRINTING CO. MASON CITY, IOWA

HEADQUARTERS FOR

WORLD FAMOUS CONCESSION EQUIPMENT AND SUPPLIES

BLEVINS POPCORN CO.
Nashville, Tenn.

CUT ELECTRICITY COSTS



with a Universal Light Plant. Generate your own electric current at less than city rates. Have all the power you need—wherever you go—with a portable Universal. Reliable, compact—pays for itself in no time. Models for all needs—to handle from 10 to 500 bulbs. Write for FREE Literature!

Universal LIGHTING PLANTS

UNIVERSAL MOTOR COMPANY
426 Universal Drive • Oshkosh, Wisconsin

Beatty Clicks Despite String Of Bad Breaks

Hit by Row, 2 Accidents

LOS ANGELES, April 24.—Despite a series of unfortunate breaks, Clyde Beatty Circus keeps packing the big top at nearly every performance on its tour of Southern California. Bellflower, Santa Monica, Huntington Park, Alhambra, Pasadena and North Hollywood all resulted in successful stands. Three shows were given at Huntington Park.

But it wasn't all beer and skittles, tho the red wagon did record business. Two accidents and a row with city officials in Alhambra marred the week following the Los Angeles engagement.

First accident occurred in Huntington Park Wednesday (14) when a big top quarter pole broke at the horn and toppled into the grandstand during the first night show, injuring six persons. Quick thinking of Charles Owings, spectator, was credited with breaking the fall of the 200-pound pole, preventing additional and more serious injuries to spectators, police said. Mishap occurred during the high-bar comedy act. Owings grabbed the pole and momentarily arrested its fall. He was injured, as were Linda Jean Orloff, 3, and her brother, William, 7. Both suffered possible skull fractures. Janice Hendricks, 11; Mrs. Jean Harrigan, 38, and her daughter, Margaret, 5, suffered less serious injuries. The show continued after the accident.

Jinx Persists

Trouble next dogged the show at Alhambra, the following day's date. The org narrowly averted being shut down before the night performance when building inspector, Earl Malmgreen, charged the seats were improperly braced. Chief of Police A. F. Cherry took the show's side of the controversy. Cherry countermanded Malmgreen's orders and allowed the show to begin.

The jinx caught up with the show again Saturday (24) in Long Beach when Joseph Moreland, 19, a groom, was struck by a falling padroom center pole while tearing down the top. He was hospitalized with a concussion and leg injury.

Since leaving Los Angeles, the circus has been short-handed in the prop and usher departments, many of the crew having left the show after the 12-day stand. The org moves efficiently, however, with performers and staff helping out.

Longest haul of the season to date was the seven-mile trek from the runs, spotted in Burbank, to the North Hollywood lot. Show unloaded in Burbank to obviate the necessity of switching from the Southern Pacific to the Pacific Electric Railroad for the North Hollywood engagement.

Harriet Beatty Back

Clyde Beatty told *The Billboard* he plans to winter the show in the Los Angeles area. Beatty, who is negotiating with several film companies, is expected to sign a contract to star in five films. Pact probably will call for one flicker a year for five straight years.

Harriet Beatty, ill since the Shreveport opening, appeared in the arena with her tiger and elephant act for the first time this season at North Hollywood.

Frank Doyle, who was hospitalized in Los Angeles when a bar used in the flying return act fell on his head (See *Beatty Clicks* on page 70)

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended April 23. The complete List of Fair Dates was published in the issue dated March 27. The next complete list will be published in issue to be dated May 29. See each issue of *The Billboard* for corrections and additions.

- ALABAMA**
Dothan—Houston Co. Tri-State Fair Oct. 25-30. Mrs. L. J. Lunsford.
Jasper—Walker Co. Fair Assn. Sept. 20-25. James D. Dickson.
- ARKANSAS**
Arkadelphia—Clark Co. Fair. Sept. 9-11. A. T. Goodlow.
Ashdown—Little River Co. Fair Assn. Sept. 16-18. C. M. Lamkin.
Danville—Yell Co. Free Fair Assn. Oct. 20-23. J. B. Briggs.
Hampton—Calhoun Co. Fair Assn. Sept. 23-25. L. A. Primm.
Harrisburg—Poinsett Co. Fair Assn. Sept. 22-25. Edward S. Maddox.
Imboden—Lawrence Co. Fair Assn. Sept. 30-Oct. 2. Austin Stovall.
Morrilton—Conway Co. Fair. Sept. 16-18. E. M. Coleman.
Mount Ida—Montgomery Co. Fair Assn. Sept. 20-25. Cleo Ray.
- COLORADO**
Castle Rock—Douglas Co. Fair. Sept. 11-12. Chas. E. Kirk.
Littleton—Arapahoe Co. Fair Assn. Aug. 11-15. U. C. Thomas.
- CONNECTICUT**
Meriden—Meriden Grange Fair. Sept. 16-17. Mrs. Bertha B. Tinkham, S. Meriden.
Rocky Hill—Rocky Hill Grange Fair. Sept. 10-11. Dorothy B. Herrick.
Wallingford—Wallingford Grange Fair. Sept. 11. Flora E. Hough.
- FLORIDA**
Tallahassee—Leon Co. Fair Assn. Oct. 18-23. Lloyd Rhoden.
- GEORGIA**
Cedartown—Northwest Ga. Fair Assn. Oct. 11-16. Thomas Adamson.
Eatonton—Putnam Co. Fair. Oct. 4-9. George Lawrence.
Monroe—Walton Co. Legion Fair. Oct. 11-16. H. H. Shores.
- IDAHO**
Boise—Western Idaho State Fair. Aug. 24-28. W. L. Hendrix.
Burley—Cassia Co. Fair & Rodeo. Aug. 26-28. Saul H. Clark.
Grace—Bannock Co. Fair. Aug. 13-14. Wm. D. Petty, Swan Lake, Idaho.
Jerome—Jerome Co. Fair Assn. Sept. 7-11. Chas. Address.
Lava Hot Springs—Bannock Co. Fair. Aug. 27-28. Wm. D. Petty, Swan Lake, Idaho.
Montpelier—Bear Lake Co. Fair & Rodeo. Aug. 27-28. J. C. Lewis.
Preston—Franklin Co. Fair. Aug. 27-28. Dan L. Roberts.
- ILLINOIS**
Highland—Madison Co. Fair Assn. Aug. 26-29. A. P. Spencer.
Knoxville—Knox Co. Fair. Aug. 10-13. Ray Swanson, Galesburg, Ill.
Mendota—Mendota Tri-Co. Fair Assn. Sept. 4-6. Paul A. Stenger.
Odell—Odell Community Fair. Sept. 9-11. Lowell Burns.
Shawneetown—Gallatin Co. Fair Assn. Sept. 14-18. Chas. I. Oldham.
Stronghurst—Henderson Co. Fair. Aug. 17-20. Ralph Butler.
- INDIANA**
Brookville—Franklin Co. 4-H Fair. Aug. 3-6. Mrs. Merrit Taylor.
Brownstown—Jackson Co. Fair Assn. Aug. 16-21. Richard Elliott.
Huntington—Huntington Co. 4-H Fair. Middle of August. Fred A. Loew.
Peru—Miami Co. 4-H Fair. Aug. 4-8. Don Hostetler.
- IOWA**
Leon—Decatur Co. 4-H Fair Assn. Aug. 9-12. W. B. Halstead.
- KANSAS**
Ablene—Central Kan. Free Fair. Aug. 23-27. Leonard Pike.
Beloit—Mitchell Co. Fair Assn. Sept. 7-10. Lyle Lukens.
Sylvan Grove—Sylvan Grove Fair Assn. Sept. 8-11. W. A. Buzick Jr.
- KENTUCKY**
Central City—Muhlenberg Co. Fair Assn. Sept. 6-11. Larry Stone.
Falmouth—Falmouth Fair. Aug. 25-28. H. B. Best.
Lexington—4-H Dist. & Fayette Co. Farmers' Fair. Sept. 1-2. Ed Parker Jr.
Mount Olivet—Robertson Co. Agril. Fair. Sept. 24-25. Theo. Schubert.
- LOUISIANA**
Coushatta—Red River Parish Fair Assn. Sept. 29-Oct. 2. Lester P. Vetter.
Donaldsonville—South La. State Fair Assn. Sept. 30-Oct. 3. Phillip M. Sleet.
Haynesville—Clairborne Parish Fair Assn. Oct. 7-9. C. L. Cook.
Houma—Terrebonne Fair Assn. Oct. 9-10. Andrew Bernard.
Jennings—Jefferson Davis Parish Fair. Oct. 21-24. T. E. Owens.
- (See **FAIR DATES** on page 67)
- Frances Whiteman announces the tentative date of August 14 for the second annual Windham County 4-H Club Fair, Brooklyn, Conn.

Barnes Pull Below '47; Hopes Up for Final Week

By Hank Hurley

CHICAGO, April 24.—Barnes Bros.' 16th Annual Circus, which opened in the Chicago Stadium Friday (16), and runs thru Sunday, May 2, was experiencing some draw trouble the first week, but Arthur M. Wirtz, William H. Burke and Sam J. Levy were confident that next week would take care of the situation. "We are running about 10 per cent behind this year as compared to last year," Burke said Thursday (22), "but we hope it will be different next week." Reason for Burke's optimism was that next week will find the Chicago schools closed for spring vacation and this is

Brokers Yield R-B Cheap Ducs When Parents Complain

NEW YORK, April 24.—An estimated 18,800 circus tickets in the nominal \$1.20-\$3.50 bracket were returned to the Big Show for distribution following a meeting Tuesday morning (20) between Benjamin Fielding, license commissioner, and 10 ticket brokers. The returned tickets represented little more than Garden capacity for any one given performance and failed to take the edge off the terrific demand for ducats.

Fielding acted when he was advised that parents were registering numerous complaints on not being able to secure tickets, especially in the lower brackets, for their children at the circus box offices. Lyle Van, WOR newscaster, was credited by Fielding with instigating the investigation.

Licensed brokers are allowed to charge a maximum of 90 cents per ticket, regardless of its list price. Of this amount 75 cents is a fee and 15 cents federal tax. Thus a broker could legally charge \$2.10 for \$1.10 tickets, the cheapest available for the New York run. Agencies were allowed to retain all ducats box-office priced at \$4.50 up for resale.

Following the meeting Fielding said: "They told me that the tickets were obtained by purchasing them at the box office—that remains to be seen. I told them that I was very much displeased with the situation, and I recommended that they turn back the tickets."

To Assure Availability

"Next year this will not happen. I am going to issue a general directive, under my legal authority, to the circus people, arranging for proper allocation of tickets so the public gets a decent opportunity to get (See *Broke's Yield* on page 70)

Inclmency Fails To Crab Monroe's Season Opening

BUFFALO, Mo., April 24.—Monroe Bros.' Circus cracked the season here April 8, pulling a good crowd in spite of inclement weather.

Program included Beulah Shearer, aerial ladder; Frieda LaVelda and Her Ponies; Ted LaVelda, balancing; Lucky, wire-walking dog; Dot Burdett, devil sticks; Beulah Shearer, web; LaVelda, with llama; Miss LaVelda, balancing, contortion and rings; Sonny Burdett, slack wire and novelties; Dot Burdett, rolling globe. Music for the program was recorded.

Org is under management of Ted and Frieda LaVelda; Sonny Burdett is ringmaster; F. L. Yagle has concessions; Carl Lewis, cookhouse; W. V. Shearer, pit show; Oklahoma Shorty (W. V. Shearer), produces the concert and does riding, trick and fancy roping and Australian whips; Bill Thompson is on the advance. Big top, a 60 with two 30's is in charge of John LaVelda who has a 10-man crew.

expected to hypo matinee attendance, and, Burke reported, the advance for this week-end, Saturday and Sunday (24-25) is very heavy, which, in itself, is a good sign.

Burke was at a loss to explain the reason for the dip in attendance this year, other than "it's just the times, with people tightening up on their spending." Of course, one could lay the lack of attendance to the fact the show has plenty of repeat acts from last year, that the spec is missing this year and a few more such items.

This year's run is a 17-day 33-performance affair, as contrasted with (See *Barnes Biz Under* on page 70)

Revived Mo. Event Has Permanent Site

COLUMBIA, Mo., April 24.—Successful revival last year, after an 18-year lapse, of Boone County Fair here has prompted officials to purchase a 54-acre tract for establishment of a permanent grounds and form plans for program improvements.

Negotiations are under way for construction of a 10,000-seat grandstand to be completed in time for the 1948 fair, September 4-7. The plant is being landscaped by Hurst John, and plans call for a half-mile track, shell-type stage, picnic area, kiddie zoo and parking facilities. A feature will be a fox hunt, complete with hounds, horses, jumps, uniforms and horns, to open each night's horse show.

The first Boone County Fair, held in 1835, is said to have been the first held west of the Mississippi River. Columbia, located on two major highways, is in the center of the State and is the home of the State university and the State agricultural extension service.

Association officers are Wendell Holman, president; Ed Roberson, vice-president; Harold E. Johnson, secretary; E. F. Ruther, treasurer; Mrs. Claud Drew, horse show chairman; Horace E. Allen, music director; Jack Hackethorn, publicity director, and Mrs. Harry Garard, office supervisor.

Coal Miners Back On Job, So Show Trains Can Move

WASHINGTON, April 24.—With soft-coal miners back on the job in virtually full force, the Office of Defense Transportation (ODT) has promised to keep its show train ban in moth balls until another "emergency."

ODT officials said late this week that since nearly all of the 400,000 miners are back in the pits, there appears no reason for any resumption of the ban in the foreseeable future.

With the government holding a stick over John L. Lewis and his miners in the shape of a deferred sentence for civil contempt of court for delaying a back-to-work order, assumption is that any new walk-out will bring a harsh penalty. United Mine Workers' Union still is smarting over a \$1,400,000 fine for criminal contempt earlier in the week. Lewis was stuck with a \$20,000 fine in the same action.

Beatty Side Show Does Okay in L. A.; Smith Is Manager

LOS ANGELES, April 24. — The Clyde Beatty Circus Side Show followed the attendance pace set by the Big Show during the 12-day Los Angeles stand and turned in record grosses thruout the Washington and Hill engagement, according to Marvin Smith, manager.

The Beatty kid show is entirely new this year. According to Smith, grosses exceeded \$1,000 every day of the Los Angeles date and hit \$4,500 at least once during the stay.

Staff includes Marvin Smith, manager; Leon Smith, assistant manager; Charles Cox and Bob Drake, outside talkers; Frank Whalen, boss canvasser; H. C. Smith and Jack Armstrong, ticket sellers, and Oscar Lavonda, ticket taker.

Acts include Mary Webb, fat girl; Bozo, monkey man; Lady Electricia, electric act; Prince Omha, inside lecturer; Ralph Ward, tattooed man; Louise Little, snakes; Simon Brogan, band leader; Marvin Smith, anatomical wonder; Estelle Drake, indestructible girl; Leatha Smith, lady sword swallower; Duke Kamakua, June Robinson, Estelle Irene Drake and Marie Armstrong, Hawaiian troupe, and Madame Maria, mentalist.

Show, well presented and featuring plenty of flash in its wardrobe and props, carries a six-piece band.

SHOWS FUNHOUSE

If interested in connection with outstanding organization with a first-class, first-in route, it might pay you to look us over. An interesting proposition if you have worth while Attraction.

BAKER UNITED SHOWS

DRAGO SHOW LOT, KOKOMO, IND.

WANT CHAIRPLANE FOREMAN

Help on Jenny Wheel and Loop. Want Concession Agents, William Landers, answer. Tex Earns, answer.

MURRAY JACKSON

PIEDMONT EXPOSITION SHOWS
WALLACE, N. C.

FLORIDA AMUSEMENT CO.

Want all kinds of Hanky Panks, Fish Pond, Cigarette, Hoop-La, Knife Rack, etc., \$20.00 a week. Shows of all kinds, C.R.I., Monkey, Pit, Snake, etc., with own outfits. Yes, we play Florida all winter. Can place two Flat Rides. Address:

HOWARD INGRAM

Scottsburg, Ind. (Austin Show Lot),
this week; Seymour to follow.

WANT HELP

Caller, etc., for Bingo mounted on Trailer. Up and down in an hour. Playing Chicago lots.

PETER F. VETRANO

628 Drummond Place, Chicago, Ill.
Phone: Lakeview 0547

WANT WHEEL FOREMAN Central States Shows

SALINA, KANSAS

AGENTS

To Work Slum Stores in Park.
Seven days week, no tear-down.

Write:

RAY CLAYTON

Lake Lansing Park, Haslett, Mich.

Carnival Routes

Send to
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alabama Am. Co.: Bayou La Batre, Ala.
Alamo Expo.: Abilene, Tex.
Admiration: Wetumka, Okla.
American Beauty: Mexico, Mo.; Moberly 3-8.
American Eagle: Carterville, Ill.
American Midway: Mangum, Okla.
A.M.P.: Phoenixville, Pa., 30-May 8.
Anderson's Am.: Laingsburg, Mich.
Anderson's Greater: Livingston, Tenn.; Oneida 3-8.
Anthracite: Wilkes-Barre, Pa., 29-May 8.
Babcock United: Monrovia, Calif.
Baker United: Kokomo, Ind.
Barkoot Bros.: St. Louis, Mich., May 3-8.
Barlow's Big City: (Vandervender & Easton at Evans) St. Louis, Mo.
B. & C. Expo.: Dansville, N. Y.
Beam's Attrs.: Windber, Pa.
Becht, Lee: Hartwell, Cincinnati, O.
Bee's Old Reliable: Corbin, Ky.
B. & H.: Chesnee, S. C.
Big Four Am. Co.: Moweaqua, Ill.
Big State Am. Co.: Taft, Tex., 26-May 8.
Bistany & Martin: Newark, N. J.
Blue Grass: Owensboro, Ky.
Borup's United: Marion, Ky.
Bright Lights Expo.: Bedford, Va., Covington 3-8.
Brownie's Am. Co.: Chelsea, Okla.
Buck, O. C.: Troy, N. Y.
Buffalo Shows: Hornell, N. Y.
Bullock Am. Co.: Mount Holly, N. C.
Burdick's Greater: Eastland, Tex.
B. & V.: Carlsbad, N. J., 28-May 8.
Caledonia: East Greenbush, N. Y.
Capeil Bros.: Lindsay, Okla.
Capital City: Madisonville, Ky.
Carr, Lawrence: Brockton, Mass.; Pawtucket, R. I., 3-8.
Cavalcade of Amusements: Gadsden, Ala.
Caravella Am. Co.: Williamstown, Pa.; Shamokin 3-8.
Central States: Salina, Kan.
Cetlin & Wilson: Petersburg, Va.
Chanos, Jimmie: Richmond, Ind.
Coleman Bros.: Holyoke, Mass.
Columbia: Gardner, Me., 1-8.
Continental: Kingstons, N. Y.
County Fair: Doniphan, Neb.
Crafts Expo.: Los Banos, Calif., 27-May 2; Merced 4-9.
Crafts 20 Big: Sacramento, Calif., 27-May 2.
Craig, Harry: Lamesa, Tex.
Crystal Expo.: Monroe, Ga.; Franklin, N. C., 3-8.
Cunningham's Expo.: Byesville, O., 1-8.
Curl, W. S.: London, O., 1-8.
D. & B.: Society Hill, S. C.
De Luxe: Norwich, Conn.; Chicopee Falls, Mass., 3-8.
Denton, Johnny J., No. 1: Marion, Va.
Dick's Greater: Westville, N. J.
Dixieland: Toccoa, Ga.
Douglas Greater: Longview, Wash.

To maintain earlier distribution schedules, it is necessary that Circus and Carnival Routes be received in the Cincinnati office of The Billboard, 2160 Patterson Street, not later than 5 p.m. (EST) on Saturdays.

Dowland, Floyd: (First & E. Capitol Drive) Milwaukee, Wis., 26-May 9.
Down River Am. Co.: River Rouge, Mich.
Dudley, D. S.: Breckenridge, Tex.; Altus, Okla., 3-8.
Dumont: Bristol, Pa.
Dupree, Jimmie: Mora, N. M.
Dyer's Greater: Charleston, Mo.
Eddie's Expo.: Ford City, Pa., 1-8.
Elliott, L. W.: Am. Co.: Vandercook Lake, Jackson, Mich.
Endy Bros.: Savannah, Ga.; Norfolk, Va., 3-8.
Evans United: Warrensburg, Mo.; Clinton 3-8.
Exposition at Home: Hamburg, Pa.
Fidler's United: Jacksonville, Ill.
Fleming, Mad Cody: Waycross, Ga.; Eastman 3-8.
Florida Am. Co.: Scottsburg, Ind.; Seymour 3-8.
Fountain of Youth: Plymouth, Pa.; Pittston 3-8.
Francis, John: E. St. Louis, Ill.
Franklin, Don: Georgetown, Tex., 28-May 8.
Frear's United: Eureka, Kan.
Gaiety: Hornell, N. Y., 1-8.
Garden State: Coplay, Pa., 1-8.
Gem City: Pine Bluff, Ark.
Gentsch, J. A.: Vicksburg, Miss.
Georgia Am. Co.: Cumming, Ga.; Dahlonga 3-8.
Gold Bond: Kewanee, Ill.
Golden Gate: Guthrie, Ky.; Elkton 3-8.
Golden Rule: East Riverton, N. J.
Grady, Kelly: Columbia, Tenn.
Granite State No. 1: Worcester, Mass.
Granite State No. 2: Concord, N. H.
Greater United: Durant, Okla.; Ardmore 3-8.
Groves Greater: New Iberia, La.
Gulf Coast: Cape Girardeau, Mo.
Hannum, Morris: Carlisle, Pa.; York 3-8.
Happy Attrs.: Zanesville, O.; Alliance 3-8.
Happyland: Port Huron, Mich., 30-May 8.
Harrison Greater: Mt. Airy, N. C.
Hartscock Bros.: New Canton, Ill., 1-8.
Haywood: Pryor, Okla.
Heller's: Englewood, N. J.; Haverstraw, N. Y., 3-8.
Hennies Bros.: Hot Springs, Ark.; Little Rock 3-8.
Henson, J. L.: Texarkana, Ark.; Benton 3-8.
Heth Expo.: Mount Vernon, Ill.
Heth, L. J.: Murfreesboro, Tenn.; Bowling Green, Ky., 3-8.
Hill's Greater: Amarillo, Tex.

Home State: Ottumwa, Ia.
Imperial Expo.: (Grand & Chouteau Sts.) St. Louis, Mo., 30-May 8.
Imperial: Virden, Ill.; Bushnell 3-8.
International: Ponca City, Okla.; Junction City, Kan., 3-8.
Jayhawk Am. Co.: Pleasanton, Kan.; Humboldt 3-8.
J. & B.: Brookneal, Va.
Johnny's United: Waynesboro, Tenn.
Jollytime: Berwick, Pa.
Jones Greater: Ashland, Ky.
Jones, Johnny J., Expo.: Washington, D. C., 21-30.
Kaus, W. C.: Greenville, Tenn.
Kilgore: Huntsville, Tex.
Kirkwood, Joseph J.: Poughkeepsie, N. Y.
Kuntz Bros.: West New York, N. J.
LaCross Am.: Windsor Locks, Conn.
Lamb, L. B.: Metropolis, Ill.; Carbondale 3-8.
Lawrence Greater: Cumberland, Md.
Lee United: River Rouge, Mich., 26-May 9.
Leeright, J. R.: Marion, Kan.
Lone Star: Centerville, Ind.; Hagerstown 3-8.
Lottridge, Harry: Pell City, Ala.; Guntersville 3-8.
Magic Empire: Oxford, Miss.
Manning, Ross: Newburgh, N. Y.; Peekskill 3-8.
Majestic: Harrisburg, Pa.
Marion Greater: Spartanburg, S. C.
Martin's United: Corona, Calif., 28-May 2; Watts 5-9.
McBride Bros.: Randleman, N. C.
McKee, John: Flora, Ill.; Fairfield 3-8.
Merit: Lynn, Mass.
Merriam & Robinson: Boone, Ia., 3-8.
Merry Midway: Greenfield, Ind.; Edinburg 3-8.
Midway of Mirth: Carlinville, Ill.
Midwestern Expo.: Wagoner, Okla.
Mighty Hoosier State: Bedford, Ind.
Mighty Page: Boone, N. C.
M.C.M.: (Hopkins Park) Providence, R. I.
Model: Parsons, Kan.; Clinton, Mo., 3-8.
Moore's Modern: Paragould, Ark.
Murray Am. Co.: Bartonville, Ill.
Nelson, George W.: Eldorado Springs, Mo.
Nessler's: Rantoul, Ill., 30-May 8.
New England Am. Co.: Athol, Mass., 30-May 8.
Nolan Am. Co.: Mountsville, W. Va.
Nolan, Larry: Las Animas, Colo.
Ohio Valley: Mansfield, O.
Omar's Greater Am.: Pocahontas, Ark.
Orange Blossom: Spring Hill, Tenn.
Page Bros.: Bruceton, Tenn.; Humboldt 3-8.
Page, J. J., Expo.: Johnson City, Tenn.
Palmetto Expo.: Greenville, S. C.
Parada: Olathe, Kan.
Paul's Am. Co.: Monett, Mo.
Pearlene: Shidler, Okla.
Penn Am. Co.: New Oxford, Pa., 29-May 8.
Penn Premier: Phillipsburg, N. J.; Middletown, N. Y., 3-8.
Peppers All-State: Greenville, S. C.
Perry, Jack L.: Statesville, N. C.; Kannapolis 3-8.
Piedmont Expo.: Wallace, N. C.
Pike Am.: Afton, Okla.
Pine State: Canton, Ga.
Playland United: (Van Buren & Telegraph Roads) Detroit, Mich., 6-15.
Playtime Am.: Lowell, Mass.
Pleasureland: Huntington, Tenn.
Pioneer: Waverly, N. Y.; Towanda, Pa., 3-8.
Prel's Broadway: Alexandria, Va., 26-May 8.
Queen City: Whitesburg, Ky.
Raftery, James M.: Chadbourne, N. C.
Reid, King: South Glens Falls, N. Y., 3-8.
Robertson Bros.: Kingsport, Tenn.
Rogers Bros.: Pelican Rapids, Minn.
Rosen, H. B.: South Fulton, Tenn.; Jackson 3-8.
Royal Crown: Nashville, Tenn.
Rupe's Midway for Fun: Jetmore, Kan.
Scotty's United: Des Moines (Urbandale) Ia., 5-8.
Shan Bros.: Richlands, Va.
Siebrand Bros.: Miami, Ariz.
Silver Slipper: Rockwood, Tenn.
Silver Star: Bishop, Calif.
Silver States: Canadian, Tex.
Smith, Casey: Lawton, Okla.
Smith, George Clyde: Johnstown, Pa., 29-May 8.
Snapp Greater: Miami, Okla.
Southern Am. Co.: Kerrville, Tex.
Southern States: Ruskin, Fla.
Southern Valley: Camden, Ark.; Bald Knob 3-8.
Srader, M. A.: Hutchinson, Kan.; York, Neb., 3-8.
Stafford United: Indianapolis, Ind.
Standard Am. Co.: Lenoir City, Tenn.
Starr, Joe: Stigler, Okla.
Stebler Greater: Plasterco, Va.
Stephens, C. A.: Gate City, Va.
Strates, James E.: Perth Amboy, N. J.
Stumbo, Fred R.: Westville, Okla.; Stillwell 3-8.
Sunflower State: Colby, Kan.
Sunset Am. Co.: Excelsior Springs, Mo.; Sedalia 3-8.
Tassell, Barney: Gloucester, Va.; Tappahannock 3-8.
Tatham Bros.: Mason City, Ill.
Texas Shows: Fort Stockton, Tex.; Balmorea 3-8.
Thomas Am.: (Morris & Pa. Sts.) Indianapolis, Ind., 1-8.
Thomas Joyland: Logan, W. Va.
Tidwell, T. J.: Levelland, Tex.; (Fair) Stockton 3-8.
Tinsley, Johnny T.: (Thurmond & Davis Sts.) Atlanta, Ga.; East Point 3-8.
Tivoli Expo.: Bloomington, Ill.
Turner Bros.: Springfield, Ill.
Triangle: Charlottesville, Va.; Newport News 3-8.
20th Century: Manhattan, Kan.
Twin City: Lebanon, Mo.; California 3-8.
United Expo.: Prescott, Ark.
United States: Princeton, W. Va.
Utah Expo.: Mount Pleasant, Utah.
Van Billiard: Upland, near Chester, Pa.
Veterans United: Worthington, Minn., 26-May 8.
Victory Expo.: Hope, Ark.
Virginia Greater: Cambridge, Md.; Elkton 3-8.
Vivona Bros.: Manville, N. J.
Wade, W. G.: Pontiac, Mich.
Wallace Bros.: Mayfield, Ky.
Wallace, I. K., Attrs.: Amelia, Va.; Gretna 3-8.
Wallace & Murray: Bessemer City, N. C.
Wallace United: Pulaski, Tenn.
Ward, John R.: Pine Bluff, Ark.
W. E. Attrs.: Dawsonville, Ga.
West Coast: Lodi, Calif., 30-May 2; Santa Rosa 4-9.
Wilson Famous: Galesburg, Ill., 1-8.
Wilson Greater: Winslow, Ariz., 27-May 2.
Wolf Greater: Austin, Minn., 1-8.

Tax Reading Fair Events

READING, Pa., April 24.—Events held on the Reading fairgrounds will contribute a sizable part of the 10 per cent tax recently adopted by the Muhlenberg Township school board. All admissions to the fairgrounds, auto races, boxing shows and special events, as well as all events scheduled at the fairgrounds in connection with the Reading-Berks Bicentennial Celebration will also be subject to the township's 10 per cent amusement tax.

Wolfe Am. Co.: Mayodan, N. C.; Rocky Mount, Va., 3-8.
World of Mirth: Richmond, Va., 3-8.
World of Pleasure: Wyandotte, Mich.; Battle Creek 7-15.
World of Today: Jefferson City, Mo.
Wrightman Am. Co.: Dixon, Ill.
Zeller's Attrs.: Stockdale, Pa., 1-8.
Ziegler: Wenatchee, Wash., 26-May 2.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Beatty, Clyde: San Jose, Calif., 27; Palo Alto 28; Redwood City 29; Oakland 30-May 2; Stockton 3; Pittsburg 4; Vallejo 5; Santa Rosa 6; Eureka 7-8; Ukiah 9.
Cole, James M.: Tamaqua, Pa., 27; Phillipsburg, N. J., 28; Flemington 29; Princeton 30; Montclair May 1.
Daley Bros.: Logan, W. Va., 27; Huntington 28; Portsmouth, O., 29; Chillicothe 30; Athens May 1.
Dales Bros.: Hazard, Ky., 27; Jackson 28; Salyersville 29; Paintsville 30; Wayland May 1.
Davenport, Orrin: Winnipeg, Man., Can., 8-15.
Gainesville Community: Denton, Tex., 29-30; Lubbock May 7-8.
Hamid-Morton: Montreal, Que., Can., 1-8.
King Bros.: Hillsboro, O., 27; Wellston 28; Ironton 29; Madison, W. Va., 30; Welch May 1; Logan 3.
Mills Bros.: Muncie, Ind., 27; Anderson 28; Marion 29; Frankfort 30; La Fayette May 1; Plymouth 3; Warsaw 4; Elkhart 5; Valparaiso 6; Hammond 7-8.
Polack Bros. (Eastern): Stadium Tyler, Tex., 28-May 1; (Baylor Stadium) Waco 3-8.
Polack Bros. (Western): (Auditorium) Sacramento, Calif., 26-May 2; (Auditorium) Oakland 6-16.
Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, thru May 9.
Rogers Bros.: Clarksville, W. Va., 27; Morgantown 28; Waynesburg, Pa., 29; Masontown 30; Greensburg May 1; Pittsburg 3.
Stevens Bros.: Eldorado, Okla., 28; Duke 29; Vayne 30; Erick May 1; Sweetwater 2; Sayre 3; Cheyenne 4; Arnett 5.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Holiday on Ice (National Stadium) Mexico City, Mex., 26-May 9.
Miller's, Irvin C., Brown-Skin Models (Booker T.) Richmond, Va., 29-May 1; (Roosevelt) Pittsburgh 5-6.
Pan-American Museum & Animals: Murphysboro, Ill., 28; Tamaroa 29; Carlyle 30; Vandalia May 1.
Plunkett's Stage Show: Clarendon, Tex., 29-May 1; Dumas 3-5.

RIDE HELP

Want experienced First and Second Men for Tilt-a-Whirl, Octopus and Roll-o-Plane. These are good Rides and you must know how to handle them, also drive Semi. Top salaries and bonus if you can qualify. If you drink, don't answer.

BAKER UNITED SHOWS

DRAGO SHOW LOT, KOKOMO, IND.

WANTED CANDY BUTCHERS

WIN PARTELLO
COLE BROS.' CIRCUS
Wire, Write or Come on
Route per Billboard

WANTED NOW

Animal Man who can and will break Boxing Kangaroo Act, four-year-old male animal. State salary and previous experience. Can use Couple with Car and Trailer. Liberal percentage on Pop Corn and Snow Cones. Will buy small, rare Animals; no Freaks.
WONDER ANIMAL SHOW, Branchville, Virginia.

Cole Still Packs 'Em In; Moves to Ill.

Ruth Nelson Back in Show

DECATUR, Ill., April 24.—Off to an excellent opening at Louisville, the Cole Bros.' Circus has maintained outstanding business. Night turnout here was capacity, and the only dent in the otherwise consistently high attendance was made at the matinee here as a result of an hour late start caused by the show's late arrival. Delayed performance pulled half a house.

Terre Haute, Ind., contributed a straw matinee and a capacity night crowd. Evansville, Ind., came thru with a capacity matinee and a straw night house. What's more, the concert drew over 1,000, duplicating the concert pull at the Owensboro, Ky., stand, which netted two straw houses.

Ruth Nelson, equestrienne, aerialist and animal worker, who Monday (19) sustained an ankle injury, has recovered and is back in the program.

Record 1st Day For Davenport In Washington

WASHINGTON, April 24.—The largest first day crowd in the history of the event viewed the opening of the seventh annual Orrin Davenport Shrine Circus here Monday (19).

Biz, buoyed by a good advance sale, was steady thruout the week and crescendoed into week-end sellouts.

A favorable arrangement with school authorities, which found certain schools being dismissed each afternoon, brought out capacity crowds for all matinee performances.

Howard Foley is general chairman, assisted by Dr. William Mann, of the Washington Zoological Gardens.

Frank Cervone is musical director, Harry Haag equestrian director and Jones Evans announcer.

Costumes for the opening spec are by Languay Costume Company, with Dorothy Davenport and Harriet Shipley in charge of the wardrobe department.

Clown alley includes Early Shipley, the Sherman brothers, Joe Lewis, George LaSalle, Jimmy Davison, Gabby DeKoe, Bumpy Anthony, Dick Lewis, Brownie Gudath, Hubert Dyer, Bobby Fleming and Edgar Thomas.

King Registers At Corbin, Ky.

CORBIN, Ky., April 24.—King Bros., despite cold weather, registered a full house at the night show here Wednesday (21), after getting a three-quarter house at the matinee.

Business, since the show bowed at Macon, Ga., has been good. Middlesboro, Ky., Tuesday (20), gave with two full ones and the same was true at Anniston, Ala.

Poorest spot to date has been Cedartown, Ga., where, despite good weather, the org drew only fair houses at both shows. This is partly explained by the fact it was the second show here in three days, Dales Bros. having played here Monday (19).

Big One Signs for Movie

HOLLYWOOD, April 24.—Ringling Bros. and Barnum & Bailey Combined Shows have been signed to a movie contract by Producer David Selznick, it was announced by the Selznick Studios here. Film, to be titled *The Greatest Show on Earth*, will be a super production, it was said.

All performers of the Big One will be included, along with a cast of Hollywood stars. Production is slated for early next year, the studio said. Part of the movie will be filmed during the R-B New York showing at Madison Square Garden.

Weather, Promotion Combine To Give Mills Bros. a Good Start in Buckeye Territory

Solid Two-Hour Show Moves Fast

GREENVILLE, O., April 24.—A fair break in the weather and a display of solid advance promotion combined to give the Mills Bros.' Circus satisfactory box-office returns on its first week of the new season which got under way at its winter quarter location on the Pickaway County Fairgrounds at Circleville, O., last Saturday (17).

Warm weather and sunny skies attracted a capacity house at the Circleville matinee opener, with the night show pulling better than a half house despite a drop in temperature to near-freezing. Monday's two performances at Columbus, O., drew half-filled houses, but a good contract there with the 42d Rainbow Division and a heavy program sale made the stand a winner. Xenia, O., Tuesday (20) netted a near-capacity matinee with the use of special school tickets. Night crowd was fair. At Springfield, O., Wednesday, under auspices of the local fire department, show played to a one-third house in the afternoon, with orphans being admitted free and children going for the straight 60-cent ducats. Night show in Springfield brought out a half a house. Troy, O., Thursday, netted two full houses, and Piqua, O., Friday, was satisfactory.

Mills Boys Host Press

At the opening in Circleville, Jack and Jake Mills were hosts at a press banquet served at Memorial Hall between the afternoon and evening performances. Attending were numerous circus fans, including Dr. H. H. Conley, of Park Ridge, Ill., president of the Circus Fans' Association; newspapermen from a four-State area, chairmen of various organizations along the route sponsoring the Mills show, and numerous city, county and State officials. Tom Wilson, publisher of *The Circleville Herald*, presided as toastmaster and paid tribute to the Mills brothers and their organization. Mayor Miller extended an invitation to the show to return to Circleville next winter. Doc Waddell, the circus chaplain who will again travel with the Mills org this season, sent the opening performance away with a prayer.

All rolling stock and equipment has been annotated with the usual coat of paint and the show makes a fair flash on the lot. Motor equipment has been augmented by two sleeper buses and several trucks purchased from the former Florida Blossom Minstrels. Big top, menagerie, side show and concession canvas is the same used last season. Biggest improvement in the show's appearance is in the big top interior, where the blues have been boosted from 10 to 15 high and the reserves from 5 to 8 high, making for greater seating capacity and a better show-casing for the various features. Present big top

is a 100 with three 40's but, according to Manager Jack Mills, a new top, a 120 with three 50's, and with a seating capacity of 4,500, will be brought on sometime in July.

Performance Topnotch

The two-hour performance stacks up as topnotch circus fare for a show of its size. Show is nicely dressed, moves speedily and will improve even further when some of the new fem recruits become a bit more circusized. Also needing a shot in the arm is clown alley. Brownie Silverlake does a good job in piloting the (See MILLS GETS OFF on page 70)

R-B Granted Philly Permit for Old Lot; Fire Danger Guarded

PHILADELPHIA, April 24.—The wrangle over circus grounds ended amicably Tuesday (6) when the Ringling-Barnum circus was granted permission to operate during the week of May 24 at its old stamping grounds at 11th Street and Erie Avenue.

Fire Marshal George E. Gallagher, whose earlier decision that the circus would be a fire hazard barring the show from the old lot, announced that officials of the show had agreed to take all necessary precautions. Waldo T. Tupper, circus general agent was understood to have pledged compliance with three fire prevention steps ordered by Gallagher, including the removal of fodder from the grounds, fireproofing of bedding in the animal tents, and use of fireproof canvas for the big top and side show tents. The last regulation poses no problem, since all circus canvas is fireproof. Mayor Bernard Samuel also confirmed that the circus would be permitted to use the Erie Avenue grounds despite the earlier refusal.

Earlier in the week Zack Terrell, owner of Cole Bros.' Circus, said he would play Philadelphia if the Big One decided to pass it up. "We're friendly enemies and we want to stay away from them," Terrell said.

Mrs. Elizabeth Ringling Dies

SOUTH ORANGE, N. J., April 24.—Mrs. Elizabeth S. Ringling, widow of Alfred T. Ringling, one of the seven brothers who founded the Ringling Bros.' Circus, died here at the home of her sister, Mrs. John R. Conover, Thursday (15). Mrs. Ringling was born in Alabama, but was a resident of Ventnor, N. J., until seven years ago when she moved here to join her sister. Alfred T. Ringling, at the time of his death in 1919, was head of the Ringling circus.

R-B Grosses Near 900G In 35 Shows

New Records Likely

NEW YORK, April 24.—The Ringling Bros. and Barnum & Bailey Circus run at the Garden is hitting on high, with attendance for the past week, up thru tonight's performance (a sellout), approximately 166,600. With the first 21 performances drawing an estimated 200,000, the grand total so far is 366,600, which should give the Big One a gross of around \$900,000.

Prospects of attendance records being broken are good, as lines headed for the advance sale ticket windows more than doubled in length this week, despite the fact that Garden ticket racks have been practically cleaned out of the better pews, which are only available at some ticket agencies.

Performances are running smoothly. The usual epidemic of minor colds inherent to the Garden has hit some performers but no serious cases are reported.

Annual performance for Bellevue Hospital patients Monday (19) morning scored its usual success. Among those working this special show on the hospital grounds were Merle Evans and his band, Hugo Schmidt with seven elephants, the Bostocks and Marion Seifert in their riding act, the Bogino Troupe of tumblers, and clowns headed by Emmett Kelly and Lou Jacobs, with his miniature auto.

Friday (23) morning the elephant-drawn chimes float and several pony-drawn miniature circus cages from the Christmas spec participated in a parade along Broadway launching the American Overseas Aid-United Nations appeal for children.

Bell Equipment to Anderson

GENEVA, Neb., April 24.—During a recent visit to Bell Bros.' Circus quarters here, Bud E. Anderson purchased 33 sections of seats, a truck and 30-foot semi, water tank, two sound systems and miscellaneous property which he moved to his quarters at Emporia, Kan., reports Tom Ewalt, Bell Bros. manager. Ewalt said Anderson's show will carry two Liberty acts, one with 12 horses and the other with eight sorrels, and Dorothy Anderson's ponies. His big top will be an 80 with two 30's and a 40. He has bought new International tractors.

Wright Beef

CHICAGO, April 24.—Rink Wright enters a slight beef about the recent Dressing Room Gossip column, written by Dick Lewis, which appeared recently in *The Billboard*. In the column, Lewis wrote: "After a whirlwind finish in Sioux Falls, S. D., Orrin Davenport loaned his vaude troupe to Rink Wright for his stand in Omaha."

Wright wrote *The Billboard*: "I note by *The Billboard* of April 17 an article written by Dick Lewis whereby he states I borrowed a vaudeville show for the Omaha Shrine Circus. Now in the first place I do not produce a vaudeville show. This is strictly a three-ring circus and has been for the last 19 years. In the second place I do not borrow shows, nor do I borrow acts. I hire and pay for acts in assembling the show."

ATTENTION ADVERTISING MEN!

Newspaper Background Helpful

Personal Call Men with car, good Copy
Writers, strong Closers

TELEPHONE SALESMEN FOR TIMELY PROMOTIONS OF MERIT

Salary plus bonus, year around work.
Only men desiring permanent connection considered.

WRITE UNIVERSAL PRESS PUB. CO.

Room 304, Terminal Bldg., Toledo, Ohio

BILLPOSTERS WANTED

\$125.00 PER WEEK

Drinkers won't last the first week out.

Must have driver's license.

Billpost and Lithograph. If you are specialist
in one or other, say so.

Reputable Show.

You Open May 10. Long Season.

Write

BILL STANG

BARR HOTEL LIMA, OHIO

CAMEL FOR SALE

Will sell big male Camel, very gentle,
well broke, good breeder, \$600.

AL G. KELLY & MILLER BROS.' CIRCUS

HUGO, OKLA, or per route.

SNAKES!

FOR GOOD DEALS
TRY D. A. DALIE,
OF THE DEN

PHONE, WIRE, WRITE CO-6201

BOX 191 WAYCROSS, GA.

TIGHTS made by KOHAN

formerly of Brooklyn, now at
17 EAST 16 STREET
NEW YORK 3, N. Y.



ELASTIC NET OPERA HOSE

Black Suntan and White, \$4.95. Elastic Net Tights, \$7.50. Rhinestones and Settings, Metal Spangles, all sizes and colors. Chainette Fringes. Other Items. Folder? Yes.

C. GUYETTE

346 W. 45th St., New York 19, N. Y.
Phone: Circle 6-4137

WANTED—COWBOY, HILLBILLY, NOVELTY ACTS

MAX RANEY'S BAR M RANCH

E. BLOOMFIELD, N. Y. Contact:

MAX RANEY

42 PENHURST ST.

GRAND OPENING, DECORATION DAY.

ROCHESTER 11, N. Y.

STOCK TICKETS
One Roll \$ 1.00
Five Rolls 4.00
Ten Rolls 6.00
Fifty Rolls 20.00
100 Rolls 38.00

ROLLS 2,000 EACH.
Double Coupons.
Double Prices.
No C. O. D. Orders.
Size: Single Tkt. 1x2".

If We Could See Ourselves As Others See
Us, We'd Be a Mess of Plumb
Dissatisfied Folks

We Manufacture **TICKETS** Of Every Description
THE TOLEDO TICKET COMPANY

114-116 Erie Street
Toledo (Ticket City) 2, Ohio

SPECIAL PRINTED
Cash With Order. Prices:
2,000 ... \$ 6.60
4,000 ... 7.45
6,000 ... 8.30
8,000 ... 9.15
10,000 ... 10.00
30,000 ... 14.00
50,000 ... 18.00
100,000 ... 28.00
500,000 ... 108.00
1,000,000 ... 208.00
Double coupons. Double prices.

UNDER THE MARQUEE

The Big One is featured in the
May issue of *Holiday* magazine.

Donald and Isaac Marcks visited
friends on Bailey Bros. in Oakland,
Calif., April 16-18.

Phylis Darling has joined the Ward
Hall and Harry Leonard Side Show
on Rogers Bros.' Circus, doing rag
pictures and dancing.

Joe H. Ballard, trumpet player,
who recently underwent surgery at
Hines Veterans Hospital, Chicago,
is reported doing okay.

Charles (Chuck) Romaine, Binghamton,
N. Y., has joined Mills Bros.'
Circus clown alley. He was with the
James M. Cole Circus last year.

Jimmy Cogswell writes from Lin-

Dales Bros. Launches Tour in Union, S. C.

UNION, S. C., April 24.—New
Dales Bros.' Circus bowed for the
season here Saturday (10) under direction
of Manager Mickey Dales. Julien West
is secretary-treasurer, with David McIntosh,
general superintendent, and Deacon McIntosh
chief mechanic.

Department heads include James
Slater, general agent; Jimmy De-
Forrest, press agent; Charlie Campbell,
schools and radio; Harry Boardman,
legal adjuster; R. E. Miller, assistant
legal adjuster, and Leo Dales and
Donnie McIntosh, concessions. Big top
will be handled by Pete Reah and
C. A. Smith, with the side show
under direction of Manager Bill Dimsdale.
Larry Davis is in charge of reserved
seats.

Features include Romig and
Rooney; George Hubler, bar and
trampoline; Henderson Family, jugglers;
Flo McIntosh Troupe; Grace McIntosh,
traps and muscle grinds; Irvin Domig,
producing clown; C. A. Romig, equestrienne
director, and Charlie Cuthbert, band
leader. Wild West concert will have
Don and Hope McLennan as producers.

Larry Davis has his baby elephants,
Mary and June, on the show.

Walt Kuhn Says He's About Set To Retire

OMAHA, April 24.—Walt Kuhn,
circus painter, reports he's "about
ready to retire."

He will spend next fall and winter
in Sarasota, Fla., at the Ringling-
Barnum headquarters, however. Kuhn
said he has seen every circus in the
United States and Europe and "I've
gone hundreds of miles chasing after
the small shows. There's where you
find the interesting characters to paint.

"But that Ringling show. What a
marvel of organization. At rehearsal
everything is in a mess. Then the
show goes on and it works perfectly.
I still don't know how they do it,"
Kuhn declared.

coln, Neb., that he will open his
outdoor season May 3 at the Million
Dollar Implement Exposition, Fair-
bury, Neb. Following that date he
goes to St. Louis for the Police Circus,
May 9-23.

The Zacchini cannon act is featured
in pictures and text in the current
issue of *Life* magazine. The yarn
also adds up to a good plug for the
Hamid-Morton Circus, since pictures
of the cannon act in action were shot
at a H-M Shrine Circus date.

The Juggling Jewels, troupe of
English fem jugglers, left by plane
Thursday (22) for San Juan, Puerto
Rico, where they open Monday (26)
with the Gran Circo Americano. Jerry
Wilson, formerly a member of the
Flying Wilsons, is manager of the
Circo Americano.

Eddie Jackson is not steward of the
Ringling-Barnum show, as erroneously
reported recently, but is steward
on the No. 1 car, having charge of
all matters pertaining to the billers'
union. George Blood has been steward
of the Big Show since the death of
Ollie Webb.

James Patterson, retired circus and
carnival owner, celebrated his 88th
birthday anniversary at his home in
Paola, Kan., April 11. Present for
the family dinner were three children,
James R., Milly Lou and Lor-
rinne. Robert, a major in the U. S.
Marine Air Corps, stationed in California,
was unable to be on hand. Patterson's
grandchildren, Pat, Ota and Kerry
Sian, were present. Guests included
Mr. and Mrs. A. T. Brainerd, Kansas
City, Mo.

Ayres-Davies Org Bows at Dixon, Ill.

DIXON, Ill., April 24.—Ayres and
Kathryn Davies Circus opened the
season here Tuesday (20), the date
being moved up from May 10. With
the show this year are Paul and
Edna Zallee, Roy Adkisson; Walter
Raudenbush, boss canvasman; Tama
Frank, who has the concert, and
Betty Tilton.

The org recently completed its
indoor season, which lasted 15 weeks,
covered four States and gave 156
performances in 78 towns. Tour was
pronounced a success. Only mishap
involved Ollie Heerdink, of the Heerdink
and Tilton bar act. Heerdink broke
his leg in a fall at Pewaukee,
Wis., February 28.

The indoor show moved on 12
trucks and trailers. Ayres Davis
booked the show, with Kathryn
Davis as treasurer. Edna Earl had
the concessions. Included in the
program besides Heerdink and Tilton
were Tama Frank and Patsy, Christy's
lions, Paul Zallee and Shorty Adkisson.

Clyde Bros. Get Overflow In Wind-Up at Hannibal

HANNIBAL, Mo., April 24.—Clyde
Bros.' Circus closed a three-day stand
in the Adm. Coontz Armory here
Saturday night (17) before an overflow
crowd of more than 1,500.

The show, sponsored by the Hannibal
Council of the Knights of Columbus,
was greeted by ideal weather and
enjoyed capacity houses the first two
nights and satisfactory biz at the
matinee performances.

WANTED

For Wild West Concert, Cowboys or Indians, team
or single. Must have own accommodations. Percentage
basis only. Show opens May 8.

RAYMOND BRISON

Chambersburg, Pa.



TIGHTS

and Leotards, silk, \$4.50 each,
made to order, 3-day service.
Ostrich Plumes, curled or straight,
all colors, \$1.10. Ostrich Fringe,
\$1.50 yard. Rhinestone Patches,
\$4.50. Rhinestones and Sets, \$1.85
gross. Free folder. Orders shipped
day received.

E. ROWE

P. O. Box 233, Radio City Station
New York 19, N. Y.

PHONE MEN and PROGRAM MEN

ALL SEASON'S WORK
Contact Immediately

SAM GLUSKIN

St. Nicholas Hotel, Decatur, Ill., or

ELMER BYRNES

2345 W. 111th St., Chicago 43, Ill.

WANT For MILLS BROS.' CIRCUS

CLOWNS—State lowest salary and if you
play instrument in Clown Band. For BIG
SHOW BAND—Air Calliope Player. Join
on wire immediately. Other Musicians, write.
Seat Men, Sail-Maker, Riggers, come on. Can
always place useful people.
JACK MILLS, Muncie, Ind., April 27;
Anderson, 28; Marion, 29; Frankfort, 30;
La Fayette, May 1.

WANTED

for the
TEXAS JAY DAVIS RODEO

Opening about May 15th, playing one day stands.
People in all lines. Experienced Advance Agent
with car, able to get results; no pasting, state
lowest salary. We furnish gas and oil. Jimmy
Salter, write. Want to hear from Concessions,
also Cook House, serve public, feed Show Folks.
This is small rodeo playing small towns. State
all first letter. Boozers and chasers, save stamps.

Write W. C. RICHARDS

Rt. 2, Box 360, Pensacola, Fla.

CIRCUSES, PROFESSIONAL WRESTLERS OR ANY KIND OF ENTERTAINERS

Headed this summer for WEST COAST OF
SOUTH AMERICA, who desire to play in
ECUADOR, contact

FELIX HIDALGO

Artists' Representative

P. O. BOX #3822, GUAYAQUIL, ECUADOR

MORRIS BROS.' CIRCUS

WANTS

Acts, Aerial and Ground; Concert, Wild
West preferred; Cook House. Have good
proposition for Side Show. We open May 8.

Address:

P. O. BOX 190

Jeffersonville, Ind.

WANTED

Promotional Managers

Who can handle Phone Men. Must be sober,
reliable and no limbers. Also able to
finance self. If you are broke do not answer.
Must be ready to start immediately. Write
or wire, stating where you can be reached by
phone. JACK MILLS, c/o Mills Bros.'
Circus, Muncie, Ind., April 27; Anderson,
28; Marion, 29; Frankfort, 30; La Fayette,
May 1.

MILT—HERRIOTT'S—JOHN

Trainers and Presenters of Horses, Ponies and Dogs
Phone 934-W St. Peter, Minn.

We have room for one more Act. Specialize in
Liberty Horses and Ponies, High School Horses and
Dogs. Also break Bare-Back Horses. Can furnish
Midget Mules and Ponies, trained or untrained.
FOR SALE—Two feature Dancing Horses, also three
Ponies and two Dogs. All trained, ready to go.
Write, wire or phone your needs.

WANTED FOR

JAMES M. COLE CIRCUS ADVANCE
UNION BILLPOSTERS and LITHOGRAPHERS.
Must drive and be sober. Address:

J. E. HILL

St. Francis Hotel, Newark, New Jersey

WANTED

For ROGERS BROS.' CIRCUS BIG SHOW BAND

Cornet and Trombone, Union Scale.

Waynesburg, Pa., April 29; Masontown, 30;
Greensburg, May 1.

Ringling-Barnum

Everyone seems to have settled down to his working pace and temperament as we leave the opening night tension behind.

Bill Ballentine's article on the Big Show appears in the May issue of *Holiday* mag, with 10 pages of photos by Ike Vern.

Jackie Gerlick's daring roll-over in the breakaway covered wagon of the *Westward Whoa* gag was cut. Too rough on the wagon is the report from Jerry Bangs.

The girls got a good chance to talk to Jimmy Stewart and John Dall when that pair spent most of an afternoon back stage for picture shots.

Jimmy Armstrong held down the entire Garden alone the other night when Lou Jacobs's tiny car failed to appear because of motor trouble.

Hear that Hilda Alzana is on her feet for the first time since her fall. All send best wishes to her.

Patty Cartier and Virgil Kist announce their engagement. Tuffy Genders celebrated his birthday.

Visitors: Dr. H. H. Conley, president of CFA; Bill Day, Jim Hoye, Jim and Muncie Mooney and sons, Jimmy and Billy; Florence and Cliff Baxter, Gerry Hill, Charles Jones, Vicki Bakken, Press Hansen and Red White's parents. Movie stars included Nancy Walker, Ingrid Bergman, Charles Boyer, Dan Dailey.

Martha Wallenda is on the sick list. Backdoor scenes: Toni Concello had Merle Evans guessing about where she appeared in spec one day. . . .

Charley Bell and his dogs still rate high with spectators. . . . Mars Bennett and Fanny McClosky are trying to outshine each other with their jewelry in the menage number.

We learn from the many European importations that over there the U. S. is rumored to be on short rations and seriously lacking in utilities. Incidentally, with the many different tongues these importations speak, one would almost have to be a linguist to gather all of their gossip.—MARY JANE MILLER.

Clyde Beatty

Our week of suburban Los Angeles was a busy and an exciting one. In Alhambra labor trouble beset us when the property department left. However, the show always goes on and seen among the willing volunteers were Col. Frank Walters carrying steel. All departments aiding in the erection of the nets, and even visiting friends helped. Howard Mentz took charge of the department in Ventura and under his leadership another fine crew is in the making. During the lack of workingmen, Charlie Cox was seen everywhere and always at the right time. At this point George Hanneford began looking for shoulder pads.

Returning to the show after her recent illness, Mrs. Beatty went into her act at North Hollywood. Henry Growell substituted during her absence. Also returning at Ventura was Sam Fischer, who had been hospitalized in Cleveland with a foot injury, the result of being pawed by one of the cats during the winter date this spring.

The past week saw many visitors in the L. A. area including Gabe Russ, Lalo Codona and Tom Kitchens in Long Beach, along with Al Hubbard and Mr. and Mrs. Jack Skimans, who drove from San Diego; Raymond Beehe and family at Alhambra, and Lalo Escalante at Ventura. Shirley Carroll, accompanied by Doug Rhodes, was chauffeured about town during her radio work by Doug Norris Sr. Shir-

DRESSING ROOM GOSSIP

Orrin Davenport

The 18th week, show playing Washington. All the woes and grievances, which the boys and girls have, been storing up for years, were aired here. You should have seen the witch hunt for the congressmen and senators.

Jimmy Davison demonstrated his version of the Ward Beam Thrill Show when he took the Sherman brothers, Gudat and De Koe, to see the cherry blossoms along the Potomac.

De Koe complains these Washington houses all look too much alike. He carried the banner for two hours the other night, trying to locate his room, gave up the ghost and heeled in with Snoopy Ike.

The following acts joined in Washington: the Kays, Shyrettos, Joe Walsh, Waldorfs, Torrelis's dogs and ponies, Sonny and Pat Moore, Hunt Bros.' elephants, La Lage, Valardes, Rudy Rudynoff, Bert and Corrine Dearo, Carl and Babe Solts, Bumpy Anthony, Mrs. Earl Shipley and Dorothy Davenport. Last two named are our capable wardrobe mistresses.

Plenty of prominent visitors, including Dr. and Mrs. William Mann, Dr. Thompson and daughter, Mr. and Mrs. Melvin D. Hildreth, Alice Longworth, General Gregory, Congressman Horn, Senator Taylor and Father Ed Sullivan.

Doris Orton had four stitches taken in her scalp when a pole of the high rigging fell and hit her on the head.—DICK LEWIS.

Garden Bros.

Under auspices of the Tweedsmuir Branch of the Canadian Legion, business in London, Ont., was good. Matinees found the kiddies hanging from their favorite spot, the rafters, and night houses were good with turn-aways the last two evenings. A big party was staged by the Canadian Legionnaires at the London Country Club and was thoroughly enjoyed.

Closing on a Friday gave us a three-day week-end and time to go places and do things. Bill Garden went to Toronto for a conference with his brother, Bob, who manages the office there, and for a visit with his family. The Paiges motored to Ohio to bring back a new member of their troupe, June Fay McLaughlin. Most everyone else crossed the Ambassador Bridge to see picture shows and the bright lights of Detroit.

Johnny Wall cuts quite a figure in his new red uniform with gold braid. He now answers to Captain. Leo Mathieu is doing a swell job as boss property man. The Conleys make an impressive picture in their new wardrobe that is trimmed with ostrich feathers. Johnny Pratt has been pinch-hitting for our maestro, Ken Good, who has been doing advance work. Tommy Waters gets the chief ribbers badge with this opera. Concha Escalante is practicing every day in mighty chic rehearsal togs.

Old Sol has finally decided we aren't forgotten people. Temperature was 78 degrees the other day.—DOLLY JACOBS.

ley received a brief case from Mark Anthony, Laurence Cross and Bobbie Kay.

Missing the train in North Hollywood, Bob Porter had to pay a \$23 cab fare to get to Ventura. The De Wayne troupe, teeterboard, is in the performance. The Riding Hanneford family left us at Santa Barbara. They leave on a lengthy jaunt to Canada, accompanied by Mrs. Elizabeth Clarke. Caesar Romera and Virginia Bruce, movie stars, attended the show at Santa Barbara.—DICK ANDERSON.

Cole Bros.

The show got off to a flying start in Louisville, with ideal weather making for big turnouts and plenty of biz. The org just pitched its big top some 50 feet away from winter quarters and began to do what old-timers with the show hailed as "best ever" business in the Kentucky metropolis.

Biz kept on booming at Owensboro, Ky., the org's first town out, due in part, at least, to the fact Owensboro is Owner Zack Terrell's home town. Practically the entire populace flocked out to welcome Terrell and his entourage.

The show has met with enthusiastic reception all along the line, indicating it is to be one of Terrell's best.

George Churchill has done a swell part job on and around the lot. New faces in clown alley include Kenneth Waite, Robert Mason, Roy Allen, Lefty Lacelle, Augie Pasquinucio and Thomas Ontko.

Visitors included Ralph Holt, Mr. and Mrs. Tom Gregory, Dot Gregory, Walter L. Main, Mr. and Mrs. Chapman, Dr. and Mrs. Huebener, Joe Rossi, Pete Cristiani, Mr. and Mrs. Ed Brookes, Norma and Corky Plunkett, Jean (The Great) Allen, Tommy (Greek God) Junedes, Ed Floyd and Al Kaufman.—FREDDIE FREEMAN.

Bailey Bros.

Our business continues big. Since opening we've had eight stands (as this is written), requiring three shows daily. We've also had plenty of that California dew.

Bill Miller, who has been on the sick list, is back again doing his barrel kicking. Martin Wingerter, calliope player, is hospitalized with pneumonia. Skinny Goe, band leader, is proud of his new trumpet. Emanuel Barrangan bought Skinny's trumpet and is practicing daily, much to the discomfort of the boys in the pad room, who, politely but firmly, requested him to go to the horse tents.

Recent visitors have included Charles Clark's daughter, Lethia, who visited the Joe Hodgini family in Petaluma; Ray H. Wheeler and Mr. Ray, of the Ray Circus, who visited the Miller family in Oakland; Bob Stanley's son, wife and daughter; Leonard Pearson, of Polack Bros.; Mr. Marks and son; Shorty Chase, cornet player formerly with Everett James and Eddie Woeckener, who was a guest of Skinny Goe in Oakland, and the CFA friends of Albert White.—RUSTY BADER.

King Bros.

The show is running smoothly, playing to sellouts Thursday (15) in Cedartown, Ga.; Friday (16) in Anniston, Ala., and Saturday (17) in Fort Payne, Ala.

System inaugurated this year finds the flying squadron, cookhouse and layout crew under Jack Neville departing for next stand at the conclusion of the matinee. Upon arrival of big top, the lot is layed out, stakes are driven and breakfast is ready.

Orchids to chief mechanic Walter Rodgers, Enoch Bradford and his crew and Napoleon Reed for his eats. Clown alley has been increased to 12, with Senor Morales and his canines aiding in the walkarounds.

Members of the org are convinced Eddie Hendricks is passing out Annie Oakleys in large numbers as fans galore gather around dressing room asking for him before and after each performance.

Fort Payne visitors included Hubert (Hi-Lo) Merk, the Clown of Alabama, who worked matinee; Thomas and Gordon Gribble, press representatives; Ira Gross, former advance man.—BILLIE BURKE.

Barnes Bros.

Pink lemonade and green sawdust once again at the Chicago Stadium.

A new act that has never played the Middle West is the Three Barretts. Those boys are fast.

Elly Ardelty is in a class by herself. She looks so radiant and works with such effervescence that you want to see her over and over again. She has a brand new outdoor rigging.

A lot of credit goes to Leo Hamilton. He works almost as hard as the performers in putting the acts over.

A banquet was given some of the performers at the Golden Gate Restaurant. Our host was Dr. Corbett, who is one of our top circus fans in Chicago.

Whether this match officially was announced previously, I do not know, but the espoused are Lowell Sherer and Mary Stevens. Both take part in two different flying acts. Lowell's consort, Mary, is with Billy Ward, finishing her date in Washington and Lowell is with Fred Valentine.

Visitors included Jack Leontini, the Maschinos, Gene Randow, La Brach and Bernice, Massimiliano Truzzi, Jack Klein, Louis Stern, Josephine Berosini, Mr. and Mrs. Bela Martinis, Mr. and Mrs. Andre Danwill, George Woodbridge, Ross Wyse, the Ortans, Mario Ivanow, Dr. and Mrs. Schlack, Mr. and Mrs. Erickson (newlyweds), Robert Zimmerman, John Billsbury, Alexander Konyot, Helen Billetti, the Jigsaws (Harold, George and Roland), Francis Lederer and Mike Barnes. Mrs. Edmondo Zacchini left her Florida home early this year to witness the show and the debut of her two daughters, Victoria and yours truly.—DUINA ZACCHINI.

Dailey Bros.

We have heard that you can't run away from troubles. Despite this, we skipped Gonzales, Tex., because it rained us out every year. Instead of opening in Gonzales, Paducah, Ky., was chosen and what happens? Right you are. It rained cats and dogs. The populace didn't seem to mind, however.

We hit our stride in Springfield, Tenn., where both shows went off without a hitch under the able direction of Tiger Bill, with the whistle, and Bert Rickman announcing. The band, under direction of Joe Rossi, has added several top-flight musicians. New acts are going over big as is the improved Plunkett trampoline routine. The bareback riders have decided not to talk during the act. One of them shouted, "No, No," and all four horses stopped with disastrous results to the pyramid formation.

Visitors have included John Daly, James Watts and family, Mr. Cartwright, Mr. Covington, Ben Kowski, Ernest Otteson, John Welch, Dick Sahler, Mrs. Robert Clay, Ruth Baldrich, Gladys Kaletch, Dr. and Mrs. Schlack, Reno, Rose Westlake and Tommy O'Brein's mother and sister.—HAZEL KING.

2—TELEPHONE MEN—2
MUST BE RELIABLE. INDOOR SHOW.
Book, Tickets, Banners.
Chr'm C. I. O. Council
207 1/2 Center, Bay City, Mich.

WANTED

ONE LARGE STEEL ARENA FOR LIONS

Contact

CARL VRETTA

2503 Wyoming

DEARBORN, MICH.

Hamid Inks 12 Annuals

**Spartanburg, Augusta buy
big revue-type shows —
Georgia fair plans stadium**

NEW YORK, April 24.—George A. Hamid, head of the booking office bearing his name, this week announced the contracting of 12 fairs, several of which are returning to the Hamid books after an absence of one or more years.

George Jr. recently inked the Piedmont Interstate Fair, Spartanburg, S. C. The contract, signed by Paul Black, fair president, calls for the largest show ever played by this annual. Hamid's *Showtime Revue* with an 18-girl line will be featured, along with Cervone's band and eight acts. Hamid last booked Spartanburg about 10 years ago.

Other fairs back on the Hamid books include Chattanooga, London, Ont.; Schaghticoke and Bath, N. Y.; Fredericton, N. B.; Huntington, Ind., and Bloomsburg, Pa.; Cedartown and Gainesville, Ga.

Hamid also announced that the Exchange Club Fair, Augusta, Ga., has booked what he believes to be the largest grandstand show ever to play that State. The fair will play virtually the same show booked into Charlotte, N. C., and Columbia, S. C., consisting of the *Showtime Revue*, Cervone's band, and nine acts.

A stadium seating 4,200 is planned for Augusta. In the past the fair has bought only one or two free acts, because it lacked facilities for staging a regular show and charging admission.

Add 16-Acre Tract To Plumas County, Calif. Fairgrounds

QUINCY, Calif., April 24.—The Plumas County Fair Board has announced that an additional 16 acres have been acquired for the fairgrounds here. Tract adjoins the present property. A water reservoir will be installed on the site, authorities say.

A study is being made of the possibility of moving the rodeo to the newly acquired ground and of erecting a new grandstand.

Martin Sword, secretary-manager of the fair, stated architects are preparing a master plan, to be executed over a period of years, which will include all necessary installations at the fairgrounds. Plan will include a new sewer system, electrical system, exhibit building, office, manager's house, cattle sheds, judging arenas, warehouses and museum. Consideration is also being given the possibility of building an armory at the fairgrounds.

Griggsville Back After 7-Year Lull

GRIGGSVILLE, Ill., April 24.—Directors of the Western Illinois Fair Association recently announced that the Griggsville Fair, suspended since 1941, will reopen this year. Dates are July 6-9, which follows the fair at Carrollton, Ill. It will include a four-day program of harness racing, livestock, general exhibitions and a midway. Track will be repaired before fair time.

Officers are Frank Penstone, president; C. W. Kaylor, vice-president; H. S. Hunter, treasurer; J. R. Skinner, secretary.

Langdon, N.D. (Pop. 1,546) Works Out of Red, Builds Modern Plant

LANGDON, N. D., April 24.—From an \$8,000 debt in 1937, plus a \$10,000 bond issue in 1940, to a debt-free status the first of April is the achievement of the Cavalier County Fair here, with credit going in a large measure to Secretary Dick Forkner.

Forkner, who had started working for the fair as a nine-year-old boy and later served as assistant secretary, assumed the financial reins in '37. Two years later the \$8,000 debt was wiped out and the fair, aided by the WPA, was in the midst of a program which in three years introduced improvements to the tune of \$75,000.

Largest Stand in State

In 1940 the \$10,000 bond issue was floated to build a grandstand with a seating capacity of 4,000, the largest in the State and outstanding inasmuch as the population of this community then was only 1,546. Opponents of the grandstand project

Aid \$\$\$ Slated For R. I. State

PROVIDENCE, April 24.—Between \$7,000 and \$8,000 of a total State fair appropriation of \$9,000 will go to the Rhode Island State Fair at Kingston, Dr. Raymond G. Bressler, State director of agriculture, has announced. The remainder of the State allotment will go to the Rocky Hill Grange, East Greenwich, which annually conducts a three or four-day fair.

The State Fair Association is a private organization headed by James C. Muldowney, sportsman and hotel owner. Last year an outright \$10,000 grant was contained in a special appropriations bill, but Gov. John O. Pastore ordered the funds withheld.

Commenting on the appropriation, Dr. Bressler said it was a good thing for the State to put up funds for the fair because it encouraged the promotion of agriculture.

Muldowney, who operated the fair last year for the first time, is working on plans for one of the largest entertainment programs in the New England circuit.

Award 88G Contract For Exhibit Building

ROSEVILLE, Calif., April 24.—Nich Huddleston, Placer County fair manager, announces that work will begin at once on a new \$88,000 exhibit building. It will be the first major unit in the fair building program. Contract recently was awarded to the Younger Construction Company, San Francisco.

Structure will measure 176 by 70 feet and will provide facilities for basketball and other sports. Other units contemplated in the building program include an administration building, livestock barns, a restaurant and a dwelling for the manager.

Auburn, Calif., Annual Re-Elects Bert A. Cassidy

AUBURN, Calif., April 24.—Bert A. Cassidy, local publisher, has been re-elected president of the 20th District Agricultural Association board of directors. Election was held recently at the annual meeting.

Farrell F. Wrenn, Newcastle fruit executive, was named vice-president and Ray Carlisle was re-elected secretary-treasurer of the board. L. F. Morgan will continue as manager and Myrel Carman as grounds superintendent.

branded it "Forkner's Folly," but in the years that followed they helped fill the stands to overflowing and pay off the bond issue in eight years.

Besides working its way out of the red, the fair has spent an average of \$1,000 annually each of the last eight years on improvements. These include a complete network of all-weather roads, a new race track, new fence around the grounds and a new lighting system consisting of 34 1,000-watt floodlights. Other improvements include the planting of many trees by a chapter of the Future Farmers of America.

Improvements to be completed this summer are the extension of city water and sewer to the grounds, 200 feet of paving in the main entrance and a new 50 by 140-foot livestock building which will be used as a livestock pavilion during the summer and as a skating rink during the winter.

Besides Forkner, other officers of the fair are John O. Ryan, Langdon, president; J. T. Wild, Osnabrock, vice-president; Victor Sturlaugson, Langdon, treasurer, and Frank Beasley, Fairdale; Carl Wild, Mrs. Roy M. Wells and W. J. Murie, all of Langdon; Ben Evenson, Clyde, N. D., and Louis Schneider, Wales, directors.

Maritime Provinces Plan Biggest, Best Season Since 1939

ST. JOHN, N. B., April 24.—Spurred by a minor building boom and the opening of heretofore closed sites, fairs, shows, rodeos and exhibitions are looking forward to their biggest season since 1939 in the Maritime Provinces. Organizations of all types have indicated they are planning to sponsor events.

New rinks have been made available during the spring, summer and fall here, at Fredericton, St. Andrews and Moncton in New Brunswick; Stellarton, North Sydney, Dartmouth, Digby, Antigonish and Wolfville in Nova Scotia.

Additional rinks are to be established this season in St. Stephen, Edmondton, Grand Falls, Sackville, Campbelltown, Newcastle, Amherst, New Glasgow and Pictou.

Many curling clubs are opening their doors to fairs and shows for the first time, as a means of paying for construction and new equipment.

Colonna Headlined In Hawaii May 6-9

HONOLULU, April 24.—A grandstand show featuring Jerry Colonna, the Dinning Sisters, and Harry Owens and His Royal Hawaiian Orchestra will headline the 49th State fair here May 6-9 in Kapiplani Park. E. K. Fernandez Shows will be on the midway.

Colonna and other members of the show are scheduled to leave Hollywood following the comedian's broadcast with Bob Hope May 4. Show is produced by Don W. Haynes.

Athol, Mass., Revival Postponed Until 1949

ATHOL, Mass., April 24.—Revival of Athol Fair has been postponed until 1949. The committee announced that more time was needed to prepare the event.

Edward S. French heads the committee charged with completing revival plans. William R. Colton is secretary.

Eastern States 1947 Net 186G

**Re-elect Selby president,
Nash, general manager —
to refinance bonds**

SPRINGFIELD, Mass., April 24.—Announcement of a net profit of \$186,000 for 1947 operations was made to the annual meeting of the corporation and trustees of the Eastern States Exposition Tuesday (20) at the Hotel Kimball.

Howard W. Selby, Boston, was re-elected president. Other principal officers re-elected were Joshua L. Brooks, honorary president; R. DeWitt Mallery, George Williamson and Wilson H. Lee, vice-presidents; Robert J. Cleeland, treasurer; Albert C. White and Ernest H. Wheeler, assistant treasurers, and Charles A. Nash, secretary and general manager.

A plan was presented by vice-president Mallery for the refinancing of the gold debenture bonds of the exposition amounting to \$550,000 and which would fall due in 1963. The general plan received indorsement and full power was vested in the members of the executive committee to work out the details.

The annual meeting date was moved back from the third Monday in April to the first Monday in February.

Members added to the executive committee were Kenneth A. Harmon and Edwin H. Weber, of West Springfield, and Willard Rogers, of Hartford, Conn.

Stanley G. Judd, commissioner of agriculture in Vermont, was elected chairman of the group of trustees from that State and thus became an ex-officio vice-president of the exposition. Raymond A. Loring, of New Haven, was elected chairman of the Connecticut regional group of trustees and also became an ex-officio veepee.

\$18,500 Vancouver Date for Polack; Set Summer Slate

VANCOUVER, B. C., April 24.—Financial arrangements for this year's Pacific National Exhibition here, August 30-September 6, will find Polack Bros.' Circus, Western unit, receiving an \$18,500 guarantee for the eight-day stand, directors of the PNE and Gizeh Temple Shrine, joint sponsors of the show, announced.

Refreshment concessions are reserved by the exhibition novelty and amusement concessions, to be handled by the circus, and will pay 20 per cent of the take to the exhibition.

Hastings Park Forum, scene of the exhibition, will have a \$25,000 balcony added this year to house the flower show.

Summer schedule at Exhibition Park includes ice skating from June 15 to August 15, roller skating and box la crosse at all times except during the exhibition; *The Fun Parade*, May 13 and 14, and the Philadelphia Symphony Orchestra, May 27.

Preceding the opening of the circus, the Forum will house the *Exhibition Revue*, a stage attraction which last year was presented outdoors.

Battle of Cahuenga Pass Theme of Hollywood Fete

HOLLYWOOD, April 24.—The *Historic Battle of Cahuenga Pass* will be the feature of a three-day pageant, July 1-3, at Hollywood Bowl here when Los Angeles County joins in the State-wide centennial celebration.

The pageant also will depict four eras of California history—Indian, Spanish, Mexican and American.

Fair Dates

(Continued from page 61)

Livingston—Livingston Parish Fair Assn. Oct. 8-10. Alexander J. Berey, Albany, La. Oberlin—Oberlin Parish Fair Assn. Oct. 7-9. G. C. Meaux. Opelousas—Louisiana Yambilee Assn. Oct. 6-7. A. M. Landry. Sulphur—Calcasieu-Cameron Fair. Oct. 18-13. Mrs. Harold Owens.

MAINE

Cornish—Cornish Agrl. Assn. Oct. 11-16. Leon M. Ayer. Farmington—Franklin Co. Agrl. Soc. Sept. 21-25. Frank E. Knowlton. Guilford—Guilford Fair Assn. Sept. 4. Louis A. Morin. Leeds—Leeds Agrl. Assn. Oct. 7. J. J. Murphy. North Leeds. Litchfield—Litchfield Farmers' Club. Oct. 5-6. Chas. H. Harvey, Gardiner, Me. Norway-Paris—Oxford Co. Agrl. Soc. Sept. 13-18. Elmore C. Edmunds, South Paris. West Cumberland—Cumberland Farmers' Club Sept. 27-Oct. 2. Frederic C. Wilson, RFD 5, Portland.

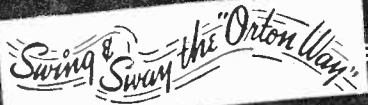
MICHIGAN

Cheboygan—Northern Michigan Fair. Aug. 16-21. Harold G. Sellers. Hart—Oceana Co. Fair. Sept. 8-10. August Marx, Shelby, Mich.

ATTENTION FAIR SECRETARIES

CONTACT ERNIE YOUNG

For Your Grand Stand Show 155 N. Clark St. CHICAGO 1, ILLINOIS



THE Sensational ORTONS

CRISS-CROSS SWAYING POLE THRILLERS With their own original creation A FLIRTATION IN THE SKY Represented by AL MARTIN AGENCY Hotel Bradford, Boston

ATTENTION

Some dates still open for JOIE CHITWOOD'S HELL DRIVERS (Midwestern territory only)

THE BAR M RANCH RODEO

LOYD SCHERMERHORN'S INDIAN CREEK RANCH RODEO

Write—Phone—Wire

AMERICAN THEATRICAL AGENCY, INC. Suite 1806

203 North Wabash Avenue Chicago 1, Ill.

ANNOUNCER WANTED

for AMERICA'S NO. 1 AUTO STUNT SHOW

MUST BE TOP FLIGHT, Experienced Thrill Show Announcer; with good reference. WILL PAY TOP SALARY To Right Man.

SHOW OPENS MAY 30 for long season.

Write, wire

B. WARD BEAM'S

WORLD CHAMPION DAREDEVILS

840 Bronx River Road, Bronxville, N. Y.

Does Your Organization Need Money?

EVERYTHING FURNISHED FOR FAIRS, Expositions, Carnivals, Bazaars, Picnics.

R. R. Jones

215 W. Olive Ave., Redlands, Calif.

Pinconning—Pinconning Community Fair Assn. Sept. 10-11. Meryl A. Bird.

MINNESOTA

Bemidji—Beltrami Co. Fair Assn. Aug. 9-11. Mrs. Hypatia Spangler. Caledonia—Houston Co. Agrl. Soc. Sept. 2-4. Ed Zimmerhaki. Hallock—Kittson Co. Fair Assn. July 15-18. Duffy Larson. Hutchinson—McLeod Co. Agrl. Assn. Sept. 20-23. Everett Oleson. Fosston—Northwestern Minn. Fair Assn. July 9-11. H. Algaard. Rochester—Olmstead Co. Agrl. Soc. Aug. 5-9. A. C. Burgan. Slayton—Murray Co. Agrl. Soc. Aug. 26-29. W. M. Leebens, Fulda, Minn.

MISSISSIPPI

Corinth—Tri-State Fair Assn. Sept. 27-Oct. 2. A. H. Taylor Jr. Laurel—South Mississippi Fair. Sept. 27-Oct. 2. R. B. Jeffries. Vicksburg—Miss.-Lou. Expo. Sept. 20-25. Frank H. Andrews Jr.

MISSOURI

Kahoka—Clark Co. Agrl. Assn. Aug. 3-6. Harold Ragnu. Ste. Genevieve—Ste. Genevieve Co. Fair Assn. Sept. 3-4. Chas. H. Rehm. Unionville—Putnam Co. Agrl. Soc. Sept. 7-10. Marple S. Wyckoff. Vienna—Maries Co. Fair Assn. Sept. 17-18. R. A. Waer.

NEBRASKA

Fullerton—Nance Co. Fair Assn. Aug. 16-19. E. M. Black.

NEW JERSEY

Branchville—Sussex Co. Farm & Horse Show. Aug. 11-14. John W. Raab, Newton, N. J. Woodstown—Woodstown Community Fair. Sept. 16-17. Robt. M. Sneathen, Elmer, N. J.

NEW YORK

Angelica—Allegany Co. Agrl. Soc. Sept. 1-4. L. L. Stillwell. Avon—Genesee Valley Breeders' Assn. Sept. 3-4. John Steele. Caledonia—Caledonia Fair. Aug. 8-14. Mrs. Elizabeth Herkimer. De Ruyter—Four-Co. Fair Assn. Aug. 18-21. G. W. Irvine. Fonda—Montgomery Co. Agrl. Soc. Sept. 4-8. Fred Lowe, Fultonville, N. Y. Greenwich—Cambridge Valley Agrl. Soc. Aug. 30-Sept. 3. Phil J. Houlton, Hoosick Falls. Hemlock—Hemlock Lake Union Agrl. Soc. Sept. 15-18. Ralph D. Barnard. Kingston—Ulster Co. Agrl. Soc. Aug. 18. Nellie Elmendorf. Rochester—Monroe Co. Fair Assn. Sept. 1-6. J. Franklin Conner, Churchville, N. Y. Syracuse—New York State Limited Fair. Sept. 13-18. Bligh A. Dodds, Solway, N. Y. Vernon—Vernon Agrl. Soc. Aug. 24-29. James F. Burke. Watertown—Jefferson Co. Agrl. Soc. Aug. 17-20. Karl Malady, R. 3. Westport—Essex Co. Agrl. Soc. Aug. 31-Sept. 3. L. H. Lobdell, Wadhams, N. Y. White Plains—Westchester Co. Agrl. Assn. Sept. 9-12. Mrs. P. T. Phillips.

NORTH CAROLINA

Albemarle—Stanly Co. Fair Assn. Sept. 20-25. Frank B. Patterson. Charlotte—Southern States Expo. Oct. 4-9. Mrs. Helen S. Spencer. Henderson—Golden Belt Fair. Oct. 4-9. C. M. Hight. Lexington—Davidson Co. Agrl. Fair Assn. Sept. 13-18. Curtis A. Leonard Sr. Reidsville—Reidsville Fair Assn. Oct. 4-9. Wm. M. Oliver.

NORTH DAKOTA

Rolla—Rolla Fair. July 1-3. Bruce Theel.

OKLAHOMA

Antlers—Pushmataha Co. Fair Assn. Sept. 16-18. R. I. Bilyeu.

OREGON

Burns—Harney Co. Fair Assn. Sept. 17-19. R. W. Davis. Monmouth—Polk Co. Fair. Aug. 26-28. Josiah Wills, Dallas, Ore.

PENNSYLVANIA

Abbottstown—Adams Co. Fair. Aug. 17-21. M. E. Elder.

Gilbert—West End Fair Assn. Aug. 25. James F. Shiffer, Brodheads ville, Pa. Hollidaysburg—Hollidaysburg Farm Show Assn. Oct. 13-15. Norman K. Hoover. Meadville—Crawford Co. Fair Assn. Sept. 21-25. L. O. Hotchkiss. Northampton—Twin-Co. Agrl. Assn. Sept. 8-11. Warren J. Dech. Schaefferstown—Heidleberg Community Fair. Sept. 29-Oct. 1. Henry N. Wenger. Tionesta—Forest Co. Fair. Sept. 16-18. Karl W. Flowers.

SOUTH CAROLINA

Bishopville—Lee Co. Agrl. Fair Assn. Nov. 1-6. James W. Cothran. Columbia—S. C. State Colored Fair. Oct. 25-30. Mrs. H. Y. Reese. Kingstree—Williamsburg Co. Fair Assn. Sept. 27-Oct. 2. H. C. Crawford. Newberry—Newberry Co. Legion Fair. Oct. 11-16. Frank Sutton.

SOUTH DAKOTA

Gettysburg—Potter Co. Fair Assn. Sept. 2-4. Rayburn Butram.

TENNESSEE

Jonesboro—Washington Co. Fair. Sept. 15-18. Mrs. Paul A. Dillow. Lawrenceburg—Lawrenceburg Co.-Tenn. Valley Fair. Sept. 27-Oct. 2. E. R. Braly.

TEXAS

Crockett—American Legion Fair. Sept. 20-25. Alvin Ball. Nacogdoches Co. Fair. Oct. 18-23. Lee W. Rogers. Waller—Waller Co. Fair. Oct. 7-9. S. E. Mayo.

VIRGINIA

Abingdon—Southwest Virginia Fair. Aug. 9-14. G. Y. Booker. Danville—Danville Fair Assn. Sept. 27-Oct. 2. B. F. Barr. Farnville—Five-County Fair. Sept. 20-25. J. C. Brickert. Galax—Galax Fair. Aug. 23-28. G. F. Carr. Luray—Page Co. Fair. Sept. 6-11. S. Frank Rosser. Martinsville—Henry Co. Fair Assn. Sept. 20-25. O. B. Hensley. New Castle—Craig Co. Fair. Sept. 15-18. L. Y. Fields. Roanoke—Roanoke Fair. Aug. 9-14. Lester T. Hutson. Rustburg—Campbell Co. Legion Fair. Sept. 6-11. S. J. Thompson. South Boston—Halifax Co. Fair Assn. Oct. 12-16. W. W. Wilkins. Tappahannock—Northern Virginia Fair. Sept. 6-11. Al Porter. Waverly—Sussex Co. Fair. Sept. 6-11. Phillip D. Harcum. West Point—Tidewater Fair Assn. Sept. 20-25. B. C. Graves, Providence Forge, Va.

WASHINGTON

Lynden—Northwest Wash. District Fair. Aug. 26-28. E. J. Elliott. Monroe—Snohomish Co. Fair. Sept. 9-12. B. T. Moore, Everett, Wash. Moses Lake—Grant Co. Fair Assn. Sept. 10-12. George E. Dougherty. Mount Vernon—Skagit Co. 4-H Fair. Sept. 1-4. Mrs. Julia Tewart. Quince—Jefferson Co. Fair Assn. Sept. 5-6. George Munn, Port Townsend, Wash. Shamokawa—Wahkiakum Co. Fair Assn. Sept. 9-11. H. O. Weyrich, Cathlamet, Wash.

WEST VIRGINIA

Charleston—W. Va. Free Fair. Sept. 4-12. T. H. McGovran. Moundsville—Marshall Co. Fair. Sept. 1-4. George Ellis.

WISCONSIN

Athens—Athens Agrl. Assn. Aug. 24-26. R. Neuschwander. Eau Claire—Eau Claire Junior Fair. Aug. 9-12. Carl M. Johnson. Portage—Columbia Co. Fair Assn. July 29-Aug. 1. Richard W. Fredericks. Stoughton—Dane Co. Junior Fair. July 23-25. H. H. Cummings. Westfield—Marquette Co. Agrl. Assn. Aug. 20-23. W. P. Fuller.

WYOMING

Gillette—Campbell Co. Fair Assn. Aug. 23-24. Ben C. Kohrs. Lusk—Niobrara Co. Fair. Aug. 20-22. Dr. Walter E. Reckling. Worland—Washakie Co. Fair Assn. Aug. 20-22. Dan S. Healy.

The Honeymoon is Over! GET BACK TO SHOWMANSHIP WITH PATRON PULLING POSTERS! CHANGE TO AND FEEL THE DIFFERENCE Posters INCORPORATED 835 CHERRY ST. PHILA. 7, PA. PHONE Lombard 3-2000

SOME OPEN TIME FOR FAIRS AND STILL DATES STEELE'S CAVALCADE OF STARS 25 SOCK SOLID JAM PACKED ACTS America's Finest Trained Horses AND NOVELTY CIRCUS ACTS HAMMOND ELECTRIC ORGAN COMPLETE GRANDSTAND SHOW FOR ONE OR MORE DAYS contact GUS SUN BOOKING AGENCY SPRINGFIELD, OHIO

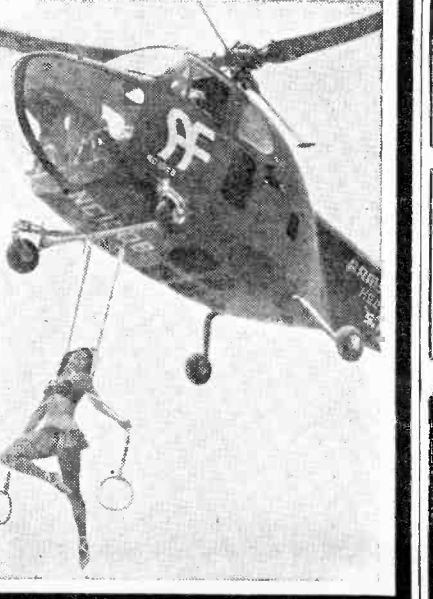
NOW! turn to INSIDE FRONT COVER for an important story on POPCORN PROFITS! MANLEY INC., KANSAS CITY, MO. The Biggest name in Popcorn! POPCORN MACHINES AND SUPPLIES

FAIR SECRETARIES CELEBRATION COMMITTEES ARRANGE FOR FIREWORKS NOW WRITE FOR SPECIAL DISPLAY PROGRAMS JOBBERS, ATTENTION ALL KINDS IMPORTED AND DOMESTIC FIREWORKS WRITE FOR DISCOUNTS RICH BROS. FIREWORKS CO. Write Dept. 8, Box 514, Sioux Falls, S. D.

THE WHITE COUNTY FAIR ASSOCIATION Now booking Free Acts direct for Fair, September 2, 3, 4, 1948. Prefer Flying-Return Act, Teeter Board and Comedy Act. Contact: T. STANTON HALE, Sec. SPARTA, TENNESSEE

TOM & TINY TWIST - KING AND QUEEN OF THRILLS - Presenting 4 Sensational Thrill Acts. Available 1948 Fairs, Celebrations. Booked Exclusively by J. C. MICHAELS ATTRACTIONS 64 W. Randolph St. Chicago, Illinois Reliance Bldg. Kansas City, Mo.

MARYLN RICH "QUEEN OF THE SKY" Now Booking An entirely NEW and ORIGINAL Helicopter Aerial SENSATION Most DARING act of the Modern Aviation Age. Only performer in the World to feature this NOVEL and BREATHTAKING routine HIGH in the SKIES while suspended beneath a helicopter without the aid of any SAFETY DEVICE. WRITE - WIRE MARYLN RICH 3249 E. COLORADO ST. PASADENA 8, CALIF.



Palisades Battles Cold To Score in Season Bow; Customers Spend Freely

First Eastern Park Operating Full Time

By Jim McHugh

NEW YORK, April 24.—Palisades (N. J.) Amusement Park almost literally cracked the ice on the 1948 Eastern park season last Saturday (17) with spectacular results which impressed interested observers, if not the brothers Rosenthal, Jack and Irving, co-owners, who know their public better than anyone else. Thousands turned out in winter togs to give the park a height-of-the-season-like play. Despite the weather, patrons stayed late, demonstrating that the park is not only again geared to attract hordes of people, but also well equipped to hold the interest of patrons long enough to get them to give plentifully of their recreational dollars.

Perhaps an even more important aspect of the sizable opening, some curtailment of which must have been effected by the weather, altho it wasn't apparent along the crowded midways, was the free spending that went on. The park's numerous concessionaires had the customers standing three and four deep at the height of the night action and the rides had folks line up, with the Roller Coaster particularly popular considering the near-freezing temperature.

Good Publicity Helps

The big turnout under adverse conditions wasn't an indication that (See *Palisades Battles* on opp. page)

Angier Buys Nipmuc Park For \$60,000

MENDON, Mass., April 24.—Bradford Angier bought Nipmuc Park Tuesday (20) for a reported \$60,000. He transferred the property to Nipmuc Park Amusement Company, of which he is treasurer. Nathaniel Hochberg is president.

The sale ended litigation in an unusual Superior Court case that was heard twice, before two masters. Angier, the plaintiff, who had leased the summer theater at the park, claimed he was being "squeezed out" of his lease thru the sale to a new corporation.

He contended his lease was renewable annually if the park was sold to a member of the family of Rudolph Mainini, treasurer of the former park company. He charged that the proposed sale was to a group, of which George F. Pyne, Mainini's son-in-law, was a member and that his lease, therefore, was renewable.

Vet Chicago Zoo Keeper Bids Pals Good-By After 38 Years

CHICAGO, April 24.—Richard Auer said good-by to 2,600 friends at Lincoln Park Zoo Wednesday (14).

Auer, foreman of the zoo, retired after 38 years service. He plans to spend his time gardening at his home.

Auer, musing over changes during his 38-year tenure, recalled there were no lions or tigers in the zoo back when he started his job, but was quite proud to report that the menagerie now totals 2,600 animals, birds and reptiles.

Motor Maids of America To Gather at Zane Caverns

BELLEFONTAINE, O., April 24.—The Zane Caverns near here will be host to the Motor Maids of America at their national meeting May 1-2.

Bernard G. Nebel is the new manager of the caverns.

Ink Paul Haney As New Manager Of Rocky Point

PROVIDENCE, R. I., April 24.—Paul S. Haney has been signed to manage rebuilt Rocky Point Park at Warwick Neck, R. I., which reopens May 30. For 14 years, previous to 1938, Haney was outing manager at Rocky Point. During the past five years he has been associated with food concessions at Crescent Park, Riverside, R. I., and at Lincoln Park, New Bedford, Mass.

Rocky Point, in its heyday the leading park in this area, was badly damaged by the hurricane of 1938 and was sold to the Studley Land Company, Providence, during the summer of 1945. It was again sold in August, 1947, to Frederick Hilton, New York, and Joseph Trillo, Providence business man. Hilton recently sold his share in the business to Vincent Ferla, another local business man.

Construction work, under the direction of Joseph A. Drambour, Springfield, Mass., is progressing satisfactorily, most of the buildings being near completion, tho the 2,500-seat shore dinner hall has just been started. Jack Ray, Toronto, is designing fronts and general decoration in the modern manner.

Contract has been let for a \$100,000 Roller Coaster, but construction cannot start until the park closes for the season in September or October.

Attractions for this season include a pavilion offering a beach and a swimming pool, Merry-Go-Round, Cuddle Up, Looper, Caterpillar, Tumble Bug, Laugh in the Dark, Skooter, Crystal Maze; Kiddieland, consisting of five rides; Penny Arcade, bingo, an 18-hole miniature golf course, photo stand, a "chicken coop," spaghetti house and numerous games. The Cliff House, formerly the Rock Cafe, has undergone alterations to provide an enlarged cocktail lounge and has been re-decorated.

Lake Compounce's 103d Season Gets Under Way

BRISTOL, Conn., April 24.—Lake Compounce opened its 103d season Sunday (3) to reported good business.

Julian Norton, co-owner of the park and recently elected president of the New England Association of Amusement Parks and Beaches, got some good breaks in the Hartford papers on the opening.

Julian Norton and J. E. Pierce, manager, are descendants of the founders of the park.

Cincy's Coney Bobs Up Smiling; Preps Pre-Season Events

CINCINNATI, April 24.—Emerging from the recent flood with little damage, Coney Island here will kick off pre-season dances in Moonlite Gardens starting Friday (30) and the first of a series of three week-end preview days starting May 1 and 2. Coney opens for the regular season May 22.

All park attractions are expected to be in operation for the preview days, officials said. The park will open Saturdays at 7 p.m. and Sundays at 1 p.m. Added bus service will be provided between Government Square in downtown Cincinnati and the up-river park to replace the steamer Island Queen lost in the explosion at Pittsburgh last fall.

Pre-season dances will be offered nightly except Mondays, said Edward L. Schott, Coney's president and general manager, who reported that because of sturdy construction the dancery floor withstood the flood water which covered it to a depth of about four feet. "The little damage done will be repaired in time for the opening," he said.

Clyde Trask's orchestra will provide the dance music. Johnny Long and his orchestra come in for the May 8 and 9 week-end, to be followed by the Ray McKinley band for the last of the preview days.

Ideal Beach Preps For May 30 Debut

MONTICELLO, Ind., April 24.—Since March 15, maintenance men have been preparing Ideal Beach Resort on Shafer Lake here for its official May 30 opening, reports T. E. Spackman, manager.

Landscape men are now setting out large trees for the new lake-side picnic area located near a concession building under construction.

Full activity of all departments—concessions, beach, ballroom and roller rink—will actually begin May 28, said Spackman. At that time the ballroom, now open Sunday nights, will go on a nightly and Sunday afternoon schedule, and the rink, now operating Friday nights and Sunday afternoons, will begin a daily afternoon and night policy.

A name band policy will again be followed, the first set being Eddy Howard's for early June. The opening ork is to be chosen from bands being auditioned on Sunday nights

Abe Slusky Invites Expert To Inspect Playland Coaster

COUNCIL BLUFFS, Ia., April 24.—An expert has been called in to inspect the Roller Coaster under construction at Abe and Louis Slusky's new Playland Park here.

Abe Slusky offered to pay the expenses of bringing an expert from Chicago.

A controversy was stirred over concrete supports for the Coaster uprights. Roy W. Smith, attorney and steady critic of the new park, raised the point. Slusky said the concrete base is not necessary and is not used at St. Joseph, Mo., and Houston, where he has an interest in Roller Coasters.

Fred W. Pearce and son, Fred Jr., of Walled Lake Park, near Detroit, have returned from a vacation in Florida.

Olympic Sets 2 Week-Ends

Guenther starts 30th year as owner-manager—daily operation begins May 15

IRVINGTON, N. J., April 24.—Olympic Park here will hold two week-end previews, May 1 and 2 and May 8 and 9, prior to the park's official opening, Saturday, May 15. This is the park's 30th season under the ownership and management of Henry A. Guenther Sr.

The park will continue its policy of presenting two open-air circus performances and two band concerts daily, starting opening day. Line-up of acts will be changed weekly, with new acts opening on Mondays instead of Sundays as in previous seasons. Joe Basile's band will again provide music for the circus and concerts; with Bubbles Ricardo as vocalist.

Olympic Park has undergone its usual spring primping and the cafe and cafeteria have been completely revamped and air-conditioned. A Tilt-a-Whirl has been added to Eddie Ball's Kiddieland.

Advertising and publicity are again being handled by the local firm of Press Relations Organization, with Allen Durling and Karl Davey in charge of the park account.

Tenn. Valley Units For Florida Resort

PANAMA CITY BEACH, Fla., April 24.—All attractions of Tennessee Valley Amusements are up and operating to good business at Panama City Beach Park, and hotels, the pier and Boardwalk are open, reports Una Meadows, show secretary-treasurer.

Ride line-up includes a Ferris Wheel and Memphis Twister, in charge of Heavy Meyers; Kiddie Chairplane and Venetian Swings, Maurice Meadows; double Loop-o-Plane, Don Hutchinson, and Mr. and Mrs. Iron's pony ride. A Merry-Go-Round is expected to be added soon.

Among concessionaires are Mr. and Mrs. Hack Allen, hoop-la; Mr. and Mrs. Arch Beauchain, snow cones, peanuts and duckpond; Mr. and Mrs. L. E. Brown, short range and cigarette galleries; Mr. and Mrs. Doc Swan, spindle; Mr. and Mrs. John Baggett, ball game; Mr. and Mrs. Costa Sturgeon, cookhouse, novelties and clothespin game; Mr. and Mrs. Nick Koslov, palmistry, age guessing and photos; Jack Allen, pan game, and an office-owned penny pitch. Doc Barfield is installing a new bing in Patio Casino, which offers a soft drink bar and sandwiches, beer, an arcade and free dancing.

Willow Grove on Week-Ends

PHILADELPHIA, April 24.—Elmer E. Foehl's Willow Grove Park got under way here today, two weeks later than Woodside Park. Willow Grove will be open week-ends until May 22 when it goes into daily operation. Woodside Park, which is operating weekday nights and week-ends, will go into full operation at the same time.

Calgary, Texas Zoos Swap

CALGARY, Alta., April 24.—Additions at the Calgary Zoo are a bobcat from Grand Forks, B. C., and a Patagonian cavy from San Antonio. In return for the cavy, the Texas Zoo got a golden eagle and some silver and cross foxes.

New London, Conn., Sues To Oust Gloth From Ocean Beach

NEW LONDON, Conn., April 24.—In a cross-complaint filed with the Superior Court by Edmund J. Eshenfelder, director of law, the city asks \$20,000 damages from Joseph Y. Gloth, concessionaire at the city-owned Ocean Beach Park. Gloth is charged by the park board with falsifying his gross income accounts for last summer. The suit, which was filed last week, also asks the cancellation of Gloth's contract.

Late last week it was understood that a temporary injunction restrains the board from meeting to consider canceling a contract Gloth claims entitles him to a hearing to determine whether he owes the city money and an opportunity to redeem himself by paying up if he does.

The park board has charged that Gloth withheld some \$8,000 due the City of New London on his last year's operations. Gloth holds a five-year contract to operate an arcade on the first floor of the park's recreation building. The contract has three more years to go. In the contract Gloth agreed to pay the city a percentage of his gross or a \$12,000 minimum. He paid the minimum for last summer, saying that the city's share on a percentage basis would have been only \$10,719. The board, however, claims the city's share should have been about \$20,000.

Mobile Funspot Bows May 15

MOBILE, Ala., April 24.—Grand View Park, located on Mobile Bay, opens for the season May 15, Joe Palughi, owner, announces. Palughi has installed a Merry-Go-Round and an automobile ride. Bathhouse and pier, leading into the bay, dance hall and other buildings were renovated during this winter.

Palisades Battles Cold To Score In Bow; Patrons Free Spenders

(Continued from opposite page) the public was overly anxious for the return of outdoor show business following confining winter months. Rather it demonstrated the business-wise operating policy of the Rosenthals, along with the usual good promotion-publicity job engineered by the Bert Nevins office, with Nevins and Sid Schectman handling the details.

The park again opened and sought recognition in the press and on the radio at the same time the Ringling circus was promoting the same outlets. Batting in that league is big time, but Palisades has long belonged in the first division. The park's billing was particularly strong, with eye-catching snipes plentifully spread thruout the metropolitan area.

Refurbishing Completed

All units were in tip-top shape for opening. A complete repaint job had been accomplished in ample time, altho inclement weather for several weeks prior to opening hampered operations. The spectacular marquee lighting has been further embellished this year, with the outside row of lights colored gold to emphasize the park's golden jubilee. The Funhouse, one of the most attractive park units, has been made even more appealing with the addition of more animated figures.

Continuing as the only show in operation is the Lion Motordrome, operated by Earl and Ethel Purtle. The unit is well flashed and features caged performing lions on the bally platform. Preem performances were handled by Ethel, since Earl is still confined to bed as the result of a severe leg cut caused by a broken cable when he was setting up the

drome. The Purples this year will also operate a unit on the Cetlin & Wilson Shows.

George Paxton and Russ Irwin and their orks handled the music chores, which includes the free dancing patrons get for the 25-cent gate admission charge. Customers will also see a George A. Hamid free act, usually of the high thrill variety, changed weekly. Added lure on opening night was the publicized appearance of Maggi McNellis and Herb Sheldon, stars of WJZ's Luncheon at the Latin Quarter; Joey Adams, comedian; Paul Brenner, WAAT; Ed Begley, stage and screen actor, and disk jockeys Jack Eigen, Steve Ellis and Bill Berns.

Vesses Free Act

Opening free attraction was the Four Vesses, aerialists. The two men and two girls worked well despite the adverse weather conditions on a novel rigging about 90 feet high. Not in keeping with the daring aerial acrobatics of the Vesses was the playing of *I Love You Truly* by the George Paxton ork.

The Rosenthals, Anna Halpin, general manager, and Joe McKee, superintendent, were kept busy entertaining and accepting opening congratulations. Herman Blumenfeld and Joe Hughes, of the George A. Hamid office, attended the opening.

Ocean Beach Renovating

NEW LONDON, Conn., April 24.—A crew of city employees, supervised by Burton T. Gates, building inspector, is renovating the city-owned Ocean Beach Park. Improvements include treating the boardwalk, painting and minor pool repairs.

BUILDING, 100'x600'
And
THEATRE BLDG., 100'x280'

Completely Constructed of
Yellow Pine Lumber
CLEAR SPANS

Height, 16 ft. Roof rounded, still standing at Camp Peary, Williamsburg, Va.

MUST BE MOVED—CAN BE RE-ERECTED EASILY

AUSTIN GIVENS, INC.

Phone 973 P. O. Box 668
Williamsburg, Va.

MERRY-GO-ROUND CONCESSIONAIRE WANTED

Could have one other children's ride. Also for Sale—The most popular Northern New York Beach for a fraction of its value on account of health of present operator.

J. B. WHITE

Suite #16
Arcade Bldg. Saratoga Springs, N. Y.

Laughing Gallery Mirrors

Immediate Delivery
Size: 30"x70" in Wood Frames. Various Distortions. Also Made To Order—Any Size and Shape.

A. L. Hirsch & Co., Inc.
518 W. 22nd St. N. Y. C.

FOR SALE SKILL BALL GAME

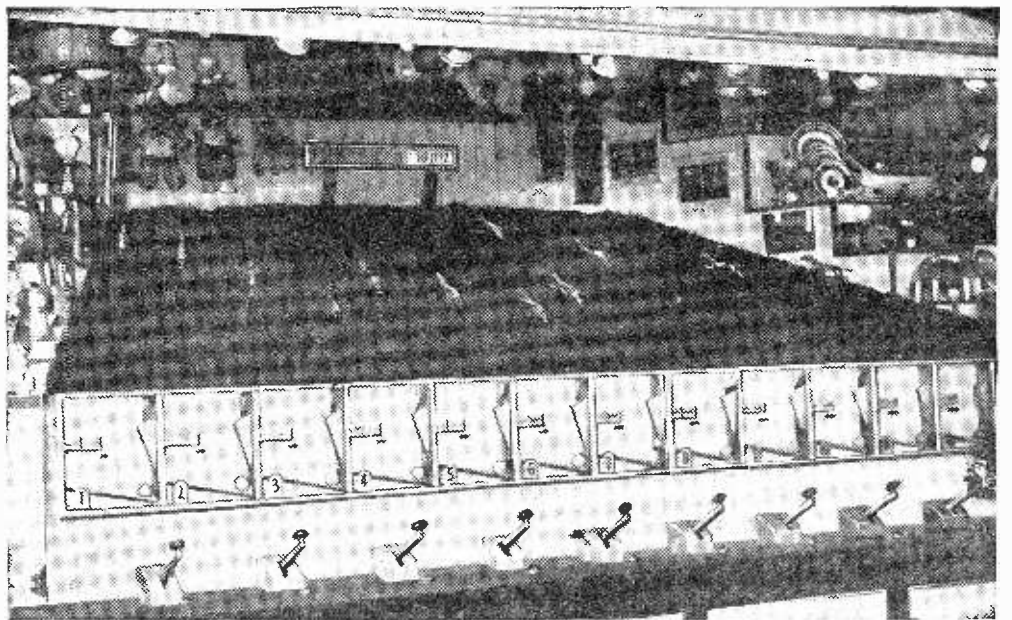
Can be seen on location now. Must sacrifice due to illness. Make offer.
Mrs. Catherine Wolfartch
4 Kister Court Coney Island, N. Y.
ESplanade 2-3272

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.—R. I.—Mass.).



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

NOW!
turn to
INSIDE FRONT COVER
for an important story on
POPCORN PROFITS



MANLEY INC., KANSAS CITY, MO.
The Biggest name in Popcorn
POPCORN MACHINES AND SUPPLIES

WANT—WANT—WANT
Clutch Men for Spitfire, Ferris Wheel, Merry-Go-Round, Whip. No ups and downs. Have ten Concessions; will turn over to reliable party that will furnish his own stock at very low privilege and fifty-fifty. Doing nice business. Will pay cash for Merry-Go-Round Organ and Calliope; no junk, please. All replies:

PARK MANAGER
Boguchoma Lake, Laurel, Miss.
P.S.: Herchel Shaffer, please answer this ad.

SPACE AVAILABLE
RIDES—CONCESSIONS
LUNA PARK FRONT
Surf Avenue, Coney Island
Write or Wire
Carl Klarnet & Sons
1301 Surf Ave. Brooklyn 24, N. Y.
Esplanade 2-6861

NEW FROZEN CUSTARD MACHINES
GOOD USED RIDES
Or Have You Any To Sell?
BERTHA GREENBURG
Hotel Kimberly, 74th St. & B'way, New York

FOR SALE
1 10'x10' Shooting Gallery with sides, good for Park or Stationary location; price, \$500.00. 1 24' Gallery, Mangles make, all parts, needs repairs; price, \$150.00. Come and look it over. Address:
R. GLOTH
Box 66, or 751 Park St. Hartford, Conn.

RIDES—GAMES—RIDES
WANTED FOR
Carr's and Sparrow's Beach

On Chesapeake Bay, 3 miles from Annapolis, Md. Biggest colored beach in the country. 500,000 colored to draw from within 32 miles. Only colored beach within 200 miles. Transportation good. Plenty of picnics already booked for season.

THIS IS A GOLD MINE. COME ON!
RIDES WANTED
Merry-Go-Round, Ferris Wheel, Chair-o-Plane, Roll-o-Plane, Tilt-a-Whirl, Whip, Octopus, Loop-o-Plane, Kiddy Rides, Fun House, or what have you for Rides?

GAMES WANTED
Stock Concessions—Fish Pond, Ball Games, Hoop-La, Pitch-Till-U-Win, Cork Gallery, Long and Short Lead Gallery, Cigarette Pitch, Penny Pitch, String Games, High Striker, Novelty, Bumper, Arcade, Guess Your Weight, Guess Your Age, Candy Apples, Candy Floss, Stock Wheels. No Grift.

FRANK J. ADAMS, Gen. Mgr.
1537 Madison Ave., New York 29, N. Y., until May 1st; then all mail care of General Delivery, Annapolis, Md.

LAKES, RESORTS, BEACHES

Want to book on a percentage basis: Excursion, Pleasure and Sight-Seeing Boats, also Army Amphibious Ducks.
Will still buy a few more Amphibious Ducks and both Large and Small Boats suitable for sight-seeing passenger service, or conversion to same.
Urgently need sober, reliable, qualified Pilots and Stewards. Send photo, age, qualifications, previous places of employment and references in first letter and in what part of the amusement world you prefer to operate.
Will pay well for information about bookings and placings of the above mentioned amusement devices.
All Communications to
The Aquatic Exchange & Booking Agencies
BOX 1742, HUNTINGTON, WEST VIRGINIA

Beckman Manager Of Rocks, St. Louis

ST. LOUIS, April 24.—New personnel and new attractions will be in evidence when Chain of Rocks Park here reopens for the 1948 season, reports President Carl Trippe. Jack Beckman has been signed to manage the spot, while Joseph Heitman will be in charge of cashiers. Ben Deck will supervise the bar and refreshments, with Mrs. Deck managing eating concessions.

Trippe reports heavy bookings of school and commercial picnics. He said 15 new Dodgem cars have been bought, along with a batting baseball game, Batter Up. The roller rink is getting an aluminum front, and maintenance men are preparing a parking lot.

Trippe said that damage done to West Lake Park by the recent tornado that went thru St. Louis will be repaired by opening date.

BEATTY CLICKS

(Continued from page 61) while he was doing his sensational heel catch, is back on the show. He did not work for a week or two, but is recuperating satisfactorily.

The George Hanneford family closed in North Hollywood to fill indoor and fair dates. Their program spot was taken over by the DeWaynes, Risley and teeterboard act, in Ventura.

Clowns Get Space

Clown alley, headed by Marc Anthony, producing clown, is getting a lot of space in local newspapers and continues to garner its share of applause. Other joeyes include Bobby Kay, Mel Rennick, Laurence Cross, Peggy and Shorty Sylvester, Bill Bailey, Charles Hilderra, Joe Clemens, Delbert J. Emery, Arthur Montagne, Wyatt Davies, Lou Walton, Charles Browley, Short Kinkle and Popo DeBath. Art LaRue, Bernie Griggs and Huey Curtis closed after the Los Angeles date.

Inadvertently omitted from the staff line-up previously published, were George Werner, boss canvasman; Harry Hammond, white wagon; Al Moss, tax box.

Barnes Biz Under '47 But Hopes Are Up for Final Week

(Continued from page 61)

last year's 24-day run. Matinees are given every day this year, only exception being opening day when only a night show was presented. Prices are the same as a year ago, \$1.25, \$1.90, \$2.50 and \$3.80. The kids are given half-price tickets at the week-day matinees.

Among the repeat acts this year are Terrell Jacobs and His Wild Animals, Capt. William Heyer and his horse, Starless Night, Elly Ardely, the Wong Brothers, Capt. William Buschbom and His Liberty Horses and, of course, Aida, to mention a few.

One thing that shouldn't go unsaid is that the show certainly gives with sock finishes at the close of the first half and at the finale. Aida, billed this year as the Star in the Moon, winds up the first half with her flashy act and still draws plenty of oohs and aahs, not to mention applause, from the customers. The Zacchini cannon act, with Victoria and Duina Zacchini the gals shot out of the cannon, make for a sock wind-up, giving the customers plenty to talk about.

19 in Clown Alley

Clown alley boasts 19 members. This department is stronger than a year ago. Gags, in most cases, are good and the boys do a good all-round job. Clowns are Joe (Cocoa) Coyle, Jack and Ruby Landrus, Billy Rice, Happy Kellems; Flippo Gates and her dog, Peanuts; Van Wells, Jim and Ward Snell, Al Lackerman, Lindsey Wilson, Hersey Rademaker, Roy Barrett, Joe Ambrose, Tad Tosky, Charlie and Mamie Baker and Hop Green. Whitey Harris, another member of clown alley, suffered severe burns the second day of the show when a firecracker exploded in his face. He was rushed to a hospital and today the report was "he's coming along fine." It is doubtful, however, whether he will be able to get back into action during the showing here.

The line-up of acts:

Display 1—South of the Border. Display 2—Pot-pourri, comedy acrobats. Display 3—Terrell Jacob's animals. Display 4—The Three Barretts, high act. Display 5—The Three Dees, Johnson and Owen, the Heerdinks, bar. Display 6—Ethel D'Arcy, Sunny Miller, Bebe Siegrist, Elly Ardely, aerial ballet. Display 7—Capt. William Heyer and Starless Night. Display 8—Clowns. Display 9—The Brannocks, Ervins and the Lange troupe, teeterboard. Display 10—Capt. William Buschbom's Liberty horses. Display 11—Clowns. Display 12—Aida, the Girl in the Moon. Display 13—Woolford's dachshunds, Loyal's dogs, the Harrisons. Display 14—Clowns. Display 15—Barnes Bros.' elephants. Display 16—Lynn and Linda, high pole act. Display 17—The Flying Valentines, the Flying Zacchins, the Flying Romas. Display 18—Clowns. Display 19—Alphonse and Company, Chee Hein Troupe, Wong Troupe, balance. Display 20—Clowns. Display 21—Loyal Repensky Family, riding. Display 22—Clowns. Display 23—Arturo and Heddy, high wire. Display 24—Zacchini, cannon.

BROKERS YIELD

(Continued from page 61)

these circus tickets. I anticipate, as I reach out into other ticket agencies, that more tickets will be returned and put on public sale. Further than that, this is only the beginning of the investigation, because I am going to further inquire how it is possible that so many tickets go out of the office at the Garden."

Upon being advised of Fielding's statement, Henry (Buddy) Ringling North, circus vice-president, said: Commissioner Fielding's order will have a fine effect on everything. It is too bad that people who come to the circus are unable to buy tickets. I don't know who is to blame but I am delighted this action was taken. People expect to get tickets where the show is playing."

Fred DeWolfe, show treasurer, attended the meeting.

Mills Gets Off To Good Start

(Continued from page 63)

joey contingent but he has too little to work with.

Featured acts are the Cathalas (May, Charles, Tony and Henry), who fill several spots with their tumbling, juggling, teeterboard work and general knockabout comedy, and the Renato Medini Troupe (Bruno, Bruna, Yolanda, Michael and Petromille), who turn in a solid job of head-balancing, hand balancing and unsupported ladders. Both acts were booked by Hans Lederer, New York.

Other turns which were well received were Joe and Annette Dobas, perch and head-and-hand balancing, with the fem as understander; the Silverlake family, trapeze; Allen and Ellen Knight, tight-wire; Big Burma, performing elephant, who gets exceptional handling from Frank and Virginia Noel; Rubyatte, acro tumbler, and the Liberty horses worked by Capt. Burt Wallace, Jeanette Wallace and Ed Mason. Wallace has done a good job of whipping two sets of new stock into shape.

The Staff

The Mills Bros.' staff stacks up as follows: Jack and Jake Mills owner-managers; Harry Mills, concessions manager; Rose Mills, secretary; Ida Mills, treasurer; Ted Edlin, general agent; Charles B. Schuler (Tiffany), general press and radio representative, assisted by Fred Stafford Jr., Ray Sohn, Wayne Welde, Edgar Thompson and William Davis.

Mickey Pendleton is 24-hour man. I. B. McCoy, big show announcer, also heads the ticket department which includes W. E. Chayter, Helen Henshaw and Frank Stiles (downtown). Ticket-takers are Ethel Brady, in charge; Mary Herrick and Mrs. W. E. Chayter. C. P. (Brady) Vensel is general superintendent, with Tommy Watson, boss canvasser; John O'Bryant, chief usher; Frank Noel, menagerie superintendent; Charles All, properties; Robert E. Boyd, cookhouse steward; Paul Suddeth, head waiter; Arthur (Hard Times) Leonard, lights and transportation; Ed Burridge, sign painter; Sanford Burnstein, buyer; Gene O'Bryant, wardrobe; Fred Abbott, advance water truck; Blackie Diller, ring-stock; Burt Wallace, equestrian director and horse trainer, and Eddie Mason, assistant to Wallace.

Robert A. Mills Heads Band

Robert A. Mills, no relation to the owners, heads the big show band, which includes Paul Tweedy, calliope; R. M. (Doc) Clare, baritone; Jack Fogg, bass horn; Jingles Carsey, trombone; Ray Henshaw, trombone; Robert K. Grant, clarinet; Frank Owens, clarinet; C. N. Van Vactor, cornet; Carl Woodrich, cornet; Jack Sweetman, snare drums; Ed Burridge, bass drum.

Clown alley comprises Roy and Joy Thomas, Willie Clark, Steve Crowe, Brownie Silverlake, Marcus Silverlake, Franklin Silverlake, Melvin Silverlake, Bobo Jensen, James Anderson and Allen Reid. Wild West concert line-up has Buffalo Ben, Lloyd and Willedean Black, Georgia Sweet, Marie Anderson, Happy (Texas) Thompson and Arizona Slim Jenks.

Side show personnel lines up as follows: Paul Hubbard, manager; L. E. (Roba) Collins, inside lecturer and magician; Tommy O'Neal, Dan Scott and Bert Buckley, ticket sellers; Charles Gibson's colored minstrels (8), Riko, reptile exhibit; Tiny, fat boy; Madame Pauline, mentalist; Princess Mary, Chinese torture box; Myrna Karsey, rag pictures, Juanita, headless girl.

Cork O'Keefe is installing a miniature train in the area between Feltman's and the Boardwalk at Coney Island.

FOR SALE

Two Streamlined Miniature Trains for Carnival or Kiddie Land use, consisting of locomotive, three cars and 250 feet of oval track.
\$2,000.00 EACH, OR BEST OFFER
Will consider best offer for patterns, dies, jigs and rail-bending machine for manufacturing.
KING MANUFACTURING CORPORATION
3152 W. CHICAGO AVE., CHICAGO 22, ILL.

FOR SALE MECHANICAL GREYHOUND RACE

On Location. Seaside Heights Casino, Seaside Heights, New Jersey. Used one season. Owner has other interests. Good guess. Phone AL 4-8769.
VINCE FAGO

557 West Broadway New York 12, N. Y.

MUST BOOK NOW

#5 Wheel, Carousel, Kiddie Rides. Ride owner keeps 90%. Permanent city park. Million to draw.

"PLAYLAND"
2792 Jackson St. Joseph 55, Mo.

Strates Okay In Wilmington

Georgia Sothern, charging 76 cents, plays to capacity —rain kills two days

WILMINGTON, Del., April 24.—A successful week was concluded here Saturday (17) by the James E. Strates Shows. The org opened to a big Monday (12), but rain Tuesday and Wednesday (13-14) hurt, altho the midway continued in action. Shavings, cinders and ground cork were used to put the midway in shape.

The weather cleared for the last three days and business was good. Georgia Sothern's Revue, at 76 cents admission, was packed at each performance during the last three days.

Warren Murphy's Penny Arcade was well flashed with new canvas and coin machines and a neonized front. The new wagon front for Ed Hollinger's *Harlem Boogie*, altho not completed, went up here for the first time. Doc Hartwick's Wild Life Show, which already had 45 cages, received additional animals from Warren Buck.

Robert L. Wilcox interviewed members of Nate Eagle's midget troupe daily on WTUX. The family of owner Strates returned to their Elmira, N. Y., home. Georgia Sothern's mother visited here.

WOM To Preem May 3 in Richmond, Va.

RICHMOND, Va., April 24.—Frank Bergen's World of Mirth Shows will open its 1948 season at the old fairgrounds here May 3.

Work has been progressing rapidly in winter quarters here despite considerable inclement weather. Finishing touches are expected to be completed before the wagons make the approximate five-mile jump to the lot.

Gerald Snellens, special representative, has arrived, as have most other staff members, and is supervising billing.

Edward Howe, last year with the Ringling circus press department, has signed as publicity director. He will take over his new duties Monday (26).

B.&V. Business Okay In Lodi, N. J. Preem

NEW YORK, April 24.—B. & V. Shows opened its season at Lodi, N. J., Thursday (15), with chilly weather holding down attendance over the week-end. First weather break came Tuesday (20), with mild temperature bringing out a big crowd which jammed the midway until near midnight. Rides, shows and concessions all played to good business.

Line-up of rides on the lot at Lodi included a Ferris Wheel, Loop-o-Plane, Spitfire, Caterpillar, Merry-Go-Round, Chairplane and two kiddie rides. Only show on the lot here was a Girl Show. Penny Arcade and bingo played to good business.

Free attraction with the B. & V. Shows is Miss Torina, top-notch high-pole thriller who does her stuff even under definitely adverse weather conditions.

Dinty Moore Sells Arcade

CORPUS CHRISTI, TEX., April 24.—A. L. (Dinty) Moore sold his arcade here recently to Jack Vinson, of the Bell-Vinson Shows. Moore is on the road for the first time in five years, as he has booked two sets of diggers on the John R. Ward Shows. Mrs. Moore will remain here to look after 600 acres of land they have rented.

Richmond Harbors 3 Orgs Same Week

RICHMOND, Va., April 24.—This city was virtually surrounded this week by three carnivals, each located on main arteries. The John H. Marks Shows, which winter here, were located on North Broad Street; Majestic Greater Shows were in South Richmond, and Jake Shapiro's Triangle Shows were located on Chamberlayne Avenue.

Fair business was reported for all three when good weather prevailed.

J. L. (Eddie) Edwards, former electrician on the World of Mirth Shows, and his wife, Ada, have joined Triangle. James W. Stephenson, veteran circus-carnival agent, reportedly will join the org next week.

Sunset Gets Good Opening Biz at Excelsior Springs

EXCELSIOR SPRINGS, Mo., April 24.—Favored by ideal weather, Sunset Amusement Company, owned and operated by K. H. Garman, got away to a big start in its season's bow here. Org encountered difficulty with lighting and as a result opening was delayed. Scheduled to open at 7 p.m., the show was set when suddenly the town light plant failed and the show and town were dark for an hour.

Once the lights came on, Mayor C. M. Powell and City Manager William Payne cut the ribbon at the show's entrance and a huge crowd stormed the midway. Show was sponsored by the American Legion Post.

Many floral pieces were at the entrance, gifts from Midwest Merchandise Company, Excelsior Springs Chamber of Commerce, American Legion and the Business Men's Association.

On it's 10-day stand here, the show, which moves to Sedalia next for a week's stand, presented plenty of fresh paint and neon. Show officials expect the new Dodgem to be delivered by June 1.

Vaun Flora, org's assistant manager, is nursing a fractured left arm, the result of a fall from a truck. Mrs. K. H. Garman and Mrs. Vaun Flora handled the ticket sales at the front gate.

Among visitors were Chester and Ruth Ann Levin, Mr. and Mrs. Edward (Slim) Johnson, Mr. and Mrs. Verne Dixon, Sid Meyers, Vince McCabe; Earl G. McDaniels, formerly with Gibbs Shows and now employed by a local newspaper; Moxie Hanley and Harry Altshuler.

Des Moines Bans Shows in May, June

DES MOINES, April 24.—There will be no carnivals showing here in May or June this year, the city council voted. Sponsors of the Hawkeye Holidays secured passage of the resolution to prevent any carnival from showing prior to the event, scheduled the first week in July. Event was established during the 1946 Iowa Centennial year and since has continued annually.

Nessler Shows Ready For Debut at Rantoul, Ill.

RANTOUL, Ill., April 24.—Nessler's Shows, owned and managed by Buford V. Nessler, are set for their debut here Tuesday (27), following the completion of preparations at winter quarters in Sheldon, Ill.

The org will tour Illinois, Indiana, Missouri and Arkansas, with James Nessler in charge of concessions and Lot Superintendent J. McMullins doubling as electrician.

Texarkana, Ark., Yields Fair Biz To John R. Ward

TEXARKANA, Ark., April 24.—Bucking the opening of the night baseball season here, the John R. Ward Fair Shows registered fair business thru Thursday (22) and indications were that, given good weather, it would rack up a good play in the final two days of the stand.

Now in its third week out, with Galveston, Tex., its opener, and Tyler, Tex., behind it, the org's personnel is looking forward to the Nashville stand, the first major still date on the shows' route. From here, it will go to Pine Bluff, Ark., then to Nashville, where it opens May 3. Galveston stand proved disappointing, but Tyler netted a fair week's business.

Rivero Troupe Inked By Brydon for Fairs

CHICAGO, April 24.—The Rivero Troupe, globe motorcyclists, has been signed to play four fairs as midway attraction for the Associated Independent Midway Operations, Ray Marsh Brydon, org's general manager-president, announced here. Max Gertz signed for the Rivero Troupe, which will play the Michigan State Fair, Detroit; the State Fair of Texas, Dallas; the Mid-South Fair, Memphis, and the Kansas State Fair, Hutchinson.

Other shows Brydon will have at those fairs are Sam Howard's Water Follies, Terrell Jacobs's Wild Animal Circus, McAskall's Palace of Wonders, Illusion Show and William Cain's Glass Blowers.

Brydon said he had closed with the Greco brothers, Springfield, Ill., for their Iron Lung, Glass House and Funhouse to play a string of Western fairs, beginning with the Frontier Days at Cheyenne, Wyo., starting July 27.

Fronts for the six shows to go out for Brydon and his group are being designed by Vic Klein at Dallas.

Besides Brydon, other officers in the Associated Independent Midway Operators are Leona Halligan, vice-president; Ray E. Thomas, secretary, and J. J. Stephens, treasurer, all of whom have been associated with him in the past.

Imperial Expo Bow Set for St. Louis

ST. LOUIS, April 24.—The Imperial Exposition, formerly Max Goodman's Wonder Shows of America, will make its debut here the week of April 26. The show will be spotted on a large lot located at Grand and Chouteau.

J. C. McCaffery, org's agent, and Martin E. Arthur, general manager, spent several days here recently in making preliminary arrangements, with W. E. (Slim) Wells, special agent, handling the final arrangements.

World of Today Inks Bill Rawlings as P. M.

JOPLIN, Mo., April 24.—Bill Rawlings has been signed as publicity manager of the World of Today Shows, L. C. Reynolds, co-owner of that org, announced here.

Rawlings has been in outdoor show biz for 28 years, mostly in the East, where he served in a publicity capacity with various shows and as general agent of the Isler Greater Shows.

Conklins Ink 5-Yr. Valley Field Pact

BRANTFORD, Ont., April 24.—Conklin Shows have signed a five-year contract to supply the midway at Valley Field (Que.) Fair, Frank Conklin announced here.

Annual returns to operation this year after having been suspended since 1939.

Rain Fails To Nix Biz for Perry Org On Opening Stand

CLINTON, S. C., April 24.—Jack Perry, former general agent for several shows, opened here Saturday (3) with his own attraction, the Jack J. Perry Shows, and got off to a flying start.

The shows, playing under the auspices of American Legion Post No. 59, drew well despite the rain and cool weather which prevailed during the first few days of the stand. The American Legion band played in the parade to the main gate, where the mayor cut the ribbon.

Perry was host to 100 tots from the Thornwall Orphanage, each of whom received free rides, popcorn and soft drinks.

The Sky High Alcidios are the free attraction with the shows this season. Brownie the Clown is featured on the midway. He will arrange special school matinees for the shows.

Charlie Powell, org's general representative, returned here for a meeting with other show officials.

Among the visitors were Johnny Tinsley, of the Tinsley Shows; Jack Hartlow, park operator in Richmond, Va., and Charlotte, N. C.; Troy Williams, of the Williams Southern Shows, and L. C. McHenry.

Prell Tabs Red One In Burlington, N. C.

BURLINGTON, N. C., April 24.—This date turned out to be an unexpected red one for Prell's Broadway Shows, which ended a week's engagement Saturday (17). A live-wire committee, together with able assistance from Ray Nallie, of *The Burlington Times*, kept folks on the lot thruout the week. Kiddies' matinee Saturday was one of the biggest encountered this season, with 3,000 youngsters on the lot.

All trucks made the 33-mile run here from Durham in fast time, but a local law prohibiting work on Sunday resulted in all of the setting up being done Monday in time for the night opening. Two more trucks have been added to the fleet.

Allan A. Travers, general agent, returned here from a booking trip. Visitors included Monk Rumley, Mel Thompson and Frank Caravella.

John R. Ward 1st Railroad Show in Butte Since 1941

BUTTE, Mont., April 24.—Preliminary preparations are under way for the appearance of the John R. Ward Shows here July 26-31, the first railroad carnival to play here since 1941. Frank Panisko is handling early preparations. Show will be sponsored by the Rotana Club, with proceeds to go toward supplying milk for needy children.

Coleman in 30th Anni Bow

MIDDLETOWN, Conn., April 24.—Coleman Bros.' Shows opened its 30th anniversary season here Thursday (15). Ivan the Great, a cannon act, was the free attraction for the 10-day run which ended tonight.

1932 TO 1948

RADIO-PA-SPEAKERS

REPAIR SERVICE

Cones, field coils installed.

Output trans. replaced. PM magnets recharged. Air gaps corrected. Frames straightened. Pole pieces recentered.

(48 HOUR SERVICE)

A TRIAL WILL CONVINCE YOU OF THE SAVING

PA SYSTEMS — SPEAKERS MICROPHONES AND MIKE CABLE

AT A PRICE YOU WANT TO PAY

PEMBLETON LABS.

236 E. Columbia St.
Fort Wayne 2, Indiana
Phone: E 1812

WHITE'S RIDES WANT

For Trenton, Ga., uptown, this week; Dunlap, Tenn., May 3 to 8; Soddy, Tenn., May 10 to 15, American Legion Celebration.

Concessions of all kinds, Rides that don't conflict. Shows? Yes. Agents for office Concessions. Come on, Mac Davis.

GUY WHITE

WOLF GREATER SHOWS

Opening May 1st, Austin, Minn. 2 Saturdays

Will book a number of Shows with their own outfits. Can also use Talkers and Grinders. Can place Grab Bag, Jewelry, Novelties, Clothes Pin, Knife Rack, Hoop-La, Bumper, Ping-Pong, American Reader (no gypsies). Want Ride Help on all Rides, Second Man for Ferris Wheel.

All mail to Austin, Minn.

Big Profits PHOTO MACHINES

New Street and Booth Models Ready!

Shipped in 2 days! Exclusive features — easy to operate. Hands not in chemicals. KD or 1 piece, 5-year warranty. Cameras only or complete. 10 sizes — single, double or triple. Supplies. Write — phone — wire.



\$495

Federal Identification Co.

Dept. 48, 1012 N.W. 17, Oklahoma City, Okla.

WANTED FOR BIG CAMP DOUGHBOY REUNION

Last week in July or first week in August, 1948, a big Carnival with plenty of Shows, Rides and Concessions; will give "X". We will have big Free Attraction. Also big Rodeo. A good spot. Plenty of money and big crowds. Contact by wire or letter stating what you have or can guarantee. Also want big out-door Free Attraction, Aerialist preferred.

MAC RAWLINGS
DeWitt, Ark.

SIX CATS

Buckets, Skillos, everything else you need.

BAKER'S GAME SHOP
8108 Desoto DETROIT 8, MICH.
Phone: UN. 2-0464

MIDWAY CONFAB

James (Curly) and Francis Nixon have signed with Rogers Greater Shows.

Ted Bachman, outdoor showman, is a patient in Ward 4, City Hospital, St. Louis.

Ora A. (Pop) Baker, Detroit game manufacturer, who was seriously ill, is back at work on a part-time basis.

Charles S. Reed, general agent of the Gulf Coast Shows, passed thru St. Louis on a booking tour.

Trouping go-getter is a concessionaire who can get his money back from a fair secretary when a much-touted date isn't red.

Ray Williams, concessionaire with the W. G. Wade Shows, returned to Detroit April 12 after a Florida vacation.

Harry Schwartz, of O. C. Buck Shows, was in New York April 16 arranging for new canvas with Arthur Campfield.

Alecia DuPrey, formerly with Gold Medal Shows, is appearing in The President Theater Follies, San Francisco.

Belle Evans, of Rupee's Midway, celebrated the arrival of a grandson April 14 by passing out cigars to org's personnel.

Rae Terrill has opened a theatrical costume studio in downtown San Francisco and will not go on the road this season.

Dave Stevens, recently discharged from a San Antonio hospital, visited friends playing the Battle of Flowers in that city.

Sam and Moe Walker are again running concessions on the B. & W. Shows and have as agents Babe Harris, Frank Glynn and Dave Coppekoff.

David W. Long, who spent the winter in Miami and Milwaukee, reports he will join a show this season with his grab stand.

Rae-Terrill has the annex with the Pete Cortez Side Show on Bailey

Bros.' Circus, which opened in Oakland, Calif., April 15.

Carl Parks letters that Edgar G. (Rumbling Red) Hart is no longer connected with him on the Majestic Shows.

Chet and Bubbles Reese, Blackie Marks family and Floyd Stockdale were in Rocky Ford, Colo., for the opening of the Larry Nolan Shows there April 19.

After braving the elements for three weeks, Lizzie Glutz, first-season as a native Hawaiian on the Gate & Banner Shows, has returned to her trays at Chicken-in-the-Rough, on Highway 16.

Nessler's Shows, B. V. Nessler, owner-manager, opens in Rantoul, Ill., April 30 and will be there until May 8.

Robert Mansfield, veteran Girl Show operator, who has been ill for two years, now resides at 2217 N. W. 79th Terrace, Miami. He still is confined to his wheel chair.

W. G. (Bill) Bishop, of the Grand Valley Amusement Company, is slowly recuperating from a throat operation at his mother's home in Pueblo, Colo.

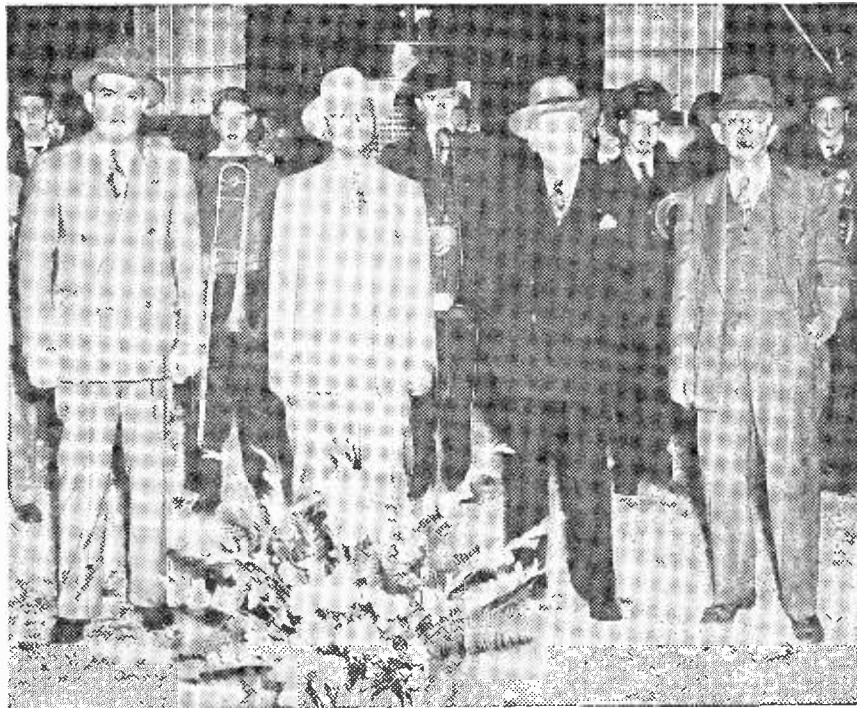
Gene Avery, Octopus operator on the W. G. Wade Shows, is recovering from injuries suffered two weeks ago in an auto accident when his car overturned.

Our relations with fairs, observes a trouping husband, couldn't be more delicate if we were married to them.

Marie and Wallace Brunk have a new 30 by 40-foot cookhouse on the 20th Century Shows which opened the season April 6 in Pittsburg, Kan., to fair business, reports Don Foltz.

Helen Barfield, of Miami, recently underwent two major operations at Mayo's in Rochester, Minn. She is in Room 140, Worrall, Hospital, and will be there several more weeks.

Mrs. Philip (Cy) Heinrich reports from Walnut Grove, N. C., that she and George (Amber) West have re-



ON TAP FOR OPENING ceremonies at the preem performance of the James E. Strates Shows in Washington, and pictured above in the front row, left to right, are: C. W. McLaughlin, exalted ruler of the sponsoring Elks; James E. Strates, owner-general manager; William C. Fleming, general agent, and Dick O'Brien, manager. In the background are members of the Elks Boys' Band who paraded on opening night.

RIDES WANTED

Flat rate contract for merry-go-round and train ride, also three other minor or major rides (or what have you?) for annual employee picnic, Sangamo Electric Company, Springfield, Illinois.

TIME: September 11, 1948

PLACE: Illinois State Fair Grounds

Communicate with WARD M. JOHNSON, Personnel Manager

AUTO SPEEDWAY FOR SALE

5 Cars, new 40x60-ft. Platform, Floodlights, Ticket Box and Batteries; loads on 1 truck.

Sold cheap on account of sickness; must have money to meet hospital expenses.

MRS. GENE AVERY

Box 569, Route 4, Royal Oak, Mich.
Telephone: Royal Oak 4170-M

FOR SALE

Single Elephant, pushes, pulls, performs. \$2,500.00; one male Llama, \$350.00; Pick-Out Pony, \$200.00. Also for sale, three Trained Pumas. Address:

RUTH BIBLE

c/o WARD'S SHOWS

Pine Bluff, Ark., week of April 26;
Nashville, Tenn., week of May 3.

LION ACT AT LIBERTY

For parks, fairs or free act for carnival.

BOX D-296

c/o The Billboard, Cincinnati 22, O.

MOON BROS.' SHOWS WILL BOOK

Ferris Wheel and two Kiddie Rides. Hanky Panky Concessions of all kinds. Want Agents for office-owned Concessions. Our five Platform Free Acts put the crowd on the lot. No gate. Opening near Beaumont, Texas, May 10th. Write or wire prepaid.

MOON BROTHERS' SHOWS
General Delivery Beaumont, Texas

POP CORN WAGON

Equipped with new Cretors Giant Model 41 and 42 Popper. Priced to sell.

E. L. PETERSEN

524 VINE ST. MORRIS, ILL.

HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.
Open all year round
Want Freaks and Novelty Acts.
State salary and all particulars in first letter.

PLASTER

Plaster at its best. Prompt service. Free delivery within reasonable distance. Call us.

CAROLINA DOLL CO.
1116 College St. COLUMBIA, S. C.
(Phone: 5345)

KAY AMUSEMENT CO.

WANTS WANTS

CONCESSIONS—Will sell exclusive on Ball Games (due to disappointment), also Dart Game, Balloon Pitch and any other LEGITIMATE Grind Stores. No suit case promotions; positively no Mitt Camps. 26 WEEKS SOLID SPOTS. Open May 6th in Delaware.

Write or Wire

KAY AMUSEMENT COMPANY

2756 N. 46th St. Philadelphia 31, Pa.
P.S.: Reds Gerber, are you coming? Write.

FRANCIS KELLY

WANTS

Ferris Wheel Foreman, top salary and bonus. Chairplane Foreman, top salary and bonus. Tractor Trailer Drivers preferred. If married, can place your wives. Drunks and agitators, you can't last here. Kelly, the Candy Man, contact. Can use Wild Life or any Legitimate Show, no Girls, for the finest spring date in New England. Some Concessions open. Bands, Fireworks, Free Car. Freddie "Spitfire", contact Smokey.

St. Sebastians, May 4 to May 9, Middletown, Conn., or FRANCIS KELLY, 97 Washington Ave., North Haven, Conn.

FOR SALE

Streamline Miniature Train

2 engines, 2 coaches. Each car 18" long, 6" high, 4" wide—overall 72"—enclosed—all sheet steel. 1/2-mile track, 75 capacity. Now operating. Sell with or without lease. Priced right.

LOUIS BURDO

8926 Sunland Blvd., Roscoe, Los Angeles, Calif.
Phone: Chase 7-7435

ROLLOPLANE FOR SALE

New 1947 model. Located at Revere Beach, Boston.

\$2,750.00 handles it.
Tel.: Rev. 8-3683-W after 6 p.m.

See BUTLER

53 Walnut Ave., Revere Beach, Mass.

LAST CALL

Opening May 3 in Southern Illinois. We will carry 4 Rides. Want Ride Men for Wheel and Mix-Up. Concessions—Scales, Age, High Striker, Candy Floss, Basket Ball, Grab or small Cook House, some Stock Stores open, also P.C. to man with other stores. Everybody report to Winter Quarters, 3 miles North of Murphysboro, Ill., Highway 13.

HEAVY C. E. DYSON, WIRE.

W. C. BURNS

FOR SALE CONCESSIONS

2 Ball Games—1 Hit & Miss Cat Rack, both ends closed, and 1 Milk Bottle Game; also Pea Pool and 1936 International Truck. Lots of stock. 35 extra Bottles.

WANT COUNTER MEN who can drive semis for Bingo.

CHARLES CHANEY

c/o MOUND CITY SHOWS
18th & Ann Streets, St. Louis, Mo., this week.

FOR SALE

Addison Miniature Streamline Train, ticket booth, fence; Long Range Lead Gallery, 20 cases splatterless shot, 8 Remington automatic rifles, mounted on 30' Fruehauf Van Trailer, with living quarters; 1942 Dodge Tractor. Everything in A-1 condition.

ROSS AUSTIN

5505 S. E. 52nd Ave. Portland, Ore.

FOR SALE

1937 50-PASSENGER SCHOOL BUS

In good condition, Ford chassis, Bender steel body. Can be seen at bus garage on Kansas Street, Green Springs, Ohio.

GREEN SPRINGS BOARD OF EDUCATION
Lura M. Peddicord, Clerk

FOR SALE

Frozen Custard Machine

Stainless Steel, 3-H.P. 25-Gal. Capacity per hour. Uses Ice—\$200.00

BEN HERALD

7929 Laffin St. Chicago 20, Ill.

turned from a trip to Winston-Salem, N. C., where they placed an order for a 30 by 50-foot top to house their new Wild Life Show on Queen City Shows. Mrs. Heinrich says that 35 steel cages have been constructed for the animals.

Curt Hedrick and Joe Mooney have completed two all-aluminum panel fronts for their girl revues which they will have on the World of Pleasure and Gem City shows.

Comfort to talkers: Gift of gab is valued at three points; brains at one.

Abie L. Morris, of *The Billboard's* St. Louis office, was a recent visitor at the Hot Springs winter quarters of the Hennies Bros.' Shows, where he renewed friendships with show personnel.

Sailor Katzy, with his Side Show, and Doral Deshon's Girl Show joined Rogers Greater Shows in Union City, Tenn., for a few weeks prior to the opening of the World of Pleasure Shows.

Mr. and Mrs. Harry E. Moores recently purchased a new house trailer and have joined the J. J. Page Shows. They are anxious to contact their daughters, Helen and Virginia.

Veteran side show and mitt camp worker, Don Rama, who was with Alamo Expositions Shows in 1947, has retired from outdoor showbiz and will continue in the nitery and lecture fields.

Now that midways boast of name gals on their revues, someone should write a mag story titled *Burlesque Queens Go A-Tentin'*.

James Thompson opened his Illusion Show in Washington with the Johnny J. Jones Shows. Harvey Houston is inside lecturer and Thompson's daughter, Edith, handles the front.

Mrs. R. H. (Lois) Work is back at her sister's home in Binghamton, N. Y., after a visit with her daughter, Mrs. Ivan Kinter, in Indiana, Pa., and her sister-in-law, Mrs. John Lemmon, in Rochester Mills, Pa.

Leon Long, magician, advises from McColl, S. C., that he visited Rome Harris at Excelsior Amusement Company's Dillon, S. C., quarters and put up paper for the outfit's opening there April 10.

While in Richmond, Va., James Rapple, special agent for Majestic Greater Shows, was called home to Sharon, Pa., where his wife was in the hospital with pleurisy. He rejoined the shows at Harrisburg, Pa.

Mrs. Verna Schantz will be in charge of concessions at both Triangle Park and Chain of Rocks Park in St. Louis this season, while her husband, Edwin, will take their usual string of concessions on the road.

Heard in front of a Geek Show: "Yo' all keep that little ol' thin dime if'n it'll do yo' all any good. I sho didn't see anythin' fo' it."

Bob Lohmar, general agent of the Royal American Shows, was a recent Chicago visitor, stopping over from a Canadian business trip while en route to Memphis, where Royal American will open May 8.

Walter K. Sibley, executive secretary of the National Showmen's Association, who recently underwent a major operation at the Lenox Hill Hospital in New York, is recuperating rapidly and will be back in circulation shortly.

Francine Lee, who completed an engagement at the Wonder Club in New Orleans, visited Margie Flynn

NOW DELIVERING



NEW 1948 Apex 4 Star CARNIVAL WHEELS

Heavy Duty Mounted BINGO CARDS

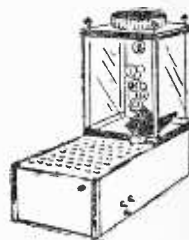
In Various Colors

Complete Bingo Supplies. Also Amplifiers.

SEND FOR FREE CATALOG

MORRIS MANDELL, INC.

131 West 14th St. (Dept. B), New York 11, N. Y.
CHelsea 2-3064



Apex 5 Star BINGO BLOWERS



POPCORN HEADQUARTERS

TOP-POP Hybrid Popcorn is backed by a Money back guarantee if you are not completely satisfied in every respect. Send your order in today. Finest quality roasted peanuts—attractive circus bags.

5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks.

Immediate Delivery Star Poppers. Midway Marvel Candy Floss Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

CHUNK-E-NUT PRODUCTS CO.

Serving You From Coast to Coast

MATTY MILLER
231 N. Second St.
Philadelphia 6, Pa.

HANK THEODORE
2908-14 Smallman St.
Pittsburgh 1, Pa.

JOE MOSS
1261 E. Sixth St.
Los Angeles 21, Cal.

Harry Lottridge Shows

NEWEST AND BEST AMUSEMENT EQUIPMENT

PLAYING THE VERY BEST MONEY MAKING TERRITORY. BOOKED SOLID TILL OCT. 2. WE KNOW WHERE TO GO AND WHEN.

RIDE HELP—Foreman and Helpers. Top wages, mileage and bonus. Must drive and have license. If married, can use wife as Ticket Seller or Concession Agent.

ELECTRICIAN—Must be capable and efficient. Very fine Transformer Truck and Good Cable. Must drive and have license.

PTN HOUSE—REAL TALKER-TICKET SELLER. One that can get money and stand prosperly. This DeLuxe Fun House is on Semi, so driver is preferred.

BINGO—Fully experienced Counter Man. One not afraid to work. Must have good appearance. Semi Driver preferred.

SOUND TRUCK—Have just equipped one of the finest and best there is and want Driver-Operator for same. One that can make intelligent announcements.

CONCESSIONS—Need only a few more. We only carry a limited number. Canvas must be ROYAL BLUE, and in good condition. Especially interested in the following: French Fries, Waffles, Custard, Photos, Knife Rack, Cane Rack, Bowling Alley, Flower, Pitch-Till-U-Win, String Game, Bumper, Cigarette Pitch, Clothes Pin Pitch, Huckle Buck, Coke Bottles, Add-Em-Up Darts, Basket Ball, or any other kind operated for Merchandise and are legitimate and do not conflict with what we already have.

We only want capable, reliable people in all departments. Boozers, chasers, drifters, agitators, don't answer.
FOR SALE—32-Foot Merry-Go-Round Top and 8-Foot Sidewall, Olive Green, good condition. \$200.00. Reason for selling: All our canvas is ROYAL BLUE.
HARRY LOTTRIDGE, Manager
PELL CITY, ALABAMA, this week; GUNTERSVILLE, ALABAMA, next week.

L. O. WEAVER SHOWS

8 RIDES 8 SHOWS 30 CONCESSIONS

WANT CONCESSIONS—Long Range Lead, Huckle Buck, Jewelry, Country Store, Age, Darts, String and Pan Game, Apples, Ice Cream or Custard, Merchandise Wheels, any Stock Concessions that do not conflict, Grind Stores only; no gift.

WANT SHOWS—Fun House, Motor Drome, Arcade, Mechanical, Iron Lung, Snake, Monkey, Illusion or any new or novel Show with own equipment—25% to office.

We open May 14th at Newton, Iowa, 8 days; Marshalltown, Iowa, 6 days; Waterloo, Iowa, 8 days; Oelwein, Iowa, 6 days; 4 still spots with strong sponsors; then all Celebrations and Events, 3 to 5 days each, No. 1 day spots. Split-Week Celebrations are #1 Show Spots. We have new Neon Front, also 2 new Neon Panel Fronts in Back lot.

WANT SECOND HELP ON ALL RIDES THAT CAN DRIVE. Write

L. O. WEAVER

Fairbank, Iowa. Celebration Committees, we have a few open dates in August and September.

BUFFALO SHOWS MIGHTY MIDWAY

ANNOUNCES

SENSATIONAL APOLLOS' FREE ACT

Will join the show at the close of Frank Wirth's St. Louis Police Circus. From that date this stellar attraction will be seen exclusively on Buffalo Shows' Mighty Midway until the end of the 1948 season.

This is a good show. American people. Want now: Coke Bottles, String Game, Big Stuffed Toys, Basket Ball, Hoop-La, Knife Rack, Cane Rack, Cigarette Pitch, Balloon Darts, Novelties, Jewelry, Guess Age, Guess Weight, Penny Arcade. Want with own transportation: Mechanical Show, Iron Lung, Fun House, Monkey Show, Wild Life, Animal Show, Rep Show. No openings at present for Ball Games, Shooting Galleries, Pitch-Till-Wins, Fish Ponds, Bowling Alleys, Photos, Hi Striker, Percentage. All Food Concessions of every kind sold. Want clean, sober Ride Help. No others considered. Tone-Eye, send your address; office job waiting.
THIS WEEK, HORNELL, NEW YORK.

W. R. GEREN Presents

MIGHTY HOOSIER STATE Shows

WANT!

CONCESSIONS—Stock only. Photos, Basket Ball, High Striker, Milk Bottles, Pitch-Till-You-Win, Snow Balls, Short Range, and any well flashed Stores working in line. Privilege: \$31.50 per week; but remember, we play the spots and give you the people. You will never see this Show advertising for Rides. We own 12, none finer. All P.C. open. Privilege. Wire. Mouse, Beat Dealer, Over and Under, Big Six, Black and White, Chuck.

SHOWS—We have Side Show and Snake. Will book any Show with complete equipment and transportation for Committee money, which is 15% on still dates and 25% on Fairs and Celebrations. Want Fun House, Glass, Wild Life, Monkey, Girl Revue, and Illusions.

We are now booking Hop-Scotchers and 40-Milers for July 4th week at Linton, Ind.

Write. All replies to:

W. R. GEREN, Owner

MIGHTY HOOSIER STATE SHOWS, Redford, Indiana, this week.

Bennett & Gallagher Playland United Shows

OPENING

VAN BORN & TELEGRAPH, MAY 6 TO 16,
TAYLOR TOWNSHIP

SUBURB OF DETROIT, MICHIGAN

14 — CELEBRATIONS AND FAIRS BOOKED — 14

All People Contracted, Report May 2

Can place: String Game, Balloon Darts, Ball Games, Hoop-La, Fish Pond, Coke Bottles, Scales, and Age.

Want: Penny Arcade, Five-in-One, Snake Show, Fat Girl, Wildlife, Girl Show.

Must have own outfits—Small percentage.

ALL ADDRESS

C. J. BENNETT

9619 Decatur, Detroit 27, Michigan

Phone: Hogarth 0689

WALLACE BROS.' SHOWS

"America's Most Spectacular Midway"

14 FAIRS	NOW BOOKING		14 FAIRS
	MEMPHIS, TENN., BEALE ST. COTTON CARNIVAL MAY 9-16—TWO SUNDAYS		
★	ESPECIALLY WANT		★
	FUN HOUSE, MOTOR DROME, PENNY ARCADE, ATHLETIC, MECHANICAL CITY, OR MONKEY SHOW.		
POP CORN	SNOW CONE	ALL EATS OPEN COTTON CANDY	CANDY APPLES
JUICE OUTFIT			
<p>CONCESSIONS—High Striker, Photo, Scales, Age, Novelties, Jewelry, Bumper, Dart, Cigarette Gallery, Bowling Alley, String, Country Store, Grab, French Fries, Cat Rack. All Stock Concessions, some Percentage open.</p>			
<p>WANT TALKER for 10-in-1 and ACTS to Feature. Also ANNEX Attraction. SECOND MAN for Spitfire. ALL REPLIES:</p>			
<p>E. E. FARROW, Mayfield, Ky., April 26-May 1</p>			

WILLIAM T. COLLINS SHOWS

Pride of the Northwest

LAST CALL OPENING IN ALEXANDRIA, MINNESOTA, MAY 17TH.
Winter Quarters now open. Plenty of trailer space.
Those contracted, please report by May 14th.

Will book—Spitfire, Pretzel Ride, Caterpillar, or any Ride not conflicting with what we have. Want Ride Help—Foremen for Tilt, Roll-o-Plane, Parker "Baby Q" Merry-Go-Round; also Second Men for all Rides; must be able to drive Semis. Have all new trucks. All Useful People, come on.

WM. T. COLLINS, Alexandria, Minn., Winterquarters

Want—FREAR'S UNITED SHOWS—Want

Manager for newly framed Pit Show; Happy and Marie Loter, contact. Agents for Hanky Panks, Bill and Mary Ridger and Jimmy and Bert Allman, wire if coming. Want Electrician and Mechanic. Bill Myler wants Girls for Posing Show. Also Man to manueke Girl Show, good proposition. Ride Help on all Rides, come on; top wages.

"DOC" TUFFY

Wire Mack McCoy immediately—important. Bill Ridger, advise McCoy if coming.

ROY FREAR, Owner and Mgr.

Eureka, Kansas, this week; Atchison, Kansas, week of May 3rd.

and Sandra Lee, of Rogers Greater Shows, in Union City, Tenn. Francine was en route to Milwaukee to join Joe Lemke's Side Show.

When a First-of-May learns the difference between being mighty clever and not knowing the score—he's practically become a trouper.

Starr DeBelle, tub thumper for the James E. Strates Shows, hit the jackpot in his dealings with the Washington press during the shows' preem engagement there. Among the hits was a full-page picture layout in *The Daily News*.

E. H. Rucker, who recently closed an eight-week engagement in the Ebony Room, Streamline Hotel, Daytona Beach, Fla., will produce and manage the Minstrel Show on the J. A. Gentsch Shows this season.

Fred Bolis, assistant manager of Heth Exposition Shows, was injured while setting up the Ferris Wheel in Poplar Bluff, Miss. He was rushed to the hospital but discharged a few days later.

Mr. and Mrs. Robert Robinson, frozen custard concessionaires, joined the John R. Ward Shows, where they will operate two twin units at Tyler, Tex., after a 1,300-mile run jump from their new winter home in Florida.

Yesteryear general agent advised a beginner: "Never let a manager make up your mind for you in spite of the fact that a manager has a right to."

Rene Rachele and Phillip Donovan recently played host to 23 former midway associates at their home in Peoria, Ill. Among guests were Mona Fredricks, Vickey Lynn, Georgette Sherman and Russell Libby.

When Page Bros.' Shows and Dailey Bros.' Circus day and dated in Springfield, Tenn., recently, Homer Sharar, of the latter org, was entertained by Rosella, the Armless Girl, and Eddy Wood, of the Page Shows.

After wintering in San Antonio, Mr. and Mrs. Frank Bennett have joined the International Shows, where Mrs. Bennett is working the balloon store and her husband is managing Charlie Elder's concessions and working the age.

Arthur L. McIntyre, of the W. C. Kaus Shows, would like to know how some showmen, after wintering in Miami, are still able to sit under trailer awnings the first week of the season with cases of beer and their pockets bulging with money.

Richard J. Coleman, owner of Coleman Bros.' Shows, which opened the 1948 season April 15 in Middletown, Conn., received new light plants from the John Fabick Tractor Company several days before the opening. Gene Cummins, of the Fabick firm, was on hand in Middletown for the opening.

Those were the days when a cold drink stand operator carried small pit attractions combined and announced: "Buy a glass of lemonade and see the mummy free."

Joseph Lehn letters from Philadelphia that William Hagelman joined the Matthew J. Riley Shows with four concessions for the org's Philly opening. Also joining were George (Curly) Ingram, with two grab stores and French fries, and his brother, Frank (Peg), with a show, 12 rides and 30 concessions.

Gale Fulton, ride owner and concessionaire, passed thru St. Louis April 12 en route from Biloxi, Miss., where he had spent the winter, to Monmouth, Ill., to join the Gold Bond Shows, which opened April 17. He

WANT

COUNTER MEN FOR
BINGO

Robert Welsh, contact me.

LOUIS WEINSTEIN**EDDIE'S EXPO SHOWS**

Butler, Pa.

W. S. CURL SHOWS

Opening May 1-8, London, Ohio
Want Foreman for Ferris Wheel, also Second Man. Prefer those that drive trucks and semis. No boozers or chasers. "Big Boy" Harding, let me hear from you.

W. S. CURL

BOX 27

LONDON, OHIO

JOHN P. CIABURRI WANTS

Experienced Grind Store Agents for Ball Game and Balloon Dart. Answer:

Care **TRIANGLE SHOWS**
Charlottesville, Va., this week; Middle-town, Conn., next week, care Francis J. Kelly Shows.

WANTED

Fast, young Bingo Counter Men.

Address:

DAVID FINEMAN

W. C. KAUS SHOWS

Greeneville, Tenn., this week.

AGENTS WANTED

For Six Cats, Bucket and Swinger.

ROY DUFFY

% World of Pleasure Shows
Wyandotte, Mich., this week

WANTED

GIRL SHOW TALKER

Ray and wife, Jean, wire collect. Good proposition for you. Rusty Farrell, contact.
Wire:

BUDDY BERNSTEL

c/o Western Union, Reading, Pa.

GREENER WANTS

Man to handle Cookhouse, good proposition. Must be sober and able to stand prosperity. Also Agents for Knife Rack, Buckets, Six Cat and all games of science and skill. Have X on all above. All replies to:

MYER PELLMAN

2127 Upton Ave., N., Minneapolis 11, Minn.

WANTED

TILT OPERATOR

GOOD PROPOSITION

Sol Jules

Pleasure Beach Park
Bridgeport, Connecticut

FOR SALE

Small modern equipped Cook House and Grab mounted on Trailer 8x14. Also Cadillac car. Both can be seen at 186 East 151st St., Bronx, N. Y. For further information and pictures, write:

BOB DAUGHEN

346 East 143rd St., Bronx 51, New York

FOR SALE

Frozen Custard, E-Z Way

Mounted on Trailer, plenty neon and fluorescents. Prettiest on the road. Can be seen in operation on Wallace and Murray Shows. Best offer takes it.

MRS. MICKEY SAKOBIE

Care PENN PREMIER SHOWS
Phillipsburg, N. J.

THOMAS JOYLAND SHOWS

WANT

A-1 BILLPOSTER
Have new Dodge Panel Truck.
Must be sober and reliable.

CAN PLACE

PENNY ARCADE AND PHOTO GALLERY.
Al Williamson, wire at once.

JACK GALLUPPO WANTS COOKHOUSE
HELP. Address:

L. I. THOMAS, Mgr.
Logan, W. Va., this week.

HAROLD EUTAH

WANTS AGENTS

For Coke Bottles, Over and Under, Pea Pool, Hit and Miss Ball Game, Stock Ball Game.

ALSO A FEW MORE CONCESSIONS.
CAN PLACE SEVERAL GOOD SHOWS.

Address:

HAROLD EUTAH

c/o AMERICAN BEAUTY SHOW
Mexico, Mo., this week.

WANTED

High Diver, Diving Girls and Clown for season's work. Blackie Holt, Paul Tyler, lost your address, get in touch with me at once. Want Photo Gallery, Ride Help, or any Legitimate Concession.

JOHN KEELER

Modernistic Shows

GEN. DELIVERY, FAYETTEVILLE, N. C.

D. S. DUDLEY SHOWS

Want Foreman for No. 5 Eli Wheel, Foreman for Octopus; must drive Semi and be capable. Want Talkers for Girl Show and Monkey Show.

D. S. DUDLEY, Mgr.

Breckenridge, Texas, April 26 to May 1;
Altus, Okla., May 3 to 8.

WANT

For Choice Dates Opening May 5th, in Baltimore Agents, Bingo Help, man and wife to handle 5-in-1. BOOKING LEGITIMATE CONCESSIONS AND SHOWS.

JACK TAYLOR

117 W. Saratoga St., Baltimore, Md.

FOR SALE

Cookhouse, 16'x20', complete and is now doing business. Price, \$600.00. Trunk is worth that much. Can be seen at

EXPOSITION AT HOME SHOWS

this week, HAMBURG, PA.; then as per route.

WANT IMMEDIATELY

For

"Mandy Green From New Orleans"

Musicians all instruments, Chorus Girls, Comedians, Blues Singers, Specialty Acts. Show opens May 9th, 1948. Wire or write **HORATIO A. THOMAS**, 505 4th Ave., N., Nashville, Tenn.

WANTED

Concessions of all kinds: Balloon Dart, Pitch-Tilt-U-Win, Hoop-La, String Game and other Concessions. Man to handle new Pretzel Ride.

MOUND CITY SHOWS

1417 Grattan St., St. Louis 4, Mo.

FOR SALE TRUCK CIRCUS

That can make real money. If interested write **CIRCUS, BOX D-295**, Cincinnati 22, O.

will have his Tilt-a-Whirl, bingo and other concessions on midway.

Red Marcus, who holds the candy sweets concession on the John R. Ward's World's Fair Shows, is working in the candy pitch at the Barnes Bros.' Circus in the Chicago Stadium. In from Galveston, Tex., where he temporarily left the Ward org, Marcus said he also will ready a Chintown Show while in Chicago, and that he will rejoin Ward at Nashville, opening the show at that time.

Charles T. Womack, girl show operator on the C. A. Stephens Shows last year and the first part of this season, writes that after his wife, Buelah, is released from the hospital in Waycross, Ga., they will play independently thruout Kentucky and Tennessee. Womack took delivery on a new top and front while in Alma, Ga.

During a fair a pitchman demonstrated a device that sliced meat 1/40th of an inch in thickness, which caused 30 cookhouse operators to die of envy.

Charles S. Noell, general agent of Victory Exposition Shows, visited the org during its Corsicana, Tex., stand preparatory to taking over the shows' still-date bookings. Noell reports a good route of fair and celebration dates. Mrs. Noell has the penny pitch on the shows.

J. D. (Jack) Wright, general agent of the Penn Premier Shows, who was seriously injured in an automobile accident recently, infoes that he is convalescing rapidly but will be confined to the Petersburg (Va.) Hospital for some time. He has received numerous floral offerings, telegrams and letters from show folks all over the country. Many show folks on tour have stopped to visit and the personnel of Cetlin & Wilson Shows, which winters in Petersburg, account for daily visits.

George Harms will have his string of concessions on the Cetlin & Wilson Shows. He will be assisted by his two sons, George Jr. and Russell, and his brother, Russell C. Harms. Agents include Dave Kabacoff, Morris Leavitt, Eddie Crane, Lorry (Cacatum) Landrum, Strings Coan, Johnny Miller, Jack Russell, Tommy Wilson, Chink Smith, Lee Carlson, Dick Lewis, Joe Green, Shiel Sakobie, Tommy Fox, Pete Manos, Harry Benjamin, Louis Zeelsdorf, Mac Hemp-hill, Gator Campbell, Ruby Wilson, Dolly Zeelsdorf and Claude Sechrest.

When a midwayite became custodian of a stable and a string of polo ponies, with a four-room house, water, light and heat furnished for free, he bought a house trailer so he and his family could live in comfort.

Misses Dixie and Evelyn Dudley, of the D. S. Dudley Shows, were hostesses at a shower given recently in honor to a daughter, Sheran Ann, born to Mr. and Mrs. Anderson. A fair was held in the Mineral Wells (Tex.) State Park. Those attending included Mrs. J. C. McCoy, Mrs. H. Grey, Mrs. A. H. Holder, Juanita Parker, Mrs. C. Myrick, Mrs. Lena Prier, Ruby Prier, Rosy Marks, Louise Marks, Mrs. Hazel Curtis, Mrs. P. C. Reynolds, Mrs. L. J. Martin, Mrs. J. E. Simpson, Mrs. Walter Dentler and Mrs. D. S. Dudley.

Jackie Mondu, annex attraction, will be with Turner Bros.' Shows this season.

SAM WEINTROUB WANTS

Pan Game Agent who can drive truck, also two Agents for Jewelry. Heart, Hoop-La and Corn Game Help. Please notice, no drunks or chasers wanted.

Care **B. & H. AMUSEMENT CO.**
Chesnee, S. C.



Will officially open the 1948 season at

BATTLE CREEK, MICH., May 7-15

Lansing, May 17-23; Muskegon, May 25-31,
to follow

All people contracted acknowledge
by Western Union

SHOWS—Monkey, Animal, Glass House, Wild Life (Prevost, answer), Mechanical Farm (Joe Teska, answer) and other worth-while attractions. Girl and Posing Shows (Joe Mooney, waiting to hear from you). **CONCESSIONS** — Merchandise concessions of all kinds. Will sell exclusive Age and Scales. Good territory for Penny Arcade.

RIDE HELP—Foremen for Rolloplane and Octopus, Man for Kiddie Rides, General Help on all rides, Semi Drivers preferred.

JOHN QUINN, Mgr., Wyandotte, Mich. (Now)

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

WANT

WANT

WANT

Playing a Route of the Best Still Dates in the South Followed by Ten Bona Fide Fairs

SHOWS—Will book Monkey, Midget, Mechanical, Fat Folks, Side Show, Illusion and Minstrel with own outfit; liberal percentage. Want man and wife to take charge of Big Snake Show.

CONCESSIONS—Can place String Game, Bumper, Jewelry, Basket Ball, Huckley Buck or any Legitimate Merchandise Concessions. Positively no racket. **FROZEN CUSTARD** Operators, this is wonderful Custard territory; will sell Exclusive.

FREE ACTS—We offer a season's work to outstanding High Aerial Act; must have flashy rigging and be sensational. Acts working for us in the past, please contact.

All address **JOHNNY T. TINSLEY SHOWS, Atlanta, Ga.**

NOTICE: We have three choice locations in the city of Atlanta, followed by East Point, Marietta, Cartersville and other proven spots, all first in and on choice locations under the best of auspices.

JOSH AND LILLIAN KITCHEN'S CIRCUS UNIT

3 HORSES, 6 MIDGET MULES, 2 CHIMPANZEES, 2 MONKEYS; GOOD LOOKING, DEPENDABLE TRANSPORTATION; 1 MENAGE HORSE, 1 DANCING HORSE, 1 POSING HORSE, SIX MIDGET MULES LIBERTY ACT, 2 TRAINED CHIMPANZEES, 2 TRAINED RHESUS MONKEYS.

We were one of three units chosen by Mr. Fernandez to stay 10 additional weeks (from a field of many acts) and play the 49th State Fair.

WE TAKE THIS OPPORTUNITY TO THANK

E. K. FERNANDEZ

Fred Crosby (his congenial manager) and entire staff for 22 consecutive, pleasant weeks IN THE BEAUTIFUL HAWAIIAN ISLANDS. "We hope to come back again some time, E. K." We will be back in the States on or about May 20th, 1948, at which time we will be open for booking. Address us, via airmail: c/o E. K. FERNANDEZ CIRCUS, P. O. Box 175, Honolulu, Oahu, T. H., until May 10th; after that, 3715 Denison Ave., Cleveland 9, Ohio.

FERRIS WHEEL FOREMAN WANTED

FOR 1948 SEASON OPENING APRIL 30TH, ATHOL, MASS.

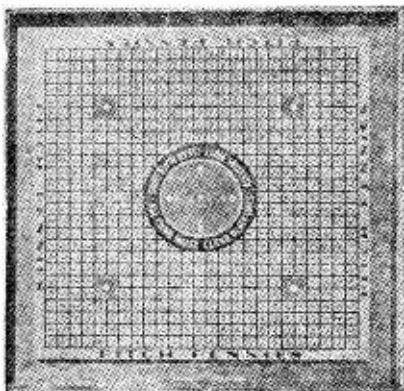
Can also place good Chairplane Man. Must join on wire. Also want Second Man on Jenny and Octopus. Can place all Legitimate Concessions. All wires to:

NEW ENGLAND AMUSEMENT CO.

HARRY J. KAHN, Mgr.

ATHOL, MASS.

MADE BY THE MAN WHO MAKES
HANKY PANKS
CONTINUOUS ACTION
BOARD
PENNY PITCH BOARD
NO. 1



PLENTY OF PAY OUTS
4 FLASHY COLORS 9 JACKPOTS

This board is built to up the play and through plenty of cops. Playing surface is tempered Masonite and is silk screened, finished with two coats of Spar varnish. An occasional coat of varnish will make this one last indefinitely. Board will pay for itself in one night. Has a three-inch trough all around where you rake the pennies off the face of the board. Comes in Walnut finish with cover to fit top.

PLAYING SURFACE: 40x40

OVERALL: 48x48

PLAYING SURFACE ONLY—\$30.00

COMPLETE — \$60.00

Our New Punks and 6 Cats are tremendous values.
\$2.50 for Sample Punk.
\$7.50 for Sample 6 Cat.

RAY OAKES & SONS

BOX 106 BROOKFIELD, ILL.
Phone: Brookfield 7624

WANTED RIDE HELP WANTED

FOR FLY-O-PLANE AND NEW PRETZEL RIDE. INSIDE MAN FOR GLASS HOUSE. DON'T WRITE OR WIRE, COME ON. SHOW OPENS HERE APRIL 24TH. If you drink, can't use you.

CHAS. T. GOSS

Hennies Bros.' Shows, Hot Springs, Ark., this week; Little Rock, Ark., May 3-8.

WANTED

Foreman for new 1948 Tilt. Wind bags and boozers, save your time and ours. Will pay any fair wage. Best of treatment.

ROGERS BROS.' SHOWS

PELICAN RAPIDS, MINN.

LE-OLA

AT LIBERTY

For SIDE SHOW, ANNEX ATTRACTION, DOUBLE SEX WONDER, CLEAN, CLASSY, CLEVER. Blow-Ups, Stage Setting, own transportation. ALSO Lady Wilma, Snake Charmer; Great Jesse, Fire Eater.

315 SECOND ST., PORTSMOUTH, OHIO
(This ad due to misrepresentation.)

CONCESSIONS FOR SALE

Two Popcorn Outfits complete, one gas, one electric; two Umbrella One Ball Games, new canvas; two Penny Pitches, one octagon, new canvas, one square Penny Pitch; 1 Athletic Show, mat 14x14, new; 65 feet new 7-foot Sidewall, one two wheel Concession Trailer, one pair double 12-in wood Rope Blocks. \$400.00 cash. Also one two cylinder Novo Motore, \$50.00

W. J. Williams

802 Joseph Ave., Nashville, Tenn.

HAZEL & KENNETH GUYTON
WANT AGENTS

For Pin Store and Bowling Alley. This Show works and has the choice of the West, with 17 Fairs and Celebrations. Amarillo, Tex. 12 days, starting April 27; Raton, N. M., following; then Pueblo, Colo. Address: **KENNETH GUYTON**, as per route of Hill's Greater Shows.

SECOND-HAND SHOW PROPERTY FOR SALE

\$7.50 Up. Many Wax Specimens of human body; head, hand, foot, dissections showing organs; natural color.
\$18.50 Head Indian Chief, reputed worth mil. dollars.
\$15.00 Wax Head, Blond Hair. Mae Southern.
\$20.00 Female Head, horn forehead. Great specimen.
WEIL'S CURIOSITY SHOP
20 So. 2nd St. Philadelphia 6, Pa.

FROM THE LOTS

Eddie L. Wheeler

COPPER HILL, Tenn., April 24.—Opening March 27 at Bowdon, Ga., under sponsorship of the local city hall fund, attractions were able to get some money despite four days of rain and some cool weather. When weather was good people came out and spent. The midway looked neat with new canvas and newly painted rides and concessions.

Staff: Eddie L. Wheeler, manager; Lois Wheeler, treasurer and book-keeper; Ace Turner, secretary and auditor; Fred Albany, general agent; Jack Townsend, special agent; Johnny Simpson, advertising sound car; Lem Lotton, superintendent of construction, and Mickey Stinson, superintendent of transportation.

Rides include a Ferris Wheel, Blackie Collins, superintendent, and Ralph Pratt, assistant; Chairplane, Elmer Pratt, assisted by Eddie Holloway; Kiddie Autos, Lem Lotton; Kiddie Airplane; miniature train and Merry-Go-Round, Mickey Patterson, superintendent, assisted by George Patterson and Bill Barnett.

The line-up also includes P. Duitch's Wild Life Show, B. Duitch's Snake Show and Charles Lederer's Side Show. Concessionaires are Joe Rustick with 3; Fred Albany, Bill McGlothlin, Gibson, W. O'Monahan, P. Duitch and Ace Turner, 2 each, and G. Mitchell, Mainus and H. Q. Smith, 1 each.—ACE TURNER.

L. B. Lamb

MILAN, Tenn., April 24.—Show opened here, hoping for better weather than it received during two-week stand in Columbus, Miss.

Rain started upon org's arrival in Columbus Monday (5) and continued thruout the week. Three nights were lost the first week.

Shows stayed over a second week and received excellent co-operation from the press and radio, the newspapers using free ride coupons for a second time in the Monday and Tuesday editions. Whenever weather permitted the turnout was good.

Ross Sinderson is on a plane jaunt to Des Moines. Tex Roberts left with his concessions. Mrs. Russell Anders is recuperating from a major operation in Dorset Hospital, Columbus, where she will be confined for six weeks.

Alma and White Richards are the parents of a son, born in Columbus. Showers were the order of the day in honor of the new arrival, James Michael, one by the ladies of the shows and another by the Cumberland Presbyterian Church of Columbus, of which White and Alma are members. Andy Allen received news from Chicago that he, too, is the father of a new-born son and that Mrs. Allen and the baby are doing okay.

Oscar Bloom was a frequent visitor and found plenty of pinochle competition. Fizzie Brown was seen several times around the lot.—ERNIE MURRAY.

Floyd O. Kile

NORCO, La., April 24.—Shows made their 1948 debut with a 10-day stand here under ideal weather conditions. Business was fair. Concessionaires include H. Jordan and family, kiddie autos and two concessions; Mervin Boden and family, cotton candy and blower; Mr. and Mrs. Leon Miltona, popcorn and snowballs; Mr. and Mrs. Walter Meisensawl, glass pitch and pitch-till-you-win; Mr. and Mrs. Doc Hoy, grocery and ball game; John Schotzell, fishpond; Frank Arnold, bumper; Nedra Ficco, photo trailer; Doty Smith, penny pitch, and Frank Abbate, cigarette gallery.

Pacific Coast

MARINA, Calif., April 24.—Shows arrived here for the first stop on a tour which will carry it up the Redwood Highway and a swing thru Oregon and Washington. Four contracts have been received for fairs and celebrations in Washington, making the total 14.

The six-week sojourn in the bay area was terminated Sunday (18) in San Lorenzo, Calif., where a two-week stand failed to do because of constant rains. The org was under the auspices of the San Lorenzo Christmas Fund and the location was ideal, but it was a case of too much rain.

Joining for the Marina engagement were Al Nelson, cookhouse, and concessionaires Fred Oberhansli, 2; Raymond Dorsey, 2; Pete Stevens, 2; William Scott, 2, and Harry Pantier, 1.

Mr. and Mrs. E. Lansdowne, of Phoenix, Ariz., took over the photo gallery, replacing Mr. and Mrs. Val Bitz, who left to join the Redwood Empire Shows. Mr. and Mrs. Les Bernstein added diggers. Shows purchased a baby auto ride from Loren Roberts, of Stockton, Calif.

Gen. Rep. E. (Pickles) Pickard spent a week at Guerneville making arrangements for the opening of his park there next month. W. L. Brown recovered his Packard which was stolen two weeks ago in Hayward.

Visitors at San Lorenzo included Mr. and Mrs. Fred Weiderman, Mr. and Mrs. Louis Feather, Mr. and Mrs. William Don, Joan Gordon, Mr. and Mrs. Hugh Collison, Earl Shepherd, Les Hart, Eva Perry, Charles Albright, Loren Roberts, Mr. and Mrs. L. E. Davison, Mr. and Mrs. W. R. Davison, Mrs. W. S. Davison, Mrs. Frank Courtmarsh, Pearl de Pellaton, Mr. and Mrs. Anthony Massie, Joe Thomas and Mr. and Mrs. Harry Friedman.—WALTON DE PELLATON.

Eddie L. Wheeler

COPPER HILL, Tenn., April 24.—All attractions were ready Monday night (5) for the six-day stand here under American Legion auspices, and show-hungry natives came out in droves opening night. Fair but cool weather followed Tuesday and Wednesday rains and everybody got money.

Art Spencer joined here with his lion Motordrome for a week's stand to break a jump north and did good business. Concessionaires joining included Whitey Steuber, clothespins and grind store; Joe Spears, duck pond and cats, and Brock with a nail joint. The Octopus also arrived, giving the show 8 rides, along with 4 shows and 25 concessions.

Many of the personnel visited shops of local merchants who commented favorably on the patronage. Excellent co-operation was received from the sponsor. The sheriff and his deputy, friends of the writer, were nightly visitors.—ACE TURNER.

Paul's Amusement

WALDRON, Ark., April 24.—Shows opened here to good business and weather. Date marked org's fifth week out. Org moved in from Charleston, Ark., where business also was good.

In the line-up are Mr. and Mrs. Gus Tucker, corn game, candy floss, popcorn and kiddie ride; Mr. and Mrs. Bunch, hit and miss, milk bottles, fishpond and over-and-under; Mr. and Mrs. Riley, glass pitch; Mr. and Mrs. Dillon, blower, snow cone and pea pool; Mr. and Mrs. Beam, Girl Show, shooting gallery and penny pitch; Mr. and Mrs. George McAllen, duck gallery, ping pong and photo gallery. Shows also carry seven rides and monkey and snake shows.

HAYWOOD SHOWS

WANT

Stock Stores. Agents of all kinds, Bingo Help. Good deal for man and wife for Pop Corn and Snow Cones. Will furnish Top and Front for Girl Show. Will book Independent Shows. Can place Tilt, Octopus, Fun House. Foreman for Double Loop-o-Plane.

PRYOR, OKLA., APRIL 26-MAY 1.

AGENTS WANTED

ROY HENDERSON WANTS

Hanky Pank Agents. Two young men or man and wife to operate Custard and Pop Corn. Must drive truck. Good proposition for Grab Joint in money territory. West Texas.

TEXAS SHOWS

Fort Stockton, Texas, this week; Balmorhea, next week.

COOKHOUSE

FOR SALE

20x60. COMPLETE IN EVERY RESPECT. New Canvas and Counters last year. This is the Cook House which operated on the Wonder Shows of America in 1947, and anyone who saw this Cook House will realize it is tops and a splendid buy. Can be seen at Fair Grounds, Caruthersville, Mo. WILL SELL REASONABLE. Address:

MAX GOODMAN

BOX 37, CARUTHERSVILLE, MO.

WANT RIDE HELP

Foreman for new Allan Herschell Merry-Go-Round, Foreman for Chairplane, Help on Tilt and Wheel. Report May 1st on the Lot at Boone, Iowa. I am hard to work for, so if you are not an A-1 man, don't come.

ALVA MERRIAM

MERRIAM & ROBINSON SHOWS
Ogden, Iowa

Rupe's Midway For Fun

Will book any legitimate Concessions not conflicting.

W. R. RUPE

Getmore, Kan., this week; then as per route.

WANTED

First and Second Man for No. 5 Wheel, First Man for Smith & Smith Chairplane; top wages, good treatment. No drinks. Address:

JOHN MONKS

Box 102, Warehouse Point, Conn.

Golden Gate Shows Want

Stock Concessions, Bumper Game, Bowling Alley, Hoop-La, Glass Pitch, Ball Games, Milt Camp, Snow Ball, Cotton Candy and Apples, Cook House, Shooting Gallery, Fish Pond, any kind Stock Concessions. Grind Shows with your outfit. Will book Kiddie Rides. Want Mug Outfit. **FRANK OWENS**, Mgr. Golden Gate Shows, Guthrie, Ky.; then Elkton, Ky.

WANT

First and Second Men on Spitfire Ride. Have for Sale—1941 Ford Tractor, heavy duty White 24 Ft. Trailer Rack, 1946 Ford Tractor, heavy duty White 28 Ft. Trailer Rack; excellent for Octopus and Spitfire. 1947 27 Ft. National House Trailer.

FRANK JOSEPH

Carlin's Park Baltimore, Md.

JORDAN SHOWS

Can use Bumper, Blower, Clothes Pin, any Stock Concession that does not conflict.

Osyka, Miss., until May 1.

SPITFIRE FOR SALE

Practically new late 1946 model. Reason for sale, death in family. \$1000.00 cash, balance \$4185.00 on 25% of gross. Must be moved.

LOISEL & SCHMIDT

Sunland Amusement Park Sunland, So. Calif.

MERRY-GO-ROUND

For Sale—A 30 Ft. Two-Abreast. New Tent. Horses, Organ, Motor; also an extra Band Organ. See in operation.

A. D. SHARPE

Cooper Arms Apt. Long Beach, Calif.

AGENTS WANTED

For Coke Bottles, Ball Game, Penny Pitch, Age and Popcorn; also Man for Dark Room.

E. L. WINROD

c/o Wilson Famous Shows, Galesburg, Ill., May 1-8; Bloomington, Ill., May 10-18.

WANT WANT WANT WANT
MODEL SHOWS, INC.

20,000 Feet Neon, 6 Giant Light Towers, 10 Modern Rides, Motordrome, 14 Fairs, 5 Celebrations, starting Independence, Iowa, July 2nd. No gate, no racket, no gypsies.

WANT RIDE HELP—Foreman for new No. 5 Eli Wheel, salary \$50.00; Fairs, \$60.00; bonus if finish season. Second Men Truck Drivers. Foreman for Smith & Smith Chairplane, experienced WHIP Foreman, Octopus, man to handle Parker Merry-Go-Round, must be sober, reliable, drive Semi Trailers. Long season, best of treatment.

CONCESSIONS—Sell Exclusive Photos, Jewelry. Want Clothes Pin Pitch, Country Store, Duck Pond, Basket Ball, String Game, Watch-La, Hoop-La, French Fries.

SHOWS with own outfits, Mechanical City, Monkey, Animal, good territory for Side Show and Penny Arcade. Have 20x50 Top, 8 ft. Wall, Set Girl Show Banners used three weeks as new. 1 Devil's Bowling Alley. Address:

JOHN L. ROBINSON, Owner-Manager

Parsons, Kansas, this week; Clinton, Mo. (on the streets), week May 3rd.

CONTINENTAL SHOWS, INC.
 THE SHOW OF HIGH STANDARDS

CONCESSIONS

If you want in on a clean, reputable Show with 8 Rides, here it is. Will book any Legitimate Concession.

Stanley Sczurek wants man and woman to run Posing or Dancing Show. Also Girls for Review. Address, care of Show as per route.

CONTINENTAL SHOWS, INC.

KINGSTON, N. Y., all this week.

VIRGINIA GREATER SHOWS
 The Show With The Proud Reputation
WANT AT ONCE

Ball Games, Penny Pitches, Hoop-La, Ex on Photo Gallery, Grind Bumper Store, Basket Ball Game, Coca-Cola Bottles. Will sell Ex on two strictly Stock Wheels, groceries and combination stock; Ex on Scales and Age. Good opening for Penny Arcade. Will book Motor Drome or any New Show of merit. Cookhouse Larry Ostrom, come home. **WANT AT ONCE—GIRL SHOW MANAGER TO TAKE OVER TWO GIRL SHOWS; MUST HAVE GIRLS AND WARDROBE.**

Cambridge, Maryland, this week; Elkton, Maryland, next week; then into New Jersey and New England.

All mail and wires to:

WM. C. (BILL) MURRAY

Endy Bros. Shows

35 CARS

Can place the following: Talkers, Grinders, Man to take complete charge of Unborn Show—we have all equipment. Want Class House, Skooter, Fun House, Dark Ride, Octopus—have wagons for same. Want Freaks for Side Show, also extra strong attraction to feature. Sadie or Bennie Anderson, answer at once. Want Foreman for Merry-Go-Round.

ENDY BROS.' SHOWS, David B. Endy, Mgr.

SAVANNAH, GA., UNTIL MAY 1

We have eleven outstanding Fairs to offer you this year.

BULLOCK AMUSEMENT CO. WANTS

Foreman for Smith & Smith Chairplane, Second Man for Wheel. Legitimate Concessions. Snake Show. Will book Life Show or any small show. Will book little Train Ride. Percentage Dealers that will put up and tear down own joint. Bill Stacy wants Bingo Help.

MT. HOLLY, N. C., THIS WEEK.

WONDER CITY SHOWS

WANT

Hanky Panks, one of a kind. Sell Ex: Diggers, Mitts, Photos, Arcade. Place Shows, own equipment or furnish Tops, Fronts, Banners for Snake, 10-in-1, Girl Show or Half and Half. Place Tilt, Octopus, Roll-o-Plane. Need Second Man on Wheel. Want to hear from Joe Laughlin and Jake Farrar. Address this week:

JOE KARR, Erin, Tenn.

PENN PREMIER SHOWS
world's cleanest + midway

CONCESSIONS

Can place Ball Games, Photo, Fish Pond, Dart Balloon, String Game, American Palmistry, Hoop-La and any other legitimate concessions. **WANTED—Long Range Gallery.**

Can place Acts for Side Show. Want Fire-Eater, Pin Cushion, Mind Reading, Tattooing, also Strong Annex Attraction. Can place Ticket Sellers and Opener for Animal Show. **WANTED—Can use Ride Help that drive semis.** Can place good Truck Mechanic with own tools. This show has 14 bona fide fairs, not pending but already signed. People joining now will benefit. This show carries 16 rides and 12 shows. Address all mail and wires to

LLOYD D. SERFASS, Gen. Mgr.

Phillipsburg, N. J., this week; Middletown, N. Y., next.

Morris Hannum Shows
A tradition at Veterans' Conventions

YORK, PENNA., May 3-8

Want Custard, Photos, legitimate Concessions and Annex Attraction for Side Show. All replies to

MORRIS HANNUM

Carlisle, Pa., now

— HERE IT IS —
MAJESTIC GREATER SHOWS
 CAN PLACE FOR

LEMOYNE, PA., CELEBRATION, MAY 3 TO 7

AND A REAL ROUTE OF STILL DATES, FAIRS, CELEBRATIONS

CONCESSIONS: Photos, Age, Scales, Ball Games, Hoop-La, Arcade, Penny Pitches, and other Merchandise Concessions.

AGENTS FOR OFFICE OWNED ROLL DOWN, PIN STORE and SLUM SKILLO. ONLY ONE OF KIND ON MIDWAY.

SHOWS: Side Show with own equipment, Grind Shows, Fun or Glass House. RIDES: Chairplane, Looper, Dark Ride, Octopus. Address:

SAM GOLDSTEIN, Harrisburg, Pa., this week

PEARLESS CELEBRATION
Amusements

LAST CALL--Always a Good, Clean Show--LAST CALL
 Opening May 1 to 8, Two Saturdays, MOORESVILLE, N. C.

FIRST SHOW IN TWO YEARS

Committees, look us over or contact. Have some open time for Celebrations in Virginia, West Virginia, Maryland and Pennsylvania.

Good opening for clean Shows, Ten-in-One People, Acts and Managers; we have Tops and Banners. Grind Shows, come on. Concessions open: French Fries, Custard, Photos, Ball Games, any Stock Concessions not conflicting. Can use a few good Stock Store Agents. Stanley Jones wants Bingo Counter Help. James Browning, contact. Want good, sober Ride Help, Drivers preferred. Want Octopus, Roll-o-Plane or Tilt-a-Whirl. All address:

WM. J. MESPELT, Manager

WANTED FOR
FRED SAWYER'S GAY NEW ORLEANS HEP CATS

Colored Musicians, Chorus Girls, Comics, Dancing Boys, Exotic Shake Dancers, Novelty Acts, Novelty Singers. Following people get in touch with me at once: Roy Bowling, Willie Harper, Albert Green, Robert Terrell, Sadie Crosby, Tang Fat Scott, Robert Watts, Pee Wee and Willie Parker, Loretta Stewart, Horatio, Snow, Jack Jackson, Dusty, Margaret Taylor, Pinhead.

Office Show, opening May 10th with America's newest and finest Railroad Show.

Berth and meals to all. Write or wire me.

FRED SAWYER

c/o JOHN R. WARD SHOWS, Pine Bluff, Ark.; then route list.

WANT FOR NUMBER TWO UNIT

Legitimate Concessions, Long and Short Gallery, Photos, Balloon Darts, Ball Games, Weight and Age, Floss, etc. Ride Help of all kinds. Sound Car. All apply:

SAM TASSELL SHOWS

5839 WALNUT ST.

PHILADELPHIA, PA.

ROSS MANNING SHOWS

A. W. (PAT) HANLON, Gen. Rep.

NEWBURGH, N. Y. — APRIL 22 TO MAY 1

Then Peekskill, N. Y. First Show in Town Since 1938.

Week May 10-17, Ossining, N. Y.

WANT SHOW—Have new 30x40 Top with Sound. Can place Wild Life, Crime, or any Grind Show "Heavy" McClain, received letter; come on. Smokie Roberts, come on.

CONCESSIONS: French Fry, Scales, Guess Age, Novelties. Toby Kneeland, let me hear from you. Alley and Cat Rack Agents, contact A. W. Morris. Earle Meyers

Wants Side Show People. Paul White, contact Pat. All address:

ROSS MANNING

AS PER ROUTE.

WANT

LOROW SHOWS

WANT

FOR ROYAL AMERICAN SIDE SHOW

Side Show Acts, Bally Acts and Freaks.

Ticket Sellers that make second openings and Working Men

OPENING MEMPHIS, TENN., MAY 8

all address:

LOROW BROS.

c/o Park Hotel, Tampa, Fla., until May 1; then c/o Royal American Shows, Memphis, Tenn., until May 15.



Carlstadt, N. J., April 28 to May 8

WANT: Grind Stores, Duck Pond, Devil's Alley, Clothes Pin Pitch, Balloon Darts, String Game, or any Grind Store.

SHOWS: Have 10-in-1 outfit complete with 20x80 Top and 110-foot Front. Can place Shows with own outfits or will furnish outfits. Also want Motor Drome and Fun House.

RIDES: Can place Kiddie Train. Want Foremen for Ferris Wheel, Chairplane and Merry-Go-Round, also Second Men. NO DRUNKS.

WANT: Penny Arcade Mechanic. NO DRUNK.

Write or wire:

J. VAN VLIET, 404 Garibaldi Ave., Lodi, N. J.

WANT Concession Agents, Fast Stepping Waiters and Good Cook WANT

Agents for Grind Stores, contact Max Sharpe or Al (Hardy) Lytton. General Concession Help on all Concessions; top salary for good, sober, reliable Chef for Murphy's Cook House, also Short Order Cook. All replies to:

A. R. (DUTCH) WHITESIDE

c/o JACK J. PERRY SHOWS

This week, Statesville, N. C.; Kannapolis, N. C., week of May 3; Albemarle, N. C., week of May 10.

PAGE BROS.' SHOWS

WANT FOR 2 STRAWBERRY FESTIVALS, HUMBOLDT, TENN., NEXT WEEK, FOLLOWED BY ALAMO, TENN.

Slum Concessions of all kinds. Good proposition for Penny Arcade. Man to take over new Fun House built on Sem. Ride Superintendent that can and will produce. Ride Help on all Rides; must drive Semis. Jig Show Chorus Girls, Little Head and Leana, Gloria Williams, Ruth Savage, get in touch with Yellow Savage.

BRUCETON, TENN., this week; then HUMBOLDT, TENN.

P.S.: Have all kinds of Slum Concessions for sale.

QUEEN CITY SHOWS

Want for Manchester, Ky., V. F. W. Spring Jubilee

CONCESSIONS: High Striker, String Game, Cat Rack, Age and Weight, or any Stock Store. Heavy Caldwell, contact. Good proposition to Penny Arcade.

SHOWS: Will book any good Grind Show with own equipment.

RIDES: Will book Tilt, Octopus or Roll-o-Plane. Ride Help on all Rides, come on. All contact:

CURLEY LITTLE
WHITESBURG, KY., this week.

FROM THE LOTS

Midway of Mirth

MADISON, Ill., April 24.—Rain and cold slowed patronage to a virtual standstill at the org's first two spots this season—the first at Sparta, Ill., starting March 27, the other at Murphysboro, Ill., opening Monday (5). The org then moved here under sponsorship of the American Legion.

Shows are routed thru Illinois, Kentucky and Missouri.

Ride operators are James Rogers, Merry-Go-Round; Frank Winstead, Ferris Wheel; Marvin Hill, Spitfire; William Ellis, Mix-Up, and Dad Waters, baby ride.

Concessionaires are Van Tankersley, cookhouse; W. B. Reese, 5; Babe Goodrich, 1; Mrs. Georgia Ellis, 1; Roy Spears, 1; Edyth and Heavy Seals, 1; Mr. and Mrs. Ware, 1; Ralph Mulkey, 1; Frank Lavall, 2; Jackie Mulkey, 1; F. R. Shultz, 1; B. C. Hines, 1; Margaret Ware, 1; Mr. and Mrs. Goodale, 2; L. Silhamer, 1; Shorty Brashaw, 1; Richard Steele, 1, and Mr. and Mrs. Campbell, 1; and Eva Rogers, 1. Carl and June Pope have bingo.

Tommie Davis is general superintendent, Billie Goodrich is in charge of mail and *The Billboard* agent, Frank Lavall is lot superintendent, L. Silhamer directs the sound car and Frank Yehle is special agent.

Visitors during the Murphysboro stay included Joe Stoneman, Whitey Valasuka and Mr. and Mrs. Clarence Burns. Mr. and Mrs. Ralph Mulkey gave a dinner in honor of the Burns's seventh wedding anniversary.—ROSIE DAVIS.

Playtime

MANCHESTER, N. H., April 24.—Altho Playtime Amusement Corporation opened here last week in cold weather, there was enough business to indicate prospects for a good year.

Staff includes E. W. Burr, manager; John Burr, assistant manager; Mary Burr, secretary; Billy Burr, transportation manager; Harry Peavey, advertising manager; Friday Patrick, ride superintendent; Bob Nelson, electrician, and Red Fuller, in charge of the Kiddieland.

On the midway were a Merry-Go-Round, Ferris Wheel, Fly-o-Plane, Octopus, Chairplane, Tilt-a-Whirl, miniature train, Rolloplane and kiddie autos. Show line-up included the Gangler Circus, Side Show, Motor-drome and Jungleland.

Among concessionaires are Whitey McTague, H. Reese and Hazel Scarif, 4; Sam Frye, 3; Nat Winestine, Mason and Fred McLaughlin, 2; T. Thornton, J. Mitchell, James Bell, Nat Gartz, Al Rabetaille, Kitty Halt, Ziggy Sabatka, D. Taylor and Dan Farris, 1, and Mr. and Mrs. Jack Poole, floss, popcorn and candy apples. The office has 10 stores.

Mr. and Mrs. John Kilonis, former carnival owners, were on hand for the opening.—HARRY PEAVEY JR.

W. C. Kaus

LEXINGTON, N. C., April 24.—The 217-mile move here from New Bern, N. C., winter quarters and opening stand, was made in good time. Date here (12-17) was under auspices of AMVETS and business was excellent.

Sponsoring committee, headed by Fred M. Elkin Sr., was most cooperative. Elkin is a former trouper. Sid Alcido's *Sky Rocket Revue* proved popular with midwayites here, and the *Swingland Minstrel Revue*, produced by Lewis and Thomas, and Karl Alzara's Circus Side Show are expected to be two other all-season winners.

Concession department is functioning smoothly under the capable management of George R. Whitehead, business manager and general assistant to Manager Russ Owens.

Capital City

FRANKLIN, Ky., April 24.—The Capital City Shows opened their '48 season at Woodbine, a suburb of Nashville, under the auspices of the Woodbine Civic Club. Despite cold weather, business was good. The Three Fearless Stars, free act, scored solidly.

All rides and shows had been over-hauled and painted and made an attractive appearance, putting Owner J. L. Keef on the receiving end of many compliments. Org moved to Franklin, Tenn., where more cold weather was encountered, but the last part of the week the weather was fair and the natives came out and spent money freely and Saturday night's business topped expectations.

Concessionaires include John Ethridge, cookhouse; Roberts, 1; Miller, 3; Russell, 2; Smothers, 3; Ancher, 2; Dews Jr., 1; Drennen, 2; Collins, 1; Beal, 2; Mrs. Ethridge, 3; Stephens, 1; Millard, 1; Bright, 1; Apple, 1; Rainey, 1; V. Collier, 4; Fryou, 1; Elliot, 2; Lanko, 1, with five office-owned.—JACK SNOW.

J. B. Gentsch

PICAYUNE, Miss., April 24.—Shows opened here Monday (5) to a good crowd, and attendance increased nightly thruout the week, with business reaching its peak at the Saturday matinee and evening performances. The stand here was under auspices of the American Legion.

Art and Peggy Walker, now in business here, were nightly visitors on the lot and also entertained friends from the shows at their home.

Linda Crews, of Miami, and L. B. McLaughlin were married Saturday (10).

Many members of the shows took advantage of the proximity of New Orleans to do their spring shopping and buy supplies.—RAY NICKLES.

Crystal Exposition

GRIFFIN, Ga., April 24.—Biz was good for the org here April 12-17, the committee giving excellent cooperation. Five thousand tickets were given to school children for Kids' Day. A birthday party was given Darlene Staunko on her fourth birthday. Guests included Jerry Weston, Nancy and Jeane Bell, Janet Bunts, David and Irene Roberts, Jimmie Doyle and Billie Parker. Refreshments were served by Mrs. Staunko.

Art Carver and Ernest Wicher visited the Carver family in Crystal River, Fla. Jimmie Holt has taken over the Funhouse. Billie Shaeffer draws the crowds with his free attraction. Visitors were Mr. and Mrs. Bernie Shapiro and Mr. and Mrs. Charles Matthews. Helen Golden's Side Show topped the shows, with Teddy Porter's *Darktown Strutters* a close second.—ALTA MAE ROBERTS.

Prell's Broadway

BURLINGTON, N. C., April 24.—Ladies of the shows held a party in Shoemaker's cookhouse. Dottie Miller and Agnes Grosso were hostesses.

Halifax Sam passed out cigars upon receiving news that he had become a grandfather. Paddy Finnerty, business manager, has an order in for a new Cadillac. Owner Sam Prell's ankle has healed sufficiently for him to once again take part in the daily pinochle sessions with Jack Russell, Joe Grosso and others.

Red Russell had to return to Florida when he was taken ill here. Abe Prell's wife, Lorraine, sustained a broken foot and four broken ribs in an auto accident near Baltimore recently.—ALLAN A. TRAVERS.

THE TWO OUTSTANDING PARKS OF AMERICA

WANT

RIVERVIEW PARK

Chicago, Illinois

Can place, to open May 19 and for a long season. Novelty Acts of all kinds. A real standout Freak to feature for the Annex. Can place Bally Girls, Runts, White or Black. Musical Act. Ticket Sellers, Talkers, etc. All reply in detail, state salary, to:

RAY MARSH BRYDON, Apt. 237
Windsor-Wilson Apts.
917 WILSON, CHICAGO 40, ILL.

PALISADES PARK

Palisades, N. J.

For immediate work. I can place the best in Side Show Acts, Working Acts that can Pitch, A-1 Mentalist. Clever Magician. DeLenx, write. Powerful Freaks to feature. Your hours are pleasant and pay tops. State all to:

RAY E. THOMAS, Apt. 237
Windsor-Wilson Apts.
917 W. WILSON, CHICAGO 40, ILL.

WANTED

AGENTS FOR BLOWER, ALLEY. CAN ALSO PLACE P. C. AGENTS. NEED A FEW WHEELMEN AT ONCE. SAVANNAH ALL THIS WEEK, NORFOLK NEXT WEEK.

JACK GILBERT

ENDY BROS.' SHOWS SAVANNAH, GA.

WANT TO BUY

Fish Pond, Milk Bottle Joint, Balloon Dart, Jumper and a few other joints around fifteen feet. Must be in good condition with frames, with or without tops and stock. Airmail full details on what you have that I can use and lowest cash price.

PENNY ARCADE, 811 Capital Ave., Houston, Texas

WANT WANT

DROME HELP

Men and Women Riders. Talker, Ticket Sellers, come on. Join now. All answer quick.

DEL CROUCH

Endy Bros.' Shows, Savannah, Georgia.

WANTED FOR BARKOOT BROS.' SHOWS

Week opening May 3 to 8, St. Louis, Mich.; Mount Pleasant, Mich., week of May 10.

We are booked solid for season.
WANTED—Ride Foremen and Second Men for Ferris Wheel, Merry-Go-Round, Chair-o-Plane, Kiddie Auto Ride. Will book two more Kiddie Rides and any other Rides not conflicting. All Merchandise Concessions open except Bingo. WANTED—Shows of all kinds with own outfits except Girl Show. Opening for Monkey Speedway and Funhouse.
P.S.: Peck Hornick wants Carl Westfall. Cecil Brady and Roy (Blackie) Warr, come on. All replies to K. C. BARKOOT, Gen. Mgr., Gen. Del., Fowlerville, Mich.

FITZIE BROWN

CAN PLACE AGENTS FOR VIEWING STORES AND COUNT STORES

All who have worked for me before, come on. ALL MY CONCESSIONS ON THE H. R. ROSEN SHOWS

A strong route of Still Dates and Fairs and Celebrations. Address:

FITZIE BROWN, c/o H. B. ROSEN SHOWS
SOUTH FULTON, TENN., this week; JACKSON, TENN. (O'Connor Lot), week May 3-8.

T. J. TIDWELL MODERN MIDWAY

WANTS FOR FORT STOCKTON, TEXAS, FAIR AND WATER CARNIVAL, MAY 3-8

Shows with or without Frame-Up. What have you? Good proposition to Wild Life and Penny Arcade. Sell Exclusive Photo. Want experienced Rodeo Foreman.

Answer:

T. J. TIDWELL, Mgr., Levelland, Tex., April 26-May 1

JOE STARR SHOWS

CAN PLACE

CONCESSIONS — Balloon Darts, Guess Age, Glass Pitch, small Grab, any Merchandise Concessions.

SHOWS — With own equipment. Jackson, can place you. Second Man on Wheel. All replies to:

ED WHALEN, Stigler, Okla.

P.S.: Papa Dees, contact Blackey and Grace.

PEPPERS all States SHOWS

AMERICA'S FINEST

40 TRUCKS 20,000 FEET OF NEON — LIGHT TOWERS — LIGHT PLANTS 40 TRUCKS

WANT WANT WANT

RIDE HELP: We pay every week, rain or shine. Roll-o-Plane Foreman, Foremen and Second Men on all Rides. Wives to sell tickets. Ride Men must have Drivers' Licenses and must drive semis. Drunks and fly-by-nights, stay where you are.

CONCESSIONS: Agents for Hanky Panks, Bingo Counter Men. Will sell "Ex." on following Concessions: Photo Gallery, French Fries, Jewelry, High Striker, Novelties, Guess Your Age, American Fortune Teller, String Game and Huckleby Buck. Girls who can handle 24-Ft. Milk Bottle Ball Games.

SHOWS: Manager for Monkey Show. (Will furnish complete Monkeyland Show with trained animals. Have brand new 1948 Blue Top for same.) Jack Orr, B. D. Russell, J. M. Sean, get in touch with me at once. Manager for Girl Show. Curley McCann, if you have 3 or more Girls, join on wire. Art Wheeler, can place your Show and Pony Ride. Ormi Carver, we can place you!

WANT NIGHT WATCHMAN WHO KNOWS HIS BUSINESS AND WILL STAY UP All wires and mail to:

FRANK W. PEPPERS, Mgr.
GREENVILLE, S. C., this week.

Silver STATES SHOWS

WANT

Slum Joints of all kind. Could use Pop Corn, Candy Apples, Sit Down Grab, Candy Floss, Lead Gallery. Ride Help in all departments that can drive trucks. Ex. for one Mitt Camp. Madame Donicker, contact Whitey Dixon. P. C. Dealers.

HEDY JO STARR WANTS FOR SIDE SHOW

Magician that can pitch and hold tip. Can use one Box Office Freak. Arnold Spore, Ekke Wickie, Buddy Le Roy, call me at once. Dr. Yogo (Herb), am holding Front and Sword Box for you. 24 Fairs booked, all in the North. All Acts report at once. Contact

HARRY RICHMAN

SILVER STATES SHOWS, CANADIAN, TEXAS, APRIL 26-MAY 1.

GAIETY SHOWS

OPENING MAY 1 TO 8 AT HORNEILL, N. Y.

Some Concessions open. Want Double Ball Game. Want 5 in 1 or any Freak Show. Can use Ride Help. Husband and Wife for Cat Game. Free Act wanted. Must be good.

GAIETY SHOWS

67 Ellison St.

Rochester, N. Y.

ROYAL Exposition Shows

WANT FOR

Opening at Lancaster, South Carolina, Spring Festival, May 1st to May 8th (2 Saturdays). Any worthwhile Shows with own outfits and transportation. Very liberal percentage now and for the season. Can use neat Penny Arcade, also Funhouse, also a few legitimate Concessions. Splinter Royal wants capable Agents for Pin Store, Roll Down, Skillo and P. C. Jimmy Pumphreys, get in touch; Shotgun and Slim will join. Address all replies to

J. P. BOLT, Owner-Manager

Lancaster, S. C., until May 8th; then as per route.

P.S.: Have for sale 49 1/2 K.V.A. Fairbanks-Morse Diesel Light Plant, complete, on excellent Ford Truck. Price, \$2000.00 cash.

SOUTHERN VALLEY SHOWS
Fastest Growing Show in South

WANT WANT

For Bald Knob, Ark., Strawberry Festival in City Park downtown. 12—Big Days and Nights—12. Opening Monday, May 3rd. Over 25,000 Pickers with no place to go. Closest big town 65 miles. Ask those that were there last year. Also have 12 outstanding Fairs, 6 Celebrations, with one of the best 4th of July spots in the Middle West. Can use legitimate Concessions of all kinds. Shows: 10-in-1, Animal, Wild Life, Fun House. Bill Geary wants General Show Help for 4 office Shows, also Girls for Girl Show. Marty Michels wants sober and reliable Agents for Skillo and Grind Stores. No. 1070 taken out. Want to book Spitfire and Chairplane. Write or wire:

SOUTHERN VALLEY SHOWS—EDDIE MORAN

CAMDEN ARK., APRIL 28TH-MAY 1ST; then BALD KNOB, ARK.

HELLER'S ACME SHOWS

WANT

Whip Foreman; salary, percentage and bonus. Also Spitfire and Ferris Wheel Foreman. Help on all Rides. Good treatment, long season South. Want Concessions: Bumper, High Striker, Pitch-Till-You-Win, Merchandise Wheels, No Ceas, Cork Gallery, Popcorn, Bingo, Guess Your Age and Weight. Can place Free Act. Want Shows with or without outfits; John Ricco, contact. All address:

HARRY HELLER, BOX 6, CAMPGAW, NEW JERSEY. PHONE: WYCKOFF 4-0333-M.
Englewood, New Jersey, week of April 26 to May 1; Haverstraw, New York, May 3-8, on the Main Street, center of town proper.

JOYLAND MIDWAY ATTRACTIONS

Opening 37th
Consecutive Season
in a Suburb of
DETROIT
on Van Dyke Avenue,
between
Nine & Ten Mile Roads

Show Has—

- Good Bookings
 - Long Season
 - Short Moves
 - Reasonable Rates
 - Good Treatment
- Guaranteed

WANT

LEGITIMATE CONCESSIONS

Of all kinds, EXCEPT Cookhouse,
Popcorn, Bingo, Photo Gallery.
These have been sold exclusive.

WANT

ANY SMALL SHOW

Neatly framed, with own equip-
ment. Will book ANY RIDE not
conflicting with 9 office rides.

WANT

RIDE FOREMEN

Salary no object if capable second
men not needed.

ELECTRICIAN

Good proposition—join at once

FOR SALE

BINGO

BINGO—Complete, ready to go,
18x36, amplifier system, stringers.

FIRST \$400 TAKES IT

TRAVERS CHAIRPLANE

Newly reconditioned and painted.
36 seats. Plus power unit. Com-
plete, ready to operate—

\$800.00

This equipment is in Detroit, Mich.



Address all mail to
ROSCOE T. WADE
**JOYLAND
MIDWAY
ATTRACTIONS**

16845 Lindsay Ave.
Detroit 27, Mich.
Telephone VErmont 5-5232

FROM THE LOTS

Bullock Amusement Co.

TROY, N. C., April 24.—Show is in its fourth week, and despite the cold and rain, business has been satisfactory.

New paint and added lights give the show a new look. Org consists of five rides—Ferris Wheel, Merry-Go-Round, Chairplane, kiddie train and aeroplane swings—a Wild Life Show, owned and operated by Mr. and Mrs. Walter Stoffel, and 25 concessions. Manager Bullock added a new General Motors Diesel light plant and light towers this season, in addition to all new canvas. Mrs. Bullock took delivery of a new Vagabond house trailer.

The Wild Life Show is top money getter. Concessions all report good business.

Recent visitors included Louis Bright, Gid Spillers and Wilma Stimson.

Shows are routed thru South Carolina, North Carolina, Virginia and West Virginia. Roster follows:

J. S. Bullock, owner-manager; Mrs. Bullock, secretary-treasurer; Clarence Poplin, assistant manager; J. S. Ramsey, agent; Maynard H. Baker, electrician; Robert L. Edison and Luther Stump, Ferris Wheel; Foster Wells and W. E. Campbell, Chairplane; Tex Eanes and Nelson Benfield, Merry-Go-Round; R. J. Vincent, owner aeroplane swings, E. L. Crews, operator; A. C. Phillips, kiddie train; Ollie Eanes, cookhouse and bumper, assisted by Clarence Lyman and Iris Ainsley; W. J. Counter, popcorn and heart pitch-till-you-win.

Kenneth Hixon and Charles Cox, candy floss; L. E. Watley, penny pitch; Hettie Lou Watley, clothespin pitch; Clarence Confehr, ball game; Chris Jernigan and Frank Moss, pan game; Mr. and Mrs. Al Lefebver, fish 'n chips; Mr. and Mrs. William D. Perry, photos; E. R. Mattson, long-range gallery; J. W. Redfern, balloon darts and sound truck; Thelma Redfern, fish pond.

Mr. and Mrs. W. A. Stacy, bingo, assisted by Mr. and Mrs. Fred Chambers and Joe Eduards; Albert Henderson, chuck joint; E. L. Moss, color joint; Slim and Ruth Clark, cigarette gallery; Clarence Poplin, set joint; J. W. Redfern, mail and The Billboard agent. —VIRGINIA COUNTER.

Mighty Hoosier State

VINCENNES, Ind., April 24.—W. R. Geren, owner-manager, had everything loaded on his fleet of 35 semi-trailers Sunday (4) for the move to the opening stand here (10-17). Move was made without mishap and everything was on the lot by late evening (4).

Many of the shows' personnel were already here. Mr. Geren soon had the lot laid out and by Thursday (8) was in readiness for the opening. The special kiddie matinee, which will be a feature this season, with a bicycle given away, started off with a bang, with a crowd that thronged the lot thruout the evening. In spite of cool weather and a freakish wind, Mr. Geren was pleased with the take and elated over the spring prospects. He intends to use the giveaway kiddie tickets weekly for his Saturday matinees.

Hugo Zacchini, the human cannon ball and feature attraction this year, arrived from Mexico where he has been appearing with a circus. He will also operate his animal circus. Special paper will be used exclusively by Mr. Geren for Zacchini and the show is being billed circus style, with two men on the advance in charge of M. G. Stokes, agent.

Fred Haines is also here with his sound car to augment the publicity department. Shows are proud of the new cookhouse operated by Dale Pasley, who has an all stainless steel kitchen and steam tables which are mounted on semis.

Brownie's Amusements

BEGGS, Okla., April 24.—Show opened here April 10-17, losing night of April 12 due to cold weather. Biz was fair on the week. Lot was small and three rides did not operate. Org carries 1 show, 6 rides and 17 concessions.

Dobson's United

WILLERNIE, Minn., April 24.—Org is virtually set for its 1948 bow here Saturday, May 1. The debut will be followed by three dates in St. Paul.

A feature of Kiddyland this season will be a new train with built-to-order marquee.

Office trailer will have both an office and a conference room this season.

Owner W. C. Dobson expects the delivery of a new Chrysler any day. Fred O'Neil has the cookhouse in operation here and will continue with the org thruout the season.

Word has been received that Mr. and Mrs. Hooper were in an accident while en route here from Florida. Happy is in a hospital. The extent of his injuries and details of the mishap are not available.

Recent visitors included Billy Collins, of W. T. Collins Shows; George Kush, Leo Ctibor and Chet and Peggy Judkins.—DOROTHY PICKERING.

Virginia Greater

SUFFOLK, Va., April 24.—Shows wound up a fair opening stand here Saturday (17) despite some cold, rainy weather. Raleigh Gibson visited his home at Charlottesville, Va. James Gibson Jr., who is in the navy and was ride man with the shows, is spending a week of his furlough with his dad, Merry-Go-Round foreman. Mr. and Mrs. Chet Klinetop's son was hospitalized here as the result of a sudden illness. Mr. and Mrs. Bob Bagby have joined.

Ronald Prue is assisting in the cookhouse. Mike Matina, of the midget troupe, was ill for several days. Joe Conley has recovered from a bad cold. Several hundred underprivileged children were guests of the management. Youngsters were entertained by Walter Walters, hobo clown, and Dr. L. C. Holland, local dentist. Manager and Mrs. Rocco Masucci were guested at several local affairs.

Louis Augustino's Wild Animal Show is popular. Mr. and Mrs. Oliver Jones report that they will join soon. William Gist and Claude Johnson have joined the ride crew. Jimmy Munroe, of the Ferris Wheel crew, spent several days at his Sumter, S. C., home visiting his wife and baby. H. W. (Happy) Arnold, his wife and daughter will join shortly. He has two concessions and is *The Billboard* and mail agent. Arthur and Fletcher Gibson have completed a new body for the show's cookhouse truck. Sidewall Smiddy is in charge of the canvas and sanitary department and of getting the marquee up and down. Jack Pinner and committee representing the Seafood Festival, Hampton, Va., visited, as did Kenny Moore, of the Norfolk Tent & Awning Company.

Metro and American Banner

PROVIDENCE, April 24.—Combined forces of Phil Ray (Metro Shows) and Joseph E. Shiner (American Banner Shows) made their 1948 debut here Friday (23).

The lighting plant has been overhauled by electricians Al Emery and Rocky, with the latter also handling the Diesels.

Jew Murphy arrived with his kiddie fire engine ride, as has Mrs. Gratz from Long Island with her eating emporium.

Pop Fearn once again will have the popcorn and apples, and Charlie Davenport is due to check in with his four games.

Angie Desire will run a wheel and Joe Hale the teddy bear wheel; the Ryder family is on hand with its ponies, games and geek show.

Merry-Go-Round organ has been overhauled.—RUTH RAY.

Wolfe Amusements

GAFFNEY, S. C., April 24.—Shows' office and a truck were demolished in a wreck during heavy rains and fog while en route from Royston, Ga., to Woodruff, S. C. Both have been replaced with new vehicles, and new lighting equipment has been mounted on the 24-foot semi.

New arrivals include concessionaires Mr. and Mrs. Sam Hausner, Mr. and Mrs. Taylor Trout and son, with clothespins, and Irene Halsted, who has added a penny pitch, giving her three games.

Visitors included Marion Spillers and Rose, of Marion Greater Shows.

Bill Warren is headed for Michigan with his de luxe arcade. Mrs. Warren, here with her diggers, will join him early next month.

The org has added two shows—Anna Lee King with minstrels, and P. T. Barnum Jr. with freaks.

Itinerary calls for a tour of West Virginia, following the stand here.—ERNEST SYLVESTER.

Twin City

AURORA, Mo., April 24.—Shows opened here April 10 for a week, weather being cold and spending slow. Mr. and Mrs. E. E. Rodgers, concessionaires, are the parents of a girl. Jack and Virginia Barnes, Jewell and Odie Cannon and Trixie and Curly Clark spent a day at Branson, Mo., visiting Mr. and Mrs. Harry Zugg who are opening a park there. Visitors included Mr. and Mrs. Paul Evans, Mr. and Mrs. Paul Evans Jr. and children and Mr. and Mrs. Cecil Burns and sons, all of Springfield, Mo.

Wanted at Once for Zoo

1 Player and 2 Outside Men, \$20.00 each for 6 weeks here. Have 2 locations for next fall and winter. Those answering now will get preference.

MAURICE HELMAN

818 S. Rampart St., New Orleans, La.
Phone, after 6 p.m.: Valley 4619

MINSTREL SHOW WANTED

WILL FURNISH COMPLETE OUTFIT. Must have Six-Piece Band. P. Whitacher, Doc Anderson, Jim Ayres, Anna Lee King and Robert Terrell, contact at once or join on wire. Address:

TOM MEHL

c/o PEPPERS ALL-STATES SHOWS
Greenville, So. Car., this week.

JIMMY ANNIN WANTS

Agents for Skillos and Count Stores. Only two on show. Wire before coming on. JIMMY ANNIN, Anderson's Greater Shows, Livingston, Tenn., this week; Oneida, Tenn., to follow.

ELECTRIC ROBOT SHOW

Used in the San Diego Exposition.
Bargain price, \$1,500.00.
One person can operate.

H. C. RAMSDEN

4499 Hermosa Way, San Diego 3, Calif.

WANTED

EXPERIENCED RIDE HELP FOR MERRY-GO-ROUND AND SEA CRUISE.

DOC ARDNER A-AMUSEMENTS

4458 W. CONGRESS ST. CHICAGO 24, ILL.

Kiddie Ride For Sale

Pony Cycle Merry-Go-Round, rides twelve, excellent condition, new motors, priced right.

JACK SMITH

530 Clay Ave. Scranton 3-4510 Scranton, Pa.

JIMMIE CALDER WANTS

Capable, sober Men for head of two Count Stores, also Agents. Carl Moore, what happened? Also want Wheel Man and Help. Address care

ROBERTSON BROS.' SHOWS
Kingsport, Tenn., this week

WINTER QUARTERS

Strong's Amusement

OMAHA, April 24.—Equipment is ready for the road. A new Ferris Wheel, Merry-Go-Round and kiddie auto have been added to the ride line-up, making a total of seven.

Shows will open here June 1 and Manager Strong reports the inking of the local Bellevue and St. Alfo festivals. Swede Anderson will be in charge of the new Ferris Wheel, Jimmy Bill Karvoneu, the Merry-Go-Round, and Jack Strong, kiddie autos. Norman Karvoneu will have the Glider.

Jo Ann and Jean Strong will handle ticket sales. Blackie Davies is scheduled to join with his show. Fox brothers have 5 concessions; Lyle Horner, 3; Dutch and Irma Hanzlick, 3; Tommy Strong, 2; Lee and Irma Wilson, 2; Slim and Opal Reed, 3, and Earl Schalhamer, 2. Eight other stands will be office owned.

Garden State

NEW HOLLAND, Pa., April 24.—Rides and shows are being prepared here for the opening at Coplay, Pa., May 1. The fleet leaves quarters April 26. The new office trailer, tractor, and trailer housing a 25-kw. light plant have been delivered. Fuzzy-Wuzzy Murphy arrived with his concessions. Peg Van Camp is preparing his concessions in quarters. Kenneth Whitehead, ride superintendent, has a crew of 12 preparing the org's six rides. Matthew Roberts, who will handle *The Billboard* and have charge of the marquee, is working on the front.

The Sky King will be the feature act. New tops have been ordered for office-owned shows. Outfit will carry 7 rides, 5 shows, 30 concessions and plans a 26-week tour of Pennsylvania, New Jersey and New York. Events contracted include a July 4 celebration, Port Jervis, N. Y.; Kimberton (Pa.) Fair; Eagleville (Pa.) Firemen's Fair; Decoration Day Week Celebration, sponsored by the AMVETS, Norristown, Pa.; St. Mary's Church Celebration, Wind Gap, Pa.; Port Providence (Pa.) Fair, and Beansoup Home-Coming, McClure, Pa.

Staff at quarters includes R. H. Miner, owner-manager; Mrs. R. H. Miner; R. H. Miner Jr., assistant manager; Mrs. R. H. Miner Jr., secretary; Raymond Parker, electrician, and K. C. McGary, lot superintendent and advertising.

Concessionaires under contract are Al Boxall, bingo; Mr. Cooper, 2; Mr. Rice, 2, and his Ridee-O; G. Ward, 2 and 2 shows; Mr. Hudgins, 2; Mr. Stollmer, floss; Mr. Klapper, 2; Mrs. Atterbury, 1; Mr. Jones, 3, and Stillman, 3.

Lester Barber, while inflating truck tire, was struck on the forehead by a rim which flew off. He is in Lancaster Hospital.—R. H. MINER JR.

MORRIS FRIEDENHEIM

WANTS

Operator for "Over 16" Pan Store. Johnny Hill, wire me.

Address

Care IMPERIAL EXPOSITION
(Spring and Chouteau Sts.)
ST. LOUIS, MO.
Until May 9

G. G. GIBSON

WANTS

FOR SIDE SHOW: KNIFE THROWER, TALKER, TICKET SELLERS, MIND READER WITH GOOD ACT (take all). Wire G. G. GIBSON, c/o 20TH CENTURY SHOWS, Manhattan, Kans., this week.

GREATER UNITED SHOWS

WANT SHOWS

OCTOPUS, SPITFIRE OR ROLL-O-PLANES (WITH OWN TRANSPORTATION), ALSO MIX-UP.

CAN PLACE "LAUGH IN THE DARK," HAWAIIAN SHOW (HAVE COMPLETE OUTFIT), MONKEY SHOW, FAT SHOW OR ANY WORTHWHILE ATTRACTION.

GOOD OPENING FOR FUN HOUSE.

CONCESSIONS

BUMPER, BALL GAMES, FROZEN CUSTARD, FISH POND.

LONG SEASON. EXCELLENT ROUTE OF FAIRS. WIRE

V. GEORGE LOOS

Week April 26, Durant, Okla.; week May 3, Ardmore, Okla.

JOE COSTIGAN
OWNER

DAN MORRISON
CO-OWNER

FRANK RAPPAPORT
CONCESSION MGR.

M. C. M. SHOWS

Opening April 26, Hopkins Park, Providence, R. I.

Can place Cigarette Shooting Gallery, Pitch-Till-You-Win, Fish Pond, String Game, Balloon Game or any other Hunky Pank for \$20.00 week. Will book any Ride not conflicting with office's 4 Rides (Merry-Go-Round, Ferris Wheel, Venetian Swings, Kiddie Auto Ride). Also Shows with own transportation. Contact JOE COSTIGAN, 224 Home Ave., Providence, R. I.

WANT RIDE HELP AT ONCE

Foreman and Second Man for the following Rides: Merry-Go-Round, Ferris Wheel and Chair-plane. Also Agents for Ball Game and other Grind Stores. Top wages, good treatment. Good opportunity for the right people.

PRUDENT AMUSEMENT SHOWS

124 CEDAR AVE., PATCHOGUE, N. Y.

WANTED COUPLES FOR DUCK POND FISH POND—BOWLING ALLEY

LADY AGENTS FOR BALL GAMES

PARK CONCESSION CORP.

OCEAN VIEW PARK

NORFOLK, VA.

DIXIELAND SHOWS

Booked up from 4th July to Nov. 13th. Georgia's largest 4th spot, Clayton, Ga., 40,000 people. All FAIRS from 4th on, and positively have the BIG MADISON FAIR and 16 other Fairs in Georgia and South Carolina. Want few more Stock Stores: High Striker, Clothes Pin, Lead Gallery, Guess Your Age, Mitt Camp, Hoop-La, String Game, Bumper, Blower and Bingo, or any other Stock Store not conflicting. Privilege, \$15.00 till Fairs. Agents wanted for Cat Rack, Penny Pitch, Jingle Board, Bowling Alley, Drunks and Flat Stores, save your stamps. Will book Ferris Wheel, Tilt and Merry-Go-Round at 25%. A long season ending at Fitzgerald Lions' Club Fair. Mr. Littlejohns, would like to hear from you. Floyd Griszey, Ferris Wheel owner, please wire or phone: F. C. GLIDDEN, Manager, and C. G. DANIELS, Toccoa, Ga., April 26 to May 1



CAN PLACE

Grind Shows that are worthwhile. Can place Fat Show, Snake Show and Unborn Show.

WANT

Workingmen in all departments. Can place experienced Train Help.

Will place all Legitimate Merchandise Concessions.

All Address This Week, PETERSBURG, VA.

SHOW EQUIPMENT FOR SALE

My entire Show Equipment: One tent (Army Hospital), 20x30, no poles, \$65.00; one tent (up once, perfect shape), 16x20, with poles, \$150.00; one aluminum banner line for three 12x10 banners, \$15.00; Bally Stand (portable), 4x4x10, 2 ticket boxes for \$25.00; three new 10x12-foot Giant Jungle Rats Banners, \$75.00; one Thayer Head on Sword Blades Chair with special trunk, like new, original cost \$650.00, now \$300.00; Living Half Girl Illusion, \$50.00; Head on Tray Illusion, \$25.00; 25-watt Stromberg-Carlson Amplifier with University Horn, like new, \$125.00 (originally cost \$310.00); tent stakes, iron fence, various 2x4's, other banners, etc. Anyone buying the whole lot this week may have for \$650.00 (original cost over \$2,000.00). Write

L. R. NEAL

BOX 6044, DALLAS 2, TEXAS, or call JUSTIN 8-0678

A.M.P. SHOWS

LAST CALL

LAST CALL

CAN PLACE—Foremen on Kiddie Auto, Airplanes and Roto-Whip; Second and Third Men for all Rides. WANT—Mug Outfit and American Palmistry (will give X). String Games, Ball Games, Dart Store, Age and Scales, Novelties, Hoop-La, Balloon Pitch, and other Show Stores not conflicting. WANT SHOWS—Animal, Wild Life, Cuborn, Snake, Fat Show, or any other Show of merit not conflicting. Interested in High Aerial Free Act. "Curley" Graham wants Grind Store Agents, head of store open to reliable party; one Skillo Agent wanted. Joe Roth and Albert "Peewee" Reid, join at once. Eddie Exline, contact Doc Anderson. Mac McCray, contact me at once. All replies:

A. M. PODSOBINSKI, Phoenixville, Pa., April 30-May 8.

SALE - SACRIFICE - SALE

All steel frame, welded aluminum and stainless steel body, aluminum top, 18 ft. Pop Corn, Candy Apple, Caramel Corn and Peanut Trailer. This Trailer is equipped with a #41 Cretors Electric and Gas Popper, a Dunbar Dry Popper #71, 100 lb. per hour gas and electric stainless steel and Glass Peanut Warmer. All units have heating units. One 10 gal. heavy copper Kettle, gas installed Caramel Corn and Apple Kettle, one 5 gal. stainless steel Hot Water Tank, gas installed Caramel Corn Tank. Glass inclosed all around, 39 in. auto shatterproof glass. Can be worked from both sides. This Trailer made by Lewis Diesel Eng. Co., Memphis, Tenn. All equipment and trailer only used 3 weeks. Original cost, \$5,800.00. Have an incurable disease and unable to travel or operate. Will consider any price within reason. Job can be seen any time here in Mobile. Wire, write or phone.

AL P. HILL

1402 CHURCH ST.
P.S.: Wm. Ragsdale, answer again.

PHONE: 6-7249

MOBILE, ALA.

JIMMIE CHANOS SHOWS

WANT

Legitimate Concessions of all kind: Fish Pond, Duck Pond, Photo Gallery, Custard, Penny Arcade. RIDE HELP: A-1 Merry-Go-Round Foreman, Chairplane Man, Roll-o-Plane Man. SHOWS with own outfits. Want Girl Show with three or more Girls. WANT: Sound Truck. All replies to:

JIMMIE CHANOS
RICHMOND, IND.

CUNNINGHAM'S EXPO SHOW

OPENING MAY 1-8

Want Shows with own outfits and transportation. Concessions: Lead Gallery, String Store, Hoop-La, Cane Rack, Pan Game, Darts, Bumper, Guess Your Weight, Guess Your Age, Bird Store, Candy Floss, Candy Apple, Mouse Game, Bowling Alley. Want Foreman on Octopus, Second Men on Octopus, Eli, Merry-Go-Round that drive Semi Tractors. Charles Haas, wire if coming. Dion Justus, James McMullin, come on. Manager will be on lot April 28. I have some open dates, Fair Secretaries and Committeemen. Wire or write

JOHN CUNNINGHAM'S EXPO. SHOW, Byesville, Ohio

CENTRAL STATES SHOWS

Want Girl Show Operator with plenty of good talent; have equipment ready to go. Have opening for following Concessions: Lead Gallery, Frozen Custard, Basket Ball, String Game, Novelties, High Striker, Stock Bowling Alley. Lucky Darnell wants Magician or Juggler who can double, also Tattoo Artist for 10-in-1

SALINA, KAN., this week.

TRIANGLE SHOWS

WILL BOOK ALL KINDS SLUM CONCESSIONS

Ball Games, Fish Ponds, Duck Ponds, Pitch-Till-You-Win, Cork Galleries, Scale and Age, Photos, Six Cats, Bowling Alley, Swinging Ball. Will book Snake Show, Fat Show or any non-conflicting shows. **FOR SALE**—Dayton Park Train. This week, Charlottesville, Va.; then Newport News, Va., week of May 3.

JAKE SHAPIRO, Triangle Shows

GEORGE CLYDE SMITH SHOWS

Opening JOHNSTOWN, PENNA., April 29

WANTED—FISH POND, DUCK POND, CIGARETTE SHOOTING GALLERY, HOOP-LA, SWINGER, PITCH TILL YOU WIN, BUMPER, CANE RACK, STRING GAME, HUCKLEY BUCK, WANTED—WILD LIFE, MECHANICAL CITY, SNAKE SHOW, MONKEY SHOW. WANT TRUCK DRIVERS AND GENERAL RIDE HELP. ALL REPLIES TO **GEORGE CLYDE SMITH SHOWS, Johnstown, Penna.**

Crystal EXPOSITION SHOWS

WANT LEGITIMATE CONCESSIONS OF ALL KINDS

Duck Pond, Guess Your Weight and Age, Short Range Gallery, Darts, Pitch Till You Win and Novelties open. Can place Side Show, Snake Show or any Grind Show for balance of season. Want P.C. Agents. Also Man to take charge of Fun House. Can place sober Ride Men who can drive semis. This show has 12 bona fide fairs already booked. Route sent to interested parties.

Monroe, Georgia, this week; Franklin, N. C., May 3-8.

FREE GATE JOLLYTIME SHOWS NO FLATS OR GYPSIES

"BUILDING AMERICA'S CLEANEST MIDWAY"

SHOWS—Unusual opportunity for GIRL SHOWS with own transportation; LEW DUCHENE, wired you! Can place Wild Life, Unborn, Snake, 5-in-1, all with own transportation and equipment. CONCESSIONS—Hi-Striker, String Game, Age and Scales, Hoop-La. ESPECIALLY GOOD opening for CYSTALD. William Carlson, join on wire. Others that work for stock. RIDES—BOOK, BUY or LEASE Merry-Go-Round. Can place Tilt, Octopus, Spitfire, other Flat Rides with own transportation.

FLOYD SREAKS wants the following to contact: Henry Pallison (Mechanical City). Agents for Pea Pool—Will Rusty Zontini and Marvin Hughes, wire at once. Also Agents for Fish Pond and Watch-La.

Naylor Harrison Jr. wants Agents for Milk Bottles, Cat Rack and Add-Em-Up Darts. NOTICE: Will Johnny Eck (Penny Arcade) please contact at once?

All Replies to **BERWICK, PA.**, this week. **W. R. "WES" PRICE**, General Manager. **G. C. "MITCH" MITCHELL**, General Agent

SUNSET AMUSEMENT CO. WANTS SHOWS WITH OWN EQUIPMENT

For Fairs starting July 3. Can use Ride Men who drive Semis.

EXCELSIOR SPRINGS, MO., this week; SEDALIA, next.

LUNCH STAND HELP WANTED

All season's work. Playing Columbus lots until July. With Gooding's Shows.

MRS. MARGARET HALL

1485 BROWN ROAD

COLUMBUS, OHIO

WANTED

Agents, man and wife, man for Pan Game and wife for Penny Pitch; must be white, sober and reliable. No drunks. Concessions—Will book Basket Ball, Hoop-La, Scales, Snow Cone and Penny Arcade. Plenty of good Fairs and Celebrations coming up. Ride Help wanted. No drunks or agitators.

JAYHAWK AMUSEMENT CO.

Pleasanton, Kansas, this week; then Humboldt, Kansas

BUSH-LAUBE WANTS NOVELTY AGENTS

Will sell Readers — Memphis Cotton Carnival, May 8 thru 15.

Write or wire

C. G. LAUBE, care of Royal American Shows

COUNTY FAIR SHOWS WANT

OPENING SIDNEY, NEBRASKA, MAY 1.

This show positively the strongest route in Nebraska. First in every spot. All Slum Stores wire. Doniphan, Nebraska, through April 30; then Sidney. Want Show Help, Girls for Girl Show and Illusion. Capable Agents and Ride Men, come on.

O. F. GRAY, Manager County Fair Shows

CLUB ACTIVITIES

Showmen's League of America

400 So. State St., Chicago

CHICAGO, April 24.—President Bob Lohmar presided at the regular meeting Thursday (22). With him at the table were Vice-President Lou Keller, Treasurer Walter F. Driver and Secretary Joe Streibich.

The welfare committee reported that Orval (Whitey) Harris was resting comfortably after his recent mishap at Barnes Bros.' Circus in the Chicago Stadium. Marshall L. Green has moved to St. Petersburg, Fla., to recuperate. Walter K. Sibley, Tom Vollmer and W. C. Deneke are still confined. John A. Sharbaro is resting in Miami Beach. Elmer Byrnes reported that Ed Murphy is coming along fine.

Morris A. Haft is getting the necessary work done at Showmen's Rest and reports all work will be completed by Decoration Day. George B. Flint has been named managing editor for the league bulletin. He will name his staff shortly. Walter F. Driver is in charge of the Poppy Day work for the Al Sopenar Post of the American Legion.

The final meeting of the spring will be Thursday (29), with the first fall meeting set October 7. All membership applications accepted after May 1 will be issued 1949 membership cards. Members of the league will be guests of Barnes Bros.' Circus Monday (26).

Walter Maring, of Miami, was the guest of Al Rossman recently. Canadian brothers who called during the week included Joe Backman, Frank Lindover, Harry Wonnacott and Bert Murray. Rube Liebman was in town for a few days. Al Kaufman left to join Hennies Bros.

Callers at the rooms have included Cecil and William Meyers, Jacob Yonover, Harry Asheron, Ed Sopenar, Sam Pers, Pety Pivor, Max Brantman, Jack Benjamin, Oliver Barnes, George Brooks, Ed Wall, Ed Kornrumpf, John Wulf, Mike Wright, Abe Raymond, Al Cherner, Charles Owens, Al Rossman, Dave Malcolm, Chick Schloss, Bob Edwards, Whitey Lehter, Arthur Morse, Morris A. Haft, Foxey Goldfen, William A. Hetloch, Leo Sennett, Ray Oakes and F. C. Proper.

Jack Hawthorne is with Cole Bros.' Circus.

Ladies' Auxiliary

Carmelita Horan was hostess at the social April 15. Ida Chase won a manicure set, donated by M. Richard Horan. Guest Lorraine Johnson won the second raffle.

Mae Sopenar, recently returned from Providence and Boston, was among those present.

Ida Chase, past president, has recovered from a recent accident and once again is busy with her duties as chairman of the relief committee.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, April 24.—President Lucille Hirsch presided at the Tuesday (20) meeting, assisted by Edith Streibich, first vice-president; Pearl McGlynn, second vice-president, pro tem; Mae Oakes, third vice-president; Claire Sopenar, treasurer, and Marianna Pope, financial secretary.

Chaplain Lorraine Dugas delivered the invocation. Corresponding Secretary Josephine Glickman read communications from Estelle Reagan, Paddy Ann Hall, Myrtle Hutt Beard and Mary Ward.

The group voted to issue a paid up membership card to Joicy Williams Gray, former club-mother who has been confined to her home for many months.

Pacific Coast

Showmen's Association

1106 S. Broadway, Los Angeles 15

LOS ANGELES, April 24.—Vice-President Joe Krug conducted the short business session Monday (19). Also on the rostrum were Treasurer Al Weber, Chaplain Jack Hughes and Secretary Ed Mann.

David E. Bradley, Los Angeles amusement park manager, and Charles G. Crouse were elected to membership.

Ray Riggs, guest, was introduced and gave a short talk.

A moment of silent tribute was observed in memory of Lewis (Cash) Rogers, life member, who died March 31 in Salt Lake City.

Frank Murphy and Harry Wills are on the sick list. Wills is recuperating at home after being hospitalized for several months. Murphy is in the Veterans' Hospital at Sawtelle.

It was announced that the General Electric Company has leased the ground floor of the club building.

The Ladies' Auxiliary invited the men to join them for a buffet luncheon in the clubrooms following the meeting.

Eddie Tait, down from San Francisco, attended for the first time in several months. He reports that his brother, Stuart, is in the States from Manila.

Drawing was won by Al Weber, who donated his winnings to the furniture fund.

Ladies' Auxiliary

Florence Lusby, Doodles Demars and Maree Rhodes were hostesses following the Monday (19) meeting at which First Vice-President Charlotte Cohan presided in the absence of President Madge Buckley. Peggy Forstall read the financial report in the absence of Treasurer Peggy Steinberg. Vivian Jacobi, second vice-president, has left for the summer, and Estelle Wampler, third vice-president, is on the sick list.

Correspondence was read from Past President Margaret Farmer, who reported biz for the show is slow; Hazel Work, Ida Deleno and Cecil Bowen, the last-mentioned also including a donation for the piggy bank and a tablecloth for the raffle. Emily Bailey won the raffle.

Vivian Gorman, Lodabelle Scarce, Past President Marie Tait, Norma Burke and Dot Cronin delivered short talks.

On the sick list are Gladys Mackey, Tillie Palamateer and Past President Alerita Foster.

Door prizes, donated by Mora Bagby and Dorothy Enfield, were won by Ethel Krug and Peggy Forstall. Bank award went to Norma Burke, and donations for the bazaar included an apron from Ethel Krug and tea towels from Maree Rhodes.

A party is scheduled May 19 in the home of Rose Rosard, with Norma Burke and Peggy Forstall also acting as hostesses.

Bingo was played and refreshments were served, the men being included in the latter.—PEGGY FORSTALL.

Irene Coffey reported members on the sick list include Pat Seery, Billie Lou Freeman and Mae Taylor.

Billie Cooper, of Royal American Shows, and Mary Lou, daughter of Margaret Filograsso, are hospitalized, the latter for an appendectomy.

Past President Pearl McGlynn announced plans for a rummage sale May 10 at 2818 Lincoln Avenue. Members having articles for the sale may contact Pearl at 326 S. Racine Avenue.

Evening's awards were donated by Ann Doolan, Elizabeth Jacks and Ruth Clinton and were won by Becky Daniels, Lorraine Dugas and Violet Watson respectively.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Sandbar, Fla.
April 24, 1948.

Dear Editor:

Members of this org believe in mixing business with pleasure, gasoline with stewpots, and a variety of indoor and outdoor sports known as in-and-out-of-money festivities, with the out overshadowing the in. When a new member brings his lettuce salad with him, he is positively in, but after mixing business with pleasure he joins the big winter quarters army of outs. With us money isn't everything, as there are such things as friendship and love-at-first-sight.

Last week a beginner, heavily loaded with in, joined. We took a great dislike to him, because he is the type who puts money above associating with us who would troupe with and love him as a brother all season. He is the type who believes money goes to money and proved it by putting his bending-dough in the office strong box for safe keeping. The boss gave him a receipt along with this info: "You just got under the wire. Had you been a day late in arriving, I couldn't have favored you my way. Kindly remember that the time lock on this safe is set for July 4."

We try to make life beautiful for the new faces that arrive in quarters daily. Our slogan is, "He must have money—he hasn't any clothes," even tho we later learn that the new face has neither. It is always a case of playing hunches and depending on a 50-50 break with no one laying the odds. We deal in grain commodities, legally, without inside information, by separating the chaff from his oats, and oats in our language doesn't mean hay. They don't arrive here with bales.

A geek arrived last week and was listed as "oats-less-chaff." The only pleasure we derived thru his presence was making book on how many times he'd scratch while walking from the cookhouse to the coaches. He had the appearance of being a poor horse so we pleasure seekers and handshakers gave him a brush-off without currying any favors. Today the also-ran arrived in the cookhouse with a new look from his hat to his shoes. That awakened us to the fact you might find some oats around a broke-at-the-post."

Our winter quarter clubs run from the upper crusts on down to the cooks that pan them. The center-location concessionaires claim that their club is the inner circle, and shun the in-the-line-up concessionaires as Outer-Fringers. The Outer-

Bedford, Ind., Plans 100G Cele Starting June 14

BEDFORD, Ind., April 24.—A gala celebration feting the limestone industry, for which civic interests reportedly will spend 100G, is scheduled here the week of June 14. Plans call for the presentation of live talent, carnivals and concessions.

Kent Bass heads the committe. He will be aided by John McGee, who staged the Monon RR's show last year.

Make Concessh Wheels

NEW YORK, April 24.—Morris Mandell, Inc., of New York, who for several years have been manufacturing bingo cages and cards as well as other carnival supplies, recently began turning out concession wheels, made up on regular stock lines or to special specifications.

Fringers never mix with the ride boys' club, using the alibi that it's a Lonely Hearts organization. The Lonely Hearts Club and the Showmen's Clique are closely linked, the first acting as a booking agency for the latter. We have the "Waiting-for-it-to-open gang," that meets daily around a stew can behind the horse barn. The last named wants no truck with the other clubs, claiming that they are company-fed. The Showmen's Clique is welcomed by the other clubs that have to depend on it for talent at their festivities. It mixes and mingles—it assists with the oats threshing by having its dancing members blow off the chaff.

Join this happy fraternal midway family. Bring your cereal grain with you—we'll furnish the combine.

Hoosier State Bow Okay in Vincennes

VINCENNES, Ind., April 24.—Despite cool weather and a freakish wind, the Mighty Hoosier State Shows opened the season here Saturday (10) to business that brought optimistic predictions for the spring tour from owner W. R. Geren, reported M. G. Stokes. Helping the gross was a kiddie matinee, to be a regular Saturday feature, offering a bicycle giveaway to a throng of kids coming in on free tickets.

Completely overhauled, the show left Greensburg, Ind., quarters April 4 on 35 semi-trailers, making the move here in time to set up the same day. Many of the personnel were here awaiting the shows' arrival. Also arriving during the engagement was Hugo Zacchini, whose cannon act will be free attraction and who will have an animal circus on the midway.

Special paper will be used to advertise the Zacchini act and the show is to be heavily billed, with two men in advance under the supervision of Stokes. Fred Haines also arrived with his sound car to augment the publicity department.

Dale Pasley's new cook house, with stainless steel kitchen and steam tables mounted on semis, drew praise from local officials. Owner Geren has been undergoing treatment for a back ailment.

Capell Bros.' Shows Score In Swing Thru Oklahoma

DUNCAN, Okla., April 24.—Opening of the Capell Bros.' Shows recently in Shawnee, Okla., was hampered by cold weather, but Old Sol put in an appearance when the org moved to Ada for its next stand. Chamber of Commerce sponsored the show there and all enjoyed a successful week.

The Elks are sponsoring the one-week stand here and once again the weather is fine.

All canvas is new and paint has been applied liberally to most of the equipment.

Celebs at Starr Inaugural

HUGO, Okla., April 24.—Joe Starr Shows, combined with the Casey Smith Shows, recently opened the season here at the second annual circus round-up. Weather was okay and attendance estimated at 10,000. Joe E. Brown, comedian, and Gov. R. J. Turner of Oklahoma were on hand.

WILLIAM COWAN CAN PLACE

BEGINNING NASHVILLE, TENN., MAY 3RD,
AND OTHER OUTSTANDING STILL DATES
TO FOLLOW

10c Merchandising Concessions. Especially Want Duck
and Fish Pond. Must Be Neat and Well Stocked.
Will Frame Six-Cat Store for Good, Capable Head of Store
With Good Agents.

Fairs Start June 20th at Grand Forks, North Dakota.

Wire or Write:

c/o JOHN R. WARD'S SHOWS, Pine Bluff, Ark., This Week

WANT—DE LUXE SHOWS—WANT RIDE SUPERINTENDENT

Have splendid opening for sober, experienced Ride Superintendent who can qualify. We require dependability, co-operation and a desire to do an honest day's work. Salary equivalent or better than paid by Railroad shows.

Also want capable, sober, reliable Foremen for Octopus, Rolloplane and Chairplane. Salary the best. All foremen must know their rides. If you misrepresent, you will not last. Hop-scochers, chasers and drunks, stay away.

Useful carnival people, can always place you. Address all communications.

DE LUXE SHOWS
NORWICH, CONN., THIS WEEK.

DICK'S GREATER SHOWS

Westville, New Jersey, Until May 1

Will book ROLL-O-PLANE; liberal percentage.

RIDE HELP WANTED: Rocket Foreman, top salary; Semi Driver preferred.

CONCESSIONS: Penny Arcade, Photos, Ball Games, Penny Pitches.

JOE DARPEL wants SIDE SHOW Acts, Inside Lecturer who can do one or more.
Magic and Punch.

R. E. GILSDORF, General Manager

W. S. CURL SHOWS

Opening May 1 to May 8. Two Big Saturdays. London, Ohio

Want Legitimate Concessions: Pitch-Till-Win, High Striker, Scales, Penny Arcade, Basket Ball, Darts, Ball Games. Want Foreman for Chairplane and Kiddie Auto Ride, also Second Men on Ferris Wheel, Tilt-a-Whirl, Merry-Go-Round and other Ride Help. Good salary and good treatment. Prefer men who can drive Truck and Semis. No playboys or drunks wanted.

W. S. CURL

Box 27, London, Ohio

HETH EXPOSITION and JOE & DELLA RYAN CIRCUS COMBINED

WANT CONCESSIONS: Photos, Frozen Custard, Basket Ball, Cork Gallery, Scales and Hanky Panks of all kinds.
CAN PLACE GIRL SHOW, SIDE SHOW OR ANY GOOD GRIND SHOWS.
Have 11 Fairs and Celebrations booked. All address:
ROBERT L. HETH, Mgr.

MT. VERNON, ILL., this week; then per route.

FOR SALE OCTOPUS 16-CAR DOUBLE \$7,950

New. Used only a few weeks in Park. Complete—engine, fence and ticket box.
Must be sold by May 1st.

FRED HOLLINGSWORTH, General Delivery, Phenix City, Alabama.

STRONG'S AMUSEMENT COMPANY

Opening date, June 1, Omaha, Neb. Playing proven territory. 4th July is the largest Celebration to be held in the State; 700,000 population within 20 miles. San Alfo Festival in Omaha, June 19-27. Wish to book Rides: Spinning, Roll-o-Plane. Also Fun House, Illusion, Mechanical, Wild Life, or any worth while Show. Some Concessions now open. Can use Ride Help and Concession Workers. Flaties, drunks and gypsies, save your time.

STRONG'S, 2315 Benson Garden Blvd., Omaha, Nebraska

WE WILL GUARANTEE \$1,000.00

For a Merry-Go-Round and two other Rides for our

17th Annual Carnival Week August 7-14 (Incl.)

Or, we will pay 80% of an average gross take of \$1,500.00 for the seven nights.

Write for details to

MORRIS ROTE-ROSEN

Sec.-Treas.

GRANVILLE F&E DEPARTMENT
GRANVILLE, N. Y.

FIRST ANNUAL FIREMEN'S CARNIVAL

June 24, 25, 26

Afternoon and Night

WE ARE INTERESTED IN RIDES, CONCESSIONS, MEMORIAL PARK, ALBION, PA. Address: SECY., Fire Dept., or CONCESSIONS CHAIRMAN, Albion, Pa.

WANTED SHOWS OF ALL KINDS FOR ANNUAL LEGION CELEBRATION

JUNE 6-12, both dates inclusive. American Legion Park, New Bethlehem, Pa. Contact

B. T. HARRISON, Chairman
MAYPORT, PA.

WANTED RIDES

for the

PUMPKIN SHOW

Skidmore, Mo., Sept. 9-10-11, 1948

DONALD F. HART

WANT SMALL SHOW

With four or five major Rides to operate under auspices of Antrim Fire Department, Antrim, Ohio, some time in the last week of July or first of August. Terms: Percentage basis on returns. Contact

CHESTER L. GRAY
ANTRIM, OHIO

CARNIVAL WANTED

American Legion 4th of July Celebration

W. A. OGLESBY

AURORA, MO.

AMERICAN LEGION POST, NO. 176

WANTS

SHOWS AND ATTRACTIONS

For 2nd Annual 4th of July Celebration
Chairman, Frank Robertson
Fairfield, Illinois

WANTED

For Beach Opening, June 5 & 6.
Three or Four Rides.

Sponsored by the Fernandina Lions' Club. Write to

D. W. DECKER

Chairman Fernandina, Florida

NEED MONEY?

ORGANIZATIONS.

Two Big Novelty Shows, Circus In Fireworks, Rodeo In Fireworks, Draws Crowds—Raise Money.

ELMER BROWN

390 Arcade Bldg. St. Louis 1, Mo.

WANT—A LARGE CARNIVAL

With Free Acts for Grandstand for July 3-4-5 Celebration sponsored by American Legion and Chamber of Commerce. This is a Red One! Rich County Seat Town, large Canning Factory Payroll. Write:

HARRY JOHNSON, Secy. Chamber of Commerce
Blue Earth, Minnesota

SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

RipGreenwayNamed To Boss B. C. Rodeo

CLOVERDALE, B. C., April 24.—Clarke (Rip) Greenway has been named general manager of the third annual rodeo and carnival here May 22-24, it was announced at a meeting of the rodeo committee of the Fraser Valley Agricultural Association.

Grandstand seating facilities will be enlarged to double the present capacity of 2,000, and bucking bulls and over 40 head of cattle will be imported from the United States.

The program includes bucking horses, chariot races, calf roping, bull fighting, carnival rides and a midway.

Foss Hoy will be arena manager; Jack Shannon, judge; Dr. F. D. Sinclair, physician; Dr. J. G. Jarvis, rodeo veterinarian; Mrs. Rolph Waters, rodeo clerk, and Howard Harris, entry clerk. On the committees are: Parade, Bob Thomson and Hugh Charbonneau; tickets and sales, Jack Warkentin, Bill Taylor, Les Cook, Matt Kennedy, J. Nordin and T. McTaggart; livestock, Foss Hoy, Vic Nesbitt, Charles Smith, T. Worthington and A. Baldwin; cowboy reception, Councillor H. N. Bishop, J. Humphreys and Harry Curtis; dance, Allan Dann, Ed. Hammere, Bill Mackie and Ray Partridge; publicity, J. Harold Guilfoyle, B. Arnold, L. A. Ashmore, Stan McKinnon and Neville G. Curtis.

Three Civic Groups Sponsor Rodeo in E. Pasadena May 14

PASADENA, Calif., April 24.—Plans have been completed for the Boys' Club Rose Bowl Rodeo, scheduled here May 14 under the sponsorship of the Kiwanis, Rotary and Lions clubs of East Pasadena.

Monty Montana, screen and rodeo performer and his wife and son, both trick riders, will head the bill, with Sheriff Eugene W. Biscailuz, mounted groups and Western film celebs also participating, it was announced.

Boy Scouts Sked Circus

THOMPSON, Conn., April 24.—The annual circus of the Eastern Connecticut Boy Scout Council has been set for Thompson Speedway here May 22. J. Kevin Foley and Carl Peters are regional ticket sales directors.

Windsor, Conn., Volunteer Fire Department will hold its annual carnival June 21-26. Fred Cymerys is chairman.

Danbury, Conn., Knights of Columbus will stage their annual carnival August 21-28.

CARNIVAL WANTED

For July 4th and 5th and either three days before or after. Write

JOHN HERSMAN

Commander, American Legion Post, Albia, Iowa

WANTED—Independent Rides - Shows LACKAWANNA, N. Y., CIVIC STADIUM

Big 5-Day Civic Celebration covering week-end of July Fourth. Chamber of Commerce, city officials behind it. Automobiles being given away. Fireworks.

Communicate immediately with.

NATIONAL EXPOSITIONS

425 FRANKLIN STREET

BUFFALO, N. Y.

WANTED

Colored Musicians, strong trumpet and trombone for ten-piece Circus Colored Band; two young Colored Girls who can sing or dance. Pay every night, free board and sleeping accommodations. Red Jackson, where are you? All wire:

JOHNNY B. WILLIAMS, Dailey Bros.' Circus, Athens, Ohio

OMAR'S GREATER AMUSEMENTS

Will book for season—Train, Pony Ride, one Major Ride, Photos, Diggers, Stock Concessions, Shows of all kinds. Want Ride Help, Agents. Want independent Rides and Concessions for two July 4th Celebrations. Jack Holstein wants Agents for Fish Pond, Clothes Pins, must be good. Harry Benson wants Man and Wife to drive Truck, work Hanky-Panks.

OMAR THOMPSON

POCAHONTAS, ARK.

D. & B. SHOWS

WANT FOR FOUR WEEKS IN STRAWBERRY FIELDS OF NORTH CAROLINA

Few more Stock Concessions. Will carry only two of a kind. Can use Help on Rides and Shows. Always use good Help for office-owned Concessions. Write, wire or come on. Good route of festivals and fairs until Dec. 13th. All address:

SOCIETY HILL, S. C. THIS WEEK.

FRANK DICKERSON

EVERETTE BRYANT

CAN PLACE FOR THE CHOICEST LOCATION IN COLUMBUS, OHIO, MAY 1 TO 16—3 SATURDAYS AND 3 SUNDAYS MT. VERNON AVENUE CELEBRATION

Hanky Pank Agents, Bingo Relief Caller and Counterman; also will book three more Hanky Panks. I have "X" on all Games at this celebration and will have many Concessions. Can also place on Gooding Amusement Co., opening Marion, Ohio, Fair Grounds, April 29. Bingo Counter Man, Ball Game and Hanky Pank Agents. Apply to Steve Lako. All Agents booked with me come at once. Others wire or write.

JOHN GALLAGAN

1300 NORTON AVE., c/o GOODING SHOWS, COLUMBUS, OHIO.

BEAMS Attractions

Open Johnstown, Pa., May 1

Want Riders and Talker for Motordrome, Managers for Snake Show and Fun House, Frank Nelson wants Stock Concession Agent. Will book Ace, Scales, Shooting Gallery, Novelty, Arcade, Photos, Animal Show. Mort Messis no longer connected with show. Write or wire

M. A. BEAM

Windber, Pennsylvania

MAMMOTH AMVETS CELEBRATION

8 Days—2 Saturdays and 2 Sundays
MAY 29 — JUNE 6
LAKEWOOD PARK, YOUNGSTOWN, N. Y.
Prizes, Band Concerts, Parades,
Nightly Attractions.

Want Legitimate Concessions. Will sell Exclusive on Popcorn, Waffles, French Fries, Cotton Candy, etc. Contact:

C. H. TOTHILL

BOX 433 YOUNGSTOWN, N. Y.

FOR SALE

NEW 8 CAR LAUGH IN THE DARK RIDE

This Ride is in first class shape, complete throughout with plenty of stunts, top, floor, front, ticket box, etc., everything complete. Best offer over \$7,000.00. Have Trailer for same if you want it, no tractor. Can be seen in operation every night in the vicinity of St. Louis.

BOX ST. L.-23

390 Arcade Bldg., St. Louis, Mo.

WANTED

By large V. F. W. Post week of July 5-10, RIDES, SHOWS, CONCESSIONS. What have you? Big Event — Dedication of New \$200,000.00 Home.

Norris F. Swenk, Q.M.
BOX #55 VANDERGRIFT, PA.

CARNIVAL WANTED

For celebration week of June 28 to July 3. For particulars write

Harold M. Creech, Pres.
Chamber of Commerce, Clarksville, Mo.

RIDES WANTED

Merry-Go-Round, Ferris Wheel, Kiddie Ride, Tilt-a-Whirl for West Shore Lions' Club Carnival, WEEK OF AUGUST 23 TO 28
Opposite Harrisburg; population: 100,000 within 5-mile radius.

ROBERT S. VIGUERS
LEMOYNE DINER LEMOYNE, PA.

Wallace & Murray Shows WANT

PHOTOS, SHOOTING GALLERY AND HANKY PANKS OF ALL KINDS. Will book Six Cats, Swinger and Buckets. Must have at least one Hanky Pank. WANT SHOWS WITH OWN EQUIPMENT. Very liberal percentage.

All Reply to
AL WALLACE, Mgr.
Bessemer City, No. Car., this week.

CARNIVAL WANTED

For the week of July 4th, in connection with the Sixth Annual National Ranch Hand Rodeo, Livingston, Montana. Contact immediately:

SECRETARY, JUNIOR CHAMBER OF COMMERCE
Box 478, Livingston, Montana

ROACHDALE, IND., LIONS'

14TH ANNUAL CARNIVAL

JULY 2-3-4-5

WANTED

CONCESSIONS — RIDES — SHOWS
Sponsored by American Legion, July 4th and 5th.
Free Gate. Write:

E. J. CAIN

St. Croix Falls, Wisconsin

CARNIVAL WANTED

For V. F. W. Post 728, Pastcommanders Club. Earliest dating possible. Must have 7 Rides or more with Shows. Contact

HOWARD SMITH

421 FRANKLIN DANVILLE, ILLINOIS

WANTED SMALL CARNIVAL

or Rides and Concessions for last of August or early September for Annual Gasconade County Fair. Contact D. V. FRAME, Owensville, Mo.

For Sale, Lease or Rent

Forty-two acres of land, contains half-mile race track, lighted for night driving; registered United States Trotting Association. Show ring, concrete stadium seating twelve hundred people. Sixty-four stall barn, lighted; space for feed; plenty of good spring water; beautifully located; very near town; ideal for racing, shows, stock yard of any description, carnivals; cool for summer living, warm enough for wintering. Possibilities are great for someone that is interested and knows how to operate this business. Possession given immediately. Write, wire or phone

Dr. M. R. Campbell
118 E. Earle St. ANDERSON, S. C.

**RIDE HELP
AND
CAN PLACE**

**A Few More
Legitimate Concessions**
CARAVELLA AMUSEMENTS
Williamstown, Pa., this week;
Shamokin, Pa., week May 3.

**JOE RATERINK
WANTS**

Ferris Wheel Foreman, salary or P.C. All Shows, come on. Concessions for stock, Six Cats, Buckets, Under and Over and Pan Game open. Celebrations start in May. Bill Butler wants Stock Store Agents. **Huntingdon, Tenn., April 26; Eldorado, Ill., May 3.**

PLEASURELAND SHOWS
Wire, don't write.

RIDES FOR LEASE

No. 5 Eli Wheel, Smith & Smith Chairplane, Blue Goose and Auto Kiddie Rides. All in A-1 shape.
W. J. WILLIAMS
P. O. Box 518, Nashville, Tenn.

PINE STATE SHOWS

Want General Agent—Salary or proposition no object to right party. Also Promoters who can produce. Will furnish large top for same. Address:
JOHNNY CARUSO, Mgr.
PINE STATE SHOWS CANTON, GA.

D. D. HALE WANTS

Count Store and Skilled Agents. Ticket if needed to reliable people I know. One joint of a kind on this show. Playing heart of oil fields. This is an 8-ride show. If you're broke and need a bank roll, get with me. No strikes here. Positively no drunks wanted. All replies:
D. D. HALE
Care Capell Bros.' Shows Lindsay, Okla.

WANTED

TILT-A-WHIRL AND RIDE-O FOREMAN
To join immediately. Highest salaries, bonus to first-class men. Wire or phone
SAM E. PRELL
PRELL'S BROADWAY SHOWS
Alexandria, Va.

RIDES WANTED

Want to book or lease 4 or 5 rides for season. All good spots. Address:
BOX 172, c/o Billboard
390 Arcade Bldg. St. Louis 1, Mo.

**American Carnivals
Association, Inc.**

By Max Cohen

ROCHESTER, N. Y., April 24.—Newest member is the Concession Supply Company, application filed by B. H. Brockway, manager, bringing the membership roll to 225.

A bill has been introduced in the New Jersey Legislature to safeguard the safety of riding devices, which bill provides for licensing of devices, inspection, and requires the carrying of insurance. The administration of riding devices is delegated to the New Jersey Department of Labor and, if passed, the bill would become effective January 1, 1949. A copy of the bill is on file.

The War Assets Administration advises it has for sale varieties of aluminum, bronze, stainless steel, steel cable, plexiglas and lacquer, as well as quantities of electrical cable available by negotiated sale. The Administration also announces the remaining war surplus machinery and industrial equipment on hand will be sold subject to a percentage reduction of original acquisition cost.

A research service announces development and availability for sale of a new type of ladder grip, a liquid adhesive for cementing metals, wood, and fabric; a type of transformer for junction boxes, fuses or circuit breakers; a two-speed hoist for operation with motive power, and a patented process for concentrating fruit juices. The same service has a booklet on the care of copper, brass and bronze.

Now that the tax reduction bill has been passed, another tax bill is in the making which would affect many technical changes in the tax laws. While the amount of actual reduction involved in the new tax bill is small, it is expected that so-called small business may obtain certain concessions on earnings between \$25,000 and \$50,000. If adopted, this would affect many shows in the industry.

**Colborn, Moore Plot Rodeo;
Autry Again Likely Feature**

NEW YORK, April 24.—Everett E. Colborn, managing director of the annual Madison Square Garden rodeos, is in town from his Lightning C Ranch in Dublin, Tex., conferring with Frank Moore, rodeo manager, and Garden officials about this season's rodeo, which is tentatively set to open September 29.

Probability is that Gene Autry will again be the feature attraction at the Garden rodeo but contracts have not as yet been signed.

**Ind. Old Settlers' Confab
Set at Odon, Ind., Aug. 19**

ODON, Ind., April 24.—The 63d annual Old Settlers' Meeting will be held here August 19-21. Heavy rains have stalled the painting program at Old Settlers Park, scene of the celebration, but the decorating is expected to be completed well in advance of the show.

A feature of the annual will find local business men vying in a beard-growing contest. Contestants are expected to abandon their razors on or about July 1.

J. Brennan Headed for U. S.

NEW YORK, April 24.—J. Brennan, well-known British showman, has disposed of his interests in London and is headed for Miami. Brennan intends to enter the amusement field in this country and will act as representative of the Supercar Company, English manufacturer of Scooter cars and equipment.

**11-Day L. A. Sports
Show Pulls 206,500**

LOS ANGELES, April 24.—The annual Southern California Sportsmen's Show climaxed its 11-day run before a closing day crowd of 21,600 at Gilmore Stadium here Sunday (18). Total attendance for the entire exhibition was estimated at 206,500.

Annual event, staged in conjunction with a large trailer show, was promoted by Mel Morrison and H. Werner. Show was sponsored by the Southern Council of Conservation Clubs.

In addition to hundreds of exhibits, event featured a stagershow, *Parade of Outdoor Champions*. Shows presented an hour-and-a-half stage-and-tank exhibition. Featured were Babe Didrikson Zaharias, holder of British and U. S. women's golf crowns; Howard Hill, archery champ; Anders Haugen and Bobby Jackson, ski jumpers; Ben Hardesty, caster; Margaret Hutton, Canadian swimming queen; Orin Benson, with his retrieving dogs; Chief Needahbeh, emcee; Captain Winston and his trained seals; Eber and R. Watson Peck, Hector McQuarrie, Del Soule, Malcolm Parker and Gerald Buckler, famed north woods guides.

**95G for Canadian
Bi-Centennial in '49**

HALIFAX, N. S., April 24.—Approximately \$95,000 will be spent for the bi-centennial celebration in this area for 10 weeks during the summer of 1949, it is announced.

The city of Halifax, the Province of Nova Scotia and the Dominion of Canada will split the cost.

**R-B Back to Wilmington;
Kirkwood Predates Strates**

WILMINGTON, Del., April 24.—The Big One plays here Monday, June 7. Mayor Joseph S. Wilson Saturday (10) sent permits and confirmation to officials of the Ringling circus. As in former years the Big Show will play the parking lot adjacent to the ball park at 30th Street and Governor Printz Boulevard.

The James E. Strates Shows were on the circus lot last week. The Joseph J. Kirkwood Shows completed a week's engagement Saturday (10) on the South Market Street grounds. It was the first outdoor show of the season.

Common Pleas Court Judge P. Warren Green Friday (9) found Henry Jobkowski, Flenolden, Pa., innocent of the charge of keeping and exhibiting a gambling device on the Kirkwood show. Jobkowski operates a short range, charging 25 cents for three shots, with prizes for hitting specified targets. This, Judge Green ruled, was not sufficient to sustain the charge.

Aussies Plan Ice Circus

MELBOURNE, Australia, April 24.—A combo ice show and circus is planned by the newly formed Testro Theaters, Ltd. Key figures, Rex C. and T. K. Testro, members of a well-known acrobatic family, plan an ice show with performing polar bears, seals and penguins, plus a 20-girl skating line. The company has capital of \$50,000. The Testros have been appearing with the Tivoli circuit thruout Australia.

R-B Skeds Pittsfield July 4

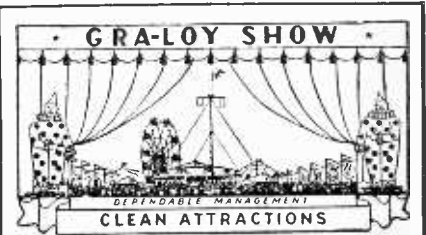
PITTSFIELD, Mass., April 24.—Ringling circus is seeking a permit for a matinee performance here Sunday, July 4. The show itinerary, according to Waldo T. Tupper, general agent, includes Springfield, Mass., July 3, and Albany, N. Y., July 5.

AGENTS

For Stock Stores, Count-Up, Spot the Spot, Skillo, Hanky Panks, Ball Games, come on.

Caravella Amusements
ROY FIRST AND JOHNNIE WATKINS

Williamstown, Pa., this week;
Shamokin, Pa., week May 3.



RIDES—Want First and Second Man for No. 5 Wheel. Must be reliable and able to drive semi. CONCESSIONS—Want any Concession working for stock. X sold on Grab, Popcorn, Photos, Bingo and Mitt Camp. SHOWS—Want Mechanical, Walk Thru and Monkey Show. Open in Kendallville, Ind., May 10th. Winter quarters until May 9th.
Waterford Road, R. R. No. 5, Goshen, Ind.

**RAY LONG
WANTS ALLEY AGENTS**

For newly flashed Fuzzy Bear Joint. Red Brooks, Mac McDonald, Jimmy Nolan, Popeye Hunt, Roy Kelchum, contact me. Also need Help for Line-Up Store. Harry Craig Shows, Lemesa, Texas, or per route.

WANTED FREE ACT

Must be high and sensational. Guarantee season's work. Must join immediately. Wire or Phone
SAM E. PRELL
PRELL'S BROADWAY SHOWS
Alexandria, Va.

**GEORGIA AMUSEMENT
WANTS**

Small Grab, \$15.00; Mug Outfit, Snowball and Popcorn, small Bingo, Agents for Swinger and Set. SHOWS—Fat and Snake. Rides not conflicting, 25% after first \$200. **Cumming, Ga., April 26 to May 1; Dahlonega, May 3 to May 8.** 2700 college students, mostly C.I.'s; paid the 3rd.

**WALLACE UNITED SHOWS
WANT**

Rides that don't conflict. Ride Help, Concession Agents, come on. Shows with own outfits, wire. Fish Pond, Cigaret Gallery, Pitch-Till-You-Win, Bowling Alley, Coke-Milk Bottles, Hanky Panks, all kinds open. Sell exclusive small Cook House, Lead Gallery, Photo. Address: **Pulaski, Tennessee.** For Sale—Ten-Car Auto Ride. Reason: Have two.

**Wallace & Murray Shows
WANT**

Bingo for season. Also Cook House, or will turn over office-owned Cook House to reliable party. Can place Stock Concessions of all kinds. Address:
Bessemer City, North Carolina, this week.

FOR SALE

Exclusive Kiddie Land Concession. **Ocean Beach Park, New London, Conn.** Four new Kiddie Rides, Office Trailer and Ticket Box. Selling because of other business interest. Reasonable price. Good location. Inquiries:
FITZPATRICK AMUSEMENT AGENCY
35 Winthrop St. BRISTOL, CONN.

WANTED

FERRIS WHEEL FOREMAN, Second and Third Men on other Rides. Bill Hollingsworth, Ride Supt.
PLAYLAND UNITED SHOWS
Telegraph & Van Born Roads Detroit, Mich.

UNITED STATES SHOWS

Opening April 30 at Princeton, W. Va.

Want Penny Arcade, Novelties, all legitimate Concessions, High Striker, Rotaries. Want Ride Help. Johnnie Batts, George Malcomb, Wm. Hemrick, Red Lowe and "Specks", answer. Need Wild Life. Mr. English, answer. Betty Lankford, come on. West Virginia fairs start Marlinton, August 1.

All answers to

L. P. BRADY, Mgr. Princeton, W. Va.

BRIGHT LIGHTS EXPOSITION SHOWS

World's Brightest Midway

COVINGTON, VA., WEEK MAY 3RD.

Place Shows of all kinds, have complete outfits. Good opening for Motor Drome, Penny Arcade, Girls for Girl Show, Working Acts for Side Show. Also man to make openings. Place Minstrel Show People, also Musicians. Pay your own wires. Place Concessions of all kinds, must be Legitimate. Will give Exclusive on Fish and Duck Ponds. Opening for Photos, Devil's Bowling Alley, Huckley Buck, Balloon Darts, Novelty, Gallery, Coke Bottle, Basket Ball, Jewelry, Snow Balls, Darts, Bumper, String Game, or any Concessions not conflicting. General Ride Help. Write or wire: Bedford, Va., this week; Covington, Va., week May 3; Charles Town, Jefferson County, W. Va., week May 10. P.S.: Our Big Celebrations start in two weeks.

GOODMAN CONCESSIONS AT LIBERTY

High type Concessions and highclass Operators and Agents. Want to book a good clean reputable show: Corn Game, Long-Range Shooting Gallery, Guess Your Weight Scales, Guess Your Age, Ball Games. Our Concessions will be a credit to your Midway. All wire or phone

MAX GOODMAN

Care Majestic Hotel, Caruthersville, Mo.

ANDERSON'S GREATER SHOWS

The Fine Old Show With the Grand Old Name

WANT For Livingston, Tenn., and Oneida, Tenn., to follow. Both downtown locations under strong auspices, with big Army Searchlights and Sound Cars.

WANT Want Photo Gallery, Novelties, Duck Pond, Fish Pond, Balloon Darts, Shooting Gallery, High Striker, Stock Bucket Stores, Set Games, Knife Rack, Ball Games, Clothes Pins.

WANT Due to late delivery of new Octopus, can place one Flat Ride, prefer Tilt or Octopus. Will book for 25%, also pay \$50.00 per week to right parties. Need Ride to fulfill 20 weeks contracted.

Want Wheel Foreman, Help on Chairplane and Kiddie Rides. Want man to operate huge Army Searchlights, and man or woman to take charge of Fun House built on Semi. Will book Shows with own outfits, 25%; or will frame for worth while Attractions. All replies to: **ANDERSON'S GREATER SHOWS, LIVINGSTON, TENN., this week.**

ROBERTSON BROTHERS' SHOWS

All Stock Concessions open. Will sell "X" on Custard, Novelties, Jewelry, French Fries, Pronto Pup. Good opening for String Game, Slum Blower, Bowling Alley, Balloon Dart, Hit and Miss Ball Game.

SHOWS: Will place Motordrome, Side Show (Have 30x60 Top), Fat Show, Crime, Life, or any other Show of merit.

RISE HELP: Working Men in all departments, Foremen for #5 Eli, Tilt, Octopus, Spitfire and Swings. Best of treatment and long season. All Useful People, come on, will place you.

All replies to:

BOB ROBERTSON
KINGSPORT, TENN., this week.

UNITED EXPOSITION SHOWS

WILL BOOK OR BUY

KIDDIE AUTO RIDE, LITTLE TRAIN, FUN OR GLASS HOUSE, MECHANICAL SHOW. WANT MANAGER FOR ATHLETIC SHOW (Franky Corbett, wire; good proposition.) Girls, wire Dick Hyland for Girl Show. Lon Davis can place Side Show Help. Want man to take charge of Snake or Geek Show. (New Front.)

CONCESSIONS: Harry (Horty) Brown wants Count Store Agents. J. M. McCurdy wants Hanky Park Agents. Wire or come on, you will be placed. Will book good Arcade (flat or percentage). Will buy or book large Bingo. Can book Cork Gallery, String Game, Basket Ball, or what have you? Wire NOW!

Address: **UNITED EXPOSITION SHOWS, PRESCOTT, ARK., this week; then per route.**

SILVER STAR SHOWS Want

Capable man to frame two Girl Shows. We have one new 15 by 20 Top suitable for Posing Show. Operator must have own Bunter Line and Wardrobe. Must be first class in keeping with the rest of the Show. Will also book Grand Shows or 10-in-1. Good proposition for reliable Showmen with own equipment. This Show carries 10 Rides, including 6 Majors. We have a beautiful Front, plenty of lights from our three light plants. Search Lights and the sensational Aerial Husters Free Attraction. We will book a few more Legitimate Concessions that don't conflict. Fair Secretaries in Idaho, Utah and Wyoming, contact us. This is a brand new Show purveying the best of good, clean, wholesome entertainment for the entire family. Be sure with the newest and best.

BISHOP, CALIF., APRIL 27-MAY 2; then as per route.

'47 Admissions To Be Continued At Sacramento

SACRAMENTO, April 24.—California's State Fair directors have decided against raising admission prices. The ticket committee has set up this schedule: General admission, 50 cents; grandstand general admission, 50 cents; reserved seats, \$1; boxes, \$1.50; bleachers, 25 cents and no charge at night; parking 50 cents.

There had been some speculation that general admission to the fair would be increased this year because of generally higher operating costs but members of the ticket committee voted to keep the fair within the means of as many persons as possible.

Ceiling on Prices

At their March meeting, the directors put ceilings on prices which may be charged for children's and adult rides, on soft drinks and beer and decided to fix food prices following a conference with their advisory board of California restaurant operators and food dealers.

The directors also decreed that all drinks must be sold in paper cups to eliminate the litter of bottles which caused considerable trouble and injuries last year.

Also officially approved was a tentative premium list for this year. List generally increases the total to be awarded winning exhibitors, according to Fred H. Bixby, president of the board of directors.

Premiums Up 25%

Premiums totaling \$65,000 would be offered in the livestock division, about 25 per cent more than the \$52,000 paid last September. In the junior division, a 40 per cent increase was approved, from \$18,000 to \$30,000.

Horse show premiums would be over \$30,000, with added money from entry fees bringing an increase of possibly 20 per cent. The \$7,500 for poultry, pigeons and rabbits, and \$2,500 for dairy products awards was unchanged.

E. P. (Ned) Green, secretary-manager, said livestock awards were boosted to permit extensions of awards for some breeds and to increase top awards in other cases to attract more exhibitors.

The directors voted to underwrite, to the extent of \$4,500, the educational exhibit at this year's fair.

Retains Parking

Director Daniel W. Beattie, chairman of the educational committee, said school authorities had notified him that a last-minute ruling by the State Department of Education made it impossible for county school funds to be used for fair exhibits.

The board also voted to control parking facilities at the fair and use fair personnel to park cars. Last year the concession was awarded to a San Francisco firm.

On the recommendation of Hal G. Hotchkiss, fair director, the group voted to delay letting the contract for the midway concession until later. Two large carnivals have bid for the contract, it was said.

No Action on Midway

Director Harold McCurry, Sacramento, chairman of the press and radio committee, reported the year-round use being made by the fairgrounds has resulted in the event receiving valuable publicity thruout the State.

McCurry pointed to the use of the fair's facilities for stock sales and the use made of Governor's Hall by Sacramento organizations.

The chairman also announced his committee and the centennial committee plan to stage an historical character contest during the fair. Reproductions of the photos of such

It Goes To Show

NORTH HOLLYWOOD, Calif., April 24.—When Claude and Pauline Webb, former owners of Russell Bros.' Circus, visited the Clyde Beatty show during its local date, they didn't expect to experience parking difficulty, inasmuch as the Webbs own a large tract of vacant land adjacent to the show grounds.

Pulling onto their property, however, they noted that the lot was crowded with autos lined up in neat rows. Finally locating a spot at the back end of the property just big enough to park their car, the Webbs were further surprised when a burly individual accosted them and demanded 50 cents parking fee.

"I was so surprised," declared Pauline, "that before I had a chance to think I paid him the four-bits!"

Belle Vue, England, '47 Net \$183,478

MANCHESTER, England, April 24.—At the general meeting of the shareholders of Belle Vue, Ltd., it was announced that this year-round fun spot had enjoyed a record-breaking year in 1947, with net profits of \$183,478.75, an increase of \$58,471.25 over the preceding year.

Gross income of Belle Vue hit an all-time high, but this was offset by increased cost of operation. Taxes nicked the gross for a sum of \$306,370. A dividend of 50 per cent on the deferred ordinary shares was declared.

Belle Vue is a combination zoo-circus-amusement park which operates all year, with its best income-producing period during the Christmas-New Year holiday weeks when a top-notch indoor circus and carnival occupies the large building on the grounds. The take during this winter's indoor circus run was double that of last year. Fireworks displays on Saturday nights until the end of November also drew record attendances the past year.

personages as John Sutter, General Vallejo, Lotta Crabtree and others will be sent out, he said, and California residents will be encouraged to attempt to resemble them in costume and make-up. Prizes will be awarded winners.

Dr. James E. McConnell, centennial committee chairman, reported progress is being made in locating old-time vehicles for a fair exhibit.

Progress on Improvements

Director William G. Wright, Sacramento, chairman of the building and grounds committee, said the work of getting the fairgrounds in shape is progressing more rapidly than expected. He said considerable wiring is being replaced, new power lines are being installed, new flood lighting is planned for the junior division and remodeling work is under way in the Hall of Flowers.

The directors accepted Wright's recommendation that the fair install a foundation and fence for a new transformer to provide better light for the grounds. The work will cost \$3,700.

It was decided to make the fair a fashion center during its 11-day run next fall. Officially approved was a proposal to invite California designers to submit models of every type of clothing for exhibition. The board also agreed to invite some 200 of the nation's leading newspaper and magazine fashion writers to be guests at the fair.

The board set its next meeting for May 20 and its June meeting for the 24th of that month.

Fair Management:

Speedy Parking Termed Vital; Area Markings Called Important

By R. J. Pearse, Fair Designer

WITH the increasing number of family autos passing thru the fair gates, the handling of these cars becomes an increasing major operation. And, unless the patron receives courteous and speedy attention, the attendant makes a dissatisfied customer even before he sees what the fair has to offer.

The old hit-or-miss parking all over the fairgrounds is in the class with sideburns, the horse and buggy and hoop skirts. It just isn't countenanced on the modern fairgrounds.

To begin with, parked cars should be located within the area of the fairgrounds. The reason for this is that cars parked in this manner are subject to more strict police protection, families can make their cars their headquarters, picnic lunches and three-cornered trousers for the babies can be left in the cars and obtained without first having to secure pass-out tickets. Since this type of ticket is subject to much abuse, some fairs have abandoned it, forcing outgoing customers who have paid once to pay again for readmittance.

Best Site Near Entrance

The renting of vacant lots or parking areas in land adjacent to the entrances of the fair is resorted to only in the case of necessity. In such cases, police protection should be provided for the cars and the parking should be carefully supervised.

Well-supervised and governed parking lots are a joy and a pleasure. The best location is directly in front of or on either side of the entrances. Lacking such space, parking lots on either side of or in the rear of the grounds are the next best location. These areas should be served only by roads situated at either side of the fair that do not cross a main line of pedestrian traffic.

Parking cars in long lines heading in toward each other is probably the best method to park altho it takes up a maximum amount of space due to the backing up and turning of cars. A distance of not less than 60 feet between the front lines of cars headed in opposite directions should be allowed under normal circumstances. With careful parking, this distance can be cut somewhat.

Tickets for Parkers

Diagonal parking—two rows of cars—does not require so wide a parking area. A minimum width of 45 feet between lines formed by the fronts of the cars thus parked is required. It is necessary for all cars to leave in one direction, thus requiring a cross road at the end of the lines of parking lanes.

Five-foot posts, set firmly two feet in the ground, at four-foot intervals or connected with a cable, sometimes are used to define the lines at which the cars should be parked. Cement blocks, set on solid concrete bases, also serve as good markers. Sometimes, just two furrows, plowed four feet apart, designate the definite place where the front wheels of the cars should be placed.

Each row should be marked with a letter and each car block or post-marked with a number. Each driver, when parked, should be given a ticket designating the row letter and the post or block number where his car is located. The attendant can do this in a matter of seconds. This eliminates the confusion of hunting for cars at night or in a rainstorm or by those who forget where they parked.

Illuminating parking areas is a prime necessity, first for protection

and second to be able to locate one's car and drive away without confusion. The best lighting method is to locate poles not less than 20 feet high with floodlights on top. Such lights need not be expensive, but they should have a reflector which projects light in the direction the driver is going to avoid a glare. A good 300-watt light bulb inside a reflector will light a territory approximately 300 feet wide and 400 feet long. The lights should be placed at the head of the parking lines nearest to the fair's activities and throw the light away from the center of the fair.

If the parking lanes are 60 feet wide, then the lights should be placed about every fifth row at the head of the row. Exit lights should be placed carefully to show ditch lines and culverts.

Aid to Participants

If possible, parking areas should be provided near the zone area which attracts the patrons. For example, the livestock men should be allowed to park near the livestock exhibits and industrial patrons near the industrial exhibits. Parking areas should be allowed as near to the exhibits as possible.

Many abuses have been made of this privilege, but local rules must be made and adjusted to meet the requirements. One injustice to a worthy exhibitor hurts the fair more than a dozen abuses of the privilege. Getting-by is a common American practice, and adjustment of iron-clad rules often is a method of solving the problem.

Courtesy Is Vital

Courteous service by parking attendants is vital. They should be instructed firmly on this point. They also should be told to give whatever aid possible. And they should be advised that thru suggestions to patrons they can obtain better, closer parking.

Laying out parking areas is no job for an amateur. Careful study should be made of each area by one skilled in this work to avoid mistakes and also to provide for the service of the maximum number of cars in a given area.

Crosby Steps Into Racing; Thrill Show Bookings Big

TRENTON, N. J., April 24.—Lucky Lee Crosby, operator of Crosby All-American Hell Drivers, is branching into the auto race field, according to his personal manager, Bert Lowe, who said a contract has been signed with Vernon (N. Y.) Fair for a program of summer races. The first will be held May 2 in the new speedway there, with 30 racers appearing, Lowe said. Bob Laurie, Morristown, N. J., well known in race circles, has joined the Crosby outfit and has gone to Vernon.

Lowe said Crosby's Hell Drivers have been sought by eight New York and seven Pennsylvania fairs in addition to a number of speedway engagements in the East and six still dates under auspices.

Philly Pyro Show to Duffield

NEW YORK, April 24.—Jack Duffield, of the Thearle-Duffield Fireworks Company, Chicago, announced Thursday (15) that his firm had contracted the Philadelphia Bulletin show which will be staged July 5. Jack and his father, Frank, were on an extensive business trip in the East.

OPENS MAY 22 WANTED

LONG SEASON

Ride Foremen and Second Men for Skooter, Moon Rocket, Whip, Flying Skooter, Ferris Wheel, Merry-Go-Round Counter and Griddle Men, Custard Dippers, Game Agents
SEASIDE PARK, VIRGINIA BEACH, VA.

PIONEER SHOWS
high class midway attractions

TOWANDA, Pa., MAY 3-8

Red one, plenty of money. Ride Men, Foremen, Second Men all Rides. Shows: Need Family Show. Concessions: Penny Arcade. Want sensational Free Act.

MICKEY PERCELL
WAVERLY, N. Y., this week.

Silver Slipper Shows
RIDES SHOWS CONCESSIONS FREE ACTS

DUE TO DISAPPOINTMENT WANT

Foreman for No. 12 Eli Wheel. Want Diesel Electrician, Sound Truck Driver and Clown for Fun House. Also want Bingo and Stock Concessions. All replies to:
WILLIAM O. HAMMONTREE, Rockwood, Tennessee

WANTS—JACK KORIE—WANTS

SIDE SHOW HELP, ONE FEATURE FREAK

Christine, Alhoa, and Grace McDaniels, contact.

ONE NOVELTY ACT AND INSIDE LECTURER. Top salaries.

FOR W. G. WADE SHOWS, OPENING PONTIAC, MICH., APRIL 27TH.
Zombie and Bumps and Red Ferris, contact me.

JACK KORIE, Gen. Del., Pontiac, Mich.

WILSON FAMOUS SHOWS

OPENING MAY 1ST, GALESBURG, ILL.

WANT

Manager for new Fun House. Foreman on No. 5 Wheel, Second Men on other Rides that drive. Can use Help in all departments. Also can place Agents. A few Concessions open. Join at once, we leave Quarters April 29th. Don't wire, come on; we can place you.

RAY WILSON, Astoria, Ill.

TWIN CITY SHOWS WANT

Clothes Pin Pitch, Cigarette Gallery, Glass Pitch, Hoop-La, Popcorn, Frozen Custard, Basket Ball, High Striker, Guess Your Age and Weight, Dart Balloon, Fish Pond, Ice Cream, or any good Stock Concessions. Can use any good Shows with own transportation for Committee Percent. Wire:

GEO. CRABLE, Lebanon, Mo., April 26 to May 1; California, Mo., May 3 to 8.

Attention, Celebration Committees: We have July 4 open for Iowa or Missouri. 7 Rides.

Want Experienced and Capable Slum Store Agents

WILL FRAME NEW OUTFITS IF WE DON'T HAVE WHAT YOU PREFER!
NO CONCESSIONS TO CONFLICT. NEED SOBER COUNT STORE AGENTS.

Will guarantee a long season with the "Most Beautiful Truck Show on the Road."

WIRE OR WRITE:

E. H. BROOME or ROY McCURDY

PEPPERS ALL-STATES SHOWS, GREENVILLE, S. C., this week.

CUMBERLAND VALLEY SHOW

WANTS

Opens South Pittsburg, Tenn., May 15. With a Free Gate.

SHOWS—Glass House, Mechanical City, Illusion, Snake or any other capable Show that doesn't conflict and a complete organized Minstrel with own band. RIDES—Will book Octopus, Roll-o-Plane, Spitfire and Comet. RIDE MEN—All Ride Men on all Rides; sober and reliable. CONCESSIONS—All legitimate Concessions open, except Cookhouse, Corn Game, Photo, Jewelry and Popcorn. This show holds 12 straight Fair contracts, starting first week in August. No Grift, Gypsies or Girl Shows. Address All Mail to:

ELLIS WINTON

108 E. McLEAN STREET

MANCHESTER, TENN.

WANT—LEE BECHT SHOWS—WANT

CONCESSIONS—Fish Pond, String Game, High Striker, Hoop-La, Penny Pitch, Jewelry, Box Ball, Cork Gallery, or any other Stock Game not conflicting with what we have; only one of a kind booked. RIDES—We need a MERRY-GO-ROUND; will ROOK, BUY OR LEASE, must be good, no junk. HELP—Need Wheel Foreman, only one that knows his stuff, no drunks. G. "Queenie" Carangio, Floyd Miller, get in touch at once. Address all replies to:

LEE BECHT SHOWS, Vine and Compton Rds., Hartwell, Cincinnati, Ohio, April 26 thru May 1; 7146 Hamilton Ave., North College Hill, Cincinnati, Ohio, May 3 thru 8.

CAPITAL CITY SHOWS

WANT FOR DAWSON SPRINGS, KY., week MAY 3 with PORTLAND, TENN., STRAWBERRY FESTIVAL TO FOLLOW AND THEN NORTH:

STOCK CONCESSIONS of all kinds. John Ethridge wants Agents for Ball Games and Hit or Miss. SHOWS: Have new Side Show (20x80), with 110-foot Banner Line. Want someone who can put something inside. Ruby & Francis and Bill McIntyre, contact. Good opening for Fun House or Glass House or any good Grind Show. Snake Show open for good operator. We hold contract for Stearns, Ky., Fourth of July Celebration. Join now. Route to interested parties. All replies to:

J. L. KEEF, CAPITAL CITY SHOWS
MADISONVILLE, KY., this week.

P.S.: For Sale, 2-abreast Parker Merry-Go-Round, in perfect condition. Can be seen in operation.

PINE STATE SHOWS

Want for Canton, Ga., this week; Marysville, Tenn., next week, and for long list of Fairs and Celebrations in Virginia, West Virginia and Kentucky.

RIDES: Can use one Flat Ride or Roll-o-Plane. Will furnish two Kiddie Rides to someone with Kiddie Rides to make Kiddieland.

CONCESSIONS: Want Custard, Jewelry, Novelties, Popcorn, Sno Kone or any other Legitimate Concessions; also a few choice Concessions open. Some P.C. open with other Concessions.

SHOWS: Want Fun House, Glass House or any Show with own equipment. Want Manager with Girls for completely furnished Girl Show. Will book Minstrel with or without equipment. Ken McVan wants Acts for Side Show. Good proposition to man who can handle inside; also Half-and-Half.

JOHNNY CARUSO, Mgr.—FRED WEBSTER, Bus. Mgr.—JOHN SMITH, Publicity

Address: CANTON, GA., this week.

P.S.: Can use one Nail Store Agent, one Skillo and one Count Store Man.

VIVONA BROS.' AMUSEMENT SHOWS

10 RIDES, OFFICE OWNED; 35 CONCESSIONS

Featuring 4 Albanis Free Act. Want for Big Firemen's Celebration, Roselle, N. J., May 3 to 8.

CONCESSIONS—Short or Long Range Lead Gallery, Mug Outfit, High Striker, Basket Ball, Cane Rack, French Fries, also Penny Arcade.

SHOWS—With own outfit and transportation. Motor Drome, Monkey, Wild Life.

HELP—Second Men on all Rides, Semi Drivers preferred. Drunks, save shoe leather.

MORRIS OR JOHN VIVONA

MANVILLE, NEW JERSEY, this week; then as per route. 15 Celebrations to follow.

RED MEN'S CELEBRATION

BIGGEST EVENT OF ITS KIND IN THE SOUTH

WANT: Fish Pond, Duck Pond, Bowling Alley, Huckley Buck, Penny Pitches, High Striker, Clothes Pin Pitch, Novelties, Candy Floss, Long or Short Range Lead Gallery. Also Cork Gallery. Will sell X on Mitt Camp.

SHOWS: Snake Show, Jig Show, Wild Life with or without transportation. Can always place good Show Folks. Edward Johnson, call me.

McBRIDE BROS.' SHOWS

WOODY McBRIDE, Mgr.

RANDLEMAN, N. C.

CHARLIE GRIGGS WANTS

One Blower Agent, one Pin Store Agent. Roy Cary wants one Count Store Agent. We work every day. Don't be misled. Our show is not overloaded with joints. We go to the Coal Fields in all Towns. Just wire or come on.

P.S.: Frenchie Fay, wire my brother Walter.

CHARLIE GRIGGS, CARE J. J. PAGE SHOWS, JOHNSON CITY, TENN.

LONE STAR SHOWS

Want Concessions of all kinds. No flatties. P.C. and Hanky Panks only. Want sober, reliable man to take charge of office Bingo. Must be able to drive Semi. Want Shows with own transportation, low P.C. Want Help on all Rides, top wages, good treatment. Cliff Protan, come on; no answer from wire. Address all mail:

G. R. McSPADEN

Centerville, Ind., till May 1; then Hagerstown, Ind., May 3-8; then good route North.

P.S.: Pay your own wires.

SCALE AND AGE AGENTS

WANTED AT ONCE

GEORGE A. GOLDEN, C/O CETLIN & WILSON SHOWS

PETERSBURG, VA., THIS WEEK

BARNEY TASSELL UNIT SHOWS

Can place, account disappointment, Roll-o-Plane. Good proposition, short jumps.

Want Ride Men all departments, those driving Semis preferred.

Week May 3, Tappahannock, Va.; 10, Orange, Va.; 17, Culpeper, Va. Can always place something good. Write, wire, this week at Gloucester, Va.

Circus Season Gets Going in Sweden

STOCKHOLM, April 24.—The circus season in Sweden is getting into full swing, with Circus Schumann winding up a 40-day indoor run here Sunday (25) and several tent shows already on the road. Schumann, who played a two-week stand at Gothenberg prior to his local appearance, will return to Denmark where the show will celebrate its 100th anniversary at its indoor arena in Copenhagen.

Principal acts on the Schumann program this season are the Schumann Liberty and high-school horses, Mlle. Lona, antipodist; Viggo Benny's chimp, Banbi; Vikings Trio, trapeze; Luzia, dancer; 5 Vikingarnas, acrobats; 2 Wilcos, comics; Tay-Ru, equilibrist, and Andreff and Luzia, Swedish comics.

Among the larger Swedish tent circuses already on the road are Circus Scott, which opened at Malmo April 11, and Circus Altenburg, which opened in Helsingfors.

Circus Mijares-Schrieber, still in winter quarters in Karlskoga, is getting set to hit the road with the biggest circus in Sweden. The show will have a big top with a 300-meter hippodrome track, two rings and a stage. In addition to standard circus acts the program will feature old-time chariot races and cowboy numbers. The show is owned and operated by Chuy Mijares, former Ringling circus wire-walker.

New Group at Moundville Elects Dorsey 1948 Prexy

MOUNDVILLE, W. Va., April 24.—Marshall Fair, Inc., at an organization meeting here recently, elected officers for 1948 and took over the old Marshall County Fair Association, which had been conducting community fairs locally for over a decade. Lloyd Dorsey heads the new org, with A. H. Reber, vice-president; L. George Ellis, secretary; C. B. Allman, assistant secretary, and Jesse D. H. Sullivan, treasurer.

New corporation has sold stock thruout Marshall County and purchased the 40-acre plot on the edge of the city where fairs had been conducted a third of a century ago. Detailed surveys are under way and some permanent buildings will be erected in time for this year's fair. The race track also will be put in condition.

B. C. Fairs Group Elects Whyte President; Dates Set

VICTORIA, B. C., April 24.—E. M. Whyte, Victoria, was elected president of the British Columbia Fairs Association, succeeding T. W. Currie, of Surrey. Vice-presidents are A. H. Pepper, Iocco; R. H. Martin, Abbotsford, and H. P. Tyson, Haney. W. J. Boavia, of Victoria, is secretary.

Exhibition dates already set include Victoria, tentative, September 11-18; Vancouver, August 25-September 6; Chilliwack, September 8-10; Armstrong, 13-15; Nanaimo, 16-19, and Kamloops, 21-23.

Los Angeles County Spring Annual Skedded June 16-20

BELLFLOWER, Calif., April 24.—Los Angeles County Spring Fair will be held here June 16-20. The event will be closely tied in with centennial celebrations held all over the State.

The annual will feature a children's day for the opening date, with a juvenile parade and equestrian contests. Fair exhibits of farm and mercantile products, horse shows, midway and entertainment programs will follow, climaxed by a parade and Review of Champions horse show.

With the Circus Fans

By The Ringmaster

A number of members of the Con Collenao Tent No. 19, Sheffield, Mass., turned out for the R-B opening in Madison Square Garden, New York.

Among those attending were Les and Bonnie Ulrich, guests of William Fields, of the Big Show's publicity department. William Montague, CFA publicity director, also was there. Jennie Fields, daughter of William Fields, and Mrs. Daniel McSerry, Sheffield, took in the show's first matinee.

Altho Mr. and Mrs. John Kries, CFA members of Hamden, Conn., could not make the preem, they caught the telecast of the performance, reporting excellent reception. Kries has made a number of the electrical gadgets used by Paul June and Paul Jerome, of R-B's clown alley.—LESLIE B. ULRICH.

Phil Sleet Manages Revived Donaldsonville Annual

DONALDSONVILLE, La., April 24.—Philip Sleet, manager of the local Chamber of Commerce, has been named secretary-manager of the revived South Louisiana State Fair Association. He replaces R. S. Vickers who held the post for 35 years.

Other officers are L. A. Borne, Raceland, president; G. J. Autin, Houma, vice-president; Sidney L. Harp, Donaldsonville, executive vice-president, and Joe Mistretta, Donaldsonville, treasurer. Dates are September 30-October 3.

New buildings and remodeling of the old plant are under way following the sale of the front portion of the old grounds for a residential subdivision.

Rogers Bros. Pulls Good Thru Va., W. Va., Tenn.

BIG STONE GAP, Va., April 24.—Rogers Bros. racked up excellent business here, pulling full houses at both performances. Oak Hill, W. Va., yielded good business, as did Kingsport, Tenn.

Savannah, Ga., and Lawrenceburg and Crossville, Tenn., also proved good for the Rogers org. At Crossville the show played to a full one after a strong matinee. At Lawrenceburg, despite threatening weather, which turned into a flash thunderstorm and a torrential downpour 15 minutes before the close of the program, the show had near capacity at night after a fair matinee. Org attracted a three-quarter house at Savannah.

Wirth Inks Sandy Creek, Little Valley, N. Y., Events

NEW YORK, April 24.—Frank Wirth, local booker, announces the inking of two New York fairs, Sandy Creek and Little Valley.

The Sandy Creek contract, which calls for a revue, band and acts, was inked by Paul Woodard, president. Dr. Ralph W. Knight, president of the Little Valley annual, signed for his event.

W. J. Campbell Secretary Of Vinton, Ia., Annual

VINTON, Ia., April 24.—W. J. Campbell, vice-president of the Iowa State Fair board, has been appointed secretary of the Benton County Fair board for the 1948 exposition. Campbell is a former secretary of the Benton fair and also has handled fairs in Buchanan County and last year conducted the All-Iowa Fair at Cedar Rapids.

RSROA's Martin Denounces FIPR Report, "Suspension"

DETROIT, April 24.—A vigorous challenge of reports on attendance of William Schmitz, of America on Wheels, at (World Roller Skating Congress) meetings in Switzerland (*The Billboard*, April 10) is issued by Fred A. Martin, secretary-treasurer of the Roller Skating Rink Operators' Association, of the United States. According to Martin, "this obviously is another blind on the part of Schmitz to confuse the issue and an attempt to mislead readers of *The Billboard*. "The WRSC has no connection with Schmitz or his organization," said Martin. "The WRSC was formed by RSROA organizations and affiliates two seasons ago when our good will team visited England. It is particularly amusing to observe the actions of Schmitz and his outfit since they operate true to form on all occasions. "He was to be a delegate-guest at the Federation Internationale de Patinage a Roulettes meeting (not World Congress) in Switzerland. Yet, while Schmitz was to be in attendance at this meeting, we can not fail to point out the fact that he is a professional rink man, and the separation of the RSROA from the FIPR was based upon the very attitude of the FIPR toward all rink men.

"Does this not show up the type of politics which is prevalent throughout the usual amateur sports organizations today? Isn't this another double double-cross like that put over by the Olympic organization in hand with the Amateur Athletic Union? Their attitude was: Ignore the consequences to a sport and the sportsmen as long as the 'face' of the AAU and ASU can be preserved. In this case, we find that rink men of the RSROA were not acceptable in the 'high society' of the FIPR, but Schmitz and his crowd are welcomed with open arms.

"It is plain to note the double

cross. The RSROA can only be too happy that the facts of this old-line world organization were found out before it was too late and the financial load of their plays disclosed. In striking out on its own, the RSROA is not hampered in its steady drive to serve skating better.

"Let's get this point cleared up tho: Schmitz did not attend a World Roller Skating Congress meeting. He was visiting his buddies, the FIPR. We note also that the FIPR has 'suspended' the New Zealand Roller Skating Association (our affiliate). It appears that New Zealand never actually reached the state of being a real member of the FIPR because it paid no dues to that body. Now, after 10 years and two years since New Zealand really broke with the old outfit, it is suspended. That is another joker.

"New Zealand is and has been allied with the World Roller Skating Congress for two years, and since affiliating has made excellent progress and has received steady cooperation in its efforts from the RSROA.

"Very plainly, we of the RSROA hesitate to take anyone to task, but when Schmitz makes misleading statements, we can and must publish the correct information as we have here for the public record and for the information of all concerned."

Parties, Events Win For Dallas Deubacks

DALLAS, April 24.—A policy of offering parties and prize games and contests has been paying off in increased business at Deuback Skating Rink here, report Vincent and John Deuback, operators.

A successful promotion the week of March 28-April 3 offered nightly races, games, Easter and tacky parties, and a floorshow featuring Johnny and Peaches, pro skating act. The winner of each night's race among men was awarded \$1 if he was able to best John Deuback in a special race and also was eligible to compete in the Saturday final, winner of which skated against Victor Deuback for a \$10 prize. Races for girls were held each night also, victors receiving an admission ticket and the right to compete in the Saturday night final, winner of which raced against Peaches for a \$5 prize. Winner of the Saturday final for men failed to defeat Victor Deuback, but Mary Robbins was successful in winning the \$5 prize for girls. John Deuback also won a handicap race that night. A special attraction was a race between Rena Metcalf, age 6, and Marie Deuback, 4, won by the former.

The Friday (2) floorshow included waltz, two-step and graceful skating demonstrations and the Johnny and Peaches spinning act. Prizes for costumes were offered at the Thursday (1) tacky party. Other prize events included three-legged and cradle races, grand march and the catching of pigeons, roosters and guinea pigs which were turned loose on the floor.

Redondo's Free Bus Rides

REDONDO, Wash., April 24.—W. J. Betts, operator of Redondo Skating Arena, has instituted free bus service for customers who otherwise could not attend. Two 59-passenger coaches carry passengers to and from the rink each night. Redondo Dance and Figure Club instruction sessions this year are under the supervision of Pat Pattison, pro. The initial class drew 78 skaters and the membership continues to grow.

No 2 in a Series

25 Factors Govern Biz Volume In Today's Tussle for Dollar; Solicitation of Biz Important

By Carl C. Johnson
Owner, Skateland, Denver

IF I WERE to have headed this subject on my check list merely "new business," it would probably have been more understandable to rink operators in general. That word "solicitation" is new in the vocabulary of rinksters, but is one they will grow to be familiar with before increased volume of box-office business is universal. To my mind, this roller skating business should never undergo a single period of a month or a day when it is not increasing, for it has never tapped its sales potential with energetic selling. Solicitation means selling—no more, no less. It means getting out and making sales calls just as any other kind of business does. And unless those sales calls are made, and made effectively, rinksters can expect the same sort of slump an insurance agency could expect if it were to call off its sales program.

It is a serious condemnation of rink operators in general that they have no organized plan for solicitation. When it comes to going out and getting new business, the rinkster is like a giant who never used his strength for anything more fatiguing than sipping a cup of tea. There is no business you can name that has such unleashed sales potential as roller skating. We haven't even scratched the surface of sales opportunities because we don't, as a whole, employ business methods in our selling. Soliciting roller skating and selling new customers into the rink is the easiest and most pleasant kind of selling you can undertake, but like any other sales effort, it must be well planned and well organized.

My good friend and former partner, J. W. Norcross, of Greeley, Col., used to say that a skating rink and a swimming pool (he owns both) were exactly alike in two respects. First, both the pool and the rink need a new supply of "fresh water" continually, and second, if the water gets stagnant, business will drop off.

I never spend a thoroughly sound night's sleep unless I see almost as many strangers (fresh water) of an evening as familiar faces in the rink. I haven't the statistical basis for my conclusion, but my firm opinion is that if all the faces I see in the rink are recognizable as regulars (stagnant water) I won't need my bookkeeper's record to tell me that business is off. Years of crowd-watchfulness in this important respect has led to my formation of a well-organized new business department.

No High-Pressure Selling

A new business department does not mean the mere employment of a high-pressure party salesman. Within the last 20 years I have invested considerable in these overdressed pressure men that infest the amusement business and I have always taken a beating from them in one form or another, thru their usually brief

period of employment. The solicitation of new roller skating business does not require high pressure. It requires a plan more than a man. The way we are now selling party business could be handled by any clean-cut young man who has no impediment of speech. In presenting the plan, all the young man is required to do is extend an invitation. If they accept, okay. If they refuse, okay—but no high pressure, no overselling, no overpromising, no disappointments, no headaches.

We hold the parties—the prospect doesn't. We plan the entertainment and the program and issue the invitations. And it's up to us to make that invitation so interesting and make the program so desirable that they will accept our invitation. But I'm running slightly ahead of my story. We solicit four kinds of party business—churches and clubs, firms or industrial institutions, junior schools and high schools. Each of these groups requires a special kind of solicitation.

I have a pleasant-voiced young woman who spends an hour each evening phoning the heads of young people's church groups and club officers. She tells the person with whom she talks that the very nicest people we have in our rink are young (See 25 FACTORS on page 90)

Conn. RSROA Kids Set for Regionals

HARTFORD, Conn., April 24.—Connecticut amateur roller skating championship competitions were held last week at Hartford Skating Palace, under sponsorship of the Richland Skating Club here and the sanction of the Roller Skating Rink Operators' of the United States and the United States Federation of Amateur Roller Skaters.

Winners: Figure skating, senior men, Elio Ambrosini; intermediate, Fred Poisson; novice, Raymond Schmidt, and junior, Richard Cantwell. Dancing, senior, Josephine Fiducia and Thomas Ritchie; intermediate, Barbara Kelly and Nicholas Zaccarelli; novice, Audrey Burns and Robert Kirschner, and junior, Joy Fontana and Joseph Pollicito.

Judges included Mrs. Helen Sokol Eckert and Charlie Rubens, New York, and Charles O'Connell and James Hanlon, Boston. Referee was Edwin Hodder, chairman of the USFARS. Chief tabulator was Mrs. Rora Hodder.

Winners are eligible for the regional championships, to be held in Gay Blades Roller Rink, May 17-19.

Irving Richland, of Hartford Skating Palace, said he will probably attend the national championships in Cleveland this summer.

Del Monte Plans Show For Pre-Contest Party

MONTEREY, Calif., April 24. — Paul Gilbert, manager of Del Monte Rollerdom here, reports plans for a May 2 party in honor of Del Monte Skaters who are scheduled to compete in the California championships of the United States Amateur Roller Skating Association to be held May 8 and 9 in Bill Black's Roller Palladium, Pomona.

Feature of the afternoon affair will be exhibitions by the club's competitive skaters plus a comedy number by Margaret Ridge and Gilbert, Del Monte professionals. Those slated to take part in the exhibitions include Barbara Ann Henriksen, Claudette Colbert and Dennis Earl, juveniles; Rose Marinello, Eva Doran, Frankie Manning, Kenneth Merker and Rexford Murray, novices; Barbara Ziem, junior, and Joe Hottinger, senior. There will also be pair numbers by Miss Ziem and Merker and Miss Manning and Hottinger.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.

Est. 1884

3312-3313 Ravenswood Ave. Chicago, Ill.

The Best Skate Today

SEND US YOUR ORDER NOW!



**SKATES REPAIRS
NON-SLIP POWDER**

CHICAGO ROLLER SKATE CO.

4427 W. Lake St. CHICAGO, ILL.

Mfrs. of Rink and Sidewalk Roller Skates—
Industrial Fuses and Screw Machine Products



STOPS NOW
RINK DISTRIBUTING CO.
 P. O. BOX 267 • CLAYTON 5, MO.



MANLEY INC., KANSAS CITY, MO.
 "The Biggest name in Popcorn"
 POPCORN MACHINES AND SUPPLIES

SKATE CASES AT A NEW LOW

- ★ STEEL CASES (Metal Over Wood) — Assorted color combinations. Finest made. \$29.64 Doz. Sample \$2.47.
- ★ ALL ALUMINUM CASE — "The Feather-weight Champion." Light, sturdy, with satin finish. Former OPA ceiling \$6.50. NOW \$36.00 Doz. Sample, \$3.00.

L & L PRODUCTS
 7019 Glenwood St., Chicago 28, Ill.
 Distributors of Heiser Products, Midwest and Skating Rhythm Records, Champ Skate Brakes, Rawson Books, Skaters' Jewelry, Stickers, Laces, etc.
 Write for price list.

Skate Cases • Skate Outfits
 PARTS AND ACCESSORIES, SKATE PINS.
 WRITE FOR PRICE LIST.

ILLINOIS ATHLETIC SUPPLY
 2512 White Plains Rd. NEW YORK 67, N. Y.

EVERYTHING FOR THE RINK!...

- MAPLE FLOORING... immediate delivery
- GILASH SHOES... western distributors
- SKATING OUTFITS... by BRAUN
- CLEVELAND & CHICAGO shoeskate outfits
- DANCE-TONE RECORDS...
- CASES... LACES... BROOMS... DUSTLESS POWDER... PARTS & ACCESSORIES

WARNOCO AMUSEMENTS
 1403-1447 SECOND ST. • GREELEY, COLORADO

The Most Famous RINK SKATES in the world

Advertised to many millions in the Official Roller Derby competition. Manufactured to highest quality standards.

MODEL "B" ROLO-WAY Precision Dance Skates with the Patented Cushioning.

ROLLER DERBY SKATE CO. 4533 Payne Ave. Cleveland 3, Ohio

COMPLETE PORTABLE RINKS SECTIONAL FLOORS
 The World's Largest Manufacturers of Complete Portable Rinks and Northern Rock Hard Maple Floors. Roll Skating Mats a Specialty.

BILT-RITE FLOORS AND RINKS
 Dealers in Hard Maple Flooring
 Mailing address: 1413 Crescent Drive, Tyler, Texas Phone: 2968
 Factory: 1016 East Locust St., Tyler, Texas Night Phone: 719-W

25 Factors Govern Business In Today's Tussle for Dollar

(Continued from page 89)
 people's groups and private club members, and that we make a special effort to announce their presence over the mike and identify them with a short piece of white ribbon so that our regulars will introduce themselves and aid the guests in having a good time.

The catch here, of course, is in compiling the list of heads of young-people groups and club officers to phone. It took us several years to compile this list and we keep it up to the minute in accuracy. These groups are generally quite small, ranging from 25 to 50. But there's hardly any limit to the number you can handle of an evening. We rarely pass a night without at least one and have had as many as 10 on the same night. They mix well and we see that each group meets the other, and we're really sincere when we say that these church and club folks are the nicest people we attract to the rink. We deliver party tickets to the head of the group a week in advance of the party, and make sure that we stamp enough so that if they want to give a few to non-members, they will have enough.

"It's Our Party"

Business institutions present an entirely different sales problem. Denver is a small enough city for me to know most of the 1,000 some odd firms that employ over 100 people. By the word "know," I mean that altho I may not be personally acquainted with the company heads, I at least know who they are and direct my sales staff. Our sales representative visits these firms with printed invitations for a company party to be held in their honor on such and such a night.

We explain that on that day we will announce the party on our radio program and that the changeable electric sign in the back of the rink will carry their name. On this night, the whole program will be built around their firm, their product and their services. We display their advertising. We plug their service to the community and their great part in

making Denver the important city it is. We get out the white ribbons and insist that our "good skaters club" turn out in full force and act as hosts. We pick the night. We extend the invitation. We hold the party in their honor. We entertain them. It's our party and they're invited.

This angle is very important in booking industrial party business and it will work for you just as well as it has worked for us. For the past seven months we have booked four parties a week from blue book firms in Denver. In a smaller city you can work the same idea with smaller groups—even small retailers. Play it right, and they'll eat it up. In this industrial work it is important to attend and play an active part in your Chamber of Commerce.

School Biz Another Problem

School business is still another sales problem. Our work in this direction is largely centered around the building and maintaining of an active interest in school roller clubs. These clubs are at liberty to skate in either one of the two large Denver rinks, but naturally, they are disposed to come most often to the rink that gave them birth. But to keep interest in the clubs, we encourage them to visit other rinks. If we can't hold our own in showing them a good time, we deserve to lose their patronage.

We have a large meeting room on the second floor of our rink with chairs and a speaker's platform. Each week the schedule of activities for the next seven days is announced. We hold midnight skating sessions for these clubs, picnics and get them special rates in other amusement establishments. We hold dance contests between clubs with a cup for the winning team. Each club has a faculty sponsor who attends all meetings. We hold interest all summer long in these clubs even though school is closed, thru the weekly meetings and thru postcard notices to members. Every few weeks we encourage membership drives which involve a school-wide party during which club members give a short show with appropriate rink decorations in the school colors. Working with faculty sponsors, we can make announcements over high school sound systems and stage demonstrations of good skating in high school gymnasiums.

Junior schools are another matter. Here we stress teaching and invite the student body from one junior school into our Saturday class in plain vs. sidewalk skating every week. There are about 50 junior schools in Denver, and the principals of these schools know that on one certain Saturday each year their students are our guests in a class to teach them the difference between a smooth rink glide and a sidewalk strut.

In concluding this brief outline of our methods of soliciting new business, I shall stress the point that it is equally important to handle a skating party in such a way that the group will repeat, as it is to get them in the first time. This article deals with the problem of getting them into the rink. Everyone of the 25 factors listed in my last article must work together in such a way that a repeat party needs less sales effort than the first. Your repeat parties are the real test of the firing power of each factor, even so seemingly an unimportant one as the speaking system, which I discussed in my last article.

In my next sincere attempt to help my fellow rink operators, thru *The Billboard*, I will explain the matter of rink advertising, as we have solved it to our satisfaction.

SKATING RECORDS

with STANDARD DANCE TEMPOS
 Write for Complete List

SKATING RHYTHMS RECORDING CO.
 P. O. Box 1838 Santa Ana, Calif.

PERMANENT RINK GIVE-A-WAY

Selling at one-half (1/2) cost six months ago. Good business in good town of Itasca, Texas. Building 46x112 feet on lot 50x121 feet in center of town. New maple floor, 150 pairs new skates, new sound system, fluorescent lighting, new roof on building, etc. Will give this to first cash buyer with \$7500.00. Sounds funny, but we mean it. Free of debt, and we will walk out. This price is lot, building and everything. Contact

BILT-RITE FLOORS & RINKS
 of Tyler, Texas

2 Portable Rink Floors

Ready for delivery, 50'x120', with 2x6 underpinning at 65¢ sq. ft.

MIDWEST FLOOR COMPANY
 2514 Orchard St., Blue Island, Ill.

WE BUY AND SELL

New and Used Rink Roller Skates
 Advise Make, Size, Condition and Quantity.
 Also Best Price.

JOHNNY JONES, JR.
 51 Chatham St. PITTSBURGH, PA.

RINK FOR SALE

Orblsonia, Pa.
 Open 6 nites. 1 afternoon. Year round business. Includes 5 cottages, 2 1/2 acres, 125 prs. skates, new furnace, celotexed and icebericed skating surface 50/100, \$13,000. Deal with owner.

ANDREW P. FISHER
 905 Market St. LEMOYNE, PA.

RIEDEL ★

The Accepted Leader in SKATING SHOES

Riedell Sportshoe Co. Berkeley 3, Calif.

FOR SALE

50'x120' COMPLETE PORTABLE RINK
 Campbell tent, full inch maple floor, 190 pairs Chicago skates, excellent sound system, miscellaneous equipment. Good condition. Will sell for best reasonable offer.

GLENN KING
 P. O. Box 133 Kankakee, Ill.

FOR SALE

One Roof Electric Neon Sign, 20 ft. long, 28-inch letters, wording "Roller Skating." 2 colors go off and on. Sign 2 years old, in best condition; can be taken in 2 parts. The sign cost me \$1100.00, will sell cheap; make me an offer. Write to

ED RUTH GARDEN
 Midway Roller Rink Burlington, N. J.

NORTHERN MAPLE FLOORING

18,000 sq. ft. used Maple flooring, like new, never been sanded.

\$2,200.00 for lot or \$140 per thousand.

WILLIAMSBURG SKATING RINK

RFD 1, Box 6-A, Lightfoot, Va.

CURVECREST "RINK COTE"

THE PLASTIC RINK SURFACE

Write **PERRY B. GILES, Pres.** Muskegon, Mich.
 Curvecrest, Inc. Originator and Sole Distributor.

WONDERFUL BUY IN COMPLETE PORTABLE RINK

GOOD AS NEW

LAWSON FLOOR

Railings, Skates, P.A. System, Etc.

C. B. DANIEL

DALTON, GA.

WANTED TO LEASE

With option to buy, Portable Rink, with or without equipment.

HURON ROLLER RINK

ROY WELCHER, Mgr. HURON, SO. DAKOTA

FOR SALE

30x70 Portable Rink, only 7 mo. old. Floor in excellent condition, covered with plastic. Over 100 pr. skates, 25 pr. shoe skates, lots of parts. Now in operation at Jacksonville, Texas. A real buy for only \$3,500.00.

PAUL MCGANNON

Rt. 1, Box 119 Ph.: 9178-W-2 Tyler, Texas

UP-TO-THE-MINUTE MERCHANDISE

Over 200 Different Items in Stock

- BEST PRICES
PLENTY OF STOCK
GOOD SERVICE

Write or Wire Your Wants, No Matter What They May Be

Send for FREE Descriptive Circular #68

JERRY GOTTLIEB, Inc.

Summerfield Ave. & Post Office Place
Asbury Park, New Jersey
P.O. Box 356 Phone Asbury Park 1-1524

FIREWORKS

Chinese Firecrackers

1 Bundle or 1280 1 1/2" Crackers \$4.50

1 Bundle or 1600 1 1/2" Crackers 5.35

BALLOONS

Latex Rubber

NO. K10—PER GROSS\$1.50

NO. K20—PER GROSS 3.00

Cash With Order

United Fireworks Mfg. Company, Inc.

DAYTON 7, OHIO

Plaster GARNIVAL NOVELTIES

COMPLETE LINE MANY NEW AND NOVEL NUMBERS

WRITE FOR INFORMATION AND PRICES



LOUISVILLE COMPOSITION PRODUCTS CO. 976 SWAN STREET LOUISVILLE 4, KENTUCKY

BINGO

Heavy Weight Cards, Specials, Cages, Blowers, Transparent Markets. Write for bulletin.

AMUSEMENT INDUSTRIES, Box 7, Dayton 1, Ohio

CHOCOLATES or FUDGE

Our Big "Blue Mountain" Two-Layer Box. Attractively Cellophaned. Two Doz. to Case, \$4.80 Doz. Sample, \$1.00. 25% Cash on C. O. D. Barbara Fritchle Chocolates, Frederick, Md.

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers

RATE: 12c A WORD — MINIMUM \$2.00

All Classified Advertisements Must Be Accompanied By Remittance in Full

FORMS CLOSE

THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

GUARANTEED SATISFACTORY PIANO SCORE arranged from melody, \$6. Orchestration prices quoted. Malcolm Lee, 344 Primrose, Syracuse 5, N. Y. j5

DON'T FALL VICTIM TO SHARKS—SELL your poems, songs, short stories, etc. Bulletin 54, open markets with information, how to prepare material to attract editors. Send no money, pay postman 50c. Prince Charles, 633 Wayne Ave., Dayton, O.

FREE LEAD SHEETS TO SINGERS—"MY Face Is Red and I'm Feelin' Blue," "Jabber, Jabber, Jabber," "When I Begin Eat'n' Candy." Margaret Watrous, 114 Wakefield St., New Haven, Conn.

EMCEE MAGAZINE—NEW! TERRIFIC! Contains Parodies, Band Novelties, Monologues, Comedies, Routines. Five consecutive issues, \$1. Advertising rates, 7c per word. Emcee, 1508 South Homan, Chicago 2, Ill.

PARODIES, SPECIAL SONGS, BITS, MATERIAL for any act. 1948 catalog free. Kleiman, 1735 N. Bronson, Hollywood 28, Calif. my1

PIANO ARRANGEMENTS FROM YOUR MELODY, \$3. Also the names of the chords over the measures. Bauer Bros., Oskosh, Wis.

SENSATIONAL SONG PARODIES—ORIGINAL material, written by an established writer who specializes in good, solid nite club parodies. Over 150 to select from. Different situations, socko and funny endings. Current and standard tunes. Can be used anywhere. Free lists on request. Manny Gordon, 819 W. North Ave., Milwaukee 6, Wis. j68

"SHE'S JUST RIGHT FOR ME," "WHY CAN'T Those Dreams Come True," Copies. Johnny Smolon, 1837 Cuyler, Chicago, Ill.

SMART SONGS, PARODIES, VENTRILOQUAL Dialogues, Monologues for sale. State list required. Tizzard, 110 W. 76th St., New York.

AGENTS & DISTRIBUTORS

AGENTS—\$100,000 STOCK. NOTIONS, SUN-dries, Jewelry, etc. 50 to 90 per cent discount. Free price list. Hafner, 227 East 4th St., Los Angeles 13, Calif. my29

AGENTS, PITCHMEN, DEMONSTRATORS, DIS-tributors! Make big money with amazing new toy. Sample, 10c. Thurber Plastic Products Co., Sabina, O. my8

AGENTS, WAGON JOBBERS, WHOLESALERS—Spot Stopper, stops heel splattered stockings. Invisibile. Every woman buys. Bulk or cased. Big discounts. Sample, 25c. Board, 629 Drexel Bldg., Philadelphia 6, Pa. my8

AMAZING OFFER—\$25 IS YOURS FOR SELL-ing fifty \$1 boxes of entirely different, new De-luxe All-Occasion Cards. Each box sells for \$1; our profit, 60c. It costs nothing to try. Write today for samples. Cheerful Card Co., Dept. 310, White Plains, N. Y. my1

BARGAIN—MEDICINE MEN. HOUSE-TO-house and mail-order workers: Closing out Ancro Kidney Tablets, \$1 retailer. Attractive package, \$36 gross. Write for smaller lot quotations. Sample, \$1. A. Cross, 1207 33rd Ave., Meridian 3, Miss. my5

BEAUTIFUL SHELL, JEWELRY AND GLASS Novelties, wholesale only. \$2 brings 5 samples returnable. Free illustrated folder on request. Wonderland Studio, Inc., P. O. Box 709B, St. Petersburg, Fla. my15

CLEAN UP ON THIS BIG SELLING ITEM—Heavy Mexican Rings at jobber's prices. Direct importer. Sigfrido Trading Co., 309 Fifth Ave., New York 16, N. Y. my8

CLOSE OUT PRICES—10c PERFUME, WRIT-ing Tablets, Buttons, etc., \$3.99 gross. 10c Needles (25's), Curlers, Hairnets, Safety Pins, etc., \$1.50 gross. 25c Nail Files, 8" Dressing Combs, Shaving Mirrors, etc., \$3.60 gross. 25c Palmolive Menhens, Williams' Talcum Powder, 50c Marlin Shaving Cream, Glostora Hair Tonic, \$9.60 gross. Free price list. Hafner, 227 E 4th St., Los Angeles 13, Calif.

DOUBLE DUTY SHOPPING BAG—ZIPS OPEN. Instantly changes from small to large size. Lightning seller. Samples sent on trial. Krutec 122, Akron, O.

FUR MONKEYS, 10", PER DOZEN, \$3. 6" Monkeys, Skeletons, large Spiders, moving Turtles, per dozen, \$1. Musical 5" Metal Trumpets, per dozen, 40c. Beautiful Miniature Banjos, 3 1/2" exact reproduction, per dozen, \$1.50. Samples postpaid, \$1. Orders: 1/4 down, balance C.O.D. Address: I. Stern, Box 139, Station N, New York 23, N. Y. my1

GET 300 MONEY MAKING IDEAS—RARE Formulas, Success Plans, Schemes, Exposures, Secrets. Folio free. Formico-KA, Box 572, Dayton, Ohio. my1

MAKE SENSATIONAL PROFITS! NEW, SELL-on-sight plastic line: Tablecloths, Aprons, many other splendid fast-selling items, novelties. Postal brings free details, special deals. Royalty, Box Y-748, Passaic, N. J. my29

MEXICAN DESERT CENTURY RESURRECTION Plants, large, \$20 thousand; medium, \$15; small, \$10 thousand; gross, \$3; 10 samples, 50c. This is special for making money. General Mercantile Co., Laredo, Tex.

MEXICAN NOVELTIES AND CURIOS—CLAY Mechanical Turtles, Armadillos, Alligators, moving the head and tail, \$8.40 gross, assorted. Mexican Wiggly Spiders (Tarantulas), \$12 gross; sam-ples, 50c. General Mercantile Co., Laredo, Tex.

NEW PRICE ON KILROY WAS HERE PLASTIC Statuettes, \$10 a hundred; sample dozen, \$1.75. Dice-o-Mat, new dice game, \$7.20 dozen; sample, \$1. Rubber Man in Barrel, \$10.50 a hundred, \$2.50 sample doz., delivered. M. S. Posner, 4851 N. 8th St., Philadelphia, Pa. my1

NEW WATCHES—POCKET, \$1.89; WRIST, \$2.97. Electric Alarm Clock, \$2.98. Samples, C. O. D. Send \$1. Catalogue free. United Watch Wholesalers, St. Cloud 7, Minn.

PERFUME—BE YOUR OWN DISTRIBUTOR. Sell stores, jobbers direct. Fischborn Laboratories, 350 Lincoln Rd., Miami Beach, Fla. my22

PHOTO SALESMEN, AGENTS—SELL BEAUTI-ful hand-colored plastic enlargements. Collect deposit, we deliver. Profitable sideline. Send card for free sample kit. Novel Picture Co., 3343 North Ave., Chicago, Ill.

REAL MONEY SHOWING NECKTIES—YOU can salt away plenty extra cash right at home, part time or full, just showing neckties that "sell on sight." Men grab these fashionable Fifth Ave-nue Ulster Cravats that bristle with style, smart patterns, becoming colors. Practically impossible to resist the low factory price. Half the retail cost, you net \$40 to \$60 per 100. Ulster Cravats or-dered by friends, and associates; gift possibilities wide open—churches, Bazaars, Fund-raising Drives, etc. For information, to get started, write Ulster Cravat Co., Inc., Department PD-2, 545 Fifth Avenue, New York 17, N. Y. my1

REAL MONEY MAKERS—5 IN. BAMBOO BIRD Cage with Dumpy Bird, \$6 dozen, 10-piece Mexi-can Toy Set, \$6 dozen, 2 Wooden Boxes, your fingers make them fight, \$13 hundred. Send \$1 for these 3 samples. No C. O. D. Liberty Sales, 2624 South Central Park Ave., Chicago. my8

RUN MENDERS—BIG YEAR 'ROUND PRO-fits. Full particulars, 5 samples, one of each, \$1. Run Mender Works, Dept. B., Waukesha, Wis. my1

SALESMEN—\$20 TO \$30 A DAY EASY, SEN-sational new Raised Letter Metal Nameplate, beautifully framed in mahogany. Amazing seller to homes, stores, offices, etc. No deliveries. Get our tested plan. Write Raised Letter Metal Co., Dept. 2068, Fox Bldg., Philadelphia 3, Pa. jy10

SELECTIVE MAILING LISTS AVAILABLE OF reliable firms manufacturing diversified products. We sell only bona fide addresses of these firms at low cost. Request particulars. Kelly & Co. (List Brokers), H-9544 Whitecomb Ave., Detroit 27, Mich. my22

SELL TAVERN RECORDS TO JUKE BOX OP-erators. "Meet Us at the Corner Bar," "Just a Barmaid," 70c seller; 10 samples, postpaid, \$4. Territories available. Spotlight Music, Box 942, Baltimore 3, Md.

SOCIAL SECURITY WORKERS—SEND 25c for sample brass plates. National Sales, Box 115, Sta. A, Brooklyn 6, N. Y. my29

SWEET SMELLING PERFUME HEADS—SELL on sight. Big profit. Gorgeous sample line. Free particulars. Mission, 2328-J W. Pico, Los Angeles 6, Calif. j5

TRY OUR MEXICAN GARLIC—NEW CROP, 50-lb. sack, commercial size, 20c lb; large, 25c. Sample, 25c. General Mercantile Co., Laredo, Tex.

WOMEN GRAB MARBLEIZED "TREASURE" Chests at \$2; worth more. Sell direct or stores. Salable sample, \$1. Circular free. Arkay, Box 37-BB, Westfield, N. J. my1

Quality, Style and Price THE RIGHT COMBINATION FOR PROFIT All Extra Heavy Mountings

#MB410 12K, Gold Filled, \$18 Per Doz. Extra Large White Stone, Copy of \$1,500 Original

#MB402 12K, Gold Filled Ring with Sterling Stone Setting, \$18 Per Doz. White Center Stone Set in White Sterling Top on Gold Filled Mounting With Red Stone Each Side.

#MB408 12K, Gold Filled or 14K. R. G. P., \$18 Per Doz. Fine Tailored Mounting, All White Stones

#MB406 12K, Gold Filled, \$18 Per Doz. This Is Real Flash—White Center With 3 Red Stones Each Side. Satisfaction Guaranteed SAMPLES: 6 for \$9—Your choice TERMS—C. O. D., Money Order or Check. Deposit on all C. O. D. orders unless reli-ability is established. No Catalogue. For Resale Only. DES MOINES RING CO. 1155 26th St. Des Moines, Iowa

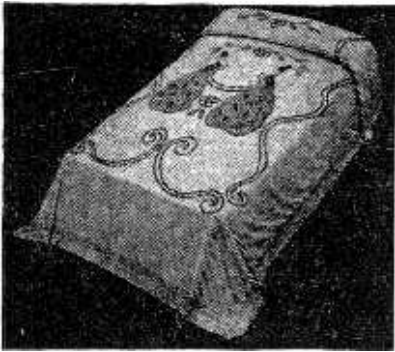
MEN'S WRIST WATCHES ELGIN, BULOVA, GRUEN, BENRUS, WALTHAM 7 Jewel, \$10.95 Rhinestone Dials, \$2.00 Additional Round Style Cases at \$9.50 A really low price on watches with new 1948 cases and dials. All ar-reconditioned and guar-anteed like new. Write for New 1948 Special Catalog Supplement WHOLESALE ONLY NONE SOLD RETAIL Minimum Order, 3 Watches. 25% With Order, Balance C. O. D. JOSEPH BROS. 59 E. Madison St. Dept. B-1 Chicago 3, Ill.

New! P.D.Q. AUTOMATIC PHOTO MACHINE Today's Big Money Maker! TAKES AND FINISHES BEAUTI-FUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS IN 1 MINUTE. NO EXPERIENCE REQUIRED NO FILMS — NO DARK ROOM. Direct Positive Photos, size 2 1/2 by 3 1/2 inches. NOT TIN TYPES. Big attraction. Watch photos develop in daylight in one minute. Easy to operate. Simple instructions show you how. P. D. Q. Photos are guaranteed NOT TO FADE. In this in-teresting, BIG MONEY business—anywhere—In-doors or outdoor, you will make BIG MONEY with the P. D. Q. . . . A real "Portable Photo Studio." Write or wire PDQ CAMERA CO., Dept. B. 1161 N. CLEVELAND AVE. CHICAGO 10, ILL.

UNITED NOVELTY AND CANDY COMPANY THE OLD RELIABLE We have a complete line for the Concessioners. PLASTER BY THE CARLOAD. SLUM—GLASS—BLANKETS—BINGO MERCHANDISE. BALLOONS—MONKEYS—SWAGGER CANES —BATONS, etc. 2116 Gratiot Ave. Phone: LOrain 7-4190 Detroit 7, Mich.

SLUM BALLOONS Bingo & Premium Merchandise WRITE FOR OUR 1948 PRICE LIST M. A. SINGER CO. 2125 COMMERCE STREET DALLAS 1, TEXAS

Jobbers—Wholesalers!
BIG PROFITS
WITH
PEACOCK SPREADS



Style 801-XF—Large Size, 90"x105".
Price with Fringe. Each.....\$7.50
Style 802—Double Peacock.
Large Size, 90"x105". Each..... 6.00
Style 800—Single Peacock.
Large Size, 90"x105". Each..... 6.50
Same Spread with Fringe. Each.. 7.00
Assorted colored backgrounds. Heavily Tufted, Gorgeous Multi-Colored Peacocks and Flowers.
Peacock Rugs.....\$1.25, \$2.50, \$3.00
Many other Spread Patterns...\$5.00 up
Terms: Net 30 days to Rated concerns; otherwise 25% with order, bal. C. O. D.
For samples add 50c each and we ship postpaid. Order today.
COLONIAL TEXTILE MILLS, INC.
Manufacturers
ROME GEORGIA

FIREWORKS NOVELTIES!

● Housewares ● Cutlery
● Kitchenware ● Toys
● Wheel goods ● Novelties
Send for Catalog
Order Now • Lowest Prices

ACME SALES CO.
P. O. Box 53, Sta. D - Atlanta, Ga.

THE HOUSE BUILT ON BINGO MARKERS
BINGO MARKERS

Transparent Plastic, 1/2" round, 3/4" round and square. Vesco Plastic, 1/2" round. Rubber, 1/2" and 3/4" round. 1M or 1# to 10 million or 1 ton.
WRITE FOR SAMPLES AND PRICES
V. E. SUPPLY CO.
282 W. Market St. AKRON 3, OHIO
Phone: BLackstone 2169

Demonstrators--Pitchmen
Plenty of Action, Sales, Looks and Play Appeal—New
JET SPEED BOAT
BALLOON air storage with ADJUSTABLE valve—aluminum and baked enamel—attractively boxed. Adjust Valve—Blow Up Balloon—Let 'Er Zip.
Sample, 25¢. Gross, \$30.24. F. O. B. Detroit. 1/3 Down, Balance C. O. D.
BEN ROSENFELD
18081 Woodingham Detroit 21, Mich.

MARION FLYER Fireman's Red and Ivory Trim
SAMPLE...\$11.00
DOZEN... 9.00
FREE, 120 Hole Tip Board, 25¢ play, takes in \$30.00, or 81 Hole Pushcard, 1¢ to 39¢, takes in \$29.95. Also 1500 Hole 5¢ or 10¢ GRAND PRIZE Jackpot Punchboard. Takes in \$75.00 or \$150.00, pays out \$21.00 in consultations, \$3.50 per board extra.
1/3 Deposit, Balance C. O. D.
MARION COMPANY
P. O. Box 1586 Wichita, Kansas

ANIMALS, BIRDS, PETS

A REAL ATTRACTION—COMPLETE REPTILE SHOW, 8 or 10 different species. Complete Rodent Show with Giant Rat. Order now! Snake King, Brownsville, Tex. my15

ALL ON HAND FOR IMMEDIATE SHIPMENT—Boas, Rattlers, Indigos, Chinese Dragons, Unguas, Tegus, Turtles, Pacas, Agoutis, Capybaras, Squirrels, Coat Mounds, Monkeys, Caracara Hawks. Other stock, order now! Snake King, Brownsville, Tex. my15

ALIVE, SPECIAL FOR BALLY—SPIDER MONKEYS, \$45. Terms, cash or half cash, balance C. O. D. Immediate shipment. Don Compton, Box 93, Mount Vernon, Ill.

AN ABSOLUTELY UNEQUALLED STOCK—Rare Animals, Birds, Reptiles brought by our own collectors from four corners of the globe. Get big free 1948 price list from world's largest importers. Meems Bros. & Ward, P. O. Box B, Oceanside, N. Y. my5

CHIMPANZEE CAGE, 4'x4'x4', 5 MONKEY CAGES, 2'x4'x4', light strong steel, 1/2" mesh; units nest on 4'x14' trailer bed; capacity, 22 animals. Cost \$1200; sacrifice, \$600. See at 8846 Noble Ave., Sepulveda, Calif., or write R. Ward, 5531 S. W. Kelly, Portland, Ore.

CUB BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Company, Winnipeg, Canada. my15

FEMALE PUMA CUB, \$150; CAGE BROKE Wildcats, \$35; Red Fox Pups, \$10. Have Cub, Monkeys, Baboons, Coyotes, Coatis, Pocarapinas, Eagles, Owls, Pleasants, etc. Charone Animal Ranch, Burlington, Wis.

FOR SALE—TROUPE OF 4 DOGS, CHEAP. AN- other soon. Prof. Hart, Newark, Ark.

FRESHLY CAUGHT LIVE TEXAS AND MEXICO Rattlers, all sizes, fixed or hot, also non-poisonous Reptiles; greater value for less money, only one dollar per lb. Why pay more? Live arrival, prompt shipment guaranteed. Strictly cash with order. More than 40 years' experience in the animal and reptile business. Zoological Supply Co., Box 705, Laredo, Tex. my1

MONEY MAKERS—TRAINED PARAKEETS (Lovebirds) pull envelopes with astrology readings. Work for anyone or money refunded. \$25 pair, with cage. Lucille Young, 932 Alexander St., Houston, Tex.

PLENTY HEALTHY SNAKES, ALL KINDS. Also Armadillos, Alligators, Horned Toads, Gila Monsters, Kinkajou Cats, Opossums, Wildcats, Giant Jungle Rats, Guinea Pigs, Rats, Mice, Porcupines, Armadillos, Peafowl, Bantams, White Doves, Rabbits, Puma Cubs, Black Spiders, Monkeys, White Fantail Pigeons, Raccoons. Wire orders Western Union. Otto Martin Locke, New Braunfels, Tex. my22

SPIDER MONKEYS—INTERESTING, AMUS- ing, comical, good attractions; golden, gray and dark colors; small, medium and large sizes. \$35 each; three for \$100; six for \$190; dozen for \$360. Terms, cash or half cash, balance C. O. D. Immediate shipment. Don Compton, Box 93, Mount Vernon, Ill.

SMALL BUCKING MULE, PRICE, \$150. ALSO White Arabian Mare. H. Anderson, Box 319, Harrison Pike, Cincinnati 11, O.

TAME BABY RINGTAIL MONKEYS, \$45; BABY Rhesus Monkeys, \$30; Sloths, \$40; Opossums with Young in Pouch, \$15; Eagles, \$60 each; tame Sika Deer, \$100; Pumas, \$150; Miniature Syrian Bears, \$5 pr.; Circus Rats, \$10 dozen; Flickertail Gophers, \$15 pr.; Snake Dens, \$35. Chase Wild Animal Farm, Egypt, Mass. my5

WANTED—TO BUY ON TERMS: SMALL LION Act, about three cats, complete. Send price, particulars. D. Hoover, 2213 Linden Ave., Middletown, O.

WHITE-FACED RINGTAIL MONKEYS—FINE for monkey circus, \$35 each; three for \$100; six for \$190. Terms, cash or half cash, balance C. O. D. Immediate shipment. Don Compton, Box 93, Mount Vernon, Ill.

6 SMALL ANIMAL CAGES—IN FIRST-CLASS shape, on wheels and well decorated as parade wagon. Phone 34598 or write or visit John W. Harper, 220 Clendenin St., Charleston, W. Va.

GIANT #10 BALLOONS
SPECIAL \$1.20 GROSS
BANNER MERCHANDISE CO.
145 S. Wells St. Chicago, Ill.

SLUM (GIVE-AWAYS)
Novelties, Toys, Brooches, Pins, Kids, Necklaces, Jewelry, Cosmetics, many other items too numerous to mention.
3,000 Pieces, Asst.
\$25.00
SOME ITEMS RETAIL UP TO 25¢ EACH.
Lucky Novelty
PRIZE BOXES
Assorted Novelties of All Kinds
\$4.50 Gr. Boxes
5 Gross Lots—\$4.00 Cr.
25% Deposit, Balance C. O. D.
Mdse. Distributing Co.
19 E. 16 ST. NEW YORK, N. Y.

BUSINESS OPPORTUNITIES

ANALYZE HANDWRITING FOR PROFIT! Complete outfit, \$1. Profits, \$20-\$50 daily. Working areas, fairs, homes. Graphologist, P.O.B-971, Philadelphia. my1

BIG MONEY IN VENDING MACHINES—Smallest capital start brings immediate profits that build permanent profitable business. Starting instructions free. Becker Vendors, 105-5B Dewey, Brillion, Wis.

BINGO FOR SALE—20x30, FIRST CLASS shape. Seats 60 people. Has round varnished stools. Complete with 18 ft. semi and 1936 Chevrolet tractor. Will sell cheap on account of sickness. For full information write C. A. Crawford, 2255 Forest Ave., Beloit, Wis. Phone after 6 p.m.

"COLLECT AND GROW RICH" IS A FREE booklet that's yours for the asking. Learn of this opportunity for a lifetime, spare or full-time office business of your own, where you can make a profit on the work of thousands of others. T. J. Surface, Pres., Dept. 218E, Roanoke 4, Va. my1

DO IT WITH SEA SHELLS—PROFITABLE home work. Free lesson and details. Chet. Werts, Sharp Park, California. my5

FREE LITERATURE—SELL BOOKS AND Novelties by mail. Morris Services, 1547-F Monroe, Memphis, Tenn.

GET 400 MONEY MAKING DEALS, PLANS, Formulas, Tips, Ideas, Success Secrets, Schemes. Folio free. Formico Mill, Box 572, Dayton, O. my15

HAVE YOU READ "FROM NOTHING TO IN- dependence?" Descriptive literature free. Macolek, 7738-D Dayton St., Detroit 10, Mich.

NEAR MORRO BAY—OCEAN, LOVELY CLIM- ate. Retiring. Sell old established junction corner. Wine, beer, gasoline, store. Land, furnished home, well, double garage. Net income, \$350 month. Stock. Everything \$11,500. Owner, Route 1, Box 125, San Luis Obispo, Calif.

POPCORN POPPERS, CARMELCRISP EQUIP- ment. Potato Chip Outfits, Long Eakins Co., 4870 High St., Springfield, O. my1

PUSH CARD OPERATORS WHO WANT TO make \$200 a week without investing one penny. Contact: Mammoth Sales, 1311 Widener Bldg., Philadelphia 7, Pa.

START HOME MANUFACTURING BUSINESS making Cleaning Compounds, Soap, Insecticides, Cosmetics, Polishes, Food Flavors. No machinery. Literature free. Kemik, Park Ridge, Ill.

WOULD YOU PAY 3¢ FIRST \$350 MADE? Color-illustrated book "505 Odd Successful Enterprises" free! Proven! Work at home, office. Expect something odd! Pacific I, Oceanside, Calif.

YOU CAN CO-PUBLISH A BIG 64-PAGE magazine with your name on cover at low cost. Get free advertising. Quarter brings 5,000-word data and sample. Mallo, 767-B Leitch, Flint 5, Mich. my1

YOUR OWN BUSINESS—FROM YOUR HOME in spare, full time. Start small, grow big. Surprising particulars free. Busler, Box 147-D, Station A, Canton, O. my5

COIN-OPERATED MACHINES, SECONDHAND
A Large List of Second-Hand Coin Machine Bargains will be found on page 106 of this issue.

COSTUMES, UNIFORMS, WARDROBES

ATTRACTIVE CHORUS AND SHOW GIRL COS- tumes, \$2.50 up; also other costumes. Bundles of assorted Costumes and Gowns, \$6. State wants. No catalog. C. Conley, 308 W. 4th St., New York, N. Y.

BEAUTIFUL CHORUS AND SHOW GIRL COS- tumes in sets. Suitable for outdoor shows. Reasonable prices. Follies Costumes, 254 W. 49th St., New York 19, N. Y.

CLOWNS' AND BURLESQUE COMICS' PROPS, Wigs, Accessories. Free lists. (Assortment \$5.) "Happy" Morton's Clown Headquarters, 2404 N. Fifteenth, Philadelphia. my1

ELASTIC NET OPERA HOSE, SUNTAN and white, \$4.95. Elastic Net Tights, \$7.50. Rhinestones and Settings, Metal Spangles, all sizes and colors, Chantette Fringes, Other items. Folder? Yes. C. Guyette, 346 West 45th St., New York 19, N. Y. Phone Circle 6-4137.

GOLD VELVET CURTAIN (14x17), \$76. Brown Velvet (8x55), \$35. Beautiful Rhumbas, \$10. Chorus Costumes, Orchestra Coats, Clown Wigs, Minstrel, Strip-tease, Oriental, Bally Capes. Wallace, 2417 N. Halsted, Chicago.

MINSTREL MEN—FULL LINE OF MINSTREL needs and accessories for sale, new goods. The Costumer, 238 State St., Schenectady, N. Y. ju19

SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; principals, three up. No catalogue. State wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. ju26

TIGHTS AND LEOTARDS, SILKET, \$4.50 each, made to order. Three day service. Ostrich Plumes, curled or straight, all colors, \$1.10. Ostrich Fringe, \$1.50 yard. Rhinestone Punches, \$4.50. Rhinestones and Sets, \$1.85 gross. Free folder. Orders shipped day received. E. Rowe, P. O. Box 233, Radio City Station, New York 19, N. Y.

FOR SALE SECONDHAND GOODS

ALUMINUM GEARED POPPING KETTLES—All electric Popping Units, Popcorn Roasters, Copper Covered Candy Kettles, Display Cases. Northside Co., Indianola, Iowa. my1

ELECTRIC PEANUT ROASTERS—CAST IRON Griddles, sizes 13 1/2 x 25 to 22 x 36. Lowest prices. Northside Sales Co., Indianola, Iowa. ju5

FOR SALE—30 PAIRS HINK SKATES, AS- sorted sizes, Chicago and Richardson. Plenty repairs. \$2 per pair or all for \$50. Leon Stephens, 1217 Main, Parsons, Kan.

NUMBERALL NAME PLATE MACHINE—IN perfect condition, with carrying case plus black and white strips of plastics. First deposit received gets it all for \$50. Balance C.O.D. Harry Bass, 550 Sackman St., Brooklyn 12, N. Y.

(Continued on page 94)

Sensational Midget Bible
Our fastest seller at carnivals, pitchmen, over counter. 200 pages New Testament, illustrated, size of postage stamp. Completely legible. Cross on cover.
Sample 15c; 85c dozen; \$6.00 per 100

279 Magic Tricks
32 page book, two color printing throughout. Full book size. Fast mover.
Sample, 12c; 50c dozen; \$3.50 per 100

11 Keys to Power
Big 96 page book; 2 color cover; terrific seller at \$1.00; newly printed throughout. Flashy 2-color cover.
Sample 85c; \$2.52 dozen; \$18.00 per 100

How to Win Prize Contests
Sensationally popular—sold all the way up to \$1.00. Beautiful cover. 32 pages. Great mail order seller.
Sample 15c; 84c dozen; \$6.00 per 100

Sketches of Ladies
32 pages; flashy cover. All true stories! Exceptionally popular.
Sample 15c; 84c dozen; \$6.00 per 100

Movie Fan Dancer
Flip action book. See her do the Fan Dance with nothing but her fan!
Hot item
Sample 15c; 84c dozen; \$6.00 100

How to Throw Knives
Great new book; sensational at carnivals. Knife lighting and throwing explained.
Sample 15c; 84c dozen; \$6.00 per 100

How to Juggle
Low priced juggling book that is crammed with more information than found in books selling for \$2.00. New book.
Sample 15c; 84c dozen; \$6.00 per 100

Jobbers—Quantity Users—Lower Prices
Write for quantity prices and complete list of 100 low-priced, paper covered, fast moving books we print. Terms: Cash with order or C.O.D. F.O.B. Detroit
JOHNSON SMITH CO., DETROIT 7, MICHIGAN

No Jewel Wrist Watches
Swiss Made
AN IDEAL WATCH FOR GIFT OR PRIZE
RADIIUM DIAL AND HANDS
SWEEP SECOND HAND
ASSORTED DIALS
TWO PIECE CASE—BEAUTIFULLY FINISHED
UNBREAKABLE CRYSTAL STRAPPED
\$3.25
per watch up to 100 pieces. Reduced prices upon request in lots over 100 watches.
Samples, \$1.00 additional
25% Deposit with order, balance C. O. D. Immediate and future deliveries assured.
Wholesale Only
We are direct Importers of Swiss watches and movements.
LANCASTER CO.
99 Nassau Street, N. Y. C. 7
Phone: Digby 9-0588-0589

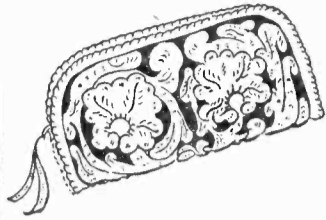
NOW! turn to INSIDE FRONT COVER
for an important story on
POPCORN PROFITS
MANLEY INC., KANSAS CITY, MO.
The Biggest name in Popcorn
POPCORN MACHINES AND SUPPLIES

ATTENTION: DEALERS
Stock this Sharp-Edge knife set. The lowest-priced cleaver set on the market. Housewives clamor for it. ALSO AVAILABLE at same price, the Miracle-Edge 5-piece cutlery set with the serrated edge—the edge that's always sharp. All stainless steel.
Sample set: \$2.25 prepaid; per doz., \$21.00.
F. O. B. Chicago.
Write for further information on other outstanding products.
EARL PRODUCTS CO., Dept. B
221 N. Cicero Ave., Chicago 44, Ill.

AGENTS—JOBBERS
Big Money with New Floral Plastic Table Covers. Exclusive, attractive designs. Selling Like Wildfire!
Size 52x52—\$18.00 Doz.
Size 52x72—\$21.50 Doz.
ORDER TODAY! Write for sensational low prices on furniture covers and raincoats. 25% deposit with order, bal. C. O. D. Send cash and save postage.
CAR-WELL PRODUCTS
330B So. Wells St., Chicago 6

ATTENTION CARNIVAL DEALERS AND JOBBERS!
We have an attractive line of Stuffed Animals for the carnival trade.
ANIMAL KINGDOM TOY CO.
37 West 21st St. New York 10, N. Y.

CASH IN ON THESE Red Hot ITEMS!

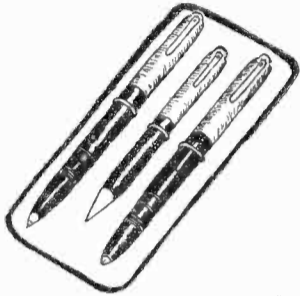


Hand Tooled Hand Laced
Genuine Saddle Leather
POCKETBOOK
Zipper all the way around! 14 in. wide. Retail \$35 ea.
SPECIAL \$11.50 Ea.



**22 kt. Gold Plate Frame
SUN GLASSES**

Each glass bears description approved by Bureau of Standards. Used by Military during war. Cases included with glasses. Small service charge for replacement of broken lens.
\$21.00 Doz.
Rimless glasses with cases, same quality, available at
\$27.00 Doz.
Pictured glasses include case.



IMPERIAL 3-piece PEN SET
Nationally Advertised—35 Million Circulation
Ball Pen • Pencil • Ink Pen
FACTORY GUARANTEE
Each set encased in beautiful PLASTIC BOX
PEN SET and CASE at SPECIAL PRICE
\$21.00 Doz.

ORDER BY MAIL!

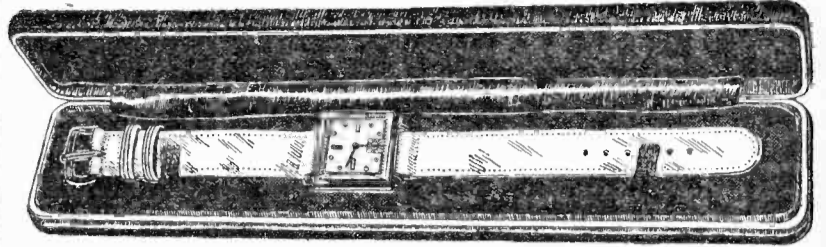
25% deposit, balance on delivery. Send M. O. with your order.
ABSOLUTE SATISFACTION GUARANTEED!

ATLAS NOVELTY and JEWELRY SHOP

1128 16th St.

Denver 2, Colorado

IMMEDIATE DELIVERY on ALL These Items



BRAND NEW 17-JEWELLED WATCHES

R. G. P. Case—Individually Boxed
Beautiful, dependable 17 jeweled movements—in Rolled Gold Case, and with rich looking rhinestone dial. Not rebuilt or reconditioned, but absolutely BRAND NEW! Wait till you see it!

ONLY
\$16.50



**DESK CLOCK
AND
CIGARETTE CASE**

WHOLESALE \$5.97
PRICE

American made, precision movement clock in smart, gold trimmed, simulated leather box with double compartment for Cigarettes, Playing Cards, etc. Overall size, 6x4 1/2 x 1 3/4 in. Clock has gilt dial and hands. Made by nationally known mfr.



TRAVEL CLOCK

WHOLESALE \$3.97
PRICE

Product of nationally known clock manufacturer. Folds flat like cigarette case. Beautiful simulated leather with gold finish trim. Guaranteed precision movement. Luminous dial. Size 4 1/2 x 4 inches.

**Chromium Sculptured
THOROUGHBRED**

One of the finest thoroughbred figures you've ever seen. In highly polished chromium, mounted on wood pedestal. Approximately 10 inches high, 13 inches wide. A distinctive item for every home.

\$6



ALL MERCHANDISE SHIPPED EXPRESS COLLECT

CALVERT NOVELTY COMPANY

708 North Howard St.

Baltimore, Md.

TELEPHONE: VERNON 3034

FUZZY WUZZY

The BEAR for Profits

All odorless skins. Made of selected Furs.

SPECIAL SIZE\$39.00 Doz.
Sample \$3.50 Each
GIANT SIZE\$87.00 Doz.
Sample \$8.00 Each

25% deposit, balance C.O.D.
F. O. B. New York
IMMEDIATE DELIVERY

WE HAVE

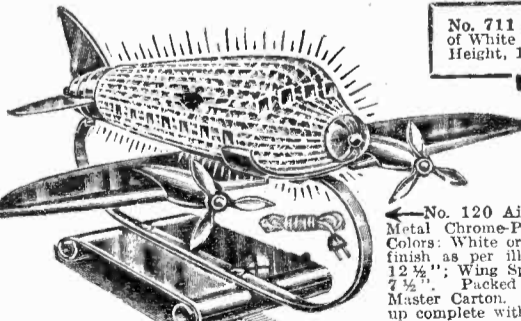
- Plush Toys
- Fur Animals
- Dolls
- Boudoir Dolls, Aluminum Ware, Bingo Items, Clocks, and what do you want!

JOE END & CO., Inc.

Catering to Concession Trades

MIKE TISSER, Gen. Mgr.
435 West Broadway N. Y. 12, N. Y. Cor. Prince St. Walker 5-8280

Brand New FLASH ITEMS for Park and Carnival!



No. 711 Dice Lamp made of White Opal Glass, wired. Height, 11".

Each \$1.60
Per Doz. \$18.00

No. 120 Airplane Lamp. All-Metal Chrome-Plated Glass Cabin. Colors: White or Blue. Jack Front finish, as per illustration. Length, 12 1/4"; Wing Spread, 13"; Height, 7 1/2". Packed individually, 6 to Master Carton. Wt.: 3 1/2 lbs., set up complete with tubular bulb.

Sample\$3.75 ea.
Lots of 6 or more\$3.65 ea.

BE FIRST IN YOUR TERRITORY WITH THESE SPECTACULAR ITEMS!
50% Deposit on All C. O. D. Shipments.

M. K. BRODY, 1116 S. Halsted St., Chicago 7, Ill.

Send for FREE Catalog.

In Business in Chicago for Over 34 Years.

FOR PREMIUMS & BOARD OPERATORS

**New Double Head
Electric Razors**



RETAILS \$9.95
YOUR COST \$3.95

Only \$3.65 Lots of 50 or More.

- NEEDS NO SOAP!
- NO HOT WATER!
- NO BLADES TO BUY!

- FOR OFFICE, HOME AND TRAVEL
- In Leatherette Travel Case
- Self-Sharpening
- 110-120V. 60-Cycle A.C. Operation

These Razors sold only to Premium Trade and Board Operators.

WATERPROOF TABLECLOTHS

Ideal for Homes—Restaurants—Hotels—Taverns. Requires no Laundering. 52x52, assorted colors; retails \$1.79; your cost, 62¢. Minimum sample order, 3 assorted, \$2.00 postpaid. 52x72, assorted colors; retails \$2.19; your cost, 72¢. Minimum sample order, 3 assorted, \$2.25 postpaid.

TERMS—CASH MUST ACCOMPANY ORDER

E. F. BERNHOLD, INC., Dept. B, BROOKFIELD, ILL.

Genuine Silverplate

30-Piece Silverplate Set for 6 includes Waterproof Tablecloth FREE, a repeat seller. These items in big demand.

SAMPLE 30-PIECE SET, \$5.70.
RETAILS \$12.95.
Lots of 6 or more, \$5.40.

Utility Zipper Bag

Made of waterproof fabric. Size 8 1/2 x 13 1/2. Can be used as beach bag, lunch bag, baby bag, overnight bag, bowling shoe bag. Has handy zipper opening. Retail \$1.79. Your price, 56¢, lots of 6. Single sample only \$1.00 postpaid.

Beautiful Silver Finish Buckles. Retail 20¢; your cost, 4¢. Minimum order, 50.

A GOLD MINE!



PERFECT MINIATURES OF THE TAXIDERMIST'S ART

Terrific profits made just displaying samples. Yes, you have seen our Miniatures at the SPORTSMAN SHOWS in New York and in Cleveland. Now YOU, TOO, can cash in on their irresistible appeal and enjoy TERRIFIC REPEAT PROFITS by selling direct. A NATURAL for Zoons, Fairs and a year-round seller to Gift and Sporting Goods Stores, Taverns and any place where people meet. Alaskan Brown Bear, Prong Horn Antelope, Doe Deer, White Tail Buck Deer, Rocky Mountain Big Horn Ram and Polar Bear. A NEW YORK Wild Animal importer agrees that our miniatures are so EXACT and REALISTIC in EVERY life-like detail, they LOOK and FEEL so real you'd almost expect them to BREATHE! Each mounted on a finely finished plaque. SAMPLES, \$3.00 Each POST PAID. Generous discounts by quantity. Money refunded IMMEDIATELY if not COMPLETELY SATISFIED. You have NOTHING TO LOSE! DON'T PASS THIS UP! No catalogs. We answer personally. We need more dealers in OHIO, PENNSYLVANIA and Western New York State. Territories going fast . . . WRITE OR WIRE TODAY!

CABCO PRODUCTS, 3094 East 65th St., Cleveland 4, O.

It's Ready!

OUR NEW 1948 MONEY-MAKING CATALOG

Medicines, Notions, Household Items, Novelties, Specialties, etc.
Wagonmen, Dealers, Canvassers, write for your Free copy. 20 years of square dealing.

CHAMPION SPECIALTY COMPANY, 816 B Central Street, Kansas City 6, Missouri

SPRING SPECIALS!

Attention! DISTRIBUTORS, SALESBOARD OPERATORS

- "SPORTSMAN" ROD AND REEL SET (High Grade Quality) \$6.50 per set
• "ROMADA" REEL AND RAPID RIVER 4 1/2 Ft. ROD SET, \$11.90 per set
• "ROLL-A-TRAY" FISHING BOX (Roll the tray . . . up pops the bait) 10 outstanding features, \$6.50 ea.

INQUIRE about our Quality Outstanding Values on Wanted FLY RODS AND REELS

Special! While Stock Lasts! RED, WHITE, BLUE TICKETS

2160 to Bag . . . \$8.50 Per Dz. Bags.

WRITE FOR OUR LATEST CATALOG with the latest items suitable for Merchandise Deals

TERMS: NET CASH F. O. B. Minneapolis on all C. O. D. orders. 33 1/2% deposit must accompany all orders.

WRITE, WIRE, PHONE (Atlantic 8403)

Premium PRODUCTS CO.

Factory Agents to the Wholesale Trade OFFICES: 43 E. HENNEPIN AVENUE MINNEAPOLIS 1, MINNESOTA

SOME TERRITORY OPEN FOR GOOD REPRESENTATIVES. WRITE FOR DETAILS.

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.

FOLDING CARD TABLES

Order Now! \$2.70 each 8 dozen or more \$2.90 EACH 4 dozen or more \$3.20 EACH 1 dozen or more

Fast selling promotional folding bridge tables with attractively designed tops. PHONE, WIRE or WRITE for prompt Shipment F.O.B. our Michigan factory. ADIRONDACK CHAIR CO. 1140 Broadway, N. Y. 1, N. Y. MU 3-1385

WRITE FOR NEW FREE CATALOG

Over 2,000 Items for JOBBERS—PITCHMEN NOVELTY STORES—MERCHANDISE AND CARNIVAL WORKERS

GEM SALES CO.

533 Woodward Ave. Detroit 26, Mich. Members Michigan Showmen's Assn.

ONE LOOK WORTH 1,000 WORDS!

Let the New Demonstrator Card do the selling. Complete with 15 Scotch Purse (3 colors), quantity prices, etc., \$2 post paid. Single Purse, 25c ea. It's a "natural" for the midway.

SCOTCH PURSE CO. 4430 Campo Dr. SAN DIEGO 5, CALIF.

FOR SALE—SECOND-HAND SHOW PROPERTY

ABOUT ALL MAKES POPPERS AVAILABLE—5 Candy Corn Machines and Cookers, \$225; complete set—50 All-Electric, from \$1.55. Krispy Korn, 120 S. Halsted, Chicago, Ill. my15

BLACK ART—TRAVELED EUROPE, AMERICA. Complete act theater or carnival, \$300. Four complete shows for carnival. Pictorial Banners, Ticket Boxes, \$150 each. Must sell, health. Gerbig, 2246 Glencoe Ave., Venice, Calif.

COLEMAN HANDY GAS PLANTS, BURNERS, Tanks, Tubing; 20% discount. Bottled Gas Burners, Regulators. Gasoline Lanterns, Electric Motors. Northside Sales Co., Indianola, Iowa. jy10

COMPLETE 40-FOOT UPRIGHTS—TWO INCH steel tubing with 11-foot crossbar. Swivels, Webs, Muscle Grind Bar. Harvey, Box 430, Coytesville, N. J. my1

COMPLETE EQUIPMENT FOR 600 SEAT Movie Theater. Excellent condition. Movie Supply Co., 1318 Wabash Ave., Chicago. my22

FOR SALE—ELECTRIC CANDY FLOSS MACHINES, heat controlled; Hybrid Popcorn and Supplies. Immediate delivery. Houtz Popcorn Co., 3506 N. Lockwood Ave., Chicago 41, Ill. my1

FOR SALE—12 REVCO ICE CREAM VENDERS, like new, reasonable. Grant Vending, 508 W. Midland, Bay City, Mich. Phone 2-2389.

FOR SALE—SHOOTING GALLERY, 1 RACK Hinged Birds, 1 Electric Eagle, 1 Windmill, self-setting pipes; 2 Revolving Poker and Star Sets, 1 Tree with Running Squirrels; 1 Slide with Animals. 15 ft. wide, 8 ft. high, with motor. Price, \$400. Manufactured by Mankels Co. J. W. Burket, 281 E. Main St., Roaring Spring, Pa.

FOR SALE—ONE EIGHT CAR KIDDY RIDE, \$400. One 8x10 foot Shooting Gallery backstage, \$200. Plenty moving targets, 24 Chair-Plane Seats with chains, \$5 each. Above can be inspected. Fred Schaefer, Rt. 5, Box 16, Playground Park, Beaumont, Tex.

FOR SALE—5 36FT. SKEE BALL ALLEYS. In perfect condition. No room. Mr. D. Klein, 203 B 101 St., Rockaway Beach, N. J.

FOR SALE—COMPLETE LIFE AND MEDICAL Show. 35mm. prog., 16mm. prog., slide prog., 1,000 w. Medical films in the Nude, Birth of Baby. Medical slides, Conception to Birth. P. A. set and other props. Show got more than \$10,000 in '47. Write for full list. Worth \$800; sell all \$350. D. Carmier, 19 Meadow St., Hartford, Conn.

FOR SALE—60 FT. TOP WITH TWO THIRTY ft. middle pieces. Also Marquee. Lawrence Maloon, Union City, Ind.

MOUNTED BUCKING HORSES, STEERS, BUFFALOS, Burros, charging Lions, Bears, giant Jack Rabbits for photographers. Gilbert H. Jones Taxidermy Studio, Albuquerque, N. M.

POPCORN, PEANUT, CHIP, SNOW, AND Juicer Machines bought, sold. New Candy Floss Machine, \$219. Jones, 131 Vine St., Philadelphia 8, Pa. my22

POPCORN WAGON—CRETORS, PNEUMATIC Tires, steam powered. As is, \$350 F.O.B. Chicago. 120 S. Halsted St., Chicago. my15

POPCORN TRAILERS—NEW, TEN AVAILABLE; two sizes. Krispy Korn, 120 S. Halsted St., Chicago, Ill. my29

POPCORN MACHINES—RECONDITIONED and new, all makes of electric floor models from \$150 up. Also complete line of supplies. Poppers Supply Co., 1315 Vine St., Philadelphia 7, Pa. my15

SHORT-RANGE TARGETS—MADE RIGHT, priced right, 15 kinds. Free samples. Woolley, 115 Donald, Peoria, Ill. jy19

SHOW MOVIES—16MM. PROJECTOR, SCREEN and Movies. Sale, \$24.50. Other bargains. Catalog free. Home Pix, 1674 Broadway, New York 19. my8

SMALL CARNIVAL CONDERMAN WHEEL, Semi Trailer Concessions, Stock and other accessories, all for \$2,150. Phone 90982, Chas. R. Taber, R.R. 3, Box 169A, Tulsa, Okla.

"SMILE O' MINUTE" PHOTO MACHINE—4.5 Lens for 3 1/4 x 4 1/4, 3.5 Lens for 1 1/2 x 2, built in sink, 3 comic foregrounds, excellent condition, \$200. 1523 S. Harvard, Tulsa, Okla., P. U. Alyca.

SPECIAL SALE—16MM. SOUND FEATURES. Musical and action features only \$55 each; 1,600 ft. empty reels at \$1.50 each. Film cleaning fluid, \$2 per quart. Rental programs, \$7.50. Ampro Sound 16mm. Projector, complete, ready to operate, \$295. Simpson Films, 155 High St., Dayton 3, O. my15

STAR FLOOR MODELS—SUPER AND SILVER Star, \$495; Silver Star, \$395. Wire P. K. Sales Co., 507-09 Wheeling Ave., Cambridge, Ohio. my1

THEATER SEATS, PROJECTORS, SCREENS, Folding Chairs, Tents, Stage, 16mm. Film, Blues, Benches. Lone Star Film Co., Dallas, Tex. my1

TWO MUTOSCOPE PHOTOMATICS—\$750 each. 35 popular Arkocade Machines and one 600 Wurlitzer Juke, \$1,000. Walter Brown, Bel Alton, Md.

YOU CAN BUILD 12-PASSENGER KIDDIE Chairplane for \$100, including motor. Plans, \$5. Free catalog. Brill, 228-B North University, Peoria, Ill.

1 LARGE 20 GAL. ROOT BEER OR BIRCH Beer Barrel with a Carbonator, Ice Chamber. Two Polish Faucet, can make ice cream sodas with same barrel. Good condition. Will sell all for \$100. Garden, Midway Roller Rink, Burlington, N. J.

16MM. SOUND FEATURES AND SHORTS—Have 6 full length Features, several Shorts. Will exchange even. Trade or sell. Amusement Arcade, 419 9th St. N. W., Washington, D. C.

16MM. SOUND FEATURES—SHORTS AT BARGAINS. DeVry 16mm. Projectors. Motion Pictures, P. O. Box No. 23, Hagerstown, Md.

35MM. BARGAIN SALE—WESTERN AND Features, \$15 and up. Universal complete Sound outfit, factory built, with 40 watt Amplifier, \$197.50. Zenith Sound Projector, complete with sound, \$150. Fred Scott Westerns, \$30 each. Shipping Cases, 2,000 ft., for \$4 each. We have one of largest Poster Supplies in the country. Contact us for Posters you need. Free lists. Simpson Films, 155 High St., Dayton 3, O. my15

1946 SUPER ROLL-O-PLANE—USED 2 SEASONS in park. Top motor, 5 horse power, single phase lift, 1 1/2 h.p., with transformer. Full information write E. C. Bergeron, 218 1/2 21 Ave. North, St. Petersburg, Fla.

65 DRAWINGS, 7,500 WORDS ON MAKING equipment for 23 different legitimate games for use in 8x10 one-way joint, and plans for same. Worth a fortune, \$5. High Striker plans, \$3. Blade Box plans and pattern, \$5. Free circulars and 9 ride plan catalog. Brill, 228-B North University, Peoria, Ill.

INSTRUCTIONS BOOKS & CARTOONS

FREE LITERATURE—SELL BOOKS AND Novelties by mail. Morris Services, 1547-F Monroe, Memphis, Tenn.

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures. Catalog, 10c. Balda, The Lightning Cartoonist, Oshkosh, Wis. my22

MAGICAL APPARATUS

AAAAA WHOLESALE TRICK CATALOG, 10c—World's largest line, lowest prices. (Pitchmen's headquarters.) Arlane Mfg Co., 4462 Germantown, Philadelphia. my1

A BRAND NEW CATALOG—MINDREADING, Mentalism, Spirit Effects, Magic Horoscopes, 1948 Forecasts, Crystals, Palmistry, Graphology, Facial Charts, Books. 148-page illustrated Catalogue, Magic Catalogue, 30c. Wholesale. Nelson Enterprises, 336 S. High, Columbus, Ohio. my1

A NEW SUB-MINIATURE RADIOPHONE FOR Mentalist, Mindreaders, Horoscope pitch. Each unit weighs less than pound, easily concealed. Write for brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, O. my1

MAGICIAN'S HEADQUARTERS—400-PAGE professional catalog, pocket, parlor, stage tricks. World's finest magic. Send \$1 for catalogue (re-funded first \$5 order). Kanter's, B-1311 Walnut, Philadelphia 7, Pa. my1

USED MAGIC—WE BUY AND SELL. WRITE now. Wel-Made Products, 124 W. 4th St., Los Angeles 13, Calif. jy12

MISCELLANEOUS

AIRPLANE TIRES—UNUSED. TUBES, Wheels, Bearings, Spindles. For harvesters, implements, lawnmowers. Free pictures. World's largest stock. Airplane Tire Co., Dept. 4, Box 89, Merced 4, Calif. my15

ANIMATED WIRE FIGURES—FUZZY SPIEDERS, Skeletons, Devils, Monkeys. \$15 gross. Large Metal Things, 90c each. Send \$2 for sample order. Price list on request. La Casa Mexicana, Box 1631, Brownsville, Tex.

BELLY TANKS—FREE PICTURE. BUCK'S Auto Parts, 89E, Merced 14, Calif. my29

PLASTER COMPOSITION FIGURINES—DOGS, Cats, Monkeys, \$1.40 gross. Dozen samples, \$1.50. Falu Novelty Mfg. Co., Route 2, Box 309-C, Orlando, Fla. my22

FREE GIFT AND MONEY SAVING DATA FOR art students. Write Scott-Cowling, Lock Box 412, Burbank, Calif.

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE—HAND ORGAN, 42 KEY. LOT music for same. William Powers, 15 Trask St., Providence, R. I.

MARIMBA—LUDWIG, FOUR OCTAVE. Almost new. Beautiful instrument. Box 308, Billboard, New York City, or phone Yonkers 3-3032-W.

WANTED—MODEL A HAMMOND ORGAN. Hack Swain, 450 Fortuna Ave., Sarasota, Fla. my8

PERSONALS

MAIL US THE TIES THAT YOU'RE SICK OF or don't match your socks. You'll receive equal number of handsomely cleaned different ties we got same way. State preference as to color, conservative, bright, 2 ties, 25c. Tie Exchange, Gen. Del. Sta. E. Louisville 8, Ky. my1

SUNNY CALIFORNIA ON YOUR MIND? FOR employment, business opportunities, vacation, etc., this illustrative, informative book is a must! 1948-49 California Almanac and State Fact Book, 570 pages! Hurry, supply limited. Postpaid, \$2. Bartell, 647 Maltman, Los Angeles 26, Calif.

(Continued from page 96)

HORSE RACE CARDS

PIC TEASE

20 Complete Sets to Package, with Magic Developing Tissues. Retail \$1.00 Per Package; packed 12 Packages to a snappy counter display box.

\$5.40 DOZ. PACKAGES \$15.00—3 DOZ. PACKAGES

(Write for prices in larger quantities) 3 SAMPLE PACKAGES, \$2.50 PREPAID Deposit with order, balance C. O. D. Orders filled same day received. F. O. B. Butler, Penna.

STAR SPECIALTY CO. DEPT. B-6 BUTLER, PENNA.

TARGET BALLOONS

- 6-8 Ft., Org. & Blue \$21.00 Per C
40" Heavy Red 15.00 Per C
24" Assorted 11.52 Per Gr.
14" Mottle Kats 9.00 Per Gr.
14 Reg. Kats 8.50 Per Gr.
10 Kats 6.00 Per Gr.
11 Mottle Prints 6.50 Per Gr.
9 Special Rodeo Prints 6.00 Per Gr.
29 Circus Prints 4.25 Per Gr.
28 Mouse or Clown Toss-Up 14.40 Per Gr.
Giant 36" Rabbit Toss-Up 24.00 Per Gr.
Dark Balloons 9.00 Per Gr.
24" Reed Sticks75 Per Gr.
1030 Airships 9.50 Per Gr.
Ship Workers50 Each
Small Fur Monkeys W/Bell 2.50 Per Dz.

The S. & P. Novelty Co. 428 81st St., N. W. Washington 1, D. O.

Dealers MAKE MONEY ON FIREWORKS

- SPECIALS
1 Doz. Peacemaker Pistols and 180 Boxes Repeat Caps . . . \$11.95
1 Doz. Bang Pistols and 180 Boxes Repeat Caps 10.45
1 Case Repeating Caps (720 Boxes) 15.25
1 Case (144 Boxes) 8" Sparklers 4.25
1 Parcel \$0.20 1 1/2" Firecrackers (1600 Pieces) 2.85
Terms: F. O. B. Polk, Cash With Order. SPENCER FIREWORKS CO. Wholesale Dept. Polk, Ohio



"GRANDPAPPY" ELECTRIC WALL CLOCK

- 6 or more, \$5.80 Ea. Sample, \$6.85. Size 19 1/2 x 4 1/2. 18-Inch Dolls, \$4.00 Doz. 3 Samples—\$3.75. Western Bronze Horse, Size 7"x8", \$18.00 Doz. 3 Samples—\$4.50. Fur Scottie Dogs, 9 1/2"x12 1/2". \$17.95 Doz. #1 Deluxe \$1.00 Pen, \$5.50 Doz. #8 Drinking Duck, \$7.80 Doz. OPERATOR'S ASSORTMENTS Blankets, Chocolates, etc. Push Cards. Write for New Catalog. DELUXE SALES CO. Dept. 4, Deluxe Bldg. Blue Earth, Minn.

FOLDING CHAIRS

1 IN SEASONED HARDWOOD BRACED WITH STEEL

189 EACH

NON-TIPPING FLAT-FOLDING FULL ADULT SIZE PROMPT DELIVERY

WRITE FOR CATALOG OF CHAIRS IN WOOD OR STEEL

J. P. REDINGTON & CO. DEPT. 28 SCRANTON 3, PENNA.

MOTHER'S DAY CARNATIONS

Made of Lustrous Cello-plastic on Green Wrapped Stem with Foliage. An outstanding novelty item for Stores, Streetmen and Hustlers. Thousands sold last year; hand made; supply is limited. Pink or White, packed 100 of a color to box. Specify color wanted.

\$5.00 per 100 45.00 per 1000 Cash in full with order. We pay postage. Samples \$1.00

KANT NOVELTY COMPANY 923 Third Ave. Pittsburgh 22, Pa.

NEW LOW PRICES

- Kilroy Was Here Plastic Statuettes \$ 7.75 Hundred
Rubber Man in Barrel 18.50 Hundred
Dice-o-Mats 6.00 Dozen

M. S. POSNER 4851 N. 8th St. Philadelphia 20, Pa.

GLOWS IN THE DARK Free Sample! Be the first to sell amazing, new GLOW IN THE DARK house numbers, switch plates, pictures, decals, religious articles, etc., etc. Represent a large manufacturer. Wonderful opportunity. Big profits. Write at once for FREE SAMPLE. MADISON MILLS, Dept. E-9 303 Fourth Ave., New York 10, N.Y.

BALLOONS AND NOVELTY HATS

Prices Lowest in the Country

CIRCUS, PARKS, CARNIVAL, SEASHORE RESORTS

Dart Balloons	\$.80 Gr.	Lancaster R.W.B. Batons, With Bells	\$14.00 Gr.
#16 Paddle	6.50 Gr.	Large Parasols	7.00 Dz.
#14 Cat Balloons	8.00 Gr.	Chinese Snakes	8.00 Gr.
Spiral Twisted Balloons	3.75 Gr.	Metal Running Mice	12.00 Gr.
#9 Balloons	2.50 Gr.	Rabbit Feet, With Keychains.	
#9 Print	3.50 Gr.	Hundred	4.00
Balloon Sticks	.65 Gr.	Jumbo Size. Hundred	6.00
Balloon String, Lb. Spool	1.25	Dancing Clowns	6.00 Gr.
Targets J-35—Blows Up 4 Feet. Hundred	14.00	Jumbo White Tails	4.00 Dz.
Jumbo Knobby Balloons	7.00 Gr.	Water Squirt Rings	21.00 Gr.
Medium Knobby Balloons	3.50 Gr.	Flying Birds, All Whistlers	9.00 Gr.
Medium Cat Balloons	4.00 Gr.	Plastic Bird Water Warblers	8.00 Gr.
Mottled Cats, Rainbow Colors, #14	9.00 Gr.	Electric Bow Ties, Complete With Batteries	7.50 Dz.
Worker	.60	Long Lash Whips	11.00 Gr.
#422 Long Balloons, Assorted Colors	1.60 Gr.	Dolls With Feather Backs and Sticks	24.00 Gr.
#524 Long	2.75 Gr.	SPECIAL—Sliding Metal Trombones	21.50 Gr.
Lollipops, Terrific Flash, Assorted Colors, Per 100	16.00	Gay Ninety Mustache, Each One in Envelope, 50¢ Doz.	5.00 Gr.
New Sensation—Rubber Squeaky Crying Dolls—they inflate to 12 in. Wallets, Embossed, Latest Styles, Fast Seller	2.75 Dz.	Plastic Running Turtle	12.00 Gr.
Jumbo Water Guns	6.25 Dz.	Bullet Key Chain, 75¢ Doz.	7.50 Gr.
Plastic Alligators, 12" Long, All Colors	2.25 Dz.	Comic Hat Bands, Long Length, \$1.25 Per 100. Per 1,000	12.50
Monkey on Sticks, \$1.75 Dz.	1.75 Dz.	Long Balloon, Cigar Shape, Every One a Worker, Blows 60" Long, Real Rubber	8.00 Gr.
Flower Water Squirt	1.75 Dz.	Auto Bombs	12.00 Gr.
Key Chain With Plastic Barrel Change Holder	9.00 Gr.	Mechanical Auto, Streamlined, Fast Seller	3.50 Dz.
Plastic Whistle, Two Tone	9.00 Gr.	Pennant Sticks, With Knob, 30" Long, Per 100	3.00
Plastic Key Chain Hats	9.00 Gr.	Aluminum Sail Boats for Scale and Age	17.00 Gr.
Metal Key Chain Hats	12.00 Gr.	Plastic Pin Wheels	8.50 Gr.
Key Chain Firemen Hats	6.00 Gr.	Swagger and Propeller Canes, Lancaster	8.00 Gr.
Back Scratcher, Plastic	2.00 Dz.	Hawaiian Leis, All Colors	3.00 Gr.
Jumping Frogs, Carded	8.00 Gr.	Hawaiian Leis, Jumbo, All Colors	6.00 Gr.
		Sailor Hats	18.00 Gr.
		Baseballs for Games	\$1.75, 2.25 Dz.

HATS—Special Prices

Spanish Hats	\$25.00 Gr.
Mexican Chola	20.00 Gr.
Robin Hood Hats, With Feather	10.00 Gr.
Cowboy Hats	90.00 Gr.
Crew Hats for Names	36.00 Gr.
Monkeys, With Sticks	21.00 Gr.
Coolie Hats	3.00 Dz.
Coolie Hats	4.00 Dz.

AIRSHIPS—All Silver

With beautiful three-colored waxed envelope package.
Sells on Sight \$10.00 Gr.
Workers .40
\$5.25 Per Doz.

SPECIAL FOR MOTHER'S DAY—White and Pink Carnations, made with green, the better kind, \$5.00 per 100; \$45.00 per 1,000.

We have the goods and we ship same day. 25% required on all orders. We ship to Mexico, Cuba, Honolulu, Philippines and all parts of the world.
Write for catalog

HARRIS NOVELTY COMPANY

1102 ARCH STREET PHOENIX: MARKET 7-9848 PHILADELPHIA 7, PA.

FAST MOVING TREMAX NOVELTIES FOR PROFITABLE SALES ACTION!

BALANCING DOLL

100% NON-DESTRUCTIBLE



SITS BY ITSELF!

Made of special pliable solid plastic that has a skin-like feel. Flesh-colored, amazing detail. Stands 2 1/2" high. Sanitary, ideal for teething. 19¢ seller.

PER GROSS \$13.80

Sample, 25¢ Postpaid

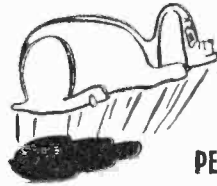


STANDS ALONE!

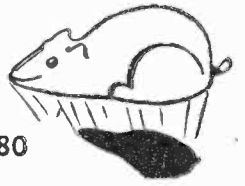
THESE ACTION TOYS SELL ON SIGHT!

HERMAN the Jumping Hound

"SQUEEKY" the Jumping Mouse



Appealing design plus fun-making action for kids and grown ups. Sturdy plastic construction with welded-in spring assembly. These will pitch to big "tips" for big takes!



PER GROSS, Assf. Colors... \$7.80
Sample, 10¢ Each Postpaid

AGENTS! SPECIALTY MEN! JOBBERS!

Fast Selling 100% Profit Card Deal
On Double-LUCKY CHARM Key Chains



Steady sales and regular repeats for dependable profits. Prospects galore for this flashy key chain deal. Gleaming satin-finish, embossed lucky horseshoe with shiny new lucky Penny and silver-finish chain, mounted 2 Doz. to colorful counter card.



SAMPLE CARD (Postpaid)	\$2.50	2 DOZ. CARDS. Ea.	\$1.75
1 DOZ. CARDS. Ea.	2.00	3 DOZ. OR MORE, Ea.	1.50

TERMS: 25% DEPOSIT WITH ORDER, Balance C. O. D., F. O. B. CHICAGO. Shipped Prepaid if Full Payment Sent with Order.

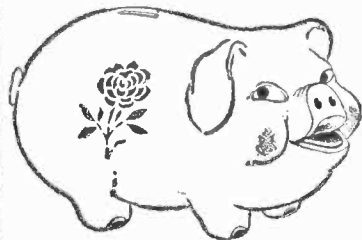
TREMAX INDUSTRIES, Inc.
914 DIVERSEY, CHICAGO 14, ILLINOIS

OUR ORIGINAL GIANT PIGS SAVINGS BANKS

(HOLDING \$1000 IN COINS)

SELL BIGGER THAN EVER

FOR TWO REASONS {
• Because of the merry little twinkle in the southeast corner of the pig's eyes.
• Because they are works of art in every detail.



#4952K 15 inches long, 7 inches wide, 8 inches high, retailing for \$2.98.
\$19.50 per doz. in 1/4 doz. lots \$21.50 per doz.

#4953K 9 1/2 inches long, 5 3/4 inches high, 5 1/4 inches wide, retailing for \$1.98.
\$12.00 per doz. in 1/2 doz. lots \$15.00 per doz.

Samples sent on receipt of retail price.

SALESMEN WANTED

To sell our rapid selling banks to the trade. Splendid sideline. Liberal commission on orders and re-orders.

333 & 335K S. MARKET ST. CHICAGO 6, ILL.

LEO KAUL IMPORTING AGENCY, Inc.

We have Elephant Banks, Donkey Banks, Baseball, Football and Bowling Ball Banks, from \$3.60 per doz. upward. For full information, write for our price lists #283, 289 and 290K.

Western Saddle Horses

Another Proven Winner From the House of Hits!



25% Deposit, Balance C. O. D.

Made of Bronze highly lustrous finish. Detachable Saddle and Saddle Blanket. Comes in three popular sizes.

#201 10 1/2" Tall, 12" Long \$4.00
Samples \$5.00 ea. ea. in doz. lots

#202 8 1/2" Tall, 10" Long \$3.00
Samples \$4.00 ea. ea. in doz. lots

#203 4 1/2" Tall, 5" Long \$7.20
Samples \$1.00 ea. per doz.

Telephone: OREGON 3-6330

CUTTLE & COMPANY, INC.

928 Broadway...New York 10, N. Y.

This Is the TOY Year

The largest and most complete variety of TOYS in the U. S. A. Catering to the Carnival and Concession Trade.

Complete Line of Bingo, Grind Store, Ball Game and Wheel Items. Complete Line of Novelty Stand Items.

SEND FOR PRICE LIST

CASEY CONCESSION CO. 1132 S. WABASH AVENUE CHICAGO, ILL. HARRISON 7798

GOLD FILLED ZIRCONS

(IMITATION)

In reproductions of the latest diamond and platinum styled models. In 1/20 10-Kt. Gold Filled (marked).

\$12.00 TO \$21.50 PER DOZ.

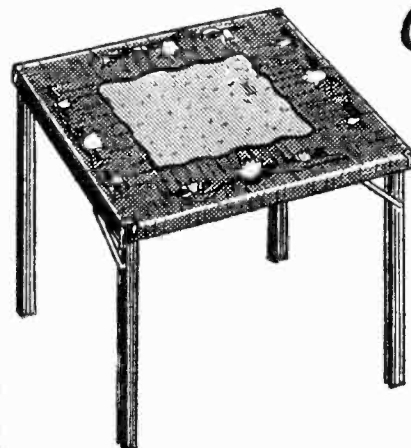
Send for your selection of wedding and engagement rings, also other single and triple 1M ZIRCONS set for flash (hard to tell from the real thing)—for men and women. State quantity required. Check or money order must accompany orders.

GUARANTEED PERFECT OR MONEY REFUNDED

JACOB RANZ, 1451 Broadway, New York 18, N. Y.

Sensational premium item! Big profit maker!

Oversize Card Tables



.32 inches wide — .28 inches high
lots of 120 or more \$1.80 EA.
lots of 60 or more \$1.90 EA.
lots of less than 60 \$2.00 EA.

You can't beat this as a \$5 retailer. And you can't beat these new low prices that help you add on profits! They're a good 2 inches larger than ordinary card tables. They look good, stand firm, have strongly braced legs. Attractively patterned walnut-grain fiber tops, liquor, water and burn resistant. Write or wire for fast delivery.

Cash with order or 25% down, balance C. O. D.

M. D. ORUM

1519 W. North Ave. Milwaukee 5, Wis.

BILT-RITE

Matching WATCHES

MEN'S WATCH 7 JEWEL \$12.75

17 JEWEL \$15.95

with leather band (Addn'l for Stretch Band, \$2.95)

BEAUTIFULLY BOXED



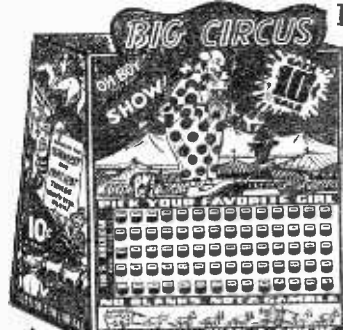
Guaranteed NEW WATCHES
French Cut . . . Brilliant Stone Set Dials.
Also Women's Watches to match.

Write for catalog #202

25% with order—balance C. O. D. if not rated.

MIDWEST WATCH CORP.
5 S. WABASH CHICAGO 3, ILL.

Exclusively Wholesale



IT'S
FUN
AMUSING

No. D2. 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.) Wgt. 13 lbs.

COSTS YOU \$3.50 Lots of 14 **\$3.35 ea.**

SPORS CO., 7-47 Lamont, Le Center, Minn.

NO. D2. 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.) WGT. 13 LBS.

COSTS YOU \$3.50 Lots of 14 **\$3.35 ea.**

SPORS CO., 7-47 Lamont, Le Center, Minn.

NOW!

turn to
INSIDE FRONT COVER
for an important story on

POPCORN PROFITS

MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES




No. 2200 No. 2201

GENUINE WHITE ZIRCONS

¾ Kt. Weight, 10K Gold Rings, \$3.75 Each.
14K Gold, \$4.25 Each.
Net F.O.B. N.Y.

Harry Mahren Ring Co.
116 W. 34th St., Room 257, Herald Square Hotel Bldg., New York 1, N. Y.

Freedom Train Postcards

Thousands visit it at each stop. RUSH your order at once. (Eastman Kodak glossy cards.) Definitely a 10¢ retailer. \$34.50 per thousand shipped prepaid.

WRIGHT MDSE. CO.
601 Quincy St. Topeka, Kansas
Midwest Distributors of Freedom Train Pictures and Postcards.

PHOTO SUPPLIES DEVELOPING-PRINTING

ATTENTION — DIRECT POSITIVE OPERATORS. Authorized Distributors. Write for 1948 catalog announcing medium-priced metal and glass Frames, Folders, Chemicals. Hand-painted Backgrounds, Comic Foregrounds, Paper and double unit Photo Machine. Hanley Photo Supply Co., 1414 McGee, Kansas City, Mo. my1

CANADA — DIRECT POSITIVE OPERATORS. Buy cameras here. All sizes, newest models. We make complete booths also. Write or drop in and see them. Photos While You Wait, 206 Queen St., East Toronto, Ontario. my1

COMIC FOREGROUNDS, BACKGROUNDS — Photo Mounts, Rings, Novelties. Free literature. Miller Supplies, 1535 Franklin, St. Louis, Mo. my1

COMPLETE LINE OF EASTMAN AND MAR- ful Direct Positive Supplies. Write for price list. Marks & Fuller, Inc., 70 Scio Street, Rochester 4, N. Y. my1

COMPLETE STOCK OF DIRECT POSITIVE Supplies. Immediate shipment. Lone Star Photo Supply Company, 2717 Elm St., Dallas, Tex. my29

DIME PHOTO OUTFITS, CHEAP—ALL SIZES. Drop in and see them; latest improvements. Real bargains. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill. je26

DIRECT POSITIVE PHOTOGRAPHERS — WE supply everything you need. Reasonable prices. Eastman D.P. Paper, Chemicals, Frames, Back-grounds, Comic Foregrounds, Cameras for indoors or outdoors, complete Photo Booths, etc. Free information and prices. We are old and reliable since 1903. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill. ju5

FOR SALE—2 ½ x 3 ½, WITH LENS, BOOTH Camera, \$139. Biltright Mfg. Co., Greensboro, N. C. my29

PHOTO MACHINES — SINGLE, DOUBLE, Triples. 1948 streamliners. Also Cameras only. Best made. Federal Identification Co., Box 3586, Oklahoma City, Okla. np

STREET CAMERAS, ALSO BOOTH CAMERAS at new low factory prices. Send for new catalog. Glossick Mfg. Co., 544 Monson St., East Peoria, Ill. my22

WANT DE VRY STREET CAMERAS AND developing equipment. Quote prices and condition. Lone Star Photo Supply Company, 2717 Elm St., Dallas, Tex. my22

1 ½ x 2 LEATHERETTE PHOTO CASE—\$2 100. Send us your samples for our quotation. We manufacture any size Leatherette Cases. National Sales, Box 115, Sta. A, Brooklyn 6, N. Y. my21

8, 16, 35MM. NEW AND USED PROJECTORS, Cameras, Films, Westerns, Sports, Entertainment, Screens, Generators, Lenses, Professional and Amateur Equipment. Bargains; trades accepted. Morgans, 59 W. 48th St., New York 19. np

PRINTING

ATTRACTIVE 100 8 ½ x 11 LETTERHEADS and 6 ¾ Envelopes, Hammermill Bond, four lines copy, \$2 postpaid. Samples. Dickover Printing, 5233 Cleveland, Kansas City, Mo. my8

BUSINESS CARDS, \$1.95 PER THOUSAND— Raised print, \$2.50 M. B. Kerman Press, 40 West 17 St., New York 11, N. Y. jv3

"NEARGRAVURE" EMBOSSED LETTERHEADS! Flashy colors, distinctive illustrations. Midways, parks, shows, orchestras, acts. Samples, 10¢. Contracts, window cards, bumper signs. Solldays Colorprint, Knox, Ind. my1

QUALITY! 100 8 ½ x 11 LETTERHEADS AND 6 ¾ Envelopes, Hammermill Bond, 5 lines copy, \$2 postpaid. Cook, 730 W. Gift, Peoria 3, Ill. my1

100 8 ½ x 11 LETTERHEADS AND 6 ¾ ENVE- lopes, Hammermill Bond, 4 lines copy, \$2 postpaid. Samples. Ace Press, Clearwater, Fla. my28

SALESMEN WANTED

BIG MONEY—QUICKLY AND EASILY, TAK- ing orders for complete line Personalized Initialed Buckles, Belts, Cap Badges, 2,000 emblems. Fast repeats. Write today. Hook-Fast Company, Box 480-BB, Roanoke, Va. my29

SALESMEN—SELL CALENDARS, ADV. NOVEL- ties. Season on. Buyers everywhere. Low prices. Big commissions advanced, bonuses. Samples free. Consolidated Modern Press, 329A S. Wood, Chicago 12.

SALESMEN WITH GOOD CONNECTIONS WITH the carnival trade to sell our Fur Animals on commission basis. Box 309, Billboard, N. Y. City.

SALESBOARD MEN — THE BEST VENDING machine deal ever offered to locations. 350% vending profit. Salesmen's commission, 40%. A one call deal. Can be handled as side line. Write Triangle Sales, Inc., 4624 Sheridan Road, Chicago 40, Ill.

SCENERY AND BANNERS

BALLROOM AND RINK LIGHTING EFFECTS, Crystal Showers, Spotlights, Motor Color Wheels. New only. Newton, 253 W. 14th St., New York City. my8

BEST CARNIVAL AND CIRCUS BANNERS— Positively no disappointment. Nieman Studios, 1236 S. Halsted St., Chicago 7, Ill. Canal 2344. my8

TATTOOING SUPPLIES

HAND TATTOO OUTFIT COMPLETE, \$5. Same for marking animals, \$3. No. 12 Needles, \$8 per thousand. Tattooco, 214 W. Ocean, Long Beach, Calif. my15

NO. 11 OR NO. 12 ENGLISH NEEDLES, \$8 1000. Tattoo Machines, \$5. Steele, 17 Pacific Way, Long Beach 2, Calif. my15

TATTOOING OUTFITS AND SUPPLIES—IL- lustrated literature free. Diamond-equipped En-graving Outfits for jewelry concessionaires. Zeis Studio, 728 Leslie, Rockford, Ill. au14

TATTOOING MACHINES—WORLD'S GREAT- est. Also Designs, Colors, Supplies. Size 11 English Needles, \$10 per thousand. Owen Jensen, 120 West 83rd St., Los Angeles 3. my8

TATTOOING EQUIPMENT OF QUALITY — Professional Knurled-Ventri Tubes, Northeast "Cobra" Machines, Designs, Khroma-Kalama Colors. Illustrated list free. Northeast Tattoo Supply, 18 Monument Sq., Portland 3, Me. my15

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING machines, all other coin equipment. Mac Postel, 6416 N. Newgard Ave., Chicago. ju12

LOCATION FOR FROZEN CUSTARD OR CARA- mel Corn, Root Beer, Beach or amusement park. W. A. Naylor, 3331 Humboldt Ave. S., Minneapolis, Minn.

WANT TO BUY WESTERN WARDROBE — Want two complete, elaborate Cowboy Outfits. Neil Schaffner, 2111 E. Ave. N. E., Cedar Rapids, Iowa.

WANTED—SEEBURG COMPLETE GUNS OR parts. Send list. Coin Amusement Games, Inc., 1023 E. 47th St., Chicago 15, Ill. my8

WANTED—FAST-MOVING MERCHANDISE FOR mail and agent distribution. We handle every-thing. Novelty Supply House, Orange, Conn.

ATTENTION! MEXICAN NOVELTIES AND CURIOS

Real fast-selling novelties, the newest on the market. All these novelties are having a very big demand.

- #1. Mechanical Turtles, Armadillos and Alligators, moves the head and tail. Packed gross to box, assorted . . . \$ 8.40 Gr.
- #2. Mechanical Monkeys, moves the head and tail, a new novelty, a real fast selling item at only . . . 14.00 Gr.
- #3. Tarantulas (Spiders), with fur and long wire legs, a real attraction for only . . . 14.00 Gr.
- #4. Miniature Tea Sets #2 (12 pieces to set). Packed 4 dozen to box. Special price . . . 16.00 Box
- #5. Skeletons and Devils, a fast selling novelty. Packed 1 gross to box, assorted . . . 9.00 Gr.
- #6. Miky Mouse, a new novelty, this mouse is like a live one, can have lots of fun with them . . . 18.00 Gr.
- #7. Mexican Miniature Saddles, best made . . . 5.00 Doz.
- #8. Snake in the Box. You pull the top and out comes the snake striking, a real fast selling novelty . . . 20.00 Gr.

Terms: 50% Deposit, Balance C. O. D. NOTE: Can Supply Any Quantity.

NATIONAL PRODUCTS COMPANY

LAREDO, TEXAS

PITCHMEN! BARKERS! TOY SHOPS!



AMAZING MYSTERY CAR

HITS A NEW HIGH IN SUSPENSE & HILARITY

\$12.00 DOZ.

You can keep the crowds guessing with the Mystery Car. 'Round and 'round it goes—and why it turns, nobody knows. This is the little mystery car with a mind of its own . . . put it on any surface—table top, carton top—and off it goes—and as soon as it reaches the edge, it turns to keep from falling off! The MYSTERY CAR is the biggest attention-getter that's been seen in years—and everyone who sees one wants one! 7" long.

Send 25% with order, pay balance C. O. D.

BERNARD FINE CO., INC., DEPT. BMC-1, 501 Sixth Avenue, New York 11, N. Y.

MANUFACTURER SPECIAL

CHINA TABLE LAMPS
Asstd. Colors. Blue, Green, Ivory, Rose, Etc. Complete With Floral Shades.

19 and 20" Tall . . . \$1.25 ea.
21 to 25" Tall . . . 1.50 ea.

Slightly Imperfect—Packed 12 Only

OTHER CARNIVAL VALUES
PLASTER
Large Small
GLASSWARE

Complete Assortment
Many Other Items

25% Deposit, Balance C. O. D.
Write for Complete Listings

PEYTON'S, Inc.
716 W. MAIN
LOUISVILLE, KY.

CARNIVAL FAVORITES

Fast Selling Souvenir

PAPER SNAKES

\$9 per gross



Attention Jobbers: Special discounts for jobbers and wholesalers!

NANKING COMPANY
423 Second Ave. N.Y. 10, N.Y.



PHOTO Machines (all types) Original

Amsco 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 Mfg. Co., Dept. 51, 1132 W.N. 2, Oklahoma City 4, Okla., or 4301 Rossmoyne, Houston 6, Texas.

Name
Address

BIG BUSINESS 99¢ DAY AFTER DAY WITH LEE COUNTER CARDS!

LEE RAZOR BLADES

Lee Carded Merchandise. For immediate delivery, huge selection from fine Razor Blades to Sun Glasses. Beautiful display cards of fast-selling staples, notions and specialties. High quality, attractive prices. Large profits for you. Write for FREE Catalog and Price List.


LEE PRODUCTS CO., INC.
437 Whitehall St., S. W., Dept. B, Atlanta 2, Ga.

The World's Only

AMAZING PROFITS SELLING NYLONS GUARANTEED AGAINST RUNS - SNAGS!

Sensational guarantee gives FREE nylons if hose runs or snags within guarantee period! Nothing like it anywhere. Not sold in stores. Sheer, service, outsize; choice of lengths. Also rayons. No money or experience needed to earn steady income writing orders. Spare or full time. We deliver and collect. Just say "Guaranteed Against Everything" and the sale is made. Advance cash plus huge bonus. Rush name and address for complete money-making outfit sent free and prepaid. No obligation. Write today.

FREE OUTFIT **KENDEX COMPANY**
Dept. 132 BABYLON, N. Y.



New FAST SELLING RINGS

NEW RING CATALOG—JUST OUT
Showing All New Styles In Rings.
Write For Catalog No. 1948RB.


FOUR OUTSTANDING STYLES



**GOLD FILLED
No. 4R85
\$24.00
dozen**



**YELLOW
R. G. P.
No. 4R155
\$18.00
dozen**



**GOLD FILLED
No. 4R189
\$18.00
dozen**



**GOLD FILLED
No. 4R195
\$20.25
dozen**

HARRY PAKULA and CO.
STATE YOUR BUSINESS
5 N. WABASH AVE., CHICAGO 2, ILL.

CONCESSIONAIRES — OPERATORS — JOBBERS

25,000 FRINGED MULTICOLORED WAFFLE RUGS

\$1.00 each—Gross Lots
Less than gross lots **\$15.00 doz.**
F. O. B. Rome, Ga.
Sample Postpaid **\$1.35**

Size 18" x 35"
Made on 8-oz. Duck
With Very Heavy
Vat-Dyed Yarn

HERE'S A REAL FLASH FOR PREMIUMS OR PRIZES
Terms: 25% with order—Balance C. O. D.

COLONIAL TEXTILE MILLS, INC., Mfrs.

Rome, Ga. Phone 6437

THE KING OF ALL STUFFED TOYS

A REAL WINNER — NEW — FLASHY — APPEALING

First class construction throughout: Genuine Fur Mane, Rayon Silk Plush Body, Rolling Eyes, Natural Color Body and Mane, 28 inches in height, hand-sewn Facial Features, Fur Tufted Tail. Must be seen to be appreciated.



Sample, \$7.50 ea. Doz. \$80
COMPLETE LINE OF PLUSH AND FUR TOYS

WISCONSIN DELUXE CO.

1902 N. 3RD ST. MILWAUKEE 12, WIS.

SPECIAL—DO NOT FAIL TO REGISTER FOR '48 CATALOG. OUT APRIL 15.

Comic Greeting Cards

Make Funny Money


\$

HUGE Profits!

BUSINESS IS WONDERFUL!

Everybody's buying Novo COMIC Greeting Cards! People love them because they're entirely different! NOTHING LIKE THEM EVER PUBLISHED! Gorgeous Cartoon Art, Full Colors. They Flatter... They Insult... They make Friends... They make Enemies. BUT THEY SELL LIKE CRAZY. Spectacular Boxed Assorts, or bulk cards. Skyrocketing sales and profits. Get in on this sensational seller now! Write for FREE samples, details, BUT STATE YOUR BUSINESS: Agent, Dealer, Jobber, etc.

NOVO PRODUCTS, Dept. 608
1757 No. Park Ave. Chicago 14, Ill.



"SOMETHING REALLY NEW"

Brussels Boy Bottle Opener Key Chain. The Latest Pocket Novelty. We Guarantee the Sale. Doz. \$1.50. Gro. \$16.50.

"Kilroy Was Here," Plastic Statuette. Doz. \$1.20. Hundred \$9.00.

"Novelty Rubber Man in Barrel." Doz. \$2.50. Hundred \$18.75.

"Rubber Shimmie Dancers," Old Reliable. Dozen 70¢. Hundred \$5.00.

Suction Cup Dice Shakers are here again. Dozen \$2.50.

Dart Balloons, No. 5, long necks, best quality. Gross \$1.00. Half Cash With All Orders.

WRITE FOR OUR LATE CIRCULAR NO. 248
New Low Prices

MIDWEST MERCHANDISE CO.

1010 BROADWAY
KANSAS CITY, MO

NEW 1948 FOBETTES, AND WE DO MEAN NEW!

ALL ITEMS CARDED AND CELLOPHANED

No. 500/1

With Any of the Following
FOOTBALL—BASKETBALL—BASEBALL
BOWLING BALL—BOXING GLOVE
HEART—ROLLER AND ICE SKATE

\$1.85 DOZ. — \$21.00 GROSS

CATALOG NOW READY—WRITE TODAY



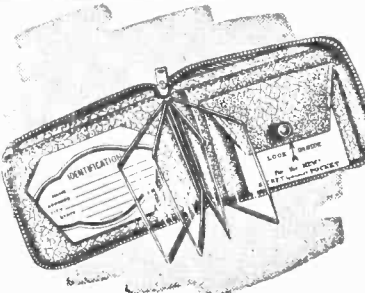
No. 500/2

Frisco Pete Enterprises, Inc.

604 W. LAKE STREET
CHICAGO 6, ILL.
MANUFACTURERS OF ENGRAVING JEWELRY

NEW 1948 LINE OF BILLFOLDS READY NOW

Illustrated List on Request



The Hagerstown Leather Co.

HAGERSTOWN, MARYLAND


Jewelry Workers! Immediate Delivery

MEN'S 1/20 12K Gold Filled Three-Stone Ring, \$22.50 per doz. \$20.25 in Sterling. Send \$2.75 for samples of both. WIRE WORKERS; WRITE US FOR YOUR WIRE NEEDS.

Terms: 25% With Order, Balance C. O. D.

CRANSTON JEWELERS EXCHANGE

P. O. BOX 111 CRANSTON 10, RHODE ISLAND



NO. 502GF

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 Listing, Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.



ACME

PREMIUM SUPPLY CORP.

1111 South 12th. St. Louis 4, Mo.


NEW PRICE

STAINLESS STEEL BANDS, \$1.50 EACH

LOTS OF 12 OR MORE, \$1.00 EA.

Also have Gold-Filled Bands at \$2.50. Same price on quantities of 1 or 100. Our stock consists of 75% SS, 25% Gold Filled.

NATIONAL METAL CO., 168 N. Main St., Fall River, Mass.



MEN'S MASSIVE RING
All 3 Sparkling White Stones or With Ruby Center

1/20—12K Gold Filled No. B6101

\$22.50 Doz.



In Sterling Silver No. B6102 **\$19.75** Doz.

MEN'S BUCKLE RING
HEAVY WEIGHT All 3 White Stones or Ruby Center

1/20—12K Gold Filled No. B6103

\$22.50 Doz.



In Sterling Silver No. B6104 **\$18.00** Doz.

MEN'S HEAVY RING
2 White Stones or 1 Red and 1 White Stone

1/20—12K Gold Filled No. B6105

\$24.00 Doz.



In Sterling Silver No. B6106 **\$22.50** Doz.

SEND ORDERS TO
HART SALES CORP.
74 West Exchange St.
Providence, R. I.
—WHERE RINGS ARE MADE—

FIREWORKS
Chinese Firecrackers
Golden Boy Brand

1 Bundle, 1 1/2", 80 pkg., 16 per pkg. \$ 2.50
Per Case, 8 Bundles 18.00
1 Bundle, 1 1/2", 40 pkg., 50 per pkg. 5.40
Per Case, 8 Bundles 40.00

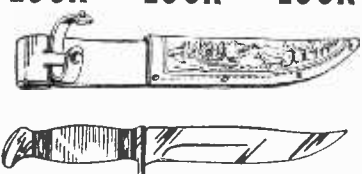
SPARKLERS
#8s, 8 in box, per gross boxes... \$4.80
#10s, 12 in box, per gross boxes.. 9.60

TERMS: 25% with order, balance C. O. D. 2% 10 days to rated firms.

DEALERS! JOBBERS!
Write For Complete Catalog


RICH BROS.' SPECIALTY CO.
Box 514, Sioux Falls, South Dakota

CONCESSIONERS
JOBBER • WHOLESALERS
LOOK • LOOK • LOOK



Beautiful high polished Hunting Knife, \$10.80 doz. 6 Types Samples, \$1.00 Ea. We carry every type Folding Knife.

THERMOS JUGS
Aluminum without Spigot, \$1.75. All Chrome with Spigot, \$2.50 Ea. Satisfaction guaranteed or your money refunded. Send check with order or a deposit.



GENERAL STORES & JOBBING CO.
124 East Long Street Columbus 15, Ohio MA 9707

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word . . . Minimum \$2

Remittance in full must accompany all ads for publication in this column . . .
No charge accounts.

Forms Close Thursday for the Following Week's Issue

ACCORDIONIST FOR COMBO—SUMMER LO-
cation. \$50 plus supper. Six nights weekly. Larger salary fall season. State all first letter. Ted Cook, 3231 Campbell, Kansas City, Mo.

ALTO SAX—DOUBLING GOOD CLARINET.
Must be good reader. Cut or no notice. Other musicians, write 8 piece FM recording and radio old and new time band. Well established. Ray Stolzenberg and the Northern Playboys, 704 Euclid St., Austin, Minn.

ALL INSTRUMENTS—VIOLIN DOUBLES AND
vocals preferred. Tenor band. State salary. Box C-8, care Billboard, Cincinnati.

ATTRACTIVE GIRL—ASSIST IN MINDREAD-
ing act. No experience necessary. Must be free to travel. Interview arranged in New York. Dr. North, Box 291, Woodcliff Sta., North Bergen, N. J.

BASS MAN FOR TENOR BAND — PREFER
novelty vocalist alto instrumental. State salary. Start immediately. Location. Wire Orchestra Leader, 920 S. Oak, Lake City, Minn.

BILL POSTER WANTED—LONG HANDLE OR
short handle. Write or wire for details. Must be sober and reliable. Mulholland Outdoor Advertising Co., 812 Gull St., Kalamazoo, Mich.

COMMERCIAL MUSICIANS, ALL CHAIRS—
Midwest territory band. Sleeper bus. Salary. All details to Box C-509, c/o Billboard, Cincinnati. my1

COMMERCIAL MUSICIANS—ALL CHAIRS, LO-
cations. Details to Box 704, Hotel Sabine, Port Arthur, Tex.

ENTERTAINERS, DANCERS, ACTS, BANDS—
Rush photos, advertising, stamped envelope. Immediate work. Hobson Entertainment Agency, Mt. Pleasant, Iowa.

MAN AND WIFE, OR WIDOW AND SON—TO
help run tent picture show. Live on lot. Trailers, pay commission. Will teach the job. B. D. Bryant, Gastonia, N. C., Gen. Del.

MEDICINE MEN—WHY NOT COME TO KAN-
sas and handle the old reliable Sa-Tan-Ic line? No trouble with druggists or the law. Write for particulars. Sa-Tan-Ic Medicine Co., 930 N. Main, Wichita, Kan.

MUSICIANS—FOR FINE DANCE ORCHES-
tras, work steady, guaranteed salaries. Write complete details, VSA, 848 Insurance Bldg., Omaha, Neb. jul2

NEED PIANO MAN—TOP WAGES, WITH
well established territory band. Rex Pine, Box 84, Glencoe, Minn. my 8

NEED ACCORDION PLAYER—FOR WESTERN
unit, play background and solo. Also Hot Fiddle, Singers, Single and Duets. Send photos, state lowest salary to start. Write Bud Bailey, c/o KXGI, Ft. Madison, Iowa. my8

ORGANIST — WITH OR WITHOUT ORGAN.
Dance musicians, acts, entertainers all type. Send photos, publicity, available dates, etc. Box 64, Charleston, Mo.

TENOR SAXOPHONE DOUBLING GOOD VIO-
lin and Clarinet. State age. Previous bands, whether married, permanent address, minimum salary. Box 170, Billboard, Chicago. my8

WANT—STRIP-TEASE DANCER. TEN PER
cent of Girl Show. Also talker. Come on. John Pruitt, Bean's Attractions, Windber, Pa.

WANTED — FOUR-HORSE DRIVERS. TWO-
horse drivers, one oxen driver, and grooms. Top pay, sixty dollars. Write Bill Wollington, care Cleary's, 1354 S. Wabash, Chicago, Ill.

WANTED—EXPERIENCED BOOKING AGENT
for snappy roller skating team. No nite clubs. We have everything ready to go. The Spinairs, Vineberg, Calif.

WANTED—ALTO AND TENOR MAN FOR OR-
ganized commercial dance band. Must play good clear tone and phrasing essential. Wire or call Dell Clayton, 3007 Myrtle Ave., Omaha, Neb.

WANTED—BOY OR GIRL VOCALIST, MID-
west territory band. Experience, details, photo, age, and recording, if possible; salary expected. Orchestra Leader, 917 S. 27, Omaha, Neb.

WANTED—CANVAS MAN FOR 50x80 TOP,
show making two-week stands. Opening May 31. State salary. Answer Hartness Ideal Comedy Co., 137 E. Spring St., Columbus, O.

WANTED—TENOR MAN FOR ESTABLISHED
Midwest band. Steady salary. Other musicians write. Hank Winder, 8333 Cass St., Omaha, Neb. my8

WANTED—SMALL SIX OR SEVEN PIECE
circus band. Long season. Reliable tent show organization. Absolutely no drunks. State instrumentation, salary, all first letter. Madden-Stillian, Lake City, Iowa.

WANTED TO BOOK — MINIATURE STEAM
Train in good established park. Write care Billboard, Box C-7, Cincinnati. my8

Gorgeous! Brings em in!



Colorful Fringed PEACOCK RUG
18" by 35"

\$1.25 ea. **\$1.35 ea.**
Gross Lots Doz. Lots
Sample, \$1.50 Postpaid.

COLONIAL TEXTILE MILLS, INC.
ROME, CA.

A MILLION SALES
with
CIRCLINE
Fluorescent Fixtures
The greatest lighting fixture yet made.
Here's Your Big Opportunity for Big Money Making.

LOWEST PRICES
Direct From Manufacturer
Write for Catalogue

ABRAMS LIGHTING
MANUFACTURERS FLUORESCENT FIXTURES
113 No. 7th St., Philadelphia 5, Pa.
Phone: WALnut 2-1947-1948

NEW IMPORTED SWISS WRIST WATCHES



- ★ Precision Built
- ★ Stainless Steel Back
- ★ Genuine Leather Band
- ★ Styled for Beauty
- ★ Built for Accuracy
- ★ Sweep Second Hand
- ★ Immediate Delivery

\$3.95 Each
In Lots of 6 or More. Sample orders, \$1.00 extra.
25% deposit with order, balance C. O. D.

ALLIED SERVICE CO.
929 Fifth Ave. Pittsburgh 19, Pa.

CHINA PIGGY BANK LAMP

Height—12 1/2 In.
Length—7 In.

Colors—Pink and Blue
Removable plug in bottom.
Underwriters approved.
12 Lamps with Shades to a carton.

\$24.00 DOZ., F. O. B. READING

KLOPP NOVELTY CO.
312 N. 9th St., Reading, Pa.



NOW...Make More Money
SELL...Famous ERMET Game Tables

Sturdy, weight-tested folding tables. Selected wood rails and legs. Tops of tough exclusive ERMETITE . . . exquisite replicas of genuine wood inlays . . . glossy, alcohol-proof lacquer finish . . . laminated against warping.

No. 18C—Checkerboard top, game-lovers' favorite. Less than gross \$2.44 ea. Gross or more \$2.17 ea. F.O.B. Indianapolis. Terms: 1% 10 da. 30 days net. Immediate Delivery.

Order today . . . and ask for data on full line.

ERMET PRODUCTS CO., 2106 N. Caroline, Indianapolis 7, Ind.



WATER GLASSES (DECORATED) 3c EACH
PLASTER FIGURES (POPULAR SIZES) . . 5c-10c-15c-25c

NO ORDER TOO LARGE — NONE TOO SMALL
Instantaneous Service — 25% Deposit, Balance C. O. D.

B. PALMER SALES CO.
1433 SECOND AVE. (Phone: Harwood 9339) DALLAS 10, TEXAS

SCATTER RUGS

Sensational Eye Catchers in Glamorous Patterns. Brilliant Colors, priced within your scope. Buy direct from Mill and Save Plenty.

Write today for prices.

CRAFT RUG MILLS, INC.
218 N. 4TH ST. EASTON, PENN.

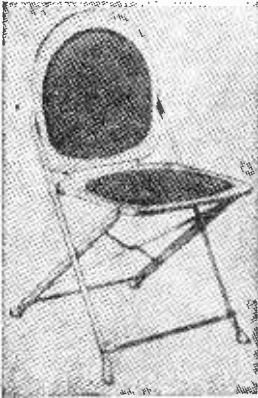
THORO-LITE PIPE LIGHTERS

Aluminum, Cased \$ 7.20 Doz.
Universal Buck Ball Pens, Gold Plated, Cased 7.20 Doz.
Tom Thumb Key-Chain Knives 3.60 Doz.
Sportsman 1-Blade Knife 5.75 Doz.
Schrade Push Button #800 30.00 Doz.
Schrade Push Button #810 25.00 Doz.
Ladies' Gents' Chrome Exp. Bands 15.00 Doz.
Check or M. O. F. O. B. Dayton, Ohio.

R. P. B. TRADING CO., 552 N. Main, Dayton, O.

Showmen! SEATS!

Circuses, Fairs, Carnivals, Auditoriums for Groups of 10 to 10,000.



Steel or Wood Folding Chairs, Singles or Sections.

Folding Bingo and Pie Car Tables.

Blues and Bleachers, Steel or Wood, Good Delivery.

Ask About **\$1.98** SPECIAL FOLDING CHAIR

U. S. SEATING CO.

450 7th Ave. (34th St.) NEW YORK 1
LO 4-3524

INSURE YOUR WATCH BUSINESS PROFITS!



Whether you sell one or 100 watches a month you are entitled to a good PROFIT. BUY quality at lowest prices from PERLOFF, leaders in the watch business. Marked down to

\$11.50 7 Jewels

No. D502

15 JEWELS—\$14.50

Rhinestone Dials Available—\$2.00 Extra
Engraved 10K r.g.p. case. Steel back. Genuine leather band. Reconditioned like new.

GUARANTEED!

WHOLESALE ONLY

25% with order, balance C. O. D.

Sample Order . . . \$1.00 Extra.

For our complete line of watches and jewelry send for

NEW 1948 CATALOG.

LOUIS PERLOFF

737 Walnut St., Dept. C, Philadelphia 6, Pa.

GENTS LADIES

Gold-Filled and Sterling

RINGS

FAST-SELLING NUMBERS
REAL PROFIT MAKERS

J. B. BERNSTEIN CO.

502 CLARK BUILDING
PITTSBURGH, PA.

Largest Dealer in Tri-State Area
SEND FOR SAMPLES

Flash! Argo Three-Star Set

★ Fountain Pen ★ Pencil ★ Ball-Point Pen
All newly styled with Gold Finish Caps.
Price List on request. Sample, \$1.00.

ARGO PEN-PENCIL CO.
220 Broadway New York 7, N. Y.

NOVELTIES—JOKES—TOYS

Double and Triple your money on 300 of America's Fastest Sellers. \$2.00 or \$5.00 brings Big Trial Assortments. Get in stamps brings Wholesale Prices.

Blue Moon Specialty Co.
Dept. 23, Ravenswood, W. Va.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column . . .
No charge accounts.

Forms Close Thursday for the Following Week's Issue

BANDS AND ORCHESTRAS

ATTENTION, AGENTS, OPERATORS—HAVE excellent entertaining dance orchestra. Three to four men. Special arrangements. Uniforms. Just completed lengthy engagement at the Sheridan Plaza, Daytona Beach, Fla. Reasonable price. Travel anywhere. Norman Cogan, 4309 40th St., Sunnyside, N. Y. Phone Ironsides 6-2924.

ROY SANDERS SOCIETERS—UNION, 8 TO 11 men. Commercial style; available for schools, colleges, parks. Can use reliable agent. 1017 N. 9th St., Reading, Pa.

SEVEN PIECE COMMERCIAL COLLEGE dance band. (Union.) Available June 29. Well established. Best references. Prefer resort, hotel or club. Cut shows. Special arrangements. Do novelties and vocals. Write Al Burgess Orchestra, 208 Haslett St., East Lansing, Mich. my1

SIX OR SEVEN-PIECE COMMERCIAL Styled Combo available June 12 for summer location. Versatile library, all specials by three arrangers in hand. All men at least four years' professional experience. Same personnel for last two years. Union, uniforms, p.a., stand lights. Ballad and novelty vocals. Pictures, transcriptions on request. Jack Berka, Sigma Alpha Epsilon, 140 Lynn, Ames, Iowa. my8

SIXTH MONTH SAME LOCATION—CHARLIE Walters and his Four Moods, the big little dance band, booking summer locations, union, featuring our Solovox. 119 Audubon Ave., New York City 32.

CIRCUS AND CARNIVAL

TWO EXPERIENCED MEN—ONE TO GUARD office, other to act as detective and trouble presenter on lots. Know carries. At liberty due to misunderstanding. Have own quarters. Leave immediately. Write H. Wilker, White Marsh, Md.

MISCELLANEOUS

AT LEISURE—ERWIN SPIES, THE MIRACLE Man. The Physical Medium and Divine Healer. 202 Lyell Ave., Rochester, N. Y. my1

AT LIBERTY—COLLEY & ROSALEA, WIFE leads or soubrettes, man comedy or general business. Strong line of comedy song and dance specialties; also magic experience. Reliable. Salary must be tops. Address 549 Brooklyn Ave., New Orleans 20, La.

AVAILABLE—HARVEY THOMAS, VAUDEVILLE Show, Singers, Dancers, Comedians, Musicians, Clown, Jugglers, Ventriloquists, Punch-Judy. 162 N. State, Dearborn, 2734, Chicago, Ill. np

PALMIST AND TEA LEAF READER, TRAVEL anywhere, 30 years old, look Gypsy like, very beautiful. Can do half and half. Rose Davis, Avella, Pa. Phone Avella 6713.

LYRIC WRITER—SPECIALIZING IN WRITING personalized songs, special parodies, any type. Manny Gordon, 819 W. North Ave., Milwaukee 6, Wis. my15

RECOGNIZED SONGWRITER, PRODUCER— ASCAP, seeks immediate connection with a radio station in city over 50,000 population, as combination disk-jockey, program director, producer, where wife, a talented composer-arranger, can become associated. Has plenty of unique novelty ideas for sustaining and commercial programs that will appeal to local advertisers interested in low budget shows. Radio commercial jingles tailored to fit any product. Capable of lining up his own sponsors. Write Songwriter-Producer, Box 100, The Billboard, 1564 Broadway, New York City.

THEATRICAL PRODUCER'S ASSISTANT— Young college grad. Publicity and advertising background. Active. Knowledge theater techniques. Box 311, Billboard, N. Y. City.

MUSICIANS

A-1 COLORED ORGAN STYLIST—DESIRES position in A-1 theater, lounge, bar or restaurant. Very large library, modern arrangements. (Closing large New York lounge on account of partner's sickness. Do not have organ and no work. Member Local 802, New York. Reginald Smith, 105-14 32nd Ave., Corona, Queens, L. I., N. Y. Phone Illinois 7-3218, mornings.)

A-1 HAMMOND ORGANIST—WITH PORTABLE Hammond organ. Open for fairs, shows, carnivals, night clubs, resorts, rinks. Experienced all lines. Also want to book photo concession. Organist, Box 422, New Hartford, N. Y.

A-1 RINK ORGANIST AVAILABLE—ANY LO- cation. Outstanding style. RSKOA tempos, dances. Perfect beat. Write Musician, 771 Sea Street, Quincy, Mass.

COWBOY DUET—MAN, GIRL, GUITAR, TRICK rifle shooting act, finest wardrobe, top references. Radio, vaudeville experience. Bill Johnson, Wonderpool, 98 Freylinckhuysen Ave., Newark, N. J. my1

DOUBLE TENOR CLARINET AND VIOLIN— Read, fake, arrange. Prefer combo. Desire change. Must give two weeks' notice on present job. Norman Edland, Rainbow Room, Valencia Cafe, Cheyenne, Wyo.

ELECTRIC GUITARIST—10 YEARS RADIO. Sing solo and experienced in trio work. Interested only in top Western radio act or solo on a good station. Can join immediately. Sober, reliable. Hal Clark, 3328 N. W. 11th Ave., Miami, Fla. my1

DRUMMER—AVAILABLE IMMEDIATELY. 14 years' thro experience. Latin styles, commercial, modern rhythm style; solid steady beat. Beautiful equipment. No boomer. Elis Lee, Durlaufs Music Shop, Louisville, Ky.

FIDDLE MAN AVAILABLE—23, UNION, PLAY hot, commercial, corn hit, fine obligato; harmony any style. Also A-1 take-off 4-string mandolin. No habits. Can cut it or no notice required. Go anywhere. James Lane, R. F. D. 2, Box 266, Kinsport, Tenn.

HAMMOND ORGANIST—LADY. RELIABLE, dependable. 7 years' experience roller rink. Desires summer rink or hotel position. New England, New York vicinity preferred. References. Box C-4, care Billboard, Cincinnati, Ohio. my8

HAMMOND ORGANIST—EXPERIENCED. Former theater Wurlitzer spotlight soloist. Now available any location Midwest or South. Sold my organ. All offers answered immediately by wire, phone, airmail as requested. Kim Kimball, Box 1607, West Palm Beach, Fla. my15

LEAD ALTO-CLARINET, FLUTE—LEAD OR ride tenor. Ballad vocals. Selmer instruments, fine tone. Single, 23, union. Schooled and experienced. Excellent reader. Good appearance and character. Dependable. Will travel but must be reliable organization. Jimmy Hunt, 109 Duck, Stillwater, Okla.

PIANIST—NAME BAND EXPERIENCE, MAK- ing home in Florida. Desires location Florida or South. Jimmy McLarney, 321 Morrill St., Sarasota, Fla.

PIANO—AVAILABLE APRIL 27, SMALL band, combo, preferred locations. Union, experienced, reliable. Phone 1276-W. Wire Pinky Cooper, 1608 3rd Ave. S., Columbus, Miss.

PIANO, BASS, TRUMPET—EXPERIENCED. Good readers, clean tones. Desire to locate with commercial combo or band. All offers considered. Box C-3, care Billboard, Cincinnati, Ohio.

PIANO PLAYER—SMALL COMBO, CLUB OR girl show. All essentials. Don Phillips, 406 Carolina Ave., Spencer, N. C.

PIANOMAN AND GIRL VOCALIST—AT LIB- erty as duo for summer. Resort preferred. Experienced. Excellent references, appearance, showmanship. Can include a clever combo. Danny Kneiser, 2930 University Ave., Madison, Wis.

STRING BASS—EXPERIENCED, READ, FAKE. Reliable. Available. Neat appearance, age 29. Write or wire Musician, 3100 Bridge Ave., Cleveland, Ohio.

TENOR, CLARINET—20, SOBER, TONE, AD lib. Cut any book, micky or jazz. Will travel. Fine Drummer also available. Musician, 122 Suburban Ct., Lexington, Ky. my8

TENOR SAX CLARINET AND DRUMMER— Both name band experience. Read, fake. Automobile. Location only. Write Box 310, Bimboard, N. Y. City.

TROMBONIST DOUBLING STRING BASS— Also arranges. Available June 1. Prefer location with small combo. Will consider anything. Jim Starkey, 1460 Palisade, Wichita, Kan. my15

TRUMPET—LEAD, TOP RANGE, READ ANY- thing. Name band experience. Available June. Prefer high class resort or travel. Union. Dave Geffen, 5520 Maple Ave., St. Louis 12, Mo. my1

TRUMPET—LEAD OR SECTION, COMMERCIAL or jazz. 12 years' experience. Sober. Consider all offers. Del Noel, 11 1/2 S. Delaware, Mason City, Iowa.

TRUMPET—LEAD, HOTEL, COMMERCIAL, combo. Read, fake. Also valve trombone. Norman Wood, 221 Pullman, Hot Springs, Ark.

TRUMPET—23, SINGLE, SOBER, WANT circus or carnival job. Join now. Wire Richard Delk, care Trimble Radio Sales, Brandon, Fla.

TRUMPETER—UNION, DEPENDABLE, SOBER, play any chair in small or large band, jazz or micky. Can start June 1. Bob Scriver, Brownrig, Mont.

UNION PIANO MAN—AVAILABLE FOR SUM- mer. Combo or cocktail lounge soloist. Prefer resort. L. Jenkins, 4526 Oakenwald Ave., Chicago, Ill.

VIBIST—SWEET AND GONE, WISHES WORK with small combo. Young, sober, reliable. Some interesting solo work. Musician, 815 W. California St., Oklahoma City.

VIBRAHARP—DESIRES SUMMER LOCA- tion. Good looking Deane set, also drums. Young, neat, done' ring. Four years' experience with commercial combos. Available June to September. Dwight Wheeler, 13830 Fordham, Detroit 5, Mich.

PARKS AND FAIRS

BALLOON ASCENSIONS—PARACHUTE Jumping. Modern equipment for fairs, parks, celebrations. Always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. my1

FLASHY, HIGH-CLASS TRAPEZE ACT—AVAIL- able for indoor and outdoor events. Platform required outdoor. Address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

UNCLE HIRUM—COMEDY RUBE JUGGLING act. Parks, fair ground platforms and country fair grand stand shows. Eddie Doyle, Worthington, Ind. my15

ATTENTION! GOLD WIRE ARTISTS

● Square and round rolled gold plate wire, all gauges and qualities. ● Stone-set and plain bangles as follows: ● hearts ● stars ● clovers ● crescents ● beaded hearts ● wagon wheels ● crosses, etc. ● Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls ● 3-stone ring top of beaded stock ● Beaded band wire ● Plain findings, such as crosses ● anchors ● bowknot pins ● springrings ● jumpings ● swivels ● chains ● plain and twisted hoops ● earwires ● earscrews, etc. ● Hoop earrings ● earrings for pierced and unpierced ears. ● Hand-made adjustable ban- dle bracelets ● Wire knot rings of rolled gold plate. ● Pearl plates of snail shell. ● Cameos, etc.

Write for \$5 sample order with price list. Deposit, \$2, bal. C.O.D.

EMERALD JEWELRY CO.
Box 93, North Station, Providence 8, R. I.
Buy Direct From Manufacturer and Save



B. B. 100—10K Yellow Gold Ring, set with fine Diamond. Each . . . \$4.10
B. B. 101—3 Diamond Wedding Ring to match. Each . . . 4.50
Sizes 5 to 7

ROHDE-SPENCER CO.

223-225 W. MADISON STREET
CHICAGO 6, ILLINOIS

NOW!
turn to
INSIDE FRONT COVER
for an important story on
POPCORN PROFITS

MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES

"CUSHIONAIRE"
THE ALL PURPOSE AIR CUSHION. Made of FIRESTONE VELON PLASTIC. TOUGH, DURABLE, WEATHER PROOF. Greatest summertime MONEY MAKER. SELLS ON SIGHT. EVERYONE A PROSPECT. SELLS AT BALL PARKS, CARNIVALS, FAIRS for \$2.00 ea., or to AUTO DEALERS, SPORT HOME or OFFICE SUPPLY STORES AT \$14.40 per doz.

NATIONALLY ADVERTISED.
Your COST \$12.90 per doz. POSTPAID. SEND \$2.00 for RETURNABLE SAMPLE NOW. OVERCHARGE DIFFERENCE WILL BE DEDUCTED FROM ORDER OF FIRST DOZEN. CASH WITH ORDER.

Westlake Products Co.
50 E. Cermak Road CHICAGO 16, ILL.

CARNATIONS FOR MOTHER'S DAY
BEST QUALITY.
Red, White, Pink.
Per 1000 . . . \$4.00
Per 100 . . . 4.50
Prepared Green Fern.
Doz. Bunches . . . \$6.00

Send for Complete Price List.
50% dep., bal. C.O.D.

FRANK GALLO
Importer & Manufacturer
1429 Locust St.
ST. LOUIS 3, MO.

HEAVY MEXICAN RINGS
\$9.95 Doz.
Sample, \$1.35 Postpaid.
Lower prices in quantity. Eight different styles. Imports.

Aztec Dist. Co.
150 Nassau St. New York City 7

ADVERTISING BALLOONS
Imprinted with your copy. Lowest costs. 8 sizes, 7 colors. Send for price list.

Wright Mdse. Co.
801 Quincy St. Topeka, Kansas

HELIUM FILLED BALLOONS SELL

You Can Fill 'Em EASIER and FASTER with the

Best!

New
HI-BALL

Trade Mark

BALLOON FILLER



\$8.00
COMPLETE

EASY, FAST FILLING—

Simply slip balloon over nozzle and press down... a one-handed operation.

LEAKPROOF—

All the Helium goes into your balloons—none wasted by leakage.

ADJUSTABLE—

Pressure easily set for fast filling of any size balloon.



For bigger profits, order your HI-BALL Balloon Filler from your jobber today

Balloon Manufacturers and Jobbers!
Write for details about profitable sales plan on the new HI-BALL Balloon Filler!

The BASTIAN-BLESSING CO.

4201 W. Peterson Ave., Chicago 30, Ill.

Pioneer & Leader in the Design & Manufacture of Precision Equipment for Using & Controlling High Pressure Gases

PITCHMEN!

SENSATIONAL MONEY-MAKER

LUCKY TIGER flies three stories high zooms around and lands gently on ground. Thrilling performance for any boy or girl. Plane is sturdily constructed and ready to fly.

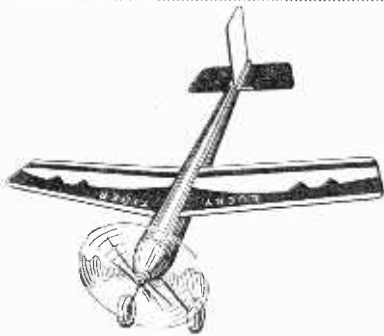
Body, wing and tail pieces are made of Balsa Wood. The nose is made of drawn Aluminum and a Ball Bearing is mounted behind the propeller which insures powerful getaway and smooth flying. Plane is propelled by three live rubber bands which are concealed in the body of the plane. Plane is painted Blue and Red.

The wingspan is 18". Body 15". Each plane is beautifully boxed with picture of plane on it.

A Real Money-Maker for Fairs, Expositions, Air Shows, Circuses, Carnivals, Ball Games and all Indoor and Outdoor activities.

Send 50c for sample and be convinced Write for Quantity Discounts

RECOR MFG. CO. 3326 1/2 SO. MAIN STREET LOS ANGELES 7, CALIFORNIA



READY TO ROLL?

STOCK UP AT LEVIN'S

WRITE NOW FOR OUR "Early Bird" Catalog

ITEMS BELOW NOW IN STOCK

BALL GAME GOODS

Yellow Flying Birds. Gross	\$10.00
Metallic Flying Birds. Gross	12.00
Composition Monkey on Stick. Gross	28.00
Small Leis. Gross	3.50
"Jumbo" Leis. Gross	7.20
Swaggers, Full Size. Gross	9.00
Lancaster Batons. With Balls. Gross	13.75
Batons, Tinsel Head. Gross	13.50
9 In. Rainbo Balloons. Gross	9.00
9 In. Mottled Balloons. Gross	7.00
9 In. Ass'd. Decorations Balloons. Gross	7.50
Chinese Reed Sticks. Gross	.75

Miniature Cowboy Hat. Gross	\$14.25
Miniature Spanish Hat. Gross	21.00
Robin Hood Hat. Gross	11.50
Comic Yodler Hat. Gross	16.00
Mexican "Cholo" Hat. Gross	25.00
Full Size Spanish Hat. Gross	30.00
Full Size Cowboy Hat. Gross	33.75
White Stone Set Rings, White Metal. Gross	4.50
White Stone Set Rings, Gold Plate. Gross	8.50
Plastic Bean Blower. Gross	3.00
Ammunition (250 Pkgs.)	5.40
Plastic Running Mouse. Gross	13.50
Plastic Running Turtle. Gross	13.50
Metal Jump Frog. Gross	4.50
Cardboard "Pop Gun." Gross	4.25
"Kiddy" Sun Specs. Doz.	1.75
2-Way Mirror. 100 for	4.50
1/8" "Comeback" Balls. Gross	4.50

NOVELTIES

Radio Snakes. Gross	\$10.00
Chinese Paper Snakes. Gross	8.50
Foil Pin Wheel. Gross	9.00
White Sailor "Gob" Hat. Gross	24.00

LETTER LIST

Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of *The Billboard* where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Parcel Post

Blankenship, James A.	.30c
Blackburn, Edw. J. (license plates)	.05c
Keller, Millie	10c
Welsh, Lester	15c

Abernathy, Ernest
Akins, Edgie
Ali, Mrs. Martha C.
All American Shows
Allen, Barney M.
Allen, H. S.
Allen, Slim
Allen, Leslie
Allen, Red (Orch.)
Almaiza, Fred J.
Anderson, Harold A.
Anderson, John
Anderson, W. P.
Ankrum, G. E.
Annin, Ralph J.
Archer, Louis
Arnold, Alvin Donald
Ashley, Thos. A.
Ashworth, Mrs. Laura or Alma
Atkins, Clarence
Ayers, Mrs. Ray
Calvalcade of Amusements
Bailey, S. H.
Baker, Robt. A.
Baker, Wm. E.
Balczak, Walter
Balzewicz, Peter
Bammel, Clifford G.
Barrett, Clarence
Bary, H.
Bauer, Harry E.
Bays, Dick
Bazinet, Dwight
Beach, Harry
Beck, Robt. E.
Bell, Billie
Bennett, Steve
Bernstein, Barbara & Lew
Berry, Frank
Berry, Lillian (Pitels woman)
Bishon, Harry L.
Blackburn, Robt.
Blackley, John R.
Blackman, F. B. & Louise
Blair, Jos. H.
Blankenship, James A.
Blens, Johnie
Bott, Wm.
Booth, Wm.
Bouchard, Romco J.
Bowers, Gurthia
Bradley, Lee
Brady, Pat & Billie
Brannan, Madeline B. Mgr.
Brooks, Charlotte
Brown, Arthur
Brown, Curley & Virge
Brown, Mrs. Mary
Brown, Robt. A.
Browning, James
Browning, Wm.
Bruce, J. R.
Brundell, E. W.
Bryant, Jr., Freddie (J. Lunsford Orch.)
Buchingham, Robt.
Burns, Robt.
Burns, Scotty
Bushe, Joe & Ed.
Butler, A. R.
Buzzell, Mr. Erine
Calvert, John
Campbell, L. B.
Cannon, Frank
Carlson, Mrs. Jane
Carlson, Leo Red
Carter, Frank
Carter, Glendon T.
Carter, Roscoe
Casdorff, Mrs. Jessie
Cassidy, Pat (Sign Painter)
Chambers, Fred M.
Chapman, Clifford
Chapman, Earl
Charmeski, Felix
Christian, John
Christo, Tom
Chumas, Anthony
Clark, Bob Nichols
Clark, Hubert (H. C.)
Clarke, W. W.
Cole, Eddie
Cole, Mrs. Fred
Coleman, Geo. T.
Collins, Alice & Ernie
Collins, Patty, Sue
Colyer, Mrs. Hortense
Cooke, Bobby Gene
Cooper, Bobby (Pencorn)
Corbett, John M.
Corkum, Ethel L.
Corkum, Wm. A.
Costello, A. P.
Cottrell, Tom
Coulston, Don
Cox, Charles
Craden, Sam & S. K.

Guinn, Mr. & Mrs. L.
Hale, D. D.
Hale, Walter
Hall, Bette Ann
Hall, Major
Hales, Edw. L.
Harmon, Mrs. Wm.
Harris, Bob
Hartley, Walter
Hartwick, H. D.
Hauser, Robt. F.
Hayes, Wm. J.
Head, Harry
Heck, R.
Hennessey, Emmett (Red)
Hill, Wallace O.
Hodges, Mrs. Elsie G.
Hollenger, Eddie
Holt, Mrs. Bill
Horne, Cleo
Hos, Chas.
Huffle, Thos. J.
Hunter, Leroy
Husak, Johnny
Huston, Walter
Jablousky, Frances
Jackson, Chas.
Jackson, Clarence
Jackson, Edwin "Butch"
Jackson, Harry James, Paul
Jamieson, Eddie
Jandron, Louis
Jauques, Stanley R.
Jenkins, Brownie
Jett, Luther A.
Johnson, Alfred F. & Sophia E.
Johnson, Mrs. A. E.
Johnson, Allen Fox
Johnson, Geo.
Johnson, Harry Lee
Johnson, Lighting
Johnson, Mr. Robey
Jones, Elizabeth (Silas Green Show)
Jones, R. I.
Jones, Shortie
Jones, W. P.
Jones, Wilbur (Silas Green Show)
Jordan, Jess
Kader, Dan & Joyce
Kaeberle, Kenneth
Kahue, Elsie M.
Kappuni, Ernest
Kearns, Mentor H.
Keating, Robt. F.
Kelli, Maile
Keller, Harry
Kelly, Earl
Kelly, Toby
Kemplin, Jasper C.
Kenler, Harry
Kerns, Jack
Kielman, Mrs. Bennie
King, Clifton A.
Kirk, Homer H.
Kirkinan, Mrs. Eddie
Kline, Albert DeHoff
Kranick, Andrew J.
Krim, Willis E.
LaBrake, Mrs. Helen
Lajoie, Geo. A.
Lane, Edith C.
Langford, Ray
Lashua, Ed
LaTour, Will Billy
Leavitt, John H.
Leardo, Kate
Lennox, Al
LeVine, Lefty
Levitch, Prof. L.
Lewellyan, John
Lewis, Bud
Lewis, James
Lewis, Wm. Jack
Litteral, Mr. W. H.
Little, Curley
Littlefield, Jack
Littlefield, Norman F.
Livermore, Norman
Logan, Al
Lopez, Delores
Lovell, Chas.
Lowe, Shorty
Lucas, Leslie E.
Luzures, Julius
Lydick, Mrs. Jack
McCart, J. E.
McCluskin, B.
McClellan, Marell
McDaniel, Grace
McDonald, Harry
McDonald, Mrs. Bryan
McGrath, Leo
McNamara, Daniel J.
McNeal, Jr., James S.
McNeece, L. R.
Madox, O. W.
Marcum, Clyde
Marion, Robt.
Marino, Joseph
Marshall, Hillery
Marshall, Paul E.
Marshall, Art
Martin, Dale G.
Martin, Miss Jackie
Martin, Joseph W.
Matter, Mrs. C. A.
Matthews, Mae K.
Meddaugh, Marvin
Meritzio, Michalena (Honey)
Merrill, Speedy
Metcalfe, Memory
Metlow, Geo.
Miller, Alfred F.
Miller, Clifford Mearl
Miller, Dewey
Miller, Geo. E.
Miller, Ralph A.
Mills, Irving
Mitchell, Louie
Mitchell, Miller J.
Mitchell, Walter
Mitze, Prof.
Mizner, Arthur
Moerber, Glenn
Mocell, Mr. & Mrs.
Mohr, G. H.
Monroe, Jack
Mourou, Vaughn
Moutague, John A.
Monteur, Chas. A.
Mooney, Joe
Mooney, Thomas J.
Moore, J. C.
Moore, Larry R.
Moore, Ray C.
Moran, Mrs. Ducky
Moran, Jack (Red)
Moran, Willard C.
Morris, Ed.
Morrison, C. L.
Mortz, Earl
Mosier, Kenneth
Mosley, Mrs. Thelma
Moyer, Edward
Murphy, Mrs. Jack
Murphy, Jack
Murphy, Mrs. Warren
Musical, Harold
Nadeau, Earl
Nalie, Ed
Nation, Mrs. Dessie
National Sportsmen
National Life Exhibit
Naylor, Jack
Nelson, Macleson F.
Nelson, Pete
Newcomer, Lewis Edward
Nichols, Miss Nell
Nolan, Phillip T.
Nordman, Sherman
Norwood, Jessie
Novak, Barou
Null, Blackie
O'Donnell, Mrs. Maude J.
O'Hara, Joseph I.
O'Satyrdae, Major
Oulum, Tom
Overstreet, Robt. L.
Owens, Thomas J.
Page, N. T.
Painter, Jack
Palen, Garnett
Parker, E. D.
Parker, Harry
Parsons, Fred S.
Patron, Frank
Payne, Bob
Pence, F. R. (Whity)
Pepper, O.
Perry, Jack
Perry, Willie T.
Perry, Mrs. Louise
Phillips, Connie
Phillips, Frank R.
Pitkin, Chas. J.
Pierce, Geo. Hubert
Pietro, Anthony
Pittus, Jerome
Platt, Mrs. Barbara
Poling, Chas. Howard
Poole, C. S.
Powell, Albert
Powell, June K.
Price, Lester
Pringle, Prescott
Pritchard, Geo.
Prior, Jacob
Putney, Mrs. Clara
Quentin, Adrian
Rady, Norman
Raschel, Emile
Rice, Mrs. Sonny
Readout, Kenneth D.
Reece, Chet
Reed, Jr., Chas. I.
Reid, Gabe
Reidy, Ray
Reser, Mrs. Emma
Reynolds, Floyd Rex
Reynolds, Ray
Rhodes, Dusty
Riley, Raymond
Rinaldi, Albert
Roberts, Frances
Roberts, Willard (Tex)
Rodes, Sam J.
Robinson, Geo.
Robinson, Roland
Roeliman, John Ethel
Romero, Mike
Rooks, Grady
Rose, E. H.
Ross, Diane
Ross, Leonard
Rowe, Clayton
Rucker, E. H.
Russell, Mrs. Saude
Russo, Sam
Russo, F. A.
Rutter, R. F.
Sacks, Walter
Sager, Harold
Sabolie, James
Samer, Ray C.
Sandlin, Ralph E.
Santos, Joe
Saulsbury, Mrs. Robt.
Savage, Mrs. R. E.
Schiele, Elmer J.
Schmitz, Whitey
Schultz, Mrs. Frances
Schweitzer, Frank G.
Scott, Mrs. Babe
Scott, Frank
Scott, James & Lillian G.
Sealo, (Seal Boy)
Sebree, Earl
Selin, Einar Per
Selly, Joe
Settle, T. D.
Sevdel, Dick
Shay, Jack
Sheehan, Chas.
Shell, Harry
Shelton, Mr. Pat
Sherwood, Dick
Shippman, Mrs. Bernice
Shoreck, Roy Hank
Shofner, Christine Joan
Shumaker, Mrs. Ray
Siegrist, Wm.
Simpson, Wilfred G.
Sinclair, L. M.
Slate, G. B.
Smiley, Zina
Smith, Bert
Smith, Ed. E.
Smith, Fred Van Vorst
Smith, Henry
Smith, James G.
Smith, John C.
Smith, Milton R.
Smith, Ray M.
Smith, Wanda
Snowden, J. H.
Snyder, Carl D.
Snyder, Mrs. Leo Soriano, Francisco DelAbdo
Sorensen, Robt.
Spare, Arnold
Sparks, J. C.
Spring, Tony
Sproull, Mrs. A. J.
Stacy, Woodrow
Stanko, Mack
Stanley, Joseph R.
Staubler, Robt. G. & Lois J.
Stephan, Margaret
Stegioni, Costa
Stewart, G. E.
Stevens, G. E.
Stoffel, Walter
Stone, Harvey
Stroper, Kid
Streeter, Earl C.
Strickland, Rosly T.
Strunk, Walter
Sturms, Francis
Stutzman, J. R.
Sullivan, Rex
Sullivan, Mr. Pat
Sullivan, Wm. Leo
Swifty, Wm.
Sylvester, Toni
Talbert, Orey or Orley
Talley, Geo.
Tarben, Henry
Taylor, Chester
Taylor, L. B.
Taylor, J. W.
Thomas, James E. (Tex)
Thomas, Robt.
Thompson, Dennis
Thorn, G. R.
Thornton, Curley
Thornton, Goffry
Thrower, Shirley
Till, John G.
Tilner, Harry
Tomakin, Aurelio
Townsend, Paruley
Trammel, Clyde
Travis, Lewis
Treadwell, J. C.
Trotter, Rex
Van Hooser, M. B.
Vernon, Cecil S.
Vetter, Dou
Vilcko, Joe
Wagner, Bud (Hell Drivers)
Walker, Bill
Wall, Bill
Wallace, Al
Walls, Bud
Wami, Mrs. Geo
Weaver, Emiel
Warlick, Robt. L.
Wayland, Fred
Webb, John E.
Webster, Geo. H.
White, James B.
Whitshade, A. R.
Whitten, Milton
Whitton, Betty Lou
Williams, Geo.
Williams, Howard
Williams, Melvin E.
Williams, Mrs. Patricia
Williams, Pete
Williamson, John
Williams, Jamesina
Wills, Claude
Wilson, Earl L.
Wilson, Jack (Pop)
Wilson, Ruby
Wilson, Ted
Wiltsie, M. L.
Witni, Monica
Wolff, Ralph & Nada
Woods, John J.
Wray, Ross
Wriston, Clay
Yates, Kirby
Young, John T.
Zood, Geo.

LEVIN BROTHERS

Established 1886
TERRE HAUTE, INDIANA

**MAIL ON HAND AT
NEW YORK OFFICE**

1564 Broadway
New York 19, N. Y.

Allen, Bernie
Bohn & Bohn
Bromson, Arthur
Buffum, Charles
David
Cantwell, Charles
Carlton, Larry
Carter, James A.
Chest, Gladys
Coley, Clark J.
Conway, Rose
Dahlsted Arvid
Davis, Mrs.
Angeline
Daris, Mrs. J. R.
DelMars, The
Dely, W. J. (Bill)
Dempsey, Harry
Fanaio, Louise
Franks, Mrs. Jesse
Goley, Larry
Goffier, Victor
Horner, S. C.
Howard, Joseph
Inman, Richard
Johnson, Mel
Karr, Frederick
Dr.
Kelly, Alvin
Shipwreck
King, Don
King, Mrs. Ethyl
King, Fred & Nell
Kroll, Herman
Lindsay, Fred
Livmore, Norman
Logan, John A.
Lorraine, Blanch
Lush, Edgar Burr

Jack, Willard
Jacobs, Mrs. R.
Johnson, Elaine
Jones, Carl
Kickapoo, "Chief"
Kimbrough, Earl
Lazell, Doc
Little, John
Logan, Mr. & Mrs.
K. H.

Lya, Lyn
Lynn, R. B.
Maher, Frank
Mark, Jimmy
Mason, Charles
Owings
McLaughlin, W. A.
M. Dini, Alfred
Muto, Francis
Nash, Lionel W.
Nichols, Les

**MAIL ON HAND AT
ST. LOUIS OFFICE**

390 Arcade Bldg.,
St. Louis 1, Mo.

Parcel Post

Stutzman, J. R. .6c

Abney, Henry
Autes, Herbert J.
Armstrong, John
Ashby, James
Baccamazzi, Michael
Baldwin, Billie J.
Barbour, Charles E.
Barker, Miss Clara
Bowling
Barr, Mr. & Mrs.
E. E.
Barrett, Lyle H.
Barry, A. J.
Beard, Charles W.
Bengor, Nicholas
Berry, Arthur J.
Boudreau, Gilbert
Boudreau, Mr. & Mrs.
Pete
Brummitt, Lucky
Buck, Mrs. Lula
Burd, Leon
Caldwell, E. S.
Canipe, Walter
Cann, L. Harvey
Carter, William R.
Clark, Raymond
Chastain, C. W.
Cobbs, John R.
Coffelt, Jack
Clements, Alva
Conley, Wallace
Harris
Conroy, James J.
Cooke, Dan
Davis, Edward E.
& Helen

Patine, Lalosa
Rae, Billy
Raudi, Robert
Reed, E. F.
Robinson, Gil
Rochman, A.
Saulsberry, Robert
Simmons, W. F.
Stevenson, Twisto
Seymour, Betty
Tatham, William
Tuchel, T.
Valé, Lucille
Wall, Otis L.
Warrick, Curley
(Warwick)
Weiss, Esther
White, Theodore F.
White, Eagle, Chief
Carl
Wilson, Chuck

Marino, Joe
Mann, John C.
Maxwell, Charles R.
Miller, Melvin
Miller, Juell
Mort, Steve
Mort, George
Mulligan, Henry
Clyde
Murphy, Frank R.
Murray, J. L.
Murphy, Neal
Nash, R. L.
Nelson, Arthur
Payne, John E.
Paxton, Pat W.
Pierce, Clyde
Pitman, James N.
Pitzer, Hob
Pool, Forrest O.
Priest, Jack
Prokeep, Edw.
Ragen, Mary E.
Kice, John
Rise, E. H.
Ringlin, Geo. K.
Robertson, Miss
Queenabeth

Robertson, R. C.
Robinson, Joseph
Schmidt, F. M.
Schmidt, John J.
Schmidt, Paul
Seris, Edward F.
Shibley, C. W.
Shibley, J. L.
Silcox, J. L.
Slimm, Chester
Small, Mrs. Lynn
Smith, L. D.
Smith, William
Daniel
Somers, John A.
Stokes, Francis
Stokes, Mrs. Mary
Strates, Wilma Bell
Strickland, Rosley
Jr.
Stringer, Al
Sullivan, Hubert S.
Talcott, Mrs. Ted
Tuttle, F. W.
Vaught, Mel H.
Wall, Gerald A.
Webb, Mrs. H. D.
Welch, Mrs. Jewell
West, Ralph
Westmoreland, Mevin (Stix)
Williams, Mr. & Mrs. Walter
Workman, Walter
C.
Wright, Gerard N.
Yaeger, Leslie G.
Zinn, K. A.

TWO NEW MODELS

THE 'NEW LOOK' DOLLS

This season's biggest rage. Is dressed in Panne Satin of rose, blue, white and green. Also in styles of Brides and Spain. . . . trimmed with fine dotted net ruffle . . . unbreakable composition. of heads, arms and legs. 38" tall.

\$45. DOZEN
F. O. B. N. Y. C.

25% Deposit required on all orders, balance C. O. D.

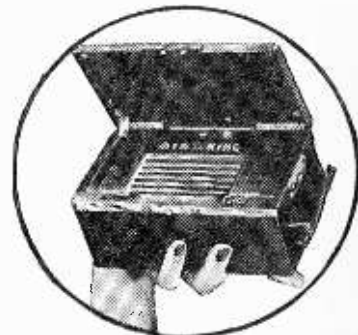


**BOUDOIR STYLE
SAMPLE \$4.25**

**AIR KING POCKETTE
PORTABLE**

For profits that bloom in the spring
. . . Here's the newest from AIR KING

So tiny it fits in the palm of your hand . . . so excitingly new and different that you'll agree it's made-to-order for the present competitive market.



DESIGNED FOR SELLING
Net Weight: 1 lb., 11 oz. Size: 3"x5 3/4"x3 5/8".

MODEL A-425

READY FOR IMMEDIATE DELIVERY

Model A-425 Ebony with Nickel Trim . . \$14.95 less batteries **SAMPLE \$1 EXTRA**
Model A-426 Ivory with Gold Trim . . . 16.55 less batteries **SPECIFY MODEL**
Model A-427 Maroon with Gold Trim . . . 17.85 less batteries **BY NUMBER**

FRALEIB NOVELTY CO.

39 UNION SQUARE NEW YORK 3, N. Y. OREGON 3-4870

SUPERIOR SELLS BETTER!

PENDANT SETS

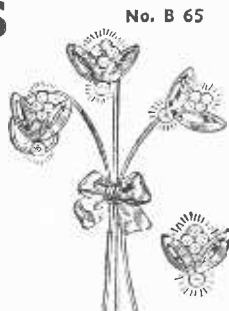


RHINESTONE BEAUTIES!

This popular-selling design in pink gold finish with 24 gorgeous Rhinestones and center stone in assorted colors. Smart link curb chain. Matching earrings included. Pin can be worn without chain.



No. BN 58



SPARKLING

SPRAY PIN SETS

3-stem spray pin of unusual beauty with dazzling Rhinestones and 3 pairs of lovely colored navettes. Complete with earrings to match.

No. BN 58 \$8.00 DOZEN BOXED

1948 CATALOGUE FREE!

State Your Business.

SUPERIOR JEWELRY CO.

740 SANSOM ST., PHILA 6, PA

HOLLYWOOD COCKTAIL BRACELET & LAPEL WATCH

\$9.95



Both Set With Sparkling Imitation Diamonds

The Gem of the Lapel Watch is set with beautiful colored Rhinestones, surrounded by sparkling imitation diamonds. Both the Bracelet Watch and the Lapel Watch are Exquisitely Dainty, Smartly Styled, Accurate Timekeepers; have genuine Swiss Movements, Chrome Plated Cases and Unbreakable Crystals.

SAMPLES \$9.95 each
IN LOTS OF 6 OR MORE—\$9.50 Each.
25% Deposit With Order, Balance C. O. D.

COLEMAN SALES CO., Dept. HC
1335 So. California Ave. Chicago 8, Illinois

HOT SPRING ITEMS!

FLIP-UP TIE
The Hit of the Party
\$6.00 Doz. \$60.00 Gr.

SQUIRTING LAPELS
Asst. Subjects
\$2.00 Doz. \$21 Gr.

SNAPPING PACK OF GUM
Still Going Good
\$1.10 Doz. \$12 Gr.

SQUIRTING NICKEL (Real Coin)
Now
\$2.40 Doz. \$24.00 Gr.

SQUIRTING RING
The Best One Made
\$1.75 Doz. \$18 Gr.

SQUIRTING CHOCOLATE
Bulk
\$12.00 Doz. \$120 Gr.

INDIV. PKGS.
\$1.20 Doz. \$13.20 Gr.

SQUIRTING TIE-CLASP
It's New
\$3.00 Doz. \$30.00 Gr.

SPINNING PUT AND TAKE TOP
\$1.60 Doz. \$18

SPINNING PUT AND TAKE TOP
\$1.60 Doz. \$18

Jobbers—Please note that we are manufacturers of all these items.
Write for Special Jobbers' Prices.

FRANCO-AMERICAN NOVELTY CO.—1200 Broadway—New York City

MIDGET RADIO

- BEAUTIFUL TONE QUALITY! !
- SMARTLY DESIGNED PLASTIC CABINET! !
- WHITE OR BLACK
- 4" FULL VOLUME ALNICO SPEAKER! !
- 4 TUBES WITH RECTIFIER TUBE! !
- SIZE: 7 1/4" x 5 1/8" x 4 1/2"

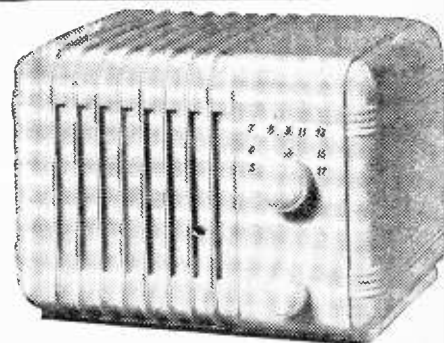
No. 3A24 Black \$7.65 Each

No. 3A25 White 7.90 Each

Packed two radios to carton.

Retail \$9.95 to \$11.95

N. SHURE CO., 200 W. Adams St., Chicago 6, Ill.



Pipes for Pitchmen

By Bill Baker

BEN MEYERS . . . the old horsebacker, likens parts of Oklahoma to a rattlesnake hunt but says that he's been making lucrative turns with his snake toys. He adds that he's doing well enough to carry the spirit of the single-o pitcher. Ben carries a tripod but not a keister and has been purveying his wares from alleys and managing to get along well enough with the license clerks in the small burghs.

A reader? What's that?

BEA LOUIS . . . is framing a shampoo layout, which she will spring at the F. W. Grand store in Milwaukee this month. Spot is the same one from which she worked foot oil and Mike Devine's yuke oil. Her husband, Si, is still working in Chicago, and their son, David, has returned to military school after a brief vacation at home.

HENRY H. VARNER . . . reveals from his Akron headquarters that "Ben (Hobo) Benson, sketch artist, has the right idea about Florida in a recent pipe. I made the State three times and always managed to have a good vacation in addition to piling up enough scoffing dough and gasoline money to get by. After all, one must play a few blanks in a year's time to appreciate the red ones. Years ago Doc Fagley, in his wild Canadian tours with hones and sharp-eners, said: 'A man's privilege is to work as he will and where.' The article about fixes and pay-offs was extremely good. That side money helps sometimes!"

There's nothing as forlorn looking as an empty poke.

NELLIE BROWN . . . continues to pitch her satin sheen

hair preparations at the downtown W. T. Grant store in Milwaukee.

GUS FORSYTH . . . and wife, with Excelo Silver Cleaner, worked the recent Sportsman's Show, Des Moines.

If some pitchmen are not so good, you can be sure that they are good and loud.

MARION BARFKNECHT . . . is pitching Charlie Lyon's cleaner at the downtown F. W. Grand Store, Milwaukee, with boss, Charlie, lending a hand showing her how to gather a tip and turn it. Charlie reports that his other two workers, Belle Sattler and Rena Cohan, are doing a good job with the item in nearby Milwaukee hamlets.

FAST-MONEY MADISON . . . has been making stock sales on Mondays and Saturdays in the Shenandoah Valley of Virginia to good geedus counts.

You are on anyone's level if your are on the level.

JOHN DELANEY . . . veteran pitcher and showman, will present his masked marvel pool exhibitions at Coney Island, N. Y., this summer, with D. L. Marvin as his manager.

MAX RASKIN . . . former pitcher, is writing a legal column in the weekly *CIO News* in Milwaukee in connection with his law practice.

EDWARD CERNEY . . . worked sheet at the Des Moines Sportsmen's Show, while Mr. and Mrs. Donovan Lawrence purveyed Wild Life Plaques at the same event. Doc Wilson had a jewelry layout and

OAK-HYTEX



PATRIOTIC BALLOONS

Hit the Decoration Day Opening with these Timely, Fast Sellers

PATRIOTIC ASSORTMENT Available in No. 9 and No. 11.

PATRIOTIC CIRCULAR STRIPES Available in No. 11.

See your jobber at once.

Be sure you get OAK-HYTEX in the Blue Box with Yellow Diamond label.

The OAK RUBBER CO. RAVENNA, OHIO.

- Auto Bombs \$14.00 Gr.
- Auto Hot Shots 7.20 Gr.
- #10 Balloons 1.35 Gr.
- #8 Balloons 1.05 Gr.
- Harmonicas, Chromatic 24.00 Dz.
- Squirt Gun (200 Shot) 6.00 Dz.
- Talking Greeting Cards 1.80 Dz.
- Caps (Roll) (60 Boxes) 1.60 Ctn.
- Caps (s.s.) (144 Boxes) 3.00 Gr.
- Dice-o-Mat 6.50 Dz.
- Squirt Rings 1.75 Dz.
- Kitroy Statuette 12.96 Gr.
- Electric Bow Tie 8.00 Dz.
- Squirt Lapel (Long) 2.00 Dz.
- Rubber Thumbs (Pink) 1.60 Dz.
- Drinking Ducks 7.20 Dz.
- Jap Lanterns 2.00 Dz.

Write for Catalog of numerous other sales-tested items

DAYTON NOVELTY & MDSE. CO.
419 WAYNE AVE. DAYTON 1, OHIO

WRIST WATCH

7 J SPORT MODEL
8 3/4 LIGNE MOVEMENT

ONLY \$7.50 EA. Six or More

(SAMPLE, \$7.95)

Sweep second hand. Radium dial and hands. Suede leather strap. Ideal for nurses, doctors, professional people. Order now.

25% with order, balance C. O. D.

BURTON SALES CO., Dept. B
809 W. MADISON CHICAGO 7

CHEWING GUM

WHOLESALE ONLY

Fine quality. Popular flavors. 5-stick packs — also 4 multi-color "BUBBLINGUMS."

AMERICAN CHEWING PRODUCTS CORP.
4th and Mt. Pleasant Ave., NEWARK 4, N. J.

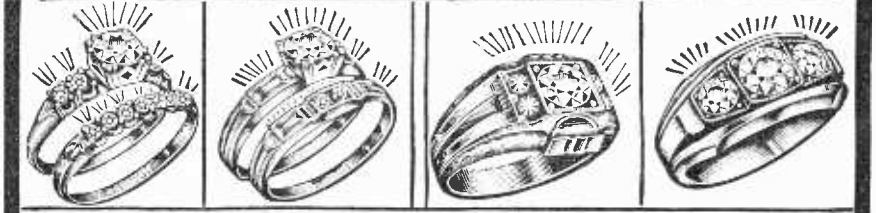
MEDICINE MEN!

Write today for new wholesale catalog on tonics, oil, saline, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products liability insurance carried). We are MANUFACTURING PHARMACISTS established 1934.

GENERAL PRODUCTS LABORATORIES, INC.
137 E. SPRING ST. Dept. X COLUMBUS 4, OHIO

DEMONSTRATORS—JEWELRY WORKERS—ATTENTION!

OVER 1001 DIFFERENT RING NUMBERS IN STOCK!!!



LADIES' RINGS Sterling and Gold Filled
Fast Selling New Numbers
\$4.00 PER DOZEN AND UP

GENTS' RINGS Sterling and Gold Filled
All the Newest Numbers
\$9.00 PER DOZEN AND UP

WE CARRY THE MOST COMPLETE LINE OF ENGRAVING JEWELRY!

No. 2X1 \$22.50 Per Gross

No. 4X3—Gold Finish \$2.10 Dozen

No. 1X7 \$12.00 Per Gross

NO. 4X14—GOLD FINISH \$2.65 DOZ. | NO. 4X15—WHITE FINISH \$2.65 DOZ.

WRITE FOR CATALOG—STATE YOUR BUSINESS

BIELER-LEVINE, 5 N. Wabash Ave., Chicago 2, Ill.

ATTENTION, BINGO OPERATORS, ETC.

New—Sensational

Air-Lite Electric Bingo Blower, \$135.00

Write for new revised catalog

SAUNDERS MFG. & NOVELTY CO.
708 Frankfort Avenue W.
Cleveland 13, Ohio
Phone Cherry 3817

Be Supreme With Sterling

No. 114
\$22.50
Per Doz.
PATENT PENDING

Men's double baguette gold filled ring. Newest design. Beautiful whitestone center has two baguettes on each side. Available in any combination of white, ruby or blue baguette sidestones.

A SENSATION
No. 314
\$7.50
Per Doz.

Newest ladies' gold filled ring. Ultra-modern—set with 1 ct. centerstone and brilliant stone on each side.

No. 153
GOLD FILLED
\$9.00
Per Doz.

Men's gold filled massive whitestone solitaire. Smooth, modern sides—clear open-back sensation.

No. 7201
\$20.00
Per Doz.
Very Flashy Sells on Sight

Men's heavy gold filled ring. 3 stones—in any color combination of white, red or blue. Centerstone approx. 1 1/2 ct. size with gorgeous square cut baguettes on each side.

Send for free catalog—Be Supreme with Sterling—many styles, \$1.00 per doz. and up. Sample assortment sent for \$10.

STERLING JEWELERS
85 E. Gay Street Columbus 15, Ohio

PENNY CANDY and 5c Candy Bars

BIGGEST SELLER IN EVERY STORE!

Now being offered for the first time; assorted case containing 24 boxes, no two alike, 12 boxes big selling penny candies, 12 boxes big value 5c candy bars. Dealers' price \$21.60 per case, costs you only \$15.60. Send \$15.60 today for trial case and details on our complete line. Satisfaction guaranteed. Exclusive territories still available. ACT NOW!

CASTERLINE BROS. 2030 Sunnyside Ave. Dept. C, Chicago 25, Ill.

MAGIC PHOTO RACES

BIG PROFIT MAKER!

Wet blank card and actual PHOTO-FINISH of race appears. Impossible to tell winners in advance! An exciting game! Terrific seller and repeater in novelty and cigar stores. Attractive package of 6 races retails 25¢. Packed 24 pkgs. in display box. Merchant's price, \$3.50 per box. Jobbers! Write for quantity prices. Sample package, 25¢.

D. ROBBINS & CO. 152-B W. 42nd St. New York 18, N. Y.

MEDICINE MEN

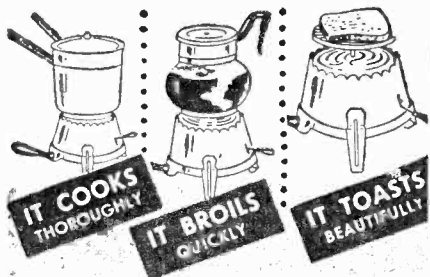
Sell the Finest! . . . Enjoy Repeat Business! Write today for low prices on our quality line of Herb Compounds, Laxatives, Liniments, Pills, Salves, Powders and many other fast selling, big profit repeat items. EST. 1895.

QUAKER MEDICINE COMPANY
220-24 George St., Dept. B, Cincinnati 2, Ohio.

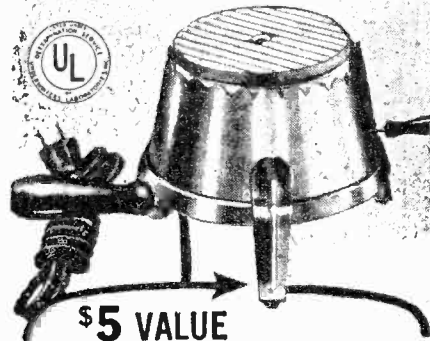
ATTENTION, COIL MEN

Fast moving attachment protects the electrical system of automobiles. No gimmicks, gaffing or beefs. Sample, \$1.50; shipped post paid.

REX GARY CO.
520 ELM ST. CINCINNATI 2, OHIO



THE NEW, MIRACLE COMBINATION ALL-PURPOSE, AC-DC ELECTRIC COOKER



\$5 VALUE DEALER'S PRICE
 Packed 24 in a box. Under 24, each, \$1.60. Special Price in Gross Lots. Sample, \$1.85, plus 15¢ mailing.

The Wonder Cooker With a Hundred Uses!
NOTE THESE FEATURES:

- Grill is made of fast-heating alloy metal—4 1/2 inches in diameter.
- Finish—High polish or satin finished metal.
- Handle is non-conducting, enameled, black hardwood.
- Heating unit is heavy duty type. Concentrated, Efficient.
- Regulator, of safe construction, can be regulated from slow, even heat to maximum fast heat.
- Base is reinforced, solid, polished steel.
- Tripod stand is sturdy with non-slip, non-scratch rubber feet.

25% With Order, Balance C. O. D.
 Write for Literature On Other Fast-Selling Merchandise.

Mutual Distributing Co.

6240 N. Western Ave. Chicago 45, Ill.

Replica DIAMONDS
 Very Fiery Gold Filled
 No. 43 Doz. \$ 6.75
 No. 6 Doz. 12.00
 25% Deposit With Order, Balance C. O. D.

National Gem Co.
 152 West 42nd St. N. Y. C.
 Suite 502
 (Ref.: National City Bank, Times Square Branch)

TRICKS
 CUPS & BALLS ILLUSION—Sample \$1.00
 ORIENTAL RING ILLUSION—Sample .50
 JOBBERS AND PITCHMEN
 Send for Samples and Quantity Prices.

SEMCO PLASTIC CO.
 1515 N. Broadway, St. Louis 6, Mo.

sez JACK DAVIS
 Send for my list if you wish FAST SELLING
TRICKS—JOKES—NOVELTIES
 and Hand Painted
COSTUME JEWELRY AND SOUVENIRS
 JACK DAVIS, 514 Collins, Miami Beach, Fla.

Lester Morris pitched kitchen gadgets. Whitey and Helen had punch needles, with Charlie Martin offering a hand-writing analysis layout.

BERNIE WOLFE . . .
 with Vermont Maple Sugar products, worked the recent Sportsmen's Show in Des Moines.

Sure, everyone is ready for that Decoration Day business.

F. E. HARDY'S . . .
 Cler-Site layout at the Des Moines Sportsmen's Show proved a winner, according to reports from that neck of the woods.

PHIL CHAPMAN . . .
 well known in pitch circles, is actively interested in cultural and youth activities in his staff executive position at the Milwaukee Jewish Center.

PAT AND JIM WARD . . .
 turned numerous tips into good money accounts with their glass sculptor layout at the Sportsmen's Show in Des Moines.

Anticipation keeps some pitchers moving while realization never strikes until they close for the season.

HUMPY TALYOR . . .
 pitcher of note, is still in Akron where he is working at the Firestone Steel Products plant.

GENE KESSLER . . .
 former pitcher, has opened the sixth office for the Household Finance Company in Milwaukee.

JOE MORINELLI . . .
 is assistant manager of the Wisconsin Hotel, Milwaukee, where he is helping direct remodeling. Pitchmen remember him from the Schroeder Hotel where he was manager of the hostelry's cocktail lounge.

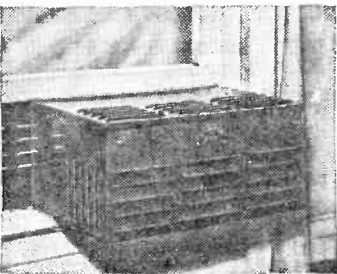
WHO WORKED . . .
 the Akron Sportsmen's Show, April 17-22? How was business?

Fancy Freddie Says: "The fellow who collects the geedus is the one who puts it over. The public has no favorites."

THEY TELL US . . .
 that there's a gang of pitchers in Milwaukee, with many of them working spots in local stores while others are just looking over the town for a likely spot to work.

With the warm weather bringing out the crowds in the Northern climes, it looks like big tips in some of the smaller cities are a certainty.

AMONG PITCHFOLK . . .
 making the Schroeder Hotel their Milwaukee headquarters are Ted Drees, Pedro Adriano, Dominic Serena, Adolph Wellinger, John Tisoris, Vince Razonabla, Michael Ceruti, Peter Bloom, Natalie Stock, Jessie Ford, Henry Serena, Fred Krause, Rose Steiner, Florence Bachman, Beatrice Chomicki and Rudolph Auelman.



Filter type ventilating air conditioners bring clean filtered air into your home. Removable hair filter 10 x 20 x 2 inches thick. Purifies the air of smoke, dust, and soot. Pollen content eliminated. A relief to hay fever victims.

WRITE FOR PARTICULARS

Manufactured by
REGAL PRODUCTS, Ltd.
 Gays Mills, Wisconsin

CARNIVAL PLASTER

Large Stock on Hand.
 Prices: Large, 30¢; Medium, 12¢. Place Your Order Early.
 Write for Particulars.

TWIN CITY STATUARY CO.
 441 E. 7TH STREET ST. PAUL 1, MINN.



Sensational New Big Profit Item

the **PENGUIN "48"** BALL PEN

The lowest-priced ball pen on the market today, the PENGUIN '48' offers you the results of tremendous research, and mass production methods . . . A really efficient ball pen, priced so low that everyone will buy several of them. You will get repeat sale after repeat sale.

WHO SAID IT CAN'T BE DONE!
 It doesn't seem possible that so much pen value can be given for such an unbelievable low price. Attractive counter display cards and window streamers help you sell.

Advertising Imprinting at Our Own Plant at Low Cost
You Make the Profits, We Make the Pens
 Minimum quantity, 1 Gross
 25% deposit must accompany each order.
 Write Dept. B-5

15¢ EACH

PENGUIN PENS, Inc.
 644 Broadway, New York 12, N.Y.

FIRST -- with the "NEW-LOOK" DOLL!

JUST IN TIME FOR THE SUMMER SEASON!

30" TALL!

She's the glamour girl of the year. . . dressed in a "new-look" gown of lustrous satin, trimmed in black lace, and a huge new bonnet. Her slim body is stuffed with cotton. Composition arms, legs and head, with natural hair. Complete range of colors makes Miss New Look a really wanted item!

SAMPLE DOLL \$3.25
DOZEN \$36

33" QUILTED SATIN DOLL

Big and strong . . . with wide open bright eyes that say "take me home"! She's all dressed up in a quilted satin bonnet, blouse and shoes. Bright bows on blouse and arms. Available in all colors.

Sample, \$3.75.
 Doz. \$42

Kravitz & Rothbard
 25% Deposit Required on Orders.
 720 E. BALTIMORE ST.
 Baltimore 2, Maryland
WRITE, WIRE FOR FREE CATALOG
 WHOLESALE DISTRIBUTORS

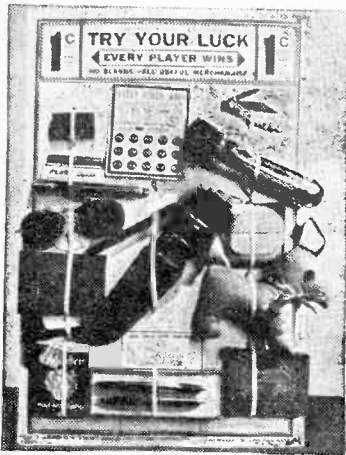
SOUVENIR MERCHANDISE

Indian made Birch Bark Canoes, Tepees; also Indian made Sewing, Knitting and Shopper Baskets; Tom Tom, etc. Rubber Balls and Balloons, all sizes. Write for descriptive sheets and prices.

ROSS C. BICKLEY
 Indian Handicraft SANDUSKY, OHIO

GIVE TO THE DAMON RUNYON CANCER FUND

**IT'S HOT
IT'S A SURE FIRE SELLER**



1c TO 39c DEAL
15 HOLE TAKES IN \$5.40—15 PRIZES
Business stimulator. Open closed territory. Prizes all useful—Knives, Lighters, Flashlights, Nylon Hose, Jewelry, Pens, and other useful merchandise.
Cost you \$2.85. In lots of twelve, \$2.75 Ea.
H. L. BLAKE
Broker and Factory Distributor
LITTLE ROCK, ARK.

SALESBOARD SIDELIGHTS

Harold Boex, vice-president of Pioneer Manufacturing Company, Chicago, is currently touring the Southern States on a two-to-three-week trip. Harold, when he left Wednesday (21) got behind the wheel of a new Chrysler on which he had just taken delivery. Board business at Pioneer has hit a higher level recently, and the firm's recent display at the Palmer House during the NATD meet is given credit for a portion of the order boost.

Globe Printing Company, Philadelphia, reports its new six-tickets-in-a-hole boards (Wham, Jumbo Jack, Double Saw Bucks) are drawing both good operator and player response. Boards are going on to fill orders as they are received, officials say. . . Harlich Manufacturing Company, Chicago, found the past week a top-notch, Sam Feldman, sales manager, states.

Business took a "tremendous upturn," Sam says, but advances no definite reason for the boost.

Robert Kolinsky, Superior Products (Chicago) sales manager, is due back Monday (26) from his three-week tour along the West Coast. Superior is readying a complete new spring line of boards for early presentation. Group will include every type of salesboard, officials state. . . Dave Rice, Empire Press (Chicago) vice-president, stopped in Pittsburgh last week on another leg of his Eastern jaunt. Dave gives word that business is promising; response at a good level on all contacts so far, he says. Firm's general manager, Micky Ellyne, returned this week from his New Orleans honeymoon. Staffers report he is suntanned and happy.

The McNamara Company, Chicago, has added a new board to its line this past week. Big Top Charley, a 5-cent-play board. Golden Bowl, a quarter play item, has been out three weeks now and is pulling nice comments, according to Walter McNamara, production department head. New addition to the sales force is brother Bill, who is now assisting Philip, sales head, contacting the trade over the country. Both are currently on the road; Philip is on the third week of a four or five-week trip and sends in a note to the effect that the illuminated board stand idea is being accorded a good acceptance. Meanwhile, firm is preparing a number of new boards for future fill-ins for the aluminum stands; they will be of the pellet type, also.

**2-Year Hiatus
Over, Rola-Pix
Now Delivering**

NEW YORK, April 24.—Rola-Pix Designs, originators and producers of the Rola-Pix board, have begun limited deliveries of their product after a two-year delay caused by production deliveries, Joe Samulin, company executive, announced this week. The board originally was offered to the trade in 1946, and back orders will be honored at the original price quoted. The newly-established price increase will take effect only after back orders have been filled.

Recently, Samulin dispatched announcements to customers offering up to 60 per cent delivery on original orders. But, once smooth operation of the plant is restored, expanded production facilities will be installed and the board promoted on a quantity basis.

At that time the firm plans to introduce "an entirely new, low-priced novelty." But, taking a lesson from the history of Rola-Pix, Samulin declared: "We won't make the same mistake of making advance offers of our items until actually ready to deliver. Our new items are in the process of manufacture right now, but announcement will be withheld until they are ready for delivery upon order."

VA. GREATER SCORES

(Continued from page 60)

Tommy Delph, 1; Mr. and Mrs. Harry Harrison, 1; Mr. and Mrs. Ray Pannizza, 1; Mrs. Donald Kline, 1; Mr. and Mrs. W. V. (Kid) Bagby, 2; Kate Augustino, 4; Mrs. Chet Klinetop, 1; Mr. and Mrs. Jerry Gerald, 3; Ed Curtin, 1; Joe Conley, 1, and Mr. and Mrs. Bob Coleman, bingo. Joe Ingrassia has the cookhouse. Leo Martino is chef.

Rides and their foremen are: Whip, Chet Klinetop; Merry-Go-Round, Fletcher Gibson; kiddie auto, Bob Poole; train, Dad Noxon; kiddie airplane, John Smith; Chairplane, James Clyde; Ferris Wheel, Jimmy Monroe; Rolloplane, William Dixon.

With Louis Augustino's Wild Animal Show are Walter Walters, hobo clown; Tex Allison, ringmaster and emcee; H. Baker, trainer; James Leto, tickets; Hector Mordeuth, props. Ardie L. Palmer is handling Augustino's snake farm. Carl Harvey, assisted by Paul Jones, is handling the Wild Life Show. Cotton Club Minstrel Show is managed by Cynthia Speight; the Miss America revue by Herman Seamon; the Parisienne revue by Marion Seamon, and the Funhouse by Bob Miligan.

MABEL STARK JOINS

(Continued from page 60)

an important part in *Man Eaters of Kuamoan*, recently filmed.

Program otherwise remains the same. Great Francisco (Franz Heinzman), whose sway pole was omitted in Dayton, O.; Kalamazoo, Mich., and Indianapolis because of building limitations, rejoined here, accompanied by his wife. He has been under a doctor's care at his home in Rochester, Ind., for a stomach ailment.

The baggage car carrying the MGM elephants and Konyot's horses was delayed a day en route, but reached here Sunday (18). Most of the personnel, including trailerites, arrived by the first of the week and enjoyed a layoff of several days.

**PUSH
PUSH
PUSH
CARDS**

Straight numbers 10 to 200-Holes Girl Names. Also 1-29 to 1-99 in 12 to 66-Holes Girl Names, or All Winners. Others from 10 to 600 Holes. In Stock.
FREE Order Guide. Write
W. H. BRADY CO., MFRS.
CHIPPWA FALLS, WISC.

EMPIRE

FOR THE *Finest*
in SALES BOARDS

WRITE FOR CATALOGUE

EMPIRE PRESS
637 SOUTH DEARBORN ST.
CHICAGO 5, ILLINOIS

HOT!

For Push Card and Sales Board Operators!

Open your eyes to the fastest moving deal you've ever seen. The Handi-Brella, Perfum-Atic Deal is without a doubt the hottest thing in the field today! Representatives now traveling. Meanwhile send post card for all details.

AMERICAN PREMIUM CORPORATION
20 West 20th Street
Baltimore 18, Maryland

Galentine **NOVELTY COMPANY**

FAST SELLING
SALESBOARDS
MERCHANDISE DEALS
JAR-O-DO TICKETS

ALWAYS A SQUARE DEAL WITH GALENTINE

WRITE FOR PRICES

520 EAST SAMPLE ST.
SOUTH BEND 18, INDIANA

RAKE SPECIAL SALE

\$25,000.00 SALESBOARD STOCK

VALUES \$3.25 AND UP
5¢ and 10¢ Jackpot—25¢, 6 for Quarter
ALL TO BE SOLD AT ONE PRICE

\$33.00 For Case of 12 Assorted Boards
1/3 Deposit With Order
Send for Complete Price List.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST., PHILA. 23, PA.
Lombard 3, 2676

PUSH CARD OPERATORS

—our deals are repeating.
Send for our circulars on exclusive irresistible novelties that sell on sight, complete with special cards.

ECONOMY DISTRIBUTING CO.
601 Wilshire Bldg., 328 W. Superior Ave.,
Cleveland 13, O.

SALESBOARDS

**LARGEST
SELECTION
IN THE NATION
LOWEST PRICES**

FREE: 64-Page Illustrated Catalog.

PROFIT MFG. CO.
41 West 23rd St.,
New York 10, N.Y.

**RED, WHITE & BLUE JAR TICKETS
\$140.00 GROSS**

Sample Dozen Sets. \$15.00. All five folds 1950's or 2050's. We are closing out 10,000 sets to specialize in Tip Books and Pad Deals. Send ten per cent with gross orders, balance C. O. D. Send full amount with dozen orders. Jobbers, send for special introductory price on our machine made five fold tip cards.
BARNES NOVELTY CO., New Paris, Ohio

**THE BEST In
PREMIUM DEALS**

Write for our latest Catalog.
HOWARD MACHINE PRODUCTS CO.
2754 W. Diversey Blvd.
Chicago 47, Illinois

**SALESBOARDS—All Orders Shipped
Same Day Received**

Holes	Play	Description	Def.	Profit	Price
400	5¢	Lucky Bucks, Thick	Def.	\$ 7.00	\$.85
1000	25¢	J.P. Charley, Thick	Avg.	51.95	1.25
1200	25¢	Texas Charley, Thick	Avg.	102.98	1.60
960	5¢	Fully Packed, Thick, Girl Board	Avg.	26.25	2.75
960	5¢	It's the Knots, Thick, Girl Board	Avg.	26.25	2.75
1000	5¢	Barely Speaking, Thick, Girl Board	Avg.	28.60	2.75
1000	5¢	Glovely Lady, Thick, Girl Board	Avg.	28.60	2.75
1200	5¢	Pick a Cherry, Thick, Seal Board	Avg.	30.04	2.65
300	25¢	Pin & Sawbuck, Thick, 5 Nos. to Ticket	Avg.	33.15	2.85
220	25¢	Kwick Fin, Glant Holes, 6 for 25¢	Avg.	28.75	2.50

**JAR TICKETS
RED, WHITE
AND BLUE
LUCKY SEVEN
BINGO TICKETS**
on Sticks—Sizes
1000-1200-
1260

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST
Stating your requirements. Large stock Plain, Tip, Definite, Jackpot Boards. Coin Boards, Super Glant Holes and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

SALESBOARDS AND TICKETS

ALL ORDERS SHIPPED
SAME DAY RECEIVED

Holes	Play	Description	Def.	Profit	Price
2170	5¢	R.W.B. Singles, \$1.10; 5-Fold, Per Bag	Def.	\$ 36.50	\$1.35
400	5¢	Dollar Game, Ex. Thick	Def.	\$ 9.00	\$.60
1000	25¢	J.P. Charley, Thick	Def.	51.95	.95
1000	25¢	J.P. Charley, Thin	Avg.	51.95	.80
1000	25¢	Charlie, Thick	Def.	50.00	.85
1000	1¢	Cigarette Boards, 30 P.O.	Def.	4.60	.65
1200	25¢	Texas Charlie, Thick	Avg.	102.98	1.85
600	3¢	Cigarette Bd., 15 Nos. to Tkt.	Def.	8.00	.95
600	5¢	Silver-Mt. Coin Bds.	Def.	14.50	1.15
1000	25¢	P A D Ticket Deals	Avg.	23.50	1.25
600	25¢	Little-Big-Shot, Thick	Avg.	29.70	1.25
840	25¢	Players-Dream, Thick	Avg.	91.93	2.95
2400	5¢	or 10¢ Easy Picking	Avg.	48.60	2.50
1200	25¢	Cheerful Charlie	Avg.	76.98	1.85

GIANT-HOLES
15 Asst. Nos.
6 FOR 25¢
and
3 FOR 10¢
**SPECIAL
\$2.50
each**

U. S. MERCHANDISE CO. 25% WITH ORDER; BALANCE C. O. D.
10216 Superior Ave., Cleveland, Ohio

Hinkle's Rodeo Wins in Macon

(Continued from page 50)

Bob Hold, bucking Ford; Johnny Rivers, trick riding and roping; Jackie Rinehart, roping; Jake Rinehart, comedy, roping and riding; Ollie Rinehart and her husband, Stan Garber, trick and fancy riding, roping and bull whip; Chief Crazy Bull, bow and arrow number, assisted by Cherokee Kid; Bob Cobb, trained Brahma bull; Chip Morris and horse, Black Fox, and Cherokee Kid, Indian vocalist.

Top Hands Named

Tophands included Roy Correll, Jack and Veryl Jackson, Gordy and Barbara Smith, Betty and Wiley Elliott, Tony and Ed Kimberly, Tex Shepard, Runt Smith, Midge Sloan, Marjorie Merritt, Wimpy Clark, Cotton Mouser, Jack and Lorraine Yale, Eva Rogers, Edna Turner, Chuck Turner, Ed and Dorothy Rais, Shorty Porter and the Brahma Twins, Brahma Rogers and Snake Horse Rogers.

Mrs. Bye Rinehart, mother of Jackie, Jake and Ollie, travels with the show, handling reserved seat tickets. . . . The Rineharts, who formerly lived in Macon, visited here with Jewel Rinehart and her husband, Charles Poplin, equestrian director of King Bros. . . . Cherokee Hammond, assisted by his wife, Rose, is manager for Hinkle. . . . Hammond owns some of the 91 head of stock carried by the org. . . . Chip Morris is announcer on the show. While he works his specialty number his wife, Doreen, handles the mike.

Hetherington Injured

Sam Hetherington, one of the tophands with the show, was critically injured in a truck accident en route from Charlotte to Macon. He is hospitalized in Royston, Ga., where the mishap occurred. His brother, Wimpy, riding with Sam, suffered a broken collar bone but is up and around. Their panel truck was destroyed.

Hinkle announced he will take the show to Eastern Canada this summer. Hinkle said he had contracted for several rodeos in Ontario and other Eastern Canadian Provinces.

486 Gross in N. C.

CHARLOTTE, N. C., April 24.—Despite three days of rain, Milt Hinkle's rodeo grossed \$48,640 in five days here in Memorial Stadium under auspices of the Junior Chamber of Commerce for the benefit of mentally retarded children. Altho rain continued until the 3 p.m. starting time, Hinkle reported a turnout of 6,000 people to see the Sunday (11) finals. He had expected a Sunday gross of \$20,000.

General admission prices were 65 cents for children and \$1.25 for adults, with reserves scaled at \$1.25, \$1.75 and \$2.50.

Winners were Ruth Smith, bulldogging; Shorty Porter, bronk riding; Dickey Dyer, bull riding; Sunny Heatherton, bareback riding, and Margie Merrett, bronk riding. Other attractions and contestants included a queen contest, a \$1,000 public bull-riding event, Rod Cameron, "Lone Star Ranger," Col. Zack Miller, Sonny Rivers, Jackie Rinehart, Roy Corrells, Bob Cobb, Chip Morris, Betty Thompson, Chief Crazy Bull, Doreen Morris, Jack Jackson, Merle Jackson and Naomi Hewitt.

BIG CRAFTS MATINEE

(Continued from page 52)

Moon Express, Paul H. Breese, Dickey Mouse, Paul Nelson, owner; Bob Perdue, tickets.

Concessions: Louis Cecchini and Johnny Levaggi, 2 ball games, shooting gallery, balloon darts, toy wheel, baby duck wheel, glass pitch, bingo, plaster. Diggers and race horse derby Jack Dyke. Hoop-la, Jimmy Ryan. Ice cream, B. B. Bassford. Guess-your-age, cork gallery, pitch-till-you-win, Murray Poland. BB gallery, Bill Perry. Two hamburger stands, candy floss, candy apple, popcorn, two pan games, rat game, block game, grocery wheel, ham and bacon, Roger Warren.

Firing Duffields Shoot Works With Big Bang for 50 Years

(Continued from page 60)

Frank turned to specializing in fireworks. His firm, since that time has been the acknowledged leader in the business in the Midwest and its operations have extended beyond that area. Each year it fires shows in Canada and along both Coasts, as well as in the Deep South.

Over the years, it has presented many huge shows. The biggest was *The Chicago Tribune's* anniversary celebration, in which the firing line spanned 4,800 feet, and which attracted a crowd estimated at over 300,000.

Sold on fireworks as an attraction, Frank and his associates have developed wide use of them, and have done much to stimulate the development of the events in which they are offered. A keen showman, versed in many fields of the outdoor business, Frank lends his guidance to the start and development of many events, and his business has paced its growth in part on this.

It is characteristic that when the Chicago Railroad Fair, scheduled for a six-week run on Chicago's lake front this year, was first in its talking stage last summer, that Frank was in on the pow-wows. Regardless of where he may be, his hotel room invariably becomes the center for the top showmen of the area, and this is a tribute as much to his engaging personality as to the respect in which he is held as a showman.

Always keenly alive to determine new ways of utilizing fireworks, he has played a big part in their use at sports events and at unusual spectacles, such as the annual St. Paul Winter Carnival, at which shows sometimes are fired with the mercury down to 15 degrees below zero.

Frank takes pride in the fact his firm has been one of, if not the leader in the introduction of animated, moving set pieces and in the fact that no one has lost his life firing a show for his firm. His employees who refer to him as "F. D." are staunchly loyal to him. Many who joined "only temporarily" have stayed with him for years. Nellie Vaughan, his secretary, for instance, was given a "temporary" job 14 years ago, and she's still at it.

This loyalty also is prominent among his customers, many of whom wouldn't think of taking their business elsewhere.

Enthusiastic as Ever

Much of this loyalty is traceable to his enthusiasm over fireworks. He maintains firmly that they are growing as a major attraction. And he points modestly to the advances that fireworks have made thru animated, moving pieces, electric firing, and the ingenious use of flood lights to point up the coloring and effects of pyrotechnics.

He attributes part of the growing lure to the clamp-down on commercial fireworks. An increasing number of communities, he explains, are halting the sale of firecrackers, substituting community sponsored shows. Illustrating the hold such shows have, Frank cites the growth of Chicago's July 4 Soldier Field event which was first started in 1934 and which in recent years has drawn 65,000 to 75,000 persons and would draw still more people if it were possible to accommodate them. The program offers circus acts and band competitions in addition to fireworks.

Jack joins his father in an optimistic view on the future of fireworks. And the son, like father, is well-grounded in the business. Jack first helped out with shows when in his teens, and went thru all of the phases,

such as the operation of the Roby, Ind., plant, moving of fireworks, the routing of equipment and personnel, the firing and the selling.

During World War II, Jack's knowledge of fireworks stood him in good stead. He went into the army as a private and emerged 40 months later as a first lieutenant in chemical warfare.

Meanwhile, the Duffield plant was turning out chemicals used in camouflage work and his father supervised that operation while also heading the war show.

Frank is a member of the Showmen's League of America, of which he is a past president; the National Showmen's Association, the Chicago Variety Club, the Chicago Union League Club and the Chicago Rotary Club, and is a Mason. Jack is a member of the Showmen's League of America and the International Show-

men's Association, St. Louis.

Neither, tho, have time for club activities, they say, for their operations—selling in the cold months and delivering in the warm months—keeps them on the go.

Likes Railroading, Too

Frank's time-outs from his business are likely to be for letters to Charlie, his only living brother, whom he keeps abreast of the latest trade developments and the growth of a firm first started by Charlie back in 1914, in association with Harry Thearle, long since dead.

When Frank huddles with his cronies of his railroad years—1909 thru 1918—men who since have soared high in railroading, he talks nostalgically of those years but, somehow or other, the conversation invariably swings back to fireworks, for which he turned his back on railroading.

Even when Frank and his wife visit their only child, their daughter, Mrs. E. P. Meyercord, and the Meyercords' four children in Mobile, Ala., Frank takes along some fireworks to thrill the youngsters and perhaps to spur another generation in the family to go into the business.

ALREADY COMPLETED

the New Sensation!

1500 HOLES
10c PER PUNCH

CONTAINS FULL DECK OF PLAYING CARDS INCLUDING THE JOKER!

PUNCH IN THE JACKPOT
OUT COMES A CARD . . .
PROFIT . . . \$53.00
ALSO IN 25c PLAY
CONSOLIDATED
MANUFACTURING COMPANY
2001 S. CALUMET AVE. CHICAGO

LOOK NO FURTHER THAN RAKE'S COMPLETE SELECTION OF BOARDS AND DEALS
Our Salesboard Showroom is the "Mecca" of every operator in the field. Everything you need is here under one roof in a terrific assortment. We have the largest money-making selection of Salesboards, Coinboards, Jar, Ticket and other Deals and Novelties that are sure to click on Board Promotion. New numbers are added as fast as they come out. Come in and look around.

IMMEDIATE DELIVERY FROM STOCK

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET

LOmbard 3-2676

PHILADELPHIA 23, PA.

PULL TICKET CARDS

AT VERY, VERY REASONABLE PRICES — WE MANUFACTURE ONLY —

WE SPECIALIZE IN

TIP—TAKE TIP—JACKPOT—BASEBALL

Write, Wire or Phone Our New Factory Address

PHONE: WHEELING 840

COLUMBIA SALES CO.

302 MAIN ST. WHEELING, W. VA.

**Exclusive!
New!**

**FAMOUS
CALENDAR GIRL
BOARDS
IN BEAUTIFUL COLORS**



ORDER AS
800 TEACHER'S PET
3 TICKETS IN A HOLE
10¢ PER HOLE

AVERAGE PROFIT \$37.70

WRITE FOR CIRCULAR
DESCRIBING

— NEW —

**CALENDAR GIRL BOARDS
NOW READY**

IN 6 TICKET GIANT HOLES
IN 3 TICKET JUMBO HOLES
MORE COMING SOON

**SIMPLY BEAUTIFUL!
VERY PROFITABLE!**

GARDNER & CO.

2222 S. MICHIGAN AVE.
CHICAGO, 16, ILL.



ORIGINAL

FOR MORE DO

DO NOT BE MISLED BY INFERIOR MDSE.
USE JAR-O'-DO ORIGINAL RED, WHITE, BLUE TICKETS
It Costs No More for Quality

USE JAR-O'-DO EXCLUSIVELY
IT SELLS! IT REPEATS!

Watch this magazine for another "Jar-o'-Do" original —
it's a new play on bingo tickets, originated for closed territory.
Excellent for wagon men, etc.

WRITE TODAY FOR FREE DESCRIPTIVE
LITERATURE AND DISCOUNTS

UNIVERSAL MANUFACTURING CO., INC.

"THE WORLD'S FOREMOST MFR. OF JAR GAMES"
405-411 E. 8th St. Kansas City, Missouri



A Winner...

"GRIN and WIN"
DEFINITE PLAY... ALL SEALS GO

1056 R. M. HOLES
5c PLAY
SEMI-THICK

Takes In \$52.80
Def. P. O. 25.25
PROFIT \$27.55

FORM NO. 11943

**HARLICH
MFG. CO.**

1200 NORTH HOMAN AVENUE
CHICAGO 51, ILLINOIS

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter
Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word . . . Minimum \$2

Remittance in full must accompany all ads for publication in this column . . .
No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 BARGAINS—CIGARETTE AND CANDY
Vending Machines. All makes, models, lowest prices. What have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago, July 2

ACTION, \$19.95; SPORT PARADE, FREE
play, \$9.95; Pop-Ups, Challengers, trade for Master Vendors, Seeburg Shoot the Bear, \$75. Penny Sales, Box 1784, Louisville, Ky.

ADAMS PENNY GUM VENDORS—5 MACHINES, excellent condition, and three stands, all \$85. W. L. Delbridge, Box 701, Wilson Center, Norman, Okla.

BIG MONEY IN VENDING MACHINES—Smallest capital start brings immediate profits that build permanent profitable business. Starting instructions free. Becker Vendors, 105-C Dewey, Brillion, Wis.

BULK VENDOR OPERATORS—MAYBE YOU think you know the lowest supply sources. But do you? Write Becker, 105-C Dewey, Brillion, Wis. my8

BUY AS MANY AS YOU NEED—10 EXHIBIT Iron Claws, 8 Erie Diggers, 10 Buckley Diggers, 12 Mutoscope Roll Chutes, 10 Exhibit Rotary Merchandisers, 12 Exhibit Merchandisers. National, 4243 Sansom, Philadelphia, Pa. my22

CIGARETTE, CANDY AND CIGAR MACHINES. All makes and models. Completely overhauled and refinished in two-tone baked enamel. Guaranteed. Trades accepted. Hammond & Stumm, 337 S. Lawrence St., Philadelphia 6, Pa. Lombard 3-2642. my22

FOR IMMEDIATE SALE—50 PRACTICALLY new Pop Corn Sez Vending Machines, fully guaranteed. \$100 each, E. O. B. Syracuse, N. & N Amusement Co., 526 Butternut St., Syracuse, N. Y. my15

FOR SALE—25c BROWN FRONT, \$65; 10c Extraordinary, \$35; 5c Extraordinary, \$25; 10c Extraordinary, hand load, \$35; 25c Black Cherry Bell, \$100. Consoles, all free play: Jumbo Parade, Bob Tails, Club Bells, Fast Time, Big Top, \$15 each; Super Bells, \$25 each; 4 Singing Towers, \$50 each. Frank Guerrini, Beech St., Burnham, Pa. Day phone, 8726; night phone, 5609. my1

FOR SALE—150 LIKE NEW GV PENNY GUM Machines. All in perfect condition. Take all or any part of them at \$18 each. Box 294, Billboard, New York City.

FOR SALE—4 HEAVY HITTERS, LIKE NEW, \$60 each. Stan Fletcher, Chariton, Iowa.

FOR SALE—28 CONSOLES. LIST SENT ON request. Also 4 25 Cycle Transformers. 6-10-25c Mills Club Consoles, rebuilt, like new, \$400. Coleman Novelty, Rockford, Ill.

FOR SALE—MILLS 1c Q.T. GOLD FRONT. Mechanically perfect, case excellent, \$40. Jim Tucker, 428 Main St., Peoria, Ill.

I HAVE OVER 300 CONSOLE MODEL COIN- Operated Radios. Other business needs capital. Will sacrifice Radios at less than book value. Write T. C. Salmon, 3245 Waits, Fort Worth, Tex. my8

OPERATORS—THE "SPEEDY" COIN COUNT- er and Stacker for pennies and nickels will save you hours of valuable time. Only \$7.95 postpaid. Steady Mfg. Co., 803 Fulton Ave., Dent. 1-C, San Antonio 1, Tex. my22

POPCORN VENDING MACHINES—55 LANDIS Aristocrats. Only 2 months old. Perfect condition. Guaranteed. \$140 each. Box 422, Flushing, N. Y.

RAY GUN OPERATORS—WRITE FOR INFOR- mation on extra moving target conversion units. Amplifiers, motors and rifles repaired. Coin Amusement Games, Inc., 1023 E. 47th St., Chicago 15, Ill. my8

REBUILT POPCORN MACHINES FOR SALE— Fully guaranteed. Priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. je26

SCALES—LOBOY, 2 SHEFFLER, 2 JENNINGS, 2 Pace, \$32.50 each; 1/2 deposit, balance C. O. D. H & N Scale Co., 3860 East Blvd., Culver City, Calif.

WANTED—ERIE DIGGERS, ALL TYPES AND models of other diggers. No backing, we pick up. J. W. Landi, 323 Sanford Rd., Upper Darby, Pa.

WANTED—EXHIBIT IDEAL CARD VENDERS, late models. A. G. Sales, 533 N. 8th St., Philadelphia 23, Pa. my13

WANTED—DIGGERS OF ALL MAKES, BUCK- leys, Eries, Mutoscopes, Iron Claws, Merchants, Rotary Merchandisers. J. W. Landi, 323 Sanford, Upper Darby, Pa.

WILL BUY NEW, USED ADVANCE MACHINES, 21 F Venders, 25c play. Pinellas Coin Machine Co., Box 150, Largo, Fla.

**ATTENTION
PUNCHBOARD
OPERATORS**

At last a Punchboard for the Operator

This is a jumbo hole Major Jackpot Charley; has two Jackpots; Board takes in 1000 holes at 25¢ . . . \$250.00
Pays out all Nos. ending in 0 from 10 to 1000 . . . 100.00
Nos. 113 to 913, that is: 113-213-313, etc., and last punch on the board punches in lower jackpot, \$5.00 each . . . 50.00
Total average payout . . . \$150.00

Average profit . . . \$100.00
This board has a top jackpot called Major Pot. This consists of 20 punches, one ticket paying \$250.00 and all other tickets paying \$10.00; only one advance ticket in lower Jackpot to top Jackpot. Lower jackpot consists of seventy punches and there will only be one advance ticket hit out of seven boards punched out. Price, sample board, \$7.50; lots of not less than ten boards, \$5.50 each. This is a Charley Board that can be put in the locations on a commission basis; all operator has to do is to back up the \$250.00 hit which will not average more than one hit out of 100 boards.
Send full amount with order of sample board, and one-half deposit on all orders of ten or more.



R & M NOVELTY CO.

1605 Pacific Avenue

Virginia Beach, Va.

THIS DEAL HAS BEEN ADV. IN BILLBOARD FOR THE PAST 54 ISSUES. OUR OPERATORS ARE DOING A REPEAT BUSINESS . . . GET YOURS NOW - - IT'S REALLY HOT!!



Make \$250 to \$500 a week

BE YOUR OWN OPERATOR OF PUSH CARDS

A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches, handsome case. Red sweep second hand. Genuine leather band.
Watches Styled for Beauty and Built for Accuracy!
Place these Push Cards in jewelry stores, taverns and cigar stores. They will sell for themselves. Quick turnover, card sells out in 2 or 3 days. You can place hundreds of these cards each week.
25% Deposit with Order, Bal. C.O.D., F.O.B. Chicago

PUSH CARD WITH 2 WATCHES
1 Watch to the seller and 1 Watch to the winning seal.
Push Card Takes in \$21.
Your Cost . . . \$10.
EXTRA PUSH CARDS 10c EA.
Your Profit \$11.00

Write R & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, ILL.

DENY NEW YORK STAY ORDER

Steel, Electrical Components May Get First Price Cutback

PITTSBURGH, April 24. — Three major developments took place this week in this area which might eventually lead to the solving of one of the coin machine operators' peak problems—lower prices on equipment. They were the reduction of prices, effective May 1, by the nation's largest steel producer, a similar reduction by one of the major suppliers of electrical component parts and the return of soft coal miners to the pits.

In making the announcement on steel price cuts, Benjamin F. Fairless, president of United States Steel Corporation (USSC), stated that his firm had reduced prices \$25,000,000 an-

nually in a move which he claimed was aimed at stabilizing or reducing the cost of living. He pointed out that the reduction was more than twice the total increases effected in February in prices on semi-finished steel.

Another Drop

Electrical supplier announcing a decrease in prices was Westinghouse. Spokesmen for this large-scale electrical producer stated that new prices will save industrial users an estimated \$3,125,000 per year. While the reduction on electrical components will not fall to the coin machine trade alone, the fact that there is some in-

(See Steel, Electrical on page 128)

No. Carolina, Ga. Expecting Many Tourists

Look for Record Summer

ASHEVILLE, N. C., April 24.—North Carolina and Georgia anticipate a top tourist season for 1948, according to spokesmen for both States, who based their predictions on increased tourist accommodation construction and the fact that "vacation money" always materializes somehow altho other spending slackens. Only "fly in the lush tourist rush," however, was seen in the curtailment of motor travel should there be a summer shortage of gasoline, brought on by government stockpiling of aviation fuel as part of (See N. C., Ga., Expect on page 126)

Advise Tampa's Ops To Supervise Mchs.

TAMPA, April 24.—Two local citizen groups indirectly warned amusement machine operators that unless the operators saw to it that their equipment was properly supervised so that children could not play pinball games an organized effort to have the equipment abolished entirely thru referendum would be attempted.

In petitions signed by residents of Seminole, Tampa Heights and the Hyde Park area, the two urged that the city board take appropriate action to prevent minors from playing amusement games or "if need be, we request a referendum to coincide with the next election on whether pinball machines are to be abolished entirely."

Local operators, in answering the complaint, stated that they knew of no instances whereby any of their locations permitted amusement play by minors. They added that if the alleged charge were true it was only because of the fact that some location-owned equipment was not being properly handled.

Ops Vigorously Protest City Government Action

Despite industry's desire to fully co-operate, games operators and distributors in city find business in jeopardy—counsel charges "extra legal" campaign

By Is Horowitz

NEW YORK, April 24.—A motion for a temporary stay order to restrain the police department from seizing coin-operated amusement machines, on the ground that they meet all requirements of New York law, was denied late Friday (23) afternoon by the New York County Supreme Court, which set another hearing for Monday (26). The action was brought about by a number of local

game distributors and operators after a week during which nearly 2,000 pinball and rolldown games, with an estimated value of more than \$500,000, were removed from locations and jobbing firms under direct orders of Police Commissioner Arthur W. Wallander.

Filed by Samuel I. Rosenman, former justice of the Supreme Court, in behalf of the distributors and operators, the action charged that the police embarked upon a "capricious, unlawful and extra-legal campaign to destroy the business of all coin amusement machine distributors, jobbers and operators."

"The police," the complaint continued, "harassed and intimidated location owners to cause them to re-

(See Deny N. Y. Stay on page 130)

Joe Calcutt, Veteran Coinman, Dies Suddenly in Fayetteville

FAYETTEVILLE, N. C., April 24.—Joe Calcutt, coin machine pioneer, and one of the best known distributors and operators in the business, died suddenly Tuesday (20) at his home here. Word of his death reached coin machine circles in Chicago and New York early the following day, and representatives of many of the firms whose products had been handled thru Calcutt's firm, Vending Machine Company, planned to either

attend the funeral or arrange for representation.

Known thruout the trade as "Boxcar" Calcutt, because in the old days his orders to manufacturers were in-



JOE CALCUTT

O. D. Jennings Appoints Four To Key Posts

CHICAGO, April 24.—O. D. Jennings Company has appointed four widely experienced coinmen to the newly created posts of division supervisors, J. Raymond Bacon, Jennings vice-president, announced yesterday (23).

Those named are Arthur Neyens, who now becomes supervisor in the New York, Pennsylvania, New Jersey and New England States territory; Dick Mathews, supervisor for the Southern States from the East Coast as far west as Louisiana; Patrick Collins, supervisor for the Midwest territory, and Connie Pickert, supervisor for the Western States area. Mathews will have headquarters in New Orleans, Collins in Chicago and Pickert in Las Vegas, Nev.

In explaining the important appointments, Bacon pointed out that the supervisors will be responsible for contacting all Jennings dealers and distributors in their respective territory divisions, for the purpose of aiding the coinmen in their individual problems.

Bacon also stressed the fact that each man has been thoroughly trained in Jennings factory methods and is well versed in the handling of functional problems of the firm's equipment, should they possibly arise.

variably for carloads of equipment, Calcutt's operations extended thru North Carolina, South Carolina, Virginia, and other Eastern and Southern States, and included bells, consoles, pinball games, scales, music and vending equipment. He was also known as a hard fighter, who was in and out of court on numerous occasions, most of the time fighting to legalize various types of equipment thruout the area his operations covered.

Raised in Hope Mills, a village near Fayetteville, Calcutt began driving for his father's livery stable at an early age. One of his customers was an itinerant coin machine operator. From acting as the operator's driver, Calcutt advanced to his assistant, and finally into a full-fledged operator. While still in his teens he went to Hopewell, Va., during the days of the first World War, and there developed his own bell route. From Hopewell he expanded his scope to Charles

(See Joe Calcutt on page 128)

ICC Permits New Freight Rise: 3.6%

Third Hike Since June, '46

WASHINGTON, April 24. — The cost of shipping coin machines via rail or water carrier has been increased 3.6 per cent, to be effective while the Interstate Commerce Commission (ICC) mulls further requests for a general increase, the ICC announced here this week. Rate rise marks the third general increase since June, 1946.

Latest interim authorization brings to 30 per cent the aggregate rise over basic rates since the end of the war. However, despite the seemingly large hike, it is still 11 per cent less than the 41 per cent requested by the railroads. In all, the combined 30 per cent increase is expected to add \$180,000,000 to the average revenue received by the rails before June, 1946, rates went into effect. The railroads originally sought \$300,000,000 to meet added revenue needs and maintain a reasonable earning position, according to railroad spokesmen.

Minimize Effect

Altho the latest increase in rail freight shipment rates is another roadblock to reducing coin machine equipment and overhead prices, the over-all effect of the rail freight rise will not prove too serious, most coinmen believe. They point to the fact that some firms use motor truck shipments entirely, while others depend upon rail or inland water shipments for a very minor percentage of their (See ICC Permits on page 126)

4-STATE MEET TO DRAW 800

New Jukes, Venders, Games To Be Shown With Record, Needle Products in Mpls.

Capehart To Give Key Speech at Convention Banquet

MINNEAPOLIS, April 24.—Shaping up as one of the biggest music machine (together with record and needle) shows since the Coin Machine Industries, Inc. (CMI) convention in Chicago last January, the two-day 14th annual Northwest Regional Convention Monday and Tuesday (26-27) was assured of record attendance, both of visitors to the convention, and of exhibitors at the Radisson Hotel headquarters of the meet.

On the list of manufacturers scheduled to be at the showing was the National Filben Corporation, which would unveil to the industry for the first time its new Maestro '48, the juke box which was announced a few weeks ago as going into production. On hand at the convention to introduce the new unit will be William W. Rabin, president, and Sam Druckner, Filben executive, as well as several Filben engineers.

Sponsored by the Minnesota Amusement Games Association, the Wisconsin Phonograph Operators' Association, North Dakota Operators' Music Association, and the South Dakota Operators' Music Association, the convention will feature, among others, the following items of special interest to the music machine operators: AMI; Bush Distributing Co.,

Minneapolis, Aireon distributors; Capitol Records; F. C. Hayer Co., RCA Records, Minneapolis; Jacobs Novelty Co., Stevens Point, Wis., tone arms; LeBeau Novelty Co., St. Paul, Rock-Ola distributor; Mercury Records; Peerless Novelty Co., Spooner, Wis., phonograph stands; Permo, (See 4-State Meet on page 118)

Report Faint Ray of Hope On Federal Excise Taxes

WASHINGTON, April 24.—A faint ray of hope that the federal coin machine tax may be lifted in the next year or two has appeared on Capitol Hill where the Senate Executive Expenditures Committee is recommending that Uncle Sam leave the coin levy strictly to the States.

In a recent report, the committee warned that continuation of high federal taxes in the excise field, coupled with an accumulation of State and local taxes, "is overburdening the subjects to which they apply." The group report pointed out that "with rising costs, States and localities are being compelled to find additional revenue. Whether or not the federal government reduces its wartime excise taxes, local governments will continue to be driven into this field."

There has been much talk in Congress about the advisability of coordinating tax procedures among the federal, State and local bodies, but the committee report is the first official disclosure that such a plan is under consideration. The Senate group recommends that a joint congressional committee study the entire tax situation, calling in finance experts from State and local governments to express their views.

Slug Maker Finds "Hobby" Poor Fun

ST. LOUIS, April 24.—When Walter Ballance, laborer at the Suesdorf Copper & Iron Company here, went into the slug-making profession recently as a hobby, he not only found himself with a lot of unusable "coins" on hand but became involved with the Secret Service Bureau.

Ballance was apprehended as a slug maker when an employee of the Suesdorf firm noticed that holes in quantities of scrap copper were the same dimensions as nickels, dimes and quarters. The cause was traced to Ballance, who was found to have been "minting" out the slugs on a company punch press.

Seek To Show Rolldown Not Pinball Game

L. A. Ops Demonstrate

LOS ANGELES, April 24.—Seeking to show that rolldowns are not pinball games and that the "miniature bowling games" are operable under a decision handed down by the Municipal and Appellate courts in 1945, a group of operators staged an exhibit of the skill games in the Rodger Young Restaurant here Thursday morning (22). Altho "proper representatives" of the city council, mayor's office and police department were invited to attend, only representatives of the local press turned out. Sponsors of the show, headed by Gordon Roper as chairman, said they were happy over the turnout and grateful to the local newspapers for giving their side a hearing.

With reporters and photographers on hand from *The Daily News*, *Times* and *Herald Express*, Art Crane, local factory representative for Genco, conducted a demonstration on the Total-Roll and Bing-a-Roll games, contending that they are games of skill in the same sense as bowling and billiards. Crane stressed the fact to reporters, who enjoyed themselves playing the games while the group waited in vain for the city's representatives, that the games were free from mechanical control and that scoring is achieved only thru accurate rolling and banking.

Set Court Hearing

Move to bring city officials, press and operators together came after the games were picked up by local officials, with operators claiming them "definitely on the legal side of the city's anti-pinball machine ordinance." Headed by Gordon Roper, the operators have retained attorneys Tom Howard and Joe Altgen to represent them in court. A (See L. A. Ops Contend on page 126)

Four Protest Result In N. C. Pinball Test

CHARLOTTE, N. C., April 24.—North Carolina's bell machine law is headed for a State Supreme Court test following the fining of four men on charges that they either possessed or leased allegedly illegal amusement equipment. Notice of appeal has been filed by defense attorneys following the hearing of the case here Saturday (17).

Pointing out that pinball machines are not gambling machines, the defense attorneys asked the presiding judge to set aside the verdicts returned by the jury in the Charlotte Superior Court. The attorneys also claimed that the pinball equipment was duly licensed by the city of Charlotte and that the defendants had done everything possible to make certain that the pin tables were not in violation of local law.

In the games in question, there were no coin chutes attached to the equipment. Method of playing the game was as follows: A customer paid a nickel to the clerk behind the counter. The clerk then pushed a button, which, by remote control, turned five balls onto the playing surface of the table.

Eye Completion Of Chi Coin's New Structure

CHICAGO, April 24.—With construction plans moving ahead of schedule, there is a strong indication that the new manufacturing plant being constructed by the Chicago Coin Machine Company as an addition to its present quarters will open sooner than expected, Sam Gensburg and Sam Wolberg, firm heads, announced this week.

New edifice will give the game manufacturer an additional 80,000 square feet of production space, will be a one-story steel frame structure with concrete floor and roof. Present plans call for the covering of the brick front of the building, which is virtually completed, with stone veneer. Address of the new plant is 2726-34 N. Paulina, which is adjacent to Chicago Coin's present quarters at 1725 Diversey Parkway.

Chicago Coin is currently in production on a new five-ball flipper game, Trinidad, which embodies such player appeal features as special play lanes, single and double bonus sequences, kick-out and a 50,000 point bonus hole. Trinidad's flipper bumpers are actuated by two individual player control buttons. The fact that the player must exert skill all during the game to gain a high score, and especially during the final stages of the game has made the game one of the most successful produced by Chicago Coin, say Gensburg and Wolberg.

Williams Starts Deliveries on 5-Ball Game

CHICAGO, April 24.—Williams Manufacturing Company is now producing and delivering its new flipper action, five-ball game, Virginia, Fulton Moore, firm sales manager, has announced. In addition to having new amusement game features, the Williams game has a new coin chute, new plunger spring and also a new ball drop or out-hole.

Virginia has three sets of flipper-action bumpers, eight numbered bumpers, four key roll-over switches, two kick-out pockets, and one roll-over button, all located on the playfield in such a manner as to challenge (See Williams Starting on page 128)

Calendar for Coinmen

April 26-27—South Dakota, North Dakota, Minnesota and Wisconsin State operators' associations, convention and exhibit, Hotel Radisson, Minneapolis.

April 26-30—American Management Association (AMA), annual packaging conference and exposition, Cleveland Auditorium, Cleveland.

May 7-8—National Automatic Merchandising Association, Regions III and A (Virginia, Maryland, Delaware, New Jersey, Pennsylvania), Mayflower Hotel, Washington. Neill Mitchell, chairman Region A, Aaron Goldman, chairman Region III.

May 23-27—Super Market Institute (SMI), Stevens Hotel, Chicago.

June 13-19—National Dairy Council (NDC), convention, Edgewater Beach Hotel, Chicago.

June 14—National Association of Music Merchants (NAMM), convention, Palmer House, Chicago.

June 14-16—National Candy Wholesalers' Association, Inc. (NCWA), convention and exposition, Sherman Hotel, Chicago.

June 14-17—Radio Manufacturers' Association (RMA), convention and exposition, Stevens Hotel, Chicago.

June 28-30—National Small Business Men's Association (NSBMA), convention, Palmer House, Chicago.

July 6-10—International Store Modernization Show, Grand Central Palace, New York.

TWO NAMA REGIONAL MEETS

Retail Store Show Clinics Will Aid Ops

Meet in N. Y. July 6-10

NEW YORK, April 24.—With vending machines scheduled to play an important role this year, plans for the Second Annual Conference on Store Modernization and the accompanying International Store Modernization Show at Grand Central Palace are rapidly rounding into shape, according to John W. H. Evans, managing director. Conference and show dates are July 6-10 inclusive. Dr. Charles M. Edwards, dean of the Graduate School of Retailing, New York University, is chairman of the advisory and planning committee of the event.

Clinics will be conducted daily at 1:30 and 4 p.m. for the five days, it was reported by Evans. Scheduled subjects, all of which will help the operator and manufacturer of vending equipment designed and placed on location in retail stores, include: Store layout and traffic; store lighting and color; displays and fixtures; store fronts, and planning and budgeting for modernization. Each panel will be conducted by retailing executives, store architects and designers, and manufacturers of modernization equipment. Slides and visual aids will be used.

Supplementing the clinics will be (See *RETAIL STORES* on page 112)

Cocoa Price Stops Climb

WASHINGTON, April 24.—Average price of a pound of cocoa on the New York Cocoa Exchange remained unchanged in February from the January price of 43.6 cents, the Commerce Department announced this week. Estimated imports increased slightly to about 20,000 long tons, Commerce said.

Trend of cocoa prices in the past few months has been to level off, Commerce statistics disclose. In November, a record high of 51 cents per pound was reached. Average December prices, however, decreased to 43 cents. January showed a slight increase to 43.6 cents, the prevailing price in February.

Cancel NAMA Meet

NEW ORLEANS, April 24.—The meeting of Region IX of the National Automatic Merchandising Association, scheduled for the St. Charles Hotel here April 30-May 1 has been postponed because of the critical hotel situation. The region will probably meet in the autumn in some city other than New Orleans.

Decision to call off the month-end regional was made by R. G. Jones and Tom Vaughan, chairman and vice-chairman respectively of Region IX. Vaughan was in charge of the local committee planning the meet.

Region IX is composed of Oklahoma, Arkansas, Louisiana and Texas.

Venders Prove Big Attraction At National Restaurant Meet

CLEVELAND, April 24.—Displaying a marked interest in vending machines, especially hot and cold drink machines, thousands of visitors jammed into the Cleveland Public Auditorium here last week to attend the 1948 National Restaurant Show. Running from Wednesday (14) thru Saturday (17), the exhibits this year for the first time featured more than just a smattering of coin machines, with five soft drink, one orange juice and one hot-coffee vender among those units shown the restaurateurs from coast to coast who were in attendance.

Among the largest exhibits in the auditorium were the Rudd-Milikian Company booths, featuring the Kwik Kafe coffee vender. Cy Milikian, partner in the firm, headed a delegation of approximately 15 salesmen and engineers from the Philadelphia headquarters who manned the exhibit during the show.

Drink Venders

Cup and bottle venders were displayed by Coca-Cola, Pepsi-Cola, Canada Dry, Hires Root Beer and Orange Crush at their booths, with the machines attracting much attention. While many of the attendees had at one time seen the Coca-Cola machines, the new models displayed by this firm, as well as the modern, streamlined venders shown by the other soft drink concerns, were completely new to most of the persons attending the meet.

Florida Citrus Commission, Lakeland, featuring a Cobb vender, drew large crowds to Booth 1602 thruout show's run, the first time a vender of this type had been displayed at a restaurant show.

Another coin machine exhibitor, also with one of the largest displays at the show, was Tradio, Asbury Park, N. J., with Victor Trad and Harry Rockafeller heading the firm's delegation. Tradio featured in its displays substantially the same exhibit which was seen at the Coin Machine Industries, Inc. (CMI) showing in Chicago last January.

However, to the restaurant representatives at the show not acquainted with Tradio products, the exhibit was one of the most popular in the auditorium. Featured were the Tradio coin-operated radios, Tradio-ette, the wall box offering multiple choice including music, radio and television, and Tradio-Vision, firm's new

large-screen television receiver. Of special interest to restaurateurs with locations resembling clubs, was the large console Tradio-Vision, in a mahogany cabinet, and including, in addition to the television, AM and FM radio bands and an automatic record player.

Other exhibitors, directly identified with the coin machine industry, who were on hand at the show included the Amcoin Corporation, Buffalo, which was located in booths 511 and 512; Groetchen Manufacturing Company, Chicago, which makes, in addition to coin-operated devices, kitchen ware for restaurants; the Lily-Tulip Corporation, New York, the National Dairy Council, department of program activities, Chicago, and the public health committee of in Paper Cup and Container Institute, New York.

California Co. Plans 6-Choice Ice Cream Mch.

OAKLAND, Calif., April 24.—Frosted Food O'Mat, Inc., here, is preparing to turn out two models of a six-flavor packaged ice cream dispenser, one manual and one coin operated, according to company officials. Machine, permitting a six-flavor selection of "take home" packages, is called the Ice Cream O'Mat.

Unit, both coin and manual, includes a series of six buttons on its side so that the patron can choose his flavor. The package is delivered without the need for opening or tilting a door, and as delivery is made from the bottom of each compartment, "first in" packages are first out. Unit loads thru the top.

A high porcelain back on face of machine permits product advertising to be spotted. Cabinet design is said to follow "easy shopping" requirements as outlined in merchandising surveys over the past few years, the firm states.

To permit maintenance of below-zero temperatures in the cabinet, the machine includes an automatic defroster. It is claimed operating cost of the dispensing mechanism, per 3,000 packages, is 1 cent.

Bottler Praises Venders As Modern Sales Outlet

FOND DU LAC, Wis., April 24.—Vending machines proved to be one of the major sales promotion aids to absorb the recently expanded production facilities of the Henry Nehring & Sons soft drink bottling plant here, according to Henry Nehring Jr., firm head.

Faced with the need for creating greater demand for their product, after adding two floors to their plant, Nehring placed venders first in importance when considering ways to increase sales. "... Let's get out and promote thru vending machines, sales campaigns and wider distribution," he said.

First venders (six) to be operated

by the firm were installed in neighboring industrial plants. According to Nehring, the vender in one plant was soon distributing over 200 cases (4,800 bottles) in a 30-day period. During summer operation, he estimates the machine will vend 600 cases per month.

According to Art Nehring, son of the firm head, and who is responsible for placement and operation of venders, "the venders do a remarkable sales promotion job. The plant workers get acquainted with our product on the job, and when they want soft drinks for individual use or home use they call for our soda by name."

Ohio Hosts Region V at First Meet

Region IV in Carolina

CINCINNATI, April 24.—For the first time in the region's history, Region V of the National Automatic Merchandising Association (NAMA) met in Cincinnati. The meeting Wednesday (21) was attended by over 60 operators, manufacturers and suppliers who spent the day discussing legislative and operator problems and heard four representatives of locations express their likes and dislikes on automatic merchandising.

Actually, a good percentage of those who registered for the regional meeting at the Netherland Plaza Hotel here came in Tuesday night (20) for a special meeting to discuss the Kentucky tax situation. Last month, the Kentucky Legislature pushed thru a measure placing a per-machine tax on most types of merchandising equipment. Tuesday's meeting sounded operators on the effect of the new law which all termed unfair and discriminatory.

Howes Re-Elected

At the luncheon meeting, Hugh C. Howes, Howes-Shoemaker, Detroit, was re-elected regional chairman for his second consecutive term. Howes's nomination and election won the (See *Ohio, N. C., Hosts* on page 112)

Mass. Cig Ops To Feature P-R Program at Meet

BOSTON, April 24.—Discussion toward setting up a public relations program in a new move to gain added support for the industry will highlight the program at a meeting of the Cigarette Merchandisers' Association of Massachusetts (CMAM) at Hotel Kenmore here Tuesday (27).

Dinner will be served at 7, and the meeting will be called to order at 8 o'clock by Samuel Goran, president. Operators of 22 firms, including the Worcester Cigarette Service Company, Inc., Worcester, Mass., CMAM's newest affiliate, will attend.

P-R Plans

Lucius F. Foster, director of CMAM, told *The Billboard* that the association has felt for some time the need of a strong public relations program. Projects contemplated are tying up with special drives and promotions and getting space in locally published business sections of papers and magazines for the purpose of telling the public the nature of the industry.

Cigarette operators' problems in Massachusetts are still varied, with the price-cutting factor still to be reckoned with.

Big problem is the keen competition for locations, which is steadily driving commissions up. The increased availability of new machines seems to be one factor responsible for this situation.

The match situation, which caused a tempest a few months back, is not (See *MASS. OPS* on page 112)

POPCORN OPERATORS! Cincy Operator Invents Alarm For Cig Machs.

Don't buy 'til you see the

ARISTOCRAT

The QUALITY machine of
the Popcorn Industry

Surpasses all other automatic
vendors

- ... for SALES
- ... for STYLES
- ... for PROFITS

Stops Passers-by! Fascinates Customers!
Mechanically Sound! Minimum Servicing!

An ARISTOCRAT route means BIG-
GER profits and LESS servicing.

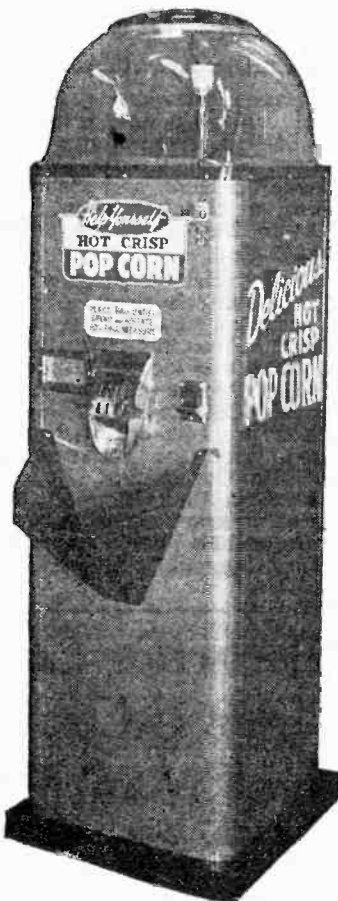
Operators' profit charts show how this
machine pays off for YOU!

Write, wire, phone for nearest distribu-
tor. Ask for complete details and
demonstration.

**J.R. Giesler
AND ASSOCIATES**

Exclusive Manufacturer's Representative
445 NO. ARDEN BLVD. LOS ANGELES 4, CALIF.
HEmpstead 4336

Exclusive State and Territorial Franchises
Still Open for Qualified Distributors



CINCINNATI, April 24.—A unique alarm system, for all types of cigarette vending machines, is being tested on the routes of the Stern Cigarette Vending Machine Company. Maurie Levitch, of Stern, who invented the alarm system, reports it is now installed in half a dozen of the firm's Cincinnati locations.

Called Vend-Alarm, the unit is flat and compact, operates from a dry cell battery. The alarm is mounted just behind the cigarette vender's columns and is enclosed in a flat, rectangular box which can be locked. Once the alarm has been set, it will be touched off if the machine is roughly handled or if the door is pried as much as one-sixteenth of an inch.

The alarm makes a siren-like noise which can be stopped only when the machine is unlocked, the columns pulled forward and the protective case around the unit is unlocked. Levitch, who intends to put the Vend-Alarm on the market for other operators, says the battery generates enough energy to keep the siren going for at least six hours.

Tentatively, Levitch says he expects the alarm will be marketed for approximately \$25. On his own routes, Levitch has placed decals on the machines which are alarm-equipped, pointing out that the unit is protected by Vend-Alarm.

Less Cig Smokers

WASHINGTON, April 24.—February cigarette consumption was the lowest in 18 months, Commerce Department disclosed this week. Cigar consumption was also off from January, but was still higher than for 10 other months in the last year and a half.

Cigarette consumption amounted to 23,349,000,000 units—a drop of some 4,000,000,000 from January figures. Consumption of cigars totaled 460,141,000 as compared with January consumption of 461,398,000 stogies.

GREATEST TIME-SAVING PENNY WEIGHING SCALE

CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED
HEAVY SHEET METAL
BASE
TIN SCOOP
DIAL IS GLASS COV-
ERED WHICH PRO-
TECTS POINTER
WHEN IN USE



Skilled hand work-
manship is employed
in building this
scale to assure reli-
ability and accuracy.

There is a sturdiness of
construction more durable
than is generally found in
scales. Finish is black
crinkle. Carrying case is
made of string black fibre
to meet the hard and
constant use that it is subjected to.

\$18.50

ORDER TODAY

1/3 Dep., Bal. C. O. D., F. O. B. N. Y.
DISTRIBUTORS, WRITE FOR PRICES

J. SCHOENBACH

Distributor of Advance Vending
Machines

1647 Bedford Ave. Brooklyn 25, N. Y.

The "Little Giant" HOT POPCORN DISPENSER

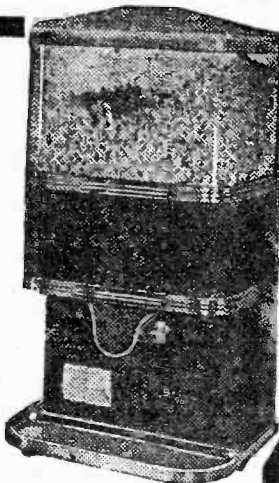
8 gal. capacity. Size: 15" by 12" by 29".
Portions controlled by size of bag or bowl.
Bagging companies and vending operators
will find servicemen can handle these dis-
pensers in addition to present routes. It
is more profitable to operate dispensers
without a coin chute. Write for information.

Manufactured by

ABC POPCORN CO.

Wholesale and Supplies

3441 W. North Ave., Chicago 47
DICKens 3375



Also Suppliers of
● Raw Corn ● Seasoning
● Boxes ● Bags
● Pre-Popped Corn ●

Vendors, Inc., Preps Two New Units; Will Appoint Distributors

ST. LOUIS, April 24.—Vendors, Inc., has just completed the first phase of a program aimed to give complete national coverage of its products and also is readying two new small vendors for introduction. D. C. Gleeson, firm official, has announced.

Distributors are now being established in key cities thruout the country, with franchises already given to firms in Indianapolis, St. Louis, Oklahoma City, Dallas, Des Moines, Seattle, San Francisco, Denver and Cleveland. As an aid to further development of a nationwide distributor group, Vendors has appointed C. Van Duyn and James C. Mack, both veteran vending machine men, as field liaison representatives.

New vendors to be introduced are a ball gum and a nut machine. Former, a new type of gum vender, according to Gleeson, is called King Target Game, while the nut machine, Mighty Midget, is designed to handle almonds, has a 1½ pound capacity and features a detachable tray.

Firm's Model C Candyette bar vender is now in full production, incorporating a number of refinements, Gleeson stated.

5c GUM
AND
5c HARD CANDY
AND
MINT VENDORS



for Charms, Lifesavers,
Gum and similar sized products.

ALKUNO & CO.

408 Concord Ave., New York 54, N.Y.
MEIrose 5-7757

Mechanical Manufacturing
Laboratories

WRITE FOR OUR CATALOG

**VENDORS'
SPECIALS**

Mdse. Stands, Solid Steel— \$4.50
Weight 35 Lbs.
Double Plates for Two 1.15
Machines
BUBBLE GUM—140 Count
and 170 Count—25 Lb. .35
Cartons. Per Lb.
1/3 Deposit, Balance O. O. D.
Fast Delivery.

VEEDCO SALES CO.

2118 Market St. Philadelphia 3, Pa.

DIRECT FROM MAKER!

PAY LESS

We guarantee that our stamp machines are equal to and in many cases BETTER than machines that cost the operator one-third to twice as much! They are precision built vendors, with heavy gauge aluminum cases and beautiful 3 color fronts. University Stamp Machines are built to last a lifetime! At these prices you can build-up your route TWICE AS FAST!

CUSTOM BUILT TOO!
Incl 25¢ chutes—Specify your need!
1/2 with Order—Balance C. O. D.
F. O. B. New York City

**UNIVERSITY
VENDING MACHING CO.**

655-6th Avenue—N. Y. C.—CHelsea 2-4120



Guaranteed
For One Year Against Mechanical Defects

Ban on Prize-Giving Vendors in Detroit

DETROIT, April 24.—Automatic merchandising machines which offer prizes as an inducement to encourage sales of candy or nuts will be confiscated when found on location, police officials here have warned.

The officials issued the warning following reports that prize-offering vendors were appearing on locations. Officials said, however, that they had found no recent instances of vendors using prizes in the city.

ALL VICTOR MACHINES

recommended and sold on

TORR TIME PAYMENT PLAN

Pay for same in 16 weekly payments.

WRITE FOR DETAILS

NEW candy-coated chocolate CONFETTI, 450 count to the lb.—assorted colors, 36 lb. to the ctn.—36¢ per lb.

ROY TORR

LANSDOWNE
PENNA

A *nnouncing*
VICTOR'S SENSATIONAL NEW
 CUSTOM BUILT *Universal*



Custom Built Universal...

Once an operator's dream — now a reality! Many years of practical experience in the building of fine vending machines has resulted in this greatest of bulk merchandise vendors! Custom built for the most exacting needs of the experienced operators, nothing has been spared to give you the most outstanding vendor of this era!

Custom Built Universal...

is truly a creation! Beautifully designed and of finest materials; strong, clean, smooth and trouble-free through and through!

Custom Built Universal...

is not "just another vendor". Its stunning appearance and mechanical ability offer many opportunities; new locations, greater merchandise sales, making more profit for you. Easily secures and holds locations because it is UNIVERSAL and correctly vends all kinds of bulk merchandise — Peanuts, Mixed Nuts, Pistachios, Almonds, Candies, Ball Gum and Charms. NO ADDITIONAL PARTS NECESSARY!

Custom Built Universal...

is outstanding in features, design, beauty and performance! Beautiful finish in tile-like baked enamels; a striking combination of glossy red and black. Trimmed in chrome. Finish is smooth and extremely hard, tough and durable; very easy to keep clean. High pressure injection molded merchandise vending wheel is non-corrosive; extra large built-in cash box. Easy to service! New globe design which is more economical and larger, and can also be used on other Victor vending machines such as Topper and Model V. Globe capacity 5 to 7 lbs. of bulk merchandise or 1000 to 1400 balls of gum. Vends 3/4", 5/8", 170 count and 210 count gum, and vends all merchandise ACCURATELY. Purchase of a special adaptor will enable vending of two balls of gum for 1c.

SUCCESSFUL OPERATORS BUY GOOD MERCHANDISE

When YOU buy merchandise vending machines, buy the BEST!

Buy VICTOR'S Custom Built Universal

Write for Complete Details and Prices.

Manufactured By

VICTOR VENDING CORPORATION

5701-13 W. Grand Avenue

Chicago 39, Illinois

PIONEER DEAL SPECIALS!



VICTOR ALL PURPOSE MODEL K

DEAL #4
5 Victor Model K, \$64.75, plus 50 lbs. 5/8" Bubble Ball Gum, all for... **\$76.25**

DEAL #5
5 Victor Model K, \$64.75, plus 33 lbs. of Boston Baked Beans or Rainbow Peanuts, all for... **\$71.68**

DEAL #6
5 Victor Model K, \$64.75, plus 60 lbs. Spanish Peanuts, all for... **\$76.75**

Prices quoted on above merchandise are subject to change without notice and hold only for complete deals.

CAMERA CHIEF \$19.95
Including 3 Sets of 9 Pictures Each.

Virginia Peanuts, 30-lb. ctns. 28¢ lb.
Spanish Peanuts, 30-lb. ctns. 22¢ lb.
Licorice Lozenges, 37 lb. ctns. 28¢ lb.
M & M's, 25-lb. ctns. 42¢ lb.

5/8" BUBBLE BALL GUM 25c lb.

5/8" RAIN-BLO 27c lb.
ANY QUANTITY
Packed in 25 lb. cartons.
Full Cash With Order.

Pee Wee Rainbow Peanuts, 33 lb. ctns. 28¢ lb.
Rainbow Peanuts, 33 lb. ctns. 25¢ lb.
Pee Wee Boston Baked Beans, 33 lb. ctns. 28¢ lb.
Boston Baked Beans, 33 lb. ctns. 25¢ lb.

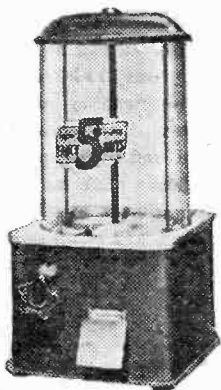
INTRODUCING OUR SPECIAL NUT MIXTURE 30-lb. etn.—48c lb.

1/3 Deposit, F. O. B. Brooklyn, N. Y.; Balance C. O. D.
Orders Under \$10.00, Money in Full.

PIONEER VENDING SERVICE

Exclusive Victor Distributor in N. Y.
461 SACKMAN ST., BROOKLYN 12, N. Y.
Phone: Dickens 2-7892

NEW MODEL G 5¢ BULK VENDER
Operator's Price **\$8.95**



UNIVERSAL
Distributing Co.
Box 1333
Des Moines 16, Iowa

NOW!
turn to **INSIDE FRONT COVER**
for an important story on **POPCORN PROFITS**

MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES

CHARMS
Write at once for free details on how CHARMS can double or even triple your profits in bulk vendors. Lowest prices on Plastic and Metal Charms, Stone and Cameo Rings, Gold and Silver Wedding Rings, Knives, Jacks, Skulls, Balloons, Bells and Juggling Balls.
BECKER VENDING SER. BRILLION, WIS.

Ohio, North Carolina Hosts At 2 NAMA Regional Meets

(Continued from page 109)
unanimous approval of the members present. Region V includes Ohio, Kentucky, West Virginia and Michigan.

At the Wednesday morning session, operators heard addresses by C. S. Darling, NAMA's executive director, and Ray J. Vonesh, NAMA legislative counsel. Darling outlined the association's plans for the future, while Vonesh traced the group's legal activity both past and future, and urged close co-operation between all members of the industry.

Immediately following these two addresses, operators broke up into groups to participate in round-table discussions. Special tables were provided for operators interested in the following kinds of equipment: cigarettes; candy, gum and nuts, and beverages.

Candy, gum and nuts and cigarettes attracted the largest groups of operators, and discussions often paralleled. Among the cigarette operators, for example, principal topics were commissions and selling practices among certain manufacturers of cigarette vending equipment.

As in the candy discussion, cigarette operators agreed that no one could set up an over-all normal for commissions. But they likewise agreed that experienced operators pay as high a commission as possible. For that reason, the operators concluded, any operator who paid exorbitant commission rates merely to take locations away from other firms would shortly find himself out of business. Several operators participating in the cigarette round table reported that they had been approached to buy out, or had bought out, operating companies who started out paying higher commissions merely to jump locations.

Urge Standardizing Count

Candy operators reported that candy is back to normal, but they, too, had suggestions for improvement. Most of the operators agreed that candy bar manufacturers could help automatic merchandising by standardizing their large-count packs. Currently, manufacturers are putting out a variety of large-count packs, the operators reported, and the differences in count make for inventory headaches.

Some operators, who have been using special lightweight vending bars, expressed concern for the future use of lightweight bars now that standard weight candy is reappearing in the nickel market. These operators pointed out that the venter customer, buying candy thru the machine at a nickel when over-the-counter sales were pegged at 6 and 7 cents, did not mind the fact that some of the venter bars were smaller in size. Now that many over-the-counter sales are back to a nickel, however, the customer expects and is entitled to full weight.

At the luncheon session, regional members heard an address by Reuben B. Hayes, executive vice-president of the First National Bank of Cincinnati. Hayes outlined the national economic picture and traced the effects which national and international economic trends have on the individual.

In the closing session, at which Marty Gluchow, East Liverpool, O., presided, four representatives of the public told operators what they thought of automatic merchandising. On the panel were Mark Walke, executive secretary of Armco Association, Armco Steel Corporation, Middletown, O.; Harry Ulmer, Cincinnati Times-Star promotion manager; Art Neuman, manager, Dutch Mill Restaurant, Cincinnati, and E. A. Schwoeppe, vice-president, American Institute of Chemical Engineers and a student of the University of Cincinnati.

To top off the day, operators at-

tended open house at Automatic Canteen, Stern Cigarette Vending Machine Company, and W. W. Tibbals Company.

Region IV at Swank North Carolina Inn

ASHEVILLE, N. C., April 24.—Swank Grove Park Inn here was the scene of a meeting of the National Automatic Merchandising Association's (NAMA) Region IV, Friday (23) and today. Some 30 operators and manufacturers' representatives were on hand for the two-day resort meeting, but association officials were disappointed at the turnout.

At this morning's session, Bill Cutcliffe, Cigarette Service Company, Atlanta, was elected chairman of the region to succeed J. Herman Saxon, Charlotte, N. C. Region includes the States of North and South Carolina, Tennessee, Mississippi, Alabama, Georgia and Florida.

Both C. S. Darling, NAMA executive secretary and Ray Vonesh, legislative counsel, addressed the meeting, and their speeches were followed by a round table patterned after the discussion at the Cincinnati meeting.

Friday night, North Carolina operators met in special session to discuss the North Carolina tax situation. The meeting adjourned Saturday at noon.

NACGM Re-Elects 2; Adds New Members

NEW YORK, April 24.—At the recent annual meeting of the National Association of Chewing Gum Manufacturers (NACGM) at the Hotel Commodore here, Carlton S. Drolsbach was re-elected secretary and A. D. Scheaffer re-elected treasurer.

New members of the association are the Star Molding Corporation, East Aurora, N. Y., and the E. P. Fenimore Company, Philadelphia.

Mass. Ops Feature P-R Set-Up at Meet

(Continued from page 109)
being discussed anymore. Operators feel there is nothing that can be done about it, and they have absorbed the 13 per cent increase in cost and still give free matches.

CMAM is also planning a membership drive, and Foster expects to tour the State calling on operators. "The need for the association is definite and it is to the advantage of operators to belong to it," he pointed out. "We feel that many operators would like to belong if they knew more about the benefits of CMAM, and we intend to get the information to all non-members, with a view toward getting together a good big strong organization."

RETAIL STORES

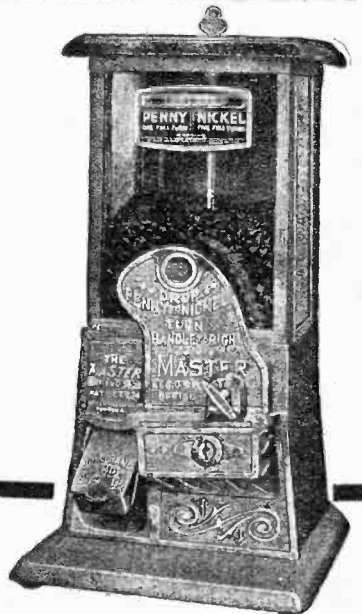
(Continued from page 109)
exhibits of the latest equipment for modernizing of all types of stores, all on display at the Grand Central Palace. An example of the type of vending tie-in with this show is the Coca-Cola Company, which will again hold down one of the larger booths at the show, featuring various types of bottle and cup vending equipment.

Nutrine Reports Earnings

CHICAGO, April 24. — Nutrine Candy Company here reports a net income, for 1947, of \$1,386,036, equal to \$3.47 a share. Earnings compare with \$708,941, or \$1.77 a share, in 1946.

List Life Savers Earnings

PORT CHESTER, N. Y., April 24.—Life Savers Corporation here reports a net profit of \$2,636,893, equal to \$3.76 per share, for 1947. Earnings are compared with \$1,940,553 or \$2.77 a share for 1946. Net sales for last year amounted to \$12,283,502, while 1946 sales were \$8,444,932.



ORDER NOW FOR IMMEDIATE DELIVERY MASTER #2 PENNY-NICKEL COMBINATION VENDOR
Handles Pistachios or Any Other Merchandise. Time Tested and Proved. **\$17.50**

MASTER #6.2 — Straight Nickel Vender — Another Proven Money Maker. **\$17.50**
MASTER NOVELTY PENNY VENDOR—The Ideal Penny Play **\$13.95**

ALL MODELS have adjustable merchandise wheel. Cabinets two-tone—all porcelain—capacity 5 lbs.
TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. New York, N. Y.
FACTORY DISTRIBUTOR
TRI-STATE VENDING CO.
561 10th Avenue New York, N. Y.

MAY SPECIALS NEW

10 10¢ Pop Corn Vendors Each \$225.00
50 5¢ Silver-King Hot Nut Vendors 29.95
50 1¢ Columbus Ball Gum Vendors 10.50
50 1¢ Victor V's, Entire Lot, Ea. 11.75
50 Grootchen Camera Chiefs (With Batteries) 22.95

USED
50 Asco Hot Nut Vendors Each \$15.00
10 1-5¢ Combination North-western DeLuxe, Like New 19.95
50 1¢ ABT Challenger, Late Mod. 30.00

MERCHANDISE
Ball Bubble Gum (Any Quantity) Per Lb. 30¢
Pistachios (Large) 75¢
Pistachios (Tulip) 62¢
Peanuts 28¢
Licorice 30¢
Cashew 50¢
M & M's 45¢
Seeds 25¢
Boston Baked Beans 28¢
Almonds 30¢

WANTED TO BUY
Cigarette Machines, Candy Machines and All Types Used Nut and Gum Machines.
1/3 Deposit With Order—Bal. C. O. D.
CAMEO VENDING SERVICE
432 West 42d St., New York 19, N. Y.
LONgacre 3-1334

REWARD

We will send a \$5.00 reward to the first 200 persons answering this ad, giving a brief outline of the route they operate. State type and number of machines operating at present.

Danco Coin Machine Co.
1304 E. BALTIMORE ST.
BALTIMORE 31, MD.



So far ahead
in every way!



The New MILLS 400-C AUTOMATIC FOUNTAIN

- NEW LOW PRICE • DURABILITY • MECHANICAL PERFECTION • COMPLETELY SANITARY
- APPEARANCE • SPEED & COMPACTNESS • PERFORMANCE • STERILE CONSTRUCTION

The Machine with a Future!

PIONEERS in automatic vending machines, the famous Mills Industries, Inc. of Chicago have designed the magnificent new 400-C AUTOMATIC FOUNTAIN . . . the vendor with a long future of day-in and day-out cola sales! As rapidly as every 5 seconds, the AUTOMATIC FOUNTAIN delivers an individual sanitary cup, filled with ice-cold cola carbonated at the instant of serving. More than 1500 of these machines already are ringing up new sales records wherever people gather for work or play!

The Mills AUTOMATIC FOUNTAIN is designed in accordance with the strictest sanitation standards. Stainless steel systems, ultra-violet radiation, water filter and purifier are a few of the Mills advantages. Capacity 400 cups. Order now for immediate delivery, or write direct for complete information. The representative in your locality will be glad to call on you to give complete details.

IMMEDIATE DELIVERY! **\$875⁰⁰** F.O.B. CHICAGO

NATIONAL DISTRIBUTORS
AUTOMATIC SYRUP CORP.
70 PINE STREET NEW YORK 5, N. Y.

**\$\$\$ PROFITS \$\$\$
\$ IN PENNIES \$**

WITH FAMOUS

**Frantz
Scales**

ARIST-O Model
(Illustrated)
List Price \$115.00
87.50

MIR-O Model
Same as Illustration
Plus Attractive Mirror
List Price \$125.00
97.50

DISCOUNTS
IN
QUANTITY LOTS



Frantz Scales have the greatest earning power in the scale market! You can install them in any location because of their beautiful, modern, streamlined design and finish.

ATTENTION, OPERATORS IN OUR TERRITORY:
Your Credit Is Good! Buy On Our EZ Payment Plan. Come in or write us for Full Details.

TERMS:

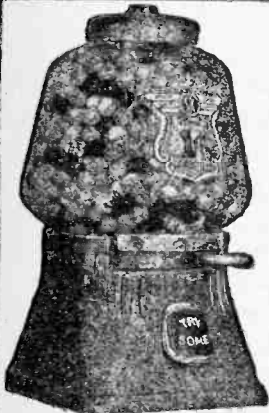
1/3 DEPOSIT — BALANCE SIGHT DRAFT

We Are Exclusive Sales Agents for
J. F. FRANTZ MFG. CO.

J. ROSENFELD CO.

3218 OLIVE STREET, ST. LOUIS 3, MO.
NEWSTEAD 1582

**Silver-King's New
2 for 1c
BALL GUM VENDOR**



(PATENTS
PENDING)

No missing—no adjustments.
Handles 140, 170, 210 count gum, no breakage, and positive delivery.

If you want the best trouble-free ball gum vendor, try the new, Improved '48 "Silver-King."

Nut and Ball Gum Vendors, 1¢-5¢. U. S. and Foreign Coins.

AT ALL THE BEST DEALERS OR WRITE
SILVER-KING CORP.
622 DIVERSEY PARKWAY, CHICAGO, ILL.

ALL SILVER KINGS

Can be bought on

TORR TIME PAYMENT PLAN

16 weekly payments. Write for details.

ROY TORR
Lansdowne, Pa.

NEW LOW PRICES ON

5/8 Rain-Blo Ball Gum

Any quantity, 28c per lb.

Packed 25 lb. to carton

Full cash with order—freight paid to your door on 100 lbs. or over.

ROY TORR LANSDOWNE PENNA.

NATD Meet Discussions Place Question of Cigarette Sales Up to Wholesaler

New Committee Urges 4-Point Distributor Program

NEW YORK, April 24.—Each tobacco distributor must determine for himself whether or not it is profitable or desirable for him to deal in cigarettes. That was the conclusion reached by the National Association of Tobacco Distributors (NATD), meeting in convention in Chicago April 12-17, during which the problem was thoroughly aired. This decision was embodied in a resolution passed by the membership and released this week, which reviewed many factors affecting cigarette distribution and offered recommendations for improving that vital phase of the tobacco industry.

Discussion of cigarette distribution received prime billing at the NATD conclave in order to delve into the elements behind the recently noted trend of wholesalers to abandon that traditional phase of their businesses. Several large wholesalers have already given up cigarette distribution as unprofitable (*The Billboard*, April 17), and others are known to be considering the same action.

Stating that the task of making cigarettes easily available to consumers thru retailers rests primarily on members of the wholesale tobacco trade, the NATD resolution did not completely absolve distributors of blame for abuses, but declared that all would welcome standardization of proper distribution practices. And further, it urged wholesalers to shelve, for the time being, plans to eliminate the handling of cigarettes until a concerted effort can be made to combat destructive practices.

Distrib Practices

A large part of the responsibility for influencing a change in many current cigarette distribution practices will fall on a new NATD committee on distribution. It will urge the adoption of the following recommendations upon all levels of the tobacco industry:

(A) Abandonment of the loss-leader practice wherever it is con-

trary to law, as well as the abandonment of drop shipments and other devices by manufacturers leading to "cut-throat price cutting."

(B) The progressive introduction of modern distribution methods by wholesalers and retailers in order to increase efficiency and economy in the system of distribution and so bring about lower prices to consumers.

(C) Selective placing of distributors on manufacturers' direct-purchase lists based on the "constructive and legitimate" service offered by distributors.

(D) Manufacturers should demonstrate the sincerity of their advertising claims and slogans by "fair-trading" their products with little regard for the actions of competitors. If the claims are true, "A price differential of a cent or two per package would not cause a smoker to change to a lower-priced package."

Loss-Leader Remedy

The resolution considered the various State fair-trade acts and unfair sales acts as effective remedies against loss-leaders. It urged other States to adopt similar legislation.

At the same time, Joseph Kolodny, managing director of the association, issued a statement summing up the over-all function of NATD. He said: "The over-all objective justifying our existence—and the one policy guiding all responsible trade association management—is to endeavor to place our trade and industry in a better position to conduct our business in a manner which will achieve the most good for the product, the manufacturer, the wholesaler, the retailer and the consumer. To do this effectively, our major problem is not so much to encourage individual business to compete even more strenuously, as it is to emphasize the old American principle of planning to work together constructively which, according to our heritage, means the public interest."

Coan Mfg. Completes Move to New Factory; Gives Special Bonus

MADISON, Wis., April 24. — All employees of the Coan Manufacturing Company here participated in special bonus payments this month when the vending machine manufacturing concern closed its books for the fiscal year. J. W. Coan, president, said some 54 employees received bonus payments amounting to 31.8 cents per working hour.

Computed at this basis, bonus payments to each employee amounted to approximately \$700 for the year.

Meantime, Coan announced that his firm has now completely moved into a new factory addition. The move was accomplished without interrupting production on the firm's Standard 74 candy bar machine.

With the new plant, total manufacturing space, exclusive of offices, totals more than 16,000 square feet.

By June 1, Coan expects to start production on the firm's cigarette machine and the de luxe model candy vander. Both of these machines were shown in Chicago last week at the National Association of Tobacco Distributors convention.

POSTAGE STAMP MACHINE CO.
presents

THE SELECTOR

The outstanding four-column Stamp Machine that has no comparison.
VENDS 1¢-1½¢-3¢ AND AIR MAIL STAMPS
Also available, model dispensing 1¢-3¢ Air Mails & Special Delivery combination.



- Fingertip push operation
- Two locks secure protection
- Plastic windows, no breakage
- Compact, only 9½ x 15 x 16
- Holes available to set machine on the wall or fasten to counter, equipped with suction feet for glass
- Available in attractive maroon or grey cabinets with white enamel cover
- Mechanism contains only 2 sliding parts which are instantly removable
- Capacity: 600 folders (150 each)

- Insertion of 3 or more coins does not jam mechanism
- Factory guaranteed for 1 year against mechanical defects.

Several territories still available on exclusive basis to qualified distributors.

OPERATORS: Contact us for your nearest distributor.

POSTAGE STAMP MACHINE CO.

Manufacturer

33 West 60 St. New York 23, N. Y.

NOW!
turn to
INSIDE FRONT COVER
for an important story on
POPCORN PROFITS

MANLEY INC., KANSAS CITY, MO
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES

YES, IT IS NEW

PUNCH-A-BALL GUM BOARD

1¢, 2¢ and 5¢ PLAY
Salesmen, Operators, Jobbers, write for Circular and Photo Just off the Press.
— NEW LOW PRICE —

JAMES CANTE

Manufacturer
809 Montgomery St., Jersey City 6, N. J.

CIGARETTE MACHINES

Rowe President, 10 Cols., 475 Pack Cap.	\$125.00
Rowe Royal, 10 Cols., 400 Pack Cap.	100.00
Rowe Imperial, 6 Cols., 180 Pack Cap.	60.00
National 9-50, 350 Pack Cap.	100.00
National, 6 Cols., 180 Pack Cap.	32.50
UNEEDA MODEL E, 12 COLS., 300 PACK CAP.	60.00
Uneeda Model E, 8 Cols., 240 Pack Cap.	57.50
DuGrenier Champion, 9 Cols., 420 Pack Cap.	75.00
DuGrenier Champion, 7 Cols., 250 Pack Cap.	70.00
DuGrenier Model W, 9 Cols., 300 Pack. Cap.	55.00
DuGrenier, 4 Cols., 100 Pack Cap.	25.00
NEW Uneeda, 8 Columns, 510 Pack Cap.	159.50
NEW Uneeda, 6 Cols., 380 Pack Cap.	149.50
NEW DuGrenier Challenger, 7 Columns	100.00
Lehigh PX, 10 Columns	140.00

CANDY MACHINES

Stener Candy, 8 Cols.	\$125.00
Rowe Candy, 8 Columns	100.00
DuGrenier Candyman	67.50

10c CIGAR MACHINES

7 Column, Capacity 175	\$32.50	Single Column, Capacity 50	\$22.50
1¢ Stick or Tab Gum Machines, 500 Cap.	\$19.85		

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED

ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.

Parts and Mirrors available, including the 25¢ vending changeover parts for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

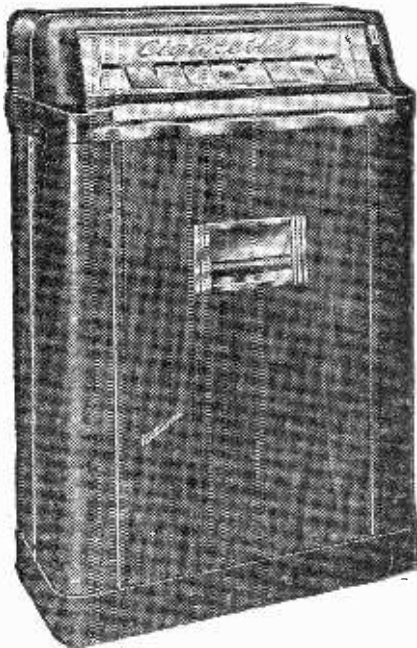
166 CLYMER STREET EVERGREEN 7-4568 BROOKLYN 11, NEW YORK

*Now, you
can equip
all postwar*

NATIONAL

CIGARETTE MERCHANDISERS

with Automatic **CHANGE-MAKER**



NATIONAL 9EC

Sensational new Electrically-operated Console-Type Cigarette Merchandiser with built-in Change-Maker and other exclusive NATIONAL features. Accepts nickels, dimes, quarters—returns 5c or 10c change.

NATIONAL always looks ahead...always protects the Operator. All NATIONAL Postwar Merchandisers are built to accommodate mechanical improvements as they come along—next week, next month, next year. That's why NATIONAL'S marvelous new nickel Change-Maker can now be added to any Postwar NATIONAL Cigarette Merchandiser. NATIONAL keeps coming up with sensational mechanical improvements...without making your present NATIONAL Merchandisers obsolete—without impairing your investment. Look at NATIONAL Merchandisers... study NATIONAL policies... and you'll find it pays to operate NATIONAL.

NATIONAL VENDORS, Inc.

5055 NATURAL BRIDGE AVE. • ST. LOUIS 15, MO.

ED. BROWN, Inc.
2808 McKinney Ave.
Dallas 4, Texas

L. H. CANTOR, Inc.
11219 Superior Ave.
Cleveland 6, Ohio

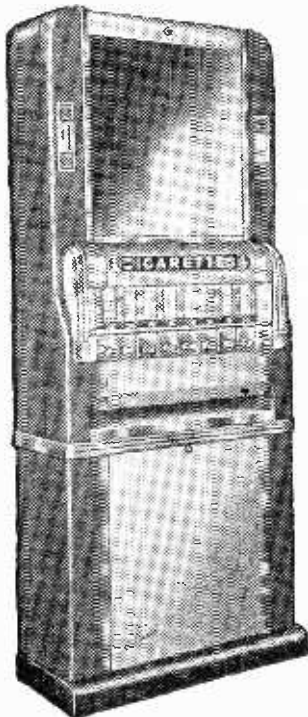
WALTER J. CUTCLIFFE
173 Peters St., S. W.
Atlanta 3, Georgia

JACK G. KELNER
3728 W. Division St.
Chicago 51, Illinois

E. C. McNEIL
713 So. Westmoreland
Los Angeles, Cal.

MARVIN L. PIERSON
5055 Natural Bridge Ave.
St. Louis, Mo.

WEIDMAN NATIONAL SALES
5911 Fourth Ave.
Detroit 2, Mich.

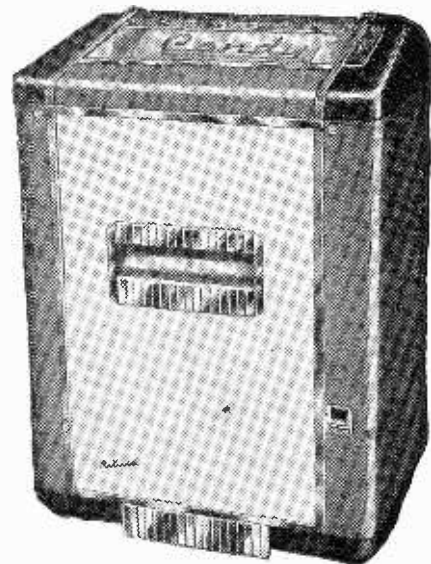
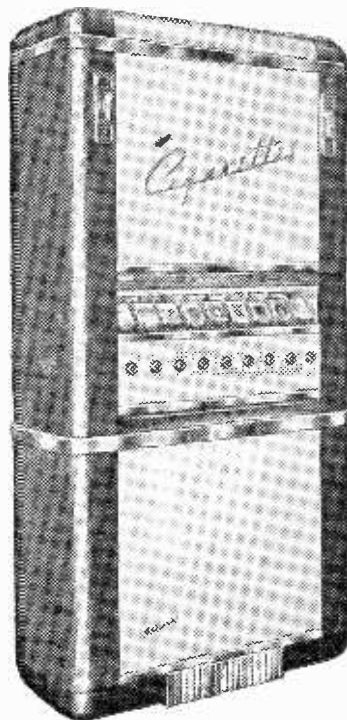


NATIONAL 9M

The finest Manually-operated Conventional-Type Cigarette Merchandiser. Can be equipped on location with NATIONAL'S marvelous new nickel Change-Maker. Another NATIONAL "First" and "Exclusive."

NATIONAL 9E

As it stands, the finest Electrically-operated Conventional-Type Cigarette Merchandiser. And now you can make it still more modern, still more efficient—by equipping it with the new NATIONAL nickel Change-Maker.



NATIONAL 8CE

America's only Electrically-operated Console-Type Automatic Merchandiser for Candy, Cigarettes and other items. Another NATIONAL headliner.

only NATIONAL MERCHANDISERS are truly AUTOMATIC!

BUILT for OPERATORS



Northwestern

WORLD'S BEST BULK VENDERS

Designed and built to meet the demands of experienced operators, Northwestern bulk venders are generally recognized as the world's best! Famous for dependable performance, long life, and trouble-free service, these rugged machines are real money makers from the start. Make sure of your investment

—insist upon Northwestern. Write for the name of your nearest distributor.

THE NORTHWESTERN CORPORATION
85 EAST ARMSTRONG ST. - MORRIS, ILLINOIS

NEW LOW PRICES
U-SELECT-IT
CANDY MACHINES
72 Bar Capacity, \$30.00 Each. Limited Supply.

CIGARETTE MACHINES
All Makes. Real Low Prices. Half Deposit.

HARRIS VENDING
2717 N. Park Ave. Philadelphia, Pa.
Phone: BA 9-0606

FOR VENDING MACHINES and SUPPLIES write
RUSS THOMAS CO.
2189 Central Ave., Memphis 4, Tenn.
Telephone: 2-6410

BUBBLE BALL GUM 25¢ PER LB.

3/8 size only. Minimum shipment 25 lbs. M. & M. Candy—40¢ Per Lb. (25 Lb. Minimum). Jumbo Salted Peanuts—30 Lb. Carton—\$8.50. Cert. Ck. or M.O. in full on above. No C. O. D.'s.

We have one of the largest stocks and varieties of bulk vendors, games, parts, merchandise, etc., in the U. S. and at America's lowest prices. **WRITE—We have it.**

BRAND NEW 1948 IMPS \$12.95

Lots of 12. \$13.75
Lots of 6. \$14.50
Sample



1¢ or 5¢ Cig. or Fruit Reels

A real money maker and worth its weight in gold. Dispenses one piece of ball gum with each coin inserted.

WRITE FOR FREE CATALOG ON BULK VENDORS, GAMES, MERCHANDISE, ETC.

School Locations?

WASHINGTON, April 24.—The National School Lunch Act does not prohibit the sale of candy in schools, National Candy Wholesalers' Association (NCWA) has advised its members. Statement was issued after it was found that many jobbers were under the impression that the ban under the act applied to confectionery items.

'47-'48 Tobacco Crop Near All-Time High

WASHINGTON, April 24.—U. S. Department of Agriculture has reported that the flue-cured tobacco crop produced during the 1947-'48 season has been the second highest in history and has been sold on 81 auction markets located in Florida, Georgia, North Carolina, South Carolina and Virginia. Net warehouse sales totaled 1,304,600,000 pounds, only 37,000,000 pounds less than the all-time high volume produced in the 1946-'47 season.

The 1947-'48 flue-cured crop brought a total of \$541,000,000, compared to a total of \$650,000,000 the previous season, which was a record high. The over-all average price, the department reported, was 41.5 cents per pound, compared to 48.5 cents a pound the previous season. Flue-cured is one of the two major cigarette types produced in the United States, with burley (grown chiefly in Kentucky and Tennessee) ranking second. About 53 per cent of the leaf used in manufacture of cigarettes in U. S. is flue-cured.

All - American Shine Machine In Production

Appoint Four Distrib

NEW YORK, April 24.—With a current production schedule of 600 shoeshine machines a month, the All-American Electric Corporation is now setting up its distribution network for sales east of the Mississippi, Robert Fletcher, president and general sales manager, announced here this week. All-American was formed from the Ace Shoe Shine Company early this month, with headquarters at 306 Stoker Drive, Saginaw, Mich.

Several modifications are incorporated in the All-American machine over the earlier Ace model. Among these are a coin counter, fluorescent lighting, an enclosed cash box and a light switch. The machine is available in a variety of colors. Altho it is supplied adjusted for nickel play, operators can replace the coin chute for dime play.

Distributors already appointed to handle the machine were listed by Fletcher as follows:

Binco Distributing Company, Fort Wayne, Ind.; Markepp Sales Company, Cleveland; Seacoast Distributors, Inc., Newark, N. J., and Uneeda Shine Machine Company, New York. Uneeda has just been organized by Sam Sacks, owner of the Acme Sales Company here.

Otis D. Babcock is associated with Fletcher in the All-American Electric Corporation as vice-president and treasurer. The shoeshine machine is manufactured for them by the Jackson & Church Company, also of Saginaw.

Amer. Vendors Ind. Plant in Production

LOS ANGELES, April 24.—American Vendors, Inc., has stepped up production on its selective bottle vender with the addition of manufacturing facilities in East Chicago, Ind., as a companion production line for the plant here, officials announced recently.

New production facilities are provided by the General American Transportation Corporation's plant in East Chicago, and are intended to supply machines for the eastern portion of the U. S.

Kwik Shoe Shine Sets Midwest Distributor

CHICAGO, April 24.—The Jack Nelson Distributing Company here has been appointed distributor for Illinois and Indiana by the Kwik Shoe Shine Machine Company, Sacramento, it was announced last week by firm officials. Jack Nelson Sr. heads the distributing company, while George Rudorf is the owner of the Kwik Shoe Shine Machine Company.

The new coin-operated shoeshine machine has started to appear on many locations on the West Coast and is expected to be placed on locations in the Midwest in the near future.

Tobacco Tax Take Increases

MONTGOMERY, Ala., April 24.—Alabama tobacco tax collections for March totaled \$658,229, compared with \$548,685 for the same month in 1947, State revenue commissioner James A. Stephens announced recently. Returns for the first six months of the current fiscal year amounted to \$3,748,414, compared with \$3,454,626 during corresponding period in the 1946-'47 fiscal year.

READY NOW!
THE NEW SENSATIONAL VICTOR CUSTOM BUILT UNIVERSAL VENDING MACHINE

- New Globe
- Larger Capacity
- 5 to 7 Pounds Bulk Merchandise
- 1,000 to 1,400 Balls of Gum
- Fully Adjustable
- Vends Peanuts, Mixed Nuts, Pistachios, Almonds, Candy, Charms
- No Additional Parts Necessary
- New Smooth Baked Enamel Finish
- New Non-Corrosive Vending Wheel
- New Built-In Cash Box

The new custom built Victor is the machine operators have wanted for years—now it's here.

WRITE FOR COLORED CIRCULAR AND PRICE
Be the first in your territory with the greatest vendor ever made.

JACK NELSON & CO.
2320 MILWAUKEE AVENUE
CHICAGO 47, ILL.

It's HOT! The most efficient profit-making hot nut machine.

The "CHALLENGER"
3 MACHINES IN ONE!

- Attractive appearance
- Better locations
- Highly polished finish
- Flasher, "Hot Mix Nuts"
- Always in operation
- Bigger profits. You can operate as follows: 5-5-5, 10-10-10, 5-10-5, 10-5-10
- Reversible slots make this possible
- Heating units in all 3 compartments
- Easy operation!
- 3-way vending means 3-way profits!

Be Smart the "Challenger" Way
Write for illustrations.

TROPICAL TRADING CO.
716 W. Madison St. Chicago 6, Ill.

METAL PLATED CHARMS

In bright gold and silver finish

Per M Metal Plated Charms, Series #1 ... \$6.00
Metal Plated Charms, Series #2 ... 7.50
Plastic Charms, Famous Series #1 ... 3.50
Plastic Charms, B19 Series #2 ... 4.50

SAMUEL EPPY & CO., INC.
WORLD'S LARGEST CHARM MANUFACTURER
113-08 101st Ave. RICHMOND HILL 19, L. I., N. Y.

NOW!
Turn to **INSIDE FRONT COVER** for an important story on **POPCORN PROFITS**



MANLEY INC., KANSAS CITY, MO.
The Biggest name in Popcorn
POPCORN MACHINES AND SUPPLIES

PARKWAY MACHINE CORPORATION
623 W. NORTH AVE., DEPT B • 917 MADISON 1447 • BALTIMORE, 17, MD.

EXPERIENCED VENDING MACHINE SALESMEN ONLY

Sell vending machines with national reputation and trade mark. Our name alone sells the machine. If you can sell your deals clean, can finance yourself and can stand prosperity, then write and tell us about it. This is the newest, fastest selling deal on the market today. The price is right. The profit is right. Our regular men are earning better than \$500 a week. We have a good Dun & Bradstreet rating. We furnish 100% co-operation because we ourselves have been in the field and know what you need. Start making money today!

WRITE BOX D-275, c/o BILLBOARD, CINCINNATI 22, OHIO.

SALE

VICTORY POSTAGE STAMP MACHINE
Have for immediate sale 50 Victory Machines. Will sell all or part of the lot for \$20 Each F. O. B. Youngstown. Must clear out NOW! All machines are practically new.

POSTAL VENDING SERVICE
50 Central Sq., Youngstown, Ohio Phone 33134

RECONDITIONED CIGARETTE AND CANDY MACHINES

Uneeda Mod. E, 5 Col., 150 Pk.	\$39.50
Uneeda Mod. E, 6 Col., 180 Pk.	42.50
Uneeda Mod. E, 8 Col., 240 Pk.	57.50
Uneeda Mod. E, 9 Col., 270 Pk.	62.50
Uneeda Mod. A, 6 Col., 168 Pk.	60.00
Uneeda Mod. A, 8 Col., 224 Pk.	67.50
Uneeda Mod. A, 9 Col., 270 Pk.	72.50
DuGrenier V, 7 Col., 238 Pk.	59.50
DuGrenier VD, 7 Col., 298 Pk.	64.50
DuGrenier W, 9 Col., 308 Pk.	54.50
DuGrenier WD, 9 Col., 386 Pk.	59.50
DuGrenier Champion, 9 Col., 420 Pk.	69.50
National 9-18, 9 Col., Candy	110.00
National 6-18, 6 Col., Candy	75.00
Rowe, 8 Col., Candy	100.00

NORTHWESTERN BULK VENDORS

Deluxe	\$27.00	Model 33	\$12.60
Model 39	14.40	Model 40	10.85
33 Ball Gum \$11.40			

New IMPS
SPECIFY 1¢ OR 5¢
CIGARETTE OR FRUIT REELS
\$14.50 Ea. 6 or more \$13.75 Ea.

NEW COUNTER GAMES

ABT Strikeoilite	\$49.50
ABT Model F	49.50
ABT Challenger	49.50
Gottlieb Grip Scale	24.50
Advance Electric Shocker	22.50
Buddy, 1¢	19.50
Imp, 1¢	14.75
6 or More	13.75
Exhibit Card Vendors, with 1000 Cards	25.00
Bat-a-Ball	19.50
Basketballs, 1¢	29.50
Grip Vues	39.50
Kicker & Catchers	37.50
Test Quest, 1¢	39.50
1948 Bingo, 1¢	24.50
Camera Chief	19.95

USED COUNTER GAMES

1¢ Marvels, Tok. P/O	\$29.50
1¢ Amer. Eagles, Tok. P/O	19.50
Sparks, Tok. P/O	19.50
Klix 1¢ Blackjack	12.50
Poker Reel, 1¢	12.50
Electric Shockers	12.50
Mills Vest Pocket	49.50

CASH TRAYS (NEW)
\$6.95 Ea. Minimum Order 6 Mchs.

RECONDITIONED VENDORS

Cash Trays, 5¢ (Like New)	\$ 4.95
Master No. 5, 5¢	10.00
Snacks, 3 Comp., 1¢	14.50
Variety Shops, 5 Comp., 1¢	14.50
Shipman Dup. Stamp, 1-3¢	22.50
Adams Gum	17.50
Match Box (New)	4.95
Northwestern DeLuxe	20.00

SEND FOR COMPLETE LIST OF NEW AND USED MACHINES.
Also for Merchandise Price List #202.
1/3 Deposit must accompany All Orders.

RAKE COIN MACHINE EXCHANGE
409 SPRING GARDEN ST. PHILA 23, PA
LOmbard 3-7676

Nut Fanciers

ST. LOUIS, April 24.—Bulk candy venders of a local vender operator have been the target of visits by a group of pilferers who concentrate on the nut-filled compartments. Police, however, advised that they will make no arrests if the culprits are apprehended. According to eye-witnesses, the nut fanciers are squirrels.

New Ice Cream Vender Boosts Children's Fund

PHILADELPHIA, April 24.—Eastern Engineering & Sales, Inc., manufacturers and distributors of the new Kenro ice cream vender, has placed its first machine in the Jefferson Hospital here. James B. Kendig, president, stated that all profits earned by this machine are earmarked to help swell the city's Crippled Children's Fund.

One of the main features of the new machine, according to Kendig, is that no special packaging is required for the ice cream bars vended. Bars are loaded in the vender exactly as they are purchased from the ice cream manufacturer, with or without sticks. Kenro has a total capacity of 140 bars.

The machine also features front loading, a coin counter, fluorescent lighting and slug rejection. It stands 66 inches high, is 36 inches wide and 29 inches deep. There is a one-year guarantee.

Over Nickel Price For Candy Venders Hits Maritime Ops

ST. JOHN, N. B., April 24.—An 8-cent retail price for chocolate bars and 12-cent price for small cellophane bags of candy are handicapping sales of candy by vender operators thru the provinces.

For the first time since 1939, there is a large supply of the packaged candy available but the record high price has cut down candy consumption, both by adults and particularly children. It is claimed here by operators that if the price reverted to a nickel, the consumption would be easily doubled in volume. With the peak in the cost of living for all time, economy has to be practiced in candy purchasing.

The necessity of pennies for the buying of packaged candy is also a detriment in patronizing the venders and between the high price and the lack of pennies, venders have been far off winning back the place they had occupied before the World War II.

Scores of theaters, bowling alleys, poolrooms, hotels, restaurants, service stations, rinks and garages, which found candy venders a profitable venture in pre-war, have held off restoring the machines until the prices go down to a nickel. Altho sales of the candy in the theaters have increased this year at counters installed in lobbies, candy customers claim that it is far more convenient to handle the coppers personally than by the machines. Even the gum machines are affected adversely by the price advance above the normal nickel and pennies. The gum is as taboo as the candy is welcome at the theaters, because of the parking habit.

Shelled Nuts Use in Candy In Decline

Going to Other Markets

WASHINGTON, April 24.—The percentage of shelled peanuts going into candy is on the decline, Agriculture Department reported this week. The soaring production of peanut butter is accounting for most of the diversion from candy, it was indicated.

For the past three years, an average of 20 per cent of all shelled peanuts has been going to the candy trade, but the department disclosed that in February only 18 per cent was used in candy, while the figure dropped to 16.9 per cent in March.

In turn, the percentage of peanut butter used in candy also decreased in March. In February, 11.4 per cent of the nation's peanut butter was used in candy, but in March, the candy trade's consumption had dropped to 7.6 per cent of peanut butter production.

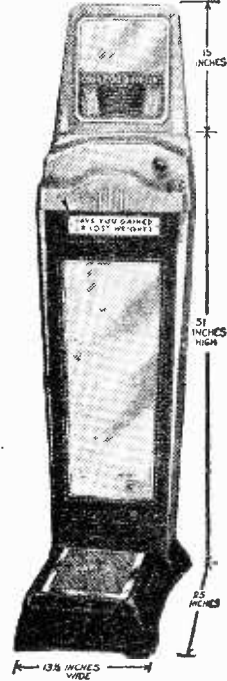
Production of edible peanuts is also on the downgrade, according to Agriculture statistics, some 500,000,000 pounds having been produced since September 1. This is 10 per cent below production for the same period last year, and 25 per cent below production in 1945-'46.

Set Production Line Schedule Of Berco Mach.

CHICAGO, April 24.—With field tests completed thruout the country, the Berco Manufacturing Company this week reported full details on its new Hilco ice cream bar (on a stick) vending machine. According to Berco, no distributors have been appointed, selling price of the unit is \$545, and single units only will be available to 125 operators thruout the country for field testing, with delivery scheduled for either May or June.

Production schedule as set up by Berco for the Hilco vender for the next six months is as follows: May, 25 units; June, 100; July, 200; August, 300; September, 400, and October, 500. It was stressed that only single-unit orders will be accepted at this time for the first 125 venders.

Features of the new machine, as listed by the manufacturer, include: Return coin receptacle; push-button for coin return; empty sign—mechanism automatically returns the coin; A. B. T. slug rejector; easily removable cover, plus quick, easy loading; 100-bar capacity; collapsible service table for the operator; folding foot step, making access to the storage chamber a simple process; all working mechanism outside the freezing chamber; a simple, foolproof mechanism; all parts in contact with the ice cream bars are made of stainless steel; a two-tone finish; ¼-horsepower hermetically sealed compressor; inside conveyor so arranged that it can easily be removed for cleaning; convenient drain for defrosting and cleaning; temperature in storage chamber maintained at zero no matter what the outside temperature may be; outside plastic window for sanitary purposes; delivery chute sealed off by special hydraulic-operated stainless steel door to protect against outside temperatures, and four-inch insulation thruout.



199% PROFIT

Not a Novelty
But an Investment

200 FORTUNE TELLING
NO SPRINGS SCALE

Height, 51 In. Width, 13 In.
without sign
Depth, 25 In. Sign, 15 In.
Net Weight 185 Lbs.
Shipping Weight 245 Lbs.

Invented and Made Only by

WATLING

Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 2770.
Cable Address: WATLINGITE, Chicago.

Atlas



1¢ DELUXE VENDOR

Vends all types of bulk merchandise. Ideal for Gum, Chams and Pistachios. Sturdily constructed.

WRITE FOR PRICES AND DETAILS
Jobber inquiries invited.

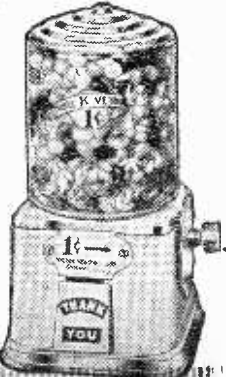
Atlas Mfg. & Sales Corp.
12220 TRISKETT RD. • CLEVELAND 11, OHIO
ESTABLISHED 1929

VICTOR'S SPECIAL FINISH MODEL K

24 or more . . . \$12.25
1 to 23 12.95

EMPIRE COIN MACHINE EXCHANGE

1012 Milwaukee Ave.
Chicago 24, Ill.



MAKE BIG MONEY!
... IN YOUR OWN BUSINESS

START A PROFITABLE ROUTE OF VICTOR MODEL "V" VENDOR

Takes just a small investment of time and money. Vends almonds, candy, nuts. One hand operation. Attractive. Agents, jobbers, distributors wanted. WRITE TODAY FOR DETAILS.



LEON "HI-HO" SILVER, INC.
760 HAYES ST. SAN FRANCISCO, CALIF.

WRITE FOR PRICES
Roasted and Salted Nuts of all types. Confectionery Items.
SPECIALISTS TO THE VENDING TRADE
San Filippo and Company
Nut and Confectionery Importers and Wholesalers.
104-14 37th Ave., Corona, L. I., N. Y.
Telephone: Havemeyer 9-8946

CAN PROMOTION UP INCOME?

Operators Beset by Slumps Still Avoid Self-Plugging

General economic picture aggravated by high material costs and upped commissions—find conditions vary thruout country according to local problems

By Norm Weiser

CHICAGO, April 24.—As many music machine operators in some sections of the country find themselves with their backs to a financial wall, and other operators report play holding up, but not increasing at the same tempo with which costs are rising, a survey of the field indicates that in only isolated cases are operators making a concentrated promotional effort to place their business on a more profitable basis. Reasons for the lack of initiative in promotion vary according to the local situation, but the general economic situation, plus a highly competitive picture in most areas which has, in many instances, shoved commissions to as high as 70 per cent or more for the location, are evident thruout the country.

The financial picture, as far as the operator is concerned, varies according to locale. On the West Coast, for instance, out of 350 operators contacted by a major distributor, only two were in what could be termed a sound financial condition. One of the latter two operators, according to the distributor, was purchasing his equipment on time. Few, if any, of the

remaining 348 operators, as well as the two with the sound financial operations, were involved in any way with promotion.

Here in the Midwest, while many operators have also been hit by the general drop in play, more use of promotional aids, both within the location and within the operating organization, has been noted, and has paid off in the weekly over-all income. Yet, despite the successful use of promotion by some ops, the widespread use of promotion to attract additional play to the music machines is still not evident.

On the East Coast, operators are faced with multiple problems that have affected their music operations. The novelty game situation, which (See *Can Promotions Up* on page 120)

Whatta Life!

CHICAGO, April 24.—David Condon, sports writer for *The Chicago Tribune*, had himself a time Monday (19) with a play-by-play report of an inter-city baseball game played by the White Sox and Cubs, which he witnessed in one of the city's 1,837 tele-equipped taverns. "What a wonderful method to cover baseball," wrote Condon, "a seat right on top of home plate and three stools away from the juke box." After devoting considerable lineage to the reactions of the customers and the location owner, Condon wound up his piece with: "The opening day's attendance at Schubert's (the location) was 23. The gross was \$47.50. Winning pitcher—Schubert." He also explained that the game ended in the location in the eighth inning when an excited customer threw a pop bottle at the umpire, and put the tele set out of commission.

So—without bucking any mobs, everybody had another round while the juke box took over.

Newly Organized Rex Lee Firm To Rep Rock-Ola

NEW YORK, April 24.—Featuring a feather-weight pick-up and amplifier suitable for installation in any standard juke box and specially designed to lengthen the life of records, Rex Lee Enterprises, a new firm servicing music operators in this area, opened for business this week at 767 10th Avenue. The firm's partners, Tony (Rex) DiRenzo and Leo Knebel, also stated that their company will act as a sales agent for Rock-Ola music equipment in New York City, Westchester County and Long Island.

The pick-up and amplifier, produced in their own plant to the rear of the Rex Lee offices, will increase the life of records up to 2,000 fidelity plays, DiRenzo and Knebel claimed. Since the device does not use a needle, scratching of records is impossible, and previously scratched records may be played without any distortion, they added. It was reported that the device is similar to the one used as standard equipment in the Aireon Model 400 juke box. However, the Rex Lee pick-up and amplifier will be supplied with a variety of fittings permitting attachment to any standard coin-operated music machine, they pointed out.

As part of the service the new firm will offer, operators may have the new Rock-Ola coin mechanism installed on 1946 or 1947 Rock-Ola models, DiRenzo and Knebel stated. The firm will also handle Emerson's 15-inch television set for public or home installation, thru an arrangement with the Videograph Corporation.

DiRenzo's most recent association (See *Newly Organized*, opposite page)

Aireon Appoints New Eng. Distrib

SPRINGFIELD, Mass., April 24.—Melody Phonograph Company here has been appointed to handle Aireon music equipment in Rhode Island, Massachusetts and Vermont, Ben Palastrant, Aireon's Eastern regional sales manager, announced this week. To cover the territory adequately, the distributor plans to open another office in Boston.

Executives of Melody are W. E. (Eddy) Watkins, general sales manager; Frank J. Watkins, chief of the service department, and F. W. Timmons, sales.

WMG Now Includes 98% of City's Ops

WASHINGTON, April 24.—At a recent meeting, Washington Music Guild (WMG) voted to buy the services of the William J. Burns International Detective Agency to safeguard juke box routes.

Officials of WMG feel that use of the agency will cut down malicious damage to jukes as well as insure against petty pilfering by employees.

According to Hirsh De La Viez, president of Hirsh Coin Machine Company, and founder of WMG, the guild now has 41 members—some 98 per cent of all local operators. Only about 100 of the estimated 3,300 Washington jukes are operated by non-WMG members, it is claimed.

4-State Meet Shapes Up as Major Music Machine Show

(Continued from page 108)

Inc., needles; Midwest Coin Machine Corp., St. Paul, Filben distributor.

Also included were Reinhard Bros. Co., Minneapolis, MGM Records; Roxcroft Co., Minneapolis, Columbia Records; Twin Port Sales Co., St. Paul and Duluth, Packard phonographs, and others.

While the preponderance of music machine equipment and supplies exhibited at the Radisson is expected to highlight the Northwest Regional meet, vending machines and amusement games are expected to receive an unusual amount of attention also. Among the leading vending machine exhibits will be the showing of equipment by the United States Vending Corporation (USVC) with Clarence Bayne, USVC official, in charge. Game producers who have announced representatives for the four-

State show are Marvel Manufacturing Company, represented by D. A. Wallach, sales manager, and a top representative of United Manufacturing Company.

Ken Ferguson, Stillwater, Minn., publicity chairman for the regional event, disclosed yesterday that advance hotel reservations in the Twin Cities hotel indicated that at least 800 coinmen would be on hand for the two-day showing.

Exhibit floor was scheduled to open at 10 a.m. Monday and remain open until 1 p.m., then reopen at 5 p.m. for five hours. On Tuesday the floor was to be opened at 10 a.m. and remain open thru 6 p.m., when the banquet gets under way. Homer E. Capehart was scheduled to make the main address of the evening, with an entertainment program set to follow the banquet.

Michigan Ops in Campaign To Aid Cancer Fund Drive

DETROIT, Mich., April 24.—A balanced campaign to support the current cancer fund drive is being undertaken by the Michigan Automatic Phonograph Owners' Association (MAPOA), tying in the over-all drive with their individual machines right at the "point of sale."

Unusual feature was the adoption of a particular number, *My Sin*, recorded by Don Pablo, orchestra leader at the Palm Beach Cafe, on Vargo records, as theme song for the drive. Vocals are done by Bunny Paul. To tie in directly, a special vocal trailer was made and placed on the record, by Edgar A. Guest, newspaper columnist and popular poet, making a direct appeal for the cancer fund.

A special colored title strip was

adopted and placed on the No. 1 position on some 4,000 boxes belonging to MAPOA members. By resolution, each member was assessed one record for each box he operates. The use of the special color strip is drawing attention to the record, and it is going over well according to reports from Roy W. Clason, business manager of the MAPOA.

Additional civic service being given by juke box operators in connection with the drive is the placing and collecting of canisters for cash contributions to the fund, at least one to each location having a juke box. Placed along bars, they have proved effective. In addition, a list of collections from all locations is to be compiled and published in a local publication.

Appoint Filben Distributor in Fla., Cuba, S. A.

CHICAGO, April 24.—William W. Rabin, president of the National Filben Corporation, this week announced the appointment of the Shayne Dixie Music Company, Miami, as Filben distributor for Florida, Cuba and South America. Appointment, which becomes effective immediately, was set by Rabin, who met with William Shayne, head of the distributing firm, in Miami last week.

Shayne Dixie Music Company will handle the complete Filben line, including the new Maestro '48, Mirrocle Music and parts and accessories.

Meanwhile the Mayport Distributing Company, Filben representative in Portland, Ore., this week reported it would hold a showing of the Maestro for operators in that area May 2. This is one of the first distributor showings scheduled for the new juke box which was recently announced as going into production.

Mayflower Sales Co. Opens in New York

NEW YORK, April 24.—A new jobbing firm, Mayflower Sales Company, opened for business this week at 572 10th Avenue. Danny Subarsky, owner of the new outlet, said his company will carry a complete line of music equipment and offer operators full service facilities. In addition to handling juke boxes, Mayflower will custom-build sound systems to suit special location requirements, he stated.

RECORDS! RECORDS! RECORDS!
FRESH OFF OUR JUKE BOXES
ONLY 10¢ EACH
 (Packed 100 to a box)
 These records are carefully inspected and well packed. Will stand any shipping distance. Send 1/3 deposit with order, balance C. O. D. Can ship any size order same day received.
Write—Wire—Phone
THE MUSIC BOX
 292 MADISON MEMPHIS, TENN.
 Tel. 37-7701

TOP PRICES PAID
USED RECORDS
 Sell to Chicago's Largest Distributor of Used Records.
WE PAY THE FREIGHT
WRITE, CALL OR SHIP TO
"TONY" GALGANO

 DICKENS 7060
 4142 W. Armitage Chicago 39, Ill.

PHONOGRAPHS
 ALL A-1 RECONDITIONED
 WURLITZER 950 \$295.00
 WURLITZER 780, COLONIAL. 219.50
 WURLITZER 500 165.00
 1/3 Deposit, Balance C. O. D.
WE BUY, SELL AND EXCHANGE
 Phone: Jefferson 1844
 3147 Locust St.
 St. Louis 8, Mo. **CALL NOVELTY CO.**

WE BUY USED PHONO RECORDS

MERVIS TRUCKING COMPANY
 7026 LEXINGTON AVENUE
 CLEVELAND 3, OHIO

OPPORTUNITY FOR DISTRIBUTORS
 Leading Juke Box Manufacturer has excellent proposition for live-wire distributors in Portland, Maine; Philadelphia, Williamsport and Harrisburg, Penna.; Albany, Syracuse, Utica and Buffalo, N. Y. Earning possibilities for 1948 from \$40,000 upward. Low priced phonograph tremendous potential. Write
BOX 312, The Billboard
 1584 Broadway New York 19, N. Y.

SPECIAL!
10 ROCK-OLA PHONOGRAPHS, 1946 MODELS @ \$395.00 EACH
 One-third deposit, balance C. O. D.
 Perfect condition, beautiful appearance and equipped with new accumulator assembly just like the 1948 Models.
MODERN DISTRIBUTING CO.
 1810 Welton St. DENVER 2, COL.

WANTED
 10,000 Albums at once. All labels, all artists. Must be new and clean—surplus and overstocks, Popular, Classic and Children's. Write, wire or call
SHELDON'S RECORD CENTER
 31 Tremont St. Boston (8), Mass.
 Tel.: CA-7-0506

AMERICAN FOLK TUNES
 Cowboy and Hillbilly Tunes and Tunesters

Set Three Dees
 The Three Dees, hillbilly unit, is being set by Gordon's Entertainment Bureau, Hartford, Conn., office, for a run of sponsored shows thruout the State of Maine in June and July. Granges will be among the sponsors. At present the Three Dees are winding up their 10th week at the London Terrance, New London, Conn., night club, and will play at least two more weeks there.

The Sunset Ramblers are currently featured on two half-hour shows a week on WJTN, Jamestown, N. Y., and one half-hour show each week at WESB, Bradford, Pa. The unit consists of Ollie Brown, guitar and emcee; Dick Winans, fiddle; Bob Barry, accordion; Slim Seymour, steel guitar and comedian, and Buck Raszmann, bass. Forthcoming bookings for the outfit include a jamboree to be held in Erie, Pa., and Sunday park shows thruout New York, Pennsylvania and Ohio.

Notes from Roy West, of WGAR Range Riders: Smiley Burnette presently at RKO Theater in Davenport, Ia. . . . Gene Autry recently did his CBS show from WGAR studios. . . . West and his group preparing for a busy schedule playing at Cleveland Park, which opens May 29.

Ready Fall Program
 Clyde Grubb and His Tennessee Valley Boys are preparing to go back on the air in fall. In the meantime they will continue to make personal appearance tours.

Bob Steele show is currently engaged in successful personal appearance tour of its Western-type program. Unit opened in Houston April 29, will follow with three or four stands at Galveston, Austin, Waco, Dallas and San Antonio. The unit stars Steele and features Jack O'Shea. Others include Boots Gilbert, comedy and bass; Tommy Durden, lead singer and steel guitar; Dotty Gilbert, rhythm guitar, and Vic Cardis, violin.

East Coast Music Publications, New York, has had its song, *That Golden Gal of Mine*, recorded by Shorty War-

ren and His Western Rangers on Famous Records. Song was recorded pre-ban and will be released about May 1.

Ramblin' Tommy Scott, handled by the Bert Levey Theatrical Agency, has purchased a new custom-built trailer which will be added to his road equipment. On its personal appearances the Scott unit makes the hops on two house trailers, two-ton baggage truck and a bus. The Bullet recording artist had a new song book released last week by Wally Fowler Publications, Nashville, and will have another book released soon by Dryer Music Company, New York. All songs in the books were written by Tommy Scott and his gang.

Counter Boxes Increase Juke Income for Op

CHICAGO, April 24.—Juke locations featuring television are the target of a play hypo program that is boosting weekly earnings by an average of \$10, according to Floyd Pedone, of Little Amusement, an operating firm here.

Pedone states that the television crowd at a tavern bar, at the termination of a video program, can be converted, to an unexpectedly large degree, into juke patrons simply by placing several counter selectors within convenient reach. A good average is one box for every three or four stools, Pedone says. He thinks the presence of the bar boxes will result in many additional plays that would not be made if a patron had to leave his seat, walk to the juke, select a tune and then return to the bar.

The ending of one form of entertainment (tele) leaves the average person in the mood for a continuation of "more of the same" if not in video then recorded music, is Pedone's philosophy. He says that the average customer finds a certain sense of relaxation in listening to the juke after a session of watching a tele broadcast (often under adverse conditions, on a small screen, etc.) and welcomes the fact that it does not require him to use both his eyes and his ears to enjoy it. He can relax.

In addition to tavern locations, Pedone has also made it a practice to install counter boxes in restaurants and hamburger stops. He claims one small location, of the latter type, with a 10-stool counter, showed an increase in weekly gross from \$15 to \$35 after the installation of four counter selectors.

Meritone Launching Promotion Campaign

NEW YORK, April 24.—The International Merit Products Corporation here will shortly inaugurate the most extensive advertising drive in its history for its imported (Switzerland) phonograph needles, known to the trade as Meritone. Campaign, which is expected to start within the next week, will include space in such national publications as *Life*, *Saturday Evening Post*, *Liberty*, *Collier's*, *Look* and Sunday supplements in newspapers thruout the country.

Meritone needles are manufactured from Swedish steel, and are turned on Swiss screw machines, not ground as is the usual procedure. Retail price range includes 10 needles for a dime; 25 needles for 25 cents; 135 needles for \$1.25, and 275 for \$2.50.

Exclusive Records Opens Distrib Hdq.

LOS ANGELES, April 24.—Exclusive Records, headed by Leon Rene, has opened a new distributing office at 1872 West Washington Street. New location covers 6,000 square feet and makes the entire Exclusive line available to music machine operators who daily visit this area of coin row.

Upon his return from an extensive trip thru the East, Franklin Kirt, national sales manager and general manager of the West Coast division, will make his headquarters here. He will be assisted by Jack Andrews, credit manager, and Norma Lovret, press relation.

Kirt is now in New York to set up an extensive sales promotion campaign for both distributors and dealers. Exclusive, which has a backlog sufficient to cover three years of releases, is anticipating its greatest expansion this year.

NEWLY ORGANIZED

(Continued from opposite page)
 was as sales manager for Modern Music Sales. Prior to that connection he managed the Manhattan Phonograph Company, former Aireon distributor in the metropolitan area. Until a short while ago, Knebel was chief engineer of the Videograph Corporation, producers of the coin-operated combination television-juke box.

Aireon
Best Buy for Juke

CAN PROMOTION UP INCOME?

Operators Beset by Slumps Still Avoid Self-Plugging

General economic picture aggravated by high material costs and upped commissions—find conditions vary thruout country according to local problems

(Continued from page 118)

has kept operators in New York on a fence for months, has had a definite effect on their juke routes, and television, too, has hit the operators hard. In Boston, operators, who for the past year have done little in the way of promotion, are now awaiting the start of regular television in their city about May 15. An optimistic note is struck in Boston, as most operators report business holding up, and distributors reveal steady movement of equipment thruout the New England area.

West Coast

One of the major reasons why operators in the southern part of California have steered clear of such promotional aids as radio, movie trailers, posters, etc., is the fact that most operations in the area are too extensive. Many operators feel that by spending money for motion picture trailers, radio spot announcements, etc., they would be promoting their competitors, as well as their own routes. With the competition keyed to a peak, practically no operator wants to spend his money for what he terms "institutional promotion."

E. F. McGlone, Clark Distributing Company, Wurlitzer distributors, said the firm was continuing to offer menus, cocktail stirrers, back bar signs, etc., but that as far as he knew, none of the operators were using them. McGlone pointed out that the economic situation might have some effect on the non-use of the promotional aids.

Jack Gutshall and Harry Snodgrass, of Pantages Maestro Music, both said they had used menus prior to the war, but did not intend to return to them now. Fred Gaunt, General Music Company, distributors, also said he did not know of any operators who were using promotional

aids in the Los Angeles area.

Many operators in this area are convinced that, as the juke box takes seek a post-war level, the major issue at stake is to arrange for larger commissions from locations. A recent study (by operators) showed that most were opposed to the six-plays-for-a-quarter idea, but more recently many ops have swung over to the dime play. However, once again the competitive angle forces its way into the picture, with operators and distributors agreed that either the larger commission or the dime play movement has to be unanimous, or it will not work.

Nashville

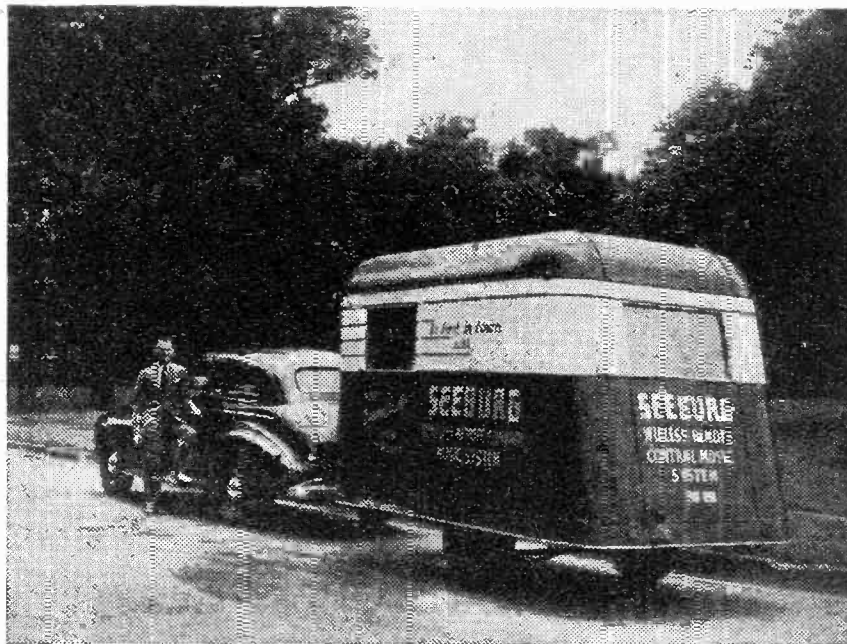
Operators here have run into a series of problems recently which include a new \$2 tax, known as an "inspection fee," and juke boxes are not allowed to be played after midnight. Most operators have not attempted any type of promotion to help hypo their play, but there are several notable exceptions.

Louis Buckley, one of the largest operators in the area, sponsors his own program over WLAC and WKDA. Jim Hitchcock, owner of Hermitage Music, uses newspaper advertising to promote his machines, and Siebel & Company also does some advertising locally.

Des Moines

While operators in Des Moines proper have not been using any promotional aids recently, Bill Garrett, who has a music machine route in Ottumwa, has been using radio spot announcements, and augmenting them with newspaper ads to stimulate play on his equipment.

Dave Johnson, Sioux City operator, jumped into publicity in a big way this past winter, when he sponsored a basketball team which was called the



ELECTRO-BALL COMPANY, Dallas, uses this trailer to bring remote control music to the operators serviced by the firm. The trailer is equipped with a complete Seeburg remote control system, including a wall box and phonograph.

Johnson Jukes. Playing in a strong semi-pro league in Iowa, the team spread publicity around a wide area for Johnson, promoting juke box play in general, and especially in those locations where a Johnson juke was in operation.

Indianapolis

Most operators here have developed a unique type of promotion that has payed off in higher grosses. This consists of a careful selection of records and frequent changes of records to keep up with the latest hits at all times. Cleanliness is another factor in the program, with jukes undergoing a regular polishing, and collector thoroly cleaning the case each time he makes a stop. A spot check of lights and all workable parts is also a must on each stop.

A few cases of tie-ins with radio stations and some theaters have been noted in the past, but ops find little or no co-operation on this score in the area. The six-plays-for-a-quarter plan is not generally acceptable to the local operators. The ops point out that in view of equipment and

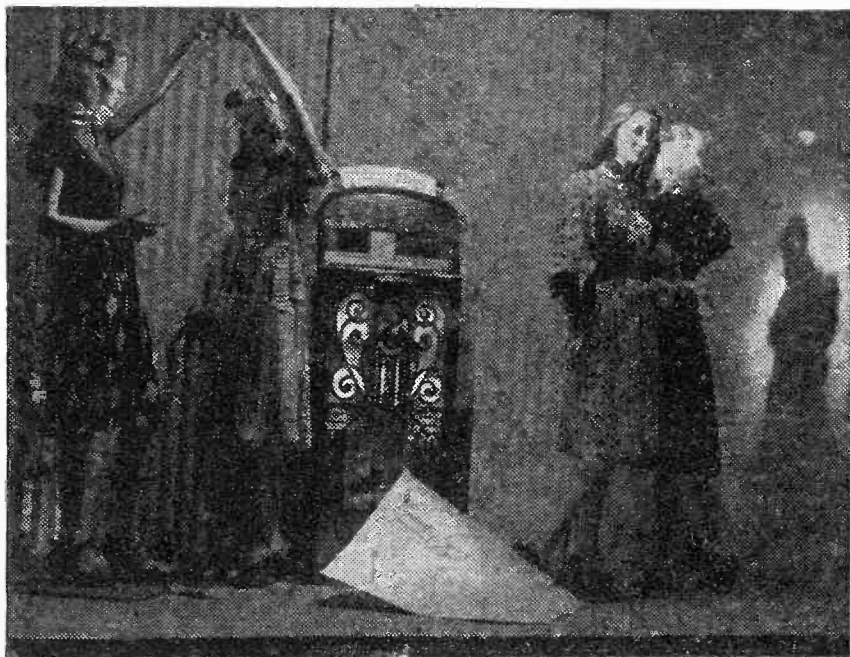
operating costs, the take does not warrant any reduction in the price on play at this time.

Detroit

Detroit operators have been relatively inactive in special promotion work on juke boxes. A principal reason has been the individualistic type of operation here, with some 150 active operators, and relatively few very large routes any more—according to trade authorities this may be the largest number per capita of any large city territory.

Result is that each man has wanted to program his own machine, and that some types of general promotion, such as posters and radio tie-ups which are dependent on a considerable amount of joint programing, have not worked out too successfully.

The reduced price on multiple play is being tried out on a small scale, with a few individual operators now placing stickers on their machines offering six plays for a quarter—in a few cases, they are offering three for a dime, but that is considered extreme



ELIZABETH, N. J., ops profited by this display in the window of the Levy Bros.' Department Store some time ago. The Rock-Ola phonograph tied in with a teen-age dress display, catching the attention of young juke box patrons.



BERNIE BLACHER, Buffalo operator, uses this novel, personalized posters to boost the play in his locations. Picture of the talent is pasted on the printed poster, and the location name is then handpainted on the sign.

by more conservative operators at this time.

Actual general promotion here is being centered largely thruout the Michigan Automatic Phonograph Owners' Association (MAPOA), which has concentrated on civic interest programs—such as the cancer fund drive, (separately reported in this issue) with a projected record-of-the-month program to be started in June, along lines in use in other territories.

Washington

Washington Music Guild (WVG), which includes about 98 per cent of local juke operators, is launching a promotional stunt based on the Hit Parade idea. From Hit Parade, Inc., in New York, the Guild receives a list of the 10 top tunes of the month. This list is placed in a metal frame 29 inches high and 20 inches wide. The frame is attached to the back of the juke and rises above it in billboard fashion. Photos of popular band leaders are inserted in top of the frame.

The plan has been tested in a few selected juke for the past three months. According to Hirsh De La Viez, Hirsh Coin Machine Company, these boxes have showed an increase in take ranging from \$2 to \$6 a week. In addition, record costs were cut about 40 per cent, since many of the hits hang over from month to month.

WVG has tied up with disk jockey Eddie Gallaher, of WTOP. Gallaher features a nightly hit parade of the 10 tunes, making frequent references to juke along the lines of "these are the 10 top tunes featured in your Washington juke boxes."

The Guild is now making plans to buy space in Washington papers to play up the promotion. In addition, they hope to work out some free newspaper plugs thru the use of feature stories on the plan.

Minneapolis

The Twin Cities area has never been overly promotion minded, except for an occasional placement of the juke box in a downtown theater. At the present time a Seeburg phonograph is operating in the Orpheum Theater lobby thru a tie-up between Hy-G Music Company, distributor, and Jak Sales, operator.

Boston

Juke box operators in this area have done little in the way of promotion for the past year. While various promotion ideas have been considered, they were held up the past few months pending the start of the city's first television station next month. Many operators report busi-

ness is good, while distributors say they are selling machines thruout the New England area. Music machine routes are being bought and sold, and in general, the report is that business is normal.

"We are going to wait and see what television is going to mean to our business," said an operator, "but so far we are not particularly worried. First of all, most of the locations taken over and installed with video sets are places where we never had juke boxes installed. Of course we expect to lose some locations to television. But even the most optimistic tele engineers here are only promising broadcasts of not more than 35 miles. That means there will still be plenty of locations which can't have television for a long time."

The majority of the operators in Boston do not use posters or stickers on juke boxes. Many of them, however, have tried these aids in the past, but have met with location resistance.

On the six-for-a-quarter deal, the Mills machines, for which Ed Ravreby, of Associated Amusements is distributor, have that feature, and are getting a good play. However, aside from the Mills machines, all other juke in the area are set for a straight nickel play.

New Orleans

While operator promotions in this area are practically negligible, the Fab Distributing Company has been active with Wurlitzer promotions which include music notes for window displays, table tents for locations, coasters, mixer sticks, poster locations which are placed near the juke box, and supplying "Wurlitzer" uniforms for softball baseball teams. These are purely Wurlitzer promotions, however, and few operators with other makes of equipment participate.

A promotion that helped the play in general some time ago was the placement of a Wurlitzer phonograph in front of the St. Charles Theater, to tie in with a personal appearance at the theater of the Dinning Sisters. Kramer's Music Store entered into the three-way deal, featuring records by the sisters in their window and calling attention to the personal appearance and the juke box promotion.

Newark, N. J.

Dick Steinberg, head of the Sterling Music Company here and spokesman for the board of directors of the Music Guild of America (MGA), said that at the present time the only on-location promotions are the Hit Parade posters. Approximately one-half of the MGA membership subscribe to the service, said

Steinberg, and he, himself, is one of them.

After a thoro study, Steinberg said he believed that the posters definitely helped to keep his take up, but they must be used properly for optimum

effect. This means slotting records in positions corresponding to the order in which tunes are listed on the posters. Where a small op is concerned, points out Steinberg, he can (See Operators Beset on page 126)

AMI											
with its Model "A"											
PROVED											
the Public Wants											
to Play											
BOTH SIDES											
AMI Incorporated											
127 NORTH DEARBORN, CHICAGO 2, ILLINOIS											



CLEVELAND PHONOGRAPH Merchants' Association used this sign on the front of streetcars in their city to promote an affair given by the association, as well as to publicize the juke box industry in general. The posters got plenty of attention from Clevelandites.

ROD'S COLUMBIA COIN OPERATED RADIOS

In a Choice of
2 STYLES AND SIZES
FOR PROFITABLE
OPERATION IN

- MOTELS • HOTELS
- RESTAURANTS
- HOSPITALS • BARS
- BOOTHS, Etc.

Specially engineered for the finest in tone quality and performance. Acclaimed America's Best Buy by operators for bigger profits at a smaller investment.

WRITE TODAY FOR LITERATURE ON HOW TO BUILD UP YOUR OWN BUSINESS WITH VERY LITTLE TIME, EFFORT AND INVESTMENT.

COLUMBIAN PRODUCTS CO.
321 W. DIVISION ST. CHICAGO 10, ILLINOIS.

NATIONALLY-KNOWN RELIABILITY
TIME-TESTED EXPERIENCE

REMEMBER—The magnificent Manhattan is built by the SAME men who created the FIRST commercial automatic electric phonograph more than 20 years ago.

Write Today for New "Direct-To-OPS" Sales Plan

PACKARD MANUFACTURING CORP.
Indianapolis 7, Indiana

The "Manhattan" BY PACKARD

New York:

The drama of a town going down gripped city coinmen this week as the "cold war" begun by the police department several weeks ago erupted into decisive action against pin games and rolldowns. With day-to-day campaigns of the authorities kept closely guarded secrets, coinmen didn't know what to expect next. First they hoped that steel ball rolldowns would be spared, then that wooden ball rolldowns would escape the drastic police order. But, in succession, pins, steel ball rolldowns and wooden ball games all traveled the same road—to the station house.

What rankled coinmen even more than the severe financial losses sustained was the bald statement that a sizable percentage of the key men in the industry were ex-convicts, who might make of the coin-operated game business a gangster-controlled racket, if allowed to remain in business. . . . This hurt. . . . And these unsupported charges came after local coinmen had exerted all possible efforts to keep their operations within the meaning and the spirit of the law.

They recalled that they had gone to considerable expense to remove free-play features from old games, that manufacturers had built special equipment to conform with local ordinances and that they had cautioned location-owners not to award prizes for high scores. And, thru self-regulation via their own association, ops had voluntarily kept games away from the immediate vicinity of schools and churches.

Coinmen felt the charges were an undeserved slap in the face. Many had participated generously in the Damon Runyon Cancer Fund drive, under the sponsorship of Coin Machine Industries, Inc. And many others in the industry had co-operated with the Veterans Administration and the New York City Board of Education by donating free games and technical advice for the coin mechanics school, sponsored by the National Association of Automatic Machine Owners. . . . But the town was going down.

Anxious groups of coinmen clustered on 10th Avenue and exchanged experiences, with each newcomer quizzed as to the latest news. And, with an injunction, restraining police from picking up games until the courts could rule on their legality, expected from day to day, the question most asked was. . . . "Anything new on the injunction?"

One of the busiest men on the avenue was Nash Gordon, office manager of the Associated Amusement Machine Operators of New York (AAMONY). His telephone at association headquarters rang constantly. And altho the news he had to report to AAMONY members was mostly discouraging, he retained his good humor and patience.

Old-timers in the industry were reassuring each other. "We've been thru this one before," they said, "and we survived." Many were confident that the courts would rule in their favor, but nothing will be known definitely until the many cases come up for trial.

The week didn't pass without a few examples of ironic humor. Take the op who was driving home last Saturday night from a movie. Passing by one of his locations he saw a crowd in front of the entrance. Curious, he stopped his car and entered the tavern just as the police were removing a game of his. As he left the location he heard the juke box, also his machine, prophetically playing. . . . Now Is the Hour.

Or the case of the Bronx operator who was removing a game from one of his locations. Staggering under his burden on the way to his parked station wagon, he saw two plain-

(See NEW YORK on page 125)

COINMEN YOU KNOW**Indianapolis:**

Abe Fleig, president of the Indiana Music Operators' Association, Chapter 1, is not in favor of the three for 25-cent play on juke boxes. Fleig, in a statement, said: "It will never happen here." Machines cost too much, and the take is too small, he says. . . . Paul Jock, head of the P. J. Distributing Company, Inc., distributors of AMI phonographs, spent several days in Chicago, and before returning will visit Grand Rapids, Mich., on business. . . . Ford Barrick has entered the local operators group. He has several locations and is out after more. . . . Chester Goins has joined the service department at Indiana Automatic Sales Company. . . . Peter Stone, Rock-Ola distributor, is busy in the southern part of Indiana calling on ops and doing a good job introducing the Rock-Ola Magic Glo.

Operators here are busy looking for the new Ken Griffin record, *You Can't Be True, Dear*. . . . All motion picture exchanges in Indianapolis have installed a new model of soft drink vending machine. . . . William Bolles, advertising manager of Packard Manufacturing Company, is hitting the high spots in the State of Oregon. . . . Dan Brennen, regional sales manager for Aireon Manufacturing Corporation, is visiting operators in Southwestern territory. . . . Anna May Bannister, Bannister Distributing Company, is slowly recovering from her recent illness.

Mrs. Peter Stone, Indiana Automatic Sales Company, remains taped up trying to recover from a recent accident, when she suffered three broken ribs. . . . Installation of parking meters to relieve traffic congestion in Richmond, Ind., was proposed at a recent meeting of the city council, and passed. The estimated cost of the meters is between \$48,000 and \$50,000. Payment for the meters will come from receipts, altho the city may appropriate the cost price and receive payment from meter earnings.

Los Angeles:

Howie Freer, of Empire Coin Machine Exchange, reports that L. I. Baker is sales manager of Empire's distribution of the Landis Aristocrat in Illinois. Baker is now setting up a strong sales staff to handle the sales of the well-known popcorn vending machine. Empire now has 28,000 square feet at its Milwaukee Avenue headquarters. . . . Operators in the local area are virtually unanimous in their opinion that the remainder of spring and all summer will be good play months.

Phoenix:

The Minthorne Music Company here held a three-day showing of the new Seeburg Select-o-Matic 200 Library in the Maricopa Room of the Hotel Adams, and reported that attendance was above expectations. Tom Tarbox, a writer on the *Republic*, a local newspaper, wrote a lengthy piece on the showing, complete with photo, which helped publicize the event. Demonstrations of the equipment were held for visiting newspaper and radio representatives, as well as industrialists and the general public.

Baltimore:

Aaron Goldsmith, of Hub Enterprises here, has been hospitalized for the past few months due to a broken hip. Aaron last week reported that he will be leaving the hospital soon, and hopes to be back in the swing of things in short order. While he has been laid up, Aaron heard from many of the members of the coin machine field in New York and Chicago.

New Orleans:

Griffin Distributing Company here has been closed and the AMI distributorship for this area has not been re-established. Les Griffin, Jackson, Miss., who owned the business, was seriously injured in an automobile accident several weeks ago but is reported to be recovering in a Jackson hospital. Griffin operated offices in Jackson and other cities.

Howard Buncher, who runs H. B. Enterprises, reports his new distributorship for Aireon has been successful to date and a number of the new Coronet "400" machines are on location. The formal showing of the model in the Roosevelt Hotel here was attended by Aireon representatives and operators from thruout the Louisiana, Mississippi and Alabama territory.

F. M. Mitchell, mechanic at Southern Music Sales Company, Inc., Rock-Ola distributors, has returned from the factory school on wireless remote control. Frank Romaguera, manager, is stirring up business on an extended tour of Louisiana, Northern Mississippi, Alabama, Florida and the Gulf Coast, says his brother, Ralph Romaguera.

M. A. Bartles, general service manager with the Wurlitzer factory, was a New Orleans visitor at Fab Distributing Company, according to Bob Dupuy, sales manager. F. A. Blalock, who runs the company, has been traveling in Chicago, Atlanta and Columbia. Dupuy says business is showing signs of picking up.

Frank Anselmo, the "old man" of Johnny's Music House, has bought a large boat and is spending considerable time fishing. He, Sam Anselmo and Frank Catalanotto, son-in-law, who also works on the company's route, landed 48 speckled trout on a recent week-end. Marie Vigadamo, of the firm's office, isn't denying she had an offer from a Hollywood talent scout, but hasn't announced any decision. She sings and dances.

Detroit:

Ward Lamb is organizing the J & W Music Company, with offices at 671 King Avenue. . . . Albert A. Wiedman and Edward A. Gorney are incorporating the Mercury Athletic Scale Corporation with a capitalization of \$25,000. H. Gordon Wood is forming the Vendomat Corporation of Michigan here. . . . Morris Goldman, Louis Fisher, Jack Baynes, Roy Clason, Frank Alluvot and Irving Ackerman are back from the Cleveland music operators' convention, held last week.

The Michigan Automatic Phonograph Owners' Association (MAPOA) has been presented a certificate of merit by the Disabled American Veterans for the work the association has done in placing disabled veterans in the field, operating their own routes and working in various capacities for other operators. . . . Irving Ackerman, MAPOA counsel, was hospitalized (See DETROIT on page 125)

Des Moines:

Irv Sandler, of the Sandler Distributing Company, announces the appointment of Tony Fursee as a salesman for the firm. Sandler, who recently returned from a trip to Omaha, reported business on the upgrade in Nebraska.

Jacksonville, Fla.:

T. B. Holliday Company, Inc., here, distributors for the new Seeburg industrial, commercial music systems, this week announced the appointment of C. Carter Nice Jr. Company, also of this city, as exclusive dealers of the music equipment.

Chicago:

Sam Wolberg and Sam Gensburg, heads of Chicago Coin, are enthused over the rapid progress being made on the firm's new addition which, when completed, will add 80,000 square feet of production space to the firm's manufacturing facilities. . . . Local music operators, now faced with the televising of all home baseball games (both the Cubs and White Sox) stated that thus far they had noticed little change in play results since the 1948 baseball season started here Tuesday (20). They are awaiting the real test later in the year when night games are telecast.

Nate Gottlieb is due back from his Florida retreat Monday (26). His brother is still in New York keeping the firm posted on the latest developments in the big town's amusement game situation. Gottlieb firm brought out a new five-ball game last week. In addition to many new player appeal features the new product—called Jack 'n' Jill—has a bottom tilt that the firm fully expects to be a big hit with operators in all parts of the country.

Considerable interest is being generated here concerning the four-State convention that will take place in Minneapolis Monday and Tuesday (26-27). Thus far the event is shaping up as one of the most important gatherings of music machine men in the past year, with the possibility that at least two new juke will be debuted in a surprise move. Despite the fact that music machines may steal the spotlight in Minneapolis, local game firms are also showing an unusual amount of interest in the conclave.

Lyn Durant, United Manufacturing Company head, returned to the city Wednesday (21) from a two-week trip to Bermuda, sporting a pre-season tan. Lyn got back just in time to watch the firm's new five-ball novelty game, Wisconsin, catch on thruout the country. According to Billy DeSelm, sales manager, production on Wisconsin is now going ahead full blast, and the games are being shipped as fast as they roll off the production line.

Dudley Rutenberg, Coin Machine Industries, Inc. (CMI), executive, and John Pickering, the association's advisor on public relations, are scheduled to attend the four-State meet in Minneapolis next Monday and Tuesday (26-27).

Louis J. Fink, acting secretary-treasurer of the Chicago Candy Club, has sent out a memo advising members that the next meeting will be held Tuesday (27) at the Furniture Mart here. Members will see a 20-minute color motion picture, *Ozark Holiday*, and will also make further plans for their annual golf and outing party which will be held June 3 at the St. Andrew's Country Club. Tuesday's meeting will be a dinner session, with service scheduled to start at 6:30 p.m.

Clayton Nemeroff, Monarch Coin Machine Company, says staff is currently preparing a shipment of pin games for Syria. The spring buying of arcade equipment by arcades and shows has started, with a good amount of this type of equipment going out, Clayton adds. Monarch's Roy Bazelon is busy in the Chicago office lining up over-all plans for continued high level activity. Among the callers last week were Bob MacLean, Kenosha, Wis.; Doc Howington, Freeport, Ill., and L. Holbrook, Huntington, Ind.

Coin Machine Service is now featuring its new flipper kit, firm head Seymour Golden reports. Kit is available in three voltages, 30, 16 and 45, with two price tags. Seymour adds a four-bumper flipper kit will be available in about 60 days. . . . Bob Gnarr, A B C Music Service, has just set up a separate record division, headed by Sol Cohen. Sol, who has wide wax experience and formerly was with Samson Record Company, Chicago, where he dealt out the disks to juke operators. . . .

is now putting into effect a new record placement and selection program. Bob feels that all will benefit from the increased emphasis on disks, from the location owner and routeman right thru to the customer. Purchase of new wax, distribution to routemen, and handling of location race, nationality and popular requests will be channeled thru Cohen.

Atlas Novelty Company, via officials Nate Feinstein and Harold Schwartz, also comes up with the word that purchase of coin equipment for resort use has blossomed into high gear during the last two weeks. Bells, used jukes and pin games are leading demand items, Harold says. It's usual for this type of buying to run well into July and August, boys state. An influx of visitors were greeted at the Atlas headquarters this week, with many seeing the new showrooms and offices for the first time.

Coinex Corporation's secretary, Ida Brotman, says the new Dodge boss Murray Rosenthal took delivery on last week is the apple of his son's eye. Included in the visitor list last week were George Bishop, Streator, Ill., and Lou Danly, Menton, Mich.

Vic Comforte, Biltmore Distributing, tells of the increased number of Aireon Coronet 400's coming thru these days. He says the steadily rising number of 400 locations are proving the popular acceptance of the little juke with the big voice. . . . Jimmy Johnson, Globe Distributing, reports the pleasing comments Vince Shay, Bell-o-Matic Corporation, has passed on to him about the new Lightning Changer. Vince's firm is national distributor for Jimmy's versatile coin unit, and Bell-o-Matic's regional distributors in turn talk up the new

changer. Globe's electric coin counter is tripping the sales scales for a good measure of orders, too, Jimmy adds.

New Vendall Company sales manager, William F. Fuller, is striking out on some original promotion ideas of his own. President A. Garrick Alex states, Fuller, who took over the position when Bert Riel resigned recently, was with the Victor Adding Machine Company before joining Vendall about a year ago. Alex says the firm's new candy carrying tray is being well received by operators.

Perry Rose, of Robot Sales, Maywood, Ill., specializes in industrial locations for his candy venders, but says the battery of machines in a local hardware store is proving to be a good coin catcher. . . . Adolph Raymond, A & M Music, reports his previously hinted "play promotion gimmick" for his juke box locations is now out . . . it hasn't as yet been identified with him, tho. By next week he states he will have some detailed information to give on the whole idea. "It's the answer to an operator's need for a play-booster," Raymond avows.

William W. Rabin, National Filben Corporation president, back in town after a plane trip to Miami where he signed the Shayne Dixie Music Company as Filben rep for Florida, Cuba and South America, is staying in Chicago until Sunday (25) when he and Sam Drucker take off for Minneapolis to attend the Four States meet. Sam reports Filben headquarters will be at the Radisson Hotel during the two-day convention Monday and Tuesday.

Jack Nelson, of Jack Nelson Company, is the bearer of a double portion of good news this week. Jack says that his coinman friend, Lou Cassola, of Rockford, Ill., became a two-time daddy Friday (16) when his wife presented him with twin boys. Lou, who is well known as the major domo of Cassola Coin Machine Distributing Company, Rockford, reports that mother, both babies and himself are getting along fine. Seems that Jack won a bet with Lou; he wagered that that Lou would become the father of twins.

John Neise, sales manager for O. D. Jennings, reports that trade is brisk at the house of Jennings. Recent firm visitors include Fred Anderson, and Phil Burgeson, who was in from his Iowa territory. Phil reports that his uncle, Fritz Burgeson, who handles Jennings products in Northern Illinois, is feeling much better these days following a lengthy illness. Neise also proudly reported that his favorite son is getting to be quite a lad. Firm made four important appointments last week. (See separate story, this issue.)

H. T. Larrimore, head of Kalva Venders, got back from a brief out of town trip April 23. . . . Sudden death of Joe Calcutt in Fayetteville, N. C., was the sign for prominent old time coinmen to bombard all of The Billboard's offices with wires and phone calls reporting the sad incident. Calcutt, whose firm is the Vending Company, was well liked thruout the trade for being a pioneer, and staunch battler for coinmen's rights.

Vic Johnson, sales manager for the J. W. Coan Manufacturing Company, Madison, Wis., reports that the firm expects to deliver its first production line output of cigarette venders in the early part of June. Vic says it was thought that the recent coal strike would cause some delay in the long awaited vender, but action this week on coal and steel have made the outlook very promising.

Marvel Manufacturing's sales manager, D. A. Wallach, left by plane for Minneapolis to attend the 14th annual Northwest Regional Convention at the Radisson Hotel. The four-State event was just the beginning of a busy week for Wallach, for after the show he left (See CHICAGO on page 124)

Look To The GENERAL For LEADERSHIP

GENERAL HAS IT! GOTTLIEB'S
NEW SENSATIONAL GOLDEN GAME

JACK 'n' JILL

A Terrific New Money Maker
Designed With PROVEN Features!

- 2 COMPLETE SEQUENCES
- DOUBLE BONUS
- ADVANCE BONUS
- HIGH SCORE BONUS
- BONUS BUILD UP
- ORIGINAL FLIPPER BUMPERS

Here's the newest fast action game of 1948! It's pre-tested . . . designed with every money-making feature . . . plus new advanced ideas! Profits zoom upward when you operate this new golden game!

FILL THE TILL WITH JACK 'N' JILL



Established 1925

Growing Steadily Ever Since

GENERAL Vending Sales Corp.

BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

A REAL BUY
10 EVANS RACES

Combination

with original factory cases

\$650⁰⁰ Ea.

One-Third Deposit.

EASTERN SALES CO.

CULVER 5278 CULVER 3719
2011 E. MAIN ST., ROCHESTER 9, N. Y.

"P. S." MEANS
Plenty of Sure Money
With "PRO-SCORE"

See your local distributor or write us for details. Write today.

GEORGE PONSER CO.
158 E. Grand Ave. CHICAGO 11, ILL.
Phone: Superior 4427

NEW GAMES IN STOCK

Wisconsin, Trinidad, Trade Winds, Jack and Jill, Virginia, Leap Year, Scientific's Pitch-Em and Bat-Em.

LEHIGH SPECIALTY CO.
1407 W. Montgomery Avenue
Call POplar 5-3299 Philadelphia 21, Pa.

IMMEDIATE DELIVERIES

5-Ball Free Play Game, New, In Original Cases . . .	\$69.50	PHOTOMATICS Outside Lights . . . \$315.00 Inside Lights . . . 375.00 Right Off Location	Tumblers and Boomerangs Upright novelty high score games. New in original cases. \$129.50
---	---------	--	--

SPECIAL: MILLS 50c SLOTS—ALL MODELS

SLOTS — Reconditioned — Guaranteed			ARCADE EQUIPMENT	
	5¢	10¢	Keeney Submarine	\$ 64.50
Mills Blue Fronts	\$ 87.50	\$ 90.00	Batting Practice	69.50
Mills Brown Fronts	87.50	90.00	Hockey, Chicoin	69.50
Mills Chrome Balls	110.00	115.00	Liberator—Periscope	69.50
Mills Gold Chromes	110.00	115.00	Champion Hockey	69.50
Mills Black Cherrys	145.00	150.00	Sky Fighter	99.50
Write for Prices on all New Mills, Jennings, Pace, Buckley Slots. TRY OUR 24-HOUR REPAIR SERVICE.			Red Ball	109.50
New Slot Box Stands (metal)		\$22.50	Genco Whizz	54.50
			Ace Bomber	99.50
			Undersea Raider	129.50

WRITE FOR COMPLETE LIST: 1-Balls, 5-Balls, Consoles, Arcades, Scales, Etc.
FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information.
Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft. CABLE: MOCOIN.

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

BRAND NEW FLIPPER GAMES

IMMEDIATE DELIVERY

- | | |
|-----------------------|-------------------|
| GOTTLIEB CINDERELLA | GENCO TRADE WINDS |
| UNITED CARIBBEAN | EXHIBIT BANJO |
| UNITED WISCONSIN | BALLY BALLERINA |
| CHICAGO COIN TRINIDAD | WILLIAMS VIRGINIA |
| GENCO TRIPLE ACTION | KEENEY COVER GIRL |

WRITE FOR PRICES

BELL PRODUCTS 2000 NO. OAKLEY AVE. CHICAGO, ILL.

We can now make delivery on the following NEW GAMES

- | | |
|---------------------|-------------------|
| Gottlieb CINDERELLA | Exhibit BANJO |
| Chicago TRINIDAD | United WISCONSIN |
| Williams VIRGINIA | Genco TRADE WINDS |
| United MANHATTAN | |

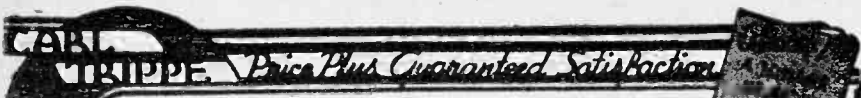


Send for our complete price list of good used games
Operators in Illinois and Missouri—We can now finance your purchases on easy terms.

OLIVE NOVELTY CO.

2625 LUCAS AVE., ST. LOUIS 3, MO.
(Phone: Franklin 3620)





ARCADE EQUIPMENT
ALL A-1 RECONDITIONED AND REPAINTED

A.B.T. Challenger	\$ 29.50	Int. Mutoscope L. Sign Counter	\$ 29.50
A.B.T. Target (Late)	29.50	Keeney Air Raider	69.50
A.B.T. Target Skill (5 Shot)	12.50	Keeney Anti-Aircraft	39.50
A.B.T. Target Skill (Model F)	22.50	Keeney Submarine	59.50
Ace Bomber	125.00	Kicker & Catcher	22.50
Atomic Bomber	225.00	Knoty Peak (without Stand)	69.50
Bally Rapid Fire	69.50	Liberator	69.50
Battling Practice (Scientific)	69.50	Lift-O-Grav (International)	139.50
Bicycle Speed Tester	125.00	Love-O-Meter	89.50
Card Venders (Exhibit) with base	25.00	Mills Panorama	195.00
Card Venders (Metal Int.) 2 for 5c	39.50	Mills Panoram (Viewing Mach.)	225.00
Champion Basket Ball (New)	42.50	Mystic Eye (Exhibit)	139.50
Champion Hockey (With Base)	52.50	Penny Coin Counter, Abbott,	
Champion Hockey	89.50	Motor Driven	85.00
Chicago Coin Hockey	89.50	Pikes Peak	19.50
Chuck-O-Luck	5.00	Periscope	69.50
Circus Romance	69.50	Poker & Joker	35.00
Donkey Strength Tester	89.50	Reel for Mutoscope (New)	18.50
Drive-Mobile	150.00	Reel for Mutoscope (Used)	10.00
Evans Ten Strike	69.50	Skee Jump	39.50
Evans Tommy Gun	39.50	Shocker Advance Electric, 1c	15.00
Fireman (Int. Thigh-O-Graph)	59.50	Sky Fighter	100.00
Goalco	169.50	Striking Clock (Counter Model)	49.50
Gottlieb Single Gripper	19.50	Super Bomber (Evans)	115.00
Gottlieb Gripper (Triple)	22.50	Stoner's Races	69.50
Grip Test	39.50	Test Quest Gripper (New)	35.00
Hi Ball	69.50	Texas Leaguer	39.50
Hockey (Seeburg)	49.50	Tokyo Gun	39.50
Holly Gripper	15.00	Undersea Raider	175.00
Ideal Soccer Football (New)	275.00	United Nations	39.50
Ideal Soccer Football (Used)	200.00	Western Strength Test	29.50
Int. Mutoscope (with Stand) 1c	29.50	World Series (Rock-Ola)	89.50
		Your Future Home	29.50
		Zingo	39.50

GUNS RECONDITIONED AND REPAINTED
CHANGE OVER UNITS

Bally Sky Battle	\$ 69.50	Sea Monster (Rapid Fire) Black Light	\$175.00
Bally Tank (Bally Bull)	49.50	Seeburg Duck Gun	100.00
Bally-Defender	100.00	Seeburg Bartender	100.00
Jungle Fury (Bally Rapid Fire)	119.50	Seeburg Rifle Range	79.50
Mald 'n' Monster	150.00	Seeburg Wolff Black Light	175.00

CARL TRIPPE

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

WRITE FOR PRICE LIST ON ALL OTHER COIN MACHINES.



IDEAL NOVELTY CO.

Phone: Bank 1111
2823 Locust St.
St. Louis 8, Mo.

OPERATORS!

DON'T MISS THESE PRICES!

Triple Action	\$179.50	Suspense	\$ 39.50	State Fair	\$ 49.50
Tropicana	179.50	Lucky Star	99.50	Canteen	15.00
Bermuda	159.50	Spellbound	39.50	Rio	69.50
Humpty Dumpty	169.50	Playboy	69.50	Cross Fire	79.50
Singapore	149.50	Super Score	39.50	Carousel	89.50
Star Lite	144.50	Dynamite	39.50	Click	79.50
Torpedo	99.50	Show Girl	59.50	Honey	79.50
Bowling League	79.50	Amber	59.50	Bronco	79.50
Mystery	49.50	Lightning	49.50	Catalina	179.50
Sea Isle	149.50	Super Liner	39.50	Advance Roll,	
Bonanza	149.50	Ballyhoo	69.50	brand new	250.00
Havana	59.50	Sea Breeze	49.50	Keeney Big Par-	
Kilroy	49.50	Fast Ball	49.50	lay, 1 ball	150.00
Rocket	69.50	Gold Ball	99.50	1 Evans Races,	
		Step Up	39.50	used 3 weeks.	650.00

USED PHONOGRAPHS

WURLITZER	71	\$ 99.50	SEEBURG
850	500	99.50	Vogue
750	ROCK-OLA	99.50	Colonel
800	Super	99.50	Envoy
	Standard	74.50	Classic

20 New Packard Wall Boxes, \$25.00 ea.
8 Wurlitzer 5-10-25 3-wire Boxes,
used one week, \$49.50

5000 Used Records, 8c ea.
1000 New Race Records, 25c ea.

PHONE, WRITE OR WIRE YOUR ORDER TODAY.
1/3 CASH WITH ORDER, BALANCE C. O. D.

F & W AMUSEMENT CO.

FRED BURKS, Owner and Manager
309 N. Gay St. Knoxville, Tenn. Phone 25623

FOR SALE

Old established Pin Ball and Amusement Route, over 100 pieces on location. Operators' take, \$2500.00 monthly. All late model machines, new truck, office and shop equipment, plus 40 older machines for parts. Partners want to retire and dissolve. This will stand investigation. Price, \$45,000.00 Cash.

SERVICE VENDING CO.

128 N. MAIN ST. MANSFIELD, OHIO

COINMEN YOU KNOW

Chicago:

(Continued from page 123)

for brief stops in Omaha, Des Moines, Kansas City, Mo., and St. Louis before getting back to the Marvel plant. Wallace, and Ted Rubenstein, Marvel president, are singing a merry tune over the recorders on their latest five-ball game, Leap Year.

Clarence Bayne, U. S. Vending Corporation, is another prominent coinman who believes that present equipment prices will prevail for an extended period tho some supplies may drop in price later in the year. He says that people in any business needing equipment are better off buying it now—while they are still young—rather than waiting for the eventual day when some prices do come down.

Lindy Force and Monte West were scheduled to represent AMI at the four-State convention in Minneapolis Monday and Tuesday (26-27). Force, and John Haddock, AMI president, just completed a whirlwind tour of the South and Southwest. They called on coinmen in Memphis; Jackson, Miss.; New Orleans, Dallas and Fort Worth. Lindy claims that the trip will probably result in some important distributor appointments. While in Jackson, the two AMI officials called on Les Griffin, head of Griffin Distributing, who is recuperating from serious injuries sustained in a recent auto accident. Force claims that Griffin looks exceptionally well considering what he has been thru. Joe Caldron, also of AMI, reports the sad news that his mother passed away last week.

Herman Duenisch, Duenisch Music, Inc., is back on the job again after being a hospital patient. His music operation thruout DuPage County, with headquarters in Glen Ellyn, Ill., has shown a trend to increased play during the last few weeks, Herman reports. With the warm weather outings and additional motor traffic on all highways during summer months, play will climb to a more satisfactory level soon, he feels.

Al Stern, president of World Wide Distributors, Inc., is justly proud of his son, Mark, who is displaying some prodigious athletic prowess as a student at Senn High School. Scholastically, he has made the honor society and plans to become an M. D. after graduating. Al reports World Wide activity is running high and looks for a good summer.

Clarence Bayne, United States Vending Corporation executive, returned to the city last week after traveling thru the southern part of country. However, the stay at home was brief, for Clarence was scheduled to leave over the week-end to attend the four-State convention in Minneapolis Monday and Tuesday. Incidentally, the firm has issued a multi-colored brochure on its air-conditioned candy vender that has caused a considerable amount of comment around the country.

Chicago firms played host to several visitors from the East last week. Joe Ash, head of the Active Amusement Machines Company in Philadelphia, visited the United Manufacturing Company headquarters to look over the firm's new game, Wisconsin. Another visitor from the East was Joe Stella, well-known coinman in New York and Philadelphia.

Bally Manufacturing Company chalked up a number of names on the visit list this past week. Herb Jones gave the hello to, among others, Ben Becker, Ben Becker Sales Corporation, New York; Virgil Christopher, Chris Novelty Company, Baltimore, and Lee Moore and W. R. Cowan, both from Fort Worth.

Special!

- 5 CHICAGO COIN HOCKEY \$49.50
- 3 KEENEY SUBMARINE \$49.50

Good Condition
\$5.00 Extra Crating

SEEBURG RAY GUN

Amplifiers, Motors and Rifles Repaired

COMPLETE STOCK OF SEEBURG RAY GUN PARTS
WRITE FOR LIST



1346 ROSCOE ST. CHICAGO 13, ILL.
GRA. 0317

YANKS ARE COMING

STOLEN!

SUBSTANTIAL REWARD OFFERED

for return of the following machines:
3 Bally Triple Bells
1 Keeney 2-Way Bonus Super Bells
1 Bally DeLuxe Draw Bell

All the above machines can be identified by their serial numbers. These machines stolen in Central California area. Any information on stolen machines will be treated confidentially.

BOX A-66, c/o The Billboard
6000 Sunset Blvd., Hollywood 28, Calif.

We Will Buy

MILLS ORIGINAL SLOTS

Blue Fronts Cherry Bells
Brown Fronts Jewel Bells
Black Cherry Bells

CONSOLES

Bally
Bally Triple Bells
Bally DeLuxe Draw Bells
Keeney Bonus Super Bells

Post-War
EUREKAS

Phone, Wire or Write
WORLD WIDE DISTRIBUTORS, INC.
2330 N. Western CHICAGO 47
EVERglade 2300

FOR SALE! POKER GAME

34 Tables and COMPLETE ARCADE
Established Coney Island Boardwalk.
Excellent Income.

\$25,000.00 FOR EVERYTHING
Terms

EMPIRE AUTOMATIC CORP.
799 Coney Island Ave., Brooklyn 13, N.Y.
Phone: BUCKminster 7-7300

READ
IN MUSIC IT'S SEEBURG
BETWEEN
SCIENTIFIC SOUND DISTRIBUTION
THE
EXCLUSIVELY DISTRIBUTED BY
LINES
ATLANTIC NEW YORK CORP.
540-550 W. 58th St., NEW YORK 19, N.Y.
PHONE: COLUMBUS 5-4584

PROFIT PACKED

CORADIO
COIN OPERATED RADIO
108 W. 31st ST. N.Y. 1, N.Y. WISCONSIN 7-5902

Like New Used Bally Triple Bells \$550.00 Ea.
Bally Draw Bell, Red Button 235.00 Ea.
Bally De Luxe Draw Bells 275.00 Ea.
Keeney 5¢ Bonus Bell 275.00 Ea.
Keeney Gold Nugget 650.00
Bally Wild Lemon (New) ..Write for Price
Mills Three Bells \$150.00 Ea.
Mills Jumbo Parades 50.00 Ea.
Mills Four Bells, 5-5-5-25 200.00 Ea.
EDWARDS MUSIC CO.
Douglas, Wyoming

BEST BUYS IN MIDWEST
Advance Rolls \$150.00
Total Rolls conv. to 600,000
score with buttons 100.00
Tri-Score 50.00
Super Roll 100.00
Double-Up (Stoner) 75.00
Big City 100.00
Genco Playballs 35.00
Scien. Batting Prac. 35.00
Western DeLuxe Baseballs 60.00
Jenn. Roll-in-Barrel 50.00
Red Ball (Pool Game) 60.00
Ten Strikes 50.00
WISCONSIN NOVELTY CO.
3734 N. GREEN BAY AVE., MIL., WIS.

STOP!
LOOK AT THESE MUSIC BARGAINS!
Rock-Ola 1422 \$324.50
Wurlitzer 1015 544.50
Seeburg 9800, ESRC 139.50
Wurlitzer 71 and Stand 94.50
Wurlitzer 61 and Stand 59.50
Wurlitzer 500K 94.50
Mills Throne 49.50
OLSHEIN DISTRIBUTING CO.
1100-02 BROADWAY ALBANY 4, N. Y.

COIN RADIO ROUTES
FOR SALE
COIN OPERATED RADIO routes in metropolitan area for sale. Very profitable part time operations requiring 6 to 8 hours weekly. Must sell. Wonderful opportunity. Minimum cash requirement, \$5,000.00.
BOX 304, THE BILLBOARD
1564 Broadway, New York City

New York:
(Continued from page 122)
clothesmen approach. As they flashed their badges and wrote out a summons, he said wryly: "Well, I almost beat you to it."
Bob Fletcher, president and general sales manager of the All-American Electric Corporation, spent a few days in town last week as he closed a deal with Sam Sacks to handle his firm's shoeshine machine. Fletcher, who is in the middle of an extensive tour to set up distribution outlets, heads for Florida next week before returning to cover New England.

Sam Waldor, president of the Music Guild of America (MGA), is circularizing music ops in Northern New Jersey pointing out the benefits of MGA membership. . . . Max Levine, prexy of the Scientific Machine Corporation, was in Philly Thursday (22) in connection with his new game, Pitch 'Em and Bat 'Em. . . . Max Weiss, of Brooklyn's Roni Sales, hints at an important announcement to be made soon.

James Kendig, president of Eastern Engineering & Sales, Philly, reports that he has just signed up two distributors to handle his ice cream vender, Kenro, in Massachusetts and New Jersey. Morris Nirenberg, of the Golden Meadow Ice Cream Company in West Medway, is Kenro distrib in Massachusetts, and Martin Elfenbein and Max Greenwald, in Passaic, will handle the vender in New Jersey.

Abe Benjamin, Massage-o-Mat exec, has put one of his coin-operated massage machines in the Mariano Beauty Salon on Broadway. He says he soon will announce his distribution policy for the new device. . . . Two who went south to Florida for short stays last week were Nat Cohn, of Modern Music Sales, and Sal Trella, of Elkay Amusement Company.

The firm of Banner & Grief, who have been active in publicizing not only coin machine accounts, but who also are the leading trade show public relations team in this area, have moved from their Madison Avenue offices to the penthouse in the Fiske Building at 250 West 57th Street, the same building that houses the Drink-

Detroit:
(Continued from page 122)
briefly at Cleveland when accidentally hit in the eye with an umbrella which broke his glasses and caused cuts over one eye.
Lewis Heidenfelder and Vaughn J. Roney are going into business as the Wayne Coin Machine Company at 11831 Kilbourne Avenue. . . . George Hellmuth reports production set to start May 15 on Training Device's new Quizzer at full scale. Production for the first two months has been pre-sold, Hellmuth claims. . . . Carl Angott has set up a new record department with pick-up music service for operators. . . . Vic Christopher, of Enterprise Novelty Company, Albion music operating firm, was a Motor City visitor last week.

William Hall has been doing a strong selling job of Tradio coin radios in Southeastern Michigan. . . . Charles F. Andrews out on the road constantly in recent weeks handling sales and delivery of the new Packard Mannhattans in up-State towns. . . . Ruth Wallis, DeLuxe recording artist, and her husband and manager, Hy Pastman, were recent visitors, for a second time, to the Angott Sales shop.

John Lotus, salesman for the King-Pin Distributing Company, has left for the summer to manage an arcade at a lake near Lansing, but will return to the company in the fall. Hazel Richlin, branch manager for King-Pin, is planning to expand the office staff. Dale Sauve, of A. P. Sauve & Son, reports sales slowing down in both new and used amusement equipment. Arthur P. Sauve, founder of the firm, is due back soon from a six-week Florida vacation. . . . Wilton W. Minto Jr., has taken over the Band Box Music Company, and is establishing new headquarters on Longfellow Avenue.

O-Mat and the Coin-Metered Washing Machine Operators' Association headquarters. Jack Banner and Ed Grief will handle the International Store Modernization Show to be held at Grand Central Palace starting July 6, at which numerous coin machine manufacturers will exhibit their products.

Buy TRADIO
And Be Sure!

WHEN you buy Tradio you can be sure you are buying the finest coin-operated radio ever made. That's no idle statement. It's conclusively supported by the fact that today there are more Tradios installed throughout the country than any other coin radio. And the new Tradio is even better.
CHECK THESE FEATURES:
• Easy-to-read slide rule dial
• Easily accessible outside coin box
• Extra strength and rigidity
• Compact chassis and new face
• Exclusive trouble-free timer
Order now for **WRITE**
Immediate **Dept. A-4**
Delivery
TRADIO, Inc. ASBURY PARK
NEW JERSEY

Palisade Specialties Has the Best in
NEW AND USED
★ **PIN GAMES** ★
EVANS CONSOLES & ALL BELL MACHINES
EACH GAME GUARANTEED
CALL OR WRITE FOR PRICES AND BECOME ANOTHER SATISFIED CUSTOMER.
PALISADE SPECIALTIES COMPANY
498 Anderson Avenue Cliffside Park, N. J.
Cliffside 6-2992
Only 20 Minutes From New York City Via
Lincoln Tunnel or Washington Bridge.

Now Delivering the New All New
COIN OPERATED POOL TABLE
OF 1948

3 1/2 x 7 Feet
Distributors Wanted-
Mfd. by **G. F. PERRY Johnston, S. C.**

WANT TO BUY
BLACK CHERRY BELLS
BLUE FRONTS
BROWN FRONTS
Write for Price List on New Pin Games.
Order your Mills Slot Parts from us.
1/3 Deposit, Balance C. O. D.
COIN-A-MATIC DISTRIBUTORS
3924 W. Chicago Ave. Chicago, Illinois
Belmont 7005

WE ARE GENCO
FACTORY DISTRIBUTORS
FOR EASTERN MISSOURI AND SOUTHERN ILLINOIS
Now Featuring
TRADE WINDS
IMMEDIATE DELIVERY ON ALL NEW MACHINES.
Write for Prices.
Time Payment Plan for Operators in Missouri and Illinois.
Morris Novelty Co., Inc.

READY FOR LOCATION!
Oscar (New) with Flippers . \$145
Used 125
Superliner 65
Lucky Star 105
Baffle Card 75
Step Up 65
Sea Breeze \$ 60
Maise 135
Spellbound 85
Havana 120
Rio 105
Suspense 60
Smarty 80
Dolly (Floor Sample), with Flippers . . . \$175
Silver Streak . . . 160
Carousel 90
Fast Ball 60
Kilroy 95
Big Hit \$ 45
Lightning 100
Big League 45
Midget Racer . . . 45
Dynamite 75
Surf Queens 45
Gold Mine WRITE
O. B. Chicago.
Write for list of pre-war games at \$30 each or 4 for \$100, F. TERMS: 1/3 Deposit with order, bal. C. O. D.
MID-STATE CO.
2369 MILWAUKEE AVE. Phone: Dickens 3444 CHICAGO 47, ILL.

FOR SALE
Have approximately 300 practically new Tradio Coin-Operated Radios for sale. All guaranteed—in perfect operating condition. Make us an offer.
Wire or Write
Gulf Amusement Co.
P. O. Box 1197 Mobile, Alabama

SACRIFICE SALE OF GUARANTEED EQUIPMENT

PHONE, WIRE OR MAIL ORDER.
IMMEDIATE SHIPMENT.

- * ARCADE SPECIALS**
- 1 A.B.T. Six-Gun Rifle Range, complete with Air Compressor. Original Cost, \$1,500.00. Now Only \$450.00
 - 2 Preflight Trainers, 25¢ Slot, actually used less than 90 days 100.00
 - 2 5¢ Mutoscope Drop Picture Machines, complete with Stands 45.00
 - 1 5¢ Exhibit Fist Striker, in operation only 60 days 125.00
 - 1 10¢ Evans Ten Strike (Display Sample) 165.00
 - 5 Mutoscope World's Fair 2¢ Card Venders, with Base 35.00
 - 1 Exhibit Double Unit 1¢ Card Vender, with Base 45.00
 - 2 Seeburg Jap Guns with Photo Electric Rifle Range Conversion; recently refinished 69.50
 - 4 Chicago Coin Hockey 69.50
 - 1 Chicago Coin Goaled 135.00
 - 1 Brand New Spot-Lite 99.50
 - 10 Brand New 1¢ Ideal Card Venders, each with 1,000 Cards 24.75
 - 5 Factory Rebuilt and Refinished Like New Panorams, either Personal or Open Screen Write
 - 6 Used Panorams, either Personal or Open Screen Write
 - 2 Deluxe Photomatics, Like New Write
 - 3 Voice-O-Graphs Write
 - 4 Used Late Model Vitalizers 125.00
 - 5 Used Wood Cabinet Vitalizers, Refinished in White, 1¢ or 5¢ Slot 85.00
 - 1 Brand New Bat-A-Ball Sr. 65.00
- * COUNTER MACHINE CLOSE-OUTS**
- 11 Pre-War A.B.T. Challengers \$ 11.50
 - 52 Post-War A.B.T. Challengers, Single 24.50
 - Lots of Five 21.50
 - 1 1¢ Pitch 'Em 8.50
 - 5 Pre-War Gottlieb 3-Way Grip Scales 10.50
 - 15 Post-War Gottlieb 3-Way Grip Scales 17.50
 - 8 1¢ Pop-Ups 10.50
 - 11 Brand New Junior League Bat-A-Balls, with or without Stands 16.50
 - 4 Brand New Hi-Flys, 5¢ 25.00
 - 1 New Challenger Hot Nut Vender with Stand 45.00
 - 1 New 10¢ Cigar Vender 31.50
- * MISCELLANEOUS APO MACHINES**
- 1 Keeney 5¢ Super Bell \$ 75.00
 - 1 Brown Cabinet Paces Races 85.00
 - 1 Chrome Vest Pocket 42.50
 - 8 Post-War Vest Pockets, Refinished like new 45.00
 - 4 Post-War Columbia Twins 67.50
 - 1 Post-War 10¢ Watling Roi-A-Top, used six weeks 95.00
- * THOROLY RECONDITIONED FIVE-BALLS**
- 2 Snappy, 2 Exhibit Stars; 1 each: Broadcast, Zip, On Deck, Air Circus, Zombie, St. Moritz, Sliver Spray, Knockout, Play Ball, Jolly, Band Wagon, South Paw, All American, Sky Line, Star Attraction, Velvet, Sport Parade, Alert and Venus. Each \$ 19.50
 - 6 for 100.00
 - 3 Sea Breeze 49.50
 - 1 Streamliner 39.50
 - 1 Canteen 44.50
 - 1 Surf Queen 44.50
 - 2 Double Barrel 39.50
 - 2 Step-Up 49.50
 - 1 Big League 49.50
 - 1 Rio 59.50
 - 1 Amber 89.50
- * ALSO**
- New R.C.A. Coin-operated Radios.
New 1948 Coin-operated Pool Tables, 5¢ or 10¢ Slot—Write for Price, Terms and complete information.
- TERMS: 1/3 Cash with order, bal. C. O. D.
THE VENDING MACHINE COMPANY
207 FRANKLIN ST. FAYETTEVILLE
207 FRANKLIN STREET
PHONE 3171, FAYETTEVILLE, N. C.

Operators Beset by Slumps Still Avoid Self-Plugging

(Continued from page 121)
take the time to do the job right. But the story in a larger operating company is quite different.

In large outfits, according to operators here, the serviceman is usually charged with handling the poster promotion as well as his regular duties. He is often in a hurry, and can not spend more time in any one location that is absolutely necessary. Shuffling records to correspond with the posters is time consuming, so in some cases he doesn't bother. This, of course, defeats one of the main purposes of the poster, which is to inform the player at a glance of the proper button for the tune he wants to hear.

Steinberg pointed out that if routemen were fully informed on the importance of the poster and the record positions, they would realize that it is a measure of hyping the take, and if the man is on a commission basis, it will be reflected in higher earnings over a period of time.

According to the MGA executive, revenue has been down since the first of the year in this area. Higher operating costs are one of the most important factors in this situation, but fewer hit records, said Steinberg, have also had an effect on the overall play.

There have been spurts of operator promotions in this area, the latest

undertaken by Bernie Blacher, who recently conceived a novel tie-in between his juke boxes and his locations. Blacher tested his plan when the Three Suns made a personal appearance here. He had a number of signs run off on a silk screen process, then pasted in an 8 by 10 photo of the Suns on each poster, and finished them off by having the location name hand-painted on each poster.

Blacher reported that many locations that maintain a strict policy against the use of any type of poster in their establishment, made an exception in this case, mainly due to the fact that it included their name.

"This stunt proved to be an excellent booster of good will among my accounts," said Blacher, "and in general, it is a good ad for the juke box business as well."

Chicago

Operators here, in many cases, attempt self-promotional programs, with usually successful results. Among the more recent was the "tailored service" program developed by the A. A. Swing Time Music Company (*The Billboard*, March 27) and a preventative reconditioning program set up by Melody Music (*The Billboard*, April 17). Each of these promotions has jumped takes considerably, and has paid off for the operator since its inauguration.

A promotion that is just developing here, and one that is expected to be pushed nationally, is tied in with a song written especially for juke box play, and called *Juke Box Jamboree*. Recordings of the tune are expected out shortly, and ops believe the lyrics, tailored to increase play, will be a helpful promotion in their locations.

In Cleveland, a Hit Tune of the Month promotion, which has been reported in *The Billboard*, has been paying off for ops over a long period of time, and the pattern has been picked up by other associations throughout the country. The Ohio State Automatic Phonograph Operators' Association has long been promotion minded, its latest program tying in with the American Cancer Society drive for funds.

L. A. OPS CONTENT

(Continued from page 108)
hearing is set for April 26. Altgen said a request would be made of the court to continue the case until the matter of appeal is determined. The game in question, Altgen said, is a Pokerino.

Roper said that taxes are still being collected and licenses paid on such equipment that may be picked up by police and the operator arrested under \$500 bail. It was pointed out that bail recently was increased from \$100 to \$500.

In staging the demonstration, the operators had on display, in addition to Bing-a-Roll and Total-Roll, Box Score and Pokerino. A pinball game, not operable within the city and county limits, was placed in the display to show the obvious difference between the two types of machines.

ICC PERMITS

(Continued from page 107)
total shipments. The only instances where firms send a particularly heavy quantity of coin shipments by rail is over the long haul, such as coast-to-coast or from the North to the Deep South. On this basis, the advances in freight rates is more likely to affect West Coast manufacturers—who ship the preponderance of their output to Eastern markets—or other coin machine manufacturers who are situated any great distance from their principal markets and therefore use rail freight for the shipment of their wares.

N. C., Ga. Expect Tourist Influx

(Continued from page 107)
the defense program.

In North Carolina, a gas shortage is not slowing down plans of hundreds of resort operators. They say if the shortage does not materialize, they will realize one of their biggest seasons.

According to hotel and motor court owners in a seven-county area west of Asheville, the summer tourist trade has already started and is at a good level. All counties in the State report additional hotels and tourist courts, recently completed, ready to receive the flood of expected vacationists as the summer advances.

In Swain County, on the edge of the Great Smoky Mountains National Park, resort operators are "fairly bursting with enthusiasm about the possibilities for the tourist season." It is stated that as many tourist courts and other facilities are being built in this county as in the other six counties combined.

In recognition of the value of tourist business, North Carolina's Governor Cherry, at a conservation board meeting last week, went on record as stating that "many people in our industrial and agricultural regions do not know the value of the tourist trade, but it is a business that has been a valuable sustainer of numerous communities." He urged greater development of the State's tourist trade.

Georgia tourist income for 1948, according to a forecast recently by Erle Cocke Jr., of the State Agricultural and Industrial Development Board, would reach \$105,622,240. He based his estimate on a study just completed by the Highway Department Division of Planning. This survey indicated that 193,000 more out-of-State cars would come thru Georgia in 1948 than during 1947.

Those communities in the State that are "alert and prepared to satisfactorily accommodate" the expected visitors will benefit from this huge vacation-born spending, Cocke said. Along this line, he added that the board is awarding special merit citation for tourist facilities meeting such specifications.

IF YOU ARE BUYING
MILLS SLOTS
GET OUR PRICES
BEFORE
BUYING ELSEWHERE.
OUR MONEY BACK
GUARANTEE
IS YOUR ASSURANCE
OF SATISFACTION.

IF YOU ARE SELLING
MILLS SLOTS
GET OUR PRICES
YOU CANNOT DO BETTER
BECAUSE
WE SPECIALIZE IN
MILLS SLOTS

FOR QUICK SERVICE
Write, Telegraph or Phone
MONROE 7911

BAKER
NOVELTY COMPANY
1200 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

ARCADE MACHINES

Scientific's new PITCH 'EM & BAT 'EM	Write
Bat-A-Ball Jr.	\$ 27.50
Bat-A-Ball Sr.	79.50
Camera Chief	19.95
Cupid's Wheel	75.00
Exhibit Little Meters (3 to Set)	95.00
Evans Super Bomber	150.00
Mutoscope Grip-O-Graph	150.00
Happy Home, on Stand	42.50
Mystic Mirror	75.00
Milli Giant Electric	150.00
Mutoscope Pistol Sniper	150.00
Viewing Shows (color slides)	15.00
Radio Rifle	62.50
Skill Jump	22.50
Star Strike	100.00
MUTOSCOPE PHOTOMATIC	Write
MUTOSCOPE VOICE-O-GRAPH	Write

THIS WEEK'S SPECIAL!
WHIRL-A-BALL \$32.50

Terms: 1/3 Cash With Order, Balance C.O.D., F.O.B. N. Y. C.

Blendow and Meyers inc.
705 10th Ave. (Cor. 48th St.)
New York 19, N.Y. Plaza 7-5190

FLIPPER MACHINES

CHECKED — CLEANED — SCRAPPED

Surf Queens \$34.50	Big Hit ... \$34.50
Suspense ... 24.50	Sea Breeze ... 39.50
Spellbinders ... 49.50	Amber ... 49.50
Rio ... 54.50	Havana ... 49.50
Kilroy ... 54.50	Playboy ... 69.50
Mexico ... 109.50	Smoky ... 69.50
Step Up ... 44.50	State Fair ... 49.50
Maisie ... 84.50	Crossfire ... 89.50
Click ... 74.50	Carousel ... 74.50

NEW SCIENTIFIC PITCH 'EM & BAT 'EM, VERY GOOD, IMMEDIATE DELIVERY — WRITE FOR SPECIAL PRICE
GROETCHEN CAMERA CHIEF—WRITE FOR SPECIAL PRICE IN LOTS OF 5 AND 10
SHIPMAN'S ART SHOW, 5¢ — WRITE FOR PRICE

WRITE FOR COMPLETE LIST OF NEW AND USED PIN GAMES, ARCADE EQUIPMENT, CONSOLES, MILLS SLOTS.

TERMS: 1/3 Dep., Balance C. O. D.
K. C. NOVELTY CO.
419 Market St., Philadelphia 6, Pa.
Market 7-6391 or Market 7-4641

CLEARANCE

HAWAII	\$100.00
NEVADAS	110.00
STORMYS	150.00
HUMPTY DUMPTYS	150.00
SINGAPORES	180.00
LADY ROBIN HOODS	180.00

1/3 Deposit—Balance C. O. D.
SOUTHERN AMUSEMENT COMPANY
1935 Sophie Wright Place, New Orleans 13, La.

YANKS ARE COMING

7 Rock-Olas, Model 1422, Like New, Each \$350.00
3 Wurlitzer 600's, Each 125.00
2 Wurlitzer 700's, Each 200.00
5 Advance Rolls, Each 115.00

Noonan Amusement Co.
270 West Fordham Rd. Bronx, New York

Gottlieb & Co. In Production On New 5-Ball

CHICAGO, April 24.—D. Gottlieb & Company is now in full production on its new five-ball game, Jack 'n' Jill, Alvin Gottlieb announced this week. In addition to several new play and scoring highlights, game features a bottom "tilt" mechanism.

Scoring features of the new Gottlieb product include two entirely independent sequence series, three pairs of flipper bumpers, two roll-over buttons which are actually the eyes of a nursery rhyme face painted on the game's playfield, three kick-out pockets and three roll-over switches that offer replay possibilities if the player has first skillfully completed sequence scoring leading to the spotting of either the name "Jack" or "Jill" as it appears on the scoreboard. Player can score up to 200,000 additional points if he successfully builds up the bonus scoreboard to 100,000 points, can spot the word "Jack" and also get a ball in the bonus kick-out pocket. Placing a ball in the latter hole transfers bonus points from the bonus scoreboard to the main scoreboard.

Several Chances

Players of Jack 'n' Jill have several chances of getting a winning score. One method would be to hit bumpers "J" and "K" (both located at the top left and right of the playfield) and also bumpers "A" and "C" (top center of playfield). Completion of this sequence sets up a roll-over switch located between bumpers "A" and "C" for replays. Second way player may run up a high score is guide a ball in kick-out pockets "J" and "I" (located toward the bottom of the new game's playfield) and also hit bumpers "L" and "L" (lower left and right of playfield). A ball going thru two roll-over switches at either side of the game's mid-playfield will also spot "I" and "J" on the scoreboard. Each time the player hits any of the lettered bumpers the main score advances 10,000 points. Game also has a 50,000-point bumper in the mid-playfield.

Each time the player hits the roll-over buttons on the game the bonus advances 10,000 points up to a maximum of 100,000 points. However, if the player can get the J-a-c-k sequence before putting a ball in the bonus kick-out pocket he gets double the score that appears on his bonus scoreboard.

Mystery Feature

Another strong play feature of the new flipper-action game includes its mystery scoring feature. This is built around the two roll-over switches that spot "I" and "J" on the scoreboard. If the player runs a ball thru these roll-overs when they are lit he receives a free play.

While the game has a side conventional tilt mechanism, the firm's newly developed bottom tilt should prove a welcome feature to operators who have watched their players continually hitting the bottom of games, sometimes resulting in damage to the equipment. Bottom tilt will go into action if the player hits the bottom of the game even slightly.

Jack 'n' Jill game lights up portions of the nursery rhyme of the same name as the player's score advances. With each new portion of the rhyme the two central figures of the story gradually advance (in animated lights) up the hill with their proverbial pail of water.

Gottlieb officials also announced that first deliveries on the new five-ball game have already begun.

State Tax Calendar

Alabama
May 10: Tobacco stamp and use tax report and payment due. Tobacco wholesalers and jobbers reports due.
May 20: Sales tax report and payment due.

Arizona
May 15: Gross income report and payment due.

Arkansas
May 15: Income tax return, information return and first installment due.
May 20: Gross receipts tax report and payment due.

Colorado
May 1: Franchise tax due.
May 14: Sales tax report and payment due. Use tax report and payment due.
May 15: Denver sales tax report and payment due.

Florida
May 10: Agents' and wholesalers' cigarette tax reports due.

Georgia
May 10: Cigar and cigarette wholesale dealers' reports due.

Idaho
May 15: Cigarette wholesalers' drop shipment reports due.

Illinois
May 15: Cigarette tax return due. Sales tax report and payment due.

Indiana
May 10: Cigarette distributors' interstate business reports due.
May 15: Cigarette distributors' drop shipment reports due.

Kansas
May 15: Compensating tax report and payment due.
May 20: Sales tax report and payment due.

Kentucky
May 10: Amusement and entertainment report and tax due.
May 20: Cigarette wholesalers' reports due.

Louisiana
May 1: Soft drinks tax report due. Tobacco tax report due.
May 15: Income tax return and first installment due. Soft drinks tax report due. Tobacco tax report due.
May 20: New Orleans sales and use tax report and payment due. Sales and use tax report and payment due.

Maryland
May 15: Sales and use tax report and payment due.

Massachusetts
May 20: Cigarette tax report and payment due.

Michigan
May 15: Sales tax report and payment due. Use tax report and payment due.
May 20: Cigarette report and tax due.

Minnesota
May 20: Cigarette tax report and payment due.
May 31: Royalty tax due (last day).

Mississippi
May 10: Admissions tax report and payment due.
May 15: Manufacturers, distributors and wholesalers of tobacco reports due. Sales tax report and payment due. Use tax report and payment due.

Missouri
May 3: Merchants' and manufacturers' property tax returns due.
May 31: Soft drinks manufacturers' reports and payment due.

Nebraska
May 10: Cigarette distributors' reports due.

New Mexico
May 1: Franchise tax due.
May 15: Occupational gross income tax report and payment due.
May 25: Use or compensating report and payment due.

New York
May 15: Franchise (income) tax return and first installment.

North Carolina
May 15: Sales tax report and payment due. Use tax report and payment due.

North Dakota
May 10: Cigarette distributors' report due.

Ohio
May 10: Cigarette wholesalers' reports due.
May 15: Cigarette use tax and report due.

Oklahoma
May 10: Cigarette wholesalers, retailers and vending machine owners' reports due.
May 15: Sales tax report and payment due. Tobacco wholesalers, jobbers and warehousemen's reports due.
May 20: Use tax report and payment due.

Pennsylvania
May 10: Soft drinks tax report due.
May 15: Employers' return of tax, withheld at the source under Philadelphia income tax law, due.

Rhode Island
May 1: Franchise tax report for the calendar year due. Income tax report and payment for the calendar year due.
May 20: Sales and use tax return and payment due.

Tennessee
May 20: Sales and use tax report and payment due.

Texas
May 1: Franchise tax calendar.

Utah
May 15: Sales tax return and payment due. Use tax return and payment due.

Virginia
May 1: Individual income tax return due.

Washington
May 15: Gross income tax return and payment due. Sales tax report and payment due. Use tax report and payment due. Wholesalers' drop shipment reports due.

West Virginia
May 15: Cigarette use tax report and payment due. Sales tax report and payment due.

Wisconsin
May 10: Cigarette wholesalers' and manufacturers' reports due.

Wyoming
May 15: Sales tax report and payment due. Use tax report and payment due.

Cortland Raises Coin Game Tax

CORTLAND, N. Y., April 24.—The city council here this week increased the license fee levied on operators of pinball games from \$200 to \$500. In the same action, location license fees were upped from \$10 to \$25 per machine displayed. Both increases go into effect May 1.

It was reported that the council also was preparing a tax schedule affecting juke boxes, pool rooms and bowling alleys.



NOW \$150.00
5c-10c-25c ROL-A-TOP
BELLS

The Above Prices Are Not F. O. B. Chicago

WATLING MFG. CO.

4650 W. Fulton St.
CHICAGO 44, ILL.

Est. 1889—Tel.: COLUMBUS 2770
Cable Address "WATLINGITE," Chicago

PHONOGRAPH! BARGAINS!

WURLITZER 618's	\$ 39.50
WURLITZER 24's	69.50
WURLITZER 500's	79.50
WURLITZER 850's	195.00
SEEBURG CADET, E.S.R.C.	115.00

RACE HORSE CLASS For ADVANCE ROLL \$10.00 ea.

1/3 Deposit, Balance C. O. D.

HUB

DISTRIBUTING CO.

632 Tenth Ave., cor. 45th St.
New York 19, N. Y. Circle 6-9570

WANT TO BUY

- BALLY TRIPLE BELLS
- " DRAW BELLS, Regular
- " DRAW BELLS, DeLuxe
- " VICTORY DERBYS
- " VICTORY SPECIALS
- " ENTRIES
- KEENEY BONUS SUPER
- " BONUS TWIN
- MILLS MINT VENDORS

Phone for Quick Action or Send List.

EMPIRE COIN MACH. EXCHANGE

1012 Milwaukee Ave. CHICAGO, ILL.
Phone: Everglade 2600

SEE SPEEDWAY'S TELE-JUKE

Speedway Products, Inc.

502 W. 45 Street New York 19, N. Y.
LONGacre 5-0371
Al Bloom, President

FOR SALE OR LEASE

**PENNY ARCADE
POKERINOS SKEE ROLLS**

All located in one building.
BOX 335, Palisade, N. J.

WANTED

EXPERIENCED JUKE BOX and PIN BALL MECHANIC.

Must be steady, reliable and have references.
Ted Key Amusement Co.
306 Taylor Ave., Farmington, Mo.

REAL BUYS!

Completely
**RECONDITIONED
LIKE NEW**

**WOOD BALL
ROLL DOWNS**

TOTAL ROLLS	\$ 69.50
CHICAGO COIN ROLL DOWN..	129.00
ESSO ARROWS	115.00
ADVANCE ROLL.....	145.00
HY ROLLS.....	265.00

**STEEL BALL
ROLL DOWNS**

HAWAII	\$169.50
GOLD MINE.....	189.50
SINGAPORE	189.50
TROPICANA	229.50
BERMUDA.....	229.50
COVER GIRL.....	229.50

RUSH YOUR ORDERS

1/3 Dep. with Order
Bal. C. O. D.

**RUNYON
SALES CO.**

593 Tenth Ave., New York 18, N. Y.
Tel.: LOnacre 4-1880

**YANKS
ARE
COMING**

CLEARANCE

All in A-1 Condition—
Ready for Locations!

2 TEST PILOTS	\$225.00
2 PRE-FLIGHT TRAINERS.....	225.00
(Crating \$25.00)	
TALLY ROLLS	\$ 75.00
ROLL-A-SCORE	110.00
SKILL ROLL.....	125.00
RED BALL.....	150.00

These Are \$25.00 Each

Double Play Air Circus
Topic Midget Racers

1/3 Cash, Balance C. O. D.

JAMES D. BLAKESLEE

43 15th Street Buffalo 13, N. Y.

Vender Reprint

CHICAGO, April 24.—Coffee venders were the subject of a reprint feature story in the current issue of *Reader's Digest*, taken from *Forbes* magazine, when the history and development of Rudd-Melikian, Inc., Philadelphia, was described. Firm's founders, Lloyd Rudd and Cy Melikian, came in for detailed mention during article's description of the coffee vender, its operation and production.

**Joe Calcutt Passes
In Fayetteville, N. C.**

(Continued from page 107)

Town, W. Va., where he also operated bells. He continued his operations for a while then dropped out of the field for a year and resided in Philadelphia.

He later re-entered the operating end of the business in Danville, Va. Then, after successfully building up the route he moved back to Fayetteville, where he organized the Vending Machine Company, and again expanded the scope of his activities by becoming a distributor.

In December, 1938, Calcutt was appointed a member of the advisory committee of North Carolina for the New York World's Fair, the first member of the coin machine industry to be so honored.

Among the firms which Calcutt's firm represented were Mills, Bally, United, Buckley and practically every other major manufacturer in the industry. A feature story in *The Raleigh News and Observer* in the summer of 1939, reported that the vending machine company represented nine major manufacturers of the same type of equipment at the same time, a concession to the usual exclusive clauses demanded by the major producers.

Calcutt is survived by his widow, the former Margaret Melvin; two children, Mrs. E. G. Woods and Charles Calcutt, of Fayetteville; a brother, Edward J., of Fayetteville, and five sisters, Mrs. A. M. Smith, of this city; Mrs. N. J. Holder, Wilmington; Mrs. Leighton Williamson, Lumberton; Mrs. Felton Baldwin, Raleigh, and Mrs. John C. Reece, Greensboro.

**Boston Mayor Weighs
Television Licenses**

BOSTON, April 24.—Mayor Curley has indicated that Boston will impose a license fee on television sets when they are ultimately installed in hotels, cafes, taverns and other locations. He is not prepared to say what amount he has in mind, but says a new city ordinance calling for a \$12 fee a year on automatic devices will have to be revised when video sets begin operation.

In the meantime, the mad race on tele goes on in the Hub, with set manufacturers opening new show rooms daily.

**New Pin, Juke Taxes
Start in Pa. Borough**

CARLISLE, Pa., April 24.—New taxes levying \$25 a year on each pinball machine and \$15 on each juke box in Carlisle Borough became effective April 15. In addition, a 10 per cent amusement tax, which extends to taverns providing "live" music, was put into effect.

The new taxes are in line with "home rule" legislation passed in 1947, under which municipalities thruout the State are authorized to levy a tax on anything not already taxed by the commonwealth.

**Steel and Electrical
Components May Get
First Price Cutback**

(Continued from page 107)

Indication that rising costs for some suppliers are being cut might lead to similar reductions for other types of materials used in the output of coin machines.

Third development, return of virtually 100 per cent of soft coal miners to the pits, in all probability greatly influenced the price reductions by both U. S. Steel and Westinghouse. Naturally, with the coal miners not producing coal there was little if any chance of quantity production of steel. Only last week steel firms announced that they were shutting down some of their blast furnaces because of depletion of their soft coal reserves.

Coin machine manufacturers, contacted immediately after the price reductions were made public, pointed out that while both moves were encouraging there was little chance that prices on coin machines would be lowered because of them. They said that their current production is based on supplies purchased several months ago and added that any reductions on supplies brought on by the cut in costs of both steel and electrical components would probably not even be noticed until at least the end of the year. Even this optimistic note, the manufacturers explained, would have to be tempered by the fact that no further strikes or shortages in supplier industries develop.

**Williams Starting
Delivery on 5-Ball**

(Continued from page 108)

player skill and keep player interest until the final ball has dropped out of play.

Change Value

Once the player has succeeded in hitting bumpers 1 thru 4, at the top of the playfield, he receives 50,000 points on the main score board and 25,000 on his premium score board each time he later goes thru the roll-over switch under bumper 3 or drops in the kick-out pocket under bumpers numbered 1 and 2. If the player had not made the 1 thru 4 series he would have received but 5,000 points on the main score and 5,000 on premium score. Player can also make the 50,000 and 25,000-point combination by making the game 5 thru 8 bumper series. Making the latter bumper series will also light up a roll-over switch in the middle of the game's playfield and spot the 1 thru 4 series.

The center roll-over button of the new Williams game is worth 5,000 points on the main score and 5,000 points on premium score when not lighted. However, once the player hits all the numbered bumpers, this roll-over button changes to 50,000 points on the main score and an additional 25,000 points for premium score.

Premium scoreboard on Virginia is set up in the shape of a wheel. Each marker is worth 5,000, and since there are 10 markers the top marker is 50,000. This premium score can be run up two times so that it is possible to have 100,000 points on the premium score at one time. Collection, or transfer to main scoreboard of the premium points is accomplished by getting a ball in the kick-out pocket in the center of the premium score markers. This pocket lights up when the 1 thru 8 series is made and when lit gives double premium score. Thus if the player has run up the 50,000-point cycle twice on the premium score and the player makes the 1 thru 8 bumper series, he can collect double premium or 200,000 points by putting a ball in the premium score kick-out pocket.

**"AS IS"
SALE**

All Parts Intact

AMI Hi Boy, 40-Record	\$ 79.50
Singing Tower	90.00
Wurlitzer 61, C.M.	50.00
Wurlitzer 71, C.M.	65.00
Wurlitzer 616	35.00
Wurlitzer 500	85.00
Wurlitzer 850	175.00
Wurlitzer Twin 12	65.00
Wurlitzer 800	175.00
Wurlitzer 950	175.00
Wurlitzer 12-Record	30.00
Seeburg Gem	75.00
Seeburg Regal	75.00
Seeburg Classic	125.00
Seeburg 12-Record	30.00
Rock-Ola Boxes	3.00
Rock-Ola Bar Boxes	5.00
Packard Boxes	22.50

WRITE, WIRE, PHONE TODAY!

WE CARRY THE LARGEST STOCK OF
USED EQUIPMENT IN THE NATION—
ALL TYPES, MAKES AND MODELS.
WRITE TODAY FOR COMPLETE LIST.

1/3 Deposit With Order—Balance C. O. D.

DAVID ROSEN, INC.

Exclusive AMI Distributor

855 N. Broad St., Philadelphia 23, Pa.
Stevenson 2-2903
503 Evergreen Ave., Baltimore 23, Md.
Edmonson 5322

**NEW
METAL TYPER MACHINES**

REPAIR SERVICE

PARTS AND SUPPLIES

We Rebuild Old Groetchen Typer Machines to Look and Operate like new.



FINEST ALUMINUM DISCS

Plain or Colored
Write for Samples and Prices

FOR TOPS IN QUALITY
BUY DIRECT
FROM THE MANUFACTURER

STANDARD SCALE CO.

4333 DUNCAN AVE., ST. LOUIS 10, MO.

SALESMAN

Contacting Distributors and
Operators, to represent
manufacturer of
Coin Operated Games

Address all replies to

Box 172, c/o The Billboard,
155 N. Clark St., Chicago 1, Ill.

First Launder - All Location in Detroit

DETROIT, April 24.—First unit of a complete laundry and cleaning service centering around a Jacobs Launder-All installation is being readied for opening on the west side of Detroit by John Milich under the name of Laund-Robot. The firm is located across the road from the Herman Gardens Housing Project, a federal-aid development which houses some 6,000 persons.

Machines will be placed in batteries of four down the middle of the room—two pairs of two machines each placed back to back. The four machines approximate the maximum size desired by the average housewife and are hooked up for complete self-sufficiency as far as possible. A drier is installed along the wall to operate in connection with each battery, while an ironer is being installed toward the center of the room, also matched off, one to each battery of four machines.

Special services will be an important feature of the Laund-Robot development, including two extractors designed to process flat work and similar laundry preparatory to ironing. A special cleaning sink will be installed for use with special stains and the like. Complete array of cleaning chemicals for extreme conditions will be an added feature.

Another part of the store will be devoted to a regular cleaning branch service, while a shirt ironing service will be provided at the rear. This will permit women who are using the laundry section to turn the shirts over to the special ironer for finished shirt work.

Milich, who was formerly with the United States Employment Service, is associated with his father in the venture. He has designed and largely built the entire structure himself and plans to make it the first of a small chain of similar specialized laundry operations. Original installation will be manually controlled, but he plans to convert to coin control as the operation develops.

Set '49 Dairy Convention

CHICAGO, April 24.—National Dairy Council (NDC) will hold its 1949 annual meeting-winter conference January 27-28 at the Hotel Robert E. Lee in Winston-Salem, N. C.

ABT CHALLENGERS, \$50.00



Reconditioned, guaranteed perfect operating condition, \$25.00

Write for new sales plan. 1/3 deposit with order. Address mail to Dept. B.

T. O. THOMAS CO.
1572 Jefferson Phone 2131 Paducah, Ky.

DO YOU NEED CASH?

We Want 20 Wurlitzer 600 KEYBOARDS

We Will Buy Your Music Equipment. State Quantity, Lowest Price. First Letter.

WEST SIDE DISTRIBUTING CORP.
698 Tenth Ave. (49th St.) N. Y. 18, N. Y. Phone: Circle 6-8464

NCA's Meet in Chi Stresses Sanitation

CHICAGO, April 24.—National Confectioners' Association's (NCA) sanitation meeting held in the Furniture Club of America here last week drew approximately 113 persons employed by local confectionery firms, according to Charles F. Scully, chairman of the sanitary committee, who presided at the meeting.

Scully, who spoke on *Your NCA Sanitation Program* during the meeting, was followed by M. R. Stephens, chief of Chicago station, Federal Food and Drug Administration, who discussed *Application of the Federal Food and Drug Act to Candy Manufacturers*; Zean Gassman, superintendent of division of foods and dairies, talking on *Co-operation of State of Illinois With Candy Manufacturers*, and Dr. Timothy King, Chicago Board of Health, who covered *Basic Requirements of a Good Sanitation Program*.

Following the addresses, Gerald S. Doolin, NCA sanitation director, used a series of slide films to illustrate his talk on *Sanitary Practices in Candy Plants*. Doolin collected the pictures during his sanitation inspection tours and thru the co-operation of private and official sources.

Among the guests of honor were E. C. Muggenberg, sanitary advisory committee member, Fischer Nut & Chocolate Company, St. Paul; Dr. Wilbur DuBois, head of the General Food Products Branch, QM Food & Container Institute, and L. D. Orringer, assistant superintendent Illinois Division Foods and Dairies.

Package Producers Expect Biz Decline

NEW YORK, April 24.—American Management Association (AMA), holding that the packaging and packing industries always have been an index of general business activity because their outlook reflects the expectations of most other businesses, reported this week that a poll of these firms indicated a slight fall-off in business may be expected this fall or early 1949.

AMA revealed that two out of three packaging and packing firms returned the above prediction. Survey covered 182 leading firms in the \$6,500,000,000 annual industry which produces packaging machinery, equipment, materials, design and services. Most firms, however, stated that the volume of their sales would remain at present levels, while net profits dropped 15 per cent during the year. Within the next 10 years the packaging industry's sales are expected to increase as much as 30 per cent.

Calamia Renamed Chairman

WASHINGTON, April 24.—Retail Tobacco Dealers of America (RTDA) president, Eric F. Calamia, was re-elected vice-chairman of the retail advisory committee of the Department of Commerce at a recent meeting here. Calamia stated that the committee, tho having been in existence less than a year, was making good progress. He added its value to retail trades as a liaison between independent retailers and the Commerce Department would increase. Points of discussion during the meeting included export controls, retail cost surveys, retail statistics, census of business and government stockpiling.

Name Mission Dry Agent For New England Territory

HARTFORD, Conn., April 24.—Harry L. Sunderlin has been named New England area representative for the Mission Eastern Sales Corporation of Pittsburgh and New York, the authorized franchise agency of the Mission Dry Corporation, Los Angeles, it has been announced.

Hartford Lions To Place Gum Venders

HARTFORD, April 24.—To raise money for underprivileged children and for the Connecticut Institute for the Blind, the Hartford Lions' Club has started placement of ball gum vending machines here. The Lions announced that the program calls for installation of some 270 machines. Charles L. Derrick, president of the club, said that locations had already been secured for that many venders.

Members of the club have been actively soliciting locations under the direction of Daniel Peloski, first vice-president. Peloski said the club eventually might place as many as 500 gum venders. Drive here was promoted with window displays.

Lions' Club officials said they will use money from the gum venders to purchase equipment for summer camps which are used by underprivileged children, and to aid the blind institute.

Omaha Officials Purchase Canada Dry Bottling Firm

OMAHA, April 24.—Police Commissioner Harry Knudsen and Inspector Henry Boesen have joined to buy the Sparkling Beverage Company here, bottler of Canada Dry, from W. W. Carmichael, former member of the Nebraska Liquor Commission. City officials have formed the Canada Dry Bottling Company of Omaha. The firm's volume was 100,000 cases last year.

Knudsen said his brother-in-law, T. F. McGuire, will manage the business.

United Starts Deliveries on New 5-Ball

CHICAGO, April 24.—United Manufacturing Company is delivering its new five-ball game, Wisconsin, it was announced last week by firm officials. This is the first Uni'd game to feature player-controlled kickers and a change-of-pace scoring of the bonus units.

Now in full production, Wisconsin includes a center roll-over button which spells out the complete name of the game, automatically doubling the value of each bonus pocket. Too, with the name Wisconsin spelled out, advance bonus bumpers are stepped up to 25, instead of the usual 5. Total score possible on the game is 2,900,000.

The blue-red cabinet for the new game features a lake scene, with boats riding the waves. The multi-colored glass background is illustrated with a lakeshore scene, including boats on the water plus sun bathers.

Three bumpers at the top of the playboard contain the letters W, I and S respectively. When contacted, these lights go out. Other bumpers located on the playfield contain the balance of the letters in the game name. If the player fails to contact the center roll-over button, thereby spelling out the name at one time, he must hit the 9 bumpers containing the letters in the complete name to take advantage of the increased bonus scoring.

The player-controlled kickers (flippers) are located on the left and right hand sides of the playfield, approximately one-third of the distance from the top. The kickers are controlled by a button on the side of the cabinet.

New Twin Consoles by KEENEY

WILD BELL Newest sensation. Twin model. Any combination coin chute. Combination F.P. and P.O. \$800	GOLD NUGGET Higher odds for players. Bigger collections for you. Twin model. Any combination coin chute. Combination F.P. and P.O. \$800
---	--

NEW FIVE BALL GAMES
For Immediate Shipment. Write for Prices.

Williams Virginia United Wisconsin	Genco Trade Winds Exhibit Banjo Chicago Coin Trinidad	Bally Ballerina Gottlieb Cinderella Marvel Leap Year
---------------------------------------	---	--

Write for Our New Complete Price List. Terms: 1/3 Deposit. Balance Sight Draft.



2330 N. WESTERN AVE. CHICAGO 47 EVERGLADE 2300 Phone:

COLUMBIA DOUBLE JACKPOT BELL SPECIAL



\$85.00 Ea.

Factory re-conditioned like new.

Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 3/4" high, 14 1/2" wide, 12" deep, 50 lbs. wt.

BAT-A-BALL JR. BRAND NEW



A real money making counter game at a fraction of its original cost. Timed right for the coming baseball season cash in on the interest. Original Price, \$79.50.

WHILE THEY LAST \$12.95 Ea.
In Lots of 10
1/3 Deposit on all orders. \$14.95 Ea.

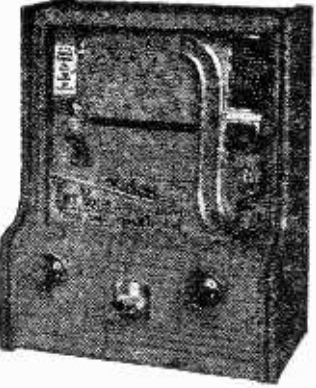
WRITE FOR NEW COMPLETE CATALOG. Machines, Boards, Tickets.

Abco NOVELTY Co.
823 W. RANDOLPH ST. PHONE TAYLOR 1203 CHICAGO 7, ILLINOIS

NOW DELIVERING
THE NEW 1948
MODEL

KICKER and CATCHER

NEW FLASH — NEW BEAUTY
NEW SCORING ARRANGEMENT



100 PER CENT SKILL!
TAKES IN MORE MONEY PER DOLLAR
INVESTED THAN ANY GAME MADE!

5 Balls **\$37.50** F. O. B.
For One Cent CHICAGO

5 BALLS FOR 5 CENTS, \$41.25

ORDER TODAY! Try for 10 days. Money
Back if Not Satisfied. . . You Keep Receipts!

BAKER NOVELTY CO.
Headquarters for Slot Machines
and Bakers Pacers
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

Deny New York Stay Order; Ops Protest City Govt. Action

(Continued from page 107)
move coin-operated amusement machines regardless of their legality" and further "threatened said location owners with prosecution for alleged trivial infractions of ordinances unless the machines were removed from the place of business."

Requirements Met

According to the complaint, the machines meet every requirement of New York law. They have no free-play or prize features of any description and cannot readily be converted for those purposes.

Together with about 30 supporting affidavits from individuals in the industry, the complaint charged that Wallander repeatedly refused offers of the industry to submit to investigation and strict regulation. It was pointed out that the police department was furnished with lists of operators and distributors with an invitation that they investigate individuals in the industry.

An affidavit submitted to the court by Judge Rosenman stated that, after he had been retained by the complainants about April 2, he addressed letters to the police commissioner and to the commissioner of licenses. In his letter to Wallander he stated that distributors and manufacturers in the industry would "welcome any investigation" of its officers or directors and would be willing to bear the reasonable expenses of such a probe by the city.

Co-Operation Desired

"They are most anxious," his letter reads, "to prevent any part of the industry from falling into the hands of racketeers or persons deemed undesirable by the police department."

Judge Rosenman's affidavit pointed out that he never received any reply

from License Commissioner Benjamin Fielding. However, he was invited to confer with Deputy Commissioner of Police Flath. At this meeting Judge Rosenman repeated the statements made in his letter and was told that he would hear from the commissioner. He never did.

The affidavit also stated that he thereafter made repeated telephone calls to the police commissioner, but was always told by his office that the commissioner was engaged elsewhere and would call back. He never did, the complaint averred.

Bert Lane, president of the Seaboard New York Corporation, in a separate affidavit charged the police department with "harassing and hounding" storekeepers by charging them with minor infractions of the city code. He recited details of the coin amusement business here, based on 15 years of experience, and declared that the harassing tactics followed Wallander's statement that the police had surveyed and approved 4,298 games.

Survey Results

The result of the survey, Wallander is quoted as saying, was that the games "were solely for amusement" and "lacked the free play or prize features that characterized the machines outlawed by the La Guardia administration."

Lane cited one case in March of this year in which an engineer, with 15 years' experience in the police department, testified for the city that a game did not have any free-play attachment, that it could not be readily convertible and concluded that it was therefore legal.

Other similar cases, where the findings were that the games met requirements of New York law and which resulted in dismissals, were cited in the voluminous papers filed in the action.

Lane said that there were 22 jobbers and distributors in the city and about 250 operators, many of them veterans of the recent war. He added that there was free and open competition at all levels of the industry, without any territorial jurisdiction or limitation.

The police raids against pinball machines began late Saturday (17) afternoon and by the following Monday night resulted in 1,779 machines being picked up and 1,281 summonses issued to location owners. By Friday morning, after the police had extended the scope of their drive to include rolldowns, 1,906 games had been picked up and a total of 1,428 summonses issued.

Cases Postponed

Location owners, operators and a number of jobbers who received summonses and appeared in court this week had their cases postponed for two weeks or more at the request of the police department. They were charged with operating gambling devices.

Commissioner Wallander, who early in the week stated that "25 per cent of those connected with the manufacture and distribution of pinball machines have police records," received a vigorous protest from Dave Gottlieb, president of Coin Machine Industries, Inc.

In a telegram to Wallander, Gottlieb said:

"We distribute our products in accordance with the laws of this land and its 48 States. We are not in business to manufacture gambling devices, nor do we propose to have our products handled by hoodlums and racketeers.

"We assure you that if your department is able to prove to our satisfaction that any operator or group of operators are racketeers, our members will see that games are not shipped or supplied to them."

SELLING OUT

COMPLETE WIRED MUSIC SET UP THAT PUTS YOU IN THE MOST PROFITABLE PART OF THE ENTIRE MUSIC BUSINESS — RETAIL STORES, FACTORIES, BANKS, BEAUTY PARLORS, ETC., ALL PLEADING FOR BACKGROUND MUSIC. FULLY AUTOMATIC — NO ATTENDANTS — LOCATIONS ON 2 AND 3 YEAR CONTRACTS ON MONTHLY FEE.

\$1,600.00 VALUE

Only \$795.00

CONSISTS OF . . .

- 1 PERSONAL STUDIO AMPLIFIER WITH AUXILIARY AMPLIFIER
- 1 PERSONAL STUDIO TIMER
- 1 AUXILIARY TIMER
- 1 DISTRIBUTION PANEL
- 1 JUNCTION BOX
- 2 A. M. I. CHANGERS

NOTICE

This equipment is less than six months old and is fully guaranteed by us regardless of price. Here's the greatest BUY we have ever offered to some lucky operator.

WRITE—WIRE—PHONE
IMMEDIATELY

FIRST COME—FIRST SERVED

Scott-Crosse Co.

1423 Spring Garden Street
Philadelphia, Pennsylvania
Rittenhouse 6-7712

★ IN NEW ENGLAND IT'S TRIMOUNT ★ IN NEW ENGLAND IT'S TRIMOUNT

PROFITS CLIMB when you operate Gottlieb's NEW Golden Game JACK 'N' JILL

- ★ 2 Complete sequences Jack 'n' Jill
- ★ Flashing Eyes
- ★ Double Bonus
- ★ Bonus and Bonus Build-Up
- ★ Advance Bonus
- ★ High Score
- ★ Original Flipper Bumpers
- ★ Fast Action
- ★ Immediate Delivery

Trimount is exclusive Gottlieb distributor in Me., N. H., Vt., Mass. and R. I.

TRIMOUNT

COIN MACHINE CO.

40 WALTHAM ST. BOSTON 18, MASS. PHONE LU 5-1480

Precision Built LIGHTNING FAST

"AS ESSENTIAL AS YOUR
CASH REGISTER"

Now service in over 10,000 locations, the MASTER CHANGER has proved itself under the severest conditions

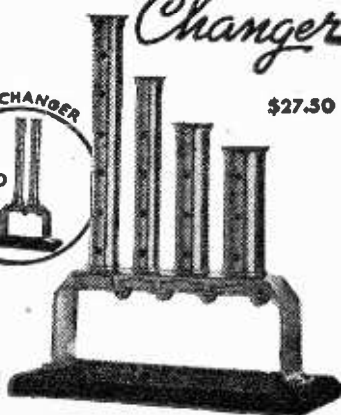
- A real time-saver.
- Will not stick or jam.
- Soon pays for itself in accurate change.
- Finished in lustrous chrome.

Northwest Sales Co.
EXCLUSIVE NATIONAL DISTRIBUTOR

3144 Elliott Ave. Seattle 1, Washington



\$17.50



\$27.50

CONSOLES

- 1 Bally Triple Bell, F.P. & P.O. . . . \$500.00
- 3 Keeney Super Bonus Bell, F.P. & P.O. (Like New) 285.00
- 2 Bally De Luxe Draw Bell, F.P. & P.O. (Like New) 285.00
- 1 Keeney 4-Way Super Bell, P.O., 5-5-5-25¢ 200.00
- 2 Keeney Super Track Time, P.O. . . 100.00
- 1 Keeney Super Bell, F.P. & P.O. . . . 75.00
- 2 Bally Club Bell, F.P. & P.O. 65.00
- 1 Bally Hi Hand, F.P. & P.O. 65.00
- 1 Mills Jumbo Parade, P.O. 50.00
- 1 Jennings Bobtail, F.P. 50.00

ONE BALL

- 1 Special Entry, F.P. \$275.00
- 2 Victory Specials, F.P. 200.00
- 1 Turf King, P.O. 65.00
- 1 Long Shot, P.O. 55.00

All of the New Pin Games—Coin Operated Television by Emerson — Downing-Johnson Coin Counter and Coin Sorter—New Buckley Criss Cross Slot Machines and Track Odds Console — Chicago Metal Revolv-a-Round Safes — Watling Scales — Silver King Merchandising Machines—Coin Changers—Coin Stackers.

Write for circulars. 1/3 deposit, balance C. O. D. Phone, wire, or write.

INTERSTATE COIN MACHINE CO., INC.
1883 Columbus Ave. Springfield, Mass.
Telephone 3-9088

WE WANNA BUY

JENNINGS STANDARD CHIEFS
MILLS BLACK CHERRIES
MILLS JEWEL BELLS
5¢-10¢-25¢-50¢ PLAY
KEENEY SINGLE BONUS SUPER BELLS
KEENEY TWIN BONUS SUPER BELLS
BALLY EUREKAS

STATE QUANTITY AND BEST PRICE
WIRE—WRITE—PHONE

GOLDEN GATE NOVELTY CO.
Ph.: Market 1-3967
701 Golden Gate Ave., San Francisco, Calif.

Forecast Cocoa Bean Crops In Western Hemisphere by '51

WASHINGTON, April 24.—Candy operators, manufacturers and wholesalers may look for a "deluge" of cocoa beans to take off the chocolate price and supply pinch as early as 1951, if plans of 22 U. S. manufacturers, with the co-operation of the Department of Agriculture's Office of Foreign Agricultural Relations and the Pan American Union's Inter-American Institute of Agricultural Science, materialize, it was revealed here this week.

Program calls for, eventually, a king-size cocoa crop grown in this hemisphere, as American chocolate makers are "tired of being pinched on supply of raw materials and forced to pay fantastic prices." Cocoa beans brought less than 5 cents per pound in 1939, jumped to a dime a pound during the war and then soared to a high of 54 cents in 1947; current price is approximately 36 cents per pound.

According to one leading chocolate maker, altho some 672,000,000 pounds of cocoa beans were used last year in the United States, "the industry could have used at least 225,000,000 pounds more if this were available and the price right."

Creates Agent

Because of the present tight supply and high price cocoa bean situation the chocolate industry has created, as an arm of the Association of Cocoa and Chocolate Manufacturers (ACCM), the American Cocoa Research Institute, with headquarters in Washington. The institute, starting with a "modest \$50,000 to carry the production torch," according to its director, Leonard J. Schwartz, will prorate the cost of the project among member firms on basis of the volume of cocoa beans they process.

First attempt to bring cocoa bean crops to "doorstep availability" basis

centered in Costa Rica. Research there has already resulted in new pest and disease controls, and production and harvesting methods are being improved. This program of cocoa production has as its objective a three-point target; production of more cocoa beans of better quality on less land at lower cost; encourage production on suitable land in new areas; train students to promote economic betterment of the industry in all Latin-American countries.

Among the new sites for cocoa bean production is the Tobasco region in Mexico. Director Schwartz states that this region has the necessary acreage, growing conditions and labor supply to produce about 225,000,000 pounds of cocoa beans annually.

Altho Great Britain, via its African Gold Coast acreage, and Brazil produce about 60 per cent of the world's cocoa bean crop, and France and the Dominican Republic total an additional 25 per cent, all research developments made by the institute will also be made available to these countries. According to a spokesman for the institute, "... we are primarily interested in sharply expanding production of cocoa beans. When this occurs, it will automatically take care of the price we pay irrespective of what foreign government controls how much cocoa."

Dwelling on the present price tag on cocoa, one chocolate processor commented: "If the price decides to swing back to 50 cents, the current world crop (about 1.4 billion pounds) may turn out to be a surplus."

C-8 Laboratories Keynotes Youth in New Bedford Plant

NEW BEDFORD, Mass., April 24.—The maxim that life begins at 40 holds little truth for three young chaps who help guide the destiny of C-Eight Laboratories, producers of the Electro cigarette vending machine. Anthony Caruso, 24; Joseph Festa, 22, and Ugo Bottini, 26, are potent factors in the rise of C-Eight, and already occupy important positions in the electric vending machine industry.

Anthony, son of Mario Caruso, founder and owner of C-Eight, is vice-president, treasurer and plant manager, and upon his young shoulders rests the entire responsibility for internal plant operation. His job is to see that production schedules are met, quotas are filled and production models of the Electro vender maintain the quality standards set by the original machines.

His production know-how was inherited. His father, Mario, arriving in this country as a cabin boy aboard an Italian steamer, took his first job here as an apprentice for the Lionel Train Company. His rise in the company was rapid and, before he resigned three years ago to form C-Eight, he was the firm's general manager, secretary-treasurer and principal stockholder.

Joe Festa is one of the youngest plant engineers in the United States. After serving in the navy as an electronic technician's mate, he joined C-Eight as a mechanical draftsman. His engineering skill was apparent and in a short while he was promoted to plant engineer, with the responsibility of tools and parts design.

Ugo Bottini heads C-Eight's product design department. A graduate of Naples Electrical Engineering School, he saw war service with Yank and English torpedo squadrons.

Tobacco Acreage Off By 19 Pct. From '47

WASHINGTON, April 24.—Prospective tobacco acreage this year is 19 per cent below 1947 and 6 per cent below the 1947 goal, the Agriculture Department reported last week.

According to a department survey, 1,528,000 acres will be harvested this year as compared with 1,875,000 acres in 1947. The 1948 goal set by Agriculture late last year was 1,632,000 acres.

Big Stores Volume Sales Up Tho Transactions Dip

NEW YORK, April 24.—Department store sales volume, a good indication of general business conditions, increased from \$2,182,074,000 in 1946 to \$2,265,349,000 in 1947 (an \$83,275,000 increase), according to a report by the controllers' congress of the National Retail Dry Goods Association (NRDGA) Monday (22).

While the volume of sales last year was 4 per cent greater than those in 1946, the number of transactions in 1947 fell off to 95 per cent of those for 1946, James J. Kavanagh, general manager of the controllers' congress, revealed. He stated that these figures were the result of reports from 182 department stores grossing over \$1,000,000 each annually. It was found that while the average individual sales in 1946 was \$4.14, those for last year were \$4.46.

However, it was found that stores, while making a 5.2 per cent net profit, after taxes, on their 1946 sales volume, made only a 4.17 per cent profit for 1947. This was a decline of 21 per cent in net profits on last year's sales from the 1946 level.



Rosenfeld
BLASTS PRICES!

Special Closeouts!

NEW 5-BALLS IN ORIGINAL CRATES

BALLYHOOS	\$ 99.50	NUDGYS	\$ 89.50
BALLYHOOS, with Flippers	112.50	ROCKETS	99.50
DOUBLE BARRELS	69.50	ROCKETS, with Flippers	112.50
DOUBLE BARRELS, with Flippers	79.50		

USED 5-BALLS

With Flippers Attached!

FACTORY QUALITY AND WORKMANSHIP
DEDUCT \$10.00 IF FLIPPERS NOT DESIRED

BIG HITS	\$ 39.50	NUDGYS, with Flippers	\$ 69.50
BIG LEAGUES	39.50	PLAY BOYS	89.50
CHI COIN BASEBALL	119.50	RANGERS	109.50
DOUBLE BARRELS	59.50	RIOS	84.50
DYNAMITES	69.50	ROCKETS	72.50
FIESTAS	89.50	SEA BREEZES	54.50
GOLD BALLS	109.50	SEA ISLES	149.50
FRISCOS	39.50	SHOOTING STARS	49.50
HAVANAS	79.50	SHOW GIRLS	69.50
HAVANAS, Motor Unit	94.50	SILVER STREAKS	99.50
HAWAII	149.50	SINGAPORES	179.50
HI RIDES	139.50	SMARTYS	74.50
HOLLYWOODS	49.50	SPELLBOUNDS	49.50
*HUMPTY DUMPTYS	169.50	S. D. CANTEENS	39.50
KILROYS	69.50	STATE FAIRS	64.50
LIGHTNINGS	79.50	STEP UPS	59.50
MARVEL BASEBALLS	44.50	SUPERLINERS	54.50
MAISIES	109.50	SUPER SCORES	54.50
MEXICOS	139.50	SURF QUEENS	44.50
MIDGET RACERS	44.50	SUSPENSES	49.50
*MELODYS	164.50	TORCHYS	99.50
MYSTERYS	89.50	TORNADOS	94.50
NEVADAS	159.50	TREASURE CHESTS	159.50
TROPICANAS	\$189.50		

*AVAILABLE WITH FLIPPERS ONLY

NO QUESTIONS ASKED
—YOUR MONEY BACK
IF NOT COMPLETELY
SATISFIED!

We Have Available IN STOCK
BACKBOARD GLASSES for practically
every pre-war and post-war 5-Ball
Pin Game. Priced from \$5.00. Come
in or write your needs.

ATTENTION, OPERATORS
IN OUR TERRITORY: Your Credit Is
Good. Buy on Our EZ Payment Plan.
Come in or Write Us for Full Details.

TERMS: 1/3 DEPOSIT, BALANCE SIGHT DRAFT

We Are Direct Factory Distributors for BALLY—JENNINGS—
U-NEED-A—VICTOR—ATLAS—DAVAL—MIDGET MOVIES—FRANTZ SCALES

J. ROSENFELD CO.
3218 OLIVE ST. ST. LOUIS 3, MO. NEWSTEAD 1582

GIVE TO THE DAMON RUNYON CANCER FUND

Record Reviews

(Continued from page 33)

RATINGS
(100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

FOLK				
THE ROAMING PHILOSOPHER (Musicraft 566) <i>Deck of Cards</i> With the allegorical material already riding high, this version is good enough to slice off some of the coin. <i>Conversation With a Mule</i> Another recital with organ by a "mystery artist" is good for some homespun yocks.	72	72	72	72
CARSON ROBISON AND HIS PLEASANT VALLEY BOYS (MGM 10173) <i>The Midnight Express</i> A folk lament that's better and more intelligent than most. <i>Hold Your Hat</i> Lively philosophical ditty which is well delivered.	72	74	73	69
SHERIFF TOM OWEN AND HIS COWBOYS (Mercury 6086) <i>Just Because</i> (Bub Goodwick) Cowboy rendition of the song which seems to be growing in national stature. <i>My Darling, Tell Me True</i> (Arkansas Jim-Trio) Plaintive cowboy ballad which listens easily.	69	69	69	70
BOB HARTER-THE RANCH BOYS (Dana 4001) <i>Lulu</i> Novelty for the cowboy field which comes off only so-so. <i>Beyond the Purple Hills</i> Trite cowboy ballad; poor vocal.	63	60	60	68
ART GIBSON (Mercury 6103) <i>Gambling Blues</i> Unimpressive folk blues with fair delivery. <i>I Don't Want You Now</i> Gibson makes a fair effort at telling why he doesn't want his girl now.	55	55	53	58
ROBERT LUNN AND HIS TALKING BLUESBOYS (Mercury 6104) <i>I Want Some Candy</i> There's a smile or two in this novelty side. <i>Yodeling Blues</i> Practically nothing here.	60	62	58	60
LINN BURTON (Universal U-114) <i>Letter to Mother</i> Dramatic narrative... tribute to Mom... effective and sincere. <i>Deck of Cards</i> Palatable version of homespun religious allegory.	88	89	87	89
TEX WILLIAMS AND HIS WESTERN CARAVAN (Capitol Americana 40109) <i>Suspicion</i> (Tex Williams-Trio) Westernized version of Ray Noble novelty. Just fair. <i>Flo From St. Joe, Mo.</i> (Tex Williams-Quartet) Less labored, better Tex.	75	77	72	77

FOLK				
EDDY ARNOLD AND HIS TENNESSEE PLOWBOYS (Victor 20-2806) <i>Texarkana Baby</i> Easy going Eddy on perfectly suited material. <i>Bouquet of Roses</i> Only with a couple of scents.	89	89	89	89
RED FOLEY-THE CUMBERLAND VALLEY BOYS (Decca 46126) <i>Don't Make Me Go to Bed and I'll Be Good</i> Effective tear-jerk Foley styling of folk fave. Warbler throws in some well-delivered sorrow-patter. <i>I'm Waltzing With a Broken Heart</i> Slow, schmaltzy Foley dinking of hill waltz.	85	85	84	85
MILTON ESTES AND HIS MUSICAL MILLERS (Decca 46128) <i>Answer To Drivin' Nails in My Coffin</i> Estes and gang carouse thru hill novelty-lament. Backing features harmonicas and accordion. <i>New Filipino Baby</i> Novelty follow-up of "Filipino Baby" folk fave. Competent twangy Estes piping and band instrumental antics.	73	76	71	76
EDDIE HAZELWOOD (Decca 46129) <i>Texarkana Baby</i> Western rhythm ditty rendered in deliberate, restrained tempo. Pleasant Hazelwood piping. <i>Indiana Waltz</i> Typical folk-waltz effort with ingredients consisting of soft warbling, fiddle and guitar.	76	79	74	76

RACE				
THE RAVENS (National 9039) <i>For You</i> Rhythm vocal of the w. k. oldie different enough to make race box coin click. <i>Searching for Love</i> Slow ballad effort hasn't the effectiveness of top-side.	80	82	77	82
NELLIE LUTCHER (Capitol 15064) <i>Come and Get It, Honey</i> Nellie in top form for a cleanup at race locations; great rhythm accompaniment. <i>He Sends Me</i> Same comment as above—disk is great two-sided buy for ops.	87	87	86	88
LIL GREEN ORK (Victor 20-2809) <i>Lonely Woman</i> Mis Green's a fine singer but material hampers here. <i>Aggravatin' Papa</i> Slightly but not much better.	55	58	52	55
ROSE MURPHY (Majestic 1219) <i>Wishing</i> The Chi-Chi chick tackles another oldie with loads of rhythm and vocal stunts. <i>Time on My Hands</i> If pressed and distributed this may well be a hit—amusing and still makes musical horse-sense.	78	79	77	78

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

RACE				
THE HONEY DRIPPER (Decca 48068) <i>Yellow Yam Blues</i> Backroom blues shout which lacks guts. <i>Eight Ball Blues</i> More of the same with a little more import.	57	55	57	60
MYRA TAYLOR-THE REISER-MEYERS TRIO (Mercury 8081) <i>It's a Sin To Tell a Lie</i> Rhythm version of the oldie makes for just an ordinary hunk of wax. <i>Clinging Vine</i> Good rhythm ditty which is well handled vocally and instrumentally.	63	62	62	64
ALBERTA HUNTER (Decca 48066) <i>Fine and Mellow</i> Billie Holiday's fine blues is done lustily by Alberta Hunter; fair accompaniment. <i>Chirpin' the Blues</i> Original blues with lyric deriving from here, there and most everywhere.	63	63	64	62
LEM JOHNSON (Decca 48063) <i>Going Down Slow</i> Morbid, heavy blues chant. <i>Candy Blues</i> Lighter but lyrically weaker blues.	51	47	50	57
WINI SCOTT (Super Disc 1059) <i>So Tired</i> Poor song, poor performance. <i>Don't Stop</i> Rhythm item fails considerably better; contains couple of typical race disk insinuations which may help juke sale.	32	30	30	37
SLIM GAILLARD TRIO (Slim Gaillard) (MGM 10164) <i>Money, Money, Money</i> Gaillard calypso style with novelty which may find juke coin. <i>The Hogan Song</i> Silly novelty which misses fire after interesting start.	78	77	76	82
4 STEPS OF JIVE (Chord 656) <i>Brown Gal</i> (Benny Calloway) Interesting singing style but that song. Hey—nothin'. <i>Oshkosh-Bob-a-Losh</i> Even less.	39	35	37	46
HADDA BROOKS TRIO (Modern 158) <i>In a Shanty in Old Shanty Town</i> Brooks' piano tackles oldie instrumentally without style of purpose. <i>The Best Things in Life Are Free</i> Hadda sings the revived oldie okay; dinking is much too late to cash in on song tho.	45	42	45	48
DINAH WASHINGTON-COOTIE WILLIAMS ORK (Mercury 8082) <i>I Want To Cry</i> Mediocre ballad sung and played well. <i>Resolution Blues</i> Dinah sings the blues adeptly with Cootie growing superbly behind her lyricizing.	64	66	63	64
EDDIE GRONET ORK (Apollo 179) <i>Long Island Polka</i> Sprightly polka in the Polish tradition. <i>Trambulanka</i> Melodic polka should find much favor among polka fanciers.	67	65	67	69

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

LATIN-AMERICAN				
ORLANDO GUERRA-CASINO DE LA PLAYA ORK (Victor 23-0801) <i>Bueno Verda</i> Ork a bit brassy in up tempo treatment of guaracha with Guerra once more displaying full vocal chords. <i>Bailadores</i> Light, peppy guaracha beat. Strong Guerra piping. Ork arrangement weak.	56	54	58	56
IRVING FIELDS (The Campos Trio) (Victor 26-9031) <i>Cuban Boogie</i> Showy Fields' 88-ing of guaracha with a boogie beat. Pianist comes up with tricky and different runs in usual flashy mode. <i>Malaguena</i> Lecuona penned standard dressed up in restrained Fields fashion, swinging from slow bolero to up tempo beat near disk's end.	62	62	64	60
ANSELMO SACASAS ORK (Ruben Gonzalez) (Victor 23-0198) <i>El Hijo De Chenchu (Son of Chenchu)</i> Tasty, smooth Sacasas orking of moderate paced guaracha. Okay Gonzalez and ork vocal. <i>Cielito (My Love)</i> Sacasas ork and Gonzalez have gay time carousing thru another guaracha.	75	74	77	74
PEDRO VARGAS (Victor 23-0804) <i>Te He De Querer</i> Full romantic Vargas chanting over tired sounding Mexican orking. <i>Cancion Mixteca</i> Vargas' dramatic tonists ably entwine about south-of-the-border tune.	57	51	51	59
MARTIN Y MALENA (Mariachi Guitron) (Peerless 2711) <i>Con Mi 30-30</i> Spanish folk stuff which doesn't excite. <i>La Embarcacion</i> More of the same even less impressive.	47	50	44	48
CHUY REYES ORK (Capitol 15067) <i>Rhumba Boogie</i> Unusual pairing of eight-to-the-bar with rhumba rhythm; excellent Reyes keyboarding. <i>Rhythm Rhapsody</i> Resembles "Rhumba Rhapsody" featuring more flashy Reyes piano.	86	88	83	86
ANGELILLO (Victor 38628) <i>Casa Cuna</i> (Nino Posadas) Vocal with guitar of a Spanish ballad. <i>Juan Palomo</i> More Spanish stuff with ork assisting in livelier tempo.	57	57	58	56
JOSEPH FUCHS (Macklin Marrow-The MGM String Ork) (MGM 30063) <i>Intermezzo</i> Solid fiddling of the pretty piece featured in the soon to be revived pic. <i>Lotus Land</i> Pretty Scott - Kreisler item which is handled well by Fuchs and the ork.	70	73	72	64

CLASSICAL & SEMI-CLASSICAL				
JOSEPH FUCHS (Macklin Marrow-The MGM String Ork) (MGM 30063) <i>Intermezzo</i> Solid fiddling of the pretty piece featured in the soon to be revived pic. <i>Lotus Land</i> Pretty Scott - Kreisler item which is handled well by Fuchs and the ork.	70	73	72	64
JOSEPH FUCHS (Macklin Marrow-The MGM String Ork) (MGM 30063) <i>Intermezzo</i> Solid fiddling of the pretty piece featured in the soon to be revived pic. <i>Lotus Land</i> Pretty Scott - Kreisler item which is handled well by Fuchs and the ork.	74	82	78	63

Minn. Gov. Praises Match Co. Workers

CLOQUET, Minn., April 24.—Diamond Match Company employees at firm's plant here have been commended by Gov. Luther Youngdahl for their campaign to reduce traffic accidents and forest fires.

The workers are taking it upon themselves to attach reflectors on bicycles to prevent night accidents. They have also affixed traffic safety labels on match boxes, urging "Save 400 lives—399 and yours," and tagged match containers with other slogans warning against carelessness in timberlands.

Wyo. Bottlers Agree On 5-Cent Price

CASPER, Wyo., April 24.—Wyoming Bottlers of Carbonated Beverages (WBCB), during their recent annual convention here, agreed on the advisability of holding the retail price of soft drinks at a nickel. Members talked down the 6-cent drink as endangering a high-volume production.

During the meet, the Wyoming bottlers withdrew from the Tri-State Association (Utah, Idaho, Wyoming), stating that their problems were "all different." A compact organization of Wyoming bottlers only was deemed more advisable.

Thatcher Glass Holds Annual Meet; Elects Officers, Board

ELMIRA, N. Y., April 24.—Maker of bottles for vending machines, the Thatcher Glass Manufacturing Company, Inc., at its annual stockholders' meeting recently, held elections for the board of directors and firm officials. In both instances present board members and firm officials were re-elected.

During the annual meeting the following persons were re-elected as directors to serve for coming year: Jervis Langdon, Ray W. Niver, William Manderville, Frederick Swan, Lewis Durland, T. Clifford Hayes, Franklin Pollock, F. Rodewald and S. G. H. Turner.

At the board of directors meeting, immediately following the annual meeting, the following officers were re-elected: Franklin Pollock, president; William Manderville, vice-president and chairman of executive committee; F. Rodewald, executive vice-president; Raymond Boeckman, vice-president in charge of plant operations; David Parfitt, vice-president in charge of sales; Whitney Powers, secretary and treasurer, and F. Raymond Minard, assistant secretary and assistant treasurer.

Philip Morris in Ad Drive

CHICAGO, April 24.—Philip Morris & Co., one of the more aggressive cigarette firms as far as promoting sales of their product in venders is concerned, using posters, machine signs, etc., this week launched a new \$7,000,000 advertising campaign featuring the slogan "no cigarette hang-over." Firm has scheduled ads in 493 newspapers thruout the country, and will tie-in the newspaper ads with their five radio shows.

Tropical Candy Incorporates

TOLEDO, April 24. — Tropical Candy Company here has been incorporated and will soon begin manufacture of a "new type of candy bar, adapted from a South American process," reports William E. Downing, one of the firm's principals. Firm is currently negotiating for the purchase of plant facilities.

Telecoin Juice Unit Placed on Location

NEW YORK, April 24.—Tele-Juice, Telecoin Corporation's coin-operated vender of canned, refrigerated fruit and health drinks, made its location debut Monday (19) as service begins in nine diversified locations in the New York area. Among the locations secured by Tele-Juice operators are the La Guardia Field Domestic Air Terminal, several large business offices, drugstores, dance studios and industrial plants.

For the initial operation the machines are stocked with a choice of six drinks: orange, grapefruit, orange-grapefruit blend, apple, tomato and choc-treat, a chocolate milk drink. Each Tele-Juice machine stocks 300 cans, 50 to a rack, and vends a six-ounce can for a dime.

Telecoin officials said additional installations of the drink vender will be made shortly in locations thruout the country. The firm acts as its own distributing agency.

Venezuela Coin Mch. Locations Increase

CARACAS, Venezuela, April 24.—Coin machines are becoming increasingly popular here, according to local sources. Numerous juke boxes, cigarette, gum and other venders, along with scales, have appeared on locations over the last five years, with the populace growing more and more "machine-minded."

Ice cream venders may be the next importation. Indication of this was seen recently when a local manufacturer began offering containers in which to take home the product. Previously, ice cream had to be eaten at the point of purchase or the customer had to bring his own container.

Nat'l Peanut Industry Reps Recommend New Regulations

WASHINGTON, April 24.—William Fette Jr., of the Schutter Candy division and chairman of the committee for the national peanut industry, last week indicated there was little chance of adoption of the committee's recommendations which were made to Secretary of Agriculture Anderson in a meeting here. The suggestions had to do with the resale of peanuts bought at a loss by the government.

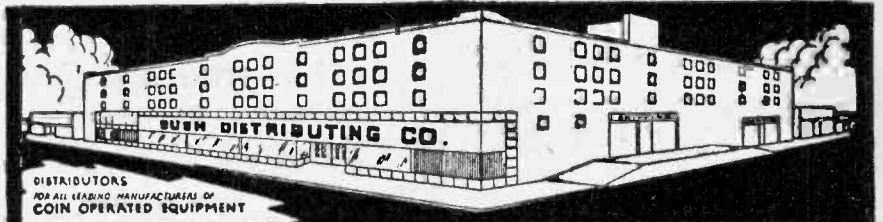
Fette, after expressing his opinion that there was little chance for the recommendations to be adopted, said: "Conferences indicated that many of those close to the peanut situation recognize and admit the method of determining parity, as applied to peanuts, is faulty. Our problem is to determine the procedure and methods thru which the existing evil may be remedied and a program developed on a sound basis that would be equitable to the edible users, growers, shellers and consumers."

Gannon Gets New Quarters

NEW YORK, April 24.—Gannon Automatic Merchandisers, who handle candy, cigarette and gum venders in schools, hospitals and industrial locations, have taken over new headquarters at Oceanside, Long Island, according to an announcement made this week by Frank J. Gannon Jr., firm head. Gannon was formerly associated with Forty Vendors, an operating firm in Mount Vernon, New York.

Hartford Coin Firm Moves

HARTFORD, Conn., April 24.—A. L. Rechtshafer, who owns the Reliable Coin Machine Company of Hartford, has moved the firm's location from 192 to 184 Windsor Street. Company handles all kinds of coin-operated machines.



WILL BUY ANY QUANTITY POST-WAR 1 BALL PAYOUT MACHINES AND PHONOGRAPHS
SEND US YOUR LIST

CLOSEOUTS—WHILE THEY LAST
NEW BALLY HI-ROLLS WRITE NEW BALLY BOWLERS WRITE
NEW WILLIAMS BOX SCORE . \$249.50 NEW SKILL ROLL 6 1/2-Ft. Bowling Game \$99.50

BRAND NEW FRANTZ MIRO-SCALE Reg. \$125.00 Special \$89.50

CHICAGO COIN HOCKEY Very Clean \$69.50 BALLY RAPID FIRE Like New \$99.50

WURLITZER \$79.50 MODEL 61 Completely Rebuilt, including Trays. Refinished	ROCK-OLA \$99.50 1940 COUNTER MODELS Rebuilt and Refinished.	WURLITZER \$99.50 MODEL 71 Completely Rebuilt, including Trays. Refinished.
--	---	---

SEEBURG — Wired and Wireless Organ Speakers. Beautifully refinished \$10.95
SEEBURG WALL BOXES Completely Overhauled
SELECTOMATIC \$ 7.95
WALL-O-MATICS 10.95
5-10-25 WALL-O-MATICS 19.95

NEW PACKARD 700-800 Speakers \$14.95

Daval Free Play, New \$19.50	Columbia's Postwar, Like New . . . \$49.50	Rebuilt Black Cherry, 10¢ . . . \$79.50 Rebuilt Gold Chrome 79.50
--	--	--

NEW PACE '46 5¢ \$145.00 JENNINGS—Lite Up—F.S.
CHROME BELLS, 25¢ 165.00 CLUB CHIEF—Like New \$149.50

150 Solotone and Personal Music Boxes—New, Priced To Sell

JOCKEY CLUBS TURF KINGS \$59.50	100 Prewar 5 Ball Games All with Plastic Bumpers. All Overhauled and Very Clean. Our choice—5 for \$95.00	Keeney Super Bell, 5-25, F.P. Comb. \$179.50 Keeney Super Bell 5-5, P.O. \$119.50
---------------------------------	---	--

JENNINGS SILVER MOONS \$39.50	SAFE STANDS. Single \$39.50
MILLS JUMBO PARADES 49.50	Heavy Construction. Double 59.50
PACE SARATOGAS 29.50	LOADING STANDS 5.95
JENNINGS CIGAROLLA. Like New 49.50	

AIREON SUPER DELUXE ALL NEW WRITE FOR IMPROVEMENTS PRICE	TWIN 12 WURLITZER Hideaways in Steel Cabinets with Adapters \$49.50	1947 AIREON HIDEAWAYS \$199.50 All New Improvements
--	---	---

Bush Representing Leading Manufacturers of Coin Operated Machines
DISTRIBUTING COMPANY
257-259 PLYMOUTH AVE. N. • GENEVA 0325 • MINNEAPOLIS 11, MINNESOTA

NEW—TROUBLE FREE—NEW—TROUBLE FREE

\$3.95—FLIPPERS—\$3.95
Complete Flipper Kit ready for quick, easy installation. Pep up your old games with our new low-price Flipper Kit.
INCREASE YOUR TAKE

WHEN ORDERING
Specify the name of the game and who manufactured it. We must know this to make sure you get the proper voltage coils operating from the transformer.

SAVE MONEY
We pay all shipping charges on all orders of three kits or more if you send cash with your order.

MID-STATE CO.
2369 Milwaukee Ave. Phone: Dickens 3444 CHICAGO 47, 1LL.

LOOK!! WE WANT TO BUY

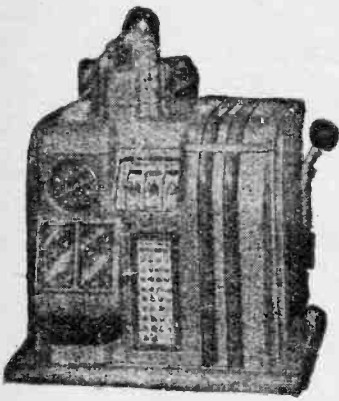
- 25 Victory Specials, Bally @ \$105.00 Each
- 35 Special Entries, Bally @ 260.00 Each
- 15 Jockey Specials, Bally @ 360.00 Each
- 10 Bally Deluxe Drawbells @ 225.00 Each
- 10 Keeney 5¢-25¢ Super Bonus Bells @ 435.00 Each
- 15 Original Mills 5¢, 10¢ and 25¢ Jewel Bells @ 125.00 Each
- 10 Brown Fronts or Blue Fronts, 5 or 25¢ @ 45.00 Each
- 5 Bally Triple Bells @ 500.00 Each

CALL US OR WIRE QUANTITY AND CONDITION
Telephones: Main 8751 and Main 0477

T and L DISTRIBUTING CO.
1321 Central Parkway Cincinnati 14, Ohio

GIVE TO THE DAMON RUNYON CANCER FUND

COLUMBIA TWIN JACKPOT BELL



Fruit or Cigarette Machine. Gold Award or Jackpot Model. Size: Height, 18 3/4"; Width, 12 1/2"; Depth, 12"; Weight, 43 lbs. **\$129.50**

ALL PRICES F. O. B. CHICAGO, ILL.
1/3 CERTIFIED DEPOSIT WITH ORDER
GROETCHEN TOOL & MFG. CORP.
126 N. Union Ave. Chicago 6, Ill.

New PROFIT ANGLE WITH FLIPPERS

\$3.95 FOR 30-VOLT KIT
Slightly higher for other voltages. When ordering, mention name of game.
COIN MACHINE SERVICE CO.
1547 N. Fairfield Ave., Chicago 22, Ill.

SPECIALS FOR YOUR SUMMER SPOTS

- MUSIC**
2 Rock-Olas, 1 Seeburg, 20 Record, With Adaptors for Hideaway or Mirror Music. Each \$ 40.00
1 Rhythm Master, Windsor Cabinet 75.00
1 Rhythm Master, Original Cabinet, Drop Slot 75.00
1 Wuriltzer #6, New Lite-Up Cabinet 125.00
Seeburg 20, Buckley 24, Rock-Ola Telephone Boxes. Each 5.00
ARCADE
2 Rapid Fires. Each \$ 40.00
2 Bowl-a-Bombs. Each 50.00
3 Rock-Ola Ten Pins, 2 Evans Ten Strikes. Each 25.00
Crating on Above, \$10.00 Extra.
1 Williams All Stars \$200.00
2 Total Rolls, Clean. Each 75.00
1 Chi. Coin Hockey, Single 75.00
1 Royal, 1 Pace Scale. Each 25.00
1 BALLS
Sport Special, Record Time, Blue Grass. Each \$ 35.00
Terms: 1/3 Down With Order, Balance C. O. D., F. O. B. Grand Rapids, Mich.
E. & R. SALES CO.
813 College Ave., N. E. Grand Rapids, Mich.

WANT TO BUY

QUICK ACTION AIR MAIL LIST
STATE NUMBER AND PRICE WANTED
KEENEY BONUS BELLS
BALLY TRIPLE BELLS
BALLY DRAW BELLS
WURLITZER Model 1015
SEEBURG Model 1 '46, 1 '47
ROCK-OLA Model 1426
PACKARD PLA-MOR BOXES
BADGER SALES CO., INC.
2251 W. Pico Blvd., Los Angeles 6, Calif.

MECHANIC AVAILABLE

10 years' experience on One Balls, Five Balls, Consoles and Music Equipment. Family man, sober and reliable. Want permanent position. Have own car and tools. Replies:
BOX D-299, Care Billboard, Cincinnati 22, O.

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 34)

- Suspicion**
Fos Carling (My Extraordinary) Mercury 5133
Take Me Out To the Ball Game
Hoosier Hot Shots (Bye Bye) Columbia 20432
The Babushka Song
T. Raymore Trio (Mr. and) Radio Artists 225
The Flower Seller
E. Howard (Crying For) Maestic 1256
The Flower Seller
V. Lynn (Farewell To) London 199
Till We Meet Again
A. Wayne (It Must) Majestic 1263
Waldteufel Waltzes Album (4-10")
R. Munro Ork . . . London La-12
Dolores . . . London 180
España . . . London 182
Estudiantina . . . London 179
Les Sirenes . . . London 179
Mon Reve . . . London 181
The Grenadiers . . . London 180
The Skaters . . . London 182
Tres Jolie . . . London 181
When You're Smiling
The Woodland Serenaders (Baby Face) Bandwagon 402
Woo-Ca-Ma-Choo-Ga
E. Felice Quartet (Street of) Capitol 15087
You Can Depend On Me
The Harmonalres (Dream) Majestic 1249
You Tell Me Your Dream
Milo & Moran (Let's Clean) Flint 5011
You Wear Love So Well
Buddy Stewart (If Love) Castle 502

FOLK

- A Fool at the Steering Wheel**
M. Travis (Alimony Bound) Capitol Americana 40115
Alimony Bound
M. Travis (A Fool) Capitol Americana 40115
Born to Lose
E. Kirk (How Do) Capitol Americana 40116
Deck of Cards
L. Burton (Letter to) Universal U-114
Easy to Please
The Prairie Ramblers (No Other) Mercury 6101
How Do You Mend a Broken Heart?
E. Kirk (Born to) Capitol Americana 40116
I Ain't Goin' Honky Tonkin' Anymore
E. Tubb (You Nearly) Decca 46125
I Couldn't Believe It Was True
F. Willing-The Riders of the Purple Sage (Song of) Majestic 6031
I Had a Dream
R. Acuff and His Smoky Mountain Boys (Unloved and) Columbia 38189
I Miss Ole Oklahoma
The Oklahoma Wranglers (My Pillow) Mercury 6102
Letter to Mother
L. Burton (Deck of) Universal U-114
Listen to the Mocking Bird
D. Fischer and His "Log-Jammers" (Turkey in) Grand G-25005
Little Brown Jug
D. Fischer and His "Log-Jammers" (Main Street) Grand G-25006
Main Street
D. Fischer and His "Log-Jammers" (Little Brown) Grand G-25006
Master Jesus Is A-Listening
W. Fowler-The Oakridge Quartet (May the) Mercury 6105
May the Circle be Complete
W. Fowler-The Oakridge Quartet (Master Jesus) Mercury 6105
My Pillow Knows
The Oklahoma Wranglers (I Miss) Mercury 6102
No Other Darlin'
The Prairie Ramblers (Easy to) Mercury 6101
Sing, Cowboy, Sing Album
Shug Fisher-The Ranchmen Trio . . . Capitol Americana AC-77
Cowboy's Dream . . . Capitol Americana 48020
Out on the Open Range . . . Capitol Americana 48021
Take Me Back To My Boots and Saddle . . . Capitol Americana 48019
Texas Plains . . . Capitol Americana 48021
When the Bloom Is on the Sage . . . Capitol Americana 48019
Yippee Ti Yi Yo Git Along Little Dogies . . . Capitol Americana 48020
Song of the Sierras
F. Willing-The Riders of the Purple Sage (I Couldn't) Majestic 6031
Turkey in the Straw
D. Fischer and His "Log-Jammers" (Listen to) Grand G-25005
Unloved and Unclaimed
R. Acuff and His Smoky Mountain Boys (I Had) Columbia 38189
***Up the River**
D. O'Dell (Wearing My) Exclusive 14X
***Wearing My Heart on My Sleeve**
D. O'Dell (Up the) Exclusive 14X
You Nearly Lose Your Mind
E. Tubb (I Ain't) Decca 46125

RACE

- Bantam Rooster Blues**
J. Williams (House Lady) Columbia 38190
Bing Bang Bong
"Catfish" Pope Ork (Song Writing) 3 Minutes T-504
***Caravan**
J. Higgins Honeydrippers (You Ain't) Exclusive 216
Forrest's Got the Blues
F. Sykes Trio (Tonky Boogie) Aristocrat 1401
House Lady Blues
J. Williams (Bantam Rooster) Columbia 38190
***It Ain't Gonna Be Like That**
J. Moore's 3 Blazers (With My) Exclusive 221
Song Writing Blues
"Catfish" Pope Ork (Bing Bang) 3 Minute T-504
Time on My Hands
R. Murphy (Wishing) Majestic 1219
Tonky Boogie
F. Sykes Trio (Forrest's Got) Aristocrat 1401
Wishing
R. Murphy (Time on) Majestic 1219
***With My Heart in My Hand**
J. Moore's 3 Blazers (It Ain't) Exclusive 221
***You Ain't Goin' To Heaven Nohow**
J. Higgins Honeydrippers (Caravan) Exclusive 216

CLASSIC & SEMI-CLASSICAL

- Because**
R. Stevens-D. King Ork (Oh Promise) Columbia 4515-M
Home Sweet Home (12")
A. Alsop (The Last) London T 5007
Oh Promise Me
R. Stevens-D. King Ork (Because) Columbia 4515-M
Rossini: William Tell-Overture Album (2-10")
A. Kostelanetz Ork . . . Columbia MX-293
Schumann: Concerto in A Minor for Piano and Orchestra, Op. 54 Album (4-12")
R. Serkin-The Philadelphia Ork-E. Ormandy, Dir. . . Columbia MM-734
The Last Rose of Summer (12")
A. Alsop (Home Sweet) London T 5007
***Re-issue**

HOT JAZZ

- Frying Pan**
K. Starr (I Cried) Coast 9001
How High the Moon
B. Raeburn Ork (Trouble Is) Atlantic 860
I Cried for You
K. Starr (Frying Pan) Coast 9001
Jump With Me
J. Morris Ork (Lowe Groovin') Atlantic 855
Lowe Groovin'
J. Morris Ork (Jump With) Atlantic 855
One for the Book
J. Luncheford Ork (What'cha Gonna) Manor 1120
Serenade in Sevenths
R. Linn Ork (Tea Time) Signature 28129
Tea Time
R. Linn Ork (Serenade in) Signature 28129
Trouble Is a Man
B. Raeburn Ork (How High) Atlantic 860
What'cha Gonna Do
J. Luncheford Ork (One for) Manor 1120
***Re-issue**

LATIN-AMERICAN

- Amour**
Manhattan Rumba Ork (Danube Waves) Spiro S-6002
Chopstick Rumba
Manhattan Rumba Ork (Over Clover) Spiro S-6005
Danube Waves Rumba
Manhattan Rumba Ork (Amour) Spiro S-6002
Durango
Manhattan Rumba Ork (La Golondrina) Spiro S-6004
La Golondrina (The Swallow)
Manhattan Rumba Ork (Durango) Spiro S-6004
Over Clover Hill
Manhattan Rumba Ork (Chopstick Rumba) Spiro S-6005
Plano Polka
H. Rene Musette Ork (Main Street) Victor 25-1111
Rain Rain Polka
The Marksmen Trio (Round-Up Polka) Chord 642
Round-Up Polka
The Marksmen Trio (Rain Rain) Chord 642
Trambulanka
E. Gronet Ork (Long Island) Apollo 179

CHILDREN'S RECORDS

- Ken Murray's "Bill and Co" Album (2-10")**
E. Walters-L. Newman Ork . . . Mercury MMP-20

It's Simple A, B, C

A NEW ADDRESS

But . . . THE SAME

COURTEOUS SERVICE

Our new, large quarters offer added shipping facilities. Call us TODAY for prompt attention.

Write For Our New Complete Price List

Eagle Coin Machine Co.

3441 West Montrose Avenue
CHICAGO 18, ILLINOIS
Phone KEYstone 7681

ROLL DOWN BARGAINS!

- STEEL BALL ROLLDOWNS**
TROPICANA \$165.00
SINGAPORES 135.00
BERMUDA 165.00
COVER GIRL 135.00
GOLD MINE 135.00

WOODEN BALL ROLLDOWNS

- TOTAL ROLLS \$ 50.00
BING-A-ROLLS 250.00
ADVANCE ROLLS 120.00
CHICAGO COIN ROLL DOWN . . 125.00
HY-ROLLS 225.00
WILLIAMS BOX SCORE
Original Cases 199.50

All orders must be accompanied by 1/3 deposit—balance C. O. D. Call for quantity price.

DAVE LOWY & CO.

594 Tenth Ave. New York 18, N. Y.
Phone: CHickering 4-5100

WE WILL TRADE

- 20 NEW BANG-A-FITTY BOWLING GAMES**
in original crates (Return Ball Feature)
Cash Price \$335.00
20 USED BANG-A-FITTY BOWLING GAMES
\$195.00

You can also trade your old phonograph on THE new

- 1948 FILBEN MIROCLE PHONOGRAPHS**
We are now taking orders on
FILBEN'S NEW SELF-CONTAINED "MAESTRO" PHONOGRAPHS
AT \$59.00

"First Come, First Served"
Send 1/3 Deposit—Balance C. O. D.

MIDWEST COIN MACHINE CORPORATION
777 University Avenue St. Paul, Minnesota

TUBES

- 6J5 45 All Other
5Y3 38 Tubes
6L6G 91
2051 45 60%
6C4 29 OFF
70L7 1.29

ENGLISH Sales Co.

620 Randolph Street Chicago 6, Ill.
Andover 6604

LONDON SPRING CLEANING SPECIALS

LOOK AT THESE BUYS!

SEEBURG	Regals Crowns } \$99.50 EA.	WURL	500K } \$99.50 EA.
	9800 ESRC } 210.00 EA.		600K } \$99.50 EA.
	Classics Vogues } 189.50 EA.	ROCKOLA	Super Master } 109.50 EA.
	Colonels ESRC } 269.50 EA.		Standard DeLuxe } 99.50 EA.
	Envoys ESRC } 269.50 EA.		

CHECKED LATE GAMES CLEANED

Stage Door Canteen Surf Queen Midget Racer	\$29.50 Each	Sea Breeze Spellbound Big Hit	\$49.50 Each
Superscore Double Barrel Fast Ball	\$54.50 Each	Honey Torchy Mystery	\$119.50 Each

RIO KILROY NUDGY BALLYHOO	\$79.50 Each	MAISIE CYCLONE ROCKET CAROUSEL	\$99.50 Each
------------------------------------	-----------------	---	-----------------

SUMMER ARCADE	SPECIALS	RESORT SKEE BALLS
GOALEES — \$99.50	ALL STARS \$299.50	SKEE BALLS TARGET ROLL SKILL ROLL ROLL-A-SCORE ROLL-A-BALL ROCK-O-BALL ROCKET BALL
ALL STAR HOCKEY SCIEN. BATT. PRAC. CHICKEN SAM.	HEAVY HITTERS \$69.50	\$69.50 Each
TALLY ROLL DOUBLE UP PINCH HITTER		ADVANCE ROLLS BING-A-ROLLS } WRITE

TERMS: 1/2 Deposit, Balance C. O. D.
Exclusive Distributor for SEEBURG Products in Wisconsin and Upper Michigan.
PHONE: KILBOURN 7323

J. L. London Music Co., Inc.
3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

CLEVELAND COIN OFFERS

KEENEY'S ELECTRIC CIGARETTE VENDOR

The last word in cigarette vendors, now accepting orders for preferred delivery in Ohio, Kentucky and West Virginia.

KEENEY'S NEW CONSOLES

Twin Head Wild Lemon	\$800.00
Gold Nugget	800.00
Twin Super Bonus Bells	800.00

OUTSTANDING VALUES

12 POPCORN SEZ VENDORS, like new	\$149.50
40 BALLY 200-CUP DRINK VENDORS	260.00
7 Post-War Models, SCIENTIFIC POKERINOS, like new	225.00
2 Slightly Used Mutoscope Voice-O-Graphs	575.00

USED CONSOLES

3 Mills 4 Nickel	\$125.00
4 Bells	95.00
2 Bally Club Bells, Comb.	95.00
3 Keeney 5¢ Super Bells, Comb.	95.00
8 Keeney 5-5-5-25 Super Bells	225.00
10 Silver Moons, F.P.	89.50
2 Bob Talls, F.P.	89.50
5 Bally Draw Bells	225.00
2 Paces Reets, F.P. Comb.	95.00
2 Sun Ray, F.P.	85.00
2 Keeney '38 Track Time	95.00
5 Buckley Track Odds, '46 Model	550.00
2 Buckley Track Odds, Latest Model	650.00
2 Baker's Paces, D.D.	175.00
1 F.S. 5¢ Evans Comb. Racers, 1947	750.00
2 1946 Bangtalls	225.00
1 BRAND NEW BALLY TRIPLE BELL	WRITE

USED VENDORS

4 15-Col. U-500 U-Need-A-Pak Cigarette Vendors	\$ 95.00
2 7-Col. S. & M. Cigarette Vendors	65.00
2 10-Col. Rowe Presidents	95.00
25 Silver King Ball Gum Vendors	8.50
25 Ace Nut and Gum Vendors	8.50
5 Shipman Stamp Machines	15.00
50 5¢ Silver King Nut Vendors	8.00
50 1¢ Silver King Nut Vendors	8.00
10 N.W. DeLuxe 1¢-5¢ Vendors	22.00

ARCADE EQUIPMENT

1 Evans In the Barrel	\$110.00
2 Rapid Fires	110.00
1 Pitcham & Katchem	85.00
1 Scientific Baseball	95.00
Jacfo 9-Ft. Barrel Roll	125.00
3 Ten Strikes	69.50
2 Batting Practices	95.00
3 Chicken Sams	95.00
3 Keeney Air Raiders	110.00
3 New Bowl-a-Scores	125.00
Keeney Submarine	95.00
Evans Super Bomber	195.00
Major League	110.00
Williams All Stars	325.00
2 Western Baseballs	95.00
2 Goalee	150.00
6 Pinch Hitters	75.00
8 Boomerangs	95.00
10 Wurlitzer Skee Balls	165.00
4 Wurlitzer High Score Skee Balls	185.00
7 Bally Heavy Hitters	75.00
Jack Rabbit	150.00
Hoot Mon Golf	75.00
Panorams	195.00
1 Genco Play Ball	95.00
Kiss-o-Meter, New	245.00
Knotty Peaks, 2 Machines, 1 Ball	175.00
2 Strikes & Sares	395.00
Premier Skee Barrel Roll	135.00
1947 Model Photomatic	795.00
30 Exhibit Merchantmen Diggers	85.00
Lite-o-League	95.00
1 Blo Ball	150.00
1 Under Sea Raider	135.00

NEW COUNTER GAMES

Pony Target	\$ 38.50
A.B.T. Challenger	42.50
A.B.T. Model F.	47.50
Kicker & Catcher	35.00
Champion Basketball	22.50
Acme Electric Shocker	19.50
Camera Chief	19.95
Smiley	15.00

USED COUNTER GAMES

A.B.T. Red, White and Blue	\$ 20.00
Pop Up	14.00
Post Card Vendors	15.00
Smiley	10.00
Bat-A-Ball Jr.	18.50
Blue Bonnet	15.00
A.B.T. Target Skill	20.00
Whiz	20.00
5 Pikes Peaks	18.00



M. S. GIBBER, Sales mgr.

CLEVELAND COIN MACHINE EXCHANGE, INC.

2021-2025 PROSPECT AVE. CLEVELAND 15, OHIO
Prospect 6316 • 6317

PIN GAMES, RECONDITIONED AND READY FOR LOCATION

Baffle Card	\$ 44.50	Show Girl	\$ 39.50
Big Parade	19.50	Spellbound	34.50
Click	92.50	Step Up	34.50
Cover Girl (Flippers)	149.50	Sunny	145.00
Cyclone	90.00	Sun Valley	14.00
Honey	77.50	Superliner	52.50
Hi Ride	115.00	Superscore	55.00
Kilroy	52.50	Surf Queens	22.50
Kismet	25.00	Suspense	37.50
Miss America	46.00	Trade Winds (Rev.)	18.00
Nevada	147.50	Wagon Wheels	19.50
Oklahoma	24.00		

NEW RELEASES—NOW DELIVERING
Wisconsin, Trinidad, Virginia, Banjo, Trade Winds.

free guide buyers' for operators



ROY MCGINNIS CO.

2011 MARYLAND AVE., BALTIMORE 18, MARYLAND • PHONE: UNIVERSITY 1800

NEW 5-BALL EQUIPMENT

For Immediate Shipment
WRITE FOR PRICES

Gottlieb Jack 'n' Jill	150.00
United Wisconsin	145.00
Genco Trade Winds	145.00
Chicolen Trinidad	139.00
Bally Ballerina	135.00
Fish Banjo	128.90
Williams Virginia	120.00
Murvel Leap Year	120.00

RECONDITIONED MUSIC

Wurlitzer 500	\$119.50
Wurlitzer 800	119.50
Wurlitzer 750E	224.00
Wurlitzer 800	219.00
Wurlitzer 850	219.00
Rock-Ola Master	100.00
Rock-Ola Super	135.00
Rock-Ola Model 1422, (1946)	350.00
Rock-Ola 1428 (1947)	450.00

NEW SLOTS

For Immediate Shipment
WRITE FOR PRICES

Jennings Standard Chief	
Jennings Liteup Chief	
Mills Black Cherry	
Mills Black Gold	
Mills Melon Bell	
Mills Jewel Bell	

SPECIAL NATIONAL VALUES
10 MILLS 25¢ BLUE FRONTS, Rebuilt, \$85.00 Ea.

ORIGINAL MILLS BLACK CHERRY BELL

5¢ \$120.00	10¢ \$125.00
25¢ 185.00	50¢ 250.00

GOLDEN FALLS HANDLOSS

5¢ \$155.00	10¢ \$157.50
25¢ 180.00	50¢ 250.00

Reconditioned Cigarette Machines

Rowe 10-Col. President	\$95.00
Rowe 8-Col. President	85.00

USED 5-BALLS WITH FLIPPERS ATTACHED

Lady Robin Hood	\$165.00
Humpty Dumpty	150.00
Hawaii	145.00
Nevada	145.00
Flying Trapeze	139.00
Bowling League	135.00
Torchy	128.90
Mexico	120.00
Coed	120.00
Flamingo	109.50
Maisie	109.50
Marjorie	109.50
Ranger	\$109.50
Gold Ball	109.00
Lucky Star	109.00
Cross Fire	104.50
Honey	99.50
Cyclone	92.50
Tornado	92.50
Havana	92.00
Rio	92.00
Lightning	89.00
Mystery	89.00
Rocket	82.50

TERMS: 50% Dep., Bal. C. O. D. or Sight Draft.
MEMBER CMI

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

GOOD PAYING - - - OLD ESTABLISHED PHONOGRAPH AND PIN BALL ROUTE FOR SALE

OVER 100 UNITS, ALL ON LOCATION, IN A FAST GROWING COMMUNITY IN THE STATE OF OHIO. OPERATOR'S AVERAGE TAKE \$3,000.00 MONTHLY. COMPLETE UP-TO-THE-MINUTE SHOP AND SERVICE TRUCK. PRICED \$50,000.00.

BOX D-280, THE BILLBOARD, CINCINNATI 22, O.

GIVE TO THE DAMON RUNYON CANCER FUND

ATTENTION

Long established coin machine operation is offered for first time. This operation has been in business since 1930. Consists of about 150 pieces of Pins, Rolldowns and Bowling Games, all producing. Also about 130 Jukes with Wall Boxes, Speakers, etc. This is located in the second largest city in Michigan and surrounding territory. This will be sold only for cash and will take about \$95,000.00 to handle. Business well established and has plenty of good will. Earnings are satisfactory and is a good opportunity for 2 or 3 good mechanics. Will pay out in about one year. Reason for selling, owner wishes to retire. No information given unless you can show the cash. Write to
BOX D-293, CARE THE BILLBOARD, CINCINNATI 22, O.

CENTRAL OHIO'S QUALITY BUYS

CONSOLES

Draw Bells, Regular	\$239.50
Draw Bells, Red Buttons	259.50
Wild Lemons, New, Ea.	542.50
Double Ups, New, Ea.	542.50
Keeney Gold Nuggets, 5¢-25¢	800.00
50 5¢ Jumbo Parades, F.P.	59.50
5 25¢ Super Bonus Bells	575.00
5¢ Bonus Super Bells	335.00
5¢ Jumbo Parade, C.P.	89.50
25 5¢ Paces Reels, Comb., F.P. Ea.	49.50
5¢ Paces Reels, C.P.	49.50
Price of Keeney Triple Super Bonus, 5¢-10¢-25¢	895.00
Bally Triple Bells, 5¢-10¢-25¢	545.00

ARCADE EQUIPMENT

Batting Practice	\$ 79.50
Sky Fighter	119.50
Air Raider	79.50
Tommy Gun, Late	79.50
Panorams	259.50
Undersea Raiders	149.50
Lite Leagues	149.50
Voice Recorder	69.50
9-Ft. Skee Roll	79.50
Scientific Baseball	69.50
Jack Rabbit, New	300.00
Buckley Diggers	99.50
Rotary Pushers	265.00
Pop Up, New	25.00
Champ Basketball, New	49.50
Pokerino, Scientific	199.50
Goalee, New	225.00
Wurl. Skee Rolls, 14-Ft.	165.00
10 1/2-Ft. Premier Skee Rolls	WRITE

MUSIC

Rock-Ola Standard	\$109.50
Rock-Ola DeLuxe, '39	149.50
Rock-Ola Master, '40.	159.50
Rock-Ola Super	179.50
Seeburg Hideaway, RC	249.50
Singing Towers	89.50
Alreon, Like New	295.00
AMI Highboy, 40 Selections	295.00
Wurlitzer 600-R	99.50
Wurlitzer 500, Victory Cabinet	145.00
8 Wurl. #125 Wall Boxes, Ea.	15.00
8 Seeburg Bar Boxes, RC	35.00
616 Wurlitzers	89.50

PIN BALLS, \$29.50 Ea.

Air Circus, Boloway, Bosco, Defense, Eagle Squadron, 5-10-20, Four Aces, Jeep, Hollywood, Invasion, Flat Top, Knockout, Topic, Victory, American Beauty, G.I. Joe, Horoscope, Marines at Play.	
--	--

NEW SLOTS

Mills Black Cherry	5¢ \$249.50	10¢ \$253.00	25¢ \$258.00	50¢ \$338.00
Mills Jewel Bells	248.00	253.00	258.00	350.00
Mills Golden Falls	248.50	253.50	258.50	350.00
Mills Vest Pockets	74.50			
Jennings Std. Chief	269.50	279.50	289.50	399.00
Jennings Club Chief	324.00	334.00	344.00	454.00
Groetchen Columbia				145.00
Watling Rolatop	175.00	200.00	225.00	300.00
Pace DeLuxe Chrome	245.00	255.00	265.00	375.00
\$1.00 Pace DeLuxe				550.00

PIN BALLS, \$19.50 Ea.

A.B.C. Bowler, Big Chief, Gold Star, Jungle, Leglonnaire, Play Ball, Spot Pool, Sunbeam, Ten Spot, Wildfire, HI Hat, South Paw, Zig Zag, Star Attraction.	
---	--

USED AND FACTORY REBUILT SLOTS

5¢ Blue Fronts	\$ 79.50
10¢ Blue Fronts	89.50
25¢ Blue Fronts	99.50
5¢ Brown Fronts	99.50
10¢ Brown Fronts	109.50
50¢ Chiefs	249.50
50¢ Blue Fronts	249.50
\$1.00 Chief	475.00

REBUILTS LIKE BRAND NEW

5¢ COPPER, GOLD AND BLUE, Hammeroid Finish	\$119.50
10¢ COPPER, GOLD AND BLUE, Hammeroid Finish	129.50
25¢ COPPER, GOLD AND BLUE, Hammeroid Finish	139.50 (Drill Proof and Knee Action)

COUNTER GAMES

1¢ Sparks, Check P.O.	\$12.50
1¢ Daval Marvels	19.50
5¢ Gushers, New	29.50
5¢ Davals, Free Play	39.50
1¢ Marvel Pop Up, New	25.00
1¢ Target Skills	22.50
1¢ Gottlieb Grip Scales	32.50
1¢ Daval Buddy-Cigarette	27.50
5¢ Jennings Grandstands	12.50

SAFES & STANDS REVOLVAROUNDS

Single	\$ 79.50
Single DeLuxe	119.50
Double	116.50
Double DeLuxe	162.50
Triple DeLuxe	262.50
Heavy Double	265.00
Box Stands	25.00

NEW PIN BALLS

WRITE

EXHIBIT—BANJO UNITED—WISCONSIN UNITED—MANHATTAN GENCO—TRADE WINDS CHI-COIN—TRINIDAD WILLIAMS—TENNESSEE BALLY—BALLERINA	
--	--

1/3 DEPOSIT WITH ORDERS

CENTRAL OHIO
COIN MACHINE EXCHANGE

525 South High
★
Columbus 15,
Ohio

PHONES: AD. 7949 - AD. 7993

The New EXTRA AWARD

CRISS

CROSS

JACKPOT

BELLE

X X X

This outstanding bell features EXTRA-AWARDS in addition to the conventional payouts.

CRISS CROSS is designed for clubs preferring liberal payout machines.

X X X



Buckley Manufacturing Co.

4223 WEST LAKE STREET • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6533

LEAP YEAR

with the "PLUS 4" COIN CHUTE

PLAY 5, 10, 15 OR 20¢
A GAME WITH ONE COIN CHUTE

"PLUS 4" COIN FEATURE COSTS ONLY \$10

More than regular price of single coin "Leap Year"

AVAILABLE AS SINGLE COIN OR WITH THE "PLUS 4" COIN FEATURE

SEE YOUR DISTRIBUTOR OR WIRE, PHONE OR WRITE TO

MARVEL MFG. CO.

2847 W. FULLERTON AVENUE
CHICAGO 47, ILL.
Dickens 2424

FOR SUMMER SPOTS!

1946 ROCK-OLA, 1422, LIKE NEW	\$329.00
SEEBURG LOTONE, PROFESSIONALLY REBUILT	289.50
ROCK-OLA SUPER, PROFESSIONALLY REBUILT	137.50
ROCK-OLA MASTER, PROFESSIONALLY REBUILT	137.50

OTHER BARGAINS

COMPLETE, IN WORKING ORDER, BUT NOT REBUILT

WURLITZER	SEEBURG	ROCK-OLA
950-850-800	Hitone, RC	Commando
780	Hitone, ES	DeLuxe
500	Commander, Cadet	Standard
600	Envoy, Major, etc.	Twin Twelve
24 Victory	Classic, Vogue	5-Wire Cellar Job
616, III.	Plaza	Rock-Ola Spectravox, rebuilt and equipped with Seeburg Wireless Wallbox—to be used with Seeburg phonographs as remote console
616, Plain	Regal	
61	Casino	
Cellar Unit	Royal	
	Rex 30-Wire Cellar Job	

Above Phonographs Professionally Rebuilt and UNCONDITIONALLY GUARANTEED
Add \$35.00 to the Price of Each

Mechanism overhauled . . . cabinets refinished . . . amplifier reconditioned . . . tonehead renewed . . . talking gold grill

WALL BOXES Seeburg: S-20-1Z, \$3.95; WS-2Z Wireless, \$19.50; DS-20-1Z 3 Wire, \$15.00. Wurlitzer 120, \$5.00; Rock-Ola Dial-a-Tune, \$3.50.

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

DAVIS

DISTRIBUTING CORPORATION
SEEBURG
FACTORY DISTRIBUTORS

738 ERIE BLVD. EAST
SYRACUSE, NEW YORK

PHONE SYRACUSE 5-5194

BRANCHES
BUFFALO
ROCHESTER



HERE'S THE KIND OF FLIPPERS YOU'VE ALWAYS WANTED!

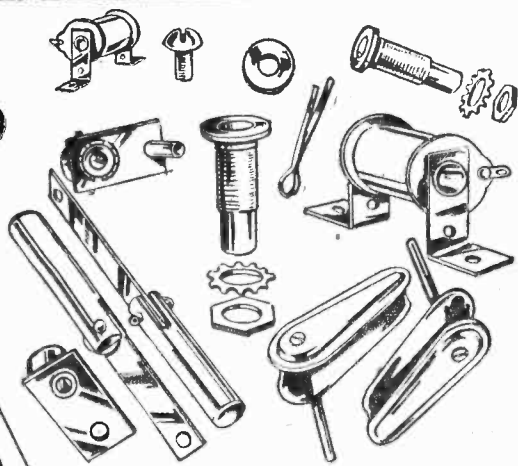
Hook Up Direct to 110 Volt Circuit

ORDER TODAY

NO NEED TO SELL OR SCRAP THAT OLD GAME—JUST SPEND A FEW DOLLARS ON A WICO FLIPPER KIT AND YOU HAVE A MODERN GAME THAT WILL HOLD ANY LOCATION

- ★ QUALITY MERCHANDISE
- ★ FLIPPERS FIT ALL GAMES
- ★ SIMPLE TO INSTALL
- ★ PROVEN PERFORMANCE
- ★ COMPLETE PARTS AND INSTRUCTIONS

2 PUSH BUTTONS. ONE FOR EACH SIDE.



At NEW LOW PRICE!

INSTALLATION NOW MADE EASY WITH NEW 110 VOLT UNIVERSAL KIT

COMPLETE KITS \$3.50 ea.

Fuse Mounting and Fuse FURNISHED FREE!

When ordering specify name of game and manufacturer to be assured that you get proper voltage coils operating from transformer.

GUARANTEE ORDER ONE OR ONE HUNDRED KITS TODAY, IF NOT SATISFIED RETURN THE MERCHANDISE WITHIN 10 DAYS AND YOUR MONEY WILL BE REFUNDED.

DELUXE ORIGINAL
"SKILL—THRILL" FLIPPER SETS \$5.95
As good a buy as ever

NO WAITING—IMMEDIATE DELIVERY—WRITE, WIRE, PHONE

WICO CORPORATION

2913 N. PULASKI ROAD CHICAGO 41, ILLINOIS
Phone Mulberry 3000



WATCH YOUR SPRINGTIME PROFITS GROW

with KEENEY'S

BONUS Super Bell



★ Resort and wayside tavern locations are ready and waiting right NOW to PAY you heavy long-run earnings with Keeney's 2-Way Bonus Super Bell. No other machine can equal the sustained profit-pulling power of this 2-chute, five-multiple Super Bell Console in resort, tavern and recreational locations. Or any other type of location. Instead of losing popularity Keeney's 2-Way Bonus Super Bell continues to command the heaviest play for BIG PAY. Alert operators will see the advantage of getting in early with the best . . . the very best . . .

Keeney's 2-Way Bonus Super Bell!
2 chutes—5 multiple—up to 5 coins in each chute with each spin of the reels.

IN PRODUCTION NOW—Get them from your Keeney Distributor.

There's a Keeney 2-Way Console for Every Type of Location—for Single, Double or 5 Multiple Play:

- ★ 2-WAY BONUS SUPER BELL, famous 5 multiple, up to 5 coins each chute.
- ★ GOLD NUGGET, sensational Twin Multiple, 4-coin-play console.
- ★ WILD BELL, new "wild" symbol, single coin, 2-chute console.

Any combination of 5c-10c-25c chutes available for each machine

Order from your Keeney Distributor NOW

J. H. Keeney & Co., Inc. "The House that Jack Built"

2600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

YOU'LL DO FINE ALL DOWN THE LINE

with

ATLAS PERSONAL SERVICE

NEW EQUIPMENT

- | | |
|-------------|----------------------|
| TRADE WINDS | CINDERELLA |
| LEAP YEAR | GOLD CUP, F.P. |
| TRINIDAD | TROPHY, P.O. |
| WISCONSIN | DAVAL GUSHER \$19.95 |
| BANJO | GROETCHEN |
| BALLERINA | COLUMBIA . 129.50 |

NEW JENNINGS BELLS*

- | | |
|---------------------------------|----------|
| Standard Chief, 5c | \$289.50 |
| Standard Chief, 10c | 279.00 |
| Standard Chief, 25c | 289.00 |
| Standard Chief, 50c | 389.00 |
| Standard Chief, 51 | 589.00 |
| Super DeLuxe Lite Up Chief, 5c | 324.00 |
| Super DeLuxe Lite Up Chief, 10c | 334.00 |
| Super DeLuxe Lite Up Chief, 25c | 344.00 |
| Super DeLuxe Lite Up Chief, 50c | 454.00 |
| Standard Club Console | 369.00 |
| Super DeLuxe Club Console | 424.00 |
- *With Tix-Tac-Toe Reels, Same Prices.

BELL SPECIALS

- | | | | |
|-----------------------|----------|-------------------------|----------|
| 10c 4-Star Chief | \$ 74.50 | 10c Bonus Bell | \$ 79.50 |
| 10c Silver Club Chief | 89.50 | 25c War Eagle | 74.50 |
| 5c Bronze Chief | 125.00 | 10c Gold Chrome | 110.00 |
| 5c Extra Bell | 125.00 | New Weighted Box Stands | 24.50 |

NEW CONSOLES

- | | |
|---|----------|
| Jenn. Challenger | \$595.00 |
| Evans Bang Tails | 671.50 |
| Wild Lemon | 542.50 |
| Double Up | 542.50 |
| Triple Bell | 895.00 |
| 25c Evans Races, J.P., P.O., Fl. Sample | 550.00 |



All used equipment is completely reconditioned and refinished—**GUARANTEED to be Perfect!**

PHONOGRAPHS

- | | |
|-----------------------------|----------|
| Seeburg K-20 | \$ 89.50 |
| Seeburg Concert Grand | 175.00 |
| Seeburg Crown | 175.00 |
| Seeburg Regal | 175.00 |
| Seeburg 8200 Conv. | |
| RCES | 179.50 |
| Seeburg Cadet | 245.00 |
| Seeburg Concert Master, '40 | 195.00 |
| Wurlitzer Victory 24 | 189.50 |
| Wurlitzer 800 | 250.00 |
| Wurlitzer 850 | 275.00 |
| Wurlitzer 1015 | 495.00 |
| Rock-Ola DeLuxe | 169.50 |
| Rock-Ola Spectravox | 39.50 |
| SEEBURG LOTONE | 275.00 |

SPECIAL! BRAND NEW SHOOTING STARS

TOP MONEY MAKER In Original Cartons.

\$69.50 Ea., Lots of 5
\$74.50 Ea., Single Lots

CONSOLE BARGAINS

- | | |
|---------------------------|----------|
| 5c Pace Reels Jr. | \$ 49.50 |
| 25c Pace Reels | 49.50 |
| Bang Tails | 425.00 |
| Jennings Silver Moon | 59.50 |
| 5c Jennings Club Console | 79.50 |
| 25c Jennings Club Console | 89.50 |
| Super Bell, 5-5-5-25 | 125.00 |
| 5c Big Game | 49.50 |

TERMS: 1/3 Deposit, Balance C. O. D.

ATLAS NOVELTY COMPANY

2200 N. WESTERN AVE. PHONE ARMitage 5005 CHICAGO 47

Assoc. ATLAS MUSIC CO., 5703 GRAND RIVER AVE., DETROIT 8
Offices ATLAS MUSIC CO., 2215 FIFTH AVE., PITTSBURGH 19
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

FRIENDLY PERSONAL SERVICE



SENSATIONALLY NEW!

CASINO BELL Sr.

ACCEPTS 5c AND 25c COINS ON SAME PLAY. PAYS OUT NICKELS OR QUARTERS, ACCORDING TO COIN PLAYED

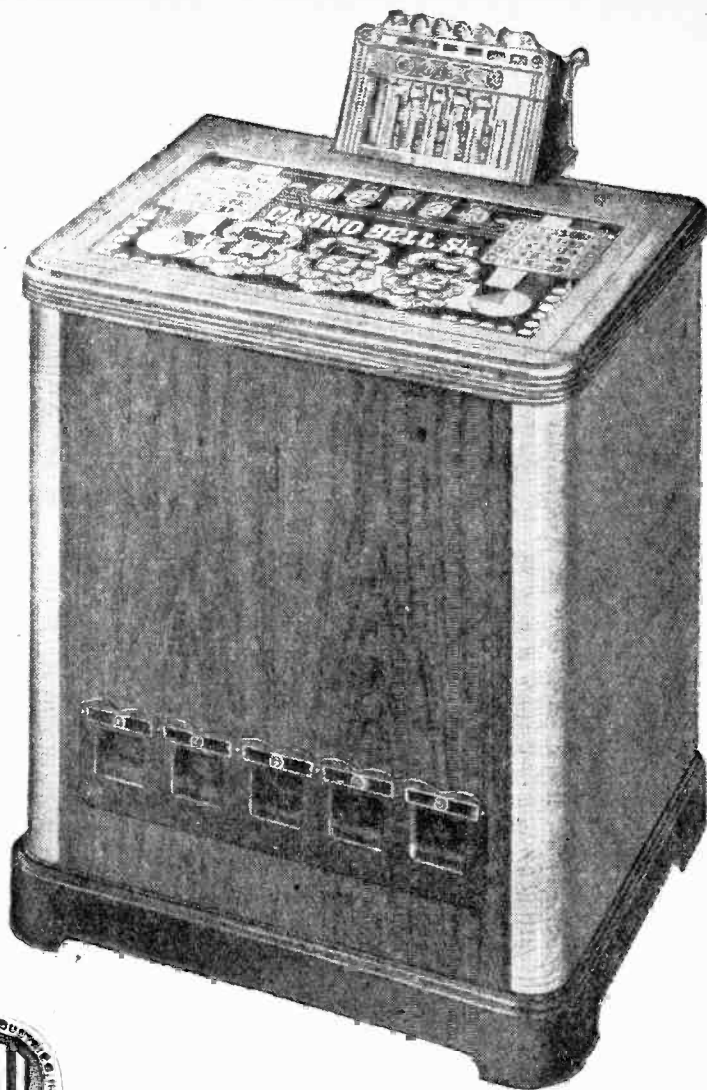
For lasting appeal . . . dependable earnings rely on these peerless EVANS features:

- **EVANS' NONPAREIL 5-COIN HEAD! 5 PLAYERS!**
Greatest Improvement in the History of the Industry!
- **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!**
- **MODELS NOW AVAILABLE:**
STANDARD 3/5c and 25c;
STRAIGHT 5c or 25c
CLUB MODEL WITH ONE-CHERRY PAYOUT

SEE YOUR DISTRIBUTOR TODAY

H. C. EVANS & CO.

1528 W. ADAMS STREET, CHICAGO 7, ILLINOIS

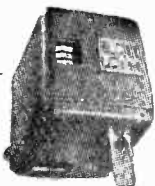


MEMBER

AUTOMATIC COIN
America's Bell Machine Center

AUTHORIZED DIRECT FACTORY DISTRIBUTORS

for **MILLS SLOTS**



BRAND NEW MILLS VEST POCKET BELL \$65.00

WRITE FOR SPECIAL QUANTITY PRICE

NOW DELIVERING BRAND NEW 1948 MILLS SLOTS

- 5c-10c-25c MELON BELL
- 5c-10c-25c-50c JEWEL BELL
- 5c-10c-25c-50c BLACK GOLD, HANDLOAD

WRITE FOR PRICES



TERMS: 1/3 Dep., Balance C. O. D.

WRITE FOR COMPLETE LIST: GAMES, PHONOGRAPHS, PARTS, ETC.

GUARANTEED SLOTS

Reconditioned—Refinished—Repainted

Mills Brown Front, 5c	\$ 89.50
Mills Brown Front, 10c	94.50
Mills Brown Front, 25c	99.50
Mills Golden Falls, Handload, 5c	159.50
Mills Golden Falls, Handload, 10c	164.50
Mills Golden Falls, Handload, 25c	169.50
Mills Black Cherry, 5c, 2/5 or 3/5	149.50
Mills Black Cherry, 10c, 2/5 or 3/5	154.50
Mills Black Cherry, 25c, 2/5 or 3/5	159.50
Mills Silver Chrome, 5c, 2/5 or 3/5	119.50
Mills Silver Chrome, 10c, 2/5 or 3/5	124.50
Mills Silver Chrome, 25c, 2/5 or 3/5	129.50
Mills Gold Chrome, 5c, 2/5 or 3/5	119.50
Mills Gold Chrome, 10c, 2/5 or 3/5	124.50
Mills Gold Chrome, 25c, 2/5 or 3/5	129.50
New Stands for All Mills Machines	22.50

SAFES FOR ALL MAKES SLOT MACHINES

Double Universal Revolverround Safes	\$116.50
Double DeLuxe Revolverround Safes	174.25
Triple DeLuxe Revolverround Safes	262.50

CONSOLES

Mills Golf Ball Vendor, Fact. Reb.	\$349.50
Mills 4-Bells, Late Head	139.50
Pace Twin Reels, 5c or 25c	89.50
Buckley Track Odds (Without Daily Double Feature)	229.50
Evans 1947 Bang Tails, Comb. F.P.-P.O.	395.00
Evans 1946 Galloping Dominos, J.P.	299.50
Bally Victory Derby, With Automatic Shuffle Board	169.50

WE HAVE ALL THE NEWEST FREE PLAY PIN GAMES FOR IMMEDIATE DELIVERY!

RECONDITIONED POSTWAR PIN GAMES

Kilroy	\$ 69.50
Baffle Card	64.50
Super Score	69.50
Exhibit Big Hit	64.50
Superliner	69.50
Surf Queen	44.50
Gold Ball	129.50

BADGER'S Bargains
Often a few dollars less - Seldom a penny more!

LOS ANGELES REP. Bill Hoppel
MILWAUKEE REP. Carl Happel

GUARANTEED RECONDITIONED CONSOLES

NEW KEENEY GOLD NUGGET	WRITE	NEW BALLY W L D LEMON	WRITE
NEW BALLY TRIPLE BELLS	WRITE	NEW BALLY DOUBLE UP	WRITE
BALLY TRIPLE BELLS, 5-10-25	\$575.00	KEENEY BONUS 2-WAY, 5-25	\$575.00
BALLY TRIPLE BELLS, 5-5-25	565.00	KEENEY BONUS 2-WAY, 5-5	565.00
MILLS 1947 THREE BELLS	395.00	1947 GALLOPING DOMINOS, P.O.	395.00
MILLS 1941 THREE BELLS	189.50	1947 BANGTAILS, P.O.	395.00
KEENEY 4-WAY SUPER BELLS	169.50	BALLY DE LUXE DRAW BELLS	314.50
KEENEY TWINS, 5-25, F.P., P.O.	99.50	BALLY DRAW BELLS (R. B.)	259.50
KEENEY SINGLE SUPER, F.P., P.O.	69.50	BALLY DRAW BELLS (M. B.)	239.50
MILLS JUMBO, LATE F.P.	39.50	MILLS JUMBO, LATE F.P., P.O.	49.50
		MILLS JUMBO, LATE P.O.	39.50

KEENEY BONUS 3-WAY, 5c, 10c, 25c, Rebuilt and Refinished Like New **\$695.00**
KEENEY BONUS 1-WAY, 5c or 25c, F.P., P.O., Rebuilt and Refinished Like New **\$295.00**

GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER MODEL 1015	\$495.00	SEEBURG MODEL 1-47	\$575.00
WURLITZER MODEL 1080	550.00	SEEBURG MODEL 1-46	495.00
A.M.I. 1946 MODEL M	675.00	ROCK-CLAW MODEL 1426 (1947)	450.00
PACKARD 1946 MODEL 7	395.00	ROCK-CLAW MODEL 1422 (1946)	375.00

RECONDITIONED SLOTS AND STANDS

MILLS BLACK CHERRY, ORIG., 5c	\$149.50	NEW MILLS JEWEL BELL	WRITE
MILLS BLACK CHERRY, ORIG., 10c	159.50	NEW MILLS 3-BLASH CHERRY	WRITE
MILLS BLACK CHERRY, ORIG., 25c	169.50	NEW MILLS GOLDEN FALLS	WRITE
MILLS BLACK CHERRY, ORIG., 50c	295.00	SINGLE WEIGHTED STAND	19.50
NEW MILLS VEST POCKET BELLS	69.50	DOUBLE REVOLV-F-ROUND SAFE	149.50

RECONDITIONED ROLL DOWN GAMES

BALLY HI-ROLLS	\$269.50	GENCO'S EING-A-ROLL	\$269.50
CHICAGO COIN ROLL DOWN	189.50	GENCO'S ADVANCE ROLL	139.50
GENCO'S TOTAL ROLL	69.50	WESTERN'S POK-O-RINO	89.50
		SUPER TR-SCOPE	69.50

Badger Sales Co., Inc.

2251 WEST PICO BLVD.
LOS ANGELES 6, CALIF.
ALL PHONE DR. 4326

Badger Novelty Co.

2545 NORTH 30TH STREET
MILWAUKEE 10, WIS.
ALL PHONE KIL. 3030

RENT A MACHINE WITH OPTION TO BUY!

2/3 of actual cash paid in credit toward purchase

	S. P.	Rental	S. P.	Rental
Tropicana	\$175.00	\$45.00	Build Up	\$175.00
Humpty Dumpty	175.00	45.00	Tennessee	299.50
Bonanza (With Flippers)	175.00	45.00	Triple Action	219.50
				50.00
				50.00

GOLD BALL (With Flippers) - \$90.00 Per Mo.
Get on Our Mailing List—National's Newslett.

NATIONAL NOVELTY COMPANY

MERRICK, N. Y.
FREEPORT 8-8320

AUTOMATIC COIN MACHINES & SUPPLY CO.

ALL PHONES: CAPITOL 8244

4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS

CONSOLES

5 Deluxe Draw Bells\$265.00
Like New

5 Draw Bells (mb) 195.00
Very Clean

5 Draw Bells (Red Button) 205.00
Like New

5 Keeney Bonus Super Bells ... 259.50
Late 5c

ONE BALLS

2 Jockey Specials\$449.50

5 Special Entrys 314.50

3 Victory Specials 150.00

One-third deposit, please.
Write us your needs on new equipment.

KAW SPECIALTY COMPANY
1137 Osage Ave. Kansas City, Kans.
Phone: ATwater 1545

UNEEDA
YOUR
HEADQUARTERS

FOR

NOW ON
DISPLAY
READY FOR
DELIVERY

**SHOE SHINE
MACHINES**

APPLIES POLISH ON and SHINES

Uneeda Shine Machine Co.
NEW YORK 18, N. Y.
505 WEST 42ND ST.
Phone: LOngacre 3-4138

ARCADE OUTFITTERS SINCE 1912
Best Arcade & Location Equipment in Stock

ARCADE MUSTS

GRANDMOTHER (Like New)
EXCEPTIONAL VALUE ... \$150.00

New Baseball—PITCH 'EM and BAT 'EM
and new Basketball—FIELD GOAL (Scientific)
GRIP METER (American)
GRIP SCALE (Mercury)
ART SHOW (Shipman)
HOT POPCORN and HOT PEANUT
Machines
Complete Line of EXHIBIT and MUTO-
SCOPE Machines and Supplies and Hundreds
of Other Machines.

FREE! May, 1948, Illustrated Catalog
New or Factory Rebuilt Amusement Ma-
chines—Any Make or Model—Parts,
Supplies and Cards—Munves Has Them All.

MIKE MUNVES
510-514 W. 34th St.
N.Y. 1, N.Y. (Bryant 9-6677)

8 POKERINOS, Ea.\$27.50
6 ROLL THE BARREL (Bowling), Ea. ... 65.00

WANTED NATIONAL SKEE ROLLS
JOS. R. MAZZOCCHI
234 Wayne Ave. CLIFFSIDE, N. J.

WANT TO BUY—MUSIC ROUTE
Manhattan, Bronx, Brooklyn or Queens—Large or Small

WRITE FULL PARTICULARS AT ONCE

THE BILLBOARD, BOX 313, 1564 BROADWAY, NEW YORK CITY

**SPECIAL LOW PRICES ON
FREE PLAY PIN GAMES!!**

All of the following games
equipped with flippers

Tropicana ... \$160.00	Triple Action \$170.00
Cover Girl ... 125.00	Stormy ... 150.00
Bermuda ... 150.00	Catalina ... 175.00
Manhattan ... 175.00	Robin Hood ... 185.00
Melody ... 160.00	Rocket ... 75.00
Ballyhoo ... 75.00	Hy Ride ... 100.00
Gold Ball ... 75.00	Silver Streak ... 75.00
Havana ... 50.00	Cyclone ... 65.00
Ginger ... 80.00	Kilroy ... 50.00
Nevada ... 100.00	Mexico ... 100.00
Suspense ... 25.00	Gold Mine ... 150.00
Sunny ... 125.00	Suspense ... 135.00
Hawaii ... 100.00	

PINS WITHOUT FLIPPERS

Miss America ... \$35.00	Vanity ... \$20.00
Fiesta ... 35.00	Brazil ... 20.00

Stage Door Canteen ... \$20.00

ROLL DOWNS

Total Roll ... \$50.00	Advance Roll \$100.00
Esso Arrows ... \$95.00	

Immediate Delivery, F. O. B. Hoboken.
1/2 Deposit With Order, Balance C. O. D.

JACK RUBIN
701 Monroe St. HOBOKEN, N. J.
Phone: Hoboken 4-8282

EMPIRE'S SUPERMART
WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

NEW PIN GAMES

GOTT, CINDERELLA ... W
UN. WISCONSIN ... R
CHICOIN TRINIDAD ... I
GENCO TRADE WINDS ... T
EXH. BANJO ... E
BAL. BALLERINA ...
WMS. VIRGINIA ...
MARV. LEAP YEAR ...

NEW ONE BALLS

BALLY GOLD CUP, F.P. \$645
BALLY TROPHY, P.O. 645

ROLL DOWN GAMES

SPECIAL SALE

POKERINO ... \$179.50
EXH. MIMI ... 198.50
BALLY HV-ROLL ... 449.50
ESBO ARROWS ... 295.00
PRO-SCORE ... WRITE
BUCCANEER ... 245.00
CHI. ROLL DOWN ... 245.00
GOLD MINE ... 289.50

NEW COUNTER GAMES

MARVEL POP-UP ... \$ 29.50
ABT MODEL F ... 52.50
ABT STRIKE-A-LITE ... 52.50
ABT CHALLENGER ... 49.50
GRIP-VUE ... 49.50
KICKER & CATCHER ... 34.50
GOTT, GRIP SCALE ... 29.50
BAT-A-BALL JR. & STAND, Originally \$79.50, Now ... \$29.50

ACME SHOCKER ... \$ 24.50
DAVAL BEST HAND ... 24.50
SKILL THRILL ... 24.50
FREE PLAY ... 24.50
1 1/2 AMER. EAGLE ... 37.50
GROET. CAMERA CH. ... 19.95
IMP, 1 1/2 or 5 1/2 ... 14.50
BAT-A-BALL JR. & STAND, Originally \$79.50, Now ... \$29.50

NEW SLOTS

JENNINGS LITE-UP CHIEF ...
JENNINGS STANDARD CHIEF ...
MILLS JEWEL BELL ...
MILLS BLACK GOLD, H.L. ...
MILLS MELON BELL ...
MILLS BLACK CHERRY ...
COLUMBIA, JP ... \$109.50
VEST POCKETS ... 65.00

DE L. COLUMBIA ... \$129.50
MILLS Q.T. ... 115.00

WRITE!

SLOT SAFES, STANDS, ETC.

CHICAGO METAL REVOLVING SAFES — DE LUXE
Single ... \$119.50 Double ... \$174.25 Triple ... \$262.00
UNIVERSAL—Single Safe ... \$78.50 Double Safe ... 116.75
FLIPPER BUMPER KIT ... \$5.95 NICKEL NUDGER ... 3.95
DOWNEY-JOHNSON COIN COUNTER ... 198.50
BOX STANDS ... \$27.50 FOLDING STANDS ... 12.50

DE LUXE ... \$ 27.00
MODEL 33 ... 12.60
MODEL 39 ... 14.40
MODEL 40 ... 11.00
33 BALL GUM ... 11.65

NEW CONSOLES

KEEN. GOLD NUG. \$800.00
EVANS RACES ... 931.00
BAL. TRIPLE BELL ... 895.00
EV. WINTERBOOK ... 826.00
EVANS BANGTAILS ... 671.50
EV. CASINO BELL ... 637.50
JENN. CHALLENGER ... 595.00
BAL. WILD LEMON ... 542.50
BAL. DOUBLE UP ... 542.50

NEW VENDORS

ARISTOCRAT POP
CORN VENDORS ... \$225.00
ATLAS BANTAM 5c
ALMOND VENDOR ... 12.50
MARION SCALE ... 97.50
SILVER KING HOT
NUT VENDOR ... 28.95
5c 4-WAY MINT ... 27.50
ADVANCE 25c MODEL
21c VENDOR ... 24.00
SILVER KING, 1 1/2 or
5c NUT OR B.G. ... 19.95
VICTOR MODEL K ... 12.95
VIC. MOD. V. GLOBE ... 12.50
N-W STAMP VEND. ... 69.00

WANTED

**EXPERIENCED OPERATORS ON
LIBERAL PERCENTAGE BASIS**

If you want to operate the best machines at
all times, consisting of 5-Ball Free Play and
1-Ball Free Play, this is an exceptional op-
portunity.

We operate on **LIBERAL PERCENTAGE**
PLAN with wide awake coin men who have
a good following and **CAN PLACE AND**
REPAIR MACHINES. You do not invest any
money whatsoever in equipment.

WE DO NOT SELL ON EASY PAYMENT PLAN

Write fully, giving us details on **TYPE AND**
KIND OF MACHINES NOW OPERATING IN
YOUR TERRITORY, LOCAL LICENSE, IF
ANY, ETC. Also any other information you
think we may need to determine whether
we can operate a profitable mutual route.

Address **BOX 174, THE BILLBOARD**
155 N. Clark St., Chicago 1, Ill.

COUNTER GAME CLOSEOUT: New Daval Free Play (originally \$75 each), Now 2 For \$39.50

RECONDITIONED 5 BALLS

NEVADA ... \$169.50	SUSPENSE ... \$ 54.50
MEXICO ... 139.50	MID. RACER ... 44.50
HAWAII ... 129.50	CANTEEN ... 44.50
GOLD BALL ... 119.50	SURF QUEEN ... 44.50
MARJORIE ... 119.50	BIG LEAGUE ... 44.50
LUCKY STAR ... 114.50	BOG HIT ... 44.50
CROSSFIRE ... 109.50	LITE-O-CARD ... 29.50
HAVANA, with Motor Unit ... 109.50	YANK, DOODLE ... 29.50
HONEY ... 109.50	Laura ... 29.50
MAISIE ... 109.50	FLAT TOP ... 29.50
MYSTERY ... 109.50	LIBERTY ... 29.50
CYCLONE ... 99.50	SKY CHIEF ... 29.50
TORNADO ... 99.50	BIG PARADE ... 29.50
ROCKET ... 99.50	AIR CIRCUS ... 29.50
RIO (Motor) ... 99.50	KNOCK OUT ... 29.50
VANITIES ... 99.50	SOUTH SEAS ... 29.50
BALLYHOO ... 99.50	SANTA FE ... 29.50
PLAY BOY ... 99.50	BRAZIL ... 29.50
KILROY ... 84.50	5-10-20 ... 29.50
FIESTA ... 79.50	BOSCO ... 29.50
SUPER SCORE ... 74.50	HI HAT ... 29.50
SPELLBOUND ... 69.50	PRODUCTION ... 24.50
MIS AMER. ... 64.50	JUNGLE ... 24.50
DYNAMITE ... 64.50	BOLAWAY ... 24.50
SMARTY ... 64.50	SHOW BOAT ... 24.50
SHOW GIRL ... 64.50	VENUS ... 24.50
BAFFLE CARD ... 64.50	ABC BOWLER ... 24.50
STEP UP ... 64.50	SEVEN UP ... 24.50
STATE FAIR ... 64.50	
HOLLYWOOD ... 59.50	
SUPERLINER ... 59.50	
FAST BALL ... 59.50	
SEA BREEZE ... 59.50	

BOWLING LEAGUE ... \$139.50

SLOTS

50c MILLS GOLD CHROME ... \$209.50
JENN. LITE-UP CHIEF, 25c ... 235.00
JENN. LITE-UP CHIEF, 10c ... 225.00
MILLS BLACK CHERRY, Orig. 5c ... 144.50
MILLS BLACK CHERRY, Orig. 10c ... 149.50
MILLS BLACK CHERRY, Orig. 25c ... 154.50
5c MILLS BLUE FRONT, ORIG. ... 89.50
5c MILLS BONUS BELL ... 119.50
5c MILLS ORIG. CHROME, 25 ... 109.50
10c BROWN FRONTS ... 109.50
JENN. SILVER CHIEF, 5c or 10c ... 99.50
JENN. CIGAROLA XV ... 99.50
GROET. COLUMBIA, J.P. ... 89.50
5c MILLS VEST POCKET ... 44.50

ARCADE

CHI. COIN BASKETBALL CHAMP \$379.50
WMS. ALL-STAR ... 339.50
HARVARD METAL TYPER ... 219.50
DRIVEMOBILE ... 189.50
FOOTBALL, IDEAL ... 189.50
GENCO ADVANCE ROLL ... 189.50
GENCO TOTAL ROLL ... 149.50
CHI. COIN GOALIE ... 149.50
ROLL-A-BARREL, 10 FL. ... 149.50
SUPER BOMBER ... 149.50
UNDERSEA RAIDER ... 139.50
SKY FIGHTER ... 129.50
SUPER TORPEDO ... 109.50
MAJOR LEAGUE BASEBALL ... 109.50
BALLY HEAVY HITTER ... 95.00
BATTING PRACTICE ... 89.50
WEST. DE LUXE BASEBALL ... 89.50
HOOKEY, CHICOIN ... 89.50
LIBERATOR OR PERISCOPE ... 79.50
ROCKET BUSTER ... 79.50
TEN STRIKE ... 69.50
AIR RAIDER ... 69.50
WHIZZ, WITH STAND ... 59.50

ONE BALLS

SPECIAL ENTRY, F.P. ... \$369.50
VICTORY SPECIAL, F.P. ... 225.00
VICTORY DERBY, P.O. ... 189.50
TURF KING, P.O. ... 99.50
JOCKEY CLUB, P.O. ... 89.50
LONGACRE, F.P. ... 89.50
PILICO, F.P. ... 79.50
CLUB TROPHY, F.P. ... 74.50
KENTUCKY, P.O. ... 74.50
BLUE GRASS, F.P. ... 69.50
RECORD TIME, F.P. ... 69.50
LONGSHOT, P.O. ... 69.50
SPORT KING, P.O. ... 64.50
'41 DERBY ... 59.50
MILLS OWL, 1 or 5 Ball ... 49.50

CONSOLES

5-25 TWO-WAY BONUS SUPER ... \$565.00
BALLY TRIPLE BELL ... 565.00
5c KEEN. BONUS SUPER BELL ... 345.00
DE LUXE DRAW BELL ... 285.00
TRACK ODDS, Late Model ... 279.50
DRAW BELL, Regular ... 235.00
4-WAY SUPER BELL, 5-5-5-25c ... 169.50
MILLS 3-BELLS ... 159.50
2-WAY SUPER BELL, 5-5c ... 125.00
GALLOPING DOMINOS, J.P. ... 119.50
EVANS LUCKY STAR ... 109.50
HI HAND, COMB. ... 99.50
MILLS 4-BELLS, 5-5-5-5 ... 99.50
BALLY CLUB BELL ... 89.50
WATLING BIG GAME, P.O. or F.P. ... 69.50
5c PACE SARATOGA SR., P.O. ... 69.50
BALLY BIG TOP, P.O. or F.P. ... 69.50
MILLS JUMBO, LATE HEAD ... 69.50
PAGE REELS—CHR RAIL ... 69.50
JENN. FAST TIME, P.O. ... 59.50

FLASH
Soldering
GUN

4 TIPS

OPERATED DIRECTLY FROM
110 Volts A.C. or D.C.

Quick heating. 75
watt. Natural gun grip
provides convenient
and cool protected
plastic handle. Light-
weight, handy to use.
Includes four tips as
illustrated.

4.95

See your jobber ... if he
cannot supply you, order direct.

BAKER-PHILLIPS COMPANY
2816 Aldrich South Minneapolis, Minnesota

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. Phone EVERGLADE 2600 CHICAGO 22, ILL.

Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT. Ph: Tyler 7-2770

GAMES THAT ARE READY FOR LOCATION

SOUTHERN'S SPRING SPECIALS!

\$19.50

- ACTION
- BIG HIT
- BIG LEAGUE
- FOREIGN COLORS
- FIVE, TEN, TWENTY
- GRAND CANYON
- KEEP 'EM FLYING
- MIDGET RACER
- DOUBLE BARREL
- STAGE DOOR CANTEEN
- SURF QUEEN
- SOUTH SEAS
- VICTORY

- BAFFLE CARD\$ 49.50
- BUILD UP 159.50
- COVER GIRL 139.50
- HI RIDE 129.50
- HAVANA 89.50

- HUMPTY DUMPTY\$169.50
- KILROY 59.50
- RIO 89.50
- SPELLBOUND 29.50
- STARLITE 139.50

- STEP UP\$ 59.50
- SUPERLINER 29.50
- SUPER SCORE 39.50
- TROPICANA 179.50
- TREASURE CHEST . 129.50

TERMS:
1/2 Dep.,
Balance
Sight
Draft.



WRITE FOR NEW LIST JUST OUT
On All 5-Ball Free Play Games,
One Balls, Consoles, Slots, Phonographs and Wall Boxes.
"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN
CINCINNATI · DAYTON · FT. WAYNE
INDIANAPOLIS · LEXINGTON

624 S. Third St., Louisville 2, Ky.
242 Jefferson St., Lexington 2, Ky.
1329 S. Calhoun St., Ft. Wayne 2, Ind.

228 W. 7th St., Cincinnati 2, Ohio
603 Linden Ave., Dayton 3, Ohio
325 N. Illinois St., Indianapolis 4, Ind.

410 Market St., Chattanooga 2, Tenn.

NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS

MILLS LATEST MACHINES

← GOLDEN FALLS

You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play.

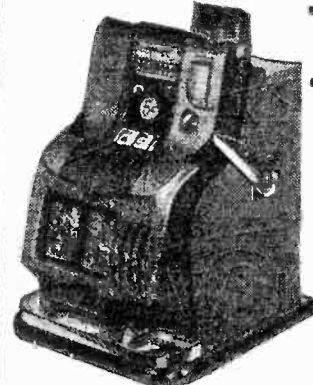
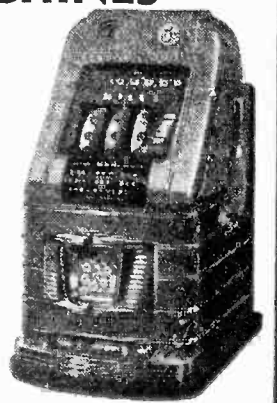
WRITE FOR PRICES

JEWEL BELL →

If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play.

WRITE FOR PRICES

IMMEDIATE DELIVERY



MILLS Q T

A "Pony-Size" Bell.
Weights only 35 lbs.

The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

\$115.00 1/8 Deposit.

New Box Stands, Single,
Double and Triple Safes

SICKING, INC.



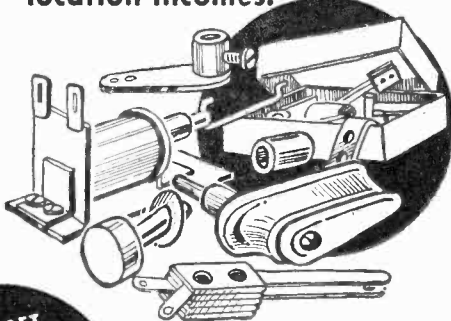
NEW VEST POCKET BELL

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.

Established 1895 1401 CENTRAL PARKWAY
CINCINNATI 14, OHIO

PUT NEW LIFE TO YOUR EARLIER EXHIBIT GAMES with FLIPPERS

YOU CAN ADD these popular thrillers yourself. EXHIBIT makes this special offer in the interest of EXHIBIT operators to help them build up their location incomes.



Exhibit's NEW LIFE FLIPPERS comes to you in a kit, consisting of TWO complete FLIPPERS with installation instructions

Price \$3⁹⁵

ORDER from your EXHIBIT Distributor

EXHIBIT SUPPLY CO. 4222-30 W. LAKE ST.
(ESTABLISHED 1901) CHICAGO 24, ILL.

FOR SALE—SACRIFICE PRICES

FIVE BALLS

- Kilroy\$ 59.50
- Bally-Hoo 69.50
- Baffle Card 59.50
- Big League 24.50
- Double Barrel 24.50
- Dynamite 39.50
- Havana 64.50
- Rio 59.50
- Rocket 74.50
- Miss America 49.50
- Show Girl 49.50
- Step-Up 49.50
- Super Score 49.50
- Spellbound 39.50
- Superliner 39.50
- Tornado 69.50
- Stage Door Canteen 24.50
- Arizona 19.50
- Oklahoma 19.50
- Streamliner 19.50
- Wagon Wheel 19.50
- Cross Fire 74.50
- Mystery 64.50
- Whizz 29.50
- Ranger 89.50
- Surf Queen 24.50

ONE BALLS

- Dark Horse\$ 50.00
- Pimlico 50.00
- Fortune, Keeney 50.00
- Mills Owl 35.00
- Gottlieb Daily Races 150.00
- Bally Jockey Special 450.00

ARCADE

- 10 Strikes 'n' Spares. Each\$300.00
- King Pin 50.00
- Goalee 75.00
- 14' Wurlitzer Skee Ball 125.00
- Mutoscope Photomatic 295.00
- Champion Hockey 85.00
- Bowling League 29.50
- Lite League 75.00
- Tally Roll 69.00
- Chicago Coin Hockey 75.00
- Hi-Score Rolldown 99.50
- Eight Ball 150.00

CONSOLES

- Bally Triple Bell\$595.00
- Keeney Triple Super Bonus 595.00
- Keeney Super Bonus Bell 299.50
- Mills 3 Balls 145.00
- Mills 10¢ Club Console 75.00
- Mills 5¢ Club Console 75.00

PHONOGRAPHS

SEEBURG

- 9800, R.C.\$125.00
- 9800 99.50
- Classic 89.50
- Envoy 89.50
- Concert Masters 79.50
- Mayfair 79.50
- Vogue 79.50
- Commanders 89.50

WURLITZER

- 500\$ 79.50
- 600 79.50
- 800 175.00
- 850 195.00
- 700 175.00

ROCK-OLA

- 1939 Deluxe\$ 89.50
- 1939 Standard 89.50
- 1938 Monarch 69.50
- 1941 Playmaster 75.00
- 1940 Master 99.50
- 1940 Super 109.50
- 1941 Commando 99.50
- 12 Spectravoxes. Each 50.00

SLOTS

- Mills 5¢ Black Cherry\$135.00
- Mills 10¢ Black Cherry 140.00
- Mills 25¢ Black Cherry 145.00
- Jennings Deluxe Chief \$185.00, \$190.00, 195.00
- Jennings 5¢ Bronze Chief 165.00
- Jennings 10¢ Bronze Chief 170.00
- Jennings 25¢ Bronze Chief 175.00
- Jennings 5¢ Standard Chief 175.00
- Jennings 10¢ Standard Chief 180.00
- Jennings 25¢ Standard Chief 185.00

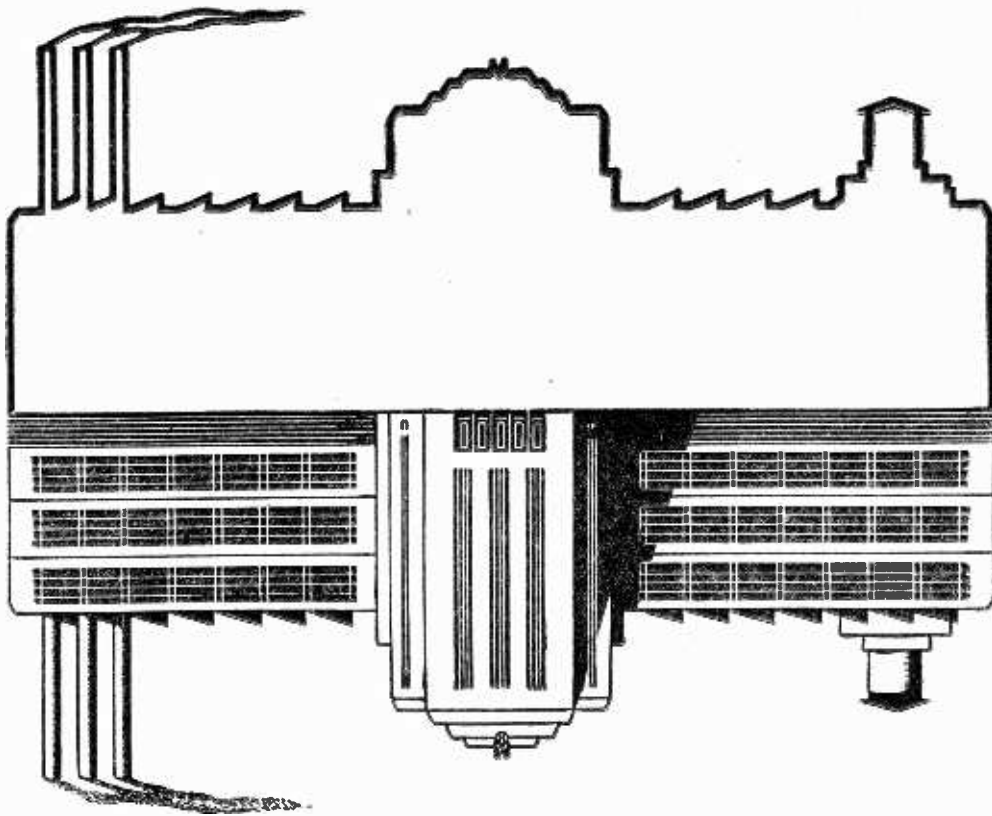
Wire—Phone—Write

1/3 Down, Balance C. O. D.

REX COIN MACHINE Distributing Co.

BRANCHES
Buffalo
Albany

MAIN OFFICE PHONE 28255
821-829 South Salina St.
Syracuse 3, New York



WE'VE TURNED THE FACTORY

Upside Down

so that you might have new Mills Bells for your summer needs. Order Black Golds, Bonus, Melons and Jewels now. Be prepared for that natural summer activity

BELL-O-MATIC CORPORATION

Exclusive National Distributor: Mills Bells Products

BRAND NEW ALL THROUGH! VIRGINIA

The Game You've Always Wanted!

- ★ PREMIUM AND DOUBLE PREMIUM SCORE
- ★ PYLON LIGHTS
- ★ 5 ADVANCE PREMIUM ROLL OVERS AND FAST PREMIUM BUILD-UP
- ★ SCORE TO 900,000
- ★ AMAZING 6-FLIPPER ACTION

ORDER
FROM
YOUR
DISTRIBUTOR
TODAY!

Williams
MANUFACTURING
COMPANY
161 W. HURON ST.
CHICAGO 10, ILL.



JOE
ASH

ACTIVE
COMPLETELY
RECONDITIONED GAMES
READY FOR LOCATION
'NUFF SAID

BAFFLE CARD . . . \$39.50	SHOW GIRL . . . \$39.50
BIG HIT . . . 24.50	STAGE DOOR
CO-ED . . . 94.50	CANTEEN . . . 24.50
DYNAMITE . . . 34.50	SUPERLINER . . . 29.50
CYCLONE . . . 59.50	STATE FAIR . . . 39.50
FIESTA . . . 39.50	SUPER SCORE . . . 39.50
KILROY . . . 39.50	SEA BREEZE . . . 29.50
LUCKY STAR . . . 69.50	SPELLBOUND . . . 29.50
RIO . . . 39.50	SURF QUEEN . . . 24.50
ROCKET . . . 49.50	SUSPENSE . . . 24.50
	TORNADO . . . 54.50

1/3 With Order - Balance C. O. D.

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad St.
Philadelphia 30, Pa.
Fremont 7-4495

98 Clinton Ave.
Newark 5, N. J.
Mitchell 2-8527

1120 Wyoming Ave.
Scranton, Pa.
Scranton 4-6176



YOU CAN ALWAYS DEPEND ON ACTIVE - ALL WAYS



**Priced Within Reach
of EVERY Operator**

**DELUXE & UNIVERSAL
SAFES AND STANDS**

Nothing can compare with these super-safe protection units at the price. They are heavier, better constructed . . . are equipped with better locking devices . . . simplify servicing all machines . . . are streamlined and finished in attractive colors that harmonize with the finest interiors.

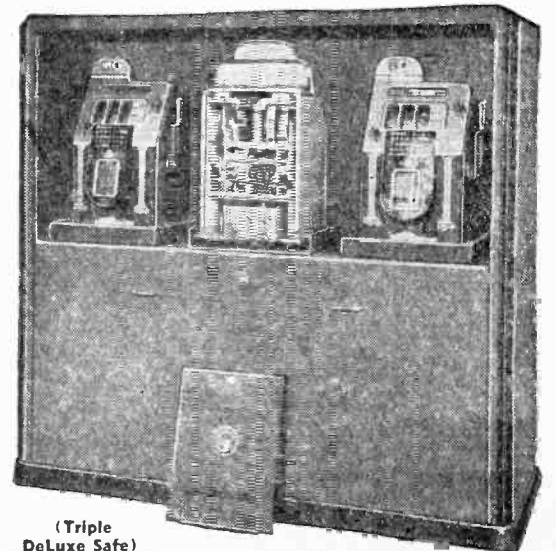
Plan TODAY to safeguard your machines, your income, and your locations with DeLuxe or Universal Protection Equipment.

Write at once for literature, prices, and name of nearest distributor.

PROMPT DELIVERY



(Single Universal Stand)



(Triple DeLuxe Safe)

**CHICAGO METAL
MFG. COMPANY**

3724 South Rockwell Street
Chicago 32, Illinois
Tel.: LaFayette 5754

No Two
Are Alike...



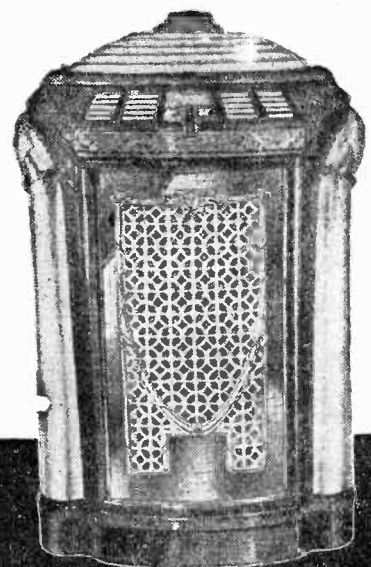
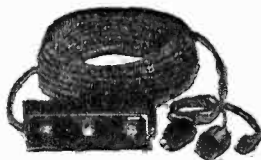
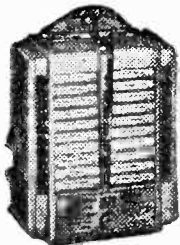
SEEBURG SCIENTIFIC SOUND DISTRIBUTION
FITS THE MUSIC TO THE LOCATION—

Locations are like fingerprints . . . no two are exactly alike. Profitable music merchandising requires the installation of proper equipment to "fit" the location.

In the complete Seeburg Line, everything is provided to install Scientific Sound Distribution . . . the right music level for more listening pleasure . . . easy tune selection from handy wall boxes

. . . and quick volume control to fit the size crowd.

Ask us to show you how Seeburg Scientific Sound Distribution will increase play and profits for you.



COLUMBUS 15, OHIO
606 S. High Street

WHEELING, W. VA.
2129 Main Street

CHARLESTON, W. VA.
1619 W. Washington St.

PORTLAND, OREGON
1238 S. E. Union Ave.

SEATTLE, WASHINGTON
2208 Fourth Ave.

SHAFER
MUSIC COMPANY



GENCO'S Trade Winds



WILL BLOW **GREATER PROFITS** YOUR WAY

- Extra Special Adjustable Free Game Feature.
- More Ways To Advance Bonus Scores.
- Speedier Flipper Action to The Top of Board.
- The Player Action Is Exciting and Fast.
- SIX Original FRB Features.
(FLOATING ROLL-OVER BUTTONS)

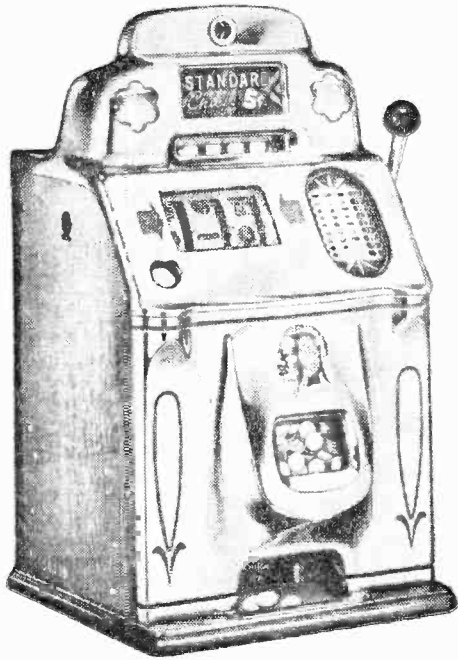
ORDER FROM YOUR NEAREST DISTRIBUTOR



MEMBER

Genco

MANUFACTURING and SALES CO.
2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

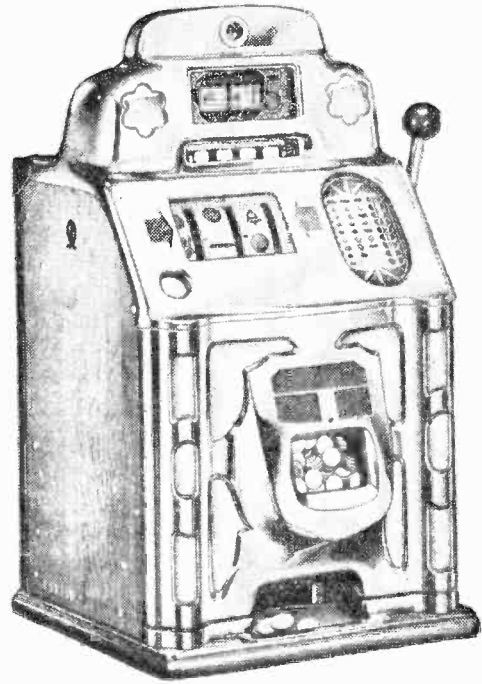


The name is Standard . . .
but the machine is TOPS!

Jennings

STANDARD CHIEF

1c - 5c - 10c - 25c - 50c - \$1.00 Play



"Lites-up" every location

Jennings Super De Luxe

CLUB CHIEF

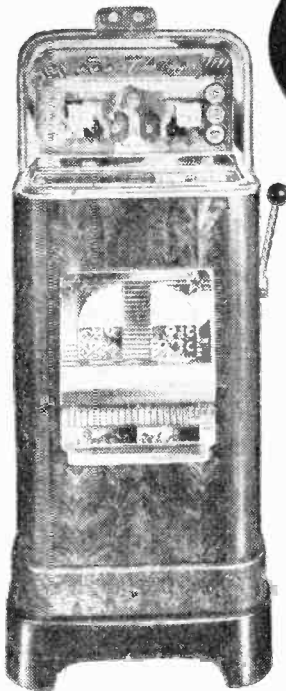
1c - 5c - 10c - 25c - 50c - \$1.00 Play



THE COMPLETE

Jennings

LINE!

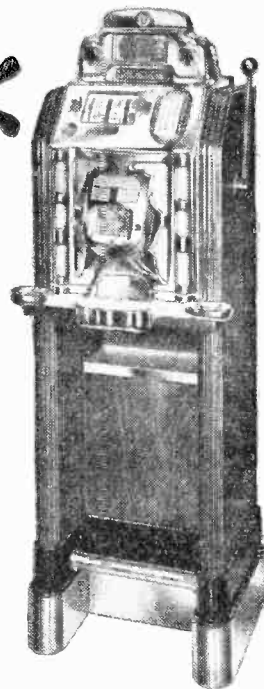


Smallest in Size . . .
Biggest in Player Appeal!

Jennings Twin Play

CHALLENGER

5c - 5c 5c - 10c 5c - 25c Play



It's that different model of the year

Jennings

CLUB CONSOLE

1c - 5c - 10c - 25c - 50c - \$1.00 Play



FREE! Your Copy of Jennings' new 16-Page Booklet featuring these coin machines.
WRITE TODAY!

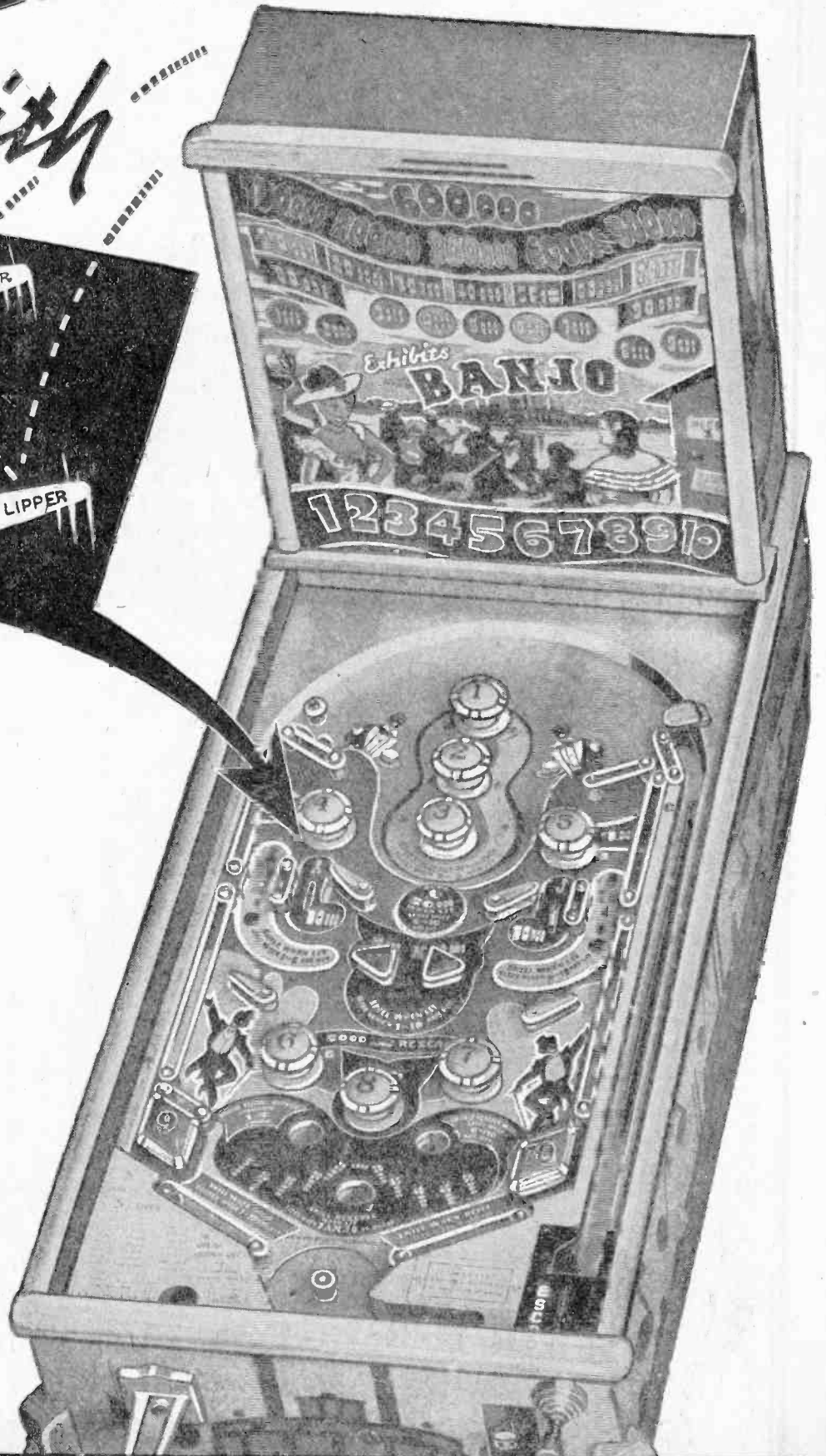
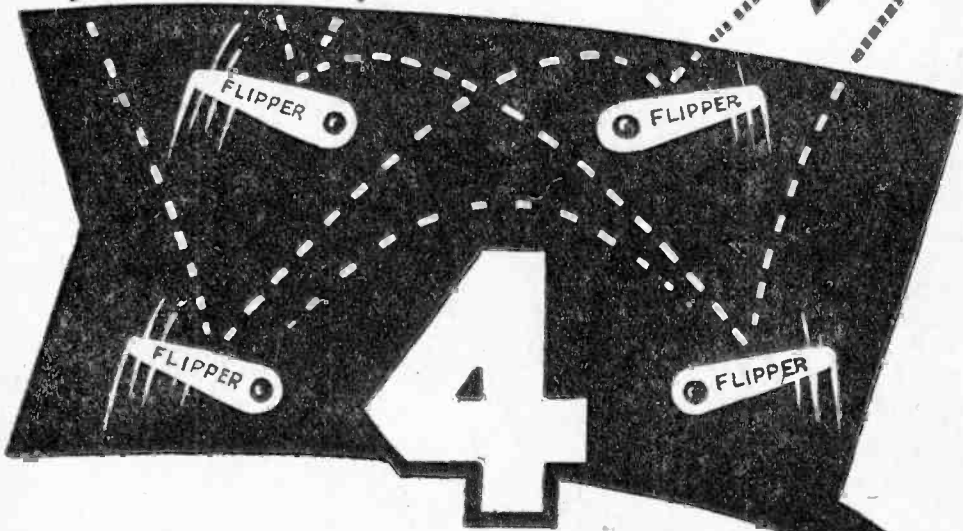
O. D. JENNINGS AND COMPANY

4307 WEST LAKE STREET • CHICAGO 24, ILLINOIS

EXHIBIT'S
GREAT!!!

BANK JO

with



SKILL FLIPPERS

**WITH BANK SHOT ACTION
GIVING FAST FASCINATING
BUILD-UP POSSIBILITIES**

• • WITH NO DELAY • •

Wherever this great popular
EXHIBIT game is on the
job—it has proven to be the
greatest player attraction of
all to-day.

**ASK ANY SMART OPER-
ATOR WHO HAS THEM.**

GET IT! from your
nearest **DISTRIBUTOR**



EXHIBIT SUPPLY COMPANY

(ESTABLISHED
1901)

4218-4230 W. LAKE STREET • CHICAGO 24, ILL.

**IT'S THE SHREWD OPERERATOR
WHO BUYS *Chicago Coin's*
TRINIDAD**

PLAYER'S CHOICE FOR ACTION
THRILLS!



ENTERTAINMENT!

**FEATURES
*Galore!***

- ★ SINGLE BONUS
- ★ DOUBLE BONUS
- ★ SUPER HIGH SCORE
- ★ TWO FLIPPERS
- ★ SUPER BONUS
BUILD-UP POCKETS
- ★ TWO SPECIAL PLAY LANES
- ★ 50,000 BONUS BUMPER

SEE
TRINIDAD

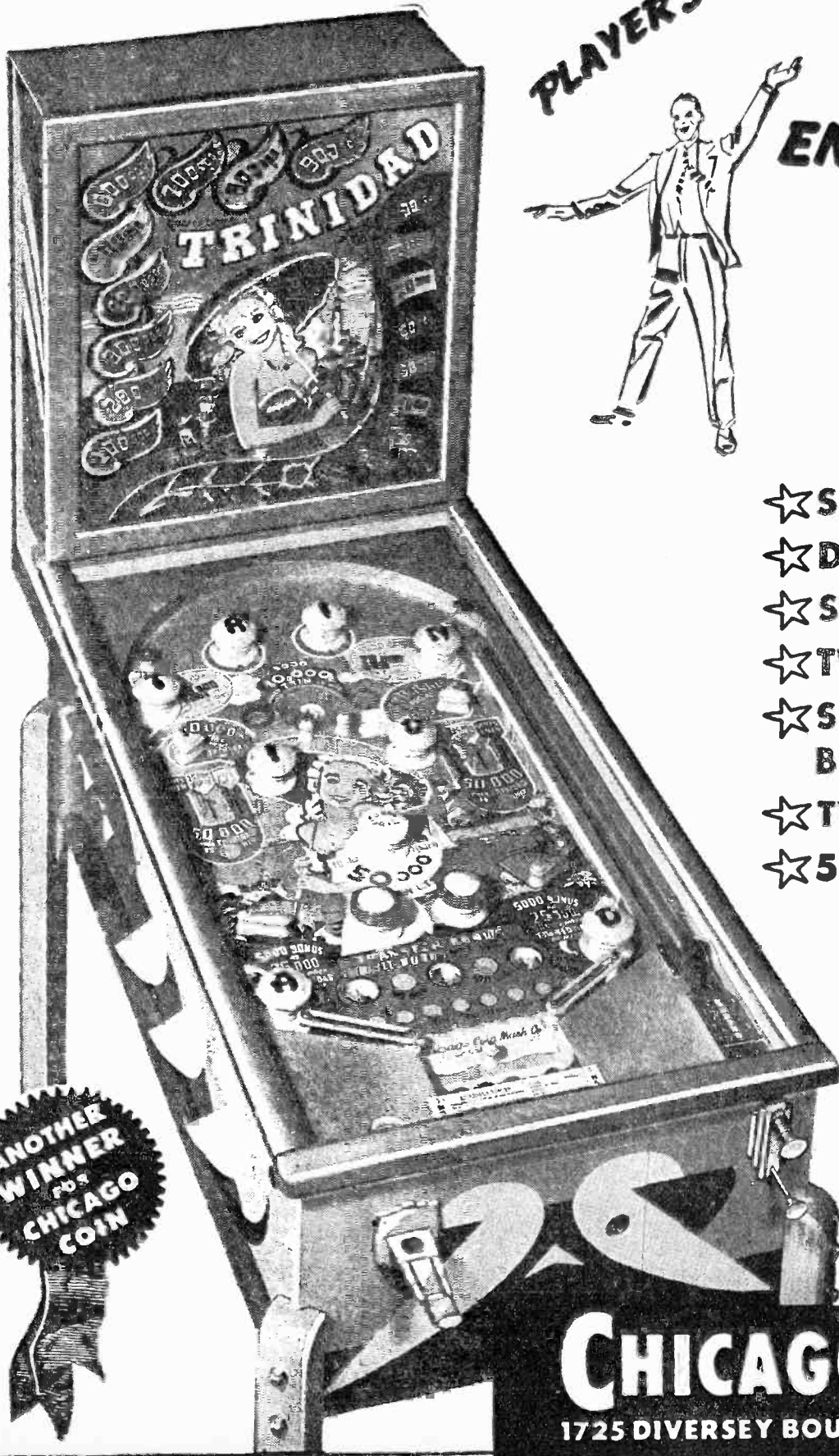
ORDER FROM YOUR
DISTRIBUTOR TODAY!



MEMBER

CHICAGO COIN MACHINE
COMPANY

1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS



UNITED'S WISCONSIN

With New
"Player Controlled Kickers"

✓ Center Roll-Over Lights
WIS-CON-SIN

✓ Double-Double Bonus

✓ High Scoring Units

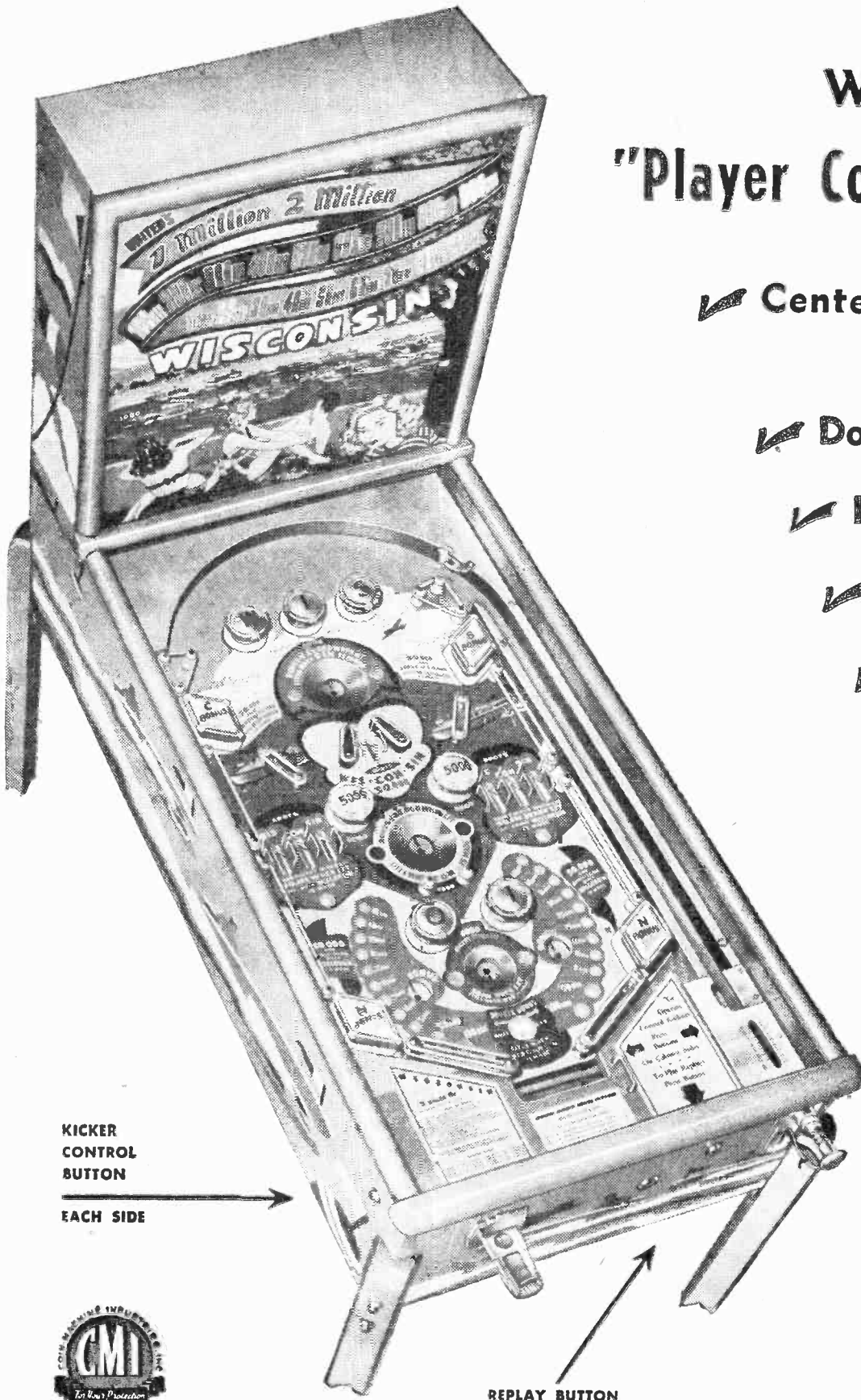
✓ Automatic Shuffle

✓ Replay Button

✓ Fast Action

FIVE-BALL
NOVELTY
REPLAY

SEE YOUR
DISTRIBUTOR



KICKER
CONTROL
BUTTON
EACH SIDE

REPLAY BUTTON



UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS

YOU'LL FILL THE TILL with

JACK 'N JILL



SUPER-SENSITIVE CONTROL BUTTONS ON BOTH SIDES

• Everybody's favorite, JACK 'N JILL in a glamorized game with new play incentives! None can resist the novel animation on the big colorful backboard, or the fast, tantalizing ball action! Watch them thrill to the excitement of amazing recovery shots with super-sensitive Flipper Bumpers! See how fast they respond to the attraction of Flashing Eyes on the playing field! Yes, Sir! Profits climb, too, when JACK 'N JILL go up the hill!

ORDER FROM YOUR DISTRIBUTOR TODAY!

"There is no substitute for **QUALITY!**"

SCORING FEATURES GALORE!

- 2 COMPLETE SCORING SEQUENCES "JACK, JILL"!
 - BONUS AND BONUS BUILD-UP!
 - DOUBLE BONUS!
 - ADVANCE BONUS!
 - HIGH SCORE!
 - FLASHING EYES!
- PLUS

D. Gottlieb & Co.

1140-50 N. Kostner Ave.
Chicago 51, Illinois



MEMBER

The Original **FLIPPER BUMPERS**, of course!



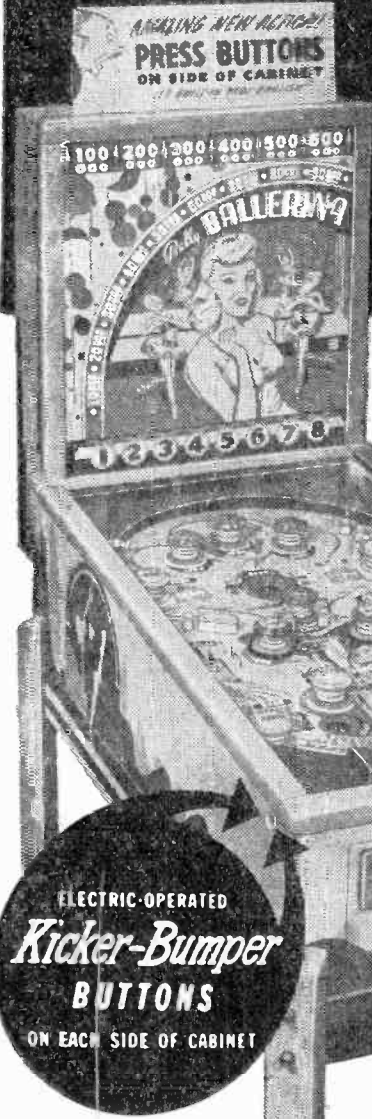
NEW Bally ONE-BALL MULTIPLES!

GOLD CUP
FREE PLAY

TROPHY
AUTOMATIC



Operators hail the new FAN FLASH as the strongest EXTRA-NICKELS MAGNET ever built into a one-ball game. Players play up to 6, 8 or 10 coins per game. Get GOLD CUP and TROPHY on location and earn biggest one-ball profits in history.



BALLERINA

NEWEST BALLY 5-BALL NOVELTY HIT

Kicker-Bumpers
CONTROLLED BY PLAYER

New Double Bonus
7 WAYS TO SET UP BONUS - 5,000 AND 25,000

Last Ball Suspense
INSURED BY KICK-BACK POCKET AT BOTTOM OF BOARD

- 5 Kick-out Holes
- 3 Saucer Holes
- High Scores
- Guaranteed Mechanically Right

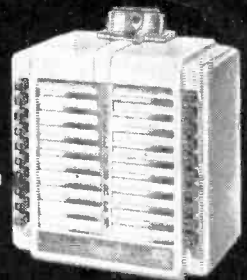
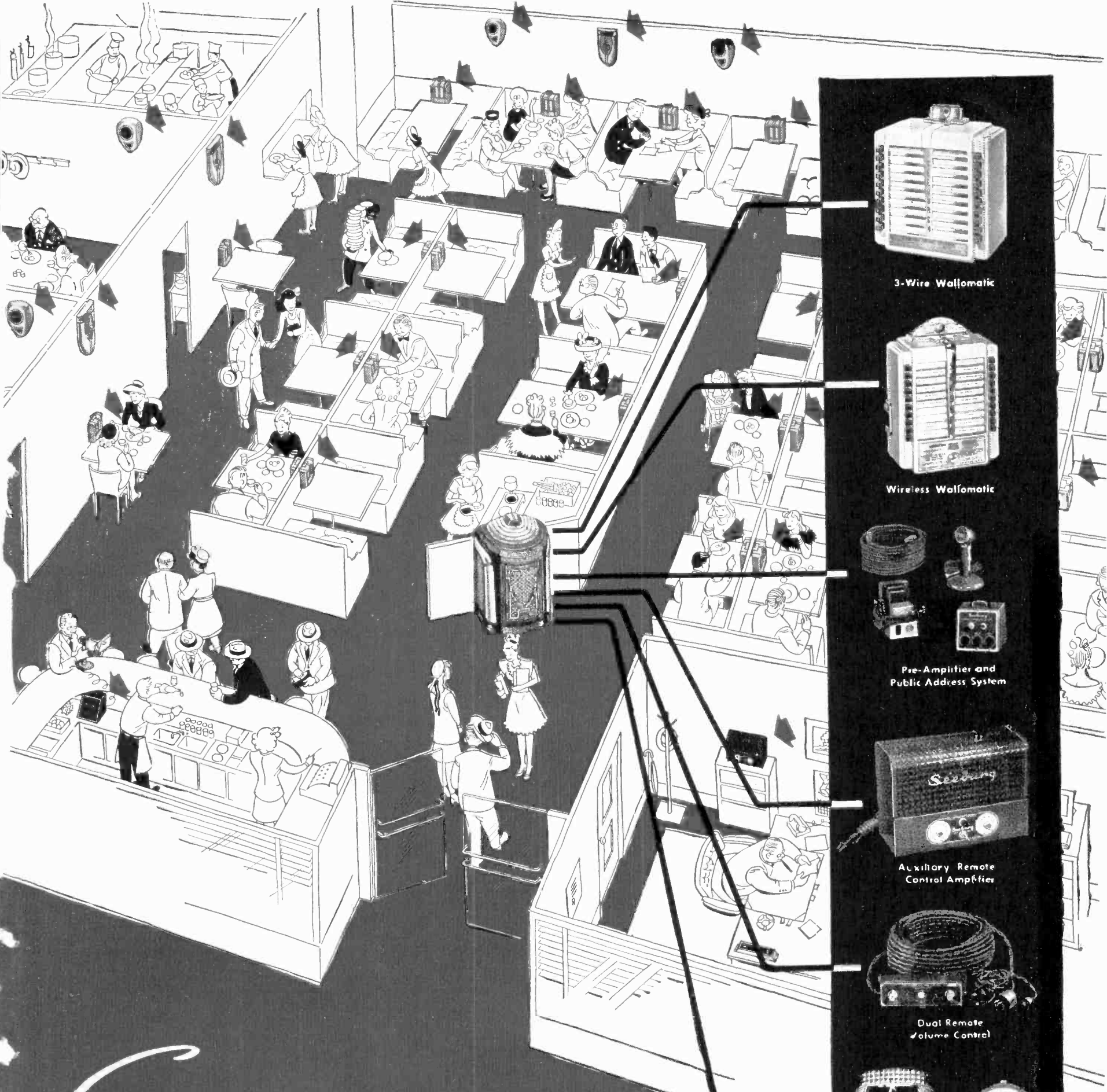
A BALLY GAME FOR EVERY SPOT

EUREKA • HEAVY HITTER • HY-ROLL • BIG INNING
WILD LEMON • DOUBLE UP • HI-BOY • TRIPLE BELL
BALLY BOWLER

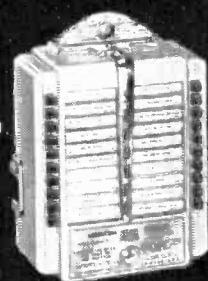


Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



3-Wire Wallfomatic



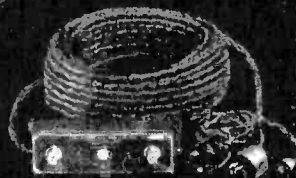
Wireless Wallfomatic



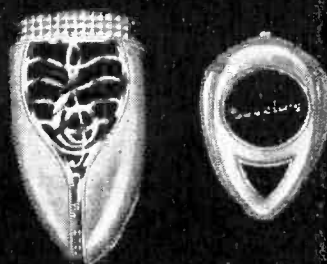
Pre-Amplifier and Public Address System



Auxiliary Remote Control Amplifier



Dual Remote Volume Control



Mirror and Tear Drop Speakers

Everything you need...

FOR ANY MUSIC SYSTEM

IN THE

COMPLETE SEEBURG LINE

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS

Seeburg
 1902 - DEPENDABLE MUSIC SYSTEMS - 1948
 J. P. SEEBURG CORPORATION
 1500 N. Dayton St., Chicago 22



WURLITZER 1100s MAKE MORE MONEY FOR YOU IN THESE 2 WAYS

1 The greatest CUSTOMER
APPEAL of all time.

NO OTHER commercial phonograph approaches the Wurlitzer Model 1100 in *quality of music* or *play-promoting design*. And it is this combination of *music* and *design* that makes it *the greatest money maker of all time*.

Thanks to the famous Zenith Cobra Tone Arm and Wurlitzer engineering, the Model 1100 faithfully reproduces the finest modulations... produces clear-as-a-bell tone that sets new high standards for recorded music.

Because of less than $\frac{2}{3}$ ounce pressure, records last up to ten times longer... sound just as good after a thousand plays as they did when new.

To these savings in record-needle costs, add sizeable savings in service costs. All

2 Substantial savings in record and service costs... should exceed \$300 SAVED in four years.

major assemblies are built into easily demountable units, can be removed from two to 100 times faster than in other phonographs and replaced with "spares" when shop servicing is required.

When you buy Wurlitzer 1100s make a mental deduction of \$300 from the price. *In addition to their unprecedented cash box earnings*, that is what savings on records and service should amount to in four years.

Replace your old phonographs that take in too little, cost too much to service. Trade them in on Wurlitzer 1100s. Put your route on a good profit paying basis by moving a better paying phonograph into every location. The Rudolph Wurlitzer Company, North Tonawanda, New York.

**GENEROUS TRADE-IN ALLOWANCES ON YOUR OLD
PHONOGRAPHS — EASY TERMS ON WURLITZER 1100s**